



## **Public Engagement Report – Cumulative Data**

### **Through January 31, 2019**

To date, five community meetings have been held since the Master Plan Update's outreach efforts began. Although a community meeting was not held in January, digital engagement continued and focused on the upcoming community meeting in West Valley scheduled for February 13. The previous community meetings in Canoga Park, Cudahy, Long Beach, Friendship Auditorium, and Studio City/North Hollywood represent not only a diverse geographic footprint, but a diverse cross section of community members and the input received from them. Across all five meetings, 740 members of the public signed in and an estimated 875 attended. Digital Engagement has reached over 400,000 people via social media and our email list has grown to over 3,900 subscribers. In addition, 107 surveys were completed in January, contributing to an overall total of 653 digital surveys.



## **I.i Community Meeting #1 Summary - Canoga Park - 7.25.18**

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

The first community meeting for the Los Angeles River Master Plan Update (LARMP) was held on July 25, 2018 in Canoga Park. 167 community members signed in, with an estimated 200 in attendance overall. Attendees were primarily residents of the communities in west San Fernando Valley. Attendance was generationally diverse, with the Baby Boomer and Millennial generations having the highest representation. Almost half of the survey respondents were born and raised in LA County and nearly 40 percent are active users of the LA River, primarily for walking or biking, though nearly 50 percent of respondents do not visit the river due to safety concerns. However, more than half of respondents spent more than one day per week interacting with nature. When asked to prioritize issues related to the river, respondents chose 'addressing homelessness', 'affordable housing', 'protecting plant and animal species', and 'access to public transportation' as their top issues. Respondents also indicated that they would travel no more than 22 to 25 minutes to the LA River regardless of mode of transportation, including walking.

## **I.ii Community Meeting #2 Summary - Cudahy - 8.22.18**

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

The second community meeting for the LARMP Update was held on August 22, 2018 in Cudahy. 126 community members signed in, with an estimated 150 in attendance overall. Attendees were primarily residents of the communities in Southeast LA County. Attendance was generationally diverse, with Generation Xers and Millennials having the highest representation while 55 percent of respondents were born and raised in LA County. When asked to prioritize issues related to the river, 'protecting plant and animal species' and 'addressing homelessness' were at the top. Nearly sixty percent of respondents have walked and almost 40 percent have biked along the river in the last twelve months. However almost 50 percent have not visited the river



due to safety concerns. The responses also indicated that individuals would not travel longer than 22 minutes by foot and not more than 25 minutes by any other form of motorized transportation.

### **I.iii Community Meeting #3 - Long Beach - 10.24.18**

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

The third community meeting for the LARMP Update was held on October 24, 2018 in Long Beach. 129 members of the community signed in, with an estimated 150 in attendance overall. Attendees were primarily residents of Long Beach and surrounding communities. Attendance was generationally diverse, with Baby Boomers and Millennials having the highest representation. 40 percent have lived in LA County for more than 15 years and 33 percent were born and raised in LA County. When asked to prioritize issues related to the river, 'protecting plant and animal habitat' and 'providing better access to trails' were at the top. 25 percent of respondents have walked and 22 percent have biked along the river in the last twelve months. However almost 25 percent have not visited the river due to safety concerns. The responses also indicated that individuals would not travel longer than 30 minutes by foot or by any form of motorized transportation.

### **I.iv Community Meeting #4 - Friendship Auditorium- 11.13.18**

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

The fourth community meeting was held on November 13, 2018 at Friendship Auditorium in Los Angeles. 214 members of the public signed in with an estimated overall attendance of 260. 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 issues related to the river, 'protecting plant and animal species' and 'addressing homelessness' were at the top. Nearly 23



percent of respondents have walked or have biked along the river in the last twelve months. However, 17 percent have not visited the river due to safety concerns. The responses also indicated that individuals would not travel longer than 25 minutes by foot or by any other form of motorized transportation.

## **I.v Community Meeting #5 - Studio City/North Hollywood- 12.13.18**

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

The fifth community meeting was held on December 13, 2018 at the Oakwood School in North Hollywood. 104 members of the public signed in, with an estimated overall attendance of 115. 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 issues related to the river, 'protecting plant and animal species' and 'addressing homelessness' were at the top. Nearly 24 percent of respondents have walked along the river in the last twelve months. However, 16 percent have not visited the river due to maintenance issues. The responses also indicate that individuals would not travel longer than 15 minutes by foot or by bus, longer than 20 minutes by metro, nor longer than 30 minutes by car or by bike.



## **II.i Digital Engagement Summary - 8.18**

### **Digital Engagement**

August continued the steady growth in engagement for the LARMP Update's Facebook and Twitter accounts. This month, there was a 16 percent increase in the number of page likes and followers on Facebook and Twitter. The social media presence reached 81,801 people in the month of August and was primarily focused on our community meetings in Canoga Park and Cudahy. The increased participation from the LARMP partner organizations who serve on our Steering Committee helped contribute to the rise in the total number of engagements (2,775) and the engagement rate (up 18.75%) in the month of August. We did see a large decrease in the number of people that visited our social media pages. This decrease was anticipated after our social media launch in July, but we expect to see our profile views and our engagement rates increase at a steady rate month over month moving forward.

### **Website**

Using the NationBuilder framework, the team developed a comprehensive website featuring materials, information, and events for the LARMP Update. The website has been developed using a mobile-first strategy to ensure all content presented on the site is accessible to users across all device sizes and modern industry-standard browsers. The site will also meet LA County accessibility requirements for websites.

The LA River Master Plan website is currently in the final review phase and we anticipate the launch of the website in the coming weeks.

### **Informal Outreach**

Dozens of meetings were held in August 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.

## **II.ii Digital Engagement Summary - 9.18**

### **Digital Engagement**

September's social media grew steadily with lots of activity driven by organic posts and distribution. The page likes for the Los Angeles River Master Plan's Facebook and Twitter accounts grew with 22 new followers. The social media activity reached over 19,000 individuals in the month of September and was primarily focused on raising brand awareness for the planning effort.

The September email performance was limited to a single email announcing the October 24 community meeting in Long Beach. This email was received warmly and had open and click rates of 24% and 1.73% respectively.

### **Website**

Using the NationBuilder framework, the team developed a comprehensive website featuring materials, information, and events for the LARMP Update. The website has been developed using a mobile-first strategy to ensure all content presented on the site is accessible to users across all device sizes and modern industry-standard browsers. The site will also meet LA County accessibility requirements for websites.

The website is currently live. Steering Committee presentations, meeting summaries, River Stories, and all public events related to the planning process are available. The website was updated throughout the month.

### **In-person Surveys**

The Department of Public Works engaged community members at two large community events with the issue and opinion surveys. The 72nd Annual East Los Angeles Mexican Independence Day Parade was held on September 16th



and 29 surveys were conducted. On September 22, the Frogtown Art Walk was held and 102 surveys were similarly completed. These two efforts increased our cumulative survey total by 26% for an overall total of 520.

## **Informal Outreach**

Outreach to community members and civic leaders continues in order to provide information on the latest development within the master planning process. Dozens of meetings were held in September 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. An additional River Story, composed of several interviews, is currently being developed. Another River Story, composed of several interviews, was created and delivered in September and will be available for the public to view on the LARMP Website soon.

## **II.iii Digital Engagement Summary - 10.31**

### **Digital Engagement**

The LARMP digital engagement for the month of October focused on the promotion of the community meeting in Long Beach. 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 first LARMP digital survey. Additional targeted emails and digital ads were focused on Long Beach 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. A River Story, composed of several interviews, was created and will be delivered in November and will be available for the public to view on the LARMP Website soon.

## **II.iv Digital Engagement Summary - 11.16**

### **Digital Engagement**

The LARMP digital engagement for the month of November focused on the promotion of the community meeting at Friendship Auditorium in Los Angeles. In order to elevate public awareness of the Los Angeles River Master Plan 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 on the Friendship Auditorium 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 November 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. A River Story, composed of several interviews at the Youth Summit on November 1st, was created and was delivered in November and will be available for the public to view on the LARMP Website soon.

## **II.v Digital Engagement Summary - 12.31**

### **Digital Engagement**





The LARMP digital engagement for the month of December focused on the promotion of the community meeting at the Oakwood School in Studio City/North Hollywood. In order to elevate public awareness of the Los Angeles River Master Plan 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 on the Oakwood School 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 December 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. Another River Story was completed and submitted to the County. Three new interviews were also conducted for the next segment in the River Story series.

## **II.vi Digital Engagement Summary - 1.31**

### **Digital Engagement**

The LARMP digital engagement for the month of January focused on the promotion of the community meeting at Pierce College in West Valley and scheduled for February 13. In order to elevate public awareness of the Los Angeles River Master Plan 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 on 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 January 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. One River Story is in review while another River Story is in development.

## II. Digital Engagement Report



## SOCIAL MEDIA METRICS

### MONTHLY TOTAL: January 2019

	<b>Total</b>
Page Likes	35
Total People Reach	70,680
Total Engagements	16
Total Page/Profile Views	126

### CUMULATIVE TOTAL: July 2018 - January 2019

	<b>Total</b>
Page Likes	355
Total People Reach	418,167
Total Engagements	479
Total Page/Profile Views	1,274
Total Event Page Views	3,676
Total Event Page Responses	1104
Mentions	34
Link Clicks	128

### Facebook

<b>Page Likes</b>	<b>Page Reach</b>	<b>Post Engagements</b>	<b>Page Views</b>	<b>Event Page Views</b>	<b>Event Page Responses</b>
9	40,180	5	28	30	46

### Twitter

<b>Pages Likes (Followers)</b>	<b>Impressions</b>	<b>Tweet Engagements</b>	<b>Profile Visits</b>	<b>Mentions</b>	<b>Link Clicks</b>
26	30,500	11	98	1	0

**Summary:** Our Facebook and Twitter focused on the promotion of our community meeting in West Valley scheduled for February 13. We saw a rise in page likes on the Los Angeles River Master Plan's Facebook and Twitter accounts and our followers grew over the last 30 days. The social media activity reached 70,680 people in the month of January. Over the last seven months, we have seen our total social media engagement surpass 470 and we have reached over 418,000 people. In addition, our total event page views have reached a total of 3,676 across all six meetings and 34 partners or community members have mentioned @LARMP\_Update on Twitter.

### Metrics Glossary:

#### Facebook

Page Likes: Total number of people that like the social media account page.

Post Engagements: The number of times people engaged with page posts by liking, commenting, or sharing.

Page Reach: The number of people who had any post from the page enter their screen.

Page Views: The number of times the page's profile was viewed.

Event Page Views: The number of times the event page was viewed.

Event Page Responses: The number of times people responded as "interested" or "going" to an event page.

#### Twitter

Page Likes: Total number of people that like the social media account page.

Impressions: The number of times users saw a tweet.

Tweet Engagements: The number of times people engaged with a tweet by liking, commenting, or retweeting.

Profile Visits: The number of people that visits the account profile page.

Link Clicks: The number of times a link was clicked on a tweet.

Mentions: The number of times another user tagged us in a tweet.



## EMAIL METRICS

### MONTHLY TOTAL: January 2019

	<b>Total</b>
Email Blasts	3
Total Sent	11,722
Opens	2,853
Open Rates	24.34%
Clicked	104
Click Rate	0.89%
Unsubscribed	17
Unsubscribe Rate	0.15%

### CUMULATIVE TOTAL: July - January 2019

	<b>Total</b>
Email Blasts	34
Total Sent	306,201
Opens	71,744
Open Rates	24.13%
Clicked	1,725
Click Rate	0.76%
Unsubscribed	2,162
Unsubscribe Rate	0.42%

### Individual Email Stats

<b>Date</b>		<b>Total Emails Sent</b>	<b>Opens</b>	<b>Open Rates</b>	<b>Clicked</b>	<b>Click Rate</b>	<b>Unsubscribes</b>
1/15	Los Angeles River Master Plan Community Meeting   Save the date!	3,899	945	24.24%	45	1.15%	7
1/23	Los Angeles River Master Plan Community Meeting   Join us on February 13!	3,903	943	24.16%	30	0.77%	5
1/30	Los Angeles River Master Plan Community Meeting   Join us on February 13!	3,920	965	24.62%	29	0.74%	5

**Summary:** This month, we sent three emails to our email list highlighting the upcoming community meeting in West Valley. We have organically grown our email list to 3,938 emailable supporters in the last seven months with an average open rate of 24.34% for the month of January. Our cumulative open rate since the beginning of the process is 24.13% with over 71,000 emails read to date. Our emails continue to be received warmly with a click rate of .38% for the entire month and click rate of 0.76% over the past seven months.

### Metrics Glossary:

Month - Month of engagement

Total Emails Sent - Total number of emails sent by LARMP to email subscribers

Opens - Total number of emails opened by LARMP email subscribers

Open Rates - Percentage of emails opened by email subscribers

Clicked - Total Number of emails opened and clicked

Click Rate - Percentage of email subscribers that have opened and clicked the same email

Unsubscribed - Total number of email recipients that have unsubscribed from future emails

## DIGITAL ADS

MONTH

	Results	Reach	Frequency	Clicks (All)	Click Through Rate (All)	Impressions
January 2019	411	25,998	1.57	376	0.92%	40,701
<b>Cumulative Total (July - January)</b>	3,292	138,242	2.11	2,408	0.83%	291,787

Campaign	Result Indicator	Results	Reach	Frequency	Clicks (All)	Click Through Rate (All)	Impressions
Event: LARMP Community Meeting	Link Clicks	35	2,598	2.02	18	0.34%	5,247
LARMP Surveys	Link Clicks	376	23,400	1.52	358	1.01%	35,454

**Summary:** This month, our digital ads on Facebook reached 25,998 people while covering the community meeting in West Valley. There were a total of 35 RSVPs in January for the upcoming West Valley community meeting. These approaches help us reach people for the community meetings and to get feedback for the Los Angeles River Master Plan process. For the entire process, our digital ad content has been seen by over 291,000 people in Los Angeles County and has created 2,408 clicks, or opportunities, for residents to learn more and engage in the Los Angeles River Master Plan process.

### Metrics Glossary:

Results - The total number of actions that people take involving your ads.

Reach - A measure of the number of people reached by an ad

Frequency - A measure of the amount of times the average person in a group reached has been served an ad, as measured by impressions over reach

Clicks - A measure of the number of times an ad is clicked

Click-through rate (CTR) - The percentage of times people saw your ad and performed a link click.

Impressions - The number of times your ads were on screen.

## SURVEY RESPONSES

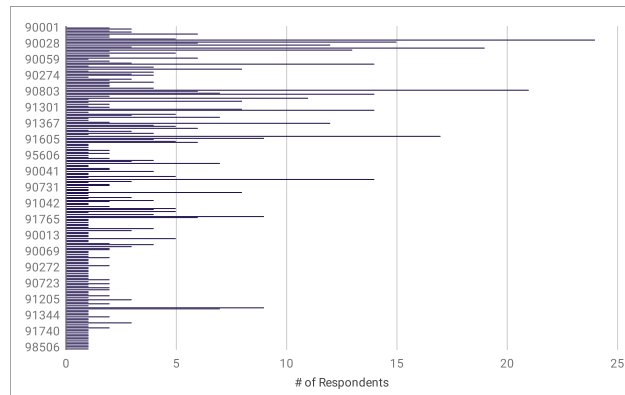
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**English Survey** 107 digital responses

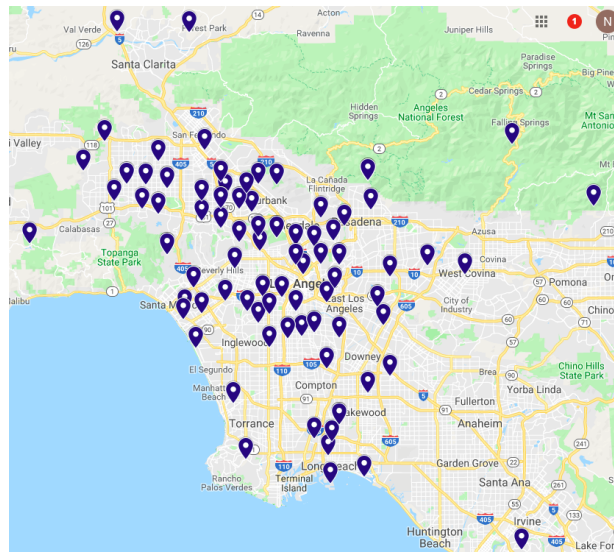
**Total**                **653 (digital)**

**Summary:** Throughout January we collected 107 digital survey responses for a total of 653 completed surveys. The survey respondents were distributed throughout LA County with the zipcode 90026 (Echo Park) producing the most responses (22). Main trends -- the majority of our digital surveys were taken by millennials as well as long time LA County residents. Most respondents see the LA River as an important factor in improving a variety of concerns along the LA River such as managing flood risk and creating new habitats. Safety concerns and maintenance are driving factors keeping people from visiting the LA River and most people use the LA River for recreational activities like biking or have participated in river clean-up events. However, 16% of respondents have not participated in any activities along the LA River within the last 12 months. Finally, a majority of survey respondents have seen the LA River filled more than halfway up to its banks/levees.

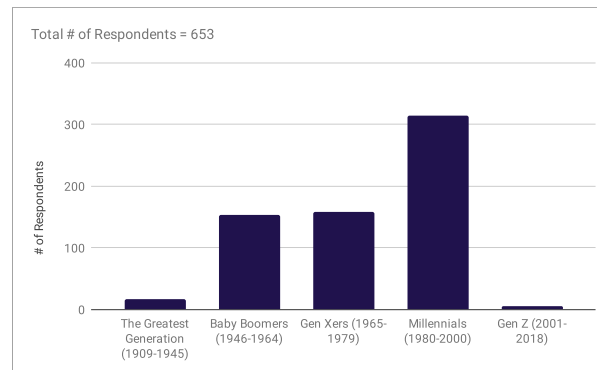
## Survey Responders Zip Codes



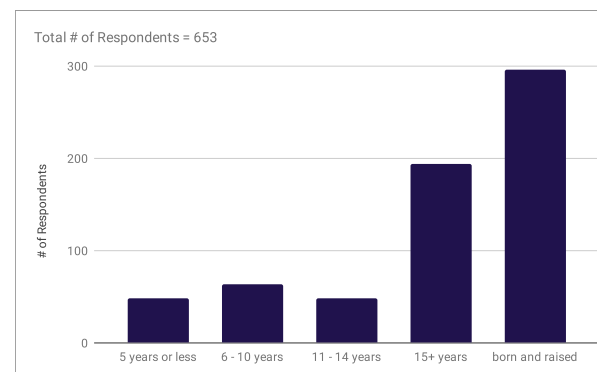
## Google Maps Representation



## What generation do you belong to?

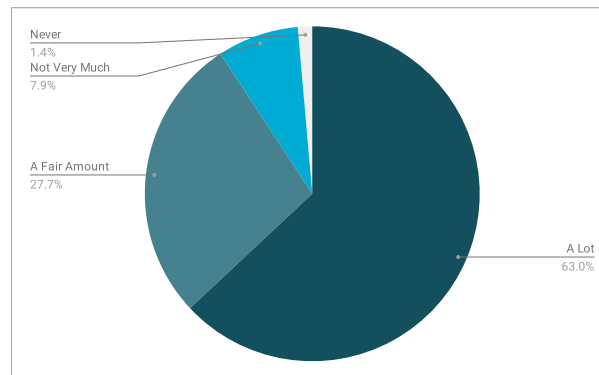


## How long have you lived in LA County?

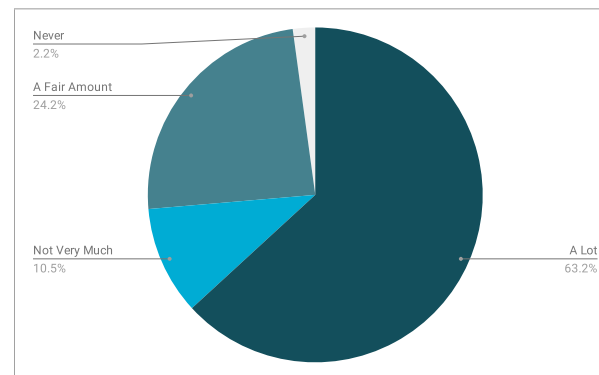


**How much do you feel the  
LA River can contribute to  
accomplishing this?**

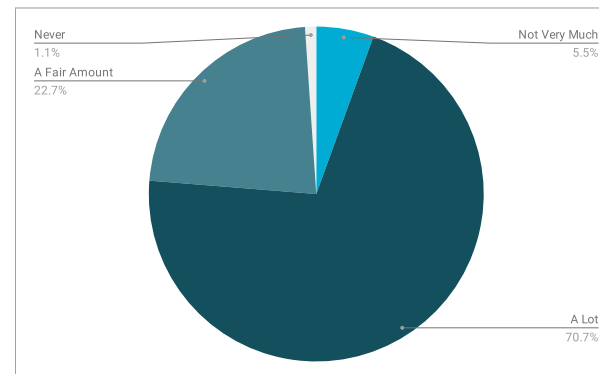
Provide better access to trails



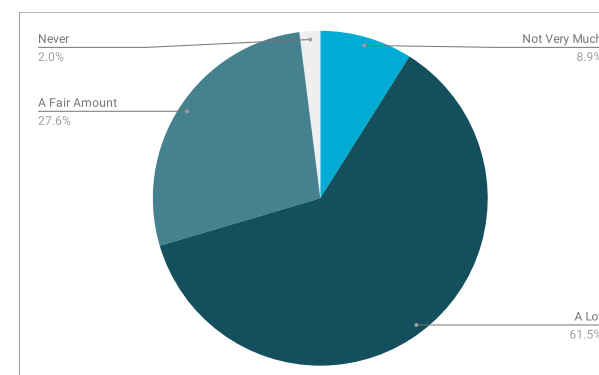
Promote healthier, more  
socially connected  
communities



Manage flood risk

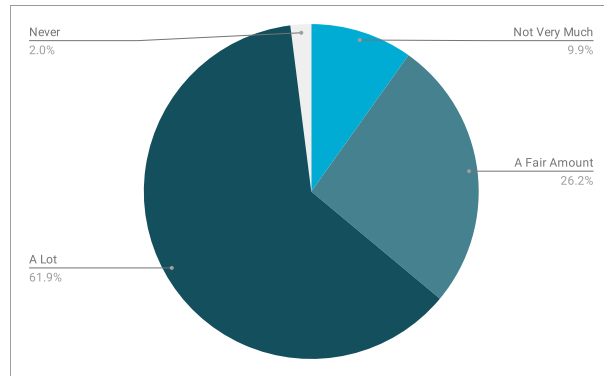


Provide better access to  
parks

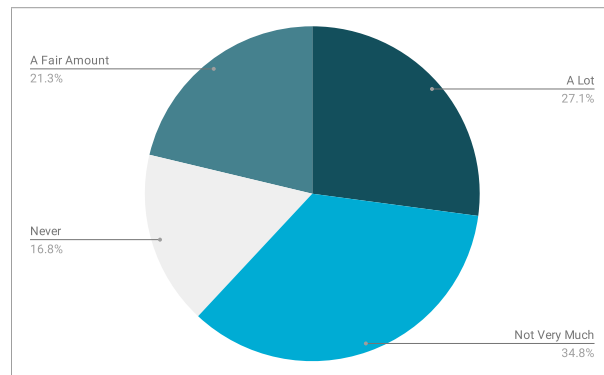




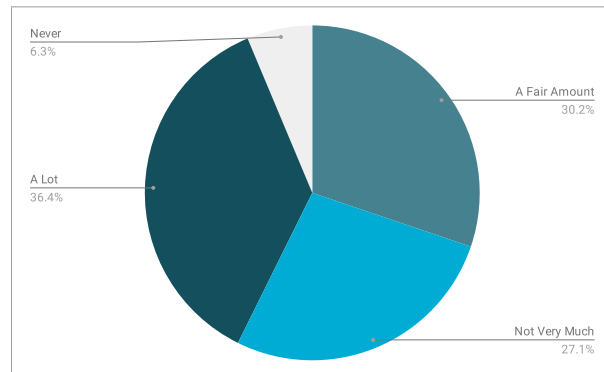
Protect vulnerable plant and animal species



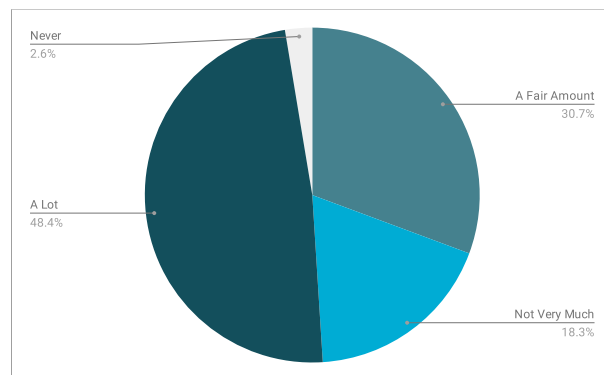
Address homelessness



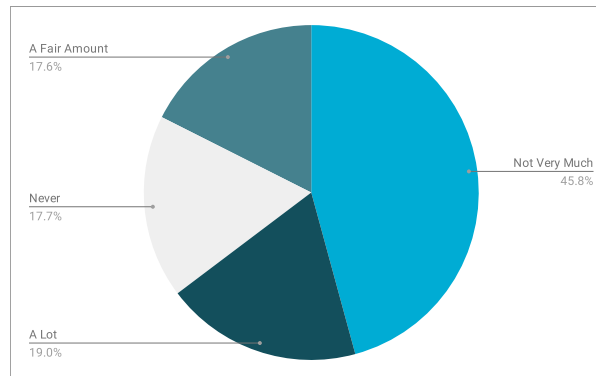
Improved mobility and access to public transportation



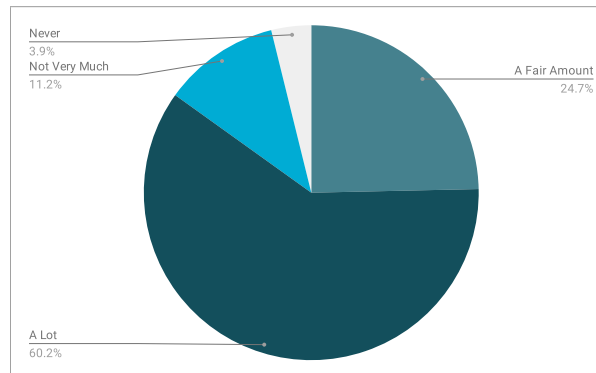
Improve local air quality



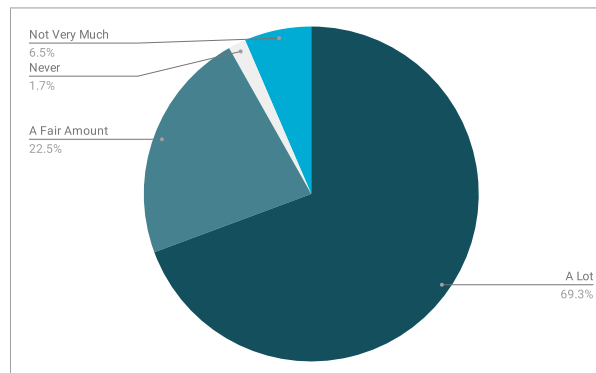
Ensure opportunities for affordable housing



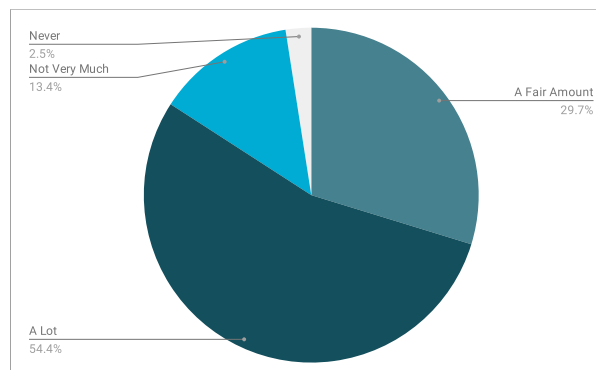
Capture water to supplement our water supply



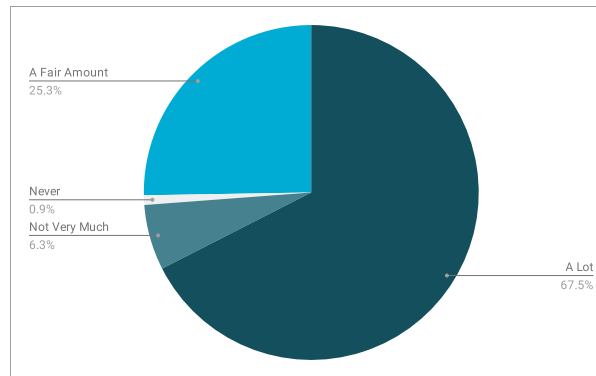
Create new habitat areas



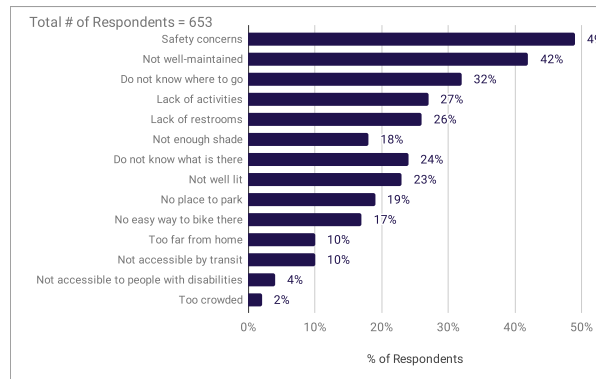
Invigorate our communities with shared access to the arts, culture, education, and recreation



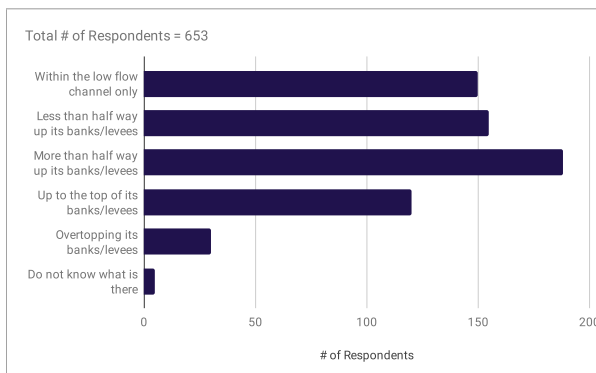
## Connect Habitat Areas



## What keeps you (and members of your household) from visiting the LA River?



## What is the highest you have seen the water level in the river?



## In which of the following activities along the LA River have you [or a member of your household] participated within the last 12 months?

