

Feb 18, 2016

## MEMO: Project (re)initiation

Hello and welcome to the (re)initiation of the Eastside Working Group. On behalf of the City of West Hollywood, we are excited to continue with the work on this important project.

Tonight's meeting will focus on restarting the project and making sure that all committee members are on the same page. This will include introductions, a summary of the work completed by the previous incarnation of the Eastside Working Group (EWG), an overview of recent, current and near-term projects that the City is working on that will impact the Eastside and a discussion on community engagement. For the introductions, each EWG member should introduce themselves with the following information: Name; How long you have been in the City; One brief story that epitomizes character, identity and/or uniqueness of the Eastside; One critical issue facing the Eastside in the future.

Following the introductions, City staff will review the results of the previous phase of work. This will include a summary of the outreach activities, the issues identified through the process and the results of the prioritization exercise. Then, since more than a year and a half have passed, staff will describe current projects and initiatives that are or will impact the Eastside. This includes the traffic calming study and an update on recent development projects.

Next, we will review the scope of work for the new consultant team. The team is led by Raimi + Associates and supported by RSG, Melendrez, Nelson\Nygaard and Community Arts Resources (CARS). This consultant team has a lot of experience working in the City and on similar projects, including the General Plan (Raimi + Associates and Nelson\Nygaard), the bicycle and pedestrian mobility plan (Melendrez) and an Economic Study for the Eastside Area (RSG).

The last item on the agenda is a discussion of the community engagement activities for the project. This includes stakeholder interviews, focus groups, online engagement, and a community "event." CARS, the firm that is responsible for creating and implementing CicLAvia, is part of the consultant team and will produce the Eastside community event, tentatively scheduled for Sunday April 24, 2016. The overall purpose is to create a community celebration that focus on arts, culture and unique qualities of the Eastside. While the event will be fun, it will also be an opportunity to engage the community about content-specific topics that can help to create the Eastside Area Plan. CARS will provide an overview of purpose the event, describe the general types of activities that will occur (using examples from similar events put on by CARS), and lead a discussion with the EWG about outreach, partnerships, and content-specific activities that can help the EWG understand community priorities.

# Eastside Working Group Meeting – February 23, 2016

In advance of the meeting, we ask that you please do the following:

- Think of a brief story and an issue about the Eastside
- Review the ground rules and expectations for the EWG
- Review the final report from the first phase of the project, in particularly the highest priority issues.
- Familiarize yourself with the scope of work for the project, including the schedule of meetings
- Think about any specific research questions or topics you want the consultant team to explore in the State of the Eastside Report.

If you have any questions in advance of the meeting, please feel free to contact Garen Srapyan, Associate Planner, at 323.848.6827 or [GSrapyan@weho.org](mailto:GSrapyan@weho.org).

We look forward to seeing you next week.