



LAC Outreach Strategy

INTRODUCTION

Over the last nine months the outreach team has engaged with members of the Local Advisory Committees (LACs) throughout the corridor. The membership of each LAC is as diverse as the communities they represent. With some having numerous members and others with only one person representing its community. One of the objectives for the I-710 Corridor Project EIR/EIS is to ensure a range of opportunities for participation by all communities along the corridor. Keeping in this goal, the outreach team has identified several strategies that align with the specific needs of each community. This customized approach is designed to address the concerns of 1) one-person LACs who feel that the perspective of one person may not necessarily represent the opinions of an entire community and 2) members of the public and corridor stakeholders that believe that broader outreach beyond the current LAC structure should be pursued.

The following described the strategies proposed by the outreach team.

1. Expand LAC membership for Committees of only one or two members.
2. Hold public forums in geographic areas where there are clusters of communities with no LACs.
3. Broaden participation in communities where LAC representatives do not necessarily reflect the current demographic.
4. Hold larger, community-wide LAC meeting to recruit new members and inform community about the project.
5. Invite city to reconsider making appointments.
6. Continue to work with staff in Long Beach to engage the CAC representatives in outreach process beyond the CAC.

IMPLEMENTATION

The following chart describes next steps and actions for implementing the above strategies.



Community	Members	Strategy	Actions
Bell	2	1 & 2	<ul style="list-style-type: none"> Discuss strategies with staff and advise on benefits
Bell Gardens	3	1 & 2	<ul style="list-style-type: none"> Discuss strategies with staff and advise on benefits
Commerce	8	None	<ul style="list-style-type: none">
Carson	17	3	<ul style="list-style-type: none"> Ask to potentially host an information meeting
Compton	0	5 & 2	<ul style="list-style-type: none"> Consult with COG Provide COG with menu of outreach options to present to electeds Outreach team follow up and implement strategies
Cudahy	1	2 & 4	<ul style="list-style-type: none"> Already working with staff and LAC member
Downey	0	2 & 5	<ul style="list-style-type: none"> Consult with COG Provide COG with menu of outreach options to present to electeds Outreach team follow up and implement strategies
ELA	5	None	
Huntington Park	1	2 & 4	<ul style="list-style-type: none"> Already working with staff and LAC member
Long Beach	4 council members	2 & 6	<ul style="list-style-type: none"> Consult with COG Suggest a meeting between outreach team and Mark Cristoffels to explain #6
Lynwood	1	2, 3 & 4	<ul style="list-style-type: none"> Might need support from COG on # 2 & 3
Maywood	1	2 & 3	<ul style="list-style-type: none"> Might need support from COG to move beyond recall
Paramount	5	2	<ul style="list-style-type: none"> Might need support from COG if Paramount is likely host for meeting
Signal Hill	0	5 & 2	<ul style="list-style-type: none"> Consult with COG
South Gate	2	None	<ul style="list-style-type: none">
Vernon	4	2	<ul style="list-style-type: none"> Will extend invitation to LAC and community to attend nearby information meeting