

Community Outreach



Recent Outreach Efforts

1. Canvassed 222 homes located in the vicinity of the project.
2. Emailed 950+ LBHOA email subscribers
3. Direct outreach to all individuals who have expressed concerns about prior projects
4. Published on Nextdoor
5. Today's community meeting

Beautify Lunada Bay

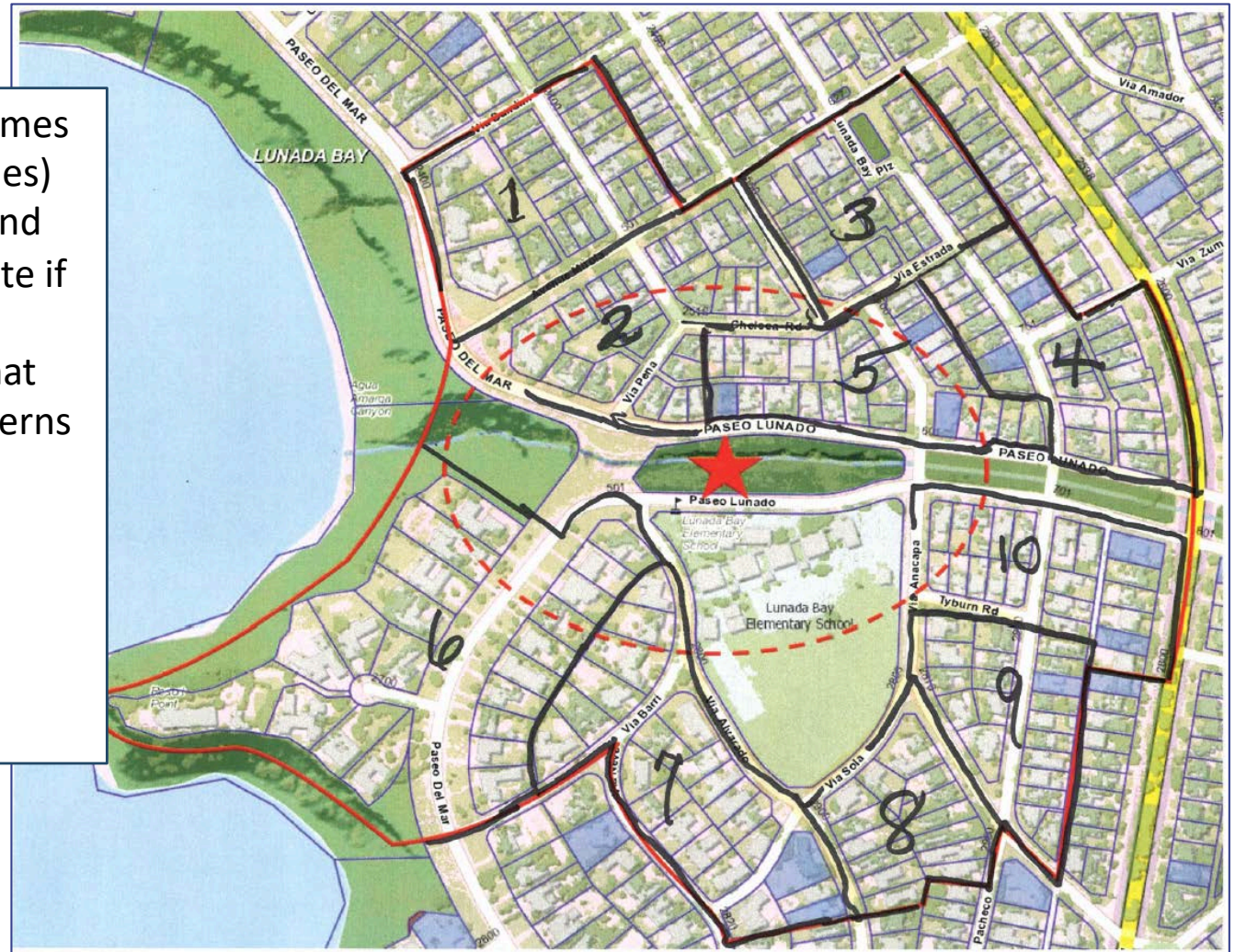
Phase 2 Canvassing Results

Information provided to all homes inside red boundary (222 homes)

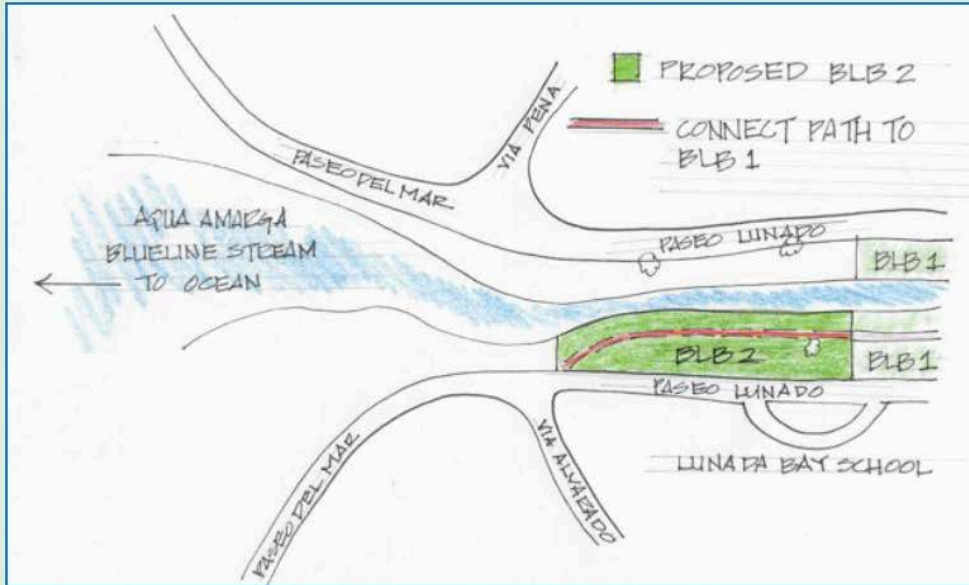
- Hand-carried trifold flyer and “Sorry we missed you!” note if no one home)
- Letters sent to residents that had expressed strong concerns

Responses:

- Positive: 38
- Negative: 5
- No opinion: 49
- Not available: 130
- Total: 222



Trifold Flyer for Phase 2: Side 1



Overview of Phase 2 of the Beautify Lunada Bay Project

- The stone-lined, decomposed granite walking trail from Phase 1 (BLB1) would continue to the intersection of Via Alvarado.
- As before, occasional boulders would be added for seating.
- Plants would be selected from a palette of low-growing, drought-tolerant native plants that are attractive year round (see reverse).
- The City of Palos Verdes Estates would provide stones to line trails, mulch, and water for three years.
- Volunteers would do most of the work and maintain the site into the future.

Want to be on the BLB mailing list? See blb.lbhhoa.org

Beautify Lunada Bay Phase 2



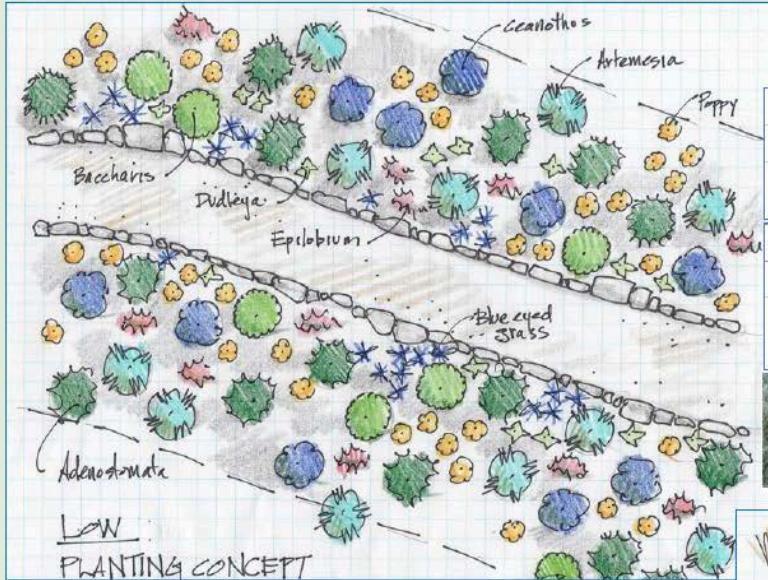
LUNADA BAY

Homeowners Association


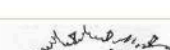

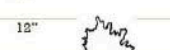




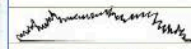

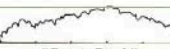
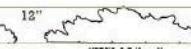




... our community by the sea

Trifold Flyer for Phase 2: Side 2

Phase 2 Plants

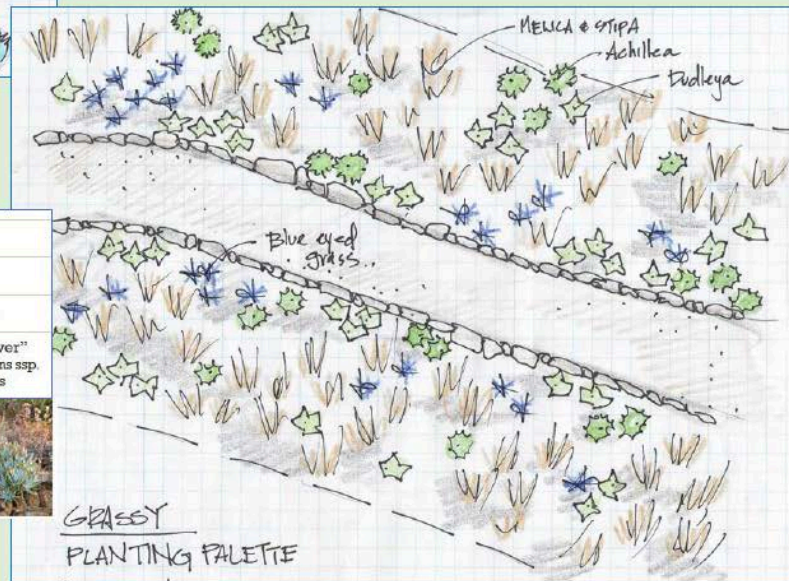


Low Shrub Palette: Typical Height

			
24"	12"	24"	12"
"Live Forever" <i>Dudleya virens</i> ssp. <i>insularis</i>	"California fuchsia" <i>Epilobium</i> "Wayne's Silver"	"Blue-eyed grass" <i>Syrinchium bellum</i>	"California Poppy" <i>Eschscholzia californica</i>
			
			
24"	12"	24"	12"
"Chamise Nicholas" <i>Adenostoma</i> "Nicholas"	"California Sagebrush" <i>Artemisia</i> "Canyon Gray"	"Coyote Brush" <i>Baccharis pilularis</i> "Pigeon Point"	"Wild Lilac" <i>Ceanothus</i> "Centennial" or "Point Reyes"
			

Grassy Palette: Typical Height Profiles

				
36"	24"	24"	12"	12"
"Yarrow" <i>Achillea millefolium</i>	"Western Blue-Eyed Grass" <i>Syrinchium bellum</i>	"Smallflower Melic" <i>Melica imperfoeta</i>	"Foothill Needlegrass" <i>Stipa lepida</i>	"Liveforever" <i>Dudleya virens</i> ssp. <i>insularis</i>
				



Sorry We Missed You!



Sorry we missed You!

The attached provides information on a possible extension of the native plant garden across from Lunada Bay Elementary School. We will be having a public meeting at the school mid-October to go over plans and answer questions. If you'd like to attend or have questions, please send an email to beautifylunadabay@lbhoa.org and we'll send an invitation or respond.

This card and the trifold brochure were left at homes where there was no response to the doorbell or knock, there were pets, the home was undergoing construction activities, or signs stated "No Soliciting"

Canvassing Results

Comments Received

- “Thanks for nice job”
- “We like it”
- “It’s great!”
- “Yes, we like it!”
- “Nice!”
- “Just lovely! Will send a check”
- “It’s wonderful.”
- “Very cool. Why didn’t it go further?”
- “Very nice!”
- “Beautiful!”
- “Deeply appreciate it. The plants need pruning, too tall now.”
- “Love it!”
- “Phase 1 looks beautiful.”
- “Oh great!”
- “Awesome. Grew up here and will come to meetings and support project.”
- “Yes, we like it!”
- “Very pleased and will support the new project”



Positive

- “We do NOT support this project, period. Same for all my neighbors. Too much water use, fire hazard, all the plants are dying.”
- “Like the current natural look better”
- “Only concern is long term maintenance.”



Negative

Community Meeting Oct. 23, 2019

- ❖ Notice sent via email to
 - ❖ Members of LBHOA
 - ❖ 160 residents in BLB list (may be some overlap)
 - ❖ 10 individuals who provided emails during canvassing
 - ❖ Via Nextdoor (on Monday, Oct. 21)

- ❖ ~25 attendees at community meeting, Comments include
 - ❖ Negative: Increases fire hazard; human predators hiding near school; don't like development; insufficient notice; should be decided by city-wide ballot
 - ❖ Positive: Attracts birds and butterflies; no trucks driving over property; people picking up after dogs, reduces dust; people stay on trails; looks nice