

Safe, Clean Water Program

Central Santa Monica Bay

Watershed Area Steering Committee (WASC)



Meeting Minutes:

Thursday, July 15, 2021
10:00 AM – 12:00 PM
WebEx Meeting

Attendees

Committee Members Present:

Cung Nguyen (LACFCD)	Josette Descalzo (Beverly Hills)
E.J. Caldwell (West Basin MWD)	Charles Herbertson (Culver City)
Art Castro* (LADWP)	Rafael Prieto (Los Angeles)
Sheila Brice (Los Angeles Bureau of Sanitation)	Susie Santilena (Los Angeles)
Rita Kampalath (LA County CEO)	Bruce Hamamoto (LA County)
Alysen Weiland* (PSOMAS)	Curtis Castle (Santa Monica)
Bruce Reznik (LA Waterkeeper)	
Melanie Rivera* (LA Waterkeeper)	

Committee Members Not Present:

Cathie Santo Domingo (LADRP)
Gloria Walton (The Solutions Project/SCOPE)
Roberto Perez (Los Angeles)

*Committee Member Alternate

See attached sign-in sheet for full list of attendees.

1. Welcome and Introductions

Charles Herbertson, Vice Chair of the Central Santa Monica Bay WASC, welcomed Committee Members and called the meeting to order.

Kirk Allen (District) discussed WebEx features and facilitated the roll call. All committee members made self-introductions and a quorum was established.

Watershed Coordinators, Mikaela Randolph (Heal the Bay) and Michelle Struthers (S. Groner Associates), were introduced.

2. Approval of Meeting Minutes from May 20, 2021

Charles Herbertson asked for a motion for the approval of the May 20, 2021 meeting minutes.

Josette Descalzo made a motion to approve the meeting minutes. Bruce Hamamoto seconded the motion. The District asked the committee members for comments or revisions, hearing none the District proceeded with roll call vote.

The Committee voted to approve the meeting minutes. (Approved, see Vote Tracker Sheet)

3. Public Comment Period

No comments.

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4. Committee Member and District Updates

Charles Herbertson asked for clarification on hybrid venues and the logistics behind them. Kirk Allen (District) responded that meetings will be hybrid in a foreseeable future with the State providing Hybrid Guidelines to host public meetings. He added that if the executive order is extended that virtual meetings will continue.

Kirk Allen (District) provided the District updates, noting:

- Regional Call for Projects Round 3 deadline is July 31, 2021.
- Regional Oversight Committee (ROC) voted on June 29, 2021 to recommend all 9 WASC's SIPs for FY 2021-22 to be advanced to the Los Angeles County Board of Supervisors for approval tentatively scheduled for September 14, 2021.
- Regional Program funding recipients are required to submit quarterly reports through the online reporting module. Next quarterly reports are due on August 15, 2021.
- All 12 Watershed Coordinator (WC) contracts have been executed.
- Municipal Program: All cities should be submitting their annual plans for fiscal year 2021-22. Upon submission for the annual plan and final counting of the tax roll, funds will be dispersed to those cities.

Josette Descalzo asked if there were plans to further refine the project selection process before it goes to the WASC. Kirk Allen (District) responded that there has not been an update to the Feasibility Study Guidelines, but that they have provided tool tips in the application module to guide project applicants and two informational sessions that were hosted in late May and early June which are available for viewing on the SCW website.

Susie Santilena asked if any agencies, including County, were already engaging with the State on the difficulties with the Brown Act regarding locations for hybrid meetings. Kirk Allen (District) indicated that the District's Chief Executive Office is monitoring the Governor's Office for any indication to extend the executive order.

5. Watershed Coordinator Updates:

Michelle Struthers noted:

- Their attendance in a full day Watershed Coordinator Onboarding training hosted by Stantec.
- Concentrated on drafting, conducting research, and interviews with WASC members
- Received communications and have been engaged in conversations with 3 project applicants.
- Attended progress meetings and provided feedback on the draft feasibility study for the Edward Vincent Jr Park project in Inglewood.
- Received notification of *intent to submit* from a private property owner of a large retention basin overseen by LASAN, and she will be applying to the TRP for the feasibility study.
- Received communication from California Greenworks regarding their Round 3 application for funding and request for support in contacting relevant municipalities.
- Received an inquiry from UCLA about filling a Committee seat in the WASC and brought Safe Clean Water staff into the conversation.
- Working on building resources and developing cost-sharing, interested party, and community events databases.

6. Discussion Items:

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a) Ex Parte Communication Disclosure

Bruce Reznik noted to have participated in several meetings with OurWaterLA. He noted to have had conversations with the California Greenworks team regarding the Blackwelder and Hayden Tract projects.

Charles Herbertson noted to have had discussions with the California Greenworks team regarding the Blackwelder and Hayden Tract projects.

b) Chair and/or Vice Chair Selection

Charles Herbertson announced that he would be retiring at the end of September and suggested to have a discussion on potential nominees for Vice Chair and Chair for the purposes of voting in the next scheduled meeting.

Bruce Reznik commented that Susie Santilena and Rita Kampalath would be great choices.

Susie Santilena commented that she would be interested in either of the positions.

Rita Kampalath commented that she would be interested in the Vice Chair role.

Cung Nguyen concurred with Bruce Reznik and recommended Susie Santilena and Rita Kampalath for respective chairs.

Bruce Reznik formally nominated Rita Kampalath to serve as Vice Chair and Susie Santilena to serve as Chair. Rafael Prieto seconded Bruce Reznik's nomination.

c) Strategic Outreach and Engagement Plan

Michelle Struthers and Mikaela Randolph displayed a slide presentation on the Strategic Outreach & Engagement Plan (SOEP) and facilitated discussion prompts with the Committee:

1. Is there anything missing from our strategies that you would like to see covered?

Cung Nguyen commented that LA and California Conservation Corps could be two groups to include in the outreach efforts.

Josette Descalzo asked if they are planning to go to each City within the Watershed to promote the engagement plan and the opportunities to engage. Mikaela Randolph responded that they have worked to identify the different Cities they envisioned partnering with and develop resources that are specific to each. She added that they will be prioritizing meeting with each Municipality in the Watershed Area.

Susie Santilena asked if the WC's focus is on the project development side on the Infrastructure Program or if they are contemplating the special studies aspect of the program. Michelle Struthers responded that most of feedback emphasizes on the infrastructure side, but it does not rule out the studies. Mikaela Randolph added that they want to be able to be responsive and educate the communities specifically around infrastructure projects that may not get to construction for years down the line, even though they have been approved by the WASC.

Michelle Struthers asked Susie Santilena to expand on the Scientific Studies aspect of her question. Susie Santilena referenced the discussions that the WASC has had around projects involving schools and the need for studies and research to alleviate the concerns of the school district with accepting offsite runoff to

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their locations. Mikaela Randolph indicated that as a WC in partnership with the program, they could develop a sort of guidance to take a more community benefit and regional approach to stormwater capture and water quality issues.

Kirk Allen (District) commented that the Upper Los Angeles River (ULAR) WASC has recommended approval of a scientific study for LAUSD to investigate taking offsite runoff, which would be a great key study to monitor over the next couple of years.

Charles Herbertson asked if there would opportunities for the WC to facilitate meetings between an NGO that is proposing a project and a potential partner such as a City. Mikaela Randolph responded that they do envision themselves as connectors.

2. Do you have any concerns or reservations about the strategies we have named?

Susie Santilena commented that water quality compliance should be at the forefront of project development.

3. How else can we as Watershed Coordinators support the WASC?

Josette Descalzo asked if the WC would be able to screen project applicants for completeness and eligibility of projects. Mikaela Randolph responded that one of the things they have outlined was the idea of a toolkit inclusive of a checklist that would guide potential applicants. Michelle Struthers added that there would be a sustained conversation that will go along with the toolkit. They can engage in the vetting and provide both guidance and feedback.

Kirk Allen commented that there is the Infrastructure Program (IP) and the Technical Resources Program (TRP) and that WCs are conduits for more concepts. He clarified that the focus of the WC is to connect resources to an NGO or an applicant that does not know how to put together an IP project.

4. The District Program is developing a general SCW Education Program and many cities have NPDES education programs. How can we support rather than double up these efforts?

Charles Herbertson suggested engaging with each of their member agencies to see what they are currently implementing and to coordinate educational programs across the entire Watershed.

Susie Santilena commented that she envisions the WCs as going beyond mere outreach to really focus on the stakeholder engagement and participation to help people care about what the Committee is doing with this program.

Josette Descalzo asked if the WC can help educate grade school children via their school curriculum, such as becoming a guest presenter for a science class to bring more awareness to the water quality issues within the Watershed and by providing education material.

Mikaela Randolph asked if the District is developing full education program or is it being balanced between the WC and the District. Kirk Allen (District) responded that District staff is leading that effort internally to develop and get those programs off the ground. The District expects the WC to be aware of these programs and assist with program awareness.

Michelle Struthers provided a summary of their schedule by noting that July 29, 2021 comments from WASC are due; August 12, 2021 submit a revised plan for review as an attachment to the August meeting agenda; August 19, 2021 WASC votes on adoption of final plan.

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Charles Herbertson asked how the public would be able to comment on the plan. Kirk Allen (District) indicated that the public would be able to view the materials on the website and submit comments for consideration prior to the WASC finalizing the plan.

7. Public Comment Period

Nancy Ngugi (California Greenworks Inc.) commented that they submitted two project applications; Hayden Tract and Blackwelder Tract and that the Blackwelder project was missing a letter of support; they requested example letters, but none were provided. She brought up a couple of concerns regarding the setup of the Steering Committee and that the project selection does not equally represent different interest groups, nor does it provide a fair and equal level playing field for nonprofits such as California Greenworks. She noted that it subjugates nonprofit organizations to obtain letters of support from Public Works directors who are also representing other project applicants themselves, She also asked if there were opportunities for nonprofits such as theirs to be part of the WASC or are the WASCs only composed of local government agencies and the District.

Melanie Rivera commented that one of the goals of Safe, Clean Water Program is to foster more projects from NGOs and smaller communities who often have a hard time competing against larger municipalities. She indicated of being aware that there was some confusion about the requirements for California Greenworks for the two proposals and believed that it was due to the District's inability to enter into agreements with NGOs directly, specifically along the Ballona Creek. She noted that there needs to be clarity around the specific requirements.

Cung Nguyen commented that it was unfortunate that the timeline for the City's project and California Greenworks projects didn't align but that it would have been a great collaboration and regional effort. Unfortunately, it is the District's policy not to enter into maintenance and use agreements with private entities or NGOs, therefore, support from a Municipality is required.

Charles Herbertson commented that a Municipality needs to fully understand the project and be comfortable with the project moving forward if they are to undertake the project on behalf of any NGO or private entity. He noted that for this particular case that additional project development was needed and recommended that California Greenworks consider applying for the TRP to further develop their project and answer additional questions about the project.

Cung Nguyen commented that NGOs can elect to apply to the TRP as District support is not required.

8. Voting Items

None

9. Items for Next Agenda

Charles Herbertson noted:

- Selection of the Chair and Vice Chair of the Committee
- Report from the WC
- Possible vote on the Strategic Outreach and Engagement Plan

Kirk Allen (District) informed that WASC that eventually there will be quarterly reports based on the funding recipients that the Committee will be asked to review.

10. Adjournment

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Charles Herbertson asked for a motion to adjourn the meeting.

Josette Descalzo motioned to adjourn the meeting. Susie Santilena seconded the motion.

Charles Herbertson thanked the WASC members and public for their time and participation and adjourned the meeting.

CENTRAL SANTA MONICA BAY WASC MEETING - July 15, 2021

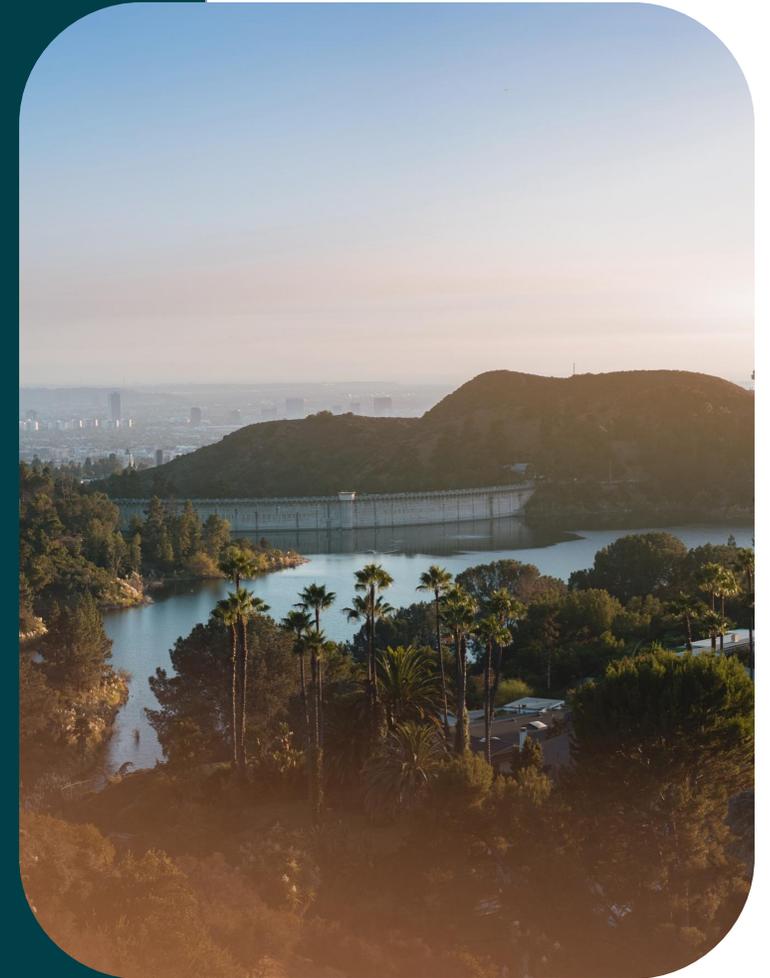
		Quorum Present				Items
Member Type	Organization	Member	Voting?	Alternate	Voting?	5/20/21 Meeting Minutes
Agency	LACFCD	Cung Nguyen	x	Mark Beltran		Y
Agency	West Basin MWD	E.J. Caldwell	x	Alex Heide		Y
Agency	LA Water & Power	Delon Kwan		Art Castro	x	Y
Agency	LA Sanitation District	Sheila Brice	x	Michael Scaduto		Y
Agency	LA Recreation & Parks	Cathie Santo Domingo		Darryl Ford		
Community Stakeholder	LAC Chief Sustainability Office	Rita Kampalath	x	Gary Gero		Y
Community Stakeholder	Lipa Consulting Company / Business Sector	Jacob Lipa		Alysen Weiland	x	Y
Community Stakeholder	The Solutions Project / SCOPE	Gloria Walton		Gloria Medina		
Community Stakeholder	LA Waterkeeper	Bruce Reznik		Melanie Rivera	x	Y
Community Stakeholder	VACANT					
Municipal Members	Beverly Hills / West Hollywood	Josette Descalzo	x	Hany Demetri		Y
Municipal Members	Culver City	Charles Herbertson	x	Kim Braun		Y
Municipal Members	Los Angeles	Roberto Perez		Max Podemski		
Municipal Members	Los Angeles	Rafael Prieto	x			Y
Municipal Members	Los Angeles	Susie Santilena	x	Rebecca Rasmussen		Y
Municipal Members	LAC Public Works	Bruce Hamamoto	x	Geremew Amenu		Y
Municipal Members	Santa Monica	Curtis Castle	x	George Rodriguez		A
Watershed Coordinator	Heal the Bay	Mikaela Randolph	x			N/A
Watershed Coordinator	S. Groner Associates	Michelle Struthers	x			N/A
Total Non-Vacant Seats		16			Yay (Y)	12
Total Voting Members Present		13			Nay (N)	0
Agency		4			Abstain (A)	1
Community Stakeholder		3			Total	13
Municipal Members		6				Approved

Other Attendees	
Alfredo Magallanas	Michael Yosef
Amanda Zeidner	Mike Meador
Annelisa Moe	Nancy Ngugi
Brett Perry	Sean Singletary
Bruce Reznik	Shahram Kharaghani
Chanel Kincaid	Tara Liampetchakul
Christine McLeod	Wendy Dinh
Clarasophia Gust	Yvana Hrovat
Conor Mossavi	Kara Plourde
D Ready	Katie Harrel
Elizabeth Gallo	Stephen Groner
Eriberto Diaz	
Geremew Amenu	
I EC	
Jenna D'Ottavio	
Johanna Chang	
Katherine Pease	
Kim Braun	
Lorena Matos	

CENTRAL SANTA MONICA BAY

Strategic Outreach & Engagement Plan (SOEP)

Watershed Coordinators Presentation



SAFE
CLEAN
WATER

sga
MARKETING



— TODAY'S AGENDA

Introduction

Who We Are

Our Role as Watershed Coordinators

Strategic Outreach and Engagement Plan

Our Vision

Our Strategies

Group Discussion

Next Steps

Finalizing the Plan

MICHELLE STRUTHERS

SGA Marketing



WATERSHED COORDINATOR
PUBLIC HEALTH/RESEARCH

Stephen Groner, P.E.
TECHNICAL SUPPORT
STRATEGIC/FUNDING SUPPORT

Tara Dales
LLAR WATERSHED COORDINATOR
COMMUNITY ENGAGEMENT
+ OUTREACH



Erin Pang, M.S.
TECHNICAL SUPPORT
ENVIRONMENTAL SCIENTIST



Irene García Humanes
OUTREACH COORDINATOR
SPANISH LANGUAGE ENGAGEMENT

MIKAELA RANDOLPH

Heal the Bay



Senior Watershed
Specialist, Central
Santa Monica Bay



Nancy Shrodes, Senior
Watershed Specialist,
South Santa Monica
Bay



Forest Curtis
Watershed Program
Coordinator



Annelisa Moe
Water Quality
Scientist



Katherine Pease
Science & Policy Director



OUR ROLE

Connect

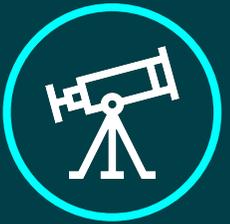
Engage

Educate

— Introduction to the Draft Strategic Outreach & Engagement Plan



OUR PLAN'S PURPOSE



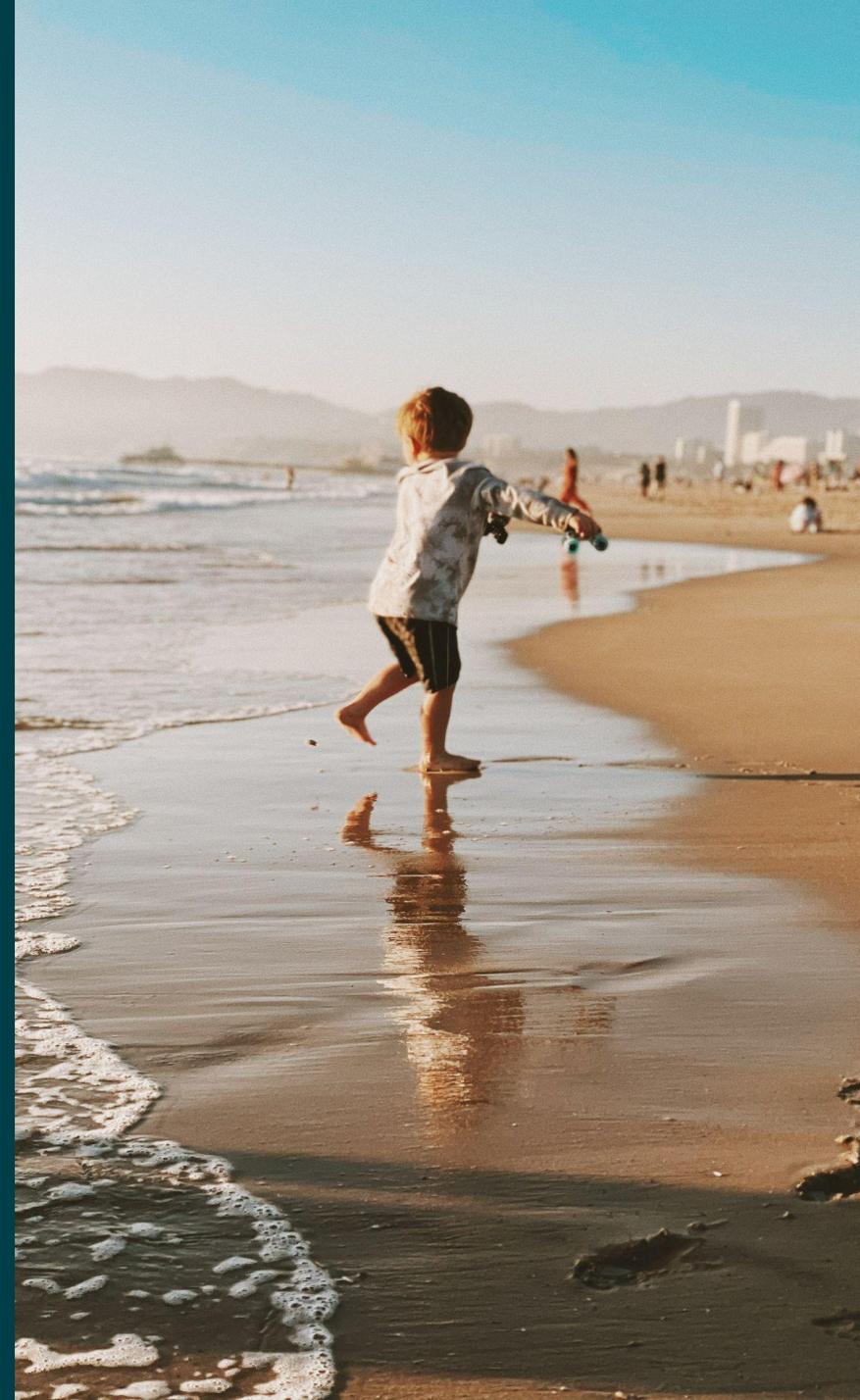
VISION



STRATEGIES



EVALUATION



Key Components of the Plan



1

Watershed Area Description

2

Interested Party Mapping

3

Vision for Success & Evaluation Criteria

4

Outreach & Engagement Strategies

5

**Identification of Collaborative Efforts
Between Watersheds Coordinators**

CSMB - WASC Member Interviews

Member Type	Member	Affiliation	Status of Interview
Agency	Cung Nguyen	L.A. County Flood Control District	Completed 7/8/21
Agency	Delon Kwan	L.A. Department of Water and Power	
Agency	E.J. Caldwell	West Basin	Completed 7/9/21
Agency	Sheila Brice	L.A. Bureau of Sanitation	
Agency	Cathie Santo Domingo	Los Angeles Recreation & Parks	Completed 7/7/21
Community Stakeholder	Rita Kampalath	L.A. County Chief Sustainability Office	Completed 6/23/21
Community Stakeholder	Bruce Reznik	LA Waterkeeper	Completed 6/30/21
Community Stakeholder	Jacob Lipa	Psomas	
Community Stakeholder	Gloria Walton	The Solutions Project	Pending 7/28/21
Municipal Members	Josette Descalzo	City of Beverly Hills	Completed 7/13/21
Municipal Member	Charles Herbertson	City of Culver City	Completed 7/12/21
Municipal Member	Roberto Perez	City of Los Angeles	
Municipal Member	Susie Santilena	City of Los Angeles	Completed 7/1/21
Municipal Member	Rafael Prieto	City of Los Angeles	Completed 7/1/21
Municipal Member	Bruce Hamamoto	Los Angeles County Dept. of Public Works	Completed 7/7/21
Municipal Member	Curtis Castle	City of Santa Monica	



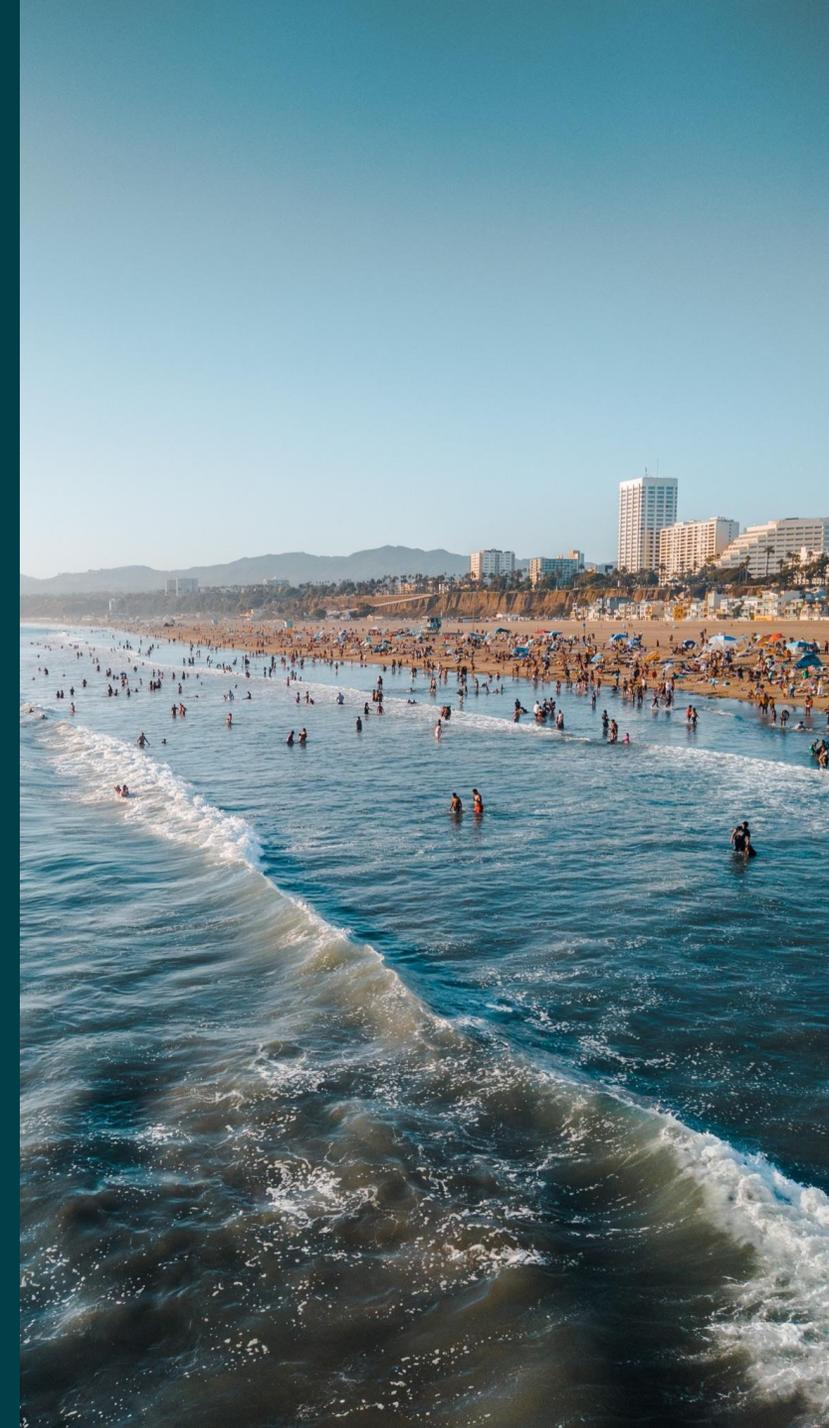
Interested Party Mapping

- NGOs and Community Based Organizations
- City Council Districts
- City and County Departments
- State and Federal Agencies
- Educational Institutions
- Councils of Governments
- Water Purveyors
- Disadvantaged Communications (DACs)
- Native American Tribes
- Other

VISION

ALL PROJECTS...

- *Are aligned with local priorities and needs*
- *Have equitable access and opportunity*
- *Meet all four missions of the Program*





OUR
FOCUS
AREAS



**1 UNDERSTAND COMMUNITY NEEDS
AND PRIORITIES IN WATERSHED**

2 SOLICIT NEW PROJECTS

3 SUPPORT CURRENT PROJECTS

**4 RAISE PUBLIC AWARENESS ABOUT
SCW**

5 SUPPORT WASCS



UNDERSTANDING COMMUNITY NEEDS

1:1 MEETINGS WITH INTERESTED PARTIES

- *Share information about SCW and current projects in vicinity*
- *Communicate how community members can show support for projects and engage with SCW*
- *Understand barriers to SCW participation*
- *Solicit input on how SCW can address community needs*
- *Identify new project concepts or sites*
- *Establish a relationship → connect future projects to them for support*



UNDERSTANDING COMMUNITY NEEDS

CONDUCT A MULTILINGUAL COMMUNITY NEEDS ASSESSMENT

- *English and Spanish at minimum*
- *Distribute at events, meetings, social media ads, and WC's interested parties contact list*
- *Systematically identify common themes by geography*



UNDERSTANDING COMMUNITY NEEDS

ATTEND COMMUNITY EVENTS

COMMUNITY VISIONING WORKSHOPS

SOLICIT NEW PROJECTS

GIVE PRESENTATIONS ON SCWP AND THE TRP

ATTEND COMMUNITY EVENTS

**DISTRIBUTE A 'TECHNICAL RESOURCES PROGRAM'
FACTSHEET TO INTERESTED PARTIES**

PRESS RELEASE TO PUBLICIZE FY22/23 CALL FOR PROJECTS





SUPPORT CURRENT PROJECTS

DEVELOP AND DISTRIBUTE A COMMUNITY OUTREACH TOOLKIT

- *In collaboration with Social Justice Learning Institute and From Lot to Spot*
- *Outline best practices*
- *Due diligence checklist*
- *Examples of successful outreach campaigns*



SUPPORT CURRENT PROJECTS

CATALOG AND SHARE COST-SHARING OPPORTUNITIES

PROVIDE ONGOING COMMUNITY OUTREACH GUIDANCE

RAISE PUBLIC AWARENESS OF SCWP

OUTREACH AT 4 PUBLIC EVENTS

- *Earth Day Fairs*
- *Coastal Cleanup Day*
- *Ballona Creek Cleanup*
- *Summer Nights at the Museum (Natural History Museum)*
- *Cultural Events (various cities)*
- *Park Month (July)*
- *Park After Dark programming*
- *Juneteenth Celebrations*
- *Summer Night Lights/ City of L.A.*
- *National Night Out*
- *Outdoor Movie Nights*
- *Farmer's Markets*
- *Public Library Events & Exhibitions*





SUPPORT WASCS

MONTHLY UPDATES AT WASC MEETINGS

- *Learnings & Key Takeaways from Community Engagement Activities*
- *Projects in Development*
- *Cost-sharing Opportunities*
- *Opportunities for Cross-Watershed Collaboration & Learnings*

MONTHLY COLLABORATION MEETINGS WITH WC'S

QUARTERLY AND ANNUAL REPORTS

Identification of Collaborative Efforts Between Watersheds Coordinators

CSMB COORDINATORS

- *Split based on geographical boundary and population*

NEIGHBORING WATERSHED

- *HtB + SGA team approach to coordination of CSMB, SSMB and LLAR*



Identification of Collaborative Efforts Between Watersheds Coordinators

OTHER WATERSHED COORDINATORS

- *Share assets developed and lessons learned with other WCs during monthly meetings*

OUTSIDE PROGRAMS

- *Disadvantaged Community Involvement Program (DACIP)*
- *WMP/EWMP*
- *Municipal Programs*



DISCUSSION PROMPTS



- 1 Is there anything missing from our strategies that you'd like to see covered?

- 2 Do you have any concerns or reservations about the strategies we've named?

- 3 How else can we as coordinators support the WASC?

- 4 The District Program is developing a general SCW Education program and many cities have NPDES education programs. How can we support rather than double up these efforts?



NEXT STEPS

JULY 29

COMMENTS FROM WASC DUE

AUGUST 12

SUBMIT REVISED PLAN FOR REVIEW AS
ATTACHMENT TO AUGUST MEETING AGENDA

AUGUST 19

WASC VOTES ON ADOPTION OF PLAN AT
AUGUST MEETING

