

# **RESEDA - CASE STATEMENT**

**Reseda** is a neighborhood in the San Fernando Valley of Los Angeles (Zip Code: 91335). It was founded in 1912, and its central business district started in 1915. The neighborhood was devoted to agriculture for many years, but now is primarily residential. Earthquakes struck the area in 1971 (Sylmar) and 1994 (Northridge), each with subsequent full recovery.

On land that was originally part of the San Fernando Mission, Reseda was created in 1912 as the town of Marian. The name Reseda refers to the fragrant plant Reseda odorata (English name is mignonette) which was commonly found in gardens of the time. The name was first used for a siding on a branch of the Southern Pacific Railroad in the Valley. The town name was changed from Marian to Reseda in 1921.

The central business district began, at what is now the intersection of Reseda Boulevard and Sherman Way, with the construction of a hardware store. Parts of the original 1920s and 1930s residential neighborhoods remain. South of Ventura Boulevard are expensive estates and gated communities, but further north there is considerable poverty.

Reseda has 90 nonprofits. A number of them serve low income people, and now are coming together under the leadership of Community Partners for Reseda. This recently-formed group is allied with California State University Northridge's Neighborhood Partners in Action, CSUN's Institute for Community Health and Well-Being, and CSUN's Valley Nonprofit Resources, along with Child Development Institute, a local nonprofit.

## **Population**

Total residents: 80,989

## **Ethnicity**

Latino	51.1%
White	20.4%
Asian	11.6%
Black	3.4%
Amer. Indian	0.5%
Multiracial	3.3%
Other	9.7%

## **Age**

About 16% of Reseda residents are males aged 60 or older, with about 22% females in this age range. A total of 56% male residents are aged 20-59; 51% of females. About 21% of Reseda male residents are aged 5-19 and about 20% of females, with 7% each males and females under age 5.

## **Education**

29.1% of residents have college degrees. 20.5% have some college but no degree, 24.8% have a high school diploma (including GEDs) and 26.6% have less than a high school education (rounding errors add to slightly more than 100%).

## **Housing**

There are 25,631 housing units in Reseda, of which 24,409 are occupied. Renter-occupied units total 11,953 and owner-occupied housing units total 12,456.

## **Employment**

Residents employed in Reseda include 19.6% working in education, health care and social assistance; 15.5% in professional, scientific, management and administrative jobs; 11.8% in retail trade; and 11.6% in arts & entertainment, recreation and food services. Other

categories all are less than 10% of the workforce. The unemployment rate for Reseda is 8.0%.

### **Household Income**

Median income in Reseda is \$55,003, and 6.9% of residents have an annual income of less than \$10,000. 41.2% of households have incomes between \$10-50,000 and 51.8% have incomes of more than \$50,000. A total of 24% of Reseda residents are on Social Security, 7.9% are on SSI, 2.9% are on cash public assistance income. 9.3% have had food stamp/SNAP benefits in the last 12 months.

### **Poverty**

The poverty rate for Reseda is 19.4% of the total population. Some 9.3% of Reseda residents are employed, but are living below the poverty level. Nearly 15% of families in Reseda live below the poverty level.

### **Homelessness**

The estimated number of unsheltered and homeless people in Reseda in 2016 was 200.

### **Crime**

From July 2016 to December 2016 there were 133.5 crimes per 10,000 people, higher than in nearby Encino but lower than in most of the other adjacent communities. This included 153 violent crimes, and 736 property crimes.

### **Children's Services**

There are 203 child care providers in Reseda, of which 159 are subsidized.

### **Businesses**

There are about 2,833 businesses in Reseda, including independent contractors (many of them home-based).

### **Other Community Assets**

There are 2 Neighborhood Watch areas in Reseda, each with its own officer. There are 3 public parks in the area.

### **Health Care**

21.5% of residents are uninsured. There are approximately 13 health care agencies, 6 of which are health-related nonprofit organizations.

### **Religious Institutions**

There are 44 religious institutions in Reseda.

### *Sources:*

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<http://www.valleyccc.org/docs/Community-Health-Needs-Assessment-Report-2013.pdf>

City of Los Angeles Department of Recreation and Parks <http://www.laparks.org/dos/parks/parks.htm>

*Los Angeles Times* Mapping LA Website.

<http://www.resedacouncil.org/index.php/community-resources/neighborhood-watch>

*Who are L.A. County's homeless?* By Jon Schleuss AND Lorena Iniguez Elebee, *Los Angeles Times*

<http://www.latimes.com/projects/la-me-homeless-los-angeles-2016/>

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