

Los Angeles County Safe, Clean Water Program
Watershed Coordinator

Strategic Outreach and Engagement Plan (Year 4 FINAL)



Prepared for
The Santa Clara River Watershed Area Steering Committee
by

TreePeople

2024 - 2025

Los Angeles County Safe, Clean Water Program

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(2024-25 Version Approved June 20th, 2024)

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Introduction

Land Acknowledgement

The authors of this Plan acknowledge that the geographic area represented in this document (the Santa Clara River Watershed Area) is on the ancestral lands and waters of the Tataviam, Tongva, Serrano, and Chumash people, the original stewards of this area. We recognize that these California Native American Tribes are still present in the areas reflected in this Plan. We honor their elders, both past and present, and the descendants who are citizens of these tribes for their exemplary respect for water; we honor their connection to and protection of one of the most beautiful landscapes in the world.

The authors also express, however, that acknowledgment of ancestral homelands alone is not enough. Through the vision, strategies, and activities of the Plan presented herein, we seek to elevate the stories, cultures, and communities of these tribes and all indigenous people living in this Plan's geographic area.

Purpose of the Plan

Measure W, passed by voters in 2018, amended the Los Angeles County Flood Control District Code and established the Safe, Clean Water Program (SCWP). The program provides funding for increased stormwater and urban runoff capture and reduced stormwater and urban runoff pollution. The overarching purpose of these activities is to improve water quality, increase water supply, and enhance communities.

- Improve Water Quality: SCWP projects help local communities meet requirements of the State-issued National Pollutant Discharge Elimination System (NPDES) Permit for Los Angeles and Ventura County. The intent of the permit is to ensure that trash and pollutants do not harm water quality or people's health. It sets limits on how much trash, chemicals, and other toxins can be sent into our water bodies – especially the Santa Clara River and its tributaries. The Permit is overseen locally by the LA Regional Water Quality Board and is required by the United States Clean Water Act. The type of permit for LA County focuses on municipal areas and the fact that in these areas, stormwater and sewer systems are separate from one another - hence the name Municipal Separate Storm Sewer System or MS4.
- Increase Water Supply: One important way water can be cleaned is to capture and clean it before it reaches our water bodies; this means the captured water can be held in storage below and above ground and allowed to percolate to replenish local groundwater, providing more locally based, sustainable, and resilient sources of water for the people in our region.
- Enhance Communities: The SCWP Technical Resources Program provides Watershed Coordinators to educate and build community capacity and facilitate community and stakeholder engagement with the Safe, Clean Water Program. TreePeople has been selected to serve in this capacity for the Santa Clara River Watershed Area and has crafted this Plan to provide a strategic and efficient approach to community engagement and capacity building.



Plan Preparation

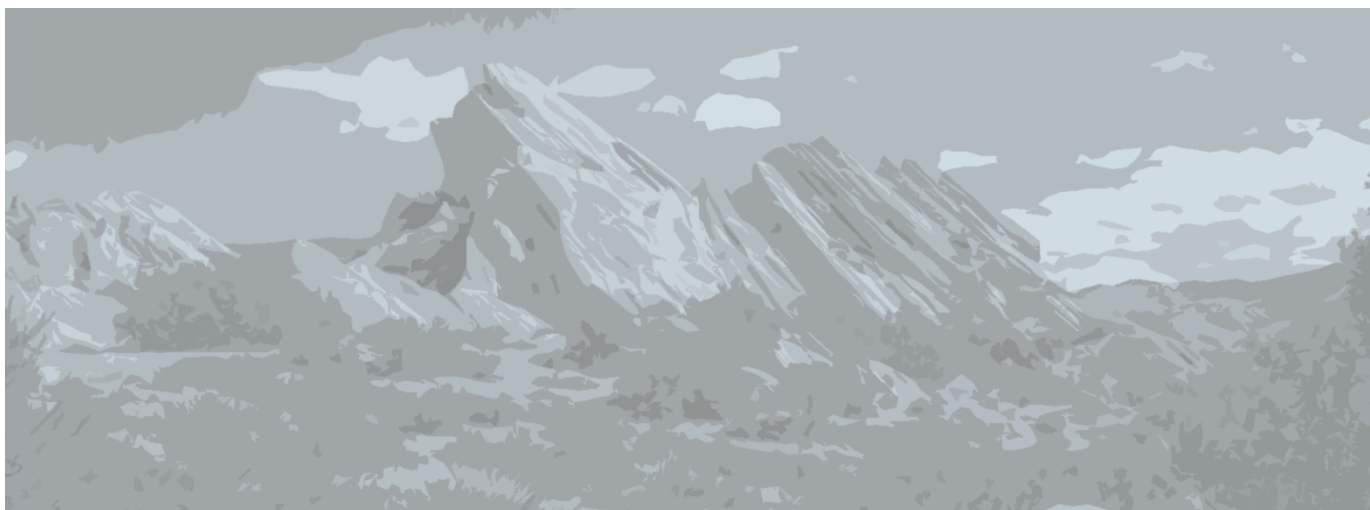
In preparing this Plan, TreePeople held discussions and Interviews with 16 representatives of public agencies and community organizations, including 10 members and 4 alternate members of the Watershed Area Steering Committee (WASC). We conducted multiple site visits, especially to understand the geography and character of the Santa Clara River and its tributaries. We drew from a review of surveys taken by local residents between October 2020 and June 2021 as part of the Disadvantaged Community Involvement Program. We also conducted online research, looking at a variety of websites, planning documents, policies, and news articles. A list of many of these resources is provided at the end of the plan. Subsequent annual updates to the plan are made available to the WASC and the public for comment and approval.

About TreePeople

TreePeople, an award-winning non-profit organization serving Southern California, provides expertise in the areas of urban forestry, green infrastructure, multi-benefit projects, and environmental education. They possess significant experience in public-private stakeholder facilitation, planning and project development, and regional and state water policy strategy. TreePeople's staff of more than 100 professionals also specializes in social equity and community engagement to grow a greener, shadier, and more water-secure region.

Acronyms in this Document

EWMP	Enhanced Watershed Management Program
FTBMI	Fernandeño Tataviam Band of Mission Indians
IRWM	Integrated Regional Water Management
MS4	Municipal Separate Storm Sewer System (Permit)
SCR	Santa Clara River
SCWP	Safe Clean Water Program
USCR	Upper Santa Clara River
WASC	Watershed Area Steering Committee





1. Watershed Area Description

a. The Santa Clara River

The Santa Clara River is fundamental to life in our area. It deserves our deepest respect, and its care is our united responsibility. The river is precious beyond description and is part of every living entity it has touched or touches - past, present, and future.

It is the largest river system in southern California that remains in a natural state. As such, it is a reflection and constant reminder of the vast, natural open spaces that yet characterize the Santa Clara River Watershed Area. It is critical to survival: major aquifers are recharged through the river providing a significant source of water for multiple biomes of flora and fauna - including the hundreds of thousands of people who call the area home.

The river provides a source of pleasure for many, through recreation and engagement with nature along over a hundred miles of walking and biking trails. It is a source of community pride, with thousands of local volunteers supporting its care and maintenance every year.

“Watershed Area” definition: In the Safe, Clean Water Program, our area is referred to as the Santa Clara River Watershed Area. However, this area may be more specifically defined as the *upper* Santa Clara River and watershed to distinguish it from the lower portion of the river running through Ventura County. Our area’s north boundary, for purposes of the SCWP, is determined by the jurisdiction of the Los Angeles County Flood Control District and does not include the full length of tributaries running north to south, as well as communities such as Green Valley, the Lakes, and Leona Valley. In general, references to the “Watershed Area” in this plan should be assumed to mean the upper portion of the river and areas within the purview of the SCWP and the SCR Watershed Area Steering Committee.

b. Area Physical Characteristics - Water

The river originates in the northern slopes of the San Gabriel Mountains in north Los Angeles County, undulating and growing as it welcomes water from a community of contributing canyons. It flows through Tie Canyon, Aliso Canyon, Soledad Canyon, the Santa Clarita Valley, the Santa Clara River Valley, and the Oxnard Plain in Ventura County. In all, it traverses 84 miles until it ultimately enters the Pacific Ocean. The entire river covers 1,600 square miles of land. Approximately 40% of its watershed flows in Los Angeles County and 60% in Ventura County.

There are many natural and human-made hydrologic features that are part of the area and, in most cases, part of the upper Santa Clara River. These include but are not limited to Castaic Lake (formed by Castaic Dam on Castaic Creek); creeks flowing through San Francisquito, Bouquet, Mint, Agua Dulce, and

The Santa Clarita Valley Sanitation District operates the [Saugus](#) and [Valencia](#) Water Reclamation Plants. Perennial flow emanates from the discharge points of these plants in Reach 6 and provides a significant source of river recharge.

Because it is still largely in its natural state, the Santa Clara River is a primary source of feeding local groundwater - and the process can also be reciprocal. From where the river begins, it contributes to the groundwater beneath Acton in the east, then connects to the Alluvial Aquifer and indirectly with the Saugus Formation in the west. There, the Saugus Formation contributes water into the Alluvial Aquifer and can provide enough force to move water upward and into the Santa Clara River as it continues westward toward the ocean.

The CA State Water Resources Control Board has deemed several water bodies impaired (polluted), including Bouquet Canyon Creek, Mint Canyon Creek, and the upper Santa Clara River, Reaches 5, 6, and 7.



Figure 2 The Watershed Area (tan), the Saugus and Alluvial Aquifer (gold), Acton Valley and groundwater beneath Acton (blue) and red lines indicate impaired waters. (SCWP Spatial Data Library)

Since 2001, hundreds of stormwater treatment devices have been installed in new and redeveloped areas as part of the stormwater mitigation plan requirements throughout the city of Santa Clarita and unincorporated areas. These devices vary from on-site and off-site engineered treatment to biofiltration and infiltration.

c. Area Physical Characteristics - Land

The landscape features of the Watershed Area are predominated by stunning and inspiring expanses of open, protected areas. These include the Angeles National Forest (covering roughly half of the



Watershed Area), Los Padres National Forest, and the corresponding ranges of the San Gabriel, Santa Susana, and Sierra Pelona Mountains—home to the area’s highest peak, 5,222 ft.

Open space preservation has been established in numerous canyons and properties such as Golden Valley Ranch Open Space, Haskell Canyon Open Space, Whitney Canyon Open Space, Taylor Property Open Space, Rivendale Park and Open Space, Wildwood Canyon Open Space, Gateway Ranch Open Space, Gates King Open Space, Elsmere Canyon Open Space, Quigley Canyon Open Space, East Walker Ranch Open Space, Rodda Open Space. Open space in portions of the upper Santa Clara River Watershed is estimated to be as high as 88%.

The City of Santa Clarita established, maintains, and continues to grow the Open Space Preservation District, which covers approximately 11,000 acres. Los Angeles County maintains numerous public parks, including Vasquez Rocks Natural Area Park. Other entities engaged in land preservation in the area include the Mountains Recreation and Conservation Authority, the Nature Conservancy, the Santa Clara River Conservancy, the Tataviam Land Trust, and CA State Parks, with Placerita Nature Center.

At the same time, the Watershed Area is host to a diverse patchwork of landscape types, each composed of a unique suite of environmental forces—earthquakes, extreme yet episodic rainfall, steep slopes, frequent wildfires, and intensive land practices—which, when they coincide, can greatly increase sediment moving toward the river.

The highest elevation areas of the Watershed Area are host to the densest vegetation cover (a mix of scrub/shrub and woodlands), receive the most rainfall, and are composed of the oldest, most erosion-resistant bedrock types. In contrast, the lowland and foothill areas, typically those within and surrounding the Santa Clara River Valley and Santa Clarita basin, are much drier, host a sparse vegetation cover (a mix of grassland, chaparral, and scrub/shrub), and are composed of the youngest, weakest rock types.

From the estuary to the upper watershed, the Santa Clara River provides a diversity of habitats supporting 18 threatened or endangered species—among them riparian-dependent bird species, terrestrial wildlife, anadromous fish, and rare plants. Many contrasting and complementary habitat types support these species, such as coastal sage scrub, chaparral, grassland, riparian communities, and oak and juniper woodlands.

The Watershed Area includes large campuses or managed parcels, which should be noted. Examples include the California Institute of the Arts, College of the Canyons, Six Flags Magic Mountain, Agua Dulce Airpark, multiple sites used for filming locations, and school district campuses.

d. Social Characteristics

Jurisdictions

A unique social diversity found in the upper Santa Clara River Watershed Area is the strong juxtaposition of both urban and rural populations. There is one municipality (Santa Clarita) which is a collective of four major communities (Valencia, Saugus, Newhall, and Canyon Country) that merged to create the city in 1987. It is the third-largest city in LA County, behind Los Angeles and Long Beach. By contrast, the



remainder of the Watershed Area is fully unincorporated, with services provided by Los Angeles County, and home to six well-defined communities classified as Census Designated Places: Acton, Agua Dulce, Castaic, Hasley Canyon, Stevenson Ranch, and Val Verde.

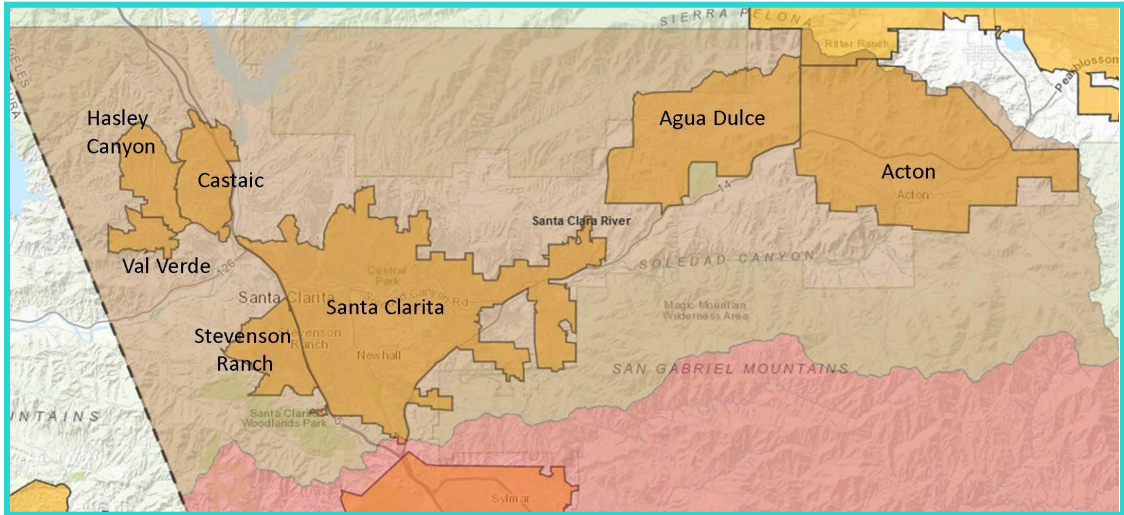


Figure 3 Watershed Area Cities / Census Designated Places (SCWP Spatial Data Library)

Communities can also be defined in ways beyond these boundaries; for example, Acton, Agua Dulce, and Castaic have established Community Standards Districts with boundaries different from those shown in the above map. (CSD Maps are included in the appendices to this Plan).

Disadvantaged and Underrepresented Communities

A key role played by the Watershed Coordinator is to engage and support disadvantaged and underrepresented communities in the Watershed Area in their participation in the SCWP. Therefore, this Plan looks at the area's demographics and ways in which these communities are identified.

Demographics: The population of the Watershed Area is more than 280,000. On average, 83% of residents are homeowners, and the median age is 41. The poverty rate is 7%. In Santa Clarita, young men aged 18-24 are the largest group living in poverty, while outside the city, it is mature adults - mostly women - ages 45-64. Diversity in the area includes 57% white, 30% Hispanic, 9% Asian, 2% Black/African American, 1% Native American and 3% multi-racial or other ethnic identities. The following charts provide a breakdown by community. (Sources: census.gov and DataUSA.io)

City/CDP	Population	Homeowners	Median Age	Poverty Rate	Largest Poverty Profile
Santa Clarita	221,345	70%	37	9%	Males age 18-24
Acton	7,431	91%	49	9%	Females age 55-64
Agua Dulce	3,494	87%	47	7%	Females age 55-64
Castaic	18,937	83%	37	5%	Females age 45-54

Hasley Canyon	1,433	93%	40	9%	Males age 5 and under
Stevenson Ranch	20,178	67%	41	5%	Males age 55-64
Val Verde	3,261	81%	34	4%	Males age 55-64

City/CDP	White	Hispanic	Asian	Multi-racial / Other	Black / African American	Native American
Santa Clarita	47%	34%	11%	4%	4%	0.3%
Acton	68%	28%	2%	2%	1%	0.4%
Agua Dulce	69%	24%	3%	1%	0%	3%
Castaic	53%	28%	11%	5%	2%	1%
Hasley Canyon	77%	19%	1%	3%	0%	0%
Stevenson Ranch	49%	21%	26%	3%	4%	0.4%
Val Verde	27%	66%	3%	1%	2%	1%

Disadvantaged Community areas: the SCWP current guidelines state that census blocks with a median household income level that is 80% or less of the state level be considered “disadvantaged.” This definition is also consistent with the CA Department of Water Resources funding programs. The salmon-colored areas on the map below show these portions of the Watershed Area. They include the neighborhood surrounding the California Institute of the Arts, portions of Newhall, Canyon Country, Mint Canyon, and areas south of Castaic Lake.

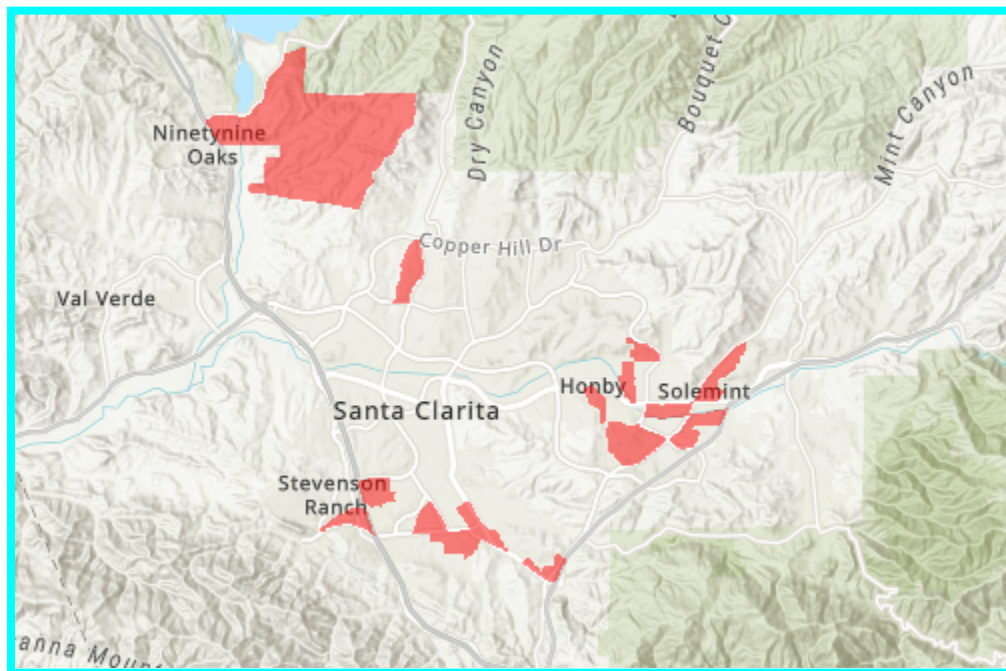


Figure 4 Disadvantaged Community Census Block areas (SCWP Spatial Data Library updated 2023)



WaterTalks Program (discussed in the 6. Collaboration section below): This program wrapped in Contract Year Three, but the findings and resources generated by the program still provide valuable findings for our work in the SCR Watershed. The WaterTalks program in the Watershed Area used both the <80% MHI marker to define areas to be served, as well as other criteria for underrepresented communities - i.e., those without the capacity and resources to develop infrastructure projects to meet local needs. The map below shows areas that were served by WaterTalks:

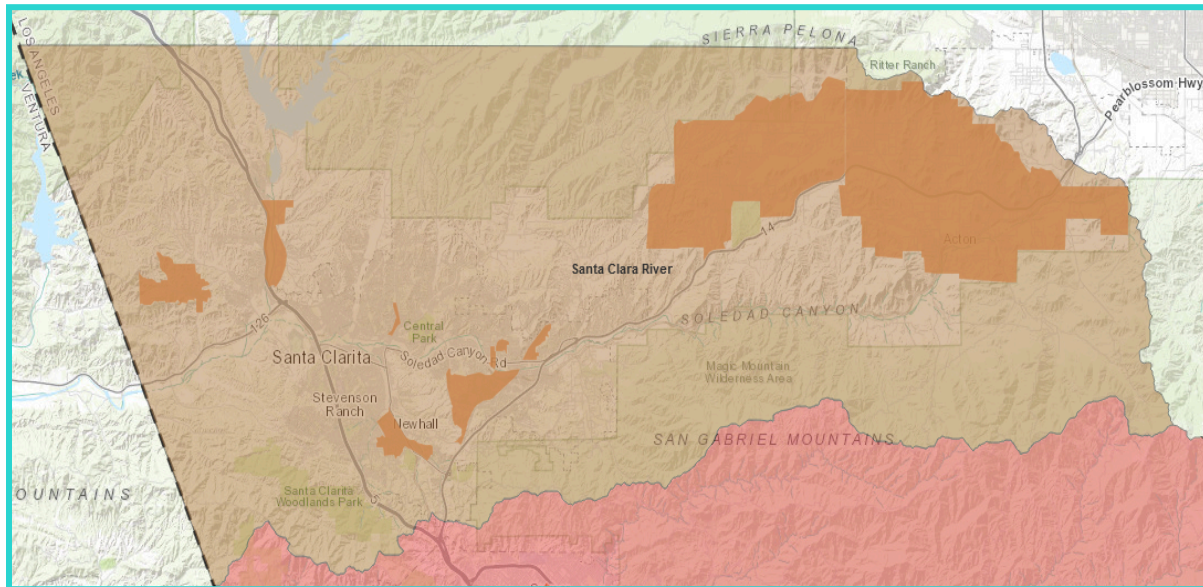


Figure 5 WaterTalks Communities / Prop 1 Disadvantaged Community and Tribal Involvement Program

Elected Office Districts

The following are districts where elected officials represent the Watershed Area.

- United States Congressional District 27 (Mike Garcia)
- United States Congressional District 30 (Adam Schiff)
- California State Senate District 21 (Scott Wilk)
- California State Senate District 27 (Henry Stern)
- California Assembly District 34 (Tom Lackey)
- California Assembly District 40 (Pilar Schiavo)
- LA County Supervisorial District 5 (Kathryn Barger)
- Santa Clarita City Council

California Native American Tribes

The Watershed Area is home to several unceded villages, well-established for hundreds of years before 1769, when foreign missionaries and settlers began arriving. Today, the state of California recognizes multiple Native American Tribes active and with ancestral homelands in the Watershed Area, including Tataviam, Tongva, Serrano, and Chumash. (More information is found in the 2. SCWP Context section, below.)

Water Providers

The area's water supply is provided by Santa Clarita Valley Water Agency and Los Angeles County WaterWorks Districts 36 and 37. Thousands of residents use private wells and hauled water, especially in Acton and Agua Dulce. These residents are unique in the SCWP because they are their own water providers.

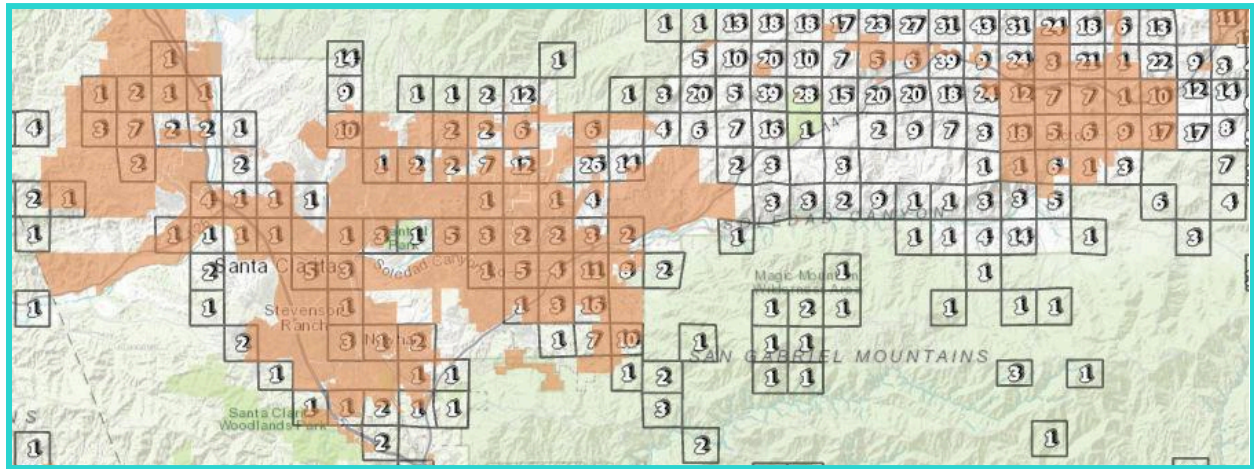


Figure 6 Water System Areas (tan areas) and Domestic Wells per Section (numeric blocks) - (CA Water Boards SAFER Program)

Campuses / School Districts

Education campuses can provide opportunities for stormwater capture, including green infrastructure. However, schools have a priority to serve children and young adults. In the Watershed Area, there are four post-secondary school campuses, six K-12 public school districts, and 15 private schools.

Faith-based Organizations

The Watershed Area has an array of faith-based organizations and places of worship. The Plan assumes engagement may include faith-based organizations, especially those with programs that bring members and the community together around local issues.

Topics of Concern

Through our interviews, research, and experience in Contract Years 1, 2, and 3, there emerged a variety of concerns for the Watershed Area that may provide opportunities for multi-benefit projects and/or funding partnerships:

- **Flooding:** street flooding, sometimes hazardous, has been reported and documented in both municipal and unincorporated parts of the Watershed Area, such as downtown Acton and Newhall. Flood maps for both areas have been included as attachments.
- **People Experiencing Homelessness:** This ongoing challenge has two major implications for water: first, the access that unhoused people have or don't have to water, and second, the extent to which encampments may pose a threat to water quality in the river and tributaries.



- **RV Communities:** In the area's open spaces, especially near Acton, multiple RV campgrounds attract users year-round. Camps are positioned next to the river, including Thousand Trails, Calilake, and KOA. They provide space for thousands of short-term users who rely on septic systems. In many instances, there is overlap with people experiencing homelessness.
- **Traffic:** Major roadways serving the area include the Golden State Freeway (I-5) and the Antelope Valley Fwy (Hwy 14). Traveling by car between the Watershed Area and Greater LA and across the Santa Clarita Valley is increasingly challenging.
- **Water Security:** The amount and concentration of people using private wells in this Watershed Area is very high for the SCWP (Fig. 6 above). Not all wells produce, or they don't produce all the time, based on seasonal, drought, and other factors, requiring residents to haul water. There is also a repeated community concern about continued urban development and whether there will be sufficient long-term water supply, including the potential for water to be extracted from rural areas of the watershed and transported to urban areas.¹ Unique situations occur in east-side communities such as Acton, Aqua Dulce, and Bouquet Canyon.
- **Wildfires:** Fire is a natural and sometimes necessary part of the biomes that make up the beautiful open spaces in the Watershed Area. The vegetation and long dry seasons create optimal conditions for fire – especially during periods of drought. Invasive plants such as Arundo donax, tamarisk, and Ailanthus are a means of spreading wildfires from one area to another and drawing much more water from the ground than native species. A proper understanding of how to restore and care for open spaces can also help prevent and manage naturally occurring fires. However, when fires occur close to human population centers, significant stores of water are needed to protect life and properties.



¹ Sufficient supply is indicated for current and future customers residing within the Santa Clarita Valley Water Agency service area as documented in their 2020 Urban water management plan.



2. Safe, Clean Water Program Context

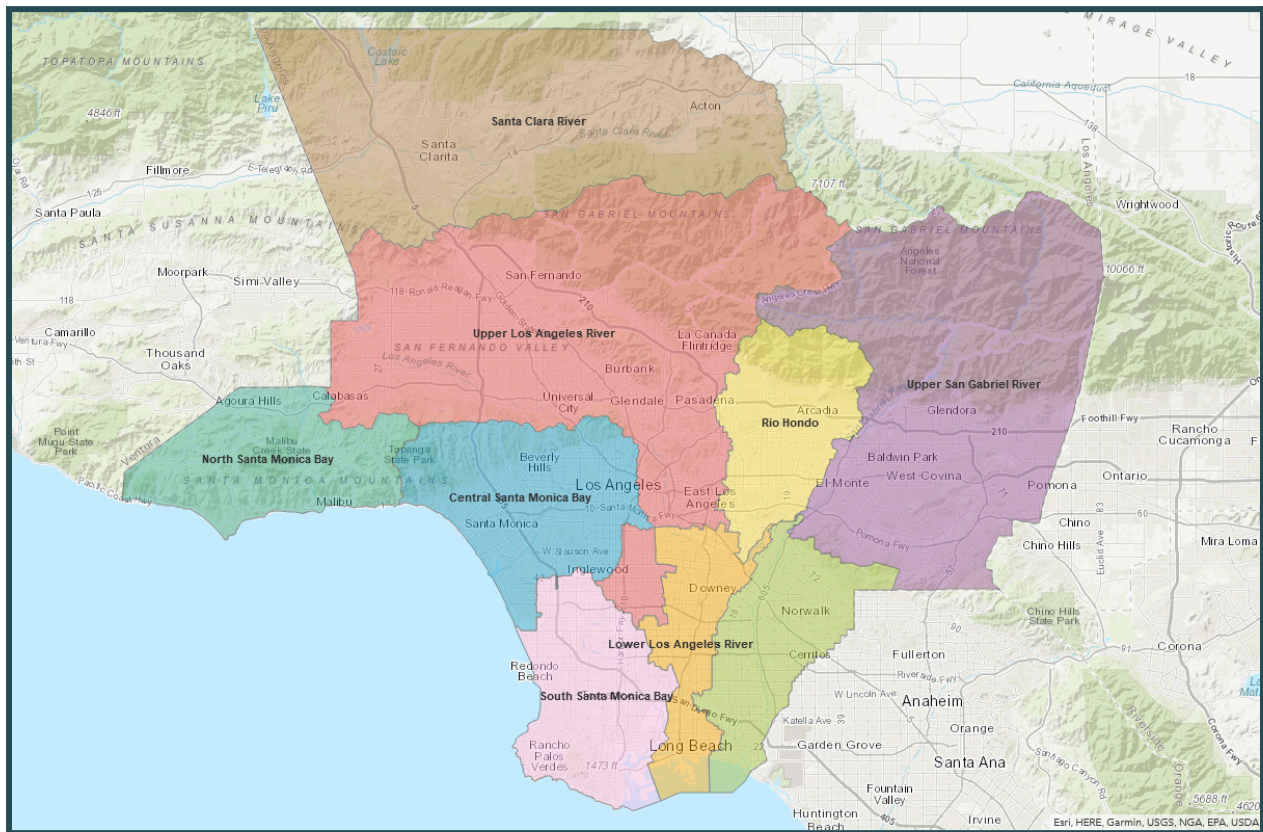


Figure 7 SCWP Watershed Areas (SCWP Digital Atlas)

It is important for the Watershed Coordinator to look at the Watershed Area in the context of the entire SCWP. Our contractual Scope of Work includes coordinating with other Watershed Areas - and doing so helps raise the upper Santa Clara River’s voice within the entire SCWP.

Watershed Coordination

One Coordinator (TreePeople) serves the SCWP Santa Clara River Watershed Area.

Funding

Annual Funding in the Santa Clara River Watershed Area (2024-25)	Amount
Regional Program	\$5.9M
Municipal Program (City of Santa Clarita)*	\$3.25M
Total:	\$9.15M

*LA County also has municipal funding for unincorporated areas.



Hydrologic

In the upper Santa Clara River Watershed Area, there is not significant overlap with other SCWP Watershed Areas the way it can be seen in Greater Los Angeles. There are no hydrologic connections with other watershed areas (see Physical Characteristics). The river flows east to west (with tributaries running southerly, northerly, and easterly), where most of the water in Los Angeles flows from north to south. There is connection to the Santa Clara River Watershed flowing through Ventura County, and that raises the potential to coordinate with interested parties such as the Lower Santa Clara River Watershed Committee or the Watershed Wide Arundo Management Group. Water imported by Santa Clarita Valley Water Agency from the State Water Project also contributes to groundwater and surface water flows entering the watershed through the Santa Clarita Valley Sanitation District water reclamation plants.

MS4 Permit Partners

MS4 permit compliance for our Watershed Area is led by the Upper Santa Clara River Enhanced Watershed Management Program (EWMP) Group, which includes the City of Santa Clarita, Los Angeles County, and Los Angeles County Flood Control District. The EWMP's area of responsibility is larger than the Santa Clara River Watershed Area but does not overlap with any other SCWP Watershed Area.

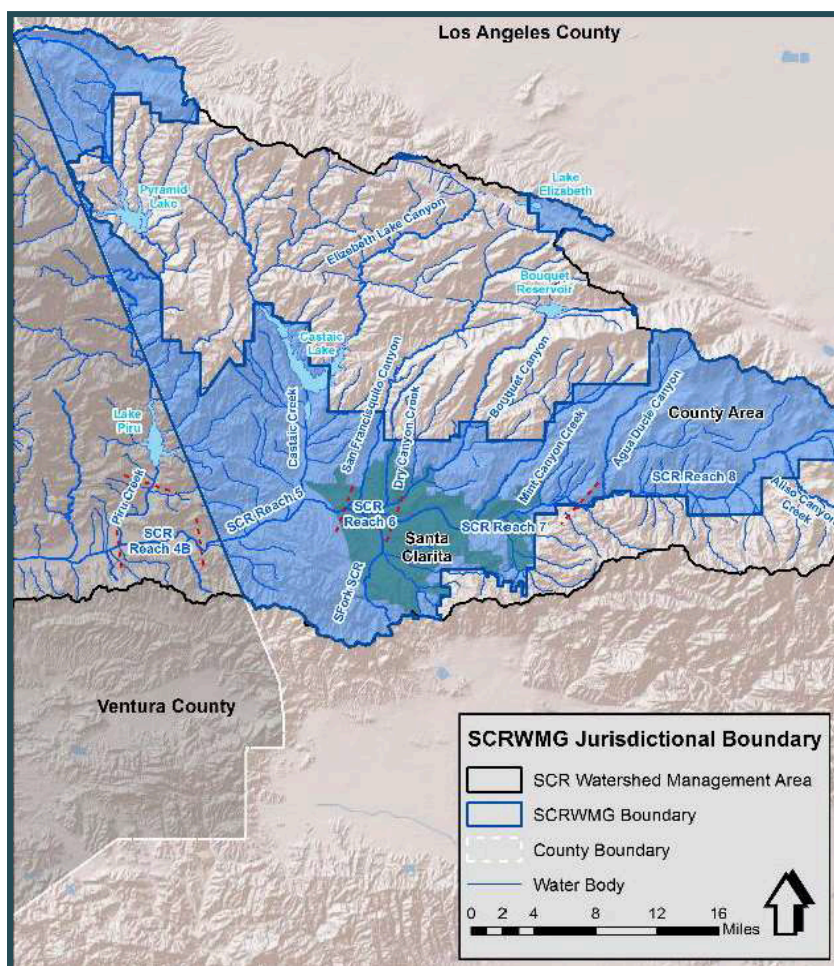


Figure 8 Upper Santa Clara EWMP Area (USC Watershed Management Group)



Supervisory and Elected Office Districts

The chart below shows instances where elected offices cover more than, or parts of, other SCWP watershed areas. (Updated 2023)

District	Santa Clara River	Upper LA River	Rio Hondo	Upper San Gabriel River	North Santa Monica Bay
LA County Dist. 5 (Barger)	✓	✓	✓	✓	
CA Senate Dist. 27 (Stern)	✓	✓			✓
CA Assembly Dist. 40 (Pilar Schiavo)	✓	✓			
U.S. Congressional Dist. 30 (Schiff)	✓	✓			

Native American Ancestral Homelands

Because of the historic affiliation of Tataviam, Tongva, Chumash, and Serrano in our Watershed Area, it essentially overlaps with all other SCWP Watershed areas.

Information provided by local Tribes to the California Native American Heritage Commission Digital Atlas shows an overlap of ancestral lands with other California Native American Tribes in the Watershed Area, including but not limited to Fernandeno Tataviam Band of Mission Indians, the San Fernando Band of Mission Indians, Gabrielino/Tongva Nation of the Greater Los Angeles Basin and the Barbareño/Ventureño Band of Mission Indians.

During Year One, TreePeople prepared the map below using information from the Digital Atlas, including the areas of tribal overlap, an overlay of the SCWP Watershed Area lines, and the Los Angeles County boundary.

Overlap is noted in the southwest parts of the SCR Watershed Area (Chumash), in the southeast (Tongva), and in the east (Serrano). Because of the long, complex, and heartbreaking history of Native Americans in the Los Angeles region, there are understandably a variety of ways in which ancestral homelands are expressed and recognized today.

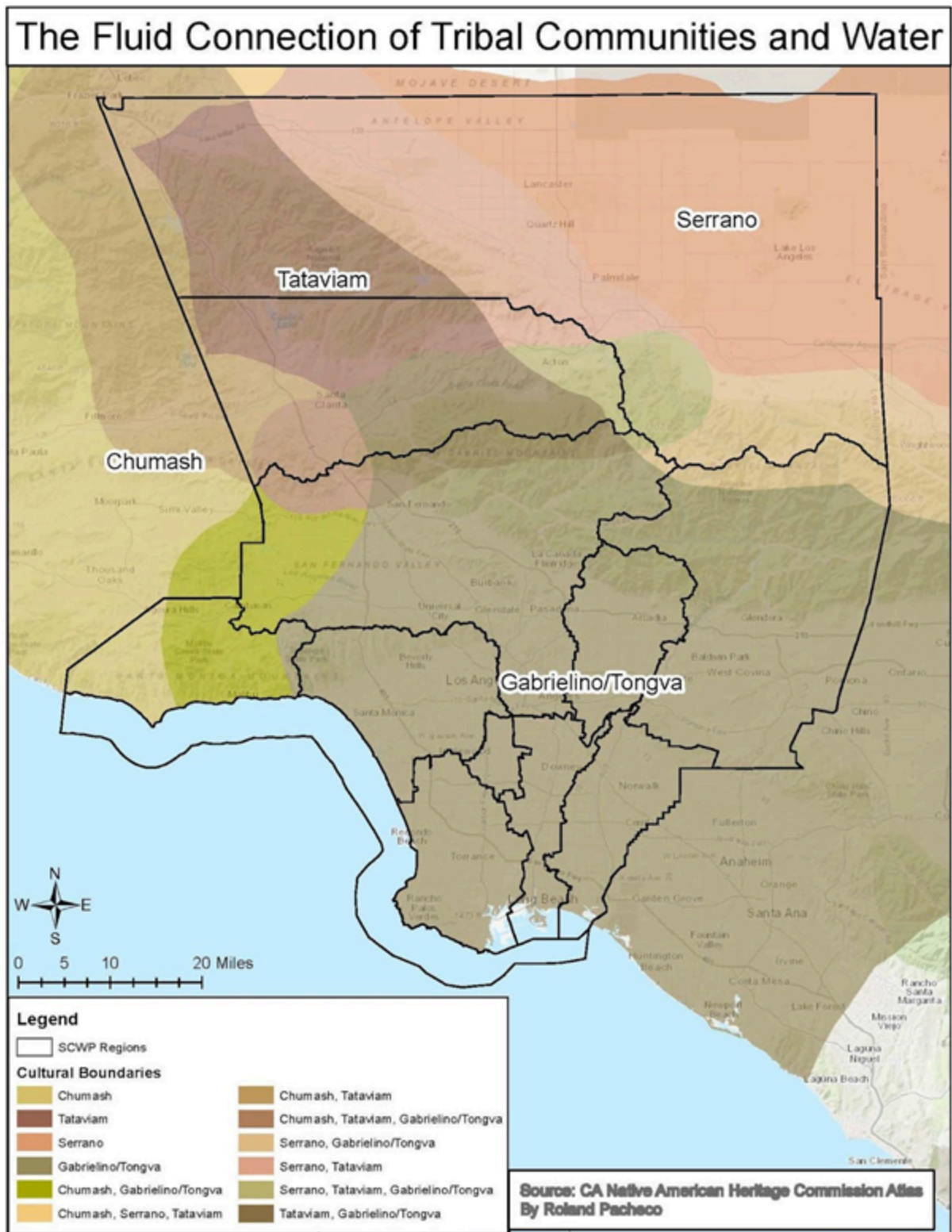


Figure 9 Tribal Communities and SCWP boundaries (R. Pacheco/TreePeople)



3. Interested Parties

An essential activity for Watershed Coordination is identifying interested parties who will form the foundation of community outreach and engagement. TreePeople has identified a “core group” of parties known or assumed to have an interest in the SCWP; from these relationships, we will continue to identify additional entities with whom to engage. This list is not exhaustive and is subject to change.

Public Sector	Organizations
Antelope Valley Resource Conservation District LA County Flood Control District LA County Dept. of Public Works LA County Sanitation Districts LA County Waterworks Districts Mountains Recreation and Conservation Authority Santa Clarita Environmental Services Santa Clarita Public Works Santa Clarita Community Development Santa Clarita Recreation & Community Services Santa Clarita Valley Water Agency Santa Clarita Valley GSA US Forest Service / Angeles National Forest Sand Canyon HOA / Fire Safe Council	California Native Plant Society Chamber of Commerce Citizens Climate Lobby College of the Canyons Community Hiking Club Economic Development Corporation Friends of the Santa Clara River Santa Clara River Conservancy Santa Clara Environmental Coalition Santa Clara River Watershed Santa Clarita Task Force on Homelessness Santa Clarita Organization for Planning and the Environment Sierra Club St. Francis Dam Disaster National Memorial Foundation Steelhead Trout Coalition The Nature Conservancy Valley Industry Association Watershed-Wide Arundo Management Group Invasive Weed Task Force

Communities	Tribes
Acton Town Council Agua Dulce Town Council Castaic Area Town Council Southern Oaks HOA Stevenson Ranch HOA Val Verde Civic Association Westridge Valencia HOA	Barbareño/Ventureño Band of Mission Indians Fernandeño Tataviam Band of Mission Indians & Tataviam Land Conservancy Gabrielino/Tongva Nation of the Greater Los Angeles Basin San Fernando Band of Mission Indians



4. Vision for Success

This Plan provides a Vision for Success and methods for evaluating the Vision's effectiveness. These serve two purposes: (1) to support the District and WASC in assessing the Watershed Coordinators and (2) to help communicate the Watershed Coordinator's intentions and focus to the public and relevant agencies. This vision can be amended or refocused each year when the Plan is updated, so it strives to be visionary but also focused in the near term. TreePeople shapes this Vision from the standpoint of the Watershed Area as a whole and of our role as Watershed Coordinator.

Vision for the Watershed Area

TreePeople's Vision for our work in the upper Santa Clara River Watershed Area is built around one central theme:

***It's all about the river –
and projects that support the river.***

The Santa Clara River, and all it represents, provides a through-line for the three major goals of the SCWP: Water Quality, Water Supply and Community Benefit.

Water Quality	<i>The river and its major tributaries are a primary focus of water quality measures that our watershed area must meet if we are to provide safe, clean water now and for future generations.</i>
Water Supply	<i>Local aquifers are recharged through the river and its tributaries, and in turn, provide the area with resilient, clean water supplies in an age of major environmental change.</i>
Community Benefit	<i>Access to the river and open spaces for all people is a marker of a diverse, equitable, and just community.</i>

Vision for Watershed Coordination

TreePeople's Vision for Successful Watershed Coordination considers certain overarching themes to help guide our process:

- Honor the spirit of "open spaces" in the identification and development of projects, including the use of nature-based solutions, green infrastructure, and watershed restoration.
- Support a reasonable and appropriate balance between urban and unincorporated communities in the use of Coordinator services and SCWP resources.
- Work toward a shift in practice, so community input is involved as close to the point of project inception as possible, building a sense of community project ownership.



- Raise awareness of and between community voices, Native nations, the public sector, and the SCWP.

We've considered the distinct roles the Watershed Coordinator should play, which include the Project Guide, Connector, and Educator:

- **Project Guide:** TreePeople sees a key service role in identifying and advancing community-based project concepts to the point where they can be submitted for the Safe, Clean Water Program and cost-share sources. In Year Four, this includes continued exploration and building the capacity of potential project applicants, helping to evaluate projects in the context of the SCWP, and many activities unique to each project.



- **Connector:** The Watershed Coordinator will help connect project advocates with a project applicant willing to lead and maintain the project if constructed, as well as connect with the public agencies potentially affected by a project's scope and location.





- **Educator:** The Watershed Coordinator will educate audiences connected to specific projects, including helping them understand SCWP goals of water quality, water supply, and community enhancement, sharing knowledge of green infrastructure and other nature-based solutions, and explaining the myriad steps involved in project development.



Priorities in Year Four

There are countless ways in which a Watershed Coordinator can support activities in the Area, but to be effective, it's important to establish parameters and priorities for using time and resources efficiently.

We therefore have identified the following ways to prioritize activities, especially in Year Four.

Role	More likely to be prioritized	Less likely to be prioritized
Project Guide	<ul style="list-style-type: none">- Supporting potential projects and project sponsors.- Providing guidance to applicants including meaningful community engagement.	<ul style="list-style-type: none">- Conducting outreach or collecting signatures for individual projects.- Serving as a project applicant or partner.
Connector	<ul style="list-style-type: none">- Furthering relationships with core interested parties.- Connecting project applicants and appropriate resources.- Sharing data on underrepresented, disadvantaged and Tribal community needs for WASC and project use.	<ul style="list-style-type: none">- Broad-based outreach, such as tabling at events.



Educator	<ul style="list-style-type: none">- Hosting or supporting unique, action-based education events.- Educating interested parties about SCWP goals, especially with underrepresented, disadvantaged and Native communities.	<ul style="list-style-type: none">- Delivering education about projects already submitted to the SCWP, or broad-based education about SCWP.
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5. Strategies & Evaluation Measures

We provide strategies and a method for measuring success to further define the plan's Vision of success. Focus is given to the following five areas, as called for in the Watershed Coordinator Scope of Work.

In these strategies, we carry the vision forward by keeping a focus on project development; each strategy draws upon the previous one, giving us a sequential process to follow toward the desired outcome: *projects that support the river.*

1. Engage municipalities, community groups, and other interested parties within the SCR Watershed Area.

Strategy	Build diverse relationships that support project identification and ongoing coordination.
Activities	Maintain a matrix of interested parties drawing from the public sector, community and tribal leaders, and NGOs; establish initial contact or maintain existing relationships with interested parties; including coalitions to support engagement and project ideas.
Measures	Matrix of interested parties, # of events, and meetings.

2. Develop projects to be considered for Strategic Investment Plans and other Water-related Funding.

Strategy	Draw from interested-party relationships in #1 (above) to identify projects that serve community needs and SCWP goals.
Activities	Identify community needs through research and interviews; conceptualize projects and/or collect known project ideas based on



	community needs from the EWMP, WaterTalks, and other plans or assessments; identify potential project applicants.
Measures	Maintain report of community findings; matrix of potential projects; matrix of funding sources; matrix of project applicants; # of project funding requests.

3. Identify and ensure the involvement of members of disadvantaged and underrepresented communities in the watershed area.

Strategy	As identified in #2 (above), focus community involvement on project development.
Activities	Attend existing meetings (Town Councils, NGOs) to discuss local projects; shape meeting content based on individual projects; walk audiences through the project development process; identify resources to bring project designers and engineers together with community members.
Measures	Meeting content outlines and materials; # of meetings; meeting reports.

4. Identify educational programming that elevates awareness of water management, ecological and community issues to support shared goals.

Strategy	Leverage lessons learned in Years One, Two, and Three as well as discussions in #3 (above) to clarify educational needs that support understanding of how projects support shared goals.
Activities	Identify educational needs throughout the series of meetings from #3; research and/or create educational materials and tools as needed. Provide training or guidelines based on the needs of project proponents and community interests.
Measures	Report of educational events; educational materials created and/or used.



5. Provide transparency through information sharing and promoting a collaborative agenda.

Strategy	Share information through a regular public reporting structure.
Activities	Prepare monthly updates, quarterly and annual reports to the WASC; share reports with interested parties as appropriate.
Measures	Attend WASC meetings, updates, and reports.

6. Collaboration

In this Plan, we consider collaborations across watershed area boundaries and/or with other Watershed Coordinators. The following list of topics and programs is not exhaustive but provides our awareness of what may be important in Year Four, especially given the timing of other planning and project development efforts.

WaterTalks

With the completion of the WaterTalks program, also known as the Disadvantaged Community Involvement Program, funded by California Proposition 1 through Dept of Water Resources and the Integrated Regional Water Management Program (IRWM) - Watershed Coordinators will continue to draw from WaterTalks, especially in supporting further development of discrete projects and education programs.

IRWM / EMWP Group

As appropriate, we will coordinate efforts with the Upper Santa Clara River IRWM Region.

LA County Water Plan

TreePeople, along with other environmental justice organizations with a nexus to water, participated in the collaborative development of the Los Angeles County Water Plan (CWP) in 2021-22 and will assume further involvement in our fourth year. In particular, participating in the Nature Based Solutions Task Force or other opportunities for relevant participation with the CWP efforts. TreePeople will support community engagement around the plan's process and participate to share community interests and concerns, drawing from what has been learned in Years One, Two, and Three.



Tribal Engagement

As explained in the SCWP Context section above, the affiliation of Tataviam, Tongva, and Chumash in our Watershed Area calls for working with other Watershed Coordinators on engaging Tribal Councils and communities across the SCWP region. In our first three years, this included education and technical assistance in coordination with the WaterTalks Program, which we will continue to build upon. In Year Four, we will integrate lessons learned and continue the relationship building, especially within the context of the newly formed Tribal Allyship Work Group of Watershed Coordinators. We also recognize that “Tribal engagement” goes beyond notifying Tribal governments or groups of ongoing projects and is centered around building a reciprocal relationship, of which we strive to foster in our capacity as coordinators.

SCWP Watershed Coordinators

TreePeople will collaborate with the other SCWP Watershed Coordinators to help ensure consistency in program implementation and to inform each other of effective efforts, outreach, and communication approaches. This collaboration will occur through monthly meetings with all the Watershed Coordinators, the Schools and Stormwater Working Group, and the Tribal Allyship Working Group, where best practices are shared and opportunities for efficiencies are explored. More specific efforts may include a focus on Schools and Stormwater Capture and models to increase residential native plant gardens currently being piloted by TreePeople in the North Santa Monica Bay Watershed.



Watershed Wide Arundo Management Group

TreePeople will collaborate with multiple organizations, agencies, and coalitions along the Santa Clara River to build capacity for long-term river restoration, including the eradication and replacement of invasive plant species.



7. Resources

Following are some of the online resources used in preparing the Strategic Outreach and Engagement Plan:

- SCWP website and Digital Spatial Library
- Greater Los Angeles County Integrated Regional Water Management
- Upper Santa Clara River Integrated Regional Water Management
- WaterTalks.la / Disadvantaged Community and Tribal Involvement Program
- Groundwater Exchange.org / Santa Clara River Valley – Santa Clara River Valley East
- Santa Clarita Valley Groundwater Sustainability Agency
- Researchgate.net / Watershed Modeling for the Santa Clara River in Southern California
- California State Water Resources Control Board / SAFER Program
- Santa Clara River.org
- Santa-Clarita.com
- Santa Clara River Watershed Wildlands Report
- Santa Clarita Community Task Force on Homelessness
- DataUSA.io and Census.gov
- The Signal / Santa Clarita Valley
- [FTBMI Strategy for Climate Resiliency](#)
- More than 70 community and agency comments from 2021

8. Attachments

The following pages include attachments referenced in the document. They are:

- Map – Acton Community Standards District
- Map – Agua Dulce Community Standards District
- Map – Castaic Community Standards District
- Map – FEMA floodways for Acton, CA
- Map – FEMA floodways for Newhall, CA (Panel 820F)

End –

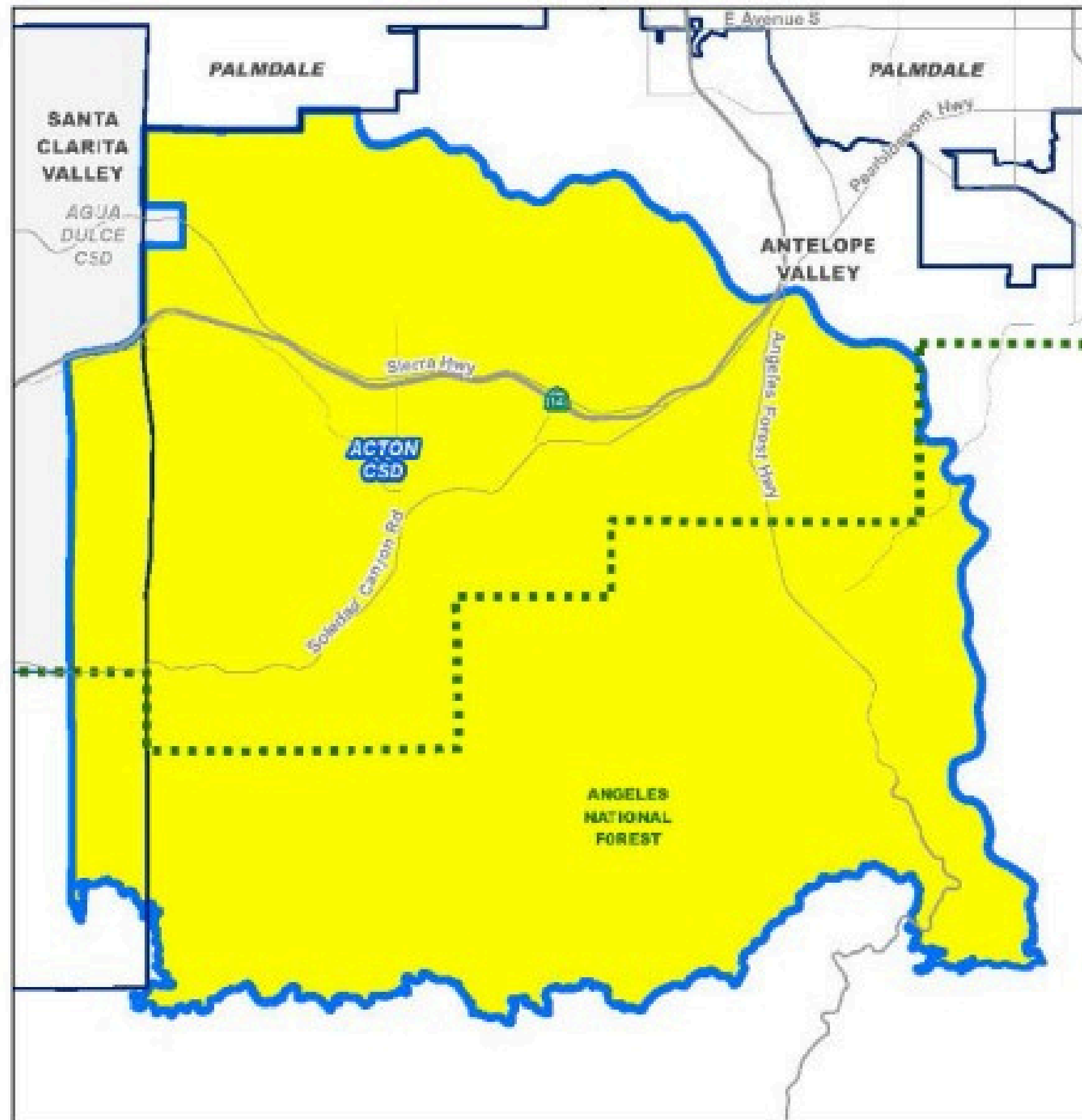
Strategic Outreach and Engagement Plan

TreePeople

12601 Mulholland Drive

Los Angeles, CA 90210

Contact: Amanda Begley | abegley@treepeople.org



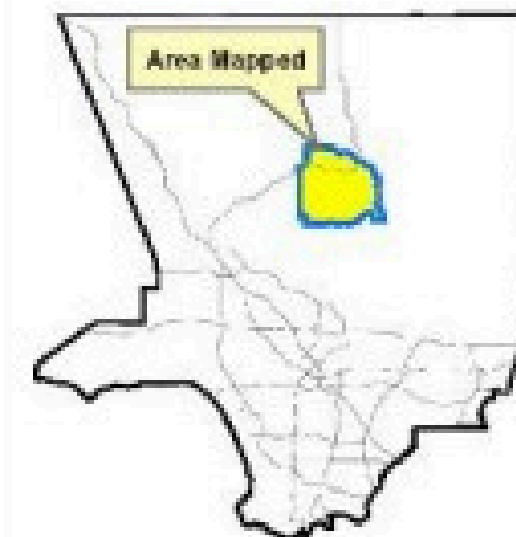
COUNTY OF LOS ANGELES

Acton Community Standards District

LEGEND:

- Community Standards District
- City / Unincorporated
- Forest Boundary

Key Map:



0 2,000 4,000 6,000
Feet

Los Angeles County
Dept. of Regional Planning
330 W. Temple St.
Los Angeles, CA 90012

DRAFT

Agua Dulce Community Standards District Revision Project

Map of Existing and Proposed Boundaries

Legend

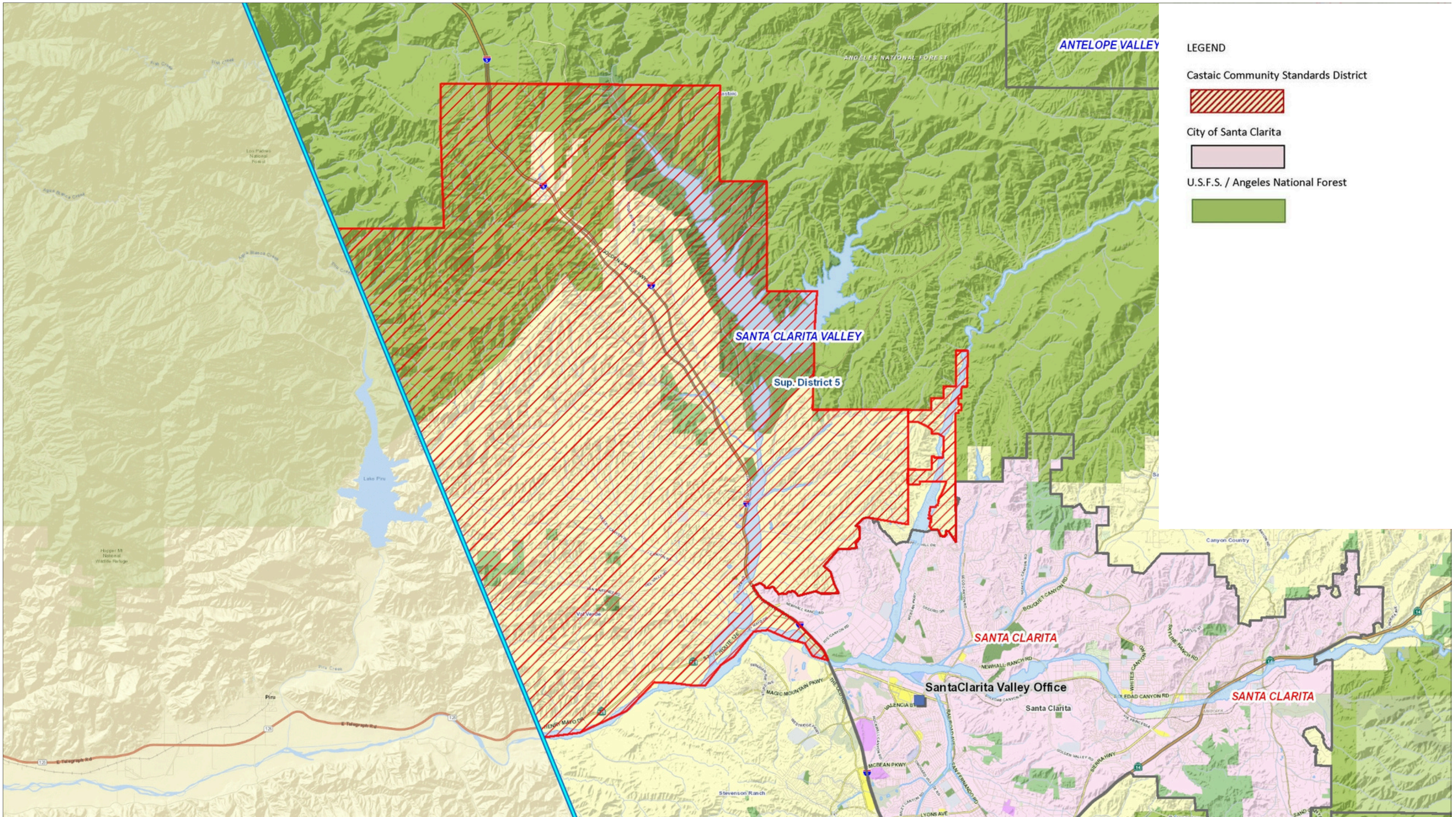
- Streets
-  Boundary: Current Agua Dulce CSD
-  Proposed Boundary: Agua Dulce CSD
-  Existing Agua Dulce CSD Parcels
-  Proposed Parcels
-  Angeles National Forest
-  County Areas

DRAFT

0 0.3 0.6 1.2 1.8 Miles

Source: Countywide Studies Section
Contact: Emma Howard
Phone: (213) 974-6476
Date: May 5, 2011





LEGEND

Castaic Community Standards District

City of Santa Clarita

U.S.F.S. / Angeles National Forest

Castaic CSD
Created in GIS-NET Public

Disclaimer: This map represents a quick representation of spatial imagery or vector layers using GIS-NET. The map should be interpreted in accordance with the GIS-NET Public disclaimer statement. Printed with permission from the Los Angeles County Dept. of Regional Planning. All rights reserved.

Los Angeles County
Dept. of Regional Planning



6,018. 12, Feet
69 0377
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Printed: 5/24/22

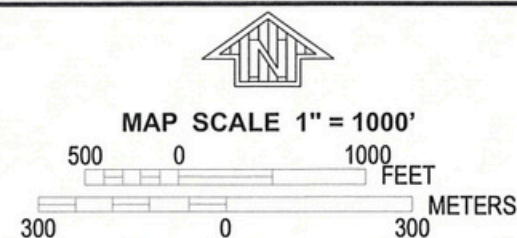


FEMA floodway maps show a significant portion of Crown Valley Road (and adjacent property) to be within Flood Zone A.

AREA REVISED
BY LOMR DATED
JUNE 15, 2012

38° 07' 00" N
JOINS PANEL 0815

- Legend
- 1% annual chance (100-Year) Floodplain
 - 1% annual chance (100-Year) Floodway
 - 0.2% annual chance (500-Year) Floodplain



NFIP PANEL 0820F

FIRM
FLOOD INSURANCE RATE MAP

LOS ANGELES COUNTY,
CALIFORNIA
AND INCORPORATED AREAS

PANEL 820 OF 2350
(SEE MAP INDEX FOR FIRM PANEL LAYOUT)
CONTAINS:

COMMUNITY	NUMBER	PANEL	SUFFIX
SANTA CLARITA, CITY OF	060729	0820	F

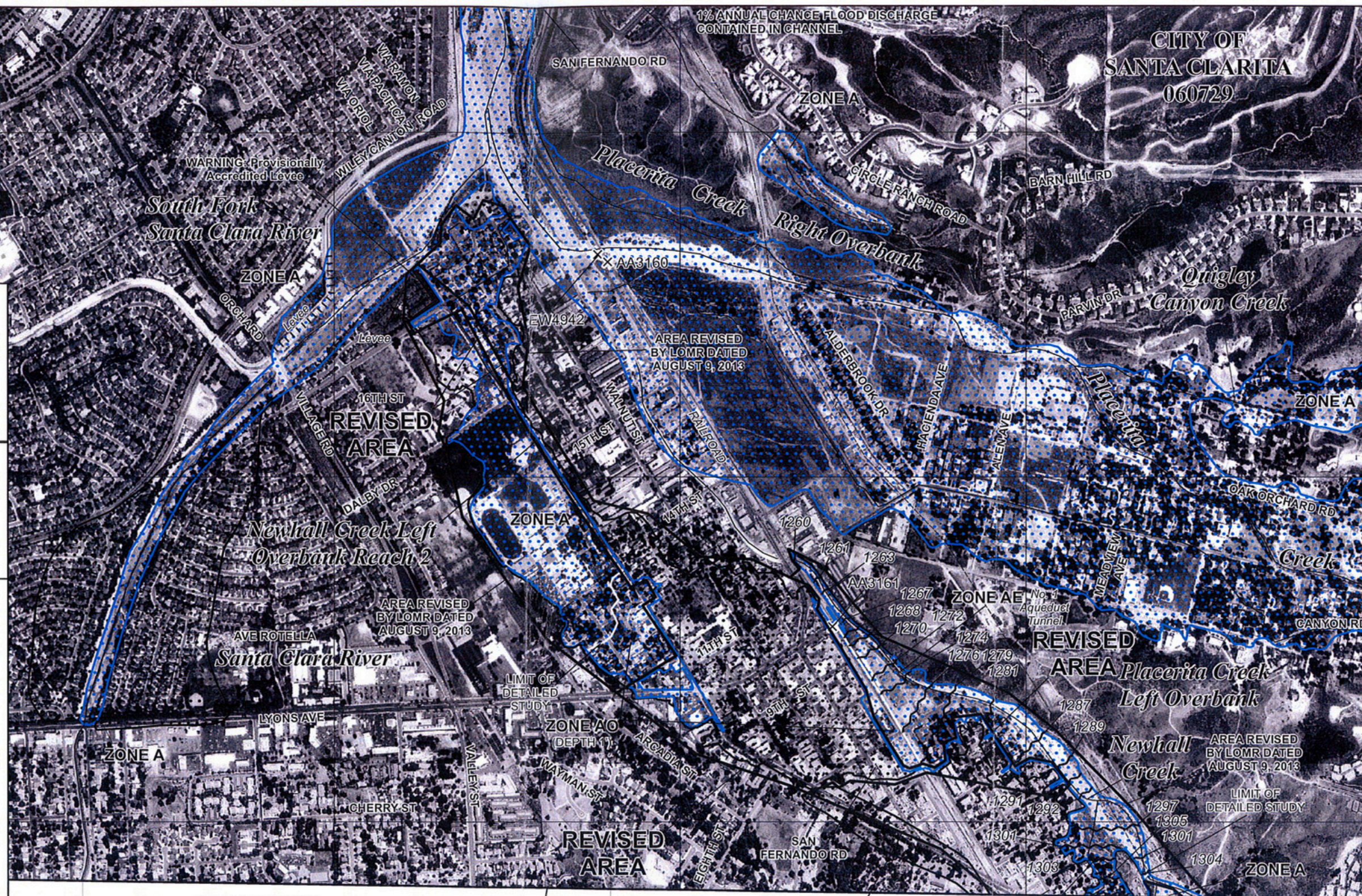
**REVISED TO
REFLECT LOMR
EFFECTIVE: February 7, 2014**

Notice to User: The Map Number shown below should be used when placing map orders; the Community Number shown above should be used on insurance applications for the subject community.

MAP NUMBER
06037C0820F

EFFECTIVE DATE
SEPTEMBER 26, 2008

Federal Emergency Management Agency



6395000 FT

JOINS PANEL 1031

6400000 FT

AREA REVISED
BY LOMR DATED
JUNE 15, 2012

AREA REVISED
BY LOMR DATED
AUGUST 9, 2013

**Railroad Canyon
Left Overbank**

PINE ST

1308

6405000 FT

JOINS PANEL 1032