



# STRATEGIC OUTREACH & ENGAGEMENT PLAN

RIO HONDO WASC  
AUGUST 18, 2026



# PURPOSE OF THE SOEP

LIVING DOCUMENT UPDATED ANNUALLY

Inform the WASC of key geographic & demographic characteristics of the WA.

Identify interested parties and stakeholders in the WA.

Clarify the scope of the WC and outline a Vision for Success.

Describe outreach and education strategies for the WA.



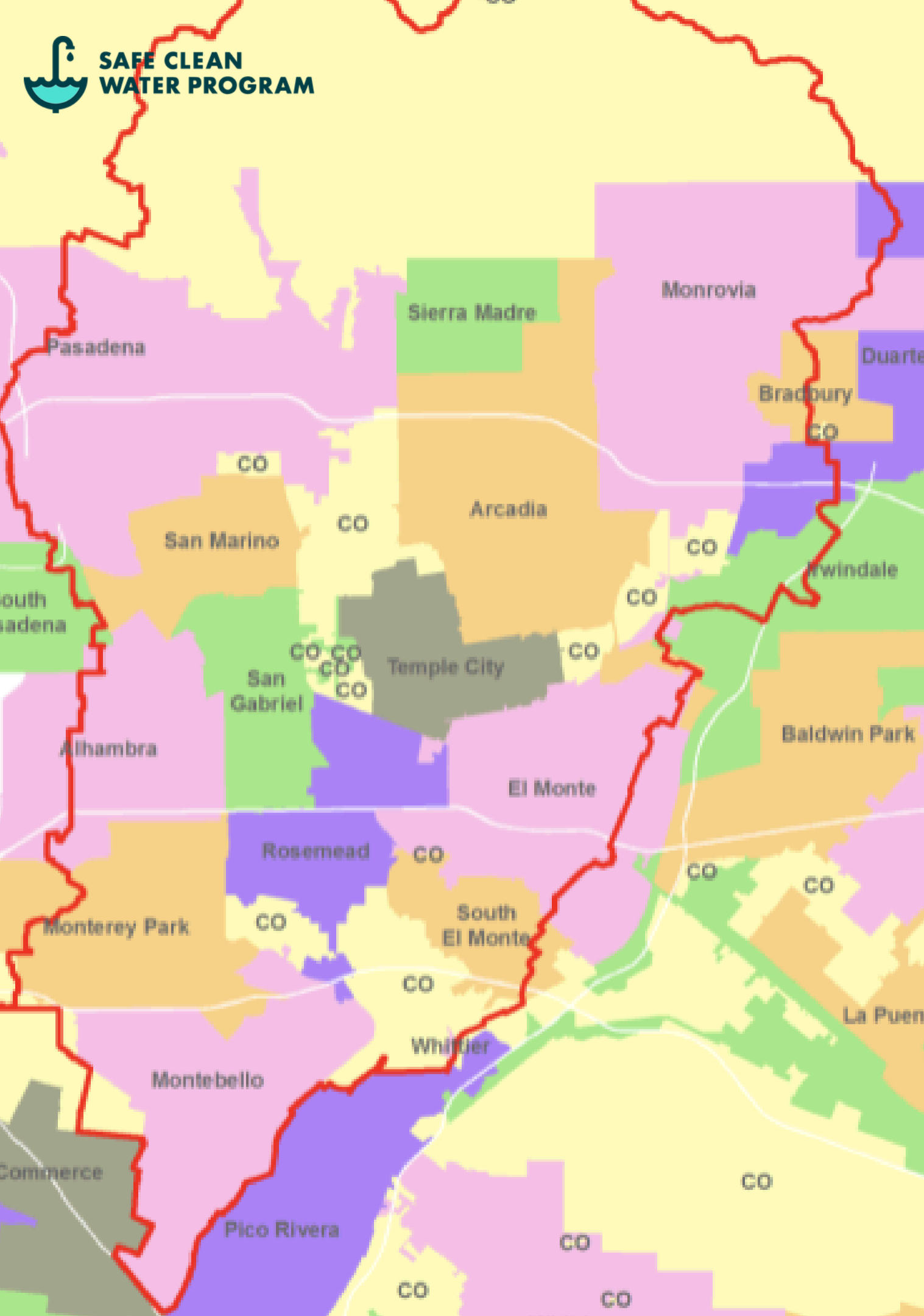




# SOEP OVERVIEW

- I** Watershed Characteristics
- II** Vision for Success & Evaluation Criteria
- III** Outreach and Engagement Strategies
- IV** Collaboration
- V** Interested Parties Mapping





# I. WATERSHED CHARACTERISTICS

132 square miles from San Gabriel Mountains down through Montebello

17 municipalities as well as unincorporated areas of Los Angeles County

Main Languages Spoken: English, Spanish, Mandarin, Cantonese, Vietnamese

~ 33% Disadvantaged Communities





## II. VISION FOR SUCCESS

Our vision as Watershed Coordinator is to support more sustainable, equitable, and livable communities. We envision a Rio Hondo Watershed Area where all residents have access to clean, affordable water, enjoy high-quality open spaces, and participate in collaborative decision-making within their communities.

Our mission as Watershed Coordinator is to connect community members and applicants with essential technical resources and to build meaningful, inclusive engagement with the Safe, Clean Water Program.



# II. VISION FOR SUCCESS

GOALS TO STRUCTURE OUR WORK



**1** Engage Interested Parties, Particularly from Disadvantaged & Underrepresented Communities

**2** Facilitate the Identification & Development of New Projects

**3** Support Funded SCWP Projects & Scientific Studies

**4** Educate the Public and Raise Awareness of the SCWP

**5** Share Diverse Perspectives with WASC & the District





# III. OUTREACH & ENGAGEMENT STRATEGIES

GUIDANCE FROM RIO HONDO WASC

More information about the quality of community engagement conducted for projects in consideration of the Stormwater Investment Plan

More diverse program applicants representing the different cities, agencies, school districts, and community-based organizations in the watershed

Maximized investment on already utilized sites, such as schools





# #1: ENGAGEMENT WITH INTERESTED PARTIES

EMPHASIS ON UNDERREPRESENTED &  
DISADVANTAGED COMMUNITIES



**A** At Least 12 Meetings with Interested Parties

**B** 100 New Community Strengths & Needs Assessment Responses

**C** Attendance at SCWP-related Webinars & Symposiums

**D** 2 Watershed-wide Events

**E** Ongoing Identification of Interested Parties





## #2: FACILITATE THE DEVELOPMENT OF NEW PROJECTS

**A**

At Least 4 Meetings with School Districts &/or Tribal Entities

**B**

Identification of Cost-Sharing Opportunities

**C**

Application Guidance

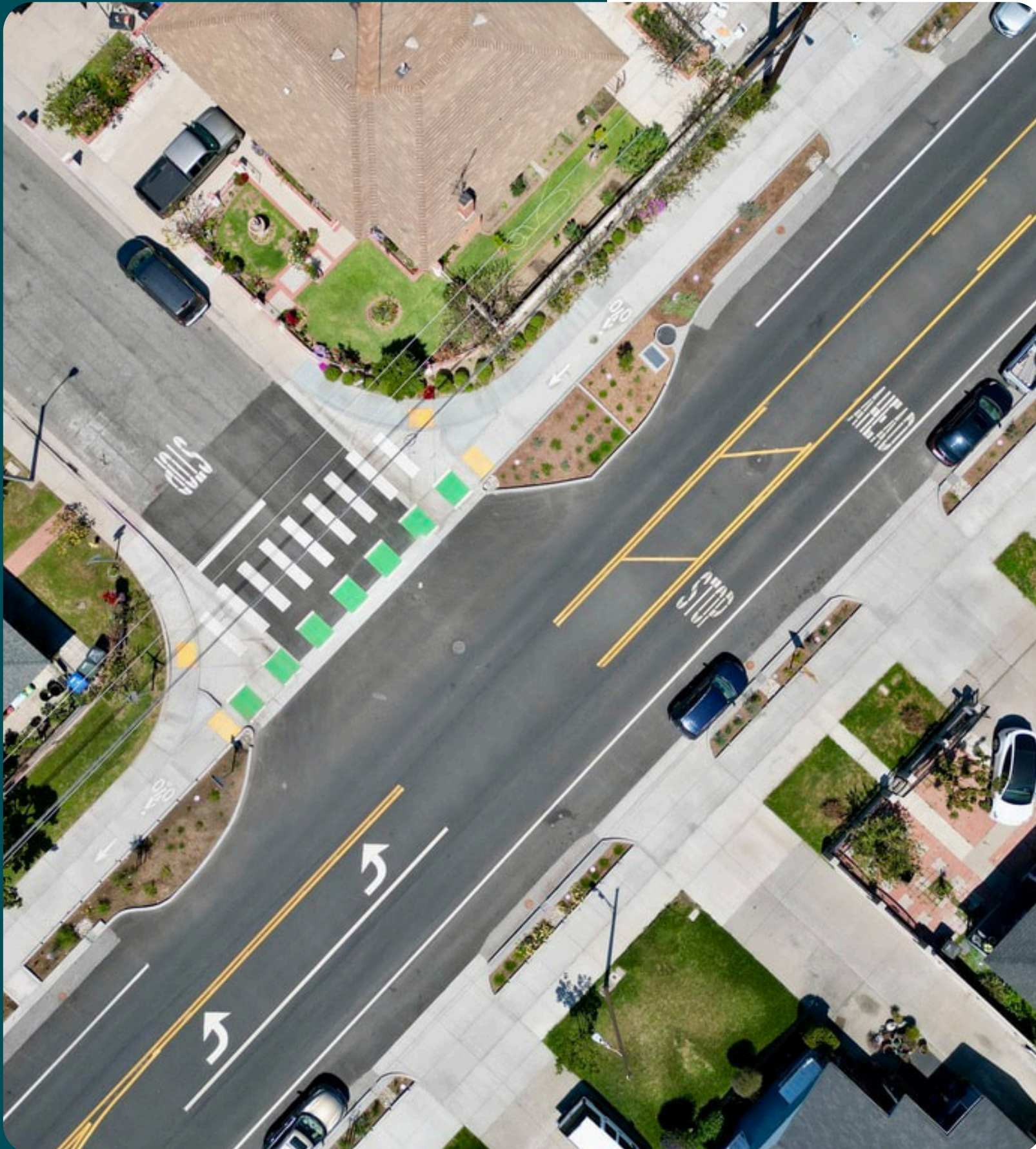
- Alignment with Watershed Plan & Community Needs

**D**

Information Sharing Meetings with Potential Project & Scientific Study Developers

- Meetings upon request
- At Least 1 Convening for Nonprofits & Schools





# #3: SUPPORT SCWP- FUNDED PROJECTS & STUDIES

**A** At Least 4 Emails Featuring Cost-Sharing Opportunities to Project & Scientific Study Developers

**B** Provide Community Engagement Support & Guidance

**C** Attend Technical Assistance Team meetings as Part of Technical Resource Program



The Safe, Clean Water Program's  
Community Strengths and Needs Assessment Survey  
is live!



What changes  
would you  
like to see in  
LA County?



Go to  
[SafeCleanWaterLA.org/Survey](https://SafeCleanWaterLA.org/Survey) to share your vision.

# #4: EDUCATE THE PUBLIC

**A** Table at 12 Community Events to Share about SCWP & Gather Community Strengths & Needs Assessment Responses

**B** At Least 4 E-Newsletters Sharing SCWP Updates

**C** 1 Flyer with SCWP Information in English, Spanish, Chinese & Vietnamese

**D** Four Digital Outreach Campaigns to Attract Engagement with SCWP



# #5: SHARE DIVERSE PERSPECTIVES

GUIDED BY WATERSHED PLAN & CSNA RESPONSES

**A** Watershed Coordinator Updates at WASC Meetings

**B** Monthly Watershed Coordinator Convenings

**C** Quarterly & Annual Reports

**D** Community Strengths & Needs Assessment Reports



**EDGAR CHAN**  
SGV RESIDENT

**THIS PROJECT  
ADDRESSES ALL  
THE DIFFERENT  
THINGS PEOPLE  
NEED —  
STORMWATER  
CAPTURE,  
TRAFFIC CALMING,  
AND BIKE SAFETY.**

**IT'S GOOD THAT  
OTHERS WILL  
LOOK TO THIS AS  
AN EXAMPLE.**

# MERCED AVE GREENWAY





## IV. COLLABORATION

- Watershed Coordinators
  - Shared Watershed Area Boundaries
  - Working Groups
    - Schools & Stormwater
    - Tribal Allyship
    - Post-Fire
- External Partners





# V. INTERESTED PARTIES

Local Community Organizations

Native American/Tribal Organizations

City & County Governments

Councils of Governments

Local & Regional Agencies

Water Wholesalers

Water Retailers

Educational Institutions

School Districts

Business Organizations

Workforce Development





# THANK YOU!

ACTIVE SAN GABRIEL VALLEY  
RIO HONDO WATERSHED COORDINATOR  
RH\_WC@PW.LACOUNTY.GOV