



STAFF REPORT

Meeting Date: October 20, 2015
To: Honorable Mayor & City Council
From: Steven Zoet, Director of Community Services
Subject: La Cienega Park and Community Center Public Process and Outreach Efforts
Attachments: Summary of the December 14, 2014 Public Comments
Public Outreach Plan

INTRODUCTION

Direction was given to staff by City Council liaisons to facilitate additional public meetings for purposes of collecting community input associated with possible site improvements to La Cienega Park including the Tennis Center. The process is to include an evaluation of the existing Community Center and recommendations for its restoration or replacement. Staff foresees a public input process similar to that which was used during the development of the Roxbury Park plans. An evaluation of the park's needs through a public outreach process is a Priority A item of City Council for FY 2015-16.

An initial public meeting occurred on December 10, 2014 with approximately fifty (50) community members in attendance. City Council was provided with a written summary of the public comments received at this meeting as an informational item at its April 7th, 2015 Study Session. That summary is also being provided again for your information, along with an updated Public Outreach Plan with respects to intents moving forward.

DISCUSSION

In an effort to acquire more information regarding the community's desires for improved recreation opportunities and park amenities, City Council liaisons Mayor Gold and Council member Brien directed staff to gather additional public input regarding desired improvements to La Cienega Park, including all structures and grounds.

Staff will utilize a variety of means and methods (plan attached) for promoting public meetings and encouraging attendance and comments.

FISCAL IMPACT

Staff do not foresee there being any costs to solicit public input through the means that will be used. Costs associated with publicly desired improvements to the park's grounds and amenities are unknown until such time that the desired improvements have been charted and staff can assess preliminary costs. However, staff has been anticipating

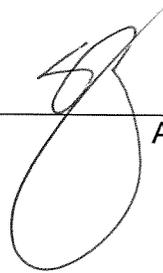
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needs and have identified and recommended funding through the City's Capital Improvement Projects budget.

RECOMMENDATION

This item is for informational purposes only. Staff will continue to work with its City Council liaisons in hosting additional community engagement and public outreach efforts to assess interests associated with the entire park property, including grounds and structures both east and west of La Cienega Boulevard.

Staff will provide City Council with updated summaries of the community's interests as the public input process continues.



Steve Zoet
Approved By

Attachment 1



La Cienega Park and Community Center
Community Meeting
December 10, 2014

BACKGROUND



Built in 1981, La Cienega Park and Community Center is one of the crown jewels of City of Beverly Hills' athletic facilities. The park is home to two large sports fields, which convertS to three baseball diamonds in the spring and two soccer fields in the fall. It is home to multiple sports leagues, a perimeter jogging track, a pavilion featuring outdoor exercise equipment, an outdoor snack bar and four picnic tables that are open use or by reservation.

The Community Center houses an auditorium, dance room, meeting room and a City operated Preschool room. Community meetings, social gatherings, rentals and a variety of City sponsored recreation classes and programs are also held in these rooms. Additionally, the Center serves as office space for City staff.

COMMUNITY MEETING (12/10/2014)

Earlier this year, the Beverly Hills City Council expressed interest in making improvements to the La Cienega Park and Community Center. For the next four months, the City will gather feedback in a variety of inclusive ways to determine the community's vision and wishes for the park and community center.

On December 10, 2014, the Community Services Department hosted the first public meeting to help shape the future of the La Cienega Park and Community Center. Below is a copy of the topics and ideas shared at this meeting.



NOTE: The numbers listed below in parentheses are the number of times topics were mentioned by meeting participants.

PUBLIC COMMENT- OUTDOOR

Playground (29)

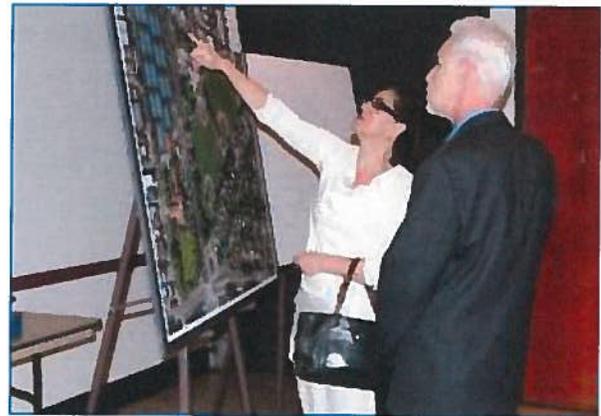
1. More shade (7)
2. Different surface (4)
 - a. Foam (1)
 - b. Softer surface (1)
 - c. Less sand (2)
3. Dedicated sand area separate from playground (2)
4. Water play (2)

5. Enlarge (2)
6. Equipment enhancements (5)
 - a. More Challenging Equipment (2)
 - b. Modernized (1)
 - c. Bigger equipment (1)
 - d. Swings (1)
7. Other
 - a. More seating close by (1)
 - b. Less cushioning (1)
 - c. Mentioned Use - unspecified (5)



Fields (28)

1. Increased seating in Park (3)
2. Field Drainage Improvement (3)
3. Increased accessibility for casual park users (non-members of team sports) (3)
4. Artificial Turf (2)
5. Field maintenance (4)
6. Increase maintenance of fields (2)
 - a. Level fields (1)
 - b. Fill Holes (1)
7. Improved shade for seating areas (2)
8. Improve watering schedule for fields (1)
9. Improve Lighting (9)
 - a. Improved Outdoor Lighting (4)
 - b. Fenton Field Specifically (1)
 - c. Walking Path (2)
 - d. Improved Indoor Lighting (2)
10. Batting Cage Update (1)



Walking Path / Track / Equipment (17)

1. Improve Lighting on walking path (2)
2. Expand path for bikes and kids (1)
3. Exercise Equipment – Mentioned Use (5)
4. Other (8)
 - a. Decrease mud (1)
 - b. Mentioned Use (7)

Landscaping (9)

1. Water-wise/ Drought Tolerant (3)
2. Improved Landscaping general (2)
 - a. Along Gregory Way by LCTC (1)
3. Add vegetation, trees, flowers (4)
 - a. Less grass (1)
 - b. Flower Garden (like CCP) (1)
 - c. Zen Garden (1)
 - d. More trees (1)



Picnic Area/ Snack Bar (15)

1. Improve Food Vending Options (4)
 - a. Snack bar open more (1)
 - b. Snack Bar update needed (1)
 - c. Coffee Shop / Café (1)
 - d. Higher quality food options (1)
2. Picnic Tables (7)
 - a. Increased # tables (3)
 - b. Shaded (2)
 - c. More BBQ Pits (1)
 - d. Closer to playground (1)

Outdoor Planning / Design Suggestions (12)

1. Enlarge Park Space (5)
 - i. Not enough green space, overcrowded (1)
 - ii. More Space in Park (remove fields) (1)
 - iii. Relocate Park Maintenance to use space for park (1)
 - iv. Acquire corner lot (2)
2. Safe Crossing across La Cienega (2)
3. Connection to Metro (2)
4. Other (3)
 - i. Make a center of civic life (1)
 - ii. Planning that encourages use of bikes and connectivity to transportation systems. (1)
 - iii. Integration with South BH (1)



Other Amenities (47)

1. Increased Parking (9)
 - i. Increase Parking - Unspecific (7)
 - ii. Enlarge LCTC structure (free up street parking for residents) (1)

- iii. Subterranean Parking (1)
- 2. Drinking fountains for dogs (2)
 - a. Improve drinking fountains (4)
- 3. Outdoor Event Space – (2)
 - i. Semi Private (1)
- 4. Add security personnel /cameras (2)
- 5. Archery / Shooting Range (1)
- 6. Skateboarding area (1)
- 7. Mini Golf (1)
- 8. Racquetball Courts (1)
- 9. Bridge/overpass from Tennis center (3)
- 10. Dog Park (1)
- 11. Pool (3)
- 12. Basketball Courts (8)
- 13. Bicycles / Bikes (6)
 - i. Bike Racks (1)
 - ii. Bike routes to and from park (2)
 - iii. Bike paths in park (2)
 - iv. Shady Bike Path (1)
- 14. Other
 - i. Extended Park hours (1)
 - ii. Allow use of personals shading devices (1)
 - iii. Business Improvement (2)



PUBLIC COMMENT- INDOOR

Renovations /Alternations Needed (40)

- 1. Design (20)
- 2. Building enhancements (11)
 - a. Too institutional (1)
 - b. Bright colors (1)
 - c. Improve Lobby (1)
 - d. Make building nicer/ larger (2)
 - e. Open Windows for Air Circulation (1)
 - f. Light and Airy reception area (1)
 - g. Two story structure (1)
 - h. Sound barrier between rooms (1)
 - i. Integrate with BH Healthy initiatives (1)
 - j. Modular construction so can be altered (1)
- 3. Roof Replaced (leaking) (3)
- 4. Complete renovation- unequivocal (3)
- 5. Short term refurbishment (1)
- 6. Solar Panel/ Energy Efficient / LEED (2)



Amenities- Improvement Needed (19)

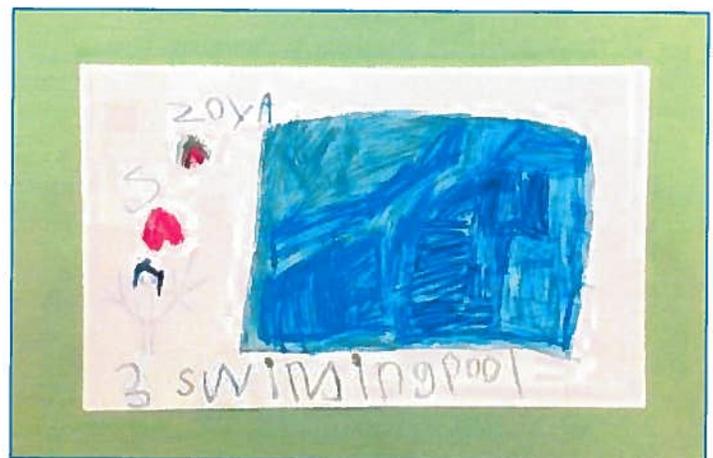
1. Enhance rooms (7)
 - a. More rooms (3)
 - b. Increase rooms avail for b-day events (2)
 - c. Fix / Improve Rooms General (2)
2. New projector screen (3)
3. More comfortable chairs (2)
4. Larger Dance Room (1)
5. Teen Room Needed (1)
6. Classroom with sinks for Art Class (1)
7. Improved building maintenance (1)
8. Business center with computers (2)
 - a. Tech Room (movies and computer) (1)
 - b. Business Center (computer /fax) (1)
9. Library (2)
 - a. -Drop off / pick up (1)
 - b. -Library space (1)

Improve bathrooms (15)

1. Safety (2)
 - a. Safer (1)
 - b. Tennis Center bathrooms specifically (1)
2. Lighting (2)
 - a. Fenton Bathrooms specifically need light (2)
3. Remodel bathrooms (2)
 - a. Scrap and start over (2)
4. Family Bathroom (1)
5. Increase accessibility for disabled (1)
6. Water conserving (2)
7. Preschool Bathroom Separate from Public (2)
8. Other Renovations (3)

Preschool (9)

1. Increased Size of Room (2)
2. Separate Patio / Outdoor Play Area (1)
3. More windows (1)
4. Kid-accessible sinks (1)
5. Other (4)



Improved Programming (11)

1. More senior Programs (2)
2. More sports for kids (2)
3. More adult classes (4)
 - a. More adult classes (1)
 - b. Evening Walks (1)
 - c. Rock climbing (1)
 - d. Climbing nets (1)
4. Coordination with schools (1)
5. Increased Outdoor Events (1)
6. Activities for diversity of age (1)

Tennis Center (7)

1. New elevator (1)
2. Upgrade lobby (1)
3. Install windows for more light (1)
4. Expand rooms (1)
5. Better ventilation (1)
6. New bathrooms (1)
7. Tennis Wall (1)

For more information about the La Cienega Park and Community Center, visit www.BeverlyHills.org/LaCienega or call 310.285.2537.



BEVERLY HILLS COMMUNITY SERVICES DEPARTMENT 2015-2016 PUBLIC OUTREACH PLAN LA CIENEGA COMMUNITY CENTER & PARK

OVERVIEW

The Beverly Hills City Council identified improvements to La Cienega Park and Community Center as one of their top priorities for FY 2015-2016.

Phase I

A Community Workshop took place to obtain public input regarding enhancement opportunities for La Cienega Park on Wednesday, December 10, 2014 at the La Cienega Community Center from 7 p.m. to 9 p.m.

A comprehensive outreach plan was developed to encourage participation and public input for the enhancement of the Park.

- A landing page was created on the City's website specific to La Cienega Park Public Input for Enhancements.
- An online survey was developed and made available on the landing page.
- Nearly 1,400 letters with surveys were sent to BH residents and adjacent LA residents in close proximity to the Park.
- Over 5,000 emails with a link to an online survey were sent to patrons of Community Services who have been registered into its class system.
- Flyers and postcards were distributed to all public facilities and posted in strategic locations throughout the city.
- Advertisements were placed in local papers.
- Press releases were sent to local media.
- Announcements were made at City Council and Recreation and Parks Commission meetings.
- Notices were distributed to BHUSD, Team BH, Teen Advisory Committee, Beverly Hills Active Adult Club, Youth Sports Organizations, Homeowners Associations, local business community, residents, preschools, Conference and Visitors Bureau and the Chamber of Commerce to distribute in their communication materials.
- Information was placed on the City's social media platforms and broadcast on BHTV.
- Banners were displayed in strategic locations near City Hall, at the City's Community Centers and other areas in the City.

Outcome

Approximately 50 people attended the public outreach workshop on December 10. Additional people filled out a survey or submitted their comments on line.

Input received:

Outdoor Facilities and Grounds

- Playground – 29 comments
- Fields – 28 comments
- Walking Path/Track/ Equipment – 17 comments
- Landscaping – 9 comments
- Picnic Area/Snack Bar – 15 comments
- Outdoor Planning/Design Suggestions – 12 comments
- Other Amenities – 47 comments
- Tennis Center – 7 comments

Indoor Facilities

- Renovations/Alternations Needed – 40 comments
- Amenities/Improvements Needed – 19 comments
- Bathroom Improvements - 15 comments
- Preschool Improvements – 9 comments
- Improved Programming – 11 comments

Phase II

Data Analysis was conducted and reported to City Council and the Recreation and Parks Commission. Subsequent meetings have occurred with the City Council liaisons and direction was provided to gather additional public input.

Phase III

GOAL

The goal of the next phase is to gather additional public input through more Community Workshops and other comprehensive community outreach efforts. Future Community Workshops will include the review of input received from previous meetings to assure that future design elements are consistent with current community wants and needs.

In an effort to inspire as many community members as possible across Beverly Hills to provide feedback and input on changes or upgrades they would like to see at the La Cienega Community Center, we developed the following plan.

Within that broad scope, we need to achieve the following goals through our efforts:

- Design and implement a community outreach campaign that gathers public feedback in a variety of ways to ensure that everyone has an equal opportunity to participate
- Elevate awareness of and participation in the public outreach phase

TIMELINE

The Community Services Department recommends a three to four month public outreach process to conclude in early 2016. Phase III will include gathering feedback and ideas through various communication channels from user groups, stakeholders and community members. Phase IV will include data analysis and reporting of collected information to City Council and the Recreation and Parks within the first quarter of 2016. At that time, staff anticipates seeking further direction from City Council regarding concept designs and desired next steps.

PHASE III

- Provision of the community outreach plan to City Council and the Recreation and Parks Commission - October 2015
- Recreation & Parks Commission meeting updates:
 - Sharing of information and intent anticipated for October 27, 2015
 - Additional updates to follow at regularly scheduled meetings as appropriate
- Community Workshops with desired target audiences (La Cienega user groups and community stakeholders):
 - La Cienega Community Center and park based to allow for tours of the existing facilities and site conditions analysis
 - Dates to be determined
- Liaison meetings (Dates to be determined)
- Online and print survey available to the community pending City Council approval to proceed

TARGET AUDIENCE:

Existing La Cienega User Groups:

- Current youth sports and other park and community center user groups and individuals
- Preschool parents
- Adjacent Beverly Hills and Los Angeles residents within close proximity to the park (approximately 1,350 addresses)
- Facility rental groups

Community Stakeholders:

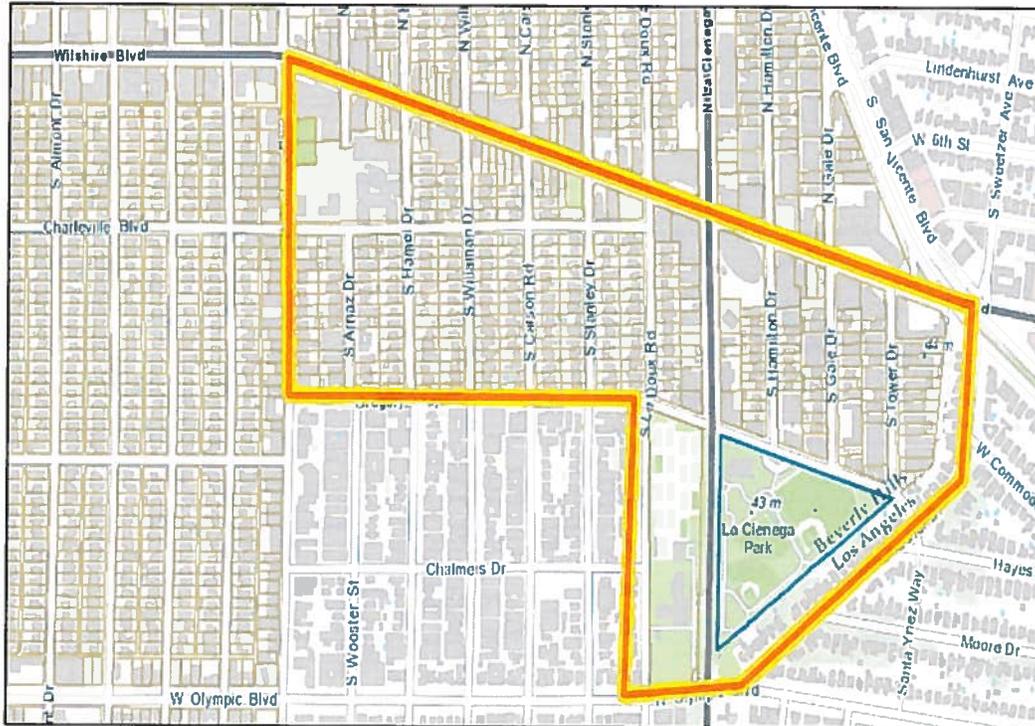
- Beverly Hills residents
- Beverly Hills City Council and Recreation and Parks Commission
- Beverly Hills Unified School District (BHUSD) and PTA groups

- Southeast Task Force
- Religious organizations
- Local business community
- Email distributions to patrons registered through CLASS (online registration database for Community Services classes and programs)
- Beverly Hills Chamber of Commerce and Conference & Visitors Bureau (CVB)
- TEAM Beverly Hills
- Teen Advisory Committee (TAC)
- Beverly Hills Active Adult Club (BHAAC)
- Youth sports organizations
- Homeowners Associations

PUBLIC OUTREACH STRATEGIES:

The City's Community Services Department will educate and inform the community about the public outreach phase for the La Cienega Community Center by utilizing a variety of proven communication tools and tactics including:

- **Public outreach meetings** conducted with various target audiences, including La Cienega user groups, community stakeholders and press. This includes town hall type meetings, focus groups, etc.
- **A webpage** with information about how to submit ideas and feedback for future enhancements to the La Cienega Community Center. The webpage will also highlight its location, current programs and services, hours of operation and contact information.
- **Online and mail survey** with questions on what changes or upgrades the public would like to see at this site.
- Announcements at **City Council and Recreation and Commission meetings** of ways the public can provide feedback and ideas.
- **Press releases from the Community Services Department** in the local media.
- **Print advertisements** in *The Courier* and *The Weekly*.
- **Mailers** sent to local Beverly Hills residents and adjacent Los Angeles residents within close proximity to the La Cienega Community Center. Each mailer will notify residents about scheduled meetings and let them know how to participate in the public outreach phase. Postcards will be mailed to approximately 1350 addresses within the following borders: North - Wilshire Blvd., South - Olympic Blvd., West - Robertson Blvd., and East - one street behind the La Cienega Community Center – Schumaker Drive (Los Angeles).



- **Stakeholder marketing outreach**—information about the public outreach process and upcoming meetings will be provided to all stakeholders for inclusion in their publications. This includes outreach materials provided to BHUSD, TEAM Beverly Hills, TAC, HOAs, PTA groups, faith based organizations, etc.
- **Flyers** displayed at all City facilities for upcoming meetings, including the Library, City Hall, various park sites, stakeholder facilities, etc. Additionally, staff will pass out flyers when appropriate at reoccurring City events, such as the Farmers' Market.
- Staff to work with **Beverly Hills Television** to feature announcements about upcoming meetings as well as ways to inform the public through the use of Social Media as appropriate.
- **Bridge banners and signage** to be displayed around town. Information will be created and posted at strategic locations so that residents know how to get involved, including at La Cienega Park, City Hall and Roxbury Park.
- **Parking valet signs** to be displayed at key public parking lots around town notifying the community of upcoming public meetings.
- **Targeted e-mail blasts** sent to all relevant City and Department e-notify subscriber lists, including: sports and recreation groups, CLASS registrants, preschool parents, BHUSD school newsletters, PTA groups, TEAM Beverly Hills, and the Teen Advisory Committee.
- **Social Media Platforms** - including the City and Department's *Twitter and Facebook* accounts will be utilized to help promote public outreach efforts.
- **Online tile ads** placed in key areas on webpages, including the *City's website, Chamber of Commerce, BHUSD, and social media.*
- **Community Services Department's printed brochure** – when possible, include information to let residents know how to participate in the public outreach process.

MEASUREMENT

The success of the public outreach process will be evaluated at every effort implemented as a part of the phase to determine the most beneficial and productive tactics. Throughout this campaign, the Community Services Department will present progress reports at appropriate times to both the Beverly Hills City Council and Recreation and Parks Commission, including:

- Regular updates on community ideas and feedback, progress, and observations
- Total number of people who participated in public meetings
- Total number of people who participated in public surveys
- Mail and email marketing impressions and engagement
- Social media engagement, such as: examples of posts with photos, online impressions/ click-through ratings and page opens
- List of community groups contacted by staff
- High resolution PDF's of any press clippings