



Public Engagement Report

May 2019

I. Community Meeting #9 - Pacoima - 05.15.19

Meeting Summary & Findings

The ninth community meeting was held on May 15th, 2019, at Hubert H. Humphrey Recreation Center in Pacoima. At this meeting, 21 members of the public signed in, with an estimated overall attendance of 55. Attendance was generationally diverse, with Millennials and Baby Boomers having the highest representation. A large percentage of respondents, 58 percent, were born and raised in LA County. When asked to prioritize goals related to the river, 'support healthy, connected ecosystems', 'provide equitable, inclusive, and safe parks, open space, and trails', and 'promote healthy, safe, clean water' were tied at the top. When asked about their level of support for some increase in taxes for LA River projects pertaining to their goals, there was a tie; 33 percent of respondents were very supportive and 33 percent were not 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, 41 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', 'cultural history', 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 Pacoima was similar to the goal of the previous meetings in West



Valley, South Gate, and Compton. The Pacoima 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, Felipe Escobar, the Organizing Director for Pacoima Beautiful. Genevieve Osmeña, the Project Manager from LA County Public Works and Jessica Orellana, Valley Field Deputy representing Supervisor Sheila Kuehl, 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 - 05.15.19

Digital Engagement

The LARMP digital engagement for the month of May focused on the promotion of the community meeting in Pacoima. 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 Pacoima 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 May 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

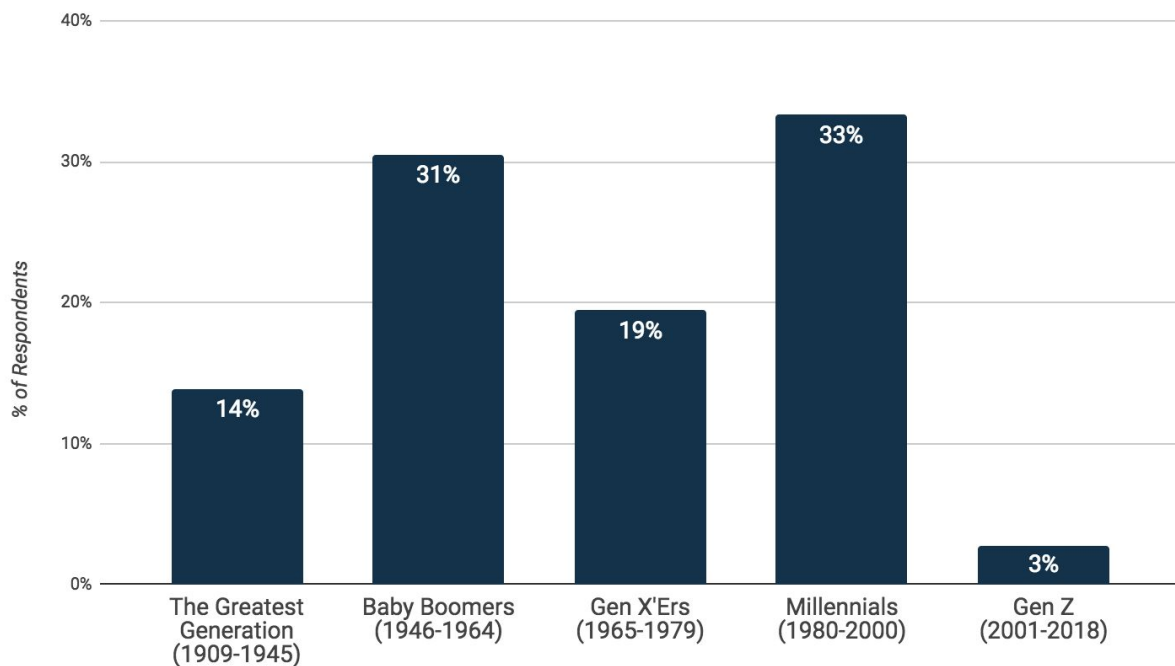
Findings from the 6 Stations at the LARMP Community Meeting in Pacoima



Demography

1. What generation do you belong to?

Total Responses = 36

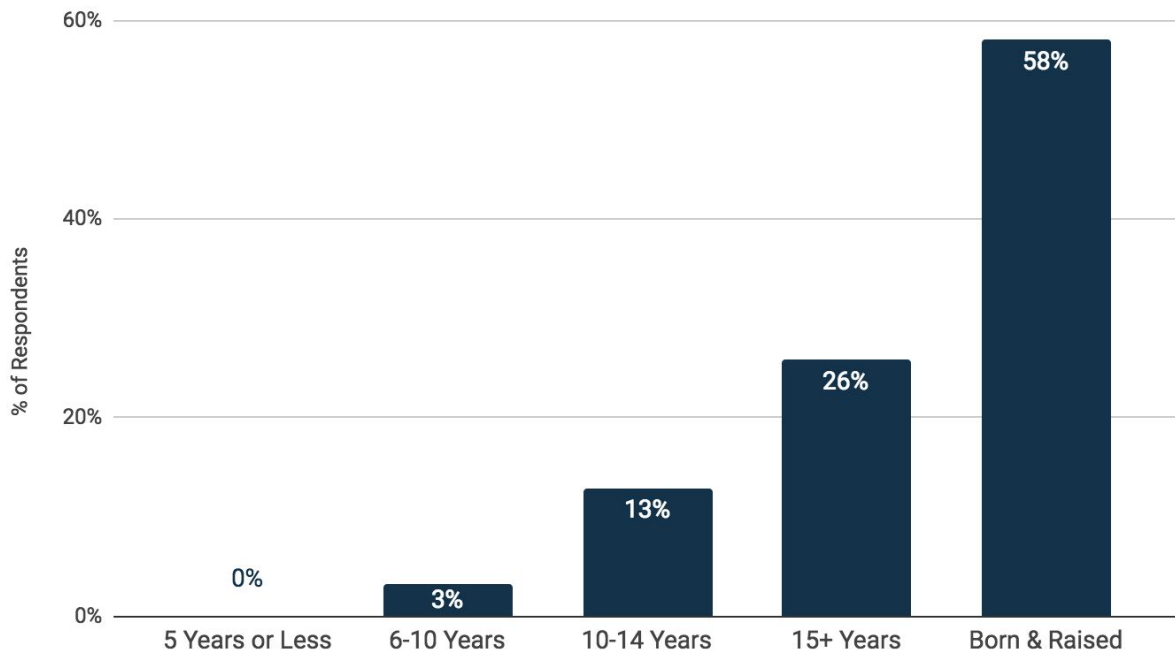


	% of Responses	# of Responses
The Greatest Generation (1909-1945)	14%	5
Baby Boomers (1946-1964)	31%	11
Gen X'ers (1965-1979)	19%	7
Millennials (1980-2000)	33%	12
Gen Z (2001-2018)	3%	1
Totals	100%	36



2. How long have you lived in LA County?

Total Responses = 31



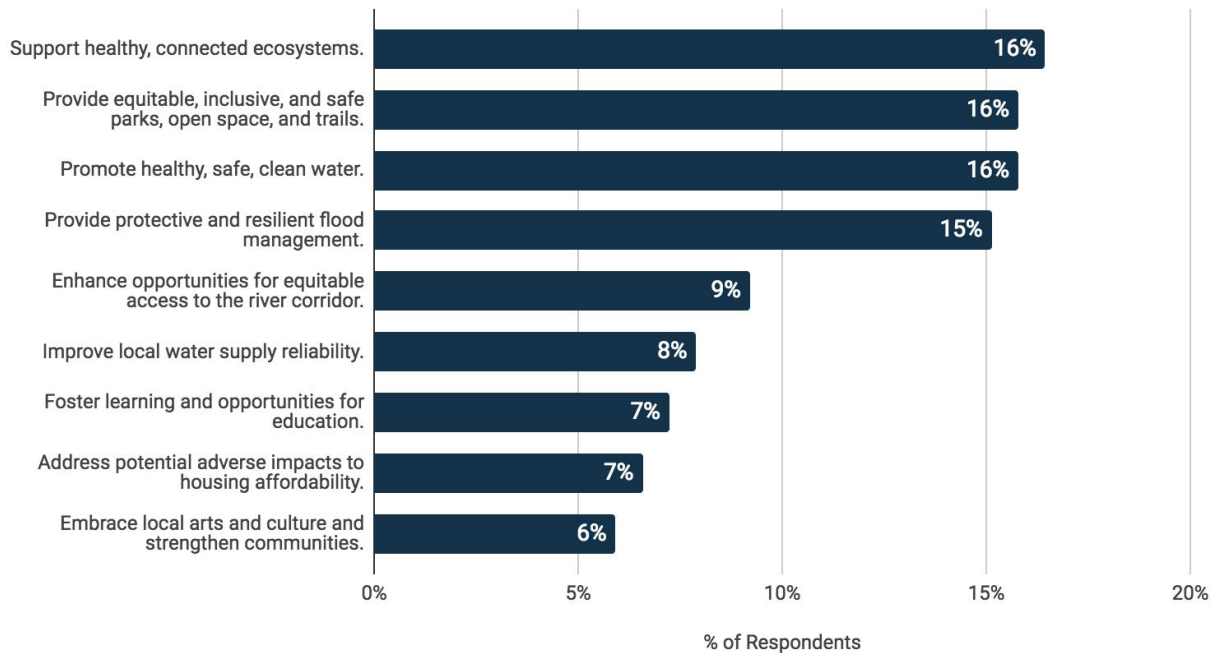
	% of Responses	# of Responses
5 Years or Less	0%	0
6-10 Years	3%	1
10-14 Years	13%	4
15+ Years	26%	8
Born & Raised	58%	18
Totals	100%	31



Priorities

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

Total Responses = 152





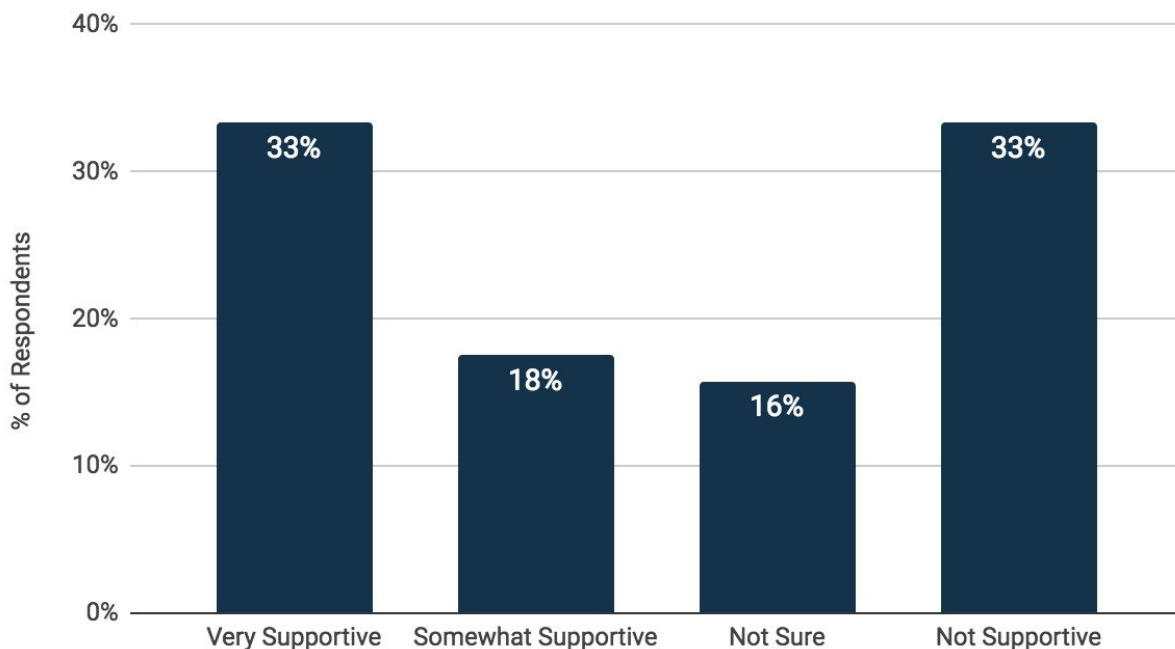
	% of Responses	# of Responses
Support healthy, connected ecosystems.	16%*	25
Provide equitable, inclusive, and safe parks, open space, and trails.	16%*	24
Promote healthy, safe, clean water.	16%*	24
Provide protective and resilient flood management.	15%	23
Enhance opportunities for equitable access to the river corridor.	9%	14
Improve local water supply reliability.	8%	12
Foster learning and opportunities for education.	7%	11
Address potential adverse impacts to housing affordability.	7%	10
Embrace local arts and culture and strengthen communities.	6%	9
Totals	100%	152

*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 = 57



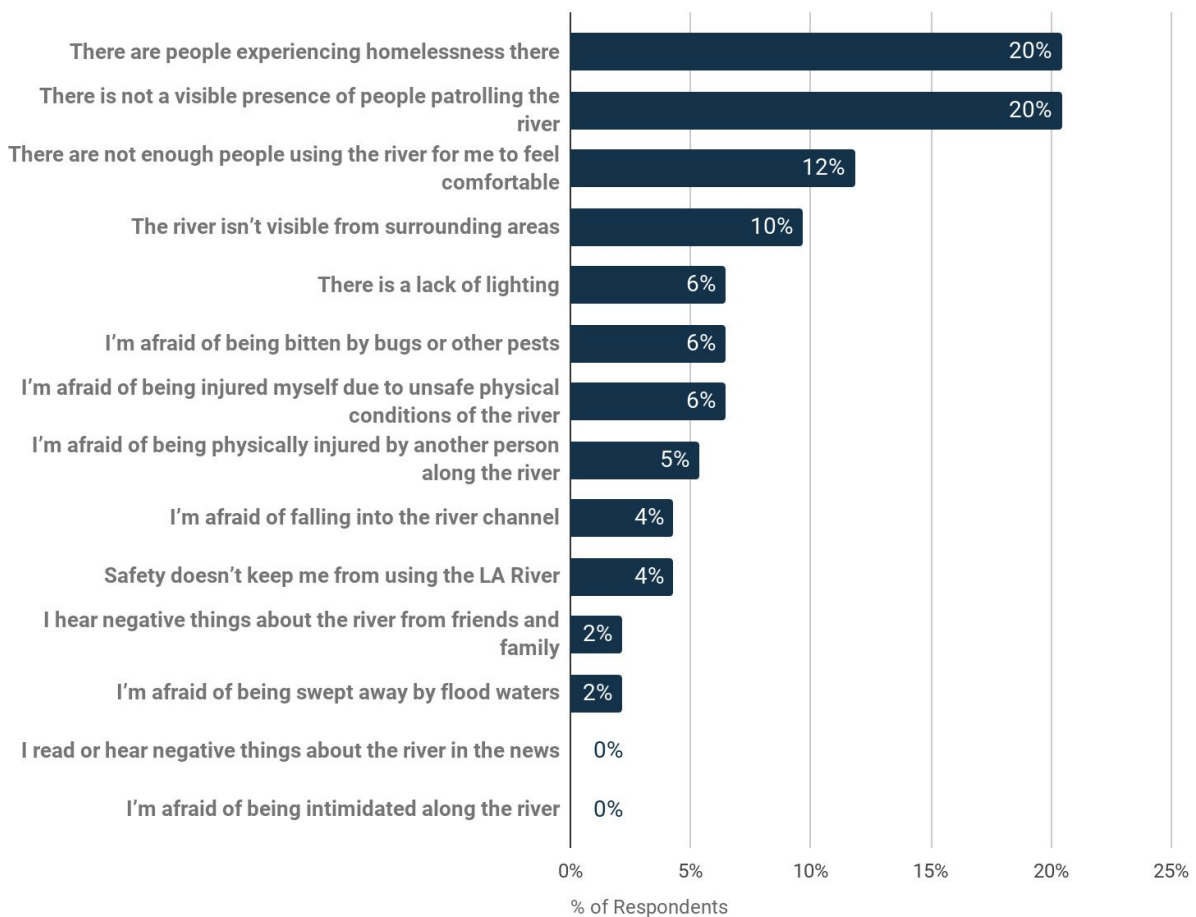
	% of Responses	# of Responses
Very Supportive	33%	19
Somewhat Supportive	18%	10
Not Sure	16%	9
Not Supportive	33%	19
Totals	100%	57



Follow-up from Phase 1 Community Questions

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

Total Responses = 93





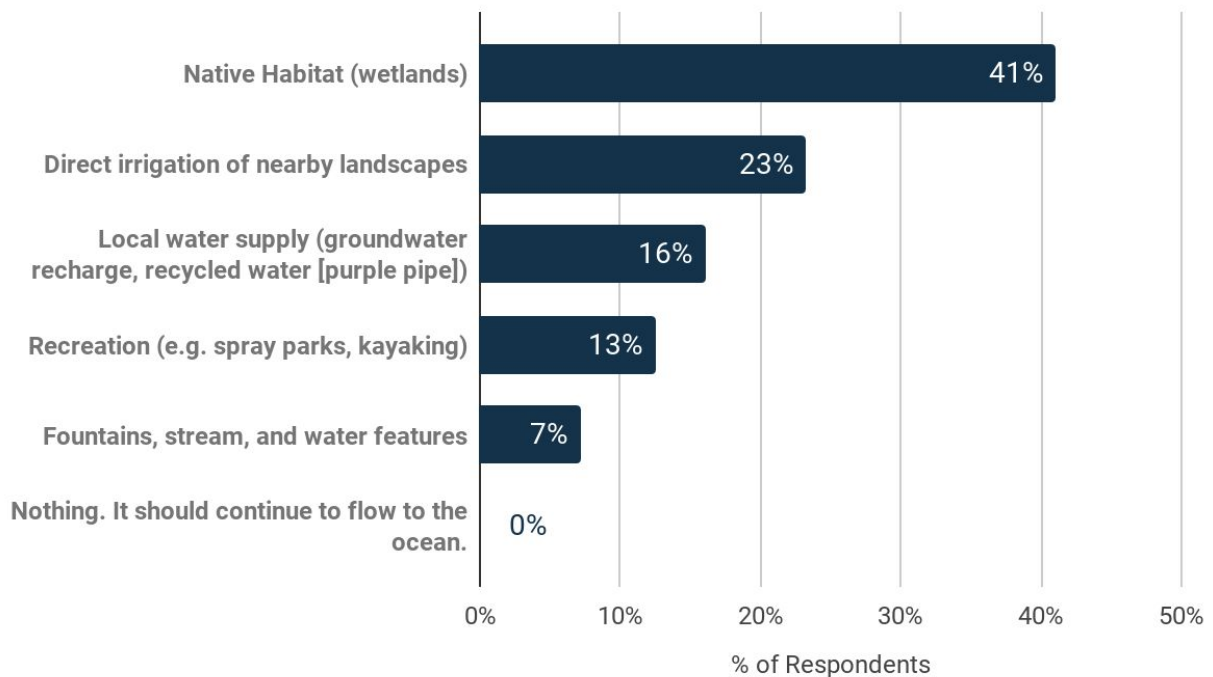
	% of Responses	# of Responses
There are people experiencing homelessness there	20%*	19
There is not a visible presence of people patrolling the river	20%*	19
There are not enough people using the river for me to feel comfortable	12%*	11
The river isn't visible from surrounding areas	10%	9
There is a lack of lighting	6%	6
I'm afraid of being bitten by bugs or other pests	6%	6
I'm afraid of being injured myself due to unsafe physical conditions of the river	6%	6
I'm afraid of being physically injured by another person along the river	5%	5
I'm afraid of falling into the river channel	4%	4
Safety doesn't keep me from using the LA River	4%	4
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
I read or hear negative things about the river in the news	0%	0
I'm afraid of being intimidated along the river	0%	0
Totals	100%	93

*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 = 56





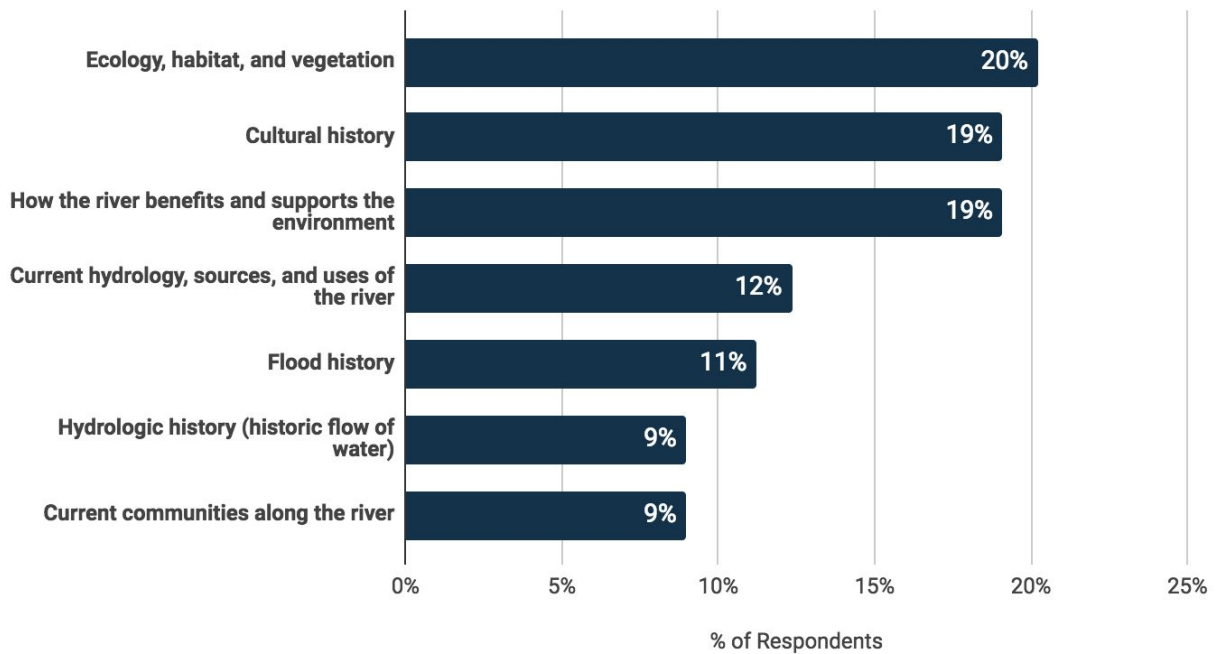
	% of Responses	# of Responses
Native Habitat (wetlands)	41%*	23
Direct irrigation of nearby landscapes	23%*	13
Local water supply (groundwater recharge, recycled water [purple pipe])	16%*	9
Recreation (e.g. spray parks, kayaking)	13%	7
Fountains, stream, and water features	7%	4
Nothing. It should continue to flow to the ocean.	0%	0
Totals	100%	56

*Asterisk indicates the highest three scores



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

Total Responses = 89





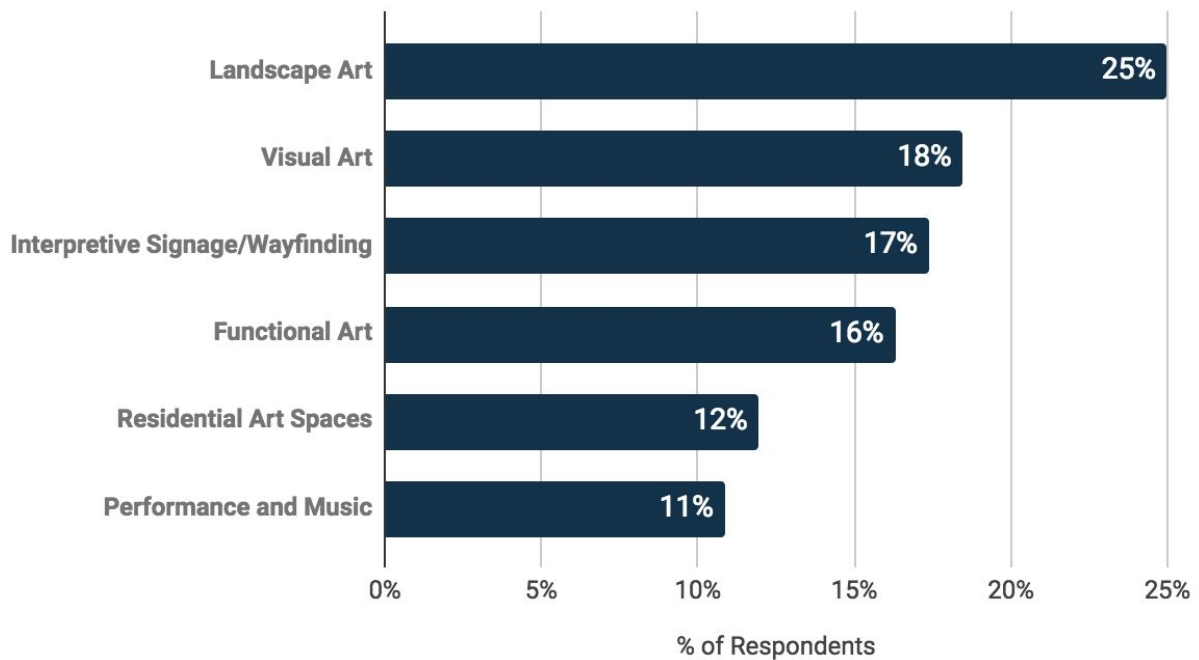
	% of Responses	# of Responses
Ecology, habitat, and vegetation	20%*	18
Cultural history	19%*	17
How the river benefits and supports the environment	19%*	17
Current hydrology, sources, and uses of the river	12%	11
Flood history	11%	10
Hydrologic history (historic flow of water)	9%	8
Current communities along the river	9%	8
Totals	100%	89

*Asterisk indicates the highest three scores



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

Total Responses = 92



	% of Responses	# of Responses
Landscape Art	25%*	23
Visual Art	18%*	17
Interpretive Signage/Wayfinding	17%*	16
Functional Art	16%	15
Residential Art Spaces	12%	11
Performance and Music	11%	10
Totals	100%	92

*Asterisk indicates the highest three scores



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

Comments	# of Responses
Minimize events, maximize natural habitat	2
Tai Chi	2
Cultural Art Events	2
Zumba exercise program	1
Music, Theater	1
History of River	1
11 areas where native water plants purify the water	1
Kid friendly events	1
Solar lighting	1
Trash bag dispensers	1
Native plants	1
Chess tables	1
Save the bullfrogs, areas for animals/birds	1
Art festivals	1
Rest stops with snack bars	1
Minimize events	1
Art festivals	1
Dog Parks, bike/walk paths	1
Outdoor movie screen, water falls	1
Save the bullfrogs and other small animals	1



A "quiet season" during high animal use months	1
Festival de Arte y Musica	1
Dog parks, walking trails	1
Music festivals and showcases for visual arts	1
Movie showings and music festivals	1
Let's go back to nature. No more concrete.	1
I would like to see the local native groups be able to freely use the land for whatever they want to use the land for	1
No more concrete go back to nature	1
Total Responses	31



Your River

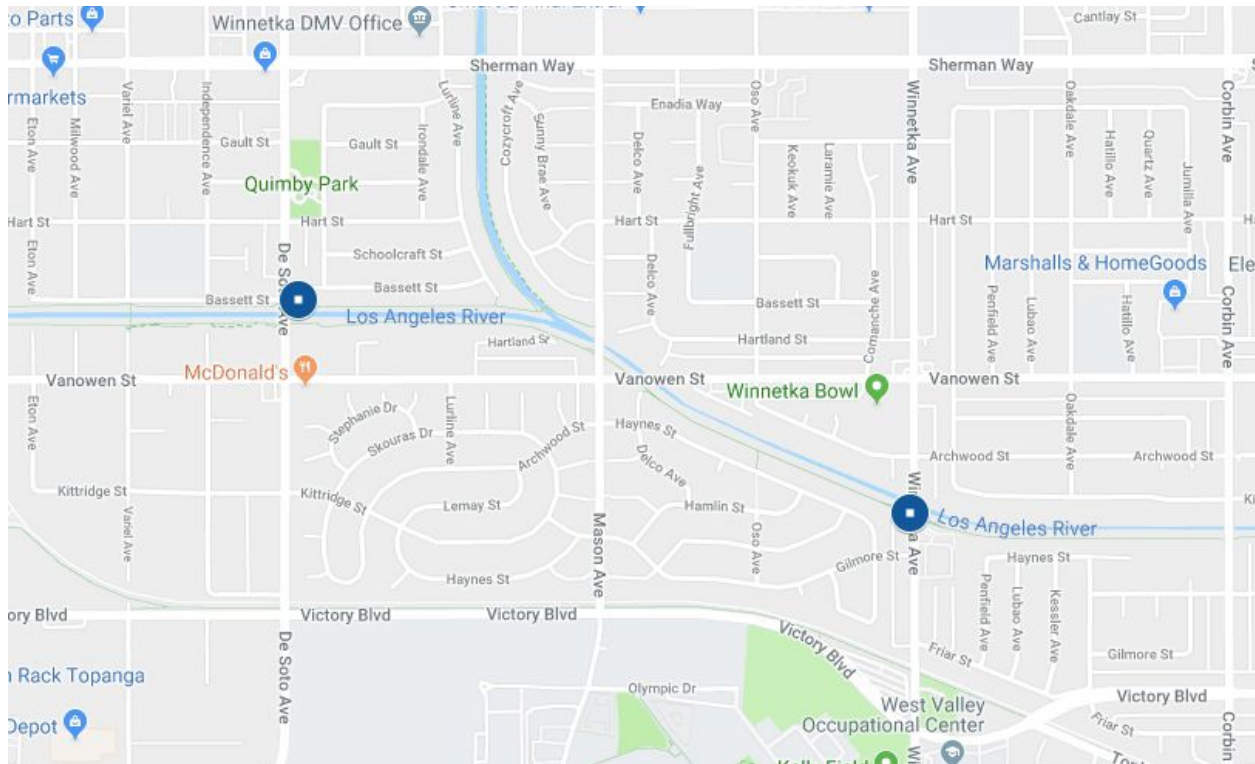
At this station, community members were asked to place dots according to a legend on large maps of the Los Angeles River and surrounding neighborhoods.

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	MAP LEGEND 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 planeados
		formal access point punto de acceso formal
		informal access point punto de acceso informal

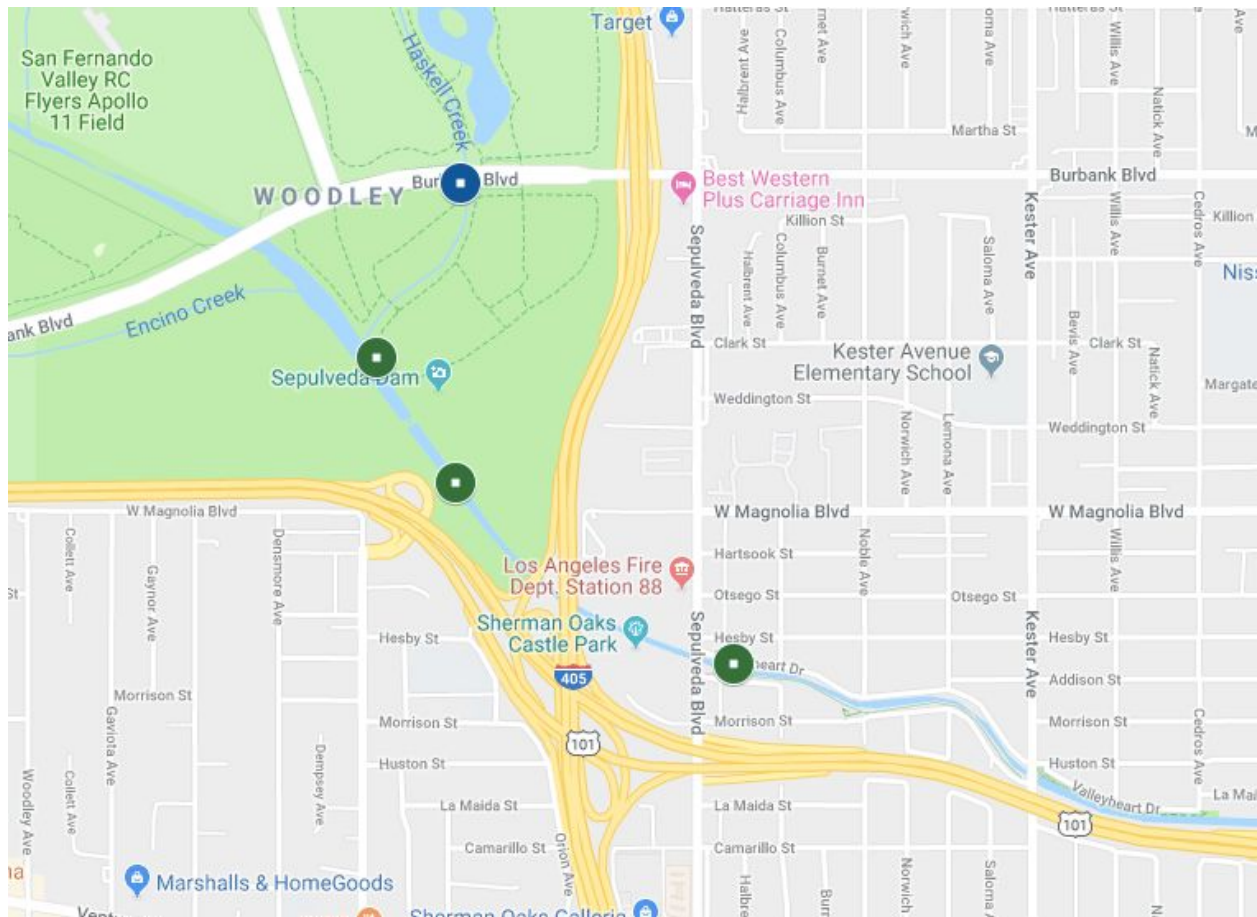


Map 1 - Los Angeles River between De Soto Ave. and Corbin Ave.



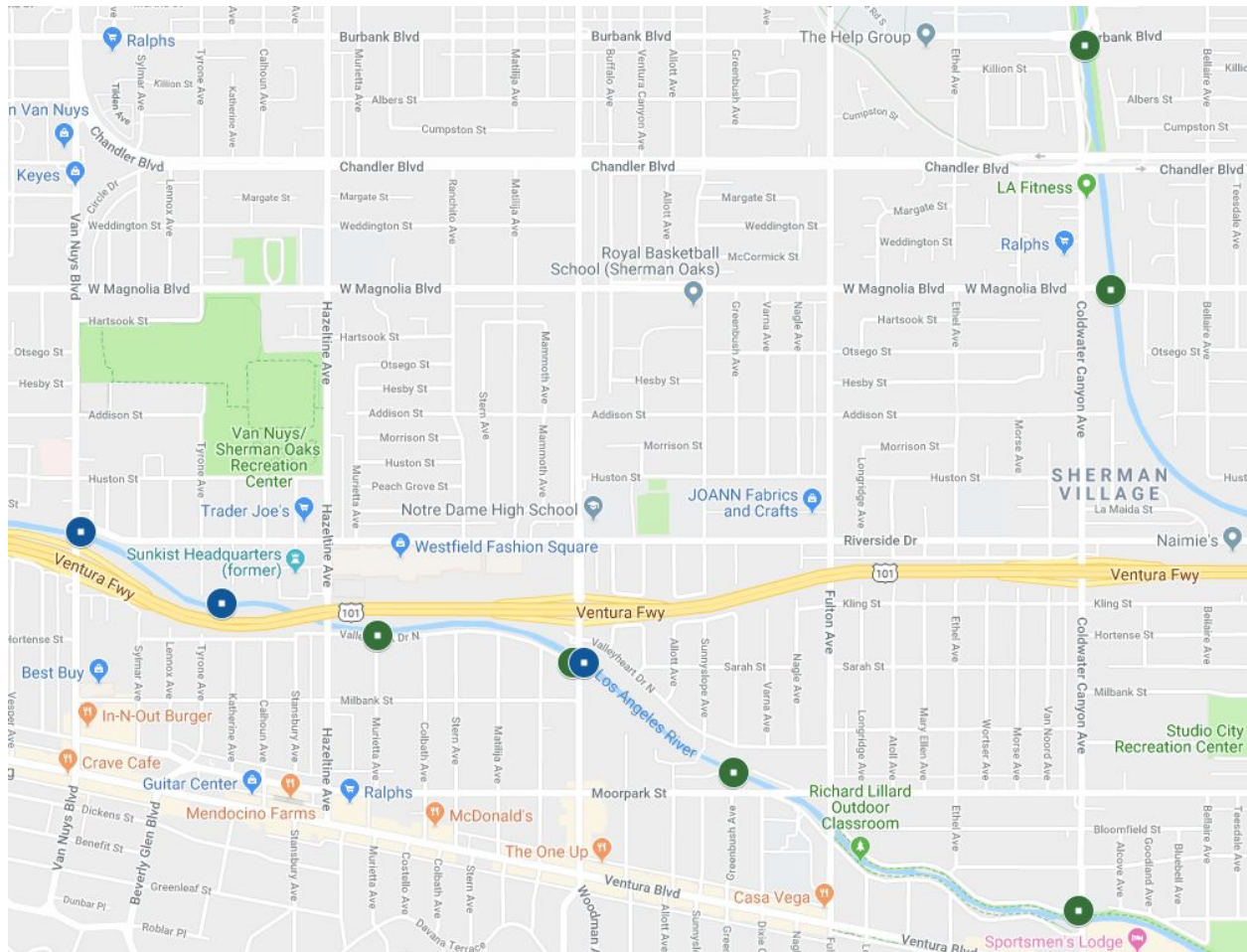


Map 2 - Los Angeles River between Burbank Blvd. and Kester Ave.



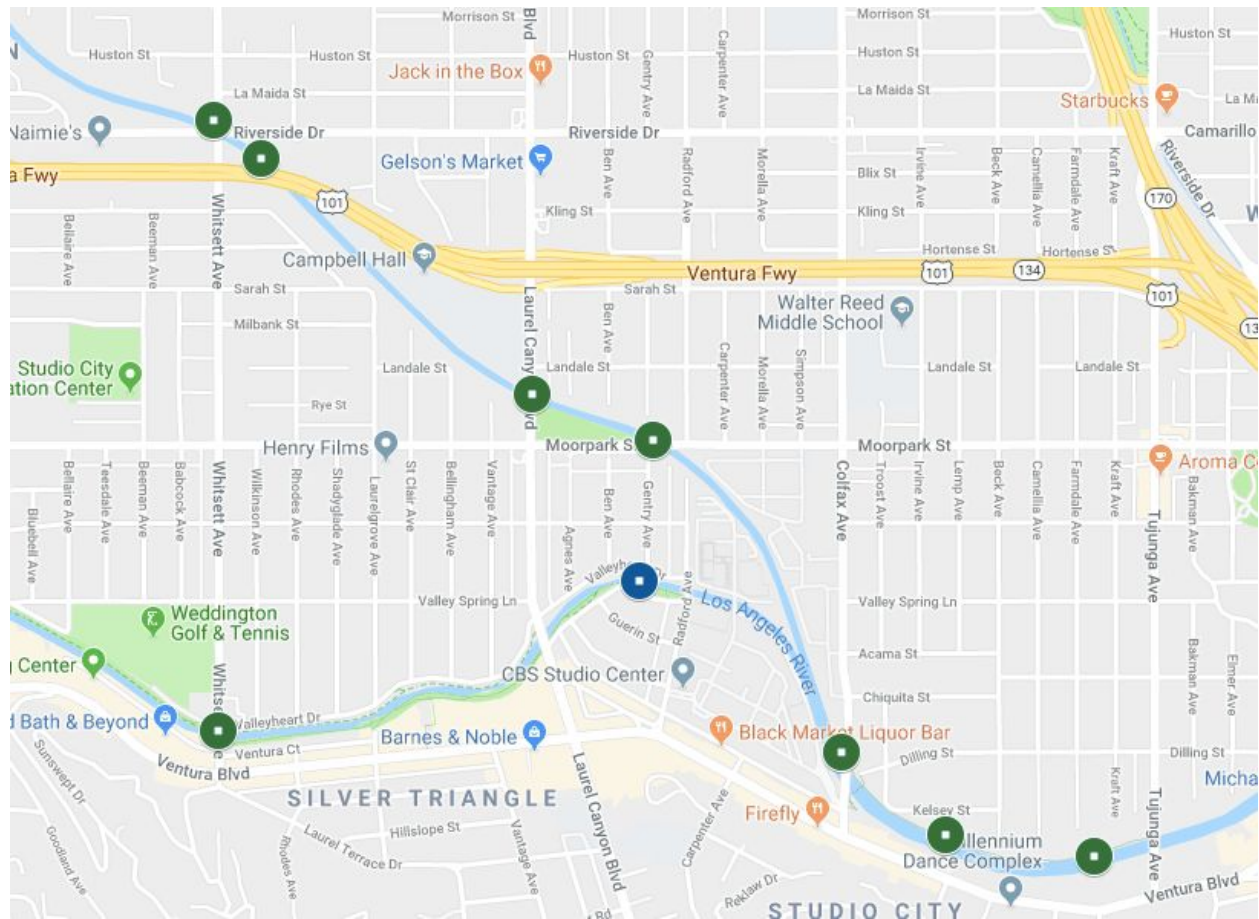


Map 3 - Los Angeles River and Pacoima Wash between Van Nuys Blvd. and Coldwater Canyon Ave.



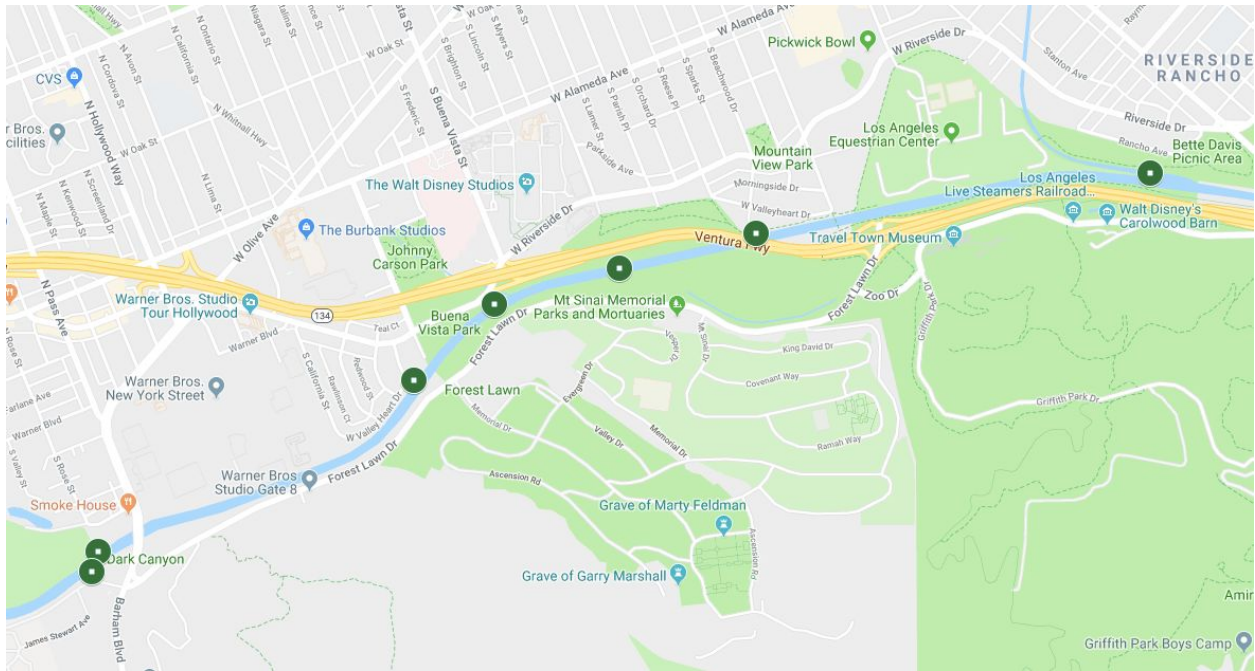


Map 4 - Los Angeles River and Pacoima Wash between Whitsett Ave. and Tujunga Ave.





Map 5 - Los Angeles River between Lakeside Golf Club and the Bette Davis Picnic Area.





Wrap Up

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

Comments	Responses
Community events, parks, schools, Pacoima Beautiful	1
Parent centers	1
Schools	1
Community	1
Native American community	1
Community CBOS, Pacoima Beautiful	1
Cultural Center, Tia Chucha's Centro Cultura	1
Bike shops and clubs	1
Get together for religious meeting, esp. Jewish	1
Libraries	1
Community events	1
More trash cans, more plants and trees	1
Redbird - a nonprofit redbirdsvision.org	1
Churches	1
Educational curriculum	1
Park with trails like open of River on Foothill entrance of Sylmar	1
Parks like El Cariso, Hansen Dam	1
Tongva tribal knowledge	1
Tongva people	1
Schools and libraries	1
Total	20



11. Anything we missed?

Comments	Responses
Is this project a need or a want	1
Walking bicycle/paths	1
Include N. East Valley & more	1
Include Pacoima City Hall	2
Include Northeast San Fernando Valley	1
Pacoima Wash	1
Remember the wash in Lake Balboa	1
Cultural (tribal) knowledge	1
No, I'm gonna cover it right now...	1
Native American input, history, & culture	1
Importance of balanced ecosystem	1
Pacoima Wash	1
North East Valley needs attention	1
Gather data from Northeast Valley	1
Tujunga Wash	1
Your map of NE Valley	1
Include NE Valley	1
Not all lives along or near LA River - disappointing of no mention or maps inclu. Tujunga & Pacoima Wash	1
Don't make it all about money interests	1
Help the homeless that will be displaced	1
Put porta-potties around the river, nature is calling	1



Break up the concrete, it is possible to do large scale project that can have an accumulated effect to both manage flood control and actually help the ecology of the river as well as replenish local aquifers.	1
Total	23



How did we do? Comment Cards

Star Rating (1-5)	How did you hear about us?	Comment
5	Email	More publicity for better attendance?
5	Facebook	More tribal (tongva) participation
5	Partner organizations	Nothing, keep it up good job
5	Partner organizations	Bien trabajo
N/A	Flyer	Include NE San Fernando Valley on map



Attendees by zip code

Zip code	# of Responses
91011	1
91331	11
91340	1
91340	1
91342	1
91352	1
91401	2
91402	1
91405	1
Total*	20

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