

Exhibit J: Community Engagement and Outreach Summary

Stakeholder and community engagement was the foundation for the preparation of the Westside Area Plan (WSAP). From the outset of the WSAP planning process, 46 opportunities were provided for the engagement of residents, businesses, and organizations in meetings, workshops, and community events, with more than 1,000 total participants. Each engagement activity was designed to inform the community about the purpose of the WSAP, listen to the experiences, concerns, and aspirations of residents and stakeholders to collaboratively develop the elements of the Plan. The following is a summary of strategies and methods used by the project team to engage the public:

1. Community Meeting and Workshops

A total of eight (8) community workshops and meetings were hosted by the WSAP project team and held for all residents of the Planning Area.

- Online workshop introduced the planning program, reviewed and supplemented issues identified in prior surveys, and solicited input for the development of the community's vision for the future.
- Open house at the Kenneth Hahn State Recreation Area (KHSRA) Visitor Center at which input was received for identifying opportunity sites for the adaptive re-use of existing and/or new housing, commercial, and other uses; employed an interactive mapping exercise with participants identifying images of their preferred uses for each site.
- Online workshop presented and received comments on preliminary land use recommendations based on input received at the open house.
- Online workshop presented and received comments on preliminary WSAP goals and policies addressing land use, economic development, mobility, public facilities and services, conservation and open space, and historic resources.
- In-person workshop at the KHSRA Visitor Center at which the community reviewed and commented on the Draft Goals and Policies.
- After the release of the Draft Area Plan and EIR for public review on June 18, 2024, three community-wide meetings were held to provide an overview of the Draft Area Plan and EIR, answer questions and receive comments. A virtual meeting was held on June 25, 2024 upon availability of the Draft WSAP project documents. At the request of the community, an in-person meeting was held on August 1, 2024, and a hybrid meeting was held on August 29, 2024 to receive additional community feedback. Approximately 900 total participants attended these meetings both in-person and virtually. Feedback provided at these meetings and submitted via comment letters led to refinements to the Plan.

2. Community Events and Information Sessions

Community events and celebrations provided the opportunity to engage with community members at events hosted by other organizations. Among these were

tabling at the annual Taste of Soul community fair, Ladera Community Safety Event, CicLAvia bike event, and the County Juneteenth resource fair.

3. Office Hours

The community was also invited to meet with the WSAP project team during in-person “office hours” at the Marina del Rey Library and View Park Library to learn about the Plan and offer their issues, visions, and feedback on options for the future.

4. Meetings with Local Organizations and Neighboring Agencies

Meetings were conducted with the United Homeowners Association, Ladera Heights Civic Association and Del Rey Neighborhood Council to inform residents about the Plan’s purpose and schedule, discuss issues, and receive input on their visions for the future and responses to options under consideration. Meetings were also held with the Baldwin Hills and Urban Watershed Conservancy, Streets Are for Everyone (SAFE) organization, and West LA College. In addition, staff had ongoing meetings with cities of Los Angeles and Culver City to discuss efforts to align regional planning strategies.

5. Participation in other County Project Meetings

Staff participated in meetings organized by other County projects and programs to introduce the Plan, inform the attendees about the project purpose and schedule, and to receive feedback. These projects included Community Traffic Safety Plan, Just Transition Task Force, and the Baldwin Hills Community Standards District Amendment.

6. Virtual Appointments

Virtual appointment with a Planner has been available to all residents within the Westside Planning Area to book a 20-minute appointment with a project planner to discuss topics related to the WSAP.

7. Digital Engagement

Staff used various digital platforms and tools to engage and inform a wider audience.

- e-Newsletters: Staff sent out newsletters to the project contact list, which includes 1,161 email addresses with periodic updates on upcoming meetings, project fact sheets, and other WSAP-related information.
- Social Media: Staff frequently used the department’s social media (Facebook, Instagram, and X) to promote WSAP meetings and workshops. Meeting flyers were also shared with other County departments, including Public Works, Parks and Recreation, and the Board Offices to promote on the respective departments’ social media accounts.
- Project Website: The WSAP project website was an important means of promoting engagement activities, soliciting comments, and providing background information. The website continues to host a record of the materials presented at public meetings and project documents (<https://planning.lacounty.gov/longrange-planning/westside-areaplan>).

8. Community Surveys

Two digital surveys were conducted throughout the development of the Plan to provide community members with a method to provide input on their insights, concerns, and aspirations. Surveys were oriented toward residents of Ladera Heights, View Park-Windsor Hills, and West Fox Hills. 6,170 flyers with survey QR codes and WSAP information were mailed to the residents of Ladera Heights, View Park-Windsor Hills, and West Fox Hills. Approximately 400 responses were received.

9. Direct Mailing

Staff mailed out three (3) project-related flyers or postcards to the residents of the Planning Area: 1) On June 15, 2023, a flyer with community survey information and QR codes were mailed to 6,170 property owners in the communities of Ladera Heights, View Park/Windsor Hills and West Fox Hills (Del Rey); 2) On June 15, 2024, a postcard with the Notice of Availability of Draft Westside Area Plan and PEIR information was mailed out to the property owners in the Planning Area; and 3) On September 16, 2024, a postcard with information on the WSAP Public Hearing Notice was mailed out to 6,350 contacts including all property owners within the Planning Area, courtesy list, adjacent agencies and local organizations. In total, approximately 18,900 postcards were mailed during the duration of the project. In addition, the Notice of Availability of the Draft EIR and Public Hearing Notice were published in two local newspapers- Los Angeles Sentinel and the Argonaut.

10. Flyering

Staff visited local businesses and community gathering spaces, including parks, libraries, and senior centers in the Planning Area to post project flyers on bulletin boards and to distribute hard copies of the community survey.

11. Zone Change Letters

Approximately 1,207 Rezoning letters were mailed to property owners of parcels proposed for zone and/or land use changes to implement the WSAP and Housing Element. In addition, staff responded to over 140 phone calls and emails, offering information and guidance to community members in response to inquiries related to the zone changes.