

Safe, Clean Water Program North Santa Monica Bay Watershed Area Strategic Outreach Engagement Plan

August 2021

Prepared by Melina Sempill Watts, Watershed Coordinator
Prepared for: North Santa Monica Bay Watershed Area Steering Committee

Strategy 18. Support local NGO engagement with public education about trash reduction
18

Strategy 19. Support dialog and development of innovative projects and technology
raised by stakeholders 18

Strategy 20. Watershed Coordinator collaboration 19

Strategies crosswalk to SCWP Goals and watershed coordination tasks..... 20

INTRODUCTION

The North Santa Monica Bay Watershed community would like to acknowledge that we all co-exist on Chumash and Tongva lands.

Our drinking water is sourced from many venues throughout California including the Bay-Delta, the Colorado River, Mono Lake, groundwater and locally recycled waters.

These source watersheds are our watersheds for which we share responsibility and care.

The North Santa Monica Bay Watershed is made up of local residents, people who work in our community, adjacent residents of Los Angeles County and Ventura County, First Nations peoples, immigrants, unhoused community members, visitors from California and around the world, students and, as a biodiversity hotspot, all of the many living beings with whom we co-exist. *The North Santa Monica Bay Watershed Community includes the whole of all these living beings; our ecosystem is our shared home.*

The North Santa Monica Bay Watershed stakeholders aim to provide safe, clean water for the whole of this living community.

Every drop of water is important.

WATERSHED AREA DESCRIPTION

The North Santa Monica Bay Watershed is a series of mountain watersheds that originate in the Santa Monica Mountains and unwind into the Pacific Ocean.

From the border of Ventura and Los Angeles County along 27 miles of coastline in Malibu to Topanga Canyon, including the mountains inland through the 101 corridor on Ventura Freeway, these watersheds include Trancas Creek, Arroyo Sequit, Big Sycamore, Las Flores, Zuma Creek, Solstice Creek, Marie Canyon, Malibu Creek, Tuna Canyon Creek, Topanga Creek additional smaller creeks and all the tributaries to these creeks, as well as the origin of Los Angeles River in Calabasas.

On a political level, these watersheds are home to the cities of Agoura Hills, Calabasas, Hidden Hills, a small bit of Los Angeles City, Malibu, Westlake Village and part of unincorporated Los Angeles County.

PHYSICAL CHARACTERISTICS

To quote Mr. Cung Nguyen, P.E. Senior Civil Engineer, Los Angeles County Public Works, “The North Santa Monica Bay includes the Malibu Creek Watershed, Topanga Creek Watershed, and other rural Santa Monica Mountains Watersheds. Portions of these watersheds are very rural and undeveloped, and other portions are very urbanized... The Santa Monica Bay Section is tasked primarily with enhancing the water quality in the bay while still providing adequate flood protection.”

The North Santa Monica Bay Watershed is over 70% open space, preserved by National Park Service, California Department of State Parks and Santa Monica Mountains Conservancy, which work in a close partnership to continue to preserve and restore open space to natural conditions via the Santa Monica Mountains National Recreation Area.

Most of the geography is mountainous, from Sandstone Peak at 3111 feet to sea level along the coast. Miles of the coastline are within a Marine Protected Area or qualify as an Area of Special Biological Significance, while the coast and some adjacent terrain are additionally protected by the Malibu Local Coastal Plan. The mountainous terrain often allows gravity to support design in stormwater management projects and in moving drinking water, recycled water and untreated water through the watershed. All of our watersheds drain into the Santa Monica Bay, providing water and sediment to the beaches and near-shore habitat of the Pacific Ocean along the luminous coastline of Malibu. The majority of the soils in the Santa Monica Mountains have low permeability, making groundwater recharge problematic. Because many soils are high in arsenic, drinking groundwater can be unsafe over the long run. The arsenic issue was the primary driver in the creation of Las Virgenes Municipal Water District/Triunfo back in the 1950s. All potable drinking water is imported; the North Santa Monica Bay Watershed sources its potable water from both Las Virgenes Municipal Water District and Water District 29; some of the irrigation water is supplied by recycled water. Members of the North Santa Monica Bay Watershed Area Steering Committee have voiced concern that the creeks and rivers of the North Santa Monica Bay face uncertain futures in an era of climate change. *Maintaining healthy creeks is our priority, both for the use of people who live here and for the other species with whom we share the Santa Monica Mountains.* Given these realities, we are interested in demonstration projects that show how creek restoration improves water quality, in projects that capture stormwater for human use, in projects that treat wastewater and urban runoff and in projects that bring down the cost of cisterns.

Population centers in the towns along the Ventura Freeway, including Thousand Oaks, Westlake Village, Agoura Hills, Calabasas, Hidden Hills and portions of the city of L.A. There are also significant residential enclaves in Topanga, along the coast in Malibu and in communities scattered throughout the Santa Monica Mountains. Nested in open space, these communities are vulnerable to anthropogenic wildlands fires, such as the 2018 Woolsey Fire per the [Los Angeles Times](#), there have been up to 30 major fires in Malibu over the past 90 years.

SOCIAL CHARACTERISTICS

The social characteristics of the North Santa Monica Bay Watershed center around an emotional connectivity to the landscape shared by community members, there's an underlying sense that the living open space in which our cities and homes are nested are what make the North Santa Monica Bay special. The rest of Los Angeles County concurs.

An NPS press release from 2017 states, "Santa Monica Mountains National Recreation Area, the national park that stretches from the city of Los Angeles west into Ventura County, recorded 906,606 visits in 2016."

In 2016, Malibu Magazine, quoted Jefferson “Zuma Jay” Wagner, Malibu City Councilmember, “Malibu is a community of approximately 13,000 people that, by even a conservative estimate, receives 13 million visitors each year.”

There are over 110,000 people living in the North Santa Monica Bay Watershed.

Housing prices in the watershed represent significant wealth, for example on [June 5, 2021](#), [Zillow](#) stated that, “*The typical home value of homes in Malibu is \$3,559,066.*” However, there is more complexity to the community’s socioeconomic make up than this statistic implies. Despite an iconic list of the rich and famous who reside throughout the Santa Monica Mountains, the 2019 US census stated that the average income for a household in Malibu is \$150,747, whereas the median income for an American in 2019 was \$31,133 per [United States Census Bureau](#). To compare, the median in Calabasas is \$51,466, in Agoura Hills, \$52,236 and In Westlake Village, \$60,288. Meanwhile, in Los Angeles County the median income is \$29,985. With all these numbers it is important to understand that median means half the households earn *less* than that.

An average income hides both extremes of wealth and poverty; for example, throughout the North Santa Monica Bay Watershed, some older residents are struggling on a fixed income, while many people who come to work in the Santa Monica Mountains are working class or earn minimum wage. The Malibu Boys and Girls Club notes that it,

“...represents and provides services to the most diverse populations in the community, an underrepresented infrastructure of low-income domestic laborers and their children who commute to Malibu for work and to attend the Malibu public schools.”

On a parallel note, the Malibu Community Labor Exchange has been “connecting Malibu through work” giving immigrants, students, and some homeless workers access to day labor opportunities, along with food, a place to get out of the rain and access to some social services since 1993. Inland, Thousand Oaks has been providing food for the underemployed, unemployed, and homeless via the Manna Conejo Valley Food Bank since 1971.

Lower income people manage to live in the North Santa Monica Bay Watershed by co-housing, renting granny flats or taking on multiple jobs. Restaurant workers, maids, gardeners, daycare providers, teachers, nannies, students, hikers and surfers all come into the watershed every day – and feel emotional ownership of the space in which they live their lives. Finding ways to support all of our community in addressing safe, clean water is the right thing to do.

Finally, the North Santa Monica Bay Watershed community wants to underline that the beautiful lands upon which we stand, work, play, sleep and dream are the historic homelands of Chumash and Tongva peoples. We acknowledge our land debt to the First Nation communities of the Chumash and Tongva and appreciate that leadership at [Wishtoyo Foundation](#) have made the commitment to join the North Santa Monica Bay Watershed Area Steering Committee to collaborate on safe, clean water projects.

Committing to integrating Chumash and Tongva cultural knowledge and TEK insights into our shared watershed, when invited to collaborate by First Nations peoples, will help the North

Santa Monica Bay Watershed community gain cultural grounding to better co-exist with the living landscape and cherish safe, clean water.

The Safe Clean Water Program in Los Angeles County is funded as a result of Measure W, which was passed by the voters in 2017.

Per the Safe Clean Water LA website safecleanwaterla.org, The Safe, Clean Water Program will provide local, dedicated funding to increase our local water supply, improve water quality, and protect public health.

SAFE CLEAN WATER PROGRAM GOALS

Developed in collaboration with public health, environmental groups, cities, business, labor, and community-based organizations, the Safe Clean Water Program is ambitious.

The Los Angeles Region Safe, Clean Water Program shall be implemented consistent with the following goals:

- A. Improve water quality and contribute to attainment of water-quality requirements.
- B. Increase drought preparedness by capturing more Stormwater and/or Urban Runoff to store, clean, reuse, and/or recharge groundwater basins.
- C. Improve public health by preventing and cleaning up contaminated water, increasing access to open space, providing additional recreational opportunities, and helping communities mitigate and adapt to the effects of climate change through activities such as increasing shade and green space.
- D. Leverage other funding sources to maximize SCW Program Goals
- E. Invest in infrastructure that provides multiple benefits.
- F. Prioritize Nature-Based Solutions.
- G. Provide a spectrum of project sizes from neighborhood to regional scales.
- H. Encourage innovation and adoption of new technologies and practices.
- I. Invest in independent scientific research.
- J. Provide DAC Benefits, including Regional Program infrastructure investments, that are not less than one hundred and ten percent (110%) of the ratio of the DAC population to the total population in each Watershed Area.
- K. Provide Regional Program infrastructure funds benefitting each Municipality in proportion to the funds generated within their jurisdiction, after accounting for allocation of the one hundred and ten percent (110%) return to DACs, to the extent feasible.
- L. Implement an iterative planning and evaluation process to ensure adaptive management.
- M. Promote green jobs and career pathways.
- N. Ensure ongoing operations and maintenance for Projects.

The North Santa Monica Bay Watershed Area Steering Committee is composed of representatives of our local cities, agencies, non-profits and community members and is committed to implementing the Safe, Clean Water Program goals as defined above.

The North Santa Monica Bay Watershed Advisory Steering Committee is acutely aware of the unique aspects of our watershed, which includes 70% open space throughout the North Santa Monica Bay watershed and aligns with 27 miles of beaches in the City of Malibu.

Our love for our watershed inspires our work.

INTERESTED PARTY MAPPING

The North Santa Monica Bay Watershed includes all the watersheds of the Santa Monica Mountains, with the two largest being Malibu Creek Watershed and Topanga Creek Watershed. This map, sourced from the Resource Conservation District of the Santa Monica Mountains website, livinglightlyguide.org, is particularly helpful in that the smaller creeks that flow through the mountains are listed and the cities and portions of unincorporated Los Angeles County are also clearly visible.

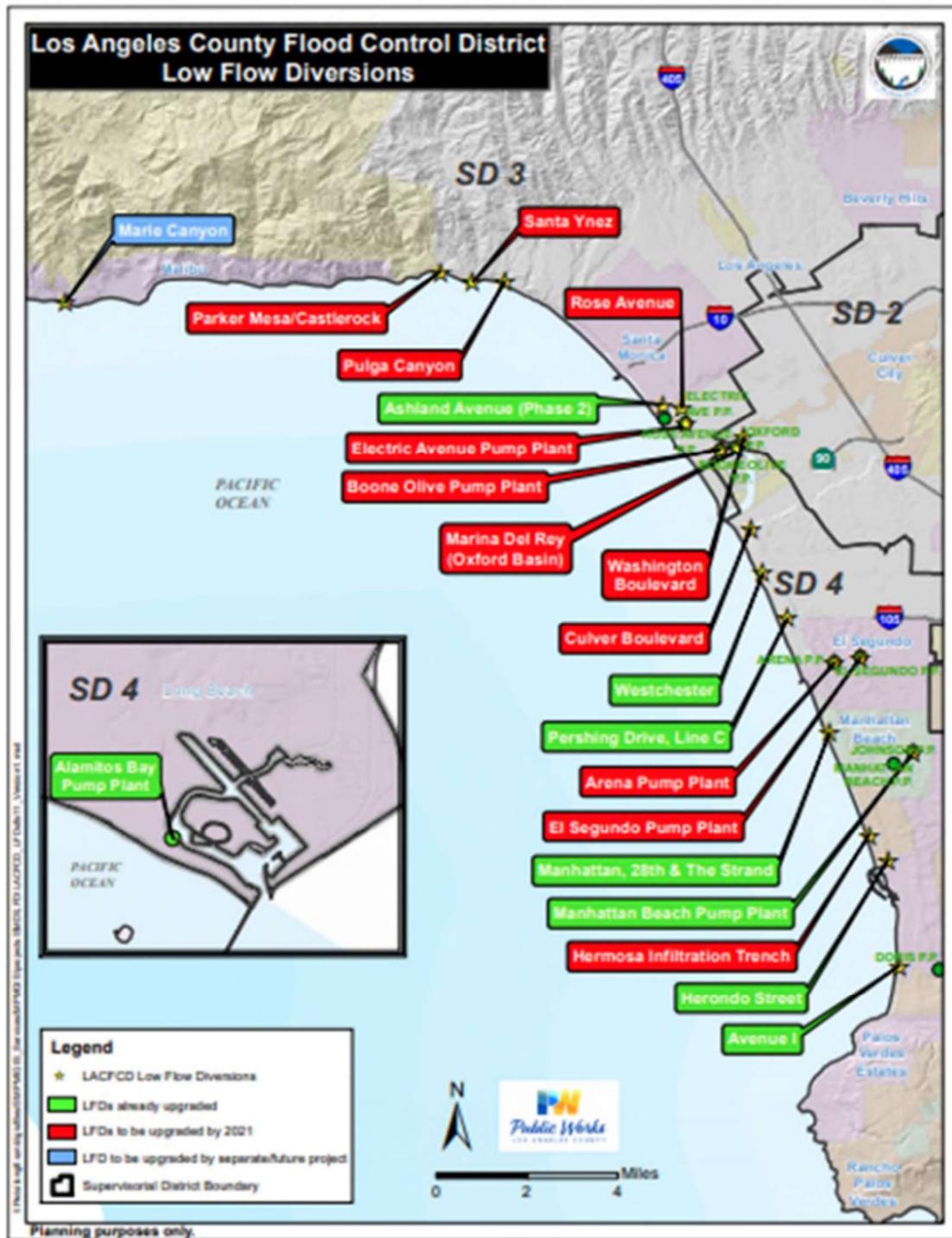
The interested parties, from a community point of view, includes ... everyone. From a municipal perspective it includes:

- Agoura Hills
- Calabasas
- Hidden Hills
- A small part of Los Angeles City
- Los Angeles County
- Los Angeles County Department of Public Works
- Los Angeles County Department of Flood Control
- Malibu
- Unincorporated Los Angeles County
- Topanga
- Westlake Village

Many other land and water management agencies have responsibilities within the watershed area, including water wholesalers, open space managers with local, regional, state, or federal responsibilities, transportation managers, and others.

The map from the Resource Conservation District is a great jumping off point for understanding how geographic watershed boundaries and creek systems intertwine with political boundaries.

LOCATION MAP



Provided by Cung Nguyen, Los Angeles County Flood Control District

VISION FOR SUCCESS AND EVALUATION CRITERIA

Success will mean addressing Measure W goals and documenting success in quarterly reports and an annual report available to stakeholders, project management at Los Angeles County and the general public.

Goals can include conserving imported water, recycling wastewater and pursuing potential opportunities to co-create locally sourced potable drinkable water,

Improving water quality in the Santa Monica Mountains will happen as we **begin to meet total maximum daily loads** set by the Los Angeles Regional Water Quality Control Board, **meet MS4 permits** and **work collaboratively to maintain and restore water quality and creeks that run through our watersheds.**

Success can be evaluated by a list of North Santa Monica Bay Watershed Measure W projects and programs conceived, funded and implemented, by measurable water supply increases, water conservation and water quality improvement.

The value of outreach and engagement can be evaluated by assessing how community members have engaged with engagement / outreach efforts, by looking at participation in events and conferences, articles published, films produced and trying to consider that elusive rubric – minds and hearts moved.

Success can be evaluated by funding applications created and funds achieved. Quarterly reports and annual reports become an ongoing opportunity to articulate success and provide evaluation criteria. Success can be evaluated by looking at our work through a DEI lens. Are we embracing the diversity of our community? Is our work focused on equity? Are we inclusive? *Ultimately that's for the community to tell us.* But we have to open the conversation first --

Given that the North Santa Monica Bay Watershed Area Steering Committee and community function as a collaborative entity, we will invite stakeholders and community members to help us co-create a regionally meaningful vision for success and evaluation criteria, which will reflect our needs to maintain water supply, to meet a variety of permits and to support ecosystem function in the lands we share with homes, businesses, visitors, traffic and a stunning array of wildlife.

Ultimately, success will be judged by our ability to maintain both human needs for safe clean water and to sustain the biodiversity of the Santa Monica Mountains.

STRATEGIES

The North Santa Monica Bay Watershed Coordinator has nine tasks, seen at right. Strategies for achieving the strategic outreach and engagement necessary to achieve these tasks during the year are listed below:

Strategy 1. Four community outreach events

Set a time and venues for 4 community outreach events to allow meaningful and productive dialogue with community members and the North Santa Monica Bay Watershed Area Steering Committee leadership.

- Suggestion: Thursday afternoons or early evenings, quarterly
- Set venues for four events in 2021-2022
- Request NSMB WASC participation
- Set meetings for October 2021, December 2021, March 2022 and June 2022

Meets the following SCWP Goals: A-N

The 9 Tasks assigned to the Watershed Coordinator are:

1. Facilitate Community Engagement in SCWP
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

Strategy 2. Educate stakeholders about water quality challenges in the watershed area.

In partnership with the City of Calabasas, create a water quality video or video series addressing testing outfall sites in the Santa Monica Mountains, Alex Farassati suggests that City of Calabasas media staff will be the lead on this. Per Roxanne Hughes, consider setting up video project as individual TikToks starring local kids, reach out to local schools and universities as potential project partners.

Explore implementation including students, both K-12 and college, to explain about pollution at every single testing site in the Santa Monica Mountains via very short snippets that are layered into the YouTube video and/or are stand-alone Tok-toks with great music that could drop on Friday for multiple weeks in a row.

Meets the following SCWP Goals: A, C, D, H

Strategy 3. Facilitate dialog about water supply sources in the watershed area.

Working with Dave Pedersen/Las Virgenes Municipal Water District as the lead develop an event and/or potentially a film. Work to include during public events materials or presentations about where water supplies come from for the communities of the watershed.

Meets the following SCWP Goals: B, D, G, H, M

Strategy 4. Collaborate with partners to encourage the use of native plants on public and private land.

Per Tevin Schmitt, Wishtoyo, native plants are the ultimate Nature Based Solutions; partnering with Wishtoyo, Las Virgenes Municipal Water District, Mountains Restorations Trust, TreePeople, Resource Conservation District Santa Monica Mountains and other venues to communicate the availability of and desirability of planting locally sourced native plants.

Per Tevin Schmitt, Wishtoyo, explore partnership with Agoura Hills Animal Shelter selling native plants on site.

LVMWD has extensive focus in this area, including proposed Native Plants nursery in partnership with TreePeople, use of California Native Plants graphics/language, and implementation of Garden in a Box program.

Meets the following SCWP Goals: A, B, F, G, H, M

Strategy 5. Ensure SCWP is part of special events like Coastal Cleanup Day, Earth Day, Arbor Day, Calabasas Pumpkin Day, Arts Festivals

Make targeted efforts to attend or provide materials to events to educate the community about the program. Alex Farassati points out that many of our stakeholders have Earth Day and other outreach events' Coordinator will support / collaborate / appear at these as requested; this may include other public events.

Meets the following SCWP Goals: A, B, F, G, H, M

Strategy 6. Identify opportunities to reach youth at schools, Girl Scout Troops, YMCA, etc.

County participates in Environmental Defenders program, does an assembly; Watershed Coordinator to connect with Environmental Defender. Ventura County uses EcoHero; Watershed Coordinator to connect with EcoHero.

The City of Malibu is working on providing watershed education to K-12 and states that it has "a contract with EcoHero to provide recycling assemblies at S Santa Monica Malibu Unified School District and Los Angeles County Water Works District 29." Malibu is in discussion with Discovery Cube regarding resuming water assemblies and will connect with the Santa Monica Malibu Unified School District Sustainability coordinator and the Malibu Boys & Girls Club. Potentially no additional funding.

Meets the following SCWP Goals: A, B, C, D, F, H

Strategy 7. Focus on engaging with homeowners associations.

Per Kelsey Reed, if we connect with HOAs, they can help address local issues. Many important private parcels are managed by HOA, who can have influence over private parcel management, and neighborhood decision-making.

Meets the following SCWP Goals: G

Strategy 8. Develop, host, maintain a North Santa Monica Bay Watershed Area website

This strategy may focus instead on a program wide website under consideration by the Watershed Coordinators. Coordinator will use WordPress to create a website that will include a blog. Members of the public, the North Santa Monica Bay Watershed Area Steering Committee, of the press and others can subscribe to the blog. Will include a calendar of public events.

Meets the following SCWP Goals: D, G, H, M

Strategy 9. Develop and maintain social media presence for watershed area

Working to make NSMB watershed area events and news available to the widest audience will increase engagement with the program.

- Twitter: [@NSMBWatershed. twitter.com/NSMBWatershed](https://twitter.com/NSMBWatershed)
- Facebook: [facebook.com/NSMBWatershed/](https://www.facebook.com/NSMBWatershed/)
- Instagram: <https://www.instagram.com/watershedcoordinator/>
- YouTube: [youtube.com/channel/UColzVFY4jZyhyFYM4kseSCA](https://www.youtube.com/channel/UColzVFY4jZyhyFYM4kseSCA)
- Linked In: [linkedin.com/groups/9059904/](https://www.linkedin.com/groups/9059904/)
- Gmail account: nsmbwatershedcoordinator@gmail.com

Meets the following SCWP Goals: A, B, C, D, F, G, H, M

Strategy 10. Connect with media

Several local media outlets are monitored by stakeholders in the watershed area and will be an important opportunity to educate and inform. Media connections includes but is not limited to interviews, meeting invitations, site visits, op/ed writing.

Meets the following SCWP Goals: A, B, C, F, H, M

Strategy 11. Identify and facilitate project concepts from North Santa Monica Bay stakeholders

- Develop and continually maintain a list of project concepts shared by stakeholders. Ensure list is publicly viewable online.
- Connect community to potential pilot projects for design and implementation support and buy-in
- Connect projects to each other when one or more proposed projects have topical or geographic overlap.
- Continually scan outside funding opportunities to support project proponents with outside funding opportunities.

Project Concepts as of August 2021	Proponent	Tentative SCWP Project Type	Notes
Citywide Low Flow Diversion Project	Agoura Hills	Infrastructure Program (IP)	
Malibu Creek Watershed (MCW) Nutrients Special Study	Agoura Hills	Scientific Study (SS)	
Four Green Street Projects	Calabasas		
Las Virgenes Creek Restoration Project Phase III	Calabasas		
Permeable parking lot/ bathroom / biofiltration strip at mouth of Las Virgenes Canyon on NPS property or on SMMC property	Calabasas	IP	May require outside funding to support elements not fundable by SCWP.
Retrofitting Debris Basin to be Retention Basin	Hidden Hills	IP	
Exploring using Horse Manure as Compost Opportunities	Hidden Hills	SS	
Native Plants Nursery	Las Virgenes MWD	IP	
Garden In a Box	Las Virgenes MWD		
Pure Water Program at Ladyface Mountain: Water Reclamation Project	Las Virgenes MWD	IP	
Viewridge Project	Los Angeles County Public Works	IP	
Trancas Canyon Feasibility Study	Los Angeles County Public Works	Technical Resources Program (TRP)	
Liberty Canyon Channel Greenway Project Concept Report	Los Angeles County Public Works	TRP	
Marie Canyon Low Flow Diversion Project Design Concept	Los Angeles County Public Works	TRP	
Marie Canyon Greenstreets	Los Angeles County Waterworks District 29: Malibu		

Project Concepts as of August 2021	Proponent	Tentative SCWP Project Type	Notes
Maintenance at Legacy Park (Civic Center Stormwater Treatment Facility) and Paradise Cove Stormwater Treatment Facility	Los Angeles County Waterworks District 29: Malibu	IP	
Focusing on Woolsey Fire Recovery	Los Angeles County Waterworks District 29: Malibu	TRP	
Ridgeford Stormwater Project Feasibility Study	Westlake Village	TRP	
Canyon Oaks Passive Park Project Concept	Westlake Village	TRP	

Strategy 12. Support a convening of experts about impacts of creek restoration on water quality

Work with stakeholder cities and agencies to create a convening that explores work of multiple Resource Conservation Districts, other water districts and academic venues about the impacts of creek restoration on water quality. Develop next step or summary document.

Meets the following SCWP Goals: A, H, I, M

Strategy 13. Work with Technical Assistance Teams

As technical assistance teams (TAT) are selected by the SCWP, engage through the scoping and production of the Feasibility Study. Work to support community and stakeholder engagement with the TAT as they complete their work.

Meets the following SCWP Goals: Potentially, B, C, D, E, F, G, H, J, K, L, M, N

Strategy 14. Facilitate identification and representation of community priorities

In the short term, one-on-one outreach by the Watershed Coordinator is foundational. Over the next year, we anticipate that the **4 community outreach events (Strategy 1)** as tent poles in this ongoing process.

Meets the following SCWP Goals: Potentially A -N, depending on community priorities

Strategy 15. Integrate priorities through partnerships and extensive networks

Building partnerships and an extensive network is a long process, but it starts with reaching out to obvious partners and creating new partnerships.

Currently, coordinator is working to connect with:

- USDA-NRCS
- Santa Barbara Creeks Division
- OneCause (fundraising site online)
- Pepperdine University
- UCLA-IOES

And has connected with:

- Members of the Viewridge Estates
- Jeremy Wolf, Chief of Staff, Office of State Senator Henry Stern
- Tim Pershing, Chief of Staff, Office of Assemblymember Richard Bloom
- Janet Turner, Office of Congressman Ted Lieu
- TreePeople
- Heal the Bay
- California Watershed Network (recently invited to serve on their board)
- California Department of State Parks
- National Park Service
- Santa Monica Mountains Conservancy
- Regional Water Quality Control Board, staff level
- Resource Conservation District of the Santa Monica Mountains (RCDSMM)
- The Freshwater Trust
- TED

And aims to connect with...

- California Association of Resource Conservation Districts
- Santa Monica Mountains Fund

Meets the following SCWP Goals: Potentially A -N, depending on partnership opportunities

Strategy 16. Attend and distribute materials from 'funding fairs' conducted by Federal, State, regional, and philanthropic organizations

This strategy will provide materials to stakeholders generally from any events that are held, and allow the coordinator to specifically connect project concepts on the list to matching funding opportunities.

Meets the following SCWP Goals: D, E, G, H, I, L, M, N

Strategy 17. Share success stories: nature-based solutions educational event

This first of two educational events will share about the prioritization of NBS in the SCWP, and the value of using green infrastructure on public and private parcels to achieve multiple benefits. Native plants for landscaping will also be shared. If possible, include site visits in the North Santa Monica Bay *and* across Los Angeles County to see successful implementation of Nature Based Solutions. The City of Calabasas has offered to serve as initial primary host and can be open to the whole of Los Angeles County for attendance. Other Watershed Coordinators will be invited to participate in planning process.

Meets the following SCWP Goals: A, B, D, F, H

Strategy 18. Support local NGO engagement with public education about trash reduction

North Santa Monica Bay Watershed Area Steering Committee Vice Chair Madelyn Glickfeld recommended focusing on addressing how to meet the trash TMDL by inviting the public to make some films about trash to compete in the first annual clean sweep film competition. Winning filmmakers and performers to receive Golden Shovels, cash prizes, press and access to Hollywood agencies at annual Clean Sweep Award Ceremony.

Concept is that students and professional filmmakers would create Public Service Announcements encouraging Los Angeles residents to treat our streets, schools, parks and beaches with love by eliminating littering. PSAs to be shown one per month over 12 months on as many venues as possible and via YouTube. "Treat the outside like the inside."

Coordinator would work with stakeholders, philanthropic, and non-profit partners to coordinate their provision of cash prizes for winners, "golden shovels" and an award ceremony which will constitute the second educational event.

Meets the following SCWP Goals: A, C, D, H, M

Strategy 19. Support dialog and development of innovative projects and technology raised by stakeholders

Helping stakeholders advance innovative ideas about safe, clean water will improve their engagement with the program, even if the ideas are not directly leading to fundable SCWP projects. The two examples below have been shared by stakeholders:

Fog Harvesting - In multiple low-water countries in South America and elsewhere, innovative projects that look like giant spiderwebs or like tarps capture low-cloud (fog) condensation and run the captured water into cisterns. Picture this as a charismatic demonstration with an unproven potential to help grow local water supply.

Limestone Roof / Cisterns - In Bermuda, there is no on island natural water source, 100% of water supply is gained via stormwater capture and storage. By using all limestone roofs and cisterns, the water quality is excellent. We would be interested in creating a demonstration project in Topanga at a public venue or at one of our local schools or universities. Some

stakeholders see this as a charismatic demonstration with an unproven potential to help grow local water supply.

Meets the following SCWP Goals: B, E, H

Strategy 20. Watershed Coordinator collaboration

The watershed coordinator will connect with the other coordinators throughout the year to explore opportunities that straddle watershed area boundaries, for shared learning, and to develop region-wide materials or events.

Meets the following SCWP Goals: Potentially A- N, depending on collaboration opportunities.

STRATEGIES CROSSWALK TO SCWP GOALS AND WATERSHED COORDINATION TASKS

The table below summarizes the links between the 14 SCWP Goals, the nine Watershed Coordinator Tasks, and the 20 strategies described in this Plan.

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K	Goal L	Goal M	Goal N	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9
		Improve water quality and contribute to attainment of water-quality requirements.	Increase drought preparedness by capturing more Stormwater and/or Urban Runoff to store, clean, reuse,	Improve public health by preventing and cleaning up contaminated water, increasing	Leverage other funding sources to maximize SCWP Program Goals.	Invest in infrastructure that provides multiple benefits.	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from neighborhood to regional scales.	Encourage innovation and adoption of new technologies and practices.	Invest in independent scientific research.	Provide DAC Benefits, including Regional Program infrastructure investments, that are not less than	Provide Regional Program infrastructure funds benefitting each Municipality in proportion to	Implement an iterative planning and evaluation process to ensure adaptive management.	Promote green jobs and career pathways.	Ensure ongoing operations and maintenance for Projects.	Facilitate Community Engagement in SCWP	Identify and Develop Project Concepts	Work with Technical Assistance Teams	Facilitate Identification and Representation of Community Priorities	Integrate Priorities Through Partnerships and Extensive Partnerships	Cost-Share Partners	Leverage Funding	Local Stakeholder Education	Watershed Coordinator Collaboration
Strategy 1	4 Community Outreach Events	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Strategy 2	Educate stakeholders about water quality challenges in the watershed area.	X		X	X				X					X	X	X					X	X		
Strategy 3	Faciliate dialog about water supply sources in the watershed area		X		X		X	X	X				X			X			X	X	X		X	
Strategy 4	Native Plants Sales	X	X		X		X	X	X		X			X	X	X	X		X	X	X		X	
Strategy 5	Ensure SCWP is part of special event like Coastal Cleanup Day, Earth Day, Arbor Day, Calabaasas Pumpkin Day, Arts Festivals	X	X		X		X	X	X		X			X		X					X	X		
Strategy 6	Identify opportunities to reach youth at schools, Girl Scout Troops, YMCA etc.	X	X	X	X		X		X		X					X					X	X		
Strategy 7	Focus on engaging with Homeowners' Associations							X					X			X					X	X		

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K	Goal L	Goal M	Goal N	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9
		Improve water quality and contribute to attainment of water-quality requirements.	Increase drought preparedness by capturing more Stormwater and/or Urban Runoff to store, clean, reuse,	Improve public health by preventing and cleaning up contaminated water, increasing	Leverage other funding sources to maximize SCW Program Goals.	Invest in infrastructure that provides multiple benefits.	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from neighborhood to regional scales.	Encourage innovation and adoption of new technologies and practices.	Invest in independent scientific research.	Provide DAC Benefits, including Regional Program infrastructure investments, that are not less than	Provide Regional Program infrastructure funds benefitting each Municipality in proportion to	Implement an iterative planning and evaluation process to ensure adaptive management.	Promote green jobs and career pathways.	Ensure ongoing operations and maintenance for Projects.	Facilitate Community Engagement in SCWP	Identify and Develop Project Concepts	Work with Technical Assistance Teams	Facilitate Identification and Representation of Community Priorities	Integrate Priorities Through Partnerships and Extensive Partnerships	Cost-Share Partners	Leverage Funding	Local Stakeholder Education	Watershed Coordinator Collaboration
Strategy 8	Develop host, maintain a North Santa Monica Bay Area Watershed website				X			X	X					X		X							X	
Strategy 9	Develop and maintain social media presence for watershed area	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X							X	
Strategy 10	Connect with the Media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X							X	
Strategy 11	Identify and Facilitate Project Concepts from North Santa Monica Bay Stakeholders	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Strategy 12	Support a convening of experts about Impacts of Creek Restoration on Water Quality	X							X	X				X		X			X	X	X	X	X	
Strategy 13	Work with Technical Assistance Teams		X	X	X	X	X	X	X	X	X	X	X	X	X			X						
Strategy 14	Strategy 14: Facilitate Identification and Representation of Community Priorities	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X								
Strategy 15	Strategy 15: Integrate Priorities through Partnerships and Extensive Networks	X	X	X	X	X	X	X	X	X	X	X	X	X	X					X	X	X		

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K	Goal L	Goal M	Goal N	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9	
		Improve water quality and contribute to attainment of water-quality requirements.	Increase drought preparedness by capturing more Stormwater and/or Urban Runoff to store, clean, reuse,	Improve public health by preventing and cleaning up contaminated water, increasing	Leverage other funding sources to maximize SCW Program Goals.	Invest in infrastructure that provides multiple benefits.	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from neighborhood to regional scales.	Encourage innovation and adoption of new technologies and practices.	Invest in independent scientific research.	Provide DAC Benefits, including Regional Program infrastructure investments, that are not less than	Provide Regional Program infrastructure funds benefitting each Municipality in proportion to	Implement an iterative planning and evaluation process to ensure adaptive management.	Promote green jobs and career pathways.	Ensure ongoing operations and maintenance for Projects.	Facilitate Community Engagement in SCWP	Identify and Develop Project Concepts	Work with Technical Assistance Teams	Facilitate Identification and Representation of Community Priorities	Integrate Priorities Through Partnerships and Extensive Partnerships	Cost-Share Partners	Leverage Funding	Local Stakeholder Education	Watershed Coordinator Collaboration	
Strategy 16	Attend and distribute materials from 'funding fairs' conducted by Federal, State, regional and philanthropic organizations		X	X		X	X	X	X		X	X	X					X	X	X					
Strategy 17	Share Success Stories: Nature Based Solutions Educational Event	X	X	X	X		X		X		Z			X		X						X	X	X	
Strategy 18	Support local NGO engagement with public education about trash reduction	X		X	X				X		X		X	X	X	X						X	X	X	
Strategy 19	Support dialog and development of innovative projects and technology raised by stakeholders	X			X			X							X	X		X							
Strategy 20	Watershed Coordinator Collaboration	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X