



Los Angeles County Department of Regional Planning
 East San Gabriel Valley Area Plan (ESGVAP)
Engagement Methods

	Outreach Method	Target Audience	Objective
1. Stakeholder Meeting	Steering Committee	DRP	<ul style="list-style-type: none"> • Consistency with the General Plan • Guidance on the scope of the Area Plan • Internal review of draft documents
	ESGVAP Workgroup	DRP	<ul style="list-style-type: none"> • Consistency with the General Plan • Guidance on the scope of the Area Plan • Internal review of draft documents
	Agencies	<ul style="list-style-type: none"> • LA County Departments • Neighboring Jurisdictions • External Public Agencies 	<ul style="list-style-type: none"> • Technical expertise and input from practitioners (engineers, planners, health professionals, etc.) • Coordinate and network with surrounding cities and public agencies (Cal Trans, California Highway Patrol)
	Community-based Organizations (CBOs)	<ul style="list-style-type: none"> • Non-profits • Interest Groups • Other Community Groups 	Discuss community/neighborhood specific issues, challenges, opportunities, and assets
2. Community Events	Community Presentations	<ul style="list-style-type: none"> • CBOs • Faith-based Organizations • Advocacy and Interest Groups • Residents • General Public • Youth • Local Businesses 	<ul style="list-style-type: none"> • Informational presentations to increase awareness and participation • Workshops to engage residents and get feedback • Recurring attendance at standing meetings
	Tabling Sessions	<ul style="list-style-type: none"> • CBOs • Faith-based Organizations • Advocacy and Interest Groups • Residents • General Public • Youth • Local Businesses 	Meeting people where they are through tabling and pop-up events at community events, public facilities, shopping centers, etc.

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3. Online	Blog	General Public	Share information and update the public on the project's progress
	List of Events/Outreach Calendar	General Public	Provide information on upcoming events and track past events
	Translated Materials	<ul style="list-style-type: none"> • Non-English Speakers 	Provide information in Spanish, Chinese, and other languages
	Surveys and Feedback	<ul style="list-style-type: none"> • General Public • Stakeholders who may not be able to attend in-person 	Residents provide information at their convenience
	map.social	<ul style="list-style-type: none"> • General Public • Stakeholders who may not be able to attend in-person 	User-generated maps to share local knowledge on landmarks, likes, dislikes, needs within the community, etc.
	Social Media	General Public	<ul style="list-style-type: none"> • Communication on Twitter, Facebook, Nextdoor, and posting of videos on YouTube • Use ethnic media platforms such as WeChat
	Mad Mimi	<ul style="list-style-type: none"> • Courtesy List • Interested Parties 	Email notification to interested parties for updates on the project
4. Youth School Engagement	Youth-led Planning Project: Arts and Storytelling Contest, Planning Academy	<ul style="list-style-type: none"> • Elementary, Middle and High Schools • Parent-Teacher Associations 	<ul style="list-style-type: none"> • Recognize youth as assets and mobilize them to participate in the planning process • Build capacity and help students articulate their vision for the future of communities
5. Universities and Private Partnerships	Cal Poly Pomona Planning Academy	<ul style="list-style-type: none"> • General Public • College Students 	Student-led planning academy to increase knowledge and build capacity in communities about planning concepts and processes.
	University Studio/ Research Project	<ul style="list-style-type: none"> • DRP • College Students 	Collaborate with students on research to help inform the Area Plan.
	USC Price School Data Stories	<ul style="list-style-type: none"> • DRP • General Public 	Students use storytelling combined with data to raise awareness about planning issues.
	Skidmore, Owings & Merrill LLP (SOM)	<ul style="list-style-type: none"> • DRP 	Collaborate with SOM's Regenerative Cities Initiative.
6. Artist Collaboration	Place It! Method	<ul style="list-style-type: none"> • Youth • Residents • General Public 	Use storytelling to identify values and guide community development through visioning.
	Placemaking with Artists	<ul style="list-style-type: none"> • Youth • Residents • General Public 	Work with artist group, Fonografia, to promote community identity and placemaking through oral history, photos, and narratives exhibited in various mediums.