



SAFE
CLEAN
WATER
PROGRAM

LOWER SAN GABRIEL RIVER
WATERSHED AREA STEERING COMMITTEE

Watershed Coordinator Update

STRATEGIC OUTREACH AND
ENGAGEMENT PLAN
(SOEP)





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



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
intrest program share **resources**
resources opportunities **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 – LA COUNTY SCWP TASKS



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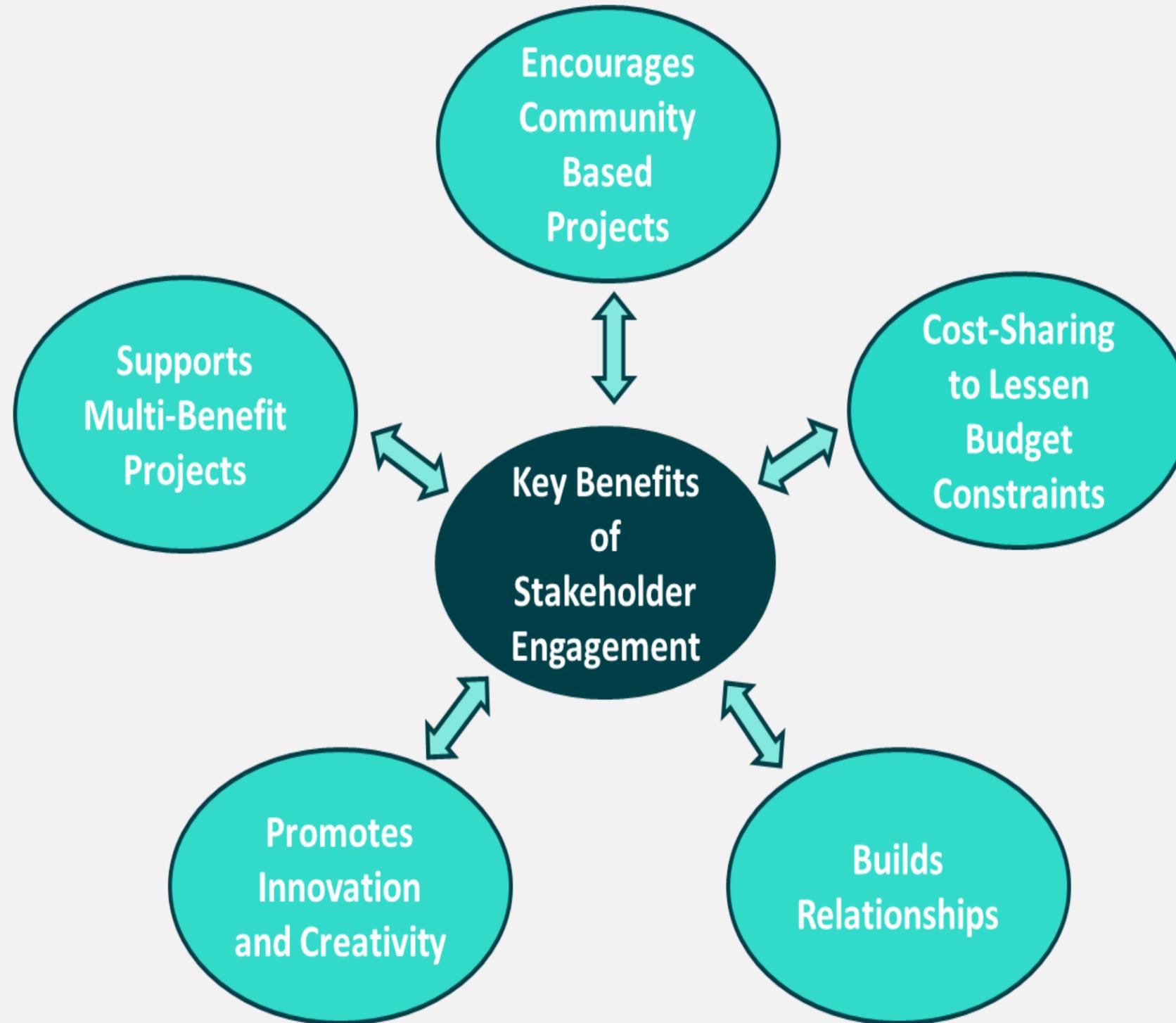


8. LOCAL STAKEHOLDER EDUCATION



9. WATERSHED COORDINATOR COLLABORATION

LSGR SOEP – INTERESTED PARTY MAPPING





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



LSGR SOEP – Workshop/Outreach Events:

1) Joint LSGR/LLAR WASC

Virtual 1-hour Workshop with identified stakeholders (NGOs and other community organizations)

Topic ideas: What is a watershed, why is it important, what are the current issues and what are the possible solutions (i.e., show pictures/videos of examples for regional large projects and/or nature-based projects)? What is the SCWP and how can you get involved in your WASC? How can you help develop project concepts? Do you have an idea for a project in your community that might be a good fit for the SCWP (could be for municipal or regional funds)? Goal: Increase stakeholder participation with WASC and promote input on projects; etc.

2) Joint LSGR/USGR WASC

Virtual 1-hour Workshop with identified stakeholders (NGOs and other community organizations)

Topic ideas: What is a watershed, why is it important, what are the current issues and what are the possible solutions (i.e., show pictures of examples for regional large projects and/or nature-based projects)? What is the SCWP and how can you get involved in your WASC? Do you have an idea for a project in your community that might be a good fit for the SCWP (could be for municipal or regional funds)? Goal: Increase stakeholder participation with WASC and promote input on projects; etc.

3) Joint LSGR WASC / Tree People Event in DAC Community

(Tree People is the DAC Involvement Program Consultant for Greater LA IRWM)

Topic ideas for LSGR WASC (Tree People can present DACIP): What is a watershed, why is it important, what are the current issues and what are the possible solutions (i.e., show pictures of examples for regional large projects and/or nature-based projects)? What is the SCWP and how can you get involved in your WASC? Do you have an idea for a project in your community that might be a good fit for the SCWP (could be for municipal or regional funds)? LSGR WASC Goal: Increase stakeholder participation with WASC and promote input on projects by DACs; etc.

4) To Be Determined



- News updates via email blasts.
- Virtual flyers to invite attendance for in-person and/or virtual meetings.
- Electronic and printed surveys may be used to solicit project participation.



Lower San Gabriel River Watershed Area Community Meeting

*What is a watershed?
Why is it important?*

How can the community get involved?

Please join us at one of our workshops to find out more about the Lower San Gabriel River watershed area.

Help create the vision and projects for your community that creates multi-purpose solutions with long-term benefits

When: September xx, 2021 at 6:00 PM
Where: XYZ Community Center
~ or ~
When: October xx, 2021 at 6:00 PM
Where: XYZ Community Center

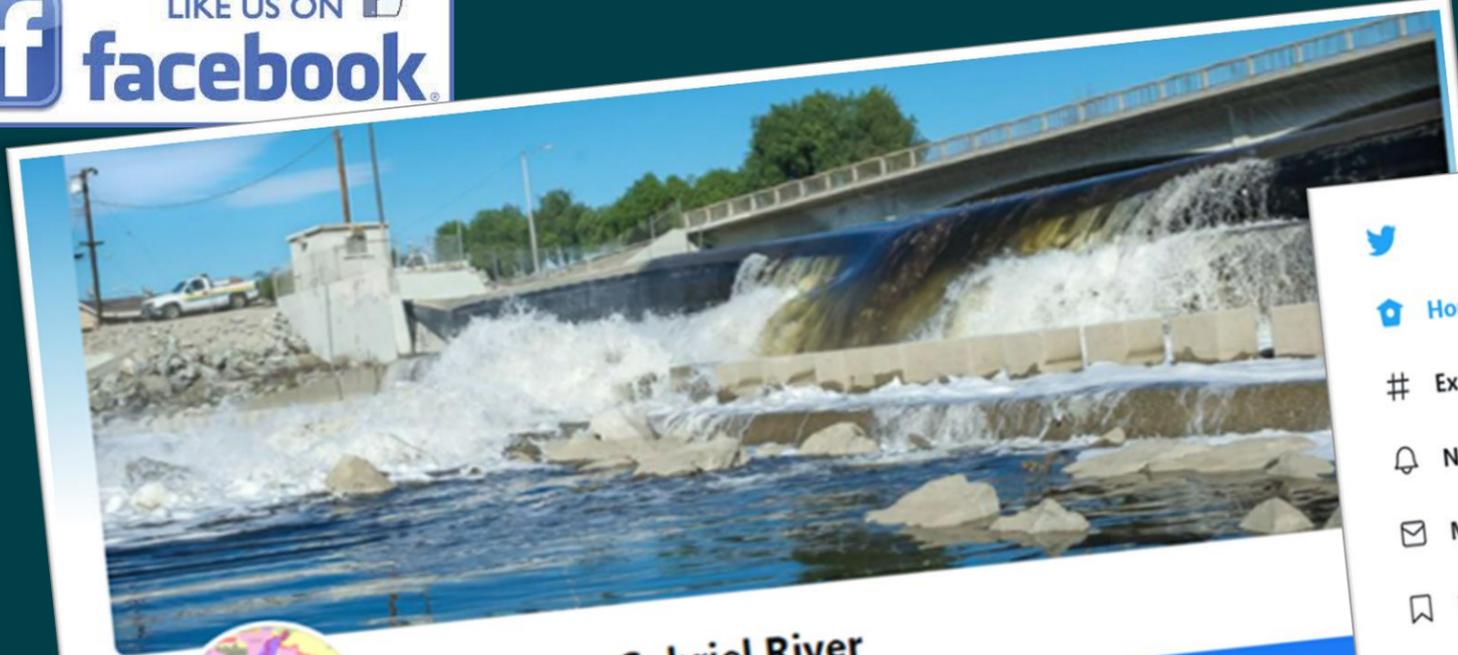




LSGR WASC – Social Media Outreach



LIKE US ON **facebook**



Lower San Gabriel River Watershed Community
@LSGRWatershed · Community Organization

Following

Home Events Videos Photos More

About

- Lower San Gabriel River Watershed Area
- 10 people like this including 6 of your friends
- 13 people follow this
- <http://cleanwatervision.com/>
- Send Message
- Community Organization · Public Service

PINNED POST

Lower San Gabriel River Watershed Community added an event.
45m ·

Clean Water Vision



- Home
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- Notifications
- Messages
- Bookmarks
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- Profile
- More

Tweet

Home



LowerSanGabrielRiverWatershed @LsgrWatershed · 1m
Come see us at the Clean Water Vision Education Trailer on August 13th! We'll have hands-on activities to learn why stormwater is so important to our water future!



LowerSanGabrielRiv ...
@LsgrWatershed

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Show more

Topics to follow

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- NFL players
Football league players
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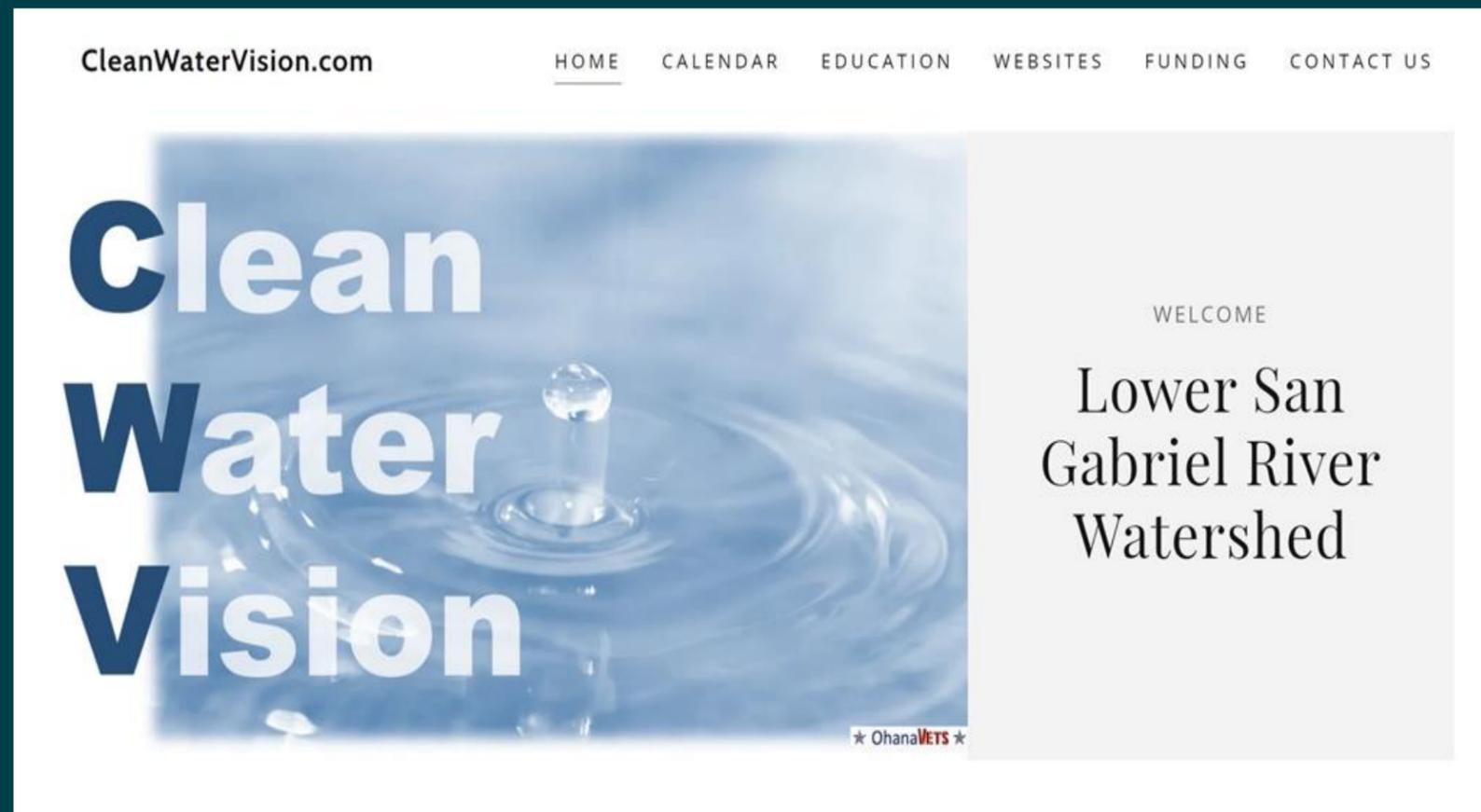
Find us: @LSGRWatershed



LSGR WASC – INFORMATION PORTAL

CLEAN WATER VISION

OhanaVets' Clean Water Vision web site Home Page (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 – LA COUNTY SCWP TASKS



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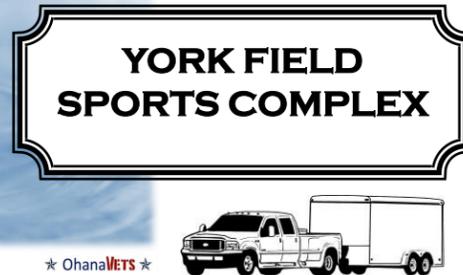


9. WATERSHED COORDINATOR COLLABORATION

Educational Event - No 1



**Clean
Water
Vision**



August 13, 2021 at 6:00pm

Educational Event - No 2

Joint LSGR/LLAR educational opportunity at WRD's Al Robles Center in Pico Rivera within 6-9months

Potential Events to Consider...

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





LSGR SOEP – Educational Event No. 1

Clean Water Vision

WHITTIER
PARKS, RECREATION AND COMMUNITY SERVICES

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CONCERTS IN THE PARK

FRIDAY NIGHTS - 7:00-8:30 P.M.
GATES OPEN AT 6:00 P.M.

NEW LOCATION: YORK FIELD
9110 SANTA FE SPRINGS ROAD

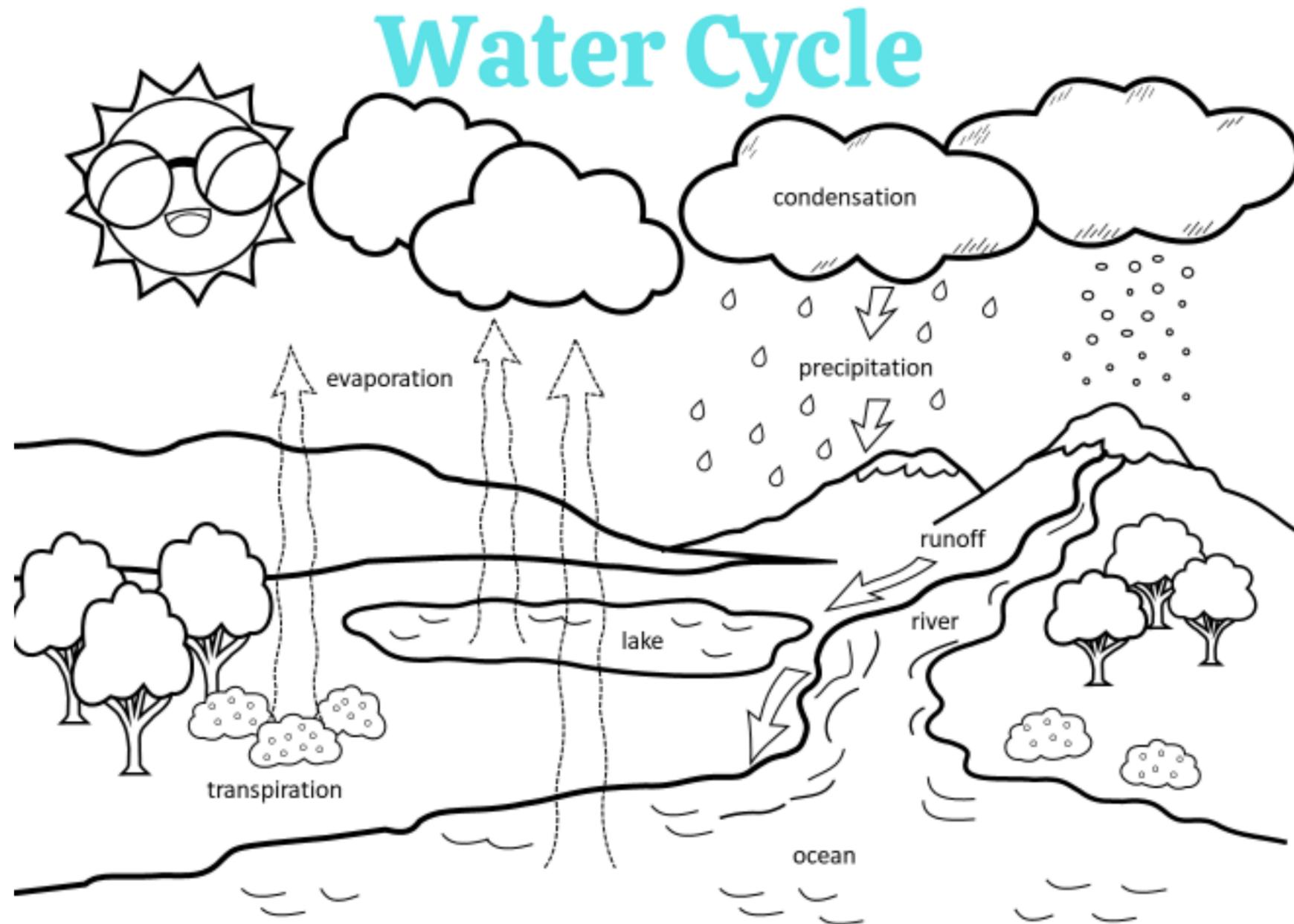
- JULY 9 L.A. VATION U2 TRIBUTE
- JULY 16 LATIN NATION
- JULY 30 80Z ALL STARS
- AUG 6 STEVIE NICKS ILLUSION
- AUG 13 ABBEY ROAD BEATLES**



August 13, 2021 at 6:00pm



LSGR SOEP – EDUCATIONAL ACTIVITY BOOM ABOUT WATERSHED MANAGEMENT, ECOLOGICAL & COMMUNITY ISSUES



Lower San Gabriel River Watershed

Splash Activity Book



★ Ohana**VETS** ★
Clean Water Vision



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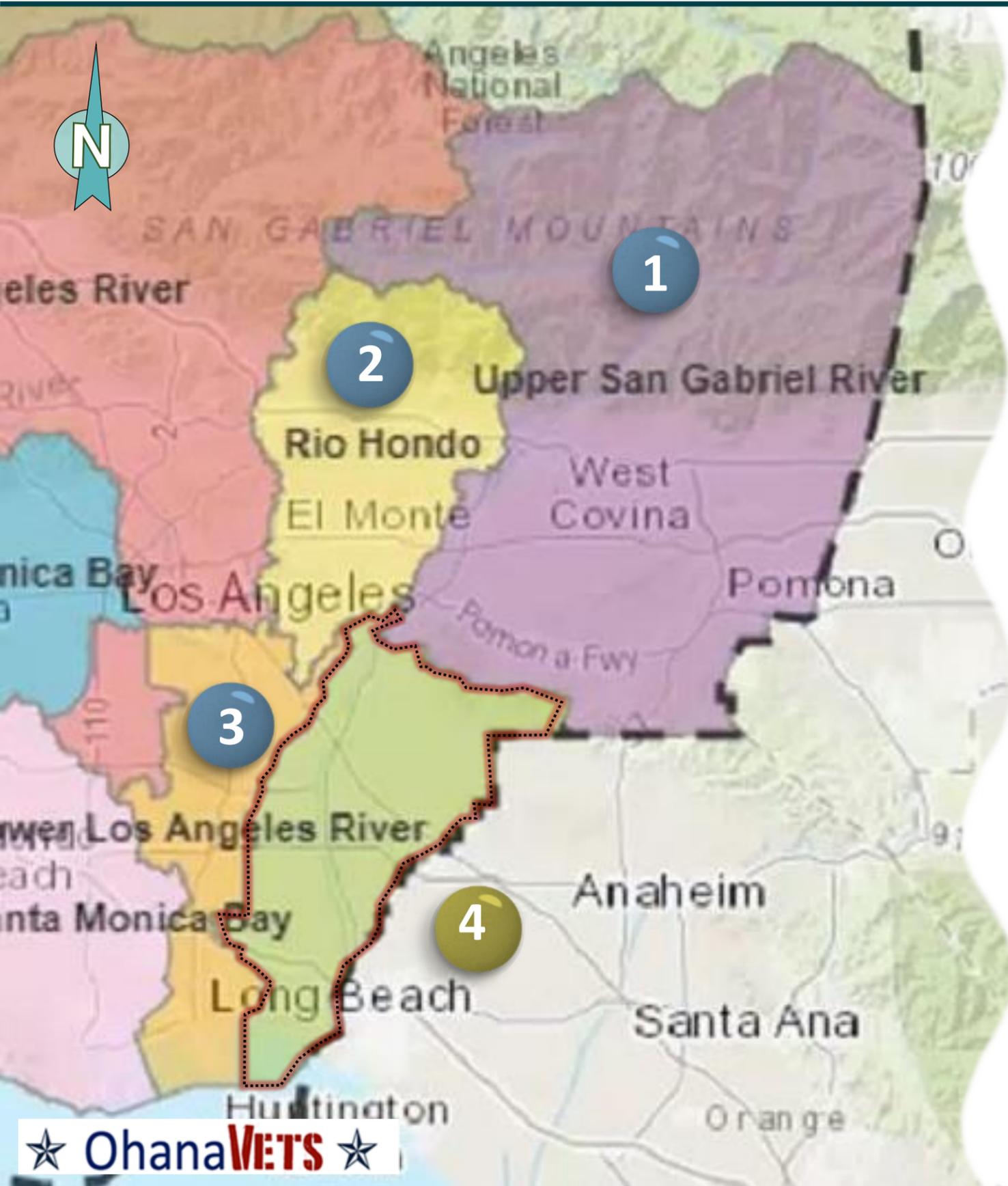
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LSGR SOEP – NEIGHBORING WATERSHED AREAS



Watershed Area Coordination:

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



LSGR SOEP – Active Tasks Summary

Utilizing the approved SOEP (v_July 2021) the Lower San Gabriel Watershed Coordinator will begin the following activities:

1. Collaborate with Neighboring Watersheds Share Ideas/Information/Formats/Events

- ✓ Upper San Gabriel River
- ✓ Rio Hondo
- ✓ Lower Los Angeles River

2. Begin Stakeholder & Community Outreach and Engagement utilizing the *Draft Interested Parties List* (v_August 2021) to solicit input and feedback on the SOEP.

- ✓ LSGR / LLAR - Virtual 1-hour Workshop with identified stakeholders
- ✓ LSGR / USGR - Virtual 1-hour Workshop with identified stakeholders
- ✓ LSGR / Tree People Event for Disadvantage Communities

3. Local Stakeholder Education

- ✓ Concert in the Park – Whitter August 13th at 6:00pm



LSGR SOEP

QUESTIONS?