La Cienega Park & Recreation Complex

Public Feedback Process
La Cienega Public Feedback Process
Background

- Southeast Beverly Hills—Olympic & La Cienega
- 17 acre community park and recreation center
- Divided by La Cienega Boulevard
- East side: 3 lighted fields, playground, community center, etc.
- West side: 1 field, tennis center, including 16 lighted tennis courts
Background

- Council priority
- Focus on Southeast
- Frequent Maintenance/Repairs
- Meeting the recreational needs of the community within space limitations
LCP Public Feedback

Process—Consultant CSUS/CCP

• Stakeholder Meetings
• Focus Groups
• Speakers’ Bureau
• Online Survey
• Town Hall Meetings
• Regular Reports to City Council
LCP Public Feedback

Recommendation

• Be informed
  – www.beverlyhills.org/laciengaparkproject

• Fill out the survey
  – www.beverlyhills.org/LaCienegaSurvey

• Attend Town Hall Meetings
  – October 8th & 24th, 7 pm
  – At La Cienega Community Center

• Help us spread the word about feedback opportunities.
LCC Public Feedback

Education/Awareness/Outreach

- Stakeholder Groups
- Focus Groups
- Speaker’s Bureau
  - Commissions
  - Community Groups
  - City’s Partnership Groups
  - BHUSD Groups
- Display/Direct Solicitation
  - Farmers’ Market
  - BOLD Events
  - National Night Out
  - Concerts on Canon

- Display/Passive Solicitation
  - Community Centers
  - Library
- Direct mailer to residents
- E-blast to targeted groups
- Door hangars/non-residents
- Social Media posts
- Editorials in local papers
- Advertising in local papers
- Banners
- Webpage
Questions?
CONSULTANT GROUP

Consensus and Collaboration Program (CCP) is of the Sacramento State, College of Continuing Education and is a neutral, third party organization that specializes in acquiring stakeholder and public feedback to identify and report unbiased information about community perspectives.