

# Strategic Planning Workshop for the Crenshaw Community of Los Angeles

PROJECT #2929.33

## Project Summary

MIG, Inc. was engaged under the Caltrans Statewide on Call Planning Public Engagement Contract to assist the Los Angeles Urban League (LAUL), the California Department of Business Transportation and Housing Agency (BTH), Caltrans, the California Department of Housing and Community Development (HCD), and key stakeholders in conducting a strategic planning workshop for the Crenshaw community of Los Angeles. The purpose of the workshop was to convene over 50 community stakeholders to identify opportunities that will further enhance and improve the quality of life in the Crenshaw community. In addition to supporting the workshop and documenting activities, MIG was asked by Caltrans to prepare an overview of the outreach methods, and the effectiveness with which program-stated goals were reached, including lessons learned and recommendations for future action.



### Outreach Methods

- Workshop invitations: email, personal phone calls.



### Public Involvement Tools

#### *Personal Invitations to Key Stakeholders*

MIG worked with LAUL, BTH, Caltrans and HCD to identify invitees, including key stakeholders, with an existing or potential interest in improving the Crenshaw community. These included leaders from community-based organizations that represent the needs and interests of the Crenshaw community. To provide support and advice, private sector interests, federal, state, regional and local agencies, offices of elected officials, and law enforcement with interests and expertise in transportation and housing issues, programs and projects were also invited.

#### *Small Group Discussions*

MIG facilitated two smaller, topic-related discussion groups designed to generate dialogue about transportation and housing. These small group discussions allowed participants to provide feedback on transportation and housing needs in the community and along the Crenshaw corridor. Stakeholders shared project, program, and funding opportunities and identified potential priority projects and partnerships.

#### *Graphic Recording*

Graphic recording is a hallmark of MIG meeting facilitation in which workshop comments are recorded with colored markers on a large sheet of paper. This method allows participants to see that their comments have been noted, serves as a useful tool to guide conversation, and provides a formal record of the meeting.

### *Agenda Packets*

Agenda packets contained resource information for meeting attendees and served as stand-alone documents for those unable to attend. The packets included agendas, copies of the presentations, a summary of existing community needs, and background information on the LAUL.

### *Networking*

As a follow-on to the breakout group discussions, workshop participants were encouraged to sit with potential partners and other colleagues to further discuss project ideas and next steps in pursuing priorities.

### *Environmental Justice Community Involvement*

Project Team members worked with the LAUL and other sponsors to develop a list of key stakeholders to invite to the meeting. This list served as a basis for developing a group of invitees, representing a variety of cultural and socio-economic backgrounds and interests.



### Results

The June 29, 2009 workshop results include:

- Begin discussion on Community Action Plan to enhance the economic standards of the Crenshaw community.
- Improved partnerships and coordination with local agencies, organizations, and stakeholder groups.
- Identification of key projects and programs to meet unmet housing and transportation-related needs in the Crenshaw community.
- Engagement of a variety of stakeholders.
- Preparation and dissemination of workshop summary report that lays the foundation for a workplan for the Crenshaw Corridor.



### Deliverables

Meeting Summary  
Final Project Report