



Reimagining the Griffith Park Pony Ride Site

City of Los Angeles

Recreation and Parks Commission Board Meeting

September 7, 2023



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 (up to 10)
- » Community Workshops (2)
- » Online Survey
- » Public Opinion Poll (statistically valid)
- » Pop-ups (4)
- » Best Practices Research
- » Rec and Parks Commission Meeting Attendance

RAP Priorities and Considerations

RAP has received and reviewed over 1,000 comments, emails, and letters from members of the public (Feedback Form now closed)

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



Future Use of 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 Fall 2023	CONSIDERING OPTIONS Winter 2023 /Spring 2024	NEXT STEPS Spring 2024
 WHAT WE'RE TALKING ABOUT	<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. Presentation of potential options that will be presented to the Board to consider: did we miss anything? Gather input and feedback on options to share with Recreation and Parks Board. 	<p>We will present a summary of public feedback from all surveys and potential options for the Recreation and Parks Board of Commissioners and City Council to consider.</p> <p>The Board of 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>
 HOW TO PARTICIPATE	<ul style="list-style-type: none"> Initial Online Feedback: 940 comments and emails received since December 2022. New Online Survey: A new survey will be conducted in English and Spanish to learn more about the community's priorities, preferences and concerns. Focus Group Meetings: Listening sessions with local groups and organizations. Pop-ups: In-person events - more info to come! Community Workshop: A workshop to gain insights on uses to consider and ways to meet RAP goals. 	<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. Community Workshop: A second workshop will be held to share public input and receive feedback on options under consideration. 	



Four pop-up events will be held across the City. Come share your vision! Dates and locations to be announced.



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
- LA Equine Advisory Committee
- Friends of Griffith Park
- LA Equestrian Coalition
- Parents and Families
- Faith and Community Based Organizations

For more information visit: www.laparks.org/griffithpark/pony-rides or email comments to: rap-reimaginingtheponyride@lacity.org

General Timeline and Process

September 2023

- Focus Group Meetings
(currently underway or scheduled)

October 2023

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

November 2024

- Community Workshop #1
- Online Community Survey (Spanish and English)
- Pop-ups

Winter 2023/Spring 2024

- Remaining Pop-ups
- Public Opinion Poll
- Community Workshop #2
- Recreation and Parks Board of Commissioners Meeting
- City Council

Note: Timeline is tentative and subject to change.





For Questions, Comments or to Sign up for Notifications

Website:

www.laparks.org/griffithpark/pony-rides

Email:

rap-reimaginingtheponyride@lacity.org