



# **SAFE CLEAN WATER PROGRAM**

**The North Santa Monica Bay Watershed  
Strategic Outreach Engagement Plan 2024-2025: A Change Analysis**  
By Melina Sempill Watts, Watershed Coordinator, Safe Clean Water L.A.

June 13, 2024

Photo and Logo, Los Angeles County



An aerial photograph showing a vast expanse of water with a distinct grid-like pattern of floating objects, likely a water treatment facility or a large-scale agricultural project. The water is a deep blue-green color, and the floating objects are arranged in a regular, repeating pattern across the entire visible area.

Measure W: The Safe Clean Water Program  
provides local, dedicated funding to increase our  
local water supply, improve water quality, and  
protect public health.



# Big Picture

- All strategies can be changed or deleted by NSMB WASC members
- Added some new strategies
- Refined some current strategies; changed numbers and wording on some strategies; focus is on using an opportunistic approach to lead to best case scenario outcomes
- Changed dates



Photo by Watts



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

Potential external funding would help.

Can SCWP address?



Photo by Watts





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

Potential external funding would help.

Can SCWP address?



Photo by Watts



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





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Screenshot of  
[www.livinglightlyguide.org](http://www.livinglightlyguide.org)  
by Watts

a practical manual for how to care for the shared landscape upon which all our lives depend

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Strategy 29: Explore Funding Reprint of  
*Living Lightly Guide* and Update of [www.livinglightlyguide.org](http://www.livinglightlyguide.org)







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

Photo by NPS



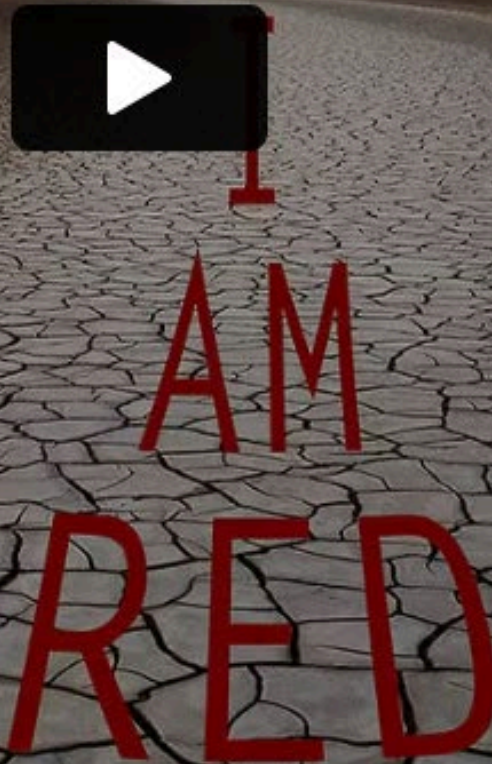


## Strategy 31: Explore How / When to Elicit Community Input on Projects

Photo by Watts



**Strategy 32:  
Explore How the  
Arts Might  
Contribute to  
Water-centered  
Education and  
Outreach**



Still from *I Am Red* PSA based on the  
film *Chasing Water* by Pete McBride





# Project Updates

Please Help Update Our Project List on Pages 18 – 19.





# Revised,

## Strategy 4: Learn More About Water Quality Challenges in the Watershed Area and Share



Bad Science,  
Photo  
by Watts

- Rather than “educating stakeholders about water quality, this becomes,
- **Learn more about water quality challenges in the watershed area and share.**

Tasks will include,

- 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.





Photo by Watts

# Revised, Strategy 8: Identify Opportunities to Reach Youth

## Strategy 8:

- Rather than identifying specific groups of youth for me to reach out towards, I want to be able to respond opportunistically. This strategy becomes,
- **Identify opportunities to reach youth.**  
Tasks will include,
  - 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



# Not in DRAFT Document, Want to Add It?

- Create a **North Santa Monica Bay Watershed Strategic Outreach Engagement Committee**
- Make meetings available to the public







Listening