



SAFE CLEAN WATER PROGRAM

North Santa Monica Bay Watershed Strategic Outreach and Engagment

DRAFT Update April 2023

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Photo and Logo, Los Angeles County



The North Santa Monica Bay Watershed 2023 Strategic Outreach and Engagement Plan – DRAFT

As per the approved NSMB SOEP 2022, the NSMB SOEP 2023 uses 25 Strategies.

It is proposed to continue with these.

These 25 strategies address,

- 9 Tasks for Watershed Coordinator**
- 14 Goals in Measure W**

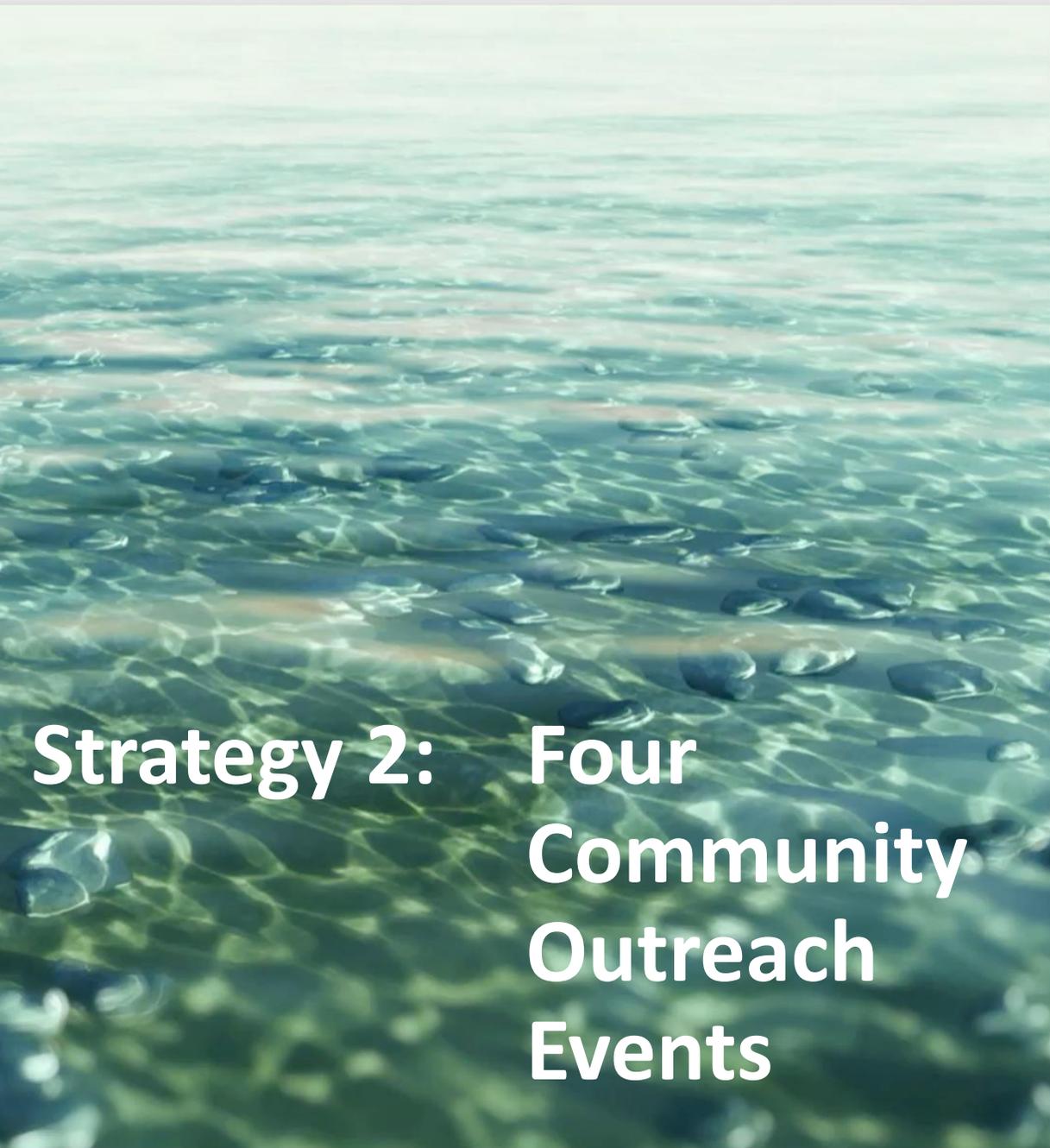
1. **Prioritize Utilization of Measure W Funds for Projects that Meet MS4 Compliance Goals Four Community Outreach Events**
2. **Four community outreach events**
3. **Educate stakeholders about water quality challenges in the watershed area.**
4. **Facilitate dialog about water supply sources for and in the watershed area.**
5. **Collaborate with partners to encourage the use of native plants on public and private land.**
6. **Ensure SCWP is part of special events like Coastal Cleanup Day, Earth Day, Arbor Day, Calabasas Pumpkin Day, Arts Festivals**
7. **Identify opportunities to reach youth at schools, Girl Scout Troops, YMCA, etc.**
8. **Focus on engaging with homeowners' associations.**
9. **Explore developing a North Santa Monica Bay Watershed Area website**
10. **Develop and maintain social media presence for watershed area**
11. **Connect with media**
12. **Identify and facilitate project concepts from North Santa Monica Bay Area and Community Members**
13. **Use Zoom from Nature Based Solutions Success Stories' Event in November 2022 to for new YouTube station for NSMB WASC**
14. **Work with Technical Assistance Teams**
15. **Facilitate identification and representation of community priorities**
16. **Integrate priorities through partnerships and extensive networks**
17. **Attend and distribute materials from 'funding fairs' conducted by Federal, State, regional, and philanthropic organizations**
18. **Support public education about trash reduction**
19. **Support dialogue and development of innovative projects and technology raised by stakeholders**
20. **Watershed Coordinator collaboration**
21. **Support nexus between water quality and sustaining biodiversity**
22. **Support Nexus Between Fire Recovery, Pre-emptive Fire Protection, Water Quality and Water Supply**
23. **Support locally relevant scientific research**
24. **Look for nexus between water supply and energy via climate change harms reduction.**
25. **Consider Potential Options to Increase TRP Funding Opportunities for NSMB Watershed Area**

The 25 Strategies



Strategy 1: Prioritize Utilization of Measure W Funds for Projects that Meet MS4 Compliance Goals

- Track upcoming project applications from NSMB cities, agencies and community members.
- Compare proposed project funding requests with available funds for NSMB from Measure W.



Strategy 2: Four Community Outreach Events

Most changes here.

- Set a time and venues for,
 - 2 NSMB WASC defined community outreach events and
 - 2 NSMB Watershed Community events to allow meaningful and productive dialogue with community members and the North Santa Monica Bay Watershed Area Steering Committee leadership.
- Avoid canceling NSMB WASC meetings even without a quorum so as to facilitate NSMB WASC member conversations, per Cities of Agoura Hills, Calabasas, Malibu, Westlake Village and Vice Chair Madelyn Glickfeld.
- Dates planned for this year,
 - North Santa Monica Bay State of the Watershed 2023: Thursday May 11th
 - DIY Cistern Day: Saturday, September 23, 2023
 - TBD: 2 NSMB Watershed Community meetings



**Strategy 4:
Facilitate dialogue
about water
supply sources for
and in the
watershed area.**

Add in,

- Per numerous community entities including leadership at Topanga Elementary School, Topanga Town Council, Malibu Foundation, ARLA and others, explore other ways to fund building cisterns for water supply in watershed.



Strategy 5: Collaborate with partners to encourage the use of native plants on public and private land.

Instead of seeking funding for the Native Plants Program that TreePeople/LVMWD created, which is now funded thanks to ARLA, changed language to indicate,

- Per conversations with Eric Wilson TreePeople, support community awareness of LVMWD / TreePeople Native Plants Kit program.



Added in,

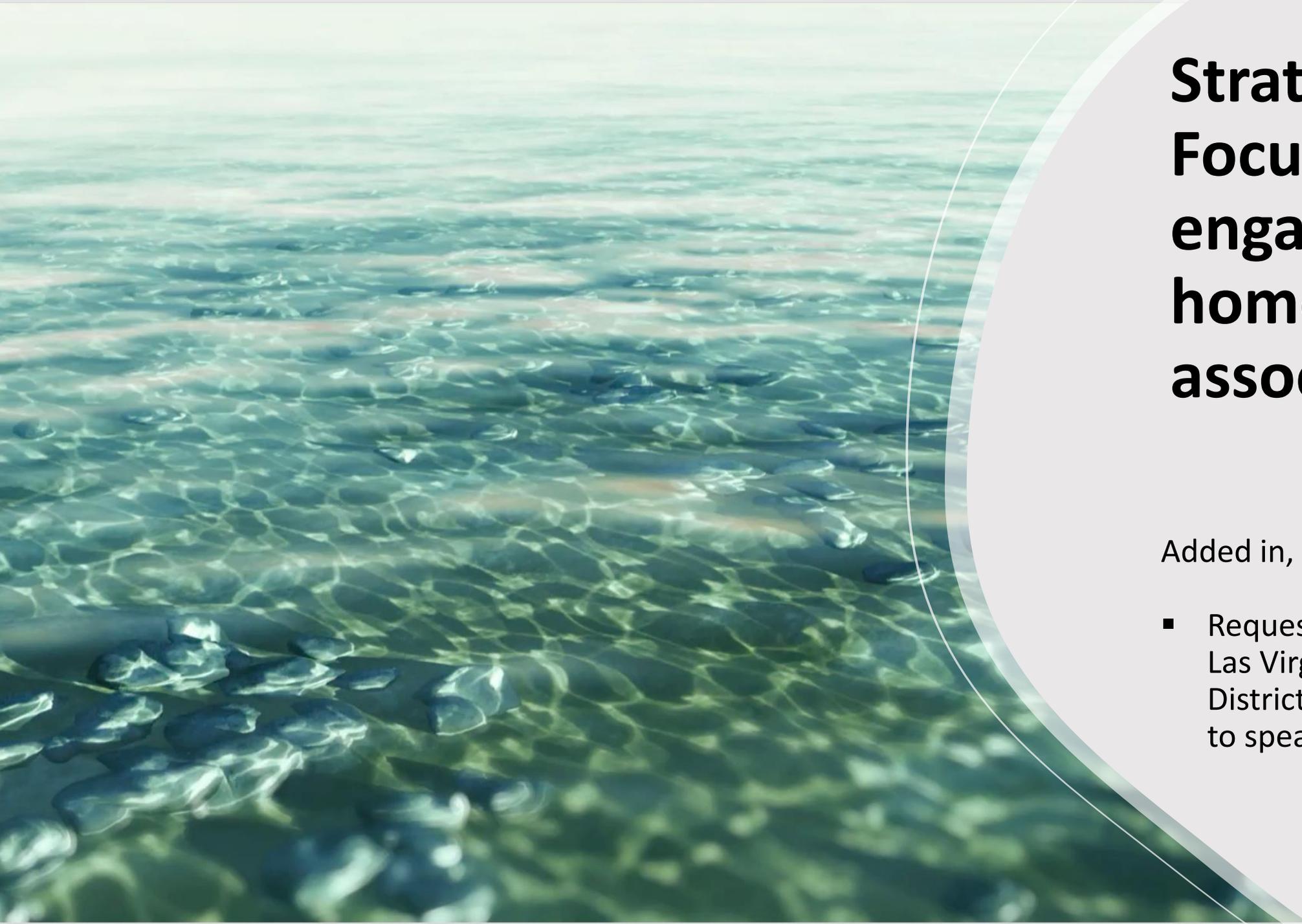
- Do tabling at Earth Events where requested, including Pepperdine University, Westlake Village and Calabasas.

Strategy 6: Ensure SCWP is part of special events like Coastal Cleanup Day, Earth Day, Arbor Day, Calabasas Pumpkin Day, Arts Festivals

Refined to address specific requests from cities, content will now read,

- Re-invite LAUSD to set up rainbarrel demonstration at Topanga Elementary School.
- Participate in Agoura Hills Watershed Education Day.
- See if other cities would like to create parallel events.
- Connect City of Agoura Hills and Resource Conservation District of the Santa Monica Mountains to re-establish watershed education program at public school
See if sister cities want to utilize the same program once established.
- Provide watershed education at local high schools, possibly middle schools and elementary schools as facilitated by city staff.
- Per Jessica Forte, look for ways to layer in STEM / STEAM scholarship, internship and job opportunities for high school and university students while conducting watershed outreach.
- Jessica Forte observed that SEC closed a STEM scholarship, as no one applied. We need to help grow more civil engineers,biologists and related watershed-thinkers /workers for the future of the watershed.
- Invite Alex Farassati to talk the NSMB WASC in the fall about how he developed an outstanding / effective internship
- Program at City of Calabasas.
- Explore opportunity to speak at Pepperdine University and new Santa Monica City College site in downtown Malibu
and other local venues about local water supply/water quality improvements.
- Consider a TikTok of the paperbag watershed lesson with cities.

**Strategy 7:
Identify
opportunities
to reach
youth at schools,
Girl Scout Troops,
YMCA, etc**



Strategy 8: Focus on engaging with homeowners' associations.

Added in,

- Request support from cities / Las Virgenes Municipal Water District to broker invitations to speak at HOAs.



Strategy 10: Develop and maintain social media presence for watershed area

Add in,

- Develop NSMB YouTube channel; include talks from past events.**

Strategy 12: Identify and facilitate project concepts from North Santa Monica Bay Area and Community Members

This is an insert that will require fine-tuning with project proponents, I will review with project proponents and supply accurately next month.

Project Concepts as of May 2023	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Project Citywide Low Flow Diversion	Agoura Hills	Infrastructure Program (IP)	Project underway; City will apply for funding again..
Malibu Creek Watershed (MCW) Nutrients Special Study	Agoura Hills	Scientific Study (SS)	Funded by City of Agoura Hills.
Four Green Street Projects	Calabasas	IP	TBD
Las Virgenes Creek Restoration Project Phase III	Calabasas	TRP	TAT is Larry Walker and Associates; work underway..
Las Virgenes Creek Restoration Project Phase III	Calabasas	IP	2024? 2025?
Retrofitting Debris Basin to be Retention Basin	Hidden Hills	IP	
Cistern Demonstration Site	Hidden Hills	City Return Funding	Project in design.
Exploring using Horse Manure as Compost Opportunities	Hidden Hills	SS	
Native Plants Nursery	Las Virgenes MWD	IP	Unsure of status
Garden In a Box	Las Virgenes MWD		Project funded..
Pure Water Program at Ladyface Mountain: Water Reclamation Project	Las Virgenes MWD	IP	
Malibu Creek Southern Steelhead Trout Survey	Las Virgenes MWD	SS	Project funded..
Viewridge Project	Los Angeles Public Works	IP	Project funded.
Trancas Canyon Feasibility Study	Los Angeles Flood Control District	Technical Resources Program (TRP)	
Liberty Canyon Improvement Project	Los Angeles Public Works	IP	Project funded
Marie Canyon Low Flow Diversion Project Design Concept	Los Angeles Public Works	TRP	
Marie Canyon Greenstreets	Los Angeles Waterworks District 29: Malibu		
Maintenance at Legacy Park (Civic Center Stormwater Treatment Facility) and Paradise Cove Stormwater Treatment Facility	Los Angeles Waterworks District 29: Malibu	IP	
Focusing on Woolsey Fire Recovery	Los Angeles Waterworks District 29: Malibu	TRP	
MS4 Compliance Project for Westlake Village	Westlake Village	TRP	2023
Seminole Springs	Seminole Springs HOA		
Topanga Elementary School	Potentially /TreePeople	IP	
Roof / cistern Project for 100 Homeowners	Potentially RCDSMM	IP	

Strategy 13: ~~Formerly, Convene group of experts— about impacts of creek restoration on water quality~~

Now to become...

Strategy 13, Use Zoom from Nature Based Solutions Success Stories' Event in November 2022 for content for new YouTube station for NSMB WASC

- Take input from past event to become tool for further sharing these conversations via Youtube and other social media sites.



Strategy 16: Integrate priorities through partnerships and extensive networks

Adding in these additional community partners,

- Topanga Town Council
- Numerous City Council members from Calabasas and Agoura Hills; looking to deepen connections at Hidden Hills, Malibu and Westlake Village
- Staff, Office of Assemblymember Richard Bloom
- Staff, Office of Assemblymember Jacqui Irwin
- Staff, Office of Senator Ben Allen
- Barri Worth Girvan, Austin Cyr and Aaron Ordower at Office of Supervisor Lindsey Horvath, District 3
- Malibu Methodist
- Malibu Foundation
- Pepperdine University
- Earth Island Journal, Sierra Magazine
- Editors and writers, local newspapers
- Local schools including but not limited to, Malibu High School, Westlake High School, Colina Middle School, Conejo Elementary School, Viewpoint School, Our Lady of Malibu School, Juan Cabrillo Elementary School, A. E. Wright Middle School, MUSE School etc.
- Mark Johnson has offered to connect me to new Santa Monica City College campus in downtown Malibu
- Local public libraries. • Local book clubs
- Local media / outreach staff at citie



Strategy 18: Support public education about trash reduction

Added in,

- Re-approach CALTRANS for funding opportunities in this arena.

Strategy 22: Support Nexus Between Fire Recovery, Pre-emptive Fire Protection, Water Quality and Water Supply

Added in,

- **Clark Stevens, Resource Conservation District will speak to this subject at State of the Watershed 2023.**



Strategy 23: Support locally relevant scientific research

Added in,

- Continue to support work for ongoing scientific research both for MS4 compliance and better understanding of watershed dynamics.