



HACIENDA HEIGHTS IMPROVEMENT ASSOCIATION, INC.
POST OFFICE BOX 5235 • HACIENDA HEIGHTS, CA 91745

Community & Public Relations

2020 Year End Report

Submitted by Adriana Quinones

In January 2020, I started as the Community Relations Chairperson and in the September monthly Board of Director's meeting, the Board of Directors agreed to merge the Community Relations Committee into the Public Relations Committee.

The Public Relations Chair should serve as a conduit between our members and the community of Hacienda Heights. The Chair should be aware of community events and facilitate awareness. When appropriate, include HHIA in the activity to promote HHIA and share the outcome of the activity. As a representative of the HHIA organization, attend community events to obtain public information. Establish partnerships with other agencies in arranging a successful event.

In 2020 the Public Relations committee was not able to attend many meetings or events held by other community organizations or clubs because of restrictions ordered by Department of Public Health due to COVID-19.

The committee was able to participate in virtual meetings presented by:

- Congressman Gil Cisneros Townhall meetings
- Clean Air Coalition-provided current updates on issues with Quemetco
- HLP Movement-provided information regarding status on election changes for HLPUSD. Effective November 2020 election, the district went from at large voting to trustee area voting.

There was an event we were able to participate in person this year and it was amazing. The Hsi Lai Temple in Hacienda Heights hosted the Chinese New Year in January-February.

The committee worked closely with the different levels of government to provide information to the residents of Hacienda Heights:

- We worked with Erika Flores from Congressman Cisneros in getting information out regarding the 2020 Census, Voter registration, Latino Heritage Month, Asian Pacific American Heritage month, resources for persons in need of food, health insurance etc., during COVID-19, Heroes Act and other important information.

- We worked with Ruby Duenas and Ramon Luquin from Assembly Majority Leader Ian Calderon's office in promoting the following events or important information. Some of the information included: Women of the year, Cash for College, FAFSA information, COVID-19 resources, 2020 Census, Read ID, price gouging during pandemic, Paycheck protection program for small business, Pandemic Unemployment Insurance, College Career Fair, Domestic Violence awareness month. They were also instrumental in having Cal Trans cleanup 60 freeway, Hacienda Blvd exits.
- We had limited interaction with Senator Archuleta's office. But we are in communication with them regarding pollution issues with Quemetco. We are hoping for their assistance in getting a follow up community meeting that will include DTSC, AQMD, County Supervisor Hahn, County Supervisor Solis and Los Angeles County Department of Public Health.
- We are in communication on a regular basis with Lauren Yokomizo and Nick Holden from Supervisor Hahn's office. In February 2020, HHIA, Steinmetz Park and Supervisor Hahn's office organized a dinner for the women from the Steinmetz women's shelter. Some of the most common concerns were in reference to Project Room Key/Home Key. Many residents were dissatisfied with what was perceived as insufficient community outreach and input on this matter. Due to COVID-19 Lauren and Nick provided us with a lot of valuable information from Los Angeles Department of Public Health. The importance of wearing a face mask, washing your hand regularly, social distancing and limiting or avoiding gatherings. They were constantly providing information on resources and important information such as: COVID19 testing, Emergency Rental Assistance Program, Business grant programs, Safer at Home Public Health Order, mall Business Recovery Loan Program, Food distribution by Los Angeles Regional Food Bank, events at local parks for free food packages for Thanksgiving and Christmas.
- The HHIA Public Safety & Community Relations Chairs works in partnership to address community concerns with fireworks and fires. Both chairpersons work closely with Los Angeles Sheriff's Department (LASD), Los Angeles County Fire Department and residents to identify issues, track incidents and present possible solutions. The residents use social media, messenger & email to provide information regarding violations/locations to the Chairpersons The information is then provided to Deputy Ruano, who visits the locations & explains to the residents the fireworks law which usually results in compliance. Currently, both Chairpersons continue to ask for the communities' assistance by identifying concerns relating to fire and safety. The residents are also being asked to contact LASD to report violations and have better tracking. Once reported to LASD, they will use every available vehicle including Sergeants & Lieutenants responding to complaints. As appropriate, citations are being issued.
- The HHIA Public Safety & Community Relations Chairpersons are working closely to promote the creation of new Neighborhood Watch groups. This will deter criminal activity, creates a greater sense of security, builds bonds with neighbors, brings awareness on how to protect each other and report suspicious activity to LASD. Most

importantly, residents will be able to address/discuss quality of life issues and mutual interest in our community.

The Public Relations Committee monitors social media platforms for community concerns and attempts to direct residents to the proper government agency for assistance. On a regular basis the committee posts important information so that community is well informed about resources, projects and concerns. On a regular basis promote HHIA membership.

The Public Relations Committee plans to attend and/or participate in the different events planned by other organizations and clubs (If current pandemic conditions improve). Will also continue to work in partnership with elected official representatives and other organizations to keep our community informed.