



Strategic Outreach and Engagement Plan

Fiscal Year 2026

PRESENTED BY ULAR WATERSHED COORDINATORS
May 6, 2026



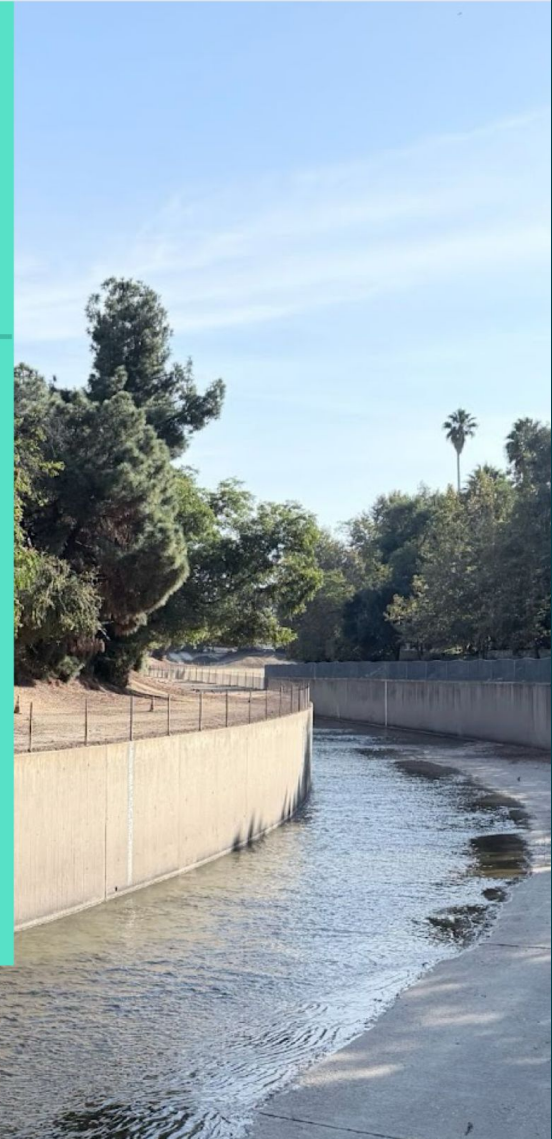
Upper Los Angeles River

Strategic Outreach and Engagement Plan

Fiscal Year 2026

Prepared by Council for Watershed Health and Environmental Outreach Strategies

Draft submitted 4/1/2026



Land Acknowledgement

We 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 Fernandeano 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.



"Rushing Waters" mural by artist Levi Ponce in Pacoima. The image shows a Native American woman holding a basin of water. Photo courtesy of KGET | Justin Cram.

ULAR Watershed Coordinators 2026-2030



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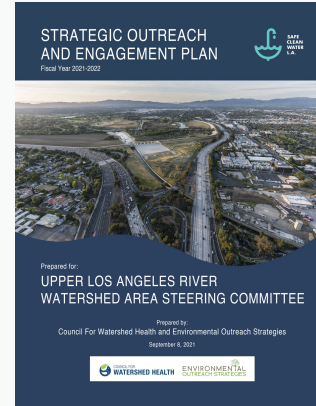


Arlene Guzman
Environmental
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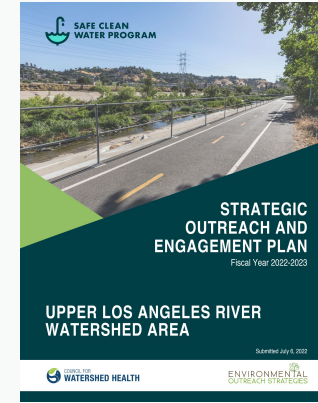
What is the Strategic Outreach and Engagement Plan (SOEP)?

SOEP identifies and summarizes outreach and engagement strategies to:

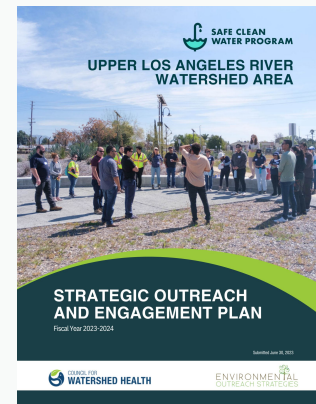
- Build meaningful and collaborative working relationships
- Solicit and value each community's perspective and expertise
- Work with Safe, Clean Water Program partners to advance education, engagement, and connectivity back to water-related issues



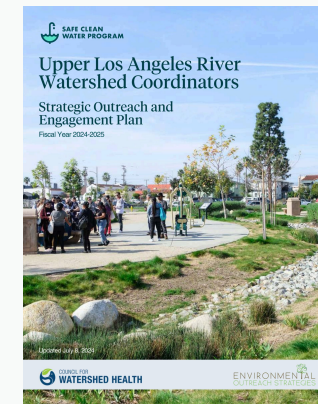
FY 21-22



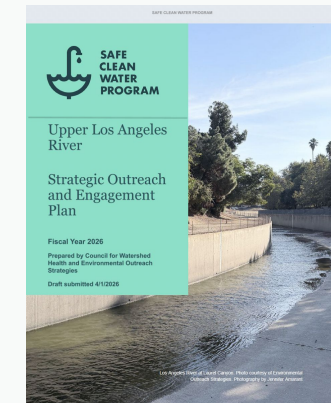
FY 22-23



FY 23-24



FY 24-25



FY 2026

Our Process

April 1, 2026

First draft SOEP for Year 1 submitted to the County

April 16, 2026

Draft SOEP for Year 1 revised with comments from the County

April 27, 2026

Year 1 Draft SOEP uploaded to the WC Module and delivered to the ULAR WASC

Today

Draft SOEP presented to the ULAR WASC



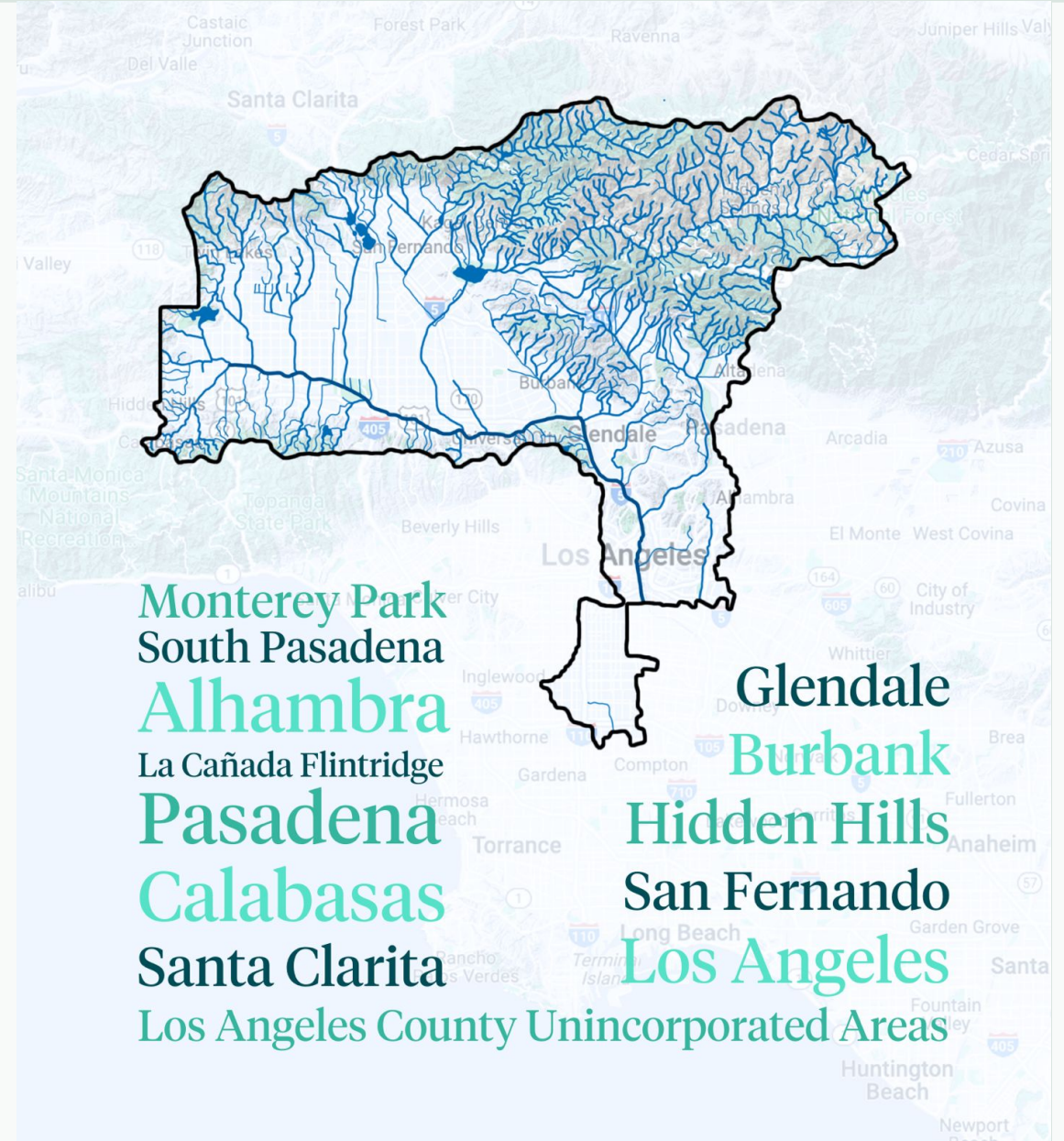
Overview of the Strategic Outreach and Engagement Plan



- I. Watershed Characteristics
- II. Vision for Success & Evaluation Criteria
- III. Outreach and Engagement Strategies
- IV. Collaboration
- V. Interested Parties Mapping

I. Watershed Characteristics

- Largest watershed area covering approximately 613 square miles
- 12 municipalities and unincorporated areas of Los Angeles County
- Diverse - geographically and environmentally
- ~ 41% DAC (DWR DAC Mapping Tool, 2020)



II. Vision for Success and Evaluation Criteria



Capture urban runoff, clean it, make it safe, make it available for everyone

All Stormwater Investment Plans include multi-benefit stormwater projects

Community
informed and
aligned with local
priorities

Integrate
community-based
organizations as
project partners

Meet the
mission
of the Safe,
Clean
Water Program

II. Vision for Success and Evaluation Criteria

Role of Watershed Coordinators

1

Solicit and Support New Projects

Identify parties with project ideas
& connect them with the
Technical Resources Program

2

Community Engagement

Gather input on community
priorities that SCW projects
can help fulfill

3

Public Education

Educate the public about SCWP
projects in their communities and
Inform community members
about how they can voice their
input

II. Vision for Success and Evaluation Criteria Watershed Coordinator Work Plan

The work plan for Watershed Coordinators consists of eight tasks

Task 1	Facilitate Community Engagement and Representation
Task 2	Identify and Support Development of Project Concepts
Task 3	Integrate Priorities Through Partnerships and Extensive Networks
Task 4	Cost-share Partners
Task 5	Leverage Funding
Task 6	Local Interested Party Education Cost-share Partners
Task 7	Watershed Coordination Collaboration
Task 8	Preparation and Submittal of Reports



II. Vision for Success and Evaluation Criteria

Strategic Guidance from the Initial Watershed Plans

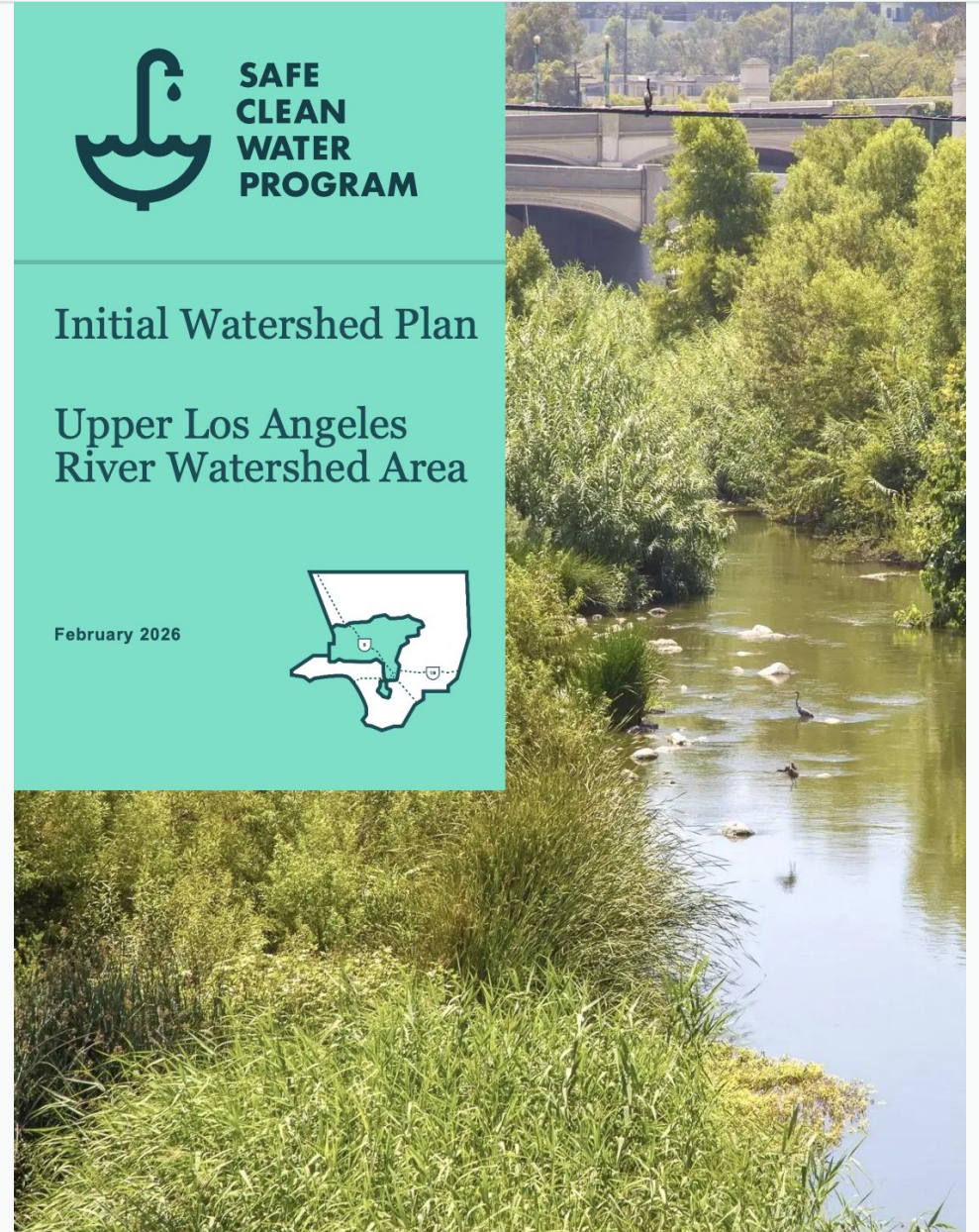
- Initial Watershed Plans set quantitative watershed-wide targets, strategies, actions and opportunities, as well as next steps and recommendations for Adaptive Management of the SCWP.
- WCs use the Initial Watershed Plans to identify and assess project opportunities, and to guide proponents to use these resources early so their projects align with the watershed plans and priority opportunity areas.



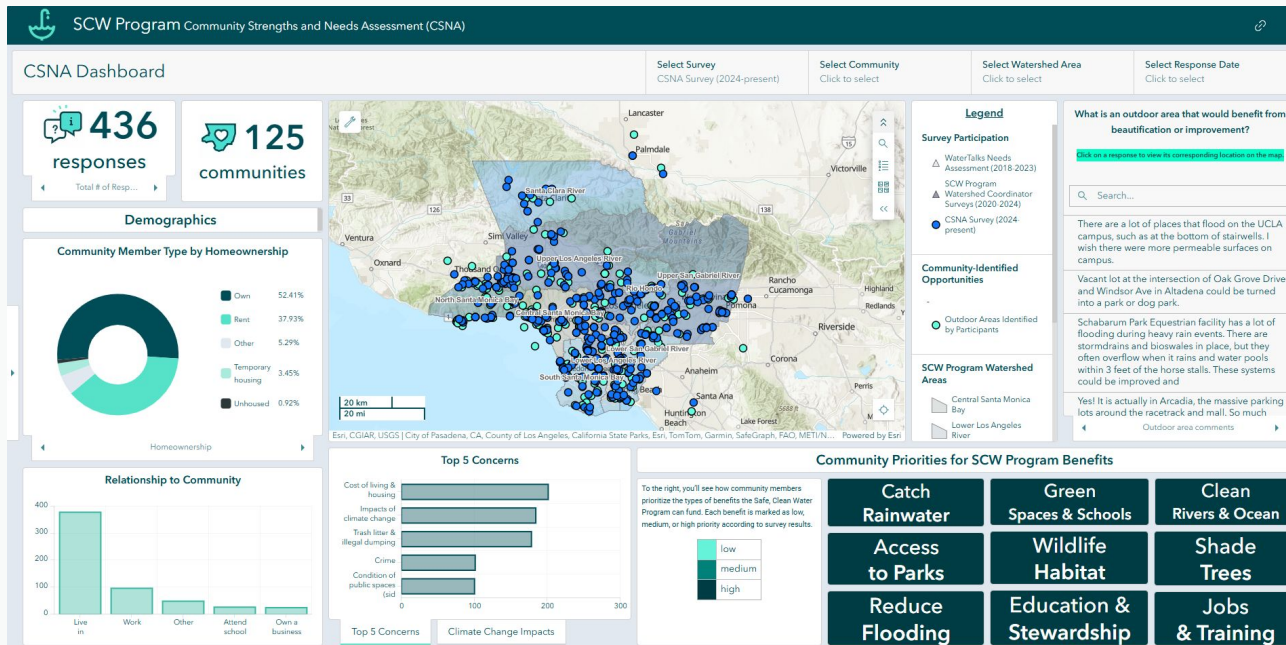
Initial Watershed Plan

Upper Los Angeles River Watershed Area

February 2026



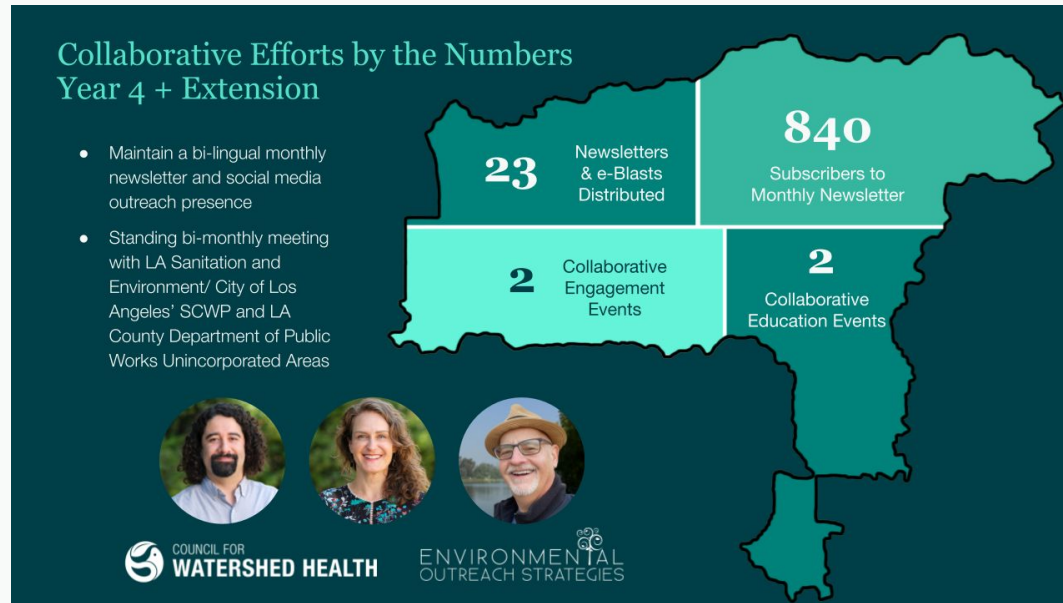
II. Vision for Success and Evaluation Criteria Community Strengths and Needs Assessment (CSNA)



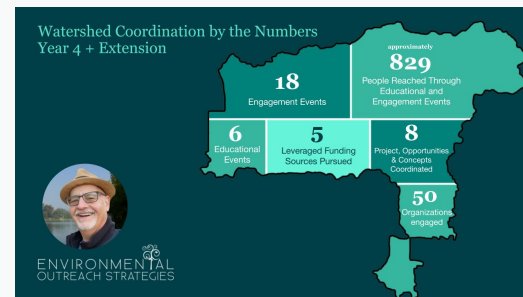
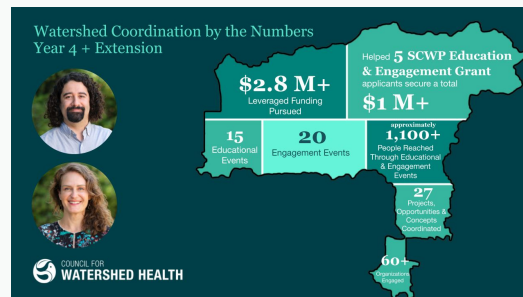
- Leverage existing tools and resources from regional efforts, such as the [Community Strengths and Needs Assessment \(CSNA\)](#)
- Survey results are displayed in the interactive CSNA Dashboard, a GIS-based online tool that presents findings, tracks changes over time, and helps inform funding priorities and decision-making in the ULAR watershed.

II. Vision for Success and Evaluation Criteria

How We Measure Progress And Success

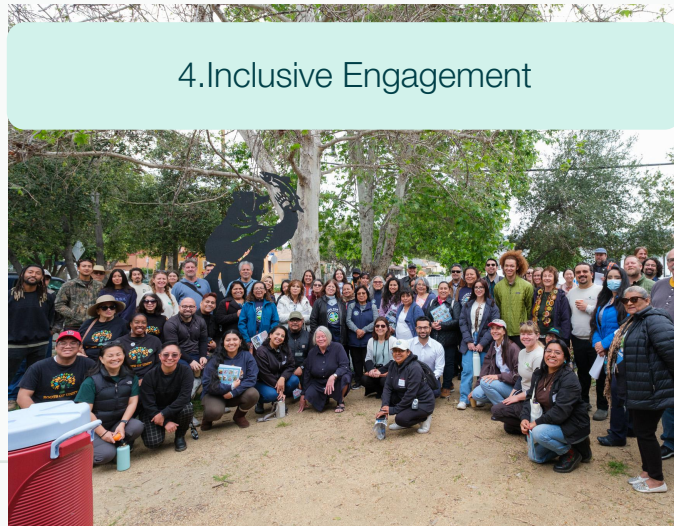


- Stats
- Monthly activity updates
- Quarterly Reports
- Annual review of Strategic Outreach and Engagement Plan
- Presentations and updates at ULAR WASC Meetings, as requested



III. Watershed Coordination Strategies

Tasks 1-8 will be accomplished with the strategies presented across the following five focus areas:



Strategies

Focus Area 1: Collaboration with Interested Parties

Engage municipalities, community groups and interested parties within the watershed



CWH engagement event at ReGreen Altadena. November 2025



CWH led Tour for Water Foundation Convening. July 2025.

Oprima aquí para la versión en español



SAFE CLEAN WATER PROGRAM

ULAR Watershed Coordinators

In This Newsletter

Try our new clickable menu:

[Important Information](#) | [In the Community](#) | [Upcoming Events](#) | [Resources](#) | [In the News](#) | [Funding Opportunities](#) | [ULAR Funded Project Spotlight](#) | [Contact Us](#)

Important Information

Key Dates to Know

-  **March 4, 2026 | 1:00pm - 4:00pm** — Upper Los Angeles River WASC Meeting: Round 7 Scientific Study Application Presentations
-  **March 7, 2026 | 1:00pm - 4:00pm** — Community Welcome Day at the Bowtie Wetland Demonstration
-  **March 11, 2026 | 1:00pm - 3:30pm** — Regional Oversight Committee Meeting

Initial Watershed Plans Release

The Los Angeles County Public Works Safe, Clean Water Program has released its Initial Watershed Plans.

The Watershed Plans focus on what can be achieved within the scope and funding framework of the SCW Program. They highlight the key watershed characteristics, summarize benefits of projects funded to date and set quantitative watershed-wide targets, strategies, actions and opportunities, as well as next steps and recommendations for Adaptive Management of the

Newsletter developed by CWH and EOS.

CWH Lead

EOS Co-Lead/Support

Focus Area 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.

Focus Area 2: Project Development

Develop project opportunities to be considered for the Technical Assistance Program



CWH Lead

EOS Co-Lead/Support

Focus Area Goals

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

Focus Area 3: Diverse Representation

Ensure diverse perspectives are integrated by Public Works and WASC



CWH engagement event at Rio de Los Angeles State Park - September 2025



Honoring CA Native Nations day on Gabrielino - Shoshone Nation Land - September 2024.



CWH at FoLAR's River Fest. August 2025.

CWH Lead

EOS Co-Lead/Support

Focus Area Goals

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

Focus Area 4: Inclusive Engagement

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


LA County Safe, Clean Water Program

Community Strengths & Needs Assessment Survey

The Safe, Clean Water Program wants YOUR INPUT about the things you like, and the things you would like to change, in your community.

Your response is completely anonymous.
This questionnaire will take approximately 5 minutes to complete and may be completed at your own pace.
All questions require a response except where noted as "optional."

To view the survey in another language, click **English-US** at the top of the page and select your preferred language.



1. Think of one area of LA County that you know best. This could be the area where you live, work, study, or otherwise spend time.

What is the name of this community?*
This can be a city (such as "Alhambra" or "Carson") or a neighborhood (such as "Boyle Heights" or "North Long Beach"). Please be as specific as possible.



CWH Lead

EOS Co-Lead/Support

Focus Area Goals

- Integrate expressed community priorities into Stormwater Investment Plans.

Focus Area 5: Education & Awareness

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



CWH tour of East LA Medians in Collaboration with County PW for PB's Agua University. June 2025.



CWH tour of Magic Johnson Park in Collaboration with County PW for PB's Agua University. June 2025.



CWH at FoLAR's River Fest. August 2025.

CWH Lead

EOS Co-Lead/Support

Focus Area 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.

Interested Parties

Electeds	Tribal Governments
State and Federal Agencies	Local Businesses
Local Government Regulatory Agencies	Labor Unions
CBO's	Faith-Based Institutions
NGOs	Land Conservancies
Water Purveyors	Higher Education Institutions
School Districts and Schools	Neighborhood Groups
Tribal Organizations	Councils of Governments



What Has Worked

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

CWH organized Tour of Roosevelt Park. March 2025.



CWH organized Tour of Oros Street. March 2025.

Collaboration

CWH and Rio Hondo Watershed Coordinator engaging with community at City of Alhambra Eco Fair, April 2026.



EOS tour of South Pasadena Nature Park, October 2025.



CWH and South Santa Monica Watershed Coordinator engaging with participants of Recycled Water Symposium, October 2024.



EOS tabled with North Santa Monica Bay Watershed Coordinator, at the Calabasas Earth Day event in April 2025.



The following section evaluates opportunities for collaboration across Watershed Areas to achieve shared goals:

- Sharing Watershed Area Boundaries
- Tribal Engagement and Collaboration with Native American Tribes
- Ongoing Regional Coordination
- Safe, Clean Water Municipal Program

Guided Questions for Discussion

1. Is there anything missing from the SOEP that you would like to see included?
2. Do you have any concerns or reservations about anything we've shared today?
3. How else can we as Watershed Coordinators support the WASC this year?



Thank You

Upper LA River Watershed Coordinators

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