



**SAFE
CLEAN
WATER
PROGRAM**

North Santa Monica Bay Watershed

Strategic Outreach and Engagement Plan

Fiscal Year 2026- 2027





North Santa Monica Bay Watershed FY 2026 - 2027

Strategic Outreach and Engagement Plan

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Land Acknowledgement

The following section is an acknowledgement of those who were the traditional caretakers of the Watershed Area's geographic area.

The North Santa Monica Bay Watershed community would like to acknowledge that we all co-exist on Chumash, Fernandeño Tataviam Band of Mission Indians and Tongva lands.

Our drinking water is sourced from many venues throughout California including the Bay-Delta, the Colorado River, Mono Lake, groundwater and locally recycled waters.

These source watersheds are also our watersheds for which we share responsibility and care. Each of these watersheds are on First Nation lands and we acknowledge our interconnectedness.

The North Santa Monica Bay Watershed is made up of local residents, people who work in our community, adjacent residents of Los Angeles County and Ventura County, First Nations peoples, immigrants, unhoused community members, visitors from California and around the world, students and, as a biodiversity hotspot, all of the many living beings with whom we co-exist. *The North Santa Monica Bay Watershed Community includes the whole of all these living beings; our ecosystem is our shared home.*

The North Santa Monica Bay Watershed stakeholders aim to provide safe, clean water for the whole of this living community.

Safe, Clean Water Program

The Safe, Clean Water Program funds stormwater initiatives that improve water quality, increase our local water supply, and provide community benefits, like green spaces and parks.

Cities, agencies, non-profits, universities and community members have been working on water quality improvement for two decades; the work suggested here is a continuation of the long-running effort on all these strategies. (Jessica Forte)

Every drop of water is important.

Purpose and Overview

The following section describes the purpose and goals of the Strategic Outreach Engagement Plan (SOEP).

Developed in collaboration with public health, environmental groups, cities, business, labor, and community-based organizations, the Safe Clean Water Program is ambitious.

The Los Angeles Region Safe, Clean Water Program shall be implemented 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 benefitting 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. Implement an iterative planning and evaluation process to ensure adaptive management.
- M. Promote green jobs and career pathways.
- N. Ensure ongoing operations and maintenance for Projects.

The North Santa Monica Bay Watershed Area Steering Committee is composed of representatives of our local cities, agencies, non-profits and community members and is committed to implementing the Safe, Clean Water Program goals as defined above.

The North Santa Monica Bay Watershed Advisory Steering Committee is acutely aware of the unique aspects of our watershed, which includes 70% open space throughout the North Santa Monica Bay watershed and aligns with 27 miles of beaches in the City of Malibu.

Our love for our watershed inspires our work.

Watershed Area Description

The following section is a description of the physical and social characteristics of the Watershed Area.

Physical Characteristics

To quote Mr. Cung Nguyen, P.E. Senior Civil Engineer, Los Angeles Department of Public Works,

“The North Santa Monica Bay includes the Malibu Creek Watershed, Topanga Creek Watershed, and other rural Santa Monica Mountains Watersheds. Portions of these watersheds are very rural and undeveloped, and other portions are very urbanized... The Santa Monica Bay Section is tasked primarily with enhancing the water quality in the bay while still providing adequate flood protection.”

The North Santa Monica Bay Watershed is over 70% open space, preserved by National Park Service, California Department of State Parks and Santa Monica Mountains Conservancy, which work in a close partnership to continue to preserve and restore open space to natural conditions via the Santa Monica Mountains National Recreation Area.

Most of the geography is mountainous, from Sandstone Peak at 3111 feet to sea level along the coast. Miles of the coastline are within a Marine Protected Area or qualify as an Area of Special Biological Significance, while the coast and some adjacent terrain are additionally protected by the Malibu Local Coastal Plan. The mountainous terrain often allows gravity to support design in stormwater management projects and in moving drinking water, recycled water and untreated water through the watershed. All of our watersheds drain into the Santa Monica Bay, providing water and sediment to the beaches and near-shore habitat of the Pacific Ocean along the luminous coastline of Malibu. In many cases, the soils in the Santa Monica Mountains have low permeability, making groundwater recharge problematic.

Because of the local geology and influence of the Monterey/Modelo Formation, local surface waters and limited groundwater supplies are very high in total dissolved solids. Additionally, where low-yielding wells tap water available in the fractured rock, the pumped water is also high in iron, manganese and hydrogen sulfide. Together, these challenges were the primary driver for the creation of Las Virgenes Municipal Water District in 1958. All potable drinking water for the region is imported; the North Santa Monica Bay Watershed sources its potable water from both Las Virgenes Municipal Water District and Los Angeles County Waterworks District No. 29, Malibu, though much of the region’s irrigation water is supplied with recycled water. In the case of community members served by Las Virgenes Municipal Water District, water is currently sourced from the Sierra Nevada Mountains, coming down via the California Aqueduct/State Water Project. The development of the Pure Water Project Las Virgenes-

Triunfo, and, potentially, the Oceanwell Water Farm No. 1 Desalination Project in the future, will increase local water supplies and make the region more drought resilient.

Members of the North Santa Monica Bay Watershed Area Steering Committee have voiced concern that the creeks and rivers of the North Santa Monica Bay face uncertain futures in an era of climate change. In addition to sustaining critical water supply for people, *maintaining healthy creeks and sustaining environmental flow is our priority, both for the use of people who live here and for the other species with whom we share the Santa Monica Mountains*. Given these realities, we are interested in demonstration projects that show how creek restoration improves water quality, in projects that capture stormwater for human use, in projects that treat wastewater and urban runoff and in projects that bring down the cost of cisterns.

Population centers in the towns along the Ventura Freeway, including Thousand Oaks, Westlake Village, Agoura Hills, Calabasas, Hidden Hills and portions of the city of L.A. There are also significant residential enclaves in Topanga, along the coast in Malibu and in communities scattered throughout the Santa Monica Mountains. Nested in open space, these communities are vulnerable to anthropogenic wildlands fires, such as the devastating 2025 Palisades Fire, the 2024 Franklin Fire and the 2018 Woolsey Fire per the *Los Angeles Times*, there have been up to 30 major fires in Malibu over the past 90 years. Rebuilding homes and restoring ecosystems after the Palisades Fire, the Franklin Fire and the Woolsey Fire has been a slow and painful process. Better preparing for future fires is a community priority across the entire watershed. Could this priority potentially align with interest in creating access to more local water supply?

Social Characteristics

The social characteristics of the North Santa Monica Bay Watershed center around an emotional connectivity to the landscape shared by community members, there's an underlying sense that the living open space in which our cities and homes are nested are what make the North Santa Monica Bay special. The rest of Los Angeles County concurs.

An NPS press release from 2017 states, "Santa Monica Mountains National Recreation Area, the national park that stretches from the city of Los Angeles west into Ventura County, recorded 906,606 visits in 2016."

In 2016, *Malibu Magazine*, quoted Jefferson "Zuma Jay" Wagner, Malibu City Councilmember, "Malibu is a community of approximately 13,000 people that, by even a conservative estimate, receives 13 million visitors each year."

There are over 110,000 people living in the North Santa Monica Bay Watershed.

Housing prices in the watershed represent significant wealth, for example on *April 30, 2026*, *Zillow* stated that, "The average Malibu, CA home value is \$3,232,835, down 1.6% over the past year." However, there is more complexity to the community's socioeconomic make up than this statistic implies. In 2023, the US Census Bureau estimated that the median household income in Malibu was \$192,159, and the per capita income was \$127,233. Despite an iconic list of the rich and famous who reside throughout the Santa Monica Mountains, in Malibu it is estimated that

8.3% of families and 12.5% of the population were below the poverty line.¹ To put this in perspective, the median income for an American in 2023 was \$80, 610 per the United States Census Bureau. To compare, the median in Calabasas was \$157,938, in Agoura Hills \$171,944 and in Westlake Village \$174,069. Meanwhile, in Los Angeles County the median income is \$87,760. With all these numbers it is important to understand that median means half the households earn *less* than that.

An average income hides both extremes of wealth and poverty; for example, throughout the North Santa Monica Bay Watershed, some older residents are struggling on a fixed income, while many people who come to work in the Santa Monica Mountains are working class or earn minimum wage. The Malibu Boys and Girls Club notes that it,

“...represents and provides services to the most diverse populations in the community, an underrepresented infrastructure of low-income domestic laborers and their children who commute to Malibu for work and to attend the Malibu public schools.”

On a parallel note, the Malibu Community Labor Exchange has been “connecting Malibu through work” giving immigrants, students, and some homeless workers access to day labor opportunities, along with food, a place to get out of the rain and access to some social services since 1993. Inland, Thousand Oaks has been providing food for the underemployed, unemployed, and homeless via the Manna Conejo Valley Food Bank since 1971.

Both lower income and middle-income community members manage to live in the North Santa Monica Bay Watershed by co-housing, renting granny flats or taking on multiple jobs. Restaurant workers, maids, gardeners, daycare providers, teachers, nannies, students, hikers and surfers all come into the watershed every day – and feel emotional ownership of the space in which they live their lives. Finding ways to support all of our community in addressing safe, clean water is the right thing to do.

Finally, the North Santa Monica Bay Watershed community wants to underline that the beautiful lands upon which we stand, work, play, sleep and dream are the historic homelands of Chumash, Tongva and Fernandēño Tataviam Band of Mission Indian peoples. We acknowledge our land debt to the First Nation communities of the Chumash, Tongva and Fernandēño Tataviam Band of Mission Indian appreciate that leadership at Wishtoyo Foundation have made the commitment to join the North Santa Monica Bay Watershed Area Steering Committee to collaborate on safe, clean water projects.

Watershed coordinators attended WE ARE STILL HERE, an event hosted by the UCLA American Indian Studies Center, the UCLA Law Promise Institute for Human Rights and the LA Law Native Nations Law and Policy Center and learned two primary lessons.

First, tribal leadership expects a structured government-to-government contact. Watershed coordinators can provide ongoing support after that initial contact. Second, both from this event and repeated connections with tribal leadership at all levels, we have learned that there is an expectation of compensation for tribal participation in meetings, for

advisement, for public speaking, and education. Seeking funding to support this work will allow us to be better partners to First Nations peoples.

Committing to integrating Chumash, Tongva and Fernandeano Tataviam Band of Mission Indian cultural knowledge and TEK (traditional ecological knowledge) insights into our shared watershed, when invited to collaborate by First Nations peoples, will help the North Santa Monica Bay Watershed community gain cultural grounding to better co-exist with the living landscape and cherish safe, clean water. Since the water we drink comes from many places across the State of California, we include in our consideration that there were over 400 First Nation peoples in pre-Columbian times and many times that now, due to the fact that First Nations peoples from across America have moved to California.

The Safe Clean Water Program in Los Angeles County is funded as a result of Measure W, which was passed by the voters in 2018.

Per the Safe Clean Water LA website safecleanwaterla.org, The Safe, Clean Water Program will provide local, dedicated funding to increase our local water supply, improve water quality, and protect public health.

The Safe, Clean Water Program

Vision for Success and Evaluation

The following section provides insight into the future goals of the Watershed Area and how they hope to find success within those goals.

Success will mean addressing Measure W goals and documenting success in quarterly reports and an annual report available to stakeholders, project management at Los Angeles County and the general public.

Goals can include conserving and reducing use of imported water, recycling wastewater and pursuing potential opportunities to co-create locally sourced potable drinkable water,

Improving water quality in the Santa Monica Mountains will happen as we begin to meet total maximum daily loads set by the Los Angeles Regional Water Quality Control Board, meet MS4

permits and work collaboratively to maintain and restore water quality and creeks that run through our watersheds.

Success can be evaluated by a list of North Santa Monica Bay Watershed Measure W projects and programs conceived, funded and implemented, by measurable water supply increases, water conservation and water quality improvement.

Currently the North Santa Monica Bay is accruing 1.8 million dollars a year for Safe, Clean Water Implementation Projects. These unspent funds are frustrating both for the stakeholders who serve the North Santa Monica Bay Watershed Area Steering Committee and for community members – everyone wants that money to serve our goals for safe, clean water.

- Over the course of 2026-2027, the watershed coordinator will reach out to each stakeholder, to each of our city councils, to the Topanga Town Council and to elicit great implementation projects and, whether a no, a maybe or a yes, will report back on what implementation opportunities are out there to the the North Santa Monica Bay Watershed Area Steering Committee. The way this watershed coordinator sees it: it's time to put and "I" in SOEP – implementation matters.

Big picture: the value of outreach and engagement can be evaluated by assessing how community members have engaged with engagement / outreach efforts, by looking at participation in events and conferences, articles published, films produced and trying to consider that elusive rubric – minds and hearts moved.

Success can be evaluated by funding applications created and funds achieved.

Quarterly reports and annual reports become an ongoing opportunity to articulate success and provide evaluation criteria. Success can be evaluated by looking at our work through a DEI lens. Are we embracing the diversity of our community? Is our work focused on equity? Are we inclusive? *Ultimately that's for the community to tell us.* We can continue to invite the conversation first and can continue to prioritize listening to community members.

Given that the North Santa Monica Bay Watershed Area Steering Committee and communities function as a collaborative entities, we will invite stakeholders and community members to co-create a regionally meaningful vision for success. Together, we will develop project evaluation criteria that reflect our shared priorities: maintaining water supply, meeting various permit requirements, and supporting ecosystem function across the lands we share with homes, businesses, visitors, traffic and a stunning array of wildlife..

The North Santa Monica Bay Watershed Area Steering Committee can begin to collaborate on creating processes to engage general public and receive feedback to grow community ideas into functional projects.

The North Santa Monica Bay Watershed Area Steering Committee can also explore how to support Measure W implementation in the goal to "Provide a spectrum of project sizes from neighborhood to regional scales."

Ultimately, success will be judged by our ability to maintain community needs for safe clean water and to sustain the biodiversity of the North Santa Monica Mountains.

Vision Statement

The North Santa Monica Bay Watershed Area Steering Committee will work collaboratively to improve water quality in our region, increase local water supply and be mindful of our responsibility to be fiscally careful, to consider community values and to sustain biodiversity in our watershed.

Mission and Goals

The North Santa Monica Bay Watershed Area Steering Committee (NSMB WASC) aims to fulfill the mission and goals of Measure W as approved by the voters of Los Angeles County.

The mission here is to elicit, find, fund and support design and implementation of the best water quality and water supply projects in our community possible. Projects that sustain and restore biodiversity are a priority for the NSMB WASC.

Given funding restraints, the NSMB WASC aims to seek opportunities to leverage funds and partnerships to maximize the possible outcomes.

Evaluation of Progress and Success

Reviewing and considering reporting from project proponents, our local watershed coordinator and SCWP leadership will give the NSMB WASC the tools it needs to evaluate progress and success.

When possible, members of the NSMB WASC will attend site visits to see projects in development and in completion.

Ensuring that some of the NSMB WASC stakeholders actively attend the Metrics and Monitoring Committee which serves all of L.A. County on behalf of the Safe, Clean Water Program is another tool to support the evaluation of progress and success.

Finally, the NSMB WASC is interested in excellent local monitoring and science to allow this body to evaluate progress and success in this watershed

Outreach and Engagement Strategies

The following section describes proposed strategies to ensure effective outreach and accomplish the Watershed Area's Vision for Success.

Strategies

The North Santa Monica Bay Watershed Coordinator has eight tasks, seen at right. Strategies for achieving the strategic outreach and engagement necessary to achieve these tasks during the year are listed below:

Strategy 1: Implementation Conversations – Prioritize Utilization of Measure W Funds for Projects that meet MS4 Compliance

Asking what North Santa Monica Bay Watershed Area Steering Committee members, local City Councils and individual City Councilmembers, the Topanga Town Council, leadership at each of our land-owning entities and members of the Las Virgenes Malibu Council of Governments want to see as upcoming SCWP project applications is our best option for eliciting excellent implementation projects.

Over 2026-2027, watershed coordinator will reach out to,

- Members of the North Santa Monica Bay Watershed Area Steering Committee
- Present at City Council meetings and/or connect with individual City Council Members at each watershed city (while respecting the Brown Act)
- Present at the Topanga Town Council
- Connect with the Las Virgenes Malibu Council of Governments

Over 2026-2027, Coordinator will prepare an **Implementation Conversation Report** so that Stakeholders can track who is on the fence, who is committed, who is already engaged in this process.

The 8 Tasks assigned to the Watershed Coordinator are:

1. Facilitate Community Engagement in SCWP
2. Identify and Develop Project Concepts
3. Integrate Priorities Through Partnerships and Extensive Networks
4. Cost-Share Partners
5. Leverage Funding
6. Local Stakeholder Education
7. Watershed Coordinator Collaboration
8. Preparation and Submittal of Reports

Goals

- Track upcoming project applications from NSMB cities, agencies and community members.
- Compare proposed project funding requests with available funds for NSMB from Measure W.

Meets the following SCWP Goals: A, C- M

Strategy 2: Reach out to First Nations' Leadership

The North Santa Monica Bay Watershed is, was

and will always be home to many First Nations peoples whose guidance on safe, clean water goals is invaluable.

Watershed Coordinator will attend events led by First Nations people and will continue to reach out to,

- Wishtoyo
- Chumash Indian Museum in Thousand Oaks
- Gabrieliño-Tongva groups
- Fernandeno Tataviam Band of Mission Indians

Watershed Coordinator will honor stated tribal preferences that initial contact be government-to-government and will defer to the Los Angeles County Board of Supervisors to forge these formal connections.

Meets the following SCWP Goals: D, F, G, H, J, M

Strategy 3: Four community outreach events

- Work with stakeholders and community members on a NSMB State of the Watershed 2026 film directed by Angelina Lee thanks to support from SAMO Fund. Film will be completed by late summer and shown at a public late fall and then posted on youtube and elsewhere.

- ⊖ Westlake Village City Council members want it shorter and less technical; that could mean a watershed tour
 - ⊖ Others want the same structure as NSMB State of Watershed events in 2022 and 2023.
 - Possible hosts: Agoura Hills, Calabasas, Pepperdine University, King Gillette Ranch
 - ⊖ L.A. County Department of Public Works / Flood Control open to every other year OR every year as other stakeholders prefer.
- Will work with the California Department of State Parks, SAMO Fund, Heal the Bay and others in hosting a Malibu Lagoon Restoration Celebration event that will include consideration of water quality impacts of this project; project completed on May 7th.
 - Associated film is being produced to capture the Malibu Lagoon Restoration Celebration
- Per Madelyn Glickfeld, focus on events that center on community leaders; request opportunity to speak about Safe, Clean Water L.A. at,
 - Topanga Chamber of Commerce
 - Topanga Town Council
 - Malibu-Las Virgenes Council of Governments
 - Las Virgenes Homeowners' Federation
 - Open to speaking at local,
 - City Councils
 - Chamber of Commerce
 - Planning Commissions etc.
- Cities of Agoura Hills, Calabasas, Malibu, Westlake Village and Vice Chair Madelyn Glickfeld would like to see more frequent NSMB WASC meetings so that ongoing conversations about project development and outreach plans can be better shared; request is to cancel less NSMB WASC meetings.

Meets the following SCWP Goals: A-N

Strategy 4: Learn more about water quality challenges in the watershed area and share.

Consider funding opportunities to create filmed material about water quality.

Learn more about current water quality testing; explore funding sources for more water quality testing.

Per Madelyn Glickfeld, because we are going to have fewer grant applications due to funding hiatus, we will have fewer NSMB WASC meetings.

- Per Madelyn Glickfeld, we can have special topic meetings where we can engage with experts, county consultants, cities and the county to identify key information for siting projects strategically for greatest impact.
- We can work to pull together data and analysis, both existing and to be developed, to assist with watershed level planning for future projects.

Meets the following SCWP Goals: A, C, D,

Strategy 5: Facilitate dialog about water supply sources for and in the watershed area, including cisterns

Provide information to the public about current and future water supply sources for North Santa Monica Bay Watershed community members.

Provide public outreach at existing community events to maximize connectivity to the most people.

Per numerous community entities including leadership at Heal the Bay, Metropolitan Water District, Malibu Foundation, ARLA and NSMB WASC members such as Craig Jones and Andrew Nickerson, explore other ways to fund building cisterns for water supply in watershed.

Meets the following SCWP Goals: B, D, G, H, M

Strategy 6: Collaborate with partners to encourage the use of native plants on public and private land.

Per Tevin Schmitt, Wishtoyo, native plants are the ultimate Nature Based Solutions; partnering with Wishtoyo, Santa Monica Mountains Fund, Las Virgenes Municipal Water District, Mountains Restorations Trust, TreePeople, Resource Conservation District Santa Monica Mountains and other venues to communicate the availability of and desirability of planting locally sourced native plants.

Support community awareness of LVMWD / TreePeople Native Plants Kit program and support public outreach for Native Plants Kit program.

Bring the NPS/Santa Monica Mountains Fund Native Plants Nursery (Satwiwa) in as possible sources of native plants for water quality projects and public outreach efforts.

Per Andrew Nickerson, explore how to discourage sale of non-native plants, especially invasive species.

Meets the following SCWP Goals: A, B, F, G, H, M

Strategy 7: Offer to represent SCWP at local special events like Westlake Village Earth Day, Calabasas Earth Day and Pepperdine Earth Day events and at Calabasas Pumpkin Day.

Make targeted efforts to attend or provide materials to events to educate the community about the program.

Prioritize tabling events that reach a maximum number of people such as Calabasas Earth Day and the Earth Days hosted by Westlake Village and Calabasas. Prioritize events at schools and universities when requested.

Focus on providing community outreach at larger community events to maximize audience size.

Meets the following SCWP Goals: A, B, F, G, H, M

Strategy 8: Identify opportunities to reach youth.

- Support RCDSMM watershed education program funded by Safe, Clean Water L.A.

Per Jessica Forte, look for ways to layer in STEM / STEAM scholarship, internship and job opportunities for high school and university students while conducting watershed outreach. Jessica Forte observed that SEC closed a STEM scholarship, as no one applied. We need to help grow more civil engineers, biologists and related watershed-thinkers /workers for the future of the watershed.

Invite retired Calabasas city staffer Alex Farassati to talk the NSMB WASC in the fall about how he developed an outstanding / effective internship Program at City of Calabasas.

Offer (again) to speak at Pepperdine University and new Santa Monica City College site in downtown Malibu and other local venues about local water supply/water quality improvements.

Meets the following SCWP Goals: A, B, C, D, F, H

Strategy 9: Seek opportunities to speak with homeowners' associations.

Per Kelsey Reed, if we connect with HOAs, they can help address local issues.

Request support from cities / Las Virgenes Municipal Water District to broker invitations to speak at HOAs.

Meets the following SCWP Goals: G

Strategy 10: Provide input to SCWP NSMB website page.

Update materials on SCWP website devoted to North Santa Monica Bay Watershed region.

Meets the following SCWP Goals: D, G, H, M

Strategy 11: Maintain social media presence for watershed area

Working to make NSMB watershed area events and news available to the widest audience will increase engagement with the program.

- Twitter: [@NSMBWatershed. twitter.com/NSMBWatershed](https://twitter.com/NSMBWatershed)
- Instagram: <https://www.instagram.com/watershedcoordinator/>
- YouTube: youtube.com/channel/UColzVFY4jZyhyFYM4kseSCA
 - [Develop NSMB Watershed YouTube presence; include talks from past events.](#)
- Linked In: linkedin.com/groups/9059904/
- [Next Door for various parts of our communities.](#)

Meets the following SCWP Goals: A, B, C, D, F, G, H, M

Strategy 12: Connect with media

Several local media outlets are monitored by stakeholders in the watershed area and will be an important opportunity to educate and inform. Media connections includes but is not limited to interviews, meeting invitations, site visits, op/ed writing.

Meets the following SCWP Goals: A, B, C, F, H, M

Strategy 13: Identify and facilitate project concepts from North Santa Monica Bay Area and Community Members

- Develop and continually maintain a list of project concepts shared by stakeholders. Ensure list is publicly viewable online.
- Connect community to potential projects for design and implementation with agencies to develop and explore.”
- Continually scan outside funding opportunities to support project proponents with outside funding opportunities.
- Address nutrient TMDL by collaborating with cities and county on potential horse manure management opportunities (~~per Joe Bellomo~~)
- Develop strategies to coordinate community input on projects with the project sponsors, and to seek out project sponsors or grantees for projects that communities suggest. (Emphasized again by Madelyn Glickfeld.)
- Share access to Measure W, <https://safecleanwaterla.org/call-for-projects/>.
- Consider projects that would combine water quality improvement and nature based solutions via creek restoration (per Jeremy Wolf).
- In the short term, one-on-one outreach by the Watershed Coordinator is foundational. Over the next year, we anticipate that the 4+ community outreach events (Strategy 1) as tent poles in this ongoing process.

Project Concepts as of March 2026	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Project Citywide Low Flow Diversion	Agoura Hills	Infrastructure Program (IP)	Funded by SCWP.
Malibu Creek Watershed (MCW) Nutrients Special Study	Agoura Hills	Scientific Study (SS)	Funded by City of Agoura Hills.
Four Green Street Projects	Calabasas	IP	TBD
Las Virgenes Creek Restoration Project Phase III	Calabasas	Not funded; seeking outside funding.	WCB requested full application 5/2025.
Pure Water Program at Ladyface Mountain: Water Reclamation Project	Las Virgenes MWD	IP	
Viewridge Project	Los Angeles Public Works	IP	Project funded.
Trancas Canyon Feasibility Study	Los Angeles Flood Control District	Technical Resources Program (TRP)	

Project Concepts as of March 2026	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Marie Canyon Low Flow	Malibu	TRP	
Marie Canyon Greenstreet	Malibu		
Maintenance at Legacy Park (Civic Center Stormwater Treatment Facility) and Paradise Cove Stormwater Treatment Facility	Malibu	IP	
Focusing on Woolsey Fire Recovery, Franklin Fire Recovery, Palisades Fire Recovery	Malibu	TRP	
MS4 Compliance Project for Westlake Village	Westlake Village	Design application for IP submitted and up for consideration in the 26/27 SIP	TRP Funded in 2023
Seminole Springs	Seminole Springs HOA		
Roof / cistern Project for 100 Homeowners	Potentially RCDSMM	IP	
Fire Cistern	City of Calabasas	TRP	July 2026
Fire Cistern	City of Malibu	TRP	TBD
Fire Cistern	Topanga resident Craig Doberstein	TRP	TBD

Meets the following SCWP Goals: A, B, C, D, E, F, G,H, I, J, K, L, M,N and SCWP Tasks 1, 2,3,4,5,6,7, 8

Strategy 14: Use Zoom from Nature Based Solutions Success Stories' Event in November 2022 and North Santa Monica Bay State of the Watershed 2023 and 2024 event for new YouTube station for NSMB WASC.

Take input from past event to become tool for further sharing these conversations via Youtube and other social media sites.

Meets the following SCWP Goals: A, H, I, M

Strategy 15: Work with Technical Assistance Teams

As technical assistance teams (TAT) are selected by the SCWP, engage through the scoping and production of the Feasibility Study. Work to support community and stakeholder engagement with the TAT as they complete their work.

Meets the following SCWP Goals: Potentially, B, C, D, E, F, G, H, J, K, L, M, N

Strategy 16: Integrate priorities through partnerships and extensive networks

Building partnerships and an extensive network is a long process, but it starts with reaching out to obvious partners and creating new partnerships.

Currently, coordinator is connected with:

- USDA-NRCS
- UCLA-IOES
- ARLA
- The Nature Conservancy
- Members of the Viewridge Estates
- Topanga Town Council
- Aaron Ordower at Office of Supervisor Lindsey Horvath, District 3
- Santa Monica Mountains Fund
- Diverse City Council members from Calabasas and Agoura Hills; Hidden Hills, Malibu and Westlake Village
- Staff, Office of Assemblymember Jacqui Irwin
- Staff, Office of Senator Ben Allen
- Staff, Office of Senator Henry Stern
- Staff, Office of Representative Brad Sherman

- Staff, Office of Representative Julia Brownley
- Janet Turner, Office of Representative Ted Lieu
- Staff, Office of Alex Padilla
- TreePeople
- Heal the Bay
- Council for Watershed Health
- California Department of State Parks, Santa Monica Mountains
- National Park Service Santa Monica Mountains
- Santa Monica Mountains Conservancy
- Los Angeles Regional Water Quality Control Board, staff level
- Resource Conservation District of the Santa Monica Mountains (RCDSMM)
- Malibu Methodist
- California Association of Resource Conservation Districts
- Santa Monica Mountains Fund
- Malibu Foundation
- Pepperdine University
- Editors and writers, local newspapers
- Local schools including but not limited to,
Malibu High School, Westlake High School,
Colina Middle School, Conejo Elementary School,
Viewpoint School, Our Lady of Malibu School,
Juan Cabrillo Elementary School, A. E. Wright Middle
School, MUSE School etc.
- Local public libraries
- Local book clubs
- Local media / outreach staff at cities
- Malibu-Las Virgenes Council of Governments
- Amigo de los Rios
- Santa Monica Malibu Unified School District
 - As elected officials are termed out, coordinator will make every effort to connect with new leadership.

Outside of Los Angeles County,

- The Freshwater Trust
- TED
- California Association of Resource Conservation Districts
- National Association of Conservation Districts
- California Native Plants Society
- California State University Chico Regenerative Agriculture Institute
- Xerces
- Earth Island Journal

- Sierra Magazine
- US Naval Base in Oxnard
- Santa Barbara Creeks Division
- Growing Works
- *Peruaños Sin Agua*
- Norman Wray, Esq., Ecuador (co-wrote Rights of Nature into Constitution of Ecuador in 2008)
- California Watershed Network (serve on their board)

Meets the following SCWP Goals: Potentially A -N, depending on partnership opportunities

Strategy 17: Attend and distribute materials from ‘funding fairs’ conducted by Federal, State, regional, and philanthropic organizations

This strategy will provide materials to stakeholders generally from any events that are held and allow the coordinator to specifically connect project concepts on the list to matching funding opportunities.

Meets the following SCWP Goals: D, E, G, H, I, L, M, N

Strategy 18: Support public education about trash reduction.

Support North Santa Monica Bay Watershed Area Steering Committee Vice Chair Madelyn Glickfeld’s and Andrew Nickerson’s recommendation to focus on addressing how to meet the trash TMDL.

Andrew would like to see the development of a logo (possibly by Los Angeles County Beaches and Harbors) for trash reduction; explore avenues to encourage this.

Continue to work to obtain funding in support of public education to reduce trash.

Re-approach CALTRANS for funding opportunities and projects in this arena. See if public education funds for SAFE can be utilized to allow park agencies to communicate to the public and highlight trash problems.

Meets the following SCWP Goals: A, C, D, H, M

Strategy 19: Support dialogue and development of innovative projects and technology raised by stakeholders.

Helping stakeholders advance innovative ideas about safe, clean water will improve their engagement with the program, even if the ideas are not directly leading to fundable SCWP projects.

Meets the following SCWP Goals: B, E, H

Strategy 20: Watershed Coordinator collaboration

The watershed coordinator will connect with the other coordinators throughout the year to explore opportunities that straddle watershed area boundaries, for shared learning, and to develop region-wide materials or events.

Meets the following SCWP Goals: Potentially A- N, depending on collaboration opportunities.

Strategy 21: Support nexus between water quality and sustaining biodiversity.

Wishtoyo would like to find ways to support anti-rodenticide efforts insofar as these interrelate with long-term water quality goals. Las Virgenes Municipal Water District would like to see a current Southern Steelhead Trout Survey. Calabasas City would like to explore the nexus between water quality improvement and creek restoration.

SD3 is developing a Working Group Commission on Biodiversity. Watershed Coordinator serves on the NBS

Support a convening of experts about Impacts of Creek Restoration on Water Quality.

Meets the following SCWP Goals: A, C, D, F, G, H, I, L, M, N

Strategy 22: Support Nexus Between Fire Recovery, Pre-emptive Fire Protection, Water Quality and Water Supply

Suggested by Andrew Nickerson, City of Malibu, and multiple community members.

Connect with L.A County Fire Department, L.A County Department of Flood Control and others to make sure wattles that are used to reduce sediment during high flow storm events are made of hay or rice; make sure wattles don't use netting so lizards don't caught and make sure wattles have native seeds layered in wattles.

Coordinator connecting with city staff at Calabasas, City Council at Malibu and community members in Topanga to talk about the viability of Fire Cisterns.

Meets the following SCWP Goals: A-K, M, N

Strategy 23: Support locally relevant scientific research

Continue to support work for ongoing water quality testing both for MS4 compliance and better understanding of watershed dynamics.

Seek additional funding for studies submitted to NSMB WASC which were unfunded. Per Madelyn Glickfeld, Jessica Forte, Roxanne Hughes and others, explore what NSMB WASC members want to learn from potential scientific studies.

Meets the following SCWP Goals: A-N

Strategy 24: Consider Potential Options to Increase TRP Funding Opportunities for NSMB Watershed Area

Multiple NSMB WASC members.

Meets the following SCWP Goals: A – M.

Strategy 25: Consider Potential Options to Increase Scientific Study Funding Opportunities for NSMB Watershed Area

Multiple NSMB WASC members.

Meets the following SCWP Goals: A – M.

Strategy 26: Join the SCWP Survey Program Being Created and Share Widely Across North Santa Monica Bay Watershed Region

Continue to offer community members and local leaders the opportunity to participate in the SCWP Community Wants and Needs Survey.

Meets the following SCWP Goals: A – M.

Strategy 27: Per Roxanne Hughes, explore funding reprint of *Living Lightly Guide* and update of www.livinglightlyguide.org.

Develop budget for reprint of *Living Lightly Guide* and update of www.livinglightlyguide.org, explore funding opportunities and see which local entity would be open to managing subcontractor to implement this project.

Coordinator cannot manage project per terms of SCWP contract, must set this up with another entity. Coordinator will see if SAMO Fund would like to assign this as a project to staff to seek funding and manage the project.

Meets the following SCWP Goals: A – M.

Strategy 28: Educate public about impacts of fireworks on water quality.

Per Andrew Nickerson, explore campaign to reduce use of fireworks in watershed and at the beach.

Meets the following SCWP Goals: A.

Strategy 29: Ask for updates on SCWP application process.

Per Roxanne Hughes, look for updates on IP application process.

Per Craig Jones, ask if the Nature Based Solution element can be worth more points so as to make it possible to use SCWP fund restoration projects.

Meets the following SCWP Goals: A – M

Strategy30: Explore How / When to Elicit Community Input on Projects

Per Madelyn Glickfeld and other stakeholders, obtain presentation(s) on how other programs build a public design charette process, conduct pre-project and project design public outreach efforts and utilize survey / outreach results as part of project development before designs are finalized.

Create discussion on how to build public feedback into project design.

Meets the following SCWP goals: L

Strategy 31: Explore how the arts might contribute to water-centered education and outreach

Based on conversation with Dennis Washburn.

Meets the following SCWP goals: H, L and M

Collaboration

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

The North Santa Monica Bay Watershed has a history of over four decades of meaningful collaboration with cities, agencies, non-profits, schools, universities and community members working together to support clean water goals.

As an example, given limited local funding, the NSMB WASC works to rotate TRP funding through each of our small cities so every community has a chance at getting a great SCWP application.

SAMO Fund, the Resource Conservation District of the Santa Monica Mountains, the National Park Service and California Department of State Parks have a history of working together, while cities are very collegial.

It is noteworthy that the Las Virgenes Malibu Council of Governments uses a partnership approach – and under the duress of fire or other shared emergencies, these long-term collaborations allow us to survive in bad times and, in good times, to thrive.

Interested Party Mapping

The following section identifies potential stakeholders and interested parties that may be involved or interested in the Safe, Clean Water Program or the Watershed Area's activities.

While there have been many exciting project ideas floated around over the years—and some have become successful TRP applications – the ones that follow are closest to taking form in the next year or two.

	Stakeholder	Interested Party	Possible Project Idea
A	City of Calabasas	Curtis Castle	Fire Cistern, TRP Application
B	City of Malibu	Councilmember Haylynn Conrad	Fire Cistern
C	Topanga Community	Craig Doberstein, Susan Nissman	Fire Cistern, location
D	TBD	Multiple Stakeholders	Variety of Scientific Research Projects
E	TBD	Multiple Stakeholders	Variety of Technical Research Projects
F	TBD	Possibly LA County Beaches and Harbors	Beach Dune restoration, parking lot do-over, Zuma Creek Restoration
G	Webster Elementary School	SMMUSD / Amigos de los Rios	TRP or IP Application for School Greening / Stormwater cleaning

The North Santa Monica Bay Watershed includes all the watersheds of the Santa Monica Mountains, with the two largest being Malibu Creek Watershed and Topanga Creek Watershed. This map, sourced from the Resource Conservation District of the Santa Monica Mountains website, livinglightlyguide.org, is particularly helpful in that the smaller creeks that flow through the mountains are listed and the cities and portions of unincorporated Los Angeles County are also clearly visible.

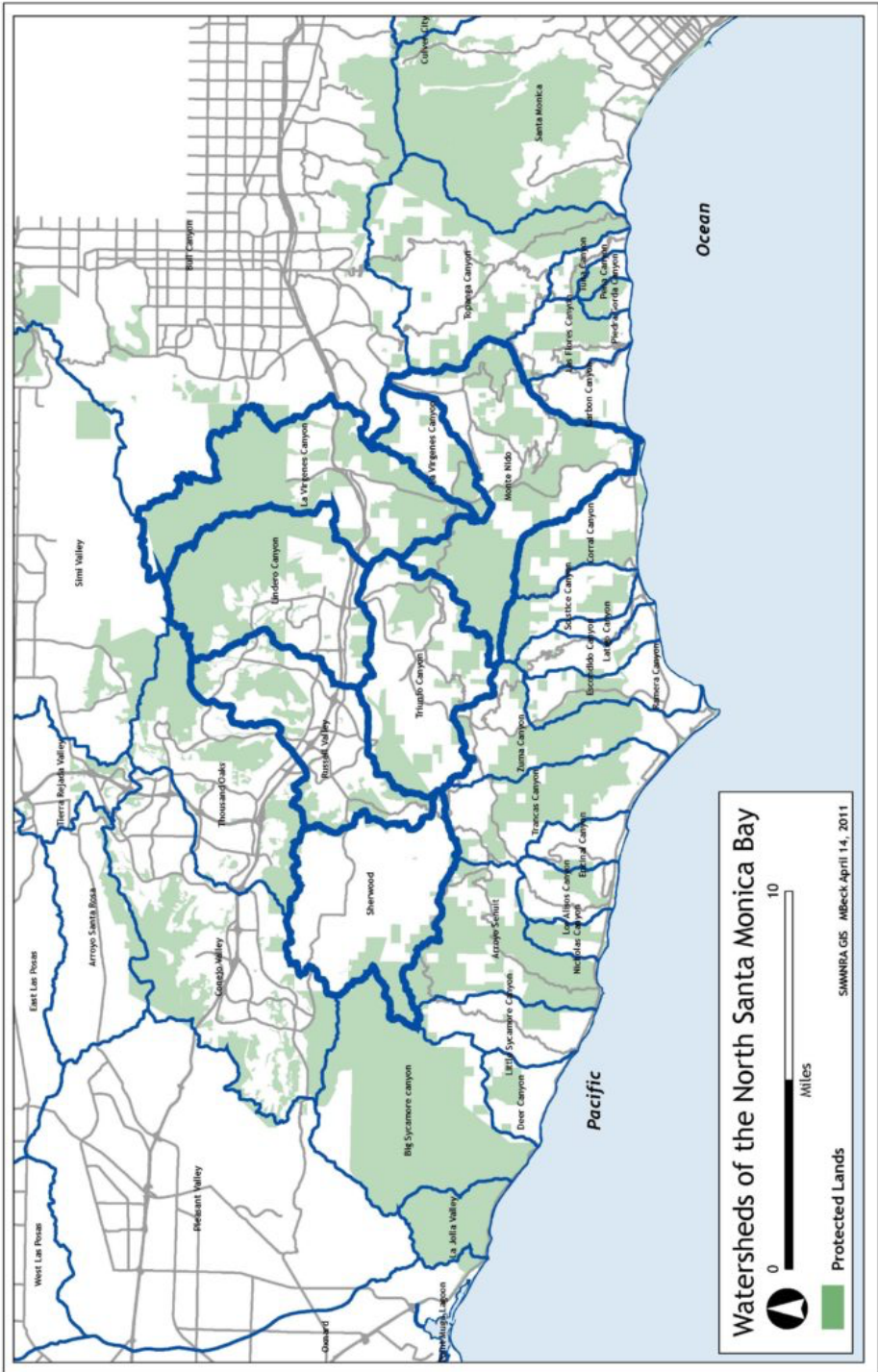
The interested parties, from a community point of view, includes ... everyone. From a municipal perspective it includes:

- Agoura Hills
- Calabasas
- Hidden Hills
- A small part of Los Angeles City
- Los Angeles County

- Los Angeles Department of Public Works
- Los Angeles Flood Control District
- Malibu
- Unincorporated Los Angeles County
- Topanga
- Westlake Village

Many other land and water management agencies have responsibilities within the watershed area, including water wholesalers, open space managers with local, regional, state, or federal responsibilities, transportation managers, and others.

The map from the Resource Conservation District is a great jumping off point for understanding how geographic watershed boundaries and creek systems intertwine with political boundaries.



Watersheds Map from RCDSMM, livinglightlyguide.org



**SAFE
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Appendix

Appendix A