LA RIVER MASTER PLAN UPDATE
Advocacy Toolkit - March 22, 2021

Our coalition and public response to the LA River Master Plan Update (LARMPU) is in full swing. We have until May 13, 2021 to generate as many public responses as possible - this can only be achieved through consistent public messaging to our members, followers, volunteers, and supporters to join our public opposition campaign in our final attempt to improve the LARMPU.

ACTION LIST:

MEMBERS OF THE PUBLIC
1. Join us in opposing the County Plan by sending a letter to Public Works via our portal at https://folar.org/county-plan/
2. OR email County Public Works directly with your own letter at: LARiver@dpw.lacounty.gov

ALLIED ORGANIZATIONS
1. SHARE link to the comment portal via email and social media.
2. SIGN ON to our coalition response letter. (Linked here.)
3. DRAFT a letter from your individual organization and email to Public Works at: LARiver@dpw.lacounty.gov

GENERAL RESOURCES:
3. LARMPU page: https://www.larivernmasterplan.org/
4. Advocacy Workshop (2/23) main presentation (from Heal the Bay).
5. Advocacy Workshop (2/23) event recording (on Facebook).
6. LA Waterkeeper, “Analysis of Community Engagement for LARMP”
7. Find this toolkit and all its contents in this Google Folder.

RECENT MEDIA:
1. Letters to the Editor: “L.A. River Master Plan serves driving tourists, not local residents”, Heal the Bay and LA Neighborhood Land Trust.
SAMPLE LANGUAGE EMAIL - Comment Portal

We oppose the County Plan in its current form – and we need you to voice your concerns in this last public review opportunity. We have provided a template and encourage everyone to personalize it to share their concerns directly to County Public Works. Click here, or below to launch the portal. After entering your name and address it will launch the letter template for you to send as is, or edit to your heart's content. Please share far as wide!

Send a letter to County Public Works using the comment portal!

SAMPLE SOCIAL POSTS - Comment Portal

1. Tell @LACoPublicWorks that they need to protect our communities from climate change and displacement. Send a public letter today: https://folar.org/county-plan/

2. The future of the #LARiver must be equitably accessible and serve as the backbone of a climate resilient LA County. Demand more from @LACoPublicWorks: https://folar.org/county-plan/

3. Instead of capping the river with more concrete we should direct public resources where parks and green space are most desperately needed @LACoPublicWorks.

4. @LACoPublicWorks DON'T CAP THE #LARIVER

5. Here to remind @LACoPublicWorks they need to prioritize the people over concrete in the LA River Master Plan Update to foster a resilient LA.

6. We need a @LACoPublicWorks that works with nature instead of against it. The #LARiver can deliver parkspace and storm-resilience. Rejecting this opportunity will set us back a generation.

7. We’re proud to sign on to the response letter to @LACoPublicWork ’s Master Plan. You can join [insert org name] by signing the public comment portal today: https://folar.org/county-plan/

8. We want what we’ve been promised in the Middle River! The #ARBOR Study calls for concrete removal and native vegetation as a way to improve our local ecosystem.
1. Image 1: “Join the Opposition” English, Spanish

JOIN THE OPPOSITION
Send your reponse to the County’s LA River Master Plan by May 13th
folar.org/county-plan

ÚNESE A LA OPOSICIÓN
Envía su respuesta al LA River Master Plan del condado antes del 13 de mayo
folar.org/county-plan

2. Image 2: “Demand More” English, Spanish

DEMAND MORE FROM LA COUNTY
Send your reponse to the County’s LA River Master Plan by May 13th
folar.org/county-plan

EXIJA MAS DEL CONDADO DE LA
Envía su respuesta al LA River Master Plan del condado antes del 13 de mayo
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