

## Attachment 7: Community Engagement Summary

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The WSGVAP project team undertook a robust series of community engagement strategies and activities throughout the life of the Project. The summary outlines several outreach strategies and methods which are described below.

### Community Events and Information Sessions:

From the onset of the Project, staff reached out to various local organizations to enrich their understanding of the Planning Area including, community-based organizations (CBOs), advocacy and interest groups, and non-profits. The objective was to establish relationships and an ongoing dialogue about the present concerns and future of the Planning Area. Staff made informational presentations to increase awareness and participation in the Project and attended regular standing meetings of community groups.

Staff attended meetings with several community groups beginning in August 2023, including the Crescenta Valley Town Council, Altadena Town Council, ACONA, and Chapman Woods Association, among others in addition to meeting with community members and other programs convened by the Supervisorial Districts. Staff also scheduled weekly office hours beginning on April 16, 2024 for the public as the Project neared the public hearing to allow direct engagement with community members and address questions or concerns. Overall, staff attended 28 community group events to engage with different groups, with attendance ranging from 10-82 people.

In addition, staff attended various community events, held Pop-Up events at libraries, and tabled at Parks After Dark, in addition to other forums. These events fostered dialogue with community members who often were not able to attend other events. Staff was available to answer questions and gain insight from people's lived experience of their communities. Staff attended 12 tabling and Pop-Up events throughout Project development.

### Visioning Workshops:

In October-November 2023 staff held six in-person Visioning Workshops at different facilities throughout the Planning Area and one virtual workshop on historic preservation to engage community members in generative workshops on their community needs and aspirations. Staff employed various activities to foster creative discussion about what community members value in their communities, how those valued features can best be preserved and enhanced, and how to develop policies from that perspective. The workshops were attended by over 200 participants with comments submitted communicating priority planning goals and issues.

Quarterly Stakeholder Meetings:

Staff convened quarterly Stakeholder Agency and CBO meetings to engage other County departments, public agencies, neighboring jurisdictions, local non-profits, CBOs, and interest and advocacy groups with specific expertise. The meetings commenced in February 2024 and have continued throughout Project development. Staff used these meetings as a forum to coordinate planning efforts across agencies and cities, seek technical expertise and input from other practitioners, gain insight on local concerns from surrounding cities and local groups, and gain feedback on early drafts of the Project. Participants included staff from Foothill Transit, County agencies, and 10 neighboring jurisdictions. Meetings were attended by 24-33 people.

Digital Engagement:

Staff used various digital platforms and tools to engage and inform a wider audience who may not have been able to attend the in-person or live online events. The Project is well-documented on the website, featuring a history of events, engagement and outreach materials, meeting recordings, and project materials that were posted and updated on a regular basis. (<https://planning.lacounty.gov/long-range-planning/wsgvap/>)

A blog, email newsletter, and Social Media platforms were used to provide Project updates and events. A project courtesy list of 563 participants was maintained to keep interested parties informed of project updates. Additionally, a digital survey was available for community members to offer their community insight. A total of 172 digital surveys were submitted.

A series of digital advertisements were published in the Southern California News Group, Social Media platforms, and email blasts to advertise project-related events, including the Visioning Workshops, Open Houses, NOA public meeting, and Regional Planning Commission public hearing. Targeted email blasts were opened by 12,189 recipients and garnered 1,518 clicks prior to Open Houses in March-April 2024. Digital advertisements on Social Media Platforms garnered 321,345 impressions and 6,774 clicks prior to Open Houses in March-April 2024 and the NOA public meeting in July 2024.

Land Use and Zone Change Notice:

Staff mailed 6,791 courtesy letters to property owners of parcels proposed for zone and/or land use changes to implement the WSGVAP and Housing Element. Staff responded to approximately 504 phone calls and emails, offering information and guidance to community members in response. In cases where property owners were opposed or voiced concerns regarding the proposed changes, staff engaged in conversations, explained the justification for the recommendation, and reviewed the proposed changes in consideration of the concerns raised.

Community Mailing:

On July 8, 2024 in anticipation of the public release of the Draft Plan, a total of 37,386 postcards were mailed out to all addresses in the Planning Area thanking community members for their participation thus far, informing them of the next steps and the availability of Project documents for public review and comment.

Project Review and Feedback:

A preliminary Draft Plan was released for public input and feedback on March 28, 2024. Notification emails were sent to the Project's interested parties list and to local organizations to forward to their members. In March-April 2024 staff held four in-person open houses in various communities and one virtual meeting to gain community feedback on the preliminary Draft Plan and to circle back on issues and desires that were voiced at the initial Visioning Workshops in Fall 2023. The open houses were attended by over 150 participants. After the release of a preliminary Draft Plan, staff reviewed feedback and made significant revisions to the Draft Plan, policies, and programs based on feedback to better clarify and communicate the Project's vision and goals.

A Draft Plan, Draft Ordinance, and Draft PEIR were publicly released on June 27, 2024, with the comment period lasting through August 12, 2024. The NOA was noticed on June 27, 2024 in the following local and regional newspapers: LA Sentinel, Crescenta Valley Weekly, Monrovia Weekly, Pasadena Star News, San Gabriel Valley Tribune, and La Opinion. An email notice of the NOA and availability of the Project materials was sent to the Project courtesy list, local agencies, adjacent jurisdictions, and local organizations. Project materials were physically available at 12 libraries throughout the Planning Area, in addition to their availability on the Department's website.