



SELA Cultural Center Advisory Panel

Community Outreach and Engagement

Draft Outline (March 2025)

INTRODUCTION

The following information outlines the approach and process to engage the Southeast Los Angeles (SELA) artists and communities surrounding the LA River. This outreach and engagement plan for the SELA Cultural Center Advisory Panel (Panel) describes audiences and target populations, key partners to engage in the process, tactics, work products, and metrics to track progress and success. The tactics included in this outreach and engagement plan leverage State and County partnerships, media outlets, and other communication channels to raise awareness about the SELA Cultural Center and solicit meaningful community input about its operations.

OBJECTIVES

The Panel and Project Support Team consisting of the State Department of Parks and Recreation (State Parks), Los Angeles County Board of Supervisors District 4 (BOS), San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy (RMC), and Moore Iacofano Goltsman Inc. (MIG) will engage SELA artists and community members in an inclusive, robust, and creative process, which will include a variety of activities and platforms to involve as many participants as possible. This plan recognizes that there are different phases of outreach and engagement – ranging from information sharing to inclusive decision making. Outreach and engagement are built on the following objectives:

- Ensure an equitable, innovative, relatable, and holistic outreach approach that reaches unique communities and target audiences
- Build support and capacity for the outreach and engagement plan
- Inform the community and partners about the SELA Cultural Center
- Foster awareness and understanding about the SELA Cultural Center, its operating models, and community stabilization strategies
- Facilitate partnerships with SELA artists
- Build relationships, trust, and capacity with the community and key partners
- Prioritize clear, effective, culturally appropriate, and relatable communication
- Establish accessible, inclusive, and equitable decision making processes

The following section describes the methods to achieve the outreach and engagement goals including tactics to reach target audiences, key groups, and partners, develop

input exhibits and tools, create supporting work products, establish metrics to track progress, and identify collateral material and outlets.

AUDIENCES AND TARGET POPULATION GROUPS

The Panel and Project Support Team will utilize one or more Methods/Tools to reach a set population group, including SELA residents and artists. The Panel and Project Support Team will conduct outreach and engage with key audiences at existing spaces or groups where the SELA community already gathers. Education organizations and state and county government staff will also be targeted. A preliminary list of SELA Population Groups to connect with include:

- SELA Residents
- SELA Artists
- SELA Education Organizations
 - K-12 Schools
 - Community Colleges
 - Local Universities
- Local Governance
 - County-elected and appointed officials
 - Public agencies
 - Tribal communities
 - State-elected and appointed officials

Co-creating this list with the Panel will help ensure we are extending reach to groups representative of the SELA community and legislative charge. A SELA contact list can also be created, with the intent of being a comprehensive, living database updated throughout the community engagement process.

OUTREACH TACTICS AND ACTIVITIES

A preliminary set of draft tactics and activities is listed below, as described during Panel meetings and outlined in the Panel's Work Plan.

- Invite potential guest presenters (e.g. artists, community leaders, funders, etc.) to speak at Panel Meetings
- Conduct site visits at key SELA locations (e.g. Cultural Center site, SELA art galleries and spaces, etc.)
- Facilitate a SELA artist-led cultural asset mapping process
- Develop and distribute a community survey
- Develop a set of shared talking points
- Partner with SELA community and artist organizations hosting regional events

COLLATERAL MATERIALS

A preliminary set of materials to support outreach and engagement is listed below.

- SELA Fact Sheet, translated into Spanish and English
- Regular Updates, translated into Spanish and English and made available in print and digitally

OUTLETS AND MEDIA

The Project Team will utilize several channels to disseminate project information, drive awareness of and participation in various engagement activities, and build excitement for the SELA Cultural Center. Some of these are broad in their reach, others can be more targeted to engage specific groups. Together, these techniques will build regional coverage for key messages and shared information.

- Project Website
- Social Media Campaign
 - Facebook Photos and Posts
 - Instagram Photos and Reels
- Press Releases
- Op-Ed