



# Upper Los Angeles River Watershed Coordinators

## Strategic Outreach and Engagement Plan

Fiscal Year 2024-2025



Updated October 1, 2024



# ULAR Watershed Area Map



Monterey Park  
South Pasadena

**Alhambra**

La Cañada Flintridge

**Pasadena**

**Calabasas**

**Santa Clarita**

**Los Angeles County Unincorporated Areas**

**Glendale**

**Burbank**

**Hidden Hills**

**San Fernando**

**Los Angeles**

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# List of Acronyms

BMPs	Best Management Practices
CBOs	Community-Based Organizations
CIMP	Coordinated Integrated Monitoring Program
CIP	Capital Improvement Project
CWH	Council for Watershed Health
DAC	Disadvantaged Community
DACIP	Disadvantaged Community Involvement Program
EOS	Environmental Outreach Strategies
EWMP	Enhanced Watershed Management Program
FTBMI	Fernandeño Tataviam Band of Mission Indians
GLAC	Greater Los Angeles County
IRWM	Integrated Regional Water Management
LACPW	Los Angeles County Public Works
LARWMP	Los Angeles River Watershed Monitoring Program
LID	Low Impact Development
METRO	Los Angeles County Metropolitan Transportation Authority
MS4	Municipal Separate Storm Sewer System (Permit)
NGOs	Non-Governmental Organizations
NPDES	National Pollutant Discharge Elimination System
O&M	Operations and Management
SCWP	Safe, Clean Water Program
TA	Technical Assistance
TMDLS	Total Maximum Daily Loads
ULAR	Upper Los Angeles River
WASC	Watershed Area Steering Committee
WC	Watershed Coordinator
WHAM	Measures W, H, A, and M in Los Angeles County
WMG	Watershed Management Group
WMPs	Watershed Management Programs



# I. Introduction

## Land Acknowledgement

The authors of this Plan acknowledge that the geographic area represented as the Upper Los Angeles River (ULAR) Watershed Area, is the unceded ancestral homelands of the Gabrielino Tongva, Ventureño Chumash, Gabrielino Kizh, and Fernandeño Tataviam Nations. We recognize that these Tribes are still present and that they are the original stewards of this land and waters. We make this acknowledgement out of respect for their long-standing connection to and protection of this area's watershed. We honor their elders, both past and present and the descendants who are citizens of these tribes. Furthermore, we uphold the responsibility to carry out a plan in the unceded lands within ULAR that will meaningfully involve citizens of these tribes.

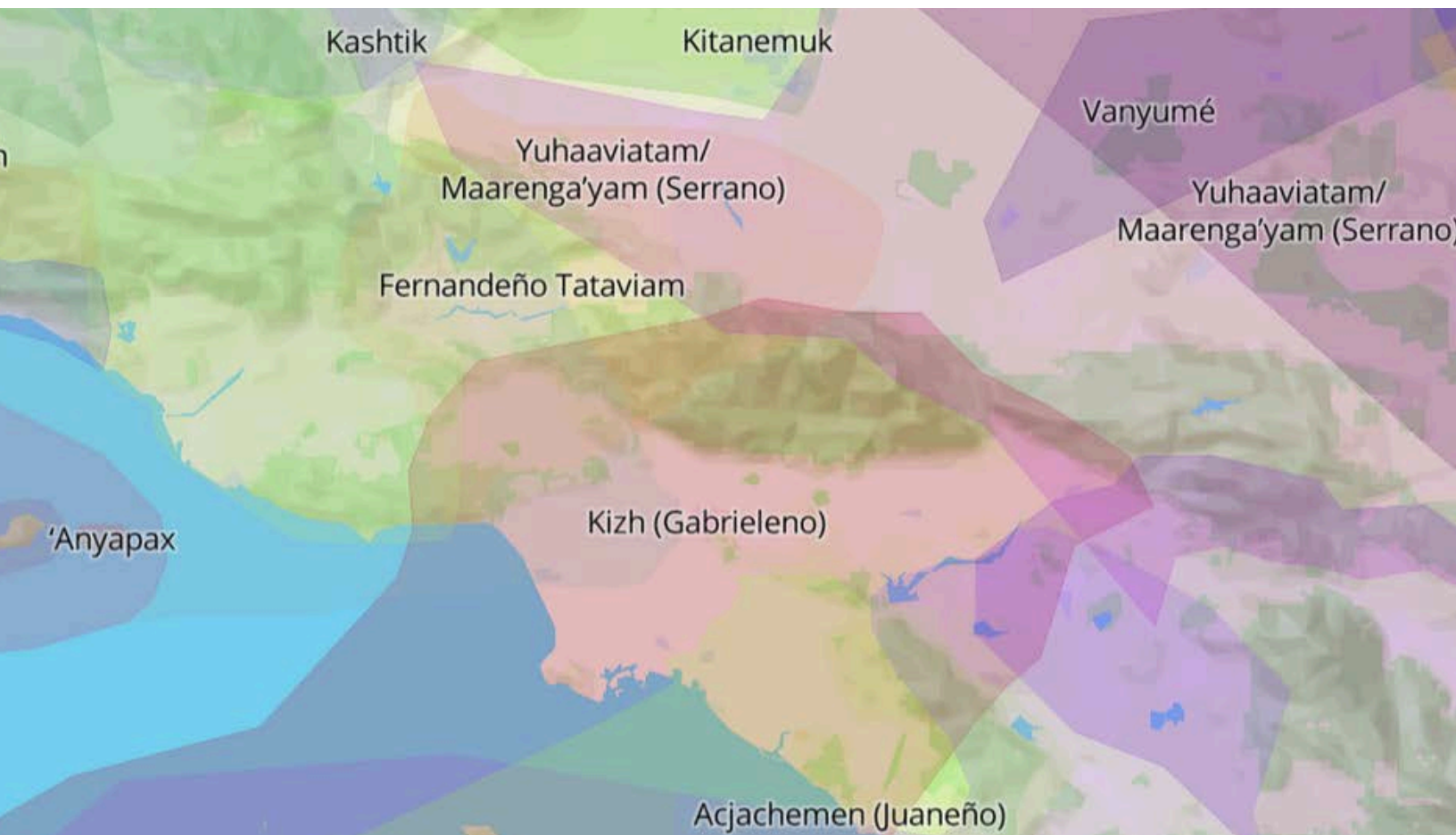


Figure 1. The ancestral homelands of the Gabrielino Tongva, Ventureño Chumash, Gabrielino Kizh, and Fernandeño Tataviam Nations.  
Image Source: <https://native-land.ca/>

## Background

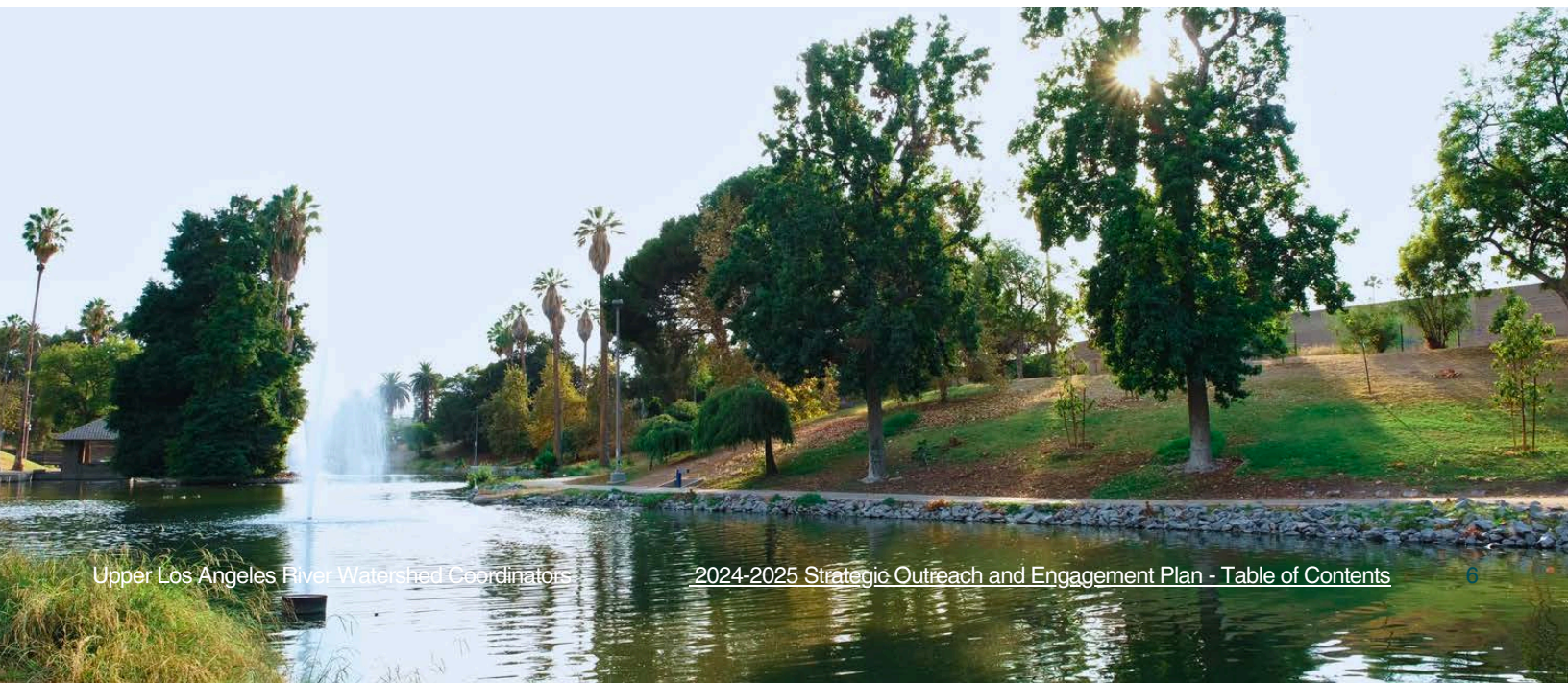
The [Safe, Clean Water Program](#) (SCWP) was established with the passage of Measure W in 2018 by voters in Los Angeles County with the guiding goals of improving water quality, increasing water supply and enhancing communities. The program generates revenue through a [special parcel tax](#) of impermeable surfaces. Safe, Clean Water Program funding is allocated across three areas: the District Program, Regional Program, and Municipal Program. The Regional Program receives 50% of all Safe, Clean Water funding, with the majority of that being spent on infrastructure projects and scientific studies across LA County. The [Technical Resources Program](#), which is part of this Regional Program, was created to provide resources to community groups, municipalities, and individuals who need technical assistance to develop project concepts.

The role of [Watershed Coordinators](#) was created as part of the Technical Resource Program to educate and build capacity in communities, connect potential applicants to technical resources, and build inclusion and meaningful engagement in pursuit of SCWP goals. Across the nine watershed areas, there are 12 Watershed Coordinators with some watershed areas having more than one Watershed Coordinator due to population size.

The Watershed Coordinators for the Upper Los Angeles (ULAR) Watershed Area are Adi Liberman at [Environmental Outreach Strategies](#) (EOS), Kristina Kreter with [Council for Watershed Health](#) (CWH), and Alonso Garcia with [Council for Watershed Health](#) (CWH).



Hollenbeck Park, Infrastructure Project funded FY 23-24, A multi-benefit stormwater project that will improve water quality and increase water supply in Boyle Heights and the ULAR watershed. Photo courtesy of Council for Watershed Health. Photography by Alonso Garcia





## Purpose

This updated Strategic Outreach and Engagement Plan (SOEP) was developed to identify the strategies and vision of success to guide the Watershed Coordinators in their work across their nine tasks. The SOEP aims to identify strategies to build meaningful and cooperative working relationships, solicit and value each community's perspective and expertise, and work with Safe, Clean Water Program partners to advance education, involvement, and connectivity back to water-related issues. The Plan will leverage the experience of the Watershed Coordination Team, external stakeholder relationships, and best practices. The Plan will identify the various target audiences and relationships across several stakeholders groups and communities, including municipalities, utilities, non-profits, community groups, faith-based groups, tribal groups, etc. To solicit input on community issues, the Plan will summarize strategies for engagement. The Watershed Coordination (WC) Team will utilize adaptive management strategies to refine methods and techniques as the plan is implemented. This Plan will be updated every year to incorporate lessons learned by the Watershed Coordinators throughout the year.

The Strategic Outreach and Engagement Plan for the Upper Los Angeles River Watershed Area is comprised of the following sections:

### **I. Watershed Area Description**

A brief summary of the physical, social and political characteristics of the watershed, including context within the SCWP.

### **II. Interested Parties**

An overview of the many categories of interested parties relevant to the ULAR Watershed Area that will be included in a continuously growing network database and involved in the outreach and engagement efforts of the Watershed Coordinators.

### **III. Vision for Success & Evaluation Criteria**

The long-term and short-term vision of success for Watershed Coordinators' support the SCWP and how this success can be evaluated.

### **IV. Strategies**

The approach Watershed Coordinators will use to support the goals of the SCWP and accomplish the vision of success.

### **V. Identifying Collaborative Efforts**

Summary of collaboration with other regional Watershed Coordinators, the SCWP Municipal Program, and other regional planning efforts relevant to this work.

## II. Watershed Area Description

### Physical Characteristics

The Upper Los Angeles River Watershed Area, “ULAR,” represents the upper portion of the Los Angeles River Watershed. This watershed area (highlighted in green below) is located in the midwest portion of Los Angeles County (Figure 2). This Watershed Area covers approximately 613 square miles. The ULAR Watershed Area reaches Calabasas at the westernmost point, spanning the full San Fernando Valley area into the Angeles National Forest in the San Gabriel Mountains. The bottom portion of the ULAR Watershed Area runs along the northern boundary of Griffith Park, covers Downtown Los Angeles, East Los Angeles, dipping down into part of South Los Angeles, including Watts, Westmont, and Willowbrook.

### *Geology and Topography*

The two major mountain ranges within the ULAR Watershed Area are the Santa Susana Mountains and the San Gabriel Mountains. These mountain ranges are part of the Transverse Ranges, which are named for running east-west rather than north-south like most California ranges. The ranges are young and rising quickly due to tectonic activity. However, the rapid uplift is partially counteracted by frequent debris flows and rock falls which are exacerbated by the slopes’ steepness, fire occurrence, and intense rainstorms.

The San Gabriel Mountains are composed of Mesozoic and old igneous and metamorphic rock. The Santa Susana Mountains are formed of Miocene to Pleistocene marine and non-marine sedimentary rock. Together, the topology and geology of these mountain ranges created the rich alluvial deposits that characterize the San Gabriel Valley, the eastern portion of the San Fernando Valley, and a large part of the coastal plain. The area

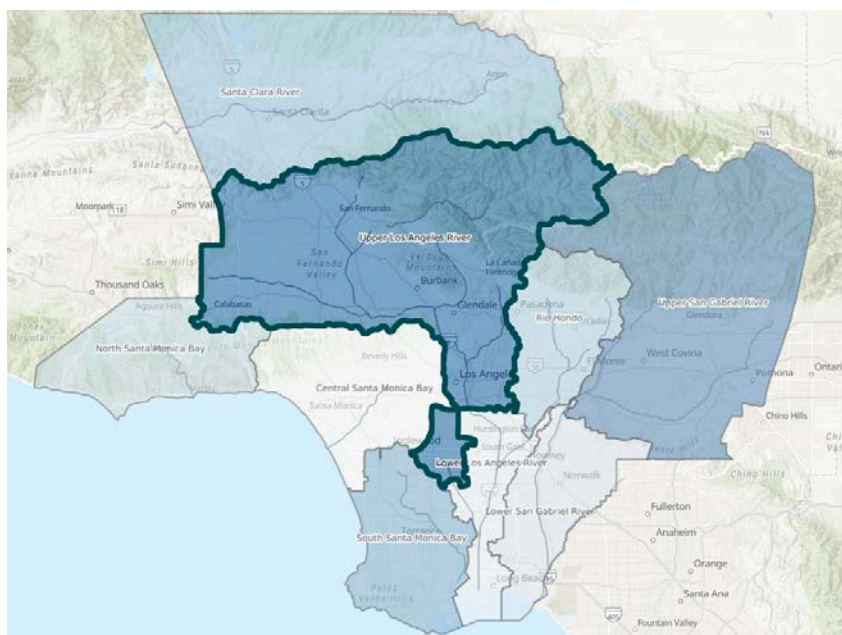


Figure 2. Upper Los Angeles River Watershed Area. Map edited from [SCWP Portal Reporting Map](#).



at the base of the mountains is predominantly coarse gravel. With increasing distance from the mountains, the granularity of the deposits diminishes in size to sand, silt, and clay. In the central and western portions of the San Fernando Valley, the deposits are fine-grained materials created by the erosion of shale, sandstone, and clay. Much of this material is deposited by streams entering the valley from the southern slopes of the Santa Susana Mountains ([LARWMP](#)).

The Verdugo Mountains and the San Rafael Hills are two small ranges that lie in the ULAR Watershed Area between the eastern edge of the San Fernando Valley and the San Gabriel Mountains. Verdugo Peak, at 3,126 feet, is the highest point in these small ranges and lies entirely within the watershed area. To the southeast lies the San Gabriel Valley, the western portion of which is within the Los Angeles River Watershed. Elevations in the mountain-rimmed San Fernando Valley range from 3,747 feet in the north against the Santa Susana Mountains to 1,965 feet in the Santa Monica Mountains. South of the Elysian Hills, the coastal plain slopes southward with elevation drops from approximately 300 feet to sea level and spanning a distance of 20 miles ([LARWMP](#)).

### *Hydrology*

The entire Los Angeles River extends approximately 51 miles from the headwaters in the Simi Hills and Santa Susana Mountains to discharge into the Pacific Ocean via Long Beach Harbor. The river begins at the confluence of two channelized streams in Canoga Park, Bell Creek, and Arroyo Calabasas. From here, it flows through the San Fernando Valley, Downtown Los Angeles, and the Gateway Cities to its mouth in Long Beach where it drains to the Pacific Ocean. The slope of the Los Angeles River is dramatic, dropping an average of 31 feet per mile ([LARWMP](#)).

LA River. Photo courtesy of Council for Watershed Health. Photography by Alonso Garcia





Major water features in the ULAR Watershed Area include the Arroyo Seco, Verdugo Wash, Tujunga Wash and Pacoima Wash. There are five dams in the ULAR Watershed Area which include Devil's Gate Dam, Big Tujunga Dam, Hansen Dam, Pacoima Dam, and Sepulveda Dam. There are several spreading grounds and basins located in the San Fernando Valley. Spreading grounds in the ULAR Watershed Area include ([LACPW](#)):

- Branford Spreading Basin
- Lopez Spreading Grounds
- Pacoima Spreading Grounds
- Hansen Spreading Grounds
- Tujunga Spreading Grounds

There are four water reclamation plants in the ULAR Watershed Area. These plants include:

- Burbank Water Reclamation Plant
- Glendale Water Reclamation Plant
- Donald C. Tillman Water Reclamation Plant
- La Cañada Water Reclamation Plant

Groundwater plays a key role in the ULAR Watershed Area's hydrology. By definition, groundwater comes from stormwater soaking into the ground, where it is stored between soil particles. Groundwater supplies water to rivers and streams and is one of the sources of Los Angeles drinking water. There are seven water basins that are firmly in the ULAR Watershed Area: Central basin, Verdugo Basin, Sylmar Basin, San Fernando Basin, Raymond Basin, Eagle Rock Basin, Main San Gabriel Basin. The Hollywood Basin is partially in the ULAR Watershed Area.

LADWP leading a CWH organized tour of the Tujunga Groundwater Remediation Facility March 2024. Photo courtesy of Council for Watershed Health. Photography by Alonso Garcia

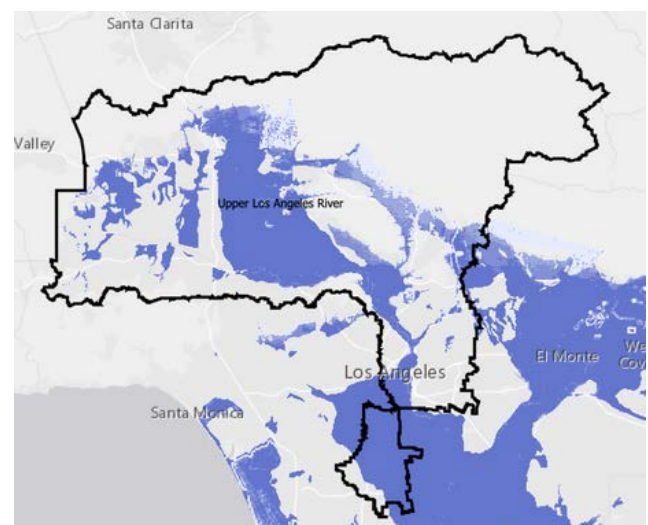
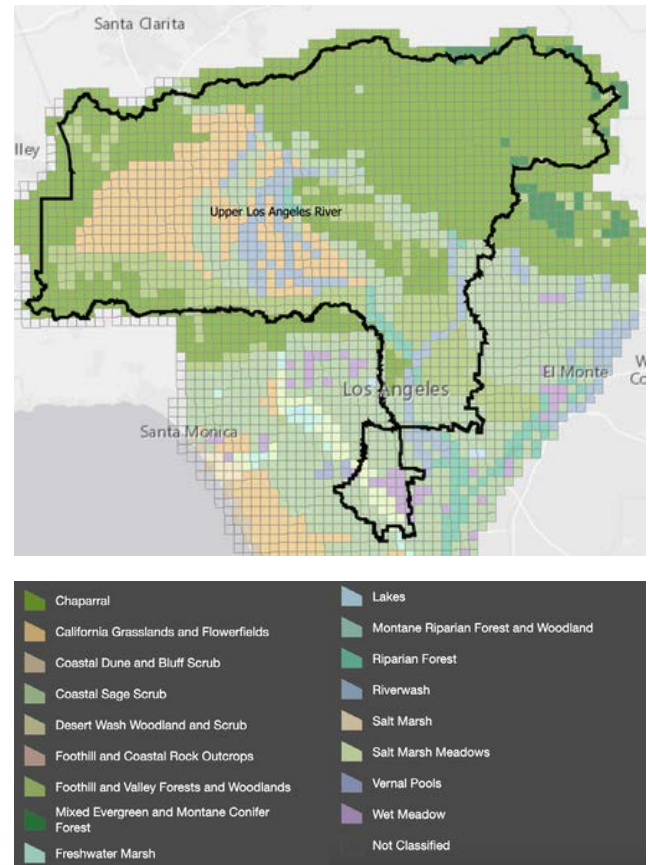
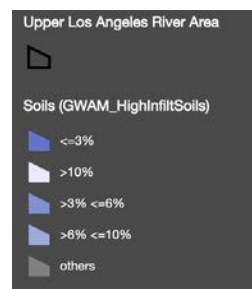




## Soil/Vegetation

The historical ecology of the Los Angeles region was identified in a 2020 study by the The Spatial Sciences Institute, Department of History at USC, and the Institute of the Environment and Sustainability at UCLA. 48.2% of the ULAR's historical ecology is Chaparral. The next largest group is 16.1% made up of Coastal Sage Scrub. 12.9% consists of Foothill and Valley Forests and Woodlands. 13.5% consists of California Grasslands and Flowerfields. The remaining land is spread between Riverwash, Riparian Forest, Mixed Evergreen and Montane Conifer Forest, Freshwater Marsh, Salt Marsh Meadows, Wet Meadows, and land that is considered "unclassified" ([Ethington et al, 2020](#)).

Soils are critical for the effective capture and infiltration of water. The speed at which water percolates through the soil is critical to developing projects that do not create standing water, pools, or enhance flooding. The soils highlighted in this map are effective in moving water toward our groundwater basins (ReDesign LA).



### *Air Quality*

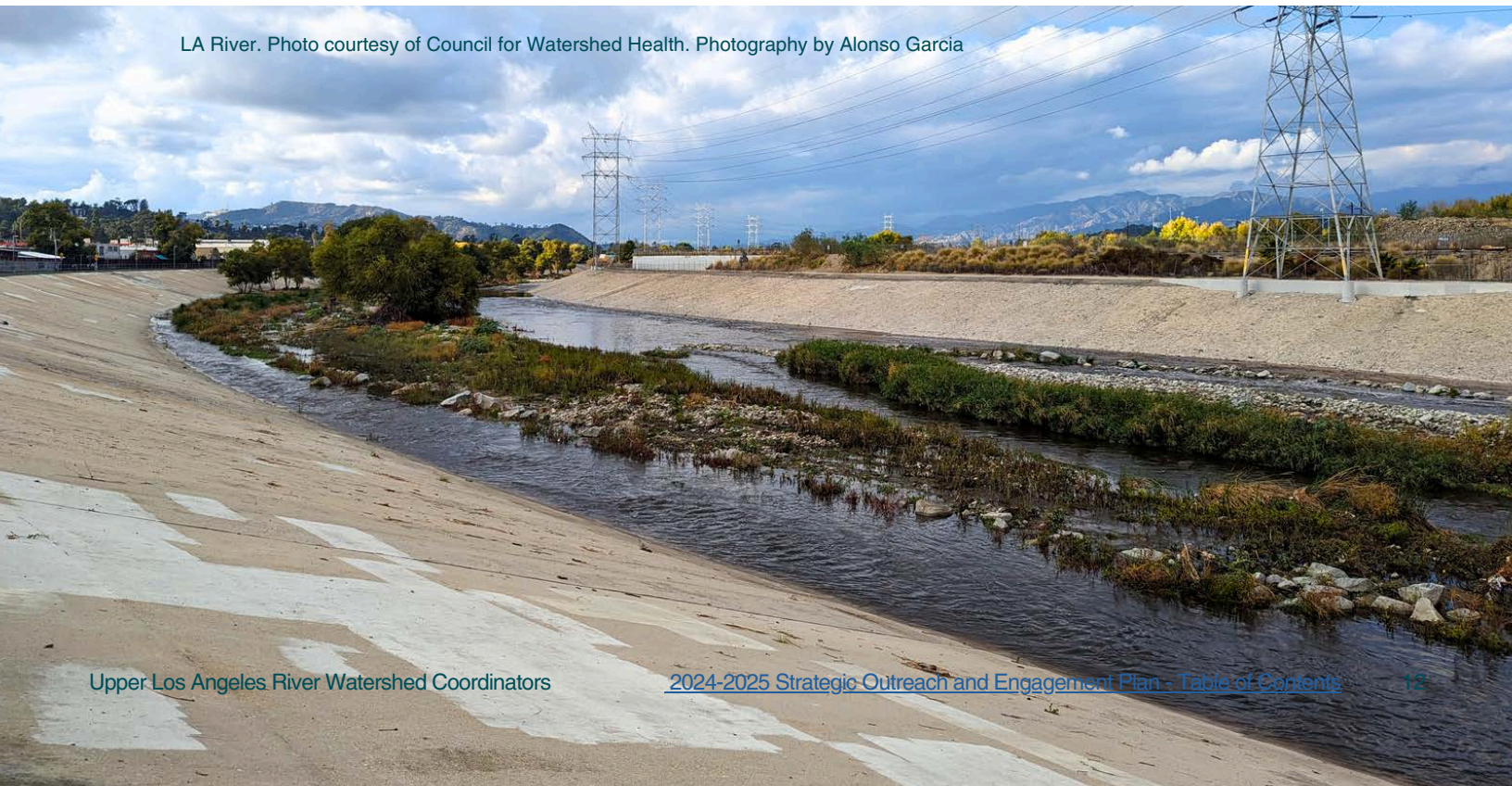
Particulate matter or PM2.5 is very small airborne particle pollution (less than 2.5 micrometers), which is less than the thickness of a human hair. PM2.5 is a mixture of particles that can include organic chemicals, dust, soot and metals” ([OEHHA, CalEnviroScreen 4.0, 2021](#)). The prevalence of PM2.5 Values are significantly higher in the ULAR census tracts compared to the rest of the state of California. Children, the elderly, and people suffering from heart or lung disease, asthma, or chronic illness are most sensitive to the effects of PM2.5 exposure ([OEHHA, CalEnviroScreen 4.0, 2021](#)).

ULAR census tracts experience high impacts of climate change and air pollution. CalEnviroScreen produces scores for California census tracts that combine the impacts of pollution burden and population characteristics such as sensitive populations and socioeconomic factors. The ULAR has high CalEnviroScreen scores, with the majority of ULAR census tracts falling into the 85 - 100 percentile for the whole state ([OEHHA, CalEnviroScreen, 2021](#)).

### *Land Use*

The ULAR Watershed Area is a dynamic and predominantly highly urban watershed. The entire Los Angeles River Watershed is 824 square miles and encompasses forests, natural streams, urban tributaries, residential neighborhoods, and industrial land uses. Approximately 324 square miles of the watershed is open space or forest, located mostly in the upper watershed in the San Gabriel Mountains, Santa Susana Mountains, and Verdugo Mountains. South of the mountains, the river flows through highly developed residential, commercial, and industrial areas. ([LARWMP](#))

LA River. Photo courtesy of Council for Watershed Health. Photography by Alonso Garcia





### *Political Characteristics*

The ULAR Watershed Area encompasses 12 municipalities and unincorporated areas of Los Angeles County. The unincorporated areas include the communities of West Hills, West Chatsworth, Universal City, La Crescenta-Montrose, Altadena, East Los Angeles, Westmont, Willowbrook, and Florence-Firestone. The municipalities that fall either completely or partly within the boundaries of the ULAR Watershed Area include:

- Alhambra
- Burbank
- Calabasas
- Glendale
- Hidden Hills
- La Cañada Flintridge
- Los Angeles
- Monterey Park
- Pasadena
- San Fernando
- Santa Clarita
- South Pasadena

Nearly all of the Los Angeles City Council Districts fall within the ULAR Watershed Area, including Council Districts 1, 2, 3, 4, 6, 7, 8, 9, 12, 13, 14, and 15. Several of these council districts span both the ULAR Watershed Area and another neighboring watershed area. The ULAR Watershed Coordinators will coordinate with the Watershed Coordinators for these areas on outreach to shared council districts.

County Supervisorial Districts covering the ULAR Watershed Area include District 1, 2, 3, and 5 ([Appendix I](#)). State Assembly Districts in the Watershed Area include District 38, 39, 41, 43, 45, 46, 49, 51, 53, 59, and 64 ([Appendix II](#)). State Senate Districts in the ULAR Watershed Area includes 18, 21, 22, 24, 25, 26, 27, 30, 33, and 35 ([Appendix III](#)). The U.S. Congressional Districts within the ULAR Watershed Area are Districts 25, 27, 28, 29, 30, 33, 34, 37, 40, 43, and 44 ([Appendix IV](#)).

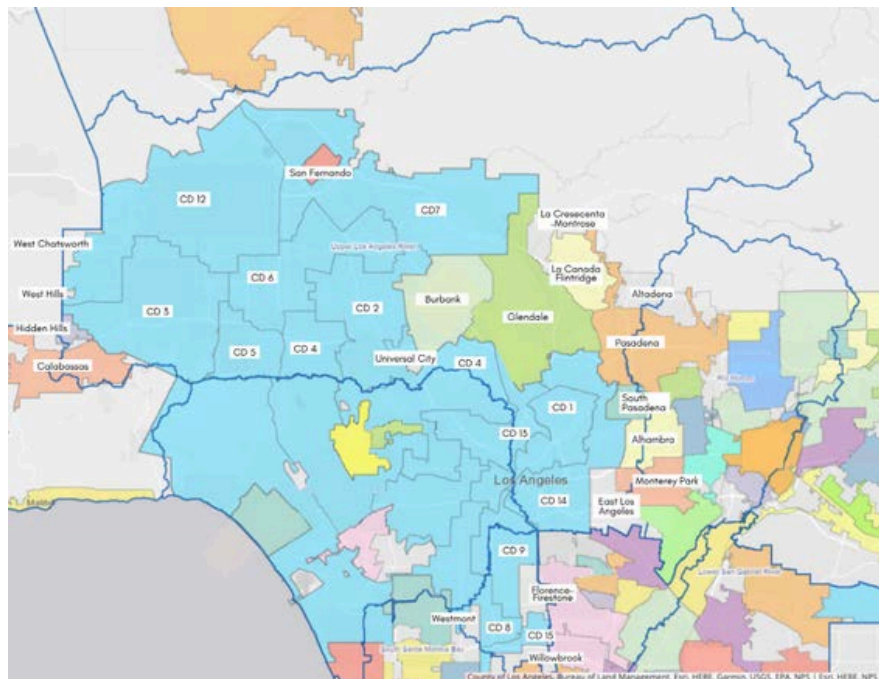


Figure 5. Cities, Communities, and Los Angeles City Council Districts within the Upper Los Angeles River Watershed Area. Source: OurWaterLA, Water Leader Resources, MEASURE W: Safe Clean Water L.A. Map

### *California Native American Ancestral Homelands*

Meaningful tribal involvement is lacking in decision making related to public investments that support the planning and development of water infrastructure. The active presence of Fernandeño Tataviam, Gabrielino Tongva, Gabrielino Kizh, and Ventureño Chumash Tribal Nations in the ULAR Watershed Area calls for the WC Team to engage Tribal governments, organizations, and communities across the region. The WC Team will continue to seek to engage with Tribal governments, organizations and groups in the region building upon and leveraging existing relationships with the Fernandeño Tataviam Band of Mission Indians, Tataviam Land Conservancy, Tongva Taraxat Paxaavxa Conservancy, the Sacred Places Institute and others. Specifically, the WC team will continue to focus on tribal involvement with the SCWP and aligning SCWP resources with the project development and implementation efforts of Native American Tribes. Through ongoing collaboration, watershed coordinators have gained a deeper understanding of the Fernandeño Tataviam Band of Mission Indians' (FTBMI) needs, strengths, priorities, and role within the ULAR watershed.



FTBMI is a California Native American Tribe located within the northern portion of Los Angeles County, California who's tribal ancestral territory spans most of the existing ULAR Watershed Boundaries (See [Figure 1 on p.5](#)). The ancestral homelands of the FTBMI include the four diverse territories of San Fernando, Simi, Santa Clarita, and Antelope Valleys. The FTBMI's traditional territory extends through the northern portion of Los Angeles County for approximately 2,000 square miles. Fernandeño Tataviam homelands transverse different biospheres from chaparral to high desert and forest, that include two lakes, two rivers and tributaries, as well as cultural and sacred sites.

Unlike the southern portion of Los Angeles County with high density urban centers, much of the land development within the northern portion of Los Angeles County is relatively new development, which requires the Tribe to monitor potential destruction of cultural sites and impacts to habitat, water, air, and climate. These lands and sites are constantly threatened by plans for development and encroachment. FTBMI actively engages in activities that protect environmental and cultural values of its traditional territory. Currently, the Tribe carries out these critically important activities through the Environmental Protection Division and other divisions within the Tribal Historic and Cultural Preservation Department. Under California law, the Tribe receives over 300 notices annually of impending land development with potential threats to environmental and cultural resources. For the last four decades, the Tribe has actively consulted



with local governments on environmental protection under the California Environmental Quality Act (1970). Through Assembly Bill 52 (Gatto 2014), the Tribe consults on a government-to-government level with the County of Los Angeles and cities throughout the region to mitigate impacts to cultural resources by projects breaking ground within the San Fernando, Simi, Santa Clarita, and Antelope Valleys.

It is well-known that traditional, cultural Native American practices effectively served to maintain a sustainable ecological balance among land, water and people for thousands of years. The WC Team understands that traditional ecological knowledge and Nature Based Solutions play an important role in water management, not only because of the ecological benefits that come with restoring traditional practices, but also because it provides an approach for the preservation of important aspects of cultural heritage.



Background image: "Rushing Waters" mural in Pacoima. The image shows a Native American woman holding a basin of water, Justin Cram. <https://www.kcet.org/shows/artbound/rushing-waters-reclaiming-pacoima-with-public-art>

## Social Characteristics

The ULAR watershed area has a total population of 3,016,729 (US Census 2020). 45% of the total population (across 59 communities) are considered to be “disadvantaged” based on the California Department of Water Resources definition ([DWR DAC Mapping Tool, 2020](#)). There are 281 census tracts (657,948 residents) that are considered Disadvantaged (MHI less than \$62,938) and 324 census tracts (702,101 residents) that are considered Severely Disadvantaged (MHI of less than \$47,203) across the watershed area (Department of Water Resources, 2020).

It's important to note that these disadvantaged communities include Native American tribes. Los Angeles County, in fact, has the second-largest concentration of Native American people in the United States, according to the Native American Indian Commission. The 2022 U.S. Census estimates this population to be over 111,000 in Los Angeles County alone.

The Fernandño Tataviam Band of Mission Indians (FTBMI) is one of these tribes residing within the ULAR watershed. While income data for most ULAR tribes is not publicly available, the FTBMI offers some insights. A snapshot of their socioeconomic situation is below.

The population of the FTBMI is 800+ citizens. Los Angeles County is home to three Native American Indian tribes that predate the establishment of California Missions: the Ventureño, Gabrieleño, and Fernandño. Presently, some 30% of FTBMI citizens live close to or below the Federal poverty threshold. A further 1 out of every 2 FTBMI families live below the 2021 Los Angeles County median family income of \$80,000 (U.S. Census, 2020), and therefore cannot afford to live within their traditional territory. 35% percent of FTBMI families spend more than 1/3 of their income on rent. Moreover, approximately one in every 15 Tribal Citizens has been homeless within the last ten years. Approximately 1% of tribal citizens have no income.

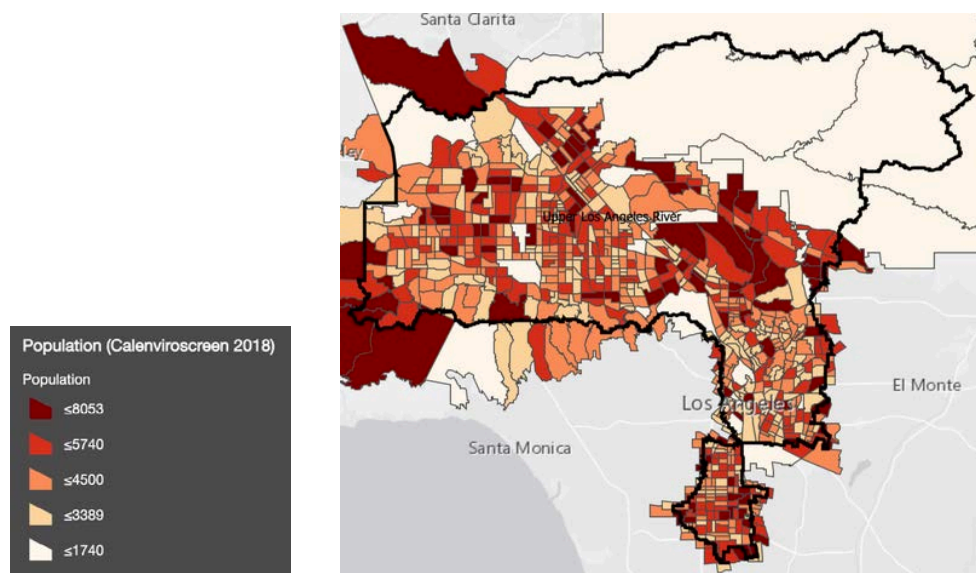


Figure 6. Population of ULAR Watershed Area. CalEnviroScreen, 2018.



Historic and current social and environmental inequities have directly led to an inequitable distribution of resources to communities in our watershed area, including trees, park/open space, flooding, impacts of the urban heat island effect, access to recreational opportunities, and environmental pollution burden (Figure 7 and 8). This has clear consequences for the health and safety of community members as seen through the impacts of COVID-19, and by the increasing burden of changing climate on underserved communities in our watershed area.

The Los Angeles County Department of Public Health compiled a “Health Profile” for cities and communities across Los Angeles County. These Community Health Profiles use 2018 census data to provide data points on determinants of health - both social and economic conditions - that together influence the health of the community.

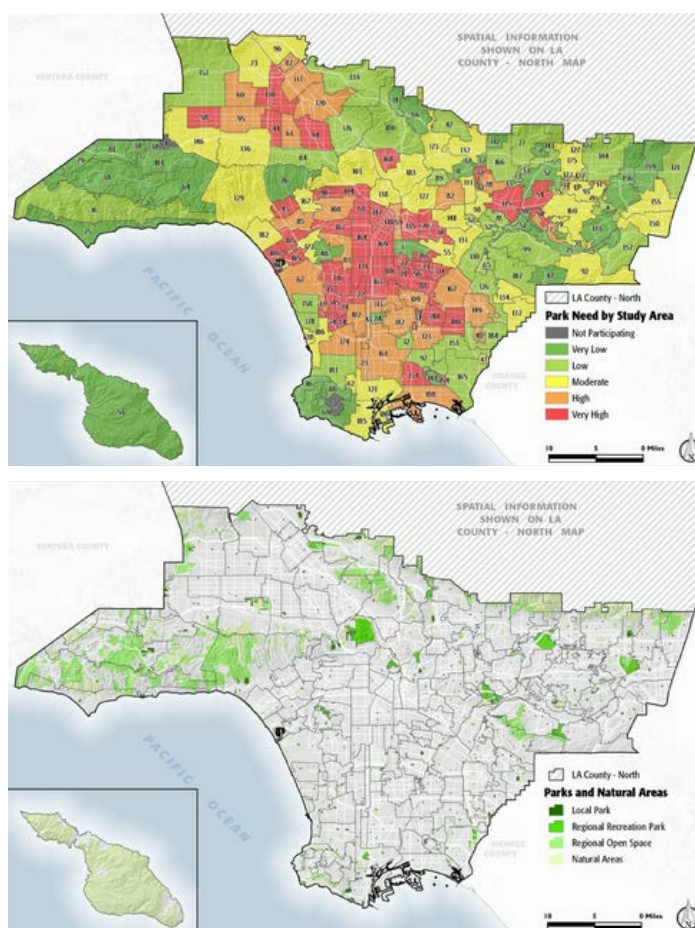


Figure 7 and 8. (Top) Park needs of communities with red indicating high park need and green indicating low park need. (Bottom) Locations of park space, green space, and open space across LA County. Source: [Los Angeles Countywide Comprehensive Parks & Recreation Needs Assessment \(PNA\) Final Report, May 2016](#)

There are community health summaries for most of the communities in the ULAR Watershed Area. The Watershed Coordinators have summarized the data provided in these health profiles that are available for the communities within the ULAR Watershed Area (Appendix V). The health profiles offer insight into who lives in these communities, what investment, or lack thereof, has looked like historically, and in turn will help the ULAR Watershed Coordinator team identify priorities and help attune projects to align with community needs. Effective engagement strategies differ by area and need to be tailored based on the community in which we are working.

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DWR defines disadvantaged communities as census tracts with an annual median household income less than 80 percent of the statewide annual median household income. Severely disadvantaged communities are those census tracts with a median household income less than 60% of the statewide average.

## Safe, Clean Water Program Context

The implementation of the Los Angeles County Safe, Clean Water Program shall be 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 benefiting 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. Promote green jobs and career pathways.
- M. Ensure ongoing operations and maintenance for Projects.

The SCWP Regional Program recognizes nine watershed areas in Los Angeles County, including the ULAR Watershed Area. Regional Program funds for this Watershed Area are programmed by the Watershed Area Steering Committee (WASC), the Regional Oversight Committee, and the Board of Supervisors, composed of local stakeholders from agencies, municipalities, and community members from within the Watershed Area. The WASC meets regularly to recommend the funding of projects which enhance water quality, water supply, and community investment benefits through Stormwater Investments Plans (SIP). The WASC plays a role in promoting the SCWP goals listed above. The membership of the ULAR WASC is provided in [Appendix VI](#).



The ULAR Watershed Area receives approximately \$38.2 million every year to fund Regional Program Projects, Scientific Studies, and Technical Resources Program project concepts, however, this amount may change over time as the number of residents that appeal changes and as the amount of permeable surfaces changes. In alignment with the recent report by the Regional Oversight Committee, the Board's subsequent motion on Progress and Adaptive Management of the Safe, Clean Water Program, and the resulting ordinance revision, the collection of Infrastructure Program Projects will resume for the Fiscal Year 2026-2027 Call for Projects. This presents opportunities for Watershed Coordinators to look into new partnerships, help put forth small, cost-effective project concepts through the Technical Resource Program, and leverage diverse funding sourcing that bring in unique cost share partners.

The fiscal year 2020-2021 Stormwater Investment Plan included 12 Infrastructure Program Projects, five Technical Resource Program project concepts, and three Scientific Studies. The fiscal year 2021-2022 Stormwater Investment Plan included 10 Infrastructure Program Projects, two Technical Resource Program project concepts, and three Scientific Studies. The fiscal year 2022-2023 SIP included five Infrastructure Program Projects, two Technical Resource Program project concepts, and three Scientific Studies in the Stormwater Investment Plan for fiscal year 2022-2023. The fiscal year 2023-2024 SIP included seven Infrastructure Program Projects, and one Scientific Study. The recommended fiscal year 2024-2025 SIP includes two Infrastructure Program Projects, one Technical Resources Program project concept, one Scientific Study, and four Project Modification Requests from previously funded Projects and Scientific Studies. The fiscal year 2024-2025 SIP is currently pending approval by the Board of Supervisors. For more details and project benefits (including but not limited to those projects that claim DAC benefit), visit the [SIP Tool](#) or in the [SCW Portal](#) on the SCWP website.

## MS4 Compliance Partnerships

The ULAR Watershed Area is contained within the [Upper Los Angeles River Enhanced Watershed Management Plan](#) (ULAR EWMP). The [ULAR Watershed Management Group](#) oversees this Plan and is composed of 19 agencies. The City of Los Angeles is the coordinating agency for the ULAR Watershed Management Group and Coordinated Integrated Monitoring Program development. In addition to the City of Los Angeles, the group consists of the County of Los Angeles, Los Angeles County Flood Control District, and the Cities of Alhambra, Burbank, Calabasas, Glendale, Hidden Hills, La Cañada Flintridge, Montebello, Monterey Park, Pasadena, Rosemead, San Gabriel, South El Monte, San Fernando, South Pasadena, San Marino, and Temple City. Of these cities, all fall within the SCWP ULAR Watershed Area with the exception of the Cities of Montebello, Rosemead, San Gabriel, South El Monte, San Marino, and Temple City (which fall within the Rio Hondo Watershed Area).

## III. Interested Parties

One of the key tasks for the Watershed Coordinators is to create and maintain relationships with a diverse array of interested parties across the watershed area who represent a variety of priorities.

Both the Council for Watershed Health and Environmental Outreach Strategies have a list of interested parties our organizations have encountered, worked with, and/or know of that will serve as a starting point for creating and maintaining a network of interested parties in the watershed area. The Watershed Coordination Team will continue to develop and maintain a network database of interested parties spanning the ULAR Watershed Area that will include community leaders, CBOs, NGOs, tribes and tribal organizations, elected officials, agency staff, academics, utilities, labor groups, funders, etc. The database will cover project and engagement partner connections, contact information, background, location, community priorities, and general areas of influence. Previous project proposals, participants in prior ULAR WASC meetings, Watershed Management Plans, regional program participants, reports, and municipal websites will also be referenced in building this database. The database will be a continually evolving and living document as new conversations, relationships, and connections are made over the course of the year through this program. A sample of interested parties included in this database are outlined in the table on the following pages.



Group picture of the participants of the Victory Elementary School Greening Tour. Attendees include agencies, municipalities, elected officials, nonprofits and community based organizations. October 2023. Photo courtesy of Council for Watershed Health. Photography by Alonso Garcia



### **CITY, COUNTY, STATE, AND FEDERAL ELECTED OFFICIALS**

City Councilmembers, School Superintendents, County Supervisors, State Assemblymembers, and U.S. Representatives. County Supervisorial Districts which represent the ULAR Watershed Area are District 1, 2, 3, and 5. State Assembly Districts in the Watershed Area include District 38, 39, 41, 43, 45, 46, 49, 51, 53, 59, and 64. State Senate Districts in the ULAR Watershed Area include 18, 22, 24, 25, 26, 27, 30, 33, and 35. The U.S. Congressional Districts within the ULAR Watershed Area are Districts 25, 27, 28, 29, 30, 33, 34, 37, 40, 43, and 44.

### **NEIGHBORHOOD GROUPS**

Town councils, neighborhood councils, neighborhood and homeowners associations, and neighborhood council groups (e.g. Neighborhood Council Sustainability Alliance).

### **COUNCILS OF GOVERNMENTS**

San Fernando Valley Council of Governments, San Gabriel Valley Council of Government

### **TRIBAL GOVERNMENTS**

Fernandeño Tataviam Band of Mission Indians, Gabrieliño Tongva Indian Tribe, Santa Ynez Band of Chumash Indians, Kizh Nation Gabrieliño Band of Mission Indians.  
Los Angeles City/County Native American Indian Commission

### **TRIBAL ORGANIZATIONS**

Tataviam Land Conservancy, Pukuu Cultural Community Services, Tongva Taraxat Paxaavxa Conservancy, Tivuaca'ai Conservation Corps, Sacred Places Institute

### **MUNICIPALITY STAFF AND MUNICIPAL AGENCIES**

Staff (non-electeds) who represent the Cities of Alhambra, Burbank, Calabasas, Glendale, Hidden Hills, La Cañada Flintridge, Los Angeles, Monterey Park, Pasadena, San Fernando, Santa Clarita, and South Pasadena. Particularly staff within departments such as public works, engineering, parks & recreation, utilities, operations & maintenance, etc.

### **COUNTY/REGIONAL AGENCIES**

Los Angeles County agencies including but not limited to Los Angeles County Public Works, Department of Parks and Recreation, METRO, etc.

Continued on next page

### STATE AND FEDERAL AGENCIES

California State Agencies including but not limited to State Water and Resources Control Board, California Natural Resources Agency, Regional Mountains Conservancy, California Environmental Protection Agency, Watershed Conservation Authority, California Department of Transportation, etc. Relevant federal agencies might include the U.S. EPA, U.S. Bureau of Reclamation, U.S. Army Corps of Engineers, etc.

### WATER PURVEYORS

Los Angeles Department of Water and Power, Glendale Water and Power, Burbank Water and Power, South Pasadena City Water Department, Foothill Municipal Water District, Metropolitan Water District, La Canada Irrigation District, West Valley Water District, etc.

### NON-GOVERNMENTAL ORGANIZATIONS (NGOS)

NGO Nonprofits who serve the greater geographical region. Examples include but are not limited to Friends of the LA River, Amigos de los Rios, TreePeople, The River Project, Boys and Girls Clubs, River LA, North East Trees, LA Conservation Corps

### COMMUNITY-BASED ORGANIZATIONS (CBOS)

CBO's connected geographically to a local issue and addressing a localized community priority. Examples include but are not limited to Promesa Boyle Heights, SCOPE, Nature for All, Somos Familia, Mujeres de la Tierra, Trust South LA, Pacoima Beautiful, Padres Pioneros, Sky Valley Volunteers, as well as community public health clinics and social service organizations.

### LOCAL BUSINESSES

Businesses, business-owners, and business associations located within the ULAR Watershed Area, particularly those located near potential project sites and areas of community priority including small businesses, brick-and-mortar businesses, street vendors, etc.

### FAITH-BASED INSTITUTIONS

Groups of individuals united on the basis of religious or spiritual beliefs and organizations whose purpose is to meet the spiritual, social, and cultural needs of their members who may wish to play a role in public awareness of SCWP or engage on a project opportunity which could benefit their members.

Continued on next page



## LABOR UNIONS

Labor unions with membership that live and work within the ULAR Watershed Area (e.g. Laborers Local 300). These groups may be engaged around project hiring practices and workforce development topics in particular.

## LAND CONSERVANCIES

Both public agencies and nonprofit land conservancy agencies whose area falls within the ULAR Watershed Area.

## SCHOOL DISTRICTS AND SCHOOLS

Interested parties that may be engaged within schools and school districts include superintendents, district administrative staff, sustainability staff, school principals, teachers, students, facilities management departments and staff, and parent groups.

## HIGHER EDUCATION INSTITUTIONS

Opportunities can be both infrastructure project opportunities on campuses as well as scientific study opportunities based on research coming out of these institutions. Higher education institutions in the ULAR Watershed Area range include private colleges, community colleges, private university campus offshoots, and state universities.

## OTHER

Other interested parties will include chambers of commerce, professional members associations such as CASQA, research & development agencies such as SCCWRP, ULAR Water Management Group, Faith Based Organizations, LA City Plants, Accelerate LA, non-traditional interested parties. Etc.



City of STEM/Los Angeles Maker Faire event, April 2024.

## IV. Vision for Success & Evaluation Criteria

This section serves to provide our vision of success for Watershed Coordinators and methods for evaluating whether success is being achieved. It is intended to both transparently communicate our vision to the public and provide the ULAR WASC and Public Works a framework for evaluating our work as Watershed Coordinators. Since the vision may be refocused each year when the SOEP is revised, we include both our long-term vision for the watershed as a whole as well as a near-term evaluation criteria for our work as Watershed Coordinators.

### Vision of Success for the Watershed Area

The vision of success for ULAR Watershed Coordinators is that all Stormwater Investment Plans include multi-benefit stormwater projects that:

1. Are community informed and aligned with local priorities
2. Integrate community-based organizations (CBOs), tribal, and community groups as project partners
3. Meet the mission of the SCWP which is to “empower communities to:

**Capture it** - Increase our yearly collection of rainwater to supply water for millions of people in Los Angeles County annually,

**Clean it** - Reduce the volume of trash before it reaches our beaches and coastal waters,

**Make it safe** - Help eliminate the toxins, fertilizers, bacteria, plastics, metals from our cars, and chemicals that flow into the ocean,

**Make it for everyone** - Protect creeks and streams, build parks, live up concrete landscapes, and create green space for our communities.”

The test of our vision is whether it leads the voters of Los Angeles County, especially those in the ULAR Watershed Area, to view the program as successful, having met the expectations voters had when they passed Measure W.

By staying focused on this vision, the ULAR Watershed Coordinators will meet the following goals of the SCWP:

- **Improve Water Quality**
- **Increase Water Supply**
- **Protect Public Health**



## Evaluation Criteria

The following measures of success will guide the Strategies identified in Section V. Since we are still in the early implementation phase of Watershed Coordination in the SCWP, evaluation will need to be near-term, flexible and output focused. Much of this fourth year of Watershed Coordination will be focused on learning from the previous two years how watershed coordination can be most impactful, developing relationships and trust with interested parties, acting as a facilitator and connector for potential project opportunities, and learning how watershed coordination can best support successful implementation of the SCWP in the ULAR.

We see the following measures as being most informative for shaping watershed coordination going forward. These measures of success or evaluation measures were developed based on input we heard during our surveys and interviews with ULAR WASC members:

- Project concepts developed for the Technical Resource Program pipeline.
- Strategies and examples of projects with “synergistic benefit,” both meeting water compliance and investing in community to address community priorities.
- Partnerships formed between city agencies and community-based organizations through collaborating on the development of project opportunities.
- Projects that embed community engagement from the beginning, and along each step of the process.
- Tools and resources from other regional efforts and programs capitalized on for the benefit of the ULAR Watershed Area, and databases created that effectively track project opportunities and the watershed area interested party network.
- Events successfully conducted across the watershed area and with meaningful outcomes that reflect community priorities are shared back to the ULAR WASC and Public Works staff.
- External funding sources and cost share partners identified and connected to project opportunities.
- Nature-based solutions which promote public health and ecological health incorporated into proposed projects.



Watershed Coordinators, Adi Liberman and Alonso Garcia, outreach at City Plants' Arbor Day event in March 2024.

## Reporting

The Watershed Coordination Team will continue to provide regular reporting on Plan execution, materials generated, and a summary of both quantitative and qualitative accomplishments to Public Works and the ULAR WASC. These Progress Reports will be prepared each month. Quarterly reports that review the results achieved each three month period will also be prepared. Finally, a summary report detailing the previous 12 months of work will be submitted on an annual basis. Metrics from the Strategic Outreach and Engagement Plan will be reviewed and adjusted to improve the quantification of the program accomplishments and input from ULAR WASC members will be solicited and included in this review and evaluation process.

## Scope of the Watershed Coordinators' Role

Much of the first year was spent learning how watershed coordination can be most impactful, developing relationships and trust with interested parties, and acting as a facilitator and connector for potential project opportunities.

The following updated table lays out the scope of the Watershed Coordinators' role as we see it.

OUR ROLE IS FOCUSED ON:	OUR ROLE IS LESS FOCUSED ON:
<ul style="list-style-type: none"> <li>Identifying project opportunities, facilitating the development of these into project concepts, and moving them through the Technical Resource Program pipeline.</li> </ul>	<ul style="list-style-type: none"> <li>Providing resources to projects which are already funded through the infrastructure program or who have the relevant technical resources to apply to the infrastructure program.</li> </ul>
<ul style="list-style-type: none"> <li>Providing recommendations and facilitation of community engagement practices, and identifying and supporting CBO partners in conducting community engagement.</li> </ul>	<ul style="list-style-type: none"> <li>Conducting the on-the-ground community outreach and engagement for each individual project.</li> </ul>
<ul style="list-style-type: none"> <li>Identifying opportunities for educational programming and raising awareness of the SCWP.</li> </ul>	<ul style="list-style-type: none"> <li>Conducting education campaigns about the SCWP, developing curriculum, and marketing the SCWP.</li> </ul>
<ul style="list-style-type: none"> <li>Communicating community priorities we've heard to the WASC and encouraging community participation in the ULAR Watershed Area process.</li> </ul>	<ul style="list-style-type: none"> <li>Speaking for the community.</li> </ul>



# V. Strategies

The work plan for Watershed Coordinators consists of nine tasks, Tasks 1-9.

- Task 1: Facilitate Community Engagement in Safe, Clean Water Program
- Task 2: Identify and Develop Project Concepts
- Task 3: Work with Technical Assistance Teams
- Task 4: Facilitate Identification and Representation of Community Priorities
- Task 5: Integrate Priorities through Partnerships and Extensive Networks
- Task 6: Cost-share Partners
- Task 7: Leverage Funding
- Task 8: Local Stakeholder Education
- Task 9: Watershed Coordinator Collaboration

This updated Strategic Outreach and Engagement Plan (SOEP) is a key element of Task 1. The strategies laid out in this plan will lend themselves to an open stakeholder communication path resulting in a portfolio of diverse stakeholder perspectives, community strengths and needs, and project opportunities for consideration. Given the complex makeup of the ULAR region, engagement strategies will differ by area and need to be tailored based on the community we are working within. Tasks 1-9 will be accomplished with the strategies presented across the following five focus areas in the subsequent pages.

- 1. Stakeholder Collaboration** - Engage municipalities, community groups and interested parties within the watershed.
- 2. Project Development** - Develop project opportunities to be considered for the Technical Assistance Program
- 3. Diverse Representation** - Ensure diverse perspectives are integrated by Public Works and WASC.
- 4. Inclusive Engagement** - Ensure the involvement of members of historically underrepresented and environmentally & economically stressed communities in the watershed.
- 5. Education & Awareness** - Support educational programming that promotes awareness of community issues and the SCWP.

As part of their work plan, the Watershed Coordinators will each be hosting four outreach events each for a total of 12 outreach events, and two educational events for a total of six educational events across the ULAR Watershed Area over the next year. These events may range from large- scale workshops to local community meetings and events.

## FOCUS AREA 1: STAKEHOLDER COLLABORATION

Engage municipalities, community groups and interested parties within the watershed

### Goals

- Build public awareness of the Safe, Clean Water Program and ULAR WASC ongoing progress.
- Cultivate relationships that support project identification and ongoing coordination.
- Create awareness of and support for projects under consideration by the ULAR WASC.

GENERAL STRATEGIES	EOS	CWH
<b>Collateral Materials Development</b> <ul style="list-style-type: none"> <li>• Produce culturally competent bi-lingual (English and Spanish) engagement materials and tools that will generate discussion around project opportunities and partnerships.</li> <li>• Methods of communication may include social media, infographics, story maps, newsletters, e-mail briefings, photo libraries, fact sheets, animations, and community calendars.</li> <li>• Maintain SCWP branding per guidelines established in the January 30, 2024 Brand Guide for all printed and digital collateral materials.</li> </ul>	Co-lead	Co-lead
<b>Prevent Engagement Burnout</b> <ul style="list-style-type: none"> <li>• Analyze external engagement efforts and integrate meetings to maximize engagement benefits while reducing community “burnout” from multiple outreach efforts.</li> </ul>	Support	Lead
<b>Collaborate Across Watersheds</b> <ul style="list-style-type: none"> <li>• Collaborate with other Watershed Coordinators and SCWP staff.</li> </ul>	Co-lead	Co-lead
<b>School Engagement</b> <ul style="list-style-type: none"> <li>• Involve schools and school districts in the SCWP and collaborate with other regional Watershed Coordinators on this effort.</li> </ul>	Support	Lead
<b>Direct Outreach</b> <ul style="list-style-type: none"> <li>• Present the SCW Program at community meetings, neighborhood events, and topic-specific gatherings. Example of events include neighborhood council meetings, street clean-ups, beautification events, resource fairs, volunteer events, neighborhood watch meetings, cultural events, conferences, farmers markets catering to targeted groups; after-church pop-ups; pláticas (talks) with evening or weekend neighborhood gatherings; Parent Teacher Association meetings discussing campus improvements; etc.</li> </ul>	Co-lead	Co-lead

Continued on next page



Focus Area 1 continued

GENERAL STRATEGIES	EOS	CWH
<b>Watershed Planning</b> <ul style="list-style-type: none"> <li>Actively participate in the SCWP ULAR watershed planning efforts.</li> <li>Utilize community needs assessment to learn about community needs and priorities.</li> <li>Reporting information back to WASC and SCWP.</li> </ul>	Co-lead	Co-lead
<b>E-Newsletter</b> <ul style="list-style-type: none"> <li>Provide updates on the SCWP through an <a href="#">electronic newsletter</a> sent to stakeholders.</li> </ul>	Co-lead	Co-lead
<b>Public Sector Outreach</b> <ul style="list-style-type: none"> <li>Engage local, state, and federal elected officials and agency departments to inform them of local projects to ensure buy-in and bridge ideas and priorities across external funding efforts that run parallel to the SCWP.</li> </ul>	Co-lead	Co-lead
<b>Outreach Through Parallel Efforts</b> <ul style="list-style-type: none"> <li>Outreach through parallel programming that may include community science events (ex: bioblitz), community newsletters and existing community based programming (ex: Promotora Model/Community Health Worker Model).</li> </ul>	Support	Lead
<b>Social Media Outreach</b> <ul style="list-style-type: none"> <li>Maintain a bi-lingual social media outreach presence, utilizing platforms such as Facebook, Instagram, and Twitter to push out information to interested stakeholders.</li> </ul>	Co-lead	Co-lead
<b>Community Tours</b> <ul style="list-style-type: none"> <li>Organize community tours, to be hosted by local public agencies and project leads, where stakeholders are invited to tour existing projects so that they can develop an understanding of the types of projects that could benefit their communities.</li> </ul>	Co-lead	Co-lead
<b>Network Database</b> <ul style="list-style-type: none"> <li>Build off the groups identified in <a href="#">Section III</a>. Interested Parties to further develop a thorough database of interested parties spanning local, state, and federal agencies, both environmental and non-water focused CBOs, nonprofit organizations, Tribal governments and organizations, school districts and schools, higher education institutions, local government and elected officials, labor groups, etc.</li> </ul>	Co-lead	Co-lead

## FOCUS AREA 2: PROJECT DEVELOPMENT

Develop project opportunities to be considered for the Technical Assistance Program

### Goals

- Identify local priorities and needs.
- Introduce project opportunities to the Technical Assistance Program.
- Identify and develop project concepts for consideration by the WASC.

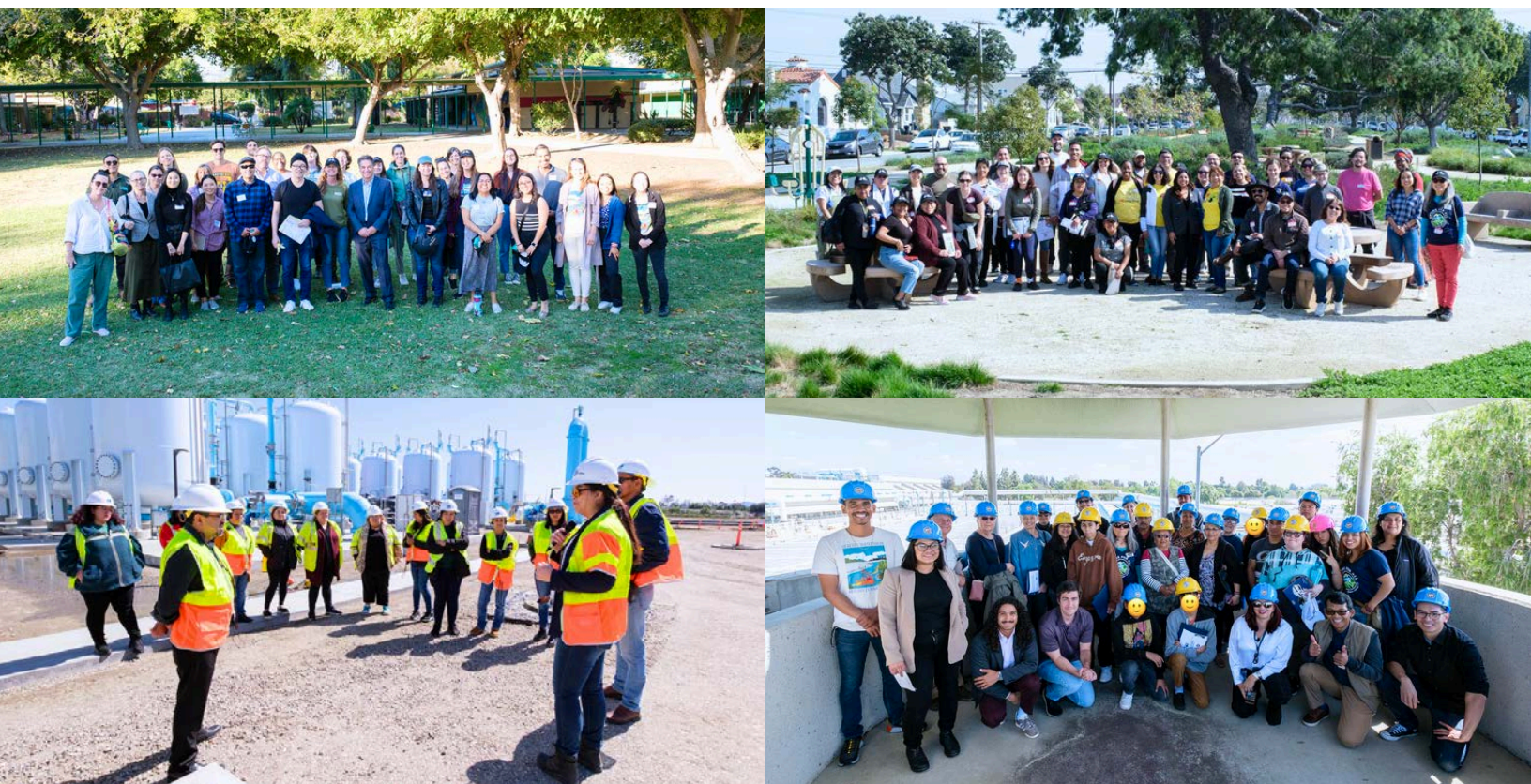
GENERAL STRATEGIES	EOS	CWH
<b>Identify Project Opportunities</b> <ul style="list-style-type: none"> <li>• Identify project opportunities utilizing a mixed method approach that evaluates: <ul style="list-style-type: none"> <li>◦ Input from ongoing engagement activities across multiple stakeholder groups</li> <li>◦ Data and information gathered from existing planning efforts (ex: IRWM DACIP Needs Assessment, Upper LA River and Tributaries Revitalization, LA River Master Plan, Tujunga Wash WMP, Arroyo Seco WMP, Compton Creek WMP)</li> <li>◦ Existing baseline conditions for the watershed</li> </ul> </li> </ul>	Support	Lead
<b>Project Opportunity Tracking</b> <ul style="list-style-type: none"> <li>• Maintain notes and files of information from project opportunities identified and tracked.</li> </ul>	Co-lead	Co-lead
<b>Leverage Relationships</b> <ul style="list-style-type: none"> <li>• Leverage existing relationships to cultivate partnerships between municipalities, Council of Governments, SCWP specific working groups, and both environmental and non-water focused CBOs/NGOs, tribes and tribal organizations, working locally that have established trust and a connection to their community to identify and develop community-informed multi-benefit project concepts and work through obstacles.</li> </ul>	Co-lead	Co-lead
<b>Connecting Interested Parties</b> <ul style="list-style-type: none"> <li>• Connect interested parties with the network of water agencies, CBOs, community leaders, and subject matter experts that can help accelerate project ideas and provide educational programming to support shared project goals.</li> </ul>	Co-lead	Co-lead

Continued on next page



Focus Area 2 continued

General Strategies	EOS	CWH
<b>Connecting Cost Share Partners</b> <ul style="list-style-type: none"> <li>Identify and connect project concepts to outside funding sources and cost share partners. This may include hosting a funders fair or bringing funders on tours to project sites.</li> </ul>	Co-lead	Co-lead
<b>Technical Resource Program Engagement</b> <ul style="list-style-type: none"> <li>Guide existing community informed projects through the SCWP Technical Resources Program.</li> </ul>	Co-lead	Co-lead
<b>SCWP Watershed Coordinator Schools and Stormwaters Working Groups</b> <ul style="list-style-type: none"> <li>Co-lead with Watershed Coordinators from throughout the SCWP boundaries on identifying needs, priorities and opportunities to develop school projects that meet the goals of the SCWP.</li> </ul>	Support	Lead



Clockwise from top left: Tour of the Northridge Middle School, November 2023. Top right: East LA Media Tour, February 2024. Bottom right: Tour of LADWP Groundwater Remediation Facility, March 2024. Bottom left: Tour of Tillman Reclamation Plant, March 2024.



## FOCUS AREA 3: DIVERSE REPRESENTATION

Ensure diverse perspectives are integrated by Public Works and WASC

### Goals

- Support advancement of community priorities in project concepts.
- Inform a shared watershed agenda.

GENERAL STRATEGIES	EOS	CWH
<b>Share Diverse Perspectives</b> <ul style="list-style-type: none"> <li>• Utilize written, verbal and visual communication styles to share the diverse perspectives gathered through data sets, reports and outreach events (as defined in <a href="#">Focus Area 1</a>) with the ULAR WASC and Public Works.</li> </ul>	Co-lead	Co-lead
<b>Cultivate Diverse Group of Partnerships</b> <ul style="list-style-type: none"> <li>• Cultivate partnerships with a broad audience of community representatives, CBOs, youth and adult social service agencies, mental health providers, homeless and housing providers, faith-based organizations, Native American Tribes and tribal organizations, communities, municipalities, school districts, local business owners, and to the extent possible the public at large. (<a href="#">Refer to Section III</a>)</li> </ul>	Support	Lead
<b>Identify Diverse Community Needs</b> <ul style="list-style-type: none"> <li>• Use relationships and engagement with non-water focused CBOs discussed in <a href="#">Focus Area 1 &amp; 2</a> to ensure that the WASC and Public Works gain perspective on the diversity of community needs.</li> </ul>	Support	Lead
<b>Support CBOs</b> <ul style="list-style-type: none"> <li>• When possible subcontract with CBOs' partners to provide outreach, engagement and water education support.</li> </ul>	Support	Lead

Tour of Los Angeles County Sanitation Districts' A.K. Warren Water Resource Facility.  
December 2024.





## FOCUS AREA 4: INCLUSIVE ENGAGEMENT

Ensure the involvement of members of historically underrepresented and environmentally & economically stressed communities in the watershed

### Goals

- Integrate expressed community priorities into Stormwater Investment Plans.

GENERAL STRATEGIES	EOS	CWH
<b>Connect Localized Concerns with SCWP</b> <ul style="list-style-type: none"> <li>• Connect localized, non-water concerns back to the SCWP program goals; discuss opportunities; share ideas to develop project concepts; connect to TA opportunities; memorialize priorities; promote a collaborative agenda with the SCWP.</li> </ul>	Co-lead	Co-lead
<b>Deploy Engagement BMPs</b> <ul style="list-style-type: none"> <li>• Integrate community engagement best practices and lessons learned from the IRWM DACIP community engagement process. Take guidance from the <a href="#">2022 SCWP Interim Guidance</a> on Strengthening Community Engagement and Support.</li> </ul>	Support	Lead
<b>Leverage Existing CBO Relationships</b> <ul style="list-style-type: none"> <li>• Leverage existing relationships with key community representatives to find a common language between community priorities and watershed management, integrating community and cultural norms into facilitated discussions, learning from CBO-led adaptive community engagement strategies, and connecting with existing community resources to remove potential barriers such as transportation, interpretive services, child care, and other basic needs.</li> </ul>	Support	Lead
<b>Watershed Education</b> <ul style="list-style-type: none"> <li>• Building on <a href="#">Focus Area 1 &amp; 2</a> strategies to include watershed learning opportunities. For example, the WC Team may participate in neighborhood trash clean-ups and incorporate educational activities on stormwater pollution or present to a wellness group about the public health benefits of a healthy watershed.</li> </ul>	Co-lead	Co-lead
<b>SCWP Watershed Coordinator Tribal Allyship Working Group</b> <ul style="list-style-type: none"> <li>• Co-lead with Watershed Coordinators from throughout the SCWP boundaries on identifying needs, priorities and opportunities to meaningfully involve tribal governments and tribal organizations in the SCWP.</li> </ul>	Support	Lead

<sup>1</sup> Safe, Clean Water Program's [2022 Interim Guidance](#), Strengthening Community Engagement and Support. May 2022.

## FOCUS AREA 5: EDUCATION & AWARENESS

Support educational programming that promotes awareness of community issues and the SCWP

### Goals

- Advance understanding of the SCWP across the watershed.
- Advance the understanding of community issues and priorities within the ULAR WASC.

GENERAL STRATEGIES	EOS	CWH
<b>Community Education</b> <ul style="list-style-type: none"> <li>• In collaboration with the larger SCWP education program, the WC team will coordinate the integration of education and marketing materials into community education efforts and identify how educational programming can connect community issues (safety, public health, job creation) back to water.</li> </ul>	Co-lead	Co-lead
<b>Water Education and SCWP Updates</b> <ul style="list-style-type: none"> <li>• Share SCWP program updates and reinforce educational Water 101 concepts through online and on ground strategies identified in <a href="#">Focus Area 1 &amp; 2</a>.</li> </ul>	Co-lead	Co-lead
<b>Non-Profit and CBO Partnerships</b> <ul style="list-style-type: none"> <li>• Work in partnership with local nonprofits and CBOs to hold educational events (activity-based, if possible) on water topics and the SCW Program.</li> </ul>	Co-lead	Co-lead
<b>Share Outcomes</b> <ul style="list-style-type: none"> <li>• Share outcomes of the educational events to the WASC and County.</li> </ul>	Co-lead	Co-lead
<b>Collaborate Across Watersheds</b> <ul style="list-style-type: none"> <li>• When and if appropriate, collaborate with educational events in areas that span more than one watershed area. Coordinate and collaborate with other subregion Watershed Coordinators to share tools, strategies, and lessons learned.</li> </ul>	Co-lead	Co-lead

Earvin "Magic" Johnson Recreation Area in Los Angeles, CA. Photo courtesy of Council for Watershed Health. Photography by Alonso Garcia



# VI. Identifying Collaborative Efforts

## Sharing Watershed Area Boundaries

The ULAR Watershed Area shares boundaries with seven of the nine watershed areas across Los Angeles County. The ULAR Watershed Coordination Team will meet regularly with the watershed coordinators from these neighboring areas.

COMMITTEE MEMBER TYPE	AFFILIATION
Santa Clara River Watershed Area	Unincorporated Los Angeles County
North Santa Monica Bay Watershed Area	City of Calabasas City of Los Angeles
Central Santa Monica Bay Watershed Area	City of Los Angeles
South Santa Monica Bay Watershed Area	City of Los Angeles Unincorporated Los Angeles County
Lower Los Angeles River Watershed Area	No cities shared
Rio Hondo Watershed Area	City of Alhambra City of Monterey Park City of Pasadena City of South Pasadena Unincorporated Los Angeles County
Upper San Gabriel River Watershed Area	Unincorporated Los Angeles County



## Safe, Clean Water Municipal Program

In addition to the Regional Program arm of the Safe, Clean Water Program, there is also a Municipal Program arm to the Safe, Clean Water Program. The Municipal Program receives approximately \$111 million annually (Figure 9).

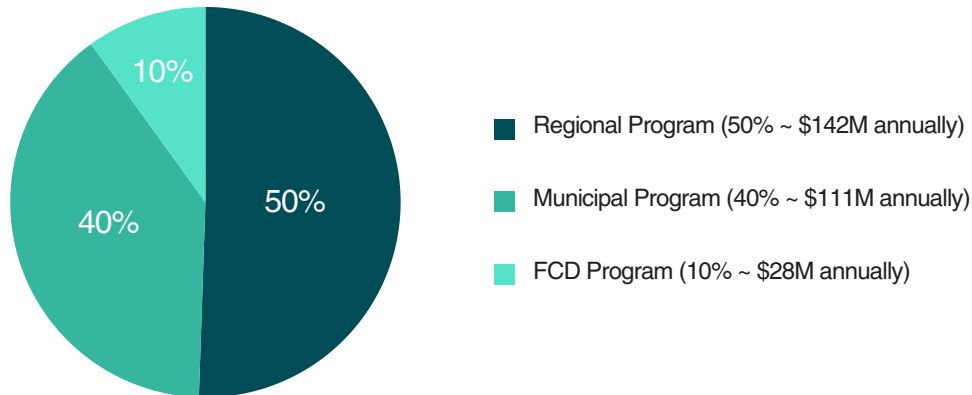


Figure 9. Safe, Clean Water Program breakdown of funds between program arms.  
Source: Stantec Regional Coordination Team.

Each of the cities in Los Angeles County directly receive a proportion of the funds generated through the Safe, Clean Water Program. To receive these funds, each city must submit a Municipal Transfer Agreement to be approved by Los Angeles County. There is an opportunity to align and leverage both the Municipal Program and Regional Program funds when putting forth competitive project concepts.



Left: Adi Liberman speaks at Active SGV's GoCoastal Transit Tour, December 2023. Photo credit: ActiveSGV. Middle: City of STEM/MA Maker Fair, April 2024. Right: Community Conversation about Elephant Hill, January 2024

## Ongoing Regional Coordination

The Watershed Coordinators will continuously identify and coordinate with other ongoing regional programs and efforts over the course of the year. A few of these relevant regional programs that the Watershed Coordinators have already identified, been involved with, and/or will be reaching out to include:

### *Tribal Engagement and Collaboration with Native American Tribes*

The active presence of the Fernandño Tataviam, Gabrielino Tongva, Ventureño Chumash, and Gabrielino Kizh tribes in the ULAR Watershed Area calls for the WC Team to engage Tribal Councils and communities across the region. The WC Team will focus on identifying overlaps and collaboration efforts that increase tribal participation and influence with the ULAR WASC. WC's will engage tribes from the region and tribal representative groups. Specifically the team will align SCWP goals and investments with the project development and implementation efforts of the Fernandño Tataviam Band of Mission Indians.

### *IRWM DACIP*

The WC Team will identify overlaps and potential collaboration with the parallel Greater LA County (GLAC) IRWM DACIP Program to coordinate engagement, sync messaging, identify projects, assess needs, and ensure involvement of underrepresented communities. The program engages disadvantaged, tribal and underrepresented communities to identify local water issues and then provides Technical Assistance support to develop water education programming and infrastructure projects to address those needs.

The DACIP needs assessment and technical assistance tasks overlapped with the first SOEP from FY 21-22. Data gathered and lessons learned from the needs assessment continues to inform the current updated SOEP.



Watershed Coordinator, Kristina Kreter, engages with attendees of Los Angeles Neighbor Initiative (LANI)'s Community Forum, April 2024.

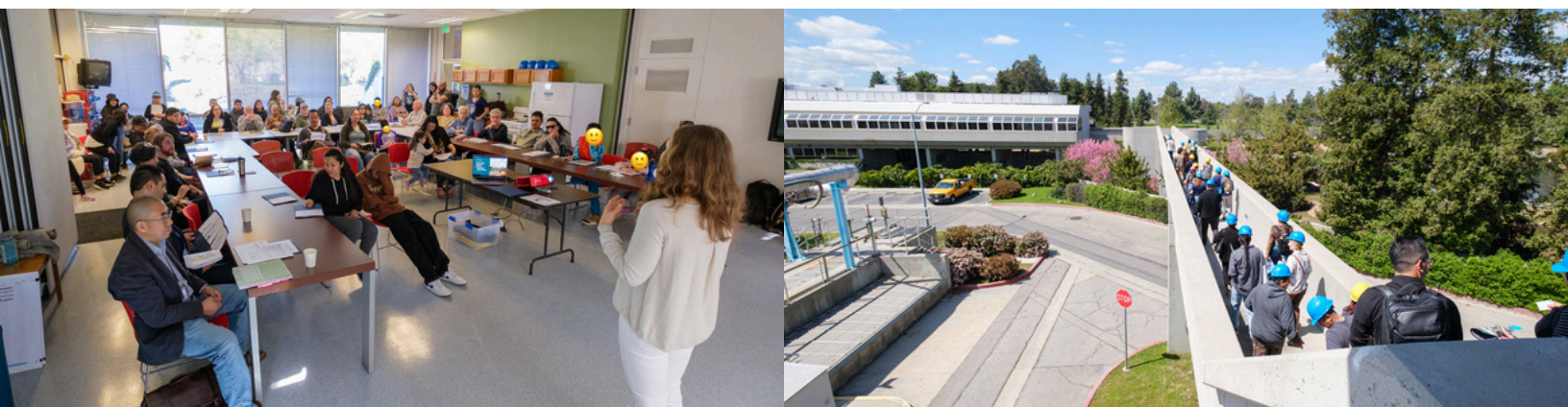


## ULAR EWMP

Through the Los Angeles County MS4 Permit, Permittees can develop and voluntarily participate in Watershed Management Programs (WMPs) to implement the requirements of the Permit on a watershed scale through customized strategies, control measures, and best management practices (BMPs) to comply with receiving water limitations, total maximum daily loads (TMDLs), non-stormwater discharge prohibitions, and minimum control measures. The SCWP ULAR Watershed Area falls within the Upper Los Angeles River Enhanced Watershed Management Plan (ULAR EWMP) area. The ULAR EWMP Implementation Strategy identifies the location and type of BMPs to be implemented across the entire ULAR EWMP area by 2028. Green streets make up 30% of the total BMP capacity. Low Impact Development (LID) BMPs make up 14% of the available capacity, which includes private and residential land. According to the EWMP the total capacity of LID, green streets and regional BMPs are to be implemented by each jurisdiction by 2037 ([Appendix VII](#)). The Watershed Coordinators will reference and utilize the EWMP Strategic Implementation Plan to help coordinate project opportunities and prioritize and set activities in place to support each city in meeting their targets through multi-benefit stormwater projects.

## *InfrastructureLA*

On April 5, 2022, the Los Angeles County Board of Supervisors directed the Chief Executive Officer and the Director of Public Works, in conjunction with other departments, to launch the Infrastructure Initiative. The objective of the Infrastructure Initiative is to maximize the County's share of federal infrastructure spending available through the Bipartisan Infrastructure Law for both regional and unincorporated areas, with an emphasis on projects that advance equity, sustainability, and climate resilience goals. InfrastructureLA seeks to advance the development of 21st century infrastructure through cross-sector collaboration and coalition building. We work with infrastructure stakeholders to pursue funding opportunities, advocate for community-focused infrastructure, and to share strategies and tools for addressing infrastructure needs.



(Left and right) CWH partnered with the San Fernando Audubon Society, Bureau of Engineers, The River Project, Carollo Engineers, California Native Plant Society, and Los Angeles Sanitation and Environment to present on current and future initiatives in the Sepulveda Basin as part of the Donald C. Tillman Water Reclamation Plant tour. March 2024



### [OurCounty Sustainability Plan](#)

The OurCounty Sustainability Plan is a regional sustainability plan for Los Angeles County developed by the Los Angeles County Chief Sustainability Office. The Plan outlines what local governments and interested parties can do “to enhance the well-being of every community in Los Angeles County while reducing damage to the natural environment and adapting to the changing climate, particularly focusing on those communities that have been disproportionately burdened by environmental pollution. This plan envisions streets and parks that are accessible, safe, and welcoming to everyone; air, water, and soil that are clean and healthy; affordable housing that enables all residents to thrive in place; and a just economy that runs on renewable energy instead of fossil fuels.”.

### [LA County Water Plan](#)

A plan developed by Los Angeles County Public Works to “think holistically and regionally about our water resources – fostering collaboration among stormwater, potable water, and recycled water stakeholders to identify opportunities for integrated solutions.” This plan is informed by meetings with stakeholder groups and community workshops. The WCs will continue to track the progress of this plan to identify overlaps with the SCWP.

### [LA River Master Plan Update](#)

The Los Angeles County Board of Supervisors directed Public Works to work with other County Departments to update the LA River Master Plan for the first time in over 20 years in 2016. The update to the Plan, which was approved in June of 2022, has been a multi-year process involving community meetings and a Steering Committee to ensure diverse interests along the river are represented in laying the groundwork for the next 25 years of investment along and within the river. The vision of the Plan is “for the LA River to become 51 miles of connected public open space that provides landmark opportunities to reduce flood risk and improve resiliency, support healthy and connected ecosystems, address potential adverse impacts to housing affordability and people experiencing homelessness, promote healthy, safe clean water, and create jobs while fostering opportunities for arts, culture, and community engagement.” The Los Angeles County's LA River Master Plan identifies over 200 potential project sites that will create local jobs, publicly accessible open space that will help address public health issues, especially in environmentally- and economically-stressed communities, solutions to mitigate future climate disasters and enhance ecosystem function, actions for affordable housing, houselessness, and addressing displacement in areas vulnerable to gentrification.



Left: LAUSD's Chief Eco-Sustainability Officer, Christos Chrysiliou, leads tour of Victory Elementary, October 2023.  
Right: Participants tour the East LA Sustainable Median, February 2024.

### *Proposition O*

Proposition O was passed by Los Angeles voters in 2004. The passage authorized the City of Los Angeles to expend \$500 million on projects that prevent pollution, improve water quality of rivers, lakes, beaches, bays, and the ocean, conserve water, and protect public safety while meeting Federal Clean Water Act regulations. The Watershed Coordinators will take note of Proposition O funded, completed, and in progress project locations and the impact these locations have on any potential project opportunities through the SCWP. A map of all completed Proposition O projects is provided in [Appendix VII](#). The Watershed Coordinators will utilize lessons learned and experience gained through working on Proposition O to inform the work with the SCWP.

### *Los Angeles River Watershed Monitoring Program (LARWMP)*

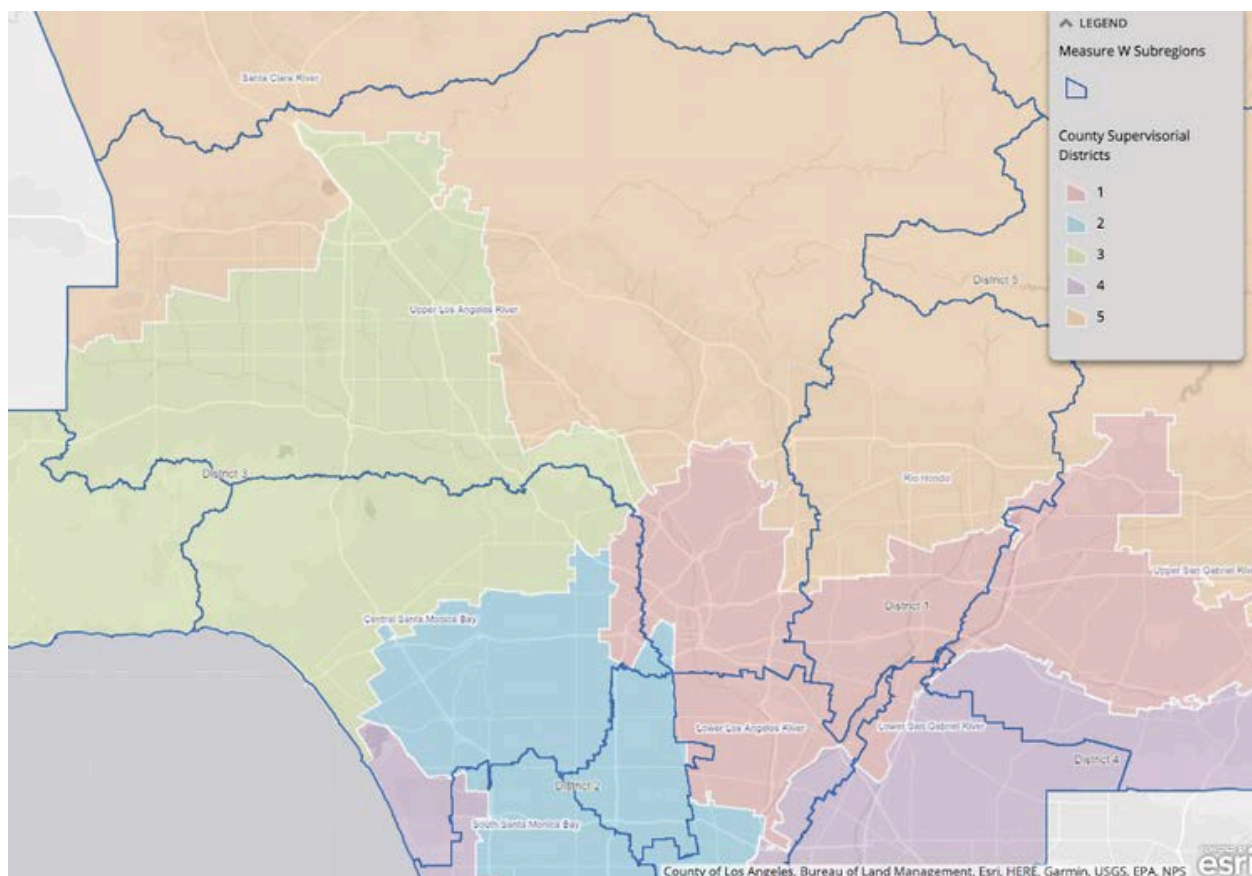
The Los Angeles River Watershed Monitoring Program (LARWMP) was developed in 2007 by a group of stakeholders representing major permittees, regulatory and management agencies, and conservation groups. At the time, the majority of monitoring efforts were focused on compliance monitoring, presenting an opportunity to better coordinate ongoing monitoring efforts and promote collaboration between stakeholders of the Los Angeles River. Prior to the LARWMP, little was known about the baseline condition of streams throughout the watershed. This collaborative program, majority funded by the Cities of Los Angeles and Burbank and the Los Angeles County Department of Public Works and managed by the Council for Watershed Health, provides a framework for comprehensive, periodic assessments of watershed health, and creates opportunities to align monitoring efforts with management and public priorities. To provide a better understanding of the health of Los Angeles River Watershed as an integrated system and how it is changing, the LARWMP generates annual monitoring data. Yearly monitoring efforts culminate in an annual report and every five years is synthesized into a State of the Watershed Report.



Left: Tour of the Los Angeles County Sanitation Districts' A.K. Warren Water Resource Facility, December 2023. Right: Los Angeles Business Association (LABC) 2023 LABC Sustainability Summit, September 2023.

# Appendices

## Appendix I

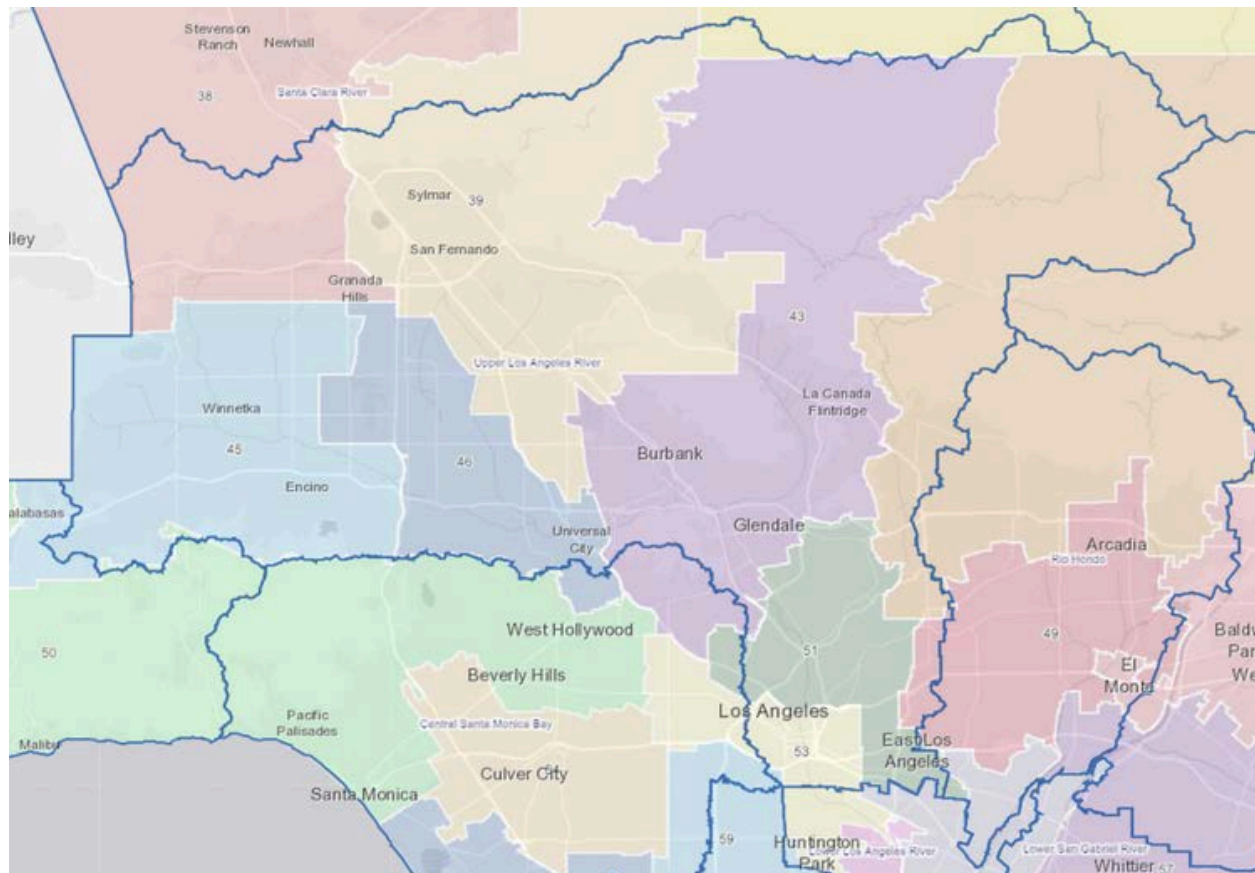


County Supervisorial Districts within the Upper Los Angeles River Watershed Area.

Source: OurWaterLA, Water Leader Resources, [MEASURE W: Safe Clean Water L.A. Map](#)



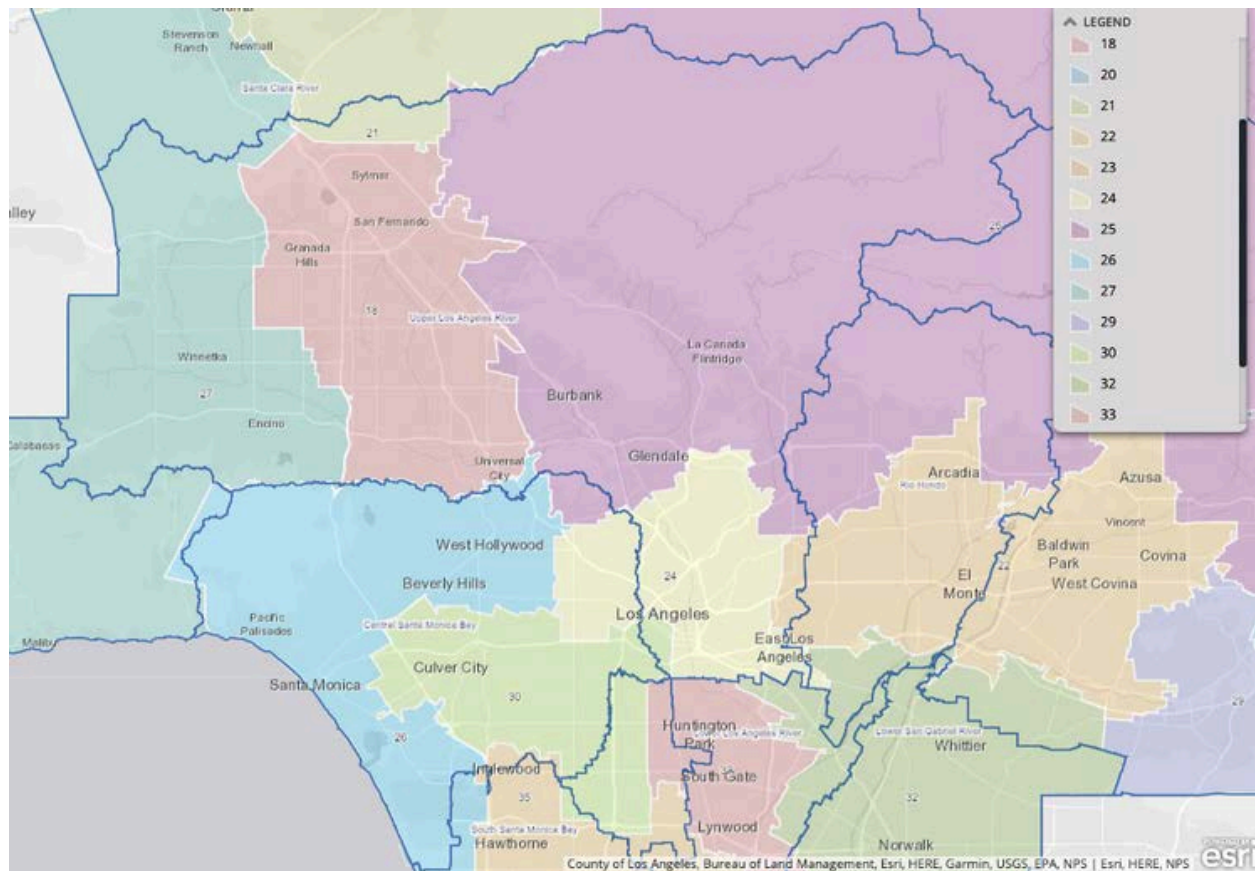
## Appendix II



State Assembly Districts within the Upper Los Angeles River Watershed Area.

Source: OurWaterLA, Water Leader Resources, [MEASURE W: Safe Clean Water L.A. Map](#)

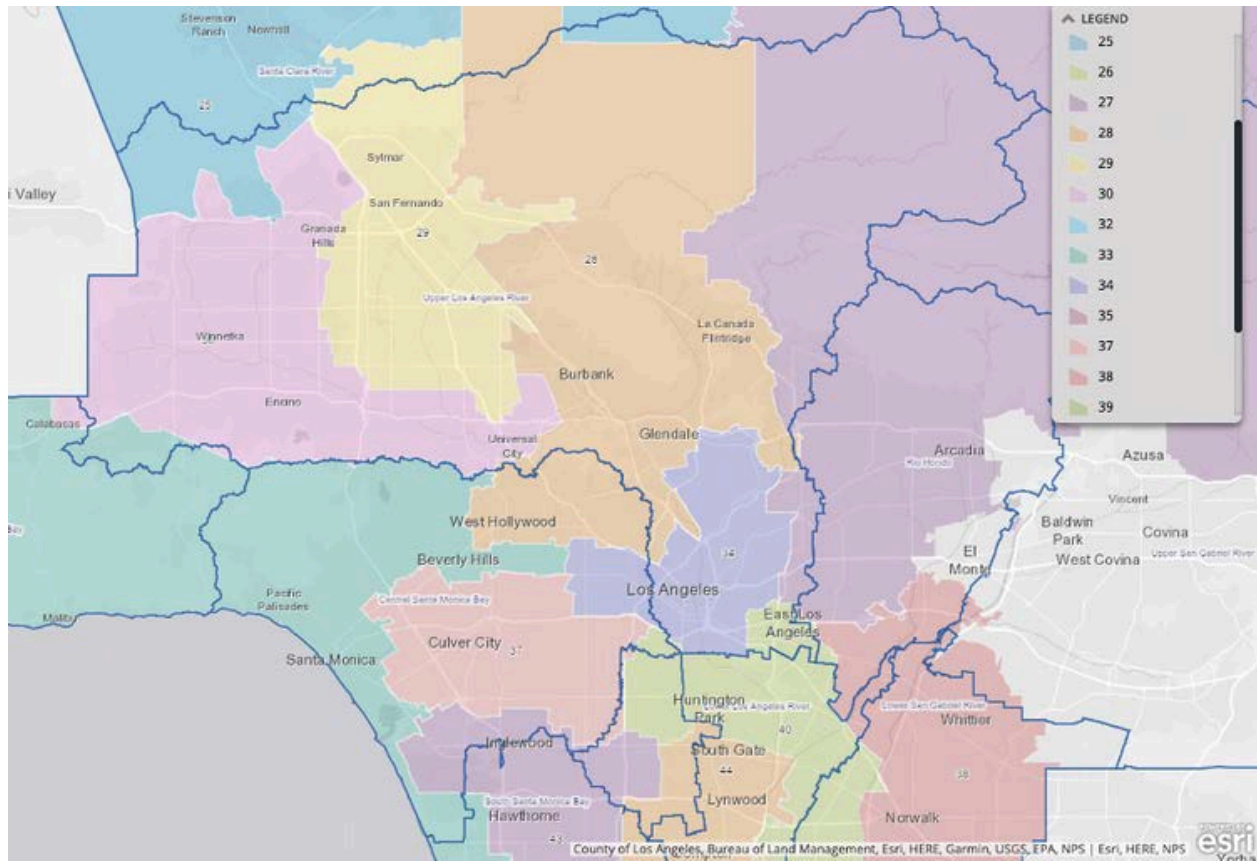
## Appendix III



State Senate Districts within the Upper Los Angeles River Watershed Area.

Source: OurWaterLA, Water Leader Resources, [MEASURE W: Safe Clean Water L.A. Map](#)

## Appendix IV



U.S. Congressional Districts within the Upper Los Angeles River Watershed Area.

Source: OurWaterLA, Water Leader Resources, [MEASURE W: Safe Clean Water L.A. Map](#)



## Appendix V

Summary of Community Health Profiles compiled by the Los Angeles Department of Public Health which are relevant for the communities and jurisdictions in the Upper Los Angeles River Watershed Area.

	LA County	Western ULAR								
		Calabasas	CD 3	CD 12	CD5	CD 6	CD 7	San Fernando	CD 2	partial CD4
Population:		24,182	267,182	271,125	264,057	283,654	278,658	24,465	265,068	260,788
Population Age										
0-17 years	23%	20%	22%	18%	17%	26%	25%	27%	21%	16%
18-64 years	65%	64%	64%	65%	68%	65%	64%	63%	67%	70%
65+ years	13%	16%	14%	17%	15%	9%	11%	10%	12%	14%
Race/Ethnicity										
Black	8.46%	1.52%	4.30%	4.12%	3.69%	3.28%	3.55%	0.65%	4.06%	4.56%
Latinx	48.76%	6.62%	39.57%	28.35%	11.12%	71.93%	70.98%	92.86%	46.80%	16.13%
White	28.04%	82.61%	42.97%	47.87%	69.14%	15.11%	19.21%	5.29%	41.94%	63.10%
Asian	14.31%	9.11%	12.89%	19.38%	15.84%	9.42%	5.99%	0.85%	6.96%	16.02%
American Indian/Alaska Native	0.19%	0.13%	0.16%	0.16%	0.12%	0.17%	0.20%	0.28%	0.15%	0.13%
Native Hawaiian/Other Pacific Islander	0.24%	0.02%	0.10%	0.12%	0.09%	0.08%	0.07%	0.07%	0.10%	0.07%
Foreign-born residents (%):	35%	26%	41%	32%	30%	47%	40%	37%	39%	31%
High School Graduates:	77%	97%	81%	90%	95%	64%	68%	58%	80%	94%
Median Household Income:	\$56,196	\$106,050	\$66,266	\$80,913	\$84,058	\$45,481	\$57,352	\$55,170	\$52,281	\$77,274
Employed adults in labor force (%):	92%	94%	93%	93%	93%	90%	91%	91%	90%	92%
Available recreation space (acres/1,000 people)	8.1	3.26	2.38	2.44	0.56	1.78	2.76	0.99	1.5	16.23
People living in close proximity to grocery store (%):	62%	20%	61%	48%	75%	73%	49%	74%	69%	70%
Homeowners (%)	46%	70%	49%	69%	39%	38%	60%	54%	34%	34%
Renters (%)	54%	30%	51%	32%	61%	63%	40%	46%	66%	66%
Individuals experiencing homelessness:		0	890	906	913	1856	1206	24	1084	628
Children with diagnosed asthma (%):	7%	unavailable	7%	6%	7%	7%	7%	6%	7%	7%
Serious Crimes (per 100,000 people)	551	62	412.8	284.4	252.6	472.8	361	539.6	389.3	321.3
CA Clean Environment Score	n/a	85th percentile (lower pollution burden)	40th percentile (high-medium pollution burden)	36th percentile (high-medium pollution burden)	25th percentile (higher pollution burden)	21st percentile (higher pollution burden)	27th percentile (high-medium pollution burden)	24th percentile (higher pollution burden)	13th percentile (higher pollution burden)	19th percentile (higher pollution burden)
Adults with diagnosed depression (%):	9%	14%	9%	8%	13%	6%	7%	8%	10%	12%
CA Healthy Places Index Score:	n/a	92nd percentile (more healthy community conditions)	48th percentile (few-medium healthy community conditions)	69th percentile (medium-more healthy community conditions)	76th percentile (more healthy community conditions)	21st percentile (fewer healthy community conditions)	31st percentile (few-medium healthy community conditions)	41st percentile (few-medium healthy community conditions)	40th percentile (medium healthy conditions)	72nd percentile (medium-more healthy community conditions)

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## Appendix V continued

0-17 years	18%	17%	21%	19%	23%	21%	20%	18%	17%	29%
18-64 years	67%	65%	62%	70%	65%	66%	65%	65%	62%	61%
65+ years	15%	18%	17%	12%	11%	12%	15%	17%	21%	10%
Race/Ethnicity										
Black	2.49%	1.20%	23.74%	3.22%	2.76%	5.84%	2.79%	1.33%	0.33%	0.29%
Latinx	25.51%	17.55%	29.05%	54.24%	70.6%	68.19%	19.32%	34.35%	27.43%	96.91%
White	59.18%	63.82%	41.29%	23.76%	8.29%	12.86%	43.32%	9.13%	4.58%	1.85%
Asian	12.56%	17.27%	5.53%	18.52%	18.1%	12.79%	34.43%	54.98%	67.54%	0.80%
American Indian/Alaska Native	0.18%	0.10%	0.19%	0.17%	0.17%	0.25%	0.11%	0.14%	0.10%	0.14%
Native Hawaiian/Other Pacific Islander	0.07%	0.05%	0.20%	0.08%	0.08%	0.07%	0.02%	0.07%	0.03%	0.01%
Foreign-born residents (%):	34%	54%	20%	50%	52%	38%	27%	50%	54%	42%
High School Graduates:	89%	84%	89%	74%	57%	66%	95%	81%	79%	47%
Median Household Income:	\$66,076	\$52,574	\$86,050	\$39,448	\$34,896	\$45,157	\$78,957	\$53,582	\$54,097	\$38,766
Employed adults in labor force (%):	92%	91%	92%	90%	91%	91%	96%	94%	91%	89%
Available recreation space (acres/1,000 people)	8.22	8.37	1.1	0.84	2.69	1.05	1.55	0.77	1.44	0.73
People living in close proximity to grocery store (%):	66%	75%	45%	85%	89%	64%	68%	52%	54%	53%
Homeowners (%)	41%	35%	72%	14%	18%	33%	44%	40%	52%	34%
Renters (%)	59%	65%	28%	86%	82%	67%	57%	60%	48%	66%
Individuals experiencing homelessness:	167	240	58	3036	1986	5590	9	64	7	288
Children with diagnosed asthma (%):	6%	6%	9%	5%	4%	unavailable	5%	4%	7%	7%
Serious Crimes (per 100,000 people)	200.6	112.6	162.3	718.5	667.5	1051.4	104.1	168.4	214.3	480.1
CA Clean Environment Score	5th percentile (higher pollution burden)	1st percentile (high pollution burden)	62nd percentile (medium-low pollution burden)	3rd percentile (high pollution burden)	6th percentile (higher pollution burden)	24th percentile (higher pollution burden)	38th percentile (high-medium pollution burden)	6th percentile (high pollution burden)	4th percentile (higher pollution burden)	3rd percentile (high pollution burden)
Adults with diagnosed depression (%):	10%	10%	11%	9%	7%	10%	9%	5%	4%	8%
CA Healthy Places Index Score:	62nd percentile (medium health conditions)	46th percentile (low-medium healthy community conditions)	76th percentile (more healthy community conditions)	23rd percentile (fewer healthy community conditions)	10th percentile (fewer healthy community conditions)	24th percentile (fewer healthy community conditions)	87th percentile (more healthy community conditions)	43rd percentile (some healthy community conditions)	32nd percentile (few-medium healthy community conditions)	6th percentile (few healthy community conditions)

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## Appendix V continued

	Southern ULAR				
	partial	partial	partial		
	<a href="#">CD 9</a>	<a href="#">CD 8</a>	<a href="#">CD 15</a>	<a href="#">Westmont</a>	<a href="#">Florence-Firestone</a>
Population:	285,373	252,296	269,467	32,835	65,822
Population Age					
0-17 years	30%	26%	27%	28%	31%
18-64 years	64%	63%	62%	62%	61%
65+ years	6%	10%	11%	10%	7%
Race/Ethnicity					
Black	15.12%	39.96%	12.72%	49.45%	8.93%
Latinx	79.18%	56.66%	63.77%	49.12%	90.12%
White	3.19%	1.77%	16.34%	0.96%	0.74%
Asian	2.40%	1.37%	6.48%	0.25%	0.11%
American Indian/Alaska Native	0.09%	0.16%	0.22%	0.12%	0.07%
Native Hawaiian/Other Pacific Islander	0.02%	0.07%	0.48%	0.09%	0.02%
Foreign-born residents (%):	43%	32%	32%	23%	43%
High School Graduates:	45%	64%	69%	70%	41%
Median Household Income:	\$28,614	\$32,922	\$46,423	\$26,808	\$33,934
Employed adults in labor force (%):	91%	88%	90%	86%	91%
Available recreation space (acres/1,000 people)	0.33	0.53	2.56	0.06	1.03
People living in close proximity to grocery store (%):	84%	58%	52%	20%	97%
Homeowners (%)	27%	37%	40%	31%	34%
Renters (%)	73%	63%	60%	69%	66%
Individuals experiencing houselessness:	3458	1497	1773	365	543
Children with diagnosed asthma (%):	6%	9%	7%	unavailable	8%
Serious Crimes (per 100,000 people)	1120.3	1497.8	696.6	1513.6	800.6
CA Clean Environment Score	8th percentile (higher pollution burden)	32nd percentile (medium-high pollution burden)	66th percentile (medium-low pollution burden)	69th percentile (medium-low pollution burden)	37th percentile (medium-high pollution burden)
Adults with diagnosed depression (%):	8%	6%	8%	7%	7%
CA Healthy Places Index Score:	0th percentile (fewer healthy community conditions)	2nd percentile (fewer healthy community conditions)	20th percentile (fewer healthy community conditions)	1st percentile (fewer healthy community conditions)	3rd percentile (fewer healthy community conditions)



## Appendix VI

Summary of the [Upper Los Angeles River Watershed Area Steering Committee](#) membership.

**Teresa Villegas\***, Los Angeles (Municipal)

**Karo Torossian\*\***, Los Angeles (Municipal)

**Ernesto Rivera**, LA County Flood Control District (Agency)

**Art Castro**, LA Department of Water and Power (Agency)

**John Huynh**, LA Department of Water and Power (Agency)

**Ida Meisami-Fard**, LA Sanitation & Environment (Agency)

**Cathie Santo Domingo**, LA Recreation & Parks (Agency)

**Ernesto Pantoja**, Laborers Local 300 (Community)

**Miguel Luna**, Urban Semillas (Community)

**Edith de Guzman**, University of California, Los Angeles (Community)

**Veronica Padilla-Campos**, Pacoima Beautiful (Community)

**Kris Markarian**, Pasadena (Municipal)

**Patrick DeChellis**, La Cañada Flintridge (Municipal)

**Rafael Prieto**, Los Angeles (Municipal)

**Mark Lombos**, Los Angeles County (Municipal)

**Kenneth Jones**, San Fernando (Municipal)

**Adi Liberman**, *Environmental Outreach Strategies (Watershed Coordinator, non-voting member)*

**Kristina Kreter**, *Council for Watershed Health (Watershed Coordinator, non-voting member)*

**Alonso Garcia**, *Council for Watershed Health (Watershed Coordinator, non-voting member)*

**\* Chair    \*\* Vice Chair**

## Appendix VII

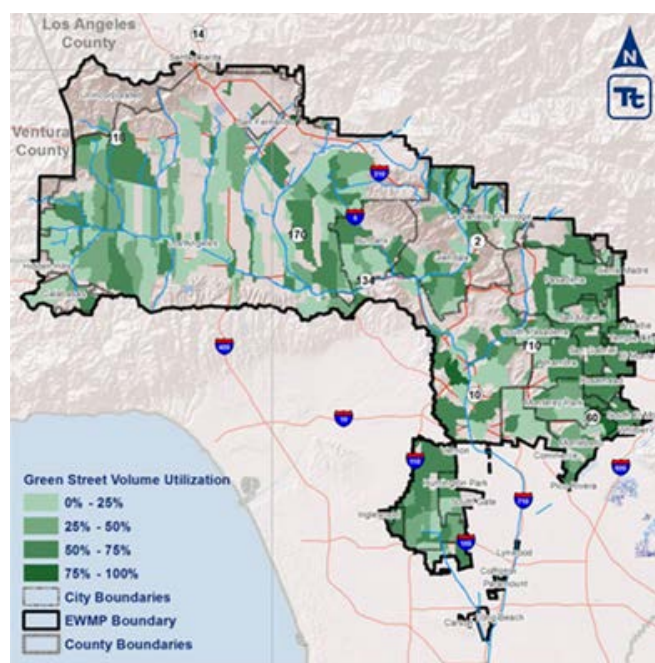
The Upper Los Angeles River Enhanced Watershed Management Plan Implementation Strategy for Final Compliance by 2037:



Types of projects identified in the Upper Los Angeles River Enhanced Watershed Management Plan Implementation Strategy for Final Compliance by 2037 includes:

### *Green Streets*

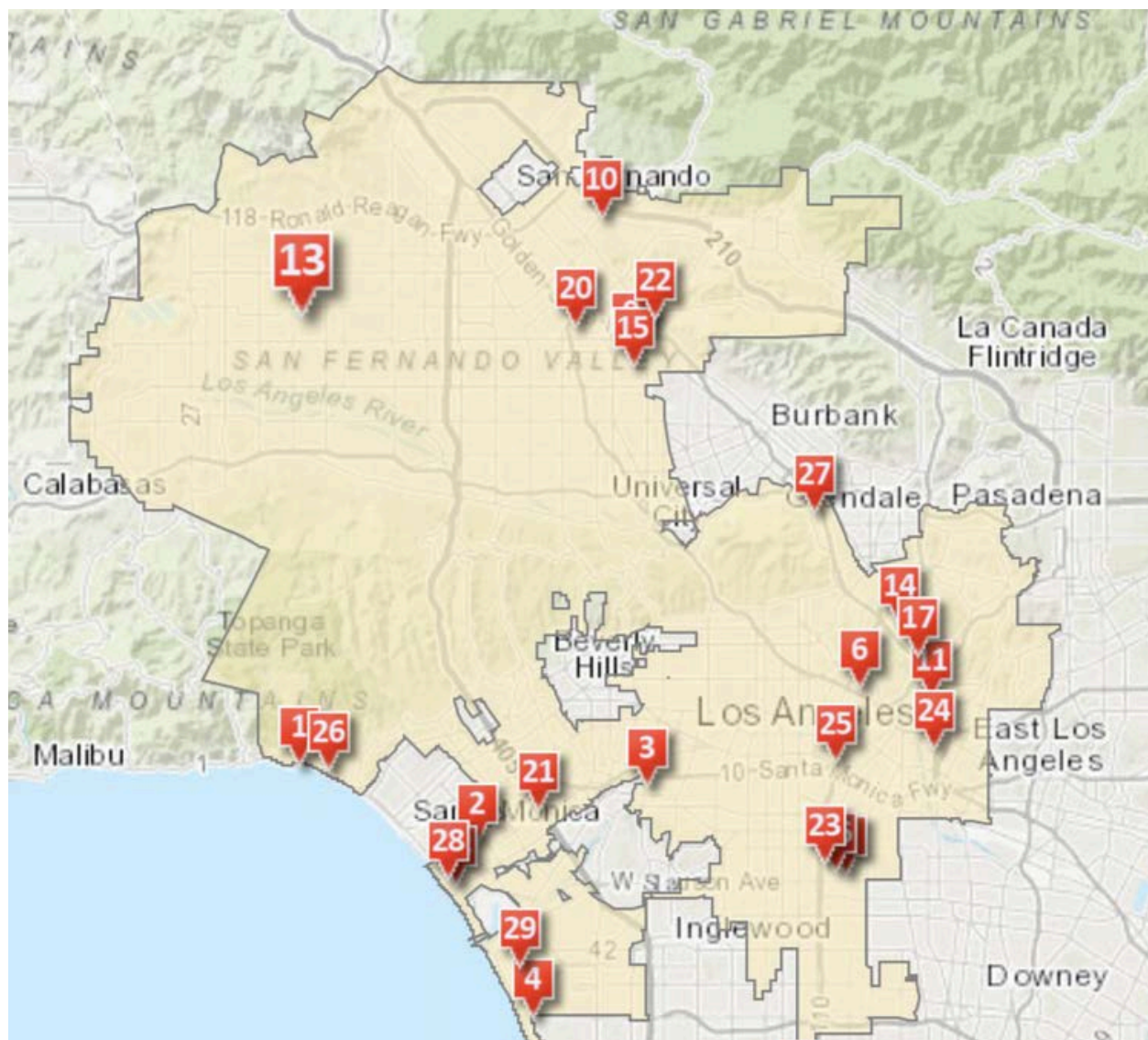
Distributed structural practices that are typically implemented as linear bioretention/biofiltration practices installed parallel to roadways. Green streets have been demonstrated to provide “complete streets” benefits in addition to stormwater management, including pedestrian safety and traffic calming, street tree canopy and heat island effect mitigation, increased property values, and even reduced crime rates. The ULAR EWMP Implementation Strategy identified a high percentage of planned green street retrofits.



### *Low-Impact Development*

Distributed structural practices that capture, infiltrate, and/or treat runoff at the parcel (normally less than 10 tributary acres). Common LID practices include bioretention, permeable pavement, and other infiltration BMPs that prevent runoff from leaving a parcel.

## Appendix VIII



Location of projects funded through Proposition O. Map source: [City of LA Prop O Locations Map](#)