



## **Public Engagement Report**

**June 2019**

### **I. Community Meeting #10 - Glendale - 06.12.19**

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

The tenth community meeting was held on June 12th, 2019, at the Adult Recreation Center in Glendale. At this meeting, 56 members of the public signed in, with an estimated overall attendance of 80. Attendance was generationally diverse, with Millennials and Baby Boomers having the highest representation. A large percentage of respondents, 49 percent, have lived in Los Angeles County for 15 years or more. When asked to prioritize goals related to the river, 'provide equitable, inclusive, and safe parks, open space, and trails' and 'support healthy, connected ecosystems' were at the top. When asked about their level of support for some increase in taxes for LA River projects pertaining to their goals, 52 percent of respondents were very supportive while 19 percent were not supportive. A majority of respondents cited 'there are people experiencing homelessness there' as an issue regarding safety that prevents them from visiting the LA River. A majority of respondents, 52 percent, believe low flow should be used for 'native habitat (wetlands)'. A majority of respondents also believe it is important for people to learn 'ecology, habitat, and vegetation' and 'how the river benefits and supports the environment'. A majority 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 in Glendale was similar to the goal of the previous meetings in West Valley, South Gate, Compton, and Pacoima. The Glendale 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, Sarojini Lall, District Director for Assemblymember Laura Friendman. Following the welcome, Jarrod Degonia from Supervisor Katheryn Barger's office gave remarks. Mr. Degonia then introduced Seamus Garrity, Field Representative for Assemblymember Laura Friedman, who also provided remarks. Genevieve Osmeña, the Project Manager from LA County Public Works, and Sarah Rascon, Program Officer from Mountains Recreation & Conservation Authority, also attended and 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. 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 - 06.12.19**

### **Digital Engagement**

The LARMP digital engagement for the month of June focused on the promotion of the community meeting in Glendale. 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 Glendale 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 June 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**

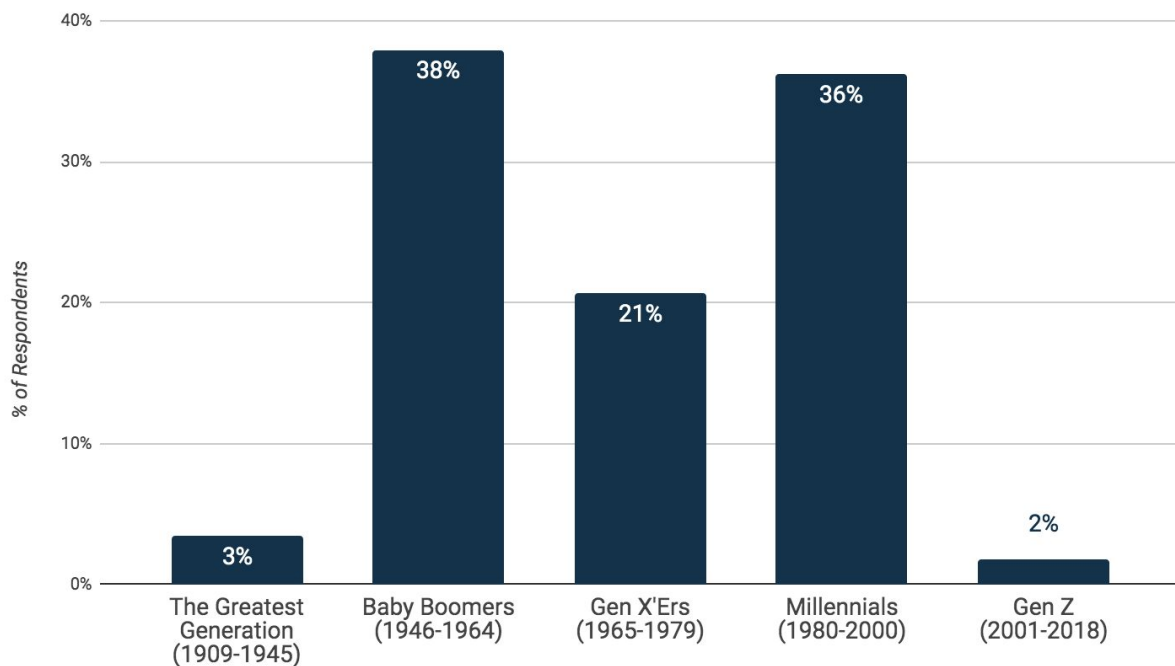
## **Findings from the 6 Stations at the LARMP Community Meeting in Glendale**



## Demography

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

Total Responses = 58

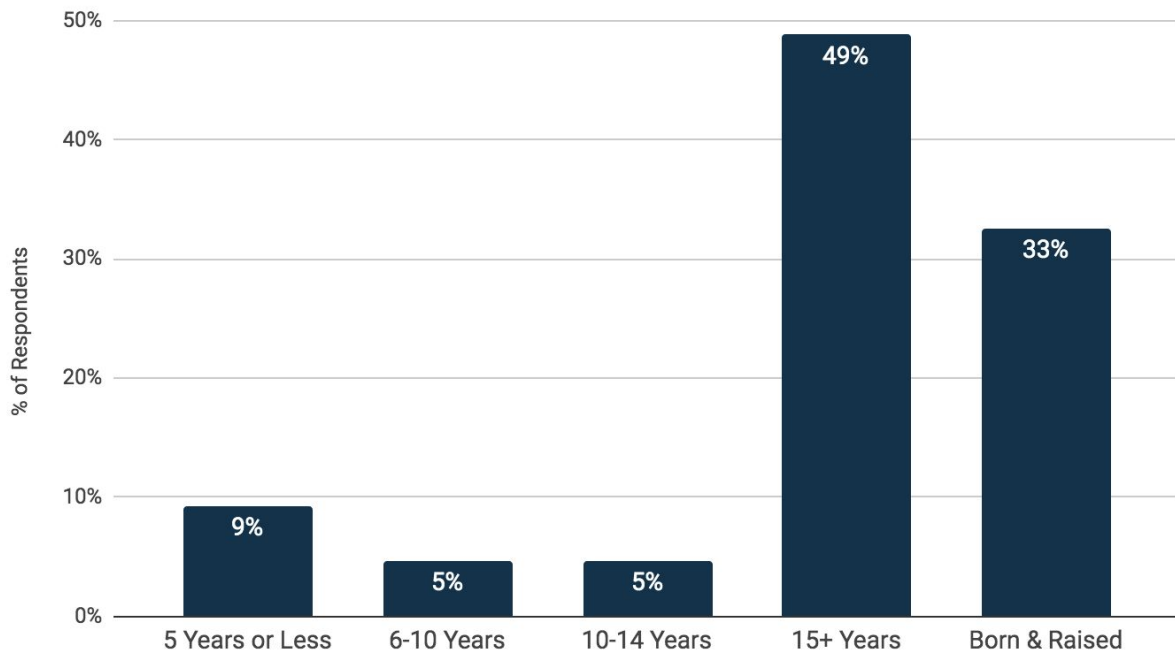


	% of Responses	# of Responses
The Greatest Generation (1909-1945)	3%	2
Baby Boomers (1946-1964)	38%	22
Gen X'ers (1965-1979)	21%	12
Millennials (1980-2000)	36%	21
Gen Z (2001-2018)	2%	1
Totals	100%	58



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

Total Responses = 43



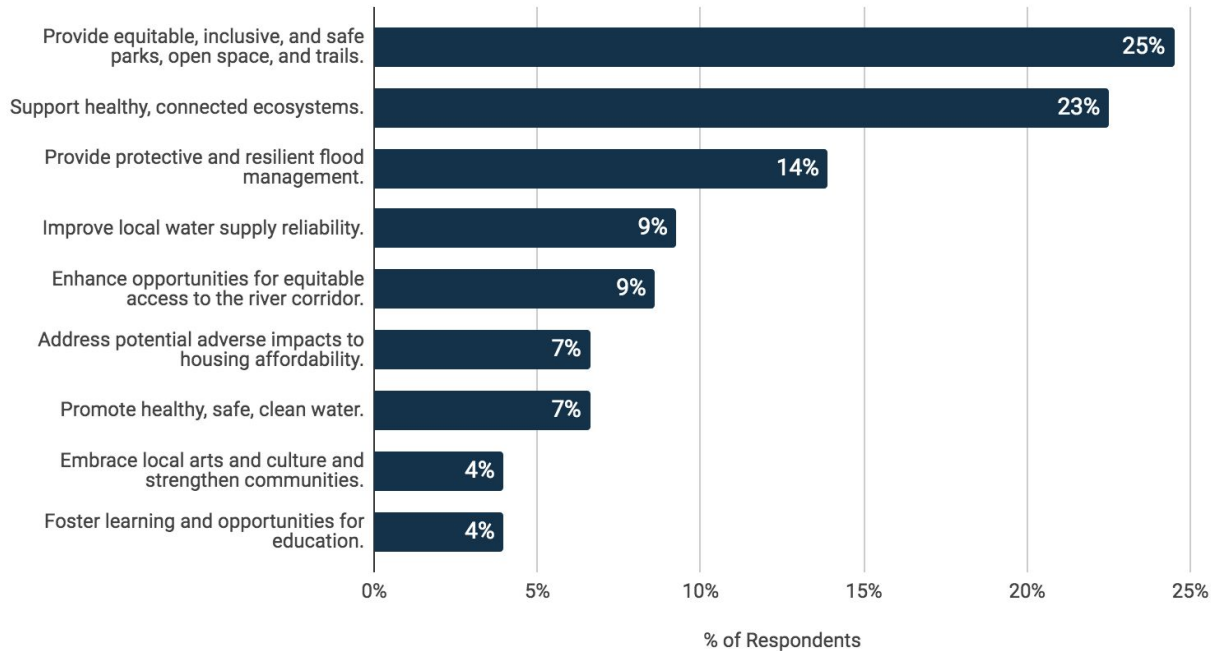
	% of Responses	# of Responses
5 Years or Less	9%	4
6-10 Years	5%	2
10-14 Years	5%	2
15+ Years	49%	21
Born & Raised	33%	14
Totals	100%	43



## Priorities

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

Total Responses = 151







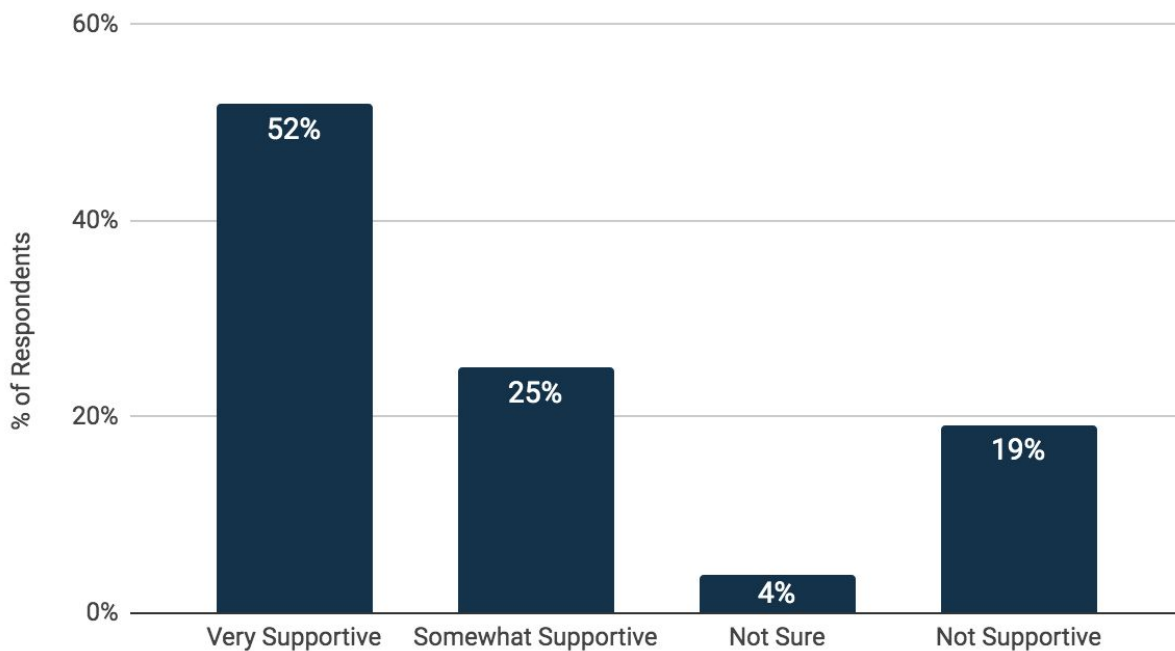
	<b>% of Responses</b>	<b># of Responses</b>
<b>Provide equitable, inclusive, and safe parks, open space, and trails.</b>	<b>25%*</b>	37
<b>Support healthy, connected ecosystems.</b>	<b>23%*</b>	34
<b>Provide protective and resilient flood management.</b>	<b>14%*</b>	21
<b>Improve local water supply reliability.</b>	9%	14
<b>Enhance opportunities for equitable access to the river corridor.</b>	9%	13
<b>Address potential adverse impacts to housing affordability.</b>	7%	10
<b>Promote healthy, safe, clean water.</b>	7%	10
<b>Embrace local arts and culture and strengthen communities.</b>	4%	6
<b>Foster learning and opportunities for education.</b>	4%	6
<b>Totals</b>	<b>100%</b>	<b>151</b>

\*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 = 52



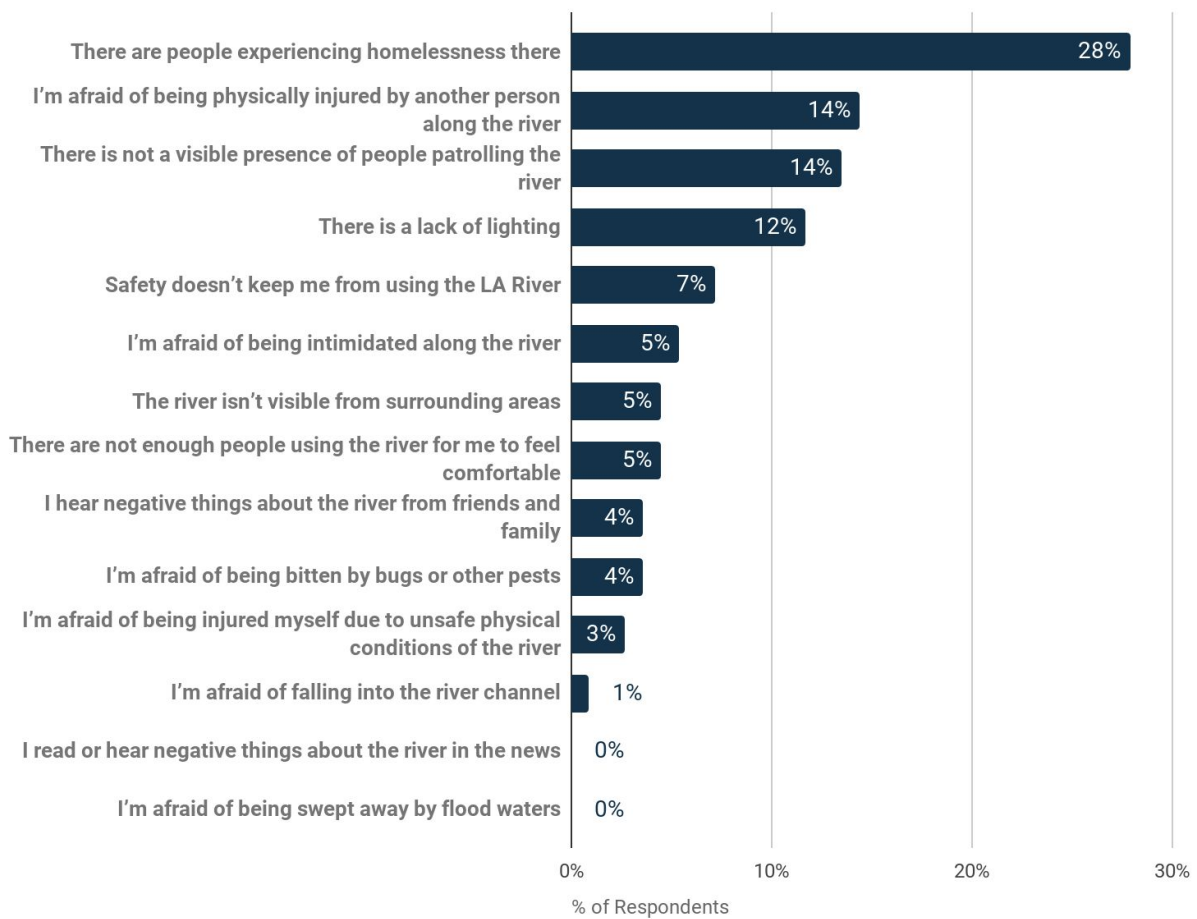
	% of Responses	# of Responses
Very Supportive	52%	27
Somewhat Supportive	25%	13
Not Sure	4%	2
Not Supportive	19%	10
Totals	100%	52



## Follow-up from Phase 1 Community Questions

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

Total Responses = 111





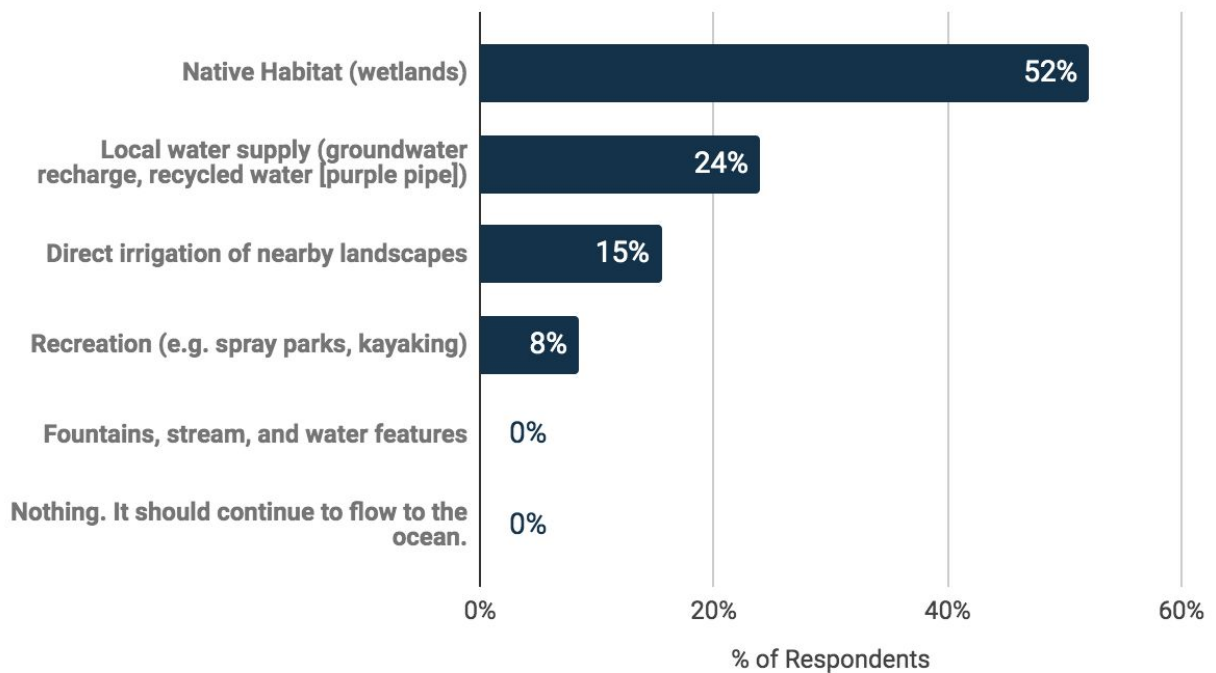
	<b>% of Responses</b>	<b># of Responses</b>
<b>There are people experiencing homelessness there</b>	<b>28%*</b>	31
<b>I'm afraid of being physically injured by another person along the river</b>	<b>14%*</b>	16
<b>There is not a visible presence of people patrolling the river</b>	<b>14%*</b>	15
<b>There is a lack of lighting</b>	12%	13
<b>Safety doesn't keep me from using the LA River</b>	7%	8
<b>I'm afraid of being intimidated along the river</b>	5%	6
<b>The river isn't visible from surrounding areas</b>	5%	5
<b>There are not enough people using the river for me to feel comfortable</b>	5%	5
<b>I hear negative things about the river from friends and family</b>	4%	4
<b>I'm afraid of being bitten by bugs or other pests</b>	4%	4
<b>I'm afraid of being injured myself due to unsafe physical conditions of the river</b>	3%	3
<b>I'm afraid of falling into the river channel</b>	1%	1
<b>I read or hear negative things about the river in the news</b>	0%	0
<b>I'm afraid of being swept away by flood waters</b>	0%	0
<b>Totals</b>	<b>100%</b>	<b>111</b>

\*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 = 71





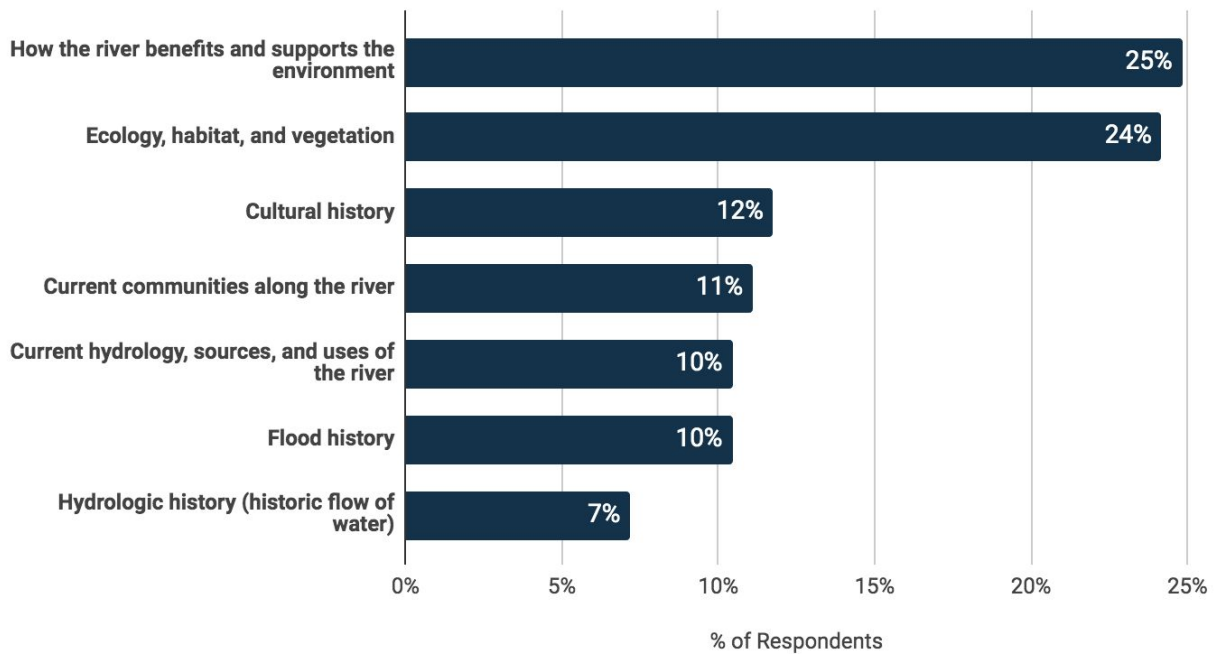
	<b>% of Responses</b>	<b># of Responses</b>
<b>Native Habitat (wetlands)</b>	<b>52%*</b>	37
<b>Local water supply (groundwater recharge, recycled water [purple pipe])</b>	<b>24%*</b>	17
<b>Direct irrigation of nearby landscapes</b>	<b>15%*</b>	11
<b>Recreation (e.g. spray parks, kayaking)</b>	8%	6
<b>Fountains, streams, and water features</b>	0%	0
<b>Nothing. It should continue to flow to the ocean.</b>	0%	0
<b>Totals</b>	100%	71

\*Asterisk indicates the highest three scores



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

Total Responses = 153





	<b>% of Responses</b>	<b># of Responses</b>
<b>How the river benefits and supports the environment</b>	<b>25%*</b>	38
<b>Ecology, habitat, and vegetation</b>	<b>24%*</b>	37
<b>Cultural history</b>	<b>12%*</b>	18
<b>Current communities along the river</b>	11%	17
<b>Current hydrology, sources, and uses of the river</b>	10%	16
<b>Flood history</b>	10%	16
<b>Hydrologic history (historic flow of water)</b>	7%	11
<b>Total</b>	100%	153

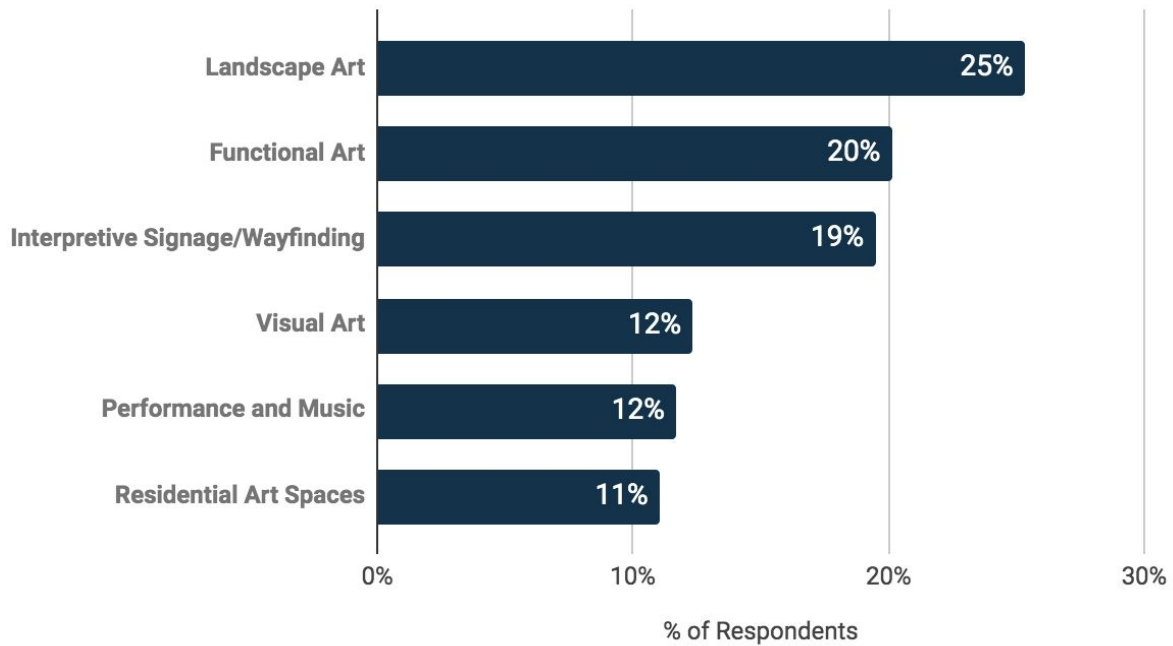
\*Asterisk indicates the highest three scores





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

Total Responses = 154



	% of Responses	# of Responses
<b>Landscape Art</b>	<b>25%*</b>	39
<b>Functional Art</b>	<b>20%*</b>	31
<b>Interpretive Signage/Wayfinding</b>	<b>19%*</b>	30
<b>Visual Art</b>	12%	19
<b>Performance and Music</b>	12%	18
<b>Residential Art Spaces</b>	11%	17
<b>Total</b>	100%	154

\*Asterisk indicates the highest three scores



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

Comments	# of Responses
Art designed collaboratively by people, not just solo artists	1
Parks!	1
Whatever events indigenous people feel they should have.	1
Pedestrian bridges	1
Children's Interpretive events and activities	1
Why is the bike trail between Los Feliz and Victory closed? There's no excuse for it.	1
River clean ups	1
Metro bikes	1
Floating festival	1
Botanic gardens	1
Waterfalls/green walls	1
Monuments/projects, art by indigenous (Tongva) peoples acknowledging history and celebrating that indigenous people are still here	1
Free events. Queer & POC centered, celebrating fun events, safe spaces for marginalized groups. Tours, interactive learning opportunities. Creating opportunities for low income entrepreneurs.	1
Skateboarding	1
Native habitat with historical Native American - Tongva etc. dwellings, learn history	1



Sustainability	1
Education, water conservation, drought mitigation, water recycling.	1
Eco fairs, education - flora/fauna, LA history, climate change	2
The river is a good place to show the importance of flood control from a historical perspective as it applies now to more extreme weather events due to global warming.	1
Wild lands, hiking, and biking	1
Cafes and restaurants	2
Interpretive LA history - if this is going to be a tourist destination, each community needs to have an art & historical statement piece	1
Bathrooms, bird walls	1
Refillable water bottle stations	1
The river is a good example of what native or original flows and habitat was like as recycled water use is increased and the EWMP is put into place.	1
Art walks, Ciclavia, Kayak races	1
Cool cafes	1
Public shower for the homeless	1
Music, concerts, picnics.	3
Dog park	1
Parks, dog parks, public art!	1
5K fun runs, trail paths	1
Art!	1
Cafes	1
Native Habitat Restoration	2
Clean bathing facilities, recreation	1
Native American dances and rituals if that is genuinely part of their culture	1



Mural competition (paint the whole thing!)	1
Movie projections on concrete	1
Community gardens	2
No more cafes! Go to Highland Park; let's keep it native! -land - people!! -nature	1
Athletic events	1
LA River Public Art Project	1
<b>Total</b>	49



## Your River

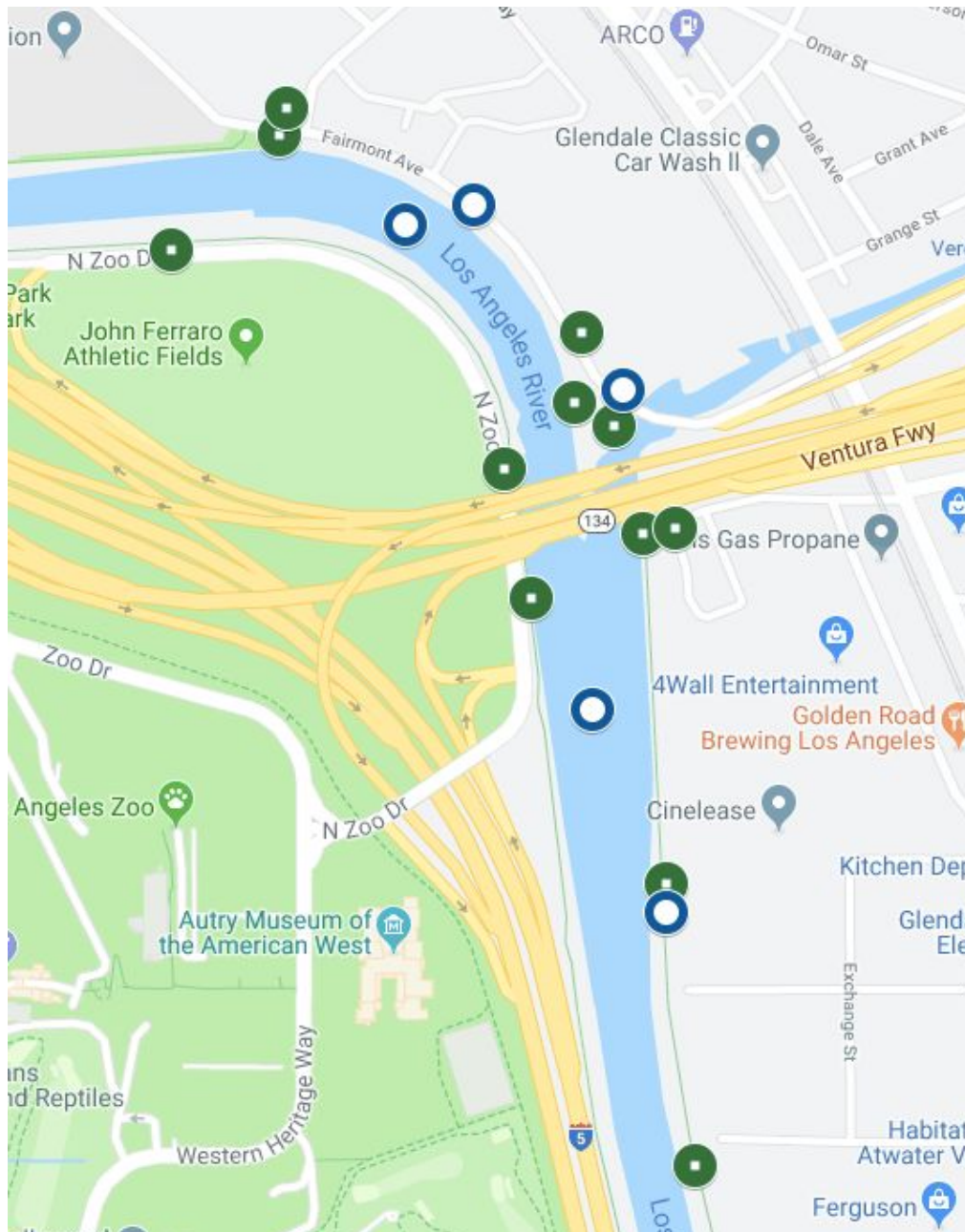
At this station, community members were asked to place dots according to a legend on large maps of the Los Angeles River and surrounding neighborhoods.

## 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.		
<b>ACCESS</b> ACCESO	<b>FLOOD MANAGEMENT</b> GESTIÓN DE RIESGO DE INUNDACIÓN	<b>MAP LEGEND</b> REFERENCIAS EN EL MAPA
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.	What's already on the map
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.	Lo que ya está en el mapa
		LA River / Río de LA
		existing trail / senderos existente
		planned trail / senderos planeado
		formal access point punto de acceso formal
		informal access point punto de acceso informal

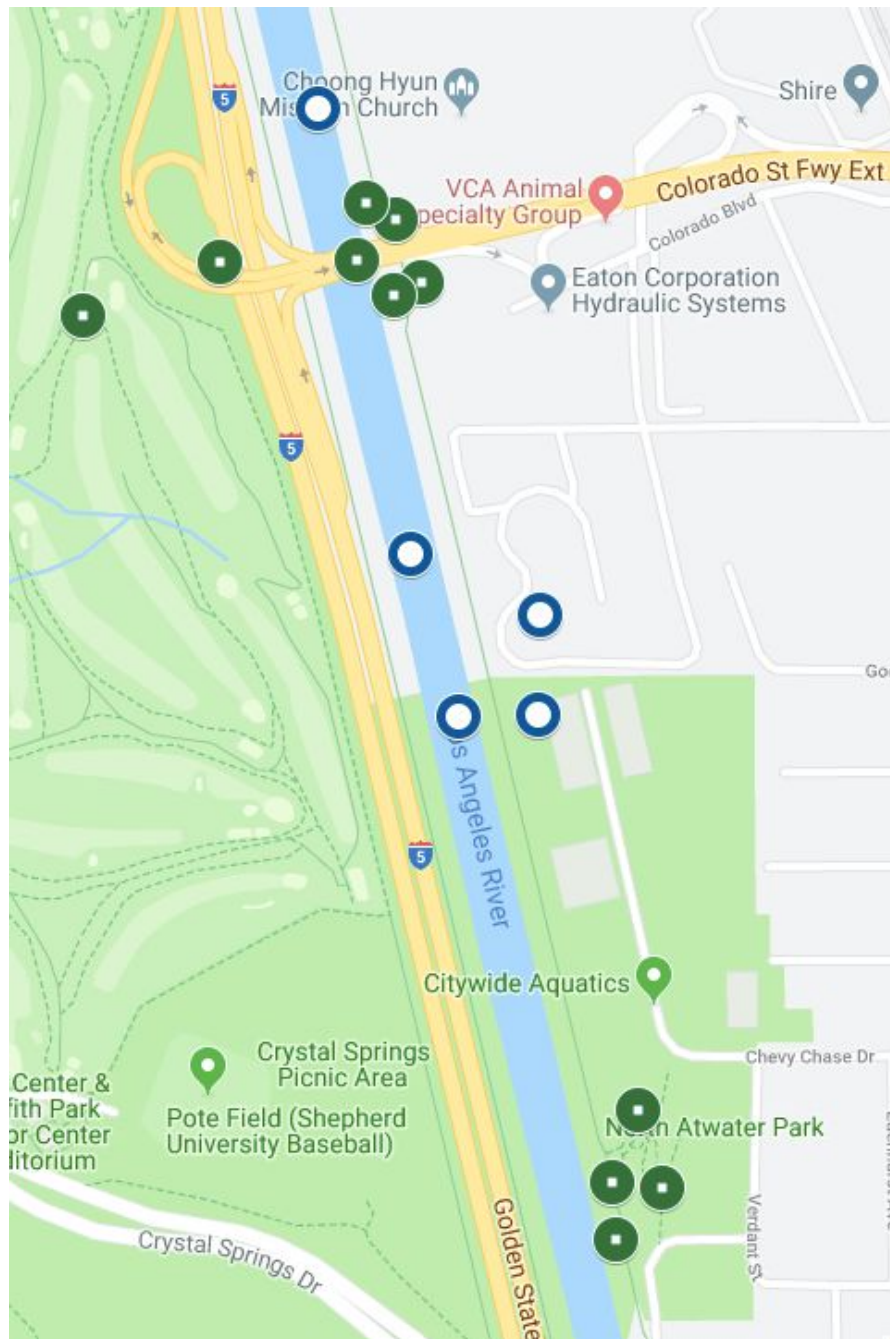


Map 1 - Los Angeles River between Victory Blvd and Broadway.





Map 2 - Los Angeles River between Colorado St. Freeway Extension and Verdant St.







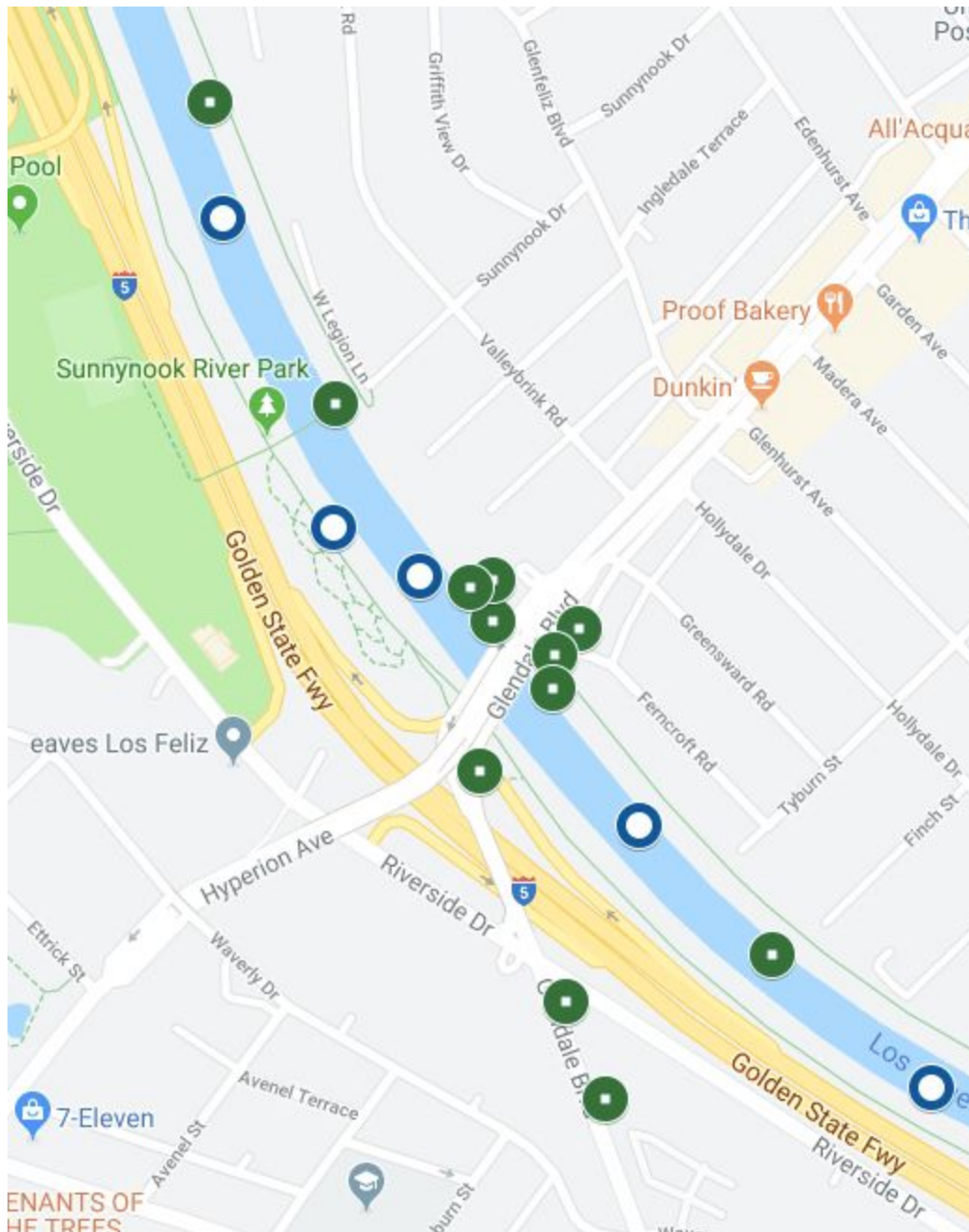
Map 3 - Los Angeles River Verdant St. and Dover St.





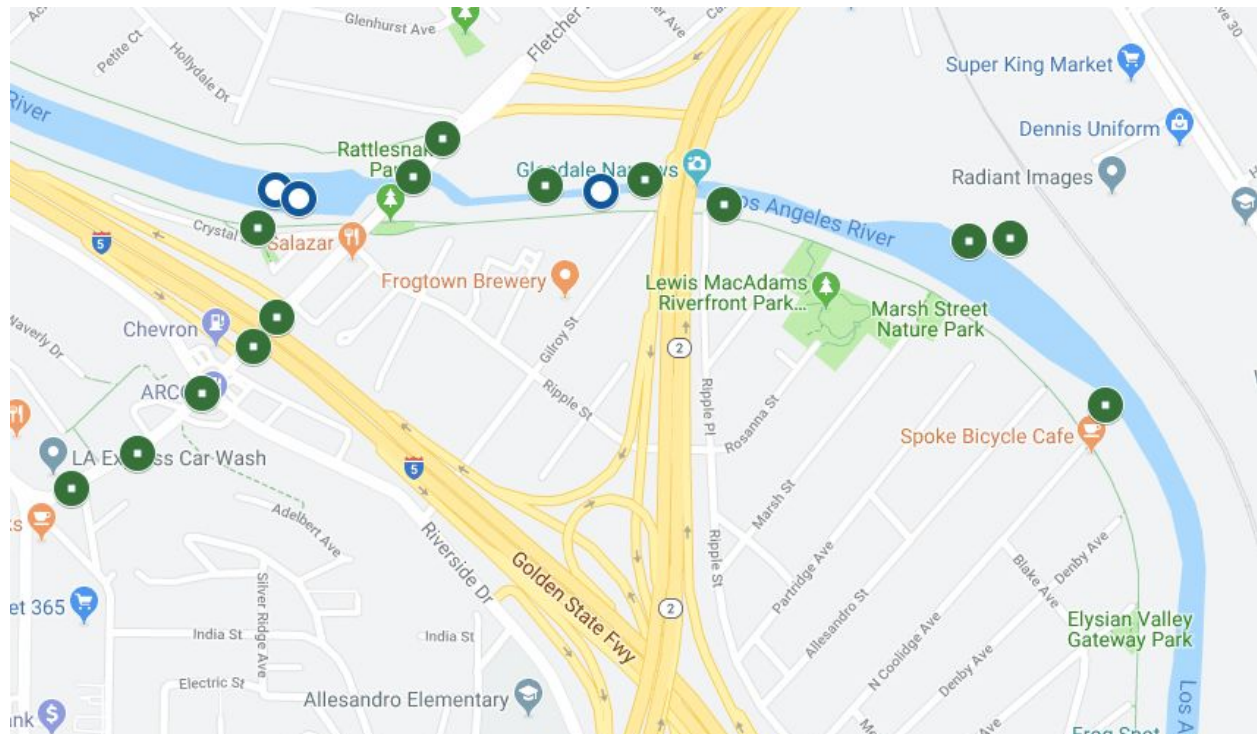


Map 4 - Los Angeles River between Gardenside Ln. and Gracia St.



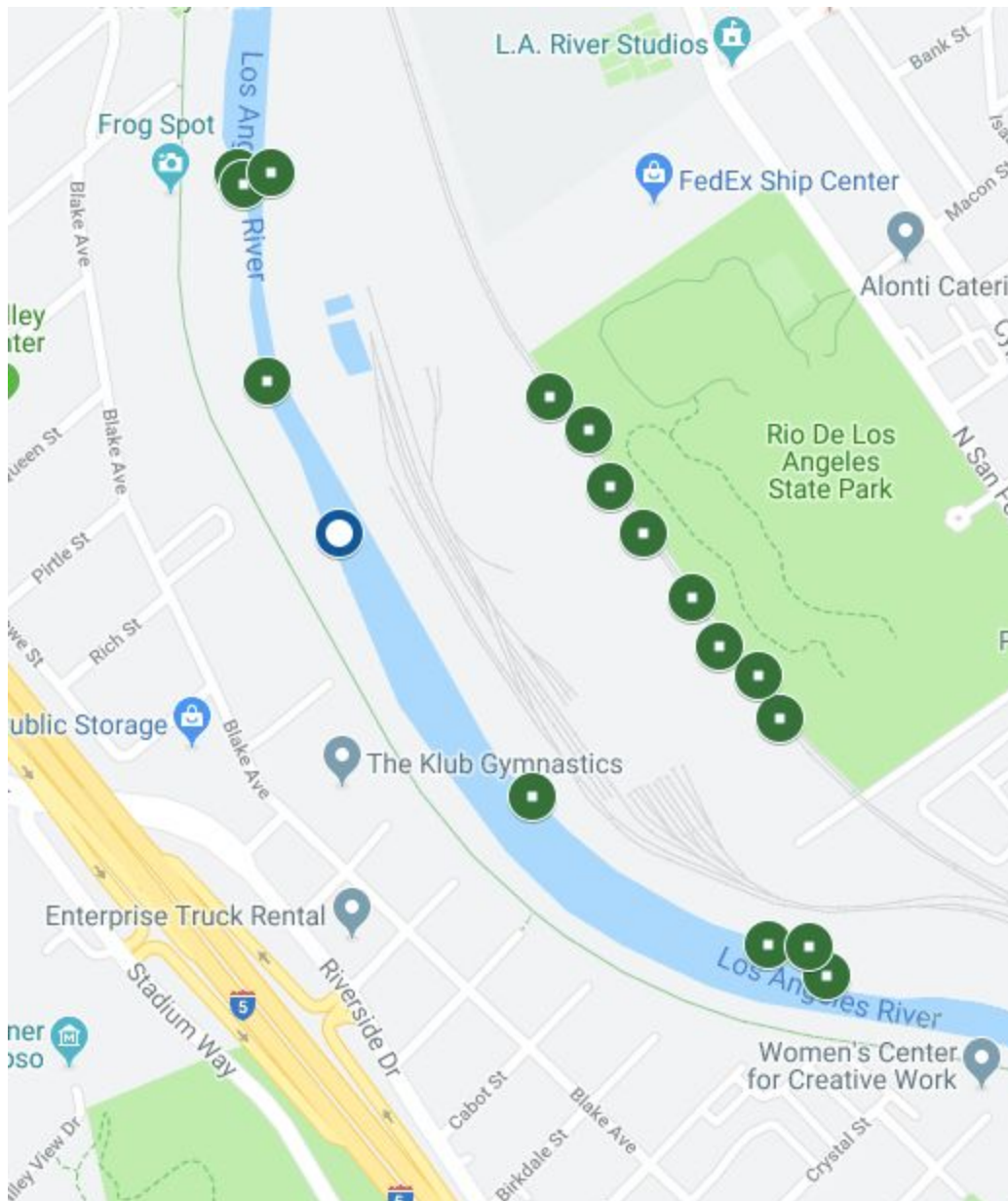


Map 5 - Los Angeles River and Fletcher St. and Knox Ave.





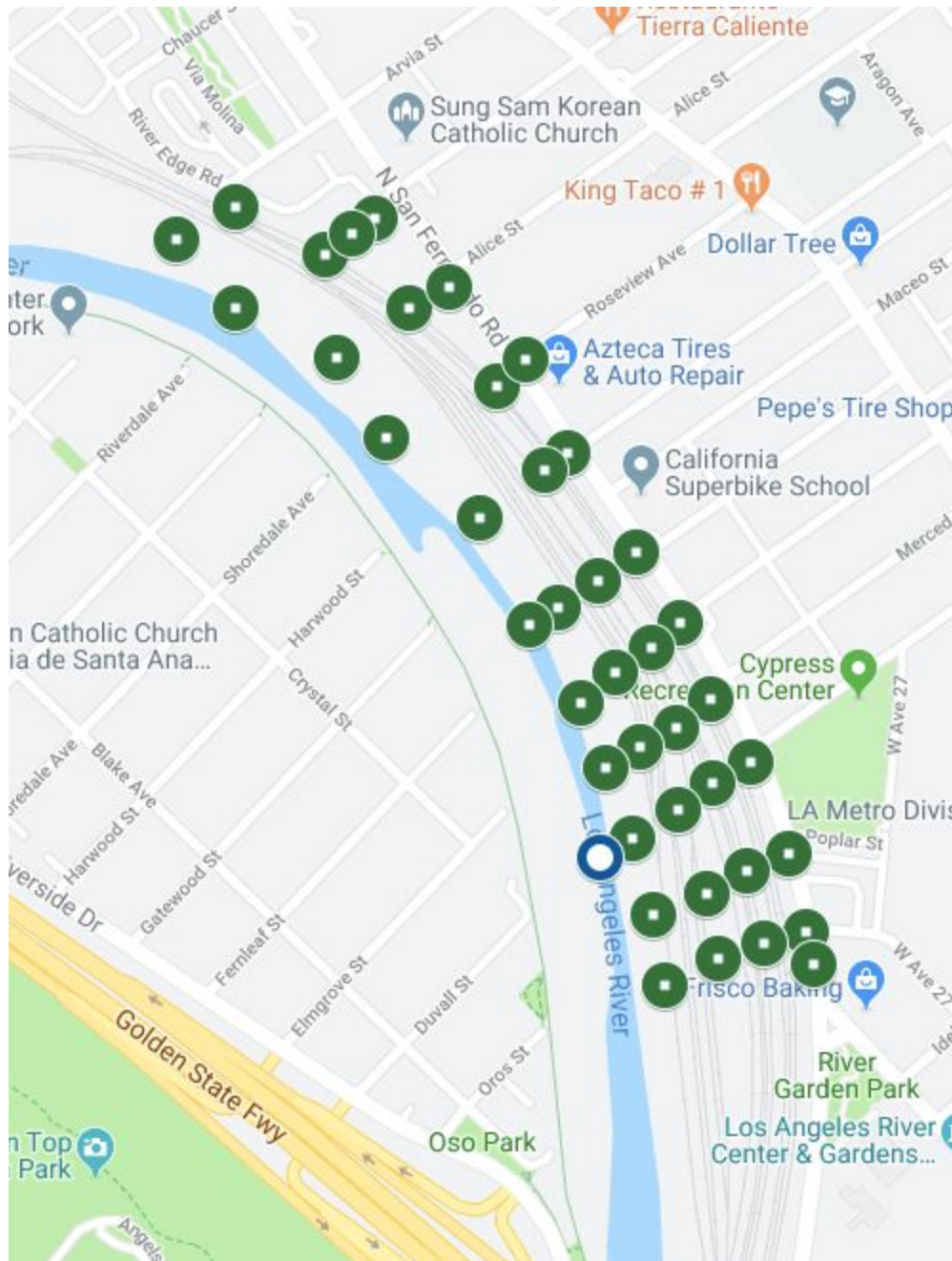
Map 6 - Los Angeles River between Newell St. and Crystal St.







Map 7 - Los Angeles River and Pacoima Wash between Ariva St. and Oros St.





## Wrap Up

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

Comments	Responses
The Highline in New York City, Not local but worth looking at and learning from.	2
LA State Historic Park	1
Eaton Canyon Park is a good example of a more natural diurnal stream along with flood control protection and spreading basins.	1
Eco education for neighborhood schools nearby	1
Frog town!	1
Shallow 2"-4" deep, walkable area @ confluence w/ Arroyo	1
Atwater Park	1
Study by mountains, water, streams, biodiversity, watershed	1
Community gardens, learn from indigenous communities!	1
Echo Park Lake	1
Incorporation of urban local Tongva, community gardens, demonstration gardens	1
Spoke bicycle cafe, Frog Town	1
Ephemeral water courses @ hillside communities	1
Beaches in naturalized channel @ Bowtie Parcel	1
Many natural upwellings in concrete @ Colorado south of Glendale Blvd.	1
Natural stone footbridges, not quite sufficient to ford.	1



Sandy habitats in G2 Parcel, home to breeding sandpipers	1
Oceanview Park, Santa Monica, CA	1
<b>Total Responses</b>	19



## 11. Anything we missed?

Comments	Responses
How do we keep the homeless from overtaking the improvements	2
1) Is there any plan to stop trash going to the river? 2) Is there any plan to remove the homeless along the river? 3) In 30 years we did not see any improvement on these 2.	1
There is opportunity to capture and spread water in Verdugo Wash to increase relocation and recharge in the Verdugo Basin which two communities rely on (the Big Map didn't show that area to put a dot)	1
Is there no longer a movement to remove storm channel and return river to a natural state? Storm control is now mitigated by structures north of the river.	1
1) More trash cans/recycle cans/organic cans for all types of waste, opportunities for gardening/composting 2) How do we educate people about being kind and respectful to those experiencing homelessness and offer support instead of pushing people out	1
Integrated spreading infrastructure i.e. non potable irrigation	1
Include projects for homeless such as affordable housing w/ community gardens	1
I'd like to see more wildlife, interpretive centers around the river.	1
Planned transit	1
Bridges to Verdugo Wash	1
Extra vegetation	1
Find ways to avoid dirtying the river	1
Take out the Grayson gas plant and put in low income housing and a park	1
Remove the concrete	1



Don't get rid of people who don't have homes, let's create solutions!	1
More trash cans and regular maintenance	1
Include indigenous people. Let the Tongva decide what should be done with the land.	1
Places where you could go down and touch river	1
Keep it clean	1
Get rid of the homeless!!	1
Let's find/work on solutions!	1
Do you have any plan to include public artworks in the design for the river?	1
The LA river was usually closed off where I lived in Highland Park. I didn't even know it was supposed to be a fun place. How will you make sure to create equitable access? How will you reach out to people who can't come to meetings like this? Or who never heard of such opportunities?	1
Who usually comes to these meetings? How is privilege, access, class, race involved? How will you reach out and acknowledge voices of people who will be affected?	1
Involvement of POC especially Indigenous peoples, making sure their voices are heard and their presence acknowledged, including indigenous voices in leadership honoring their land.	1
Put a bike path on the Glendale side of the river. Then people can ride a loop by crossing over the river at Atwater Bridge & again at the new proposed Flower St. Bridge	1
Accessibility for people of different needs/abilities	1
Native plants & trees everywhere. Have connected areas for native wildlife, insects, birds, fish, mammals; educational trails	1
Parks and paths need funding for O & M before building	1
Trees and plants down a narrow strip in the middle of the concrete. Block view of other side to escape feeling of concrete jungle.	1





Connecting both sides of the river. Important to community use and safety - Alternative to bike path for people	1
Take out the concrete	1
Exclusive use of native plants	1
Take care of the wildlife	1
Make sure there is money to continue maintenance and improvements	1
Bird friendly architecture	1
My focus: transportation alternatives, improved bike paths!	1
What are the implications for issues of gentrification?	1
Renewable energy sources (e.g. turbines, windmills, solar...)	1
Greenway streets that connect to river access points	1
Can we repaint the concrete the iconic cat faces along the river south of Glendale?	1
Could the homeless people who live in and around the river be paid to become stewards of the river. River clean up could become a jobs program for those most in need.	1
Create a state park along the river. Native wildlife. Mark places Native Americans Nations were living - restore some dwellings like open air ethnographic museum	1
Interim improvements for bike access from and along Fletcher, which is an essential connection for many on both sides	1
Vital to have connected bike/walking paths - continuous and contiguous - long stretches	1
Create a state park along the river from Sepulveda dam to ocean	1
For full transparency it is important to show that the source of dry weather flows in the LA River comes from mono lake /the owens valley , the feather river and the Colorado river.	1
<b>Total Responses</b>	<b>23</b>



## How did we do? Comment Cards

Star Rating (1-5)	How did you hear about us?	Comment
5	Email	
5	Email	
5	Facebook	
5	Facebook	
4	Email	Healthy snacks, vegan options
4	Email	Just had some issues with the audio (mic) otherwise, good!
4	Email	
4	Friend	
4	Friend	
3.5	Email	More concrete, feet on the ground. More interaction with Tongva and other Native Amer. nations
3	Partner Organizations	More info



## Attendees by zip code

Zip code	# of Responses
90012	1
90014	1
90020	1
90023	1
90031	1
90039	9
90042	1
90065	7
90201	1
90604	1
90706	1
91040	1
91101	1
91106	1
91106	1
91201	2
91202	2
9204	3
91205	4
91206	5
91204	4
91214	1
91501	1



<b>92679</b>	1
<b>Total Responses</b>	52

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