



SAFE  
CLEAN  
WATER  
PROGRAM

LOWER SAN GABRIEL RIVER  
WATERSHED AREA STEERING COMMITTEE

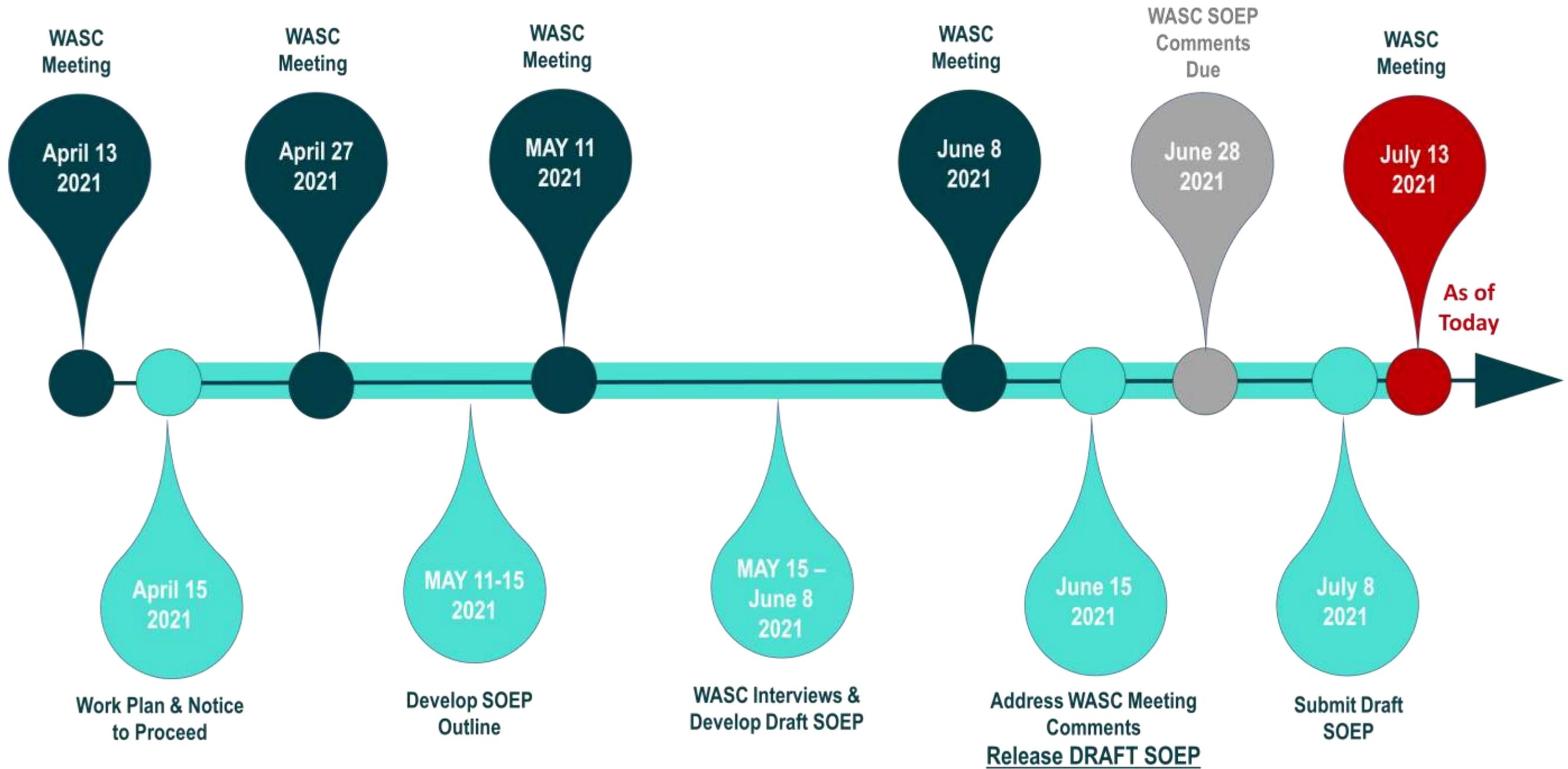
# Watershed Coordinator Update

STRATEGIC OUTREACH AND  
ENGAGEMENT PLAN  
(SOEP)





# LSGR SOEP - TIMELINE





# LSGR SOEP – LA COUNTY SCWP TASKS



1. FACILITATE COMMUNITY ENGAGEMENT IN SCWP

(FOCUS ACTIVITY THIS MONTH)



2. IDENTIFY AND DEVELOP PROJECT CONCEPTS



3. WORK WITH TECHNICAL ASSISTANCE TEAMS



4. FACILITATE IDENTIFICATION AND REPRESENTATION OF COMMUNITY PRIORITIES



5. INTEGRATE PRIORITIES THROUGH PARTNERSHIPS AND EXTENSIVE NETWORKS



6. COST-SHARE PARTNERS



7. LEVERAGE FUNDING



8. LOCAL STAKEHOLDER EDUCATION



9. WATERSHED COORDINATOR COLLABORATION

- Due to District within 12 weeks of commencement of Work



- Includes:

- Vision for Success and Methods for Evaluating Effectiveness

- Strategies to:

- ✓ Engage stakeholders, municipalities, community groups

- ✓ Solicit Input, connect to TA opportunities

- ✓ Ensure diverse perspectives are shared with the District and WASCs

- ✓ Identify and ensure the involvement of members of disadvantaged and under-represented communities

- ✓ Identify educational programming about watershed management, ecological and community issues



- Identify and describe collaborative efforts across the watershed area boundaries



# LSGR STRATEGIC OUTREACH & ENGAGEMENT PLAN

Lower San Gabriel River  
Draft Strategic Outreach and Engagement Plan

**STRATEGIC OUTREACH AND ENGAGEMENT PLAN**

SAFE CLEAN WATER PROGRAM

Prepared for:  
**LOWER SAN GABRIEL RIVER WATERSHED AREA STEERING COMMITTEE**

Prepared by:  
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July 13, 2021

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# LSGR SOEP – PURPOSE

partnership **talk** learn community  
program concepts share **common**  
grants relationships opportunities  
talk diversity collaborate learn  
ideas **SCWP** share involve  
relationships community **funds**  
engage program coordinate  
grants interest partnership **engage**  
diversity **talk** involve learn meet  
partnership funds **LSGR** resources  
interest program share **resources**  
engage coordinate **concept**  
engage coordinate **common** opportunities  
**collaborate** diversity meet

The purpose of the Strategic Outreach and Engagement Plan is to engage communities, coordinate funding opportunities, help develop project concepts, identify and educate stakeholders, develop relationships with residents, and businesses, and ultimately create more involvement in the SCWP and more specifically, the Lower San Gabriel River Watershed Area Steering Committee.

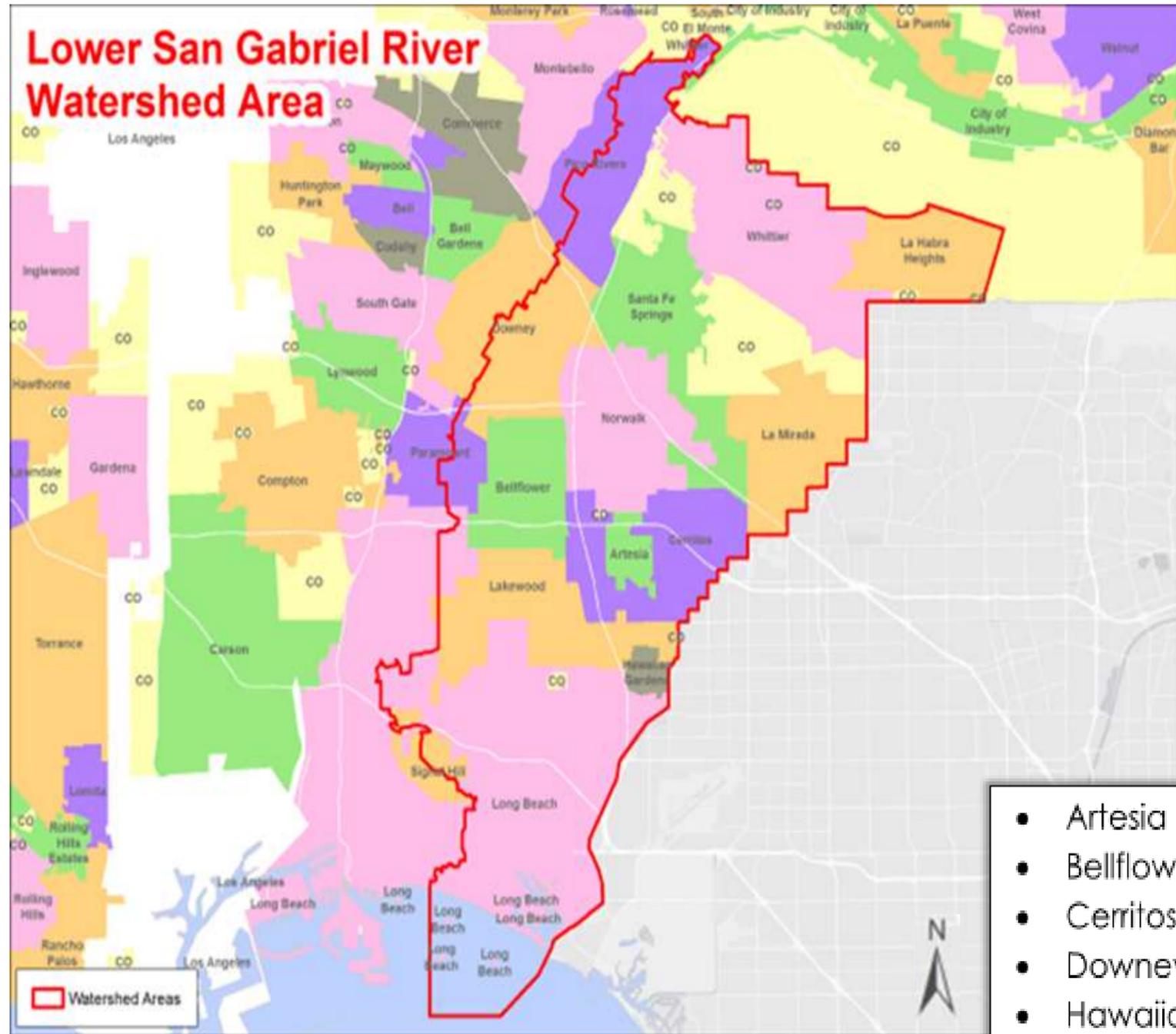
# LSGR SOEP – GOALS



The goals of the Lower San Gabriel River Watershed Area mirror the goals of the larger Safe Clean Water Program. As such, the goals are to:

- Implement a new plan for L.A.'s water system to capture the billions of gallons of water we lose each year.
- Help protect our coastal waters and beaches from the trash and contaminants in stormwater that make people sick and threaten marine life.
- Modernize our 100-year-old water system infrastructure, using a combination of nature, science, and new technology.
- Help protect public health, ensuring safer, greener, healthier, and more livable spaces for all.
- Prepare our region for the effects of a changing climate — including recurring cycles of drought, wildfire, and flooding.
- Require strict community oversight and independent auditing to ensure local monies raised stay local.

# LSGR SOEP – WATERSHED AREA DESCRIPTION

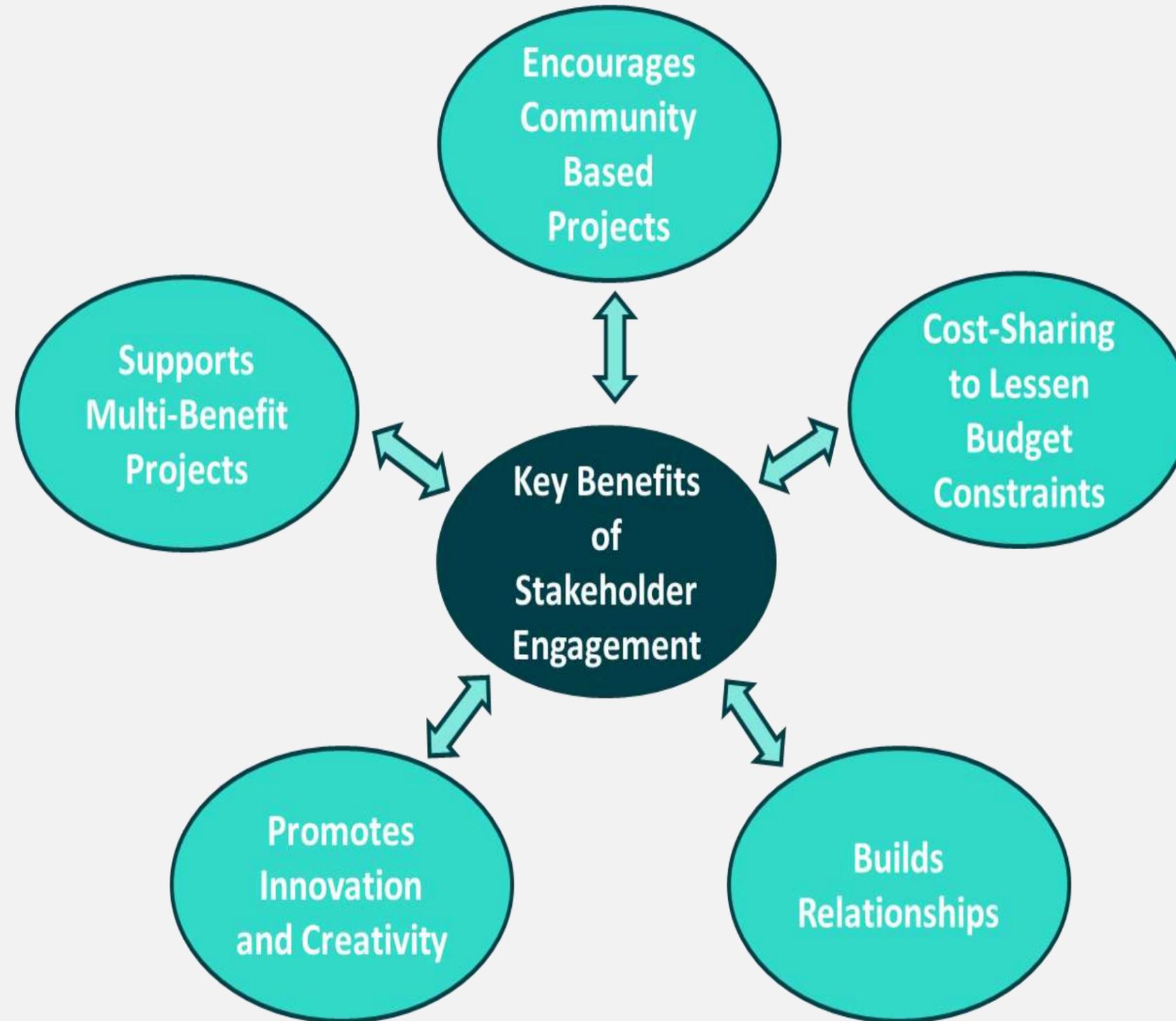


The LSGR watershed represents the lower portion of the San Gabriel River.

- Approximately 20 miles
- Includes the Coyote Creek Tributary as well as the Los Cerritos Channel wetlands system.
- Within the Gateway Region of Los Angeles County
- 15 municipalities and Unincorporated areas of Los Angeles County

- Artesia
- Bellflower
- Cerritos
- Downey
- Hawaiian Gardens
- La Habra Heights
- La Mirada
- Lakewood
- Long Beach
- Norwalk
- Paramount
- Pico Rivera
- Santa Fe Springs
- Signal Hill
- Whittier
- Unincorporated Los Angeles County

# LSGR SOEP – INTERESTED PARTY MAPPING





# LSGR SOEP – WASC MEMBER INTERVIEWS

Table 3.1 – LSGR WASC Member Interviews with Watershed Coordinators					
Member Type	Member	Affiliation	Alternate	Alt-Affiliation	Interview Status
Agency	Julian Juarez	LACFCD	Ramy Gindi	LACFCD	5/10/21 C
Agency	Alex Rojas	CBMWD	Jeremy Melendez	CBMWD	5/11/21 C
Agency	Diane Gatza	WRDSC	Lyndsey Bloxom	WRDSC	5/17/21 C
Agency	Kristen Ruffell	LAC Sanitation	Mike Sullivan	LAC Sanitation	5/6/21 C
Agency	Stephen Scott	Long Beach Parks/Rec/ Marine	Nancy Villaseñor	Long Beach Parks/Rec/ Marine	6/2/21 C
Community Stakeholder	Dan Knapp	Conservation Corps of Long Beach	Irene Lopez-Muro	Conservation Corps of Long Beach	5/16/21 C
Community Stakeholder	Adam Galia	Resident	Thalia Campos	Ctr for Asian Americans United for Self Empowerment	5/11/21 C
Community Stakeholder	Mark Stanley	RMC	Joseph Gonzalez	RMC	5/5/21 C
Community Stakeholder	Gabrielle Weeks	Long Beach Coalition for a Safe Environment			7/9/21 C
Municipal Members	Mike O'Grady	Cerritos	Rebecca Scott	Cerritos	5/26/21 C
Municipal Members	Delfino Consunji	Downey	Dan Mueller	Downey	5/17/21 C
Municipal Members	Lisa Ann Rapp	Lakewood	Konya Vivanti	Lakewood	5/18/21 C
Municipal Members	Melissa You	Long Beach	Wataru Kumagai	Long Beach	6/2/21 C
Municipal Members	Bernie Iniguez	City of Bellflower	Glen Kau	City of Norwalk	5/19/21 C
Municipal Members	Noe Negrete	Santa Fe Springs	Marlin Munoz	La Mirada	5/13/21 C
Municipal Members	Vicki Smith	Whittier	Kyle Cason	Whittier	5/13/21 C



# LSGR SOEP – POTENTIAL INTERESTED PARTIES

- Amigos de los Rios
- Friends of the San Gabriel River
- Los Cerritos Wetlands Stewardship
- Los Cerritos Wetlands Authority
- Los Cerritos Wetlands Land Trust
- Los Angeles Neighborhood Initiative
- Lot to Spot
- River in Action
- LA County Bike Coalition
- California State University Long Beach
- Cerritos College
- California Greenworks
- Watershed Council of Health
- Tree People



- Long Beach Conservation Corps
- Heal the Bay
- Campfire LA
- Central Basin MWD Purveyors Monthly Workshop
- Korean Community Services
- Gateway Water Management Authority
- Gateway Cities Council of Governments
- ABC Unified School District and Campuses
- Chambers of Commerce Service Clubs
- Water Education for Latino Leaders
- Watershed Conservation Authority

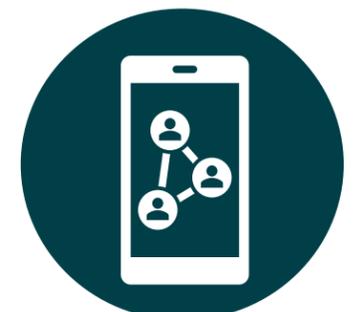


Join Us for a Tree Planting Event!



- Car Shows (several cities)
- Groundwater Festival by WRD at Albert Robles Center
- Summer Concert Series at various cities
- National Night Out Events at various cities
- Earth Day Events
- Earth Walk (Lakewood)
- Cultural Events in various cities

- Potential stakeholders identified in the Interested Parties Mapping will be contacted and a growing database of contacts will be developed.
- Virtual flyers may be created to invite attendance for in-person and/or virtual meetings (minimum of two in the first year).
- Virtual Storybooks may be created and shared with Stakeholders.
- A Facebook Group Page and a Twitter Account will be created. Interested Parties will be asked to “Like” the page and “Share” it to broaden the viewership.
- A dedicated LSGR WASC website will be created that includes up-to-date information regarding community events, SCWP Meetings, involvement opportunities, calendar of events, links to the SCWP website and project portal.
- Community and school events will be scheduled or utilized to distribute flyers, meet individuals, provide educational opportunities, and establish relationships. \*\*See Potential Community Events List \*\*
- Surveys (on-line and printed) will be used to gauge interest in local community needs (multi-lingual as necessary to specific community) with information on how to get involved with SCWP and LSGR.

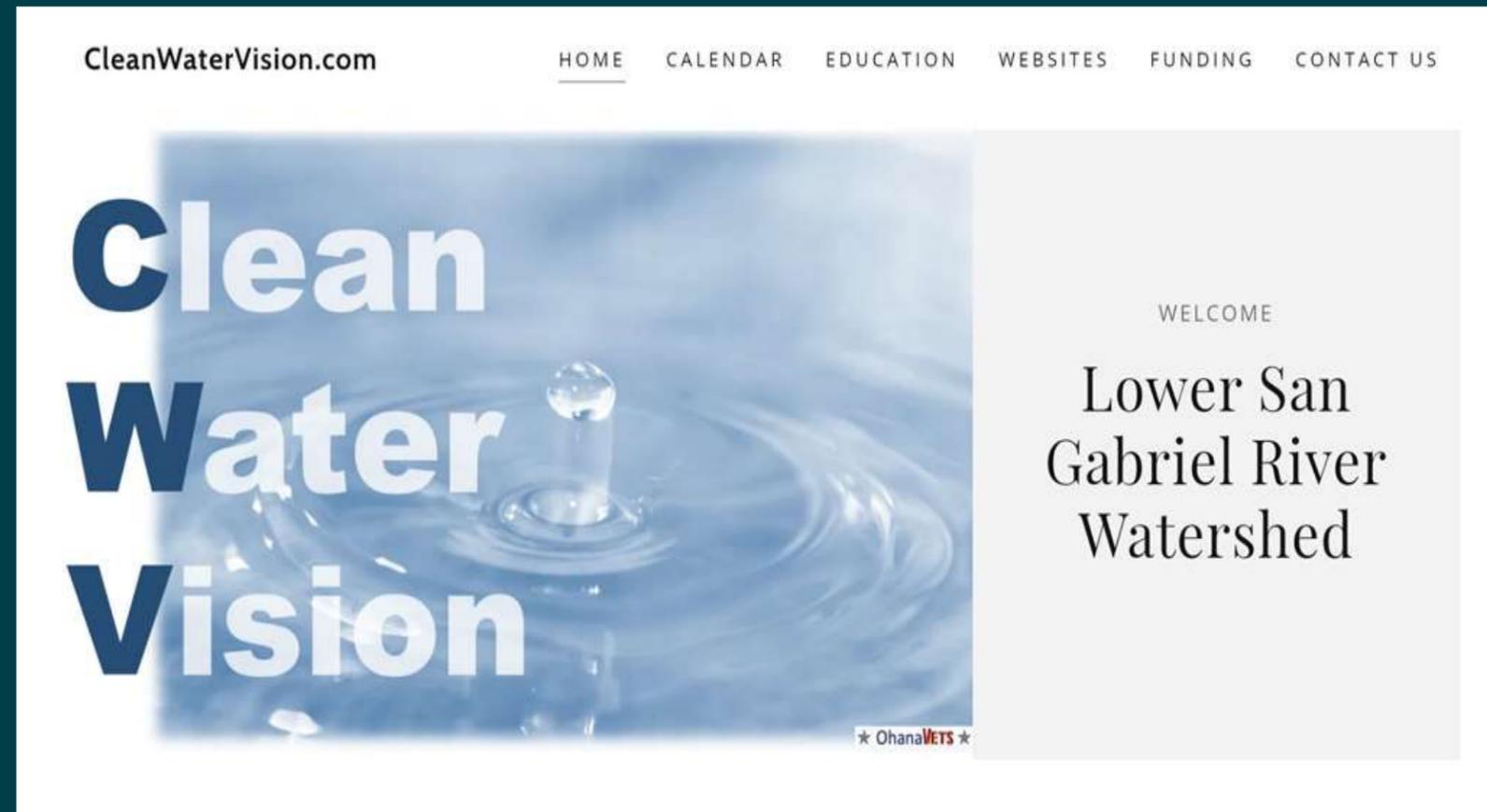




# LSGR SOEP – INFORMATION PORTAL

## CLEAN WATER VISION

OhanaVets' Clean Water Vision web site Home Page ([CleanWaterVision.com](http://CleanWaterVision.com)) has been set up to accommodate specific Lower San Gabriel River Watershed information and to work in concert with the Safe Clean Water Programs web site.



Our site does not duplicate information, but rather provides the links to the following information:

- Safe Clean Water Program (SCWP) Home Page
- Lower San Gabriel River Watershed Area of the SCWP
- Lower San Gabriel River Watershed Area list of approved projects



# LSGR SOEP – INFORMATION PORTAL

**CLEAN WATER VISION** - The main purpose of the Clean Water Vision website is to provide the Stakeholders and Community a direct line of communication with us regarding specific questions, comments, and input on the program.

The screenshot displays the CleanWaterVision.com website interface. At the top, there is a navigation menu with links for HOME, CALENDAR, EDUCATION, WEBSITES, FUNDING, and CONTACT US. Below the navigation, a heading reads "TO SUBMIT COMMENTS FOR THE NEXT LSGR MEETING". This is followed by two columns of instructions:

- Step 1: Download Online Comment Card**  
Phone participants and the public are encouraged to submit public comments (or a request to make a public comment) prior to the meeting. Please use the Comment Card for instructions.  
[DOWNLOAD FORM](#)
- Step 2: Submit Public Comments**  
All public comments will become part of the official record.  
To review the guidance documents and for more information, visit [www.SafeCleanWaterLA.org](http://www.SafeCleanWaterLA.org)  
[EMAIL YOUR COMMENT CARD](#)

Below these steps, a section titled "FOR FEEDBACK ON THIS WEBSITE ONLY" contains a "Send us a message!" form. The form includes input fields for "Name\*", "Email\*", and a "Message" text area, followed by a "SEND" button. At the bottom of the form, there is a small disclaimer: "This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply." and a note: "Note: Comments collected will be presented at WASC meetings during the public comment period." The footer of the page includes "CLEANWATERVISION", "COPYRIGHT © 2021 CLEANWATERVISION - ALL RIGHTS RESERVED.", and "POWERED BY GODADDY".

Our Contact tab allows individual to send us messages that will be collected and presented at WASC meetings during the public comment period. Based on the WASC receipt of such messages and discussion from the committee, direction can be provided to Watershed Coordinators on the actions to take and necessary follow up.



# LSGR SOEP – SOLICIT INPUT AND CONNECT TECHNICAL ASSISTANCE

- Attend organization workshops and meetings and give presentations/information about SCWP and how to get involved; solicit ideas for project concepts.
- Create and host a technical advisory committee made up of NGOs and other technical experts to convene quarterly to offer conceptual ideas in communities.
- Speak with municipal staff members to help identify blighted or vacant parcels.
- Attend community events with flyers, booth, water experience/education trailer, etc.

① Steering Committee Meeting



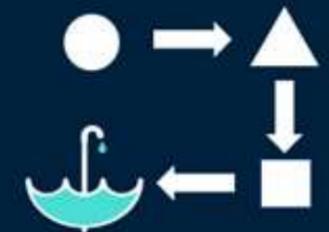
② Conduct Survey/  
Develop Community &  
NGO Contact List



③ Engage with municipal agencies, community groups, and NGOs to learn about their projects



④ Technical Assistance to Best Align Projects with SCWP Goals

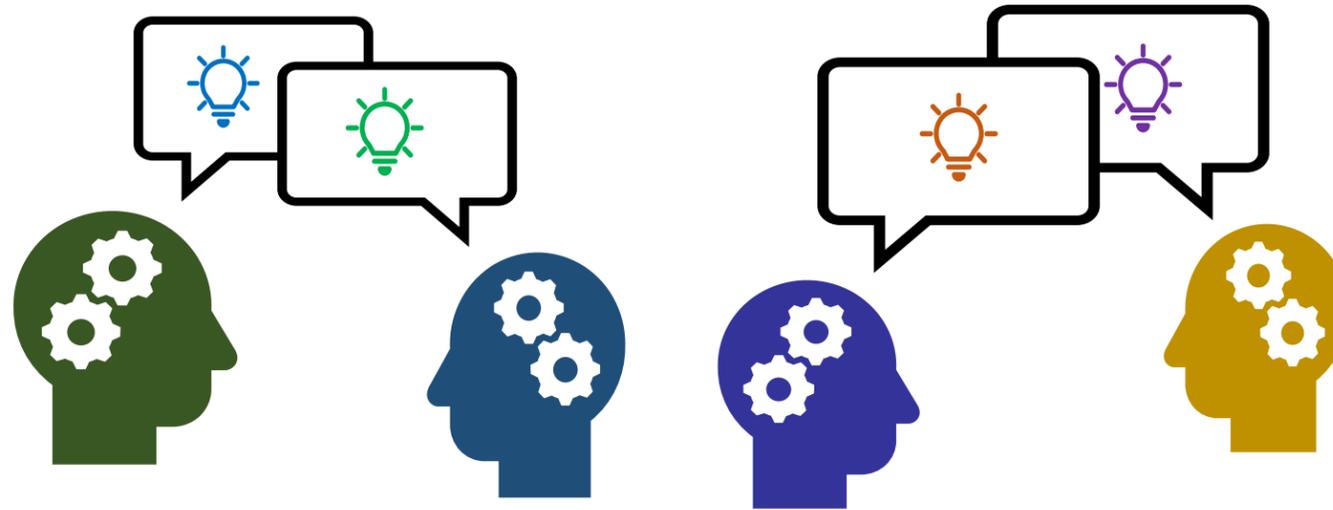


⑤ Map Out Project Locations



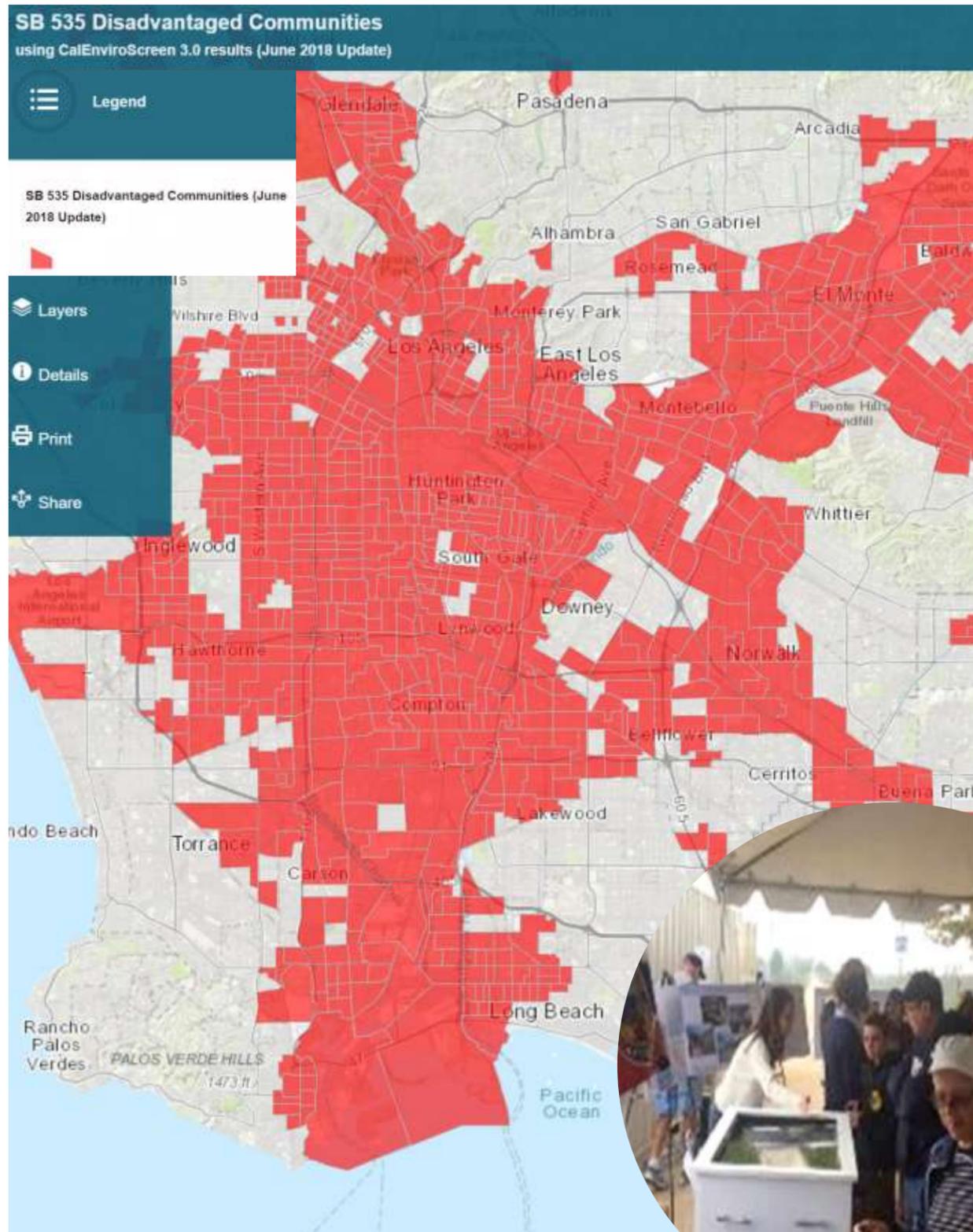


# LSGR SOEP – SHARE DIVERSE PERSPECTIVES WITH DISTRICT/WASCS



- Attend wide variety of events including small and informal events that offer opportunities for one-on-one conversations.
- Interview individuals that are well-connected in communities to solicit names of local leaders that can help facilitate the need for more inclusion and involvement.
- Host area-specific, inter-active in-person and virtual workshops
- Attend events with the Clear Water Vision Inter-Active Stormwater Pollution/Treatment Trailer.
- Website and Social Media
- Door to door canvassing with leave behind literature that invites interest and participation.

# LSGR SOEP – IDENTIFY AND INVOLVE MEMBERS OF DISADVANTAGED AND UNDER-REPRESENTED COMMUNITIES



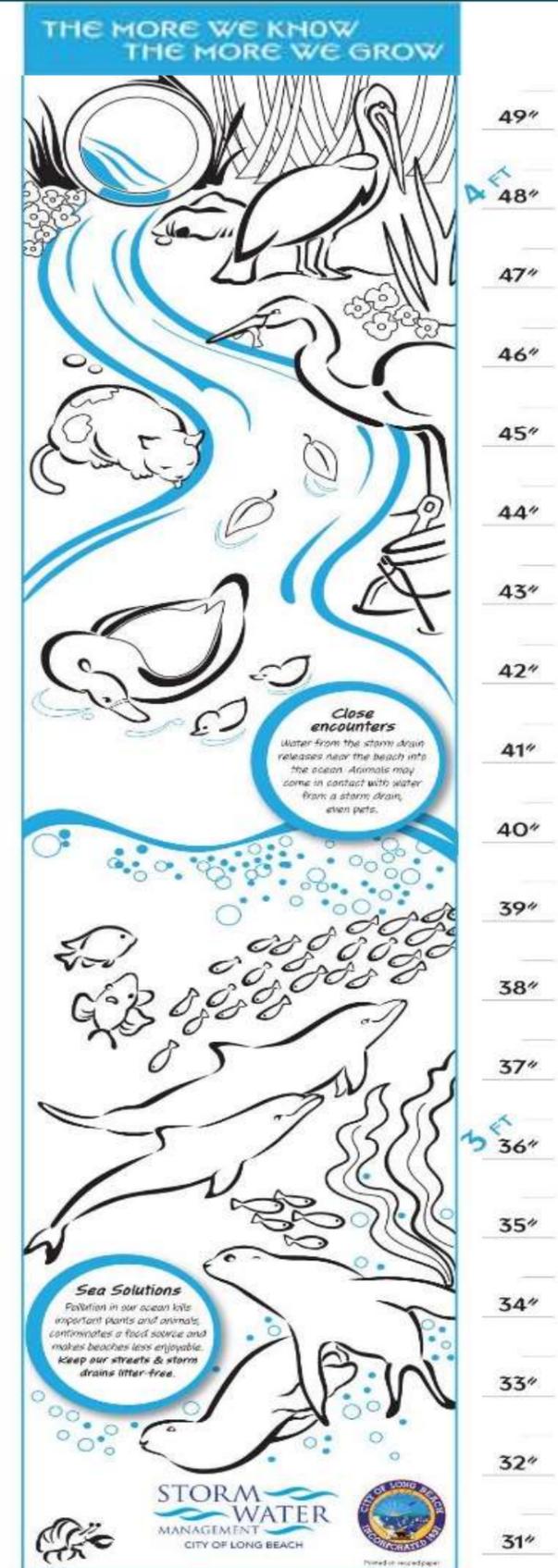
- Solicit input from community leaders, municipal leaders to identify areas and communities that should be engaged in the SCWP.
- Use statistical data to identify known areas.
- Identify physical or other barriers that prevent more involvement.
- Attend community events and speak with the general public about local areas.
- Inter-active planning and conceptual designing workshops.
- Coordinate efforts and data with the Greater LA IRWM Disadvantaged Community Involvement Program “DACIP”.





# LSGR SOEP – IDENTIFY EDUCATIONAL PROGRAMS ABOUT WATERSHED MANAGEMENT, ECOLOGICAL & COMMUNITY ISSUES

- Consistent reporting of collected information and submittal to the District, other WCs, and to the WASC.
- Facilitate inter-active, educational opportunities at schools, workshops, events, etc.
- Attend/participate in LSGR WASC Meetings
- Attend Regional Oversight Committee (ROC) meetings
- Coordinate with other WCs

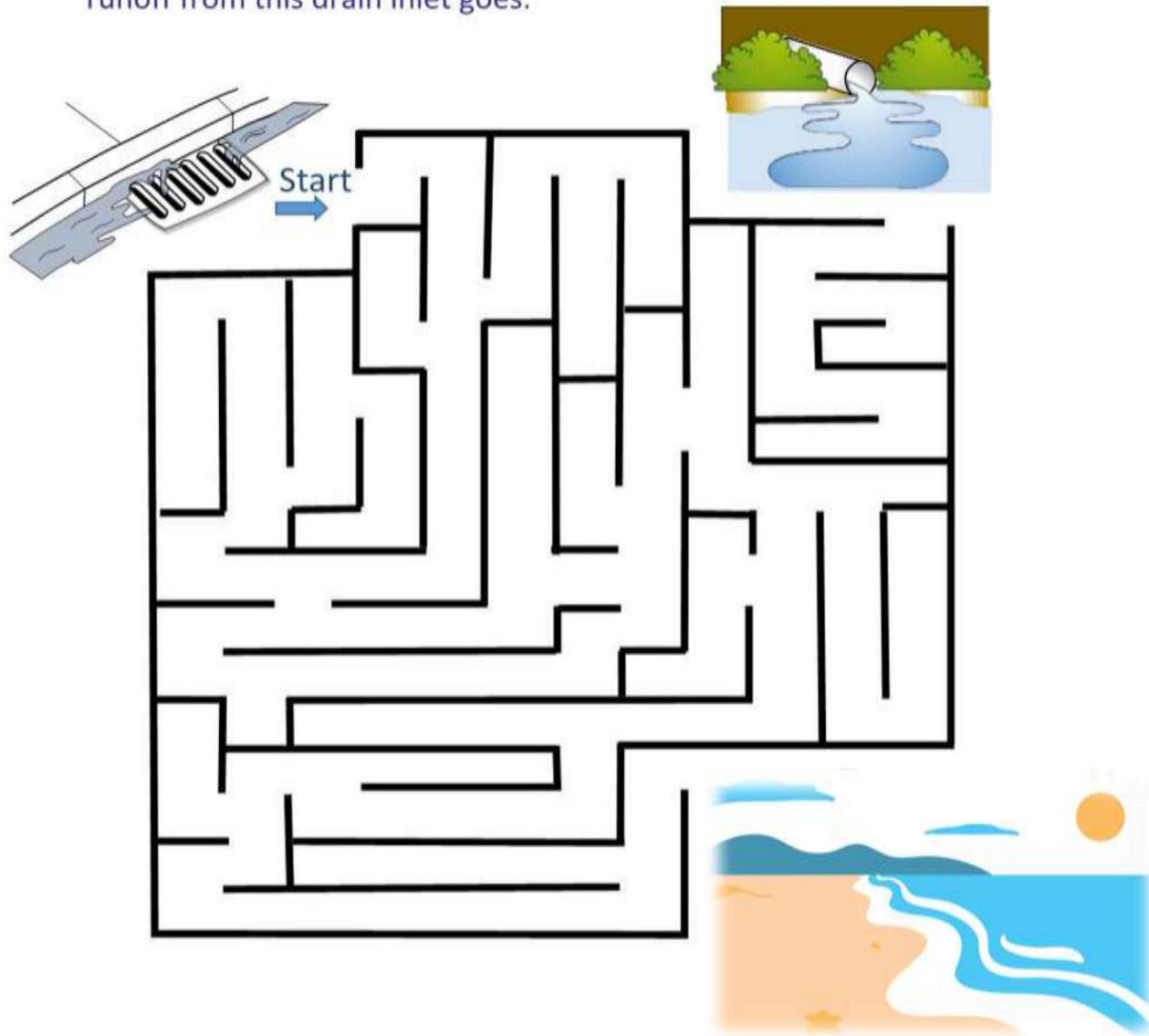




# LSGR SOEP – IDENTIFY EDUCATIONAL PROGRAMS ABOUT WATERSHED MANAGEMENT, ECOLOGICAL & COMMUNITY ISSUES

## STORMWATER MAZE

Which way will the runoff go? Follow the storm drain system to find out where the runoff from this drain inlet goes.



## WORD SEARCH

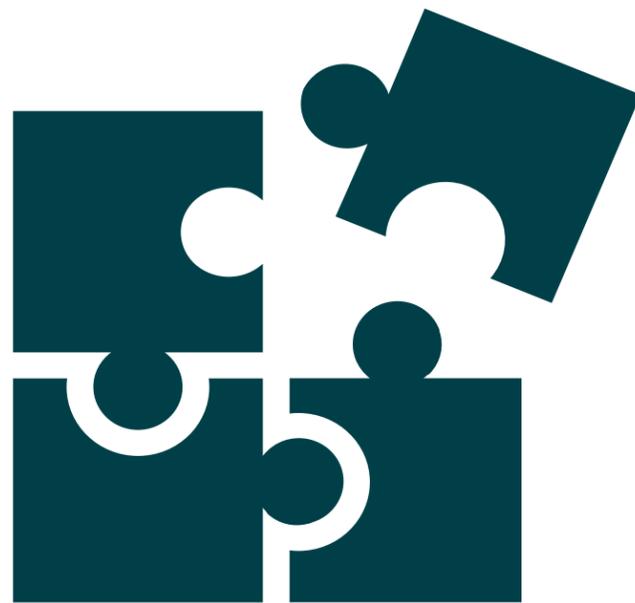


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O	X	W	U	D	D	O	O	L	C	O	D	A	W	D	J	K	Z	Q	O
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D	J	E	E	M	M	R	D	N	R	A	I	N	W	E	A	Q	B	F	V
Z	W	E	Y	G	J	H	X	C	I	F	E	O	X	L	S	U	B	V	E
G	A	Q	S	S	E	P	W	V	R	B	R	Q	P	X	V	P	D	E	W

- BEACHES
- CHEMICAL
- DRAIN
- DRINK
- GRASS
- FISH
- OIL
- PLANTS
- POLLUTION
- RAIN
- RECYCLE
- RUNOFF
- RIVER
- WATERSHED



# LSGR SOEP – IDENTIFY COLLABORATIVE EFFORTS



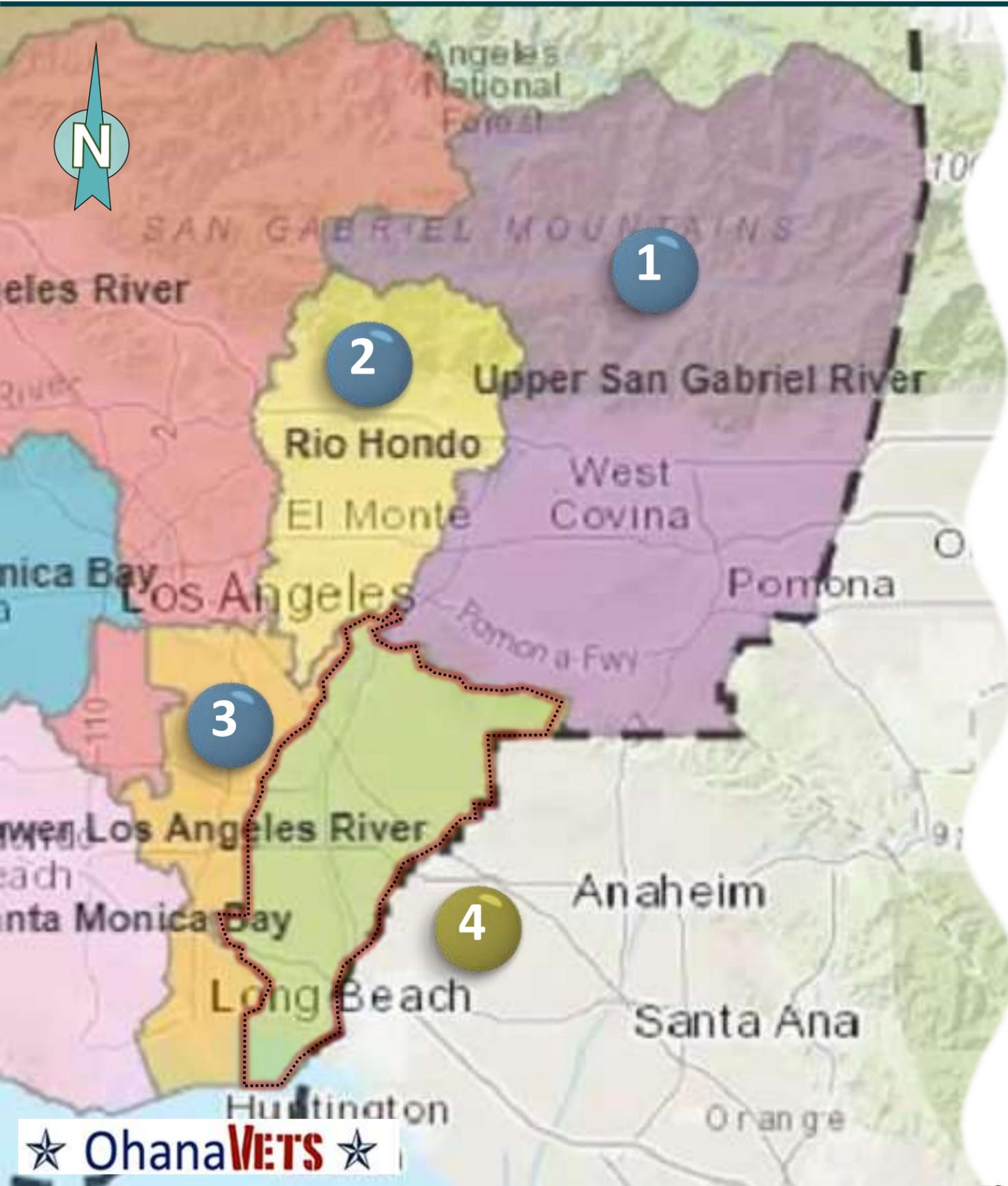
The work of the LSGR WASC will be shared by the WC with other WCs in the SCWP. This will go above and beyond the requirements of the SCWP. On-going dialogue and coordination is a must to reduce the potential of over-burdening stakeholders with similar or different information. Currently, the DACIP is conducting outreach and will help to identify water supply and/or water quality projects that are in Disadvantaged Communities. The SCWP will coordinate their outreach in the LSGR IRWM sub-region.

## **Example of Collaborative Efforts to date:**

- ✓ **Active Watersheds - Northern Santa Monica Bay**
- ✓ **Gateway Area Pathfinding (GAP) Analysis**



# LSGR SOEP – NEIGHBORING WATERSHED AREAS



## Watershed Area Coordination:

1. Upper San Gabriel River
2. Rio Hondo
3. Lower Los Angeles River
4. Orange County



# LSGR SOEP – SUMMARY INFORMATION AND MEASUREMENT OF SUCCESS

Lower San Gabriel River  
Draft Strategic Outreach and Engagement Plan

## Attachment A – Self Inspection Checklist

LSGR SOEP – ANNUAL SELF INSPECTION CHECKLIST

1. Engage Stakeholders, municipalities, community groups.	Yes	No	N/A	Remarks
1. Have WASC board members in the watershed been identified, added to contact tracking list, and contacted for feedback at least bi-annually?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Has a list of additional (non-WASC) watershed stakeholders been identified, added to the contact tracking list, and contacted for feedback at least bi-annually?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Are there tribal governments or indigenous leaders that need to be engaged directly by the Flood Control District or County?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Have the school districts within the watershed been contacted for possible inclusion on the contact tracking list?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Have efforts to reach marginalized or overlooked community groups been attempted. List efforts in Remarks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Solicit input, connect to technical assistance (TA) opportunities.	Yes	No	N/A	Remarks
1. Have technical assistance (TA) providers been identified and contacted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Have current projects been reviewed by (TA) providers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Has a communication channel between TA providers and WASC members been established?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Has a feedback system been implemented to allow the watershed community to provide feedback to the WASC? Explain in Remarks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Has the Watershed Coordinator conducted public meetings to educate and gain support of the SCWP goals? Explain in Remarks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

- Guidance Document – Gets Us Started
- Living Document – Ongoing Additions and Lessons Learned
- Collaborate with Other Watersheds – Share Good Ideas/Information/Format
- Input from Stakeholders and Communities
- Annual Checklist & WASC Review
- Update SOEP Annually over 5-year Program



# LSGR SOEP - SCHEDULE

May  
11

Provided Preliminary Update Report at WASC Meeting

June  
8

Provided Draft SOEP Overview at WASC Meeting

June  
15

Submitted Draft SOEP to WASC Steering Committee

June  
28

Comments on Draft SOEP Due from WASC Steering Committee

July  
13

**Request Approval of Draft-Final SOEP**



# LSGR SOEP - NEXT STEPS

***Recommended Motion:*** Approve the Draft Final SOEP and direct The Lower San Gabriel Watershed Coordinator to use as a Guidance Document for the following:

- ✓ Collaborate with Neighboring Watersheds to review their Plans and Share Ideas/Information/Formats/Events
- ✓ Begin Stakeholder & Community Outreach and Engagement. Solicit input and feedback on the SOEP.
- ✓ Incorporate Revisions, Additional Ideas & Lessons Learned
- ✓ Maintain as a Living Document
- ✓ WASC Meeting Updates to & Review Additions
- ✓ Update SOEP Annually & Review Checklist



# LSGR SOEP

QUESTIONS?



# LSGR SOEP

THANK YOU