



Caring for Our Coast

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Gary Jones
Director

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Chief Deputy Director

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Deputy Director

April 13, 2023

TO: Supervisor Janice Hahn, Chair
Supervisor Hilda L. Solis
Supervisor Holly J. Mitchell
Supervisor Lindsey P. Horvath
Supervisor Kathryn Barger

FROM: Gary Jones, Director

SUBJECT: **ALIGNING MARINA DEL REY WITH LOS ANGELES COUNTY PRIORITIES FOR EQUITY AND INCLUSION – INTERIM PROGRESS REPORT (ITEM 14, AGENDA OF JULY 12, 2022)**

On July 12, 2022, your Board instructed the Department of Beaches and Harbors (DBH) in collaboration with the Department of Regional Planning, Department of Public Works, Department of Arts and Culture, the Los Angeles County Development Authority, the Poverty Alleviation Initiative, and the Antiracism, Diversity and Inclusion Initiative (to incorporate an equity lens) (collectively, the Workgroup), in consultation with other relevant Los Angeles County (County) departments, stakeholders, labor, and community members/organizations, to report back in writing within 60 days with recommendations for the completion of an assessment that identifies urgent community needs that can be strategically addressed in Marina del Rey (MdR), in light of the Board's adopted County Guiding Equity Principles, community input, and the 2014 MdR Vision Statement. A second report, due within 180 days of the Board's July 12 action (Motion), was to provide recommendations for the preparation of a comprehensive plan for the best use of the County-owned land and water assets that comprise MdR. Collectively, this effort is being referred to as "MdR for All" to reflect the County's vision of a more vibrant, equitable, and sustainable County resource that embodies the ideal of "LA's Marina."

In accordance with the subsequent motion approved by your Board on October 18, 2022 (Item 9, Agenda of October 18, 2022), DBH retained Somos Group LLC (Somos) to consult with DBH and the Workgroup to complete the tasks and provide the deliverables requested in the original Motion. Upon reviewing the work requirements, DBH and Somos determined that more time was required to complete the tasks and developed an appropriate timeline. DBH requested and was approved an extension to August 31, 2023, with an interim progress report due on April 13, 2023.



Purpose of Report

This report will serve as an update on the Workgroup's progress in meeting the Motion deliverables and early achievements in furthering the goals of MdR for All. It will also provide updated information on the development and scope of a new community engagement and outreach strategy that will combine online surveying and digital engagement with enhanced outreach to key stakeholders and community-serving organizations. This update will lay out a revised project schedule that reflects these enhanced areas of focus and defines tasks, milestones, and deliverables to be completed this quarter.

Progress to Date:

In connection with the launch of the MdR for All initiative, Somos conducted a presentation at the February meeting of the MdR Lessees' Association to provide an overview of the initiative and how it relates to the operations and goals of the existing MdR lessees. Since then, Somos has met individually with lessees to solicit additional feedback and provide further information. DBH conducted informational presentations about MdR for All at the Small Craft Harbor Commission, Design Control Board and the Community Services Cluster. In February, DBH also hosted a half-day retreat with key Countywide staff and Somos personnel where the Workgroup brainstormed and facilitated the development of focused priorities and MdR for All guiding principles. Survey questions for the digital outreach were developed by DBH, in collaboration with Somos, and reviewed by key staff and stakeholders. Somos also began developing an informational webpage and branding for the MdR for All initiative including clothing, accessories, and banners.

In addition, since July 2022, DBH has completed or expanded various projects that further the major pillars of MdR for All, including:

- *Access:*
 - Received Design Control Board approval for Lot 13 bus turnaround
 - Awarded Measure A Recreation Access Grant for expansion of WATER program (potential \$820K over three years)
 - Resumed Beach Shuttle service after a three-year hiatus
 - Provided on the water transportation to over 40,000 people during 2022 summer season via WaterBus service

- *Sustainability:*
 - Provided onsite support to DPW's Ballona Creek trash interceptor solar-powered trash collection device to promote water quality at mouth of Ballona Creek in MdR
 - Was awarded a Productivity Investment Fund grant to purchase floating robotic trash skimmers to help clean MdR harbor

- Opened newly constructed 1.46-acre Wetland Park to the public in MdR adjacent to Parcel 9 – an engineered tidal wetland and upland park with walking paths, observation areas, and educational signage
 - Installed new EV charging stations at DBH Administration Building and Lot 45
 - Completed DNA marker study at Marina Mother’s Beach to identify the source of bacteria exceedances; bird deterrents are now being pursued to help improve water quality
- *Programming:*
 - Introduced new COVID-safe programming including Dance MdR using creative director of popular dance series in DTLA at Music Center
 - Secured agreement from California Yacht Club lessee to allow use of its facilities for WATER program or other youth-serving program designated by DBH
 - Expanded outreach of WATER program, bringing in groups from Youthbuild charter schools in Pomona and El Monte as well as other youth groups from underserved areas in SD1 and SD2
 - Partnered with DCFS and Academia Avance (SD1) to bring in youth from across the County for participation in WATER program
 - Held second annual Dragonboat Festival in March 2023, bringing paddlers from across the country to compete in a race in MdR, including teams from DBH and SD2
 - *Redevelopment:*
 - Worked with MdR lessee at Pier 44 to secure opening of several new stores and restaurants

Project Schedule Update

(References in the table below are to task numbers set forth in Somos’ Scope of Work under its current contract with the County.)

TASKS	DELIVERABLES	DUE DATES
2.1 – Document Review	Summary Memo of Relevant Data, Methodologies, and Gap Areas from the documents reviewed	Completed on February 16, 2023
3.1 – Data Collection and Inventory	a. Comprehensive Data Summary b. Draft Urgent Community Needs list	Updated due date: May 15, 2023

3.2 – Study Areas	Draft and Final Memo with Study Areas Recommendations	Updated due date: June 1, 2023
3.3 – Gap Analysis and Preliminary Project/Program Recommendations	a. Draft and Final Memo with Gap Analysis b. Preliminary Project/Program recommendations	Updated due date: June 30, 2023
4.1 (New) – Program Development and Implementation 4.2 (New) - Enhanced Stakeholder Engagement	Final stakeholder engagement and outreach report	Updated due date: June 30, 2023
7.1 – Work Plan Development	Work Plan for the Comprehensive Land Use Plan	Updated due date: June 20, 2023

Enhancing the MdR for All Community Engagement Strategy

At the County’s request, the project consultant, Somos, developed an enhanced community outreach strategy to help inform the urgent needs assessment. Two new tasks (4.1 and 4.2) were created for this purpose and were funded by redirecting unspent funds from other tasks in the consultant’s contract budget. This strategy will also support the development and implementation of a robust public facing brand development and stakeholder engagement program for MdR for All.

Core to the successful implementation of MdR for All is an integrated and comprehensive approach to develop and build consensus about both the scale and the means of implementation for multiple projects to improve the experience of the Marina and address urgent needs of the County and its residents. The stakeholder engagement program will encompass the full breadth of future projects and initiatives that will result from MdR for All. These enhancements will include programming, wayfinding, branding and user experience, open space improvements, transportation and connectivity, and mixed-use vertical development requiring comprehensive zoning.

As the equity framework is central in the development of a comprehensive outreach and engagement strategy, existing events and opportunities for interaction with key stakeholders will be utilized to engage with diverse communities where they are most comfortable. Somos is working with DBH staff to deliver a clear set of engagements and programmatic support that will run during the Marina’s summer and fall programming. Outreach efforts will be focused on community-based organizations, health and social

services providers, economic justice and empowerment groups, and government agencies that provide services to low-income and other historically marginalized groups.

Next Steps

Based on your Board's adopted Countywide Equity Guiding Principles, Somos has identified multiple methods of engagement to launch a meaningful and robust planning process. The next steps involve implementing multiple touch points for community engagement. The goals of community engagement related to MdR for All include clearly communicating the breadth and scope of MdR for All, demonstrating how to provide input and outlining methods to empower the community to participate in the re-shaping of the Marina for generations to come.

A digital community survey and MdR4all.org website will be launched in April 2023. As part of this effort, a consistent and highly legible brand identity has been established to guide and promote the visual communication of the website, design kit collateral and logo.

In addition to building out the web and physical presence for the project, Somos is closely collaborating with DBH to identify the best means possible to be on the ground with the community in coming weeks. Potential opportunities include staffing an informational table at upcoming DBH and community events, such as the planned event celebrating the one-year anniversary of the MdR for All initiative, tentatively scheduled for July, and facilitating design workshop events and community listening sessions.

GJ:AC:sdp

- c: Marina Board Deputies
- Executive Office of the Board of Supervisors
- Chief Executive Officer
- Department of Arts and Culture
- Department of Economic Opportunity
- Department of Public Works
- Department of Regional Planning
- Los Angeles County Development Authority
- Anti-Racist, Diversity and Inclusion Initiative
- Poverty Alleviation Initiative