



Public Engagement Report

December 2018

I. 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 attended (confirmed via sign-in sheets) 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.

Purpose

The goal of the Los Angeles River Master Plan (LARMP) community meeting held at the Oakwood School was similar to the goal of the previous four meetings. 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.

Meeting Format

The meeting began with a welcome from the emcee, Chip Meheen, the Vice President of Save LA River Open Space, Carolina Hernandez, Project Manager with the LA County Public Works, and Virdiana Velez, representing Supervisor Sheila Kuehl.

The LARMP consultant team provided a 15-minute presentation covering the topics of the LARMP draft goals and priorities and the schedule of development. The open house format included 14 stations (12 stations with boards and posters and 2 stations with 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 a large poster with one 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, 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 provide their preference for uses of the river, including flood control, recreation, public health, habitat and ecology, affordable housing, and homelessness. 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. The Department of 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 - 12.13

Digital Engagement

The LARMP digital engagement for the month of December focused on the promotion of the community meeting at the Oakwood School. 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 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. Several interviews for the River Stories video series were also conducted.



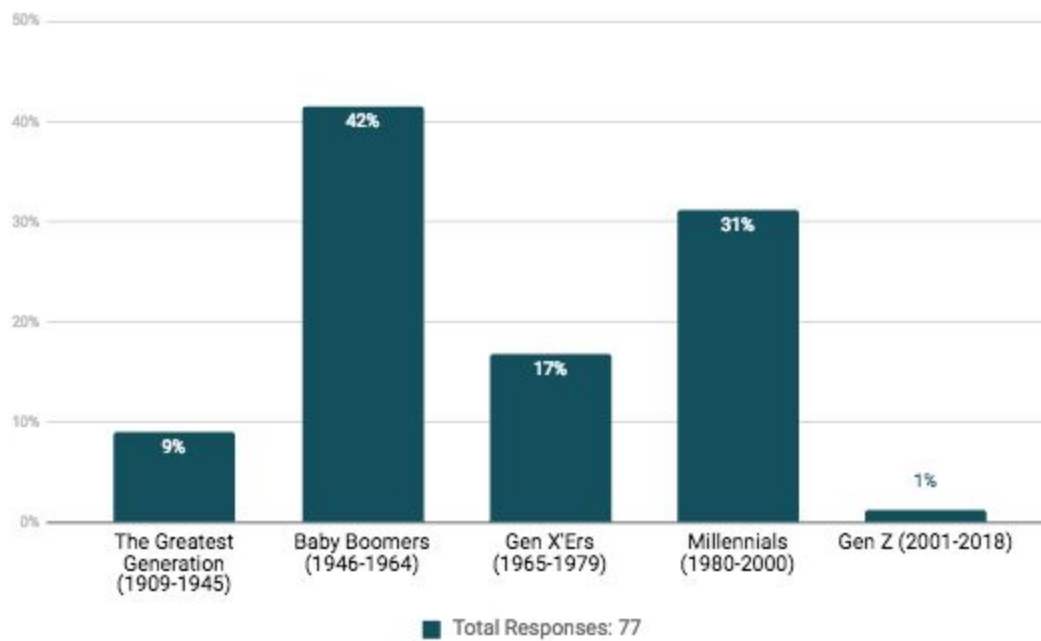
Appendix I

Findings from the 14 Stations at the LARMP Community Meeting



Demography

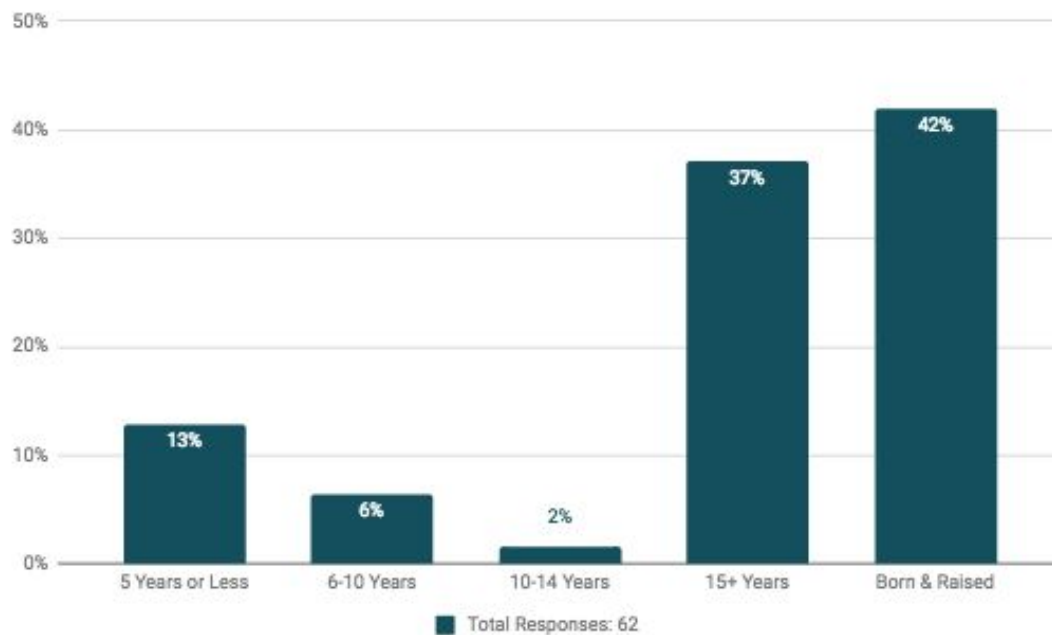
1. What generation do you belong to?



The Greatest Generation (1909-1945)	9%	7
Baby Boomers (1946-1964)	42%	32
Gen X'ers (1965-1979)	17%	13
Millennials (1980-2000)	31%	24
Gen Z (2001-2018)	1%	1
Total Responses	100%	77



2. How long have you lived in LA County?



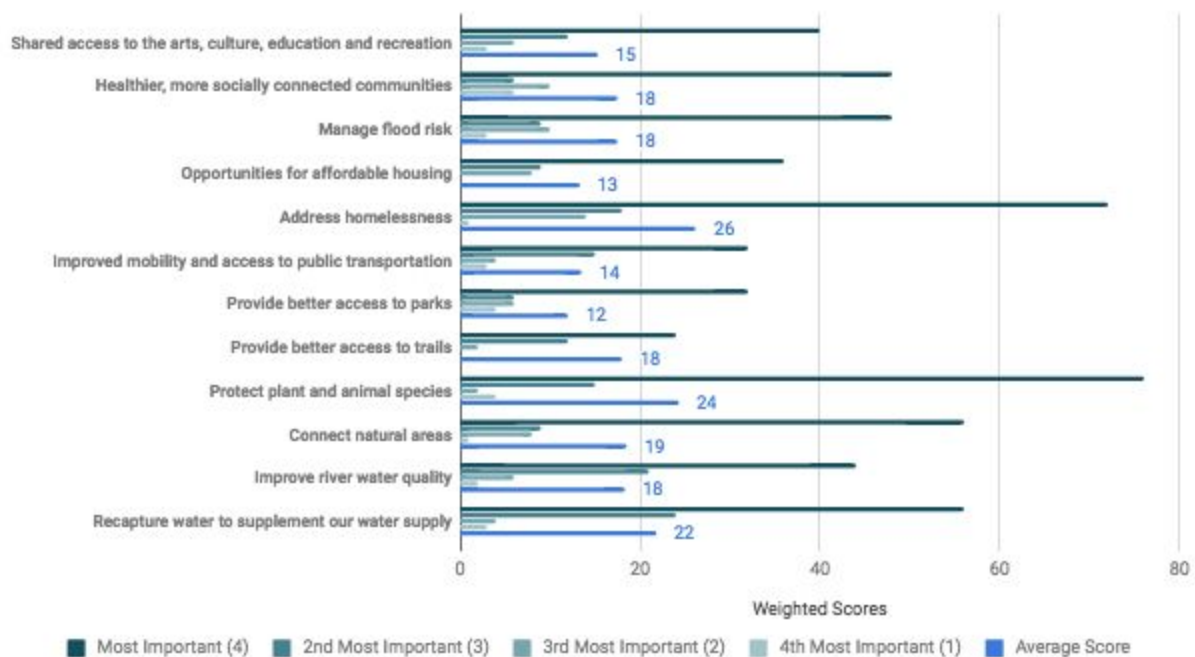
5 Years or Less	13%	8
6-10 Years	6%	4
10-14 Years	2%	1
15+ Years	37%	23
Born & Raised	42%	26
Total Responses	100%	62



Overview of the River

3. Which 4 issues are most important to you?

Total Responses = 263





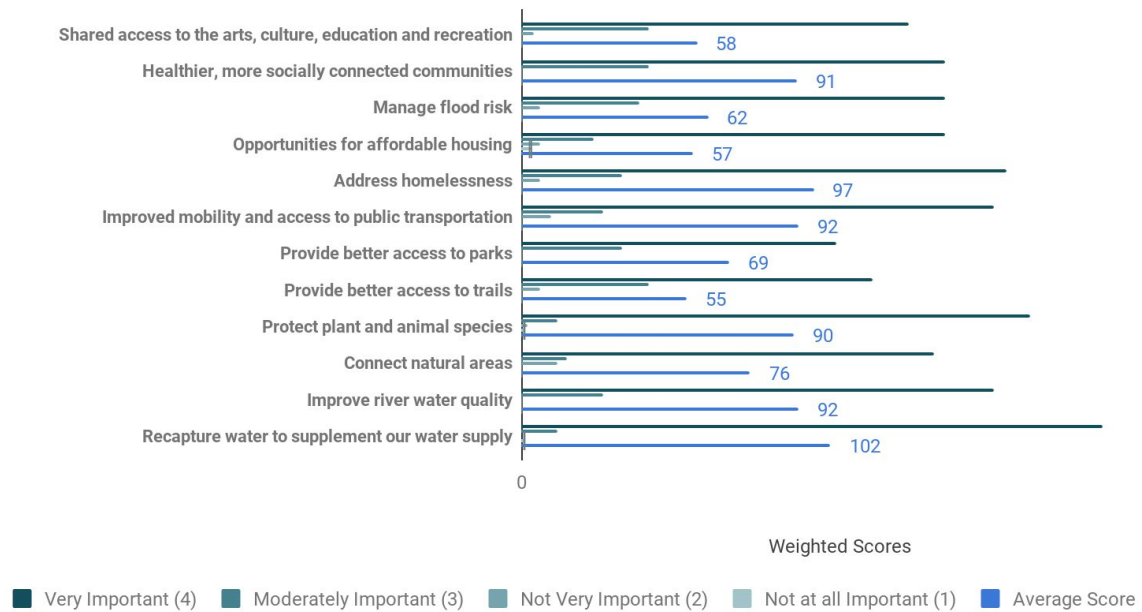
	Most Important (4)	2nd Most Important (3)	3rd Most Important (2)	4th Most Important (1)	Average Score
Shared access to the arts, culture, education and recreation	40	12	6	3	15
Healthier, more socially connected communities	48	6	10	6	18
Manage flood risk	48	9	10	3	18
Opportunities for affordable housing	36	9	8	0	13
Address homelessness	72	18	14	1	26*
Improved mobility and access to public transportation	32	15	4	3	14
Provide better access to parks	32	6	6	4	12
Provide better access to trails	24	12	2	0	18
Protect plant and animal species	76	15	2	4	24*
Connect natural areas	56	9	8	1	19
Improve river water quality	44	21	6	2	18
Recapture water to supplement our water supply	56	24	4	3	22*

*Asterisk indicates the three highest scores



4. How important are the following for residents of LA County?

Total Responses = 414





	Very Important (4)	Moderately Important (3)	Not Very Important (2)	Not at all Important (1)	Average Score
Shared access to the arts, culture, education and recreation	128	42	4	0	58
Healthier, more socially connected communities	140	42	0	0	91
Manage flood risk	140	39	6	0	62
Opportunities for affordable housing	140	24	6	3	57
Address homelessness	160	33	6	0	97*
Improved mobility and access to public transportation	156	27	10	0	92*
Provide better access to parks	104	33	0	0	69
Provide better access to trails	116	42	6	0	55
Protect plant and animal species	168	12	2	1	90
Connect natural areas	136	15	12	0	76
Improve river water quality	156	27	0	0	92*
Recapture water to supplement our water supply	192	12	0	1	102*

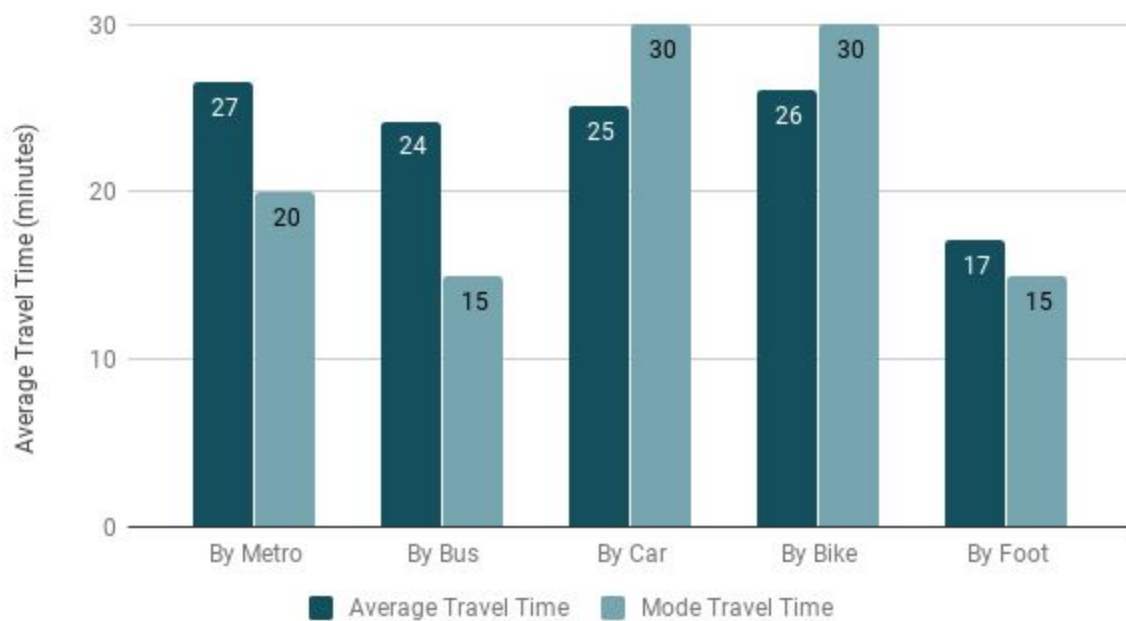
*Asterisk indicates the four highest scores (third is a tie)



People – River Access & Health

5. What is the longest you would travel to the LA River?

Total Responses = 182



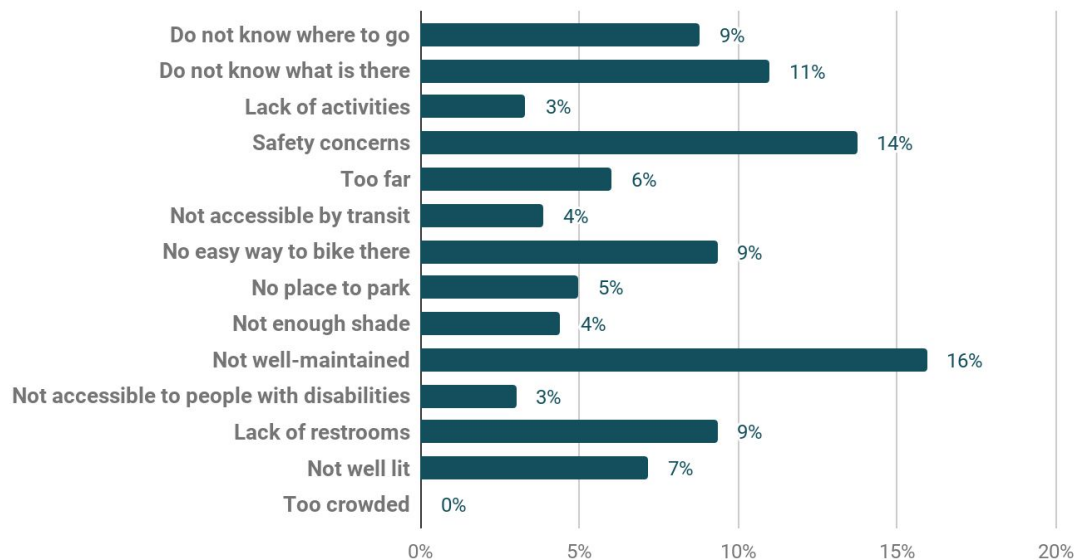


	By Metro	By Bus	By Car	By Bike	By Foot
5 minutes	3	3	3	2	10
10 minutes	1	1	2	4	5
15 minutes	4	6	4	1	11
20 minutes	8	3	10	5	9
25 minutes	2	3	7	4	4
30 minutes	3	4	13	10	7
35 minutes	2	2	1	3	0
40 minutes	3	1	1	1	0
45 minutes	0	0	1	0	0
50 minutes	5	3	3	3	1
Mode Travel Time	20	15	30	30	15
Average Travel Time	27	24	25	26	17
Total Responses	182				



6. What keeps you and members of your household from visiting the LA River?

Total Responses = 182





Do not know where to go	9%
Do not know what is there	11%*
Lack of activities	3%
Safety concerns	14%*
Too far	5%
Not accessible by transit	4%
No easy way to bike there	9%
No place to park	5%
Not enough shade	4%
Not well-maintained	16%*
Not accessible to people with disabilities	3%
Lack of restrooms	9%
Not well lit	7%
Too crowded	0
Total Responses	100%**

*Asterisk indicates the three highest scores

**Asterisk indicates percentages were rounded to the nearest whole percentage point and exact values sum to 100%



"Other" responses

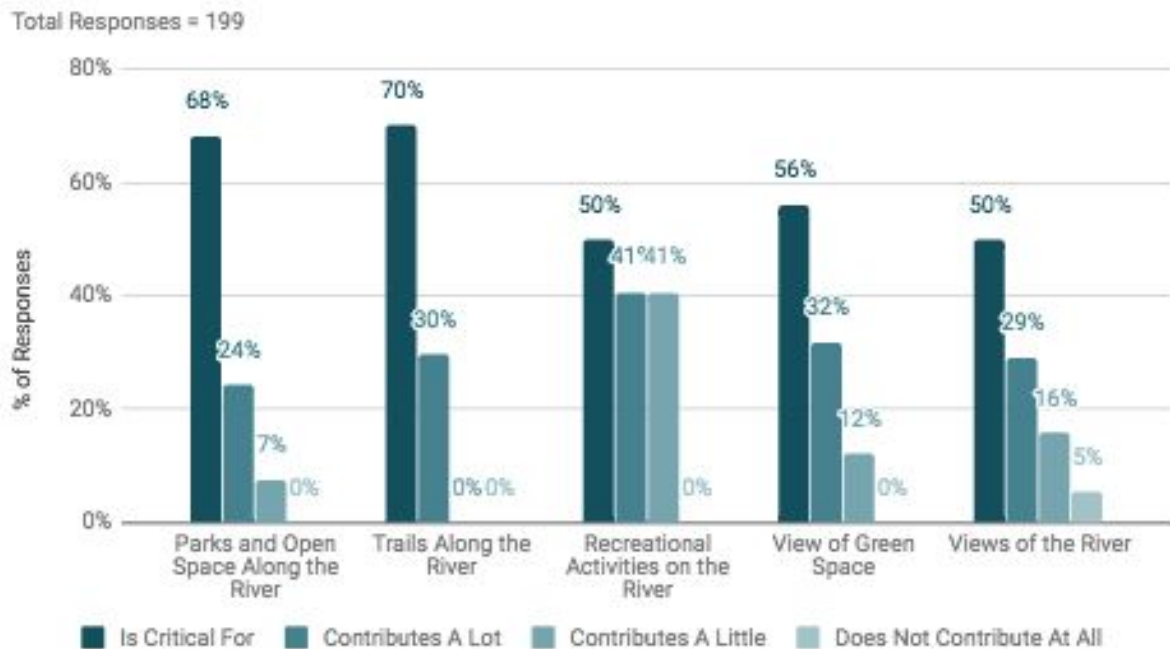
Homeless people not safe	9
Closed off portions	5
River near me is not open	3
If there was more fish, wildlife, less concrete bottom	3
Certain points are not clean/green	3
Dirty water, should I trust it?	3
It's concreted	2
Afraid to be alone there	2
All the concrete	2
Lack of trees	2
No water, it's a puddle!!!	2
Wetland habitat	1
Infrequent bus service to nearby entrance points	1
Long distance commute - Westside LA	1
No water?	1
No access to trail near my area (Hollywood Bowl/Universal)	1
Within city of LA, not one place where bike lane connects to river path	1
Unsafe on bike path, too many cyclists, no space for pedestrians	1
Brand new bridges in LA, Spring, Riverside + Fig, Riverside-Zoo do not have bike lanes despite promises and legal commitments to do so	1
No safe way to get there. Please develop washes + tributaries into bike paths!	1
Nothing to do there, no people, games. It's empty.	1



Right next to the freeway and industry	1
Concrete jungle, add vegetation	1
No access south of Frogtown to South Gate (make continuous)	1
No access between Reseda and Van Nuys Blvd	1
Bicycle commuting is important! Not just recreation bike riding, we need to provide a transportation corridor....	1
Total Responses	51



7. How much do you think the following contribute to a healthy lifestyle?

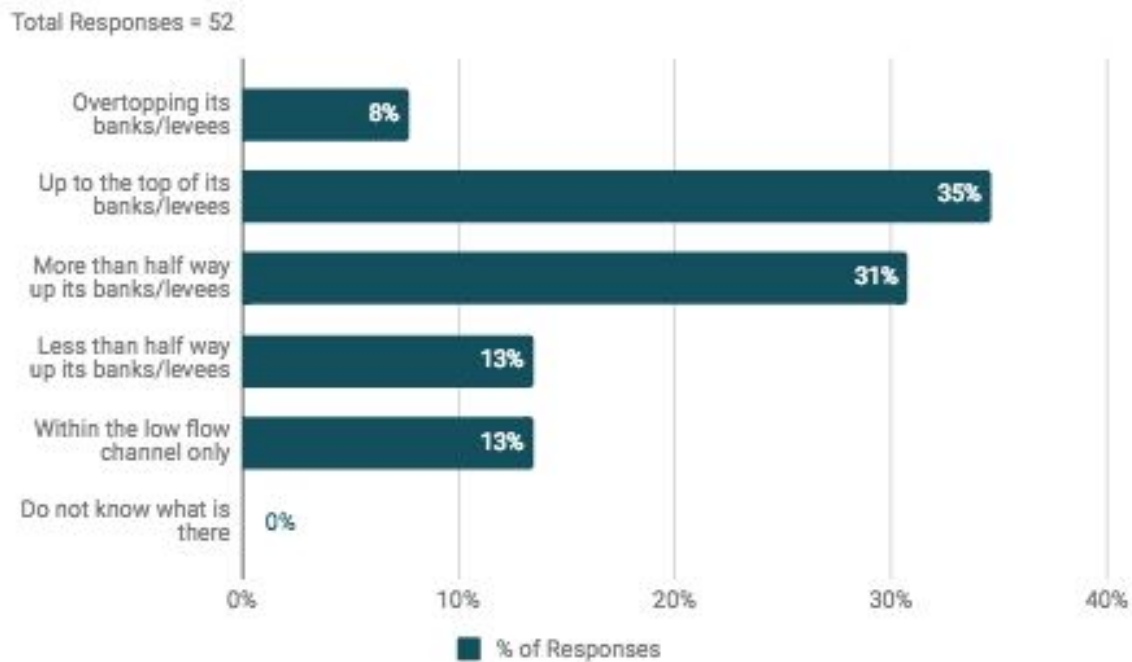


	Is Critical For	Contributes A Lot	Contributes A Little	Does Not Contribute At All
Parks and Open Space Along the River	68%	24%	7%	0%
Trails Along the River	70%	30%	0%	0%
Recreational Activities on the River	50%	41%	41%	0%
View of Green Space	56%	32%	12%	0%
Views of the River	50%	29%	16%	5%



Water

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



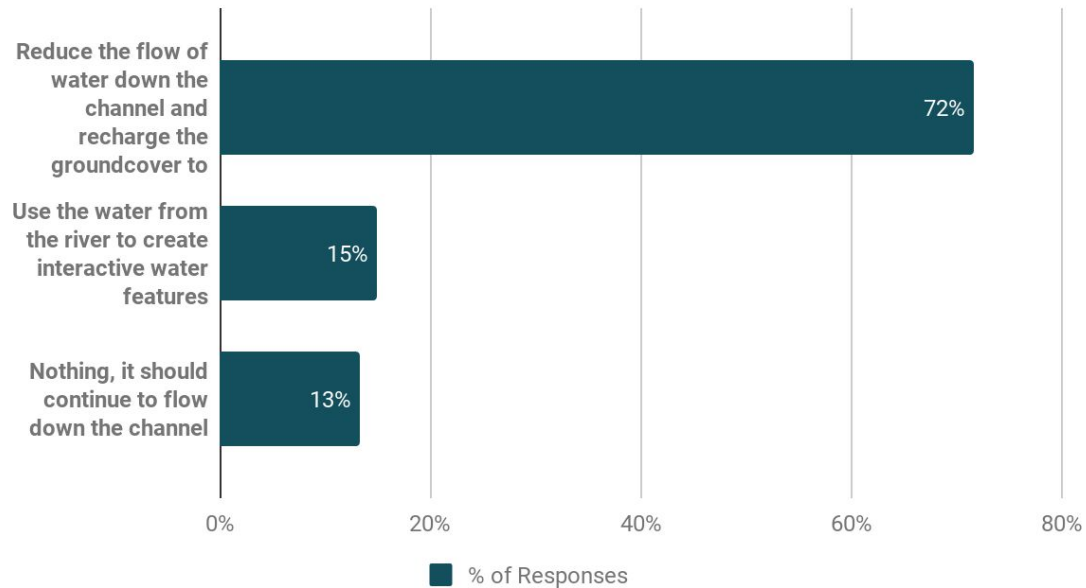
Overtopping its banks/levees	8%	4
Up to the top of its banks/levees	35%*	18
More than half way up its banks/levees	31%*	16
Less than half way up its banks/levees	13%	7
Within the low flow channel only	13%	7
Do not know what is there	0%	0
Total Responses	100%	52

*Asterisk indicates the two highest scores (third highest score is a tie)



9. What would you do with the low flow water in the river?

Total Responses = 60



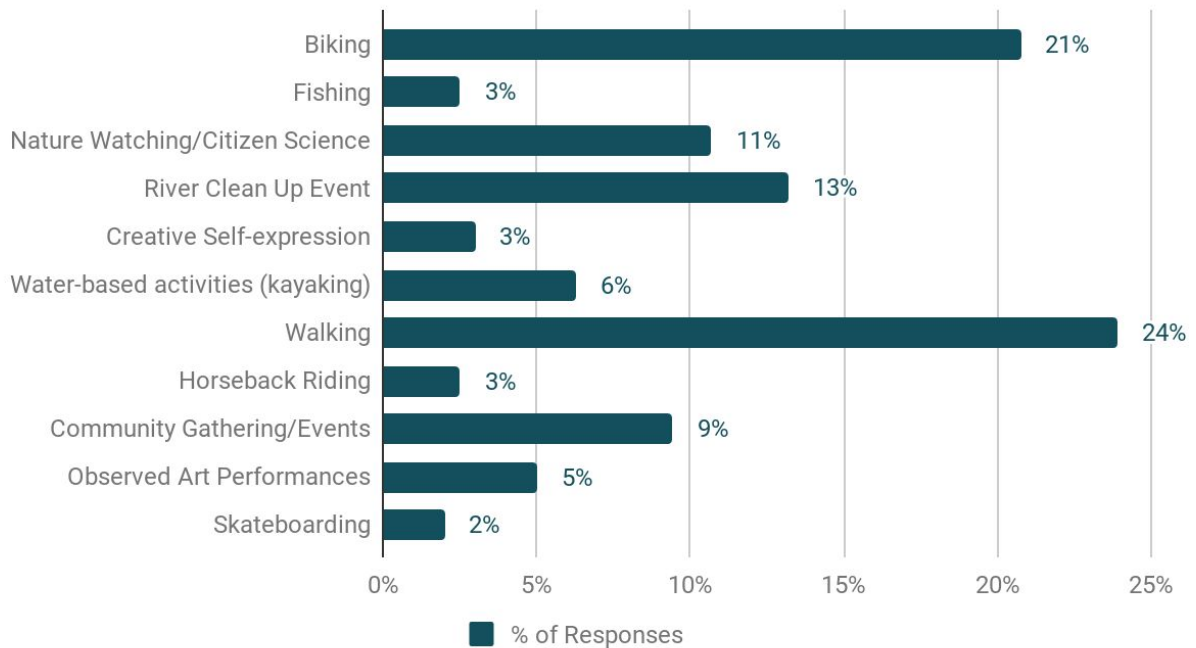
Reduce the flow of water down the channel and recharge the groundcover to increase water supply	72%	43
Use the water from the river to create interactive water features	15%	9
Nothing, it should continue to flow down the channel	13%	8
Total Responses	100%	60



Environment and Open Space

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

Total Responses = 159





Biking	21%*
Fishing	3%
Nature Watching/Citizen Science	11%
River Clean Up Event	13%*
Creative Self-expression	3%
Water-based activities (kayaking)	6%
Walking	24%
Horseback Riding	3%
Community Gathering/Events	9%
Observed Art Performances	5%
Skateboarding	2%
Total Responses	100%

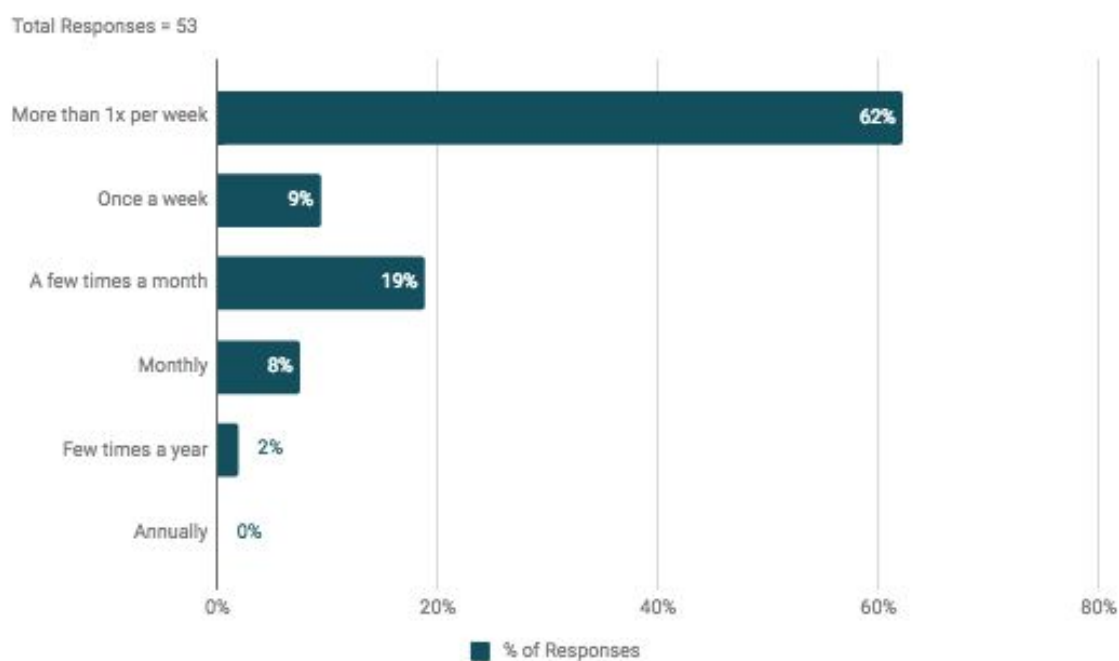
*Asterisk indicates the three highest scores

"Other" Responses

Dog walking	1
Total	1



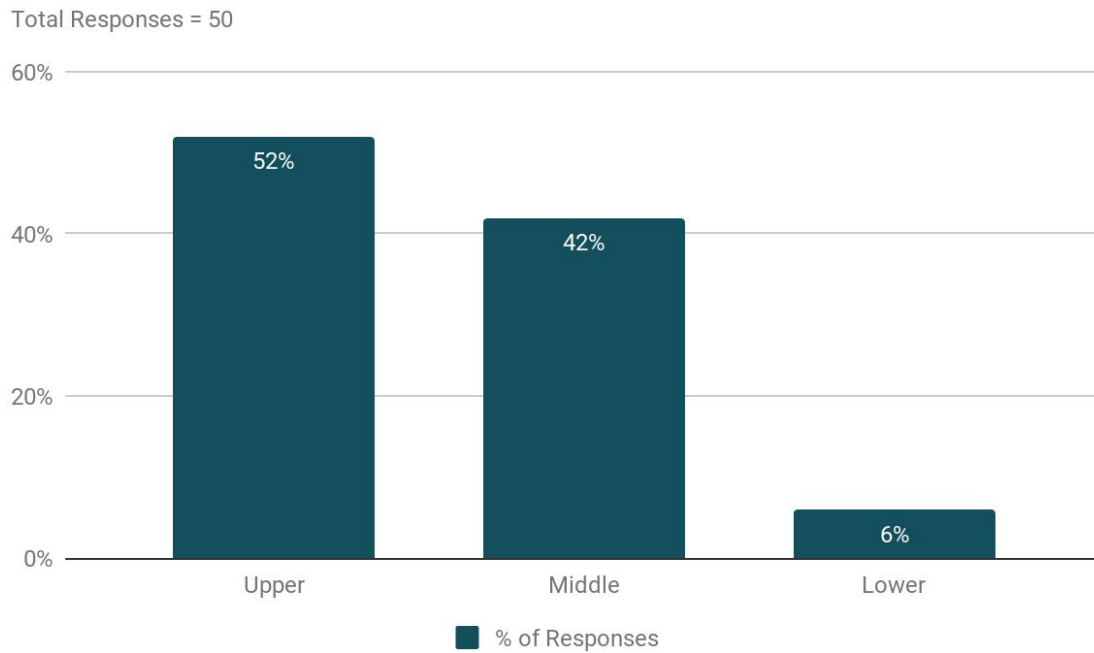
11. How frequently do you spend time in nature?



More than 1x per week	62%
Once a week	9%
A few times a month	19%
Monthly	8%
Few times a year	2%
Annually	0%
Total Responses	100%



12. Where have you observed animals along the LA River?



Upper	52%
Middle	42%
Lower	6%
Total Responses	100%



Map of where animals were observed along the LA River





Final Thoughts

13. What 3 words would you use to describe the LA River?

not	people	friendly
not	eye	appealing
gentrified in certain areas	unwelcoming in certain areas	disconnected from communities
homeless	are	scary
ready	for	revival
not	a	river
not	very	green
sad	concrete	jungle
big	concrete	ditch
homeless	poaching	areas
sad	concrete	channel
potential	water	resource
lack	of	connectivity
potential	watershed	nature
concrete	channel	unlovely
work	in	progress
capture	water	reuse
lost	water	opportunity
community	opportunity	nature
vital	jewel	superhighway
sandy banks	fresh smell	birds
concrete	water	channel
needs	some	tlc
brings	cities	together



riverbank	gentrification	
shouldn't be concrete		



14. What we missed

I like to ride my bicycle and go fishing
More football fields
(In response to "More football fields" post-it note) How is that environmental friendly?
Continuous 51 mile bike path! (pls)
Need better online information
Tribal does not equal homeless - the Earth is our only home - LA River = Greenbelt
Riverbank gentrification - multifamily \$60-80k/yr
Need www link to facebook page address
Biodiversity plan
Habitat restoration
Check out the greenbelt along the Boise River for a well utilized path
Flood map (manage aquifer recharge)
Environment should be #1 - we need more shade and trees - nature for the sake of nature
Big homelessness issue in Studio City!! Issue of who is responsible for clean-up: county vs. city
Climate Change
Where are the trees?
Well marked access points
Design solutions? prelim ideas? rough sketches?
Native plants and trees - get rid of invasives - designate entire river as ecologically protected
Bicycle commuting must be important - it's not just recreational riding we need to get people out of cars reverse global warming - River could be a great transit way - bikes, scooters, skateboard
Vegetation - add plants/trees down a narrow median in the center of the channel
Wildlife specific habitat and protection
Not everyone will bike to the river. We need tree lined streets for people to walk to the river in the shade
Homeless poaching and cooking wildlife which causes fires
We need more parks! We need a real river! We can have both!
Put bright lights under bridges to discourage homeless



A continuous 51 mile bike path all the way to long beach
Have group discussions at these meetings so people can connect
Existing wildlife in neighborhoods connections to the river - local economy involvement - pet friendly
Online map of what spaces are currently open for public use
Creating green, shaded, sidewalks and pathways that take us to the river
Balance the need of each ecosystem. Use micro climate and water quantity to support specific life forms then expand those needs to balance and support each other - earth, h2o, plant, animal
Where is the conversation around creating a natural channel - at least bottom. we must bring back habitat and processes
I recommend the switzerland approach to homelessness: bathrooms that charge money/tokens to be monitored so people can bathe/shower/use the restroom. I suggest monitored by people (it provides jobs and keeps people clean) we can give tokens to homeless to use!
Campgrounds
Gentrification and displacement :(
ID county FCD parcels on map, and other underutilized publicly owned lands for new open space or water conservation uses
I would like a football field for the kids
We need better access to the LA River. How to get in? how to get there? Transportation?
ID remnant watershed parcels, LAR tributaries, land that would make easy affordable watershed park projects - eg hazard stream and wetlands - Ascot hills - Flat top in NELA
CA Executive order b-55-18
City - not telling the truth. Getting people on bikes - and asphaltting nature paths - is to vacate the roads of cars to make room for 1.5 million more cars (per eng.) "The roads are full." If the roads are full now, it will hamper more development which is nearly 1/3 of the city income (the real reason). Worked for city and county for 33 years.
Daylight the creeks! Let people see them!
Untreated stormwater and more human activity (like metro and/or bus) with wildlife conservation + protection...Plant native fauna for plant-species of animal, e.g. P.V./E.S. Blue California gnatcatcher and keep roads away
Concerned with future of bike path - lots of construction + broken trails w either no continuous access or poor pavement
LA's Bureau of Engineering refuses to install bike lanes on bridges across LA River, despite federal regulations requiring accommodation of bicycles on federally-funded bridges, despite NEPA-CEQA docs requiring and committing to bike lanes and despite city planning docs calling for bike lanes. And entire



LA River efforts is complicit by their silence.

LARMP 2007 - called for an MOU w/ LA City! LA County to maintain the River for public access
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How did we do? - Comment Cards

Star Rating (1-5)	How did you hear about us?	Comment
5	Email	Did a good job so far. Maybe add info about future bikeway
5	Email	Very informative! Small suggestion: go a little slower on slideshow presentation
5	Email	Specific topic-focused meetings (bikes, native plants, etc.)
5	Email	
5	Facebook	I loved the interactive dots and the "Why is the River Concrete"
5	Facebook	#'s & time limit to speak to project manager
5	Flyer	Problem hearing presentation. P.A. system issue
5	Flyer	Give people opportunity to ask questions
5	Flyer	Very informative + all excited to watch this unfold and be involved. Thank you
5	Friend	A little more time on lecture time for each topic
5	Friend	Very well put together
5	Other: My dad told me	Perhaps longer recap of ongoing processes and where the funds are coming from
5	Other: Next door	N/A
5	Partner Organizations	Bigger space btwn different posters so there aren't clumps
4	Email, Friend	Something about the runoff channels that go through our neighborhoods. Small channels but we live close to them.
4	Email	Maybe more of a presentation at the beginning - list of FAQs
4	Employer	Have community discussions w/ everyone so that everyone can hear ideas and inputs
4	Flyer	Problem with the P.A. system
4	Friend	Replay the speech on a monitor for the latecomers?
4	Friend	Guest parking not enough
4	Other: UCLA	More focus on the environment



4	Other: Melissa Van	Add more ecology + natural ecosystem + why people should care
4	Other: Bicycle, Council CD#6	More outreach
4	Facebook	
4	Flyer	
3	Email	Presentations on specific issues like biking and access
3	Email	Group discussions, breakouts, Q&A panel, webinars, more outreach
3	Other: LACBC	Map reservoirs/aquifers, your website was not user-friendly
3	Other: website	Spanish translators
3	Email	
2	Email	Inform people through the schools, All the people that represent the area should be here. Hispanics?
2	Email, Facebook	Greater outreach - in LA City Neighborhood Councils + council members, no mention of market rate housing barrier to River
NA	Email	Very informative
NA	Email	Well done
NA	Partner Organizations: FOLAR	Address habitat restoration, de-concretization, biodiversity, etc. plans. Why no water treatment plans beyond Measure W?
NA	Email	
NA	NA	Thank you for having these meetings



Attendees by zip code

Zipcode	# of Attendees	Zipcode	# of attendees
90013	1	91352	1
90024	3	91401	2
90027	2	91403	3
90031	1	91405	2
90032	3	91423	3
90046	2	91501	1
90068	2	91505	3
90201	1	91601	11
90230	1	91602	8
90290	1	91604	17
90291	1	91605	4
90605	3	91606	5
91304	1	91607	6
91306	2	91801	2
91324	3		