



# **SAFE CLEAN WATER PROGRAM**

## **North Santa Monica Bay Watershed Strategic Outreach + Engagement Plan June 2022: Change Analysis**

By Melina Sempill Watts

June 9, 2022

Photo and Logo, Los Angeles County

# Change Analysis

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## NSMB SOEP Change Analysis June 2022

### OVERVIEW

- **Removed / added projects as requested**
- **Changed out dates, corrected entity names**
- **Simplified / broadened tasks in many cases**
- **Added new strategies/concepts as requested**
- **Suggestion: note strategy # for discussion, if any**

First –

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In addition to acknowledging land rights of Chumash and Tongva peoples, included **Fernandeño Tataviam Band of Mission Indians** in acknowledgments.

Adding in,

“Since the water we drink comes from many places across the State of California, we include in our consideration that there were over 400 First Nation peoples in pre-Columbian times and man times that now due to the fact that First Nations peoples from across America have moved to California.”

Suggesting an add in,

**First Nations peoples are not *stakeholders* they are members of *sovereign nations*.**

# From Our Past Comes Our Future

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**Page 7**

Cities, agencies, non-profits, universities and community members have been working on water quality improvement for two decades; the work suggested here is a continuation of the long-running effort on all these strategies.

- Jessica Forte



Painting by Jessica Hem

# Community

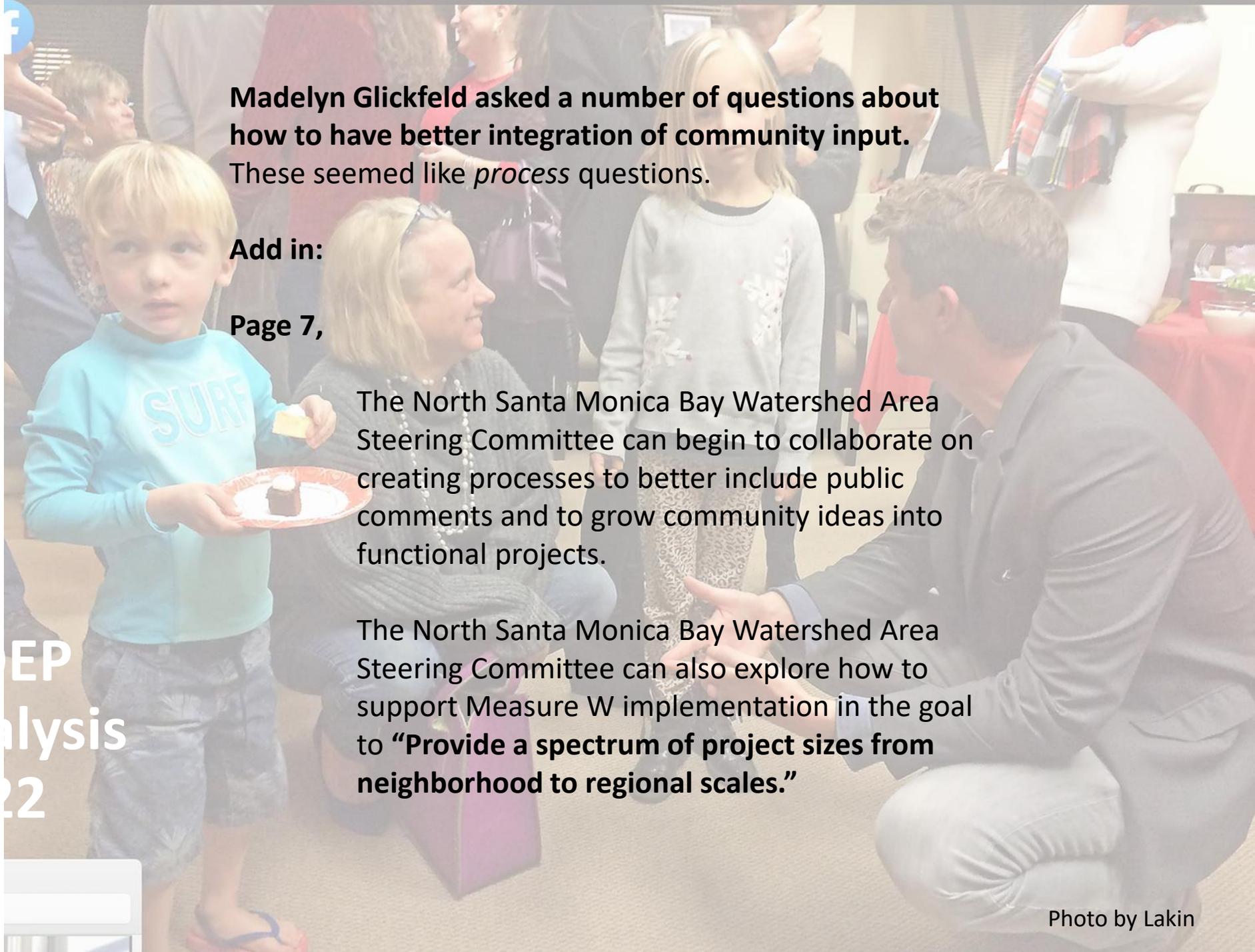
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Madelyn Glickfeld asked a number of questions about how to have better integration of community input. These seemed like *process* questions.

Add in:

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The North Santa Monica Bay Watershed Area Steering Committee can begin to collaborate on creating processes to better include public comments and to grow community ideas into functional projects.

The North Santa Monica Bay Watershed Area Steering Committee can also explore how to support Measure W implementation in the goal to **“Provide a spectrum of project sizes from neighborhood to regional scales.”**

# Strategy 1: Meet MS4 Compliance Goals

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**NEW**

**Suggested by Sophie  
Freeman.**

**Strategy 1: Prioritize  
Utilization of Measure  
W Funds for Projects  
that Meet MS4  
Compliance Goals**

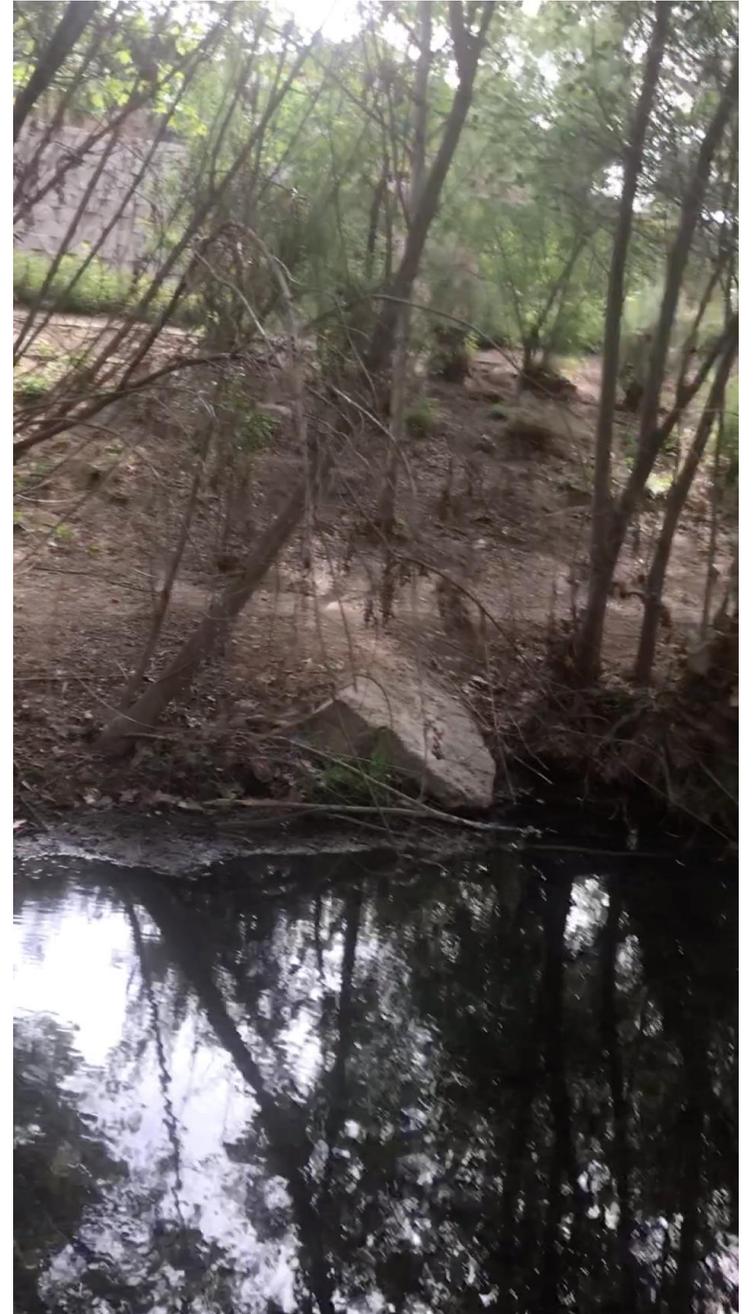


Photo by Watts

# Strategy 2: Four Community Outreach Events

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### NEW DATE

Suggested by Cung Nguyen.

**North Santa Monica Bay Watershed Community Meetings will be held on the fourth Wednesday from 2:30 – 5:00 p.m.**

### Other changes,

- Set venues for four events in 2022-2023
- Request NSMB WASC participation
- Set quarterly meetings

# Strategy 3: Educate stakeholders about water quality challenges in the watershed area.

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- Consider funding opportunities to create filmed material about water quality.
- Explore and implement different ways to educate students, both K-12 and college, to explain about pollution at every single testing site in the Santa Monica Mountains.

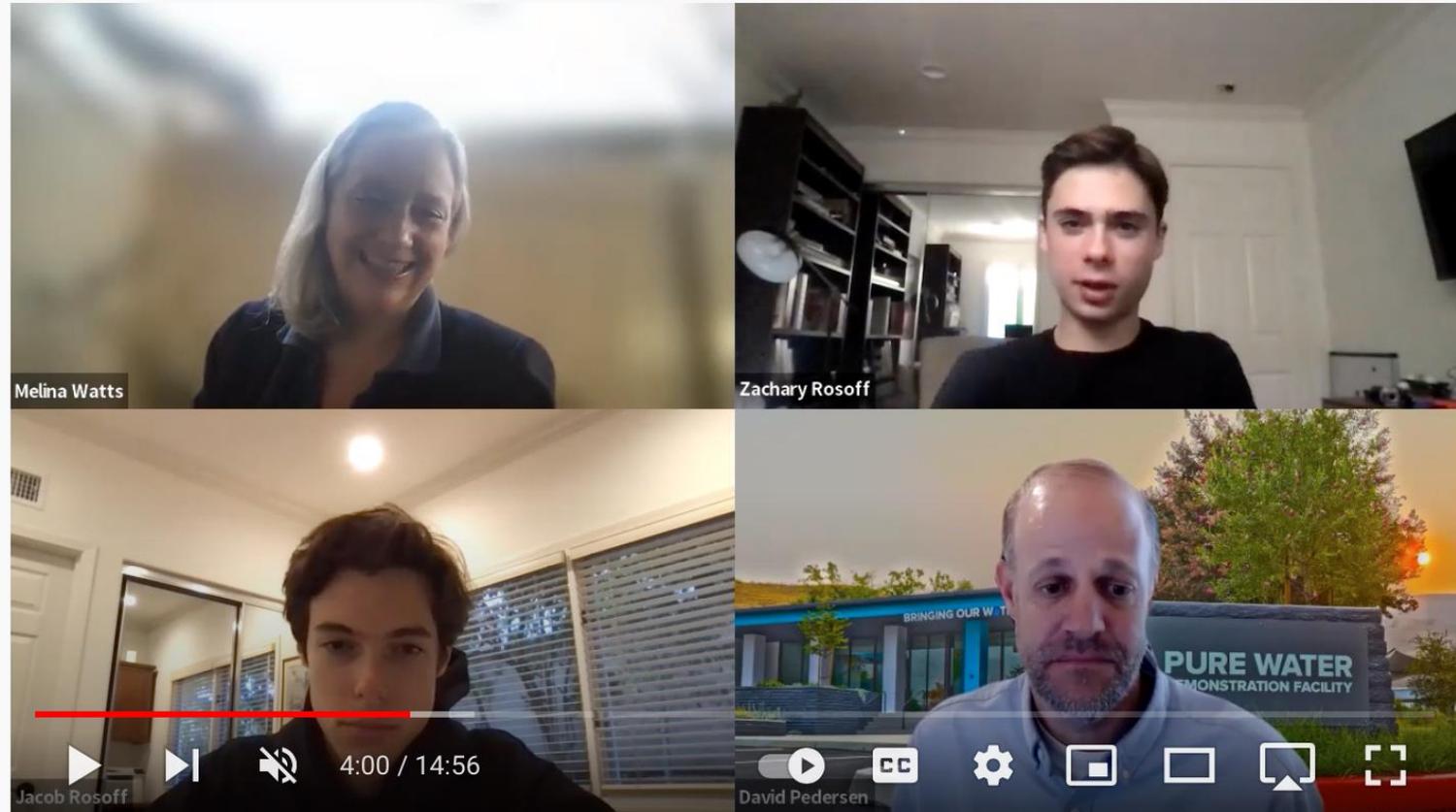


Photo by Watts

# Strategy 4:

Facilitate dialogue about water supply sources for and in the watershed area.

- Provide information to the public about current and future water supply sources for North Santa Monica Bay Watershed community members.
- Provide public outreach at existing community events to maximize connectivity to the most people.
- **Per Sophie Freeman, explore other ways to fund building cisterns for water supply in watershed.**



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North Santa Monica Bay Watershed Community GM Dave Pedersen Interview

Photo by Watts

# Strategy 5: Collaborate with partners to encourage the use of native plants on public + private land.

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- Per Tevin Schmitt, Wishtoyo, native plants are the ultimate Nature Based Solutions; partnering with Wishtoyo, Las Virgenes Municipal Water District, Mountains Restorations Trust, TreePeople, Resource Conservation District Santa Monica Mountains and other venues to communicate the availability of and desirability of planting locally sourced native plants.
- Help obtain funding for LVMWD / TreePeople Native Plants Kit program and support public outreach for Native Plants Kit program.
- Bring Growing Works (Camarillo) and the NPS Native Plants Nursery (Satwiwa) in as possible sources of native plants for water quality projects and public outreach efforts.
- Approach TreePeople, LVMWD and other regional leaders about possible Native Plants home garden tours.
- Highlight successful gardens on our website or on other successful websites.

# Strategy 7: Identify opportunities to reach youth at schools, Girl Scout Troops, YMCA, etc.

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- Invite LAUSD to set up rainbarrel demonstration at Topanga Elementary School.
- Educate students at Malibu High School, Pepperdine University and other local venues about local water supply/water quality improvements.
- Focus on providing community outreach at existing events to maximize audience size.



Photo by Watts

# Strategy 8: Focus on engaging with homeowners' associations.

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Per Kelsey Reed, if we connect with HOAs, they can help address local issues.

Met with Jon Kelly, HOA leader in Agoura Hills. Continue to be open to more meetings at HOAs.



Photo by Watts

**Strategy 9:  
Explore developing  
a North Santa  
Monica Bay  
Watershed Area  
website.**

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**Consider developing website for North Santa Monica Bay Watershed and/or partnering with other watershed coordinators on collaborative website.**

# Strategy 12: Identify and facilitate project concepts from North Santa Monica Bay Area and Community Members

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- Develop and continually maintain a list of project concepts shared by stakeholders. Ensure list is publicly viewable online.
- Connect community to potential projects for design and implementation with agencies to develop and explore.”
- Continually scan outside funding opportunities to support project proponents with outside funding opportunities.
- Address nutrient TMDL by collaborating with cities and county on potential horse manure management opportunities (per Joe Bellomo.)
- Develop strategies to coordinate community input on projects with the project sponsors, and to seek out project sponsors or grantees for projects that communities suggest.
- Share access to Measure W, <https://safecleanwaterla.org/call-for-projects/>.
- **Consider projects that would combine water quality improvement and nature based solutions via creek restoration (per Jeremy Wolf).**
- **Added ”plan for date to submit for funding” (per Kevin Kim.)**

# Strategy 12: Identify + facilitate project concepts from North Santa Monica Bay Area and Community Members

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## Project changes,

- **Agoura Hills – Citywide Low Flow Diversion**  
Update, Rejected after application, currently using IRWM and city funds to complete project.
- **Agoura Hills – Malibu Creek Watershed (MCW) Nutrients Special Study**  
Funded by City of Agoura Hills
- **Calabasas - Las Virgenes Creek Restoration Project Phase III**  
Funded, Larry Walker and Associates requested as TAT; TAT has not commenced.
- **Hidden Hills – Exploring using Horse Manure as Compost Opportunities**
- **Las Virgenes Municipal Water District – Malibu Creek Southern Steelhead Trout Survey**  
Need to confirm RCDSMM Availability / Price
- **Los Angeles County Public Works - Liberty Canyon Improvement Project**
- **Los Angeles County Public Works – Marie Canyon Low Flow Diversion Project Design Concept**
- **Westlake Village – MS4 Compliance Project for Westlake Village**
- **Topanga Elementary School**  
Possibly LAUSD/TreePeople/Other
- **RCDSMM - Roof / cistern Project for 100 Homeowners**

# Strategy 13 : Support a convening of experts about impacts of creek restoration on water quality

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- **Work to develop partnerships with ARLA and The Nature Conservancy, work with stakeholder cities and agencies to create a convening that explores work of multiple Resource Conservation Districts, other water districts and academic venues about the impacts of creek restoration on water quality.**
- **Develop next step or summary document.**
- **Event set for November 10, 17 and 18.**
- **Senator Henry Stern is Honorary Chair.**

# Strategy 16: Integrate priorities through partnerships and extensive networks

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Additional stakeholders added,

- Santa Barbara Creeks Division
- USDA-NRCS
- UCLA-IOES
- ARLA
- Growing Works
- *Peruaños Sin Agua*
- The Nature Conservancy
- California Association of Resource Conservation Districts
- Santa Monica Mountains Fund

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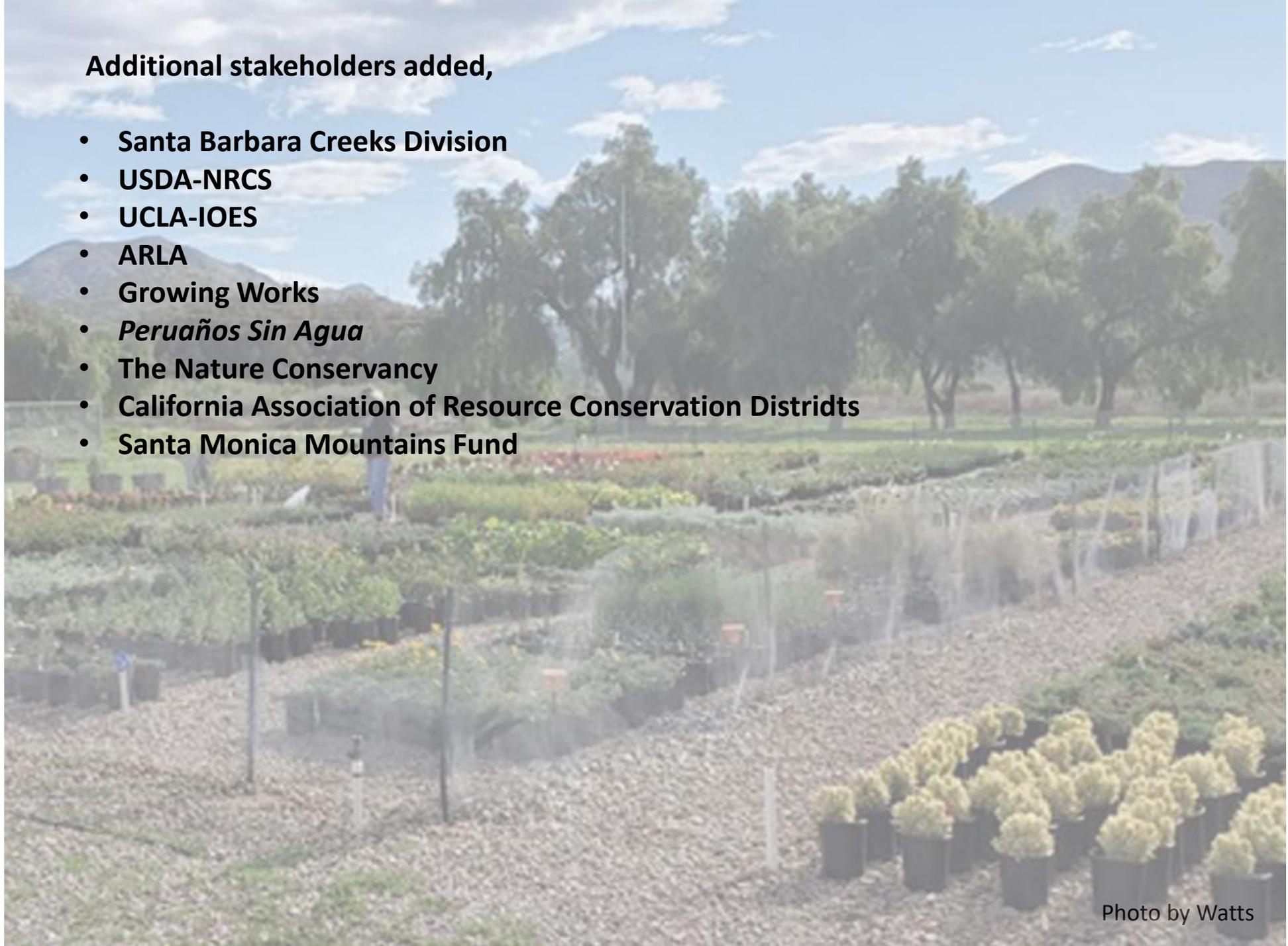


Photo by Watts

# Strategy 18: Support public education about trash reduction

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Support North Santa Monica Bay Watershed Area Steering Committee Vice Chair Madelyn Glickfeld recommendation to focus on addressing how to meet the trash TMDL. Continue to work to obtain funding in support of public education to reduce trash.



Trash Collection by Jeremy Wolf + Friends

Photo by Watts

# Strategy 19: Support dialogue and development of innovative projects and technology raised by stakeholders

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- Provide information to the public about current and future water supply sources for North Santa Monica Bay Watershed community members.
- Provide public outreach at existing community events to maximize connectivity to the most people.
- **Per Sophie Freeman, explore other ways to fund building cisterns for water supply in watershed.**

Photo by [www.tankandbarrel.com](http://www.tankandbarrel.com)

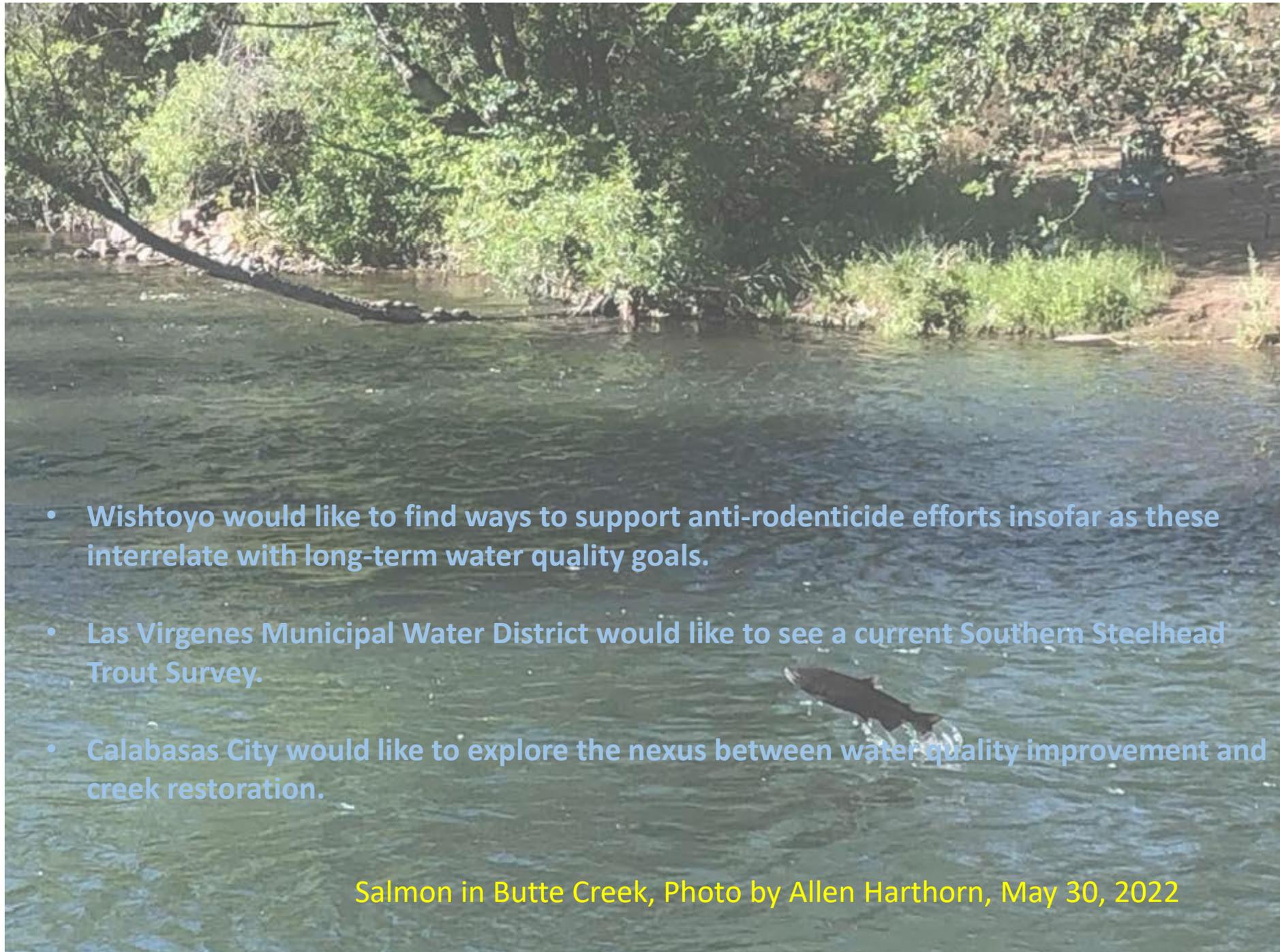
## Strategy 21: Support nexus between water quality and sustaining biodiversity.

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- Wishtoyo would like to find ways to support anti-rodenticide efforts insofar as these interrelate with long-term water quality goals.
- Las Virgenes Municipal Water District would like to see a current Southern Steelhead Trout Survey.
- Calabasas City would like to explore the nexus between water quality improvement and creek restoration.

Salmon in Butte Creek, Photo by Allen Harthorn, May 30, 2022



# Strategy 22: Support Nexus Between Fire Recovery, Pre-emptive Fire Protection, Water Quality and Water Supply

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Photo by [Cyclonebiskit](#)

Suggested by Mark Johnson, City of Malibu and multiple community members.



Photo by Watts

## Strategy 23: Support locally relevant scientific research

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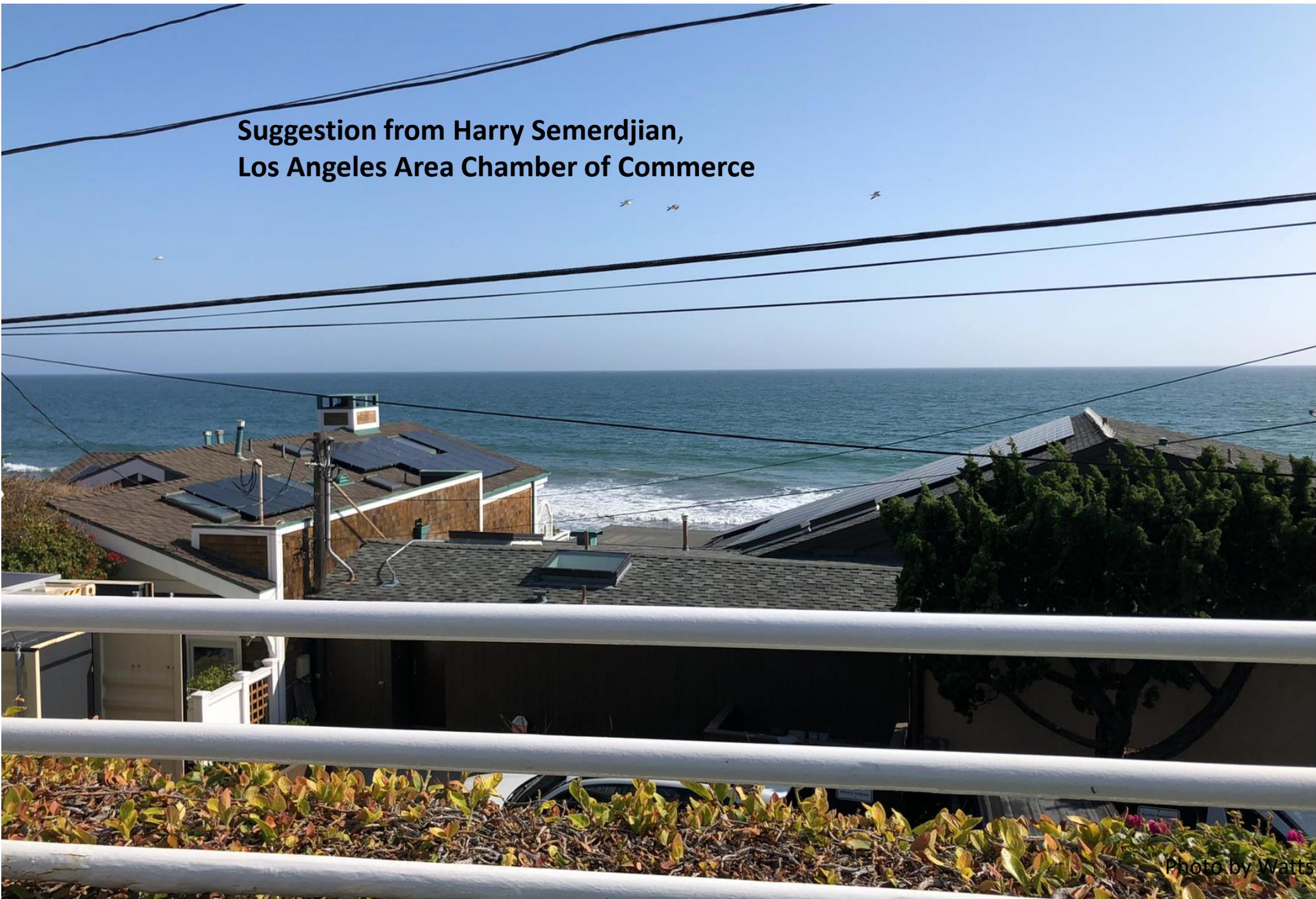


- Work with Dr. Michael Stenstrom, Dr. Richard Ambrose on locally relevant research; explore applicability of Jessica Forte's experience that sunlight may help reduce bacteria in stream.
- Find opportunity to fund Southern steelhead trout survey in Malibu Creek, per Dave Pedersen.

**Strategy 24:**  
**Look for**  
**nexus**  
**between**  
**water**  
**supply and**  
**energy via**  
**climate**  
**change**  
**harms**  
**reduction**

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**Suggestion from Harry Semerdjian,  
Los Angeles Area Chamber of Commerce**

Photo by Watts

**Strategy 25:  
Consider Potential  
Options to Increase  
TRP Funding  
Opportunities for  
NSMB Watershed  
Area**

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**Suggested by multiple NSMB WASC members.**



Photo Public Domain from Wikipedia



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