



Public Engagement Report

October 2019

I. Community Meeting #11 - Canoga Park - 10.15.19

Meeting Summary & Findings

The eleventh community meeting was held on October 15th, 2019, at the Rose Goldwater Community Center in Canoga Park. At this meeting, 82 members of the public signed in, with an estimated overall attendance of 100. Attendance was generationally diverse, with Millennials and Baby Boomers having the highest representation. A large percentage of respondents, 46 percent, have lived in Los Angeles County for 15 years or more. Many diverse comments were left on sticky notes and are described in detail beginning on page 7.

Purpose

The goal of the Los Angeles River Master Plan (LARMP) community meeting held in Canoga Park was to present an update on the engagement to date and elicit comments on new material. The Canoga Park meeting featured new boards that included information on the following: Goals, Actions, Goal Driven Design, Kit of Parts, Common Elements, Sites and Design Examples. 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, Nick Gaines, staff member for Senator Henry Stern's office. Following the welcome, Senator Henry Stern gave welcoming remarks. Assemblymember Jesse Gabriel, Councilman Bob Blumenfield, and Tessa Charnofsy from Supervisor Sheila Kuehl's office, also gave remarks. Mr. Gaines then provided a meeting overview and introduced Genevieve Osmeña, the Project Manager from LA County Public Works who 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. An open house format was used to provide an ideal environment for one-on-one discussion, direct dialogue with experts, and empower participants to prioritize their own engagement experience. This also allowed for direct and unfiltered input from the public to the planning team. There was a check-in station and a station to respond to demographic questions on a poster. The open house format also featured large boards with detailed information regarding Goals, Actions, Common Elements, Kit of Parts, Sites, and Design Examples. Each board featured a space for community members to provide their feedback on sticky notes. 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 provide feedback on Goals, Actions, Common Elements, Kit of Parts, Sites, and Design Examples and demographic information. The community data received at the community



meeting will be incorporated directly into the planning process. 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 -10.15.19

Digital Engagement

The LARMP digital engagement for the month of October focused on the promotion of the community meeting in Canoga Park as well as the community meetings in North Long Beach and Central Los Angeles. In order to elevate public awareness of the LARMP planning process and increase meeting turnout for Canoga Park, the strategy for this meeting was an LA County-wide campaign. The campaign included flyer distribution, emails, social media posts, and digital ads. Additional targeted emails and digital ads were focused in the Canoga Park 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 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.



Appendix I

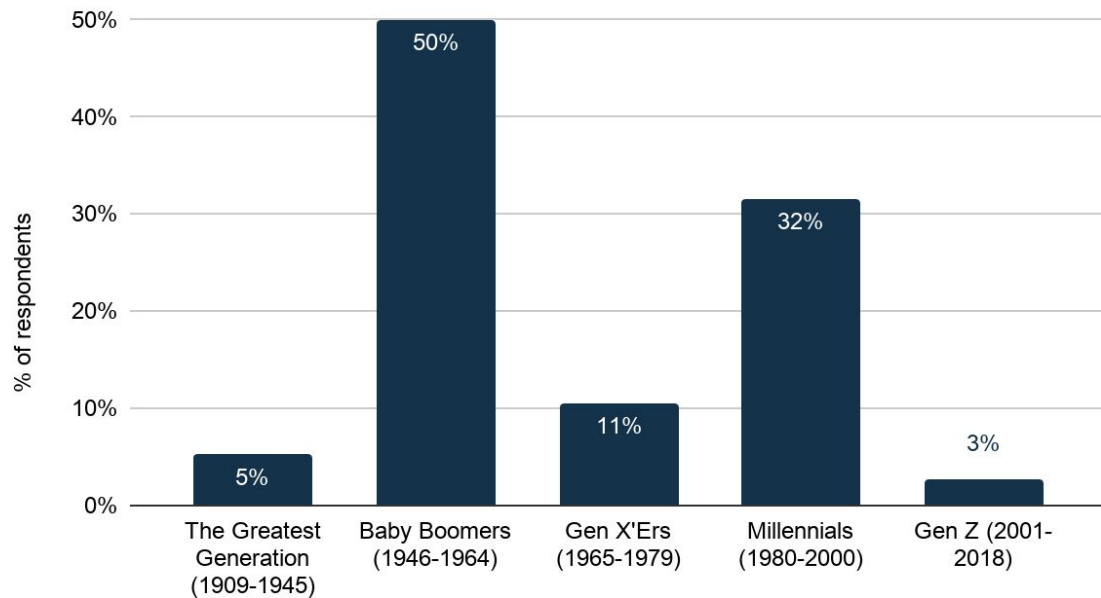
Findings from the Stations at the LARMP Community Meeting in Canoga Park



Demography

1. What generation do you belong to?

Number of responses = 38

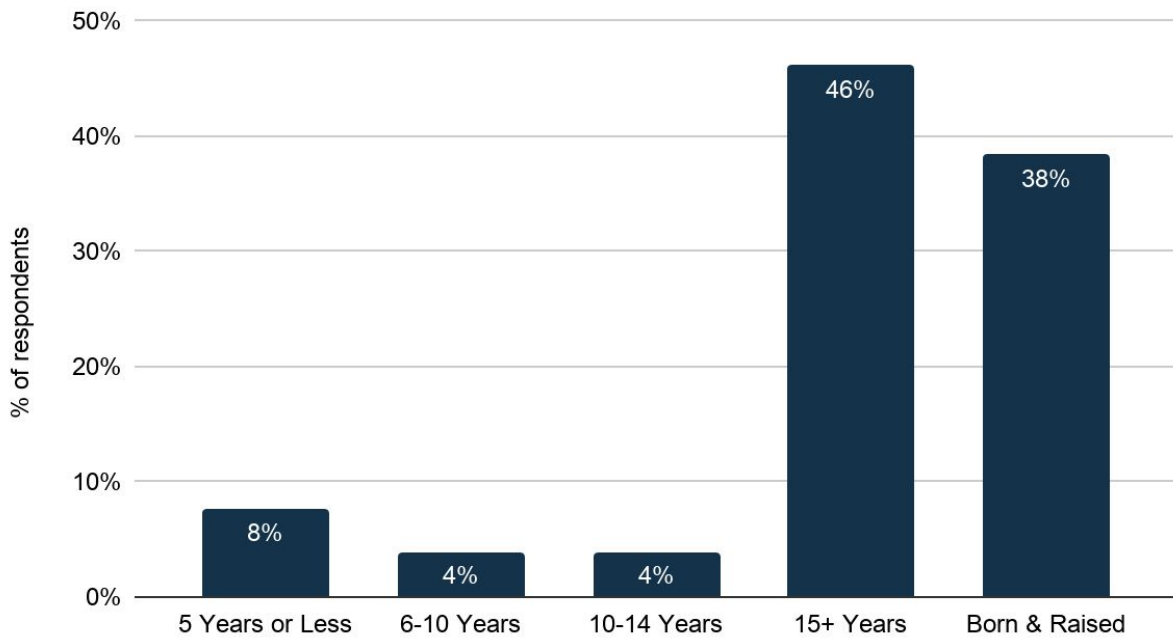


	% of Responses	# of Responses
The Greatest Generation (1909-1945)	5%	2
Baby Boomers (1946-1964)	50%	19
Gen X'ers (1965-1979)	11%	4
Millennials (1980-2000)	32%	12
Gen Z (2001-2018)	3%	1
Totals	100%	38



2. How long have you lived in LA County?

Number of responses = 26



	% of Responses	# of Responses
5 Years or Less	8%	2
6-10 Years	4%	1
10-14 Years	4%	1
15+ Years	46%	12
Born & Raised	38%	10
Totals	100%	26



Goal Driven Framework

No comments provided.

Goal 1 - Reduce Flood Risk And Improve Resiliency

Comments
Will some of the channels leading to the river be modified as well. There are some channels in the West Valley that have land that can be used for flood control
Flood gardens near entryways/river to 1. help ecosystem 2.increase beauty 3. aid in flood control
Will take out concrete make up more danger to flood damage
To increase public awareness on flood hazards; there could be like a council for people who live near the LA River so they could be informed and updated

Goal 2 - Provide Equitable, Inclusive, And Safe Parks, Open Space, And Trails

Comments
When living in Encino and using the large dog park, the river was fenced off. I assumed there was no access to concrete sections of the river or any of it. We need more education. inform the communities. Tie into other recreation websites.
If there would be a way to help on the homeless so that way people are off the streets so ppl feel safe



Goal 3 - Support Healthy, Connected Ecosystems

Comments
Educate the community w/ "officials" who can teach free classes about the environments needs. meet once a month?
This is at odds with the Park Bridges. Don't cap the River!
Must address illegal dumping and trash that is thrown into river
Who authorized the LA Rec + Parks, as well and LA Sanitation to strip army field?
Design for habitat the 99.99% of the population of earth
What about Sepulveda Basin Wildlife Area?
Use portion of agricultural field adjacent to LA River (west) just above dam in Sepulveda Basin for habitat area
Clean recycling for plastic water bottles @ frequent locations
Watch for purchase along the river

Goal 4 - Enhance Opportunities For Equitable Access To The River Corridor

Comments
Why are you not addressing existing infrastructure + homeless problems <u>before</u> this?
You need to make sure to protect the homeowners' rights of those whose property abutts this project <u>first</u>
More active commercial space on the river more spoke cafes = safety
Provide limited number of vehicle parking spaces for river access - perhaps with a 2 hour time limit?



Goal 5 - Embrace And Enhance Opportunities For Arts And Culture

Comments
Great places have great cultural programming
Food stands, live music, free art events, movie summer nights, learn about/provide sustainable farming, multicultural events, block parties! youth development, homeless guidance centers, community gatherings, field trips for youth, local artists from every city to help decorate, power source
Do not allow special events to block use of river paths - especially on weekends
Monthly local art shows/ local "art in the park" but at the River may help!
Allow funds to addressing homeless problems + infrastructure <u>first</u>
Make no small plans LA River (& LA residents) deserves world class public art



Goal 6 - Address Potential Adverse Impacts To Housing Affordability And People Experiencing Homelessness

Comments
Already a huge issue needs to be addressed concurrently with investment into river, not as an afterthought
Please address our concerns of safety- homeless problem needs to be taken care of before these plans can be reality
There is no excuse for "homeless" encampments being allowed to block walk/bicycle paths. zero tolerance!
Hire the homeless to help keep LA River clean & tidy! help everyone
6.3 - There should be a <u>limit</u> on luxury or "market rate" housing
Bathrooms every mile
6.3 - No number if there are 8K homeless people shouldn't there be at least 8k affordable units?



Goal 7 - Foster Opportunities For Continued Community Engagement, Development, And Education

Comments
7.4 - This needs to happen without displacing people! Put language in there
Promote and protect largest wildlife area currently along the LA River - Sepulveda Basin wildlife area
More community gardens

Goal 8 - Improve Local Water Supply Reliability

Comments
City Planning needs to tend to our existing problems first! Who really represents us residents?
Maybe that's how we can power the new facilities
Is there a way to source a natural power source from the river?
Will there be more water recharge stations in the SF Valley due to its soil being more permeable? Will they be along the tributaries?



Goal 9 - Promote Healthy, Safe, Clean Water

Comments
Will measure W be used to add funding to the LA River Master Plan
Before taking out cement in wash or the river, what is an impact if we lots of rain (floods)
9.4 - Heal the Bay would love to help

Goal Informed Project Design

No comments provided.

Kit of Parts

Comment
Capping the River is regressive, makes no sense whatsoever

Common Elements

Comments
Add bike repair to common elements (e.g. air pumps or patches), add/associate an image with each river mile (e.g. RM 8 has a frog or bird unique to that mile)
Can these use: reclaimed water, California native plants (need less water)
Mini golf course/putting greens, croquet, tennis, driving ranges



Sites

Comments
Huge problems on Basset btw Canoga Ave and Owensmouth: regular trash dumping, homeless camping, urination & defecating in the river!
More park rangers
Oppose opening zelzah ave for access
Oppose opening zelzah entrance in Encino
Don't open zelzah to wash
Avoid using clearly residential streets as access ways to River!
6331 Zelah, oppose opening Zelah street end
Clean up existing path at Mason & Tampa

Design Examples

No comments provided.



Wrap Up

Anything we missed?

No comments provided.



Attendees by zip code

Zip code	# of Responses*
90025	1
90035	1
90057	1
90065	1
90089	1
90230	1
90266	1
91303	16
91304	1
91306	7
91307	3
91311	1
91313	1
91316	7
91324	2
91332	1
91335	5
91343	1
91344	2



91356	1
91361	1
91364	2
91367	6
91401	1
91506	1
91605	1
Total	67

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