

UPPER LOS ANGELES RIVER

Watershed Coordinator
Updates
March 2, 2022

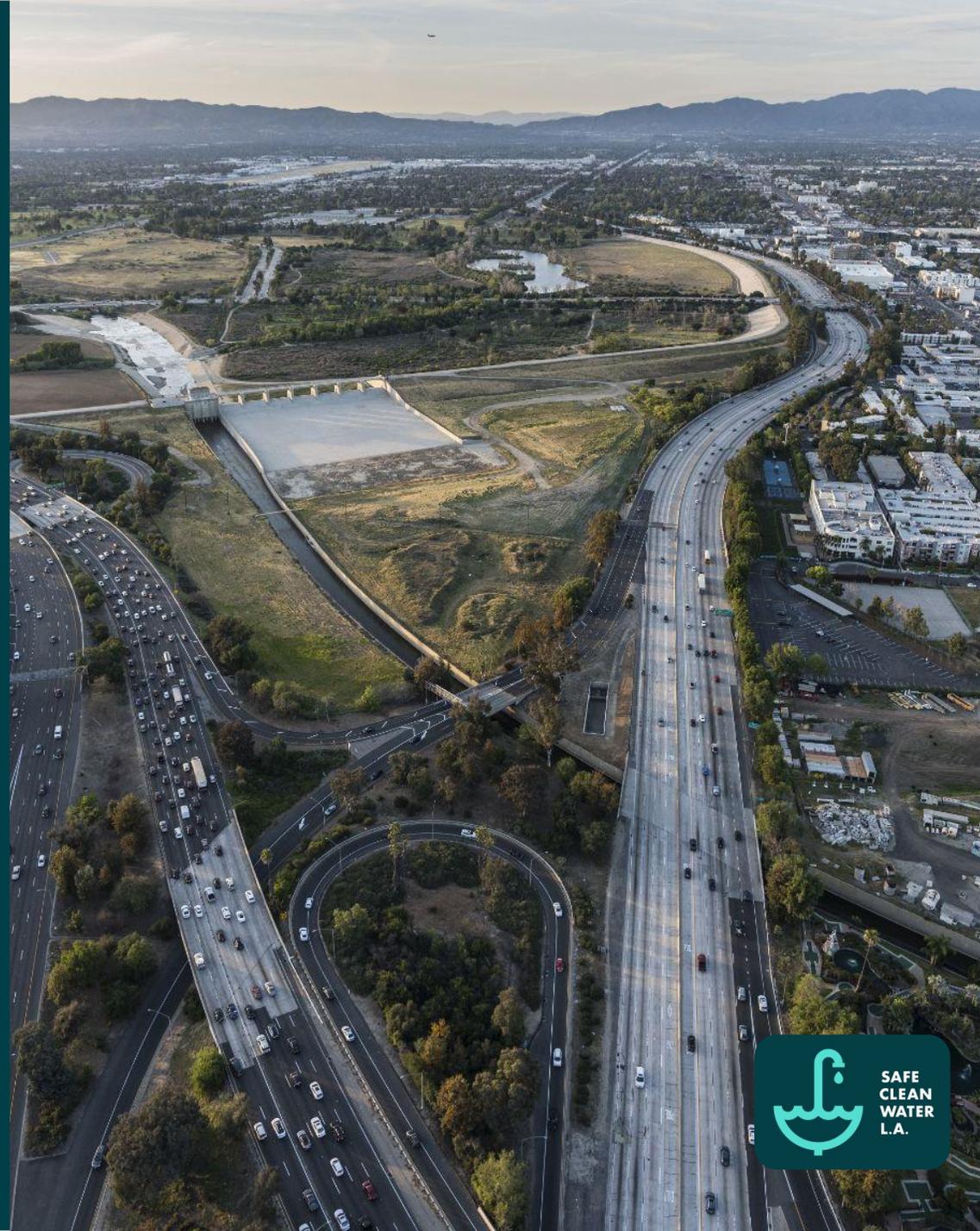


COUNCIL FOR
WATERSHED HEALTH

ENVIRONMENTAL
OUTREACH STRATEGIES



SAFE
CLEAN
WATER
L.A.





What we've done: Mid-Year Report

What do Green Infrastructure projects look like?

Avenue

- 1,000 sq ft of permeable pavement
- 1,000 sq ft of permeable concrete
- 1,000 sq ft of permeable asphalt
- 1,000 sq ft of permeable brick
- 1,000 sq ft of permeable cobblestone
- 1,000 sq ft of permeable granite
- 1,000 sq ft of permeable limestone
- 1,000 sq ft of permeable travertine
- 1,000 sq ft of permeable slate
- 1,000 sq ft of permeable marble
- 1,000 sq ft of permeable quartz
- 1,000 sq ft of permeable granite
- 1,000 sq ft of permeable limestone
- 1,000 sq ft of permeable travertine
- 1,000 sq ft of permeable slate
- 1,000 sq ft of permeable marble
- 1,000 sq ft of permeable quartz

Midway Alley

- 1,000 sq ft of permeable pavement
- 1,000 sq ft of permeable concrete
- 1,000 sq ft of permeable asphalt
- 1,000 sq ft of permeable brick
- 1,000 sq ft of permeable cobblestone
- 1,000 sq ft of permeable granite
- 1,000 sq ft of permeable limestone
- 1,000 sq ft of permeable travertine
- 1,000 sq ft of permeable slate
- 1,000 sq ft of permeable marble
- 1,000 sq ft of permeable quartz

Normandie Elementary School

- 1,000 sq ft of permeable pavement
- 1,000 sq ft of permeable concrete
- 1,000 sq ft of permeable asphalt
- 1,000 sq ft of permeable brick
- 1,000 sq ft of permeable cobblestone
- 1,000 sq ft of permeable granite
- 1,000 sq ft of permeable limestone
- 1,000 sq ft of permeable travertine
- 1,000 sq ft of permeable slate
- 1,000 sq ft of permeable marble
- 1,000 sq ft of permeable quartz

COUNCIL FOR WATERSHED HEALTH

Water is the driving force of all nature



WATERSHED COORDINATOR ROLE

1

Project Development

Identify parties with project ideas & guide them through the SCWP

2

Connect

Gather input on community needs that SCW projects can help fulfill

3

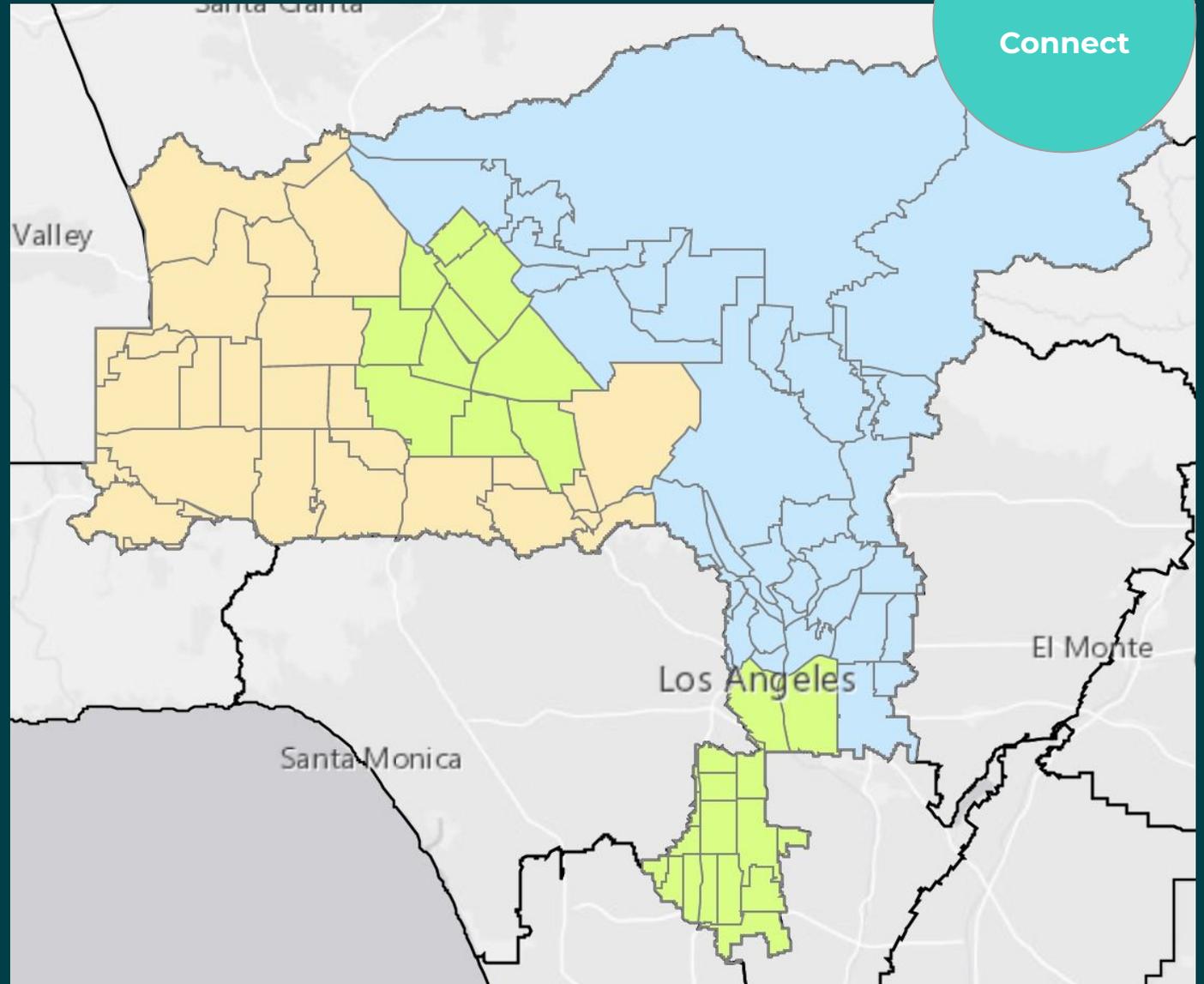
Education & Outreach

Raise public awareness about SCWP and projects in communities
+
Inform community members about how they can voice their input

Point of Entry Map

Results:

- Clear point of contact
- Improved coordination
- SOEP & Project Development Focus



Strategic Outreach and Engagement Plan

- Approved in October 2021
- 11 surveys completed
- 15 of meetings with ULAR WASC members

STRATEGIC OUTREACH AND ENGAGEMENT PLAN

Fiscal Year 2021-2022



Prepared for:

UPPER LOS ANGELES RIVER WATERSHED AREA STEERING COMMITTEE

Prepared by:

Council For Watershed Health and Environmental Outreach Strategies

September 8, 2021



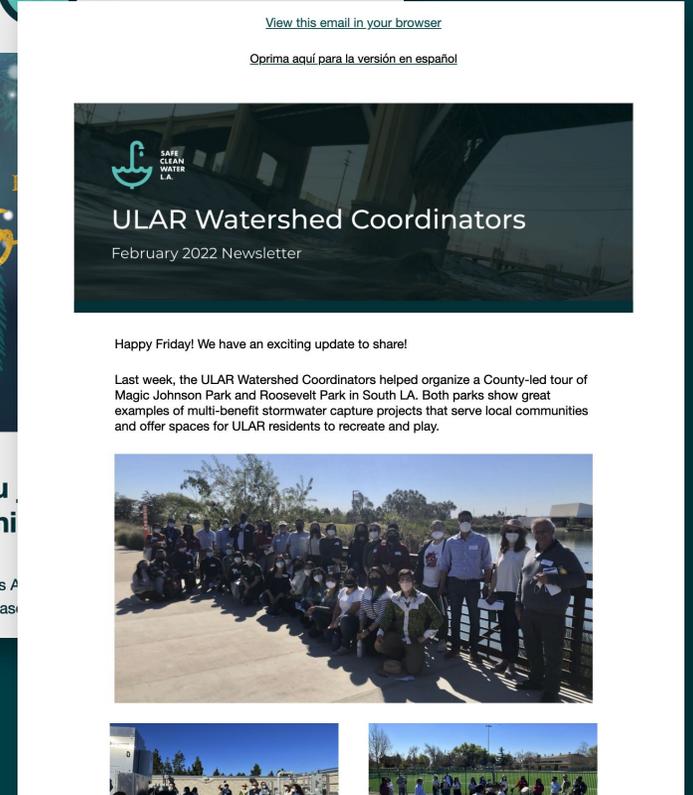
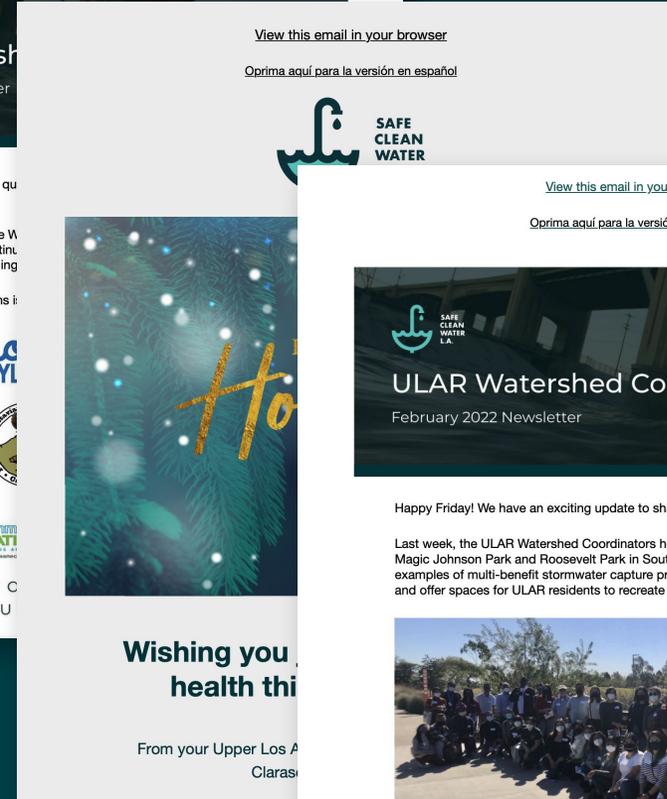
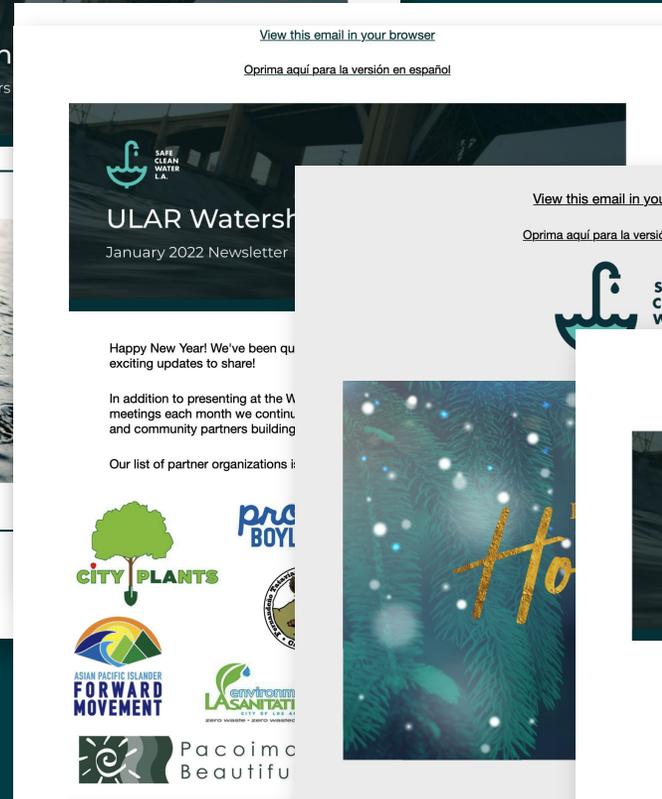
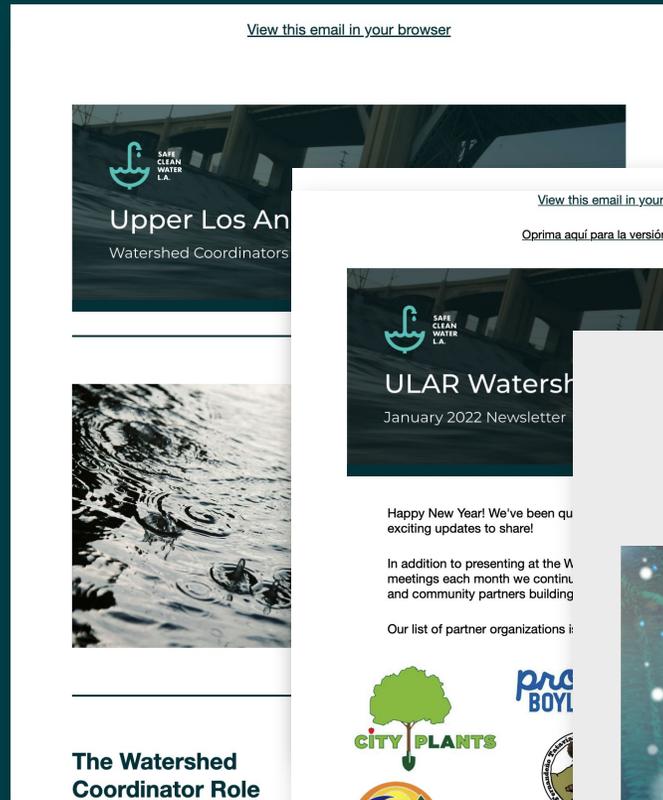
3

Education & Outreach

Newsletters

- 353 subscribers
- 3 newsletters and 1 holiday greeting
- Links to Spanish version
- 40% average open rate
- Newsletter now includes a ULAR Funded Project Spotlight
- Monthly distribution the week before WASC meetings

3
Education &
Outreach

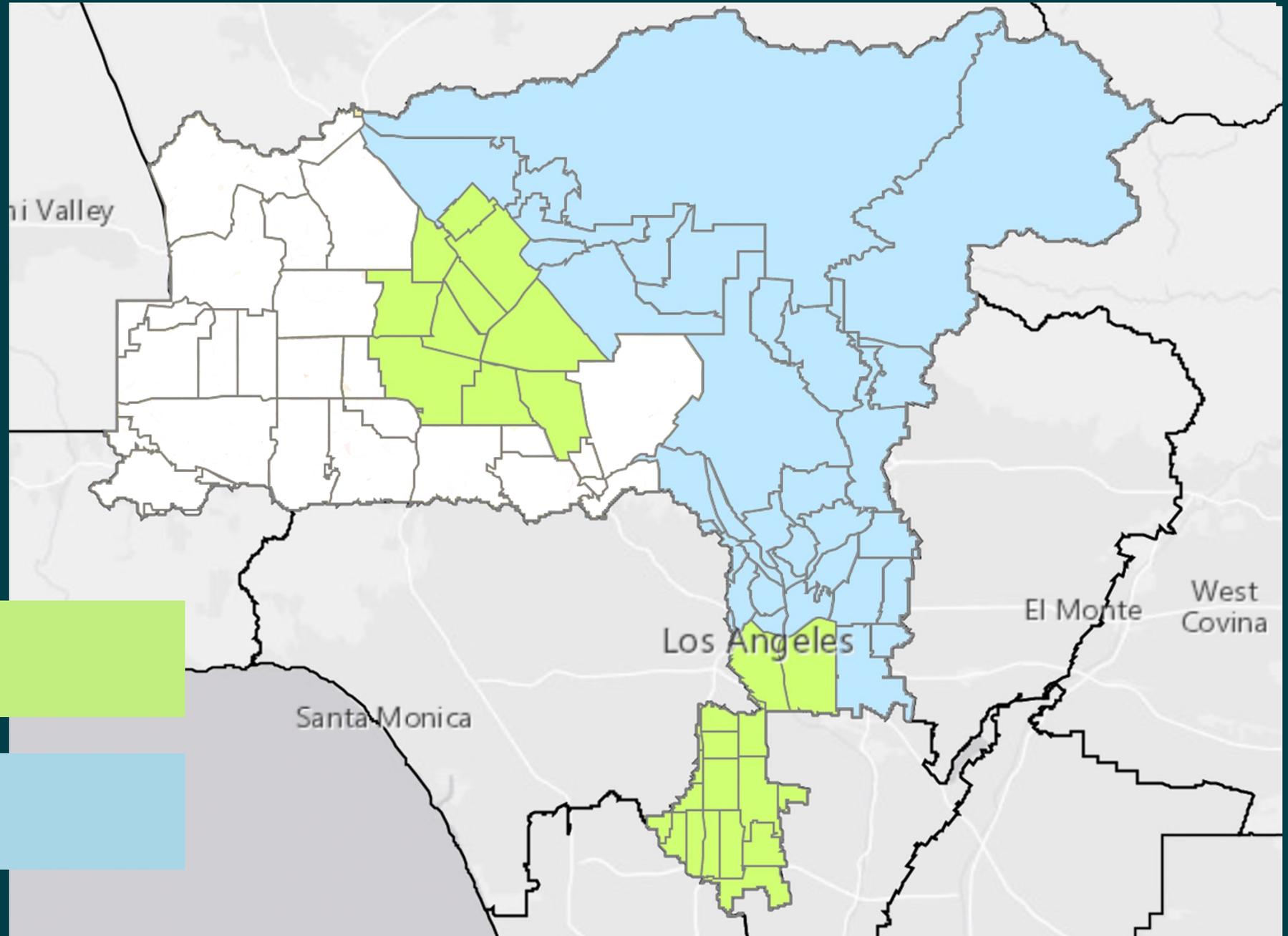


Clarasophia, Carlos, and Adi

Council for
Watershed Health

Carlos Moran

Clarasophia Gust



CWH Watershed Coordination by the Numbers



400
Community
Members
Engaged

11
Leveraged &
Outside
Funding Pursued

12
Potential
Cost-Share
Partners
Contacted

3
Outreach
Events

21
CBO
Partners

30
Created
Social Media
Posts

5
Outreach
platforms
created

19
Projects
Coordinated

259
Meetings &
Interviews

Project Development & Coordination

- Communication established
- Recurring meetings held
- Grant tracking
- Project intake form & project list:

1
Project Development



THE NEW 9th



City of Alhambra



Mountains Recreation & Conservation Authority

Project Intake Form

Form filled out by (name):

Date:

Watershed Area:

SECTION 1
Project Overview

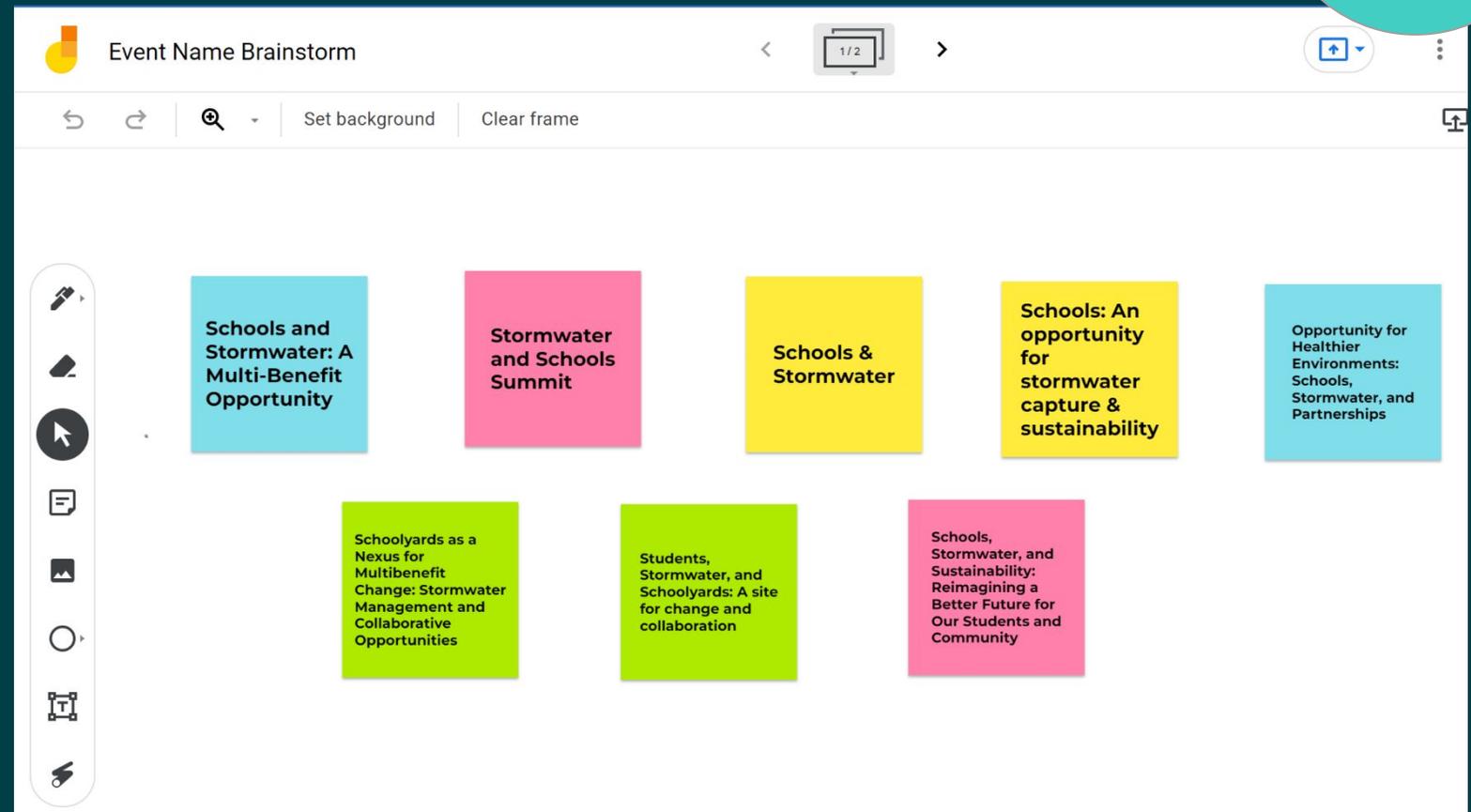
Project lead:

Schools & Stormwater Working Group

2

Connect

- Coordinate group meetings
- Virtual event planned for mid-May (details to be shared soon!)



Education & Outreach

3
Education & Outreach



Local Government Commission

Leaders for Livable Communities

promesa
BOYLE HEIGHTS

ARLA



day one



LA CAÑADA FLINTRIDGE
COUNTRY CLUB



NATURE FOR ALL

PROTECT • CREATE • CONNECT



COMMUNITY REPOWER
MOVEMENT



ASIAN PACIFIC ISLANDER
FORWARD
MOVEMENT



PACIFIC
INSTITUTE

TreePeople

The Nature Conservancy



SEITec
Science, Engineering, Innovative Technologies



Pacoima
Beautiful



LAcommons
creating cultural connections



Communications

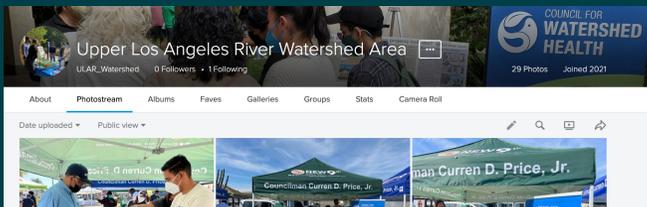
ULAR Facebook Group



Join here!

We share info on community events in English and Spanish and Safe, Clean Water Program updates with the group.

ULAR flickr Account



CWH Watershed Coordination Webpage

Upper Los Angeles River Watershed Coordination

SAFE CLEAN WATER PROGRAM
COUNCIL FOR WATERSHED HEALTH

On this website learn about CWH's Watershed Coordinators, get updates on ULAR events and projects, and connect with us about project ideas.

SCWP Website Project Mapping Connect With Us Events Home

Our Watershed Coordinators
Council for Watershed Health currently holds two Watershed Coordinator positions in the Upper Los Angeles River Watershed Area

Carlos Moran
carlos@watershedhealth.org

Clarasophia Gust
cgust@watershedhealth.org

Contact Form

COUNCIL FOR WATERSHED HEALTH
SAFE CLEAN WATER PROGRAM

We want to hear from you!
¡Queremos escuchar de usted!

Are you interested in learning more about the Safe, Clean Water Program? Do you have an idea for a project in your community?

Complete the form below we'll connect you with your Watershed Coordinator.

¿Está interesado en aprender más sobre el Programa de Agua Segura y Limpia? ¿Tiene una idea para un proyecto en su comunidad?

English Webpage

www.watershedhealth.org/scwp-ular



Spanish Webpage

www.watershedhealth.org/scwp-ular-español



In-Person Events

3
Education & Outreach

Hispanic Heritage Month Tree Planting & Tree Adoption in Sun Valley



Coastal Clean-up Event

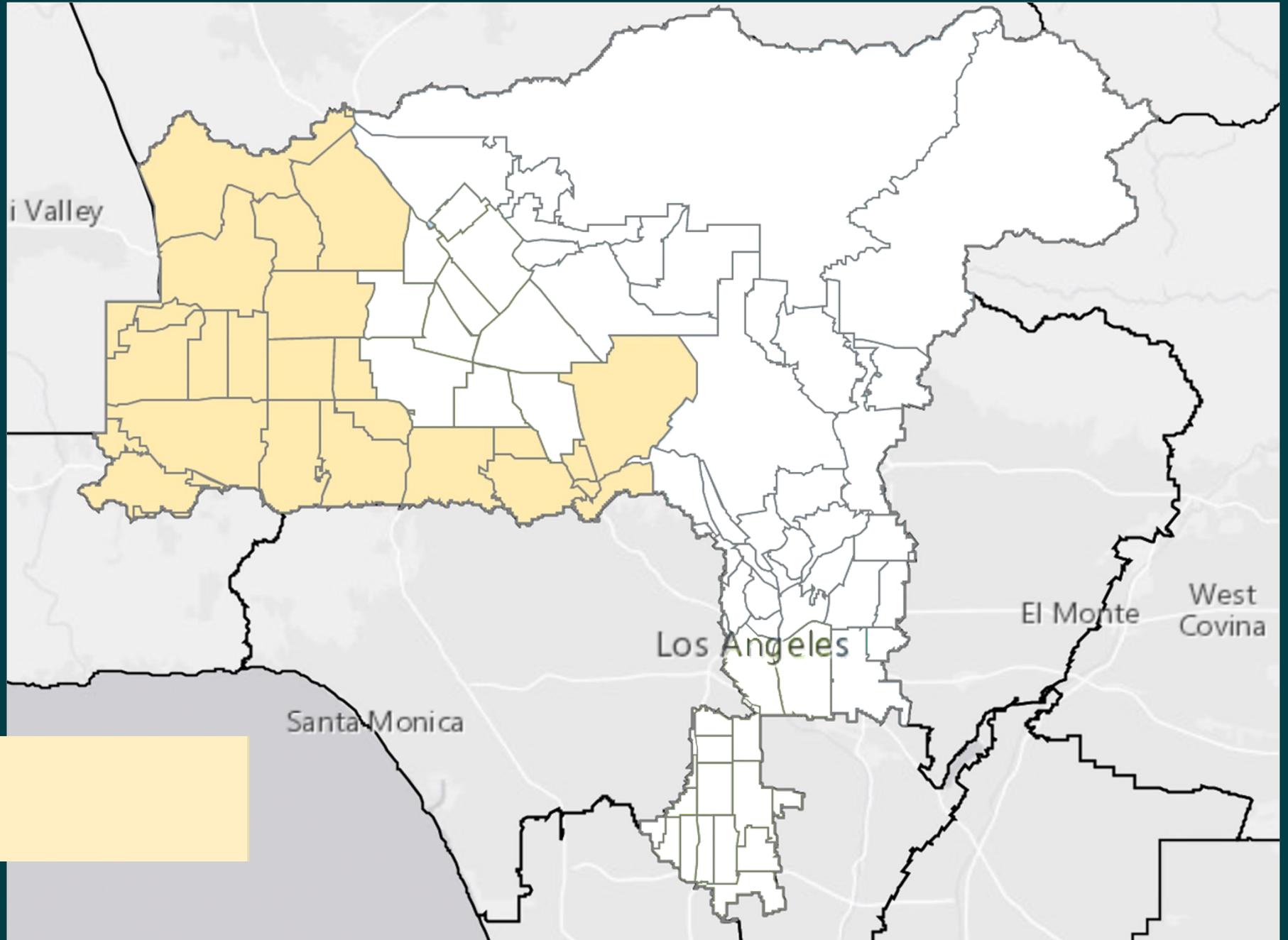
Tree Adoption Event in the Arts District



Inell Woods Park Outreach Event in South LA

Environmental Outreach Strategies

Adi Liberman



EOS Watershed Coordination by the Numbers



350+

Subscribers to
Monthly
Newsletter

4

Outreach
Events

82

Meetings &
Interviews

3

Newsletters
Distributed

23

Social Media
Posts Shared



3

Projects
Coordinated

3

Leveraged &
Outside Funding
Pursued

6

Potential
Cost-Share
Partners
Contacted

1

Holiday
Greeting

Project Development & Coordination

- Coordinating meetings with City of LA
- Led February's monthly meeting of Watershed Coordinators focusing on Project Development
- Creating connections between the Mountains Recreation & Conservation Authority and the Safe, Clean Water Program
- Creating connections between the Resource Conservation District of the Santa Monica Mountains and the Safe, Clean Water Program



Mountains Recreation & Conservation Authority



Education & Outreach

3
Education & Outreach

In-Person Events



BizFed
(Los Angeles Federation of Businesses)



ONE Generation / DWP
Environmental Health Fair



Environmental Awareness Day -
Volunteers Cleaning Communities



Dia de Los Muertos Celebration
at Warner Center

Communications

EOS Watershed Coordinator Page

SAFE CLEAN WATER L.A. ENVIRONMENTAL OUTREACH STRATEGIES

SCWP Website Project Mapping Connect with Us Events Home

Upper Los Angeles River Watershed Coordinator

Learn about the Safe, Clean, Water Program and EOS' role as one of three Watershed Coordinators for the Upper LA River, stay updated on ULAR events and projects, and connect with us about project ideas.

Visit the Safe, Clean, Water Program Website >

Adi Liberman
adi@eoscal.com

Adi is the point of contact for projects in the yellow sections of the map of the Upper LA River watershed area.



www.eoscal.com/scwp-ular/

eNewsletter Signup Landing Page



Upper Los Angeles River Watershed Coordinators

Subscribe to our newsletter to receive updates from the Upper LA River Watershed Coordinators and to learn more about the Safe, Clean, Water Project.

Email Address

First Name

Last Name

Affiliation

Subscribe

71 Visits	42 <u>Unique Visits</u>	6 <u>Clicks</u>	5 <u>Subscribes</u>	7.1% <u>Conversion Rate</u>
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<https://mailchi.mp/f07e12273c19/upper-la-river-watershed-coordinators>





What we're doing: Current Report

CWH

CBO Water Tour - Feb 17, 2022

30+
Attendees

12
CBOs

2
Parks



“It was such a treat to have access to this information and meet so many of you in person! Looking forward to the next tour!”



“Many thanks for creating a space to meet in person and learn about local stormwater management projects.”

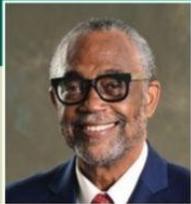
“We look forward to future gatherings and opportunities to work together for the benefit of LA County communities and beyond!”

CWH

Creating Sustainable Communities Event

Councilmember

Curren D. Price, Jr.



an Curren D. Price, Jr.



Inell Woods Park:

Creating More Sustainable Communities

- FREE Food
- FREE Eco-Friendly Household Products
- Santa Monica Pier Aquarium



Feb. 26 10 a.m.-12 p.m.
87th Street & Mckinley Avenue
 Los Angeles 90002

Come out to learn more about the future community pocket park in South LA expected to be completed by 2023!



Outreach & Education to
300
 Attendees

EOS

Work with Jon Luker,
Wendi Gladstone of Sky
Valley Volunteers on a
project in the
Chatsworth Lake Area
involving the Resource
Conservation District,
Santa Susana Mountains
Park Association



Advance the Reseda
Park Triangle Project
involving the City of LA
and the MRCA



Mountains Recreation &
Conservation Authority



Led monthly meeting of all
Watershed Coordinators



Continue development
of social media and
monthly newsletter

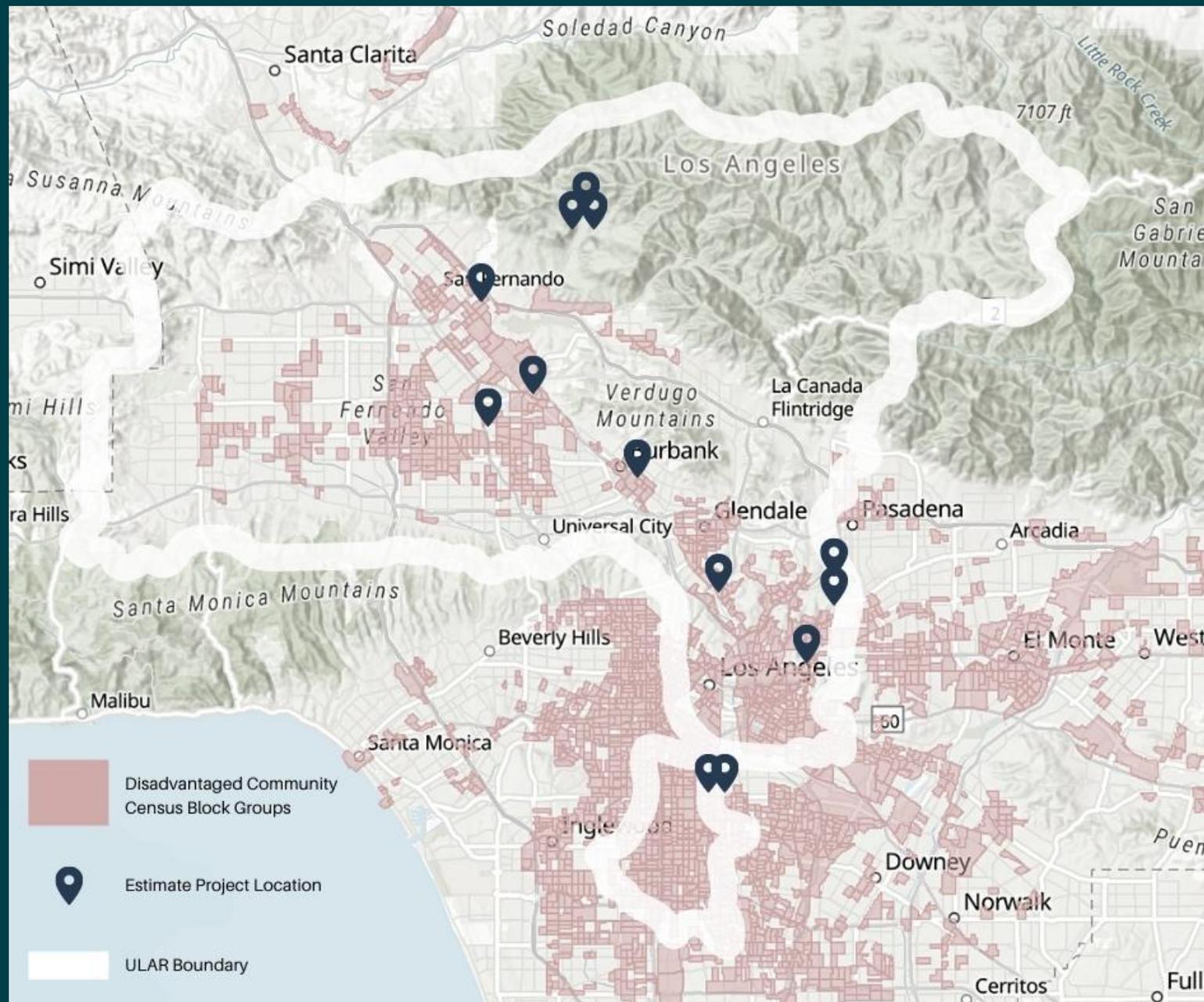




**What we'll do:
Looking Ahead**

List of potential projects for Round 4 & 5

1. City of San Fernando- Calles Verdes
2. Pacoima Wash - 1 separate projects
3. Pacoima Wash - 2
4. Pacoima Wash - 3
5. South LA- Bill Green Memorial Park
6. South LA- Slauson and Wall Park
7. Bowtie Demonstration Project
8. Current TRP Projects:
 - a. City of South Pasadena Arroyo Seco Projects
 - b. City of Alhambra Green Street Demonstration on Main Street
9. City of LA SCWP Working Group projects
10. LA County Public Works Unincorporated Area projects
11. DACIP Stormwater Focus Project Sketches (ULAR)
12. Recently funded projects outside of SCWP looking to pairing up multiple funding sources
 - a. i.e. Measure A and ULART



We're here to help!

Considering apply for Round 4 funding? Reach out to the Watershed Coordinators! Click a name below to make an appointment.

Clarasophia Gust - Mondays, 9am - 11am

Adi Liberman - Mondays, 9am - 11am

Carlos Moran - Thursdays, 9am - 11am

The application deadline is July 31, 2022.