



## **Public Engagement Report**

**October 2019**

### **I. Community Meeting #13 - Central Los Angeles - 10.17.19**

#### ***Meeting Summary & Findings***

The thirteenth community meeting was held on October 17th, 2019, at Felicitas & Gonzalo Mendez High School in Central Los Angeles. At this meeting, 37 members of the public signed in, with an estimated overall attendance of 45. Attendance was generationally diverse, with Millennials and Baby Boomers having the highest representation. A large percentage of respondents, 36 percent, have lived in Los Angeles County for 15 years or more.

#### ***Purpose***

The goal of the Los Angeles River Master Plan (LARMP) community meeting held in Central Los Angeles was similar to the goals of the meetings in Canoga Park and North Long Beach. The goal was to present an update on the engagement to date and elicit comments on new material. The meeting featured new boards that included information on the following: Goals, Actions, Goal Driven Design, Kit of Parts, Common Elements, Sites and Design Examples. The overall aim is to 1) objectively inform and engage the public on the Los Angeles River, and 2) create a two-way communication opportunity that ensures community concerns and aspirations are recognized and included in the LARMP Update.

#### ***Outreach Tactics - Turnout***

An array of tactics were deployed to help ensure robust attendance and boost RSVPs for the event. Thousands of flyers were delivered by hand to the



neighboring communities surrounding the event location. Both elected officials and community organizations notified their constituents through email and social media. A multi-week targeted digital ad campaign significantly added to the meeting's awareness and attendance. Personal one-on-one outreach was made to community leaders and organizations, public officials, and key stakeholders.

### ***Meeting Format***

The meeting began with a welcome from community partners and public officials. Guadalupe Duran-Medina from Supervisor Hilda Solis's office, Matthew Cassilas from Councilmember Huizar's office, and Sera Pia Kim from Assemblymember Santiago's office gave welcoming remarks. Viviana Franco from Lot to Spot then provided a meeting overview and introduced Genevieve Osmeña, the Project Manager from LA County Public Works who gave opening remarks. The LARMP consultant team provided a 20-minute presentation covering the topics of the LARMP draft goals and priorities and the schedule of development. An open house format was used to provide an ideal environment for one-on-one discussion, direct dialogue with experts, and empower participants to prioritize their own engagement experience. This also allowed for direct and unfiltered input from the public to the planning team. There was a check-in station and a station to respond to demographic questions on a posters. The open house format also featured large boards with detailed information regarding Goals, Actions, Common Elements, Kit of Parts, Sites, and Design Examples. Each board featured a space for community members to provide their feedback on sticky notes. Members from the consultant team consisting of Geosyntec, OLIN, Gehry Partners, and River LA were present to answer questions and actively engage with community members.



### ***Incorporating Data***

Community members were asked to provide feedback on Goals, Actions, Common Elements, Kit of Parts, Sites, and Design Examples and demographic information. The community data received at the community meeting will be incorporated directly into the planning process. Public Works and members of the steering committee participated in the community meeting as well to learn first-hand community insights.

## **II. Digital Engagement Summary -10.17.19**

### **Digital Engagement**

The LARMP digital engagement for the month of October focused on the promotion of the community meeting in Central Los Angeles as well as the community meetings in Canoga Park and North Long Beach. In order to elevate public awareness of the LARMP planning process and increase meeting turnout for Central Los Angeles, the strategy for this meeting was an LA County-wide campaign. The campaign included flyer distribution, emails, social media posts, and digital ads. Additional targeted emails and digital ads were focused in the Central Los Angeles area and the surrounding areas to work in concert with the on-the-ground canvassing efforts.

### **Informal Outreach**

Meetings were held in the month of October with elected officials, community leaders, and individual residents. These were sequenced and coordinated systematically in order to provide LARMP information and solicit input. Widespread community buy-in was sought to promote participation in all outreach activities.



# Appendix I

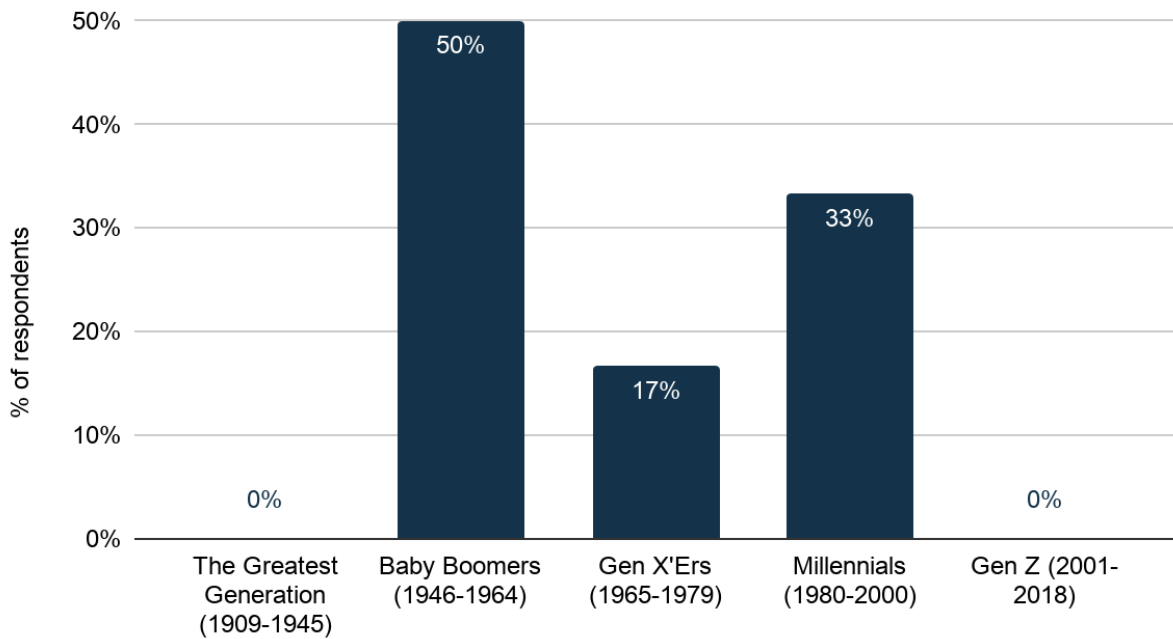
## Findings from the Stations at the LARMP Community Meeting in Central Los Angeles



## Demography

### 1. What generation do you belong to?

Number of responses = 18

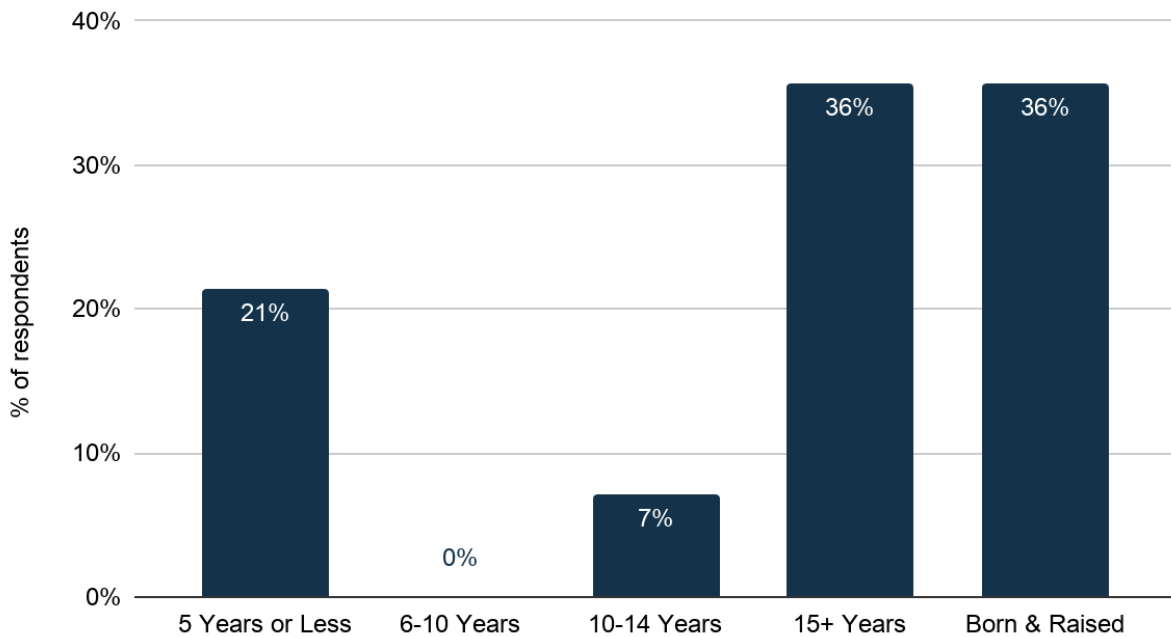


	% of Responses	# of Responses
<b>The Greatest Generation (1909-1945)</b>	0%	0
<b>Baby Boomers (1946-1964)</b>	50%	9
<b>Gen X'ers (1965-1979)</b>	17%	3
<b>Millennials (1980-2000)</b>	33%	6
<b>Gen Z (2001-2018)</b>	0%	0
<b>Totals</b>	100%	18



## 2. How long have you lived in LA County?

Number of responses = 14



	<b>% of Responses</b>	<b># of Responses</b>
<b>5 Years or Less</b>	21%	3
<b>6-10 Years</b>	0%	0
<b>10-14 Years</b>	7%	1
<b>15+ Years</b>	36%	5
<b>Born &amp; Raised</b>	36%	5
<b>Totals</b>	100%	14



## Goal Driven Framework

Comments
Why are community needs less important? <sticky note was placed on bottom of the pyramid figure>
Fruit trees. Garden space.
Community needs needs to be first

## Goal 1 - Reduce Flood Risk And Improve Resiliency

Comments
Why is the city of Lynwood not identified if part of the river flows through it?
How are residents in the Southeast area living along the river being engaged?
Why are these cities (South Gate, Lynwood, Compton) rated as low need when historically these cities faced major flooding and damage?

## Goal 2 - Provide Equitable, Inclusive, And Safe Parks, Open Space, And Trails

Comments
Safety measures for crossing over 710 freeway to access river
Tree nursery for fruit trees, 1,000,000 trees in LA planted how many fruit
How are homeless encampments along the river being addressed without criminalizing homeless population?



## Goal 3 - Support Healthy, Connected Ecosystems

No comments provided.

## Goal 4 - Enhance Opportunities For Equitable Access To The River Corridor

<b>Comments</b>
Where is the community? Outreach? Boyle Heights has over 100K residents but barely 50 or so ppl are here.
Sticky notes are not a true form of participation. Q & A must be incorporated.

## Goal 5 - Embrace And Enhance Opportunities For Arts And Culture

No comments provided.





## Goal 6 - Address Potential Adverse Impacts To Housing Affordability And People Experiencing Homelessness

<b>Comments</b>
What homeless orgs are you ( LA River Master Plan) working with to help advise, but also provide services to homeless living along the LA River?
Small businesses must be included in the conversation as they too are being displaced quietly
We need small business support
A tool kit for municipalities to review community stability
A public analysis of displacement and gentrification impacts



## Goal 7 - Foster Opportunities For Continued Community Engagement, Development, And Education

<b>Comments</b>
Town halls led by community trusted leaders
Community connected engagement not just flyers & emails not just social media
Contract local cbo's to provide community engagement and lead outreach efforts

## Goal 8 - Improve Local Water Supply Reliability

No comments provided.

## Goal 9 - Promote Healthy, Safe, Clean Water

No comments provided.

## Goal Informed Project Design

<b>Comments</b>
Why no fruit trees?



## Kit of Parts

No comments provided.

## Common Elements

Comments
Not just public restrooms, but public showers as well!
Indoor seminar spaces for meetings, little libraries, and the like

## Sites

Comments
Recommend -> <arrow pointing to Downtown Train Yard on map> Pedestrian walkway commercial for retail on 1st street. ("Paseo La Primera") Noches de Seremita (like 3rd St. promenade)

## Design Examples

No comments provided.



## Wrap Up

Anything we missed?

Comments
The lack of actual community present in Boyle Heights is disappointing - expand outreach to farmers markets, schools, work groups



## Attendees by zip code

Zip code	# of Responses*
90003	1
90004	1
90005	1
90012	1
90013	4
90022	2
90023	1
90026	3
90027	2
90031	1
90033	8
90036	1
90039	2
90065	1
90201	1
90403	1
90806	1
91106	1
91331	1
<b>Total</b>	<b>34</b>

\*Numbers reflect those that reported a zip code at sign in.