



Strategic Outreach & Engagement Plan OUTREACH + COMMUNITY ENGAGEMENT STRATEGIES

OVERALL STRATEGY OBJECTIVES

Strategies achieve one of the three objectives (ordered by priority and budget allocation):

1. **Connect** with the greater community
2. **Engage** to better understand community needs
3. **Educate** about the Safe Clean Water Program (SCWP) elements and projects

SOEP TEMPLATE NOTE ON EVALUATION

The evaluation metrics demonstrate progress towards accomplishing our vision through these five strategies. There can be very specific criteria when measurement is possible, and more general when the measurement is more qualitative.

There are several overlapping ideas and goals within each strategy section. Note that although something like “Tabling” may be mentioned several times where relevant, there will only be one metric of “number of events attended” that is reported back to the WASC.

STRATEGIES

1. ENGAGE STAKEHOLDERS MUNICIPALITIES COMMUNITY GROUPS

- **Who are the interested parties in the Watershed Area? Which groups have expressed an interest, and which groups have an interest but may not yet be engaged?** (This is interested party mapping, as described above.)
- Are there **marginalized groups or people who need support to become engaged**? Have you evaluated equitably the entire community of the Watershed Area to ensure that harder-to-reach, smaller, or often overlooked interested parties will be engaged?
- Within the Watershed Area, who are the correct contact people, and what is their contact information, **at the municipalities and county departments** related to the Safe, Clean Water Program?
- What regional collaboratives exist that have engaged with the Program, either public sector or within civil society? Are there collaboratives that aren't but should be engaged? School districts, special district governments, private utilities?
- Are there **tribal governments or indigenous leaders** that need to be engaged directly by the Flood Control District or the County? What can be done to strengthen those interactions as they relate to the SCWP? (covered in strategy group 2)
- What are the **best ways to communicate messages out, and receive messages in**, to the SCWP from the interested parties? What technology is appropriate? What venues (city council, community meetings, etc.) or media will be used (web, newspaper, radio, etc.)?

TACTIC FOCUS: STAKEHOLDER ENGAGEMENT

TACTIC TYPE	TACTICS	DESCRIPTION	EVALUATION METRIC
Power Mapping- Database of contact lists and relationship building with :	NGOs & CBOs in watershed area	Identify and connect with a staff liaison. Share project goals and discuss outreach and engagement priorities, particularly with underrepresented communities. Communications will be conducted with various forms.	# of groups/partners
	Coalitions in watershed area	Identify and connect with a staff liaison. Share project goals and discuss outreach and engagement priorities, particularly with underrepresented communities. Communications will be conducted with various forms.	# of groups/partners
	Municipality and County SCW contacts	Conduct interviews with WASC members about the watershed area, projects, outreach, vision, roles, and opportunities available.	# of interviews
	LA Parks & Rec in watershed area	Identify and connect with a staff liaison. Share project goals and discuss outreach and engagement priorities, particularly with	# of contacts

		underrepresented communities. Communications will be conducted with various forms.	
	Indigenous Leaders and Tribal Governments	Identify and connect with a tribal liaison. Share project goals and discuss outreach and engagement priorities, particularly with their communities. Communications will be conducted with various forms, including monthly standing meetings.	# of indigenous contacts and meetings held
	City and Neighborhood Council District Contacts	Strategically identify and connect with council members (within reason and capacity). Share project goals and discuss outreach and engagement priorities, Identify common goals and opportunities. Communications will be conducted with various forms.	# of engaged contacts
	School Districts in watershed area; School leadership and PTAs	Reach out to these groups to build relationships and gauge interest of parties that might want to be involved further or at least help spread word of events and educational efforts.	# of districts and sub-groups engaged
	Faith-Based Institutions in watershed area	Reach out to these groups to build relationships and gauge interest of parties that might want to be involved further or at least help spread word of events and educational efforts with a concentrated focus in underrepresented communities.	# of faith groups engaged
	Identify Community Champions	Build genuine relationships with community leaders that will help represent and elevate the voices in their area and bring these ideas to the WASC.	# of champions
	Engage with South Bay IRWM	Attend South Bay IRWM meetings when possible to help provide input, feedback, and stay educated.	# meetings attended
	Engage with watershed area WMPs	Identify all WMPs in the area and build relationships with each group to stay abreast of what projects may be on the docket and help bridge gaps so that potential project proponents are meeting with all potential partners.	# of WMPs engaged
	Engagement with South Bay Council of Governments (COG)	Identify and connect with a staff liaison. Share SCWP goals and discuss outreach and engagement priorities. Communications will be conducted with various forms.	# of meetings attended
	Identify non-traditional partners	Identify non-traditional partners and foster interest in the SCWP with them.	# of N-T groups reached out to

	Organize Database	Use Inspire Planner Platform in Salesforce for all elements of SOEP, but particularly to track both collaborations, engagements, stakeholders, leveraged funding, etc.	
Communication Tactics	Community Fairs and Festivals	Engage staff and Heal the Bay's volunteer program Street Fleet to table at strategically identified community fairs and festivals in the SSMB watershed area.	# of events attended
	Existing Heal the Bay & Partner Programming	Utilize Heal the Bay's existing programming to reach SSMB constituents, including orientation, Speakers Bureau presentations, beach cleanups (Nothin' But Sand cleanups and Coastal Cleanup Day), and Youth Summits. Partner programming includes one-on-one meetings, group meetings, in person/virtual meetings, door to door outreach, online input, phone banking and text banking outreach (as listed below in section 2).	# of people reached OR # of events
	Strategically leveraging our collective social media platforms	Using collective social media handles to broadcast events, opportunities, and education for public awareness and involvement.	# of views and engagements
Communication Materials	Informational One Pager	Create a one page flyer that describes generic program elements and how to get involved.	# of flyers distributed
	Social Media/Communication Toolkit	Fact sheets and social posts created that can be shared by NGO/CBO partners, and any other constituents that want to share with their networks.	
	Develop Survey	Create a digital survey to solicit community input, particularly in underserved areas.	# of survey responses
	Presentation Materials - additional slides added + new presentation	See Educational Presentations in section 2.	

2. SOLICIT INPUT, CONNECT TO TECHNICAL ASSISTANCE OPPORTUNITIES

- What are the most **effective places to attend and listen to the Watershed Area community**? Can interviewing, tabling, or surveys draw valuable input? How will community voice be conveyed into the SCWP?
- How can **SCWP interface and benefit from other efforts that are currently or recently soliciting input** from communities?
- How can the Watershed Coordinator interact with the **broader SCWP education program**, with its three elements of education, school programs, and workforce development?
- Are there **project concepts already held by interested parties** but that need help accessing the Technical Resources Program?
- **How can the Watershed Coordinator support interested parties having greater engagement with existing public elements of the program (WASC, ROC, Scoring meetings, website, calls-for-projects, low-income and senior assistance program, etc.)**

TACTIC FOCUS: PROJECT CONCEPT IDENTIFICATION + FUNDING RESOURCE RESEARCH (ie. aligning community needs with projects)

TACTIC TYPE	TACTICS	DESCRIPTION	EVALUATION METRIC
Input Solicitation and Community Engagement	Tabling	Identify community-wide events/resource fairs where staff can table to promote the project and increase understanding of and awareness about the SCWP - including building a community of advocates that can help spread the word. Solicit input on projects and connect people to TRP, workforce development, low-income, and senior assistance programs. Also table at Heal the Bay Nothin' But Sand cleanups and Coastal Cleanup Day (where possible) within the watershed.	# of tabling events, # of QR codes scanned
	Door To Door Outreach	Educate and motivate homeowners and renters within the SSMB watershed area on program offerings. Reach local residents at their homes by encouraging participation in SCWP activities and program elements. Staff will use flyers and surveys to collect feedback.	# of doors knocked on, perimeter/area covered, people enlisted, flyers distributed
	Online Input	Conduct digital engagement with PowerPoint presentations, "hands-on" activities, discussing sessions, and Q&As, Offer virtual office hours, and a digital survey. Provide a landing page on Heal the Bay's website with more information about the SCWP and ways to engage.	# of reactions, surveys, audience, impressions, comments, site visits, clicks, account/project mentions, sharing, and # of engagement(s) conducted.
	Phone Banking Outreach	Educate and motivate homeowners and renters within the SSMB watershed area on program offerings. Reach local residents via	# of community members reached, area covered, people

		phone by encouraging participation in SCWP activities. Staff will use surveys to collect feedback.	enlisted
	Text Banking Outreach	Inform homeowners and renters within the SSMB watershed area on SCWP offerings. Reach local residents via text by encouraging participation in activities. Staff will use surveys and digital flyers to collect feedback.	# of community members reached, area covered, people enlisted, digital flyers texted, survey links clicked
	Educational Presentations	Through Heal the Bay's Speakers Bureau program, ensure that SCWP slides are incorporated in our Ocean Pollution and Know the Flow presentations, and co-create a brand new presentation offering that is all about the SCWP, including program elements and opportunities.	# of presentations given
Funding Research	Attend Webinars, Sign up for Listservs, Independent Research	Share out funding opportunities when applicable at WASC meetings and include in quarterly reports.	# of funding opps shared
Project Concept Identification and Realization	Participate in Technical Resources Program (TRP)	Assist in TRP as necessary, bring other voices in the room (connect the dots as match maker), and encourage other entities to apply.	# of meetings attended

3. ENSURE DIVERSE PERSPECTIVES ARE SHARED WITH THE DISTRICT AND WASCs

- How will the “**diversity**” in this work effort be defined?
- How can the **SCWP listen for diverse perspectives? What ways can perspectives be shared with the District and WASCs; written reports, presentations by the Watershed Coordinator, direct presentations by those holding related perspectives, or other methods?**
- Is there overlooked existing information in reports from other programs either past or ongoing that can provide diverse perspectives?
- Would **non-English forms of engagement** in the Watershed Area enhance this work effort?
- How can **diverse perspectives, once shared with the District and WASCs, also be shared across the interested parties?**

TACTIC FOCUS: DOCUMENTATION OF EQUITABLE COMMUNITY NEEDS + PERSPECTIVES (ie Letting WASC Know)

TACTIC TYPE	TACTIC	DESCRIPTION	EVALUATION METRIC
Public Awareness	Social Media Campaign	Launch a culturally relevant social media campaign targeting local communities within the SSMB to improve knowledge and attitudes about	# of reactions, surveys, audience, impressions,

		the area and the SCWP. Solicit input and ensure diverse perspectives being shared with the WASC through community champions and the Watershed Coordinator. Empower local residents to share information among their networks.	comments, site visits, clicks, account/project mentions, sharing, and # of engagement(s) conducted
	Community Education	Conduct pop-up engagement/sidewalk engagement(s) to educate the general public, garner support, and improve knowledge and awareness of the Santa Monica Bay watershed.	# community members engaged
		Motivate and enable Angelenos to take action and to participate in these spaces. Build public confidence and help to ensure Angelenos are informed of program findings and processes.	
		Raise the visibility and understanding of the Safe Clean Water Program and why it matters to Angelenos at a household level.	
		Aforementioned surveys as well as educational efforts throughout the watershed area will capture and inform diverse perspectives	Metrics captured elsewhere
Community Participation	Identify Barriers for Equitable Access to Public Participation and Ensure Community Voice is Heard	Identify community champions that are available to give public comment and speak directly to the WASC. As there are barriers to access (in the middle of the day, no translation services, etc.), the Watershed Coordinator will distill the main input received from community engagement efforts and bring it to the WASC meetings.	# of champions heard, # of communities WC specifically reports back from

4. IDENTIFY AND ENSURE THE INVOLVEMENT OF MEMBERS OF DISADVANTAGED AND UNDERREPRESENTED COMMUNITIES

- Where are the **communities considered disadvantaged by policy** in the Watershed Area? Are there overburdened communities being omitted because of how the policy is written?
- What **people are considered “underrepresented” in the Watershed Area**? This term is undefined by policy, so how will a shared understanding of its use in the Watershed Area be developed?
- Are there **existing or recent past efforts that have engaged disadvantaged communities which can be a source of involvement, and relationships of trust? Are their chosen and trusted representatives currently participating in SCWP?**
- How will the **expertise and assets held by members of communities be elevated alongside** the challenges and needs?

- What **barriers to involvement exist** in how the program is currently engaging communities? What capacities exist that have been effective at ensuring involvement?
- Are there **tribal governments or indigenous leaders** that need to be engaged directly by the Flood Control District or the County? What can be done to strengthen those interactions as they relate to the SCWP? (from strategy 1)

TACTIC FOCUS : SOLICITATION OF COMMUNITY PERSPECTIVES (i.e., people not covered in stakeholder tactic)

TACTIC TYPE	TACTICS	DESCRIPTION	EVALUATION METRIC
Public Awareness + Potential Project Solicitation	On-the-Ground Grassroots Efforts	Improve engagement with “difficult-to-reach” audiences by engaging with them in their respective environment. Create spaces for collaboration and relationship-building with activities such as coffee chats, walking meetings, group events, site tours. Present educational activities to community gardens: Queen Park Learning Garden, Lennox Community Garden, San Pedro Community Garden, & Harbor City Community Garden.	# community members engaged
	Collaborative	Sharing of outreach resources to enable replication and dissemination of information to be streamlined by residents to residents. Collaborate on community engagement opportunities.	# community members engaged
	Youth Based Education & Outreach	Outreach will be conducted to local school districts including (Lennox Unified, Inglewood Unified, San Pedro Unified, LAUSD, for example) to present to student clubs (including Club Heal the Bay), PTA Groups, and existing meetings/activities. Staff will identify teachers to share education material that can be incorporated into school curriculum and/or student learning outcomes. Staff will empower students and encourage faculty to participate in the steering committee meetings.	# community members reached
Information Sharing	Share Findings at WASC Meetings	Ensure that information gathered from the tactics above are shared at WASC meetings so that underrepresented community voices are heard by committee members and the public.	

5. ENSURE EDUCATIONAL PROGRAMMING ABOUT WATERSHED MANAGEMENT, ECOLOGICAL AND COMMUNITY ISSUES

- How can the **SCWP in general be educated about community issues?**
- What education can be delivered to the WASCs that will enhance their understanding of Watershed Area strengths and needs as defined by all interested parties?
- What **expertise and understanding already exists among interested parties that can be built upon with further education?**
- Which **educational efforts, alone or in partnership with the broader education program**, will resonate with the interested parties of the Watershed Area?
- What other efforts exist or have recently existed that sought to deliver educational programming? What was their curricula, and their experience?

TACTIC FOCUS: PUBLIC AWARENESS + EDUCATION (contractually defined as 4 outreach and 2 watershed wide education outreach)

TACTIC TYPE	TACTICS	DESCRIPTION	EVALUATION METRIC
Education	Community Awareness Events	Intro to SCWP & SSMB Watershed/Watershed 101 Host at least four educational events about the SCWP specifically.	# of presentations, # of attendees
	Outreach Materials	Use colloquial and accessible language to target local residents. Staff will share outreach materials with local politicians and organizations to share with constituents/residents.	
	Host Virtual Educational Programming	Host two watershed-wide events via an online platform that include translation services and Facebook Live streaming to increase participation from local residents and expand our reach. Share educational material for distribution with co-hosting organizations.	# of attendees
	Community-Led Ecological Activity	Work with existing networks to identify an ecological subject of which staff can co-create with the community. The idea of this is for staff to gain understanding of the broader educational needs of the community and to create two-way effective engagement.	# community members engaged
	Bioblitz and Snapshot Cal Coast	Partner with the Natural History Museum and California Academy of Sciences to discover, record, and share observations of local nature.	# of attendees
	Heal the Bay's Aquarium + potential partners (Roundhouse, Cabrillo)	Host a public forum (in person or virtual) to discuss ecology and climate resiliency in relation to the SCWP.	# of attendees
Reporting Back	Quarterly Reports and WASC Meetings	Ensure that community priorities and needs are being shared back by Watershed Coordinator to WASC members and taken into consideration as they decide on project funding.	