



Strategic Outreach and Engagement Plan

Fiscal Year 2024-2025

PRESENTED BY ULAR WATERSHED COORDINATORS
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Upper LA River Watershed Team



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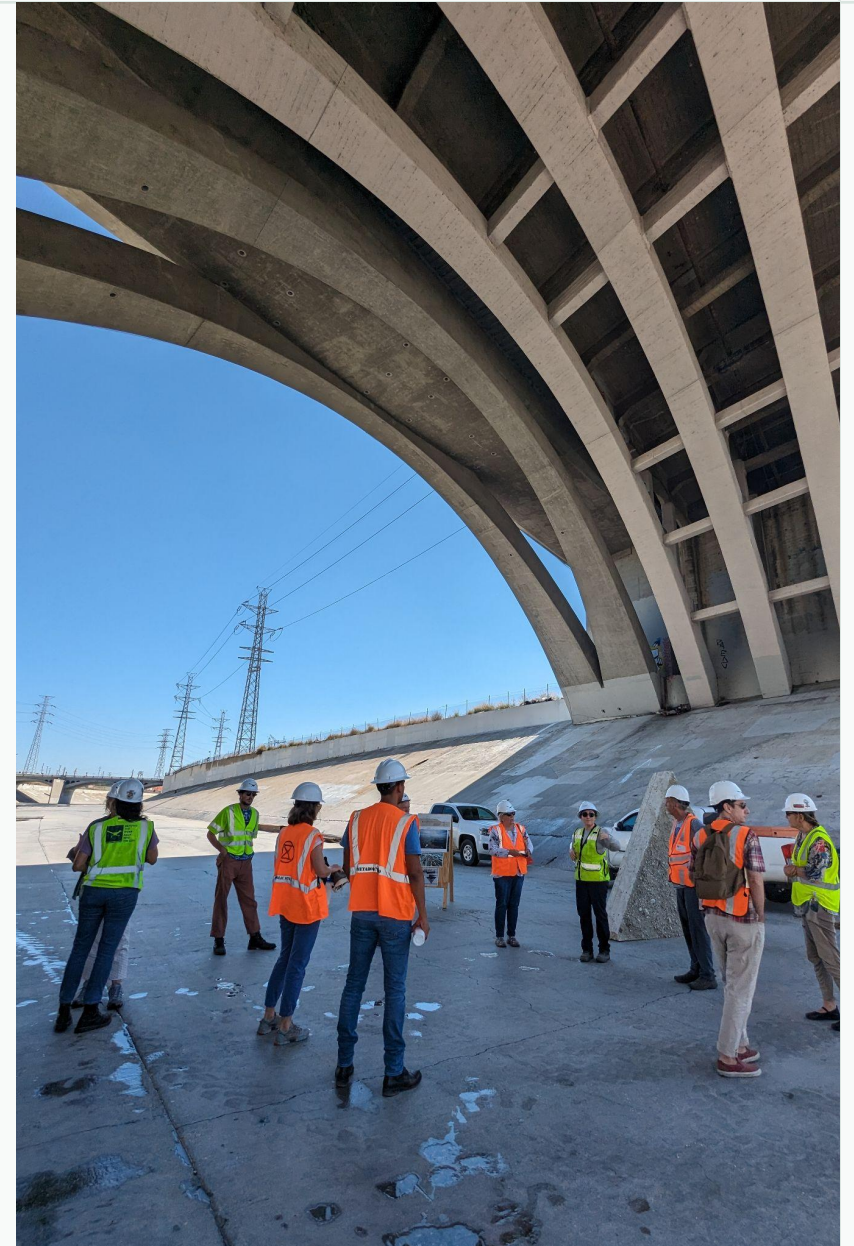


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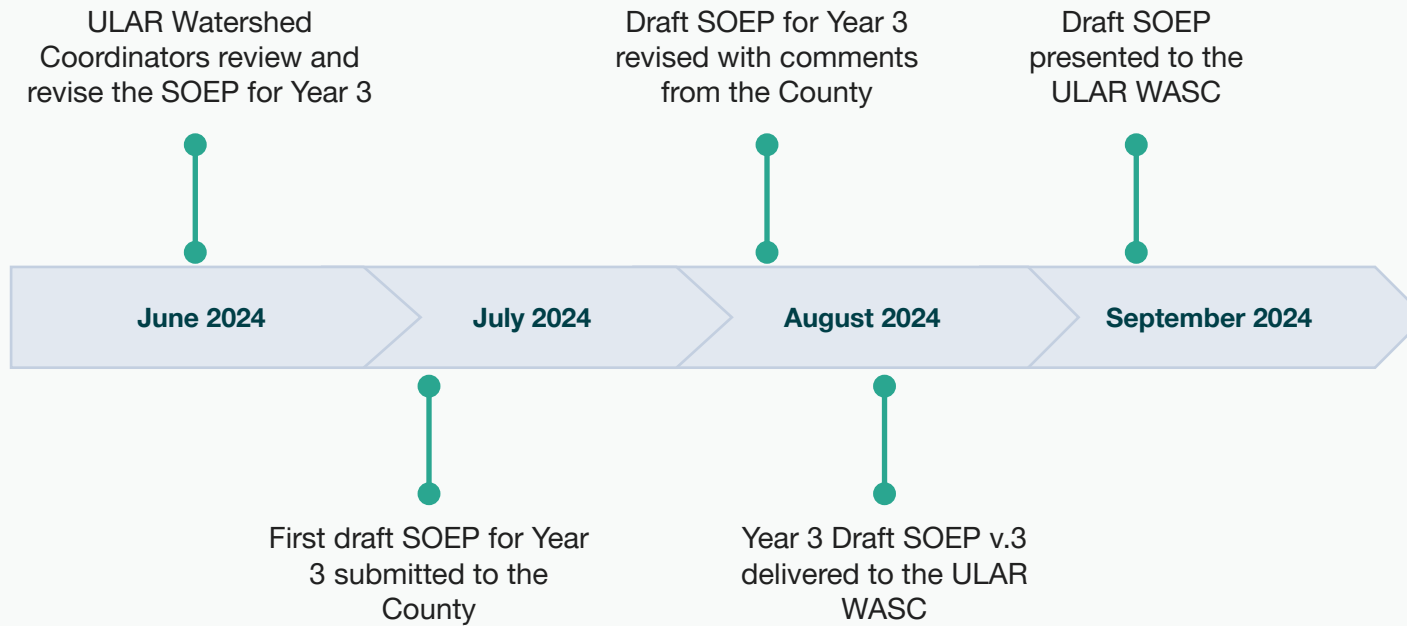
Strategic Outreach and Engagement Plan (SOEP) Purpose

SOEP identifies and summarizes outreach and engagement strategies to:

- Build meaningful and cooperative working relationships
- Solicit and value each community's perspective and expertise
- Work with Safe,Clean Water Program partners to advance education, involvement, and connectivity back to water-related issues



Our Process



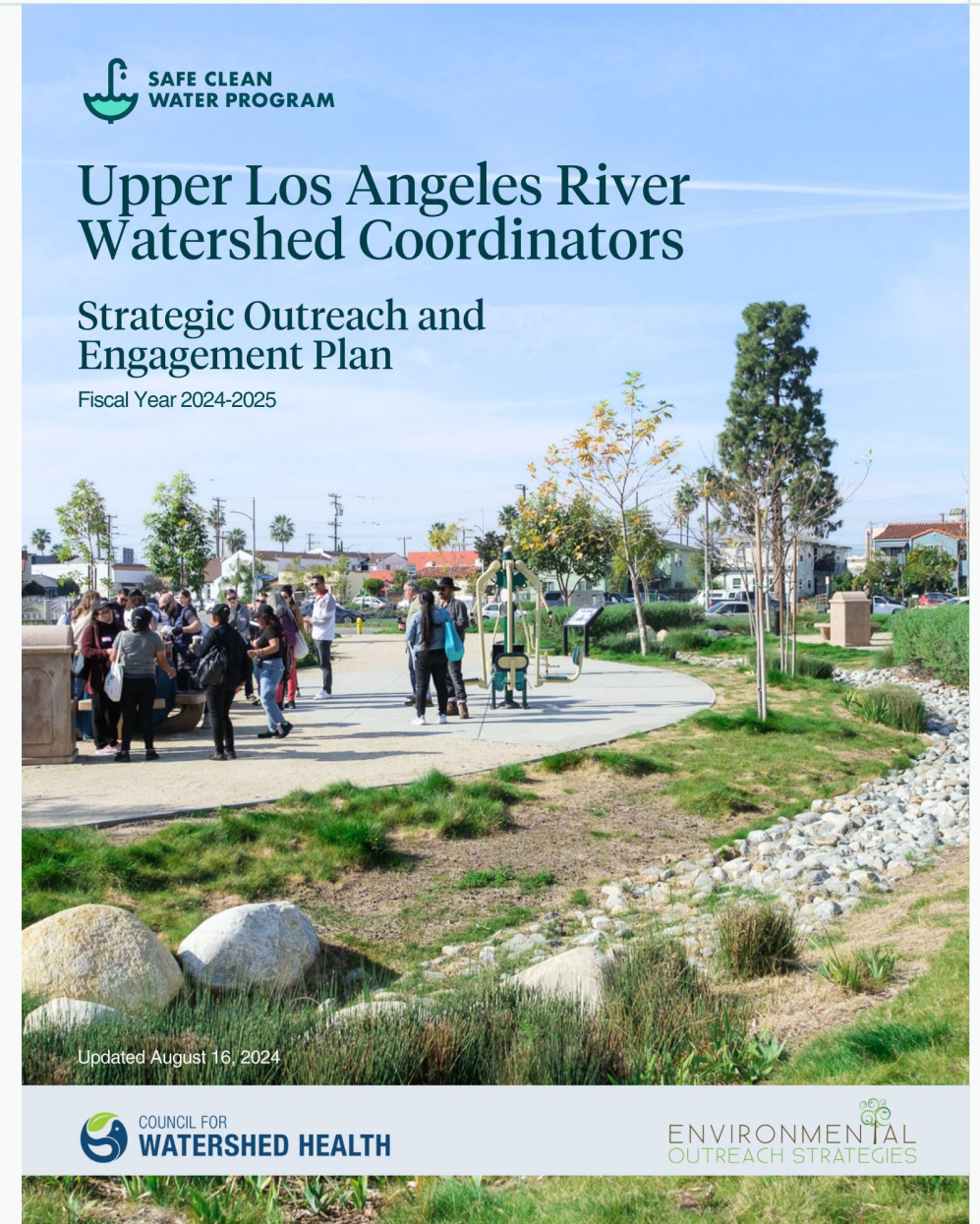
Overview of the Strategic Outreach and Engagement Plan

- I. Watershed Area Description
- II. Interested Party Mapping
- III. Vision for Success & Evaluation Criteria
- IV. Strategies
- V. Identifying Collaborative Efforts



Key Updates to the SOEP

- Redesigned to align with SCWP brand guidelines
- Enhanced visuals
 - Included photos from community tours and other outreach events
 - Replaced some outdated maps with updated graphics to ensure accuracy and relevance
- Updated language throughout the SOEP to reflect the most current and relevant information
- The term "Districts" used throughout the SOEP has been replaced with "Public Works"
- Added Watershed Planning to Focus Area 1 (V. Strategies)
- Added SCWP ULAR SIP context for 2023-2024
- Updated list of WASC members



Key Strategies

1. Stakeholder Collaboration
2. Project Development
3. Diverse Representation
4. Inclusive Engagement
5. Education & Awareness



What Has Worked

1. Water Tours
2. Engaging a Wide Range of Audiences
3. Conferences and Presentations
4. Consistency: Maintaining and Building Trusting Relationships
5. Recurring Coordination Meetings with Local Agencies
6. Coordinating Across Parallel Efforts
7. Digital Communications



Thank You

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