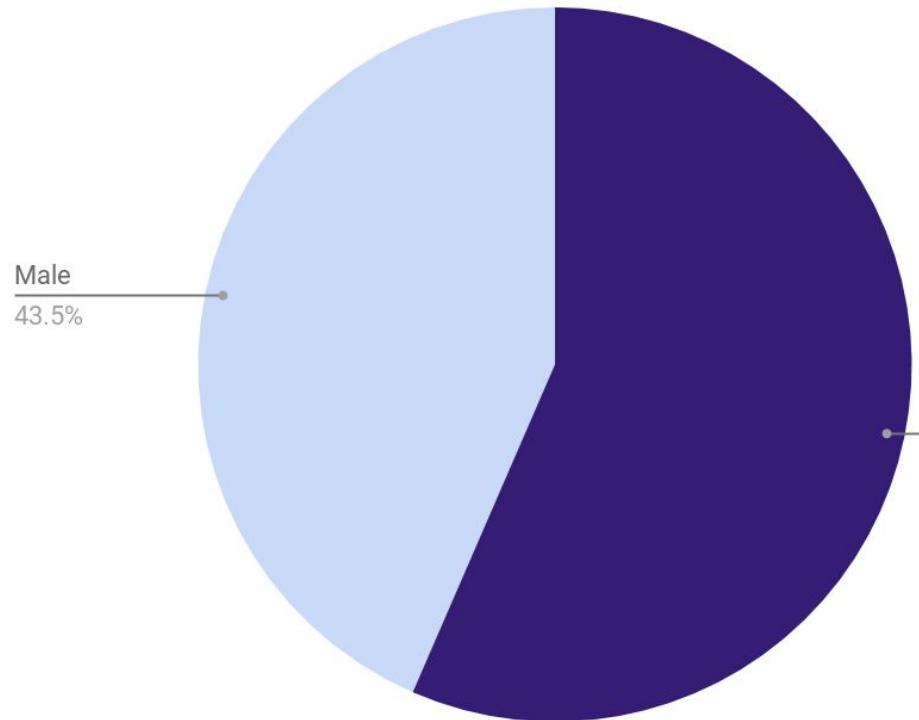


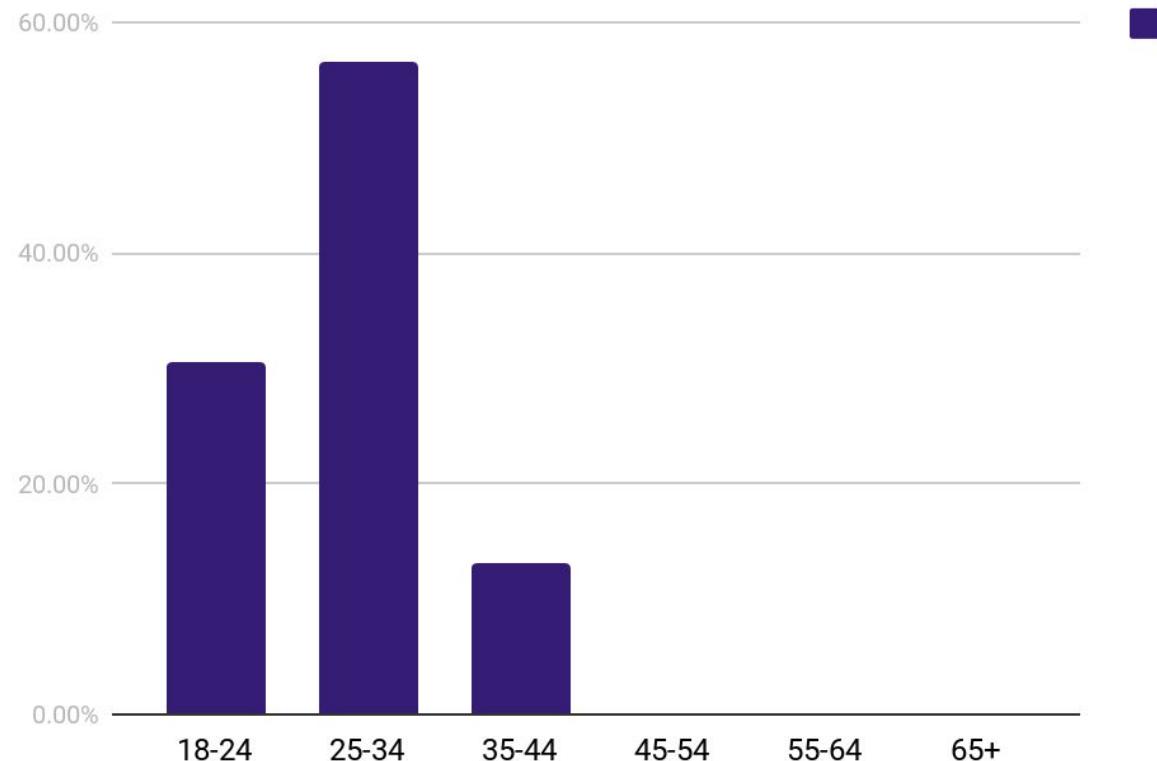
SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

Gender



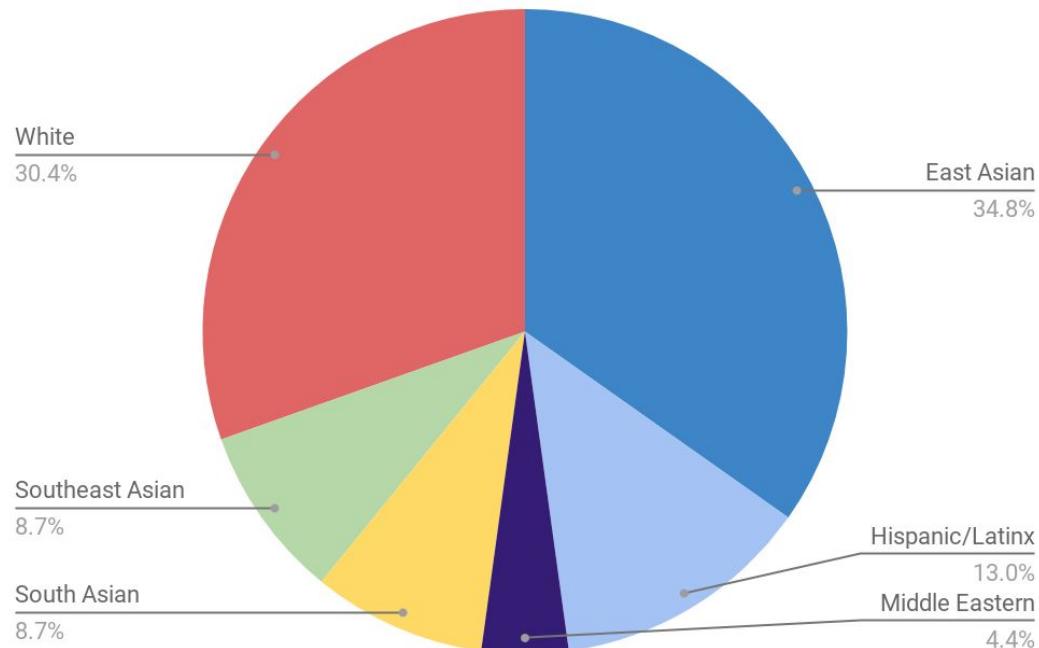
AGE



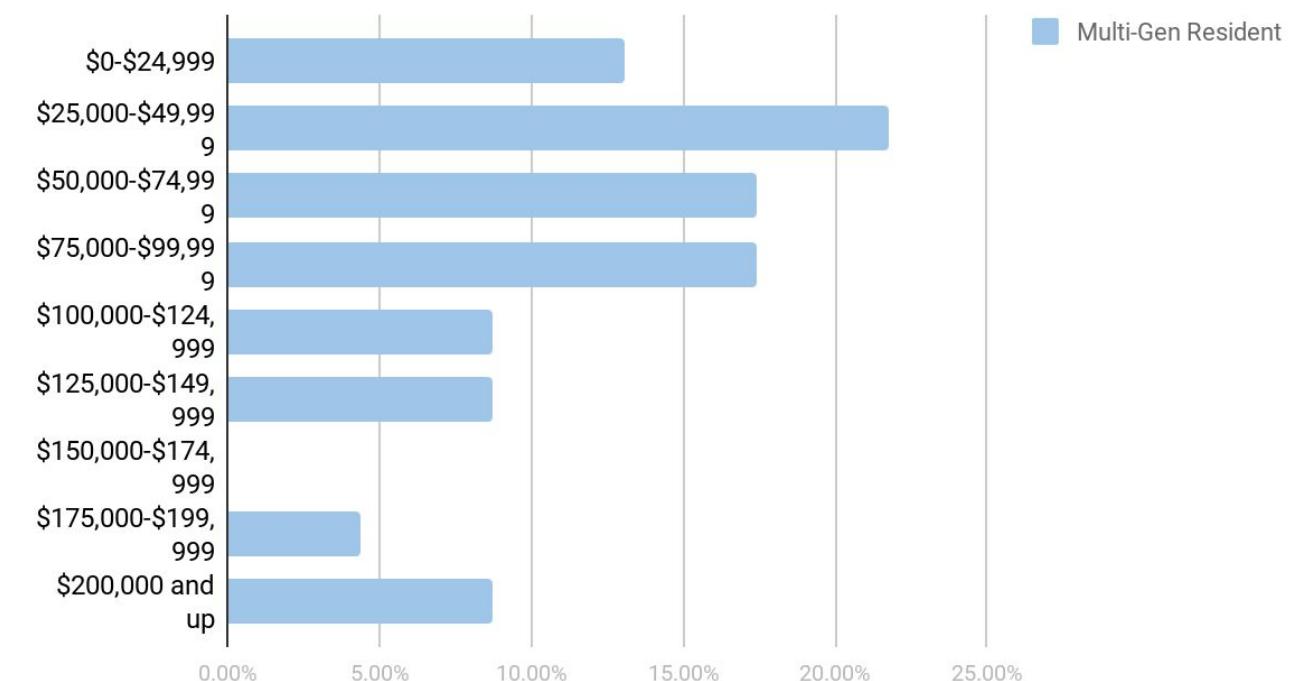
SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

What is your racial or ethnic identity?



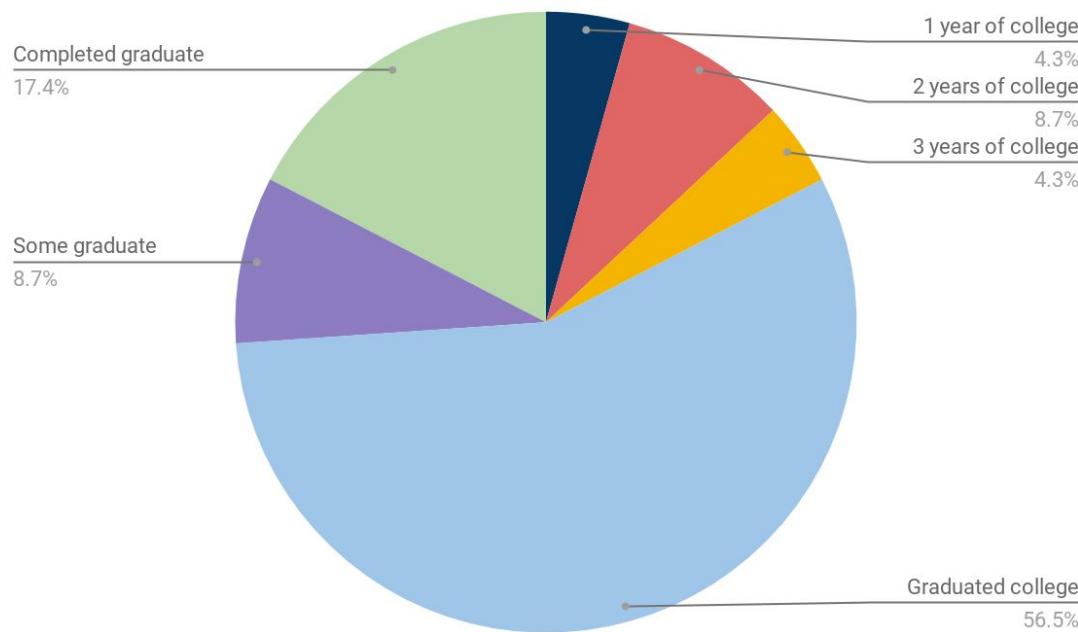
Average Household Income?



SURVEY RESULTS

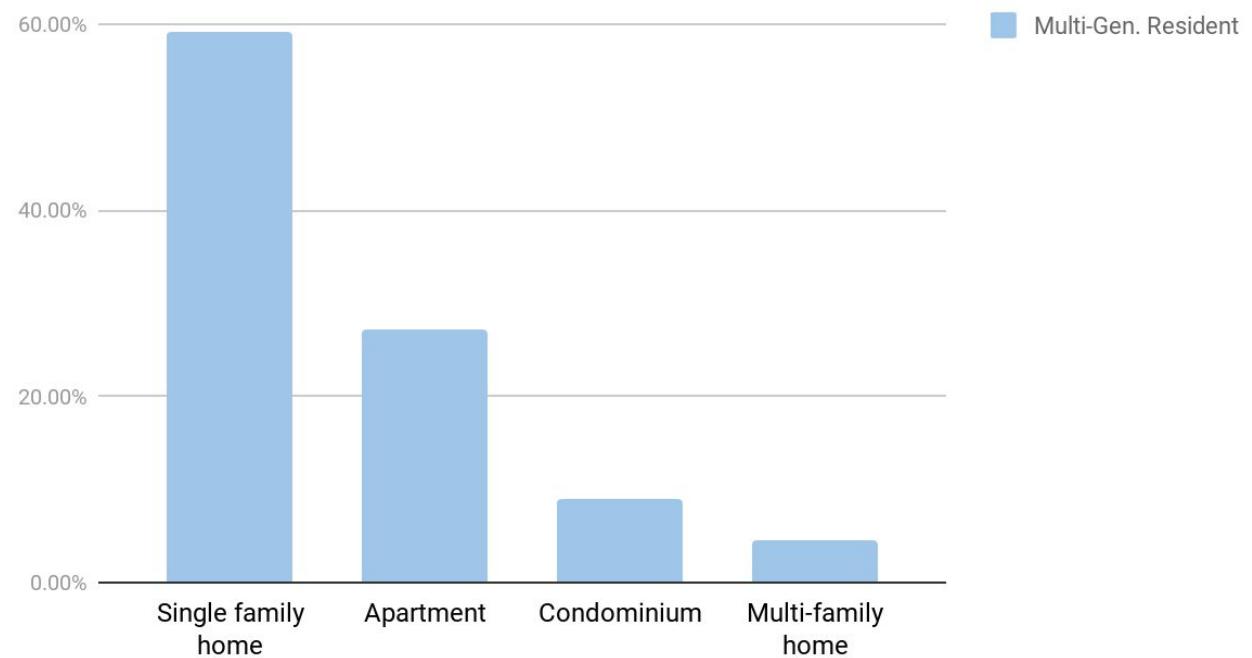
MULTI-GENERATIONAL RESIDENT

Highest level of education:



56.5% have graduated college

Describe your home:

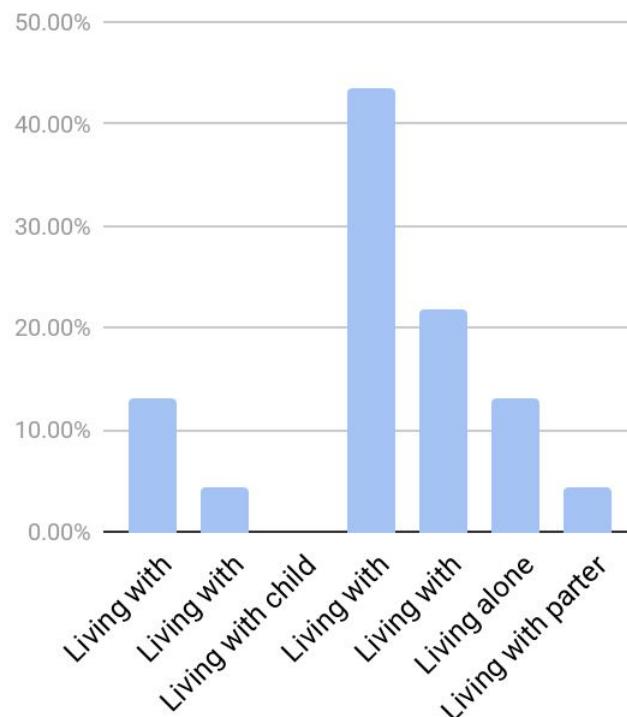


59.09% live in a single-family home.

SURVEY RESULTS

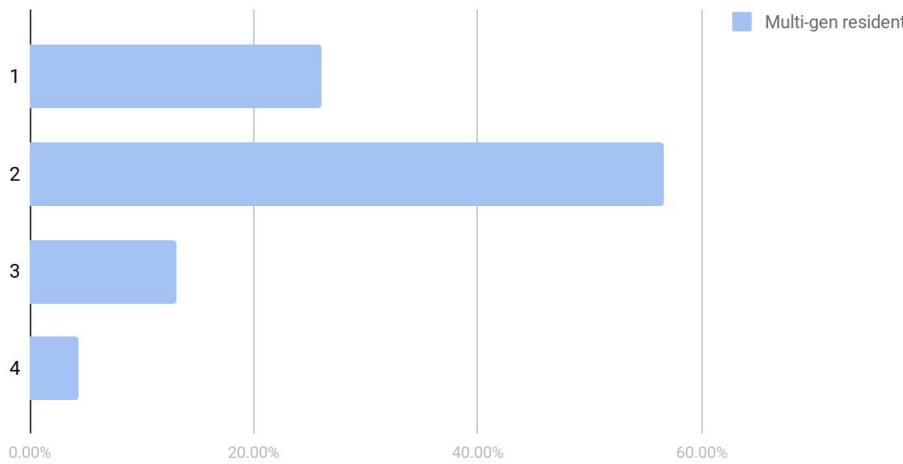
MULTI-GENERATIONAL RESIDENT

Describe your household:



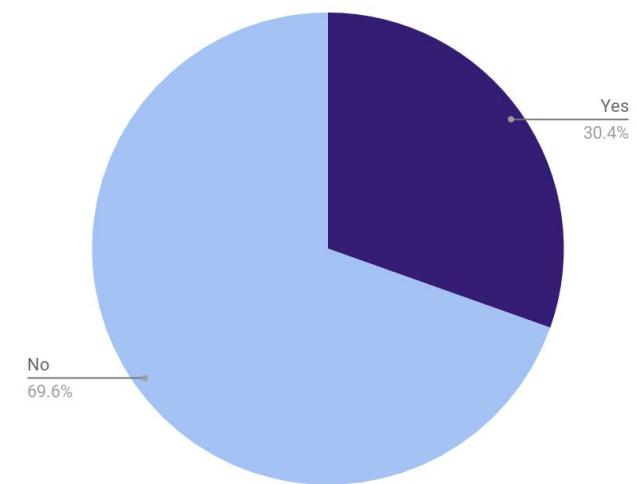
43.48% live with mixed or extended family/parents.

How many generations of your family currently live in your community?



56.52% have at least 2 generations of family living in their communities.

Do you own your place of residence?

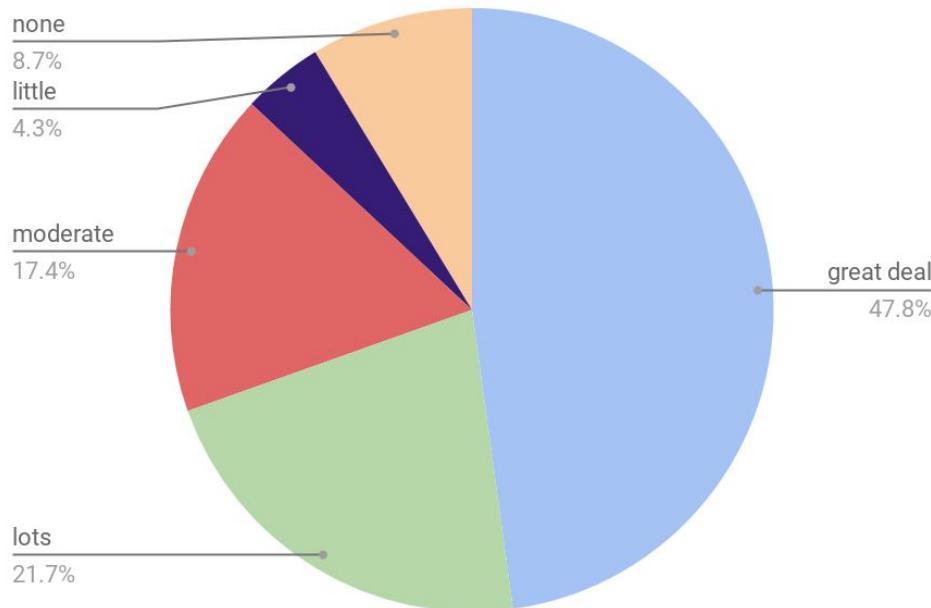


69.9% do not own their own home.

SURVEY RESULTS

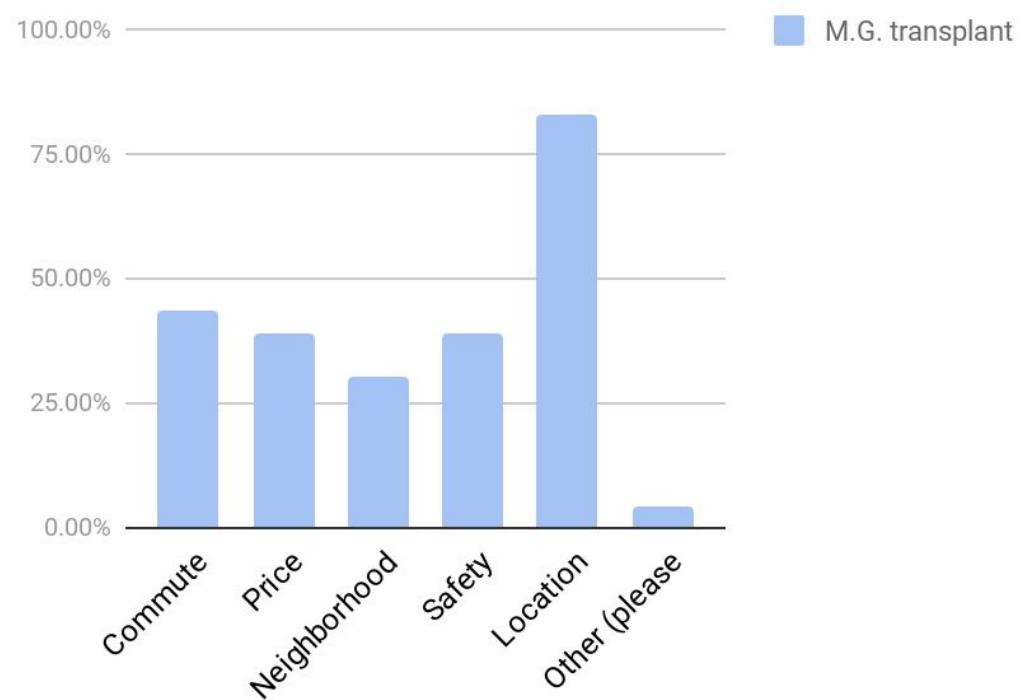
MULTI-GENERATIONAL RESIDENT

How much do family ties affect your decision to stay in the area?



It was important to most of the multigenerational residents.

What do you enjoy about the neighborhood you're in? (check all that apply)



Location, commute, and safety/ price were the top checked answers.

SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

What are some of the best qualities of your neighborhood?

- The area I live in has been experiencing a lot of **new developments**. I can walk to 3 different grocery stores from my house and there are so **many restaurants and shops that are opening** up around me. People who live in different cities drive all the way to my neighborhood to shop or eat.
- **Multi-cultural & ethnic** melting pot of **food** and **activities**.
- **Good food**, close **commute** to work
- Neighborhood is right **off the freeway**, provides nearby public transportation, near a **shopping center and mall**

What are some of your greatest concerns for the neighborhood?

- I'm concerned that the neighborhood is becoming more and more **expensive**. I will not be able to afford a house here like my grandparents, parents, aunts, uncles and cousins did in their twenties and very early thirties. I also feel that the **culture of the community is becoming** more similar to nearby **wealthy neighborhoods**, where they own the nicest cars, send their kids to private school and go on many trips, etc etc. I've thought about raising future children here (don't have any yet), and thought that maybe my inability to provide as much as my neighbors would cause my kids to not fit in and be less happy. I've thought about eventually moving to a cheaper area not only for **affordability**, but also where I could **economically (and therefore culturally) fit it**.
- **Expensive, traffic**
- **traffic** congestion
- It becoming **unaffordable** to sustain living
- **Pricing** around the area is increasing
- **Affordability** with respect to lagging income
- **Housing market increasing** and **overpopulation**
- **Traffic**
- Some of the crime levels

Takeaways:

- They like some of conveniences that gentrification has built such as the new shops and restaurants
-
- They like being in a central location
- They like to eat out
- They are concerned about the culture of the community shifting
- Traffic and affordability are their biggest concerns.

SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

What factors have kept you in this particular area?

- Affordable place to live. Family is close by. Close to the beach.
- Work
- Affordability
- Closeness to **family, food**
- **Price** and price alone
- **Family/friend ties, emotional attachment** since I grew up here, comfortable with the **familiarity**
- **Family**
- **Job, family and friends**
- **Family**, Lived here my entire life
- I have a **job** here, a lot of **family**, and a couple of **friends**.
- It is close to my place of **work** and my **family**.
- School, **affordable**

What has changed in your community over time?

- **Population increase**, more **traffic**. Also housing prices keep **increasing**.
- **More buildings** being erected
- Less single family residences and **more apartments**. Large population of homelessness
- I have noticed a change in **different neighbors** over the past years
- The **tenants renting** houses near us **rotate** almost yearly.
- Gentrification has raised **prices**.
- **Crime** has somewhat **decreased**.
- Housing **prices** have drastically **increased**, **more housing communities being built**, more families moving in
- **traffic congestion** has increased greatly and a noticeable **increase in relatively expensive eateries**
- Some **restaurants have changed**, new ones that opened up.
- It's getting **clean** up
- rent/house property **price rising**

Takeaways:

- Affordability, location, and family/friends are the reason most of the multigenerational residents have stayed in this area.
- They are not completely against some of the effects of gentrification. Some don't mind that it has helped with crime, but they are wary of increased prices and crowding.
- Nikki Williams did not mind the effects of gentrification in the beginning either, until she became the minority in her own community, and lost everything that kept her in portland- family friends, familiarity, affordability, etc....

SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

How do you feel about the changes you have seen in your community over time?

- Worried it will continue to get worse.
- Perturbed and growing concerns of worsening conditions
- I'm sad and more than a little nervous. I don't know how much longer my husband and I can continue to live here, and I know our child will not settle here long term after college.
- I get a little concerned about potential overcrowding in my community. Traffic has been getting worse over the years and I feel like it is becoming too urbanized and into an Orange County version of "Korea Town"
- I feel neutral about the changes. Although costs have increased, crime has lowered which is a good thing. However, the community is losing its cultural roots and it has been interesting having very different neighbors.
- new retail options mostly welcomed but traffic congestion and lack of parking has made it harder to travel
- Neutral about incoming families but unhappy with the cost of living/housing increase
- Overall, not bad changes. I appreciate it when new types of dishes come into my neighborhood.
- On one hand, I appreciate the low crime rates, cleanliness, and wealth of my city. There are some lovely libraries here, great public schools, and fun bars and restaurants. On the other hand, the city is becoming increasingly filled with snobby folks.
- I am not always sure how to feel about them, there are positives and negatives. It is frustrating to see a city become over crowded, that is one change that has been apparent.

Takeaways:

- **there was a mixed feeling of the changes in community.**
 - **they appreciate the new restaurants, improvements made, and lowered crime rates**
 - **they are wary of loss of community losing cultural roots**
 - **worried about the increased prices**
 - **dislike the crowds, traffic, parking etc.**

SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

What factors have kept you in this particular area?

- Affordable place to live. Family is close by. Close to the beach.
- Work
- Affordability
- Closeness to **family, food**
- **Price** and price alone
- **Family/friend ties, emotional attachment** since I grew up here, comfortable with the **familiarity**
- **Family**
- **Job, family and friends**
- **Family**, Lived here my entire life
- I have a **job** here, a lot of **family**, and a couple of **friends**.
- It is close to my place of **work** and my **family**.
- School, **affordable**

What has changed in your community over time?

- **Population increase**, more **traffic**. Also housing prices keep **increasing**.
- **More buildings** being erected
- Less single family residences and **more apartments**. Large population of homelessness
- I have noticed a change in **different neighbors** over the past years
- The **tenants renting** houses near us **rotate** almost yearly.
- Gentrification has raised **prices**.
- **Crime** has somewhat **decreased**.
- Housing **prices** have drastically **increased**, **more housing communities being built**, more families moving in
- **traffic congestion** has increased greatly and a noticeable **increase in relatively expensive eateries**
- Some **restaurants have changed**, new ones that opened up.
- It's getting **clean** up
- rent/house property **price rising**

Takeaways:

- Affordability, location, and family/friends are the reason most of the multigenerational residents have stayed in this area.
- They are not completely against some of the effects of gentrification. Some don't mind that it has helped with crime, but they are wary of increased prices and crowding.
- Nikki Williams did not mind the effects of gentrification in the beginning either, until she became the minority in her own community, and lost everything that kept her in portland- family friends, familiarity, affordability, etc....

SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

How do you feel about new people moving into your community?

- I feel like the **newer people are defining the community's new culture**. Somehow, their presence has had major **impact in my community**.
- I have a **hard time relating to them**. They are much wealthier than I ever was growing up and I can't relate to them
- Wary of new neighbors. Many people in our neighborhood have lived here for 15+ years. And often times **newcomers** who move in **bring in an entirely new culture that goes against the standards of how things have been in this community for years**
- I am always **open** to meeting new people but **when the infrastructure cannot sustain new people that is when there are issues**.
- I like when new people move in because **we need more diversity of thought in our community**. I do worry when they're folks buying a second home **rather than moving here to invest in the community as full-time residents**.
- Enjoy it, especially **if there is common interests**.
- Indifferent
- No particular concerns
- I do not really care.
- Neutral.
- Indifferent
- Neutral
- Neutral
- Neutral
- Indifferent.

Takeaways:

- Many residents were indifferent or neutral to new neighbors moving in
- those that were concerned worried for the change in their community culture
- Those that were open to new residents hoped for diversity in the community, and more investment in the community,

SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

What methods do you use to learn about community events and programs?

Most participants used Social Media and word of mouth to learn about events and programs in the community.



Takeaways:

- Most participants used Social Media and word of mouth to learn about events and programs in the community.
- Many residents were active in the community

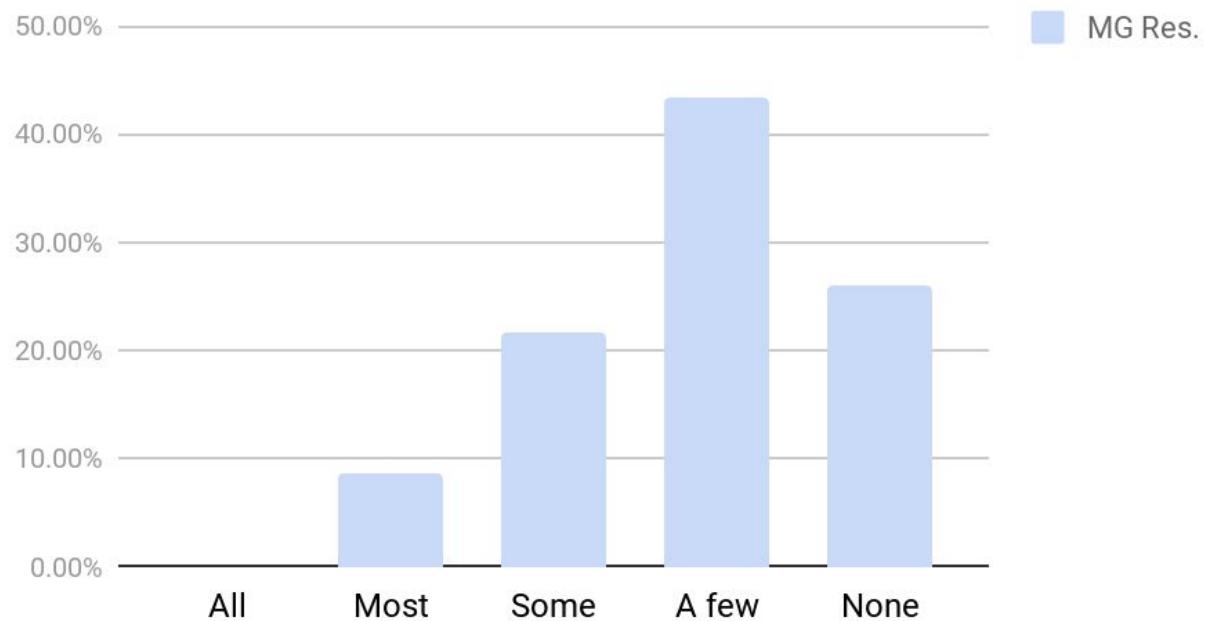
SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

What factors have kept you in this particular area?

- Affordable place to live. Family is close by. Close to the beach.
- Work

How many of your neighbors do you know by name?



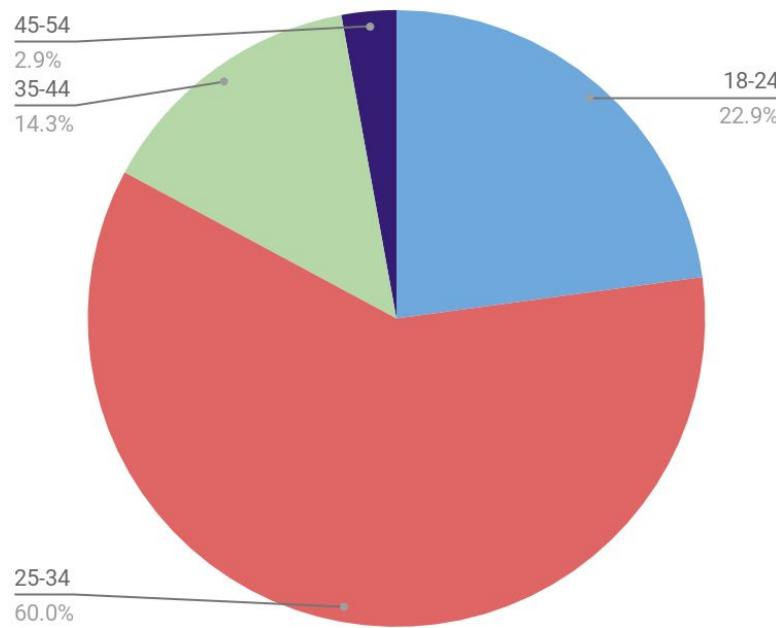
Takeaways:

- Majority of residents knew at least some of their neighbors, but they did not know many of them.

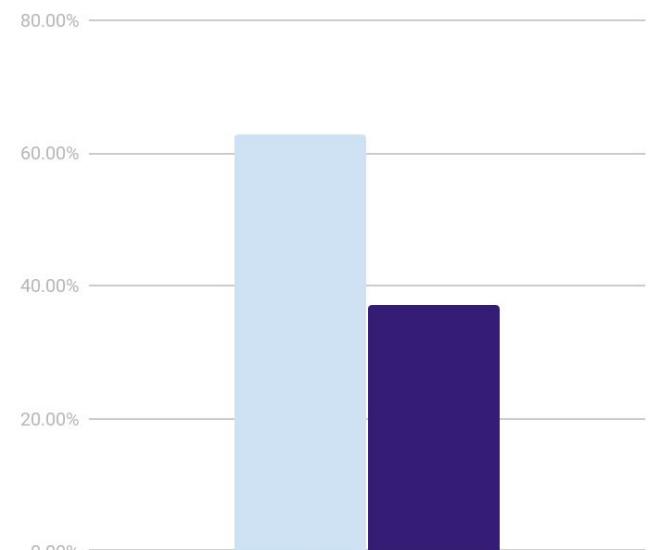
SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

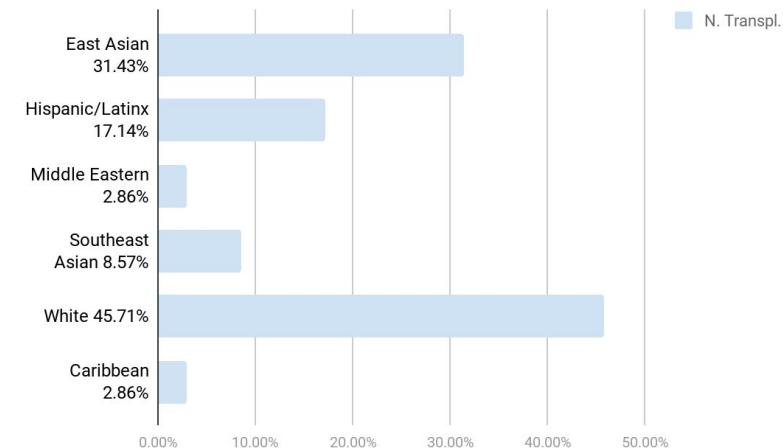
New Transplant- Age?



Gender:



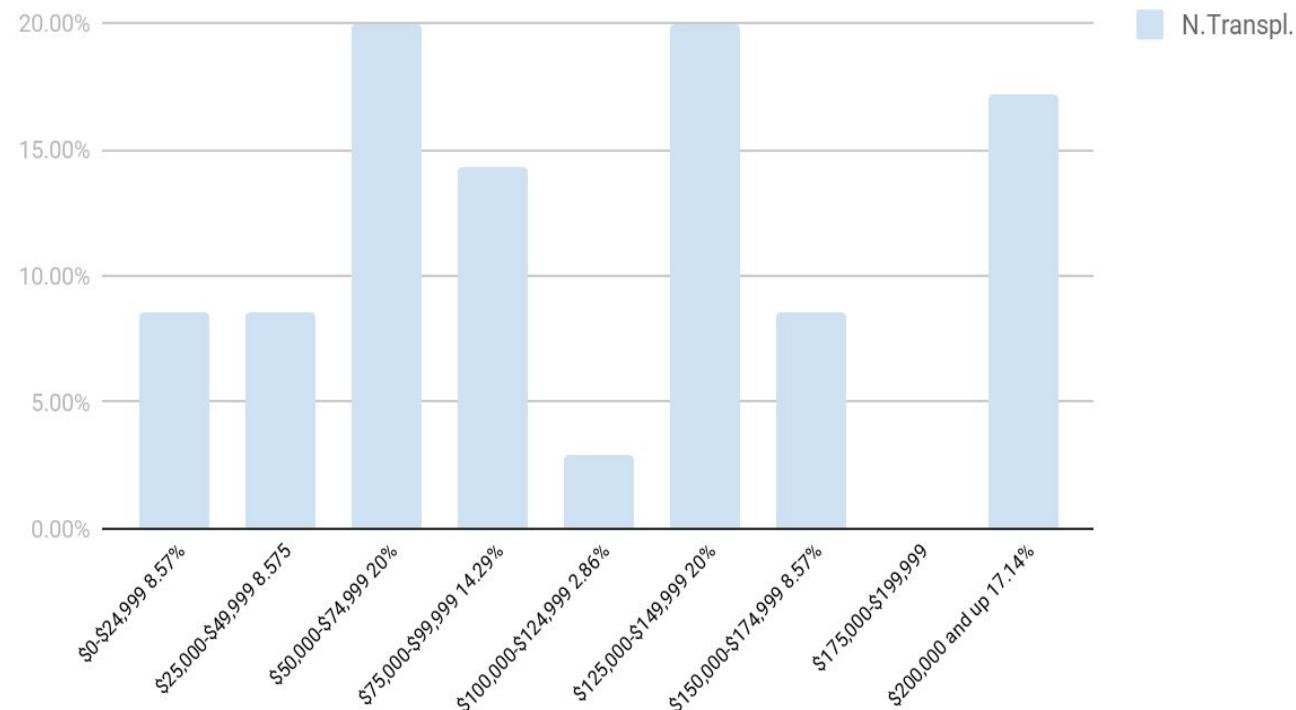
What is your racial or ethnic identity? (Select all that apply.)



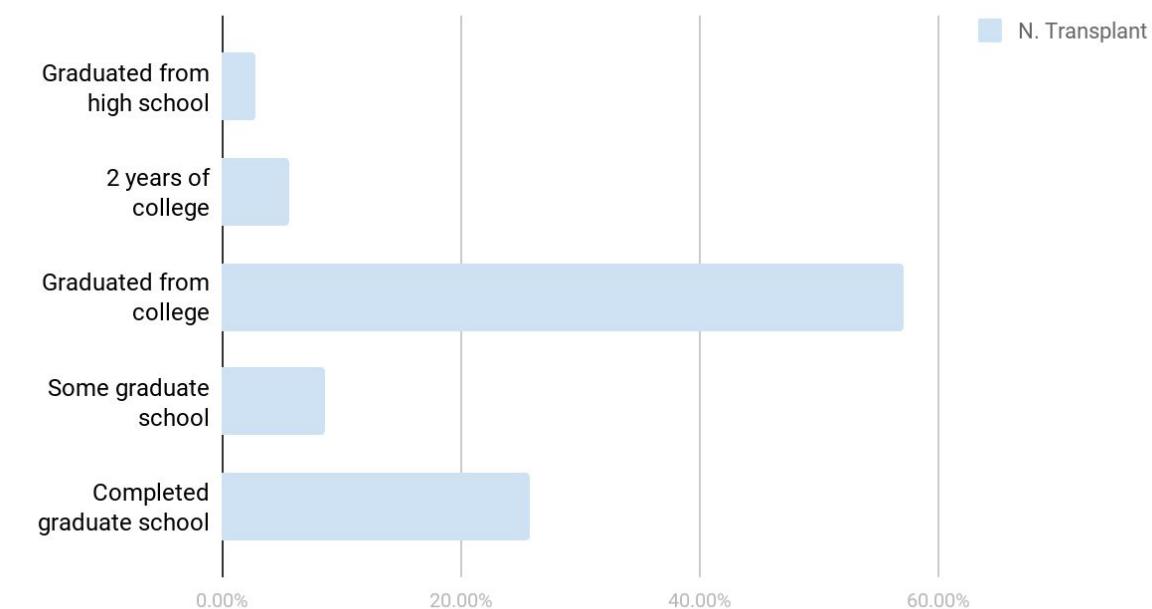
SURVEY RESULTS

MULTI-GENERATIONAL RESIDENT

Average Household Income



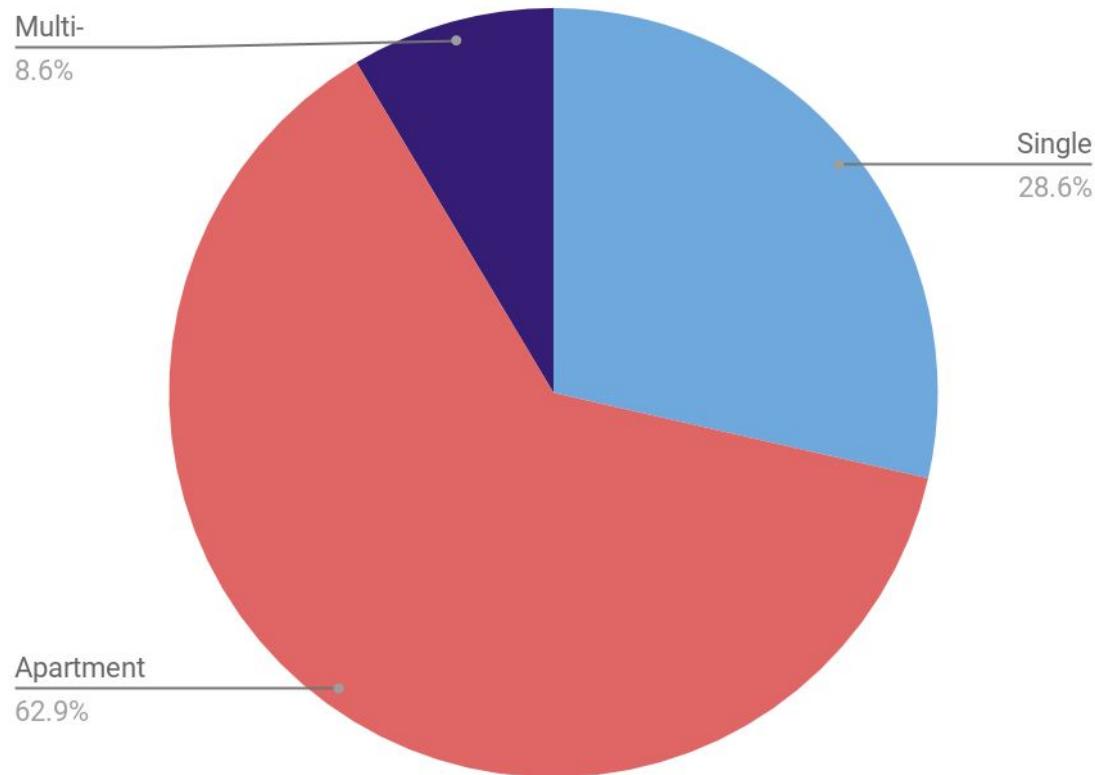
Highest level of education completed



SURVEY RESULTS

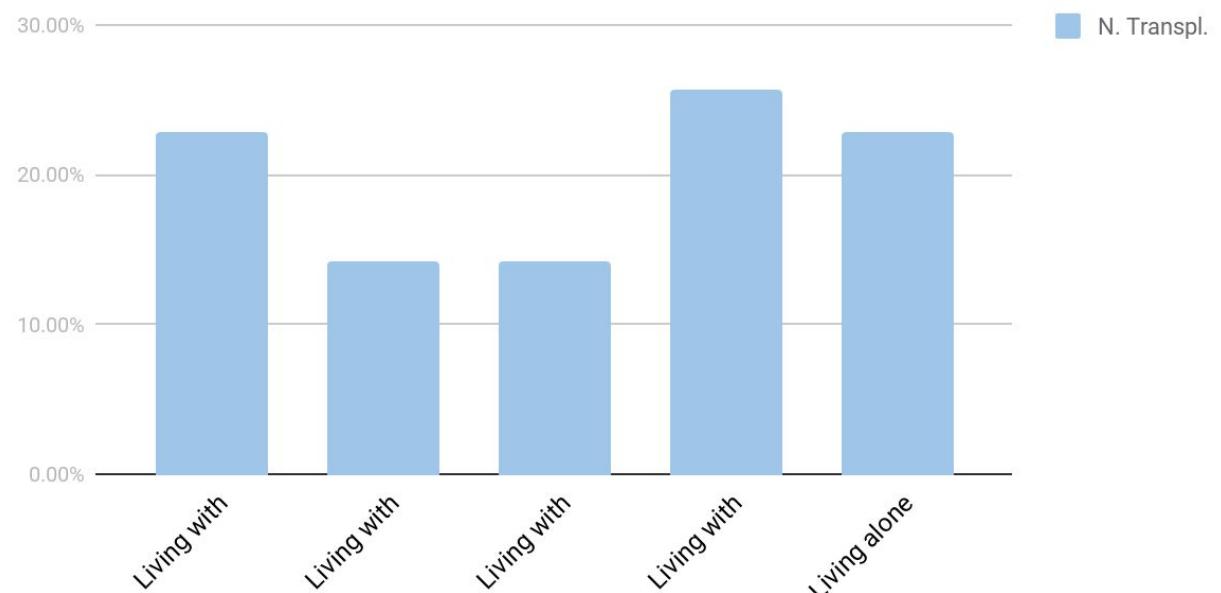
NEW TRANSPLANT

What best describes your home?



- 80% of new transplant residents did not own their home.
- 38% of new transplants came for a job
- 14.29% came for school/ educational purposes
- 14.29% came for family
- 17.14% came because it they thought it was more pleasant to live in

Describe your household:



SURVEY RESULTS

NEW TRANSPLANT

Do you see yourself moving to a new city in the next 5 years? Why?

- Yes, I will likely have to move in order to get a **good job**.
- Yes. I will get a **new job** and will move depending on the job.
- Possibly for **work relocation**
- Yes, **new job**
- Yes, due to a lack of **career opportunities here**. The competition in the tech industry is stiff in NYC. I think I may benefit financially from living in a less populated city (higher income, lower cost of living).
- Yes, new job or school
- Yes, if its for a **new job opportunity** or a better work-life balance.
- Yes; I'm finishing grad school and would like to move out from my mom's house. **Job market** in my field is rather small where I currently live.
- Yes, I'm looking for new **opportunities** in a new city
- Maybe because of **job**
- Yes, **new job**
- Yea, I would like to **work abroad** and gain global experience.

Takeaways:

- Majority of new transplants were willing to move within the next 5
 - Many would move for a job
 - Some would move to try something new
 - Some felt it was too expensive

SURVEY RESULTS

NEW TRANSPLANT

Do you see yourself moving to a new city in the next 5 years? Why?

- Yes, I would like to live in a different city for a few years **to see if I like it**. Preferably California.
- Perhaps, and impulsivity
- Yes, I **like to move** and I do not see the current city I live in as my forever home.
- Yes, just to **try something else**
- Most definitely. I like **trying out new things** and being in a new place to live gives you great energy to try out new passions and goals. It's that sense of adventure and trying out new things that keeps me trying new places.
- Yes, because this area is **far from family**, is not enjoyable, and I wouldn't want to start a family here.
- Yes, to move **back to family**.
- Possibly yes, the **cost of living** in San Francisco is too high.
- Yes, Bay Area rent is too **expensive**.
- Yes, where I live is too **expensive**.

Takeaways:

- Those that were open to new residents hoped for diversity in the community, and more investment in the community,
- a couple respondents mentioned wanting to be near family.

SURVEY RESULTS

NEW TRANSPLANT

Do you see yourself moving to a new city in the next 5 years? Why?

- Probably not, moving takes a lot of **effort and time** and living in my current city still feels new and fresh.
- no, I'm **tired of moving** (lol)
- No. I **love the location**.
- As of right now, I don't see myself moving in the next 5 years; however, anything can change in 5 years. If I did move, it **most likely wouldn't be to a new city, but to a suburb** of Austin or a little bit outside the city.
- No. We are currently under the impression that our **current home is the home our preschool kids will graduate High School from**.
- no, where I live offers the **opportunities and quality of life** I was looking for
- No. We have a lot of **family here and our careers** are based here.
- Not at the moment
- no
- no

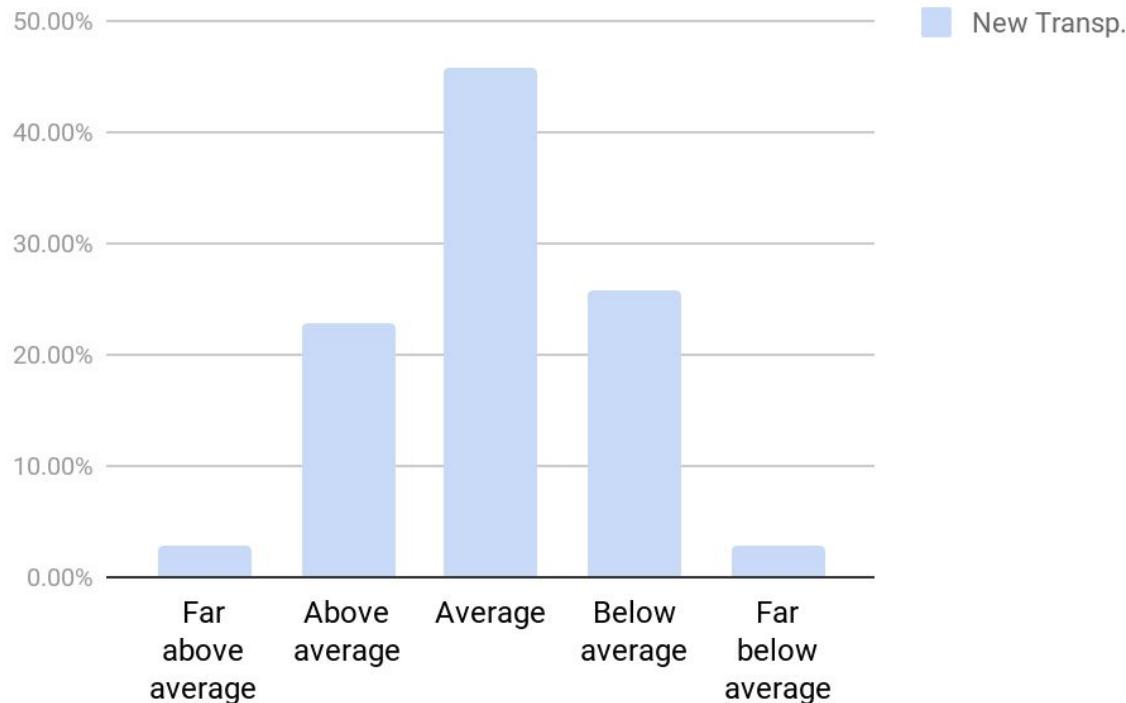
Takeaways:

- The new transplants that were NOT willing to move within the next 5 years
 - sounded like they moved around a lot
 - were ready to settle down here.

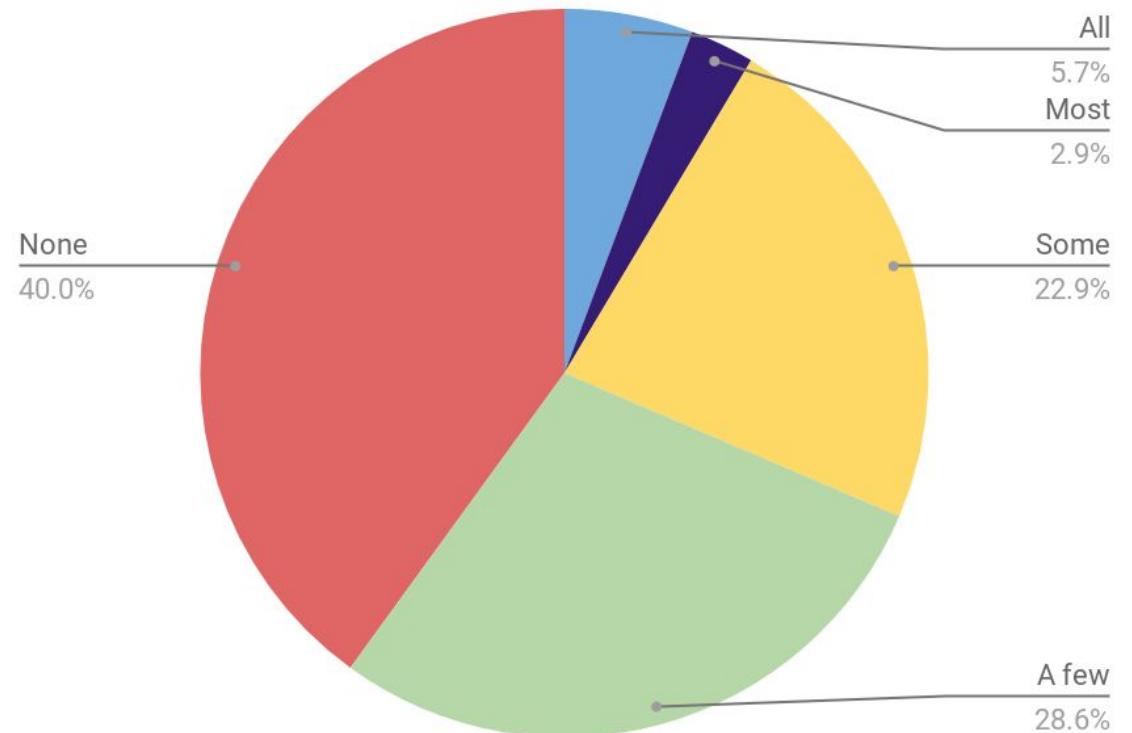
SURVEY RESULTS

NEW TRANSPLANT

How strong is the sense of community in the neighborhood?



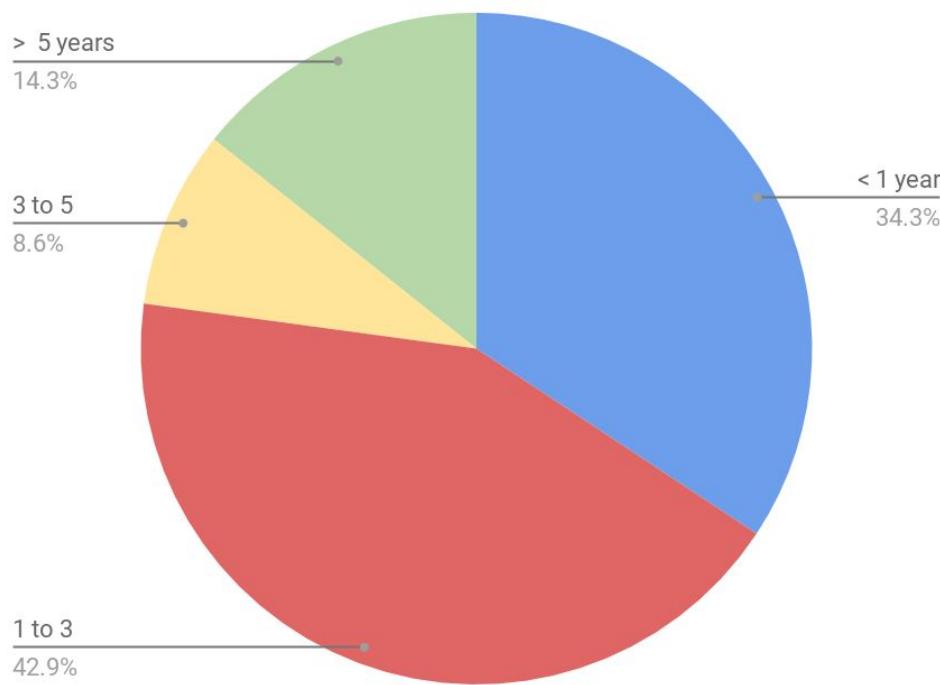
How many of your neighbors do you know my name?



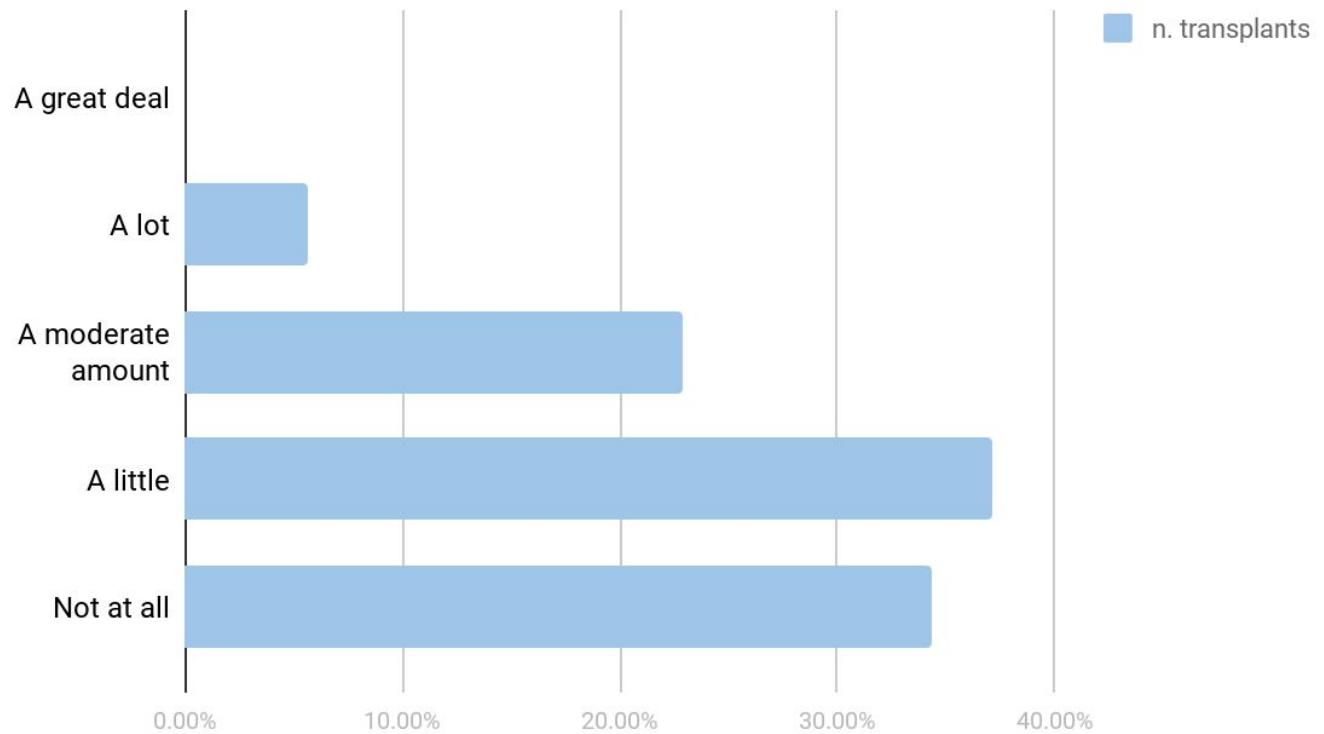
SURVEY RESULTS

NEW TRANSPLANT

How long have you lived here?



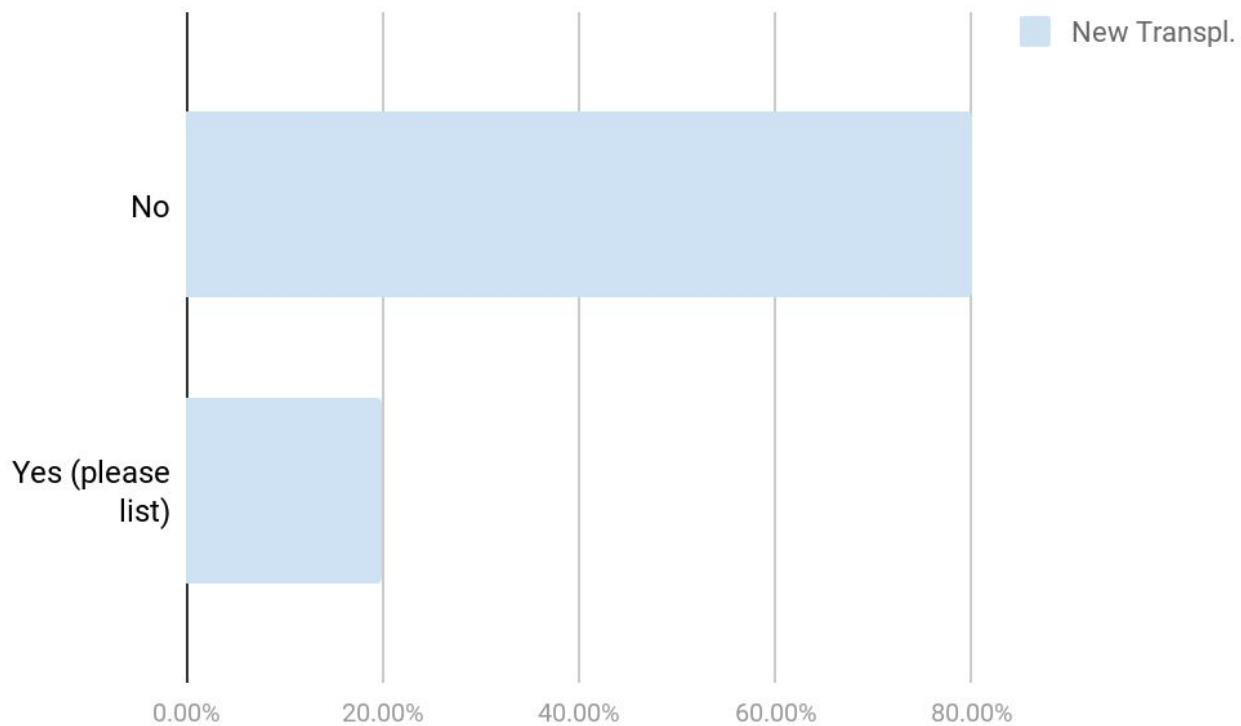
How much do you participate in activities in this neighborhood?



SURVEY RESULTS

NEW TRANSPLANT

Are you currently involved or have been in any local community groups?



SURVEY RESULTS

NEW TRANSPLANT

Use 3 adjectives to describe your new neighborhood.

- Pleasant
- Pleasant
- **convenient**
- Calm
- Slow
- **Convenient**
- **Quiet**
- Love it
- quirky
- **Game changer**
- **Developing**
- exciting
- Pleasant
- Relaxing
- **Quiet**
- **Friendly**
- Safe
- **quiet**
- safe
- **Convenient**
- Congenial
- Alive
- Quiet
- Family friendly

- Diverse
- Cozy
- Diverse
- Less crowded
- **affordable**
- Exiting
- **Convenient**
- **convenient**
- cozy
- Energetic
- **new**
- Walkable
- Accessible
- **Quiet**
- **Friendly**
- peaceful
- comfortable
- **Quiet**
- Bike-friendly
- Centered
- **Private**
- **Quiet**
- driver-oriented (I'm a pedestrian)
- Suprising
- clean and safe
- **Urban**
- **Up-and-coming**
- **Modem**
- **convenient**
- **kid-friendly**
- Accessible
- **Family-oriented**
- Unique
- **Convenient**
- Appropriate
- fits my lifestyle
- healthy
- Adventurous
- Lively
- Great parks and recreation
- Pleasant
- **Affordable**
- Quiet
- **affordable**
- **Affordable housing**
- **Expensive**
- **Clustered**
- Sketchy
- Dry
- **Lonely**
- **Crowded**
- **Unequal**
- **Isolating**
- **Expensive**
- **Unequal**
- **bougie**
- littered
- **Isolated**
- Cookie-cutter
- **Expensive**
- **Crowded**

Takeaways:

- The new transplants generally liked their new homes.
 - convenience and affordability was what they liked about their place the most. (could they have been pushed out of their previous neighborhoods?)
- Some residents did not like their area and used negative words like crowded, expensive and isolating.

SURVEY RESULTS

NEW TRANSPLANT

What are some of the best qualities of the neighborhood(s) where you currently live?

- Our current neighborhood is very **close to downtown as well as shops and restaurants** on South Congress.
- It's very **walkable**, and was built around a green belt through the center of the development, that leads, basically from my front door, all the way to a nature preserve at the other end of the development. It's also got a lot of bus stops for the local (free!) bus system, and is about a half mile from the public transit interchange that has bus lines to the nearby towns and a commuter rail line into the largest city nearby.
- I love its **proximity to the ocean**, the weather is nicer, the air is nicer, and the gym I go to is my favorite in LA.
- Accessible to **good shops and stores**
- **Walkable and close** to things to do.
- **walking distance** to grocery store and gym
- Convenience. Easy accessibility to shop
- I am just 10 minutes away from Santa Monica beach and West Hollywood. Very **easy to get around**. Very **safe**.
- It's definitely **convenient** as it's easy to access highways, downtown, schools, parks, and etc.
- **Family friendly**. Has a strong sense of **community**.
- Pretty internally **walkable**, all things considered. Everyone around owns their home so no one feels like a short timer and everyone **gets to know their neighbors better**. Feels safe despite presence of
- Don't really have to leave the neighborhood except for work or to attend major events. We **have most of what we need** from a library, grocery stores, schools, shops and restaurants right in the neighborhood.
- **Proximity** to a variety of restaurants and access to public transit.
- **People of color, urban, affordable**
- **Very diverse**
- **Family friendly**. Has a strong sense of **community**.
- There is a sense of **community**. It is **convenient** to the metro, and I feel safe. The property I also live in is very nice.

Takeaways:

- Most mentioned things were:
 - proximity to everything/convenience
 - walkability

SURVEY RESULTS

NEW TRANSPLANT

What are some of the best qualities of the neighborhood(s) where you currently live?

- **Downtown is close** by, close to markets and shopping mall.
- This neighborhood is **close to both my job and Austin's downtown area**. Although there are not sidewalks, it is primarily residential so it is pretty walkable. I will say that I live on the edge of the neighborhood, and choose to go to the area that is more residential and walkable. If I were to walk in the other direction I would find myself on a very busy intersection.
- **Easy access** to train and highways, easy access to surrounding neighborhoods, friends in the area.
- Close to high-paying **job opportunities**, cleaner than a big city, ease of using a car/finding parking.
- There is an abundance of **restaurants and grocery stores** that are within walking or bike riding distance.
- Lots of **inexpensive dining options**
- A plethora of **supermarkets**
- **Conveniently located**
- **Safe neighborhood**
- **Convenient** because it's close to public transit lines, grocery stores, restaurants, and the city. My work commute is very easy.
- **Lots of coffee shops and cafés**, friendly people, minimal traffic
- There's a **lot of little shops and food places** in walking distance. We also have direct access to the city's largest pathway for pedestrians and bikers- total game changer. Walking to bars and all the places we drove 20 mins to hang out in is just amazing!

Takeaways:

- The convenience and and access to lots of shops and dining places were commonly mentioned.

SURVEY RESULTS

NEW TRANSPLANT

What are some of the challenges or opportunities for the neighborhood(s) where you currently live?

- increased rent pricing
- overcrowding
- traffic and parking

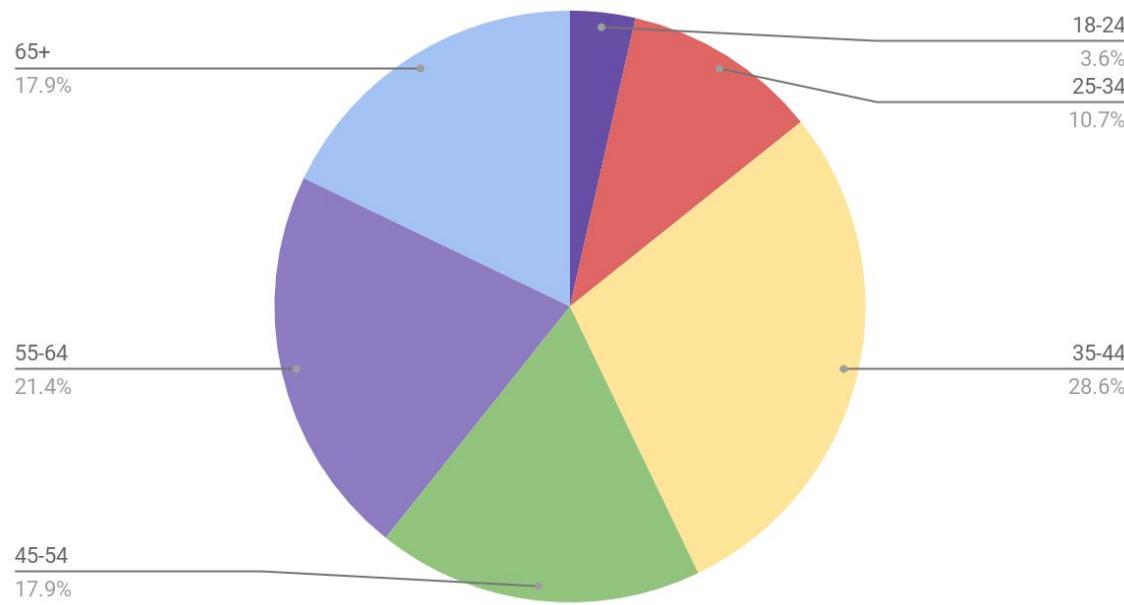
were mentioned the most in the survey answers

Most new transplants believe that gentrification is an inevitable step in the process of urban revitalisation.

SURVEY RESULTS

PROPERTY OWNER

age:

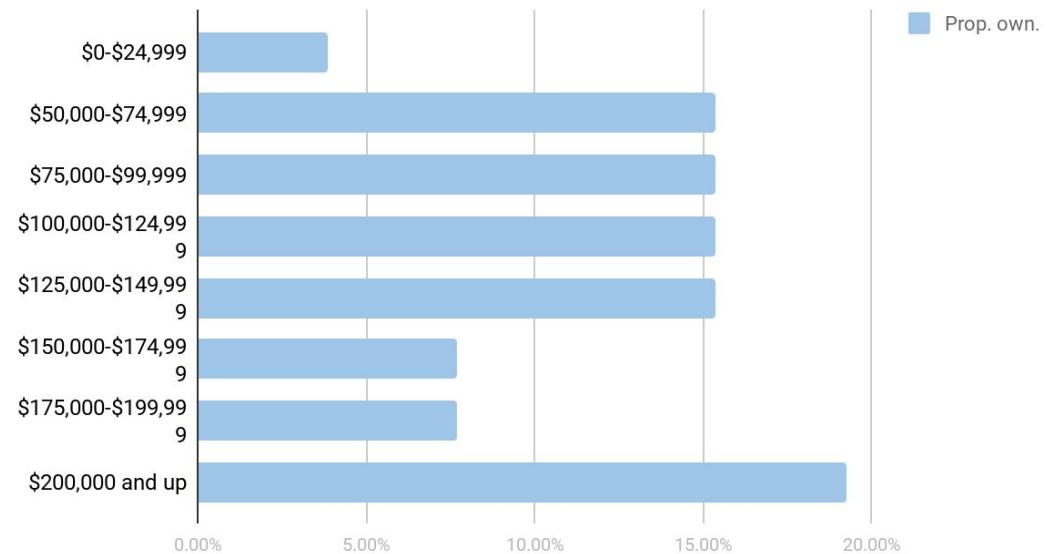


Generally speaking, the age groups varied in property owners, with more respondents in the older age groups than the new transplants and multigenerational residents.

Female	53.57%	15
Male	46.43%	13

The property owners did not show a significant difference in gender.

Points scored

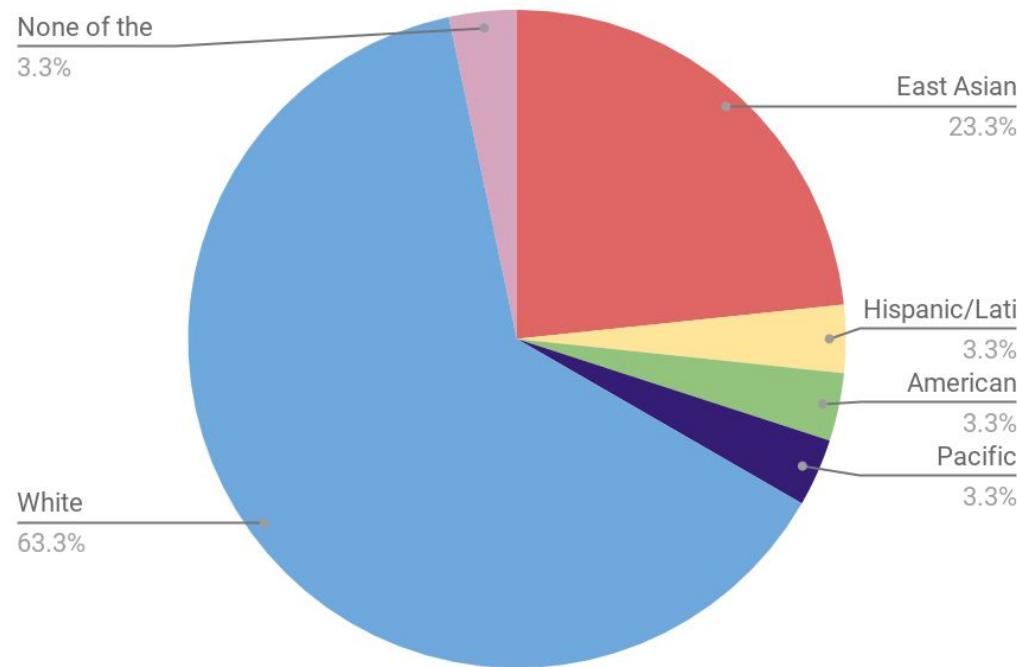


Property owners made more money on average, than the multigenerational and new transplant residents.

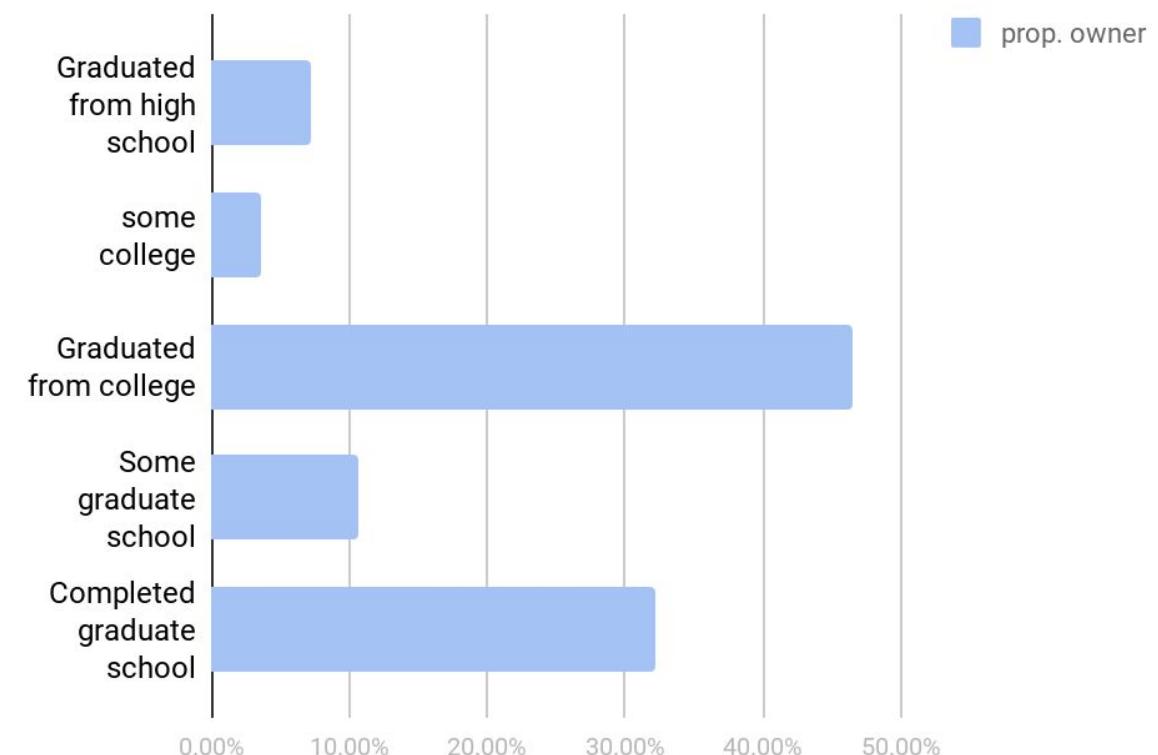
SURVEY RESULTS

PROPERTY OWNER

What is your racial or ethnic identity? (Select all that apply.)



Highest level of education completed:



SURVEY RESULTS

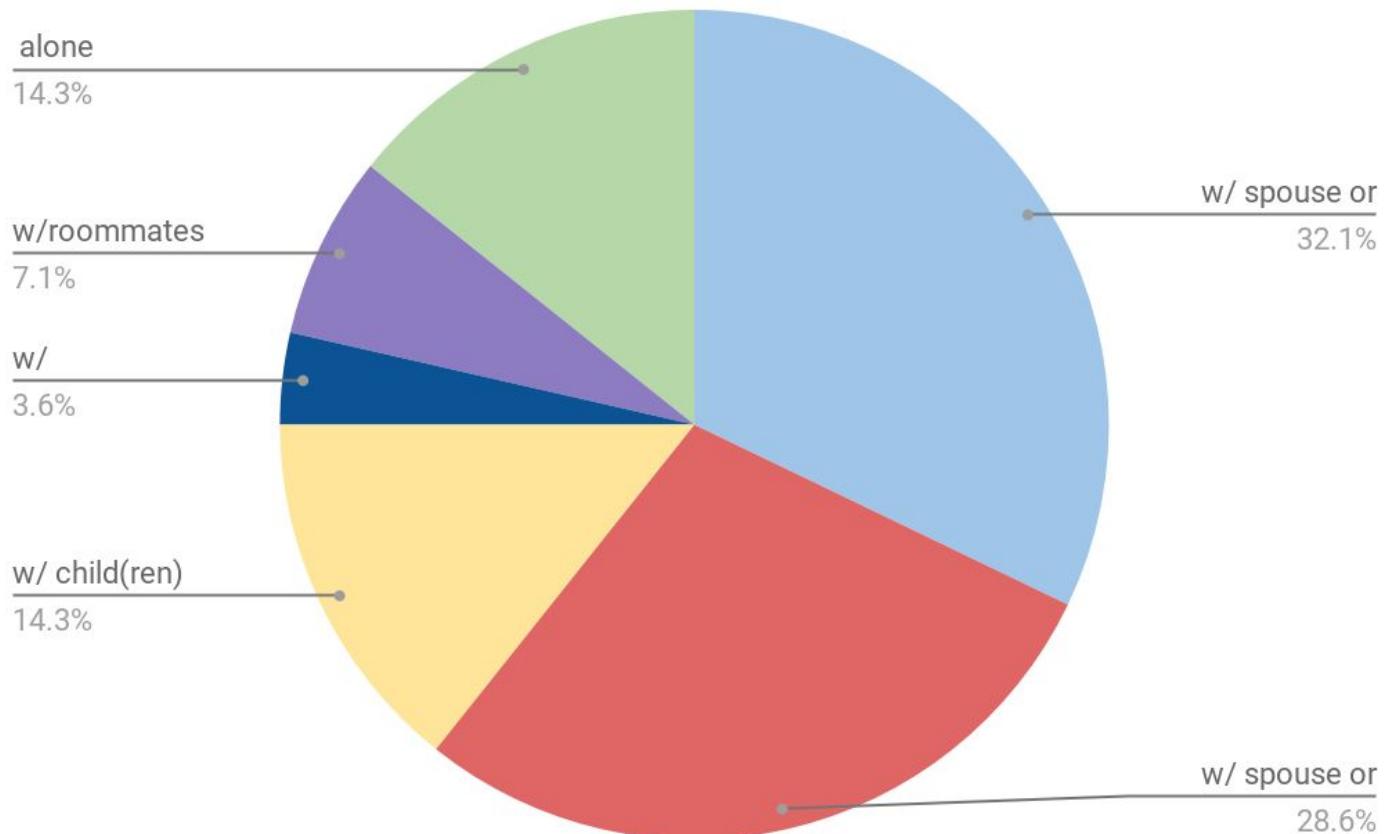
PROPERTY OWNER

What best describes your home?

Single family home	82.14%	23
Condominium	10.71%	3
Multi-family home	7.14%	2

**89% of property owners owned
a single family residence.**

Which best describes your household:



SURVEY RESULTS

PROPERTY OWNER

What have you learned about the neighborhood in the time you've owned this property?

- We are a safe and isolated neighborhood away from Los Angeles.
- Quiet senior citizen safe community.
- It's relatively safe
- People in this neighborhood have been living here for a long period of time.
- I met many good neighbors.
- I learned that my neighbor doesn't allow lot subdividing.
- The home was new when purchased and neighborhood was very friendly. As time has passed the friendliness has largely disappeared.
- Everyone generally keeps to themselves
- Concentrations of certain nationalities, closed windows/doors, unfriendly and introverted neighbors.
- neighbors are really friendly. the neighborhood is extremely quiet. it's rare to hear a police siren.
- That we have great engaged neighbors
- In each neighborhood that I've lived and owned in, I was either drawn to it based on its personality/what the locals had going on or I was anxious to learn that quickly once I moved in.
- The street is busier than I initially anticipated.
- it used to be a middle class neighborhood, built in 1950, but now it is upper class.
- It has remained fairly stable with many homeowners performing upgrades to their properties. Low turnover in owners of the properties.
- Generally the area is first-time homeowners who sell and "move up the property ladder" within two years of buying.
-

**93% of property owners lived in their property.
21.46% also owned other properties.**

Takeaways:

- some property owners like their neighbors and community.
- Some note that it has gone from middle class to upper class.
- some note the turnover of home-buies that sell within two years, while others note the low turnover.

SURVEY RESULTS

PROPERTY OWNER

What are some of the best qualities of the neighborhood(s) where you currently own property?

- Homeowners are invested in their community in terms of supporting the local school district and events. It is quiet and owners are taking care of their homes in general.
- Community involvement, walk ability, metro access, Rec center and schools
- Everyone knows each other and looks out for each other
- Neighbors who care about their property and each other and take care of both.
- A great community park with fun play structures for children
- Community activities, schools great learning environment
- This neighborhood is safe and there are many schools available for children. There are also many accessible parking spots.
- Safe, clean, quiet
- Clean, safe.
- Safty
- Safe, good neighbors, peaceful, good location.
- Safe, green, pastoral, parks & pools.
- Where I live, proximity to amenities and family, as noted in #11; prior home now rented, mountain living with space, lots of trees and natural environment; mountain community
- It is close to local shopping and restaurants
- Close to amenities, but far enough away to enjoy the quiet. Green spaces are easy to find, great areas to walk
- Convenient location

Takeaways:

- Property owners are more concerned with community and safety.
- They also enjoy the convenience in having access to all the amenities.

SURVEY RESULTS

PROPERTY OWNER

What are some of the challenges or opportunities for the neighborhood(s) where you currently own property?

- In one neighborhood that's pretty centrally located in the city, overpopulation is becoming an issue because of the popularity of it (first world problems, I realize, but amenities and parking, etc. can't keep up with the demand). Investors tend to keep going back to the same well until it's completely parched
- lack of eateries that aren't national chains. there's a plethora of big box retail shops that we don't frequent. wish that there were better eateries, whole foods and yoga studios nearby. we have to drive to other cities for these luxuries.
- The city infrastructure is old. We pay for services we do not receive such as storm runoff water containment. The cost of water service is particularly high as well as property taxes. It would be difficult for some to buy into the current market with prices being relatively high. There is opportunity to remodel older houses and perhaps increase your property value.
- Road conditions need to be improved.
- Old septic area means they want to connect us to a sewer at our expensive. No sidewalk out front means they're trying to put one out there, at our expense. More development means rising water table, means more flooding.
- Maintenance issues with park and pool area
- Many neighbors Upgrade the property
- Opportunities: A new elementary and middle school, new restaurants, super-markets and banks are all under construction.
- Not enough close shopping

Takeaways:

- Concern with maintenance with city infrastructure.
- see opportunity in new buildings, restaurants, etc.

SURVEY RESULTS

PROPERTY OWNER

What have you learned about the neighborhood in the time you've owned this property?

- Transitioning area, balancing current culture and population with the needs and wants of the “new” often younger one moving in
- Community is semi-transient. Homeowners seek to sell and buy a bigger home 18-24 months after moving in.
- Despite high HOA costs, the property management company is generally unhelpful and unresponsive to urgent situations
- High cost for new would be owners. Traffic, we have a lot of commuters using our otherwise private streets. Driving too fast.
- The water company is privately-owned and it gouges the residents.
- California in general has too many regulations restricting what home owners can and cannot do. Over-regulation drives down home affordability.
- encroaching homeless population, other neighbors say airport noise and coyotes
- Apartment houses are in neighborhoods that have become lower income and have issues with gangs and drugs.
- Challenges: Too many sober living homes and so-called "detox" houses invading our residential neighborhoods. Unfortunately these facilities are protected under the ADA, which makes it almost impossible to challenge their operations. This represents an opportunity for state and federal governments to take action and remedy this unfortunate situation.
- keeping affordable housing while also “developing”

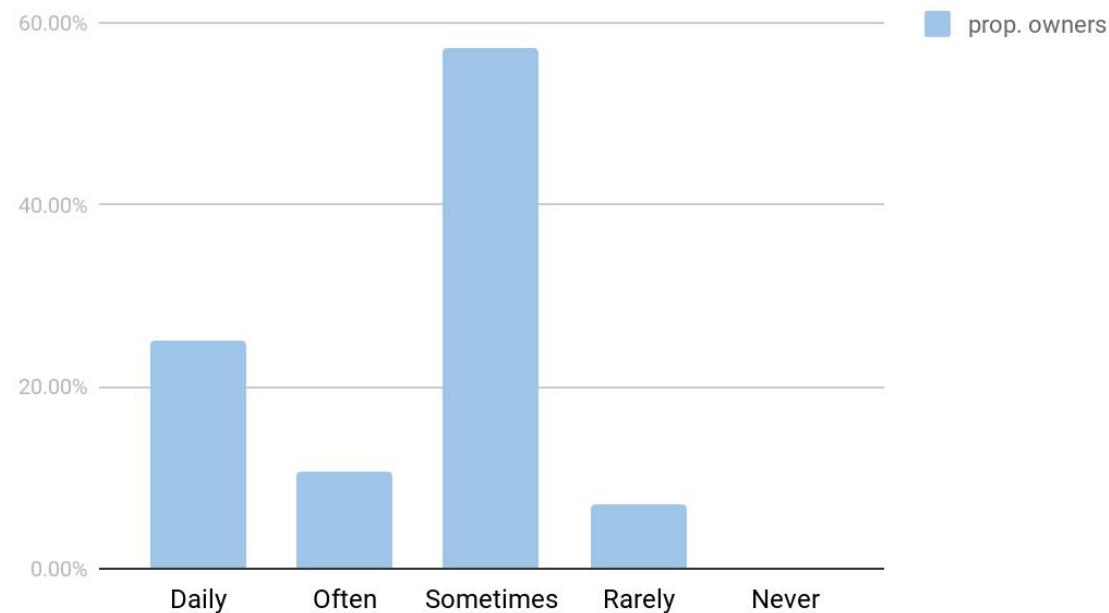
Takeaways:

- concerned with:
 - overpopulation,
 - traffic
 - homelessness
 - lower income homes

SURVEY RESULTS

PROPERTY OWNER

How often do you interact with residents of your property's neighborhood who are not your immediate family?



Takeaways:

- property owners have some regular interaction with their neighbors.

SURVEY RESULTS

PROPERTY OWNER

What is your experience and/or perception of gentrification in relation to the neighborhood(s) where you currently own property? Please be as descriptive as possible.

- Many homes here were built in the 1960s and 70s, and there seems to be at least one home in my immediate neighborhood undergoing complete remodeling every year.
- People are spending a lot of money to be trendy, but then there is no place to put your toothbrush. We have mega-homes being put up next to smaller homes, doesn't look right.
- Because I bought an older house that has not been renovated for many years, I was encouraged to motivate my house because it did not fit well into the neighborhood. I was also motivated to fix my house because it would increase my property value. I noticed that after I had finished remodeling my home, my neighbors also started to repair or renew their home as well.
- Houses are getting bigger and more expensive. New law passed to let rentals on properties, so we'll see what happens there
- New owners have bought homes in our neighborhood and been on what seems like constant building projects, making properties owned by longtime owners appear dowdy.
- More wealthier newcomers are moving into the neighborhood. Lots of from New York, Chicago, and Boston. The infrastructure is getting better. We have more big super-market, schools, and soccer fields for local residents.
- It is occurring slowly and is seen as a positive change.
- Changing neighborhoods are good, period. But with gentrification comes higher costs based on demand due to desirability.

Takeaways:

- Many homeowners notice the home renovations that are taking place.
- Most view it as a positive effect, with opportunity for more new stores, businesses, and conveniences.
- some note the difference between the new homes and the older ones- making the older homes look 'dowdy'.

SURVEY RESULTS

PROPERTY OWNER

What is your experience and/or perception of gentrification in relation to the neighborhood(s) where you currently own property? Please be as descriptive as possible.

- I am aware that property values are rising. I realize that some folks are pushed out by this. I appreciate more restaurants, grocery stores, coming nearby. Not an immediate impact on me, as we own our home.
- There is a big difference between a person or family moving into an area and bringing up the property value, vs a developer purchasing a property and making it more dense without a thought of how it will affect the community or new inhabitants.
- more liberal white families, or families in general and less renters
- The neighborhood is dominated by white, middle class families
- It was always a suburb and or rural farm area, and not much has changed except maybe MORE culture has come in as we are outside of a college town so some diversity has finally been introduced in the past 15-20 years.
- there isn't any that i've noticed. there's a good mix of retired folks, families and a handful of young couples like ours living in the neighborhood. overall my neighborhood has a good mix of latinx, white, asian (multiple backgrounds) and ethnically-mixed families.
- The history of the city as well as the residents who historically lived there are only considered to the extent that is required when developing neighborhoods. People who invest into an area desperately are looking for its authenticity which is hard to come by
- Our neighborhood is very modest. It's clean, and tidy. Cannot say it's an area undergoing gentrification.
- I have not noticed it in my neighborhood

SURVEY RESULTS

PROPERTY OWNER

What's the most notable change to the community since the onset of gentrification?

- The history of the city as well as the residents who historically lived there are only considered to the extent that is required when developing neighborhoods. People who invest into an area desperately are looking for its authenticity which is hard to come by.
- There has not been a turnover of homeowners as implied by your question. There are improvements made to mostly pre-existing homes by the same homeowner. There is only one instance in which a house was demolished but only because of structural issues.
- Upgrade of the value of the homes and the condition of the homes
- Lots of houses are foreclosed and for sale.
- Tear down and densification-construction of 2+ homes on lots where one house stood. More expensive than older homes.
- Increased safety, increased amenities, and younger generations
- Second story addition, larger kitchens. More zero-scape landscaping (water), less palm trees.
- Becoming more crowded. Too many people and traffic. The local and state gov need to respect property rights of those here and not just chase the money that developers offer and higher density brings (temporarily.)
- More people here, more traffic.
- Store fronts opening up, more foot traffic, increased home values.

Takeaways:

- Increased home value and home sales
- crowded, traffic

SURVEY RESULTS

PROPERTY OWNER

Given that you are a property owner are you concerned about gentrification or do you welcome it?

- Welcome it
- I am not overly concerned about gentrification in the way you are applying the term. Our neighborhood has been very stable in terms of market value and appearance. I do have concerns about young homeowners in general but they typically do not buy in our area unless they are young professionals with school age children.
- I welcome it to an extent. I don't want to run anyone out but also welcome some of the change. I don't want areas to lose their character but to assimilate with the new crowds.
- I welcome it; It creates safer, cleaner and healthier environments.
- I welcome it.
- i'm in favor of it to raise property values and bring eateries/retail that targets millennials like us.
- In our area it's a non-issue, but if something made my property value increase without harming any particularly less fortunate parts of the population, I'd be for it. If it meant people were unable to maintain their homes, then no.
- Sure, only if homeowners are not responsible for the cost
- Yes
- We are not concerned
- I am welcome it.
- I welcome it because it provides an incentive for further amenities and services. As long as too many people don't arrive!
- Welcome
- I welcome it -- It generally enhances property values and (mostly) improves the caliber of my neighbors.

Takeaways:

- Most property owners welcome gentrification. Some have concerns about the newer homeowners having a difference in culture or possibility of losing their community culture.

SURVEY RESULTS

PROPERTY OWNER

Given that you are a property owner are you concerned about gentrification or do you welcome it?

- I'm okay with it, but use good taste and fit with size and architecture.
- I definitely welcome gentrification because I believe in the end, even if we did have to pay more taxes, the neighborhood will become safe. It will also bring up property values as the neighborhood becomes a more appealing area to buyers.
- It is generally good as long as it does not become over-built or crowded. I would actually prefer that NOTHING change. I wish people would quit trying to promote constant change. This is not just my age speaking- I have always felt this way, even as a kid.
- I welcome anything that makes neighborhoods safer and cleaner
- I'm concerned about the effects of gentrification which often lead to displacement of lower income families out of neighborhoods, and in turn, lower diversity in the community.
- It definitely gives me moral pause despite the overall economic benefits- I wish there was a much better balance in place.
- I feel for the people that are pushed out, and very concerned about providing affordable housing for all residents. I also benefit from better property maintenance in the neighborhood.
- That's tough. Both have pros and cons. I welcome it but it displaces certain individuals and families.
- The improvements in our neighborhood may be a good thing, but some older owners cannot keep up with the changes.

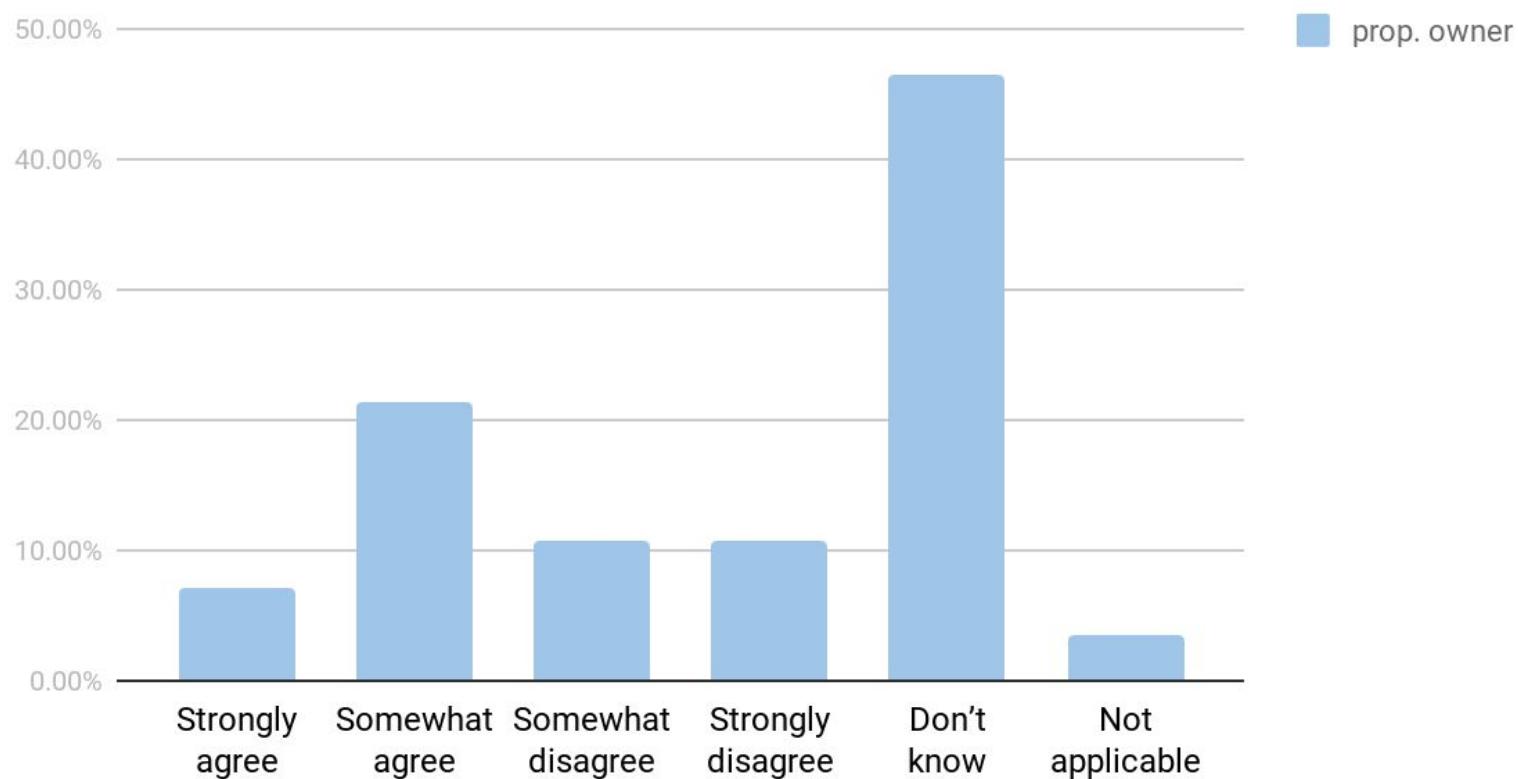
Takeaways:

- Even property owners that were concerned about the negative effects of gentrification could see the pros of gentrification that they could benefit from.

SURVEY RESULTS

PROPERTY OWNER

I believe it is easy to find information and resources on affordable housing assistance in my city.



Takeaways:

- Most property owners don't know about the affordable housing resources in their city.
- *(Does this imply that they have no interest/need for it?)*

SURVEY RESULTS

PROPERTY OWNER

Have you experience an increase on your property tax? If so, how do you feel about it?

- Yes
- Don't like it
- Yes. I'm thankful there is a cap on the amount it can increase yearly otherwise I could see it being hard to afford the property i Purchased Only a few years ago.
- The property tax is going up every year. I really feel stressful to pay it.
- Yes, our taxes are raised annually and are very high. Our taxes are to the point where we will likely move out of the area when our children have completed their education.
- Yes, last year almost \$1000. Not sure where it's all going.
- yes. overall i didn't like it b/c i already am personally taxed at a high income rate. i just hope that the funds are managed appropriately.
- Society is demanding more and more social services that we have to pay for
- Yes.
- Paying high tax
- Sucks
- Yes, I am sick of higher taxes. It is obvious that the various govts in CA want to create a socialist empire and chase all the law-abiding taxpayers out of this state to bring on an authoritarian state of dependency at all levels.
- a large one and another one coming within a year. makes it hard for longstanding residents to remain in their homes and the citys exemptions are not enough.
- Of course! I hate annual tax increases but Thank goodness for Prop 13 as a means to protect existing homeowners from being driven out of our homes by (what could be) huge annual tax increases. If the legislature and gov ever do away with Prop 13, there will be a mass exodus from California, deflating property values and causing economic recession.

Takeaways:

- some property owners are very upset about increasing property taxes, while others recognize but do not object to it.

SURVEY RESULTS

PROPERTY OWNER

Have you experience an increase on your property tax? If so, how do you feel about it?

- Yes, Property taxes have increased. I believe they are still in a very reasonable level and the increase will help support some needed infrastructure repairs
- Minor increases since purchasing our house, partly due to increased value from remodel. Taxes seem high, but pay for services such as schools and parks I support. So OK with it.
- No
- It's reasonable
- No
- Unsafe, I may not able to live this house
- No increase other than Prop 13's annual 2% rise except for a home with a major sewer project which was sorely needed.
- Very slight increases, but overall they are very low, so I'm fine with it
- No
- Yes - we live in a city where there are fairly high taxes & they do increase regularly. We do love the city we live in so I suppose it is worth it!
- Only 2% on the basic levy, but there are 6 line items below there on special measures voted in.
- I have seen modest increase in property tax. So long as it is under the rate of inflation, I do not object.
- Yes. We voted for it as it helps public transportation, the library, school and water supply.
- Yes, while I don't enjoy paying more, I'm generally supportive of the increase
- Taxes go up every year. Just a fact of life.

Takeaways:

- Those that do not object it :
 - believe the increases are a part of regular inflation
 - see it as an investment for improving their community

SURVEY RESULTS

PROPERTY OWNER

Since when have you been living in this property and was there any big raise or decrease in rent? How much difference?

18 out of 26 did not rent so the question was not applicable to most property owners.

For those that did rent:

- 5 years, rent in the neighborhood has gone up.
- Rents are thru the roof.
- I have been living on this property for over 15 years and there was an increase in rent. Almost twice the amount.
- Bought in 1999 and yes their has been a big raise in rent due to property value raises
- The rent is increase every year. In 2014, I pay \$1200/month. Right now it cost \$2000/month.

Takeaways:

- most property owners are not renting their properties.
- Those that are have seen an increase in rent.

SURVEY RESULTS

PROPERTY OWNER

What do you think we can do about gentrification?

- Nothing needs to be done about gentrification.
- Why would we want to stop it?
- it's not a bad thing
- It's a pleasant improvement that I do not oppose if homeowners are not responsible for the cost
- Not much that can be done, if you do not want to be gentrified out do not sell
- I think it's a natural progression and a positive one if not allowed to progress too quickly.
- If you are referring to renters being displaced due to rising costs in rent, then I think there are limited options. It would depend on the demographic of the renters and location.
Review what other cities and countries have experienced. The most desirable properties will always be more expensive to rent and/or own. For example, parts of Vancouver Canada are out of reach for some due to cost and overseas buyers. I believe there are new laws to limit buying of properties by non Canadians.
- It can't be stopped, but we can help people understand its impacts.
- Perhaps in our neighborhood make home improvement loans at low interest available for fixed income owners.

Takeaways:

- Half of property owners have not seen cultural or social displacements
- those that have seen it:
 - Notice more white people
 - less middle class people
 - more asian people
 - people are not as friendly

SURVEY RESULTS

PROPERTY OWNER

What do you think we can do about gentrification?

- Instead of rapid and extreme gentrification, moderately paced improvements can help the neighborhood or community by providing better opportunities for people as well as safety.
- Curtail tax incentives/breaks for businesses to come into neighborhoods.
- Rent regulation, and more leniency on missed payments for a short period of time.
- have a state fund that helps folks relocate. the monies can be derived from the sale of gentrified areas.
- No tax breaks for second homes. Provide more affordable housing.
- Find a way to build mixed income buildings. Prevent ghettos where only low income residents live. It's been proven that having poor and wealthy in the same building helps everyone.
- Provide more job opportunities for low income families
- Learn and accept the local culture
- The only way to hold large developers accountable is either through government regulations or incentives.

Takeaways:

- Learn and accept the local culture
- government assistance on matters such as rent regulation, relocation funds, and tax breaks.

SURVEY RESULTS

PROPERTY OWNER

If you could change a characteristic about the neighborhood or the vicinity of your property's location, what would it be and why?

- I would welcome changes to allow ADUs to be built and zoning changes. I would welcome multigenerational living for safety and community enhancement. I would welcome neighborhood libraries and community centers that meet the needs of all ages. I think there is a distinct lack of indoor recreation for children and teenagers in our area. I would also welcome daycares adjacent to retirement homes. All in all, more community interactions across age groups.
- create a better funnel for homeless folks to get the help they need and bring more relevant retail spaces that millennials can frequent.
- Disallow the proliferation of sober living homes and other facilities that have no place in quiet, safe residential neighborhoods. Also, I am concerned about the effort in some municipalities or states to modify zoning laws. Bend, OR for example, has "up-zoned" neighborhoods throughout the city as a means to ameliorate the housing shortage. This will turn otherwise high-value, R-1 neighborhoods into high-density slums of tomorrow. Classic government short-term thinking with disastrous results down the road.
- more affordable housing
- 2 rental neighborhoods we would like to have different characteristics: 1 in a city, to eliminate the gang problem; 2nd in a desert town, to have less vacancies in the neighborhood.
- Better schools
- Increase diversity

Takeaways:

- some want better schools
- increase diversity
- varied opinions from adding more affordable housing, to reducing it and turning areas into slums.
- one wants to create a "funnel" for homeless folks- essentially get rid of them and bring more relevant retail space for millenials.

SURVEY RESULTS

PROPERTY OWNER

If you could change a characteristic about the neighborhood or the vicinity of your property's location, what would it be and why?

- Add a security-guarded gate to entrance of community. Decrease unsolicited visits and break-ins
- Out of personal preference, I would like the HOA to upgrade the paint color of the complex to a more modern and welcoming appearance
- Adding a school or expanding the park or bringing in a coffee shop or restaurant, etc.
- Would make it more walkable to convenient areas. It's a bit off the beaten path.
- Would change nothing. We love where we live. It is a long commute for me to work, but not for my husband. I have always commuted a long way to work so it doesn't bother me
- I love the look and feel of my neighborhood. I only wish it isn't subjected to California regulations.
- Can't really think of anything I'd change!
- We're currently satisfied
- None other than what has already been mentioned
- Would not Chantal thing
- Stop commuter traffic, try to reduce thru traffic.
- I'd rather have a shorter commute to work, but I had to drive until I found what I could afford!
-

Takeaways:

- improve safety
- add more convenience to area
- some would not change anything

UPDATED BULLSEYE DIAGRAM

Sources:

Molina, N. (2015, February 1). The Importance of Place and Place-Makers in the Life of a Los Angeles Community. Retrieved October 8, 2019, from <https://scq.ucpress.edu/content/97/1/69.abstract>.

DeVerteuil, G., Yun, O., & Choi, C. (2017, July 7). Between the cosmopolitan and the parochial: the immigrant gentrifier in Koreatown, Los Angeles. Retrieved October 9, 2019, from <https://www.tandfonline.com/doi/full/10.1080/14649365.2017.1338002>.

Hwang, J. (2015, December 21). Pioneers of Gentrification: Transformation in Global Neighborhoods in Urban America in the Late Twentieth Century. Retrieved October 8, 2019, from <https://link.springer.com/article/10.1007/s13524-015-0448-4>

Wolch, J., & Li, W. (2002, May 25). Shifting Margins of Housing Status in Los Angeles. Retrieved October 8, 2019, from <https://www.sciencedirect.com/science/article/pii/S0049089X9706001>.

Hwang, J., & Yoon, H. (n.d.). Shifting and Persisting Neighborhood Hierarchies ... Retrieved from <http://paa2019.populationassociation.org/uploads/192117>

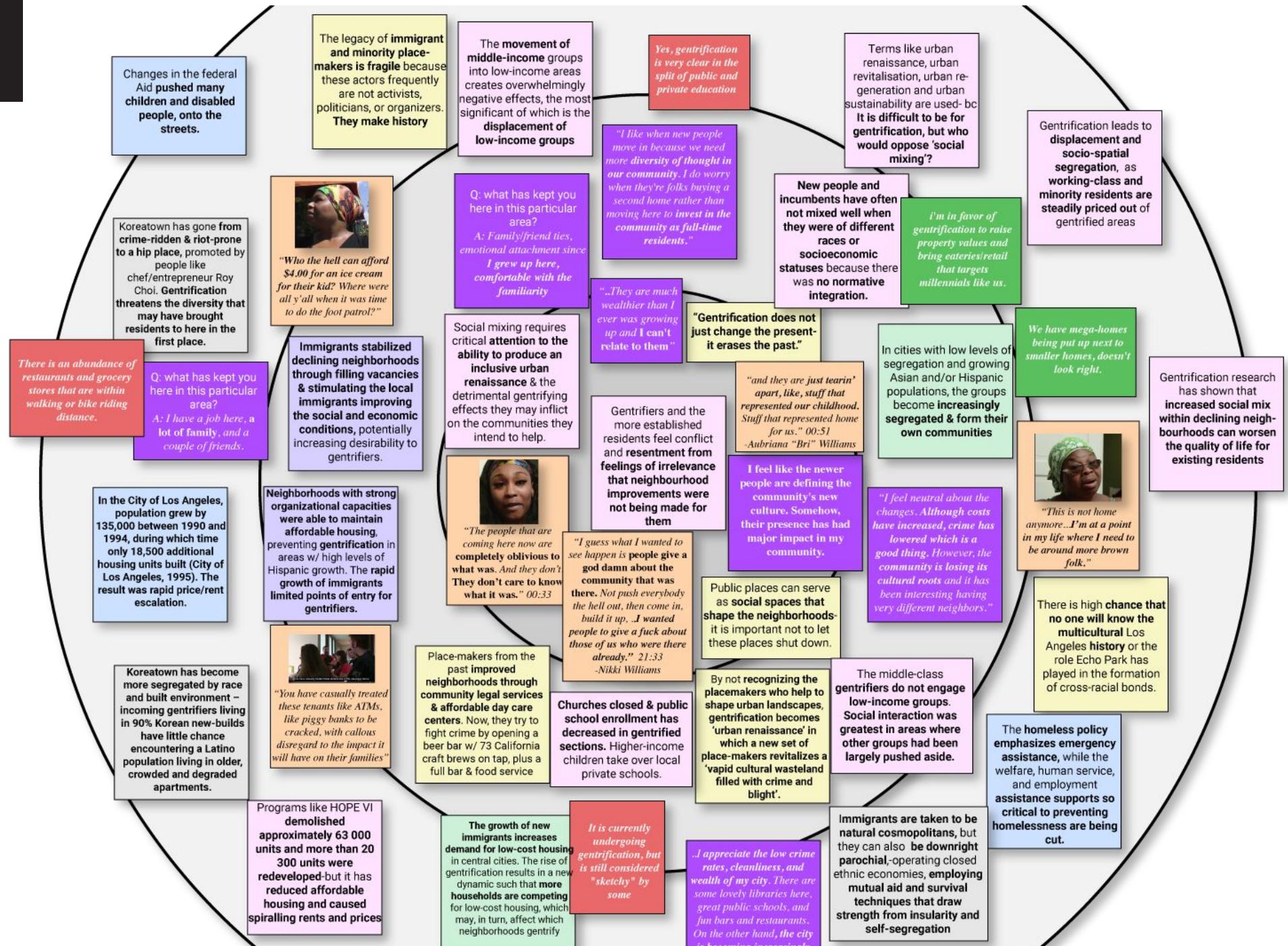
Lees, L. (1970, January 1). Gentrification and Social Mixing: Towards an Inclusive Urban Renaissance? - Loretta Lees, 2008. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/0042098008097099>

(2016). Retrieved October 28, 2019, from <https://lapi.kanopy.com/product/priced-out>.

Multi-Generational Resident Surveys

New Transplant Surveys

Property Owner Surveys

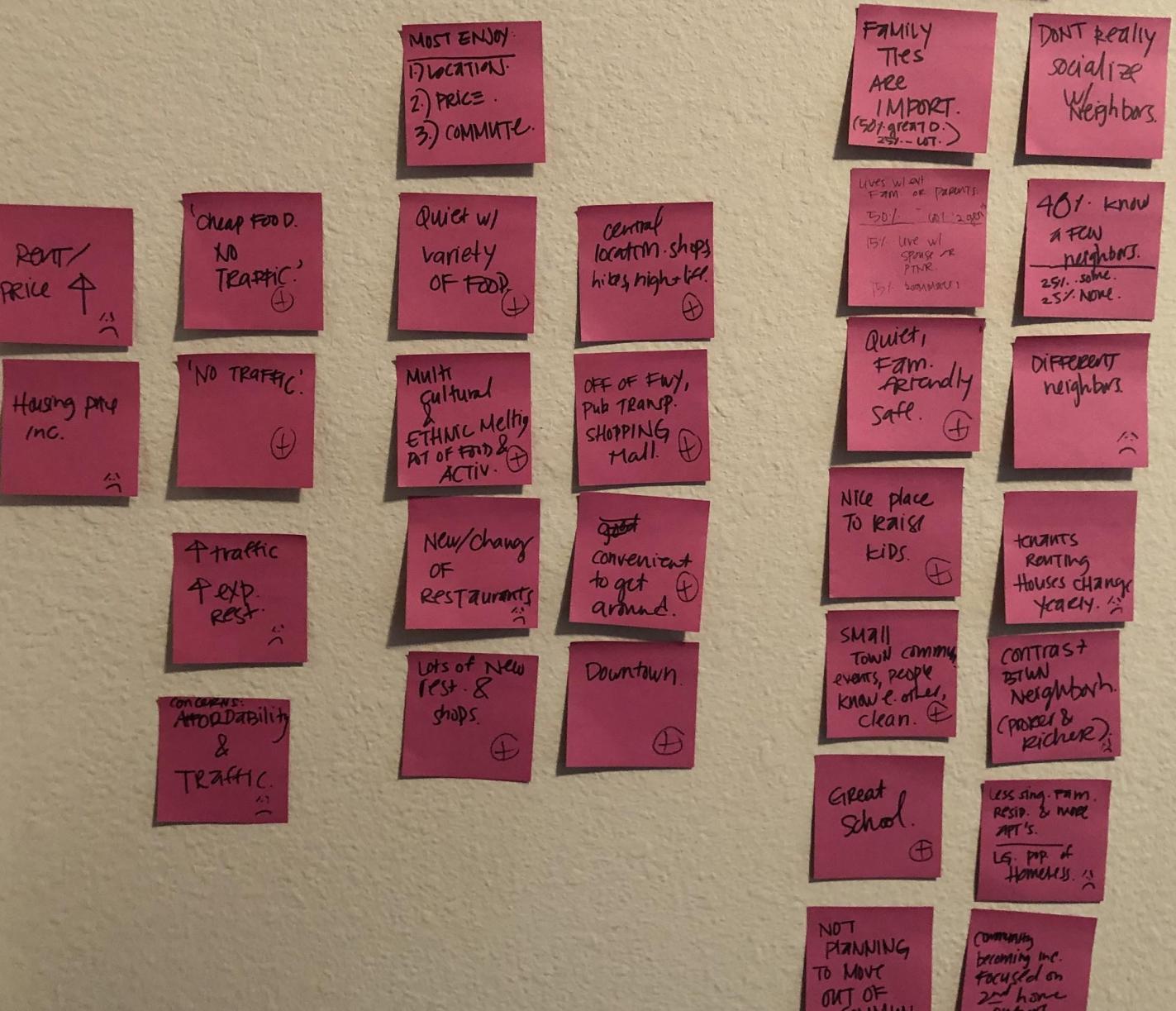


PERSONA DEVELOPMENT

MULTI-GENERATIONAL RESIDENT

Abouts, Likes and Dislikes

- Family is important
- They do not know many of their neighbors
- Traffic (presence or absence) is a pain point or perk.
- they like the convenience of the central location
- they like the commute
- they are enjoying the new variety of restaurants and shops that are opening
- they dislike that their neighbors keep changing as tenants move on a yearly basis
- they notice a contrast between older poorer neighbors and newer richer neighbors.



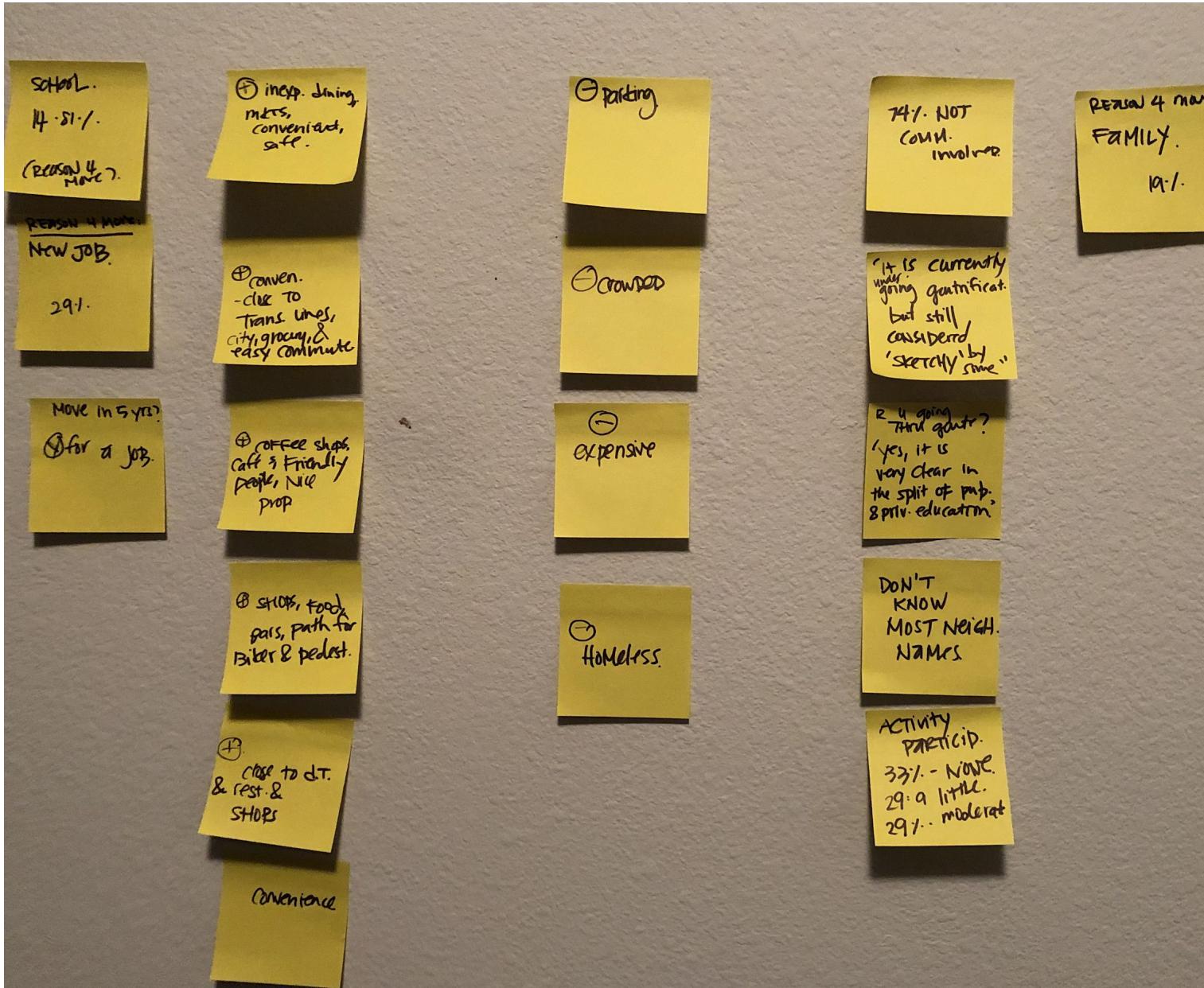
MULTI-
GENERAT-
RESIDENT.

PERSONA DEVELOPMENT

NEW TRANSPLANT

About, likes and dislikes

- Most came for a new job
- They would move for another job
- Most do not have plans to stay here for a long time.
- They like the convenience of all of the new shops and restaurants
- Many think the shops are inexpensive
- they dislike that it is getting crowded
 - parking
 - crowds
 - homeless
- they think rent is getting expensive
- They don't know most of their neighbor's names
- They are not active in their community

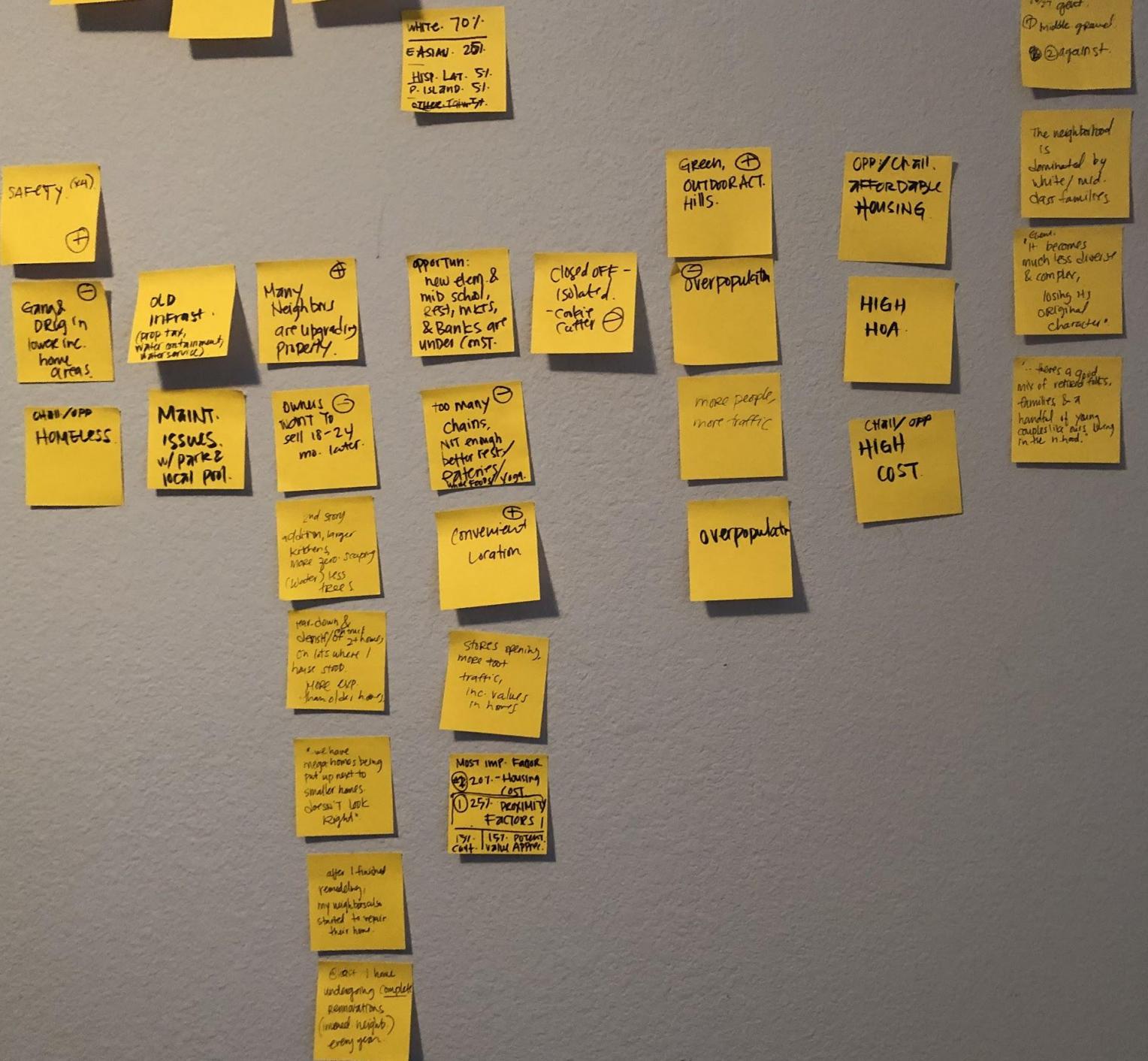


PERSONA DEVELOPMENT

PROPERTY OWNER

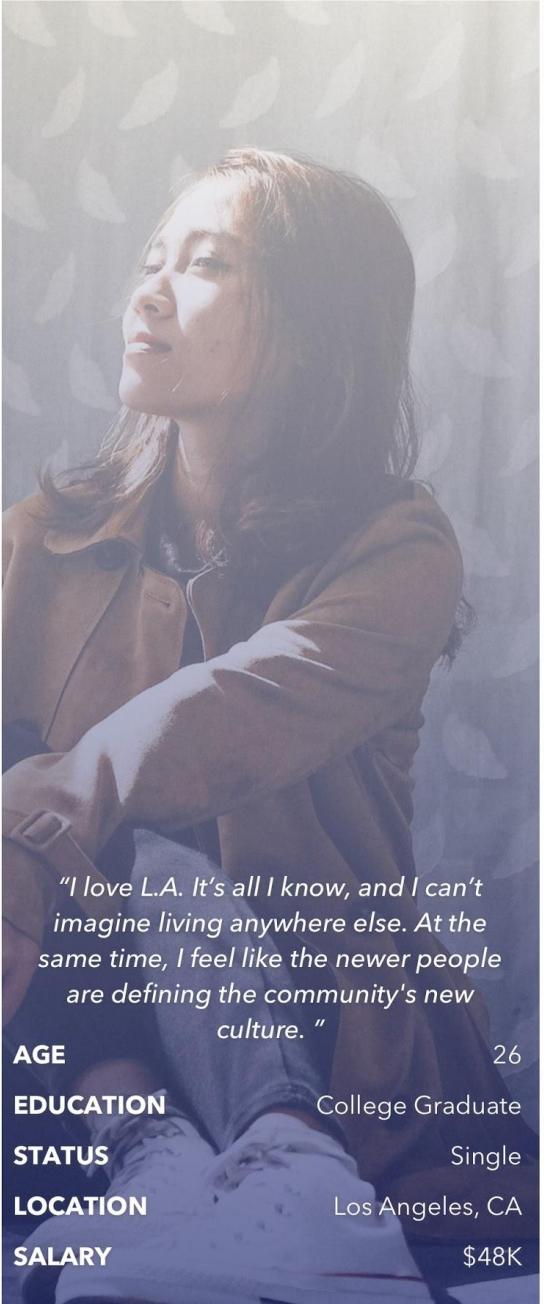
About, likes, dislikes

- concerned about overpopulation and traffic
- safety is important
- many notice their neighbors upgrading their properties
- some see a stark difference between renovated and original homes.
- worry about the new neighbors moving in having a different culture or values
- notice some owners sell within 18-24 months- devaluing the community
- some like the new developments, some are wary of them



PERSONA 1:

THE MULTI- GENERATIONAL RESIDENT



"I love L.A. It's all I know, and I can't imagine living anywhere else. At the same time, I feel like the newer people are defining the community's new culture."

AGE 26

EDUCATION College Graduate

STATUS Single

LOCATION Los Angeles, CA

SALARY \$48K

MULTI-GENERATIONAL RESIDENT

KAREN LEE

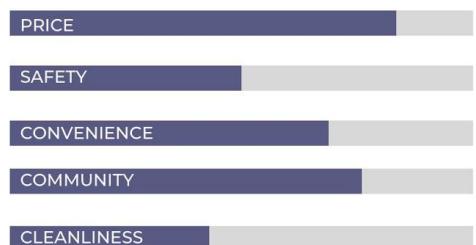
ABOUT

Karen lives with her parents and her younger sister in a single family home in Los Angeles. Her cousins live 2 blocks away, and her friends live within minutes of her house as well.

GOALS

- Get notified about new restaurants and coffee-shops opening up
- Save money to move out with her friends.

MOTIVATIONS



NEEDS

- To be close to her family and the familiarity she has with her community
- Find an apartment to move into near her parents' home

TECHNOLOGY USAGE



PAIN POINTS

- Places are becoming increasingly crowded, and traffic has gotten worse over the past few years.
- Some of the new neighbors seem snobby
- A lot of the newer businesses that are opening up are on the pricier side of her budget.

ATTITUDES

- She loves the new restaurants and coffeeshops that have started opening up, but is worried about the new neighbors that seem to have different values.
- She is wary of new residents but hopes that they may bring diversity and investment in the community

BRANDS

Lyft YELP IG FB

PERSONA 2: THE NEW TRANSPLANT



"My career is my main focus right now. I go wherever my job will take me."

AGE	33
EDUCATION	College Graduate
STATUS	In a Relationship
LOCATION	Long Beach, CA
SALARY	130K

NEW TRANSPLANT

SUMMER NICHOLS

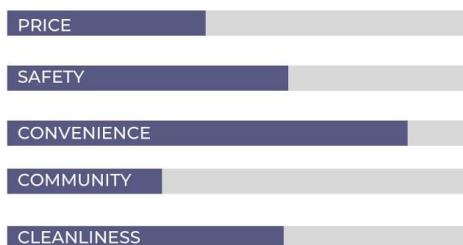
ABOUT

Summer is a career-driven engineer that moved into an apartment with a roommate last month so she could have a better commute to work. When she isn't working, she likes to travel and learn about new cultures.

GOALS

- Spend as little time as possible driving.
- Get a higher paying job
- Travel

MOTIVATIONS



NEEDS

- To live close to work.
- Close proximity to a variety of shops and restaurants

TECHNOLOGY USAGE

Mobile



Tablet



Desktop



Social Media



PAIN POINTS

- Rent prices keep going up every year.
- She doesn't know her neighbors, and feels lonely at home, so she goes out when she's not working
- Parking is a pain so her friends don't come over often

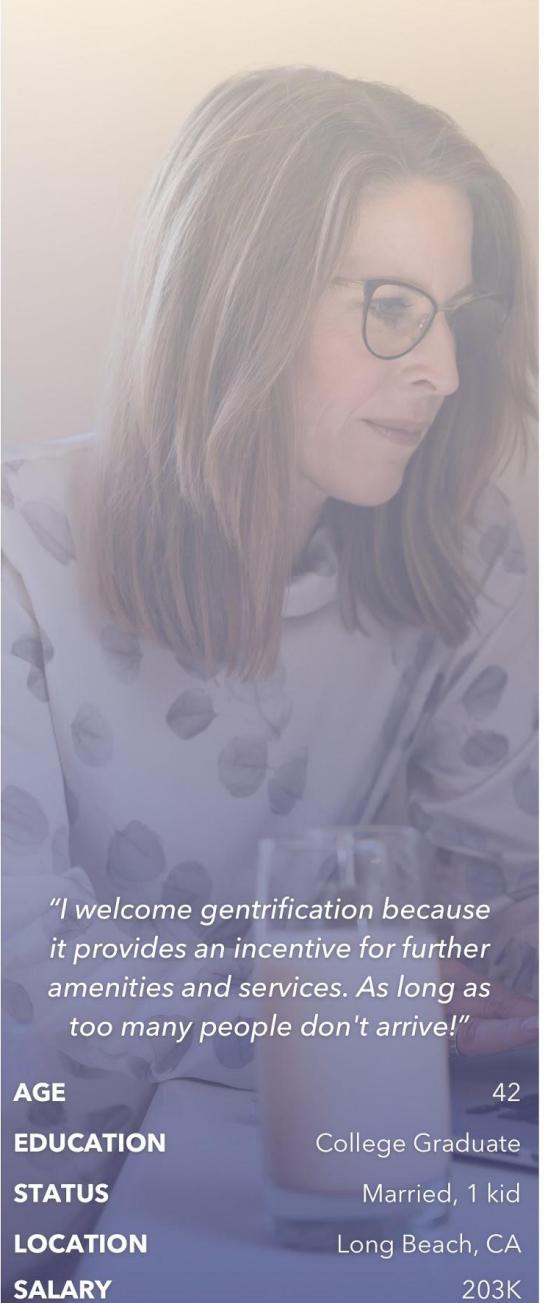
ATTITUDES

- She likes how diverse her new city is, but thinks it's still a little sketchy to walk at night alone.
- She likes the convenience of the markets, eateries, and the proximity to everything

BRANDS

YELP IG GRUBHUB

PERSONA 3: THE PROPERTY OWNER



"I welcome gentrification because it provides an incentive for further amenities and services. As long as too many people don't arrive!"

AGE	42
EDUCATION	College Graduate
STATUS	Married, 1 kid
LOCATION	Long Beach, CA
SALARY	203K

PROPERTY OWNER

LAURA POWERS

ABOUT

Laura has been living in her home in Long Beach for the past 6 years. She has seen an increase in her property, and the increase in new developments near her home.

GOALS

- Save money to make some improvements on her home.
- Save money to move out with her friends.

MOTIVATIONS



NEEDS

- To be close to her family and the familiarity she has with her community
- Find an apartment to move into near her parents' home

TECHNOLOGY USAGE

Mobile



Tablet



Desktop



Social Media



PAIN POINTS

- City infrastructure in some areas are getting old. City maintenance takes long to fix roads, etc.
- There is a stark difference between upgraded homes and older homes.
- A lot of the newer businesses that are opening up are on the pricier side of her budget.

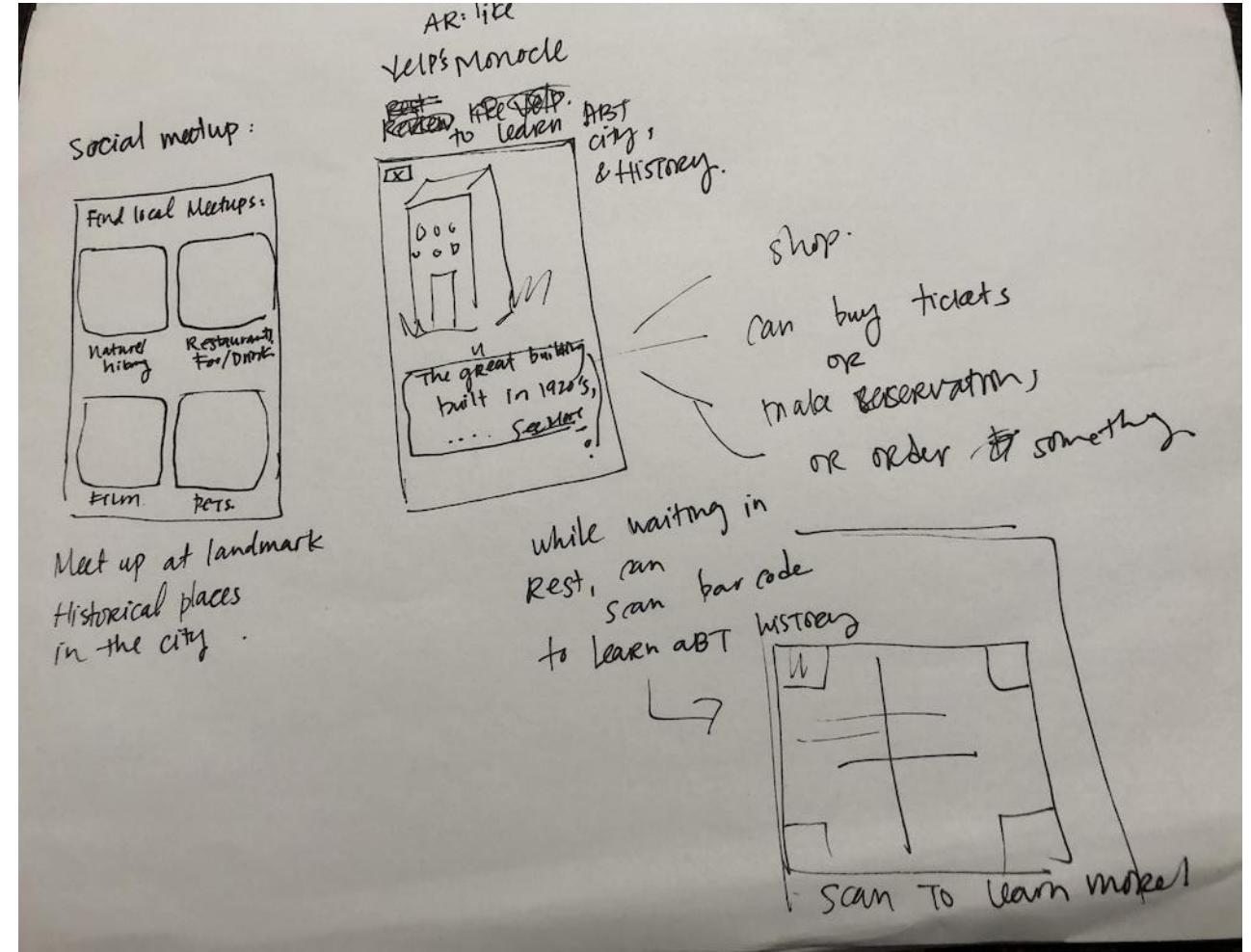
ATTITUDES

- She knows her directly adjacent neighbors pretty well and is active in her son's son's PTSO.
- She welcomes gentrification, and thinks it generally enhances property values and (mostly) improves the caliber of her neighbors.

APPS

YELP **REDFIN** **FB** **HOUZZ**

How might highlight historical landmarks in the city, so that new transplants can understand the history and appreciate it the way older transplants do?



Survey results showed that all residents liked diversity in food and culture, but there was a lack of understanding between the two. I would like to create an app that can allow newer transplants to learn about the city while enjoying the amenities that the city offers. By showing users the history of landmarks through AR, similar to the way Yelp uses Monocle.