

# UPPER LOS ANGELES RIVER

Watershed Coordinator  
Updates  
December 1, 2021

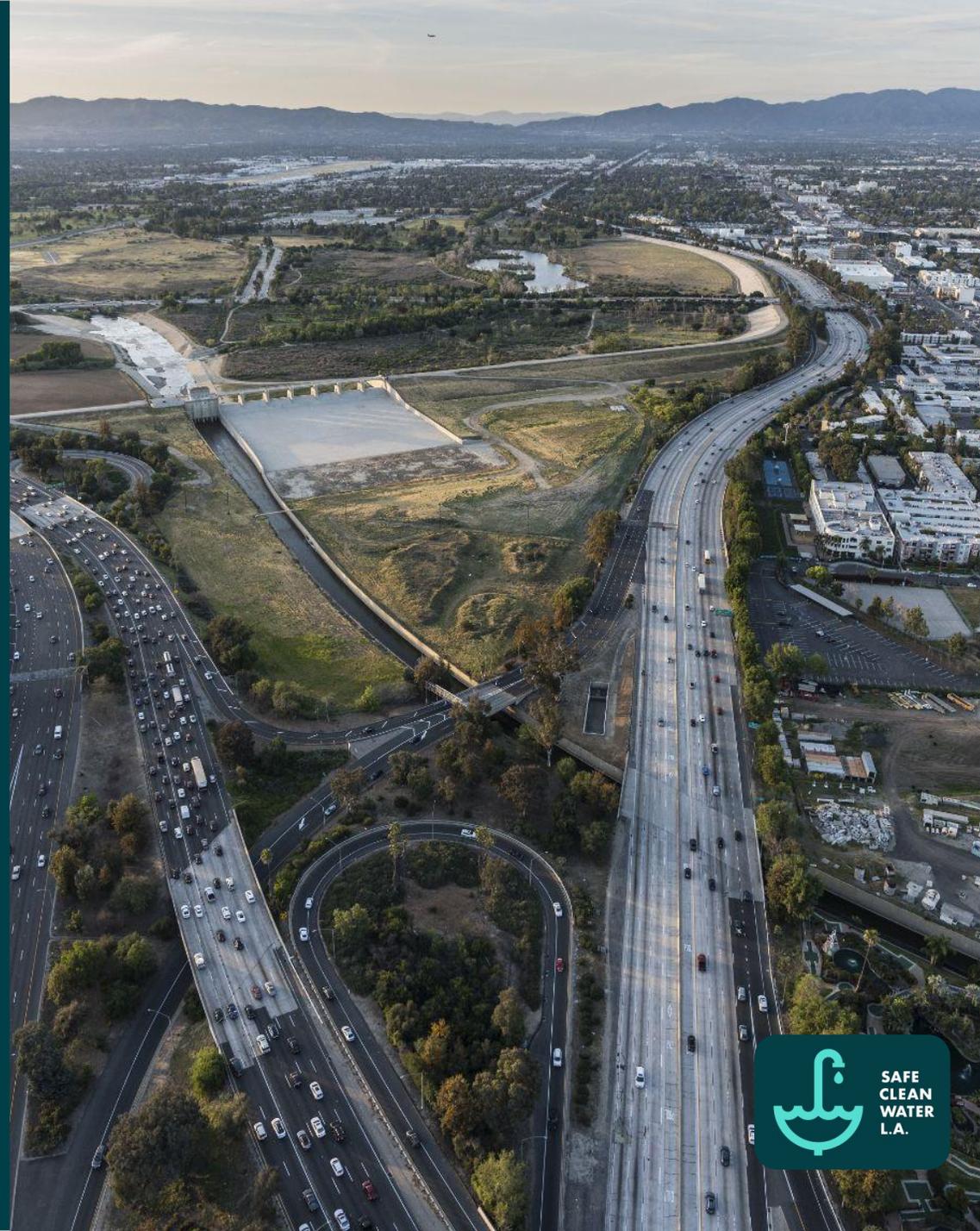


COUNCIL FOR  
**WATERSHED HEALTH**

ENVIRONMENTAL  
OUTREACH STRATEGIES



SAFE  
CLEAN  
WATER  
L.A.



# Point of Entry Map of the Upper LA River



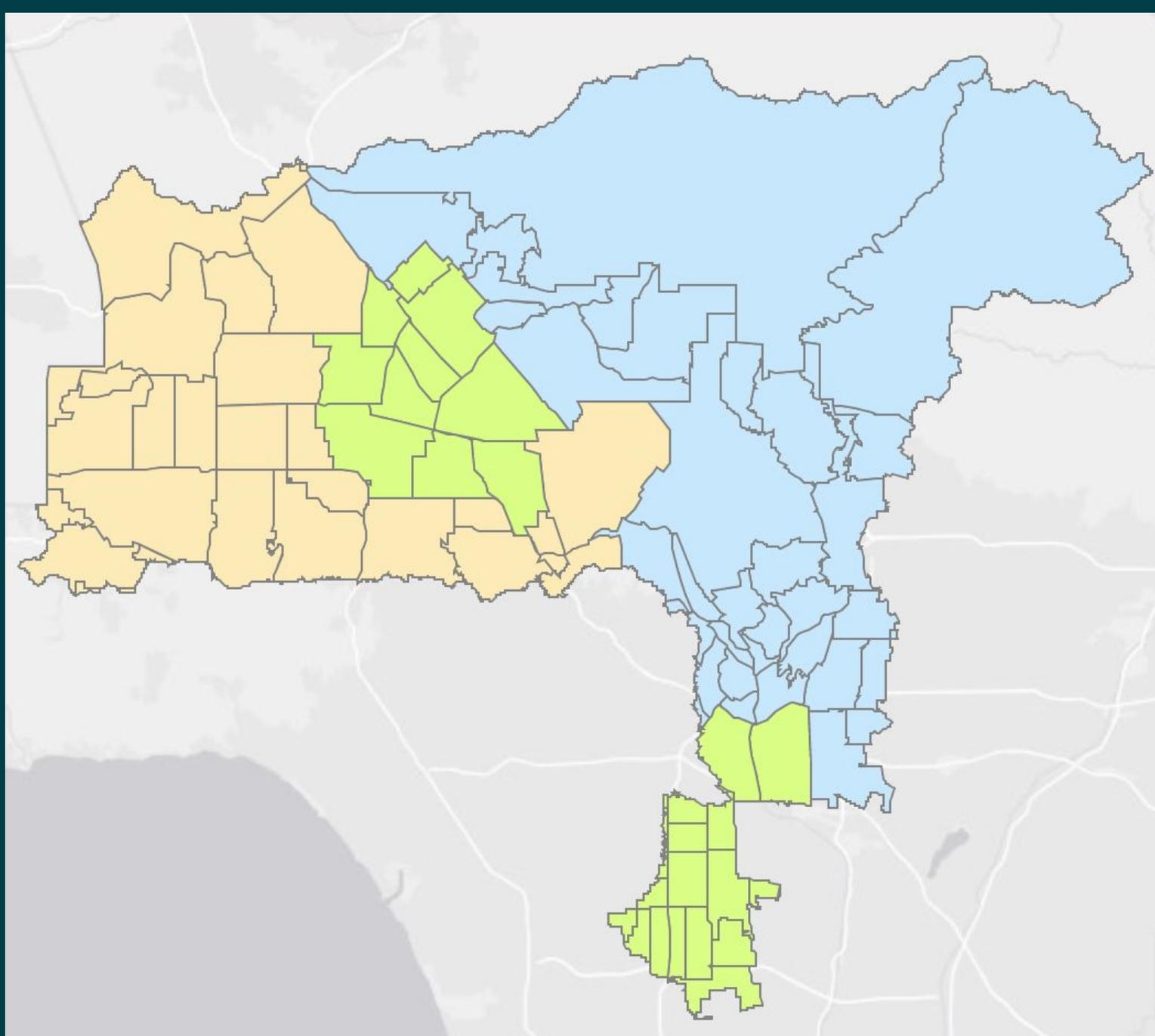
Clarasophia Gust  
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cgust@watershedhealth.org



Adi Lieberman  
Environmental  
Outreach Strategies  
adi@eoscal.com



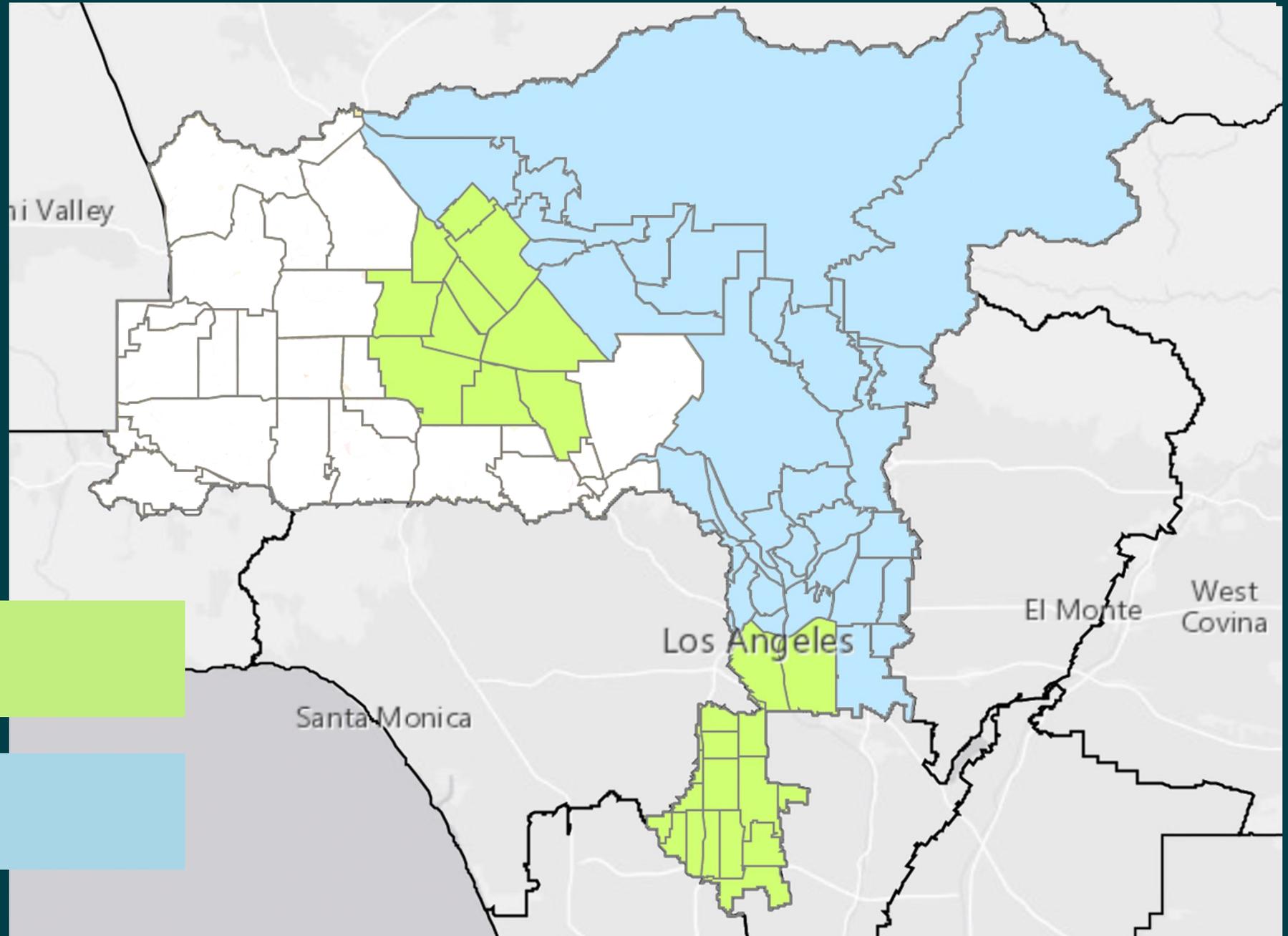
Carlos Moran  
Council for  
Watershed Health  
carlos@watershedhealth.org



Council for  
Watershed Health

Carlos Moran

Clarasophia Gust



# Events & Notable Meetings

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- City Plants: Arts District Volunteer Tree Planting Event
- DACIP Project Sketching Workshop - Greater Los Angeles
- Outreach to current TRP- San Fernando Calles Verdes
- Coordinated Water Equity & Anti-Racism Trainings for Watershed Coordinators





*promesa*  
**BOYLE HEIGHTS**

**SEITec**  
*Science, Engineering, Innovative Technologies*



**TreePeople**



Pacoima  
Beautiful



# Communications

CWH continues to add to the ULAR Facebook Group and share community events in English and Spanish



Council for Watershed Health uploaded a file.  
Admin · Yesterday at 11:00 AM · 🌐

What is your vision of a healthy and safe community? Join APIFM for a fun, interactive, and creative workshop hosted by urban planner and community activist James Rojas! Let's come together to and reimagine your neighborhood

\*December 4th! 11AM - 12PM\*

¿Cuál es su visión de una comunidad sana y segura? ¡Únase APIFM (siglas en Inglés para Movimiento de Las Islas del Pacífico Asiático) para un taller divertido, interactivo y creativo organ por el urbanista y a... See more

See Translation



Join here!

ULAR Facebook Group



Council for Watershed Health shared an event.  
Admin · November 15 at 9:44 PM · 🌐

This Saturday in Alhambra! 🌱🍷🍷



**Community Plant Exchange**  
HOSTED BY APIFM  
GRANADA PARK + NOV. 21 + 11AM-1PM  
RSVP:  
BIT.LY/SGVPLANTEXCHANGE

SUN, NOV 21  
**Community Plant Exchange**  
Alhambra, CA  
Shared to Upper Los Angeles River Watershed Area

[www.facebook.com/groups/453168559532699/](https://www.facebook.com/groups/453168559532699/)

In November CWH created a Flickr to archive photos and a CWH Watershed Coordination web page in English and Spanish

## Flickr

[www.flickr.com/photos/194404369@N02/albums](https://www.flickr.com/photos/194404369@N02/albums)



## Website

### Upper Los Angeles River Watershed Coordination

On this website learn about CWH's Watershed Coordinators, get updates on ULAR events and projects, and connect with us about project ideas.



- SCWP Website
- Project Mapping
- Connect With Us
- Events
- Home

#### Our Watershed Coordinators

Council for Watershed Health currently holds two Watershed Coordinator positions in the Upper Los Angeles River Watershed Area

Carlos Moran  
carlos@watershedhealth.org



Clarasophia Gust  
cgust@watershedhealth.org



English

[www.watershedhealth.org/scwp-ular](http://www.watershedhealth.org/scwp-ular)

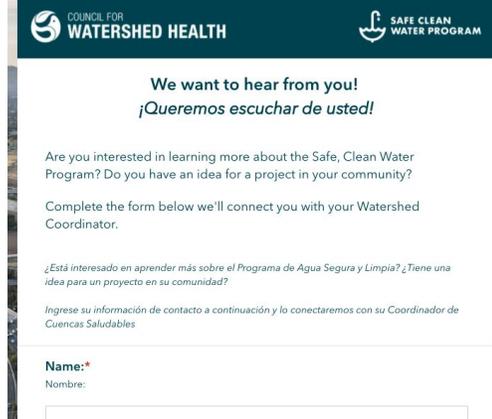


Spanish

[www.watershedhealth.org/scwp-ular-español](http://www.watershedhealth.org/scwp-ular-español)



## Contact Form



COUNCIL FOR WATERSHED HEALTH

SAFE CLEAN WATER PROGRAM

We want to hear from you!  
*¡Queremos escuchar de usted!*

Are you interested in learning more about the Safe, Clean Water Program? Do you have an idea for a project in your community?

Complete the form below we'll connect you with your Watershed Coordinator.

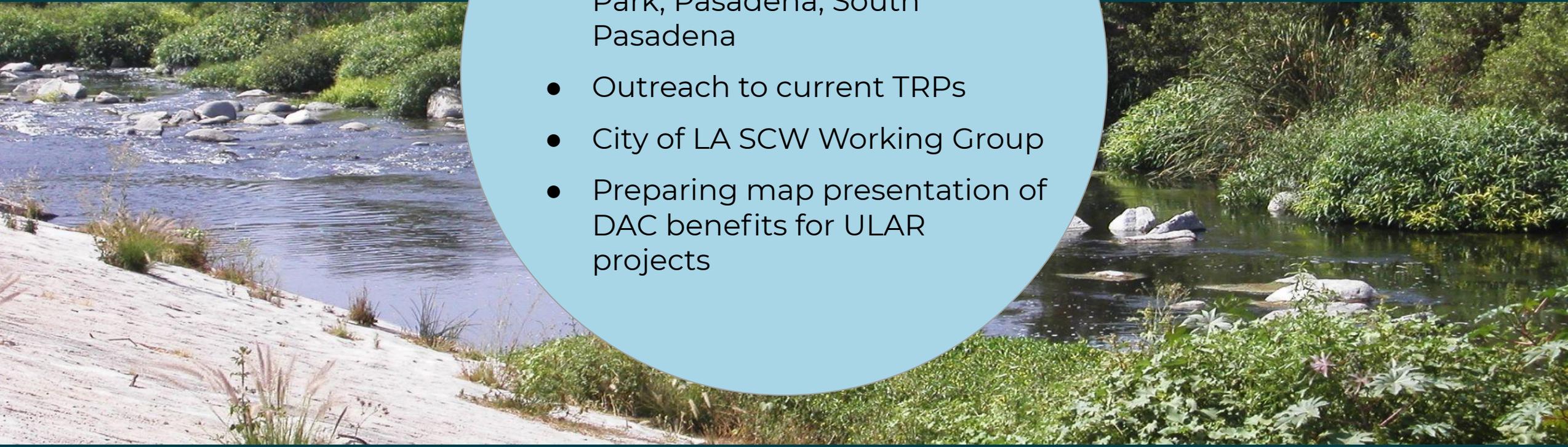
¿Está interesado en aprender más sobre el Programa de Agua Segura y Limpia? ¿Tiene una idea para un proyecto en su comunidad?

Ingrese su información de contacto a continuación y lo conectaremos con su Coordinador de Cuentas Saludables

Name\*  
Nombre:

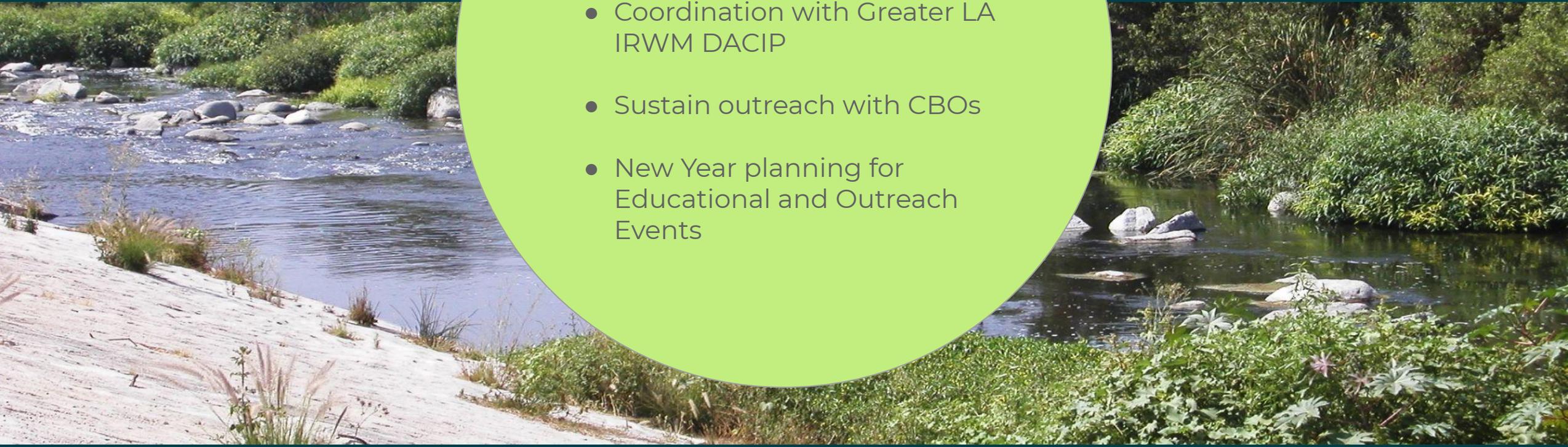
# Clarasophia's Focus: December

- Meetings with Cities of Alhambra, Glendale, La Canada Flintridge, Monterey Park, Pasadena, South Pasadena
- Outreach to current TRPs
- City of LA SCW Working Group
- Preparing map presentation of DAC benefits for ULAR projects



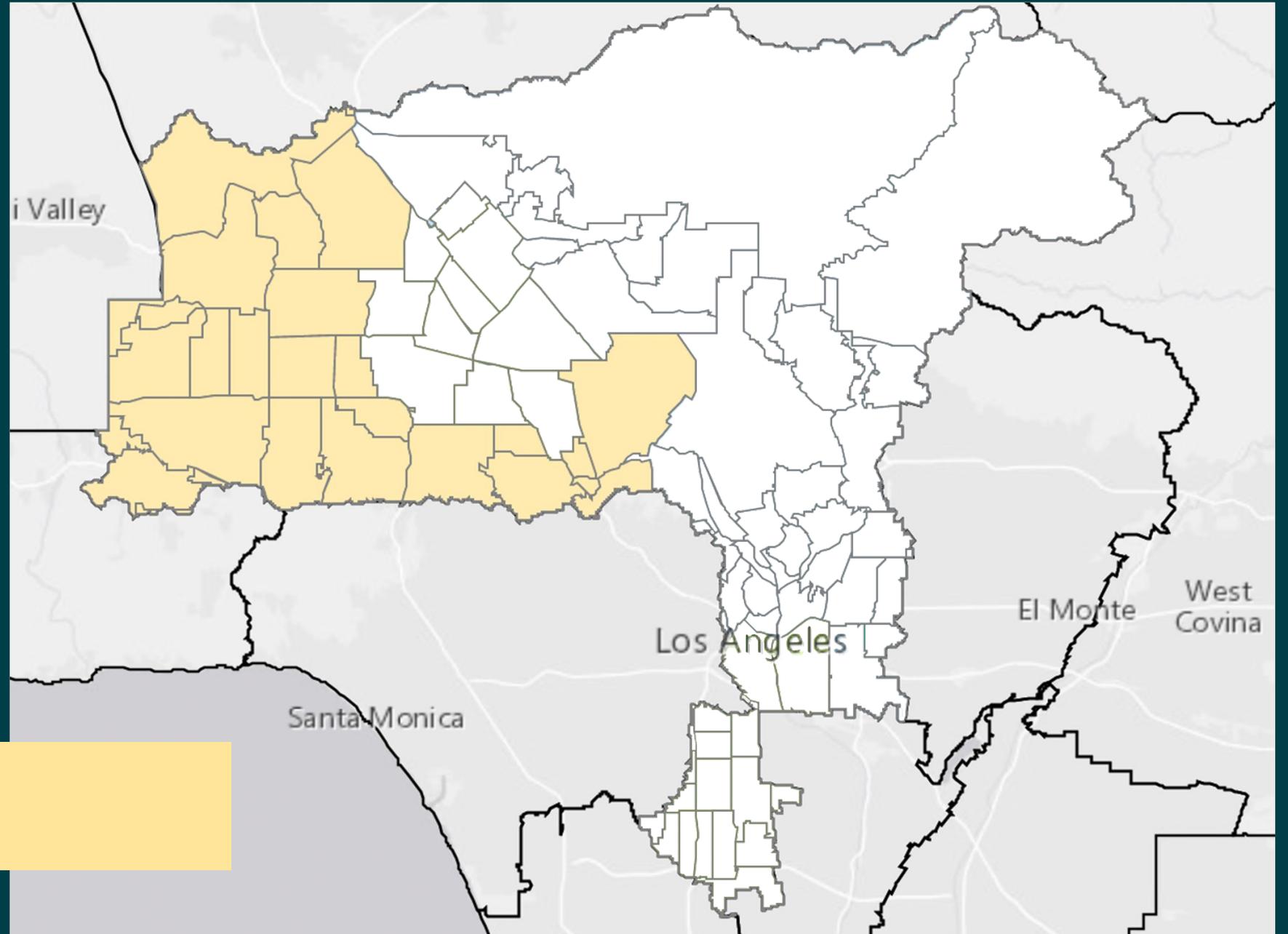
# Carlos' Focus: December

- Meeting with City of San Fernando & City of LA SCW Working Group
- Coordination with Greater LA IRWM DACIP
- Sustain outreach with CBOs
- New Year planning for Educational and Outreach Events



# Environmental Outreach Strategies

Adi Liberman



# Notable Meetings

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- Echo Park Lake - City of Los Angeles CD 13
- City of Los Angeles Council District 3, LA Sanitation, LA Recreation and Parks
  - Reseda Park
  - Haynes Street Greenway
- MRCA
- Glendale Environmental Coalition
- Attended Water Equity and Anti-Racism Training
- Attended Grant Workshops
  - Land and Water Conservation Fund
  - Recreational Trails Program (Non-Motorized)
  - Habitat Conservation Fund

# Events

- ONE Generation / DWP Environmental Health Fair
- Environmental Awareness Day - Volunteers Cleaning Communities
- Dia de los Muertos Celebration - Warner Center
- BizFed (Los Angeles Federation of Businesses)



Environmental Awareness Day



ONE Generation / DWP Environmental Health Fair



Dia de Los Muertos Celebration at Warner Center

# Communications

On November 3rd, the first Upper LA River eNewsletter went live along with a landing page for sign-ups and directing stakeholders to the Facebook group.



## What is the Safe, Clean Water Program?

The Safe, Clean Water Program (SCWP) was established with the passage of Measure W in 2018 by voters in Los Angeles County with the guiding goals of improving water quality, increasing water supply and enhancing communities.

[Learn More](#)

Completed Campaign • Nov 3

## Meet Your Watershed Coordinators

358 Recipients

Open Rate ..... 42.7%

Clicks Per Unique Open ..... 9.8%

Successful Deliveries ..... 336

Total Opens ..... 584

Total Clicks ..... 27

Orders ..... 0

Average Order Revenue ..... \$0.00

Total Revenue ..... \$0.00



## Upper Los Angeles River Watershed Coordinators

Subscribe to our newsletter to receive updates from the Upper LA River Watershed Coordinators and to learn more about the Safe, Clean, Water Project.

Email Address

First Name

Last Name

Affiliation

Subscribe

We're on Facebook and Twitter!

For more ways to interact with the Upper LA River Watershed Coordinators, join our Facebook group and follow us on Twitter!



[Join our Facebook Group](#) [Follow us on Twitter](#)

# Adi's Focus: December

- Outreach to Cities (LA, Calabasas, Hidden Hills, Burbank) and City Council representatives
- Outreach to MRCA
- City of Los Angeles Working Group
- eNewsletter
- Webpage

