

UPPER LOS ANGELES RIVER

Watershed Coordinator
Updates
January 20, 2022

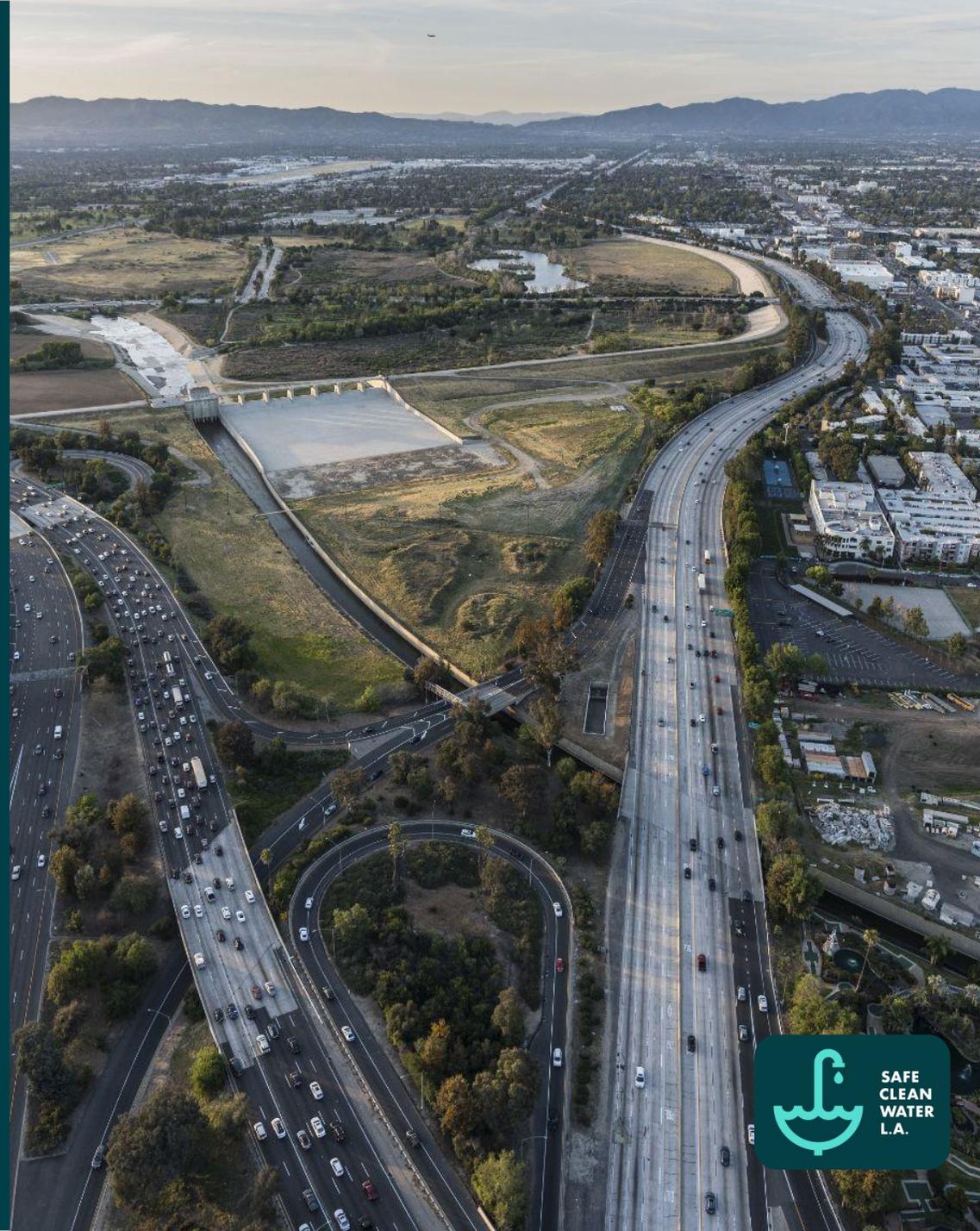


COUNCIL FOR
WATERSHED HEALTH

ENVIRONMENTAL
OUTREACH STRATEGIES



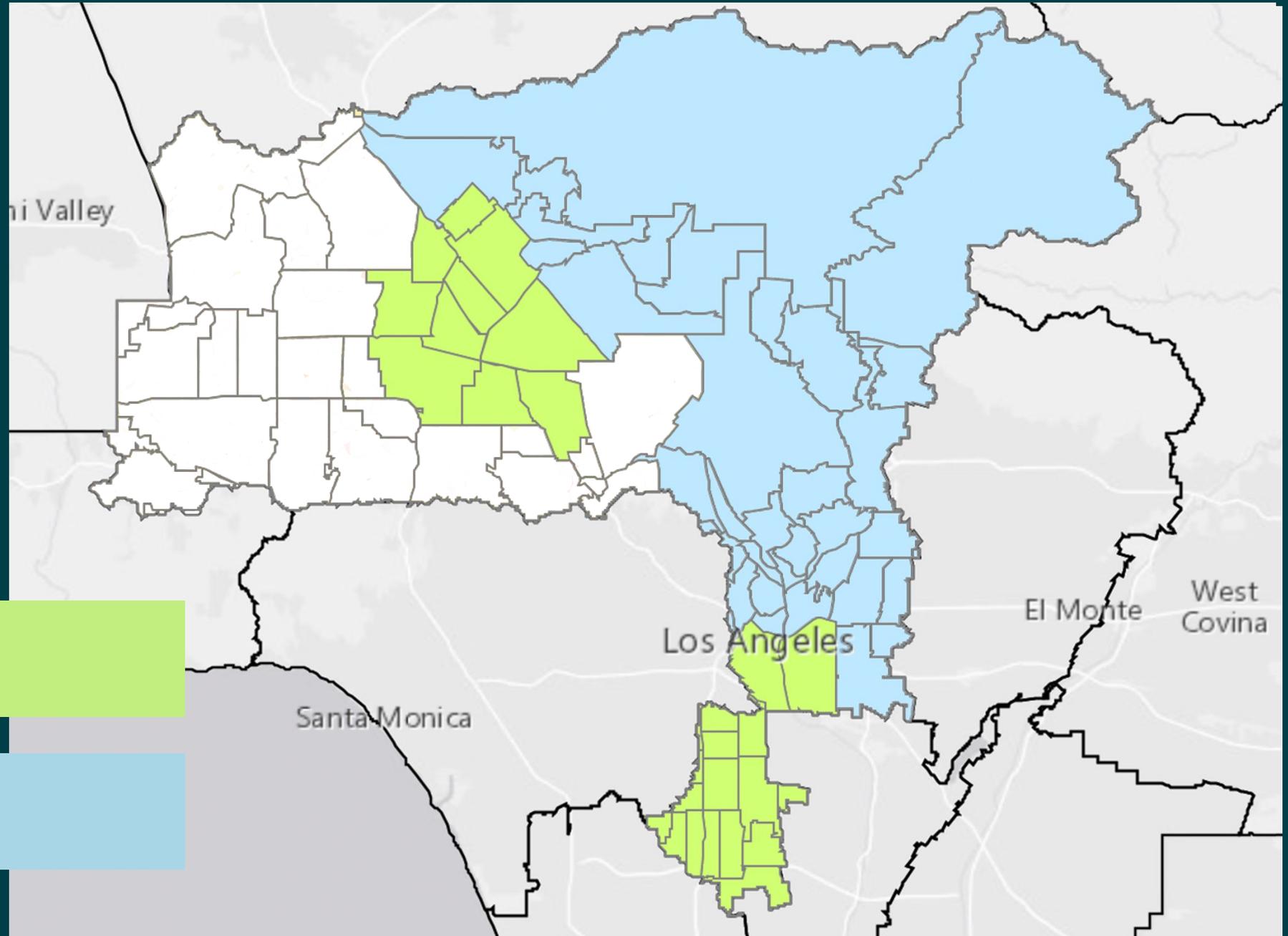
SAFE
CLEAN
WATER
L.A.



Council for
Watershed Health

Carlos Moran

Clarasophia Gust





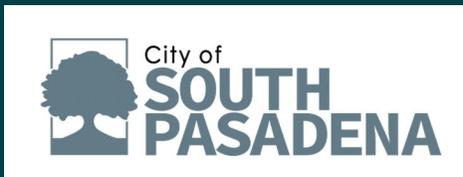
THE
NEW 9th



SAN FERNANDO



City of
Alhambra



Mountains Recreation &
Conservation Authority

Notable Coordination Meetings

- Coordination with
 - City of LA SCWP Working Group
 - LA County DPW Unincorporated Area project team
 - MRCA
 - LA City Council District 9
 - Water Talks (IRWM DACIP)
 - City of San Fernando
 - Calles Verdes TRP
 - City of Glendale
 - City of South Pasadena
 - Arroyo Park Projects TRP
 - City of Alhambra
 - Green Street on Main TRP

Additional Meetings



Local
Government
Commission

Leaders for Livable Communities

promesa
BOYLE HEIGHTS

ARLA



day one



LA CAÑADA FLINTRIDGE
COUNTRY CLUB



**NATURE
FOR ALL**

PROTECT • CREATE • CONNECT



**COMMUNITY REPOWER
MOVEMENT**



ASIAN PACIFIC ISLANDER
**FORWARD
MOVEMENT**



PACIFIC
INSTITUTE

The Nature
Conservancy



TreePeople



Pacoima
Beautiful



LAcommons
creating cultural connections



SEITec

Science, Engineering, Innovative Technologies



Jan. 5th WASC Presentation on Disadvantaged Community Programming

Upper LA River Watershed Area Safe, Clean Water Projects & Disadvantaged Community Programming

Presented by Clarasophia Gust

Contact cgust@watershedhealth.org with any questions or for more resources.



Slides are available on the **[ULAR Safe Clean Water Program webpage](https://safecleanwaterla.org/wp-content/uploads/2022/01/5Jan2021_ULAR-Disadvantaged-Community-Benefit-Presentation-2.pdf)** or **[here](#)**:

https://safecleanwaterla.org/wp-content/uploads/2022/01/5Jan2021_ULAR-Disadvantaged-Community-Benefit-Presentation-2.pdf

Communications

ULAR Facebook Group



ULAR Facebook Group

Join here!

We share info on community events in English and Spanish and Safe, Clean Water Program updates with the group.

CWH Watershed Coordination Webpage

The screenshot shows the top section of the website. The header includes the title "Upper Los Angeles River Watershed Coordination" and logos for the "SAFE CLEAN WATER PROGRAM" and "COUNCIL FOR WATERSHED HEALTH". Below the header is a navigation bar with buttons for "SCWP Website", "Project Mapping", "Connect With Us", "Events", and "Home". The main content area is titled "Our Watershed Coordinators" and lists two coordinators: Carlos Moran (carlos@watershedhealth.org) and Clarasophia Gust (cgust@watershedhealth.org), each with a circular profile picture.

English Webpage

www.watershedhealth.org/scwp-ular



Contact Form

The screenshot shows a contact form titled "We want to hear from you! ¡Queremos escuchar de usted!". The form asks if the user is interested in learning more about the Safe, Clean Water Program or has a project idea. It includes a question in Spanish: "¿Está interesado en aprender más sobre el Programa de Agua Segura y Limpia? ¿Tiene una idea para un proyecto en su comunidad?". Below the question is a field for "Name:" with a red asterisk and the label "Nombre:". The form is framed by a dark green border with logos for the Council for Watershed Health and the Safe Clean Water Program.

Spanish Webpage

www.watershedhealth.org/scwp-ular-español



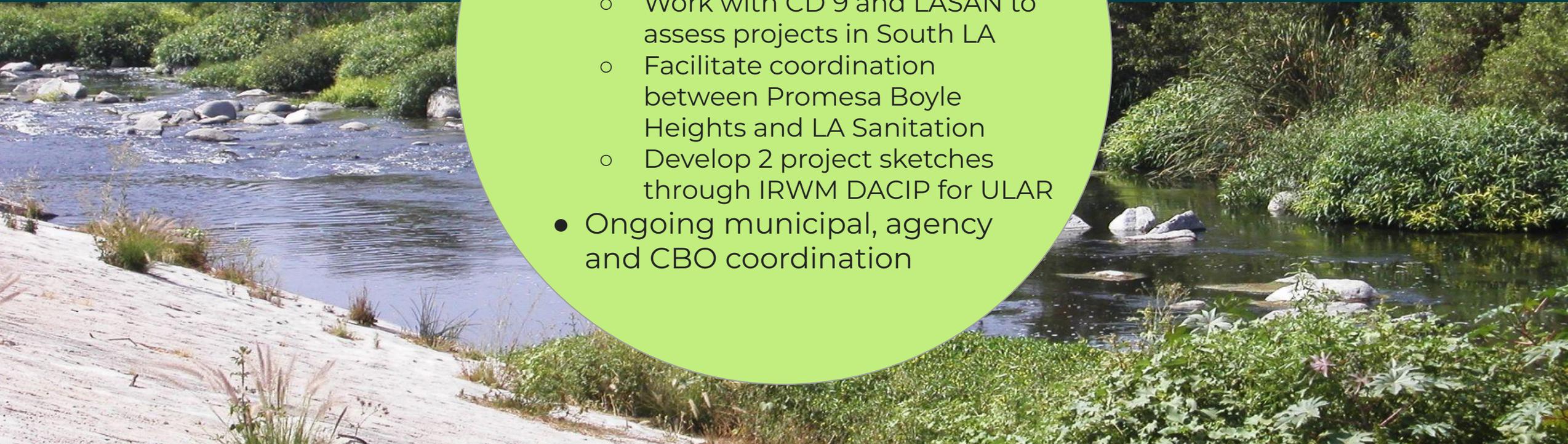
Clarasophia's Focus: February

- Local Stakeholder Education
 - Tour: County Stormwater Capture Projects. Feb 17, 2022
- Continue meeting with local municipalities
- Support existing TRP projects
- Identify and Develop Project Concepts



Carlos' Focus: Jan-Feb

- Local Stakeholder Education
 - Tour: County Stormwater Capture Projects. Feb 17, 2022
- Identify and Develop Project Concepts
 - Work with CD 9 and LASAN to assess projects in South LA
 - Facilitate coordination between Promesa Boyle Heights and LA Sanitation
 - Develop 2 project sketches through IRWM DACIP for ULAR
- Ongoing municipal, agency and CBO coordination



Council for Watershed Health- Office Hours

COUNCIL FOR WATERSHED HEALTH

Carlos Moran
Watershed Coordinator
Office Hours_ Carlos Moran

30 min

Web conferencing details provided upon confirmation.

Book a time to meet with Carlos, one of the Upper LA River Watershed Coordinators, during his office hours Thursdays 9-11am.

Select a Date & Time

February 2022

SUN	MON	TUE	WED	THU	FRI	SAT
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Pacific Time - US & Canada (9:19pm)

https://calendly.com/carlos-moran-cwh/watershed-coordinator-office-hours_-carlos-moran

COUNCIL FOR WATERSHED HEALTH

Clarasophia Gust
Clarasophia Gust Office Hours Appointment

30 min

Web conferencing details provided upon confirmation.

Book a time to meet with Clarasophia, one of the Upper LA River Watershed Coordinators, during her office hours Monday 9-11am.

Select a Date & Time

January 2022

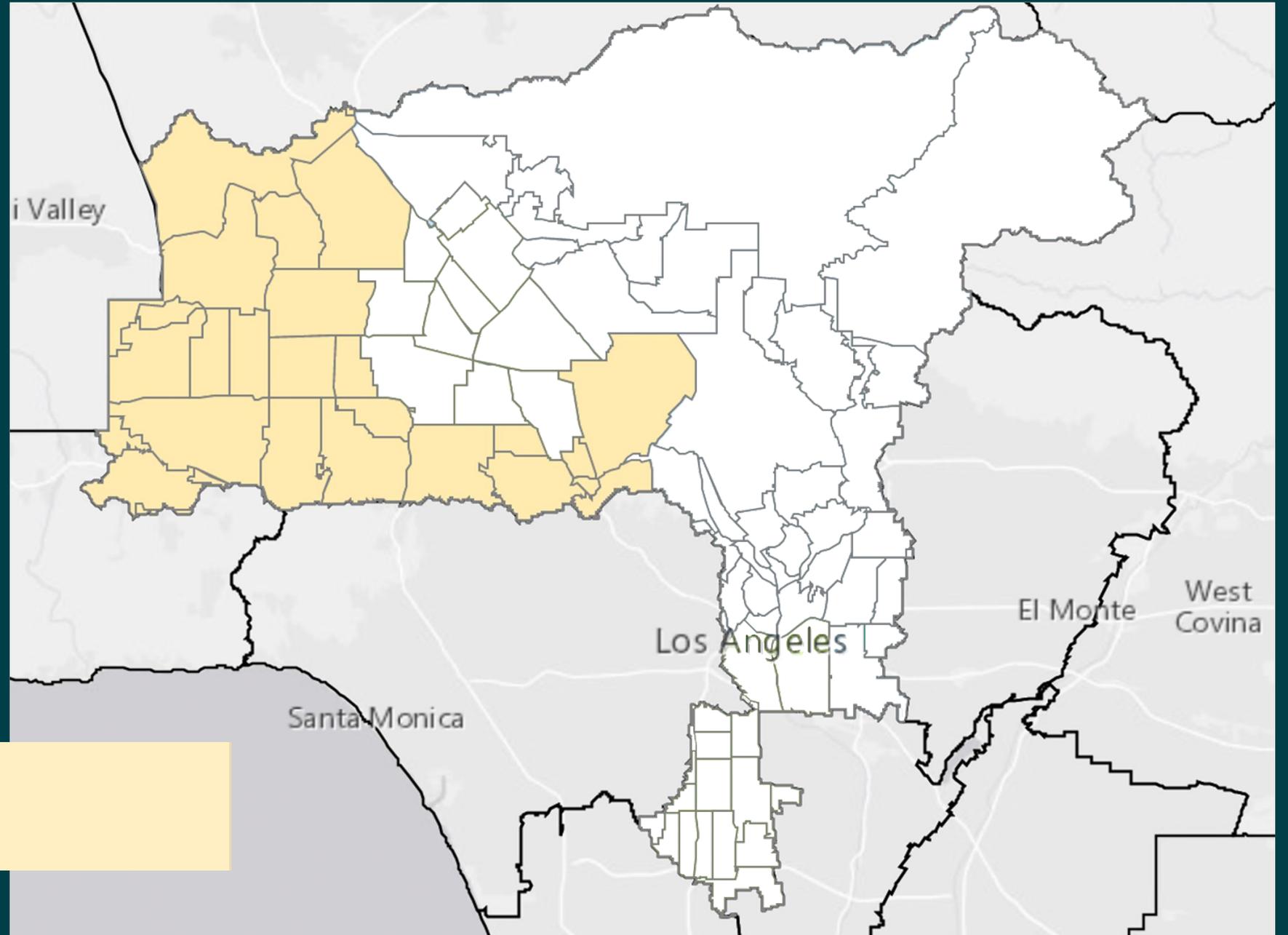
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30	31					

Pacific Time - US & Canada (9:20pm)

<https://calendly.com/cgust-cwh/clarasophia-gust-office-hours>

Environmental Outreach Strategies

Adi Liberman





Mountains Recreation &
Conservation Authority



Notable Coordination Meetings

- City of LA SCWP Working Group
- LA County DPW Unincorporated Area project team
- Mountains Recreation & Conservation Authority (MRCA)
 - Reseda Park Triangle Project
- LA City Council District 3
 - Reseda Park Triangle Project
- Sky Valley Volunteers
 - Tour of natural vernal pools at Chatsworth Reservoir
- City of Calabasas Public Works
- Water Equity and Anti-Racism Training
- Monthly WC Coordination Meeting

Communications

On December 17, we sent a holiday greeting with a gift guide with clickable links to recommended gifts.

On January 19, we sent out our second Newsletter update on our activities this past quarter.

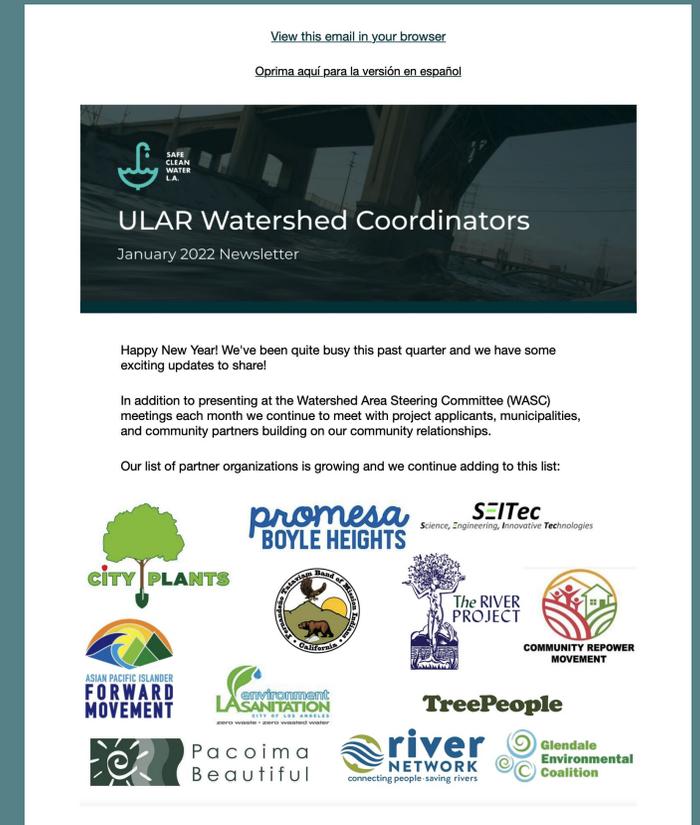


Completed Campaign • Dec 17

Holiday Gift Guide Inside!

363 Recipients

Open Rate	34.4%	Total Clicks	32
Clicks Per Unique Open	14.4%	Orders	0
Successful Deliveries	349	Average Order Revenue	\$0.00
Total Opens	313	Total Revenue	\$0.00



Completed Campaign • Jan 20

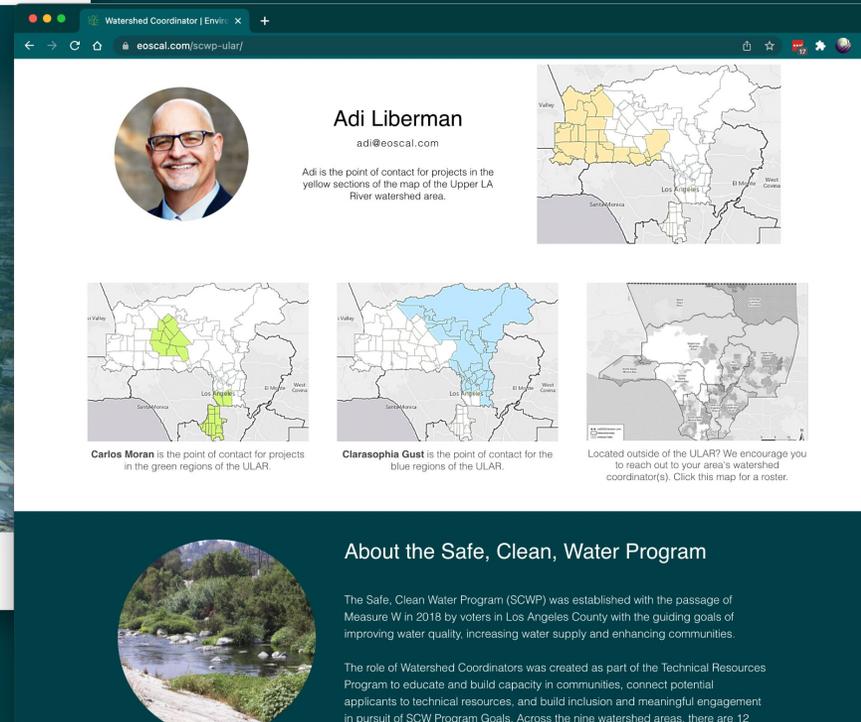
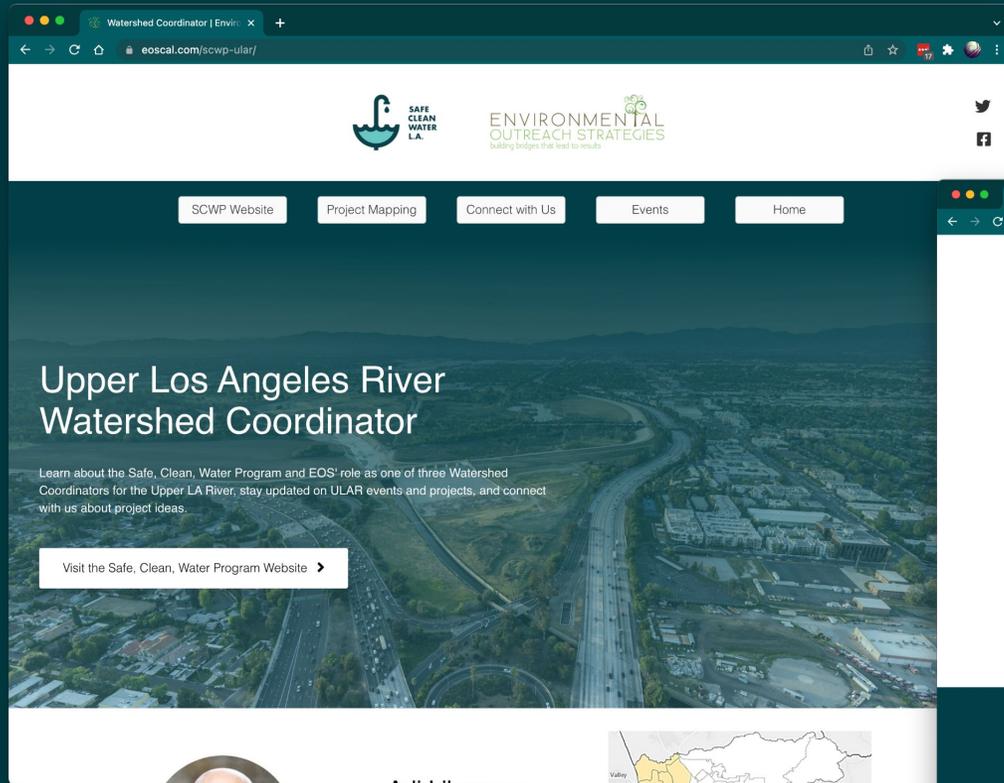
Jan. 2022 Newsletter

342 Recipients

Open Rate	38.9%	Total Clicks	19
Clicks Per Unique Open	3.8%	Orders	0
Successful Deliveries	329	Average Order Revenue	\$0.00
Total Opens	316	Total Revenue	\$0.00

Communications

In December, we created a Watershed Coordinator landing page for the EOS website.



www.eoscal.com/scwp-ular/



EOS- Office Hours



ENVIRONMENTAL
OUTREACH STRATEGIES
building bridges that lead to results



Adi Liberman
**Adi Liberman, Watershed
Coordinator Office Hours**

 30 min

 **Web conferencing details provided upon confirmation.**

Book a time to meet with Adi, one of the Upper LA River Watershed Coordinators, during his office hours Monday 9-11am.

Select a Date & Time

January 2022 < >

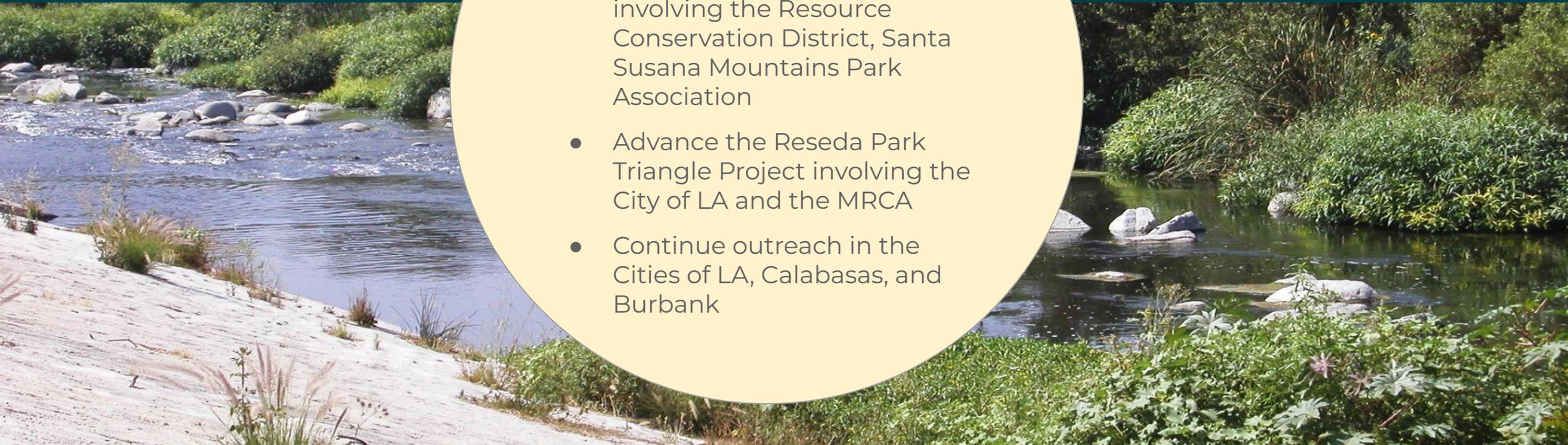
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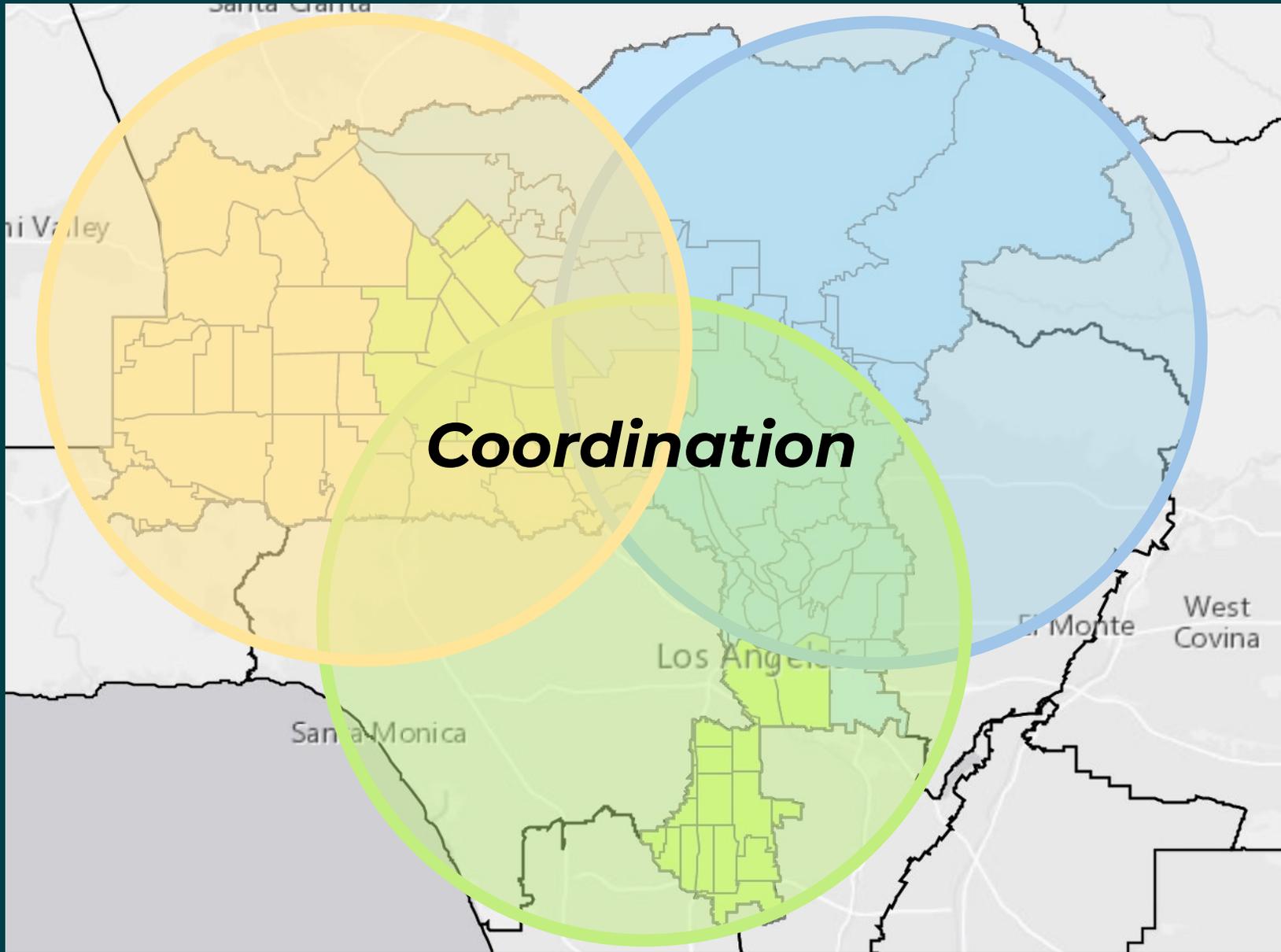
 Pacific Time - US & Canada (9:40am) ▼

<https://calendly.com/eoscal/30min>

Adi's Focus: Jan to Feb

- Work with Jon Luker, Wendi Gladstone of Sky Valley Volunteers on a project in the Chatsworth Lake Area involving the Resource Conservation District, Santa Susana Mountains Park Association
- Advance the Reseda Park Triangle Project involving the City of LA and the MRCA
- Continue outreach in the Cities of LA, Calabasas, and Burbank





Coordination