



Public Engagement Report

April 2019

I. Community Meeting #8 – Compton – 04.24.19

Meeting Summary & Findings

The eighth community meeting was held on April 24, 2019, at East Rancho Dominguez Park in Compton. At this meeting, 41 members of the public signed in, with an estimated overall attendance of 60. Attendance was generationally diverse, with Millennials having the highest representation. There was also a large percentage of respondents who were born and raised in LA County (56 percent). When asked to prioritize goals related to the river, ‘provide equitable, inclusive, and safe parks, open space, and trails’, ‘support healthy, connected ecosystems’, and ‘improve regional water supply reliability’ were at the top. When asked about their level of support for some increase in taxes for LA River projects pertaining to their goals, 42 percent of respondents are strongly supportive and 35 percent are somewhat supportive. Respondents cited ‘there are people experiencing homelessness’ as an issue regarding safety that prevents them from visiting the LA River. A majority of respondents, 49 percent, believe low flow should be used for ‘native habitat (wetlands)’. A majority of respondents also believe it is important for people to learn ‘how the river benefits and supports the environment’ and ‘ecology, habitat, and vegetation’. A majority of respondents also want to see or participate in ‘landscape art’ along the LA River above other forms of art.

Purpose

The goal of the Los Angeles River Master Plan (LARMP) community meeting held at East Rancho Dominguez Park was similar to the goal of the previous



meetings. The stations featured new questions that build upon the information gathered from the first five meetings and mirror the questions asked at the meetings in West Valley and South Gate. 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. A local community organization, Compton Cowboys, was engaged to directly reach out to various constituencies including local youth and the equine community.

Meeting Format

The meeting began with a welcome from the emcee, George Magallanes, a Los Angeles River and Compton Creek advocate. Genevieve Osmeña, the Project Manager from LA County Public Works, and Diana Medel, field deputy for Assemblymember Mike Gipson, also provided 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. 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 a 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, Gehry Partners, 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 - 4.24.19

Digital Engagement

The LARMP digital engagement for the month of April focused on the promotion of the community meeting in Compton. 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 Compton. Additional targeted emails and digital



ads were focused in the Compton and the surrounding areas to work in concert with the on-the-ground canvassing efforts.

Informal Outreach

Meetings were held in the month of April 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. In coordination with the emcee, George Magallanes, we partnered with the Compton Creek Cowboys to conduct outreach and pass out flyers throughout the community.



Appendix I

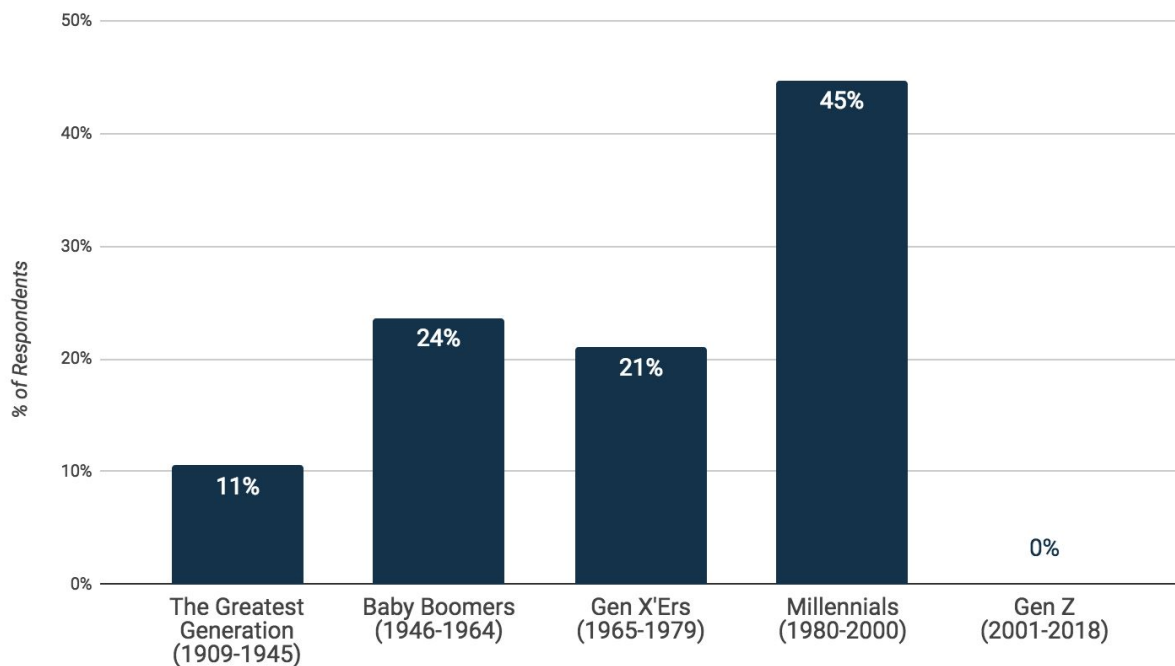
Findings from the 6 Stations at the LARMP Community Meeting in Compton



Demography

1. What generation do you belong to?

Total Responses = 38

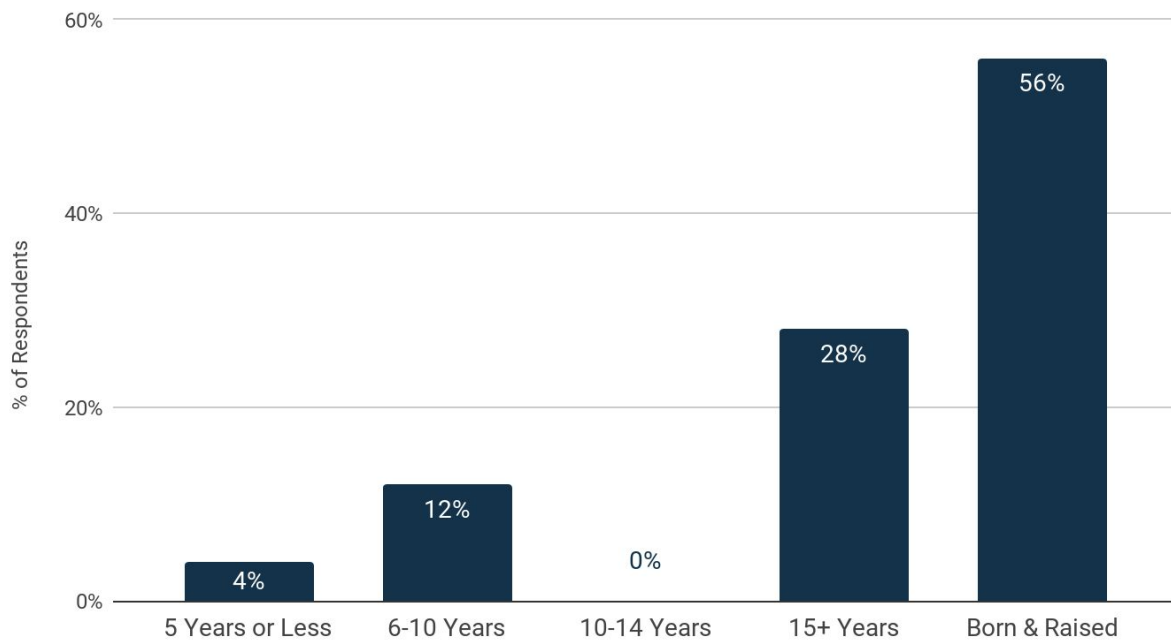


	% of Responses	# of Responses
The Greatest Generation (1909-1945)	11%	4
Baby Boomers (1946-1964)	24%	9
Gen X'ers (1965-1979)	21%	8
Millennials (1980-2000)	45%	17
Gen Z (2001-2018)	0%	0
Totals	100%	38



2. How long have you lived in LA County?

Total Responses = 25



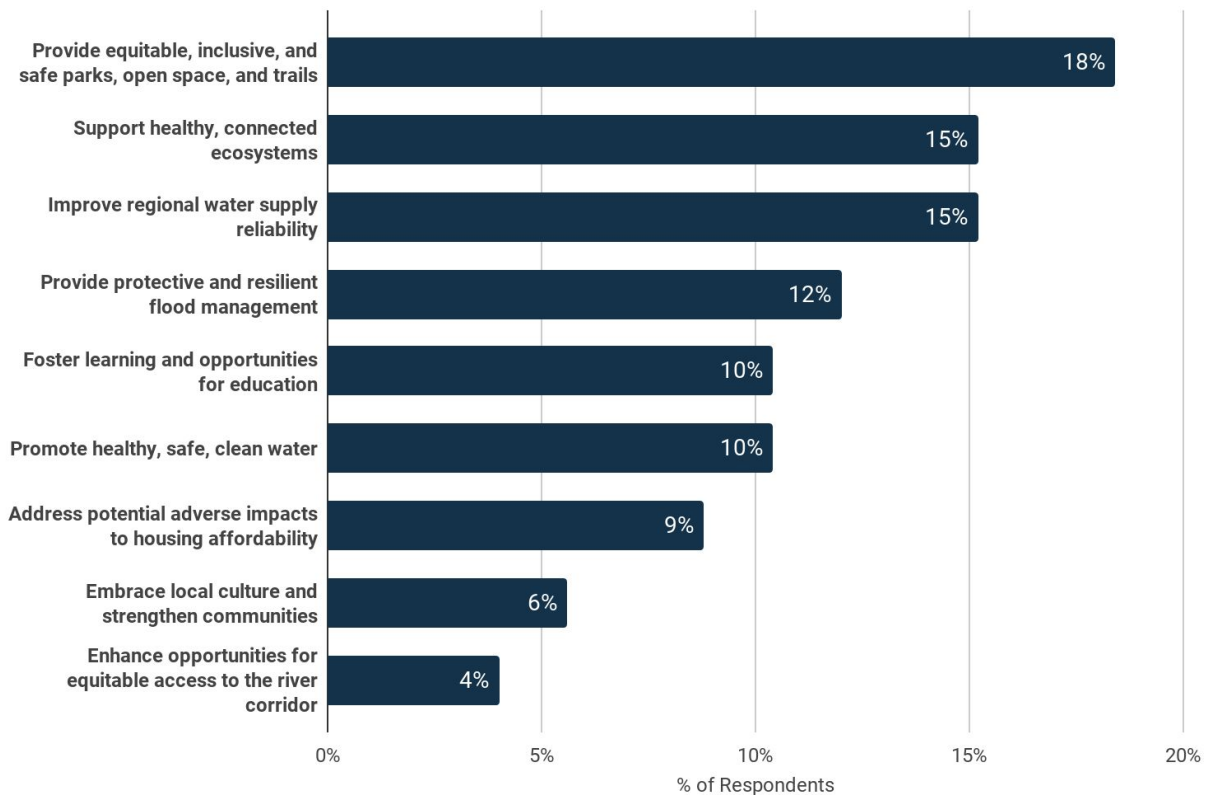
	% of Responses	# of Responses
5 Years or Less	4%	1
6-10 Years	12%	3
10-14 Years	0%	0
15+ Years	28%	7
Born & Raised	56%	14
Totals	100%	25



Priorities

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

Total Responses = 125





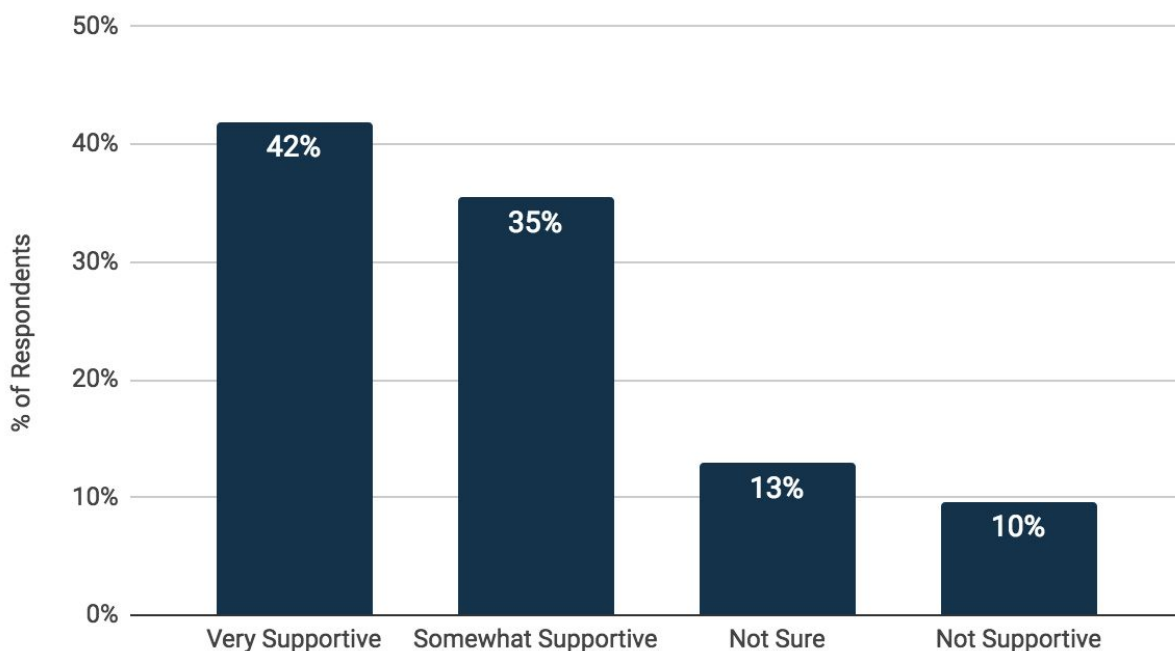
	% of Responses	# of Responses
Provide equitable, inclusive, and safe parks, open space, and trails	18%*	23
Support healthy, connected ecosystems	15%*	19
Improve regional water supply reliability	15%*	19
Provide protective and resilient flood management	12%	15
Foster learning and opportunities for education	10%	13
Promote healthy, safe, clean water	10%	13
Address potential adverse impacts to housing affordability	9%	11
Embrace local culture and strengthen communities	6%	7
Enhance opportunities for equitable access to the river corridor	4%	5
Totals	100%	125

*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 = 31



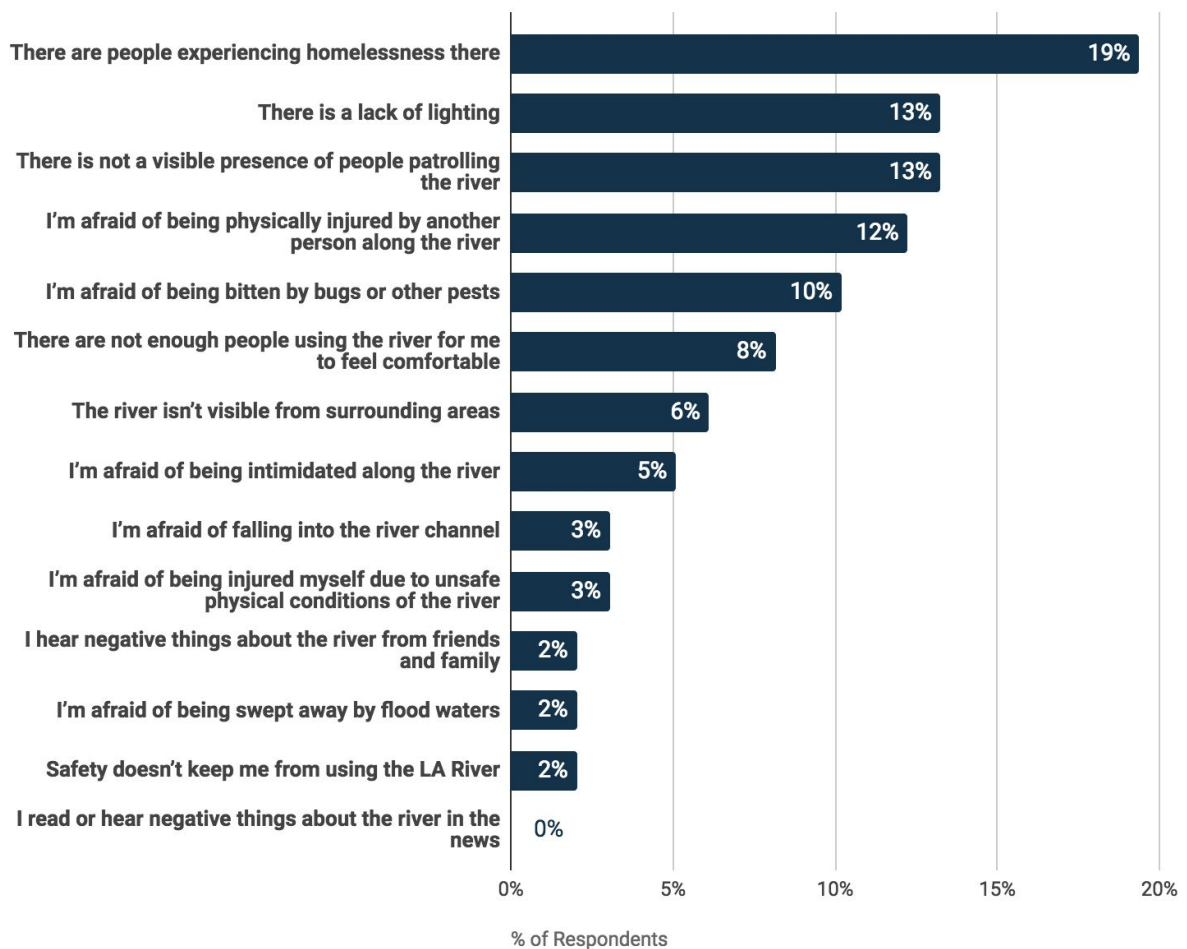
	% of Responses	# of Responses
Very Supportive	42%	13
Somewhat Supportive	35%	11
Not Sure	13%	4
Not Supportive	10%	3
Totals	100%	31



Follow-up from Phase 1 Community Questions

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

Total Responses = 98





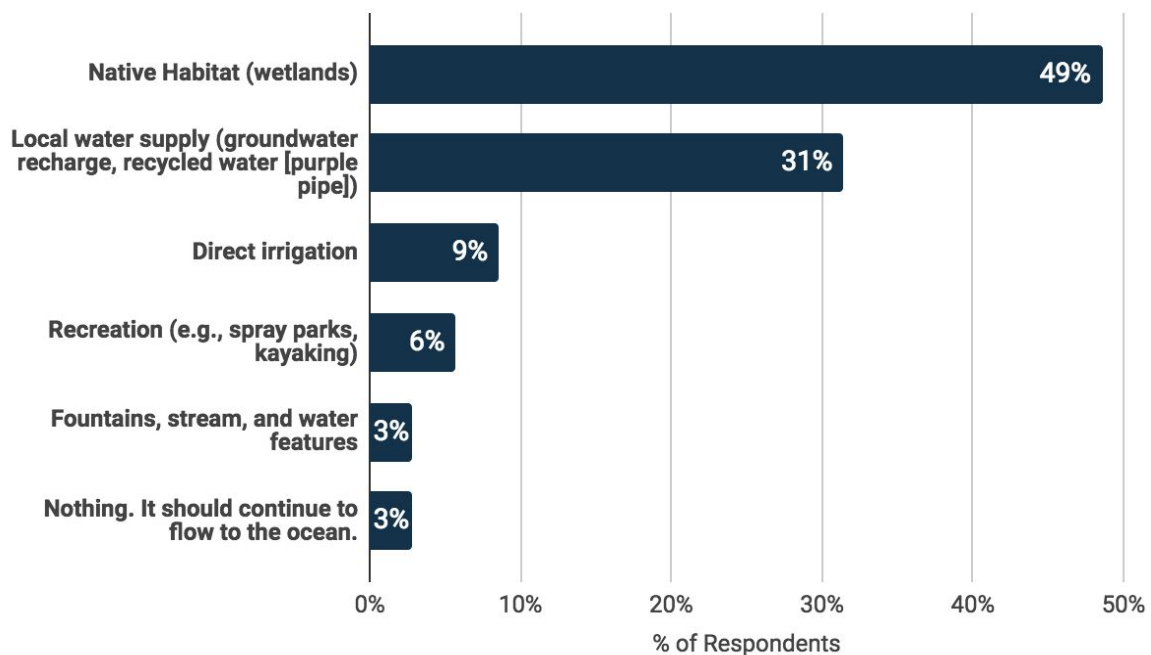
	% of Responses	# of Responses
There are people experiencing homelessness there	19%*	19
There is a lack of lighting	13%*	13
There is not a visible presence of people patrolling the river	13%*	13
I'm afraid of being physically injured by another person along the river	12%	12
I'm afraid of being bitten by bugs or other pests	10%	10
There are not enough people using the river for me to feel comfortable	8%	8
The river isn't visible from surrounding areas	6%	6
I'm afraid of being intimidated along the river	5%	5
I'm afraid of falling into the river channel	3%	3
I'm afraid of being injured myself due to unsafe physical conditions of the river	3%	3
I hear negative things about the river from friends and family	2%	2
I'm afraid of being swept away by flood waters	2%	2
Safety doesn't keep me from using the LA River	2%	2
I read or hear negative things about the river in the news	0%	0
Totals	100%	98

*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 = 35

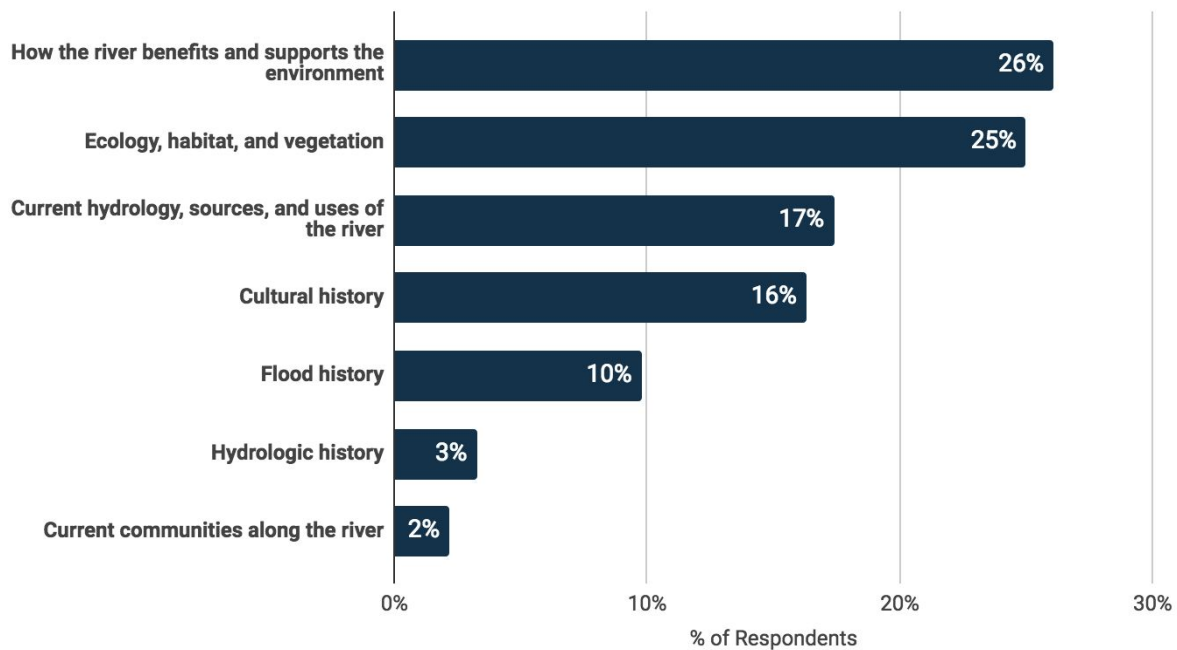


	% of Responses	# of Responses
Native Habitat (wetlands)	49%	17
Local water supply (groundwater recharge, recycled water [purple pipe])	31%	11
Direct irrigation	9%	3
Recreation (e.g., spray parks, kayaking)	6%	2
Fountains, stream, and water features	3%	1
Nothing. It should continue to flow to the ocean.	3%	1
Totals	100%	35



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

Total Responses = 92

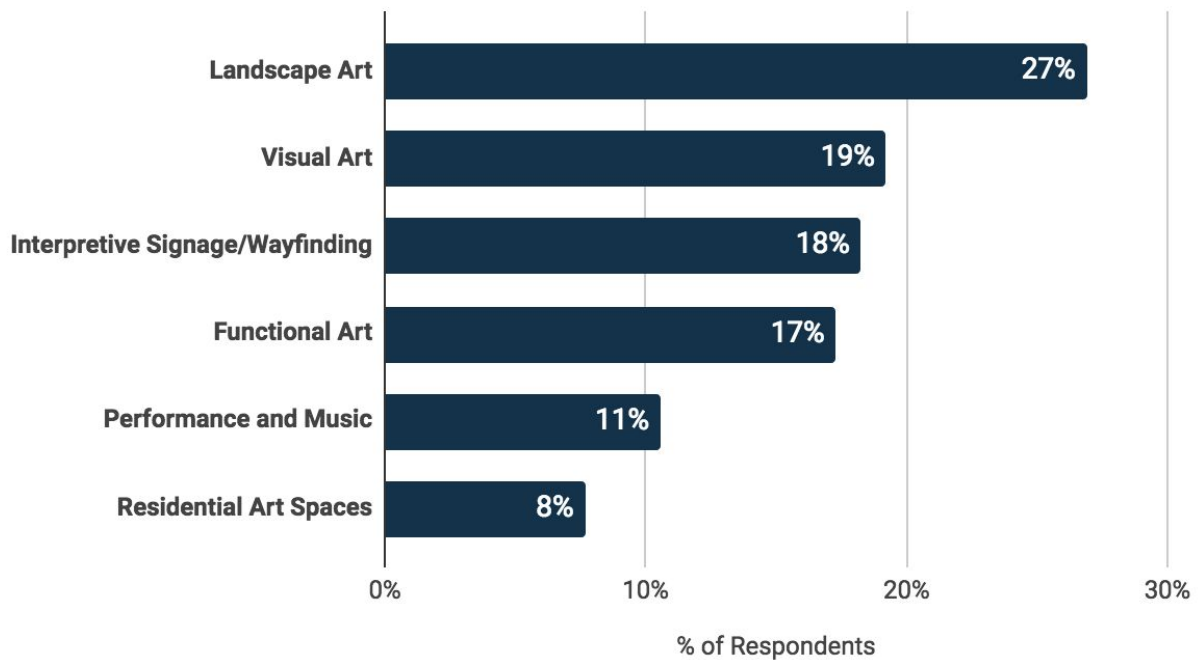


	% of Responses	# of Responses
How the river benefits and supports the environment	26%	24
Ecology, habitat, and vegetation	25%	23
Current hydrology, sources, and uses of the river	17%	16
Cultural history	16%	15
Flood history	10%	9
Hydrologic history	3%	3
Current communities along the river	2%	2
Totals	100%	92



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

Total Responses = 104



	% of Responses	# of Responses
Landscape Art	27%	28
Visual Art	19%	20
Interpretive Signage/Wayfinding	18%	19
Functional Art	17%	18
Performance and Music	11%	11
Residential Art Spaces	8%	8
Totals	100%	104



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

Comments	# of Responses*
Community garden/vegetables	8
Music festivals (cultural)	7
Art festivals and ecosystem education by bicycle community groups	5
Kids art on the LA River	5
Signage explaining the surrounding nature	3
Safety protocol	3
Involve local schools (field trips)	2
Open space (green space)	2
Bring in school children down to the river	1
More connectivity from city to River	1
Ciclavia down LA River	1
More vegetation (less concrete)	1
Soft bottom	1
Meditation/tranquility space	1
Total	41

*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.

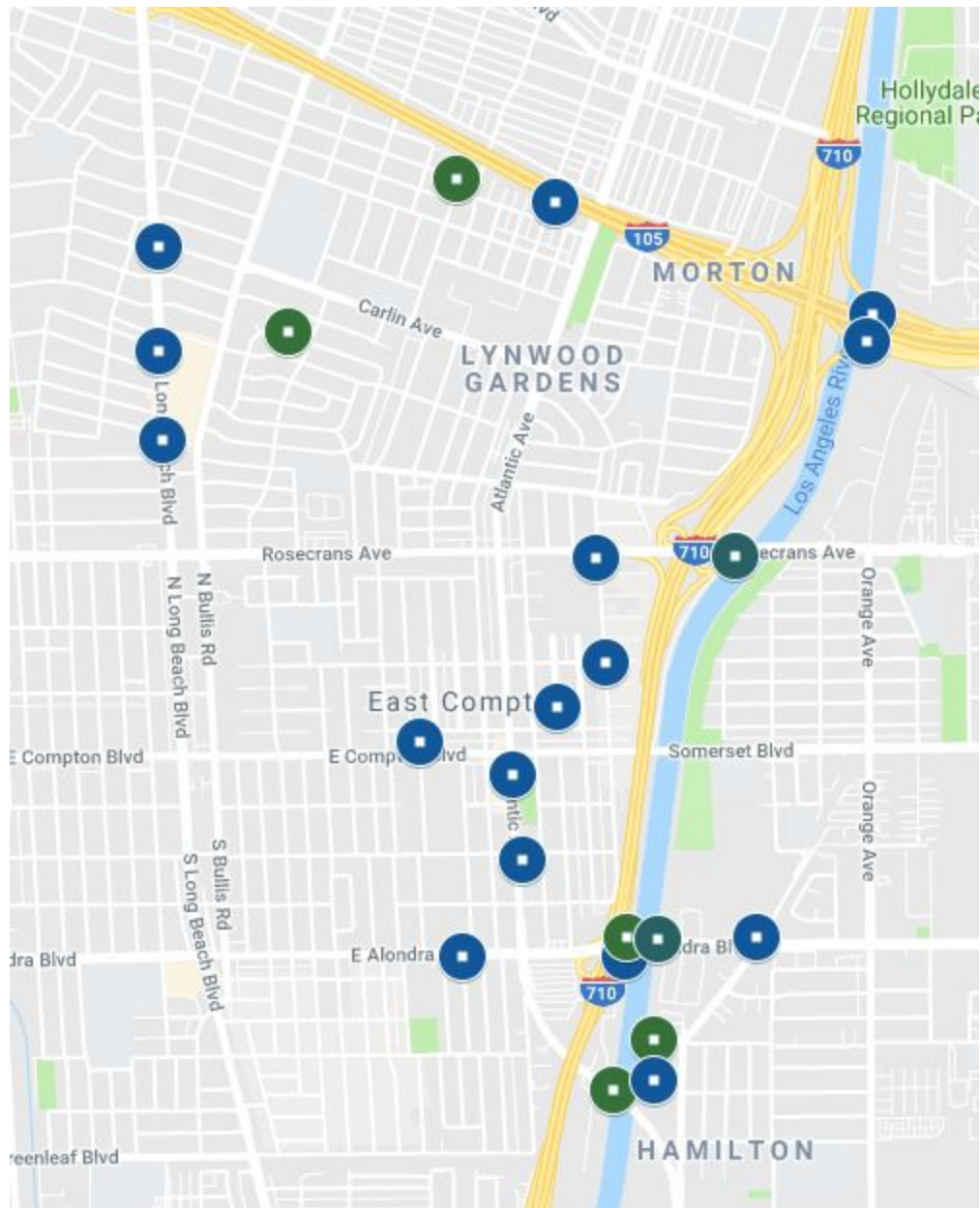
Legend

LEGEND: YOUR STRETCH OF THE RIVER	LEYENDA: SU TRECHO 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.	
ACCESS ACCESO	FLOOD MANAGEMENT GESTIÓN DE RIESGO DE INUNDACIÓN
Place a ● dot where you would like to see better access to the river.	Place a ● dot on parks, schools, roads, trails, or other public facilities where you think flooding is a concern.
Coloque un ● punto donde le gustaría tener mejor acceso al río.	Coloque un ● punto en las estaciones de parques, escuelas, caminos, senderos u otros lugares públicas donde usted piensa que riesgos de inundación es preocupante.
	MAP LEGEND REFERENCIAS EN EL MAPA
	What's already on the map
	Lo que ya está en el mapa
	LA River / Río de LA
	existing trail / senderos existente
	planned trail / senderos planado
	formal access point punto de acceso formal
	informal access point punto de acceso informal

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

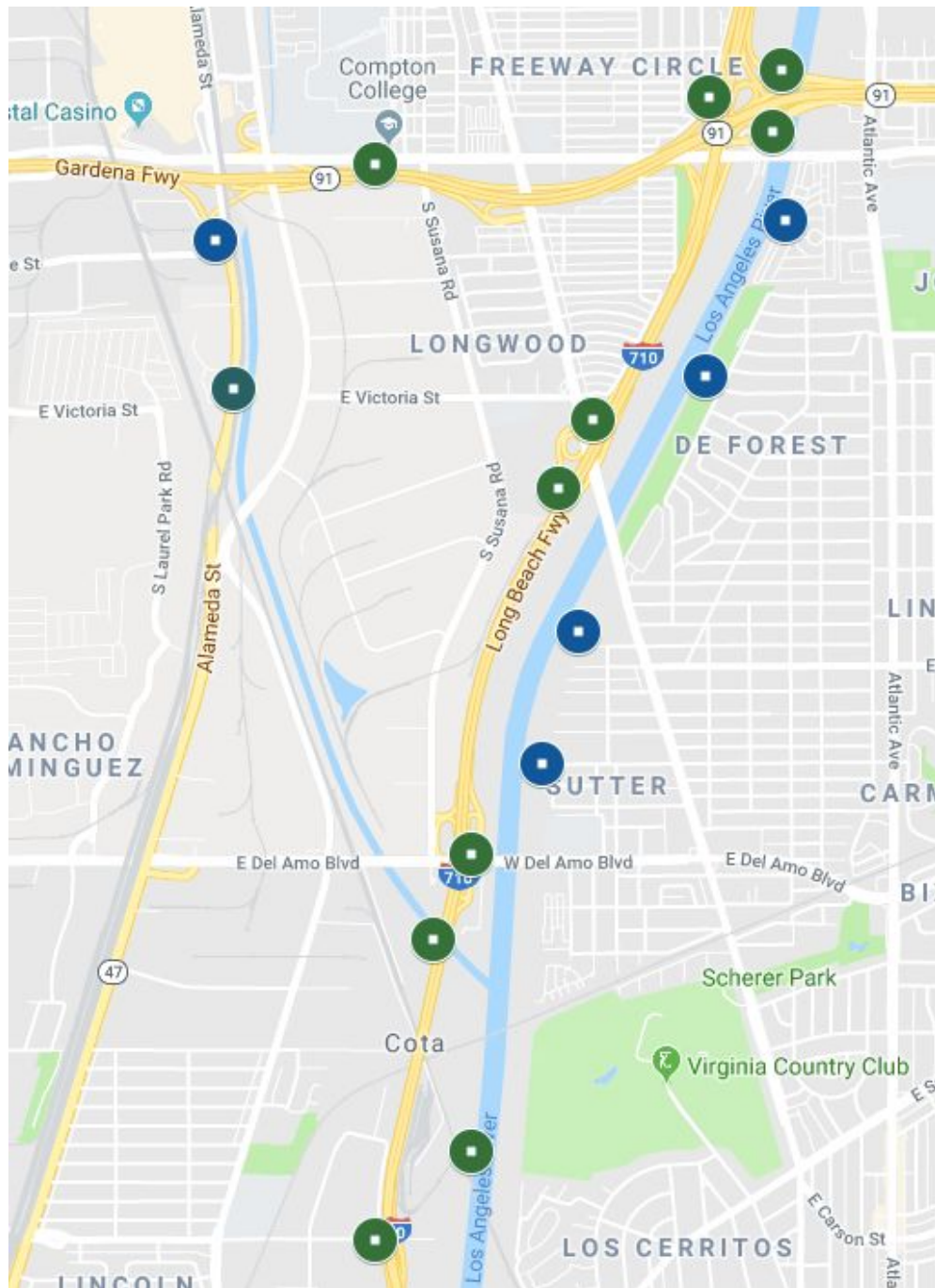


Map 1 - Los Angeles River between the 105 Freeway and Greenleaf Blvd.





Map 2 - Los Angeles River between the 91 Freeway and Carson St.





Wrap Up

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

Comments	# of Responses*
Parks, high (schools) in gen. connecting to the river	1
Alma Backyard Farms	1
Compton Courthouse	1
Arts & Culture festivals	1
Watt Towers	1
Riverbed - baseball, football, soccer	1
Recreational parks schools	1
Compton house & community gardens	1
Soft bottom @ Compton Creek	1
Gondolas	1
Compton Creek natural park	1
Total	11

*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*
Long term risk analysis - What happens in the worst-case scenarios? Will we end up paying more in the long term if we neglect problems in the short term? What sort of issues would there be?	1
Bike trail needs more lights	1
Trail needs guard rails to prevent falling over	1
Community events on the river	1
More lights	1
Gates so people won't throw trash into the river	1
More parks, nature + space for wildlife + birds!	1
Park rangers, community watch	1
E. Compton streets flood when it rains	1
Address the homeless in the river	1
Make people feel safe in the river	1
Calling the paved pathways along the river "trails" is a misnomer. Trails are pathways that are not paved	1
Nature projects taking place near the river	1
Homeless & trash	1
Pedestrian oriented streets, complete streets	1
Reaching out more to communities about these community events	1
Nature hikes, tourist destinations, homeless	1
Connection to Compton Creek, green streets	1
More security in the river	1



Take care of the homeless in the river	1
More trash cans along river paths #folarcleanup	1
Rephrase tax question!	1
More public utilization	1
Total	17



How did we do? Comment Cards

Star Rating (1-5)	How did you hear about us?	Comment
5	Flyer	
5	Flyer	
5	Flyer	
5	Friend	
5	Email	Rework tax questions.
5	Email	Excellent!
5	Partner Organizations	FOLAR; Very interactive way of getting community input!
5	Other: brochure	
5	Other: walk-in	
4	N/A	Have more meetings for the public
4	Friend	Focus on the nature reintroduced to the river and surrounding areas
4	Friend	
4	Friend; Partner Organizations	
4	Email	



Attendees by zip code

Zip Code	# of Attendees	Zip Code	# of attendees
90022	1	90222	2
90023	1	90223	1
90035	1	90224	2
90037	1	90271	1
90040	1	90405	1
90044	1	90723	1
90045	1	90746	1
90077	1	90817	1
90201	1	91437	1
90220	9	91737	1
90221	8	92624	1