

## APPENDIX A: PUBLIC ENGAGEMENT AND OUTREACH SUMMARY

A small team from the City of La Puente, with support from the Institute for Local Government, conducted public outreach to inform the development of the Draft EJ Element. The engagement and outreach goals were to inform the community about the Draft EJ Element planning efforts, hear residents' concerns and priorities, and gather feedback on proposed Draft EJ elements, policies, and programs, and ensure that their voices were reflected in the development process.

### Engagement and Outreach - Phase I (2023)

In 2023, during the first phase of engagement, we informed the community about new planning initiatives to support safety, equity, and resilience in La Puente. This engagement for the first-ever EJ Element coincided with updates to the Safety Element and Local Hazard Mitigation Plan. The City aimed to better understand residents' experiences living in La Puente, as well as their priorities and concerns regarding the environment, food access, housing, safety, health risks, and disaster preparedness.

To achieve this, the City conducted several activities:

- Conducted a community survey in Spanish and English (84 participants).
- Hosted tabling at community events, such as La Puente Live and the Easter Egg Hunt (reached over 200 residents).
- Held one-on-one 45-minute interviews with stakeholders representing youth, Spanish-speaking groups, low-income families, and individuals experiencing homelessness.
- Performed Hacienda School District listserv outreach (4000 deliveries, 1800 impressions, 379 views).
- Posted social media announcements (525 views in English; 394 views in Spanish).
- Posted informational flyers at city facilities.
- Created a dedicated city website page and an announcement on the landing page.

All materials, including the website page, social media posts, and flyers, were available in Spanish and



English. Spanish-speaking staff also tabled at the community events. The City of La Puente website page displayed information in both languages about all three planning initiatives and directed people to participate in the survey. The landing page of the City's website also included a carousel with information about these planning initiatives and the survey.

The survey, open for six months, was designed to include small educational segments about EJ and Safety elements, as well as open-ended and ranking questions that asked residents their thoughts on air quality impacts and safety concerns. The City promoted the survey at tabling events, on social media, via Hacienda School District listservs, and through stakeholder outreach. A total of 84 people took the survey; however, 21 responses were excluded from the analysis due to being mostly incomplete, leaving 63 mostly full responses. *See Appendix B for the complete survey results.*

At community events, city staff and ILG engaged with residents, explaining city planning initiatives, sharing flyers, and encouraging residents to participate in the survey. During one-on-one interviews with stakeholders, a series of questions were asked, including:

- 1) What are you hearing and seeing about climate and equity needs and opportunities in the community?
- 2) What are the community priorities when it comes to disaster preparedness, safety, climate change, and environmental justice?
- 3) What is your vision for a sustainable, safe, and equitable La Puente?



The conversations with stakeholders, residents at community events, and the survey, helped the team identify community priorities and concerns. The Draft EJ Element set specific goals to address these priorities:

- Access to healthy food: Goal 3
- Beautification and green spaces: Goal 1 and 5
- Safety and cleanliness of public places: Goal 1 to 4
- Infrastructure and amenities: Goal 1 and 5
- Education and health programs: Goal 2 and 7
- Communication and accessibility: Goal 6
- Language access: Goal 6
- Collaboration and community involvement: Goal 6

Designed to incorporate community feedback, these goals ensured that residents' needs and concerns were central to the planning process. The Phase I engagement successfully aligned the Draft EJ Element policies and goals with what is important to the residents.

#### Engagement and Outreach - Phase II (2024)

In 2024, the City conducted the second phase of engagement and outreach to inform the community about the Draft EJ Element, invite them to review the document and its policies, submit comments, and share their feedback on the proposed goals. The City conducted the following activities in English and Spanish to promote public comments and invite people to the workshops:

- One in-person workshop (7 participants)
- One online community workshop (32 registrations, 28 attendees, 5 Spanish interpretation requests)
- Social media outreach (combined 52 likes in Spanish and English on Instagram)
- Outreach via city channels (announcement on the city website's landing page and planning department webpage)
- Flyering at City Hall, La Puente Community Center and La Puente Live event
- Stakeholder follow-up outreach
- Community outreach (82 emails collected via the survey and tabling events, listserv from other department)

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- Emailed public comments from three residents

The in-person workshop was conducted on a Tuesday evening at the La Puente Community Center. The virtual workshop was held on a Saturday morning, with simultaneous Spanish translation provided.



To encourage attendance at these workshops, city staff posted flyers at the La Puente Community Center and City Hall, distributed them at the La Puente Friday Live event, and shared information in both Spanish and English on social media. They also reached out to stakeholders and used city-wide and department-specific

listservs. Follow-up emails and an Instagram post thanked participants for attending and encouraged the public to comment on the Draft EJ Element and review the recording posted on the city's website.

The combined 39 workshop participants reviewed the proposed policies and goals and provided additional feedback on the Draft EJ Element. During the workshop, the City collected robust feedback through prioritization exercises, small group discussions, and instant polling. *See Appendix C for the community feedback matrix that notes how input was incorporated.*

Through Phase II of engagement, we fostered community participation, gathered valuable insights to guide the implementation of the Draft EJ Element, reflecting the diverse needs and priorities of La Puente residents.

#### **Incorporating Equity into Public Engagement and Outreach Approach:**

To ensure that engagement reaches groups traditionally underrepresented in public processes, the City focused on removing participation and access barriers such as language, format, and timing of events. All outreach materials were translated into Spanish and English, and all events—including tabling at community events and two workshops—offered simultaneous and consecutive Spanish interpretation. The City utilized various outreach methods and materials (flyers, website pages, social media posts, school district emails, and tabling) to educate residents about the Draft EJ Element and provide opportunities for participation.

Hacienda School Unified District outreach reached busy working parents across all income levels. Tabling and distributing flyers at La Puente Live, a popular local gathering, reached various community members who may not follow the city's social media or attend government meetings. Survey participants represented diverse age and income groups: 8% were youth (18-25 years old), while 6% were 58–76 years old. Approximately 49% of respondents reported incomes below \$65,575, with 13% below \$35,700. Thirty-two percent of participants were renters, and 21% lived in households of 6-8 people. To address mistrust in sharing personal information, participants were given the option not to indicate

income, age, and other socio-economic details, resulting in non-response rates ranging from 17-25%. Half of the participants preferred not to share their email.

A diverse audience attended both workshops, and stakeholder interviews included a high school student, Saint Louis of France Catholic Church, and Servants Arms, representing the voices of low-income families, individuals experiencing homelessness, youth, immigrants, and people of color. Engagement and outreach primarily reached La Puente residents and those who work in the city; 75% of survey respondents stated they live in La Puente, and 15% work there. Sixty-seven percent of virtual workshop participants reported living and/or working in La Puente.

In summary, the City of La Puente has successfully engaged a broad cross-section of the community, including immigrants, youth, seniors, low-income families, communities of color, and individuals experiencing homelessness. By addressing barriers to participation and employing a variety of outreach methods, the City has fostered public participation and ensured that residents' voices are heard in the development of the Draft EJ Element.