

Feedback Summary

“Shaping Our Future” Community Event

(Community Workshop #3)

CONTEXT & PURPOSE

On behalf of the City of West Hollywood (“City”), Gensler and Designing in Color held the **“Shaping Our Future” Community Event** at **West Hollywood Park Aquatic & Recreation Center** on **Saturday, July 20, 2024**. This was the last of three community workshops planned as part of the WeHo 40 Strategic Plan development process.

The primary purpose of this event was to **share, validate, and collect additional feedback on the preliminary focus areas, goals, and objectives**, which the WeHo 40 project team developed in collaboration with City department leaders and based upon previously collected community feedback.

Leading up to this event, the WeHo 40 project team worked in collaboration with City department leaders to develop preliminary focus areas, goals, and objectives, which were based on the Key Themes, Preliminary Visions, and other feedback from preceding community events, focus groups with the WeHo 40 Action Team, and additional meetings with the WeHo 40 Core Coalition. Comments from this session were then used to revise and refine the focus areas, goals, and objectives for the draft WeHo 40 Strategic Plan.

During the event, the preliminary focus areas, goals, and objectives were displayed for participants to read. There was a total of six focus areas, each with several associated draft objectives described in detail. Participants were asked to provide comments regarding each objective and to offer potential partnership opportunities with other organizations, public agencies, or institutions that could help the City advance the objective. WeHo 40 project team members were present to answer questions and solicit feedback. This document includes photographs of all comments.

(continued on next page)

DRAFT FOCUS AREA #1: COMMUNITY SAFETY & WELL-BEING



DRAFT FOCUS AREA 1

COMMUNITY SAFETY & WELL-BEING

DRAFT GOAL
Goals describe the overarching vision for the focus area.

Invest in equitable public safety and human service initiatives that enable all community members to thrive

DRAFT OBJECTIVES	PARTNERSHIPS	COMMENTS
Objectives describe specific outcomes or targets that the City will pursue to achieve a goal.	Who should we be working with on this? (ex. organizations, public agencies, companies)	Any additional thoughts?
1. Develop neighborhood-specific approaches to addressing public safety and security concerns. The City recognizes the importance of ensuring safety and security. Doing so on a citywide scale requires a nuanced approach that connects the concerns of specific constituencies and neighborhoods with visible solutions that also consider historic challenges and injustices.	Have Police Take citizens reports seriously Work with our community members experiencing homelessness! Ask what they need Partnerships with TGI + nonprofits: AIDS Project, UWC, Trans-LAmp, Bristlestar + lower risk users for Police in neighborhoods Partnership with County, City is still in progress - not done yet Because of Landlords being faulty	Free bar for for unhoused More focus on Neighborhood Watch BIPOC Training for Sheriffs Continued to engage BBBS in Neighborhood Watch De-escalation + mental health training Prevention #1 Black by Black Kiosks in all public parks
2. Shift the conversation on housing insecurity and homelessness to foster more productive dialogues aimed at identifying community-oriented solutions. The substantial increase in persons experiencing homelessness is a major challenge that the City, regional, state, and federal partners must address, and approaches to tackle the issue varies widely. This stems largely from differing understandings of the issue and the range of diverse needs and solutions. Through greater outreach, engagement, and education with stakeholders, the City can foster more productive dialogue on potential solutions that are viable, and respectful, and supportive of safety and well-being community-wide.	Partnership with County, City is still in progress - not done yet Because of Landlords being faulty	Child focused community day care Events - Motherhood More integrating from Landlords
3. Expand awareness, reach, and impact of West Hollywood's comprehensive health and human service offerings. West Hollywood is proud to offer a broad range of accessible and free/low-cost health and wellness services to the community, including people experiencing homelessness, LGBTQ+ community members, older adults, people living with disabilities, people living with HIV/AIDS, immigrants, children, people experiencing poverty, historically disenfranchised groups such as people of color, and others. Awareness and utilization of such services, however, is sometimes focused on specific audiences of service delivery. Therefore, the City needs to make sure that services are more effectively developed and promoted to the community at large and delivered to those who need them, with attention to trust-building, cultural competence, trauma-informed care, human-centered design, and strategically tailored approaches.	West Hollywood Commissions in City / County Commissions More marketing outreach BEING ALIVE! WE'RE BACK IN VIEWS WITH A STRAIGHTENING	More integrating from Landlords
4. Improve the experience and safety of all road users, including pedestrians, in alignment with the City's Target Vision Zero Action Plan. Non-motorized mobility is becoming an increasingly important transportation option for residents and visitors, but existing infrastructure must be improved to make these options safer. This will require a re-imagining of the City's street network, so that those who travel car-free can benefit from high-quality infrastructure that is safe, convenient, and accessible.	Educating people about safe road use and its benefits Promptly implement Vision Zero and Bike/Ped Plan Protected Bicycle Lanes!	Don't lose Traffic Lane by adding bike lanes - lanes would be lost Traffic on Fountain is unbearable, most who live on fountain strongly oppose adding bike lanes Incorporate protected lanes for all road users Road safety can be designed. More resident input & reflection



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DRAFT FOCUS AREA #2: ATTAINABLE HOUSING

DRAFT FOCUS AREA 2 ATTAINABLE HOUSING

DRAFT GOAL

Goals describe the overarching vision for the focus area.

Create housing opportunities for people of wide-ranging income levels and backgrounds

DRAFT OBJECTIVES

Objectives describe specific outcomes or targets that the City will pursue to achieve a goal.

PARTNERSHIPS

Who should we be working with on this? (ex. organizations, public agencies, companies)

COMMENTS

Any additional thoughts?

1. Substantially increase West Hollywood's supply of affordable housing.

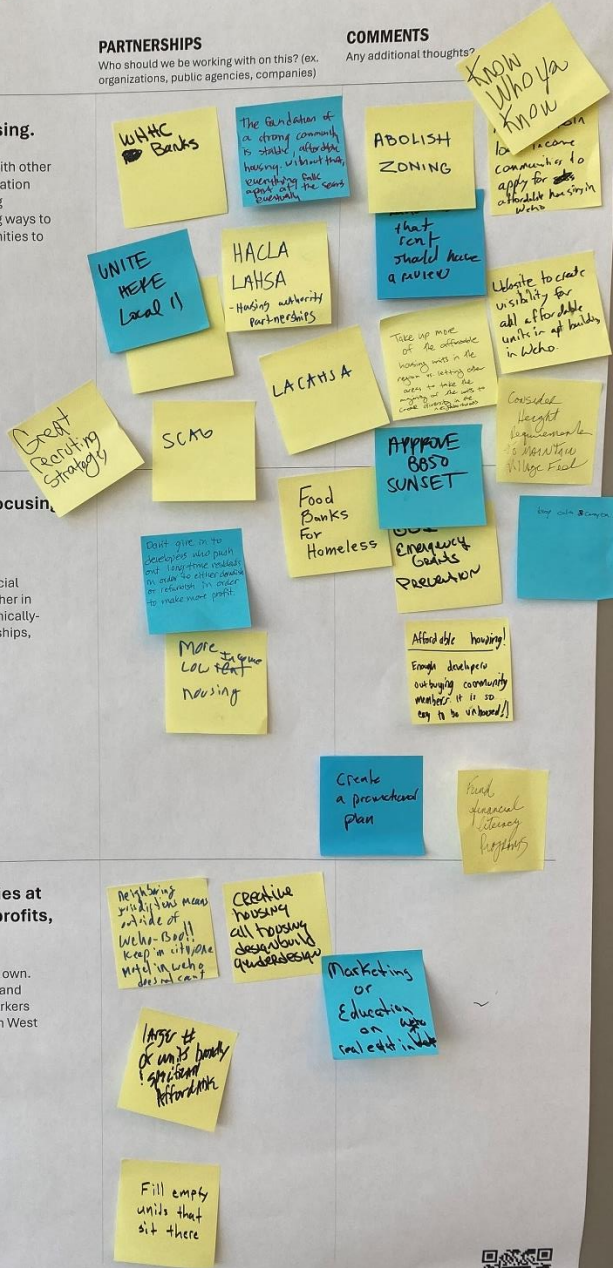
Housing production in the Los Angeles region has not kept up with population growth. Along with other factors, this has resulted in rapidly rising housing costs for both renters and owners. A combination of regulatory hurdles, resident opposition, and high construction costs has also made housing construction very challenging, especially land-constrained cities like West Hollywood. Finding ways to expand the City's affordable housing stock is crucial for providing attainable housing opportunities to the community.

2. Protect residents from being pushed out by rising housing costs, focusing on community members who are older, low-income, or otherwise vulnerable.

Rising housing costs and state limitations on rent-stabilization protections have placed financial pressure on existing residents, often resulting in community members leaving the city altogether in search of more affordable communities. Addressing displacement protects our most economically-vulnerable community members, and also safeguards the long-standing community relationships, diversity, and cultural heritage that make West Hollywood unique and special.

3. Establish replicable approaches to expanding housing opportunities at a regional level in partnership with neighboring jurisdictions, nonprofits, and other organizations.

Housing affordability is a statewide issue that the City of West Hollywood cannot solve on its own. Working with other jurisdictions will enable WeHo to support a broader range of approaches and solutions beyond adding more housing within the City. This is especially important for the workers who power the City's service and hospitality industries, many of whom cannot afford to live in West Hollywood.



Partnerships:

- WHHC Banks
- UNITE HERE Local 11
- HACLA LAHSA - Housing authority Partnerships
- LACATSA
- SCMO
- Food Banks for Homeless
- Emergency Grants
- Preservation
- More In-Low Housing
- Neighbors jurisdictions mean outside of WeHo-Brent! Keep in city like hotel in L.A. don't want
- CREATIVE housing all housing development
- Marketing or Education on higher real estate in West
- larger # of units better! special affordable
- Fill empty units that sit there

Comments:

- ABOLISH ZONING
- that rent should have a review
- Update to create visibility for all affordable units in all buildings in WeHo
- Take up more of the affordable housing units in the region - using other ways to take the money to the city to create affordable housing
- Consider Height Requirements in Mountain Village Field
- Approve 6850 SUNSET
- Enough developers outbidding community members? It is so easy to be outbid!
- Affordable housing!
- Create a proven plan
- Good design! Literacy building



DRAFT FOCUS AREA #3: ECONOMIC DEVELOPMENT



DRAFT FOCUS AREA 3

ECONOMIC DEVELOPMENT

DRAFT GOAL

DRAFT GOAL
Goals describe the overarching vision for the focus area.

Advance just and inclusive economic opportunities that allow everyone to prosper

DRAFT OBJECTIVES

Objectives describe specific outcomes or targets that the City will pursue to achieve a goal.

PARTNERSHIPS

Who should we be working with on this? (ex. organizations, public agencies, companies)

COMMENTS

COMMENTS
Any additional thoughts?

1. **Develop and implement an economic development framework that enhances existing economic strengths while leveraging emerging opportunities.**

The City acknowledges the challenges and opportunities presented by an evolving economy and continue to proactively support existing industry sectors through outreach and partnership.

- 2. Reinvigorate and diversify the city's daytime economy.**

The pandemic has permanently shifted the way people work, with many businesses adopting remote and hybrid work schedules. West Hollywood is not immune to this fundamental shift in reduced daytime foot traffic and altered spending patterns and will require new strategies to support local businesses as they adapt. Attracting more home- and office-based workers in growing industries to the City can add foot traffic and daytime activity during the week, resulting in a more resilient local business community.

3. Nurture and support local businesses owned by LGBTQ+, BIPOC, women, and other underrepresented community members.

Ensuring that resources and support are available to businesses that may be less capitalized are crucial to ensuring their success. Taking steps to promote and protect small businesses can help ensure that the city's business community serves the city's full spectrum of communities, needs, and income levels.

4. Recognize and support legacy businesses for their value as cultural and community-building resources.

West Hollywood's bars, restaurants, and other establishments draw people from across the city and region for face-to-face interaction and community gathering. For LGBTQ+ people across the Los Angeles region, visiting the bars and nightclubs in West Hollywood is often seen as a rite of passage. Similarly, small businesses catering to the City's Russian-speaking population serve as a local cultural cornerstone, facilitating far-reaching social connections. Therefore, it is important that longstanding businesses with deep ties to the communities that make West Hollywood special are recognized and supported as cultural and community-building resources.

5. Support a more inclusive LGBTQ+ culture and nightlife in West Hollywood that is welcoming to underrepresented and intersectional LGBTQ+ identities.

The City's role as a hub for LGBTQ+ culture and nightlife in the region is not something the City should continue to actively cultivate. Shifts have taken place that have effectively reduced the number of establishments that aim to serve BIPOC community members, lesbians, and other queer and gender non-conforming people. Taking a more engaged and intentional approach to marketing the City's LGBTQ+ culture and nightlife will be critical for promoting greater inclusivity and a welcoming environment for many people in the range of LGBTQ+ communities.

6. Advocate for expansion of transit options that can strengthen West Hollywood's connectivity to the broader region.

While there are a limited number of City-operated transit routes, regional public transportation to and through the city is provided by external agencies like LA Metro. Advocating for the expansion of regional services, like Metro's planned K Line light rail extension, into the city in ways that meet constituent needs will allow community members to travel to, through, and within West Hollywood using high quality public transportation.

DRAFT FOCUS AREA #4: TRANSPARENCY & ENGAGEMENT

DRAFT FOCUS AREA 4		
TRANSPARENCY & ENGAGEMENT		
DRAFT GOAL		
Goals describe the overarching vision for the focus area.		
Ensure that all constituents feel welcome and empowered to participate in local governance and civic life		
DRAFT OBJECTIVES	PARTNERSHIPS	COMMENTS
Objectives describe specific outcomes or targets that the City will pursue to achieve a goal.	Who should we be working with on this? (ex. organizations, public agencies, companies)	Any additional thoughts?
1. Extend resident participation beyond elections and foster meaningful engagement in local governance and decision-making. For the City's democracy to more equitably represent and operate in the best interests of the community as a whole, we must take steps to ensure that all constituents feel welcomed, invited, and able to access participatory opportunities. Participatory governance empowers constituents to more directly influence how decisions are made, and it affords government officials with a richer and more nuanced understanding of community needs and lived experiences, which are seen as invaluable expertise on local issues. Some of the desired outcomes of such practices include improving government transparency, accountability, and responsiveness; promoting greater equity and innovation in decision-making; and bolstering the effectiveness and positive impact of City-led policies, programs, and services.		Revive the Dog Park Advisory Board to assist in planning Better signage + advertisement about events around the city Surveys door to door conversation neighborhood groups Work on 101 workshops Be intentional about extending participation for people who currently face barriers to doing so (language disability, digital literacy, etc.)
2. Combat misinformation and foster productive community dialogue through proactive, accessible messaging. The spread of misinformation and its role in shaping public opinion and priorities is a concerning trend that West Hollywood is committed to addressing. For democracy to thrive, civil discourse must be grounded in a shared understanding of a common set of facts. The City can play a role in safeguarding democratic processes and promoting more effective public deliberation through trustworthy, accessible, and proactive messaging that keeps our community informed.		More block parties to foster communication among neighbors and city officials Community meetings biweekly Take talks everywhere FREE ACADEMY Schools can also share the practices in sharing community information
3. Unify and connect the city's existing communications, community engagement, and data management tools to enable inclusive, data-driven deliberation and decision-making. West Hollywood has invested heavily in different communications and engagement tools and tactics, which centralizes important community engagement and public reporting functions into a singular, streamlined platform. More can be done, however, to connect online communications and engagement activities with data that can inform deliberations and decision-making. Doing so can facilitate more constructive, two-way communication with constituents, so that data-driven insights and robust community input are the primary drivers behind equitable government actions.		Consult residents when making parking decisions Yes - include more resident input when making development parking decisions Unify Brings Maps to all More outreach to specific neighborhoods uniquely impacted by city actions



DRAFT FOCUS AREA #5: COMMUNITY CONNECTION



DRAFT FOCUS AREA 5

COMMUNITY CONNECTION

DRAFT GOAL
Goals describe the overarching vision for the focus area.

Strengthen social bonds and mutual understanding within the community

DRAFT OBJECTIVES	PARTNERSHIPS	COMMENTS
Objectives describe specific outcomes or targets that the City will pursue to achieve a goal.	Who should we be working with on this? (ex. organizations, public agencies, companies)	Any additional thoughts?
1. Protect, promote, and support inclusive community gathering spaces and programs. A major contributor to what has sometimes been called a loneliness epidemic is the disappearance of “third places” – those community spaces and places that fall between home and work. Traditional third places include religious institutions and places of worship, low-cost or free recreational spaces like sports leagues, community gyms, and other civic clubs and organizations that bring people with similar interests or values together. These are typically designed, created, and operated by community members and community groups, not by government, and the City is committed to supporting this form of community building.	Tree Academy (school grades 10-12) Fan Girl Cafe Neighborhood Watch Concussion Assoc incorporate WEHO workers into community fabric	


WEHO 40
 CREATING THE FUTURE



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DRAFT FOCUS AREA #6: CLIMATE ACTION & SUSTAINABILITY



DRAFT FOCUS AREA 6

CLIMATE ACTION & SUSTAINABILITY

DRAFT GOAL

Goals describe the overarching vision for the focus area.

Adapt to the impacts of climate change while improving equity and quality of life

DRAFT OBJECTIVES

Objectives describe specific outcomes or targets that the City will pursue to achieve a goal.

PARTNERSHIPS

Who should we be working with on this? (ex. organizations, public agencies, companies)

COMMENTS

Any additional thoughts?

1. Continue to advance WeHo Climate Action Plan goals, including reaching citywide carbon neutrality by 2035.

The City is already committed to and taking steps toward meaningful climate action, and it is committed to continuing these efforts to reach its long-term sustainability goals.

2. Embed climate resilience as a critical consideration across all city governance and policy decisions.

Prioritizing climate resilience in city processes and policies will be critical as the region faces increasing frequency and severity of high heat days, wildfires, and droughts, among other climate-change-induced challenges. By elevating climate resilience, defined broadly as the ability to withstand and/or quickly recover from major climate incidents, as a critical consideration and responsibility for all City departments, the City can broaden the impact of climate adaptation tactics already identified in the City's Climate Action and Adaptation Plan. Doing so will require West Hollywood to consider resilience as a critical consideration.

3. Ensure that all West Hollywood residents are adequately prepared for future impacts of climate change regardless of one's race, socioeconomic status, or other characteristics.

In the United States, historically marginalized or disadvantaged communities have often borne much more than their fair share of negative environmental impacts, and recent studies also indicate that many of these same communities are expected to be disproportionately impacted by climate change. Implementation of West Hollywood's Climate Action Plan is an important opportunity to address these environmental injustices. Ensuring that our most vulnerable community members are just as prepared for future climate impacts is a foundational requirement for supporting more just and equitable climate action outcomes.

4. Make it easier for more people to move around in West Hollywood without a car.

While technologies like fully autonomous vehicles have been slow to mature, there have been significant advances in e-bikes and other mobility technologies that have reduced costs, thus broadening accessibility. As these modes of transportation become more widely adopted, they have the potential to form a critical piece of the City's transportation network.

5. Improve and expand the city's ecosystem-based methods of mitigating the effects of climate change.

West Hollywood is committed to pursuing climate action with holistic consideration of the city's people, natural context, and built environment, so that solutions consider and support human needs as well as those of plants, wildlife, and watersheds that make up our regional ecosystem. For example, maintaining the health and viability of trees and plantings across the city can be an effective way of both mitigating high heat and the urban heat island effects through shade while also improving the physical appearance of the city. Employing an ecosystems-based approach to climate action will help ensure that West Hollywood continues to advance mitigation solutions that produce benefits for city residents, workers, and visitors as well as the broader ecosystem that they inhabit.

6. Promote the preservation of historic and cultural resources to enhance social cohesion and neighborhood resilience.

The City is committed to a comprehensive approach promoting the preservation of historic or cultural resources. Community members can play a role in enhancing the impact of preservation efforts by leading activities and programming that activate underutilized spaces while bringing neighbors together. Strong neighborhood ties and social cohesion have been shown to be a contributing factor to faster recovery from climate-related disasters.

