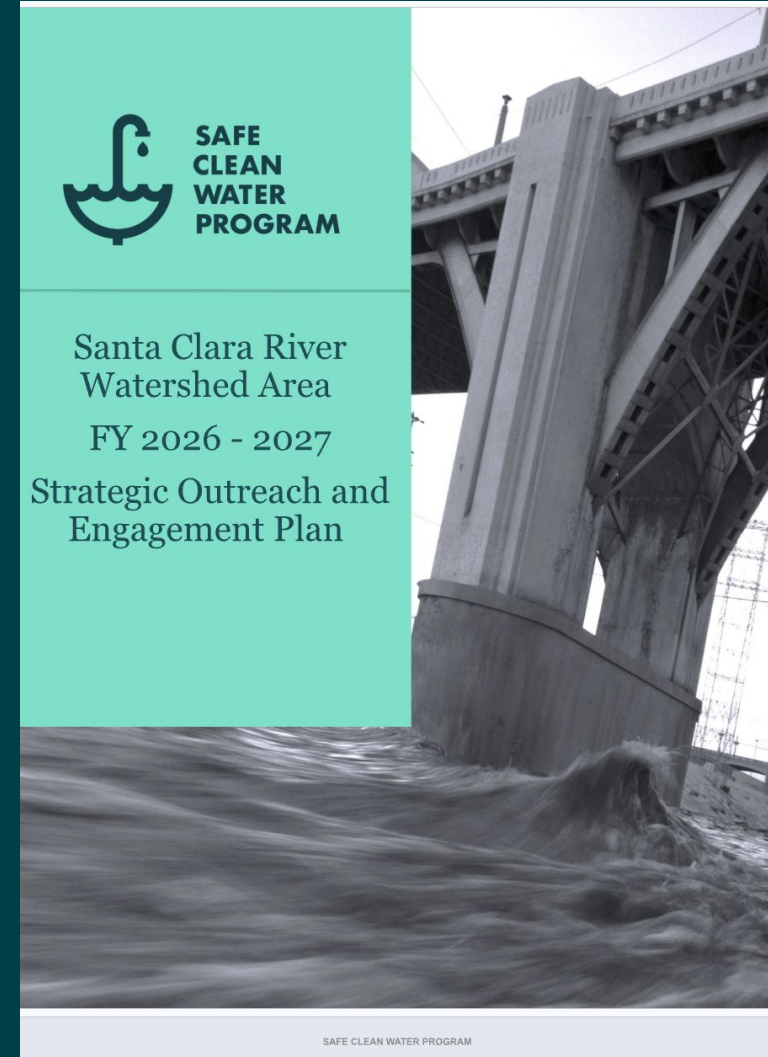


SAFE CLEAN WATER PROGRAM

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# 2026-2027 Santa Clara River Strategic Outreach & Engagement Plan

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# SCR SOEP Overview



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# Vision for Success & Evaluation

This Plan provides a Vision for Success and methods for evaluating the effectiveness of the Vision.

These serve two purposes:

1. To support the District and WASC in assessing the Watershed Coordinators
2. To help communicate the Watershed Coordinator's intentions and focus to the public and relevant agencies

# Vision Statement

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.

<b>Water Quality</b>	<i>The river and its major tributaries are a primary focus of water quality measures that our watershed must meet to provide safe, clean water now and for future generations.</i>
<b>Water Supply</b>	<i>Local aquifers are recharged by the river and its tributaries and, in turn, provide the area with resilient, clean water supplies amid major environmental change.</i>
<b>Community Benefit</b>	<i>Access to the river and open spaces for all people is a marker of a diverse, healthy, 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.
- Raise awareness of and between community voices, Tribes, the public sector, and the SCWP.

# What's new to the 2026 - 2027 SOEP?

- Community Strengths and Needs Assessment (CSNA)
- Initial Watershed Plans (IWP)
- Integrating these tools into our role of Project Guide, Connector, and Educator



## Mission and Goals

To serve as **Project Guide, Educator, and Connector** to increase understanding and engagement with the SCWP in the SCR Watershed.

The goals towards fulfilling this mission are the following:

1. Engage municipalities, community groups, and other interested parties within the SCR Watershed Area.
2. Develop projects to be considered for Strategic Investment Plans and other Water-related Funding.
3. Identify and ensure the involvement of members of disadvantaged and underrepresented communities in the watershed area.
4. Identify educational programming that elevates awareness of water management, ecological, and community issues to support shared goals.
5. Provide transparency through information sharing and promoting a collaborative agenda.

## Evaluation of Progress and Success

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

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

## Evaluation of Progress and Success

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

<b>Strategy</b>	Draw from interested-party relationships in #1 (above) to identify projects that serve community needs and SCWP goals.
<b>Activities</b>	Identify community needs through research and interviews; conceptualize projects and/or collect known project ideas based on community needs from the EWMP, and other plans or assessments; identify potential project applicants.
<b>Measures</b>	Maintain report of community findings; matrix of potential projects; matrix of funding sources; matrix of project applicants; # of project funding requests.

## Evaluation of Progress and Success

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

<b>Strategy</b>	As identified in #2 (above), focus community involvement on project development.
<b>Activities</b>	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.
<b>Measures</b>	Meeting content outlines and materials; # of meetings; meeting reports.

## Evaluation of Progress and Success

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

<b>Strategy</b>	Leverage lessons learned in our five years as Watershed Coordinator, as well as discussions in #3 (above), to clarify educational needs that support understanding of how projects support shared goals.
<b>Activities</b>	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.
<b>Measures</b>	Report of educational events; educational materials created and/or used.

## Evaluation of Progress and Success

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

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

# Outreach and Engagement Strategies

Role	More likely to be prioritized	Less likely to be prioritized
Project Guide	<ul style="list-style-type: none"> <li>- Supporting potential projects and project sponsors.</li> <li>- Guiding applicants, including meaningful community engagement.</li> </ul>	<ul style="list-style-type: none"> <li>- Conducting outreach or collecting signatures for individual projects.</li> <li>- Serving as a project applicant or partner.</li> </ul>
Connector	<ul style="list-style-type: none"> <li>- Furthering relationships with core interested parties.</li> <li>- Connecting project applicants to appropriate resources, the SCR IWP, and CSNA results.</li> <li>- Sharing data on underrepresented, disadvantaged, and Tribal community needs for WASC and project use.</li> </ul>	<ul style="list-style-type: none"> <li>- Broad-based outreach, such as tabling at events.</li> </ul>
Educator	<ul style="list-style-type: none"> <li>- Hosting or supporting unique, action-based education events.</li> <li>- Educating interested parties about SCWP goals, especially with underrepresented, disadvantaged, and Tribal communities.</li> </ul>	<ul style="list-style-type: none"> <li>- Delivering education about projects already submitted to the SCWP, or broad-based education about the SCWP.</li> </ul>

# Collaboration

- LA County Water Plan
- Tribal Engagement
- SCWP Watershed Coordinators
- Watershed Wide Arundo Management Group

# Questions?



**Thank you!**

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