



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.