



## **Public Engagement Report**

**February 2019**

### **I. Community Meeting #6 - West Valley - 02.13.19**

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

The sixth community meeting was held on February 13, 2019, at Pierce College in West Valley. At this meeting 85 members of the public signed in with an estimated overall attendance of 110. Attendance was generationally diverse, with Millennials and Baby Boomers having the highest representation. There was also a large percentage of respondents who were either born and raised in LA County or who have been living in LA County for 15 or more years. When asked to prioritize goals related to the river, 'provide equitable, inclusive, and safe parks, open space, and trails' and 'promote healthy, safe, clean water' were at the top. When asked about their level of support for some increase in taxes for LA River projects pertaining to their goals, 40 percent of respondents are strongly supportive and 40 percent are somewhat supportive. Respondents cited 'there are people experiencing homelessness' and 'there is not a visible presence of people patrolling the river' as issues regarding safety that prevent them from visiting the LA River. A majority of respondents believe it is important for people to learn 'how the river benefits and supports the environment' and a majority want to see or participate in 'interpretive signage/wayfinding' along the LA River above other forms of art.

#### ***Purpose***

The goal of the Los Angeles River Master Plan (LARMP) community meeting held at Pierce College was similar to the goal of the previous five meetings. However, the stations featured new questions that build upon the information gathered from the previous five meetings. The goal was to



present an outline of the master plan schedule and process to elicit feedback and gain an understanding of community members' high-level priorities. Our 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 the emcee, Kevin Taylor, a Los Angeles River advocate and brief remarks from Assemblymember Jesse Gabriel. Genevieve Osmena, the Project Manager from LA County Public Works, also provided remarks and read a statement from Virdiana Velez, representing Supervisor Sheila Kuehl. After the presentation concluded, Councilman Bob Blumenfield gave brief remarks to the attendees. Carolina Hernandez, Project Manager from LA County Public Works, also attended.

The LARMP consultant team provided a 20-minute presentation covering the topics of the LARMP draft goals and priorities and the schedule of development. The open house format included 6 stations (The check-in table counts as one station, while other stations featured boards and/or posters) that were used to provide an ideal environment for one-on-one discussion,



direct dialogue with experts, and empowerment of participants to prioritize their own engagement experience. This also allowed for direct and unfiltered input from the public to the planning team. Each station featured one or more posters with a survey question and space for community members to mark their responses. The questions from the meeting stations were the same as the questions in the digital survey to sync all the responses accordingly. Members from the consultant team consisting of Geosyntec, OLIN, DakeLuna, and River LA were present to answer questions and actively engage with community members.

### ***Incorporating Data***

Community members were asked to prioritize which issues are most important to them and answer follow-up questions based on questions asked at the first five community meetings. The new questions focused on safety on the LA River, low flow, and education, art, and culture in relation to the LA River. The community data received at the community meeting will be incorporated directly into the planning process and become a part of the plan's priorities. 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 - 2.13**

### **Digital Engagement**

The LARMP digital engagement for the month of February focused on the promotion of the community meeting in West Valley. In order to elevate public awareness of the LARMP planning process and increase meeting turnout, the strategy for this meeting was an LA County-wide campaign. The campaign included emails, social media posts, digital ads, and the LARMP digital survey. The digital survey was updated this month to mirror the new questions asked at the community meeting in West Valley. Additional targeted emails and digital ads were focused in the West Valley 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 February 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**

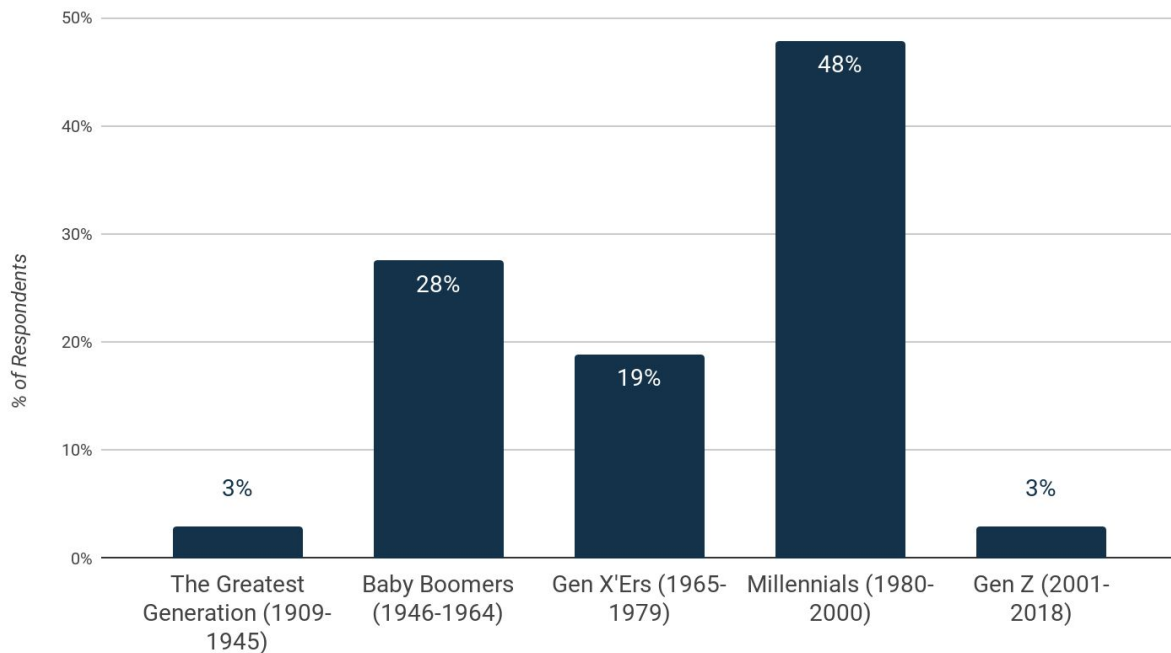
## **Findings from the 6 Stations at the LARMP Community Meeting in West Valley**



## Demography

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

Total Responses = 69

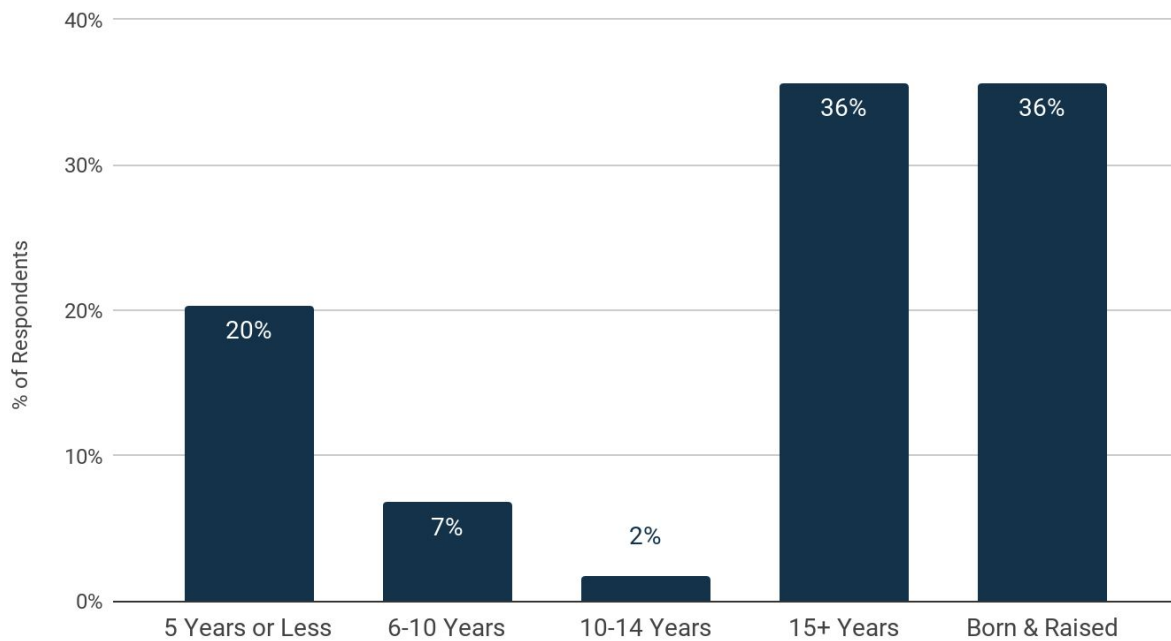


	% of Responses	# of Responses
The Greatest Generation (1909-1945)	3%	2
Baby Boomers (1946-1964)	28%	19
Gen X'ers (1965-1979)	19%	13
Millennials (1980-2000)	48%	33
Gen Z (2001-2018)	3%	2
Totals	100%	69



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

Total Responses = 59



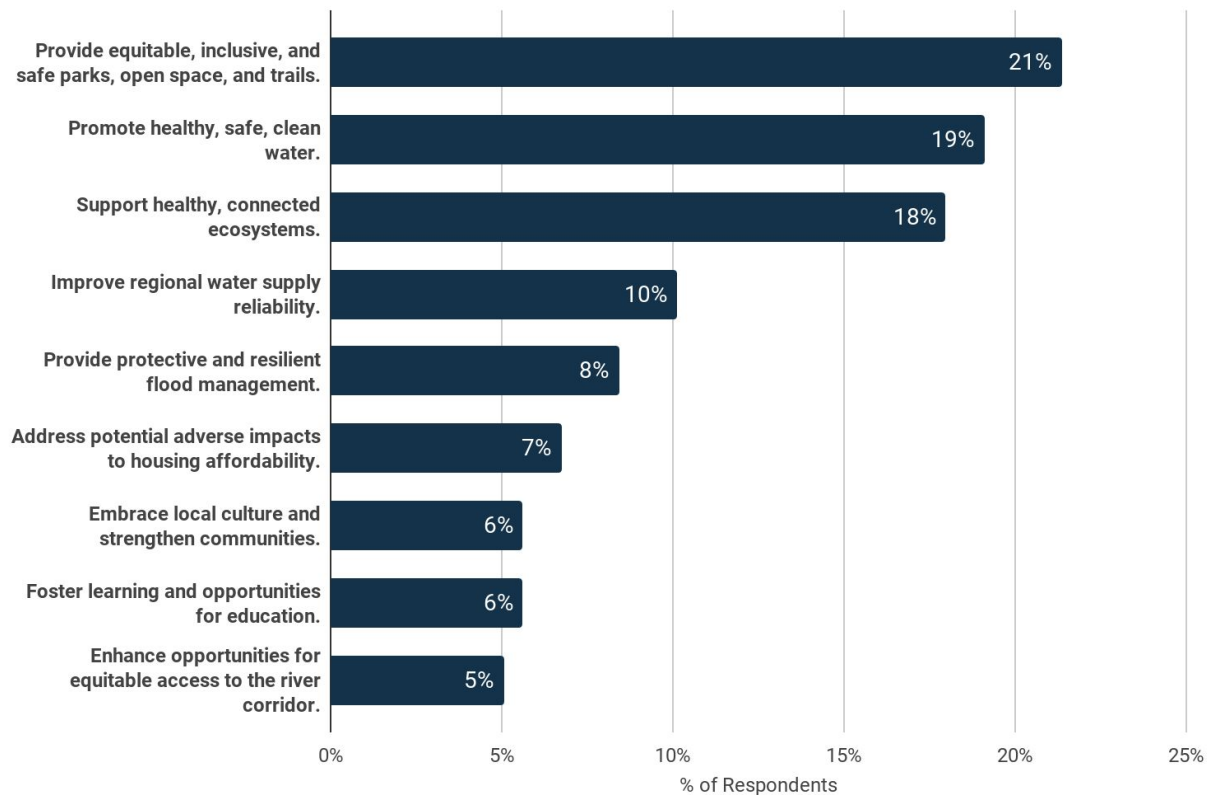
	% of Responses	# of Responses
5 Years or Less	20%	12
6-10 Years	7%	4
10-14 Years	2%	1
15+ Years	36%	21
Born & Raised	36%	21
Totals	100%	59



## Priorities

3. Which of the following goals for the LA River are most important to you?

Total Responses = 178







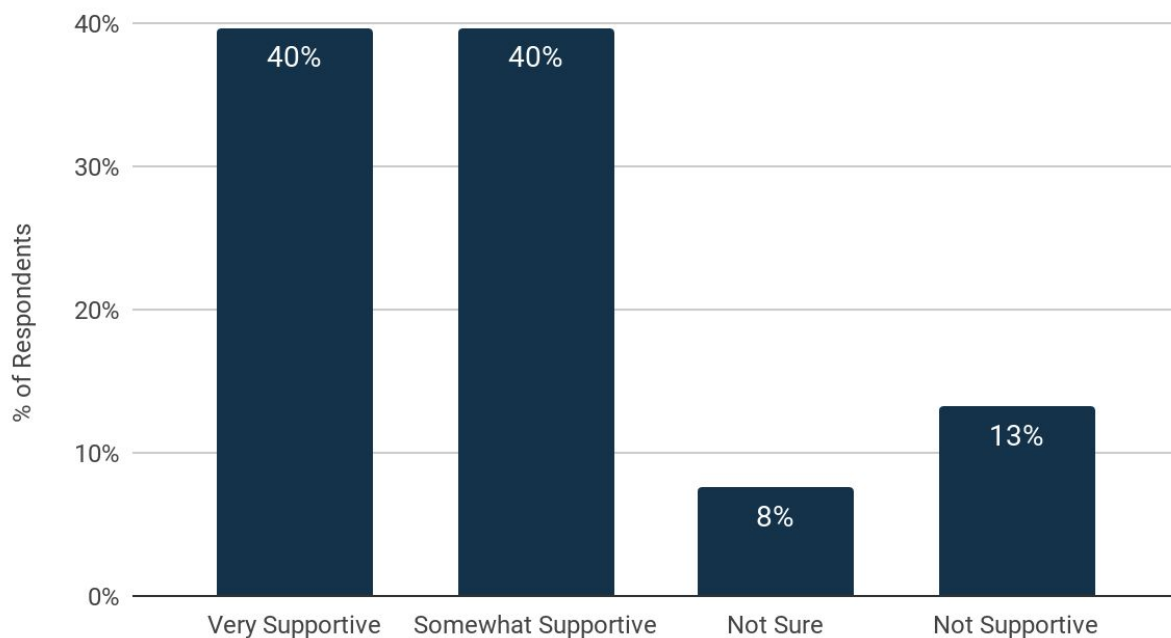
	<b>% of Responses</b>	<b># of Responses</b>
<b>Provide equitable, inclusive, and safe parks, open space, and trails.</b>	<b>21%*</b>	38
<b>Promote healthy, safe, clean water.</b>	<b>19%*</b>	34
<b>Support healthy, connected ecosystems.</b>	<b>18%*</b>	32
<b>Improve regional water supply reliability.</b>	10%	18
<b>Provide protective and resilient flood management.</b>	8%	15
<b>Address potential adverse impacts to housing affordability.</b>	7%	12
<b>Embrace local culture and strengthen communities.</b>	6%	10
<b>Foster learning and opportunities for education.</b>	6%	10
<b>Enhance opportunities for equitable access to the river corridor.</b>	5%	9
<b>Totals</b>	100%	178

\*Asterisk indicates the highest three scores



4. How supportive are you of some increase in taxes to fund the types of projects necessary to reach the goals for the LA River that are most important to you?

Total Responses = 53



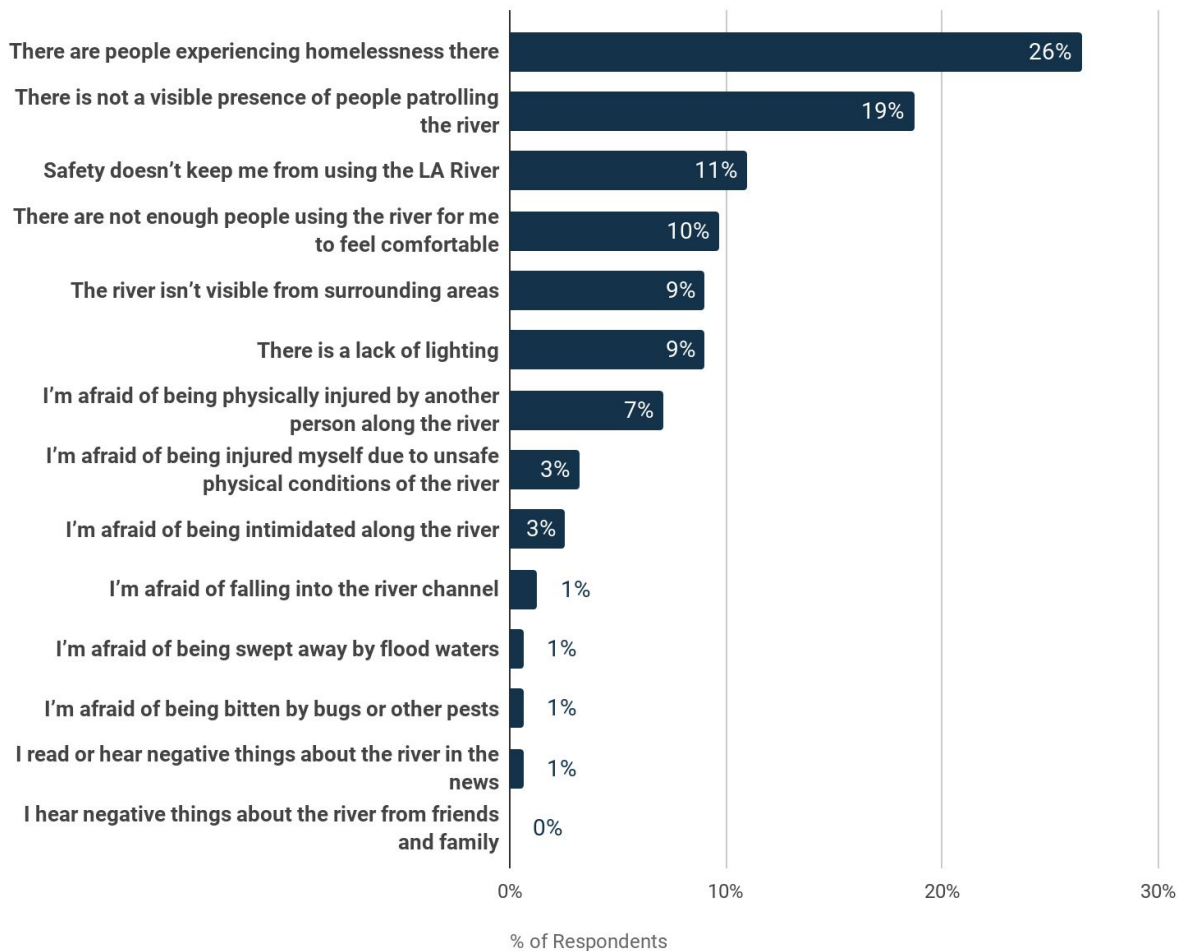
	% of Responses	# of Responses
Very Supportive	40%	21
Somewhat Supportive	40%	21
Not Sure	8%	4
Not Supportive	13%	7
Totals	100%	53



## Follow-up from Phase 1 Community Questions

### 5. What about safety keeps you from visiting the LA River?

Total Responses = 155





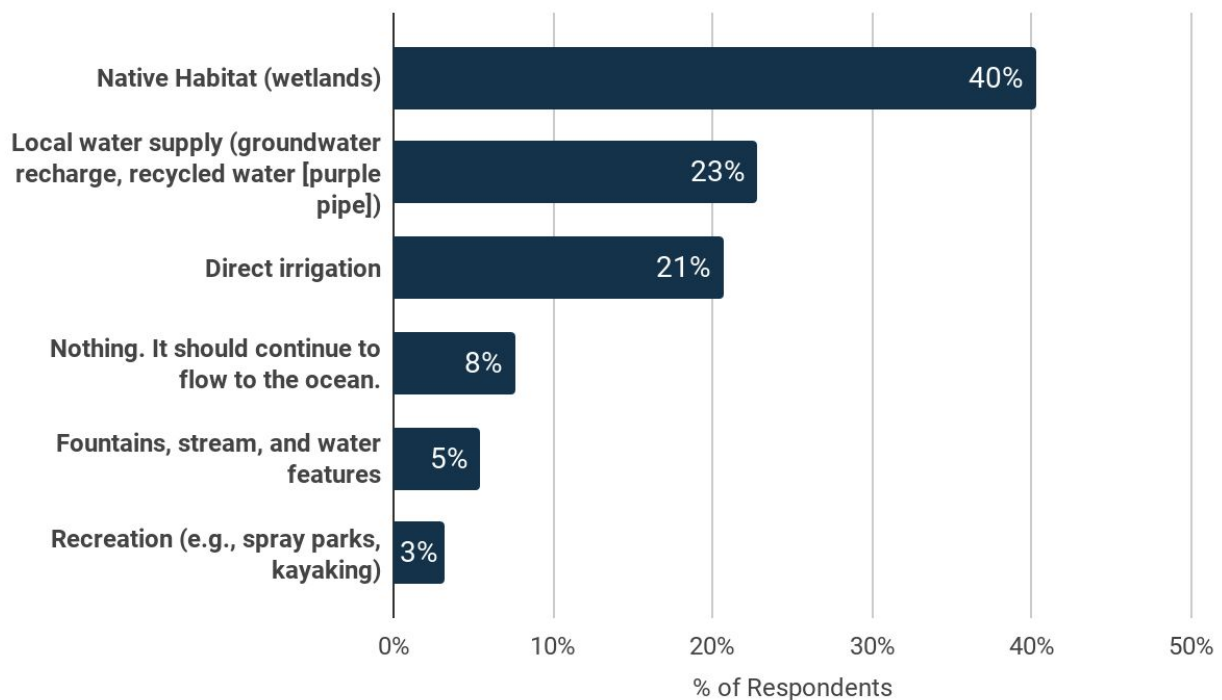
	<b>% of Responses</b>	<b># of Responses</b>
<b>There are people experiencing homelessness there</b>	<b>26%*</b>	41
<b>There is not a visible presence of people patrolling the river</b>	<b>19%*</b>	29
<b>Safety doesn't keep me from using the LA River</b>	<b>11%*</b>	17
<b>There are not enough people using the river for me to feel comfortable</b>	10%	15
<b>The river isn't visible from surrounding areas</b>	9%	14
<b>There is a lack of lighting</b>	9%	14
<b>I'm afraid of being physically injured by another person along the river</b>	7%	11
<b>I'm afraid of being injured myself due to unsafe physical conditions of the river</b>	3%	5
<b>I'm afraid of being intimidated along the river</b>	3%	4
<b>I'm afraid of falling into the river channel</b>	1%	2
<b>I'm afraid of being swept away by flood waters</b>	1%	1
<b>I'm afraid of being bitten by bugs or other pests</b>	1%	1
<b>I read or hear negative things about the river in the news</b>	1%	1
<b>I hear negative things about the river from friends and family</b>	0%	0
<b>Totals</b>	100%	155

\*Asterisk indicates the highest three scores



6. When it is not raining, there is still flow in the LA River. What do you think is a better use for this water instead of letting it flow to the ocean?

Total Responses = 92



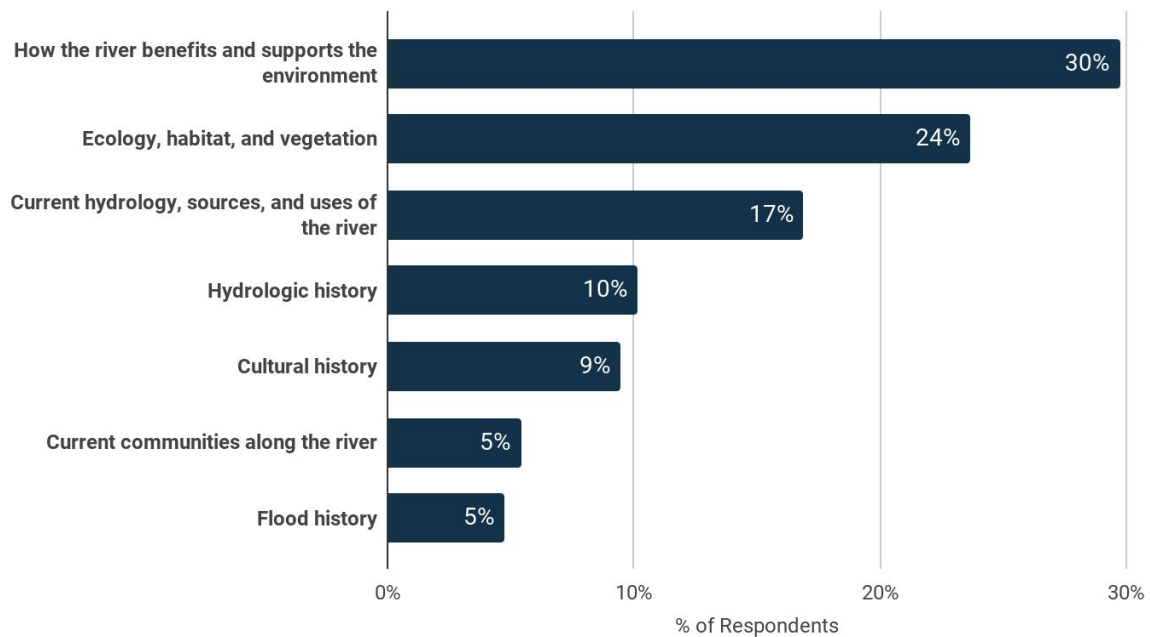


	<b>% of Responses</b>	<b># of Responses</b>
<b>Native Habitat (wetlands)</b>	40%	37
<b>Local water supply (groundwater recharge, recycled water [purple pipe])</b>	23%	21
<b>Direct irrigation</b>	21%	19
<b>Nothing. It should continue to flow to the ocean.</b>	8%	7
<b>Fountains, stream, and water features</b>	5%	5
<b>Recreation (e.g., spray parks, kayaking)</b>	3%	3
<b>Totals</b>	100%	92



## 7. What do you think is most important for people to learn about the LA River?

Total Responses = 148

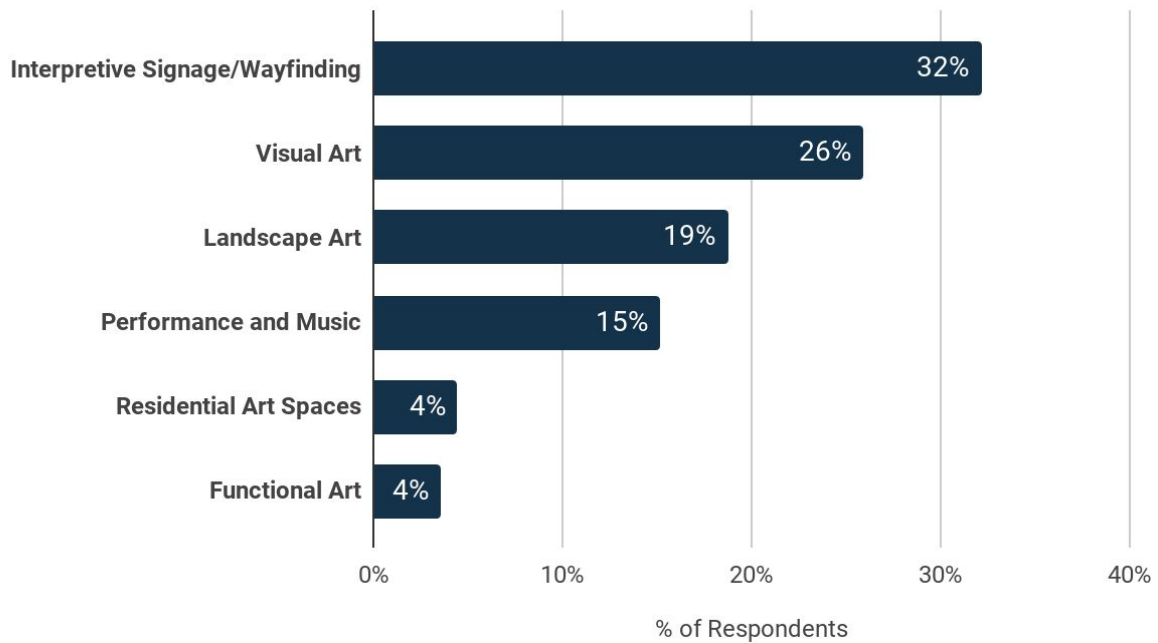


	% of Responses	# of Responses
<b>How the river benefits and supports the environment</b>	30%	44
<b>Ecology, habitat, and vegetation</b>	24%	35
<b>Current hydrology, sources, and uses of the river</b>	17%	25
<b>Hydrologic history</b>	10%	15
<b>Cultural history</b>	9%	14
<b>Current communities along the river</b>	5%	8
<b>Flood history</b>	5%	7
<b>Totals</b>	100%	148



## 8. What types of art would you like to see or participate in along the river?

Total Responses = 112



	% of Responses	# of Responses
Interpretive Signage/Wayfinding	32%	36
Visual Art	26%	29
Landscape Art	19%	21
Performance and Music	15%	17
Residential Art Spaces	4%	5
Functional Art	4%	4
Totals	100%	112





## 9. What types of community events would you like to see along the river?

Comments	#of Responses*
Native plants to attract birds, bees, butterflies, native species	3
Bike path all the way! 51 miles continuous	2
River boats	2
Native plant gardens	2
Bathrooms	2
Art festival	2
Outdoor movies	2
Kayaking	2
Music festival	2
More outdoor classrooms	2
Continuous bike paths	2
Biking, annual walking events near rivers, AIDS walk, Run LA, etc.	2
Places to see water being filtered	1
No toilets	1
Cafes along the river	1
Capture the water before it gets to river	1
Swimming area	1
Grow oysters or mussels	1
Better water quality & garbage, mitigation	1
Murals, yoga, concerts, gardening	1



Natural hikes	1
Kayak regatos	1
A couple of campgrounds	1
Skateboarding	1
Water filtering	1
Water reclamation	1
Water wheels to pump water back to communities	1
Experiential tours	1
Corridors for animals	1
No need for bathrooms	1
Fishing	1
Bird watching	1
Concert festival	1
Skiing	1
Biking, kayaking, restaurants	1
Tours, outdoor movies, music festivals	1
No garbage, the Glendale Narrows are lush and gnarly	1
Naturalist hikes and bike rides	1
Restaurants in West Valley	1
Bike rental or hubs	1
Visual Art	1
More natural planting, overgrowth areas in Master Plan	1
<b>Total</b>	<b>55</b>

\*Community members hand-write their answers on sticky notes, which counts as one response, but other members may add a sticker to a sticky note that resonates with them. Each dot counts as a response.



## Your River

At this station, community members are asked to place dots according to a legend on large maps of the Los Angeles River and surrounding neighborhoods.

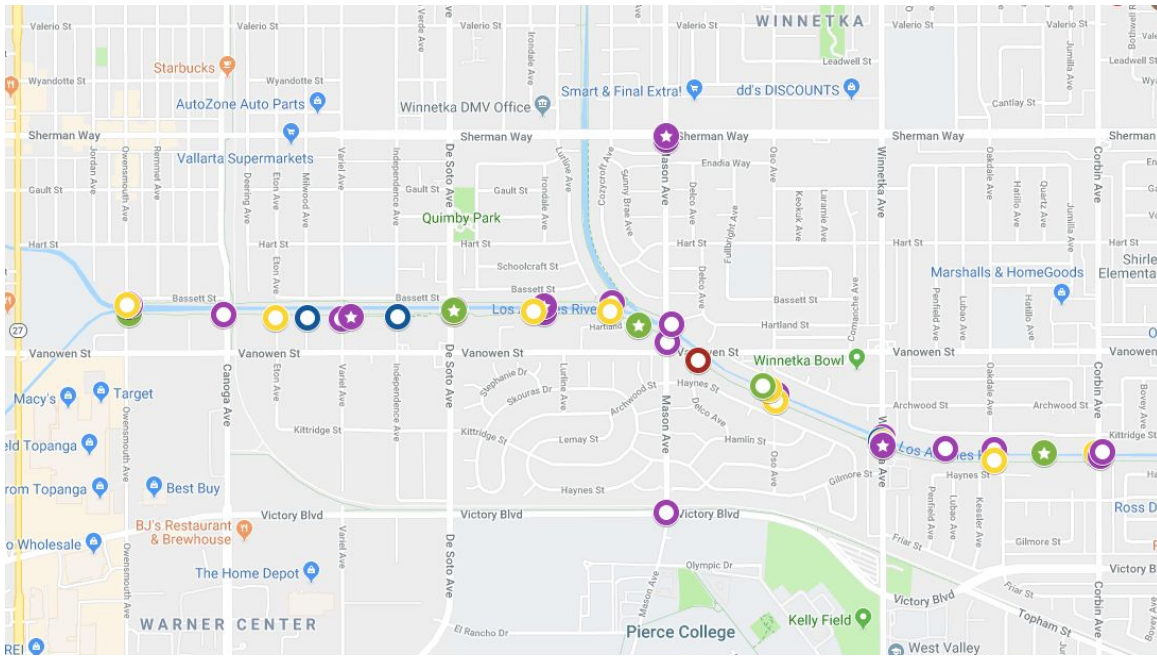
## Legend

LEGEND: YOUR STRETCH OF THE RIVER		LEYENDA: SU TRAMO DEL RÍO		
TO ANSWER THE FOLLOWING QUESTIONS, PLACE THE CORRESPONDING DOTS ON THE LARGE MAPS. PARA CONTESTAR LAS SIGUIENTES PREGUNTAS, COLOQUE LOS PUNTOS CORRESPONDIENTES EN LOS MAPAS GRANDES.				
<b>PARKS AND TRAILS</b> <b>PARQUES Y SENDEROS</b>  From what places in your community are better connections to the river needed?  <i>¿En qué lugares de su comunidad se necesitan mejores conexiones con el río?</i>	<b>ACCESS</b> <b>ACCESO</b>  We've mapped all the places you can access the river. Did we get them right?  <i>Hemos incluido en un mapa todos los accesos al río. ¿Lo delineamos correctamente?</i>	<b>CULTURE / COMMUNITY</b> <b>CULTURA / COMUNIDAD</b>  What amenities does your community need the most?  <i>¿Qué servicios necesita más su comunidad?</i>	<b>FLOOD MANAGEMENT</b> <b>GESTIÓN DE RIESGO DE INUNDACIÓN</b>  What public facilities, if out of service due to flooding, would most disrupt your household?  <i>¿Cuáles instalaciones públicas, si estuviesen fuera de servicio, afectarían más a su familia?</i>	<b>EXISTING LEGEND</b> <b>LEYENDA EXISTENTE</b>  What's already on the map  <i>Lo que ya está en el mapa</i>
<ul style="list-style-type: none"> <li>for pedestrians para peatones</li> <li>for bicyclists para ciclistas</li> <li>for cars para vehículos</li> </ul>	<ul style="list-style-type: none"> <li>not an access point no es un punto de acceso</li> <li>formal access point punto de acceso formal</li> <li>informal access point punto de acceso informal</li> </ul>	<ul style="list-style-type: none"> <li>parks/open space parques/espacio abierto</li> <li>multi-use trails para multi-usos</li> <li>flood management gestión de riesgo de inundación</li> <li>housing vivienda</li> </ul>	<ul style="list-style-type: none"> <li>park parque</li> <li>school escuela</li> <li>road vías públicas</li> <li>trail senderos</li> <li>other otro</li> </ul>	<ul style="list-style-type: none"> <li>LA River / Río de LA</li> <li>existing trail / camino existente</li> <li>planned trail / camino planeado</li> <li>formal access point punto de acceso formal</li> <li>informal access point punto de acceso informal</li> </ul>

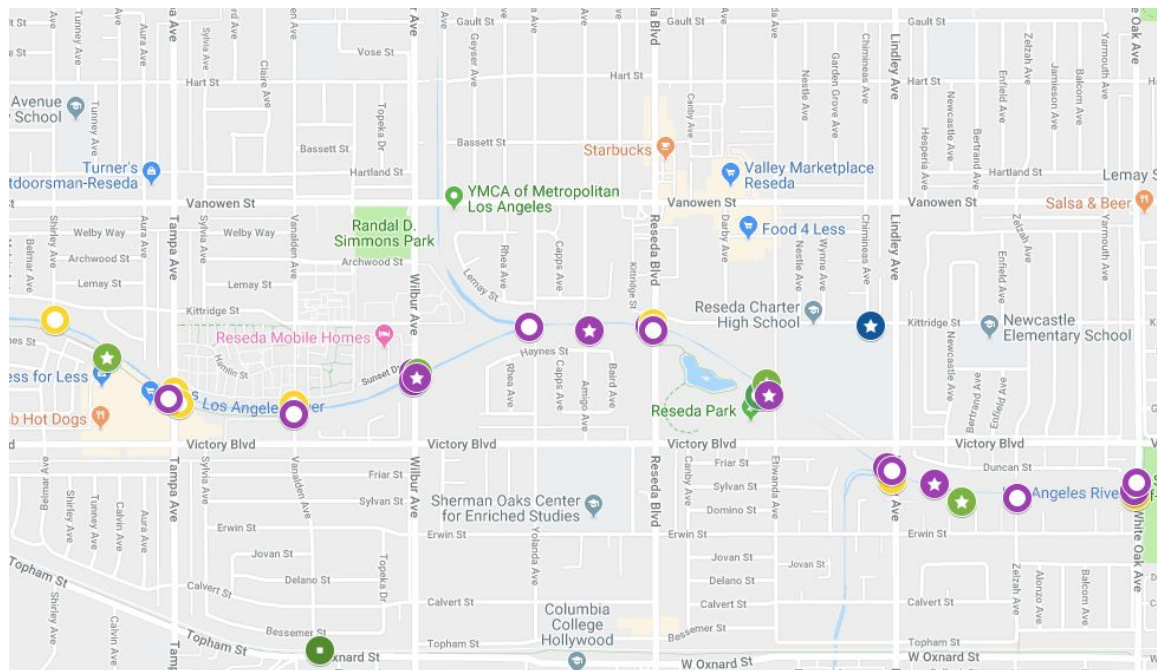
Note: Pink symbols in the legend above appear as light purple symbols on the the maps below.



Map 1 - Los Angeles River between Topanga Canyon Blvd. and Corbin Ave.



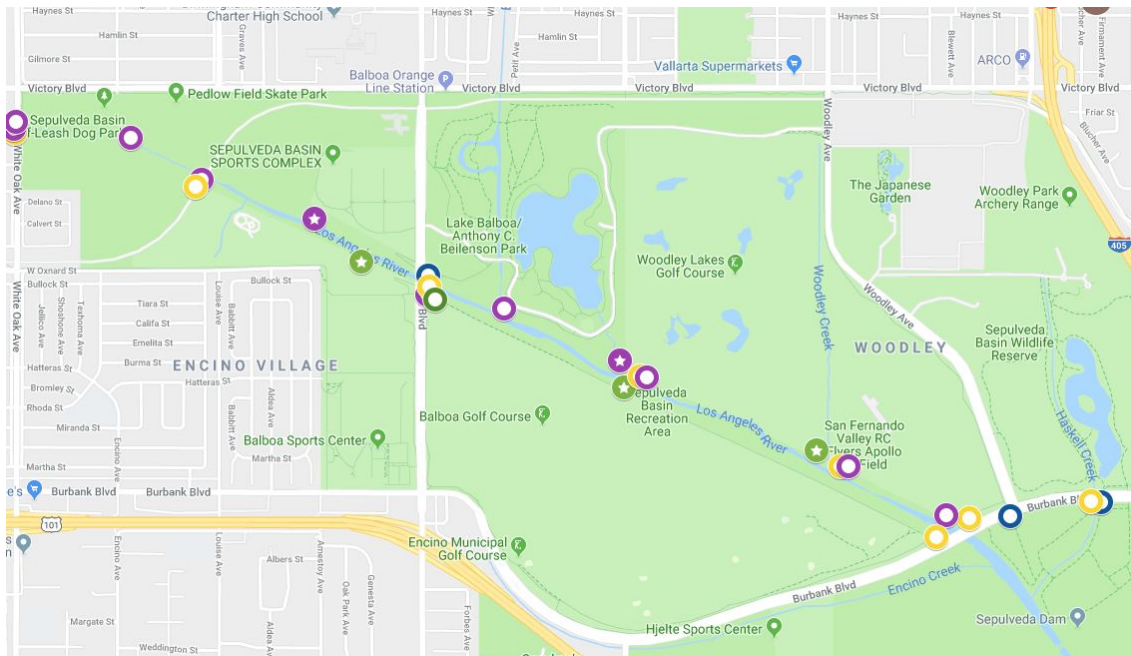
Map 2 - Los Angeles River between Tampa Ave. and White Oak Ave.



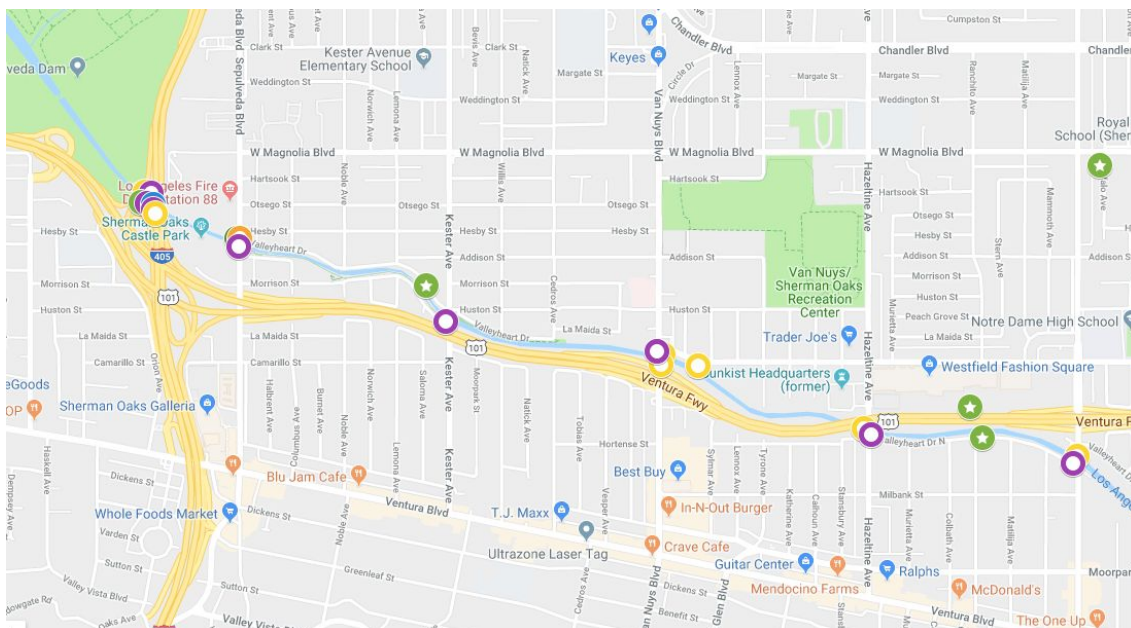




Map 3 - Los Angeles River between White Oak Ave. and the 405 Freeway

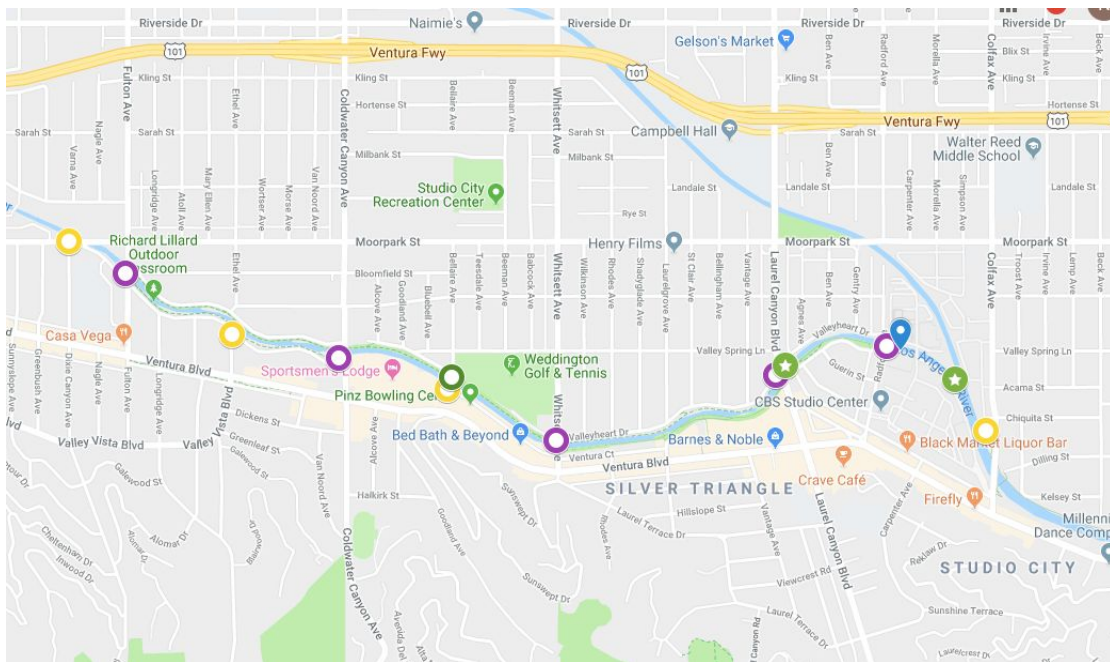


Map 4 - Los Angeles River between the 405 Freeway and Woodman Ave.





Map 5 - Los Angeles River between the Fulton Ave. and Beck Ave.





## Wrap Up

10. What special places in your community could a re-imagined LA River learn from?

Comments	# of Responses*
Planting more trees	2
River along the 5 between the 134 and the 2	1
Ties to public transportation entire length	1
Bike/multi use path entire length	1
Water recreation at multiple sections	1
Naturalist lead rides and walks	1
Bring back the cats on the covers	1
Make sure emergency vehicle can access	1
More places to cross the river	1
Park n Ride lots	1
Handicapped/ADA sections and events	1
Historic and cultural landmarks (DVA and Cupid's)	1
The Clockshop and Frogspot	1
Glendale Narrows	1
Headwaters need more TLC	1
Follow @biocitizenla, we're a school on the River	1
Open nature reserves and park areas in Woodland Hills	1
After implementing water conservative landscape - maintain	1



Bike path along the river with entrances every 1/2 mile or so	1
Overall river education	1
Ecosystem education (public)	1
Climate change, gentrification	1
Botanical reserves, parways w/ educational paintings, signage, etc., Wildlife and ecological also.	1
Connect open space, implement water recharge areas; keep polluted water from running to the ocean, plant native species (organic)	1
Consider more durable fencing that cannot be easily cut to create unauthorized access...for safety purposes.	1
Points along the bike path with access to the road so that local businesses (restaurants, convenience stores, craftsmen, etc.) can be accessed	1
<b>Total</b>	<b>27</b>

\*Community members hand-write their answers on sticky notes, which counts as one response, but other members may add a sticker to a sticky note that resonates with them. Each dot counts as a response.





## 11. Anything we missed?

Comments	# of Responses*
Regular trash/litter pick-up along the river	3
Community Garden	2
No toilets!	1
No trash cans @ Balboa the River	1
You missed West Hills	1
Hold one of these sessions in Encino (Sepulveda Basin)	1
More of a focus on how environmental benefits of river relate to human health benefits	1
Regular trash clean up. Safety patrols.	1
River tours!	1
Make fencing on Winnetka & Gilmore (Bridge) an entrance. Fence is constantly being cut!	1
Balona Creek and Compton Creek	1
Water Clean Up	1
Homeless transitions	1
Natural stone facades on banks	1
Bathrooms	1
Lighting for safety on trails	1
Clearly advertised river access (signs, etc.). Coord. with REI, Big 5, etc.?	1
<b>Total</b>	<b>20</b>

\*Community members hand-write their answers on sticky notes, which counts as one response, but other members may add a sticker to a sticky note that resonates with them. Each dot counts as a response.



## How did we do? Comment Cards

Star Rating (1-5)	How did you hear about us?	Comment
5	Email	I like the additional information on the questions - from the Studio City meeting so more of that, keeping up
5	Email	More emphasis on the environmental benefits from a restored river
5	Email	Divesture
5	Email	This was great! I was not expecting so much interactivity in terms of stations
5	Email	Hold one in Encino/Sepulveda Basin
5	Email	Caffeine
5	Email	None, excellent job!
5	Email	
5	Email	
5	Email	
5	Email	
5	Email	
5	Email	
5	Other: Teacher from Pierce College	Meeting was more interesting than I thought. Love the interaction.
5	Other: Professor Abel	Well read powerpoint presentation!
5	Other: Professor Abel	
5	Other: walk-in	
5	Facebook	Provide agenda in email
5	Friend	It's a good idea to have a college as the venue perhaps advertise it



		more to the students as well?
5	Friend	
5	Friend	
5	Partner Organizations	
5	Flyer	
5	Flyer	
4	Email	Have at least some amount of open comment period, name tags are great!, Spanish on slides but no translator?
4	Email	Homeless transitions
4	Email	
4	Friend	Water clean up
4	Other: College	Pretty good! Very interactive! :)
4	Other: meetup	Have some meetings at river
4	Flyer	
4	Partner Organizations	
3	Email	Pierce is difficult to access
3	Email	A live Q&A or brainstorming more details on LA's homelessness as how it impacts River now
3	Email	Show some ideas, go into more detail, ask more detailed questions
3	Flyer	More accessible location
NA	Email	I would like to talk with someone about opportunities for local involvement



## Attendees by zipcode

Zipcode	# of Attendees
90024	2
90066	1
91105	1
91306	3
91335	2
91356	2
91364	2
91367	2
91371	1
NA	68
<b>Total</b>	84