

Safe, Clean Water Program
North Santa Monica Bay Watershed Area
Strategic Outreach Engagement Plan **2024-2025**

June 2024

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Input from North Santa Monica Bay Watershed Area Steering Committee members

CONTENTS

INTRODUCTION 5

WATERSHED AREA DESCRIPTION 5

 Physical Characteristics..... 5

 Social Characteristics 6

 Safe Clean Water Program Goals..... 8

Interested party mapping 9

Vision for success and evaluation criteria 11

Strategies 12

Strategy 1: Reach out to First Nations’ Leadership

Strategy 2: Prioritize Utilization of Measure W Funds for Projects that Meet MS4 Compliance Goals

Strategy 3: Four community outreach events

Strategy 4: Learn more about water quality challenges in the watershed area and share.

Strategy 5: Facilitate dialog about water supply sources for and in the watershed area.

Strategy 6: Collaborate with partners to encourage the use of native plants on public and private land.

Strategy 7: Offer to represent SCWP at local special events like Coastal Cleanup Day, Earth Day and Calabasas Pumpkin Day.

Strategy 8: Identify opportunities to reach youth.

Strategy 9: Seek opportunities to speak with homeowners’ associations.

Strategy 10: Provide input to SCWP NSMB website page.

Strategy 11: Maintain social media presence for watershed area

Strategy 12: **Connect with media**

Strategy 13: Identify and facilitate project concepts from North Santa Monica Bay Area and Community Members

Strategy 14: Use Zoom from Nature Based Solutions Success Stories' Event in November 2022 and North Santa Monica Bay State of the Watershed 2023 and 2024 event for new YouTube station for NSMB WASC.

Strategy 15: Work with Technical Assistance Teams

Strategy 16: Facilitate identification and representation of community priorities

Strategy 17: Integrate priorities through partnerships and extensive networks

Strategy 18: Attend and distribute materials from 'funding fairs' conducted by Federal, State, regional, and philanthropic organizations

Strategy 19: Support public education about trash reduction.

Strategy 20: Support dialogue and development of innovative projects and technology raised by stakeholders.

Strategy 21: Watershed Coordinator collaboration

Strategy 22: Support nexus between water quality and sustaining biodiversity.

Strategy 23: Support Nexus Between Fire Recovery, Pre-emptive Fire Protection, Water Quality and Water Supply

Strategy 24: Support locally relevant scientific research

Strategy 25: Look for nexus between water supply and energy via climate change harms reduction.

Strategy 26: Consider Potential Options to Increase TRP Funding Opportunities for NSMB Watershed Area

Strategy 27: Consider Potential Options to Increase Scientific Study Funding Opportunities for NSMB Watershed Area

Strategy 28: Join the SCWP Survey Program Being Created and Share Widely Across North Santa Monica Bay Watershed Region

Strategy 29: Per Roxanne Hughes, explore funding reprint of *Living Lightly Guide* and update of www.livinglightlyguide.org

Strategy 30: Educate public about impacts of fireworks on water quality.

Strategy 31: Explore How / When to Elicit Community Input on Projects

Strategy 32: Explore how the arts might contribute to water-centered education and outreach

Strategies crosswalk to SCWP Goals and watershed coordination tasks..... 25

INTRODUCTION

The North Santa Monica Bay Watershed community would like to acknowledge that we all co-exist on Chumash, Fernandeano Tataviam Band of Mission Indians and Tongva lands.

Our drinking water is sourced from many venues throughout California including the Bay-Delta, the Colorado River, Mono Lake, groundwater and locally recycled waters.

These source watersheds are our watersheds for which we share responsibility and care.

The North Santa Monica Bay Watershed is made up of local residents, people who work in our community, adjacent residents of Los Angeles County and Ventura County, First Nations peoples, immigrants, unhoused community members, visitors from California and around the world, students and, as a biodiversity hotspot, all of the many living beings with whom we co-exist. *The North Santa Monica Bay Watershed Community includes the whole of all these living beings; our ecosystem is our shared home.*

The North Santa Monica Bay Watershed stakeholders aim to provide safe, clean water for the whole of this living community.

Cities, agencies, non-profits, universities and community members have been working on water quality improvement for two decades; the work suggested here is a continuation of the long-running effort on all these strategies. (Jessica Forte)

Every drop of water is important.

WATERSHED AREA DESCRIPTION

The North Santa Monica Bay Watershed is a series of mountain watersheds that originate in the Santa Monica Mountains and unwind into the Pacific Ocean.

From the border of Ventura and Los Angeles County along 27 miles of coastline in Malibu to Topanga Canyon, including the mountains inland through the 101 corridor on Ventura Freeway, these watersheds include Trancas Creek, Arroyo Sequit, Big Sycamore, Las Flores, Zuma Creek, Solstice Creek, Marie Canyon, Malibu Creek, Tuna Canyon Creek, Topanga Creek additional smaller creeks and all the tributaries to these creeks, as well as the origin of Los Angeles River in Calabasas.

On a political level, these watersheds are home to the cities of Agoura Hills, Calabasas, Hidden Hills, a small bit of Los Angeles City, Malibu, Westlake Village and part of unincorporated Los Angeles County.

PHYSICAL CHARACTERISTICS

To quote Mr. Cung Nguyen, P.E. Senior Civil Engineer, Los Angeles Department of Public Works, "The North Santa Monica Bay includes the Malibu Creek Watershed, Topanga Creek Watershed, and other rural Santa Monica Mountains Watersheds. Portions of these watersheds are very

rural and undeveloped, and other portions are very urbanized... The Santa Monica Bay Section is tasked primarily with enhancing the water quality in the bay while still providing adequate flood protection.”

The North Santa Monica Bay Watershed is over 70% open space, preserved by National Park Service, California Department of State Parks and Santa Monica Mountains Conservancy, which work in a close partnership to continue to preserve and restore open space to natural conditions via the Santa Monica Mountains National Recreation Area.

Most of the geography is mountainous, from Sandstone Peak at 3111 feet to sea level along the coast. Miles of the coastline are within a Marine Protected Area or qualify as an Area of Special Biological Significance, while the coast and some adjacent terrain are additionally protected by the Malibu Local Coastal Plan. The mountainous terrain often allows gravity to support design in stormwater management projects and in moving drinking water, recycled water and untreated water through the watershed. All of our watersheds drain into the Santa Monica Bay, providing water and sediment to the beaches and near-shore habitat of the Pacific Ocean along the luminous coastline of Malibu. In many cases, the soils in the Santa Monica Mountains have low permeability, making groundwater recharge problematic.

Because many soils are high in arsenic, drinking groundwater can be unsafe over the long run. The arsenic issue was the primary driver in the creation of Las Virgenes Municipal Water District/Triunfo back in the 1950s. All potable drinking water is imported; the North Santa Monica Bay Watershed sources its potable water from both Las Virgenes Municipal Water District and Water District 29; some of the irrigation water is supplied by recycled water. Members of the North Santa Monica Bay Watershed Area Steering Committee have voiced concern that the creeks and rivers of the North Santa Monica Bay face uncertain futures in an era of climate change. *Maintaining healthy creeks is our priority, both for the use of people who live here and for the other species with whom we share the Santa Monica Mountains.* Given these realities, we are interested in demonstration projects that show how creek restoration improves water quality, in projects that capture stormwater for human use, in projects that treat wastewater and urban runoff and in projects that bring down the cost of cisterns.

Population centers in the towns along the Ventura Freeway, including Thousand Oaks, Westlake Village, Agoura Hills, Calabasas, Hidden Hills and portions of the city of L.A. There are also significant residential enclaves in Topanga, along the coast in Malibu and in communities scattered throughout the Santa Monica Mountains. Nested in open space, these communities are vulnerable to anthropogenic wildlands fires, such as the 2018 Woolsey Fire per the [Los Angeles Times](#), there have been up to 30 major fires in Malibu over the past 90 years.

SOCIAL CHARACTERISTICS

The social characteristics of the North Santa Monica Bay Watershed center around an emotional connectivity to the landscape shared by community members, there’s an underlying sense that the living open space in which our cities and homes are nested are what make the North Santa Monica Bay special. The rest of Los Angeles County concurs.

An NPS press release from 2017 states, “Santa Monica Mountains National Recreation Area, the national park that stretches from the city of Los Angeles west into Ventura County, recorded 906,606 visits in 2016.”

In 2016, *Malibu Magazine*, quoted Jefferson “Zuma Jay” Wagner, Malibu City Councilmember, “Malibu is a community of approximately 13,000 people that, by even a conservative estimate, receives 13 million visitors each year.”

There are over 110,000 people living in the North Santa Monica Bay Watershed.

Housing prices in the watershed represent significant wealth, for example on June 3, 2024, Zillow stated that, “*The typical home value of homes in Malibu is \$3,497,680.*” However, there is more complexity to the community’s socioeconomic make up than this statistic implies. Despite an iconic list of the rich and famous who reside throughout the Santa Monica Mountains, the 2019 US census stated that the average income for a household in Malibu is \$150,747, whereas the median income for an American in 2019 was \$31,133 per United States Census Bureau. To compare, the median in Calabasas is \$51,466, in Agoura Hills, \$52,236 and In Westlake Village, \$60,288. Meanwhile, in Los Angeles County the median income is \$29,985. With all these numbers it is important to understand that median means half the households earn *less* than that.

An average income hides both extremes of wealth and poverty; for example, throughout the North Santa Monica Bay Watershed, some older residents are struggling on a fixed income, while many people who come to work in the Santa Monica Mountains are working class or earn minimum wage. The Malibu Boys and Girls Club notes that it,

“...represents and provides services to the most diverse populations in the community, an underrepresented infrastructure of low-income domestic laborers and their children who commute to Malibu for work and to attend the Malibu public schools.”

On a parallel note, the Malibu Community Labor Exchange has been “connecting Malibu through work” giving immigrants, students, and some homeless workers access to day labor opportunities, along with food, a place to get of the rain and access to some social services since 1993. Inland, Thousand Oaks has been providing food for the underemployed, unemployed, and homeless via the Manna Conejo Valley Food Bank since 1971.

Lower income people manage to live in the North Santa Monica Bay Watershed by co-housing, renting granny flats or taking on multiple jobs. Restaurant workers, maids, gardeners, daycare providers, teachers, nannies, students, hikers and surfers all come into the watershed every day – and feel emotional ownership of the space in which they live their lives. Finding ways to support all of our community in addressing safe, clean water is the right thing to do.

Finally, the North Santa Monica Bay Watershed community wants to underline that the beautiful lands upon which we stand, work, play, sleep and dream are the historic homelands of Chumash, Tongva and Fernandeano Tataviam Band of Mission Indian peoples. We acknowledge our land debt to the First Nation communities of the Chumash, Tongva and Fernandeano Tataviam Band of Mission **Indian** appreciate that leadership at Wishtoyo Foundation have made the commitment to join the North Santa Monica Bay Watershed Area Steering Committee to collaborate on safe,

clean water projects.

Committing to integrating Chumash, Tongva and Fernandeano Tataviam Band of Mission Indian cultural knowledge and TEK (traditional ecological knowledge) insights into our shared watershed, when invited to collaborate by First Nations peoples, will help the North Santa Monica Bay Watershed community gain cultural grounding to better co-exist with the living landscape and cherish safe, clean water. Since the water we drink comes from many places across the State of California, we include in our consideration that there were over 400 First Nation peoples in pre-Columbian times and many times that now, due to the fact that First Nations peoples from across America have moved to California.

The Safe Clean Water Program in Los Angeles County is funded as a result of Measure W, which was passed by the voters in 2018.

Per the Safe Clean Water LA website safecleanwaterla.org, The Safe, Clean Water Program will provide local, dedicated funding to increase our local water supply, improve water quality, and protect public health.

SAFE CLEAN WATER PROGRAM GOALS

Developed in collaboration with public health, environmental groups, cities, business, labor, and community-based organizations, the Safe Clean Water Program is ambitious.

The Los Angeles Region Safe, Clean Water Program shall be implemented consistent with the following goals:

- A. Improve water quality and contribute to attainment of water-quality requirements.
- B. Increase drought preparedness by capturing more Stormwater and/or Urban Runoff to store, clean, reuse, and/or recharge groundwater basins.
- C. Improve public health by preventing and cleaning up contaminated water, increasing access to open space, providing additional recreational opportunities, and helping communities mitigate and adapt to the effects of climate change through activities such as increasing shade and green space.
- D. Leverage other funding sources to maximize SCW Program Goals
- E. Invest in infrastructure that provides multiple benefits.
- F. Prioritize Nature-Based Solutions.
- G. Provide a spectrum of project sizes from neighborhood to regional scales.
- H. Encourage innovation and adoption of new technologies and practices.
- I. Invest in independent scientific research.
- J. Provide DAC Benefits, including Regional Program infrastructure investments, that are not less than one hundred and ten percent (110%) of the ratio of the DAC population to the total population in each Watershed Area.
- K. Provide Regional Program infrastructure funds benefitting each Municipality in proportion to the funds generated within their jurisdiction, after accounting for allocation of the one hundred and ten percent (110%) return to DACs, to the extent feasible.
- L. Implement an iterative planning and evaluation process to ensure adaptive management.

- M. Promote green jobs and career pathways.
- N. Ensure ongoing operations and maintenance for Projects.

The North Santa Monica Bay Watershed Area Steering Committee is composed of representatives of our local cities, agencies, non-profits and community members and is committed to implementing the Safe, Clean Water Program goals as defined above.

The North Santa Monica Bay Watershed Advisory Steering Committee is acutely aware of the unique aspects of our watershed, which includes 70% open space throughout the North Santa Monica Bay watershed and aligns with 27 miles of beaches in the City of Malibu.

Our love for our watershed inspires our work.

INTERESTED PARTY MAPPING

The North Santa Monica Bay Watershed includes all the watersheds of the Santa Monica Mountains, with the two largest being Malibu Creek Watershed and Topanga Creek Watershed. This map, sourced from the Resource Conservation District of the Santa Monica Mountains website, livinglightlyguide.org, is particularly helpful in that the smaller creeks that flow through the mountains are listed and the cities and portions of unincorporated Los Angeles County are also clearly visible.

The interested parties, from a community point of view, includes ... everyone. From a municipal perspective it includes:

- Agoura Hills
- Calabasas
- Hidden Hills
- A small part of Los Angeles City
- Los Angeles County
- Los Angeles Department of Public Works
- Los Angeles Flood Control District
- Malibu
- Unincorporated Los Angeles County
- Topanga
- Westlake Village

Many other land and water management agencies have responsibilities within the watershed area, including water wholesalers, open space managers with local, regional, state, or federal responsibilities, transportation managers, and others.

The map from the Resource Conservation District is a great jumping off point for understanding how geographic watershed boundaries and creek systems intertwine with political boundaries.

VISION FOR SUCCESS AND EVALUATION CRITERIA

Success will mean addressing Measure W goals and documenting success in quarterly reports and an annual report available to stakeholders, project management at Los Angeles County and the general public.

Goals can include conserving **and reducing use of** imported water, recycling wastewater and pursuing potential opportunities to co-create locally sourced potable drinkable water,

Improving water quality in the Santa Monica Mountains will happen as we begin to meet total maximum daily loads set by the Los Angeles Regional Water Quality Control Board, meet MS4 permits and work collaboratively to maintain and restore water quality and creeks that run through our watersheds.

Success can be evaluated by a list of North Santa Monica Bay Watershed Measure W projects and programs conceived, funded and implemented, by measurable water supply increases, water conservation and water quality improvement.

The value of outreach and engagement can be evaluated by assessing how community members have engaged with engagement / outreach efforts, by looking at participation in events and conferences, articles published, films produced and trying to consider that elusive rubric – minds and hearts moved.

Success can be evaluated by funding applications created and funds achieved. Quarterly reports and annual reports become an ongoing opportunity to articulate success and provide evaluation criteria. Success can be evaluated by looking at our work through a DEI lens. Are we embracing the diversity of our community? Is our work focused on equity? Are we inclusive? *Ultimately that's for the community to tell us.* We can continue to invite the conversation first and can continue to prioritize listening to community members.

Given that the North Santa Monica Bay Watershed Area Steering Committee and community function as a collaborative entity, we will invite stakeholders and community members to help us co-create a regionally meaningful vision for success and evaluation criteria, which will reflect our needs to maintain water supply, to meet a variety of permits and to support ecosystem function in the lands we share with homes, businesses, visitors, traffic and a stunning array of wildlife.

The North Santa Monica Bay Watershed Area Steering Committee can begin to collaborate on creating processes to better include public comments and to grow community ideas into functional projects.

The North Santa Monica Bay Watershed Area Steering Committee can also explore how to support Measure W implementation in the goal to “Provide a spectrum of project sizes from neighborhood to regional scales.

Ultimately, success will be judged by our ability to maintain both human needs for safe clean water and to sustain the biodiversity of the Santa Monica Mountains.

STRATEGIES

The North Santa Monica Bay Watershed Coordinator has nine tasks, seen at right. Strategies for achieving the strategic outreach and engagement necessary to achieve these tasks during the year are listed below:

Strategy 1: Reach out to First Nations' Leadership

The North Santa Monica Bay Watershed is, was and will always be home to many First Nations peoples whose guidance on safe, clean water goals would be invaluable.

Watershed Coordinator will reach out to,

- Wishtoyo
- Chumash Indian Museum in Thousand Oaks
- Gabrielño-Tongva groups
- Fernandeño Tataviam Band of Mission Indians

Meets the following SCWP Goals: D, F, G, H, J, M

Strategy 2: 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.

Meets the following SCWP Goals: A, C- M

The 9 Tasks assigned to the Watershed Coordinator are:

1. Facilitate Community Engagement in SCWP
2. Identify and Develop Project Concepts
3. Work with Technical Assistance Teams
4. Facilitate Identification and Representation of Community Priorities
5. Integrate Priorities Through Partnerships and Extensive Networks
6. Cost-Share Partners
7. Leverage Funding
8. Local Stakeholder Education
9. Watershed Coordinator Collaboration

Strategy 3: Four community outreach events

- Explore how North Santa Monica Bay Watershed Area Steering Committee Members want to set up an NSMB State of the Watershed 20204 event
 - ⊖ Westlake Village City Council members want it shorter and less technical; that could mean a watershed tour
 - ⊖ Others want the same structure as NSMB State of Watershed events in 2022 and 2023.
 - Possible hosts: Agoura Hills, Calabasas, Pepperdine University, King Gillette Ranch
 - ⊖ L.A. County Department of Public Works / Flood Control open to every other year OR every year as other stakeholders prefer.
- Continue conversations with Santa Monica Bay Restoration Commission, Heal the Bay and California Department of State Parks about potential Malibu Lagoon event.
- Per Madelyn Glickfeld, focus on events that center on community leaders; request opportunity to speak about Safe, Clean Water L.A. at,
 - Topanga Chamber of Commerce
 - Topanga Town Council
 - Malibu-Las Virgenes Council of Governments
 - Las Virgenes Homeowners' Federation
 - Open to speaking at local,
 - City Councils
 - Chamber of Commerce
 - Planning Commissions etc.
- Cities of Agoura Hills, Calabasas, Malibu, Westlake Village and Vice Chair Madelyn Glickfeld would like to see more frequent NSMB WASC meetings so that ongoing conversations about project development and outreach plans can be better shared; request is to cancel less NSMB WASC meetings.

Meets the following SCWP Goals: A-N

Strategy 4: ~~Educate stakeholders about~~ Learn more about water quality challenges in the watershed area and share.

Consider funding opportunities to create filmed material about water quality.

Learn more about current water quality testing; explore funding sources for more water quality testing.

Per Madelyn Glickfeld, because we are going to have fewer grant applications due to funding hiatus, we will have fewer NSMB WASC meetings.

- Per Madelyn Glickfeld, we can have special topic meetings where we can engage with experts, county consultants, cities and the county to identify key information for siting projects strategically for greatest impact.
- We can work to pull together data and analysis, both existing and to be developed, to assist with watershed level planning for future projects.

Meets the following SCWP Goals: A, C, D,

Strategy 5: Facilitate dialog about water supply sources for and in the watershed area.

Provide information to the public about current and future water supply sources for North Santa Monica Bay Watershed community members.

Provide public outreach at existing community events to maximize connectivity to the most people.

Per numerous community entities including leadership at Heal the Bay, Metropolitan Water District, Malibu Foundation, ARLA and NSMB WASC members such as Craig Jones and Andrew Nickerson, explore other ways to fund building cisterns for water supply in watershed.

Meets the following SCWP Goals: B, D, G, H, M

Strategy 6: Collaborate with partners to encourage the use of native plants on public and private land.

Per Tevin Schmitt, Wishtoyo, native plants are the ultimate Nature Based Solutions; partnering with Wishtoyo, Santa Monica Mountains Fund, Las Virgenes Municipal Water District, Mountains Restorations Trust, TreePeople, Resource Conservation District Santa Monica Mountains and other venues to communicate the availability of and desirability of planting locally sourced native plants.

Support community awareness of LVMWD / TreePeople Native Plants Kit program and support public outreach for Native Plants Kit program.

Bring the NPS/Santa Monica Mountains Fund Native Plants Nursery (Satwiwa) in as possible sources of native plants for water quality projects and public outreach efforts.

Per Andrew Nickerson, explore how to discourage sale of non-native plants, especially invasive species.

Meets the following SCWP Goals: A, B, F, G, H, M

Strategy 7: Offer to represent SCWP at local special events like Coastal Cleanup Day, Earth Day and Calabasas Pumpkin Day. ~~Arts Festivals~~

Make targeted efforts to attend or provide materials to events to educate the community about the program. Alex Farassati points out that many of our stakeholders have Earth Day and other outreach events' Coordinator will support / collaborate / appear at these as requested; this may include other public events.

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

Focus on providing community outreach at existing events to maximize audience size.

Meets the following SCWP Goals: A, B, F, G, H, M

Strategy 8: Identify opportunities to reach youth.

Offer to participate in Agoura Hills Watershed Education Day.

- Teach the paperbag lesson about watersheds...and get it filmed for YouTube / Tiktok.
- Ask if other cities would like to create parallel programming with RCDSMM.
- Reach out to local public high schools to offer to give water talks + explore project ideas,
 - ⊖ Malibu HS
 - ⊖ Calabasas HS
 - Agoura Hills HS

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 retired Calabasas city staffer Alex Farassati to talk the NSMB WASC in the fall about how he developed an outstanding / effective internship Program at City of Calabasas.

Offer (again) 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.

Meets the following SCWP Goals: A, B, C, D, F, H

Strategy 9: Seek opportunities to speak with homeowners' associations.

Per Kelsey Reed, if we connect with HOAs, they can help address local issues.

Met with Jon Kelly, HOA leader in Agoura Hills. Continue to be open to more meetings at HOAs.

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

Meets the following SCWP Goals: G

Strategy 10: Provide input to SCWP NSMB website page.

Update materials on SCWP website devoted to North Santa Monica Bay Watershed region.

Meets the following SCWP Goals: D, G, H, M

Strategy 11: Maintain social media presence for watershed area

Working to make NSMB watershed area events and news available to the widest audience will increase engagement with the program.

- Twitter: [@NSMBWatershed](https://twitter.com/NSMBWatershed), twitter.com/NSMBWatershed
- Facebook: [facebook.com/NSMBWatershed/](https://www.facebook.com/NSMBWatershed/)
- Instagram: <https://www.instagram.com/watershedcoordinator/>
- YouTube: [youtube.com/channel/UColzVFY4jZyhyFYM4kseSCA](https://www.youtube.com/channel/UColzVFY4jZyhyFYM4kseSCA)
 - [Develop NSMB YouTube presence; include talks from past events.](#)
- Linked In: [linkedin.com/groups/9059904/](https://www.linkedin.com/groups/9059904/)
- Gmail account: nsmbwatershedcoordinator@gmail.com
- [Next Door for various parts of our communities.](#)

Meets the following SCWP Goals: A, B, C, D, F, G, H, M

Strategy 12: Connect with media

Several local media outlets are monitored by stakeholders in the watershed area and will be an important opportunity to educate and inform. Media connections includes but is not limited to interviews, meeting invitations, site visits, op/ed writing.

Meets the following SCWP Goals: A, B, C, F, H, M

Strategy 13: Identify and facilitate project concepts from North Santa Monica Bay Area and Community Members

- Develop and continually maintain a list of project concepts shared by stakeholders. Ensure list is publicly viewable online.
- Connect community to potential projects for design and implementation with agencies to develop and explore.”
- Continually scan outside funding opportunities to support project proponents with outside funding opportunities.
- Address nutrient TMDL by collaborating with cities and county on potential horse manure management opportunities (per Joe Bellomo.)
- Develop strategies to coordinate community input on projects with the project sponsors, and to seek out project sponsors or grantees for projects that communities suggest.
- Share access to Measure W, <https://safecleanwaterla.org/call-for-projects/>.
- Consider projects that would combine water quality improvement and nature based solutions via creek restoration (per Jeremy Wolf).

Project Concepts as of June 2024	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Project Citywide Low Flow Diversion	Agoura Hills	Infrastructure Program (IP)	Funded by SCWP.
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	Not funded; seeking outside funding.	WCB requested full application 5/2025.
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	
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..

Project Concepts as of June 2024	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Viewridge Project	Los Angeles Public Works	IP	Project funded.
Trancas Canyon Feasibility Study	Los Angeles Flood Control District	Technical Resources Program (TRP)	
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	Awaiting selection of TAT	Funded in 2023
Seminole Springs	Seminole Springs HOA		
Roof / cistern Project for 100 Homeowners	Potentially RCDSMM	IP	

Meets the following SCWP Goals: A, B, C, D, E, F, G,H, I, J, K, L, M,N and SCWP Tasks 1, 2,3,4,5,6,7, 8

Strategy 14: Use Zoom from Nature Based Solutions Success Stories’ Event in November 2022 and North Santa Monica Bay State of the Watershed 2023 and 2024 event 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.

Meets the following SCWP Goals: A, H, I, M

Strategy 15: Work with Technical Assistance Teams

As technical assistance teams (TAT) are selected by the SCWP, engage through the scoping and production of the Feasibility Study. Work to support community and stakeholder engagement with the TAT as they complete their work.

Meets the following SCWP Goals: Potentially, B, C, D, E, F, G, H, J, K, L, M, N

Strategy 16: Facilitate identification and representation of community priorities

In the short term, one-on-one outreach by the Watershed Coordinator is foundational. Over the next year, we anticipate that the 4+ community outreach events (Strategy 1) as tent poles in this ongoing process.

Meets the following SCWP Goals: Potentially A -N, depending on community priorities

Strategy 17: Integrate priorities through partnerships and extensive networks

Building partnerships and an extensive network is a long process, but it starts with reaching out to obvious partners and creating new partnerships.

Currently, coordinator is connected with:

- USDA-NRCS
- UCLA-IOES
- ARLA
- Growing Works
- Peruaños Sin Agua
- The Nature Conservancy
- Members of the Viewridge Estates
- Topanga Town Council
- Aaron Ordower at Office of Supervisor Lindsey Horvath, District 3
- Santa Monica Mountains Fund
- Diverse City Council members from Calabasas and Agoura Hills; Hidden Hills, Malibu and Westlake Village
- Staff, Office of Assemblymember Jacqui Irwin
- Staff, Office of Senator Ben Allen
- Staff, Office of Senator Henry Stern
- Staff, Office of Representative Brad Sherman
- Staff, Office of Representative Julia Brownley

- Janet Turner, Office of Representative Ted Lieu
- Staff, Office of Alex Padilla
- TreePeople
- Heal the Bay
- California Watershed Network (serve on their board)
- California Department of State Parks, Santa Monica Mountains
- National Park Service Santa Monica Mountains
- Santa Monica Mountains Conservancy
- Los Angeles Regional Water Quality Control Board, staff level
- Resource Conservation District of the Santa Monica Mountains (RCDSMM)
- The Freshwater Trust
- TED
- Santa Barbara Creeks Division
- Malibu Methodist
- California Association of Resource Conservation Districts
- Santa Monica Mountains Fund
- 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 cities
- Malibu-Las Virgenes Council of Governments

Meets the following SCWP Goals: Potentially A -N, depending on partnership opportunities

Strategy 18: Attend and distribute materials from ‘funding fairs’ conducted by Federal, State, regional, and philanthropic organizations

This strategy will provide materials to stakeholders generally from any events that are held and allow the coordinator to specifically connect project concepts on the list to matching funding opportunities.

Meets the following SCWP Goals: D, E, G, H, I, L, M, N

Strategy 19: Support public education about trash reduction.

Support North Santa Monica Bay Watershed Area Steering Committee Vice Chair Madelyn Glickfeld's and Andrew Nickerson's recommendation to focus on addressing how to meet the trash TMDL.

Andrew would like to see the development of a logo (possibly by Los Angeles County Beaches and Harbors) for trash reduction; explore avenues to encourage this.

Continue to work to obtain funding in support of public education to reduce trash.

Re-approach CALTRANS for funding opportunities and projects in this arena. See if public education funds for SAFE can be utilized to allow park agencies to communicate to the public and highlight trash problems.

Meets the following SCWP Goals: A, C, D, H, M

Strategy 20: Support dialogue and development of innovative projects and technology raised by stakeholders.

Helping stakeholders advance innovative ideas about safe, clean water will improve their engagement with the program, even if the ideas are not directly leading to fundable SCWP projects.

Meets the following SCWP Goals: B, E, H

Strategy 21: Watershed Coordinator collaboration

The watershed coordinator will connect with the other coordinators throughout the year to explore opportunities that straddle watershed area boundaries, for shared learning, and to develop region-wide materials or events.

Per Jessica Forte and Roxanne Hughes, invite other watershed leaders to showcase SCWP projects with us at NSMB WASC meetings. If we do one per meeting, we could see 8 per year ideally.

Meets the following SCWP Goals: Potentially A- N, depending on collaboration opportunities.

Strategy 22: Support nexus between water quality and sustaining biodiversity.

Wishtoyo would like to find ways to support anti-rodenticide efforts insofar as these interrelate with long-term water quality goals. Las Virgenes Municipal Water District

would like to see a current Southern Steelhead Trout Survey. Calabasas City would like to explore the nexus between water quality improvement and creek restoration.

SD3 is developing a Working Group Commission on Biodiversity.

Support a convening of experts about Impacts of Creek Restoration on Water Quality.

Meets the following SCWP Goals: A, C, D, F, G, H, I, L, M, N

Strategy 23: Support Nexus Between Fire Recovery, Pre-emptive Fire Protection, Water Quality and Water Supply

Suggested by Mark Johnson, City of Malibu, Andrew Nickerson and multiple community members.

Connect with L.A County Fire Department, L.A County Department of Flood Control and others to make sure wattles that are used to reduce sediment during high flow storm events are made of hay or rice; make sure wattles don't use netting so lizards don't caught and make sure wattles have native seeds layered in wattles.

Meets the following SCWP Goals: A-K, M, N

Strategy 24: Support locally relevant scientific research

Continue to support work for ongoing water quality testing both for MS4 compliance and better understanding of watershed dynamics.

Per Madelyn Glickfeld, Jessica Forte, Roxanne Hughes and others, explore what NSMB WASC members want to learn from potential scientific studies.

Meets the following SCWP Goals: A-N

Strategy 25: Look for nexus between water supply and energy via climate change harms reduction.

Suggestion from Harry Semerdjian, Los Angeles Area Chamber of Commerce

Meets the following SCWP Goals: B-K, M, N

Strategy 26: Consider Potential Options to Increase TRP Funding Opportunities for NSMB Watershed Area

Multiple NSMB WASC members.

Meets the following SCWP Goals: A – M.

Strategy 27: Consider Potential Options to Increase Scientific Study Funding Opportunities for NSMB Watershed Area

Multiple NSMB WASC members.

Meets the following SCWP Goals: A – M.

Strategy 28: Join the SCWP Survey Program Being Created and Share Widely Across North Santa Monica Bay Watershed Region

Use standard survey questions from SCWP.

If possible, add regionally specific questions as suggested by NSMB WASC members.

Meets the following SCWP Goals: A – M.

Strategy 29: Per Roxanne Hughes, explore funding reprint of *Living Lightly Guide* and update of www.livinglightlyguide.org.

Develop budget for reprint of *Living Lightly Guide* and update of www.livinglightlyguide.org, explore funding opportunities and see which local entity would be open to managing subcontractor to implement this project.

Coordinator cannot manage project per terms of SCWP contract, must set this up with another entity.

Meets the following SCWP Goals: A – M.

Strategy 30: Educate public about impacts of fireworks on water quality.

Per Andrew Nickerson, explore campaign to reduce use of fireworks in watershed and at the beach.

Meets the following SCWP Goals: A.

Strategy 30: Ask for updates on SCWP application process.

Per Roxanne Hughes, look for updates on IP application process.

Per Craig Jones, ask if the Nature Based Solution element can be worth more points so as to make it possible to use SCWP fund restoration projects.

Meets the following SCWP Goals: A – M

Strategy 31: Explore How / When to Elicit Community Input on Projects

Per Madelyn Glickfeld and other stakeholders, obtain presentation(s) on how other programs build a public design charette process, conduct pre-project and project design public outreach efforts and utilize survey / outreach results as part of project development before designs are finalized.

Create discussion on how to build public feedback into project design.

Meets the following SCWP goals: L

Strategy 32: Explore how the arts might contribute to water-centered education and outreach

Based on conversation with Dennis Washburn.

Meets the following SCWP goals: H, L and M

STRATEGIES CROSSWALK TO SCWP GOALS AND WATERSHED COORDINATION TASKS

The table below summarizes the links between the 14 SCWP Goals, the nine Watershed Coordinator Tasks, and the 20 strategies described in this Plan.

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K
		Improve water quality and contribute to attainment of water quality.	Increase drought preparedness by capturing more stormwater and less contaminated water.	Improve public health by preventing and cleaning up contaminated water.	Leverage other funding sources to maximize SCW Program Goals.	Invest in infrastructure that provides multiple benefits.	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from small-scale to regional.	Encourage innovation and adoption of new technologies and practices.	Invest in independent scientific research.	Provide DAC Benefits, including Regional Infrastructure.	Provide Regional Program Infrastructure.
Strategy 1	Reach out to First Nations' Leadership				X		X	X	X		X	
Strategy 2	Prioritize Utilization of Measure W Funds for Projects that Meet MS4 Compliance	X		X	X	X	X	X	X	X	X	X
Strategy 3	4 Community Outreach Events	X	X	X	X	X	X	X	X	X	X	X
Strategy 4	Learn more about water quality challenges in the watershed area and share.	X		X	X				X			
Strategy 5	Facilitate dialog about water supply sources in watershed		X		X		X	X	X			
Strategy 6	Collaborate with partners to encourage	X	X		X		X	X	X		X	

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K
		Improve water quality and contribute to attainment of water quality.	Increase drought preparedness by capturing more stormwater and less contaminated water.	Improve public health by preventing and cleaning up contaminated water.	Leverage other funding sources to maximize SCW.	Invest in infrastructure that provides multiple benefits.	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from neighborhood to regional.	Encourage innovation and adoption of new technologies and practices.	Invest in independent scientific research.	Provide DAC Benefits, including Regional.	Provide Regional Program.
	the use of native plants on public and private land.											
Strategy 7	Offer to represent SCWP at local special events like Coastal Cleanup Day, Earth Day and Calabasas Pumpkin Day.	X	X		X		X	X	X		X	
Strategy 8	Identify opportunities to reach youth	X	X	X	X		X		X		X	
Strategy 9	Seek opportunities to speak with homeowners' associations.							X				
Strategy 10	Provide input to SCWP NSMB website page.				X			X	X			
Strategy 11	Maintain social media presence for watershed area	X	X	X	X	X	X	X	X	X	X	X
Strategy 12	Connect with the Media	X	X	X	X	X	X	X	X	X	X	X

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K
		Improve water quality and contribute to attainment of water quality.	Increase drought preparedness by capturing more stormwater and less contaminated water.	Improve public health by preventing and cleaning up contaminated water.	Leverage other funding sources to maximize SCW Discharge Goals.	Invest in infrastructure that provides multiple benefits.	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from neighborhood to regional.	Encourage innovation and adoption of new technologies and practices.	Invest in independent scientific research.	Provide DAC Benefits, including Regional Discharge Infrastructure.	Provide Regional Program Infrastructure.
Strategy 13	Identify and Facilitate Project Concepts from NSMB Stakeholders	X	X	X	X	X	X	X	X	X	X	X
Strategy 14	Support a convening of experts about Impacts of Creek Restoration on Water Quality	X							X	X		
Strategy 15	Work with Technical Assistance Teams		X	X	X	X	X	X	X	X	X	X
Strategy 16	Facilitate Identification and Representation of Community Priorities	X	X	X	X	X	X	X	X	X	X	X
Strategy 17	Integrate Priorities through Partnerships and Extensive Networks	X	X	X	X	X	X	X	X	X	X	X
Strategy 18	Attend and distribute materials from		X	X		X	X	X	X		X	X

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K
		Improve water quality and contribute to attainment of water quality.	Increase drought preparedness by capturing more stormwater and less contaminated water.	Improve public health by preventing and cleaning up contaminated water.	Leverage other funding sources to maximize SCW Discharge Goals.	Invest in infrastructure that provides multiple benefits.	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from neighborhood to regional.	Encourage innovation and adoption of new technologies and practices.	Invest in independent scientific research.	Provide DAC Benefits, including Regional Discharge Infrastructure.	Provide Regional Program Infrastructure.
	'funding fairs' conducted by Federal, State, regional and philanthropic organizations											
Strategy 19	Support public education about trash reduction	X		X	X			X				
Strategy 20	Support dialog and development of innovative projects and technology raised by stakeholders	X			X			X				
Strategy 21	Watershed Coordinator Collaboration	X	X	X	X	X	X	X	X	X	X	X
Strategy 22	Support nexus between water quality and sustaining biodiversity.	X		X	X		X	X	X	X		
Strategy 23	Support Nexus Between Fire Recovery, Pre-emptive Fire Protection,	X	X	X	X	X	X	X	X	X	X	X

Strategy 27	North Santa Monica Bay Watershed Area	X	X	X	X	X	X	X	X	X	X	X
Strategy 28	Join the SCWP Survey	Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K
Strategy 29	Per Roxanne Hughes, Program Being Created and Share Widely Across North Santa Monica Bay Watershed Region www.livinghighly.org	Improve water quality and contribute to attainment of water quality. X	Increase drought preparedness by capturing stormwater and lessening runoff. X	Improve public health by preventing and cleaning up contaminated water. X	Leverage other funding sources to maximize SCW benefits. X	Invest in infrastructure that provides multiple benefits. X	Prioritize Nature-Based Solutions. X	Provide a spectrum of project sizes from neighborhood to regional. X	Encourage innovation and adoption of new technologies and practices. X	Invest in independent scientific research. X	Provide DAC Benefits, including Regional. X	Provide Regional Program. X
Strategy 30	Educate public about impacts of fireworks on water quality.	X										
Strategy 31	Explore How / Supply When to Elicit Community Input on relevant scientific research											
Strategy 24		X		X	X		X		X	X	X	
Strategy 25	Support nexus between water supply and energy via climate change harms reduction.		X	X	X	X	X	X	X	X	X	X
Strategy 26	Consider Potential Options to Increase TRP Funding Opportunities	X		X	X		X		X	X	X	
Strategy 27	Consider Potential Options to Increase Scientific Study Funding Opportunities for NSMB Watershed Area	X		X	X		X		X	X	X	