Working With Diverse Constituents

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Public Information Director
Understanding the Community

- L.A. population – about 4 million residents
- Diverse racial and ethnic backgrounds
- Unique socio-economic traits for each neighborhood
- Differing levels of community engagement
- Unique geographic characteristics
Tailoring Outreach Strategy

- Language barriers
- Sensitivity to religious beliefs
- Respect for cultural ideologies
- Providing the same level of outreach and support to all neighborhoods and constituencies
- Emphasizing D.E.I. – Diversity, Equity, Inclusion
- Addressing environmental preservation goals
Venice Dual Force Main Project
VDFM Stakeholders

- Local residents and businesses of the Playa del Rey, Marina del Rey and Venice neighborhoods
- Beach goers and commuters
- Council District 11
- Neighborhood Council of Westchester/Playa
- LA County and Supervisor Janice Hahn
- Local HOAs
- Environmental groups
- City partners
- South Bay Community City Managers
- LASAN
- Public Works Agencies
- Cal/OSHA
- Heal the Bay Foundation
- LAX Coastal Chamber
Outreach Tactics

- Door-to-door canvassing
- Community meetings
- Information Kiosks
- Email distribution blasts
- Constant Contact
- Social media channels (Nextdoor, Instagram, etc.)
- Traffic advisories
- Project milestone events
- Information sharing with local entities
- LASAN website
- Dedicated email, hotline and phone number
Other Constituencies

- Council Districts and elected officials
- Neighborhood councils and neighborhood associations
- Businesses
- Schools (and their districts) – pre-K to universities/colleges
- Environmental Justice groups
- City agencies
- County agencies
- NGOs
- Regulatory bodies
- Religious institutions
- Other local and stated elected officials
- Neighboring or overlapping cities and jurisdictions
Managing Differing Needs

- Competing interests from various constituents
- Expectations vs realities
- Maintaining transparency and open communication lines with the public
VDFM Example