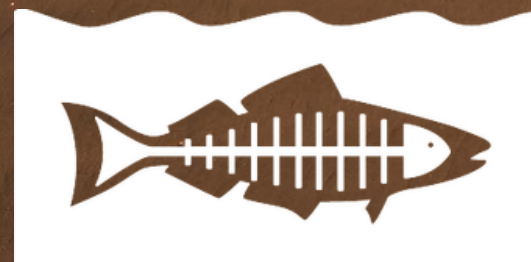


SSMB Watershed Coordinator Update



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SOEP 2026



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August 19, 2026

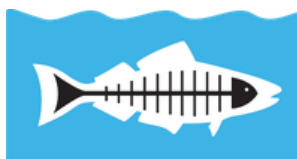
Today's Agenda

1 Re-introduction to the Team

2 Our Role

3 Draft SOEP 26

4 Group Discussion



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Meet the Team



*Jesse De La Cruz
Community Partner
Urbano Strategies*



*Alexia Skrbic
Senior Watershed Specialist,
South Santa Monica Bay*



*Stephanie Gebhardt Rath
Senior Watershed Specialist,
Central Santa Monica Bay*



*Sia Argüello
Outreach Associate
Specialist*



*Nancy Shrodes
Director of Community
Engagement*



*Annelisa Moe
Associate Director of
Science & Policy*

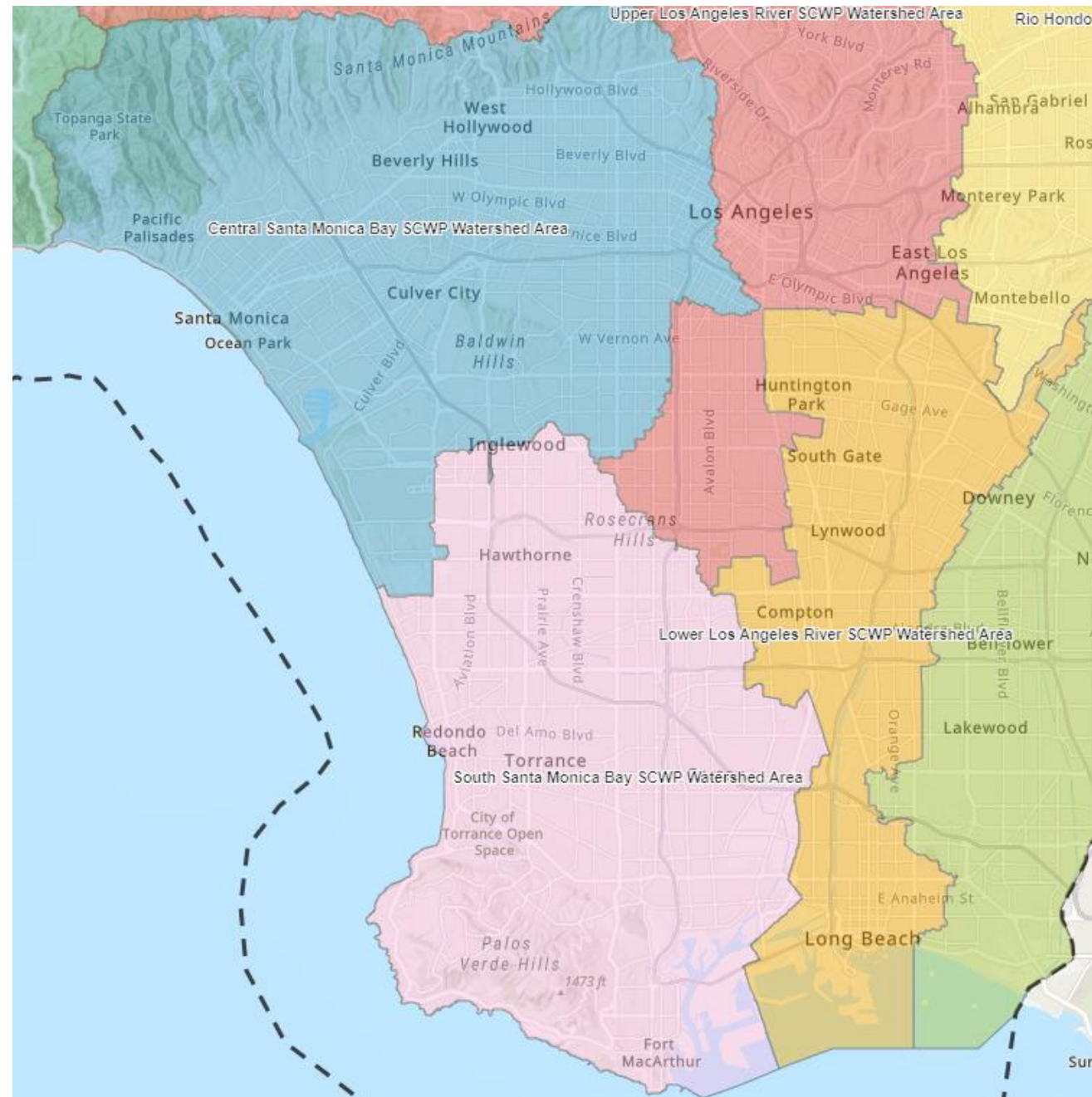


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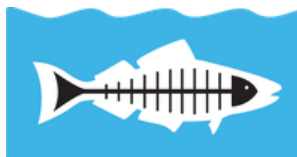


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Watershed Coordination



We are bordered by Central SMB and Lower LA River, both of which have WC's from SGA, so there is a lot of collaborative work.



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Our Role

CONNECT

EDUCATE

ENGAGE

Watershed Coordinator Tasks

1

Facilitate Community Engagement and Representation

2

Identify and Support Development of Project Concepts

3

Integrate Priorities through Partnerships and Extensive Networks

4

Cost-Share Partners

5

Leverage Funding

6

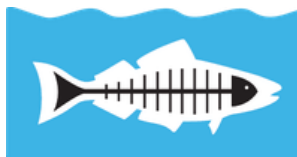
Local Stakeholder and Interested Parties Education

7

Watershed Coordinator Collaboration

8

Preparation and Submittal of Reports

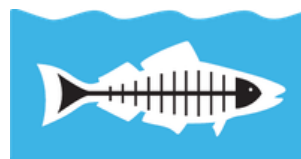
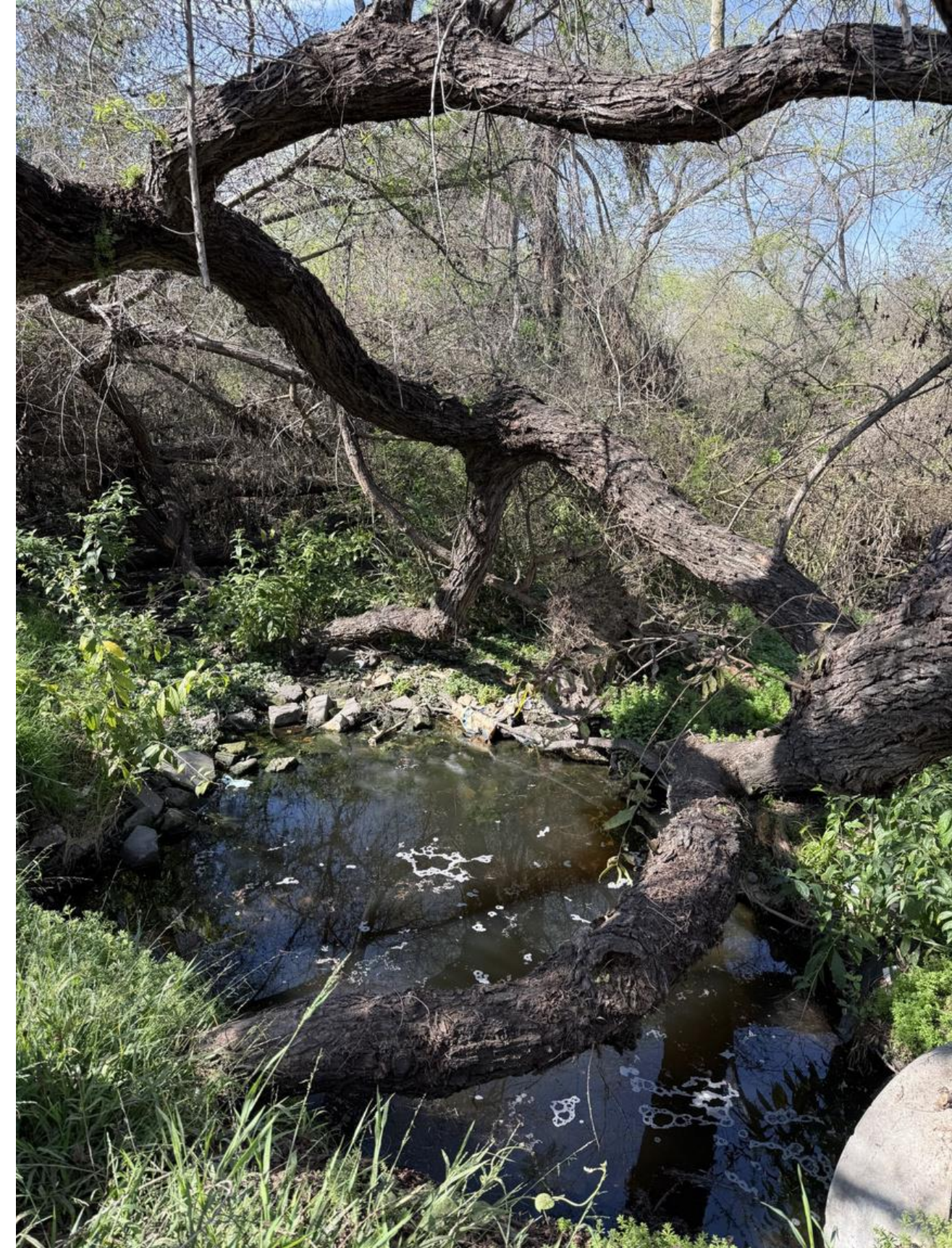


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Updating the Strategic Outreach & Engagement Plan



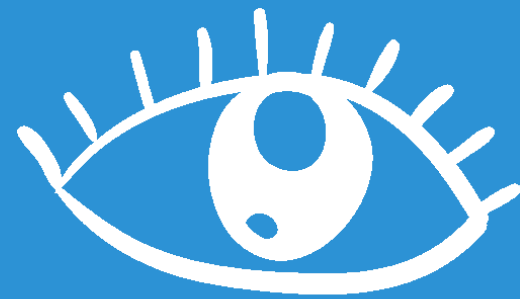
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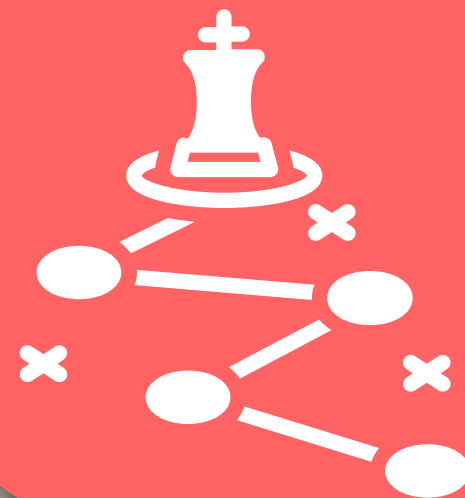
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Developing the Plan

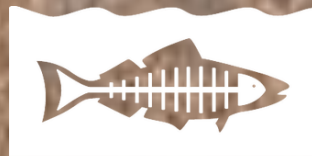
Vision



Strategy



Evaluation
(Metrics)



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VISION

We want to ensure that all projects:

- are aligned with local priorities and needs
- have equitable access and opportunity, from a municipal and community perspective
- ultimately meet all four missions of the Safe Clean Water Program



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STRATEGY: 5 General Areas in the SOEP

1

Community Engagement (interested parties, municipalities, community groups)

2

Solicit Input and Connect to TRP/Program Elements

3

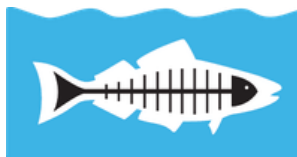
Ensure Diverse Perspectives are Included in Districts and WASCs

4

Identify and Ensure Involvement of Members of Disadvantaged and Underrepresented Communities

5

Ensure Educational Programming About Watershed Management, Ecological, and Community Issues



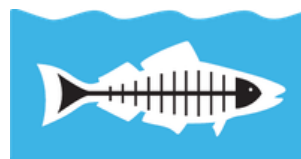
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Interested Party Power Mapping

- NGOs/CBOs & Coalitions
- Municipal & County contacts
- LA Parks & Rec
- Indigenous Leaders
- City & Neighborhood Councils
- School Districts, Leaders, and PTAs
- Faith-Based Institutions
- Community Champions
- South Bay IRWM & Watershed WMPs
- South Bay CCOG
- Businesses, Libraries, Museums, Aquariums
- ID Non-Traditional Partners



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1



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Communication 1

Tactics & Materials

- Tactics
 - Presence in the community- attending existing community events and leveraging existing programming at Heal the Bay and Urbano Strategies
 - Utilizing our social media platforms to get the word out and engage with the public on a larger scale
- Materials (Culturally Relevant and Accessible)
 - One pager, QR codes, surveys, partner sharing, event sign-up sheets, Activity Guides, HtB landing page, Quarterly Newsletter
 - Multilingual



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Tactics: Targeted Outreach to the South Bay Cities Council of Governments (SBCCOG)



Communication 1 Tactics & Materials



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Solicit Input & Connect

Community Engagement

- Tabling at Community Fairs and Festivals
- Door-to-Door Outreach
- Distribute Community Survey's
- Phone/Text Banking Outreach



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Project Concept ID & Realization

- Assist in TRPs as necessary
- Engage with potential applicants

NEW!

- Review the CSNA Dashboard for the community-identified needs - assessment and outreach



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Connect with Measure A Grant Recipients

- Discuss whether they are considering any stormwater features in their projects
- ID potential projects
- Gain more insight into the Measure A process

Track Prop 4 Allocations

- Continue to communicate with local conservancies distributing Prop 4 funding
- Track when the applications open
- Share widely with prospective project proponents

2

NEW!



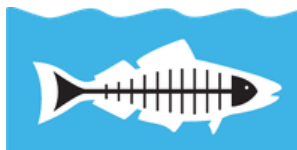
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Ensure Diverse Perspectives Shared

- **Public Awareness**
 - Social Media Campaign
 - Community Education
- **Community Participation**
 - Identify barriers for equitable access to public participation and ensure community voices are heard



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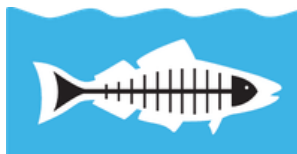
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Ensure Diverse Perspectives Shared

- **Public Awareness**

- Indigenous perspective

- Continue to participate in the Tribal Allyship Watershed Coordinator working group
 - Reach out to tribal contacts from the list provided by the Native American Heritage Commission (NAHC)



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Identify and Ensure Involvement of Underrepresented Communities

Public Awareness + Potential Project Solicitation

- On the Ground Grassroot Efforts
- Collaborations

Information Sharing

- Share Out Underrepresented Community Voices at WASC Meetings

Identify and Ensure Involvement of Underrepresented Communities

Public Awareness + Potential Project Solicitation

NEW!

- School Leadership Education & Outreach
- Continue to participate in the Schools & Stormwater Watershed Coordinator working group



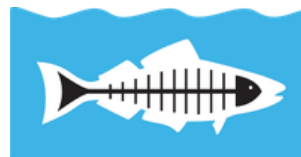
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Educational Programing about Watershed Management, Ecology, and Community Issues

Education

- Educational Presentations
- Host 2 Watershed Wide Events
- BioBlitz Event



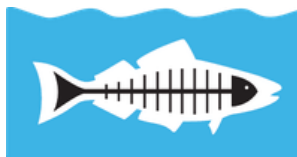
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Reporting Back

Via Quarterly Reports and WASC Meetings



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Any Questions?

Thank You!



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