

Upper LA River

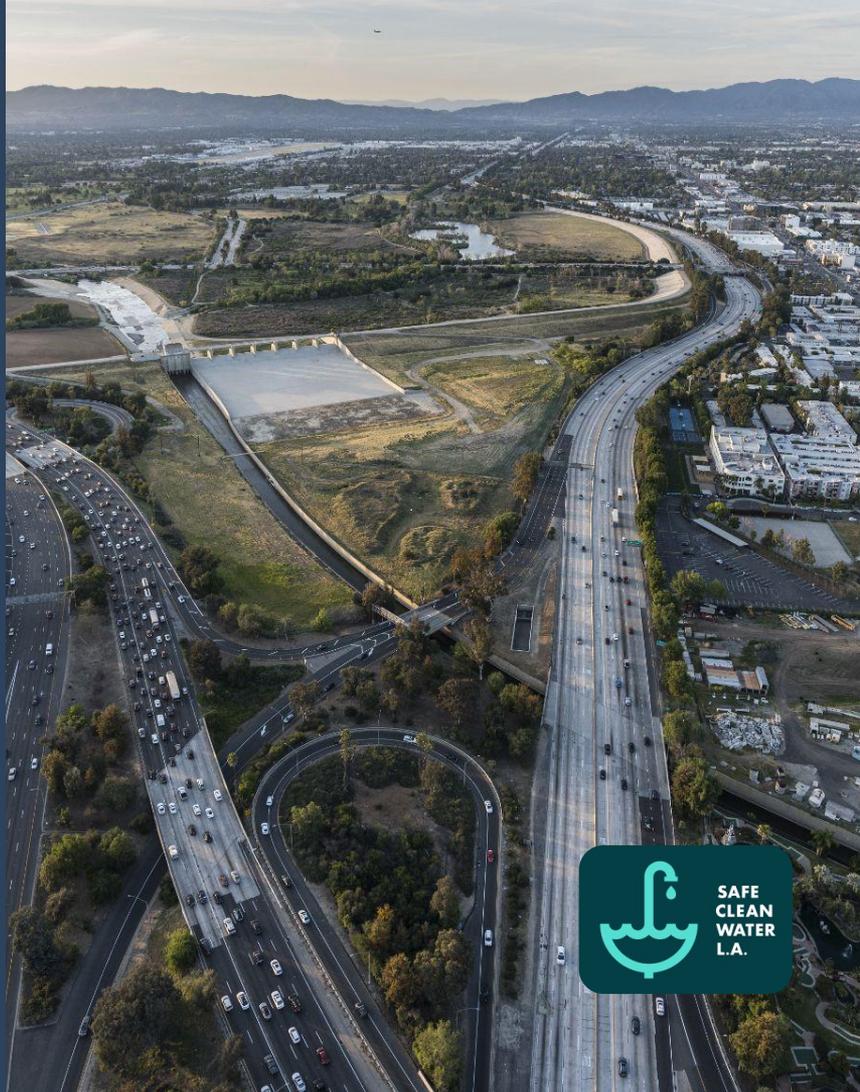
Strategic Outreach and Engagement Plan

Presented by:
ULAR Watershed Coordinators



COUNCIL FOR
WATERSHED HEALTH

ENVIRONMENTAL
OUTREACH STRATEGIES



Acknowledgement of Native American Ancestral Homelands



The authors of this Plan acknowledge that the geographic area represented as the Upper Los Angeles River (ULAR) Watershed Area, is the unceded ancestral homelands of the Gabrielino Tongva, Ventureño Chumash, Gabrielino Kizh, and Fernandeno Tataviam Nations. We recognize that these Tribes are still present and that they are the original stewards of this land and waters. We make this acknowledgement out of respect for their long-standing connection to and protection of this area's watershed. We honor their elders, both past and present and the descendants who are citizens of these tribes. Furthermore we uphold the responsibility to carry out a plan in the unceded lands within ULAR that will meaningfully involve citizens of these tribes.



"Rushing Waters" mural by artist [Levi Ponce](#) in Pacoima. The image shows a Native American woman holding a basin of water. Photo courtesy of [KCET](#) | Justin Cram.

Upper LA River Watershed Coordinators



Carlos Moran

Council for Watershed
Health (CWH)



Clarasophia Gust

Council for Watershed
Health (CWH)



Adi Liberman

Environmental Outreach
Strategies (EOS)

Watershed Coordinator Support Team



CWH

Eileen Alduenda
Executive Director



CWH

Jason Casanova
Director, Planning &
Information Design



CWH

Rumi Yanakiev
Director, Finance &
Operations



CWH

Yareli Sanchez
Senior Scientist



EOS

Arlene Guzmán
Outreach Support



CWH

Drew Ready
Senior Project Manager



CWH

Andrea Dell'Apa
Project Manager



CWH

Amanda Zeidner
Community Communications
Coordinator



CWH

Elise Eberhard
GIS Analyst & Digital
Communication



EOS

Jennifer Amarant
Administrative Support,
Project Management

Our Process

Met with 13 of 30
WASC members

Conferred with
other Watershed
Coordinators

Attended SCWP
Committee meetings

Developed this
Strategic Outreach and
Engagement Plan



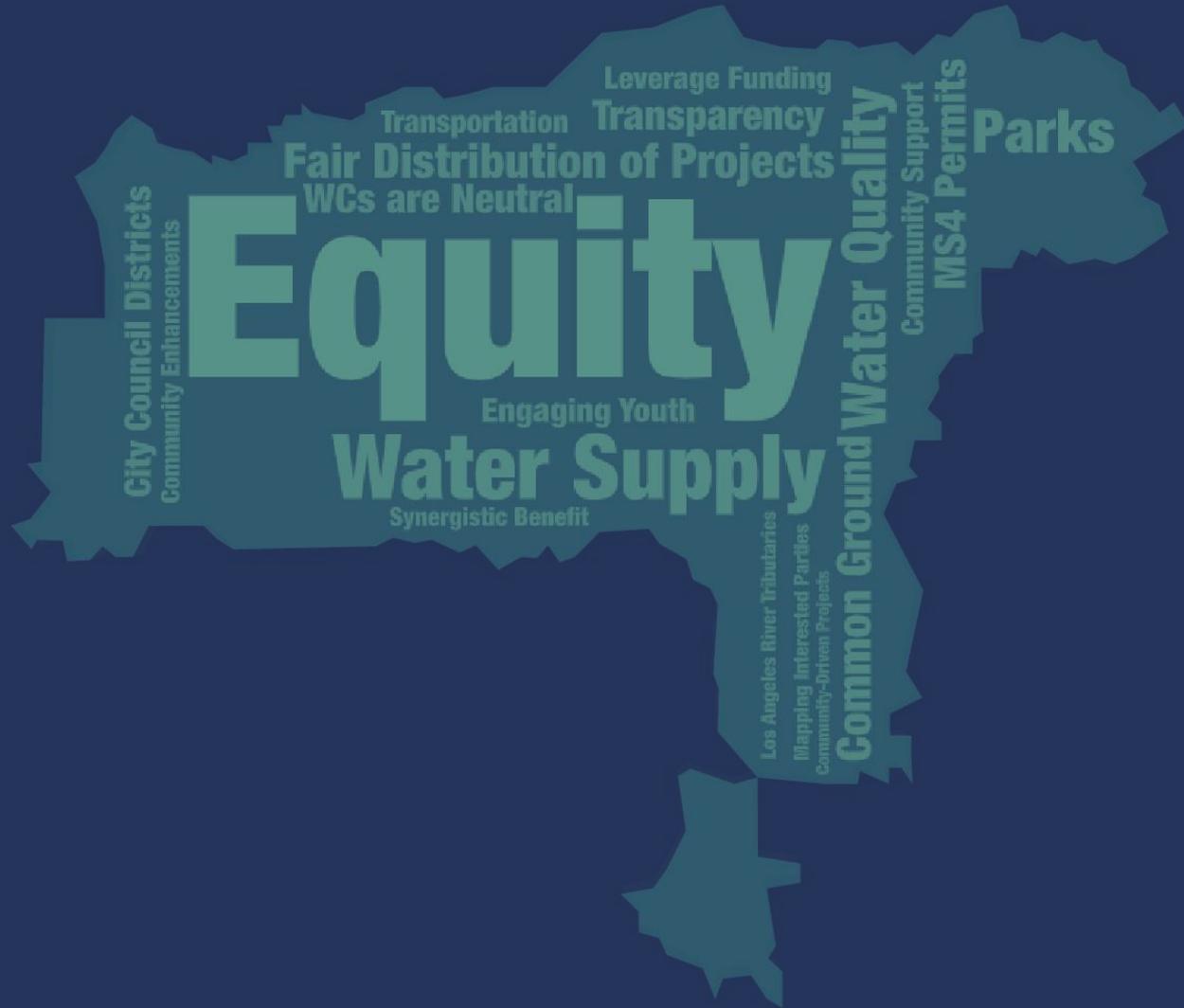


ULAR WASC Member Interviews

ULAR WASC Member	Interview Date
Genevieve Osmena	August 23rd, 2021
Alfredo Magallanes	August 16th, 2021
Veronica Padilla-Campos	August 25th, 2021
Rafael Prieto	August 1st, 2021
Delon Kwan	August 23rd, 2021
Paul Liu	August 23rd, 2021
Max Podemski**	August 2nd, 2021
Felipe Escobar (Alternate)	August 18, 2021
Michael Scaduto (Alternate)	August 16th, 2021
Ramy Gindi (Alternate)	August 23rd, 2021
TJ Moon (Alternate)	July 27th, 2021
Art Castro (Alternate)	August 23rd, 2021
John Huynh (Alternate)	August 23rd, 2021

**Vice Chair

What We
Learned from
Our Meetings
with ULAR
WASC
Members



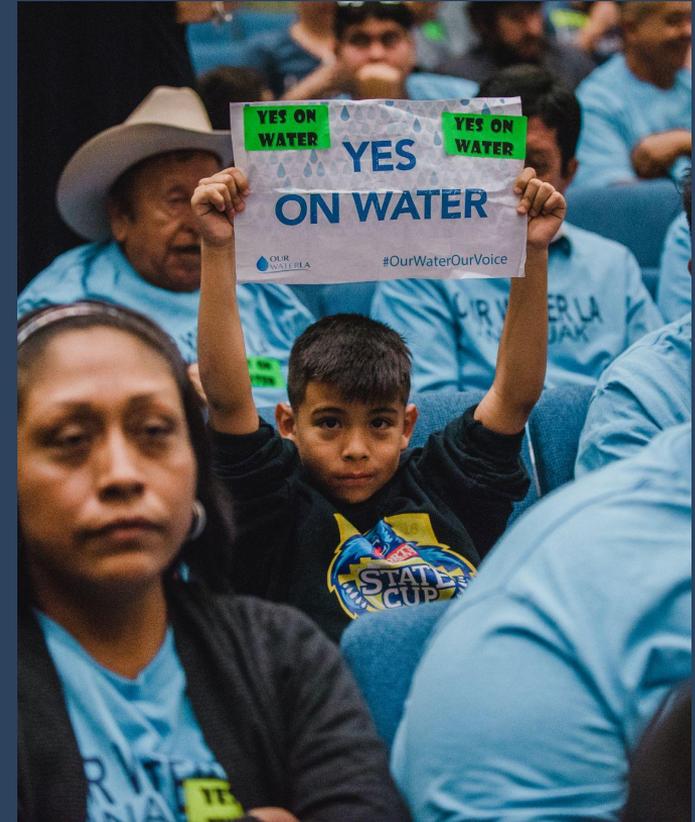
Overview of the Strategic Outreach and Engagement Plan

- I. Watershed Area Description
- II. Interested Party Mapping
- III. Vision for Success & Evaluation Criteria
- IV. Strategies
- V. Identifying Collaborative Efforts



Interested Parties

- Electeds
- Local Government
- Regulatory Agencies
- Neighborhood Groups
- CBO's
- NGOs
- Local Businesses
- Business Associations
- Labor Unions
- Faith-Based Institutions
- School Districts and Schools
- Tribal Organizations
- Neighborhood Councils
- Councils of Governments
- Park Agencies
- Water Purveyors
- Land Conservancies
- Higher Education Institutions



Our Water Rally for Measure W at the LA County Hall of Administration on 7/17/2018. Photo courtesy of TreePeople.
[Photography by TreePeople's Adam Corey Thomas.](#)

Vision for Success

**All Stormwater Investment Plans include
multi-benefit stormwater projects**

**Community
informed and
aligned with local
priorities**



**Integrate
community-based
organizations as
project partners**



**Meet the mission
of the Safe, Clean
Water Program**

Work Plan

Task 1: Facilitate Community Engagement in Safe, Clean Water Program

Task 2: Identify and Develop Project Concepts

Task 3: Work with Technical Assistance Teams

Task 4: Facilitate Identification and Representation of Community Priorities

Task 5: Integrate Priorities through Partnerships and Extensive Networks

Task 6: Cost-share Partners

Task 7: Leverage Funding

Task 8: Local Stakeholder Education

Task 9: Watershed Coordinator Collaboration



Strategies - Five Focus Areas

FOCUS AREA 1

Engage municipalities, community groups and interested parties in the watershed.

FOCUS AREA 2

Solicit input, connect to technical assistance (TA) opportunities.

FOCUS AREA 3

Ensure diverse perspectives are shared with the District and WASCs.

FOCUS AREA 4

Identify and ensure the involvement of members of disadvantaged and underrepresented communities.

FOCUS AREA 5

Identify educational programming about watershed management, ecological and community issues.

FOCUS AREA 1: STAKEHOLDER COLLABORATION

Engage municipalities, community groups and interested parties in the watershed

1. Collateral Materials Development

2. Prevent Engagement Burnout

3. Collaborate Across Watersheds

4. School District Engagement

5. Direct Outreach at Events

6. Public Sector Outreach

7. Outreach Through Parallel Efforts

8. E-Newsletter

9. Social Media Outreach

10. Community Tours

11. Build Network Database

FOCUS AREA 2: PROJECT DEVELOPMENT

Develop project opportunities to be considered for the Technical Assistance Program

1. Input Gathering at Events

2. Identify Project Opportunities

3. Project Intake Form

4. Leverage Relationships and Cultivate Strategic Partnerships

5. Connect Interested Parties with Network

6. Connect to Cost Share Partners

7. Connect Project to Technical Resource Program

FOCUS AREA 3: DIVERSE REPRESENTATION

Ensure diverse perspectives are integrated by the District and WASC

1. Share Diverse Perspectives with WASC

2. Cultivate Diverse Group of Partnerships

3. Identify Diverse Community Needs

4. Support CBOs

5. Data Analysis to Understand Community Needs

FOCUS AREA 4: INCLUSIVE ENGAGEMENT

Ensure the involvement of members of historically underrepresented and environmentally & economically stressed communities in the watershed

1. Connect Localized Concerns back to SCWP

2. Deploy Engagement Best Practices from IRWM DACIP

3. Leverage Existing CBO Relationships

4. Participate in Watershed Education

FOCUS AREA 5: EDUCATION & AWARENESS

Support educational programming that promotes awareness of community issues and the SCWP

1. Community Education

2. Water Education and SCWP Updates

3. CBO Partnerships with Education Events

4. Share Outcomes of Education Events

5. Collaborate Across Watershed Areas

Identifying Collaborative Efforts



Bradley Alley, a green alley in Pacoima, CA. Photo courtesy of Pacoima Beautiful.

Cross Watershed Collaboration

Shared boundaries with seven of the nine watershed areas



Ongoing Regional Coordination

Tribal Coordination, IRWM DACIP, ULAR EWMP, WHAM, LA River Master Plan Update, Proposition O, Los Angeles River Watershed Monitoring Program (LARWMP)

Municipal Program

Opportunity to align and leverage both the Municipal Program and Regional Program



Reporting

- Monthly activity updates
- Quarterly Reports
- Annual review of Strategic Outreach and Engagement Plan
- Presentations and updates at ULAR WASC Meetings, as requested

Next Steps

September 8

Revised SOEP shared with ULAR WASC for further review.

September 22

Comments on the revised SOEP from ULAR WASC due.

September 30

Final SOEP sent to ULAR WASC

October 6

ULAR WASC votes to approve the SOEP



Questions?

Guided Questions for Discussion

1. Is there anything missing that you'd like to see included?
 2. Do you have any concerns or reservations about anything we've shared today?
 3. How else can we as watershed coordinators support the WASC this year?
-