

New



SAFE
CLEAN
WATER
PROGRAM

North Santa
Monica Bay
Watershed

Strategic
Outreach and
Engagement Plan

Fiscal Year 2026- 2027





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- 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)**



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3. Find, support applications for new SCWP projects in our watershed (WC Scope Task 2)

(Will aim for 3 TRPs, IP applications if possible)



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- 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.**



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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 in the spring (date changing) (WC Scope Task 1)**
 - c. Table at Earth Paq, 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)