

**ASSEMBLY BILL 466**  
**UPPER LOS ANGELES RIVER AND TRIBUTARIES REVITALIZATION PLAN**  
**WORKING GROUP MEETING #8**

Thursday, November 14, 2019 ♦ 1:30 pm – 3:30 pm  
Buena Vista Branch Library,  
300 N. Buena Vista Street,  
Burbank, California 91505

**SUMMARY REPORT**

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**INTRODUCTION**

On November 14, 2019, the Santa Monica Mountains Conservancy (SMMC) and Mountains Recreation and Conservation Authority (MRCA) hosted the eighth meeting of the Working Group for the Upper Los Angeles River and Tributaries (ULART) Revitalization Plan (the Plan). The purpose of the meeting was to receive an update on the formation of the Plan as well as ongoing opportunities to provide comments on the draft plan, and to review a public information and awareness strategy for the ULART Plan dissemination.

**Meeting Format and Agenda**

The eighth meeting of the Working Group occurred on November 14, 2019 at 1:30 p.m. at the Buena Vista Branch Library, 300 North Buena Vista Street, Burbank, California 91505. 17 Working Group members and approximately 20 community members participated in the meeting.

Hon. Monica Rodriguez, Los Angeles City Councilmember, and Working Group Chair, called the meeting to order. Chair Rodriguez called for approval of the meeting minutes among the Working Group members and opened the public comment period. Sarah Rascon of the MRCA initiated the staff update with a report on the completed Phase 3 community workshops. Following the community workshops overview, members from the project team including, Jaime Sayre PhD, P.E. (Tetra Tech), Ira Artz, P.E. (Tetra Tech), Jean Yang (Studio-MLA) and Kevin Johnson (Studio-MLA) presented an overview of Chapters 3 and 4 of the Draft Plan, the Resiliency Analysis, and Blue Sky Thinking. The presentation was followed by a group discussion regarding a public information strategy as it relates to public relations and marketing needs for the Plan’s dissemination.

Finally, Chair Rodriguez concluded the meeting by asking Working Group members if they had any announcements. There were no announcements. The team provided a reminder about future meeting dates.

During Working Group discussions and public comment periods, Esmeralda García of MIG recorded key outcomes and discussion points on a wall-sized piece of paper, or “wallgraphic,” while Gina Palino of Tetra Tech took additional detailed notes to inform this summary report. The following sections include a summary of the discussion points, and a copy of the wallgraphic is included at the end of this report. Meeting materials are available on the project website: [www.upperlariver.org](http://www.upperlariver.org).

## **SUMMARY OF DISCUSSIONS**

### **Public Comment**

No public comments were given.

### **Committee Reports**

The People and Recreation, and Water and Environment Committees did not meet since the last Working Group meeting in September. The committee reports for the August meetings were provided at the September Working Group meeting.

### **Staff Report**

Sarah Rascon of the MRCA reported that Phase 3 community engagement efforts were accessible, family friendly, and have had ongoing NGO participation. Ms. Rascon then updated the group on the Plan’s schedule and ongoing opportunities for the public to provide comments on the Draft Plan. Ms. Rascon also reviewed the digital tool being used to receive comments on the Draft Plan.

### **Chapters 3 and 4 of the Draft Plan, the Resiliency Analysis, and Blue Sky Thinking**

Jaime Sayre and Ira Artz of Tetra Tech presented the outlines for Chapters 3 and 4 of the Plan. Ms. Rascon and Ms. Sayre then presented the areas included in the Plan. This was followed by a presentation on the resiliency analysis and Blue Sky Thinking by Jean Yang and Kevin Johnson of Studio-MLA.

Working Group member’s discussion and comments are included in the following:

- How are additional proposed areas being included in the Plan?
  - *They are mentioned in the master project list. If they are located in the six tributary areas, they are included as an opportunity area and scored.*
- Fish are not addressed in habitat discussions. Bring back native steelhead.
- Maintain Carp, Bass, and Panfish species.
- Track and pursue funding sources.
- Where are the quantitative assumptions in the analyses derived from?

- Track available funds, spent funds, and costs for implementation and maintenance.
  - *Project lifecycle costs will be determined in a second phase.*
- Link metrics to funding sources – State, County, local.
- Identify opportunities to address different typologies.
- The chart showing funding eligibility based on project benefits and components is useful, can it be shared?
- Has there been any analysis done for a strategy that would execute housing?
  - *No, many of the areas are not zoned for housing. Today's presentation includes locational analyses based on current policies.*
- The ULART team should work with the Master Plan team to figure out gaps and analysis between the two plans.
- The County has their next Master Plan meeting on December 12.
- We can request for an agenda item for discussion on the two plans to determine conflicts.

Lastly, Ms. Rascon presented the draft scope of work for a public information/public relations and marketing consultant to provide services for the launch and dissemination of the Plan to create widespread awareness amongst diverse audiences. The following is a summary of key discussion points.

- I'm concerned that there is not good engagement with people who will be directly impacted by projects proposed in these Plans.
- Almost two-thirds of the San Fernando Valley's population is within 1/2 mile of the tributaries. Did you test this plan by polling people to determine if they are open and accepting of this?
- Outreach to residents and businesses adjacent to project areas.
  - *There will be substantive engagement outside of this Plan process through other funding measures.*
- Revisions should be made to the Public Relations Plan.
- Additional community outreach beyond this PR effort will be required and may need additional funding.
- Consider where we will be with the Master Plan so that it's collaborative and not disjointed.
  - *The timelines for both the ULART and main stem LA River Mater Plan will be in synch and the outreach and messaging will be coordinated.*
- The Master Plan website will include links to other ongoing outreach.
- I want our consultants and the County's Master Plan consultants to get together to make sure the plans are on the same page.
- Change "wider" to "diverse" before audience.
- Align English and Spanish terminology.
- Ensure engagement with people who will be directly impacted based on proximity.
- Everyone cannot be captured through engagement; this effort is centered around value of disadvantaged communities.
- Adjust community engagement to target NIMBYism and misunderstandings.

- Clearly identify target audience for effective engagement.

#### **NEXT STEPS AND CLOSE**

The project team briefly recapped the upcoming tentative meeting date for the Working Group (February 27). Chair Rodriguez then closed the meeting by thanking Working Group members and members of the public for their participation and attendance.

WALLGRAPHIC

# Working Group

NOV 14, 2019 MEETING #8

## PUBLIC COMMENT

NO COMMENTS

### 7 PLAN CHAPTERS 3 & 4

- ▷ HOW ARE ADDITIONAL AREAS "INCLUDED"?
  - LISTED AS OPPORTUNITIES
- ▷ ADDRESS FISH HABITAT
- ▷ TRACK FUNDING - REMAINING RESOURCES
- ▷ ARE PROJECTS COSTED
  - COST ANALYSIS WOULD BE NEXT PHASE
- ▷ BUILD OUTS WILL REQUIRE MORE FUNDING
- ▷ LINK METRICS TO FUNDING SOURCES
  - STATE/CA/LOCAL

### ▷ RESEARCH FUNDING FOR COMMUNITY ENGAGEMENT

- ▷ HOW WAS PRECIPITATION DETERMINED ASSUMPTIONS CONSIDERED
- ▷ CONSIDER O&M COSTS IN FUNDING ASSES NEEDS FOR TYPOLOGIES

### PACIFICA SPREADING GROUNDS

- ▷ PARK FEASIBILITY AT NORTH END - FURTHER ANALYSIS WILL BE REQD.
- ▷ ACQUISITION MGT STUDIES WILL THERE BE ANALYSIS COORDINATE EFFORT OPEN SPACE/HOUSING

### 8 PR MARKETING SCOPE

- ▷ ADD DIVERSE AUDIENCE TO SCOPE LANGUAGE
- ▷ COORDINATION W/ LA M. PLAN
- ▷ RECONCILE ULART PLAN W/ MP
  - PRIOR TO ROLL OUT ADOPTION
  - JAN WG MTG
- ▷ OUTREACH TO RESIDENTS/BUSINESS ADJACENT TO PROJECTS
- ▷ CREATE EXCITEMENT ABOUT POTENTIAL INVESTMENT
  - UNDERSERVED AREAS
- ▷ ADDITIONAL OUTREACH & COMMUNITY ENGAGEMENT WILL TAKE PLACE DURING FOLLOWING PHASES
- ▷ MARKETING MESSAGING: PERCEPTION OF TRIBS
- ▷ PROMOTE BRANDING
- ▷ ADD SPECIFIC LANGUAGE RECORDING APPROACH

### NEXT STEPS/ACTIONS

- ✓ ULART/PND MEETING
  - GAPS/OVERLAP ANALYSIS
  - FUTURE MEETINGS

WORKING GROUPS  
FEB 27

- ▷ ADD OUTREACH MEETINGS
- ▷ ENGAGE W/ COMMUNITY ELECTRONICALLY