



LA County Safe, Clean Water Program Strategic Outreach and Engagement Plan

Lower San Gabriel River Watershed Area

DUDEK

Lower San Gabriel River (LSGR) Watershed Coordinators



Andrea Dransfield Kraus,
LSGR Watershed Coordinator



Shannon Heffernan, AICP,
LSGR Watershed Coordinator

Purpose of the SOEP

The SOEP is a living document that guides outreach & engagement in the LSGR Watershed, including:

- Identifying interested parties to build partnerships and develop projects
- Promoting equitable representation and participation from historically underrepresented communities
- Establishing key communication strategies for engaging within the watershed
- Guiding Watershed Coordinator efforts and focus areas

SOEP Overview

1 LSGR Watershed Description

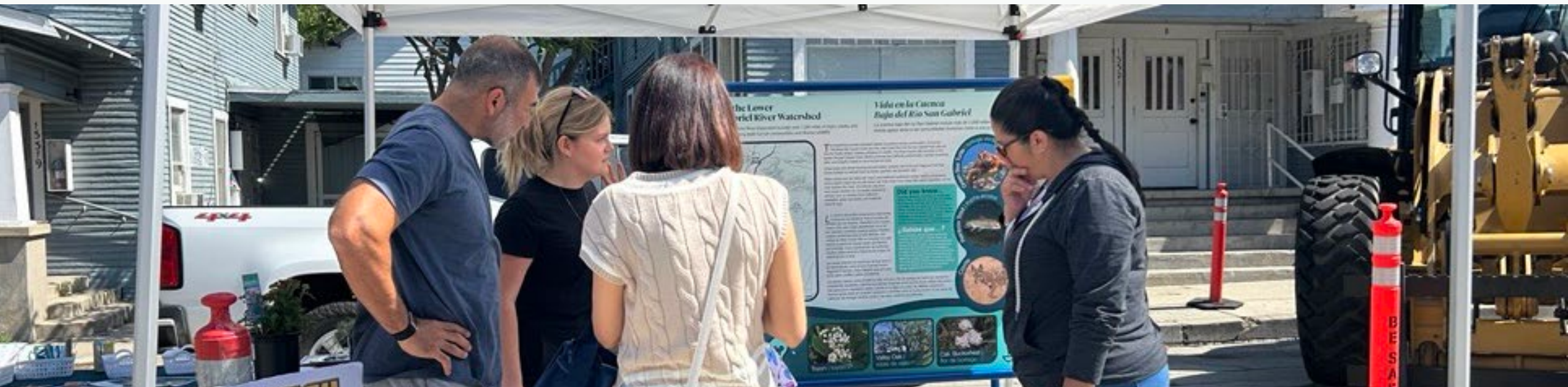
2 Vision, Mission and Goals

3 Strategies

4 Interested Parties

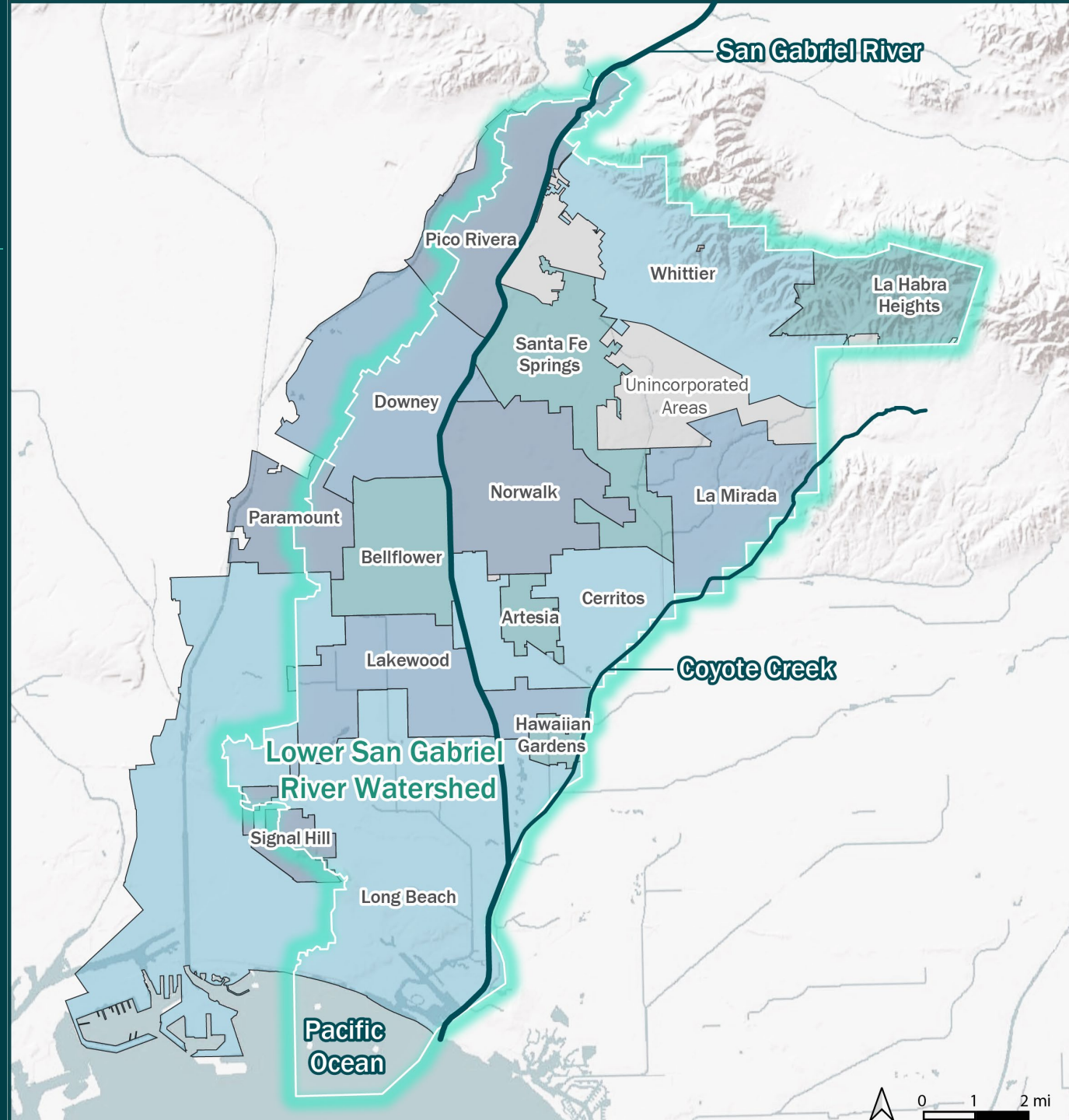
5 Collaboration Opportunities

6 Monitoring of Progress and Success



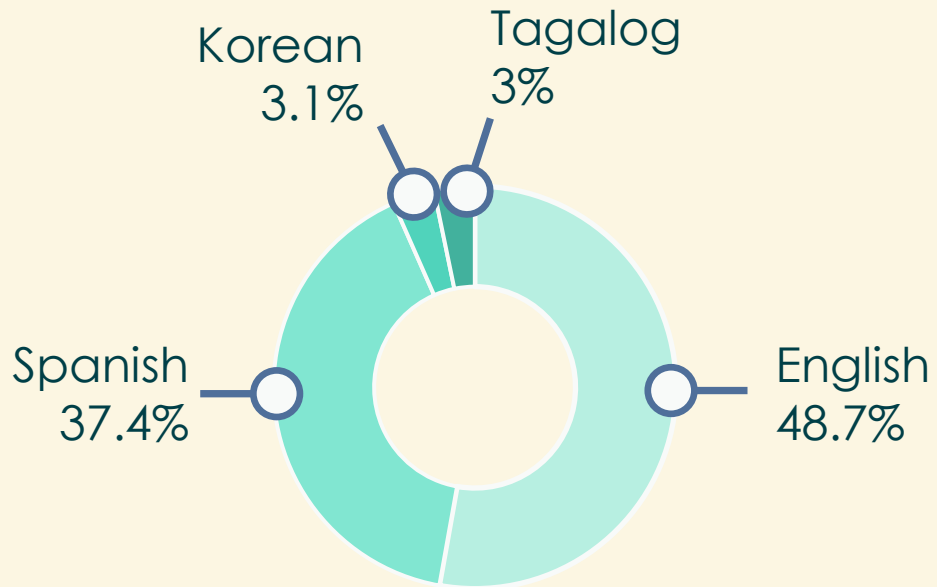
LSGR Watershed Description

- 80,800 acres and 15 municipalities, including parts of unincorporated Los Angeles County
- 1.2 million residents
- Stretches from an area at the lower portion of the San Gabriel River, known as Whittier Narrows, encompassing Coyote Creek, to the San Gabriel River's outlet at the Pacific Ocean in Long Beach.



Watershed Characteristics

LANGUAGE USE BREAKDOWN



Linguistic diversity is a key consideration for outreach efforts. This will help inform what language(s) to provide outreach materials in.



Only 20%
is tree
canopy



**58% of land
cover is
impervious
surface**



**Only 8% of
watershed is
designated
for parks**

Vision and Mission

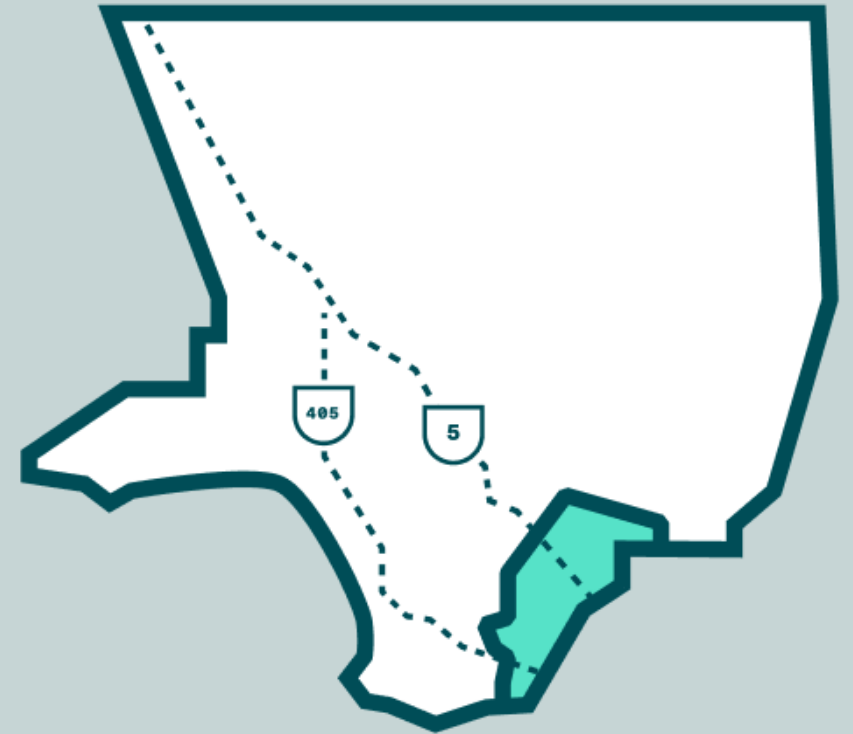
OUR VISION

Our vision as Watershed Coordinator to create a resilient and equitable watershed with strong community stewardship, improved water quality, and meaningful projects

MISSION

Our Mission as Watershed Coordinator is to advance inclusive, community-informed watershed planning and project development through thoughtful community engagement and outreach

LA County



Lower San Gabriel River
Watershed Area

Strategies Informed by Watershed Connection Meetings

- **Support in identifying funding** opportunities and grant application assistance
- **Provide technical assistance** with watershed planning tools to identify future projects; permitting assistance; and updates on recent legislation
- **Simplify SCWP goals and project eligibility requirements**, and help position stormwater projects to meet funding criteria
- **Strengthen understanding of community needs** and priorities through community outreach within watershed
- **Foster collaboration** among WASC, and strengthen communication with NGOs and communities

Goals to Structure Our Work

1

Increase awareness and understanding of the SCWP, including purpose, funding, and project outcomes

2

Prioritize inclusive and equitable engagement, with a focus on frontline and fenceline, disadvantaged and underrepresented communities

3

Build community stewardship around water literacy through education on stormwater management, nature-based solutions and long-term watershed health

4

Maintain open and transparent communication channels with the public through regularly maintained SCWP project portal, frequent reporting, and accessible venues for public participation

5

Develop strategic partnerships to proactively scope, prioritize, and fund multi-benefit stormwater projects and leverage funding opportunities for maximized investment in these projects.

6

Support project development by using data and community input to guide priorities, improve concepts, and align investments with local needs.

7

Strengthen relationships with and among interested parties and communities, including the WASC, to support coordinated, watershed-wide collaboration.

Goal #1

Increase awareness and understanding of the SCWP, including purpose, funding, and project outcomes

A. Informational Materials: Clear and accessible information about the SCWP and its funded projects, including fact sheets, flyers, posters, and FAQs.

B. Social Media Toolkit: Customizable social media posts and graphics highlight the LSGR Watershed and SCWP to be shared through existing social media channels.

C. Quarterly Watershed Newsletter: Provides updates on available grant opportunities, outreach activities occurring within the watershed, legislation, and project spotlights.

Life in the Lower San Gabriel River Watershed
The Lower San Gabriel River Watershed includes over 1,200 miles of rivers, creeks, and tributaries, supporting both human communities and diverse wildlife.

Vida en la Cuenca Baja del Río San Gabriel
La cuenca baja del río San Gabriel incluye más de 1,200 miles de ríos, arroyos y afluentes, y brinda apoyo tanto a las comunidades humanas como a una gran diversidad de vida silvestre.

The watershed provides important habitat connections across southwestern LA County. Tributaries like Coyote Creek and San Jose Creek flow into the San Gabriel River and out into the Pacific Ocean, creating pathways for wildlife. The West Coyote Hills connect to the system through Coyote Creek, allowing animals like California condors, coyotes, burrowing owls, and Cooper's hawks to move across the area.

Urban areas with slower flowing and soft bottom sections, like El Dorado Regional Park East, create habitats for animals such as ducks, squirrels, and domestic cats.

Native plants such as valley oak, sycamore, and California buckwheat sustain healthy ecosystems, while invasive plants like Arundo donax use three times more water than native vegetation. As the river reaches the coast, dampening sediments and marine habitats are connected, supporting animals such as rainbow trout, California needlefish, green sea turtles, and California butterfly rays.

La cuenca hidrográfica proporciona importantes conexiones de hábitat en todo el suroeste del condado de Los Angeles. Afluentes como Coyote Creek y San Jose Creek desembocan en el río San Gabriel y continúan hasta el océano Pacífico, creando corredores para la vida silvestre. Las colinas de West Coyote Hills se conectan con este sistema a través de Coyote Creek, permitiendo que animales como el condor de California, coyotes, búfalos naranjos y halcones de Cooper se desplacen por el área.

Las zonas urbanas con secciones de flujo lento y de fondo blando, como el área Este del Parque Regional El Dorado, crean hábitats para animales como patos, ardillas y gatos domésticos.

Las plantas nativas, como el roble de valle, el álamo y flor de borrajo de California, mantienen ecosistemas saludables, mientras que plantas invasoras como Arundo donax utilizan tres veces más agua que la vegetación nativa. Cuando el río llega a la costa, los hábitats estuarinos y marinos están conectados, apoyando a animales como laucha arcoíris, el pez aguja de California, las langostas marinas verdes y las rayas mariposa de California.

Did you know...
Burrowing owls are great soil aerators. When it rains, channel, subverts and bitches from swampy activities like swimming, jumping, and perching. They get water from the local stream, drink, moving through rivers and creeks in the ocean as the water flows through different habitats. So, no concern here. These creatures in the San Gabriel River add a local touch to the beautiful, fresh, fresh landscape.

¿Sabías que...?
Las actividades diurnas pueden ayudar a mejorar la salud del suelo. Cuando llueve, los animales, subterráneos y bichos de pantano, realizan y hacen de actividades desde como bucear, saltar, saltar y saltar. Ellos obtienen agua de la corriente local, beben, moviéndose a través de ríos y arroyos en el océano a medida que el agua fluye a través de diferentes hábitats. Así que no hay que preocuparse. Estos animales en el río San Gabriel agregan un toque local al hermoso, fresco, fresco paisaje.

¿Sabías que...?
Las actividades diurnas pueden ayudar a mejorar la salud del suelo. Cuando llueve, los animales, subterráneos y bichos de pantano, realizan y hacen de actividades desde como bucear, saltar, saltar y saltar. Ellos obtienen agua de la corriente local, beben, moviéndose a través de ríos y arroyos en el océano a medida que el agua fluye a través de diferentes hábitats. Así que no hay que preocuparse. Estos animales en el río San Gabriel agregan un toque local al hermoso, fresco, fresco paisaje.

How could actions in one part of a watershed affect the entire watershed?
¿Cómo pueden las acciones en una parte de una cuenca afectar a toda la cuenca?

Toyon | toyon

Valley Oak | roble de valle

Cal. Buckwheat | flor de borrajo

SAFE CLEAN WATER PROGRAM

Brookside Park
Stormwater Capture Project

That's roughly the size of **all of Downtown Pasadena or 13 Rose Bowl Stadiums**, including surrounding areas!

Did you know?
The **Brookside Park Stormwater Project** will divert and treat runoff from **1,166 acres!**

Project Drainage Area

Project Site

Rose Bowl Stadium X 13

Downtown Pasadena

PASADENA CALIFORNIA • CITYOFFPASADENA.NET

Goal #2

Prioritize inclusive and equitable engagement, with a focus on frontline and fenceline, disadvantaged and unrepresented communities

D. Community Strengths and Needs Assessment: A survey and “living dataset” that captures place-based community feedback on local priorities, concerns, and opportunities. The CSNA results can be shared with interested parties and used to support project development.

E. Four Public Outreach Events: Meets people where they are and supports a two-way dialogue, providing opportunities to share Program and project information while gathering input on community needs and priorities. Events are intended to be distributed throughout the watershed to maximize reach and engagement.



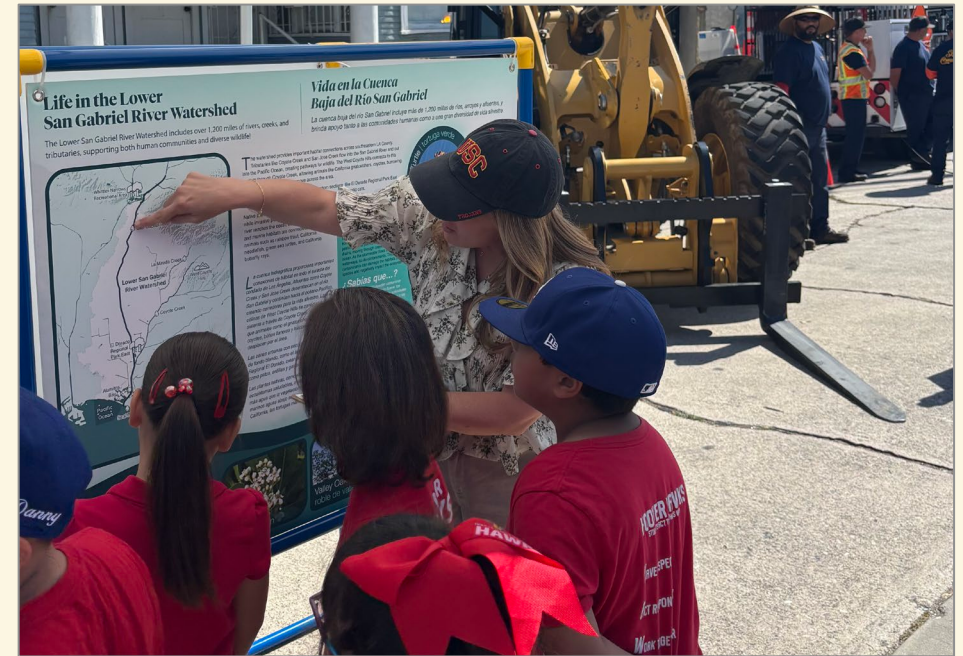
Goal #3

Build community stewardship around water literacy through education on stormwater management, nature-based solutions and long-term watershed health

F. Two Educational Events: Provides hands-on learning opportunities supported by subject matter experts and partner organizations on educational topics.

G. Educational Booth: An interactive booth with information on the watershed, stormwater improvement strategies, and ecological significance of watershed systems to engage both adults and children.

H. Watershed Field Tours: Exposure to watershed conditions, SCWP-funded projects, and regional water infrastructure facilities to encourage discussion and knowledge sharing among participants.



Goal #4

Maintain open and transparent communication channels with the public through regularly maintained SCWP project portal, frequent reporting, and accessible venues for public participation

G. WASC Meetings: A forum for participating agencies and interested parties to observe and engage in discussions with opportunities for public input to be incorporated into the decision-making process.



Goal #5

Develop strategic partnerships to proactively scope, prioritize, and fund multi-benefit stormwater projects and leverage funding opportunities for maximized investment in these projects

H. Watershed Connection Meetings: A forum for collaboration communication between the WASC and Watershed Coordinator, helping to identify priorities, opportunities, and technical and non-technical support needs that inform Watershed Coordinator focus areas.



Goal #6

Support project development by using data and community input to guide priorities, improve concepts, and align investments with local needs

I. Project List: A living database of project ideas informed by the CSNA, Watershed Planning Tool, Watershed Connection meetings, meetings with interested parties, and review of planning documents that can be updated and accessible to advance project concepts.

J. Project Development Meetings: Watershed Coordinator provides targeted technical assistance and support to project proponents in developing project concepts for SCWP applications. Project development meetings are available upon request, with additional assistance provided in advance of and during the Call for Application period.



Goal #7

Strengthen relationships with and among interested parties and communities, including the WASC, to support coordinated, watershed-wide collaboration

K. Three Partner Events and Presentations: Targeted, relationship-based engagement with specific organizations across the watershed, and collaboration with other watersheds on topics of shared interest or concern. These effort prioritize partnerships with schools, businesses, and non-profit organizations.



Interested Parties

Sampling of LSGR Watershed Interested Parties List

- | | |
|---|---|
|  Los Cerritos Wetlands Authority |  East Yard Communities for Environmental Justice |
|  City of Norwalk |  Council for Watershed Health |
|  Gateway Cities Council of Governments |  Walk Long Beach |
|  Rivers and Mountains Conservancy |  El Rancho Unified School District |
|  Unincorporated Los Angeles County |  Cubberly K-8 |
|  City of Whittier |  Bixby Elementary |
|  City of Lakewood |  Reyes Coca-Cola Bottling |



Government Entity



WASC Member



Non-Profit



Education



Business

Collaboration Opportunities

- Coordinate clear and consistent messaging for the SCWP and share with interested parties
- Leverage existing events and partnerships within the watershed to expand outreach reach
- Foster cross-jurisdictional collaboration support integrated watershed planning, project development, and funding opportunities
- Promote regional knowledge sharing across watersheds through collaboration with other watershed coordinators
- Partner with underserved communities and smaller organizations to develop culturally relevant approaches to reach audiences



Monitoring of Progress and Success

Ongoing monitoring and evaluation are essential to ensure the SOEP remains effective, relevant, and responsive to the watershed's needs.

- Informational and educational materials will be reviewed yearly and updated
- Watershed Connections meetings conducted at the start of each fiscal year
- SCWP-funded project updates shared through communications channels
- Yearly refinement of the SOEP, including interested parties list and strategies
- Ongoing updates to the watershed project list
- Review of the CSNA results and community feedback



Thank you!

QUESTIONS?

LSGR Watershed Coordinators

Shannon Heffernan, AICP
sheffernan@dudek.com

Andrea Dransfield Kraus
adransfield@dudek.com

DUDEK