



Eastside

Community Plan

Eastside Working Group Meeting

**May 14, 2014
6:30–8:00 p.m.**



Meeting Agenda

- 6:30 p.m. — call to order, pledge of allegiance, and roll call
- Public comment
- New business
 - Welcome
 - Working Group Meeting #1
 - General Plan Overview
 - Demographics: Who Are We Today?
 - Discussion of Preliminary Topics for the Eastside Community Plan
 - Eastside Tour Logistics
 - Agenda for Working Group Meeting #3
- Public comment
- 8:00 p.m. — adjourn to next meeting



Public Comment



Welcome & Introductions



Summary of Working Group Meeting #1



Favorite Aspects of the Eastside Community

- Diversity, creativity, and vibrancy
- Human-scaled and walkable
- Rich history and cherished landmarks
- A complete neighborhood
 - Green spaces and parks
 - Variety of housing
 - Everyday retail needs



Opportunities for Improvement

- Expectations
- Traffic, bike and pedestrian experience, and connectivity
- Economic development
- Eastside branding
- Community engagement and interaction
- Capitalize on current and upcoming changes
- Housing affordability
- Drought tolerant landscaping



Eastside Community Plan Outcomes

- Implement a realistic and workable long-term vision
- Engage and excite the community
- Preserve what we love about the Eastside
- Address key opportunities for improvement
- Provide a feasible implementation plan



Outreach Strategy Ideas

- Utilize existing events and social gathering spots
 - Farmers market
 - Schools
 - Grocery stores
- Use a variety of tools and activities
 - Storytelling booth
 - Live polling
 - Surveys
- Engage all community members (e.g., block parties)
- Reach out using social media, newsletters, and postcards
- Provide multilingual materials

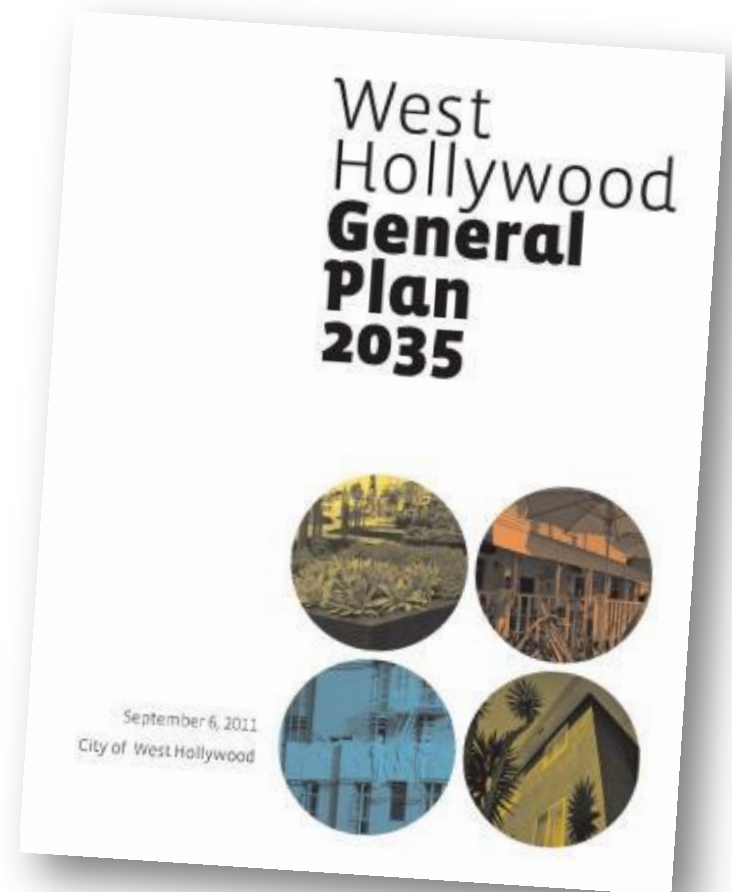


General Plan Overview



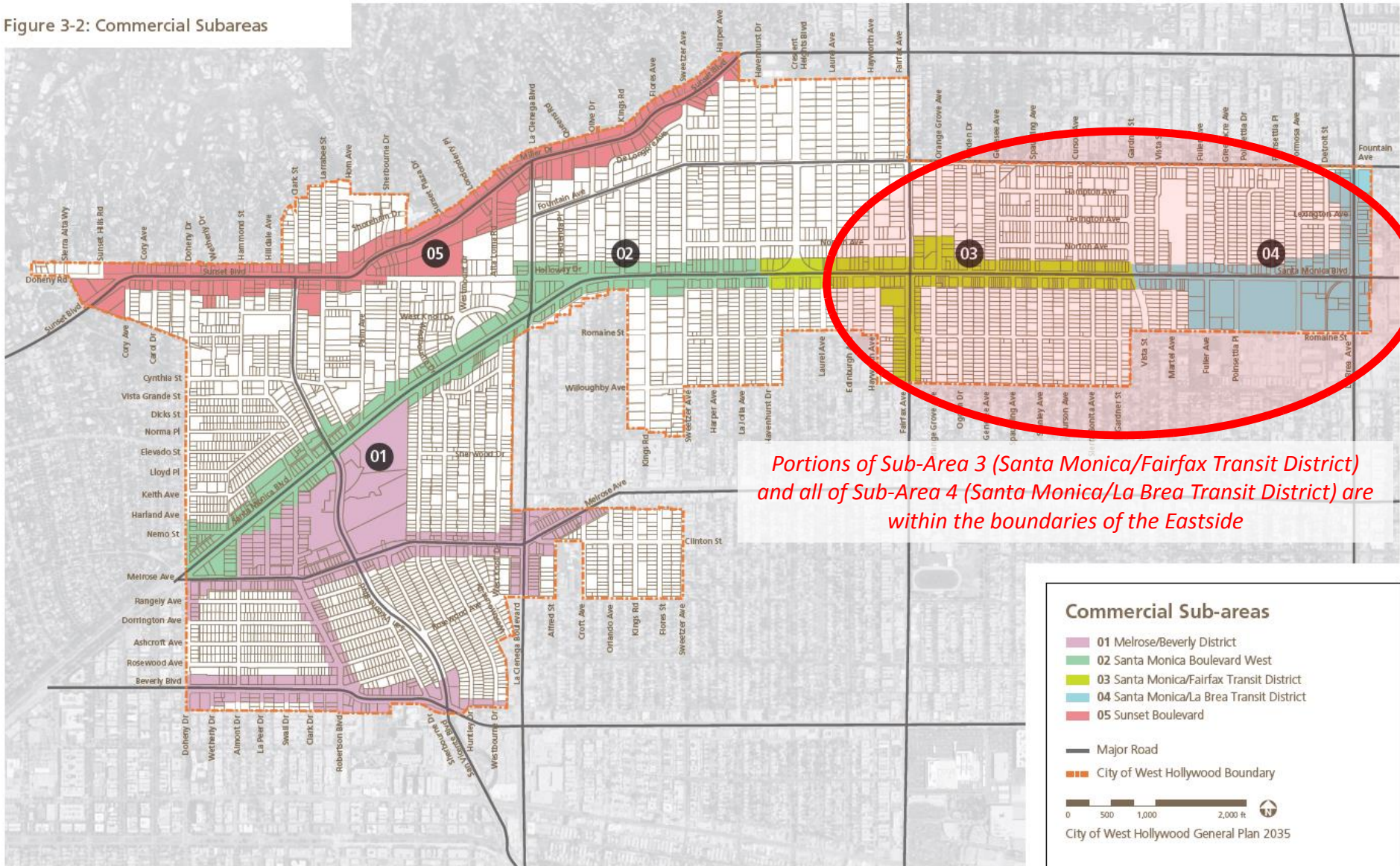
Guiding principles

1. Quality of life
2. Diversity
3. Housing
4. Neighborhood character
5. Economic development
6. Environment
7. Traffic and parking
8. Greening
9. Arts and culture
10. Safety



West Hollywood General Plan 2035

Figure 3-2: Commercial Subareas





Demographics: Who Are We Today?



Eastside Neighborhood Facts

- Population, households, and families
- Age breakdown
- Ethnicity
- Mode of transportation to work
- Changes from 2000 to 2012



Population, Households, and Families



9,798 Total Eastside Population
(28% of citywide total)

Citywide: 34,572 People



5,625 Households
(25% of citywide total)

Citywide: 22,449 Households



1,432 Families *
(25% of total Eastside households)

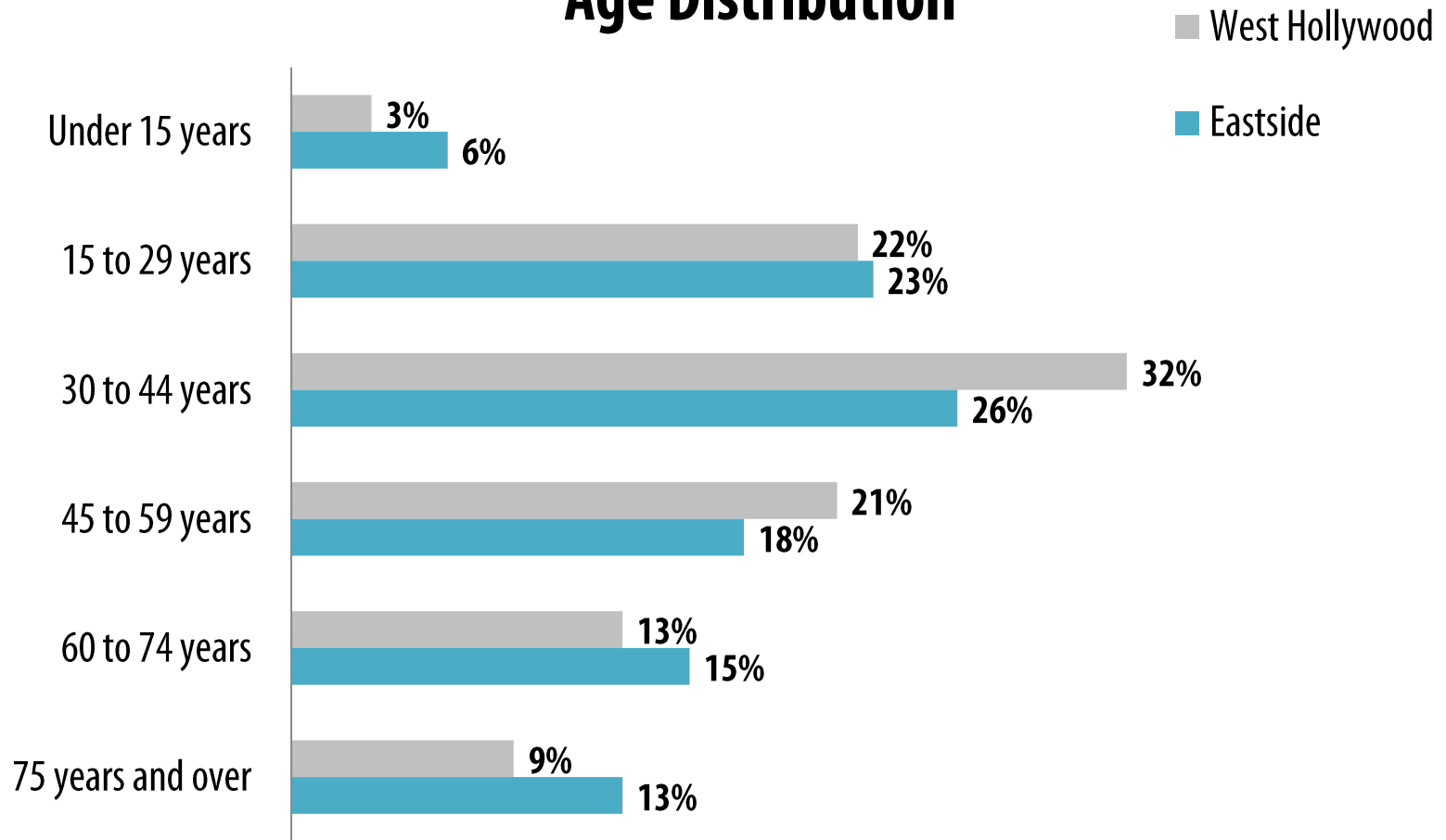
Citywide: 4,133 Families

* Families are defined as households with children under 18



Age Breakdown: City vs. Eastside

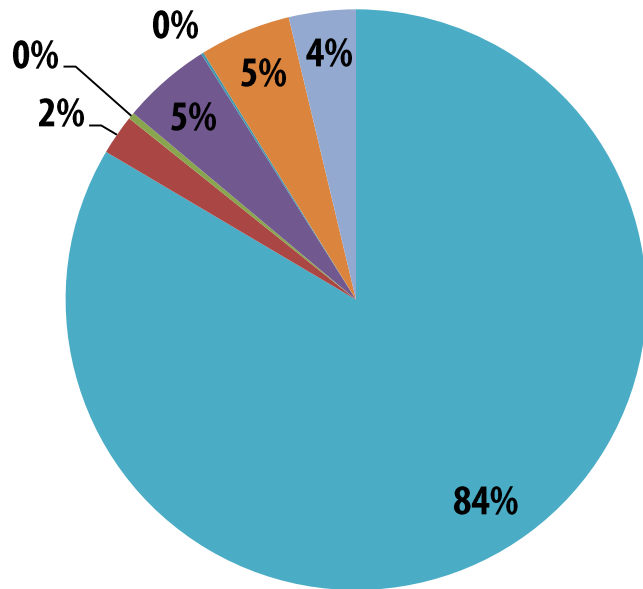
Age Distribution



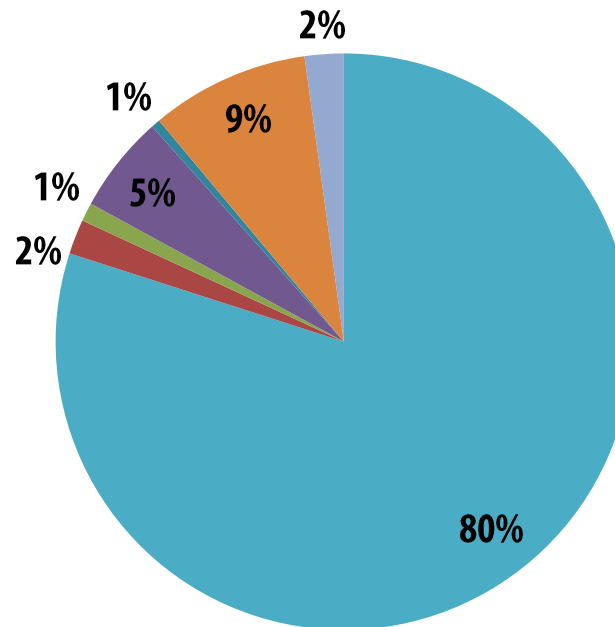


Ethnicity

West Hollywood



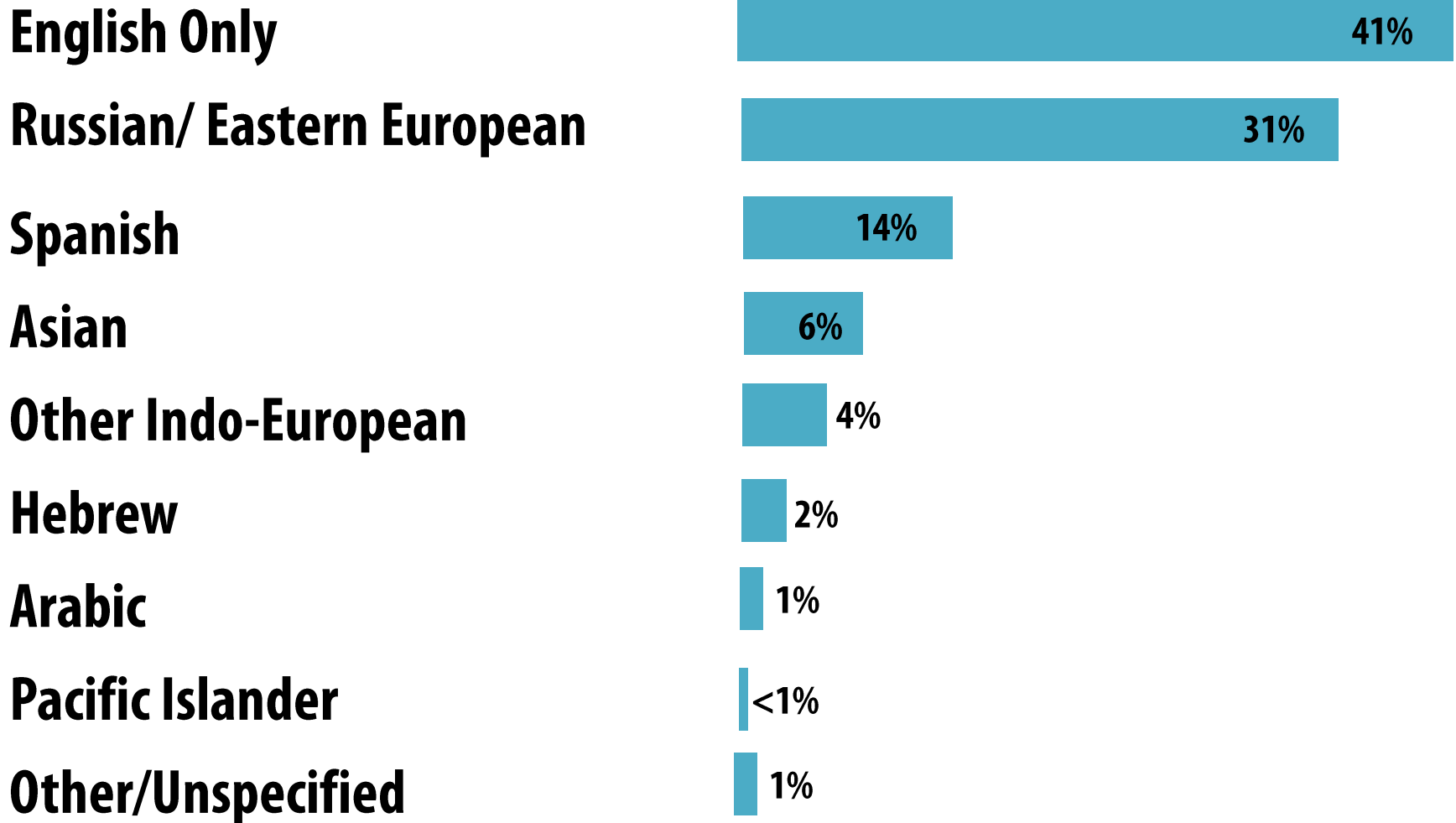
Eastside



- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some Other Race
- Two or More Races



Languages Spoken





Country of Origin



23% of Eastside residents are immigrants from the former Soviet Union

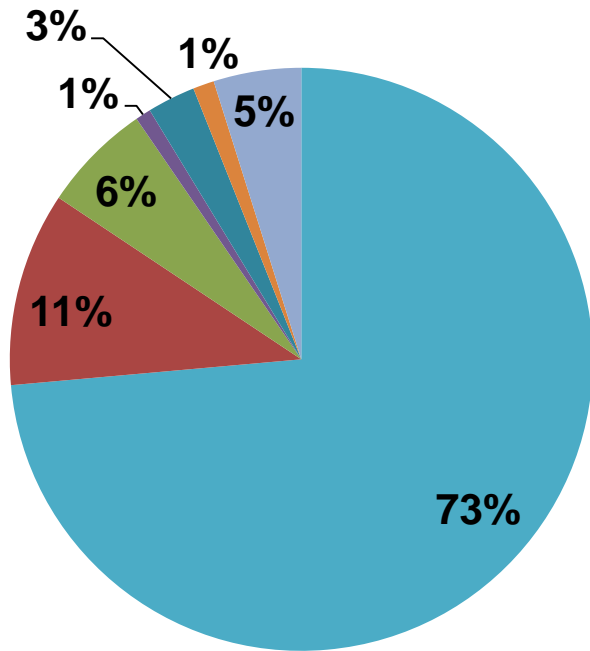


10% of West Hollywood residents are immigrants from the former Soviet Union

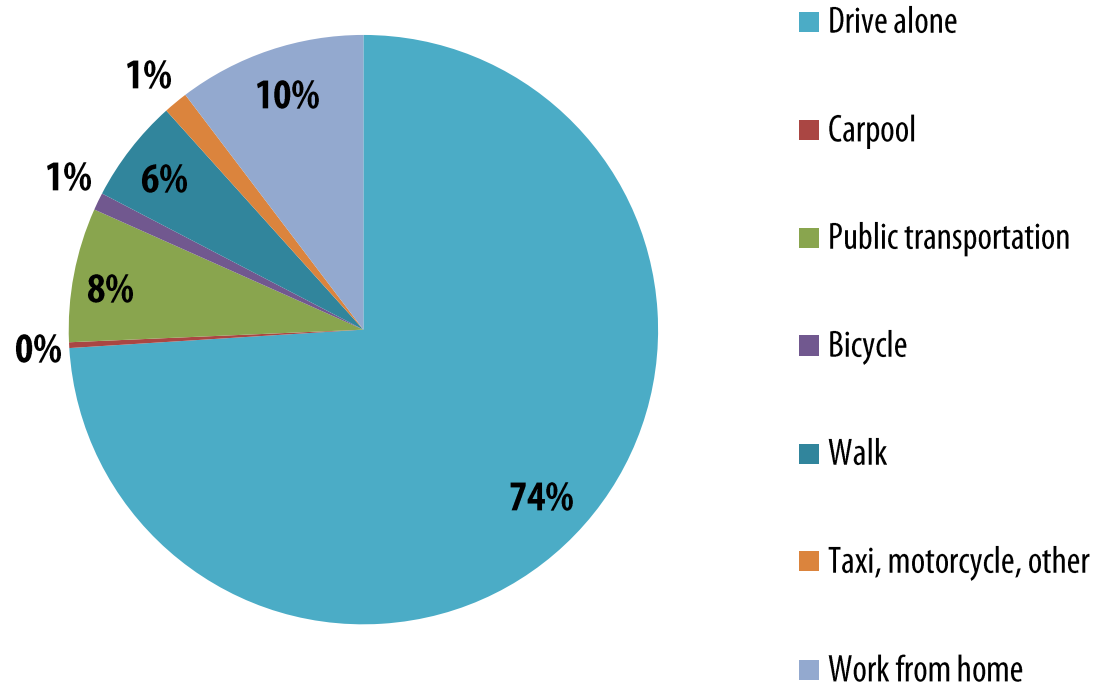


Mode of Transportation to Work

Regional Mode of Transportation to Work Percentage



Eastside Mode of Transportation to Work Percentage





Changes Over Time: 2000 to 2012

Eastside	2000	2012	% Change
Population	10,257	9,798	-4%
Households	5,694	5,625	-1%
Families (households with children)	2,077	1,432	-31%

West Hollywood	2000	2012	% Change
Families (households with children)	5,211	4,133	-21%

Eastside – Housing Tenure	2000	2012
Rent	93%	93%
Own	7%	7%



Discussion of Preliminary Topics for the Eastside Community Plan



What is a Community Plan?

- Focuses on a single neighborhood or district
- Describes a shared community vision
- Lists tools and strategies to implement the vision
- Focuses on programs and actions to improve the physical, social, and economic character of the area
- Identifies priorities for implementation (short- and long-term)
- Helps the City and/or community stakeholders to prioritize improvements and service needs



What is in a Successful Community Plan?

- Broad community input
- Clear vision
- Articulates the community's identity
- Focuses on key issues
- Targeted implementation program
- Indicators to track success



Consultant Team Request for Proposals (RFP)

- Outlines scope of work for the consultant team
- Includes:
 - Project description
 - Key topics to be addressed
 - Outreach program
 - Project schedule and expectations
- City selects consultant team based on RFP and interview process



Eastside Task Force Recommendations

- Economic development
- Land use
- Civic engagement
- Public events



Preliminary Topic Discussion

- Community Identity
- Mobility
- Civic Engagement
- Urban Design/
Community Character
- Housing
- Economic Development
- Public Events
- Public Spaces
- Community Services
- Public Safety
- Others?



Small Group Discussions

Gather into three groups to discuss assigned topics with each other by answering the following:

- *Should this topic be a key focus of the Community Plan?*
- *What needs to be addressed immediately?*
- *What are the long-term priorities?*

Group #1: Community Identity, Economic Development, Public Events

Group #2: Mobility, Public Safety, Urban Design/Community Character

Group #3: Civic Engagement, Public Spaces, Community Services, Housing

✓ *Please select a recorder/reporter for your group*



Eastside Tour

May 31, 2014

9 AM – 12 PM

Meet at Plummer Park



Next Agendas

Meeting 1

- Framework and introductions
- What is a Community Plan?
- Discuss community engagement
- Schedule Eastside Tour

Meeting 2

- Review Eastside demographic profile
- General Plan policies
- Discuss topics for Community Plan RFP

Meeting 3

- Reach agreement on list of topics for Community Plan RFP



Working Group Meeting #3

- Summary of Working Group Meeting #2
- Eastside Tour Download
- Conclude Discussion of Community Plan RFP
 - Topics and Scope of Community Plan
- Overview of Next Steps
 - Request for Proposal (RFP) process
 - Consultant team selection



Questions and Discussion



Public Comment



Adjourn

Thank you and good night!