



**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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Executive Summary

8 million and counting – members of the North Santa Monica Bay Watershed Area Steering Committee are hoping to increase the number of applications for funding from this watershed to Safe, Clean Water L.A.

Over the next twelve months, via outreach by the watershed coordinator, no stone will be left unturned in the watershed when it comes to connecting with potential applicants, starting with a focus on MS4 Compliance projects and responsible parties.

The watershed coordinator will prioritize reporting on the outcomes of those connections.

While the Strategic Outreach and Engagement document has very specific requirements set by the Safe, Clean Water Program, as a member of the North Santa Monica Bay State of the Watershed Area Steering Committee, **you can review the top priorities in this one page executive summary.**

Top Priorities

1. Streamline reporting to NSMB WASC on watershed coordinator activities (WC Scope Task 8)
2. Integrate NSMB Watershed Plan into project development process
 - a. Share watershed plan opportunities and strategies with stakeholders and municipalities
 - b. Achieve 60 or more new submissions to CSNA over the course of the next year . (WC Scope Task 2)
3. Find, support applications for new SCWP projects in our watershed (WC Scope Task 2) (Will aim for 3 TRPs, IP applications if possible)
4. Focus on MS4 compliance progress in the watershed area
 - a. Create easily understandable list of all approved projects from Enhanced / Watershed Management Programs (EWMPs and WMPs) (WC Scope Task 2)
 - b. Have at least one information-gathering meeting with staff and/or consultants responsible for MS4 compliance in each of the cities and unincorporated county (WC Scope Task 2)
 - c. Maintain engagement with CALTRANS as its compliance with stormwater regulations often yields cost-share opportunities.
5. Engage with other Watershed Coordinators to bring value back to NSMB
 - a. Participate in Schools and Stormwater group (WC Scope Task 7)
 - b. Participate in Tribal Allyship group (WC Scope Task 7)
 - c. Participate in Fire / Watershed nexus group (WC Scope Task 7)
6. Deliver the required education and engagement events.
 - a. Public outreach event about cisterns (WC Scope Task 6)
 - b. Present at Environmental Justice event on 10/31 (WC Scope Task 1)
 - c. Table at Earth Day Events at Pepperdine, Calabasas, Westlake Village, potentially elsewhere as available (WC Scope Task 1)
7. Focus on cost-sharing and leverage funding
 - a. Review partially funded projects for cost-share opportunities for cost share (WC Scope Task 4)
 - b. Share grant opportunities list serve and NSMB WASC stakeholders (WC Scope Task 5)
 - c. Champion right grant for the right project for known opportunities, assist with writing / project development as time permits (WC Scope Task 5)

Secondary Priorities

1. Prioritize meeting with interested parties as per attached list (WC Scope Task 3)
2. Connect with innovative thinkers and water entities to increase local knowledge (WC Scope Task 3)
3. Explore / create options to better include indigenous people and Tribes in the NSMB Watershed / SCWP opportunities (WC Scope Task 1)
4. Complete NSMB State of the Watershed Film and show it (WC Scope Task 6)
5. Complete Malibu Lagoon film and show it (WC Scope Task 6)
6. Event featuring Beth Koigi, Majik (WC Scope Task 6)

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, Fernandeano 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, LVMWD

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 Fernandeno Tataviam Band of Mission Indian peoples. We acknowledge our land debt to the First Nation communities of the Chumash, Tongva and Fernandeno 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 Fernandeño 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: Streamline reporting to NSMB WASC on watershed coordinator activities (WC Scope Task 8)

"Brevity is the soul of wit."
- William Shakespeare

Goals: Communicate about upcoming projects, events, opportunities, challenges and successes.

Meets the following SCWP Goals: A - I, L -N via reporting

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

Strategy 2: Integrate NSMB Watershed Plan into project development process

- a. Share watershed plan opportunities and strategies with stakeholders and municipalities
- b. Achieve 60 or more new submissions to CSNA over the course of the next year . (WC Scope Task 2)

Goals: Elicit great watershed projects utilizing the inspiration of the watershed plan and SCWP program.

Inspire community members to jump into the watershed planning process via CSNA submissions

Meets the following SCWP Goals: A - I, L -N

Strategy 3: Find, support applications for new SCWP Projects in our watershed (WC Scope Task 2)

- a. Coordinator will support local applications for Technical Resources Program applications, Scientific or Technical Study applications or Infrastructure Projects

Goals: Elicit great projects via the inspiration of the watershed plan and SCWP program. Support Community members in doing the work.

Meets the following SCWP Goals: A - I, L -N



Strategy 4: Focus on MS4 Compliance Progress in the North Santa Monica Bay Watershed

- a. Create easily understandable list of all approved projects from Enhanced / Watershed Management Programs (EWMPs and WMPs) (WC Scope Task 2)
- b. Have at least one information-gathering meeting with staff and/or consultants responsible for MS4 compliance in each of the cities and unincorporated county (WC Scope Task 2)
- c. Maintain engagement with CALTRANS as its compliance with stormwater regulations often yields cost-share opportunities.

Goals: Support local entities in achieving MS4 compliance, discover where implementation is complete and where implementation may be challenging. Explain existence and purpose of MS4 compliance list to any community members seeking to understand the importance of this path to improving water quality. Partner with CALTRANS to magnify funding opportunities.

Meets the following SCWP Goals: A - I, L -N

Note, although not listed in the A-N SCWP Goals, achieving regulatory compliance is a primary driver within the SCWP program and is a top priority for NSMB WASC leadership.



Strategy 5: Engage with other Watershed Coordinators to bring value back to NSMB

- a. Participate in Schools and Stormwater group (WC Scope Task 7)
- b. Participate in Tribal Allyship group (WC Scope Task 7)
- c. Participate in Fire / Watershed nexus group (WC Scope Task 7)

Goals: 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.

Collaborate with other watershed coordinators to create momentum for more school projects within this watershed and across L.A. County, learn how to be a better Tribal Ally and bring back opportunities to connect and work with Tribal Communities to the NSMB WASC and see how SCWP can support firewise communities.

Meets the following SCWP Goals: A - N

Strategy 6: Deliver the required education and engagement events.

- a. Public outreach event about cisterns (WC Scope Task 6)
- b. Present at Environmental Justice event on 10/31 (WC Scope Task 1)
- c. Table at Earth Day Events at Pepperdine, Calabasas, Westlake Village, potentially elsewhere as available (WC Scope Task 1)

Goals: Inspire community members to learn about water and engage in watershed-centered solutions.

Meets the following SCWP Goals: A, B, C, E, F, G, H, I, J, M

Strategy 7: Focus on cost-sharing and leverage funding

- a. Review partially funded projects for cost-share opportunities for cost share (WC Scope Task 4)
- b. Share grant opportunities list serve and NSMB WASC stakeholders (WC Scope Task 5)
- c. Champion right grant for the right project for known opportunities (WC Scope Task 5)

Goals: Help fund projects using non-SCWP sources in order to achieve shared goals

Meets the following SCWP Goals: Primarily D and E, and in addition, A, B, C, F, G, H, I, L, M, N

SECONDARY PRIORITIES

Secondary Priority Strategy 1: Prioritize meeting with interested parties (WC Scope Task 3)

Goals: Elicit project ideas and help applicants step up to the plate.

Meets the following SCWP Goals: A - I, L - N

Secondary Priority Strategy 2: Connect with innovative thinkers and water entities to increase local knowledge (WC Scope Task 3)

Goals: Consider innovative or less expensive or less energy intensive approaches to familiar problems

Meets the following SCWP Goals: A - N



Secondary Strategy 3: Explore / create options to better include Indigenous People and Tribes in the NSMB Watershed / SCWP opportunities (WC Scope Task 1)

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, the Chumash Indian Museum in Thousand Oaks, Gabrieliño-Tongva groups, the Fernandeño Tataviam Band of Mission Indian and other First Nations peoples.

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.

Goals: Create opportunities for NSMB to collaborate with Tribal communities and support projects, people and vision where possible.

Meets the following SCWP Goals: A- N

Secondary Priority Strategy 4: Complete NSMB State of the Watershed Film and show it (WC Scope Task 6)

Goals: Educate and inspire community about work to improve water quality and water supply, celebrate successful work by

Safe, Clean Water L.A.

Meets the following SCWP Goals: A - I, L - N





Project Concepts as of August 2026	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Exploring Urban Accupuncture Project	TBD	Technical Resources (TRP)	Possibly 2027
Malibu Creek Watershed (MCW) Nutrients Special Study	Agoura Hills	Scientific Study (SS)	Underway
Fire Resiliency Cistern	Calabasas	TRP	In scoring
Pure Water Program at Ladyface Mountain: Water Reclamation Project	LVMWD	Seeking outside funding.	None at this time
Viewridge Project , New	TBD	TRP	Possibly 2027
MS4 Compliance Project	WLV	IP	Funded
Malibu Southern Steelhead Trout Study	RCDSMM	SS	Possibly 2027



Project Concepts as of August 2026	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Watershed Restoration Opportunities	TBD	Technical Resources (TRP)	Possibly 2027
Viewpoint School (Have to ask proponent)	TBD	TRP	Possibly 2027;
Malibu Fire Cistern	Malibu	TRP	Possibly 2027 need to find sites
Pepperdine Univeristy (have to ask Proponent)	Malibu	TRP	Possibly 2027 need to find sites
MRCA / Mill Creek (will ask a second time)	TBD	TRP	Possibly 2027
Malibu possible TMDL Implementation project	TBD	TRP	Possibly 2027
Las Virgenes Creek adjacent	RCDSMM	TRP	Possibly 2027

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 ~~see~~ 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.

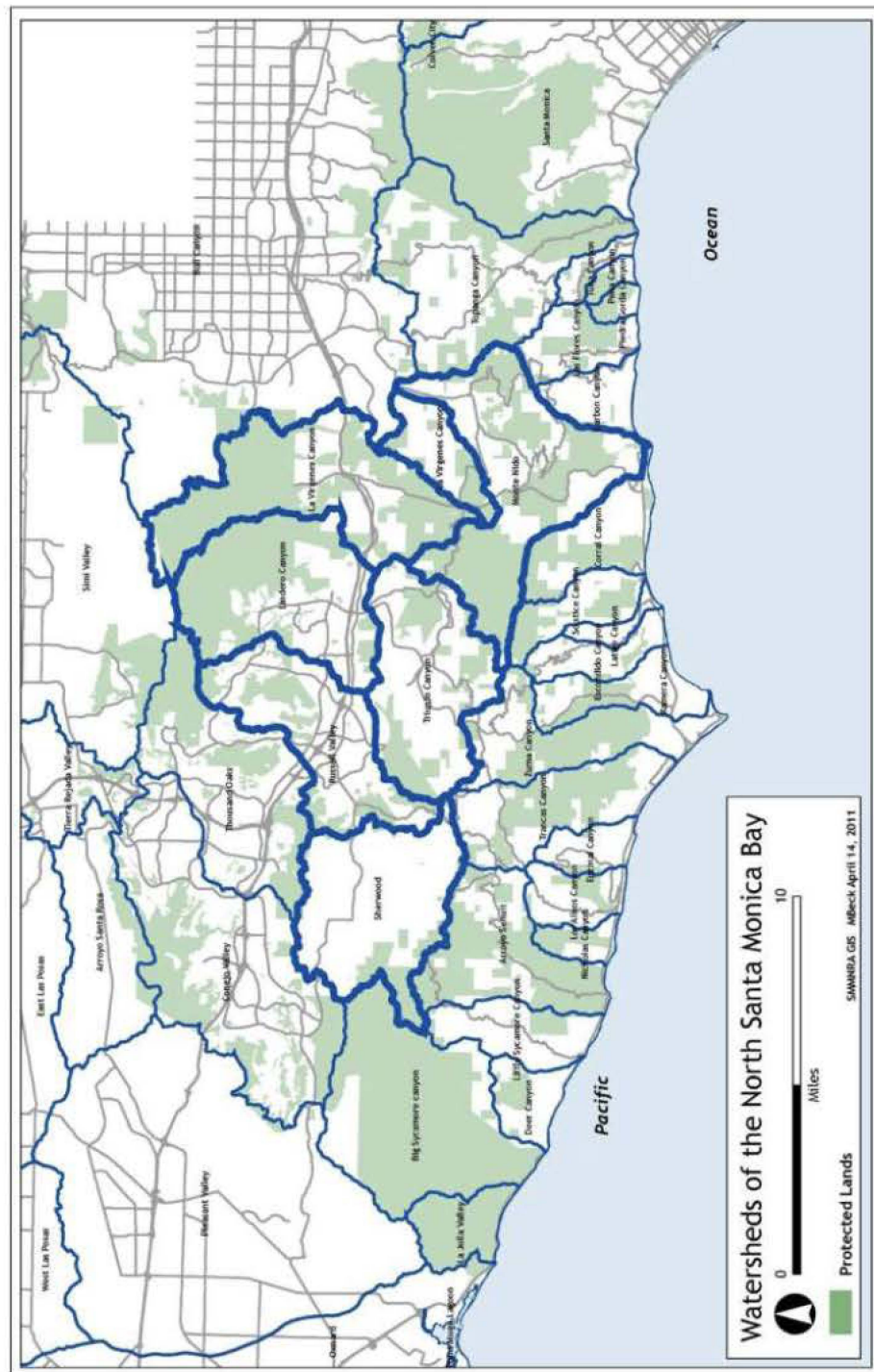
	Stakeholder	Interested Party	Possible Project Idea
A	City of Calabasas	Curtis Castle	Fire Cistern, TRP Application
B	City of Malibu	Councilmember Haylynn Conrad	Fire Cistern
C	Topanga Community	Craig Doberstein, Susan Nissman,	Fire Cistern, location
D	TBD	Multiple Stakeholders	Variety of Scientific Research 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

- West Basin Municipal Water District –Gus Meza
- LVUSD – presentation to Board of Directors
- SMMUSD — Austin Toyoma
- MRCA – presentation to Board of Directors
- California Department of State Parks —Noa Rishe Khalil
- Malibu – presentation to City Council
- Westlake Village – Roxanne Hughes
- Topanga Town Council – presentation
- Topanga Elementary School – meet with principal
- Topanga Chamber of Commerce –presentation
- Topanga Community Center — will seek opportunity for presentation
- Bill Buerge owner of the Mermaid Inn, Topanga
- SAMO Fund – Deanna Armbruster
- NPS – Joey Algiers
- Malibu High School – administration or school assembly if possible, invite students to submit for a SS application
- Viewpoint School – administration or school assembly if possible, invite students to submit for a SS application
- Calabasas High School – administration or school assembly if possible, invite students to submit for a SS application
- Pepperdine, find opportunity to present to environmental students or professors, invite for SS applications
- SMC at Malibu, find opportunity to speak and invite SS applications
- L VMWD – Craig Jones
- RCDSMM – Jasmine Reinhardt
- Waterworks District 29 – Carolina Herrera and/or Dave Rydman



Watersheds Map from RCDSMM, livinglightlyguide.org



**SAFE
CLEAN
WATER
PROGRAM**

Appendix

Appendix A