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

Irene García Humanes
OUTREACH COORDINATOR
SPANISH LANGUAGE ENGAGEMENT

Erin Pang, M.S.
TECHNICAL SUPPORT
ENVIRONMENTAL SCIENTIST

Tara Dales
LLAR WATERSHED COORDINATOR
COMMUNITY ENGAGEMENT + OUTREACH
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
4. Outreach & Engagement Strategies
5. Identification of Collaborative Efforts Between Watersheds Coordinators
## CSMB - WASC Member Interviews

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Member</th>
<th>Affiliation</th>
<th>Status of Interview</th>
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<tbody>
<tr>
<td>Agency</td>
<td>Cung Nguyen</td>
<td>L.A. County Flood Control District</td>
<td>Completed 7/8/21</td>
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<tr>
<td>Agency</td>
<td>Delon Kwan</td>
<td>L.A. Department of Water and Power</td>
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<td>Agency</td>
<td>E.J. Caldwell</td>
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<td>Agency</td>
<td>Sheila Brice</td>
<td>L.A. Bureau of Sanitation</td>
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<td>Agency</td>
<td>Cathie Santo Domingo</td>
<td>Los Angeles Recreation &amp; Parks</td>
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<tr>
<td>Community Stakeholder</td>
<td>Rita Kampalath</td>
<td>L.A. County Chief Sustainability Office</td>
<td>Completed 6/23/21</td>
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<td>Community Stakeholder</td>
<td>Bruce Reznik</td>
<td>LA Waterkeeper</td>
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<tr>
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<td>Jacob Lipa</td>
<td>Psomas</td>
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<td>Community Stakeholder</td>
<td>Gloria Walton</td>
<td>The Solutions Project</td>
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<td>Municipal Members</td>
<td>Josette Descalzo</td>
<td>City of Beverly Hills</td>
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<td>Charles Herbertson</td>
<td>City of Culver City</td>
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<td>Municipal Member</td>
<td>Roberto Perez</td>
<td>City of Los Angeles</td>
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<td>Municipal Member</td>
<td>Susie Santilena</td>
<td>City of Los Angeles</td>
<td>Completed 7/1/21</td>
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<td>Municipal Member</td>
<td>Rafael Prietio</td>
<td>City of Los Angeles</td>
<td>Completed 7/1/21</td>
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<td>Municipal Member</td>
<td>Bruce Hamamoto</td>
<td>Los Angeles County Dept. of Public Works</td>
<td>Completed 7/7/21</td>
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<tr>
<td>Municipal Member</td>
<td>Curtis Castle</td>
<td>City of Santa Monica</td>
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</table>
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’ fact sheet 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

<table>
<thead>
<tr>
<th>OUTREACH AT 4 PUBLIC EVENTS</th>
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<tbody>
<tr>
<td>● Earth Day Fairs</td>
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<tr>
<td>● Coastal Cleanup Day</td>
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<td>● Ballona Creek Cleanup</td>
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<tr>
<td>● Summer Nights at the Museum (Natural History Museum)</td>
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<tr>
<td>● Cultural Events (various cities)</td>
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<td>● Park Month (July)</td>
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<td>● Park After Dark programming</td>
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<tr>
<td>● Juneteenth Celebrations</td>
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<tr>
<td>● Summer Night Lights/ City of L.A.</td>
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<td>● National Night Out</td>
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<tr>
<td>● Outdoor Movie Nights</td>
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<td>● Farmer’s Markets</td>
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<tr>
<td>● Public Library Events &amp; Exhibitions</td>
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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