

Exhibit M: Engagement Plan and Outreach Summary

The Metro Area Plan (MAP) Project was initiated by the County during the summer of 2021. The project's engagement plan outlined goals, strategies and methods for public participation in the MAP process. The following were the outreach goals for the project:

- Cultivate active participation (as opposed to passive audiences) in the planning process.
- Reinforce that community members and stakeholders are included in the decision-making process in a meaningful way.
- Create a forum for community generation of ideas and future scenarios.
- Build trust and consensus around the vision by facilitating confidence, credibility, and transparency in decision-making.
- Use innovative, interactive tools, both physical and virtual, to maximize involvement and protect the planning process from outreach fatigue.
- Provide a platform for virtual participation (and in-person where appropriate) across all seven communities to effectively solicit feedback in a manner consistent with COVID-19 public health and physical distancing guidelines.
- Educate, inform, and increase public understanding of the segregationist origins of planning policy and support community empowerment that challenges this legacy.

The following is a summary of strategies and methods used by the project team to engage the public:

1. Community Events and Information Sessions:

From the onset of the project, staff engaged with local community leaders to enrich their understanding of the Planning Area including, community-based organizations (CBOs), advocacy and interest groups, and non-profit groups. 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, held workshops to engage residents and gain feedback, and attended regular standing meetings of community groups. Staff also offered a stipend to four local CBO's to assist the project team with outreach. Only East Yard Communities for Environmental Justice (EYCEJ) had capacity to work with the project team at that level.

Staff attended meetings of several community groups beginning in August 2021 and continued to do so through the planning process, including Communities for a Better Environment, East LA Chamber of Commerce, EYECJ, Florence-Firestone Chamber of Commerce, Vision City Terrace, and the Health Innovations Community

Partnership. Staff continued to meet with community groups throughout the plan development and review process to provide information and respond to questions and concerns about the Metro Area Plan. Staff scheduled office hours for the public as the project neared the public hearing process to allow direct engagement with community members and address questions or concerns.

During November 2021, the project team held eight virtual Visioning Workshops to stimulate broad thinking, raise awareness, and to encourage people to attend future workshops during the planning process. The first two workshops were area-wide introductory meetings to provide stakeholders and community members a high-level overview of the goals, objectives, and mechanisms of the MAP planning process. These meetings answered questions such as “What is the Metro Area Plan and why is it being prepared?”, “How can I participate in the process?”, and “How will the plan impact where I live and work?”. For the subsequent six visioning workshops (one for each unincorporated community, with Florence-Firestone and Walnut Park combined), the project team employed the Place-It method to foster creative discussions 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 close to 160 participants. Because the meetings were virtual, the project team was able to record the meetings, post them on the project website, and promote them in project email blasts for those who were not able to attend the meetings live.

As part of the engagement strategy to meet people where they are and facilitate broad participation in the planning process, the project team attended 12 community events held by the Departments of Public Health and Parks and Recreation and other local community groups, in addition to other forums during the summer of 2022. These events fostered more one-on-one dialogue and allowed for longer conversations with community members who often were not able to attend other events. Staff also held six virtual workshops to dive into draft policies for each of the communities (Florence-Firestone and Walnut Park were combined). Throughout the life of the project, staff attended organized and/or attended 60 engagement events with community groups and members of the public.

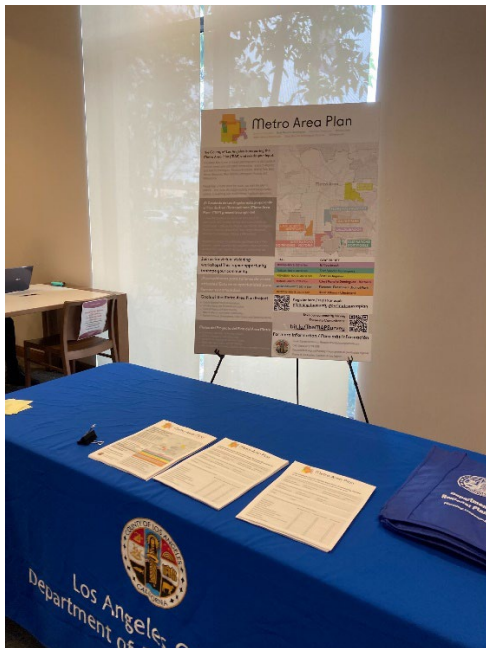
In July 2023, the project team organized and hosted an in-person combined open house that included information on the countywide parking study, housing, climate action plan, and staff from other County departments that offered services to residents.

2. Language Access:

Staff recognized early on that language access would be a chief concern in the MAP project. In both virtual and in-person meetings with members of the public, staff conducted events in English with Spanish translators or with bilingual staff available.

In most cases, presentation and outreach materials were provided in both English and Spanish.

3. Library Displays:



During the fall of 2021, the project team also worked with librarians in East Los Angeles and Willowbrook to set up library displays and surveys that can be filled out by patrons to provide broader public awareness and outreach.

4. 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 project 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/metro-area-plan/>)

The project website provided regular updates on the planning process and events, as well as enabled sign-ups for a project email list. Staff used the email list to distribute project newsletters in English and Spanish with not only information and updates on the Metro Area Plan but also other County projects that may be of interest to local stakeholders, such as the County Pedestrian Plan and Bicycle Master Plan. Staff also used the Department's social media platforms to keep community members informed and up to date. As a part of the development of the Historic Context Statement, a

historic resources/insight mapping platform (Historic Resource Mapper) was used to garner local community knowledge about important historical events, people, and places. Two virtual outreach meetings were held regarding this effort.

During the public's review of the draft land use and zoning policy maps during fall of 2022 and winter of 2023, staff created a GIS-based StoryMap that would enable users to zoom in on specific properties to determine the latest land use and zoning information for that property.

At the time of the release of the Public Hearing Draft Plan and Recirculated Draft PEIR, staff also established a web mapping application for properties within the MAP boundaries. Members of the public could use the search tool in the app to enter in an address or plan around their neighborhood to look at the updated proposed land use and zoning policy for the Planning Area.

5. Community Advisory Committee:

Staff sought participation from local groups and residents to form the Metro Area Plan Community Advisory Committee (CAC). CAC members served as a two-way conduit of information and ideas, bridging the broader community and the planning process. Staff met with the CAC eight times over the last two years. This group of local residents and community leaders provided their guidance, assisted with disseminating information, advocated on behalf of their neighbors, and helped gather local feedback. Attendance ranged from 4-10 people who were actively engaged in providing input over the life of the project.

6. Zone Change Notice:

Staff mailed 2,200 courtesy letters in English and Spanish to property owners of parcels proposed for zone and/or land use changes to implement the Metro Area Plan and Housing Element. Staff received phone calls and emails, and offered information and guidance to over 150 property owners, business owners, realtors, and brokers who received the notices. In cases where property owners were opposed or voiced concerns regarding the proposed changes and potential limitations to their existing use, staff engaged in conversations and reviewed the proposed changes. In addition, a courtesy public hearing notice in English and Spanish was also mailed to these individuals on August 7, 2023.

7. Project Review and Feedback:

A preliminary Public Review Draft Plan was released for public input and feedback on October 31, 2022. The Draft Ordinance and Draft PEIR were publicly released on November 17, 2022, with the comment period for the Plan, Ordinance, and Draft PEIR lasting through January 31, 2023. The Notice of Availability (NOA) was published in the following local and regional newspapers: Our Weekly, Lynwood Press Wave, East LA Tribune, Gardena Valley News, The Sentinel, and La Opinion on November 17, 2022. The NOA was also sent certified and USPS mail to a CEQA Distribution list. An

email notice of the NOA and availability of the project materials were sent to the email list for interested parties, local agencies, and local organizations, totaling nearly 1,000 email addresses. Project materials were physically available at 8 libraries throughout the Planning Area in addition to their availability on the Department's website. Staff held an online public workshop on December 7, 2022 to explain the plan and gain feedback.

The Public Hearing Draft Plan was released with the Recirculated Draft PEIR on June 12, 2023 to address changes to the project based on public comments. The NOA was published in the same newspapers as the previous NOA on June 8, 2023. The email notice of the NOA and availability of the Project materials was sent to the email list for interested parties, local agencies, and local organizations, totaling 1,238 email addresses. Project materials were also physically available at eight libraries throughout the Planning Area in addition to their availability on the Department's website. The Notice of Public Hearing was published in the same newspapers as the NOAs on July 27, 2023. The notice was also posted on the project website and sent to the project email list.

MAP project documents were available for review period beyond statutory requirements for more than 30 days and up to 90 days.