



SAFE CLEAN WATER PROGRAM

North Santa Monica Bay Strategic Outreach and Education Plan 2026-2027

By Melina Sempill Watts

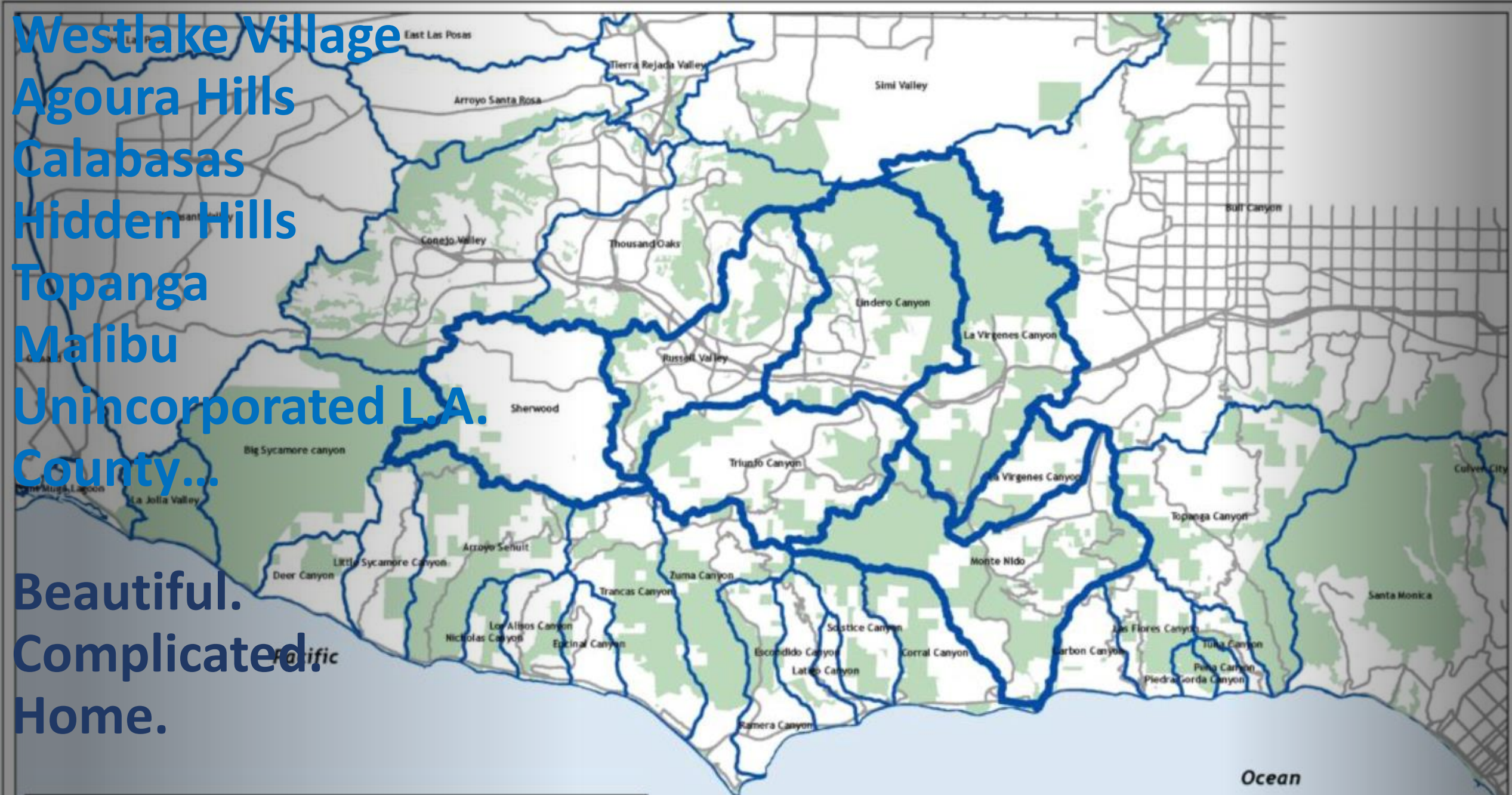
Watershed Coordinator, Safe Clean Water L.A.

June 14, 2026

Photo and Logo, Los Angeles County

Westlake Village
Agoura Hills
Calabasas
Hidden Hills
Topanga
Malibu
Unincorporated L.A.
County...

Beautiful.
Complicated.
Home.



Watersheds of the North Santa Monica Bay

Map courtesy L.A. County

North Santa Monica Bay Watershed Strategic Outreach and Engagement Plan 2026-2027

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

Put the “I” into SOEP – implementation matters

Over the course of 2026-20267, 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 **North Santa Monica Bay Watershed Area Steering Committee**.

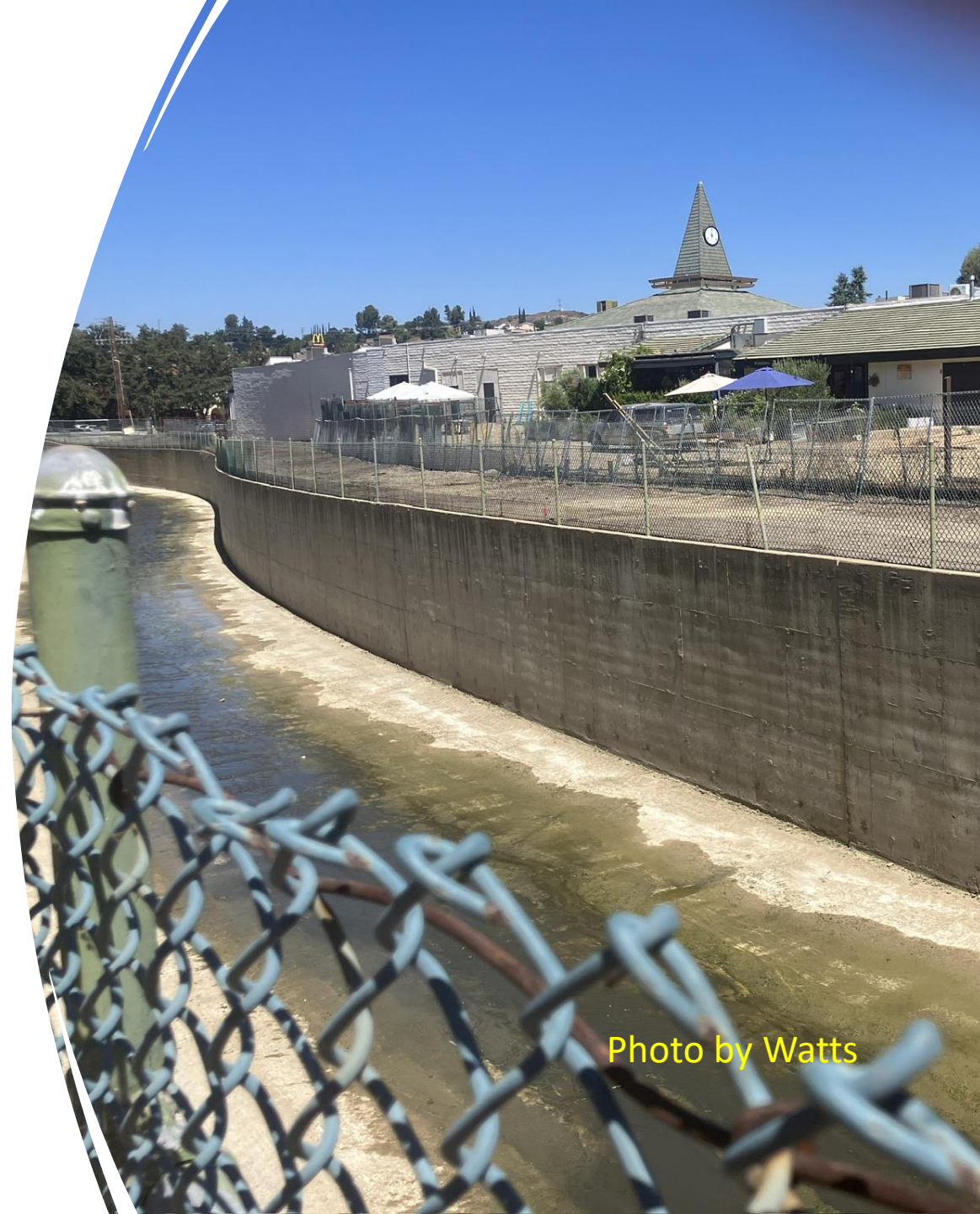


Photo by Watts

Strategy 2: Reach out to First Nations' Leadership

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.

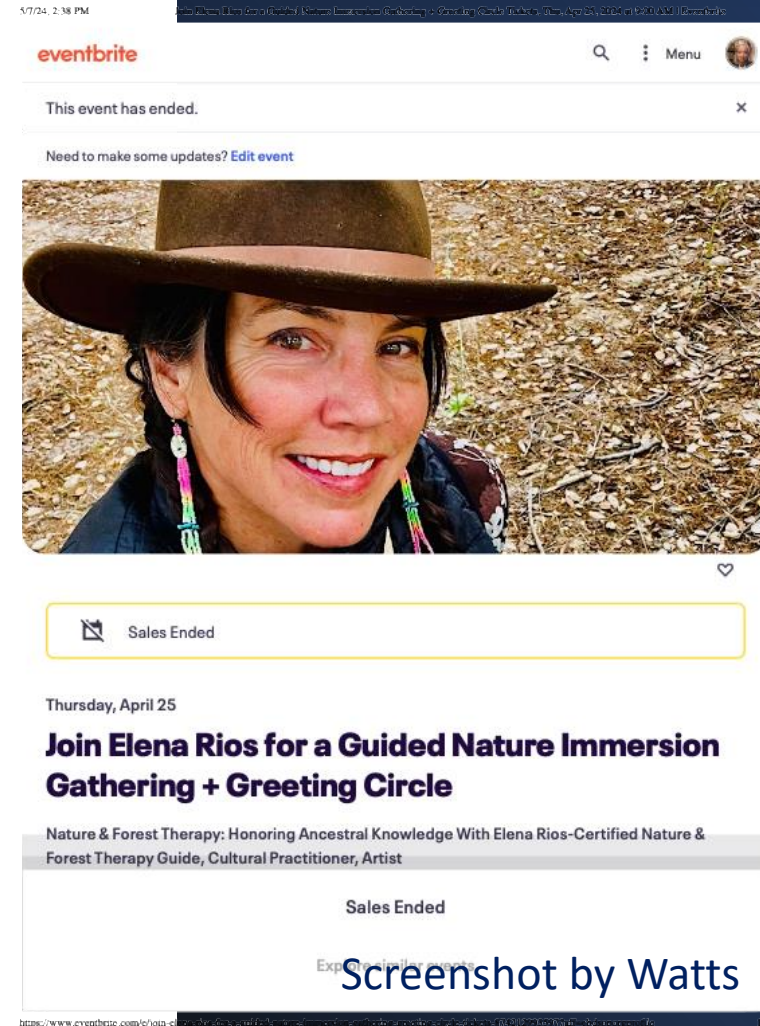




Photo by Watts

Strategy 3: Four community outreach events

- Malibu Lagoon Restoration Celebration
- North Santa Monica Bay State of the Watershed Film by Angelina Lee
- Co-hosting show of Santa Monica Mountains Fund's film *Bring California Native Plants Home* by Joe Litzinger, Water Foundation/SCWP

Seek Invitations to speak at / table at,

- Topanga Chamber of Commerce
- Topanga Town Council
- Malibu-Las Virgenes Council of Governments
- Las Virgenes Homeowners' Federation
- City Councils
- Chamber of Commerce
- Planning Commissionssions

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

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

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

Strategy 7: Offer to represent SCWP at local special events such as,

- **Westlake Village Earth Day**
- **Calabasas Earth Day**
- **Pepperdine Earth Day**
- **Calabasas Pumpkin Day**

Meet the Waters Family

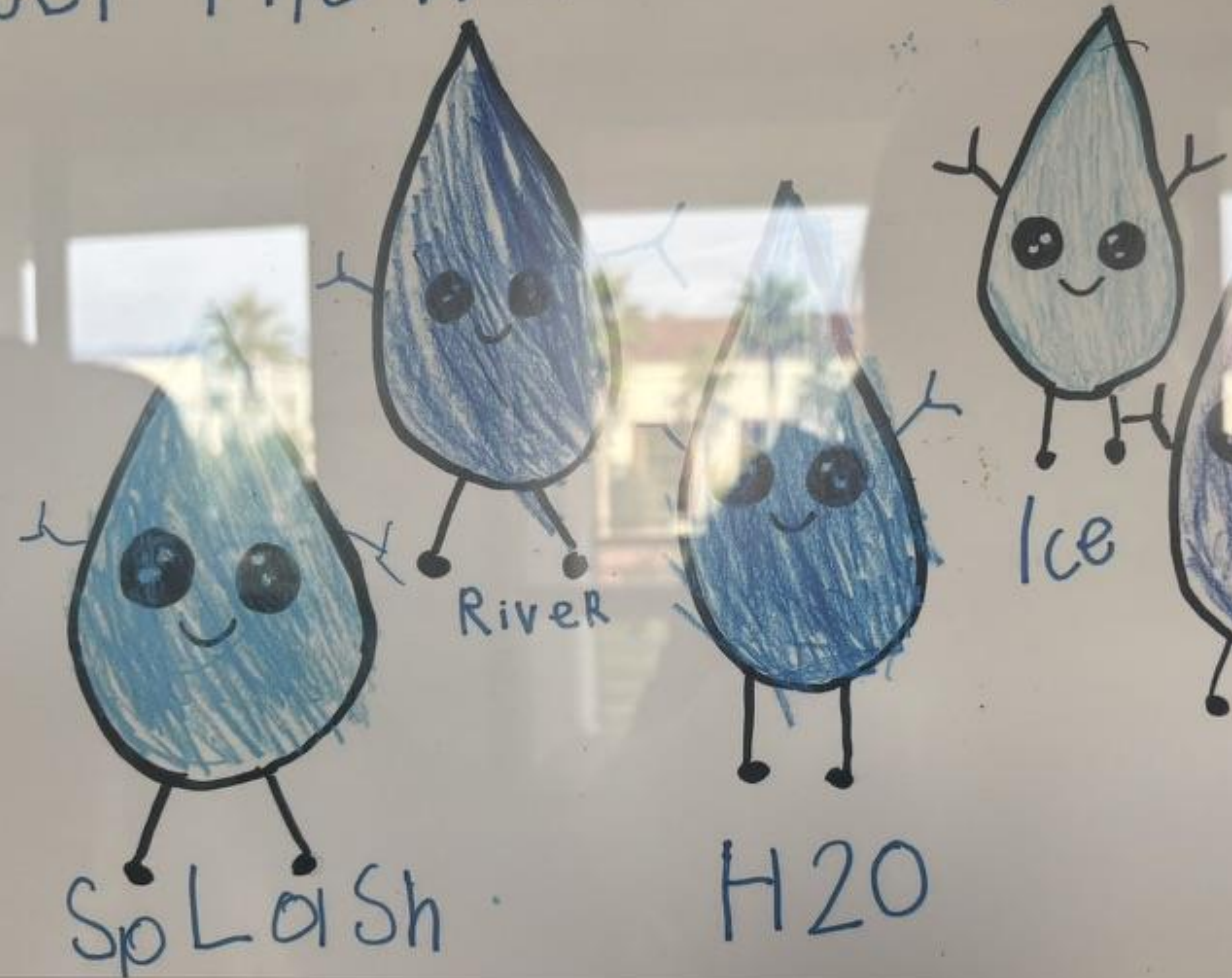




Photo from City of Calabasas

Strategy 8: Identify opportunities to reach youth.

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

Strategy 10: Provide input to SCWP NSMB website page.

Strategy 11: Maintain social media presence for watershed area.

Strategy 12: Connect with media.

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

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.

SAVE THE WATERSHED

Malibu Creek, Santa Monica Bay wildlife threatened
May 19, 2023

By John Loesing
newstip@theacorn.com



MESSAGING—Katherine Pease of Heal the Bay discusses her agency's role in the protection of the Malibu Creek Watershed. Photos by JOHN LOESING/Acorn Newspapers

The Southern steelhead trout, a species of rainbow trout that swims back and forth from inland streams to the Pacific Ocean on its annual spawning mission, is now said to be extinct in Malibu Creek, but one expert speaking at a North Santa Monica Bay Watershed symposium last week in Calabasas isn't giving up hope that the fish will make a comeback.

Biologists, environmentalists and resource conservation managers who attended the state of the watershed conference May 11 at Las Virgenes Municipal Water District headquarters expressed confidence that the now 40-year-old movement to protect local streams and beaches is producing positive results.

Rosie Dagit, senior conservation biologist for the Resource Conservation District of the Santa Monica Mountains, told the more than 100 in-person and virtual attendees of the conference that the hearty steelhead is down but not out.

"These are the fish that we want to have into the future, and support, because they're the ones that can handle the



Strategy 15: Work with Technical Assistance Teams/

Strategy 16: Integrate priorities through partnerships and extensive networks.

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

Strategy 18: Support public education about trash reduction.

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

Strategy 20: Watershed Coordinator collaboration.



Photo by Amanda Begley



Photo by Watts

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

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

Strategy 23: Support locally relevant scientific research.





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

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

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





Image from City of Malibu

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

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

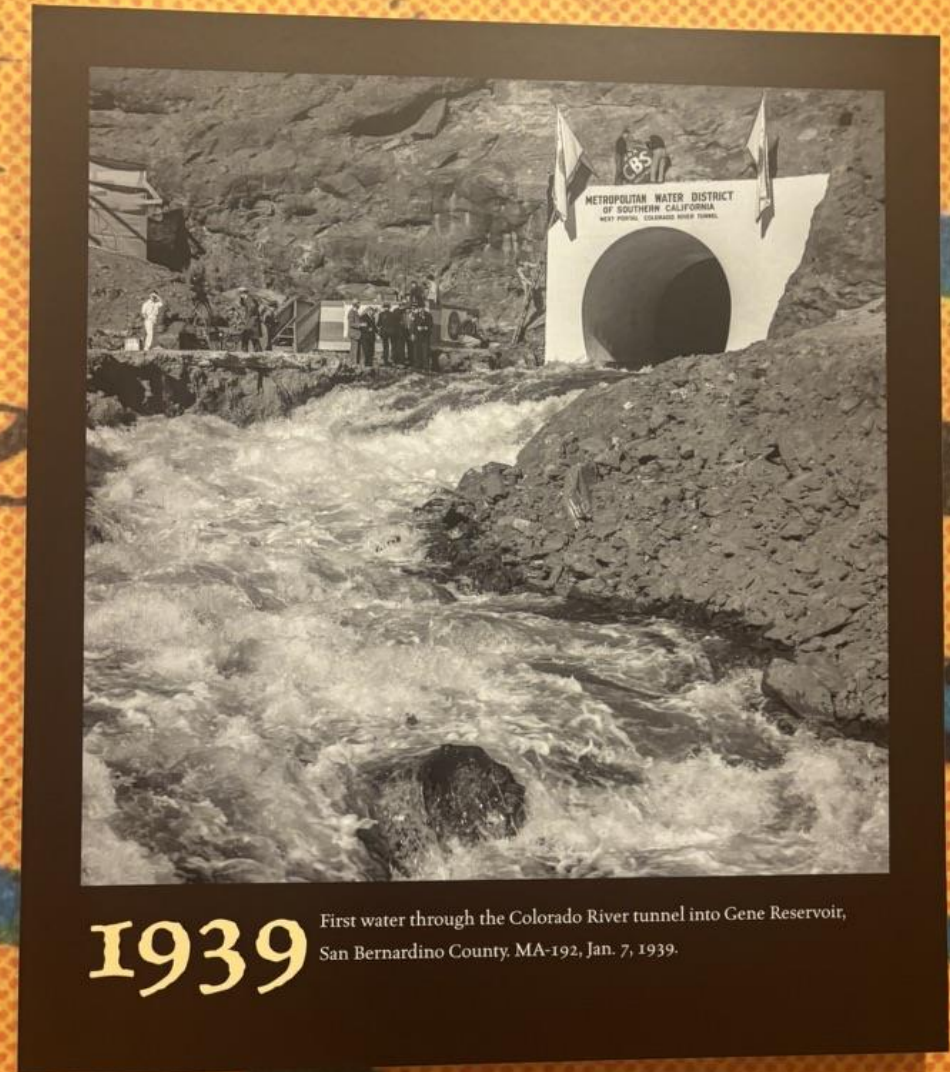
Strategy 29: Ask for updates on SCWP application process.

Strategy 29: Ask for updates on SCWP application process.

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

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

From MWD Historical Exhibit, Spring 2026: The Colorado River Comes to L.A., Into the Gene Reservoir, San Bernadino County



1939

First water through the Colorado River tunnel into Gene Reservoir, San Bernardino County. MA-192, Jan. 7, 1939.

Photo by Watts





Safe, Clean Water L.A
Watershed Coordinator, Melina Watts – 818-519-5168



Photo by Watts