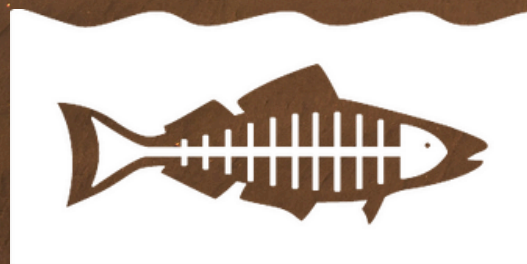


SSMB Watershed Coordinator Update



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Draft SOEP '24-'25



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August 21, 2024

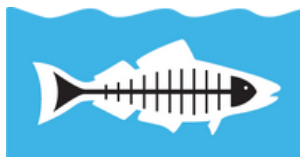
Today's Agenda

1 Re-introduction to the Team

2 Our Role

3 Draft SOEP 24-25

4 Group Discussion



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Meet the Team



*Jesse De La Cruz
Community Partner
Urbano Strategies*



*Nancy Shrodes
Associate Director,
South Santa Monica Bay*



*Stephanie Gebhardt Rath
Senior Watershed Specialist,
Central Santa Monica Bay*



*Alexia Skrbic
Watershed Program
Coordinator*

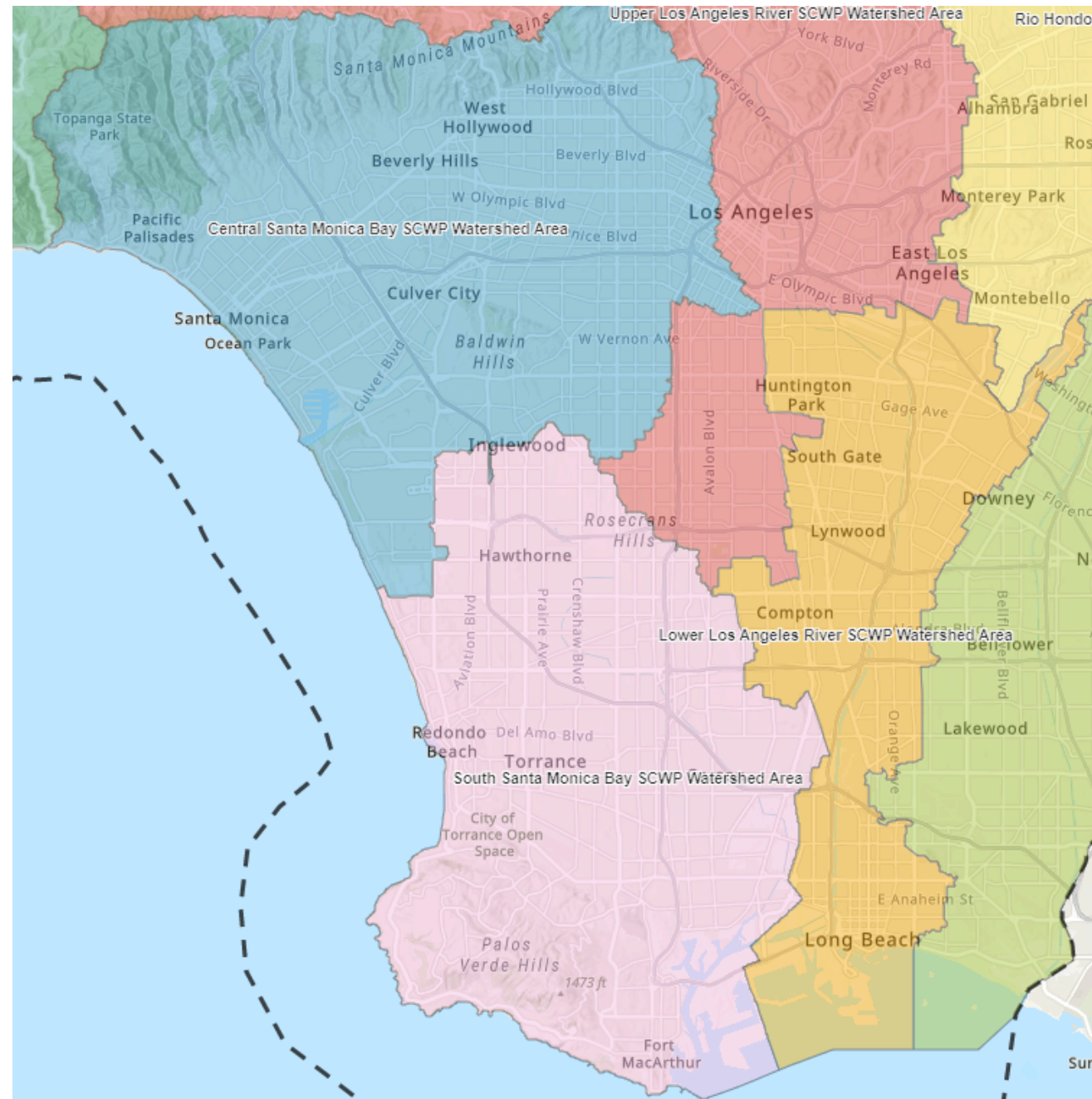


*Annelisa Moe
Associate Director of
Science & Policy*

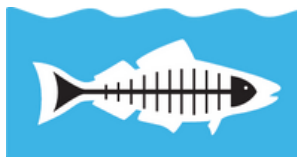


*Katherine Pease
Science & Policy
Director*

Watershed Coordination



We are bordered by Central SMB and Lower LA River, both of which have WC's from SGA, so there is a lot of collaborative work.



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Our Role

CONNECT

EDUCATE

ENGAGE

Watershed Coordinator Tasks

1

Facilitate Community Engagement

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

ID Cost-Share Partners

7

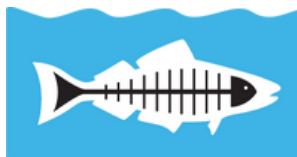
Leverage Funding

8

Local Stakeholder Education

9

**Watershed Coordinator
Collaboration**

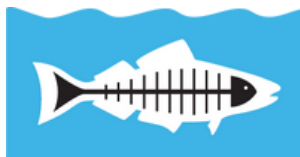


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Updating the Strategic Outreach & Engagement Plan



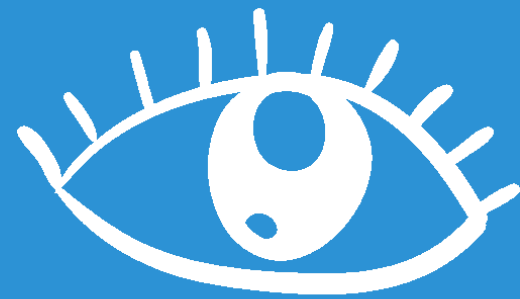
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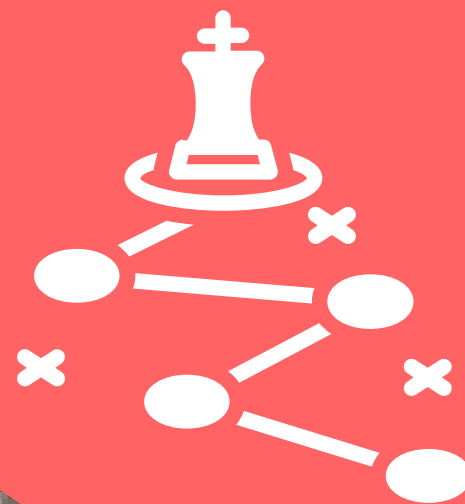
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Developing the Plan

Vision



Strategy



Evaluation
(Metrics)



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VISION

We want to ensure that all projects:

- are aligned with local priorities and needs
- have equitable access and opportunity, from a municipal and community perspective
- ultimately meet all four missions of the Safe Clean Water Program



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STRATEGY: 5 General Areas in the Draft SOEP

1

Community Engagement (stakeholders, municipalities, community groups)

2

Solicit Input and Connect to TRP/Program Elements

3

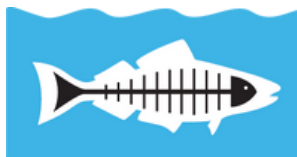
Ensure Diverse Perspectives are Included in Districts and WASCs

4

Identify and Ensure Involvement of Members of Disadvantaged and Underrepresented Communities

5

Ensure Educational Programming About Watershed Management, Ecological and Community Issues



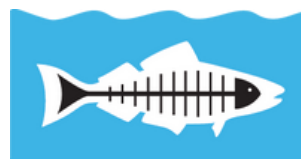
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Interested Party Stakeholder Power Mapping

- NGOs/CBOs & Coalitions
- Municipal & County contacts
- LA Parks & Rec
- Indigenous Leaders
- City & Neighborhood Councils
- School Districts, Leaders, and PTAs
- Faith-Based Institutions
- Community Champions
- South Bay IRWM & Watershed WMPs
- South Bay CCOG
- Businesses, Libraries, Museums, Aquariums
- ID Non-Traditional Partners



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1



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Communication 1

Tactics & Materials

- **Tactics**

- **Presence in the community**- attending existing community events and **leveraging existing programming** at Heal the Bay and Urbano Strategies
- Utilizing our **social media platforms** to get the word out and engage with the public on a larger scale

- **Materials (Culturally Relevant and Accessible)**

- One pager, QR codes, surveys, partner sharing, event sign-up sheets, Activity Guides, HtB landing page, Quarterly Newsletter
 - Multilingual



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**Tactics:
Targeted Outreach to Parks and
Rec Departments**



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Communication 1 Tactics & Materials

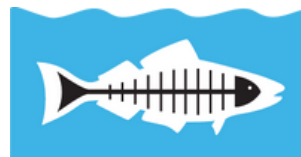


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Solicit Input & Connect

Community Engagement

- Tabling at Community Fairs and Festivals
- Door-to-Door Outreach
- Distribute Community Survey's
- Phone/Text Banking Outreach



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2



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Funding Research

- Attend Webinars
- Sign up for Listservs
- Independent Research

Project Concept ID & Realization

- ◀ • Share Program elements like the Technical Resources Program and help entities that want to apply
- Participate in Technical Resources Program as needed and contribute expertise to help achieve a strong project application

2



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Funding Research

- Meet with Regional Grant Funders to Better Understand Funding Opportunities

Project Concept ID & Realization

- ◀ • Create/Host a SCWP Workshop for Open Space Advocates (small NGOs/CBOs)

2

NEW!



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Ensure Diverse Perspectives Shared

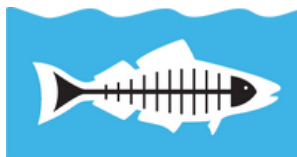
- **Public Awareness**
 - Social Media Campaign
 - Community Education
- **Community Participation**
 - Identify barriers for equitable access to public participation and ensure community voices are heard





Ensure Diverse Perspectives Shared

- **Public Awareness**
 - Indigenous perspective
 - Organize a day of service with indigenous partners
 - Continue to participate in the Tribal Allyship Watershed Coordinator working group



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Identify and Ensure Involvement of Underrepresented Communities

Public Awareness + Potential Project Solicitation

- On the Ground Grassroot Efforts
- Collaborations
- School Leadership Education & Outreach

Information Sharing

- Share Out Underrepresented Community Voices at WASC Meetings



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Identify and Ensure Involvement of Underrepresented Communities

Public Awareness + Potential Project Solicitation

- Targeted Outreach to Service Provider Area Groups



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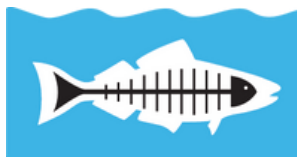


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Educational Programing about Watershed Management, Ecology and Community Issues

Education

- Educational Presentations
- Educational Presentations Trainings
- Host 2 Watershed Wide Events
- BioBlitz Events
- Event(s) with partner aquaria



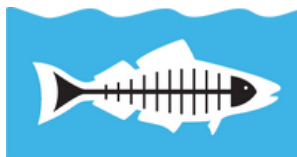
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Reporting Back

Via Quarterly Reports and WASC Meetings



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Discussion Prompts



- 1. Is there anything missing within our 5 strategies that you would like to see covered?**
- 2. Are there any concerns or reservations about any of the strategies and tactics we've reviewed?**
- 3. How else can the team help support the WASC as Watershed Coordinator?**



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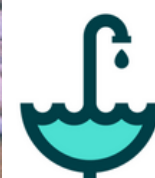


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Thank You!



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