

# Safe, Clean Water Program

## Lower Los Angeles River

### Watershed Area Steering Committee (WASC)

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#### **Meeting Minutes:**

Tuesday, July 27, 2021  
1:00pm - 3:00pm  
WebEx Meeting

#### **Attendees**

##### Committee Members Present:

Dan Sharp (District)	Melissa Bahmanpour (River in Action)
Alex Rojas (Central Basin)	Gina Nila (Commerce)
Lyndsey Bloxom* (Water Replenishment District)	Cecilia Salazar* (Long Beach)
Dylan Porter* (Port of Long Beach)	Laura Ochoa (Lynwood)
Joseph Gonzalez* (Rivers & Mountains Conservancy)	Sarah Ho* (Paramount)
Manny Gonez* (TreePeople)	Kelli Tunnicliff (Signal Hill)
Stephen Scott (Long Beach Parks & Recreation)	Gladis Deras (South Gate)

##### Committee Members Not Present:

Kristen Ruffell (LA County Sanitation Districts)  
Kedrin Hopkins (Conservation Corps of Long Beach)  
Dan Mueller (City of Downey)

\*Committee Member Alternate

See attached sign-in sheet for full list of attendees.

#### **1. Welcome and Introductions**

Gina Nila, Chair of the Lower Los Angeles River WASC, welcomed members and called the meeting to order.

Justin Jones (District) conducted the roll call and with a majority present, quorum was established. The District provided an overview of the WebEx functions and housekeeping items.

#### **2. Approval of Meeting Minutes from May 25, 2021**

Gina Nila asked the committee for a motion to approve the May 25, 2021 meeting minutes.

Dan Sharp motioned to approve the meeting minutes. Lyndsey Bloxom seconded the motion. The Committee voted to approve the meeting minutes from May 25th, 2021. (Approved, see Vote Tracker sheet).

#### **3. Committee Member and District Updates**

Justin Jones (District) provided the District updates, noting:

- Regional Oversight Committee (ROC) voted on June 29, 2021 to recommend all nine WASCs' Stormwater Investment Plans (SIPs) to advance to the Board of Supervisors for approval, which is scheduled for September 14, 2021.

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- Regional Program, the Call for Projects Round 3 deadline is July 31, 2021. The District hosted two informational sessions. Recordings and FAQs were posted online. Applicants must acknowledge that they attended one of the informational sessions or accessed the recording posted online. For fund recipients, the District indicated that as part of the requirements, quarterly reports and annual plans must be submitted through the online Reporting Module. Next quarterly reports are due on August 15, 2021.
- Technical Resources Program, the District indicated to have executed all twelve of the Watershed Coordinator (WC) contracts. The next steps are for the WCs to develop their Strategic Outreach and Engagement Plans which will ultimately be approved by this Committee. The District indicated that the LLAR WASC's WC would present their Strategic Outreach and Engagement Plan today, with the intent to receive comments and answer questions from the Committee and return next month with an improved plan for approval.
- Municipal Program, the District noted that each Municipality should have submitted their FY 21-22 annual plans to receive their annual payment. Annual plans were due on April 1, 2021, with an anticipated fund disbursement by next month.

#### 4. Watershed Coordinator Updates

Gina Nila introduced Tara Dales from S. Groner & Associates as the WC for LLAR and asked her if there were any updates other than what would be discussed under Item 7 (b).

Tara Dales proceeded to provide updates noting that she met with ten WASC members: Alex Rojas, Cindy Montañez, Melissa You, Kristen Ruffell, Melissa Bahmanpour, Gladis Deras, Adriana Figueroa, Lyndsey Bloxom, Stephen Scott, and Gina Nila. She indicated that they will submit with Craft Water Engineering regarding the gateway area pathfinding analysis project, which will be up for the board approval and discuss if there is potential alignment between the gap analysis that they are proposing to do and that of the WC. She also noted to have taken part in three Technical Resource Program meetings with the Willow Springs Wetland Restoration project and had provided community outreach comments on their plan for submission to Call for Projects Round 3. She also mentioned to have participated along with all the other WCs in a watershed collaboration workshop hosted by Stantec. These are twelve workshops that Stantec will be hosting to share learnings across all the Watersheds. Finally, she indicated that they have started reaching for potential community needs assessments in which she can assist with distributing and working on outreach to TreePeople regarding potential alignment with the water folks survey. Also her team is working on the owners of an urban farm in Carmelita's regarding potential alignment with Safe Clean Water.

#### 5. Ex Parte Communication Disclosures

None.

#### 6. Public Comment Period

None.

#### 7. Discussion Items

- a) Selection of Chair, Vice-Chair, or Co-Chairs

Gina Nila opened the floor for the Committee members to make a motion on how to proceed.

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Justin Jones informed the Committee that they could have discussions then vote on the Voting Items period. Therefore, with regards to discussion, they would not need to make a motion at this time.

Justin Jones noted that the current Vice-Chair, Melissa You, had expressed interest via email that she was interested in serving as Vice-Chair again.

#### b) Presentation of Watershed Coordinator Draft Strategic Outreach and Engagement Plan

Tara Dales discussed the Strategic Outreach & Engagement plan via a slide presentation.

Joseph Gonzalez commented that the San Gabriel & Lower Los Angeles Rivers & Mountains Conservancy (RMC) should have been engaged before finalizing the outreach plan draft to ensure that key stakeholders are addressed through these outreach programs. He also noted that Public Works or Flood Control District were not interviewed, which he believed that it was important to have someone from Dan Sharp's department comment on the plan.

Regarding the Grants Database, Joseph Gonzalez commented that at the county level, baseline grant information should be provided so that each WASC is not developing the same list repeatedly. He suggested that some coordination can occur at the accounting level.

Regarding Community Outreach and Events, Joseph Gonzalez commented that the Lower LA River Implementation Advisory Group was not mentioned as a regular event. He noted that this group is an ongoing stakeholder that should be engaged quarterly with regular updates. He also suggested that there should be a map highlighting the location of events to ensure an equal distribution along the corridor.

Joseph Gonzalez noted that in the Categories of Interested Parties, for "State" it only mentioned Caltrans. However, RMC also represents the area and highlighted other interested State entities. He also pointed out that in Appendix B, WCA is mischaracterized as a COG as they are an environmental organization. The Conservation COG was not included on the list which perform work in the region including in Compton. Moreover, the Gateway COG was not mentioned as a COG.

Regarding Toolkits and Other Resources, Joseph Gonzalez highlighted that Green Toolkits are another resource that helps potential applicants identify green infrastructure elements that they can include in their projects. He added that Metro has developed Greening in Place for this region, which can be found online. Furthermore, he offered to connect Tara Dales with the project managers at WCA, which have worked on a gateway plan for several years that also includes greening elements.

Lastly, Joseph Gonzalez asked Tara Dales when she would like to receive the comments on the draft plan.

Gina Nila asked if Tara Dales preferred that the Committee have the District coordinate the comments and suggestions and send them to her as District feedback, rather than feedback from each individual. Tara Dales responded that she is not sure if there are Brown Act regulations apply but she does not mind whatever approach is taken. Justin Jones commented that the Committee can respond to the email sent to them a week or two ago, and then have both the District and Tara Dales copied.

Tara Dales indicated that they had reached out twice to every Committee member and would like to follow up with Joseph Gonzalez directly. Joseph Gonzalez commented that perhaps they might have

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emailed his boss, but that he was the Alternate identified since May, therefore he should have received the direct request.

Tara Dales commented that the Interested Parties database is a rolling database and that more entities will be added. She commented that the idea of mapping out the events is great. She noted that all events have not been determined as many Cities are not scheduling events, so this may have to be an ongoing live map.

Gina Nila commented that it appears that there are no special events in the Upper LA River Reach 2 area and suggested that there should be more focus on some of the outreach events that can be attended.

Tara Dales drew attention to a few deadlines, noting: August 9, comments from WASC are due; August 16, submit revised plan for review as attachment to August meeting agenda; and August 24, WASC votes on adoption of plan at August meeting.

#### **8. Public Comment Period**

None.

#### **9. Voting Items**

a) Selection of Chair, Vice-Chair, or Co-Chairs

Gina Nila asked for any motions that the Committee would like considered for the election of Chair, Vice-Chair, Co-Chairs, or remaining status quo.

Gladis Deras asked Gina Nila if she would consider continuing to serve if she were nominated. Gina Nila responded that she would. Consequently, Gladis Deras motioned to nominate Gina Nila to continue serving as Chair. Manny Gonez seconded the motion.

Kelli Tunnicliff asked if the motion can be amended to include Melissa You as nominee for Vice-Chair.

Gladis Deras amended and motioned to have Gina Nila continue to serve as Chair and Melissa You continue to serve as Vice-Chair. Kelli Tunnicliff seconded the motion. The motion was approved. (See Vote Tracking Sheet)

#### **10. Items for Next Agenda**

Approve the Final Strategic Outreach and Engagement Plan.

Justin Jones added that Stantec may do a presentation on the WASC's roles and responsibilities.

Mike Antos asked if there will be some sense of projects coming in during the Call for Projects that closes on July 31, 2021. Justin Jones responded that yes, they will probably have some sense of what came in and it will depend on the level of effort to do the completeness check to get back to the WASC. Gina Nila asked Justin Jones if the reporting presented in numbers that reflect the number of projects in respective categories and those still going through the process.

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**11. Adjournment**

Gina Nila thanked the committee members for their time and participation and adjourned the meeting.

**LOWER LOS ANGELES RIVER WASC MEETING - JULY 27, 2021**

		Quorum Present				Voting Items	
Member Type	Organization	Member	Voting?	Alternate	Voting?	5/25 Meeting Minutes	Chair (Gina Nila and Vice Chair (Melissa You)
Agency	District	Dan Sharp	x	Ramy Gindi		y	y
Agency	Central Basin	Alex Rojas	x	Jeremy Melendez		y	y
Agency	Water Replenishment District	Diane Gatza		Lyndsey Bloxom	x	y	y
Agency	LA County Sanitation Districts	Kristen Ruffell		Mike Sullivan			
Agency	Port of Long Beach	James Vernon		Dylan Porter	x	A	y
Community Stakeholder	Conservation Corps of Long Beach	Kedrin Hopkins					
Community Stakeholder	Rivers & Mountains Conservancy	Mark Stanley		Joe Gonzalez	x	y	y
Community Stakeholder	TreePeople	Cindy Montanez		Manny Gonez	x	Arrived Late - no vote on meeting minutes	y
Community Stakeholder	City of Long Beach Parks & Recreation	Stephen Scott	x	Meredith Reynolds		y	y
Community Stakeholder	River in Action	Melissa Bahmanpour	x	Erica Maceda		y	y
Municipal Members	City of Commerce						
Municipal Members	City of Bell Gardens	Gina Nila	x			y	y
Municipal Members	City of Downey	Dan Mueller		Delfino Consunji			
Municipal Members	City of Long Beach	Melissa You		Cecilia Salazar	x	Arrived Late - no vote on meeting minutes	y
Municipal Members	City of Lynwood	Laura Ochoa	x	Noe Martinez		y	y
Municipal Members	City of Paramount	Adriana Figueroa		Sarah Ho	x	A	y
Municipal Members	City of Signal Hill	Kelli Tunnicliff	x	Cecil Looney		Arrived Late - no vote on meeting minutes	y
Municipal Members	City of South Gate	Gladis Deras	x	Clint Herrera		y	y
Total Non-Vacant Seats		17			Yay (Y)	9	14
Total Voting Members Present		14			Nay (N)	0	0
Agency		4			Abstain (A)	2	0
Community Stakeholder		4			Total	11	14
Municipal Members		6				Approved	Approved

**Attendees**  
**Lower Los Angeles River WASC Meeting**  
**July 27, 2021**

Safe Clean Water LA	Tara Dales (Watershed Coordinator)	Mayra Cabrera
Azeneth Martinez	Michael Yosef	Amanda Begley
Brittany Rivas	Alex Rojas	Marcela Benavides
Cecilia Salazar	Mike Antos	Kamaali Lama
kelli tunnicliff	Fiona McHenry-Crutchfield	Marcela Benavides (PW)
Alysha Chan	Cameron Castillo	Dylan Porter
Gladis Deras	Maritsa DRA Inc.	Melissa Bahmanpour
Manny Gonez	Jeremy Melendez	Joseph Gonzalez
STEPHEN GRONER	laura ochoa	Erin Pang
Yvana H	Stephen Scott	
Sarai Jimenez (TNC)	Dan Sharp	
I EC	Gina Nila	
Lyndsey Bloxom	Sarah Ho	
Wataru Kumagai	Justin Jones LACFCD	
Bryce Lee	Call-in User_3	
julia chambers	Larry Tortuya - CWE	

# LOWER LOS ANGELES RIVER

STRATEGIC OUTREACH & ENGAGEMENT PLAN  
WATERSHED COORDINATOR PRESENTATION

7/27/2021



**SAFE  
CLEAN  
WATER**

**sga**  
MARKETING

# TODAY'S AGENDA

## INTRODUCTION

My Team

Role as Watershed Coordinator

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## STRATEGIC OUTREACH AND ENGAGEMENT PLAN

Vision

Strategies

Group Discussion

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## NEXT STEPS

Finalizing the Plan

# TEAM

SGA MARKETING



Tara Dales

WATERSHED COORDINATOR  
COMMUNITY ENGAGEMENT  
+ OUTREACH



Stephen Groner, P.E.

TECHNICAL SUPPORT  
STRATEGIC/FUNDING SUPPORT



Michelle Struthers

WATERSHED COORDINATOR  
PUBLIC HEALTH/RESEARCH



Erin Pang, M.S.

TECHNICAL SUPPORT  
ENVIRONMENTAL SCIENTIST



Irene García Humanes

OUTREACH COORDINATOR  
SPANISH LANGUAGE ENGAGEMENT

# THE ROLE





# THE ROLE

## 1. PROJECT SOLICITATION & SUPPORT:

Our primary focus will be engaging potential project applicants who:

- 
- a. either lack awareness, or
  - b. who lack access to resources, and
  - c. therefore are strong candidates for the Technical Resources Program (TRP)



We will focus the majority of our engagement efforts on those who have basic technical capacity to develop project ideas into full blown submittals.



# THE ROLE

## 2. COMMUNITY OUTREACH

- Conduct watershed-wide outreach about SCW
- Provide guidance and support to projects but not conduct outreach on behalf of individual projects



## 3. PUBLIC EDUCATION

Outreach serves two purposes:

1. Educates community members about SCW & current projects; and
  2. Informs community members how they can support and/or voice their opinion on potential projects.
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# STRATEGIC OUTREACH & ENGAGEMENT PLAN



# PURPOSE



VISION



STRATEGIES



EVALUATION

# COMPONENTS OF THE PLAN

**1** Watershed Area Description

**2** Interested Party Mapping

**3** Vision for Success & Evaluation Criteria

**4** Outreach & Engagement Strategies

**5** Identification of Collaborative Efforts Between Watersheds Coordinators



# LLAR - WASC MEMBER INTERVIEWS

WASC Member	Position Title	Date of Meeting
<b>Alex Rojas</b>	General Manager of the Central Basin Municipal Water District	06/16
<b>Cindy Montañez</b>	CEO of Tree People	06/18
<b>Melissa You</b>	Stormwater / Environmental Compliance Officer for the City of Long Beach Public Works	06/22
<b>Kristen Ruffell</b>	Division Engineer at the LA County Sanitation Districts	06/23
<b>Melissa Bahmanpour</b>	Executive Director of River in Action	06/24
<b>Gladis Deras</b>	City of South Gate Senior Engineer	07/01
<b>Adriana Figueroa</b>	Director of the City of Paramount Public Works Department	07/01
<b>Lyndsey Bloxom</b>	Senior Water Resources Analyst for the Water Replenishment District of Southern CA	07/6
<b>Stephen Scott</b>	Deputy Director of the City of Long Beach Parks and Recreation and Marine	07/07
<b>Gina Nila</b>	Deputy Director of Public Works Operations Environmental Services Division City of Commerce	07/08

# RESEARCH REVIEWED FOR DEVELOPMENT OF PLAN:

1. Lower LA River WMP (2014)
2. LA River Upper Reach 2 WMP (2015)
3. Lower LA River Revitalization Plan
4. LA River Master Plan
5. RedesignLA website resources
6. CalEnviroscreen 3.0 data
7. Tree People's LA County Tree Canopy Viewer
8. The Power of Schools - Report by Tree People
9. US Census Bureau's "Walking and Bicycling to Work" data
10. The Trust for Public Land's 2021 ParkScore report
11. Lower San Gabriel and Los Angeles River IRWMP (2013)



# INTERESTED PARTY MAPPING

- NGOs and Community Based Organizations
- City Council Districts
- City and County Departments
- State and Federal Agencies
- Educational Institutions
- Councils of Governments
- Water Purveyors
- Disadvantaged Communications (DACs)
- Native American Tribes

# VISION

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## ALL PROJECTS...

- ARE ALIGNED WITH LOCAL PRIORITIES AND NEEDS
- HAVE EQUITABLE ACCESS AND OPPORTUNITY
- MEET ALL FOUR MISSIONS OF THE PROGRAM



# OUR FOCUS AREAS:



- 1 UNDERSTAND COMMUNITY NEEDS AND PRIORITIES IN WATERSHED
- 2 SOLICIT NEW PROJECTS
- 3 SUPPORT CURRENT PROJECTS
- 4 RAISE PUBLIC AWARENESS ABOUT SCW
- 5 SUPPORT THE WASC

# UNDERSTANDING COMMUNITY NEEDS

## 1:1 MEETINGS WITH INTERESTED PARTIES

- Share information about SCW and current projects in vicinity
- Communicate how community members can show support for projects and engage with SCW
- Understand barriers to SCW participation
- Solicit input on how SCW can address community needs
- Identify new project concepts or sites
- Establish a relationship → connect future projects to them for support



# UNDERSTANDING COMMUNITY NEEDS

## CONDUCT A MULTILINGUAL COMMUNITY NEEDS ASSESSMENT

- English and Spanish at minimum
- Distribute at events, meetings, social media ads, and via interested parties contact list
- Systematically identify common themes

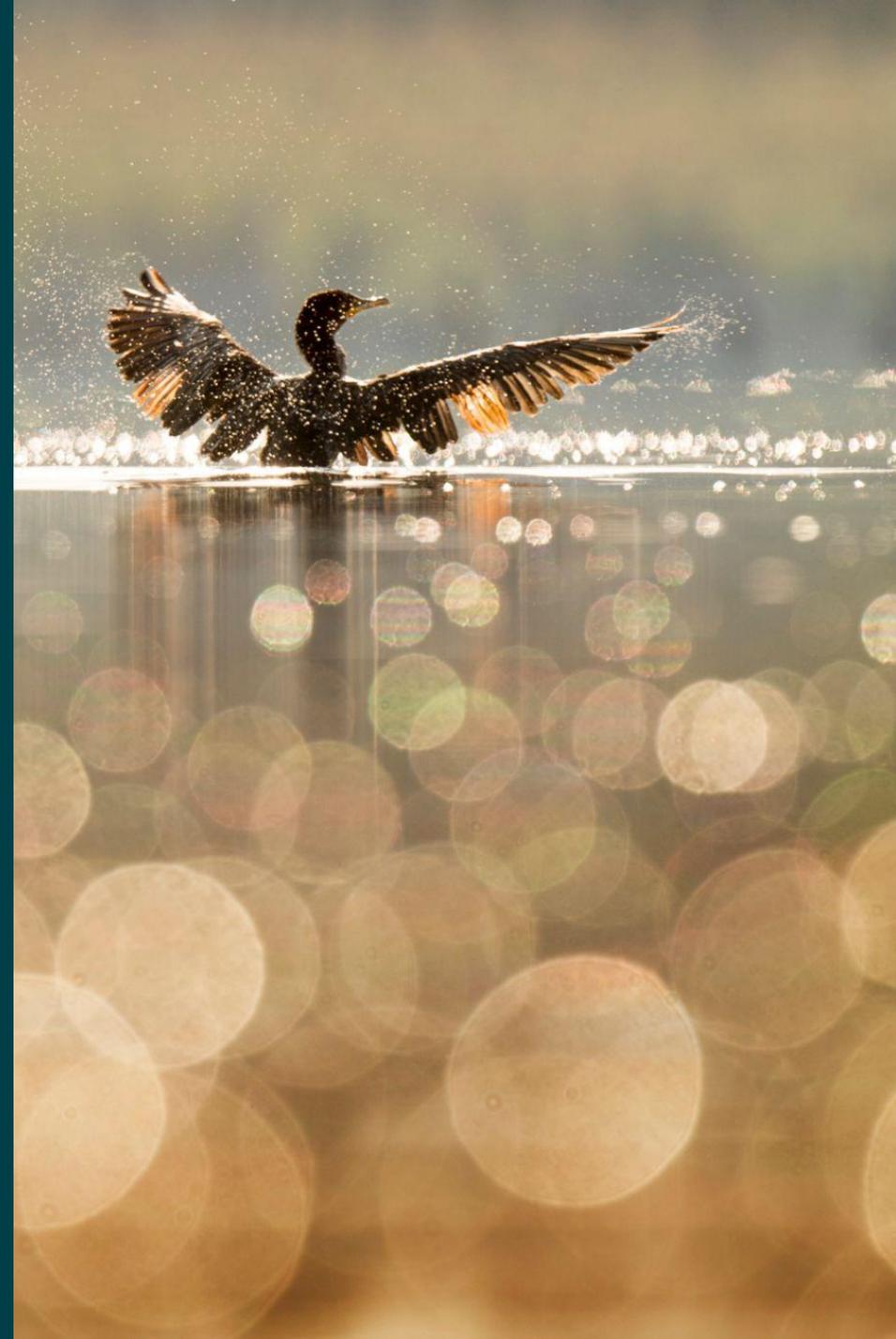


# SOLICIT NEW PROJECTS

GIVE PRESENTATIONS ON SCWP AND THE TRP

DISTRIBUTE A 'TECHNICAL RESOURCES PROGRAM'  
FACTSHEET TO INTERESTED PARTIES

PRESS RELEASE TO PUBLICIZE FY22/23 CALL FOR PROJECTS





# SUPPORT CURRENT PROJECTS

## DEVELOP AND DISTRIBUTE A COMMUNITY OUTREACH TOOLKIT

- In collaboration with Social Justice Learning Institute and From Lot to Spot
- Outline best practices
- Due diligence checklist
- Examples of successful outreach campaigns



# SUPPORT CURRENT PROJECTS

CATALOG AND SHARE COST-SHARING OPPORTUNITIES

PROVIDE ONGOING COMMUNITY OUTREACH GUIDANCE

# RAISE PUBLIC AWARENESS OF SCWP

## OUTREACH AT 6 PUBLIC EVENTS (IN-PERSON or VIRTUAL)

- Summer Concert in the Park
- The Great LA River cleanup
- Friday Night Market
- Summer Concerts
- Halloween Festival
- Concerts in the Park
- Crafted at District 7
- Border Vegan LA
- Sunday Pop-Up
- Love Long Beach Festival
- Pow!Wow!Long beach
- SELA Arts Festival
- Beach Street



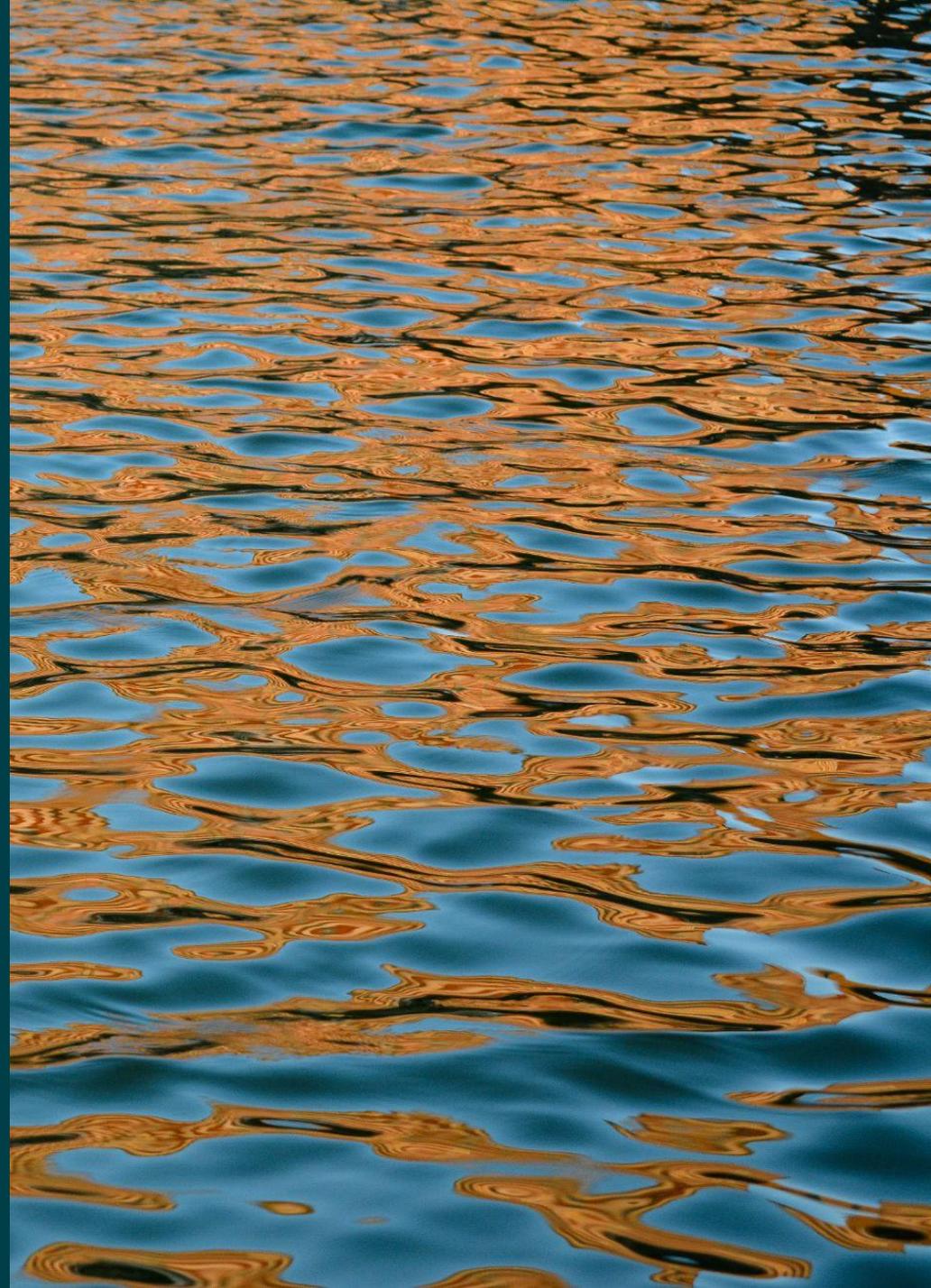
# SUPPORT WASCS

## MONTHLY UPDATES AT WASC MEETINGS

- Learnings from Community Engagement Activities
- TRP Projects in Development
- Cost-sharing Opportunities
- Cross-Watershed Collaboration & Learnings

## MONTHLY COLLABORATION MEETINGS WITH WC'S

## QUARTERLY AND ANNUAL REPORTS





# COLLABORATION BETWEEN WATERSHEDS COORDINATORS



# DISCUSSION PROMPTS

- 1 Is there anything missing from our strategies that you'd like to see covered?
- 2 How else can we as coordinators support the WASC?
- 3 The District Program is developing a general SCW Education program and many cities have NPDES education programs. How can we support rather than double up these efforts?

# NEXT STEPS

## AUGUST 9

COMMENTS FROM WASC DUE

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## AUGUST 16

SUBMIT REVISED PLAN FOR REVIEW AS  
ATTACHMENT TO AUGUST MEETING AGENDA

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## AUGUST 24

WASC VOTES ON ADOPTION OF PLAN AT  
AUGUST MEETING

