

Headquarters—Strategic Planning Workshop for the Crenshaw Community of Los Angeles

Project Summary

MIG worked with Caltrans District 7 to involve the Los Angeles Urban League (LAUL), the California Department of Business Transportation and Housing Agency (BTH), the California Department of Housing and Community Development (HCD), the Southern California Association of Governments (SCAG), and key stakeholders in a strategic planning workshop for the Crenshaw community of Los Angeles. The workshop convened over 50 community stakeholders to identify opportunities that will further enhance and improve the quality of life in the Crenshaw community. Along with designing the workshop and documenting results, MIG prepared an overview of the outreach methods, and evaluated which program-stated goals were reached, including lessons learned and recommendations.



Outreach Methods

- Workshop invitations: e-mail, personal phone calls



Public Involvement Tools

Personal Invitations to Key Stakeholders

MIG worked with the project partners to identify key stakeholders with an existing or potential interest in improving the Crenshaw community. Personal invitations were extended and follow-up calls made to encourage participation.

Small Group Discussions

MIG facilitated topic-related discussion groups designed to encourage participant feedback on transportation and housing needs in the community and along the Crenshaw corridor. They also 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-up to the breakout group discussions, workshop participants were encouraged to network 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 project sponsors to develop a list of key stakeholders. This list served as a basis for developing a group of invitees, representing a variety of cultural and socio-economic backgrounds and interests.



Lessons Learned

Caltrans can successfully support housing and transportation opportunities that will meet the needs of communities by engaging with a variety of stakeholders at the local, regional, and state level. By providing the occasion to discuss issues and develop solutions, strategic planning workshops can provide future direction and enable partnerships.



Results

Workshop results included beginning discussion on a 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; engagement of a variety of stakeholders; and preparation and dissemination of a workshop summary report that lays the foundation of a workplan for the Crenshaw Corridor.



Deliverables

Meeting Summary
Final Project Report