



## MEMO: EWG Meeting #6 – Arts + Events, Sustainability and Evaluation Framework

Welcome to the sixth meeting of the Eastside Working Group (EWG). This meeting will be focused on programs, issues and opportunities for the Eastside as they relate to community arts and events, and sustainability. The meeting will also focus on a number of other project activities including the evaluation framework and an update on the community event scheduled for Saturday, September 18. The meeting will be led by Raimi + Associates, with assistance from City staff.

The discussion of community arts and events will include a summary of events and public art projects, both temporary and permanent, that are currently on the Eastside. This includes the Urban Arts Program, Arts on the Outside, and community events. The discussion around sustainability will highlight the City's efforts to incorporate sustainability features into the City. The sustainability discussion will also identify the effect of rebates and incentive programs to increase the installation of features like solar panels and electric vehicle charging stations.

EWG members will have an opportunity to suggest additional programs, provide feedback on existing ones, and help brainstorm additional ways to get information on the programs to residents. Since most programs are implemented citywide, recommendations should focus on how existing and ongoing programs can be targeted to the Eastside and new programs that might be valuable citywide.

Following the discussion of sustainability and arts/events, Raimi + Associates will present a first draft of the "evaluation checklist." The checklist is a high-level tool that can help EWG members, City staff and the consultants assess the proposed recommendations to ensure that they contribute to the values and aspirations of the community. The checklist will be a series of questions that can be asked to determine the extent to which each recommendation meets the community's desired outcomes. Please take a moment to review the draft evaluation checklist prior to the meeting.

Finally, the EWG will discuss a few other project activities. These are:

- **Community Event.** The project team will provide a brief overview of the community event scheduled for Sunday, September 18. The name of the event will be "Engage-A-Lot" and will take place in the public parking lot at the southeast corner of Spaulding and Santa Monica. The event will include a bread making activity, a DJ, food and interactive activities. Prior to the meeting, please think about any ways that you can personally help spread the word about the event.
- **Walking Tour.** We are currently working on a route for the walking tour. At this point, we believe that the tour would start at Plummer Park and include both residential areas and Santa Monica Boulevard. We would like input from the EWG on the specific places and buildings that you think would be helpful to see and discuss. Please take a few minutes to think about specific stops or destination.

If you have any questions in advance of the meeting, please feel free to contact Garen Srapyan, Associate Planner, at 323.848.6827 or [GSrapyan@weho.org](mailto:GSrapyan@weho.org).

We look forward to seeing you next week.