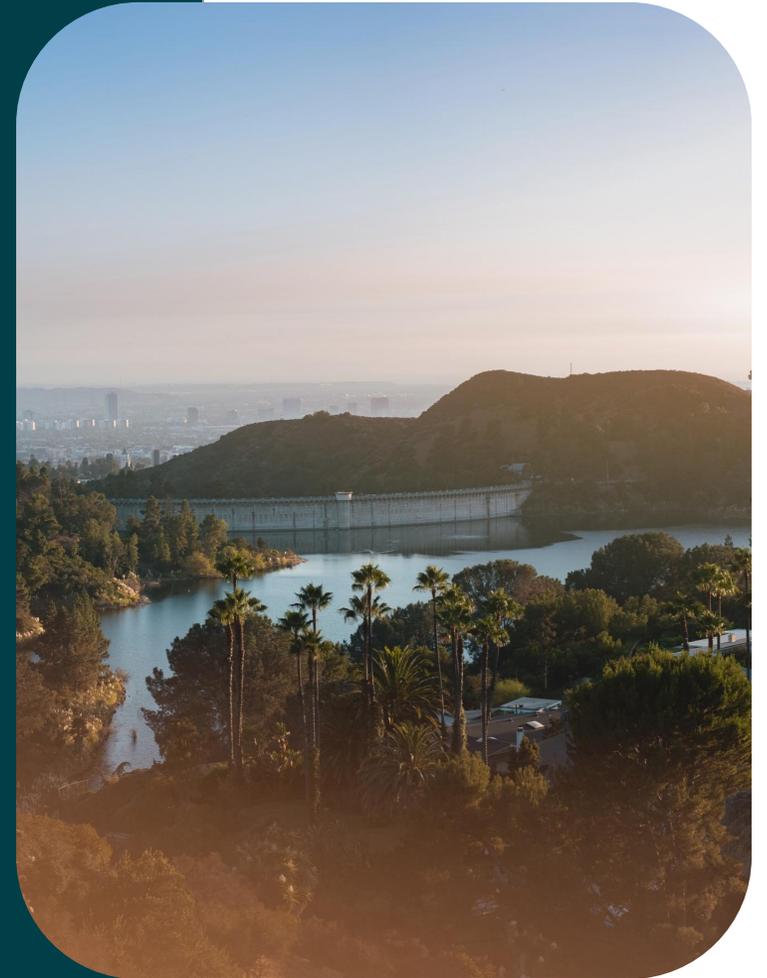


CENTRAL SANTA MONICA BAY

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

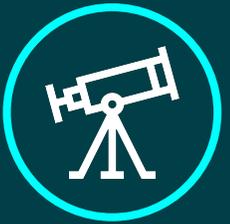
Engage

Educate

— Introduction to the Draft Strategic Outreach & Engagement Plan



OUR PLAN'S PURPOSE



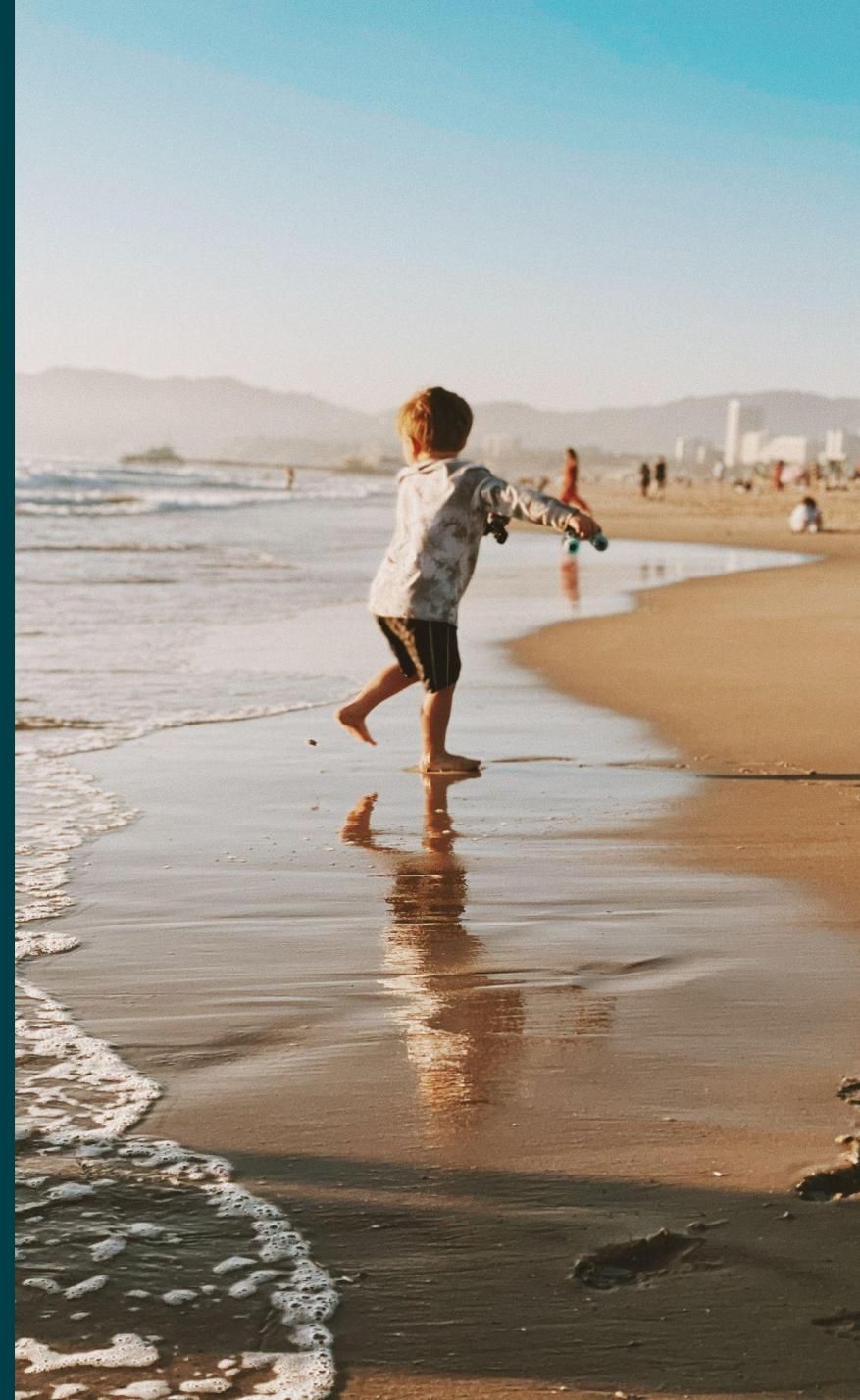
VISION



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	



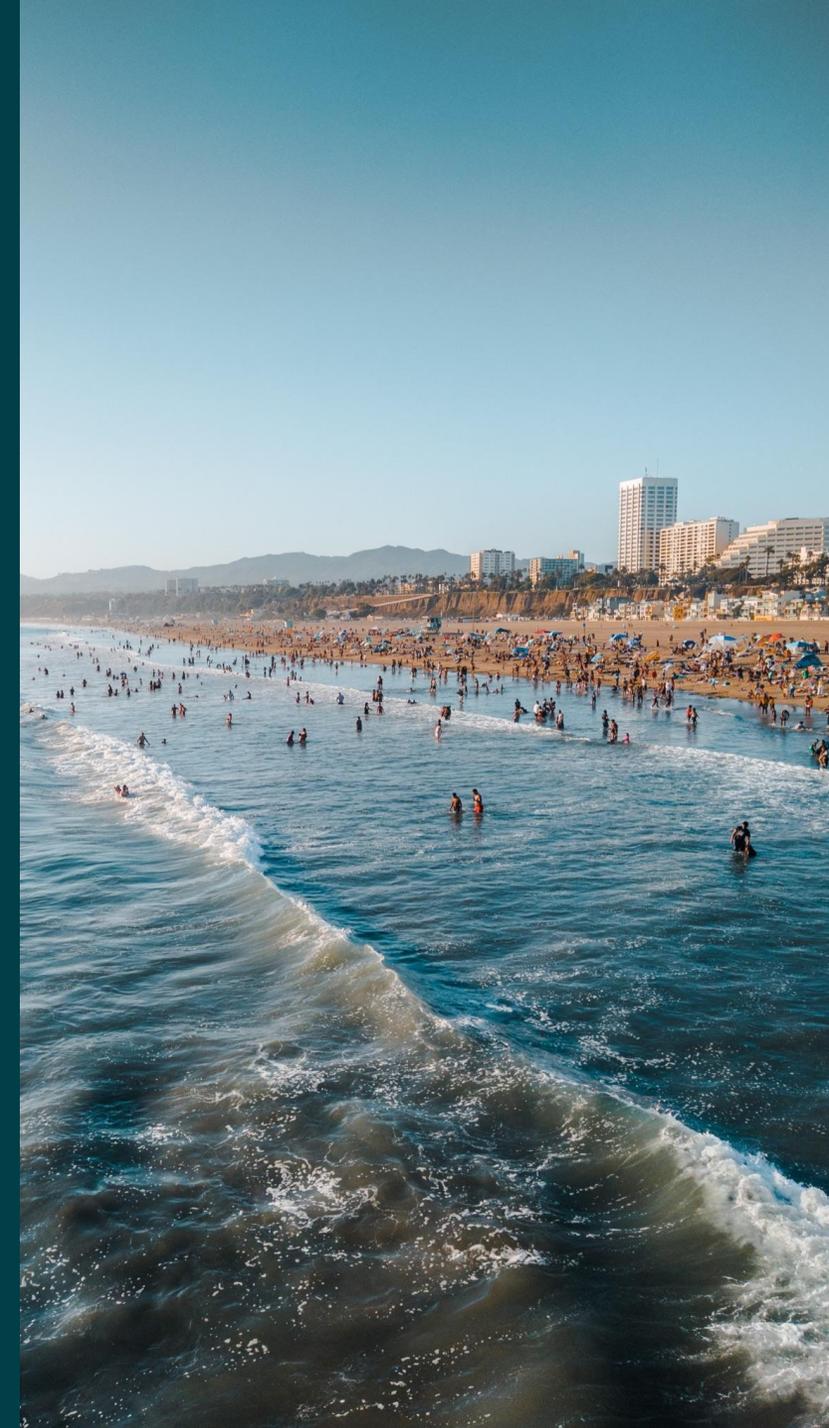
Interested Party Mapping

- 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

