



Reimagining the Griffith Park Pony Ride Site

City of Los Angeles

Community Open House

March 6, 2024

Presentations at 6:00 pm and 7:15 pm



Purpose of Tonight's Open House

- Provide overview of project background
- Provide overview of process and next steps
- Give the public an opportunity to provide input in person
- Provide a listening session to understand different ideas
- Generate awareness of next steps



Project Site



Approximately
the size of two
football fields

Located
adjacent to
the train rides



Background

- The Pony Rides were a popular attraction in Griffith Park over the past 75 years
- RAP Pony Ride concession expired in December 2022 and was not renewed
- Based on feedback from the City Council, the RAP General Manager initiated a new process to re-imagine future recreational and educational activities on the site

Project Tasks

- » Historic Resources Assessment
- » Focus Group Meetings
- » Community Workshops
- » Online Survey
- » Public Opinion Poll (statistically valid)
- » Pop-ups
- » Best Practices Research



RAP Priorities and Considerations

RAP received and reviewed over 1,000 comments, emails, and letters from members of the public on the initial survey

Comments generated a set of RAP goals and considerations for future projects that will be used to review the appropriateness of future uses (how do they respond to the RAP priorities and considerations?)

RAP Future Use Priorities

- Youth and Family-oriented
- Affordable (with a focus on low-income and underserved communities)
- Accessible
- Educational
- Fun!

Other Considerations

- Compatibility with existing and planned attractions in Griffith Park
- Priority Audience
- Accountability
- Cost, maintenance, liability
- Timeframe to implement



How We Are Engaging the Public

Reimagining the Griffith Park Pony Ride Site: Opportunities to Engage

Goal: Identify a fun, family-friendly, affordable, accessible, and educational future use to operate at the Pony Ride site.

	PHASE I	PHASE II	PHASE III
	LISTENING AND VISIONING <small>Fall 2023</small>	CONSIDERING OPTIONS <small>Winter 2023 /Spring 2024</small>	NEXT STEPS <small>Spring 2024</small>
<p style="text-align: center; font-size: x-small; margin-top: 5px;">WHAT WE'RE TALKING ABOUT</p>	<ul style="list-style-type: none"> Comments received so far: the community's priorities and concerns. An overview of the current visioning process, what decisions are being made, and how the public can engage. Goals that will be considered in the process of identifying options for the site. The criteria we will use to evaluate options being considered. 	<ul style="list-style-type: none"> What we heard: An overview of survey results, public comments, and focus group feedback. Gather input and feedback on options to share with the Board of Recreation and Park Commissioners. Did we miss anything? 	<p style="font-size: x-small; margin: 0;">We will present a summary of public feedback from all surveys and potential options for the Board of Recreation and Park Commissioners and City Council to consider.</p>
<p style="text-align: center; font-size: x-small; margin-top: 5px;">HOW TO PARTICIPATE</p>	<ul style="list-style-type: none"> Initial Online Survey: 940 comments and emails were received at the close of the survey in December 2022. A summary of comments can be found on the website. Focus Group Meetings: Listening sessions with local groups and organizations. Pop-ups: In-person events held at parks and recreation centers. 	<ul style="list-style-type: none"> Opinion Poll: A random sample of residents will be contacted online or by phone as part of a statistically-valid poll. (Jan/Feb) New Online Survey: A new survey will be conducted in English and Spanish to learn more about the community's priorities, preferences and concerns. (Feb/Mar) Community Open House: An open house to gain insights on uses to consider and ways to meet RAP goals. 	<p style="font-size: x-small; margin: 0;">The Board of Recreation and Park Commissioners and City Council may recommend one option and request staff move forward with the process to identify a vendor, or they may ask staff to evaluate more than one use and return with more information before making a final action.</p>

POP-UP EVENTS

Several pop-up events were held across the City between Dec 2023 and Jan 2024. Thanks to all who participated!

OTHER STUDIES

A team of historic preservation experts is evaluating the site's historic value and features that may be integrated into future uses. The project team will also conduct research on best practices for youth and family recreation activities in the region and nationwide to use as comparison.

FOCUS GROUP OUTREACH We will meet directly with groups including:

- Griffith Park Advisory Board
- LA Alliance for Animals
- In Defense of Animals
- Friends of Griffith Park
- PETA
- LA Equine Advisory Committee
- LA Equestrian Coalition
- Parents and Families
- Animal Legal Defense Fund
- Faith and Community Based Organizations

For more information and to join the mailing list, visit: www.laparks.org/griffithpark/pony-rides

Updated: 02/16/2024

General Timeline of Project

September 2023

- Focus Group Meetings

October 2023

- Focus Group Meetings
 - CBOs
 - Faith-based Organizations
- Historic Resource Assessment

December 2024

- Pop-ups

Spring 2024

- Remaining Pop-ups
- Public Opinion Poll
- Community Workshop
- Recreation and Parks Board of Commissioners Meetings
- City Council



Outreach Completed To Date

Online Survey Public Comments

December 2022 through June 2023

- Received over 1,000 comments
- Summaries and comments posted online

Focus Group Meetings

September through October 2023

- Seven meetings:
 - Los Angeles Equestrian Coalition
 - Los Angeles Equine Advisory Committee
 - Los Angeles Alliance for Animals
 - In Defense of Animals,
 - PETA
 - Animal Legal Defense Fund
 - Griffith J Griffith Trust, Friends of Griffith Park
 - Griffith Park Advisory Board
 - Los Feliz Improvement Association
 - Los Feliz Neighborhood Council
 - Hollywoodland Gifted Park
 - Motherhood Alliance Equity Village Empowerment (MAEVE) Los Feliz

Pop-Up Booths

December 2023 through January 2024

- Talked to over 350 park-goers
- Locations across the city including:
 - Shane's Inspiration Playground at Griffith Park
 - Griffith Park Railroad #1
 - Discovery Cube
 - Lincoln Park
 - Pan Pacific Park
 - Westchester Recreation Center
 - Griffith Park Railroad #2
 - Sherman Oaks Castle Park
 - Westwood Recreation Center
 - Soboroff Sports Field at EXPO Center

Statistically Valid Telephone and Online Survey of Residents

February 2024

- Over 500 residents
- Randomized telephone and invite-only online survey



Emerging Ideas

- Seeing valid comments from both perspectives
 - Need for transparency
 - Modernize operations (any use)
 - “Natural” versus “Urban” type uses
 - General interest in wellbeing for animals
- May be opportunities to combine a variety of uses to create a new district or destination in Griffith Park



What’s New & What’s Next

Now Open! New Online Survey

Survey opened February 19 and closes March 22, 2024

- The same questions that were asked in the random telephone and invite- only online surveys

Historic Structures Report

Completed and will be posted to the website soon

Evaluate Results

The team will review the public input gathered to evaluate what uses are desired by the community

Present Options to the Board of Commissioners

Decisionmakers will provide direction to staff regarding what steps to take



Tonight's Activities

- Two stations
 - **What would you like to see?**
 - Choose a photograph, make a note of what you like, would like to see more of
 - **What activities and experiences are most important to you?**
 - Attendees will each be given 5 dots
 - Place dots on things that are most important to you. You can place them all on one use or activity or split them up.
- Opportunity to take online survey



For Questions, Comments or to Sign up for Notifications

Website:

www.laparks.org/griffithpark/pony-rides

Email:

rap-reimaginingtheponyride@lacity.org

