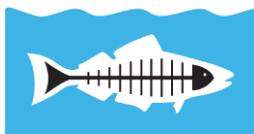


South Santa Monica Bay's Strategic Outreach & Engagement Plan

Heal the Bay, in partnership with From Lot to Spot and Social Justice
Learning Institute
August 18, 2021



Heal the Bay



Introduction

The Strategic Outreach & Engagement Plan (SOEP) is developed annually to identify the strategies in which the Watershed Coordinator will weave in the work of our nine tasks. The plan is part of Task 1, Facilitate Community Engagement in the Safe, Clean Water Program (Program), which is focused on outreach and engagement, both to public and private entities.

Outreach is the means by which we educate people about the Program and serve as the frontward facing representatives of the Program. Engagement is a nuanced difference, and one worth acknowledging. Engagement is a step further than outreach, in which those who have participated in outreach events (and some who haven't) actually become invested interested parties in the process and actively provide input and/or participate in Program elements themselves. They aren't mutually exclusive by any means, as outreach hopefully leads to more engagement with sustained relationships that are built and maintained over time. And those who are engaged can likely continue to learn more about the Program.

In the South Santa Monica Bay's SOEP, we include the five subject areas as outlined below:

1. Watershed Area Description
 - a. Physical Characteristics
 - i. Geologic and Geographic Characteristics
 - ii. Hydrologic Characteristics
 - iii. Structural Characteristics
 - b. Social Characteristics
 - c. Safe Clean Water Program context
2. Interested Party Mapping
3. Vision for Success & Evaluation Criteria
4. Strategies
5. Collaborative Efforts



Underlying geology varies significantly between the Palos Verdes Hills and the rest of the SSMB Watershed Area. The Palos Verdes Hills area consists primarily of consolidated deposits made up of older bedrock of marine origin (sandstone, siltstone, mudstone, diatomite, and shale), with volcanic outcroppings.^{2 3} The geologic structure of the Palos Verdes Hills makes this area vulnerable to frequent and sometimes destructive landslides, particularly when excess subsurface water facilitates movement along clay layers, referred to as slide surfaces. Excess subsurface water comes from over-irrigation, installation of pools or septic systems, infiltration of large amounts of rainwater, etc. Wave action can also exacerbate this effect along the coastline.⁴

The rest of the SSMB Watershed Area consists primarily of younger unconsolidated deposits, such as the San Pedro Formation which is characterized mainly by sand and gravel. However, this permeable underlying geology is not easily accessible via the surface, as it is confined by less permeable clay layers of various thickness.⁵

Hydrologic Characteristics

The SSMB Watershed Area includes the Dominguez Channel Watershed and the southern coastal portion of the Ballona Creek Watershed. Watershed Management Programs within this area (under the current 2012 Los Angeles County MS4 Permit) include the Santa Monica Bay Jurisdictions 2&3 Watershed Management Group, the Dominguez Channel Watershed Management Group, the Beach Cities Watershed Management Group, and the Palos Verdes Peninsula Watershed Management Group, as well as individual Watershed Management Programs for the Cities of Carson, Gardena, and Rolling Hills. Watershed Management Programs may be adjusted over the next year with the adoption of the new 2021 Regional MS4 Permit.

Open stormwater channels are limited in the SSMB Watershed Area, and the majority are located in the northeast section of the Watershed Area within the Dominguez Channel Watershed. Many portions of these open stormwater channels are listed as impaired under the CA State 303(d) list of impaired waterbodies, as are most of the shorelines along the Palos Verdes Peninsula, the Santa Monica Bay, and the Los Angeles Harbor.

The bedrock underlying the Palos Verdes Hills means that there is no groundwater aquifer directly under this area, hindering opportunities for direct infiltration of stormwater. However, along the northeast

² United States Geological Survey and Water Replenishment District of Southern California. Water-Resources Investigations Report 03-4065: Geohydrology, Geochemistry, and Ground-Water Simulation-Optimization of the Central and West Coast Basins, Los Angeles County, California. 2003. Available at: <https://pubs.usgs.gov/wri/wrir034065/wrir034065.pdf>

³ United States Department of the Interior. Geology, Hydrology, and Chemical Character of Ground Waters in the Torrance-Santa Monica Area, California. 1959. Available at: <https://pubs.usgs.gov/wsp/1461/report.pdf>

⁴ California State University, Dominguez Hills. Geology of the Palos Verdes Peninsula Los Angeles CA. 2021. <https://www.csudh.edu/earth/palos-verdes>

⁵ United States Geological Survey and Association of American State Geologists. National Geologic Map Database. Geologic Map of the Palos Verdes Peninsula and Vicinity. 1999. Available at: https://ngmdb.usgs.gov/Prodesc/proddesc_71706.htm

border between the Palos Verdes Hills and the rest of the SSMB Watershed Area, the hillside sloping away from the coastline allows for some local recharge when it rains.⁶

The unconsolidated sediments in the rest of the SSMB Watershed Area provide a series of aquifer systems below the surface, known collectively as the West Coast Groundwater Basin. In the northwest, this groundwater flows west to the Santa Monica Bay; to the southeast, this groundwater flows south to the San Pedro Bay. This groundwater aquifer is subject to seawater intrusion as fresh groundwater is pumped out for use and as sea levels rise. In response, seawater intrusion barriers wells have been placed along the southern portion of the Santa Monica Bay from El Segundo down to the Palos Verdes Hills (the West Coast Basin Barrier Project), and along the lower portion of the Dominguez Channel (the Dominguez Gap Barrier Project).⁷

Other water management strategies used in this area to maintain the groundwater reservoir have been through replenishment with an increase in both imported and reclaimed water. The soils above the West Coast Groundwater Basin are not very permeable, and the area is heavily covered with impermeable surfaces. Most of the replenishment occurs through injection wells by the Water Master of the adjudicated basin, the Water Replenishment District, or from underground flow from the Central Coast Groundwater Basin to the north.⁸ And most aquifers in the region are confined aquifers,⁹ posing a challenge to increasing water supply via natural infiltration regionally. Groundwater quality in this area is generally good, with a few slightly elevated concentrations of boron, uranium, sulfate, total dissolved solids, chloride, iron, manganese, and perchlorate.¹⁰

Structural Characteristics

Land use is variable throughout the SSMB Watershed Area, though the majority is considered built area.¹¹ There is a high degree of residential land use throughout the Watershed Area, as well as land use associated with schools, government buildings, and office and retail space.

⁶ United States Geological Survey and Water Replenishment District of Southern California. Water-Resources Investigations Report 03-4065: Geohydrology, Geochemistry, and Ground-Water Simulation-Optimization of the Central and West Coast Basins, Los Angeles County, California. 2003. Available at: <https://pubs.usgs.gov/wri/wrir034065/wrir034065.pdf>

⁷ United States Geological Survey and Water Replenishment District of Southern California. Water-Resources Investigations Report 03-4065: Geohydrology, Geochemistry, and Ground-Water Simulation-Optimization of the Central and West Coast Basins, Los Angeles County, California. 2003. Available at: <https://pubs.usgs.gov/wri/wrir034065/wrir034065.pdf>

⁸ West Coast Basin Watermaster Report 2019. Available at: https://www.wrd.org/sites/pr/files/2019_wcb_watermaster_report_final.pdf

⁹ WRD Technical Bulletin Volume 1, Fall 2004. Available at: <https://www.wrd.org/sites/pr/files/TB1%20-%20An%20Introduction%20to%20the%20Hydrogeology%20of%20the%20Central%20and%20West%20Coast%20Basins.pdf>

¹⁰ United States Department of the Interior, United States Geological Survey, and California State Water Resources Control Board. Scientific Investigations Report 2012-5048: Status of Groundwater Quality in the Coastal Los Angeles Basin, 2006: California GAMA Priority Basin Project. 2012. Available at: <https://pubs.usgs.gov/sir/2012/5048/pdf/sir20125048.pdf>

¹¹ Esri 10-Meter Land Cover. 2020. Available at: <https://www.arcgis.com/apps/mapviewer/index.html?layers=d6642f8a4f6d4685a24ae2dc0c73d4ac>

The Palos Verdes Hills area does include significant recreational open space, and is in fact considered to have a very low to moderate need for park space according to the LA County Park Needs Assessment.¹² However, the rest of the SSMB Watershed Area, particularly within the inland areas (in and around the Cities of Hawthorne, Torrance and Carson) lack natural areas, parks, and open space. The majority of this area is identified as high or very high need under the Park Needs Assessment. Land use in these areas also include significant industry and utility land use, as well as Caltrans right of way.

Social Characteristics

The SSMB Watershed Area has very diverse social characteristics, representative of both wealth and poverty, as well as ethnic diversity and ethnic homogeneity. The watershed represents disparity across incomes and lived experience. The coastal communities tend to represent more affluent residents according to median household incomes. Racially, these communities are majority white, and according to CalEnviroScreen experience less environmental and health burdens. Moving inland, the population has a lower median household income, indicating more poverty, and has a more ethnically diverse population. Moving from the south, through central, and to the northeast of the watershed, more of the population experiences increased environmental and health burdens, as defined by CalEnviroScreen, correlating with the land use described earlier in the same area (industrial, lack of park space, etc.). The data below illustrates the diversity and challenges present in the watershed.

- Roughly 4,560 people who are unhoused live in the Watershed Area ([Data \(lahsa.org\)](#), Service Planning Area 8)
- Roughly a fourth of the SSMB Watershed Area includes DAC communities, represented in the central and northeast areas in the watershed (Figure 2).¹³

¹² Los Angeles Countywide Comprehensive Parks & Recreation Needs Assessment. Los Angeles County Department of Parks & Recreation. 2016. Available at:

<https://tpc.maps.arcgis.com/apps/MapJournal/index.html?appid=6f8962df9e9446babb35f28fa8d1c23a>

¹³ Safe Clean Water Program Spatial Data Library. Available at:

<https://www.arcgis.com/apps/mapviewer/index.html?webmap=6779b6cda2ee44fbaee3357b48cd7aa6&extent=-120.5999,33.2115,-116.0845,35.2258#>

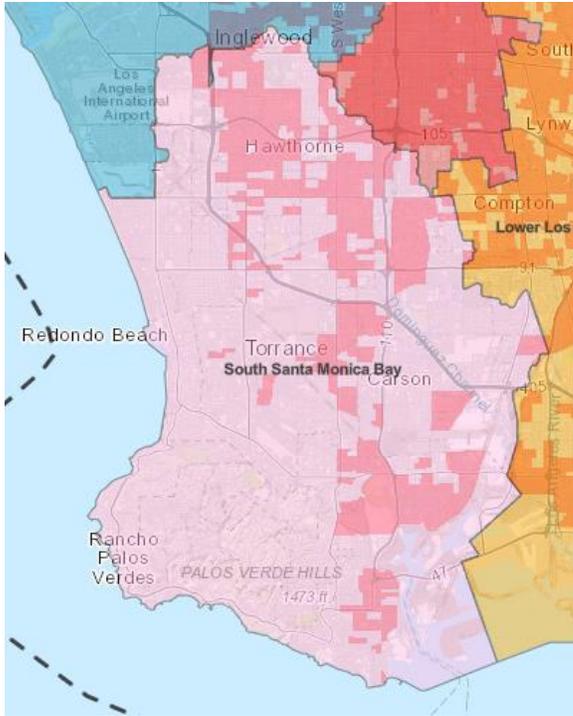


Figure 2: A visual representation of DAC communities in the SSMB Watershed Area, characterized by the dark pink areas in this map from the Safe, Clean Water Spatial Data Library.

- CalEnviroScreen scores get consistently worse from SW to NE, with significant overlap between poorer scores and DAC designation. There are also higher percentages of younger residents and higher rates for reported cases of diabetes in these more impacted areas (Figure 3).¹⁴

¹⁴ Safe Clean Water Program Spatial Data Library, CalEnviroScreen 3.0. Available at: <https://www.arcgis.com/apps/mapviewer/index.html?webmap=6779b6cda2ee44fbaee3357b48cd7aa6&extent=-120.5999,33.2115,-116.0845,35.2258#>

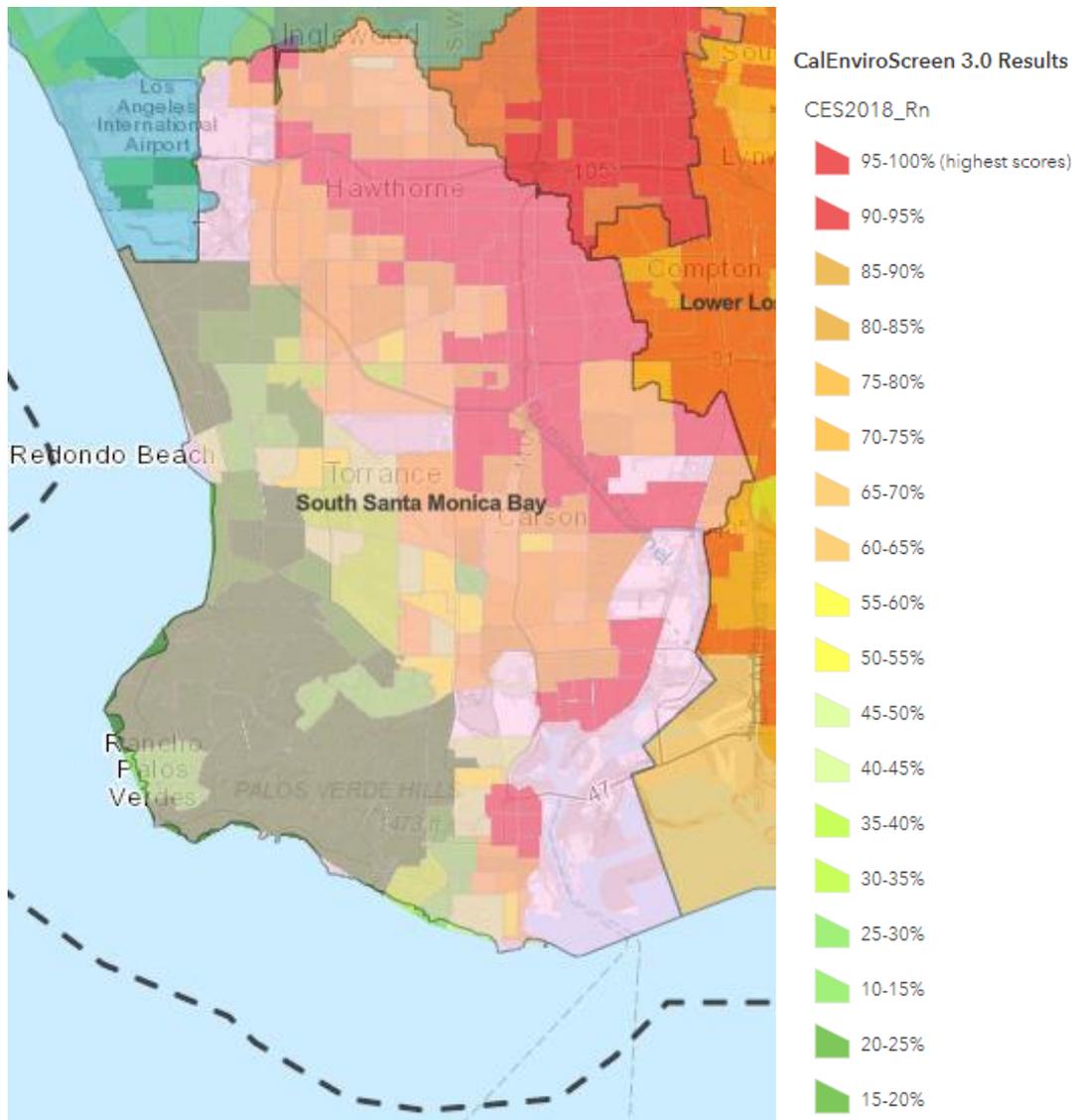


Figure 3: A visual representation of CalEnviroScreen SSMB Watershed Area, showing the varying degrees of environmental burdens and public health concerns within many of the communities in the watershed. As demonstrated by the legend to the left, the communities with the highest environmental and health burdens are shown in red, with the least burdened communities in green (the darker the green, the healthier the environment is for residents). Map sourced from the Safe, Clean Water Program Spatial Data Library.

- Demographic data ranges widely within the SSMB Watershed Area, with some visible disparities.¹⁵ Overall, coastal areas have populations that are more white, have higher median household incomes, and lower poverty rates. In inland communities, there is a higher range of other races/ethnicities represented, including Black, Asian, and Hispanic/Latino populations.

¹⁵ U.S. Census. Note, “the Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty.” Available at <https://www.census.gov/quickfacts/fact/table/US/PST045219>

Many of these inland communities have higher poverty rates and lower median household incomes. Excluding cities that are split between watersheds (including County unincorporated, Compton, El Segundo, Inglewood, and the City of L.A.), the following demographic data shows a snapshot of the ranges across the Watershed Area:

- Hawthorne has the highest poverty rate at 15.4%, compared to the lowest rate in Manhattan Beach at 3.2%
- Palos Verdes Estates has the highest median household income at \$194,543, as compared to the lowest in Hawthorne at \$54,215 (all in 2019 dollars, between 2015-2019)
- For race/ethnicity, the highest percentages by city are as follows:
 - 84.6% of Hermosa residents are white
 - 24.9% of Hawthorne residents are Black (although part of Inglewood is in this watershed and 40.9% of its residents are Black)
 - 36% of Torrance residents are Asian
 - 61.5% of Lawndale residents are Hispanic/Latino

Safe, Clean Water Program Context

The SSMB Watershed Area is allocated 12.50% of Annual Regional Program Funds, which in the 2020-21 fiscal year was \$17.58 million, to fund regional projects through annual Stormwater Investment Plans that achieve the three overarching goals of the Safe, Clean Water Program: improving water quality, increasing water supply, and investing in local community benefits.

There are significant challenges in the SSMB Watershed Area that must be addressed during the ongoing implementation of the Safe, Clean Water Program, including the high percentage of space designated as built area, and specifically areas designated for industrial land use. However, this challenge also creates opportunities for new project proponents, partnerships, and collaboration moving forward. This may include schools looking to comply with Phase II MS4 Permit requirements, public-private partnerships between municipalities and industry, and collaborations between private landowners or municipalities and Caltrans wherever such land uses intersect.

Additional challenges must also be considered, including infiltration restrictions in the Palos Verdes Hills area to make the best use of our local water while also avoiding the potential to induce landslides in this area. The Program can instead support projects that increase groundwater recharge into the West Coast Groundwater Basin or increase water supply with recycled water in other areas within the SSMB Watershed Area using captured stormwater. This would simultaneously reduce our reliance on imported water to become more water self-sufficient. Increased water supply could be enhanced by bringing water agencies into the planning and implementation of infrastructure projects (e.g., West Basin, WRD, LA Sanitation). Regional collaboration will be necessary to achieve and maintain good groundwater quality to ensure that the stormwater that is captured, cleaned, and infiltrated can reliably and safely contribute to municipal water supply for future beneficial use.

There are also significant opportunities to invest in SSMB communities, particularly in areas designated as disadvantaged communities under the Safe, Clean Water Program, to provide park space where it is

needed most, improve scores for the CalEnviroScreen and Heat Island indexes, and improve the quality of our surface waters. All of these actions together will help to improve the public health and climate resiliency of our communities.



Interested Party Mapping

Heal the Bay is currently building and will continue to build upon a list of interested parties in the South Santa Monica Bay throughout the year. The various categories of our interested parties list are outlined in Strategy 1 within the template found in our Strategy section, starting on page 14. The interested party categories identified in the SSMB are as follows:

- NGOs/CBOs
- Coalition partners
- WASC Members, including other Municipal and County SCWP contacts
 - Water Districts
- County and Municipal Parks & Recreation
- Indigenous Leaders and Tribal Governments
- City and Neighborhood Council District contacts
- Colleges and School Districts (Schools, School Leadership, PTA)
- Libraries
- Faith-Based Institutions
- Community Champions
- South Bay Integrated Watershed Management Plan sub-committee
- Watershed Management Programs/committees
- South Bay Council of Governments
- Chambers of Commerce
- Non-Traditional Partners



The key to party mapping: We are building an all inclusive list and are striving to be the connective tissue between the interested parties and the work of the Safe, Clean Water Program. We recognize that building authentic relationships takes time, and that in this first year we may have to be selective as to where we have capacity to build these genuine relationships within the exhaustive list we are building.



Vision for Success & Evaluation Criteria

Our vision for success is a Plan that ensures all approved projects are aligned with local priorities and needs, have equitable access and opportunity (from a municipal and community perspective), and ultimately meet all four missions of the Safe, Clean Water Program.

Those four identified missions are:

CAPTURE IT

Increase our yearly collection of rainwater to supply water for millions of people in L.A. County.

CLEAN IT

Reduce the volume of trash before it reaches our beaches and coastal waters.

MAKE IT SAFE

Help eliminate the toxins, fertilizers, bacteria, plastics, metals from our cars, and chemicals that flow into the ocean.

MAKE IT FOR EVERYONE

Protect creeks and streams, build parks, liven up concrete landscapes, and create green space for our communities.¹⁶

Although natural infiltration can be challenging in the SSMB Watershed Area, there are areas where it should be explored. There are still opportunities to capture stormwater and clean it up so that it can be used in purple pipe systems or as potential source-water for some of the pre-existing groundwater infiltration wells. And these projects can help make the water safe by reducing flood risk and utilizing tactics in infrastructure projects to improve water quality for healthier waterways and ocean. Using L.A. County's Park Needs Assessment as a guide, there are also plenty of opportunities for collaboration to liven up concrete landscapes and create green spaces.

We interviewed most SSMB Watershed Area Steering Committee (WASC) members to help us inform the development of this Plan. To expand on the last mission, there was a common theme and desire among WASC members to see more community driven projects. We want to ensure that any entity who wants to submit a project can and will have a fair shot, using the Watershed Coordinator as a resource, particularly when these entities are made aware of the program elements such as the Technical Resources Program (TRP). This will help achieve equitable access.

¹⁶ The Vision, Mission, and Goals as defined by the Safe, Clean Water Program on its website: <https://safecleanwaterla.org/about/vision-mission-goals/>

The Plan uses evaluation criteria that we feel best exemplifies success within each category. We ensured that the criteria used were measurable and realistic metrics. The extensive scope of the tactics will be assessed annually, and we have designed it as such so that the evaluation metrics can inform how best to design next year's Plan. This builds a two way street where strategy tactics inform metrics, and vice versa.



Strategies

This section reviews the five different strategies as identified by Stantec, with the tactics and descriptions that we intend to use to achieve each strategy. Evaluation metrics are also included to measure our effectiveness.

Overall Strategy Objectives

Strategies achieve one of the three objectives (ordered by priority and budget allocation):

1. **Connect** with the greater community
2. **Engage** to better understand community needs
3. **Educate** about the Safe Clean Water Program (SCWP) elements and projects

SOEP Template Note on Evaluation

The evaluation metrics will demonstrate progress towards accomplishing our vision through these five strategies. We included very specific criteria when measurement is possible, and more general criteria when the measurement is more qualitative.

There are several overlapping ideas and goals within each strategy section. Note that although something like “Tabling” may be mentioned several times where relevant, there will only be one metric of “number of events attended” that is reported back to the WASC.

Different metrics are used for different interested party groups based on what is most reflective of progress and/or feasible.

1. ENGAGE STAKEHOLDERS, MUNICIPALITIES, COMMUNITY GROUPS			
TACTIC FOCUS: STAKEHOLDER ENGAGEMENT			
TACTIC TYPE	TACTICS	DESCRIPTION	EVALUATION METRIC

Power Mapping- Database of interested parties list and relationship building with:	NGOs & CBOs in watershed area	Identify and connect with a staff liaison. Share project goals and discuss outreach and engagement priorities, particularly with underrepresented communities. Communications will be conducted through various forms.	# of groups/partners
	Coalitions in watershed area	Identify and connect with a staff liaison. Share project goals and discuss outreach and engagement priorities, particularly with underrepresented communities. Communications will be conducted through various forms.	# of groups/partners
	Municipality and County SCWP contacts	Conduct interviews with WASC members about the watershed area, projects, outreach, vision, roles, and opportunities available.	# of interviews
	Municipal and LA County Parks & Rec in watershed area	Identify and connect with a staff liaison. Share project goals and discuss outreach and engagement priorities, particularly with underrepresented communities. Communications will be conducted with various forms.	# of contacts
	Indigenous Leaders and Tribal Governments	Identify and connect with a tribal liaison. Share project goals and discuss outreach and engagement priorities, particularly with their communities. Communications will be conducted with various forms, including monthly standing meetings.	# of Indigenous contacts and meetings held

	<p align="center">City and Neighborhood Council District Contacts</p>	<p>Strategically identify and connect with council members (within reason and capacity). Share project goals and discuss outreach and engagement priorities, Identify common goals and opportunities. Communications will be conducted with various forms.</p>	<p align="center"># of engaged contacts</p>
	<p align="center">School Districts in watershed area; School leadership and PTAs</p>	<p>Reach out to these groups to build relationships and gauge interest of parties that might want to be involved further or at least help spread word of events and educational efforts.</p>	<p align="center"># of districts and sub-groups engaged</p>
	<p align="center">Libraries</p>	<p>Build relationships with local libraries in the watershed area to see if they are willing to provide SCWP materials and potentially host events.</p>	<p align="center"># of libraries contacted, # of libraries engaged</p>
	<p align="center">Faith-Based Institutions in watershed area</p>	<p>Reach out to these groups to build relationships and gauge interest of parties that might want to be involved further or at least help spread word of events and educational efforts with a concentrated focus in underrepresented communities.</p>	<p align="center"># of faith groups contacted</p>
	<p align="center">Community Champions</p>	<p>Identify and build genuine relationships with community leaders that will help represent and elevate the voices in their area and bring community ideas to the WASC.</p>	<p align="center"># of champions</p>

	<p>South Bay Integrated Regional Water Management (IRWM)</p>	<p>Engage with and attend South Bay IRWM meetings when possible to help provide input, feedback, and stay educated.</p>	<p># meetings attended</p>
	<p>Watershed Management Plans/Programs (WMPs)</p>	<p>Engage with and identify all WMPs in the area and build relationships with each group to stay abreast of what projects may be on the docket and help bridge gaps so that potential project proponents are meeting with all potential partners.</p>	<p># of WMPs engaged</p>
	<p>South Bay Council of Governments (COG)</p>	<p>Engage with and identify and connect with a staff liaison. Share SCWP goals and discuss outreach and engagement priorities. Communications will be conducted with various forms.</p>	<p># of meetings attended</p>
	<p>Chambers of Commerce</p>	<p>Strategically identify and connect with Chambers (within reason and capacity). Share project goals and discuss outreach and engagement priorities, Identify common goals and opportunities. Communications will be conducted with various forms.</p>	<p># of engaged chambers</p>
	<p>Non-traditional (N-T) partners</p>	<p>Identify non-traditional partners and foster interest in the SCWP with them.</p>	<p># of N-T groups reached out to</p>

	Communities who experience linguistic isolation	Identify these underrepresented communities to help inform and create translated, accessible communication materials.	
	Organize Database	Use Inspire Planner Platform in Salesforce for all elements of SOEP, but particularly to track collaborations, engagements, stakeholders, leveraged funding, etc.	
Communication Tactics	Community Fairs and Festivals	Utilize Heal the Bay’s staff and Street Fleet program volunteers to educate and engage by tabling at strategically identified community fairs and festivals in the SSMB watershed area.	# of events attended
	Existing Heal the Bay & Partner Programming	Utilize Heal the Bay’s existing programming to reach SSMB constituents, including volunteer orientation, Speakers Bureau presentations, beach cleanups (Nothin’ But Sand monthly cleanups and annual Coastal Cleanup Day), and Youth Summits. Partner programming includes one-on-one meetings, group meetings, in person/virtual meetings, door to door outreach, online input, phone banking and text banking outreach (as listed below in section 2).	# of people reached OR # of events
	Strategically leveraging our collective social media platforms	Using collective social media handles to broadcast events, opportunities, and education for public awareness and involvement.	# of views and engagements

Communication Materials	Informational One Pager	Create a one page flyer that describes generic program elements and how to get involved. Ensure that it is culturally relevant and multilingual.	# of flyers distributed and/or #QR codes scanned
	Social Media/Communication Toolkit	Fact sheets and social posts created that can be shared by NGO/CBO partners, and any other constituents that want to share with their networks. Ensure that it is culturally relevant and multilingual.	
	Develop Survey	Create a digital survey to solicit community input, particularly in underserved areas. Ensure that it is culturally relevant and multilingual.	# of survey responses
	Presentation Materials - additional slides added + new presentation	See Educational Presentations in section 2.	

2. SOLICIT INPUT, CONNECT TO TECHNICAL ASSISTANCE OPPORTUNITIES

TACTIC FOCUS: PROJECT CONCEPT IDENTIFICATION + FUNDING RESOURCE RESEARCH (i.e., aligning community needs with projects)

TACTIC TYPE	TACTICS	DESCRIPTION	EVALUATION METRIC
Input Solicitation and Community Engagement	Tabling	Identify community-wide events/resource fairs where HtB/FLTS/SJLI staff and volunteers can table to promote the project and increase understanding of and awareness about the SCWP - including building a community of advocates that can help spread the word. Solicit input on projects and connect people to TRP, workforce development, low-income, and senior assistance programs. Also table at Heal the Bay Nothin' But Sand cleanups and Coastal Cleanup Day (where possible) within the watershed.	# of tabling events, # of QR codes scanned
	Door To Door Outreach	Educate and motivate homeowners and renters within the SSMB watershed area on program offerings. Reach local residents at their homes by encouraging participation in SCWP activities and program elements. Staff will use flyers and surveys to collect feedback.	# of doors knocked on, perimeter/area covered, #people enlisted, # flyers distributed
	Online Input	Conduct digital engagement with PowerPoint presentations, “hands-on” activities, discussion sessions, and Q&As. Offer virtual office hours and a digital survey. Provide a landing page on Heal the Bay’s website with more information about the SCWP and ways to engage.	# of reactions, surveys, audience, impressions, comments, site visits, clicks, account/project mentions, sharing, and # of engagement(s) conducted.

	Phone Banking Outreach	Educate and motivate homeowners and renters within the SSMB watershed area on program offerings. Reach local residents via phone by encouraging participation in SCWP activities. Staff will use surveys to collect feedback.	# of community members reached, area covered, people enlisted
	Text Banking Outreach	Inform homeowners and renters within the SSMB watershed area on SCWP offerings. Reach local residents via text by encouraging participation in activities. Staff will use surveys and digital flyers to collect feedback.	# of community members reached, area covered, people enlisted, digital flyers texted, survey links clicked
	Educational Presentations	Through Heal the Bay's Speakers Bureau program, ensure that SCWP slides are incorporated in our Ocean Pollution and Know the Flow presentations, and co-create a brand new presentation offering that is all about the SCWP, including program elements and opportunities.	# of presentations given
Funding Research	Attend Webinars, Sign up for Listservs, Independent Research	Share out funding opportunities when applicable at WASC meetings and include in quarterly reports.	# of funding opps shared
Project Concept Identification and Realization	Participate in Technical Resources Program (TRP)	Assist in TRP as necessary, bring other voices in the room (connect the dots as match maker), and encourage other entities to apply.	# of meetings attended

3. ENSURE DIVERSE PERSPECTIVES ARE SHARED WITH THE DISTRICT AND WASC

TACTIC FOCUS: DOCUMENTATION OF EQUITABLE COMMUNITY NEEDS + PERSPECTIVES

TACTIC TYPE	TACTIC	DESCRIPTION	EVALUATION METRIC
Public Awareness	Social Media Campaign	Launch a culturally relevant social media campaign targeting local communities within the SSMB to improve knowledge and attitudes about the area and the SCWP. Solicit input and ensure diverse perspectives being shared with the WASC through community champions and the Watershed Coordinator. Empower local residents to share information among their networks.	# of reactions, surveys, audience, impressions, comments, site visits, clicks, account/project mentions, sharing, and # of engagements conducted
	Community Education	Conduct pop-up engagement/sidewalk engagement(s) to educate the general public, garner support, and improve knowledge and awareness of the South Santa Monica Bay watershed.	# community members engaged

		<p>Motivate and enable Angelenos to take action and to participate in these spaces, like WASC meetings. Build public confidence and help to ensure Angelenos are informed of program findings and processes.</p>	
		<p>Raise the visibility and understanding of the Safe Clean Water Program and why it matters to Angelenos at a household level.</p>	
		<p>Aforementioned surveys as well as educational efforts throughout the watershed area will capture and inform diverse perspectives.</p>	<p>Metrics captured elsewhere</p>
<p>Community Participation</p>	<p>Identify Barriers for Equitable Access to Public Participation and Ensure Community Voices are Heard</p>	<p>Identify community champions that are available to give public comment and speak directly to the WASC. As there are barriers to access (in the middle of the day, no translation services, etc.), the Watershed Coordinator will distill the main input received from community engagement efforts and bring it to the WASC meetings. This could be in the form of direct quotes, video testimony, etc. The WC may recommend the County offer technical assistance for remote participation or identify hours outside of the workday for WASC members to meet with community representatives.</p>	<p># of champions heard, # of communities WC specifically reports back from</p>

4. IDENTIFY AND ENSURE THE INVOLVEMENT OF MEMBERS OF DISADVANTAGED AND UNDERREPRESENTED COMMUNITIES

TACTIC FOCUS : SOLICITATION OF COMMUNITY PERSPECTIVES (i.e., people not covered in stakeholder tactic)

TACTIC TYPE	TACTICS	DESCRIPTION	EVALUATION METRIC
<p>Public Awareness + Potential Project Solicitation</p>	<p>On-the-Ground Grassroots Efforts</p>	<p>Improve engagement with “difficult-to-reach” audiences by engaging with them in their respective environments. Create spaces for collaboration and relationship-building with activities such as coffee chats, walking meetings, group events, site tours. Present educational activities to community gardens: Queen Park Learning Garden, Lennox Community Garden, San Pedro Community Garden, & Harbor City Community Garden.</p>	<p># community members engaged</p>
	<p>Collaborations</p>	<p>Sharing of outreach resources to enable replication and dissemination of information to be streamlined by residents to residents. Collaborate on community engagement opportunities.</p>	<p># community members engaged</p>

	Youth Based Education & Outreach	Outreach will be conducted to local school districts (including Lennox Unified, Inglewood Unified, San Pedro Unified, LAUSD, for example) to present to student clubs (including Club Heal the Bay), PTA Groups, and existing meetings/activities. Staff will identify teachers to share education material that can be incorporated into school curriculum and/or student learning outcomes. Staff will empower students and encourage faculty to participate in the steering committee meetings.	# community members reached
Information Sharing	Share Findings at WASC Meetings	Ensure that information gathered from the tactics above are shared at WASC meetings so that underrepresented community voices are heard by committee members and the public.	
5. ENSURE EDUCATIONAL PROGRAMMING ABOUT WATERSHED MANAGEMENT, ECOLOGICAL AND COMMUNITY ISSUES			
TACTIC FOCUS: PUBLIC AWARENESS + EDUCATION (contractually defined as 4 outreach and 2 watershed wide education outreach events)			
TACTIC TYPE	TACTICS	DESCRIPTION	EVALUATION METRIC

Education	Community Awareness Events	<p>Events will be an Intro to SCWP & SSMB Watershed/Watershed 101</p> <p>Host at least four educational events about the SCWP specifically.</p>	# of presentations, # of attendees
	Outreach Materials	Use colloquial and accessible language to target local residents. Staff will share outreach materials with local politicians and organizations to share with constituents/residents.	
	Host Virtual Educational Programming	Host two watershed-wide events, via an online platform, that include translation services and Facebook Live streaming to increase participation from local residents and expand programming reach to more interested parties. Share educational material for distribution with co-hosting organizations.	# of attendees
	Community-Led Ecological Activity	Work with existing networks to identify an ecological subject for which staff can co-create an activity with the community. The idea of this is for staff to gain understanding of the broader educational needs of the community and to create two-way effective engagement.	# community members engaged
	Bioblitz and Snapshot Cal Coast	Partner with the Natural History Museum and California Academy of Sciences to discover, record, and share observations of local nature.	# of attendees

	Heal the Bay's Aquarium + potential partners (Roundhouse, Cabrillo)	Host a public forum (in person or virtual) to discuss ecology and climate resiliency in relation to the SCWP.	# of attendees
	Leverage education & outreach work from LA's Water for LA Program	Include hyperlinks to the website and share by word of mouth where appropriate.	
Reporting Back	Quarterly Reports and WASC Meetings	Ensure that community priorities and needs are being shared back by Watershed Coordinator to WASC members and taken into consideration as they decide on project funding.	



Collaborative Efforts

There will be multiple collaborative efforts ongoing throughout the year to help ensure a successful implementation of the Strategic Outreach & Engagement Plan. Heal the Bay will conduct at least monthly check-ins with our partners From Lot to Spot and Social Justice Learning institute to assess progress using our metrics. Forest Curtis is our Watershed Program Manager and will be responsible for administrative work to coordinate our partner meetings and track our progress through the Inspire Planner add-on in Salesforce.

Mikaela Randolph (Heal the Bay), who is the Central Santa Monica Bay Coordinator, has bi-weekly meetings calendared with Nancy Shrodes and they communicate frequently. This will be very helpful coordinating outreach and engagement to our northern boundary in the SSMB.

Mikaela collaborates closely with Michelle Struthers from SGA as they share Watershed Coordinator responsibilities for the CSMB. Tara Dales (SGA) is the Watershed Coordinator for the Lower LA River Watershed, which borders the SSMB to the east. This allows for great coordination between the two organizations, Heal the Bay and SGA. We have also been in nearly monthly communication with the Watershed Coordinators for the Upper LA River Watershed, which is the last boundary shared. This Watershed Area has multiple coordinators, like Central does, so we anticipate for collaboration and sharing effective practices to continue. And all parties will be attending the monthly Watershed Coordinator meetings in addition to the aforementioned meetings.

Annelisa Moe, Heal the Bay's Water Quality Scientist, will be tracking the WHAM Committee (Measure W, Measure H, Measure A, and Measure M) and will work with local Public Agencies to help identify other funding opportunities. Collaboratively, Annelisa and Nancy will engage with the WMPs, OurCounty Plan implementation, and the Disadvantaged Community Involvement Program (DACIP). This is a regional collaboration effort, and we plan to gather additional expertise from Tree People, as leads on the DACIP, during our Coordinator monthly meetings. Nancy and partners will maintain existing and develop new relationships with the many municipalities to connect the work to the Municipal Program of the Safe, Clean Water Program.

