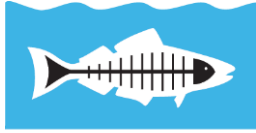


South Santa Monica Bay's
**Strategic Outreach &
Engagement Plan**

Heal the Bay, in partnership with Urbano Strategies

April 21, 2023



Heal the Bay



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Acknowledgement of Indigenous Homelands

Heal the Bay acknowledges that the geographic area of the South Santa Monica Bay watershed encompasses the ancestral homelands of the Gabrielino Tongva, Ventureño Chumash, Gabrielino Kizh, and Fernandeano Tattaviam Nations. We recognize that these Tribes are present today and are the original stewards of this land and these waters. This acknowledgement is given in respect of their lasting protection of this watershed area. We pay our respects to tribal elders past, present, and emerging.

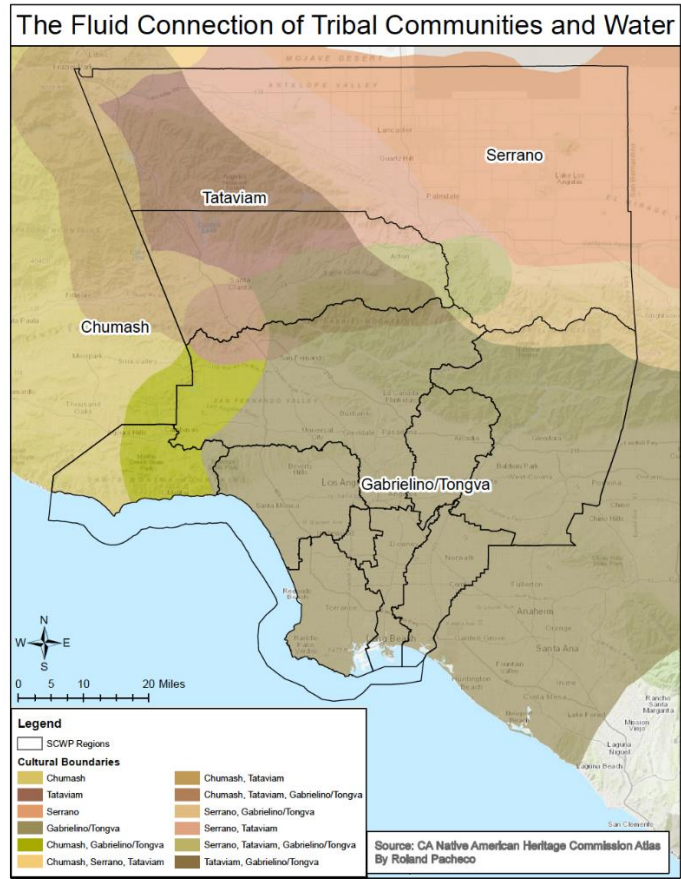


Figure 1: CA Native American Heritage Commission Atlas by Roland Pacheco.¹



¹ Native American Heritage Commission Digital Atlas, <https://www.arcgis.com/apps/View/index.html?appid=03512d83d12b4c3389281e3a0c25a78f&extent=-130.0858,31.7873,-109.6622,42.6447>

Introduction

The Strategic Outreach & Engagement Plan (SOEP) is developed annually to identify the strategies in which the Watershed Coordinator will weave in the work of our nine tasks. The plan is part of Task 1, Facilitate Community Engagement in the Safe, Clean Water Program (Program), which is focused on outreach and engagement, both to public and private entities.

Outreach is the means by which we educate people about the Program and serve as the frontward facing representatives of the Program. Engagement is a nuanced difference, and one worth acknowledging. Engagement is a step further than outreach, in which those who have participated in outreach events (and some who haven't) actually become invested interested parties in the process and actively provide input and/or participate in Program elements themselves. They aren't mutually exclusive by any means, as outreach hopefully leads to more engagement with sustained relationships that are built and maintained over time. And those who are engaged can likely continue to learn more about the Program.

In the South Santa Monica Bay's SOEP, we include the five subject areas as outlined below:

1. Watershed Area Description
 - a. Physical Characteristics
 - i. Geologic and Geographic Characteristics
 - ii. Hydrologic Characteristics
 - iii. Structural Characteristics
 - b. Social Characteristics
 - c. Safe Clean Water Program Context
2. Interested Party Mapping
3. Vision for Success & Evaluation Criteria
4. Strategies
5. Collaborative Efforts



Watershed Area Description

Heal the Bay (Nancy Shrodes) serves as the Watershed Coordinator for the South Santa Monica Bay (SSMB) Watershed Area, in partnership with Urbano Strategies (previously referred to as Jesse De La Cruz). Heal the Bay also serves as one of the Watershed Coordinators for the Central Santa Monica Bay Watershed Area with our partners, alongside SGA Marketing, and will be working in coordination with all of the Safe, Clean Water Program Watershed Coordinators to provide a coordinated regional approach.

Physical Characteristics

Geologic and Geographic Characteristics

The SSMB Watershed Area is located in the southwestern section of the Los Angeles Basin, bound by the Pacific Ocean to the west and south, reaching as far north as Inglewood, and as far east as the 710 freeway (right before the Los Angeles River). The eastern border of the SSMB Watershed Area runs diagonally from northwest (Inglewood) to southeast (Carson/Long Beach), following the Newport-Inglewood Uplift², before dropping south into the San Pedro Bay through the L.A. Harbor (Figure 2).



Figure 2: South Santa Monica Bay Watershed Area.

Underlying geology varies significantly between the Palos Verdes Hills and the rest of the SSMB Watershed Area. The Palos Verdes Hills area consists primarily of consolidated deposits made up of older bedrock of marine origin (sandstone, siltstone, mudstone, diatomite, and shale), with volcanic

² The Newport-Inglewood Uplift is a discontinuous row of hills from the Santa Monica Mountains southeast to Orange County, formed by a major structural fault, which also acts as a partial barrier to groundwater flow between the Central and West Coast Groundwater Basins.

outcroppings.^{3 4} The geologic structure of the Palos Verdes Hills makes this area vulnerable to frequent and sometimes destructive landslides, particularly when excess subsurface water facilitates movement along clay layers, referred to as slide surfaces. Excess subsurface water comes from over-irrigation, installation of pools or septic systems, infiltration of large amounts of rainwater, etc. Wave action can also exacerbate this effect along the coastline.⁵

The rest of the SSMB Watershed Area consists primarily of younger unconsolidated deposits, such as the San Pedro Formation which is characterized mainly by sand and gravel. However, this permeable underlying geology is not easily accessible via the surface, as it is confined by less permeable clay layers of various thickness.⁶

Hydrologic Characteristics

The SSMB Watershed Area includes the Dominguez Channel Watershed and the southern coastal portion of the Ballona Creek Watershed. Watershed Management Programs within this area (under the current 2012 Los Angeles County MS4 Permit) include the Santa Monica Bay Jurisdictions 2&3 Watershed Management Group, the Dominguez Channel Watershed Management Group, the Beach Cities Watershed Management Group, and the Palos Verdes Peninsula Watershed Management Group, as well as individual Watershed Management Programs for the Cities of Gardena and Rolling Hills. Watershed Management Programs may be adjusted over the next year with the adoption of the new 2021 Regional MS4 Permit.

Open stormwater channels are limited in the SSMB Watershed Area, and the majority are located in the northeast section of the Watershed Area within the Dominguez Channel Watershed. Many portions of these open stormwater channels are listed as impaired under the CA State 303(d) list of impaired waterbodies, as are most of the shorelines along the Palos Verdes Peninsula, the Santa Monica Bay, and the Los Angeles Harbor.

The bedrock underlying the Palos Verdes Hills means that there is no groundwater aquifer directly under this area, hindering opportunities for direct infiltration of stormwater. However, along the northeast border between the Palos Verdes Hills and the rest of the SSMB Watershed Area, the hillside sloping away from the coastline allows for some local recharge when it rains.⁷

³ United States Geological Survey and Water Replenishment District of Southern California. Water-Resources Investigations Report 03-4065: Geohydrology, Geochemistry, and Ground-Water Simulation-Optimization of the Central and West Coast Basins, Los Angeles County, California. 2003. Available at: <https://pubs.usgs.gov/wri/wrir034065/wrir034065.pdf>

⁴ United States Department of the Interior. Geology, Hydrology, and Chemical Character of Ground Waters in the Torrance-Santa Monica Area, California. 1959. Available at: <https://pubs.usgs.gov/wsp/1461/report.pdf>

⁵ California State University, Dominguez Hills. Geology of the Palos Verdes Peninsula Los Angeles CA. 2021. <https://www.csudh.edu/earth/palos-verdes>

⁶ United States Geological Survey and Association of American State Geologists. National Geologic Map Database. Geologic Map of the Palos Verdes Peninsula and Vicinity. 1999. Available at: https://ngmdb.usgs.gov/Prodesc/proddesc_71706.htm

⁷ United States Geological Survey and Water Replenishment District of Southern California. Water-Resources Investigations Report 03-4065: Geohydrology, Geochemistry, and Ground-Water Simulation-Optimization of the

The unconsolidated sediments in the rest of the SSMB Watershed Area provide a series of aquifer systems below the surface, known collectively as the West Coast Groundwater Basin. In the northwest, this groundwater flows west to the Santa Monica Bay; to the southeast, this groundwater flows south to the San Pedro Bay. This groundwater aquifer is subject to seawater intrusion as fresh groundwater is pumped out for use and as sea levels rise. In response, seawater intrusion barriers wells have been placed along the southern portion of the Santa Monica Bay from El Segundo down to the Palos Verdes Hills (the West Coast Basin Barrier Project), and along the lower portion of the Dominguez Channel (the Dominguez Gap Barrier Project).⁸

Other water management strategies used in this area to maintain the groundwater reservoir have been through replenishment with an increase in both imported and reclaimed water. The soils above the West Coast Groundwater Basin are not very permeable, and the area is heavily covered with impermeable surfaces. Most of the replenishment occurs through injection wells by the Water Master of the adjudicated basin, the Water Replenishment District, or from underground flow from the Central Coast Groundwater Basin to the north.⁹ And most aquifers in the region are confined aquifers,¹⁰ posing a challenge to increasing water supply via natural infiltration regionally. Groundwater quality in this area is generally good, with a few slightly elevated concentrations of boron, uranium, sulfate, total dissolved solids, chloride, iron, manganese, and perchlorate.¹¹

Structural Characteristics

Land use is variable throughout the SSMB Watershed Area, though the majority is considered built area.¹² There is a high degree of residential land use throughout the Watershed Area, as well as land use associated with schools, government buildings, and office and retail space.

Central and West Coast Basins, Los Angeles County, California. 2003. Available at: <https://pubs.usgs.gov/wri/wrir034065/wrir034065.pdf>

⁸ United States Geological Survey and Water Replenishment District of Southern California. Water-Resources Investigations Report 03-4065: Geohydrology, Geochemistry, and Ground-Water Simulation-Optimization of the Central and West Coast Basins, Los Angeles County, California. 2003. Available at: <https://pubs.usgs.gov/wri/wrir034065/wrir034065.pdf>

⁹ West Coast Basin Watermaster Report 2019. Available at: https://www.wrd.org/sites/pr/files/2019_wcb_watermaster_report_final.pdf

¹⁰ WRD Technical Bulletin Volume 1, Fall 2004. Available at: <https://www.wrd.org/sites/pr/files/TB1%20-%20An%20Introduction%20to%20the%20Hydrogeology%20of%20the%20Central%20and%20West%20Coast%20Basins.pdf>

¹¹ United States Department of the Interior, United States Geological Survey, and California State WaterResources Control Board. Scientific Investigations Report 2012–5048: Status of Groundwater Quality in the Coastal Los Angeles Basin, 2006: California GAMA Priority Basin Project. 2012. Available at: <https://pubs.usgs.gov/sir/2012/5048/pdf/sir20125048.pdf>

¹² Esri 10-Meter Land Cover. 2020. Available at: <https://www.arcgis.com/apps/mapviewer/index.html?layers=d6642f8a4f6d4685a24ae2dc0c73d4ac>

The Palos Verdes Hills area does include significant recreational open space, and is in fact considered to have a very low to moderate need for park space according to the LA County Park Needs Assessment.¹³ However, the rest of the SSMB Watershed Area, particularly within the inland areas (in and around the Cities of Hawthorne, Torrance and Carson) lack natural areas, parks, and open space. The majority of this area is identified as high or very high need under the Park Needs Assessment. Land use in these areas also include significant industry and utility land use, as well as Caltrans right of way.

Social Characteristics

The SSMB Watershed Area has very diverse social characteristics, representative of both wealth and poverty, as well as ethnic diversity and ethnic homogeneity. The watershed represents disparity across incomes and lived experience. The coastal communities tend to represent more affluent residents according to median household incomes. Racially, these communities are majority white, and according to CalEnviroScreen experience less environmental and health burdens. Moving inland, the population has a lower median household income, higher rates of poverty, and a more ethnically diverse population. Moving from the south, through central, and to the northeast of the watershed, more of the population experiences increased environmental and health burdens, as defined by CalEnviroScreen, correlating with the land use described earlier in the same area (industrial, lack of park space, etc.). The data below illustrates the diversity and challenges present in the watershed.

- Roughly 4,445 people who are unhoused live in the Watershed Area ([Data \(lahsa.org\)](#), Service Planning Area 8)
- Roughly a fourth of the SSMB Watershed Area includes disadvantaged communities (often referred to as DAC), represented in the central and northeast areas in the watershed (Figure 3).¹⁴ These underrepresented and historically underserved communities referred to as DAC are described in the ordinance as “a Census Block Group that has an annual median household income of less than eighty percent (80%) of the Statewide annual median household income (as defined in Water Code section 79505.5).”

¹³ Los Angeles Countywide Comprehensive Parks & Recreation Needs Assessment. Los Angeles County Department of Parks & Recreation. 2016. Available at: <https://tpc.maps.arcgis.com/apps/MapJournal/index.html?appid=6f8962df9e9446babb35f28fa8d1c23a>

¹⁴ Safe Clean Water Program Spatial Data Library. Available at: <https://stantec.maps.arcgis.com/apps/webappviewer/index.html?id=35df45808fe6470a8eff1075967c2156>

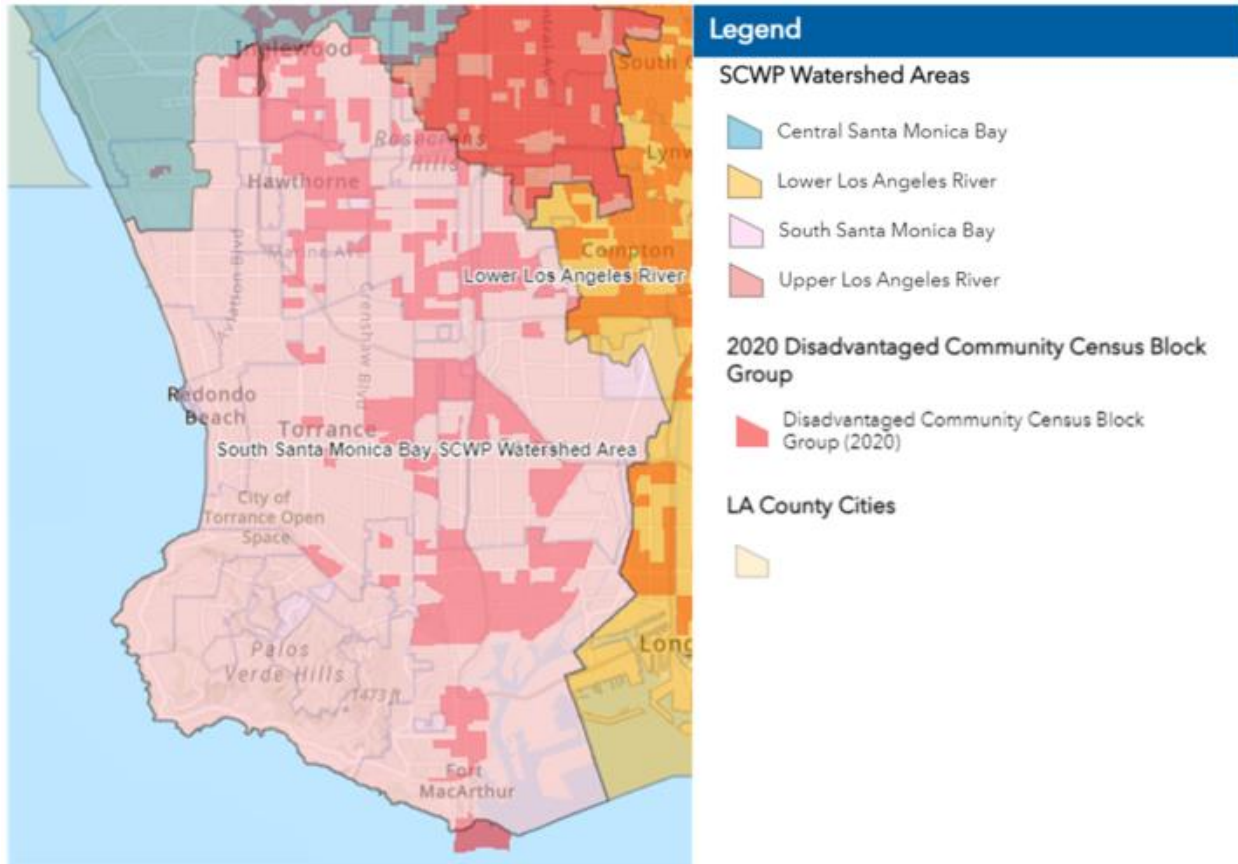


Figure 3: A visual representation of DAC in the SSMB Watershed Area, characterized by the dark pink areas in this map from the Safe, Clean Water Spatial Data Library.

- CalEnviroScreen scores get consistently worse from SW to NE, with significant overlap between poorer scores and DAC designation. There are also higher percentages of younger residents and higher rates for reported cases of diabetes in these more impacted areas (Figure 4).¹⁵

¹⁵ Safe Clean Water Program Spatial Data Library, CalEnviroScreen 4.0. Available at: <https://stantec.maps.arcgis.com/apps/webappviewer/index.html?id=35df45808fe6470a8eff1075967c2156>

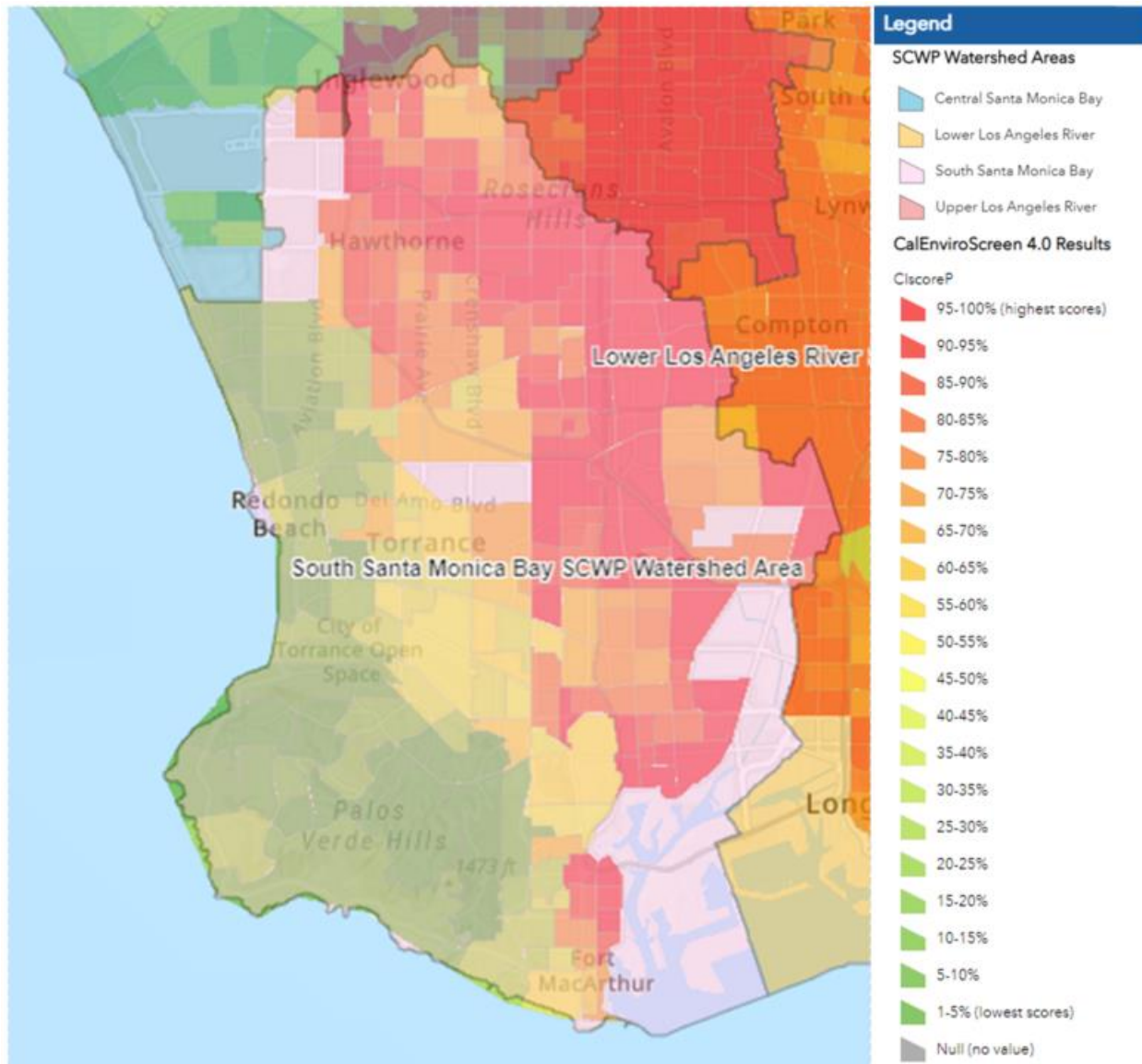


Figure 4: A visual representation of CalEnviroScreen SSMB Watershed Area, showing the varying degrees of environmental burdens and public health concerns within many of the communities in the watershed. As demonstrated by the legend to the right, the communities with the highest environmental and health burdens are shown in red, with the least burdened communities in green (the darker the green, the healthier the environment is for residents). Map sourced from the Safe, Clean Water Program Spatial Data Library.

- Demographic data ranges widely within the SSMB Watershed Area, with some visible disparities.¹⁶ Overall, coastal areas have populations that are more white, have higher median household incomes, and lower poverty rates. In inland communities, there is a higher range of

¹⁶ U.S. Census. Note, “the Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty.” Available at <https://www.census.gov/quickfacts/fact/table/US/PST045219>

other races/ethnicities represented, including Black, Asian, and Hispanic/Latino populations. Many of these inland communities have higher poverty rates and lower median household incomes, compared to coastal areas. Excluding cities that are split between watersheds (including County unincorporated, Compton, El Segundo, Inglewood, and the City of L.A.), the following demographic data shows a snapshot of the ranges across the Watershed Area:

- Hawthorne has the highest poverty rate at 16%, compared to the lowest rate in Rolling Hills Estates at 1.8%
- Palos Verdes Estates has the highest median household income at \$202,596, as compared to the lowest in Hawthorne at \$63,847 (all in 2021 dollars, between 2017-2021)
- For race/ethnicity, the highest percentages by city are as follows:
 - 78% of Hermosa residents are white
 - 26.8% of Hawthorne residents are Black (although part of Inglewood is in this watershed and 40.9% of its residents are Black)
 - 37.1% of Torrance residents are Asian
 - 64.8% of Lawndale residents are Hispanic/Latino

Safe, Clean Water Program Context

The SSMB Watershed Area is allocated 12.50% of Annual Regional Program Funds, which in the 2021-22 fiscal year was \$17.5 million, to fund regional projects through annual Stormwater Investment Plans that achieve the three overarching goals of the Safe, Clean Water Program: improving water quality, increasing water supply, and investing in local community benefits.

There are significant challenges in the SSMB Watershed Area that must be addressed during the ongoing implementation of the Safe, Clean Water Program, including the high percentage of space designated as built area, and specifically areas designated for industrial land use. However, this challenge also creates opportunities for new project proponents, partnerships, and collaboration moving forward. This may include schools looking to comply with Phase II MS4 Permit requirements, public-private partnerships between municipalities and industry, and collaborations between private landowners or municipalities and Caltrans wherever such land uses intersect.

Additional challenges must also be considered, including infiltration restrictions in the Palos Verdes Hills area to make the best use of our local water while also avoiding the potential to induce landslides in this area. The Program can instead support projects that increase groundwater recharge into the West Coast Groundwater Basin or increase water supply with recycled water in other areas within the SSMB Watershed Area using captured stormwater. This would simultaneously reduce our reliance on imported water to become more water self-sufficient. Increased water supply could be enhanced by bringing water agencies into the planning and implementation of infrastructure projects (e.g., West Basin, WRD, LA Sanitation). Regional collaboration will be necessary to achieve and maintain good groundwater quality to ensure that the stormwater that is captured, cleaned, and infiltrated can reliably and safely contribute to municipal water supply for future beneficial use.

There are also significant opportunities to invest in SSMB communities, particularly in areas designated as disadvantaged communities under the Safe, Clean Water Program, to provide park space where it is needed most, improve scores for the CalEnviroScreen and Heat Island indexes, and improve the quality of our surface waters. All of these actions together will help to improve the public health and climate resiliency of our communities.

To date, there have been thirteen infrastructure projects submitted to the SSMB WASC that were identified as projects serving disadvantaged communities, ten of which were funded (FY2020-2024). This is including the most recent Stormwater Investment Plan (SIP) that was approved by the WASC in February 2023 and is awaiting approval by the Board of Supervisors. This reveals that the Safe, Clean Water Program is upholding the policy of ensuring that low income census tracts are receiving the appropriate investment of funds to achieve needed benefits. As the threshold is currently defined, each watershed is meeting or exceeding the 110% goal. Many of these projects are self-identified as serving these communities by the project proponents, which may be overly represented/over-reported, as discussed in great detail in the recent Metrics and Monitoring Study (MMS) white paper titled *Measuring Community Engagement and Disadvantaged Community Benefits for Equitable Impact in the Safe Clean Water Program* (Figure 5).¹⁷

Appendix C: Further Details on Community Investment Benefits and Disadvantaged Community Benefits Claimed in SCWP Analysis

Watershed	110% Funding Threshold	Claimed DAC Benefit (may or may not be located there)	Located Physically Within a DAC
Central Santa Monica Bay	53%	58%	50%
Lower Los Angeles River	78%	100%	58%
Lower San Gabriel River	23%	81%	4%
North Santa Monica Bay	0%	0%	0%
Rio Hondo	41%	95%	18%
Santa Clara River	11%	84%	0%
South Santa Monica Bay	39%	68%	17%
Upper Los Angeles River	54%	92%	53%
Upper San Gabriel River	24%	62%	30%

Figure 5: Disadvantaged community benefits can come from a project located directly in a DAC, or one which “provides direct benefits to” a DAC. This chart from the MMS white paper appendix demonstrates that although 68% of projects funded in the SSMB have claimed DAC benefits, only 17% are physically located in a DAC as defined by the ordinance using census data referenced in Figure 3. The chart demonstrates how there might be inconsistencies among watershed areas in how the benefit is applied and the nature of self-identification that could lead to over-reporting.



¹⁷ UCLA Luskin Center for Innovation & Stantec. (2022, August). *Measuring Community Engagement and Disadvantaged Community Benefits for Equitable Impact in the Safe Clean Water Program*. Available at <https://innovation.luskin.ucla.edu/wp-content/uploads/2022/08/Equity-in-Stormwater-Investments.pdf>

Interested Party Mapping

Heal the Bay will continue to build upon and engage a list of interested parties in the South Santa Monica Bay. The various categories of our interested parties list are outlined in Strategy 1 within the template found in our Strategy section, starting on page 14. The interested party categories identified in the SSMB are as follows:

- NGOs, CBOs
- Coalition Partners
- Municipal and LA County Parks & Rec
- Community Services
- Indigenous Leaders and Tribal Governments
- Educational Institutions & School Districts
- School Leadership & PTAs
- City and County Departments
- City and Neighborhood Council Districts
- State and Federal Agencies
- Libraries, Museums, Zoos, and Aquariums
- Faith-Based Institutions
- Community Member Champions
- South Bay Integrated Regional Management (IRWM) Subcommittee
- Watershed Management Plans/Programs (WMPs)
- South Bay Cities Council of Governments (COG)
- Chambers of Commerce
- Businesses
- Non-traditional Partners
- Municipal and County SCWP contacts
- Communities who experience linguistic isolation

The key to party mapping: We are building an all-inclusive list and are striving to be the connective tissue between the interested parties and the work of the Safe, Clean Water Program. We recognize that building authentic relationships takes time, and that in this first year we may have to be selective as to where we have capacity to build these genuine relationships within the exhaustive list we are building.



Vision for Success & Evaluation Criteria

Our vision for success is a Plan that ensures all approved projects are aligned with local priorities and needs, have equitable access and opportunity (from a municipal and community perspective), and ultimately meet all four missions of the Safe, Clean Water Program.

Those four identified missions are:

CAPTURE IT

Increase our yearly collection of rainwater to supply water for millions of people in L.A. County.

CLEAN IT

Reduce the volume of trash before it reaches our beaches and coastal waters.

MAKE IT SAFE

Help eliminate the toxins, fertilizers, bacteria, plastics, metals from our cars, and chemicals that flow into the ocean.

MAKE IT FOR EVERYONE

Protect creeks and streams, build parks, liven up concrete landscapes, and create green space for our communities.¹⁸

Although natural infiltration can be challenging in the SSMB Watershed Area, there are areas where it should be explored. There are still opportunities to capture stormwater and clean it up so that it can be used in purple pipe systems or as potential source-water for some of the pre-existing groundwater infiltration wells. And these projects can help make the water safe by reducing flood risk and utilizing tactics in infrastructure projects to improve water quality for healthier waterways and ocean. Using L.A. County's Park Needs Assessment as a guide, there are also plenty of opportunities for collaboration to liven up concrete landscapes and create green spaces.

We interviewed most SSMB Watershed Area Steering Committee (WASC) members to help us inform the development of this Plan. To expand on the last mission, there was a common theme and desire among WASC members to see more community driven projects. We want to ensure that any entity who wants to submit a project can and will have a fair shot, using the Watershed Coordinator as a resource, particularly when these entities are made aware of the program elements such as the Technical Resources Program (TRP). This will help achieve equitable access.

¹⁸ The Vision, Mission, and Goals as defined by the Safe, Clean Water Program on its website: <https://safecleanwaterla.org/about/vision-mission-goals/>

The Plan uses evaluation criteria that we feel best exemplifies success within each category. We ensured that the criteria used were measurable and realistic metrics. The extensive scope of the tactics will be assessed annually, and we have designed it as such so that the evaluation metrics can inform how best to design next year's Plan. This builds a two way street where strategy tactics inform metrics, and vice versa.



Strategies

This section reviews the five different strategies as identified by Stantec, with the tactics and descriptions that we intend to use to achieve each strategy. Evaluation metrics are also included to measure our effectiveness.

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 will demonstrate progress towards accomplishing our vision through these five strategies. We included very specific criteria when measurement is possible, and more general criteria 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.

Different metrics are used for different interested party groups based on what is most reflective of progress and/or feasible.

1. ENGAGE STAKEHOLDERS, MUNICIPALITIES, COMMUNITY GROUPS

TACTIC FOCUS: STAKEHOLDER ENGAGEMENT

A. Power Mapping- Database of interested parties list and relationship building with:	<i>Identify and connect with various interested parties, including NGOs, CBOs, Coalitions, Municipal and LA County Parks & Rec, Community Services, Indigenous Leaders and Tribal Governments, Educational Institutions, School Districts, School Leadership, PTAs, City and County Departments, City and Neighborhood Council Districts, State and Federal Agencies, Libraries, Museums, Zoos, Aquariums, Faith-Based Institutions, Community Champions, South Bay Integrated Regional Management (IRWM) Subcommittee, Watershed Management Plans/Programs (WMPs), South Bay Cities Council of Governments (COG), Chambers of Commerce, Businesses, Non-traditional Partners, Municipal and County SCWP contacts, and Communities who experience linguistic isolation.</i>		Metric used:
	<i>We will continue to connect with and grow our power map of the watershed. The database we are using for our power map is Salesforce's Project Management Module so the data is well organized, easily queried, and protected.</i>		
	Total interested parties added to power map:	# of contacts	
	Total meetings in period:	# held or attended	
B. Communication Tactics	<i>Utilize Heal the Bay's existing staff and programming to reach SSMB constituents, including volunteer orientation, Speakers Bureau presentations, and beach cleanups (Nothin' But Sand monthly cleanups and annual Coastal Cleanup Day). Partner Urbano Strategies 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 and 5).</i>		
	Targeted Outreach to Cities	Conduct targeted outreach to cities currently engaged in the SCWP to better understand community specific challenges and identify opportunities for collaboration.	# of cities contacted
C. Communication Materials	Informational One Pager	Distribute one-page flyers that describes generic program elements and how to get involved. Ensure that it is culturally relevant and multilingual. Use colloquial and accessible language to target local residents. Staff will share outreach materials with local politicians and organizations to share with constituents/residents.	SCWP materials are provided and available to the public for all events and outreach activities.
	Partner sharing and relationship building	Share 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. Ensure that it is culturally relevant and multilingual.	
	Quarterly Newsletter	Launch a watershed area specific newsletter written by Nancy on Heal the Bay's Safe, Clean Water Program with signups through landing webpage or at pop-up and tabling events.	# quarterly newsletters # people reached

	Kid's Stormwater Activity Book	Distribute colorful, interactive kid's activity book that educates about stormwater pollution.	Kid's Stormwater Activity Books are provided and available to the public for all events and outreach activities.	
	Heal the Bay Landing Page	Ensure landing page is maintained, updated, and available to the public. Share via QR codes, at outreach events, and with partners. Provide opportunities for visitors to connect and provide feedback with our community survey (www.healthebay.org/safecleanwater).	Maintained and available to the public.	
	Presentation Materials	Continue to develop presentations tailored to specific audiences.		

2. SOLICIT INPUT, CONNECT TO TECHNICAL ASSISTANCE OPPORTUNITIES			
TACTIC FOCUS: PROJECT CONCEPT IDENTIFICATION + FUNDING RESOURCE RESEARCH (i.e., aligning community needs with projects)			Metric used:
A. Outreach, Input Solicitation, and Community Engagement	Tabling at Community Fairs and Festivals	Identify community-wide events/resource fairs where HtB/partner staff and volunteers 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.	# tabling events (multi-day events are counted separately for each day)
	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.	# doors knocked
			Name of each community reached (i.e. Compton)
	Community Survey Engagement	Distribute a digital and physical survey to solicit community input, particularly in underserved areas. Ensure that it is culturally relevant and multilingual.	# surveys completed
Phone/Text Banking Outreach	Educate and motivate homeowners and renters within the SSMB watershed area on program offerings. Reach local residents via phone by encouraging participation in SCWP activities. Staff will use surveys to collect feedback.	# phone numbers called/texted	
B. Funding Research	Attend Webinars, Sign up for Listservs, Independent Research	Research funding opportunities, include in quarterly reports, and share with project proponents when applicable.	# funding webinars attended
	Engage with ongoing SCWP projects to monitor funding progress and outreach needs	Connect with SCWP project leads to check in on any gaps in funding and provide guidance on outreach activities.	# of current projects reached

C. 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 matchmaker), and encourage other entities to apply.	# TRP meetings attended
	Engage with Potential Applicants	Engage with potential applicants via email, phone, or meeting to discuss projects, best practices, and offer advice.	# potential project proponents connected with
	Create Promising Practices TRP slide deck	Utilize experience from the last few years of funding to create a slide deck about promising practice for potential TRP applicants, incorporating all of the items need in advance of applying. This will be tailored to a few different specific audiences (individuals/general public, NGOs, CBOs, schools, etc.)	Deck created (and used in metric above)

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

TACTIC FOCUS: DOCUMENTATION OF EQUITABLE COMMUNITY NEEDS + PERSPECTIVES

A. Public Awareness	Social Media Campaign	Strategically leveraging our collective social media platforms. Launch a culturally relevant social media campaign targeting local communities within the SSMB to improve knowledge and attitudes about 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.	Visible on our platforms Facebook, Instagram, and Twitter.
	Community Education	Conduct pop-up engagement/sidewalk engagement(s) to educate the general public, garner support, and improve knowledge and awareness of the South Santa Monica Bay watershed. Motivate and enable Angelenos to take action and to participate in these spaces, like WASC meetings. 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 in 2.A. Outreach, Input Solicitation, and Community Engagement
	Indigenous Perspective	Uplift indigenous voices in outreach and engagement activities to share perspectives and increase awareness/public discourse.	
B. Community Participation	Identify Barriers for Equitable Access to Public Participation and Ensure Community Voices are 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. This could be in the form of direct quotes, video testimony, etc. Another possibility to removing barriers to access could include, for example, the WC recommending the County offer technical assistance for remote participation or potentially identifying alternative times for WASC members/the District to meet with community representatives.	Share at WASC meetings as relevant.

4. IDENTIFY AND ENSURE THE INVOLVEMENT OF MEMBERS OF DISADVANTAGED AND UNDERREPRESENTED COMMUNITIES			
TACTIC FOCUS : SOLICITATION OF COMMUNITY PERSPECTIVES (i.e., people not covered in stakeholder tactic)			Metric used:
A. Public Awareness + Potential Project Solicitation	On-the-Ground Grassroots Efforts	Improve engagement with “difficult-to-reach” audiences by engaging with them in their respective environments. 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.	Metrics captured elsewhere.
	Collaborations	Sharing of outreach resources to enable replication and dissemination of information to be streamlined by residents to residents. Collaborate on community engagement opportunities.	We shared out all of our virtual assets prior to events with partners.
	School Leadership Education & Outreach	Outreach will be conducted to local school districts (including Lennox Unified, Inglewood Unified, San Pedro Unified, LAUSD, for example) to present to 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.	# of meetings/ events
	Targeted Outreach to Open Space Managers	Conduct targeted outreach to city departments and open space agencies not currently engaged in the SCWP in underserved communities to raise awareness, better understand community specific challenges, and identify opportunities for collaboration.	# of entities reached
B. 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.	See Reporting Back in section 5.

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

TACTIC FOCUS: PUBLIC AWARENESS + EDUCATION (contractually defined as 4 outreach and 2 watershed wide education outreach events)				Metric used:
A. Education				# presentations
				# people in audience
				# presentations in SSMB
				# people in audience in SSMB
	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. Also disseminate our newest presentation offering that is all about the SCWP, including program elements and opportunities.		# of new SCWP-specific presentations
				# trainings
	Educational Presentations Trainings	Most lectures by Heal the Bay's Speakers Bureau program are given by volunteers. Nancy personally trained all Speakers Bureau volunteers about the Safe, Clean Water Program and why it is important so that they can effectively and accurately perform SCWP outreach.		# speakers trained
			# participants	
Host Watershed Wide Events	Host two watershed-wide events, in person or virtual, that target various audiences throughout the watershed to learn more about and engage with the SCWP.		# events	
			# community members reached	
BioBlitz and/or Snapshot Cal Coast	Partner with the Natural History Museum and/or California Academy of Sciences to discover, record, and share observations of local nature.			
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.			
B. Reporting Back				# quarterly reports submitted on time
	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.		# WASC meetings attended

Collaborative Efforts

There will be multiple collaborative efforts ongoing throughout the year to help ensure a successful implementation of the Strategic Outreach & Engagement Plan. Heal the Bay will conduct at least monthly check-ins with our partner Urbano Strategies to assess progress using our metrics. Ava Farriday is our Watershed Program Coordinator and will be responsible for administrative work to coordinate our partner meetings and track our progress through Salesforce.

Mikaela Randolph (Heal the Bay), who is one of the Central Santa Monica Bay Coordinators, has weekly meetings calendared with Nancy Shrodes and they communicate frequently. This will be very helpful coordinating outreach and engagement to our northern boundary in the SSMB.

Mikaela collaborates closely with Michelle Struthers from SGA as they share Watershed Coordinator responsibilities for the CSMB. Tara Dales (SGA) is the Watershed Coordinator for the Lower LA River Watershed, which borders the SSMB to the east. This allows for great coordination between the two organizations, Heal the Bay and SGA. We have also been in nearly monthly communication with the Watershed Coordinators for the Upper LA River Watershed, which is the last boundary shared. This Watershed Area has multiple coordinators, like Central does, so we anticipate for collaboration and sharing effective practices to continue. And all parties will be attending the monthly Watershed Coordinator meetings in addition to the aforementioned meetings.

Annelisa Moe, Heal the Bay's Water Quality Scientist, will be tracking the WHAM Committee (Measure W, Measure H, Measure A, and Measure M) and will work with local Public Agencies to help identify other funding opportunities. Collaboratively, Annelisa and Nancy will engage with the WMPs, OurCounty Plan implementation, and the Disadvantaged Community Involvement Program (DACIP). This is a regional collaboration effort, and we plan to gather additional expertise from Tree People, as leads on the DACIP, during our Coordinator monthly meetings. Nancy and partners will maintain existing and develop new relationships with the many municipalities to connect the work to the Municipal Program of the Safe, Clean Water Program.

