



STAKEHOLDER OUTREACH SUMMARY

STAKEHOLDER OUTREACH				
STAKEHOLDER	MEETING DATE	ATTENDANCE	F/U email	Email to Members
BUSINESS GROUP STAKEHOLDER PRESENTATIONS				
Westside Area Project Council	Wednesday, November 12th at 5:30 p.m.	16	yes	
Magnolia Industrial Group	Wednesday, November 19th at 1 p.m.	6	yes	
COMMUNITY GROUP STAKEHOLDER PRESENTATIONS				
American Goldstar Manor	Thursday, November 20th at 2 p.m.	50	yes	
Century Villages at Cabrillo	Thursday, November 13th at 12 p.m.	18	yes	
Long Beach Alliance for Children with Asthma	Tuesday, November 18th at 11 a.m.	26	yes	
NEIGHBORHOOD STAKEHOLDERS				
Wrigley Association	Monday, November 3rd at 7 p.m.	7	yes	
Wrigley Area Neighborhood Alliance	Monday, November 17th at 7 p.m.	32	yes	25
Willmore City Heritage Association	Tuesday, November 18th at 7 p.m.	22	yes	450
West Long Beach Association	Thursday, October 23rd at 6:30 p.m.	20	yes	
Los Cerritos Neighborhood Association	Wednesday, November 12th at 7 p.m.	7	yes	600
The Friendship Neighborhood Network	Sunday, November 9th at 7:30 p.m.	8	yes	10
West Gateway Community Association	Wednesday, November 19th at 5 p.m.	20	yes	
Washington School Neighborhood Association	Wednesday, November 19th at 6 p.m.	85	yes	
Semillas de Esperanza	Wednesday, November 19th at 5 p.m.	20	yes	
TOTALS		337		1085

DROP-INS AND MEETING NOTICE DISTRIBUTIONS				
LOCATION	DATE	HARD COPIES	F/U email	F/U phone
CSULB Foundation/Tech Park	Wednesday, November 19th		yes	yes
Greater LB Interfaith Community Organization	Wednesday, November 19th		yes	yes
Roosevelt Neighborhood Tree Planting	Saturday, November 8th at 9 a.m.	50		
Long Beach Unified School District WLB Schools	Thursday, November 20th	12,000		
West LB Association Thanksgiving Dinner	Thursday, November 20th	100		
Comprehensive Child Development Center	Week of November 24th	100		
First Congregational Church Long Beach	Week of November 24th	100		
Second Samoan Church	Week of November 24th	100		
St. Lucy's Catholic Church	Week of November 24th	100		
TOTAL		12550		

SIGN-IN SHEET DATABASE				
Sign-in Sheet Database (89)	Week of December 1st		66	72
TOTALS			66	72



Community Outreach Summary for March 14, 2015 Community Workshop #2

Over 70 people attended Community Workshop #2, including 63 people that signed in and about 10 additional attendees who elected not to sign. Based on those that signed in, following is a summary of the attendance at Workshop #2 compared to attendance at the first workshop. Over 60% of those that signed in at Workshop #2 had not attended Workshop #1. The total number of attendees was about 30% less.

COMPARISON OF ATTENDANCE FROM WORKSHOP #1 AND WORKSHOP #2	*TOTAL ATTEND.	REPEAT ATTEND.	NEW ATTEND.
Community Workshop #1, December 8, 2014	92	n/a	92
Community Workshop #2, March 14, 2015	63	20	43

** Based only on those that signed in. About 10 people elected not to sign in at both workshops and are not included in the counts.*

OUTREACH SUMMARY

E-MAIL AND TELEPHONE OUTREACH DATABASES		TOTAL	EMAIL	PHONE
West Long Beach Neighborhood and Business Stakeholder Groups (WLBSG)		22	*1400	
Stakeholder Groups Sign-in Sheets from November/December 2014 Meetings (SG SIS)		92	62	75
Community Workshop #1 Sign-in Sheet (CW#1 SIS)		89	62	63
LBUSD West Long Beach school websites		13		
<i>* Originals forwarded to other group members via email, newsletters, websites</i>				
FEBRUARY E-MAIL AND TELEPHONE OUTREACH ACTIVITY		GROUPS	INDIV.	PHONE
1ST WEEK	Reviewed and suggested updates for the project websites, prepared a press release and suggested facebook posts and tweets.			
2ND WEEK	E-mailed all WLBSG except Spanish speaking groups to confirm meeting dates for drop off of printed Save the Date flyers.	22		
3RD WEEK	E-mailed english Save the Date flyers to WLBSG for distribution to their members electronically or for placement on their facebook page.	22		
4TH WEEK	E-mailed bi-lingual spanish Save the Date flyers and english meeting notices to WLBSG for forwarding and posting. Save the Date flyers and meeting notices e-mailed to CW#1 SIS.	22	62	
MARCH E-MAIL AND TELEPHONE OUTREACH ACTIVITY		GROUPS	INDIV.	PHONE
1ST WEEK	E-mailed final workshop notice to all groups and lists. Follow up phone calls to WLBSG re: distribution of meeting notices to their members. Delivered hard copies for distribution to 12,000 LBUSD students.	22	124	22
2ND WEEK	Follow up emails and phone calls to individual stakeholders from CW#1 SIS and SG SIS. LBUSD posted flyer on 13 WLB school sites +emailed to school loop lists.	35	124	138
PRINTED FLYER DISTRIBUTION				
LBUSD - 13 schools in West Long Beach Project Area		12,015		
St. Lucy's Catholic School		250		
Goldstar Manor - Office, Community Room, Library		200		
Silverado Park Community Room		100		
Kids in the Kitchen		100		
Admiral Kidd Park/Medical Clinic		100		
MEDIA & SOCIAL MEDIA				
The Press Telegram printed an article on March 12, 2015 and notices were posted on the LBDS website.				