



Public Engagement Report

March 2019

I. Community Meeting #7 – South Gate – 03.28.19

Meeting Summary & Findings

The seventh community meeting was held on March 28th, 2019, at the Margaret Travis Senior Center in South Gate. At this meeting 52 members of the public signed in with an estimated overall attendance of 75. Attendance was generationally diverse, with Millennials and Generation X'ers having the highest representation. A large percentage of respondents, 60 percent, were born and raised in LA County. 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, 39 percent of respondents were strongly supportive and 34 percent were somewhat supportive. Respondents cited 'there are people experiencing homelessness', 'there is a lack of lighting', 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, 40 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' and a majority 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 in South Gate was similar to the goal of the previous meeting in West



Valley. The South Gate meeting featured the new questions that were built upon the information gathered from the first five community meetings. The goal was thus to present an outline of the master plan schedule and process to elicit feedback and gain an understanding of community members' high-level priorities. 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 the emcee, Miguel Guzman, a high school senior at STEAM Legacy High School in South Gate. Diana Morales gave remarks on behalf of Speaker Anthony Rendon and Councilmember Al Rios also provided welcoming remarks. Carolina Hernandez, Project Manager from LA County Public Works, also attended and gave 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 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, 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 - 02.13.19

Digital Engagement

The LARMP digital engagement for the month of March focused on the promotion of the community meeting in South Gate. 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. Additional targeted emails and digital ads were focused in the South Gate 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 March 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

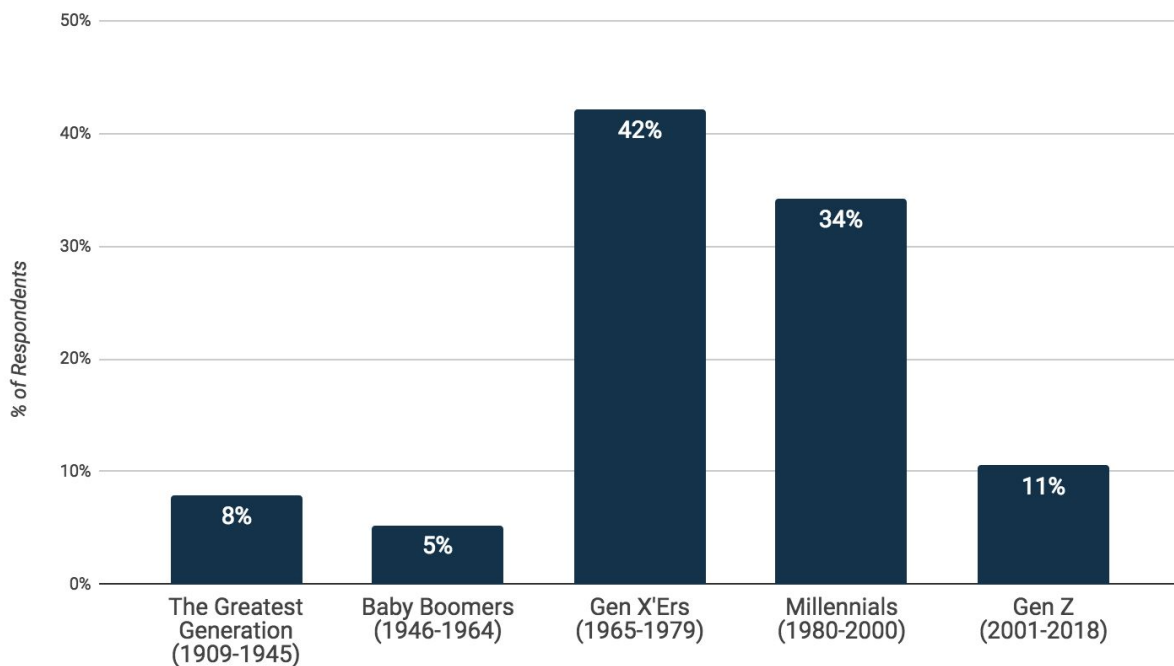
Findings from the 6 Stations at the LARMP Community Meeting in South Gate



Demography

1. What generation do you belong to?

Total Responses = 38

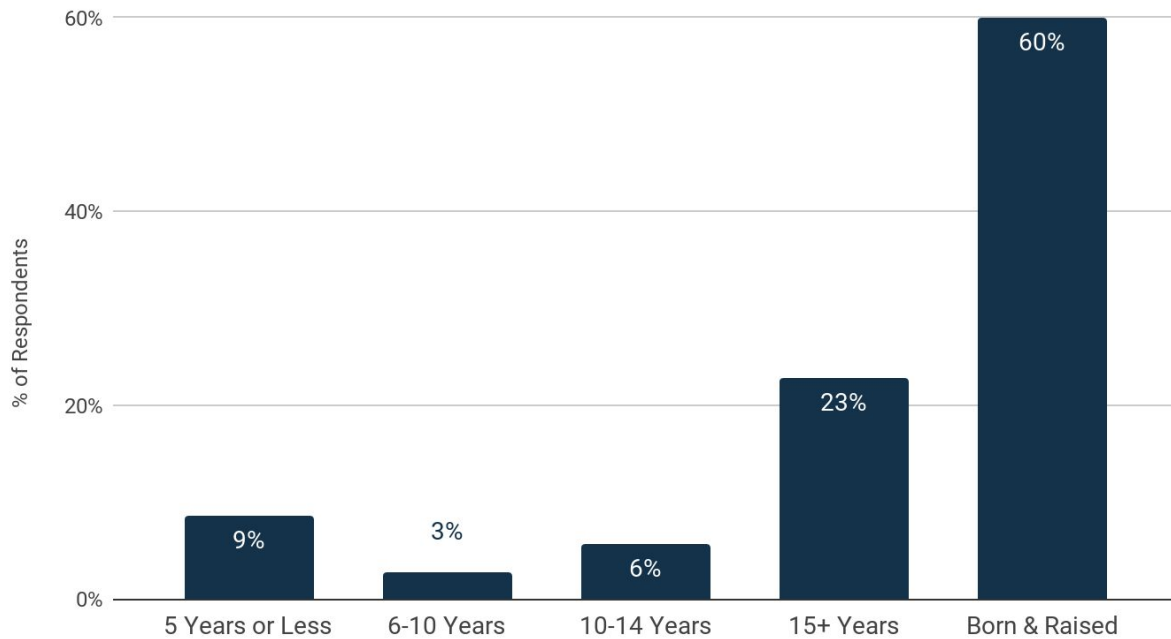


	% of Responses	# of Responses
The Greatest Generation (1909-1945)	8%	3
Baby Boomers (1946-1964)	5%	2
Gen X'ers (1965-1979)	42%	16
Millennials (1980-2000)	34%	13
Gen Z (2001-2018)	11%	4
Totals	100%	38



2. How long have you lived in LA County?

Total Responses = 35



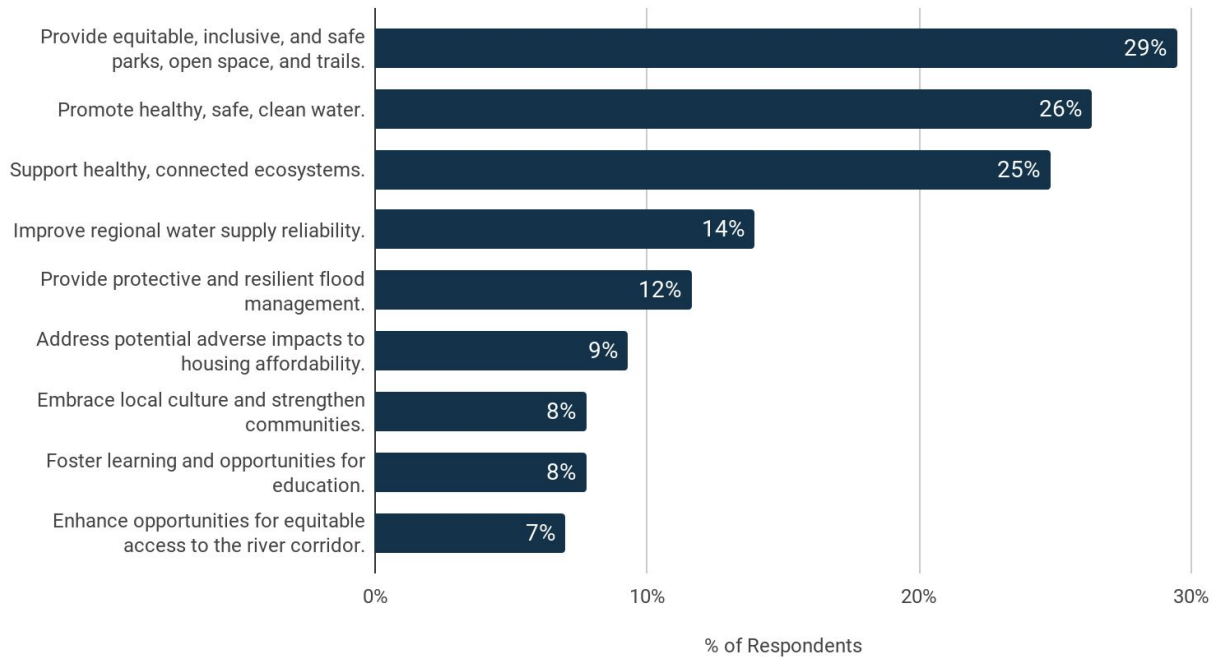
	% of Responses	# of Responses
5 Years or Less	9%	3
6-10 Years	3%	1
10-14 Years	6%	2
15+ Years	23%	8
Born & Raised	60%	21
Totals	100%	35



Priorities

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

Total Responses = 129





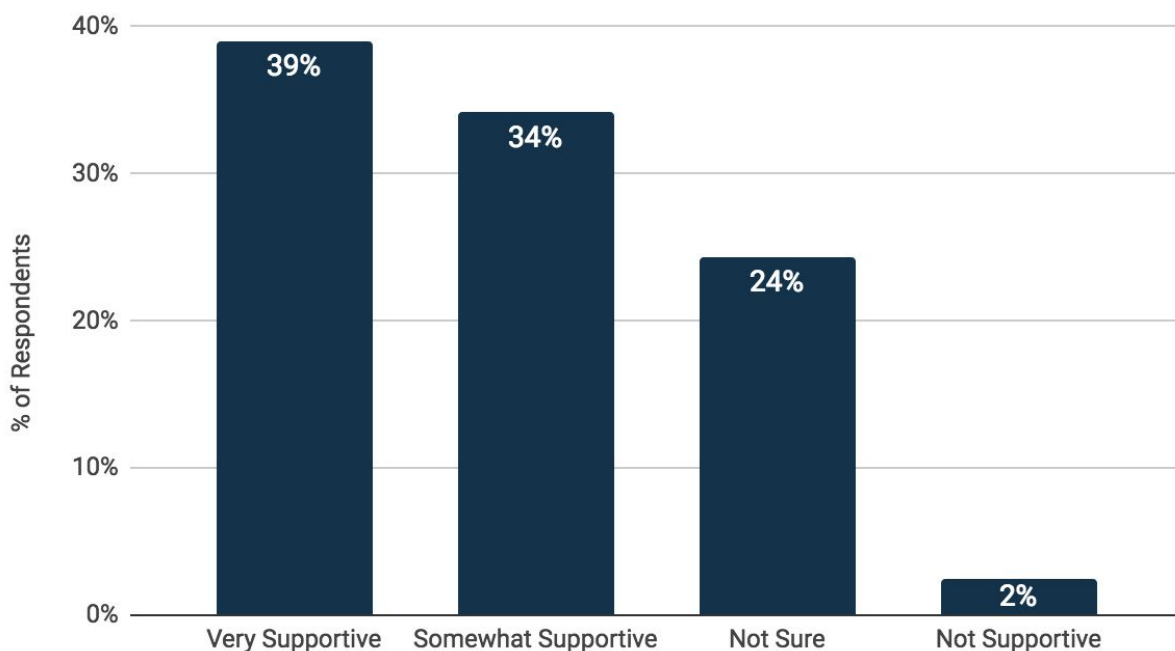
	% of Responses	# of Responses
Provide equitable, inclusive, and safe parks, open space, and trails.	29%*	38
Promote healthy, safe, clean water.	26%*	34
Support healthy, connected ecosystems.	25%*	32
Improve regional water supply reliability.	14%	18
Provide protective and resilient flood management.	12%	15
Address potential adverse impacts to housing affordability.	9%	12
Embrace local culture and strengthen communities.	8%	10
Foster learning and opportunities for education.	8%	10
Enhance opportunities for equitable access to the river corridor.	7%	9
Totals	100%	129

*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 = 41



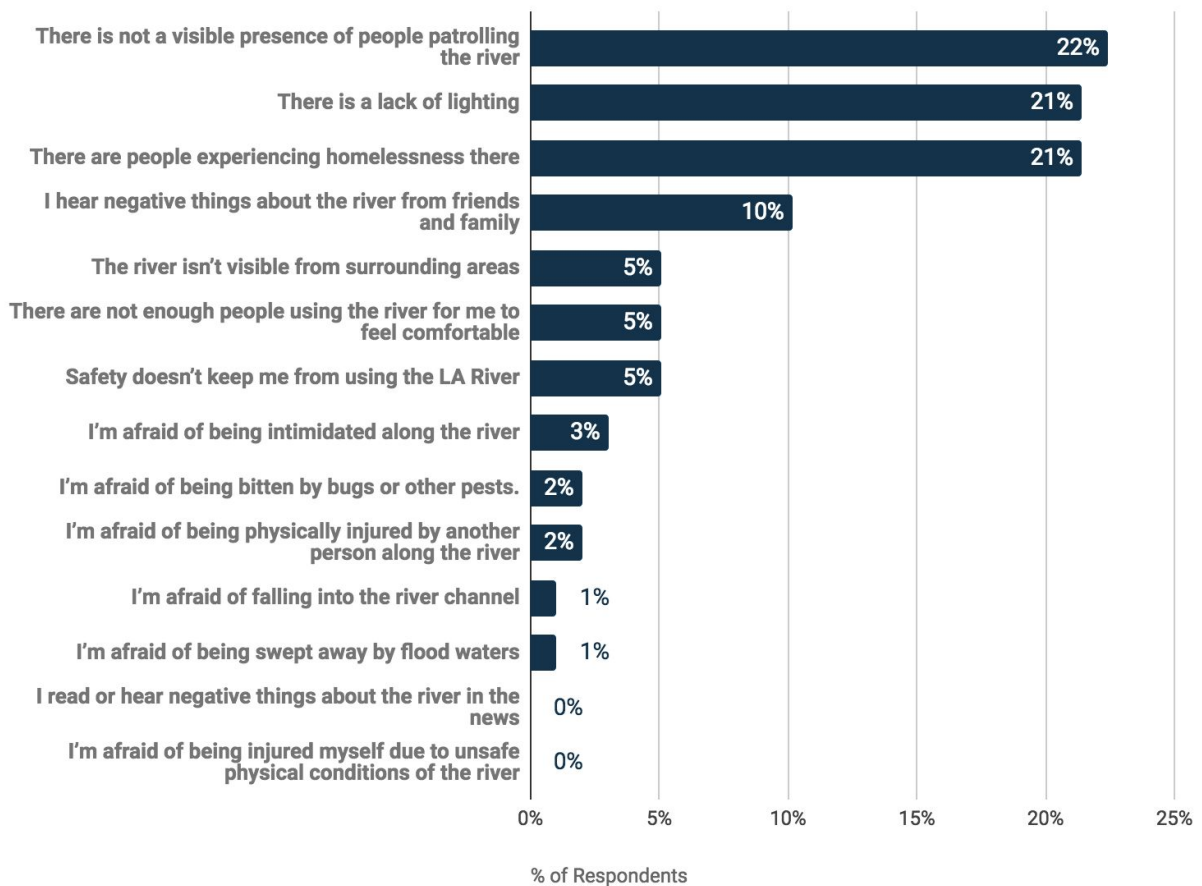
	% of Responses	# of Responses
Very Supportive	39%	16
Somewhat Supportive	34%	14
Not Sure	24%	10
Not Supportive	2%	1
Totals	100%	41



Follow-up from Phase 1 Community Questions

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

Total Responses = 98





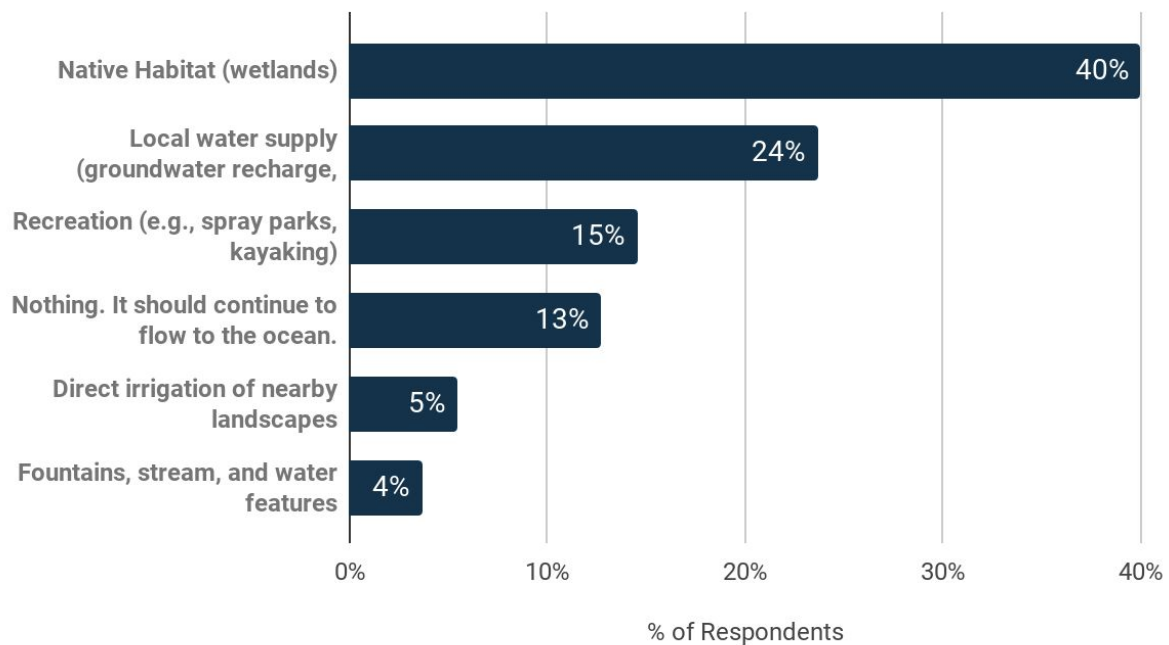
	% of Responses	# of Responses
There is not a visible presence of people patrolling the river	22%	22
There is a lack of lighting	21%	21
There are people experiencing homelessness there	21%	21
I hear negative things about the river from friends and family	10%	10
The river isn't visible from surrounding areas	5%	5
There are not enough people using the river for me to feel comfortable	5%	5
Safety doesn't keep me from using the LA River	5%	5
I'm afraid of being intimidated along the river	3%	3
I'm afraid of being bitten by bugs or other pests.	2%	2
I'm afraid of being physically injured by another person along the river	2%	2
I'm afraid of falling into the river channel	1%	1
I'm afraid of being swept away by flood waters	1%	1
I read or hear negative things about the river in the news	0%	0
I'm afraid of being injured myself due to unsafe physical conditions of the river	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 = 55



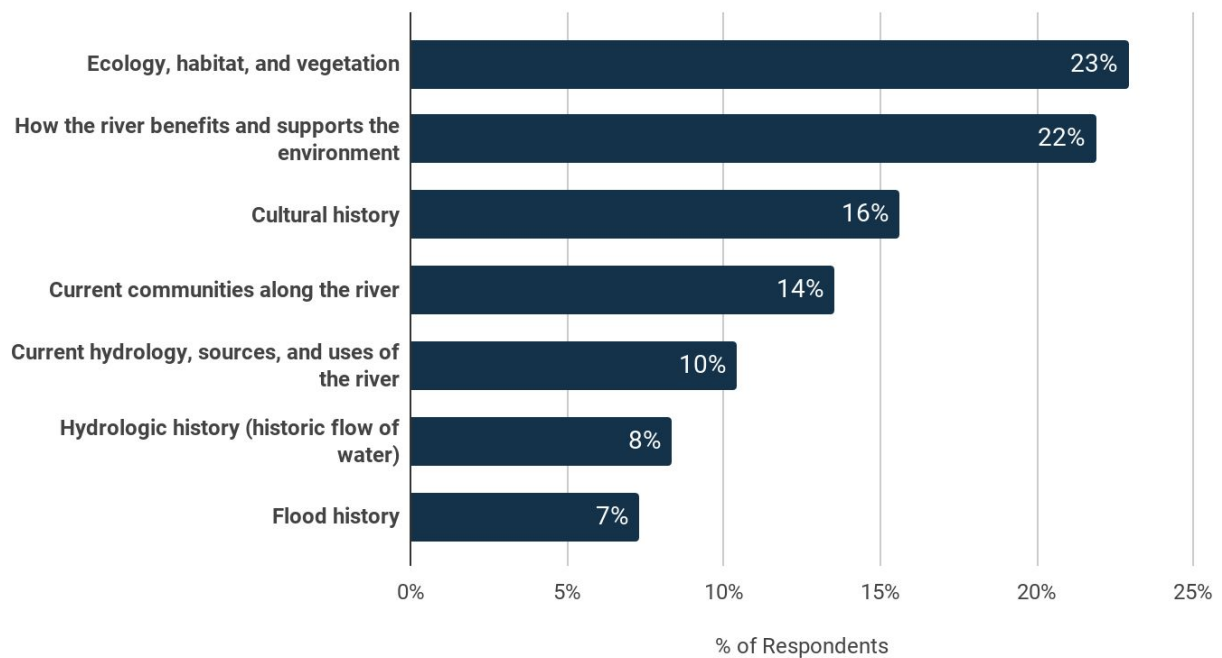
	% of Responses	# of Responses
Native Habitat (wetlands)	40%*	22
Local water supply (groundwater recharge, recycled water [purple pipe])	24%*	13
Recreation (e.g., spray parks, kayaking)	15%*	8
Nothing. It should continue to flow to the ocean	13%	7
Direct irrigation of nearby landscapes	5%	3
Fountains, stream, and water features	4%	2

*Asterisk indicates the highest three scores



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

Total Responses = 96



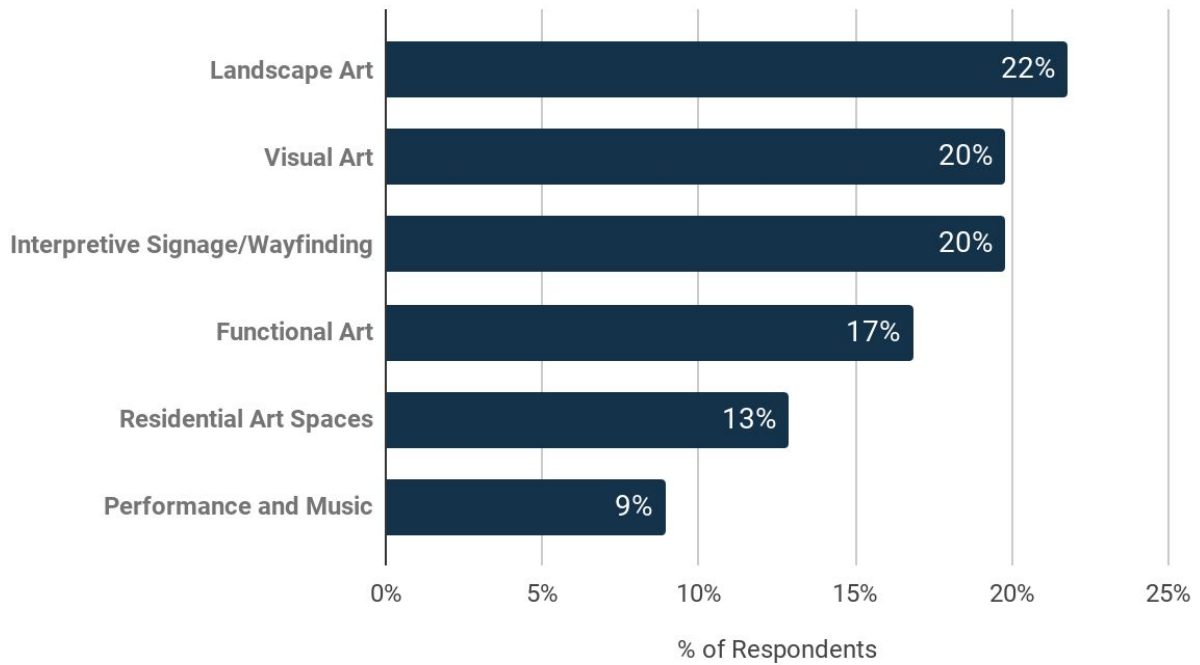
	% of Responses	# of Responses
Ecology, habitat, and vegetation	23%*	22
How the river benefits and supports the environment	22%*	21
Cultural history	16%*	15
Current communities along the river	14%	13
Current hydrology, sources, and uses of the river	10%	10
Hydrologic history (historic flow of water)	8%	8
Flood history	7%	7

*Asterisk indicates the highest three scores



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

Total Responses = 101



	% of Responses	# of Responses
Landscape Art	22%*	22
Visual Art	20%*	20
Interpretive Signage/Wayfinding	20%*	20
Functional Art	17%	17
Residential Art Spaces	13%	13
Performance and Music	9%	9
Totals	100%	101

*Asterisk indicates the highest three scores



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

Comments
River nature walks
Rowing - creating dams to pool water - reclaim rainwater
To create recreational activities
Commercial development
The bareness of the river - make it more inviting
Arts - gardening - farms
Music
Camping
Sundance and traditional spaces
Community gardens/ community & farmer's markets
Community garden and farmer's market
Pedestrian friendly paths
Community gardens / hydro/aquaponics
Park space
Connected parks along all 51 miles
Year-round lakes
1, 2, or more hotels
Accessible activities for low-income communities
Habitat for animals
Art festival



Street to river bikepath
Gardening events
River bike paths connecting to nearby bike paths
Science events
Events that embrace local cultures
Music and arts festivals
Community science events
Nature stewardship events
More plants, animals & greenspace around the river
School field trip opportunities
Dark sky for stargazing
More animals
Music and dance
Arts and music events, gardening workshops at community garden
Community gardens
Movie nights, farmer's markets
Summer programs for families
Birthday parties



Your River

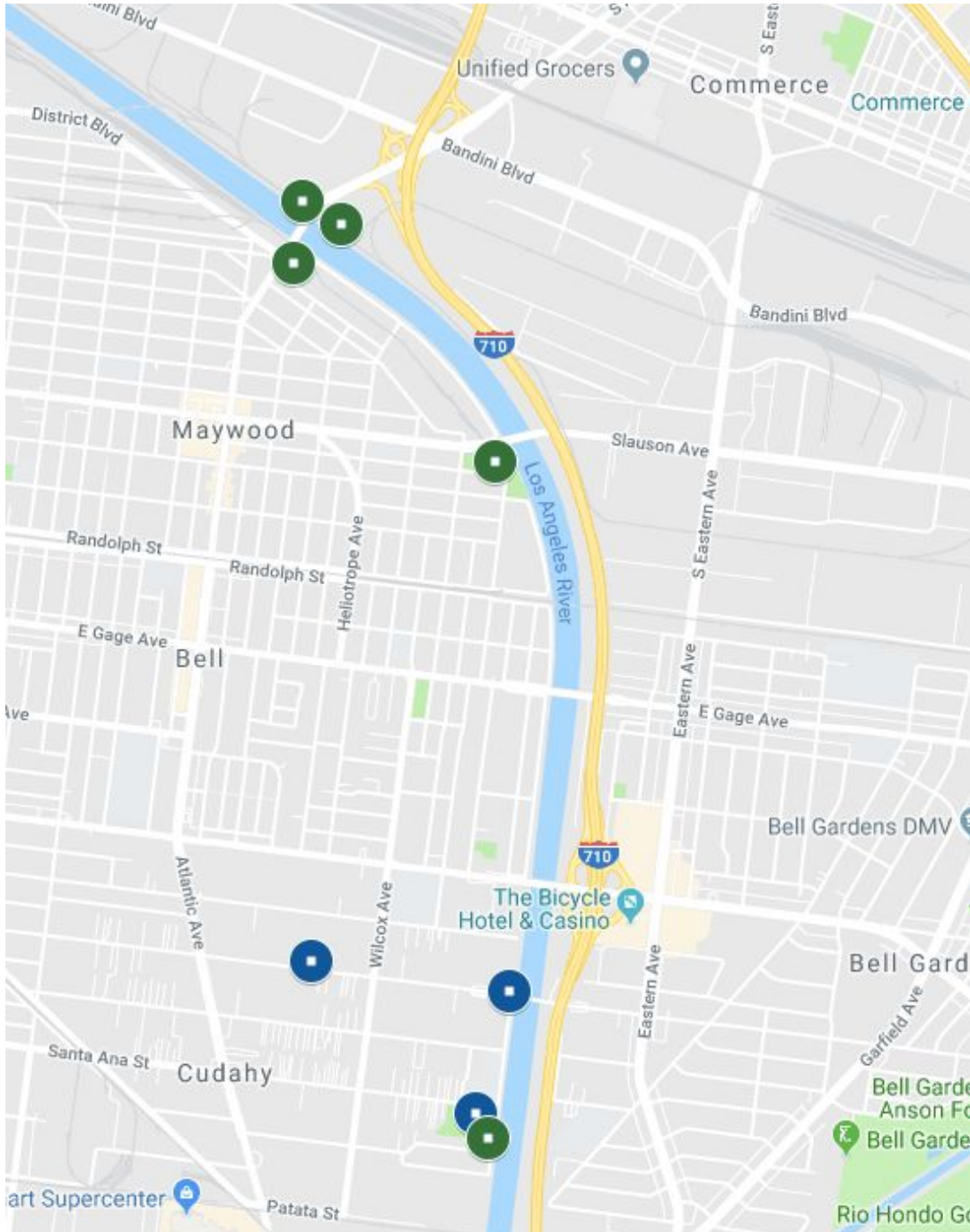
At this station, community members were asked to place dots according to a legend on large maps of the Los Angeles River and surrounding neighborhoods.

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 instalaciones de parques, escuelas, caminos, senderos u otros lugares públicos 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 planeados
	formal access point punto de acceso formal
	informal access point punto de acceso informal



Map 1 - Los Angeles River between Bandini Blvd. and Patata St.



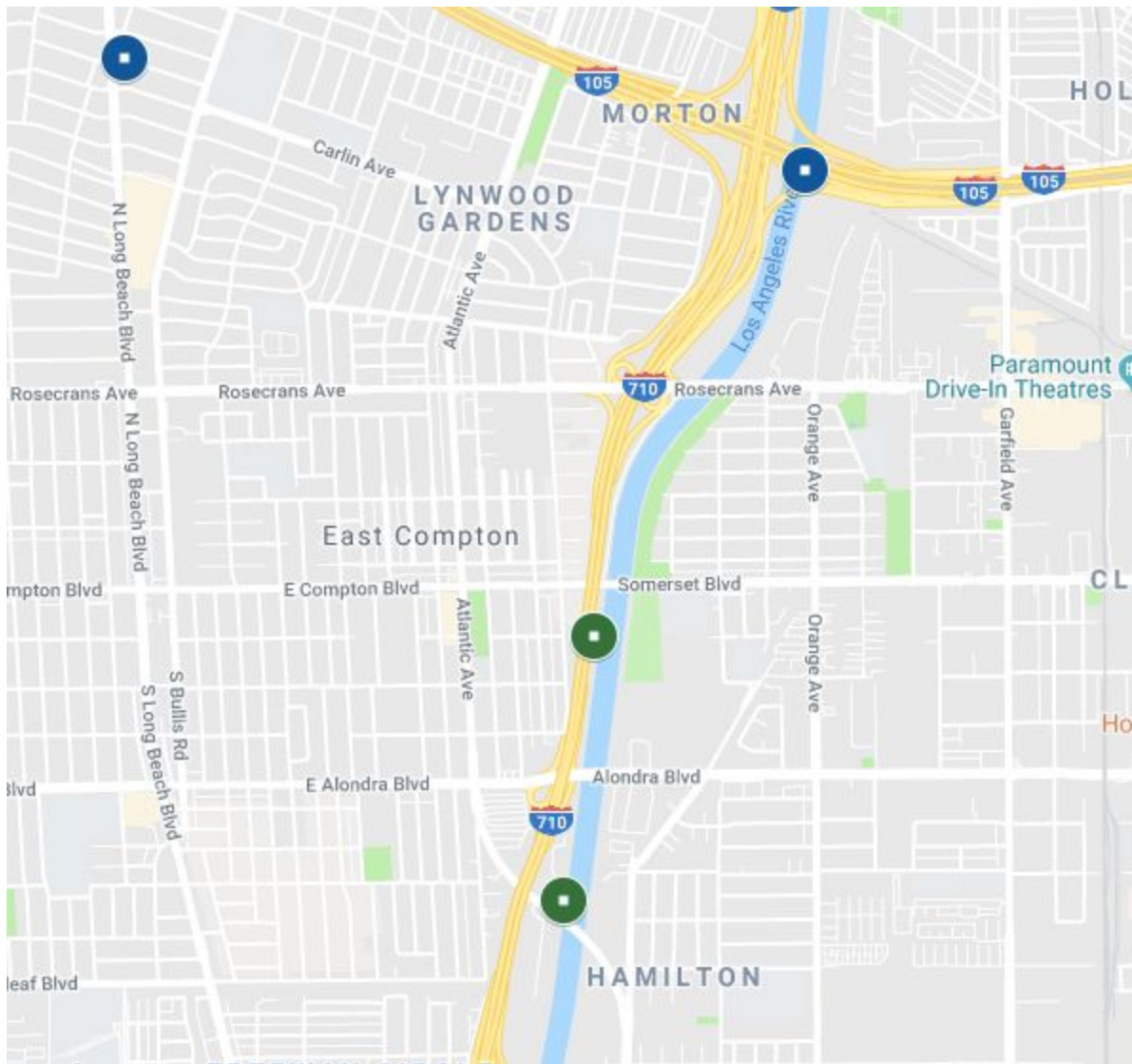


Map 2 - Los Angeles River between Firestone Blvd. and the 105 Freeway





Map 3 - Los Angeles River between the 105 Freeway and Greenleaf Blvd.





Wrap Up

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

Comments	Responses
Where the river meets the ocean	1
Sustainable plants & trees	1
Estuary park near river mouth	1
Former site of lake "laguna" in commerce	1
Lynwood union history about the city	1
Farming- tree plant	1
Dominguez gap	1
Reintroduce native species	1
Bird watching	1
South gate park farmer's market	1
Marsh park	1
As beautiful as vista hermosa	1
Total Responses	12



11. Anything we missed?

Comments	Responses
Street art in regards to the city's identity	1
Reduce litter	1
How to get to the river safely from commuting with a lack of infrastructure in east LA --> atlantic blvd	1
Tributary connections	1
Interpretative signage for native communities / need for community center along the river	1
Recycle bins	1
Dams; transportation	1
Mosquitos --> how we are dealing with them	1
Dam parts of the river to hold recreational activities such as swimming, boating, kayaking, rowboats along w/ parks	1
Use the river to address food insecurity in south LA	1
Continuous bike path	1
Partner with scientists and community scientists to monitor biodiversity of the river (iNaturalist, UC scaleDNA)	1
More info on the adverse impacts of housing	1
Exercise area	1
Fishing possibilities?	1
Coyote population management / native species sanctuary and breeding grounds	1
You can't imagine the damage from coyotes, they keep making more pups, keep your dog on a leash	1



Local community displacement	1
Make it better for birds	1
Sustainable design funding?	1
Relocation program, jobs, food, housing for homeless	1
Help homeless people	1
Homeless people	1
Total Responses	23



How did we do? Comment Cards

Star Rating (1-5)	How did you hear about us?	Comment
5	Friend	Avocado.
5	Friend	Information on funding options
5	Friend	
5	Friend	
5	Friend	
5	Friend	
5	Flyer	Great meeting, more info on issues during presentation
5	Facebook	Speak more about parks that serve humanitarian needs
5	Facebook; Email	
5	Other: East Yard Communities for Environmental Justice	Talk more about Lynwood
5	Other: walk-in	
5	Partner organizations; employer	Great meeting, thank you
5	Partner organizations	Muy bueno
5	Twitter	Bring less food
5	Email	
5	Email	
5	Email	
5	Email	
5		
5		Thank you for making this information available
4	Facebook	
4	Facebook; Flyer	



4	Email	
4	Email	More info on proposed commercial development
3	Flyer	More bilingual presentation
NA	Email	Earlier input into plans
NA	Email	
NA	Facebook; Email	



Attendees by zipcode

Zip code	# of Responses
90034	1
90240	1
90262	2
90280	1
90266	1
90022	1
90806	1
Total Responses	8

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