

UPPER SAN GABRIEL RIVER WATERSHED

STRATEGIC OUTREACH & ENGAGEMENT PLAN

PREPARED BY: DAY ONE

ALFREDO CAMACHO, LAUREL HUNT AND CHRISTY ZAMANI





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AGENDA



INTRODUCTION

OUR MISSION

Day One, Inc., is a youth-focused, community-based public health non-profit with a 30-year history of providing effective, culturally competent public health education, intervention, evidence-based policy and environmental prevention strategies to communities in the San Gabriel Valley.

Since 1987, Day One has educated communities & decision-makers in the San Gabriel Valley about evidence-based public health policies whose subsequent adoption has created healthier, safer communities for all. Our mission is to build vibrant, healthy cities by advancing public health, empowering youth, and igniting change. Day One's vision is a healthy, connected, vibrant world.

OUR TEAM

ALFREDO CAMACHO



WATERSHED COORDINATOR

COMMUNITY ENGAGEMENT
STRATEGIC PLANNING
PUBLIC HEALTH

LAUREL HUNT



WATERSHED ASSOCIATE

TECHNICAL SUPPORT
RESEARCH
POLICY

CHRISTY ZAMANI



EXECUTIVE DIRECTOR

LEVERAGE FUNDING
ADMINISTRATION
PARTNERSHIPS

OUR ROLE

The role of the Watershed Coordinator is to educate & build capacity in communities and to facilitate community and stakeholder engagement with the Safe, Clean Water Program.





THE PLAN

OVERVIEW

This Strategic Outreach and Engagement Plan will be used to guide community and stakeholder engagement, coordinate funding opportunities across the watershed area, help develop project concepts, to identify and educate interested parties, develop relationships with residents and businesses, and ultimately create more involvement in the Safe Clean Water Program.

In preparation for the development of this Strategic Outreach & Engagement Plan, Day One staff met with or contacted members of the WASC.

PURPOSE

The initial task for each Watershed Coordinator is to develop a Strategic Outreach and Engagement Plan (SOEP) for approval by the Watershed Area Steering Committee (WASC) in their Watershed Area.

PURPOSE

The purpose of the Strategic Outreach & Engagement Plan is:

- To inform the understanding of the key hydrologic and social characteristics of the Watershed Area;
- To clarify the scope of the Watershed Coordinator role; and
- To outline the Watershed Coordinator's vision, outreach strategies and accompanying evaluation metrics of this outreach.

PURPOSE



THINGS TO KEEP IN MIND

- **This is a living document, will be updated annually.**
- **This Strategic Outreach & Engagement Plan outlines the work for 1 year, is meant to be foundational .**
- **Other accountability measures exist to measure success/impact. (eg: Monthly Updates, Monthly Report, Quarterly Report**

THE PLAN

- 1** WATERSHED AREA DESCRIPTION
- 2** INTERESTED PARTY MAPPING
- 3** VISION FOR SUCCESS & EVALUATION CRITERIA
- 4** OUTREACH & ENGAGEMENT STRATEGIES
- 5** COLLABORATIVE EFFORTS

VISION FOR SUCCESS

OUR VISION FOR SUCCESS ENSURES THAT ALL PROJECTS:

- Reflect the needs & priorities of local communities;
- Are developed using collaborative decision-making processes
- Meet the regional water supply & water quality needs
- Reflect the goals of the Safe Clean Water Program



OUTREACH & ENGAGEMENT STRATEGIES

OUR TASKS

Task 1

Facilitate Community Engagement in the SCWP

Task 2

Identify and Develop Project Concepts

Task 3

Work with Technical Assistance Teams

Task 4

Identification/Representation of Community Priorities

Task 5

Integrate Priorities Through Partnerships & Networks

Task 6

Cost Share Partners

Task 7

Leverage Funding

Task 8

Local Stakeholder Education

Task 9

Watershed Coordinator Collaboration

FOCUS AREAS

In an effort to assist and guide our success in completing the Work Plan tasks, we have organized our Outreach & Engagement Strategies into 5 Focus Areas.

1

Engage stakeholders, municipalities and community groups.

2

Solicit input and connect to technical assistance (TA) opportunities.

3

Ensure diverse perspectives are shared with the District and WASC.

4

Identify and ensure the involvement of members of disadvantaged & underrepresented communities.

5

Identify educational programming about watershed management, ecological & community issues.

FOCUS AREA

1

Engage stakeholders, municipalities and community groups.

DELIVERABLE

Increase visibility and knowledge across the Watershed Area about the Safe Clean Water Program.

Task 1

Facilitate Community Engagement in the SCWP

Task 5

Integrate Priorities Through Partnerships & Networks

Task 4

Identification/Representation of Community Priorities

Task 8

Local Stakeholder Education

Engage stakeholders, municipalities and community groups.

STRATEGY

IMPACT

EVALUATION

Develop detailed Interested Party Matrix with Current Contact Information	To guide and document engagement and follow-up activities.	<p>Complete - January 2022</p> <ul style="list-style-type: none"> • # of contacts • # of engagements
Attend Community Meetings, and Events in the USGR Watershed Area	To conduct outreach about the Safe Clean Water Program	<p>Attend 12 Events / Year</p> <ul style="list-style-type: none"> • # of events • # of engagements
Engage with Interested Parties by Hosting Regular Meetings	To inform them about the SCWP, build relationships, increase collaboration	<p>Host 30 Meetings</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary
Conduct Presentations About the SCWP in the USGR Watershed Area	To increase public participation & knowledge, build connections, engage partners	<p>Conduct 15 Presentations</p> <ul style="list-style-type: none"> • # of presentations • Pre & Post Survey

FOCUS AREA

2

Solicit input and connect to technical assistance (TA) opportunities.

DELIVERABLE

Increase input in projects and connect potential project applicants to Technical Assistance.

Task 2

Identify and Develop Project Concepts

Task 6

Cost Share Partners

Task 3

Work with Technical Assistance Teams

Task 7

Leverage Funding

Solicit input and connect to technical assistance (TA) opportunities.

STRATEGY

IMPACT

EVALUATION

Develop Simplified Technical Assistance Presentation	With guidance from Stantec, to help inform applicants about the TA program.	<p>Complete - January 2022</p> <ul style="list-style-type: none"> • Approved Presentation
Develop Visual Infograph for Each Project	To be shared with Interested Parties and community members.	<p>1 Infograph Per Project</p> <ul style="list-style-type: none"> • # of flyers distributed
Maintain Regular Communication with Municipalities in the USGR	To help increase collaboration, input, discuss success & challenges.	<p>Meet 3 Times A Year</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary
Host Pop-Up Events with Printed and Digital Materials in the USGR Watershed Area	To increase public participation & input, solicit feedback, connect the public to the WASC.	<p>Host 10 Pop-Up Events</p> <ul style="list-style-type: none"> • # of engagements • # of input surveys

FOCUS AREA

3

Ensure diverse perspectives are shared with the District and WASC.

DELIVERABLE

Increase participation in the Safe Clean Water Program across all sectors in the Watershed Area.

Task 1

Facilitate Community Engagement in the SCWP

Task 5

Integrate Priorities Through Partnerships & Networks

Task 4

Identification/Representation of Community Priorities

Task 8

Local Stakeholder Education

3

Ensure diverse perspectives are shared with the District and WASC.

STRATEGY	IMPACT	EVALUATION
Engage with CBO's in the Watershed Area by Attending Meetings	To build relationships and increase participation in the WASC	<p>12 Meetings / Year</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary
Attend Service and Business Organization Meetings and Events	To educate about the SCWP and increase participation in the WASC	<p>12 Meetings / Year</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary
Develop Relationships with Local Colleges and Universities	To help increase participation of college students in the WASC	<p>12 Meetings / Year</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary
Host Meetings with PTA's and Parent Groups in the USGR Watershed Area	To increase public participation & input, solicit feedback, connect the public to the WASC.	<p>12 Meetings / Year</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary

FOCUS AREA

4 Identify and ensure the involvement of members of disadvantaged & underrepresented communities.

DELIVERABLE

Increase participation of disadvantaged & underrepresented communities in the Safe Clean Water Program.

Task 1

Facilitate Community Engagement in the SCWP

Task 5

Integrate Priorities Through Partnerships & Networks

Task 4

Identification/Representation of Community Priorities

Task 9

Watershed Coordinator Collaboration

4

Identify and ensure the involvement of members of disadvantaged & underrepresented communities.

STRATEGY	IMPACT	EVALUTION
<p>Conduct Low-Tech Approach Activities (canvassing, tabling, disseminating flyers)</p>	<p>To ensure that there are no technological barriers to input and involvement.</p>	<p>10 Activities / Year</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary
<p>Train Trusted Community Messengers/Liaisons</p>	<p>To help build trust from within, increase participation in the SCWP.</p>	<p>Train 10 Liaisons</p> <ul style="list-style-type: none"> • # of liaisons • # of engagements
<p>Use Incentives or Partner With Existing Community Resources</p>	<p>To help leverage existing programs and reach diverse populations.</p>	<p>50 Engagements / Year</p> <ul style="list-style-type: none"> • # of engagements
<p>Develop Materials Using Common Language and Translated in Various Languages</p>	<p>To eliminate barriers associated with terminology & language</p>	<p>6 Materials Developed/ Year</p> <ul style="list-style-type: none"> • # of materials disseminated

FOCUS AREA

5

Identify educational programming about watershed management, ecological & community issues.

DELIVERABLE

Increase understanding of educational needs in Watershed Area to help inform the Public Education, Local Workforce Job Training & School Education Programs.

5

Identify educational programming about watershed management, ecological & community issues.

STRATEGY	IMPACT	EVALUATION
Develop Watershed/Ecological Community Issues Survey	To help determine baseline for educational needs.	<p>Complete - January 2022</p> <ul style="list-style-type: none"> • # of surveys collected
Attend Existing Local & Regional Coalition, Workgroup and/or Task Force Meetings.	To learn about existing educational efforts and connect with the SCWP and the WASC.	<p>15 Meetings / Year</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary
Meet with Representatives at Community Colleges and/or Vocational Training Programs	To better understand the educational needs about watershed & ecology, and to build relationships.	<p>12 Meetings / Year</p> <ul style="list-style-type: none"> • # of meetings • Meeting Summary
Host Presentations at K-12 Schools in the USGR Watershed Area	To better understand educational needs about watershed & ecology, build relationships.	<p>12 Presentations / Year</p> <ul style="list-style-type: none"> • # of presentations • # of participants



**COLLABORATIVE
EFFORTS**

**OUR COUNTY
SUSTAINABILITY
PLAN**

**UPPER SAN
GABRIEL RIVER
WATERSHED
COORDINATOR**

**RIO HONDO
WATERSHED
COORDINATOR**

**LOWER SAN
GABRIEL RIVER
WATERSHED
COORDINATOR**

**WHAM
TASKFORCE**

**MS4
COMPLIANCE
GROUPS**



GROUP DISCUSSION

DISCUSSION QUESTIONS

- **The Plan**

- Does the vision align with the SCWP Vision?
- Are there any clarifying questions?
- What's Missing?

- **The Strategies**

- Are the strategies meeting the intended goal?
- Can the strategies be improved? How?

NEXT STEPS

- **ADDITIONAL FEEDBACK**

- August 26 - September 13

- **FINAL SOEP APPROVAL**

- USGR WASC Meeting

- September 23, 2021

CONTACT

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