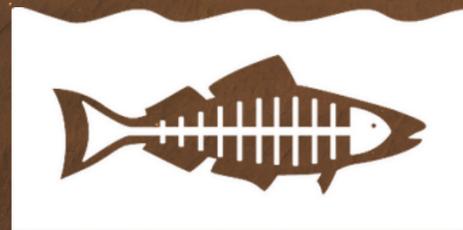


SSMB Watershed Coordinator Update



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Draft SOEP '22-'23



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August 17, 2022

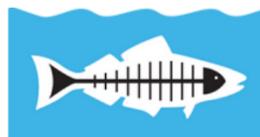
Today's Agenda

1 Introduction to the Team

2 Our Role

3 Draft SOEP 22-23

4 Group Discussion



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Meet the Team



Nicole Steele
Social Justice
Learning Institute



Jesse De La Cruz
Community Partner



Nancy Shrodes
Senior Watershed Specialist,
South Santa Monica Bay



Mikaela Randolph
Senior Watershed Specialist,
Central Santa Monica Bay



Ava Farriday
Watershed Program
Coordinator



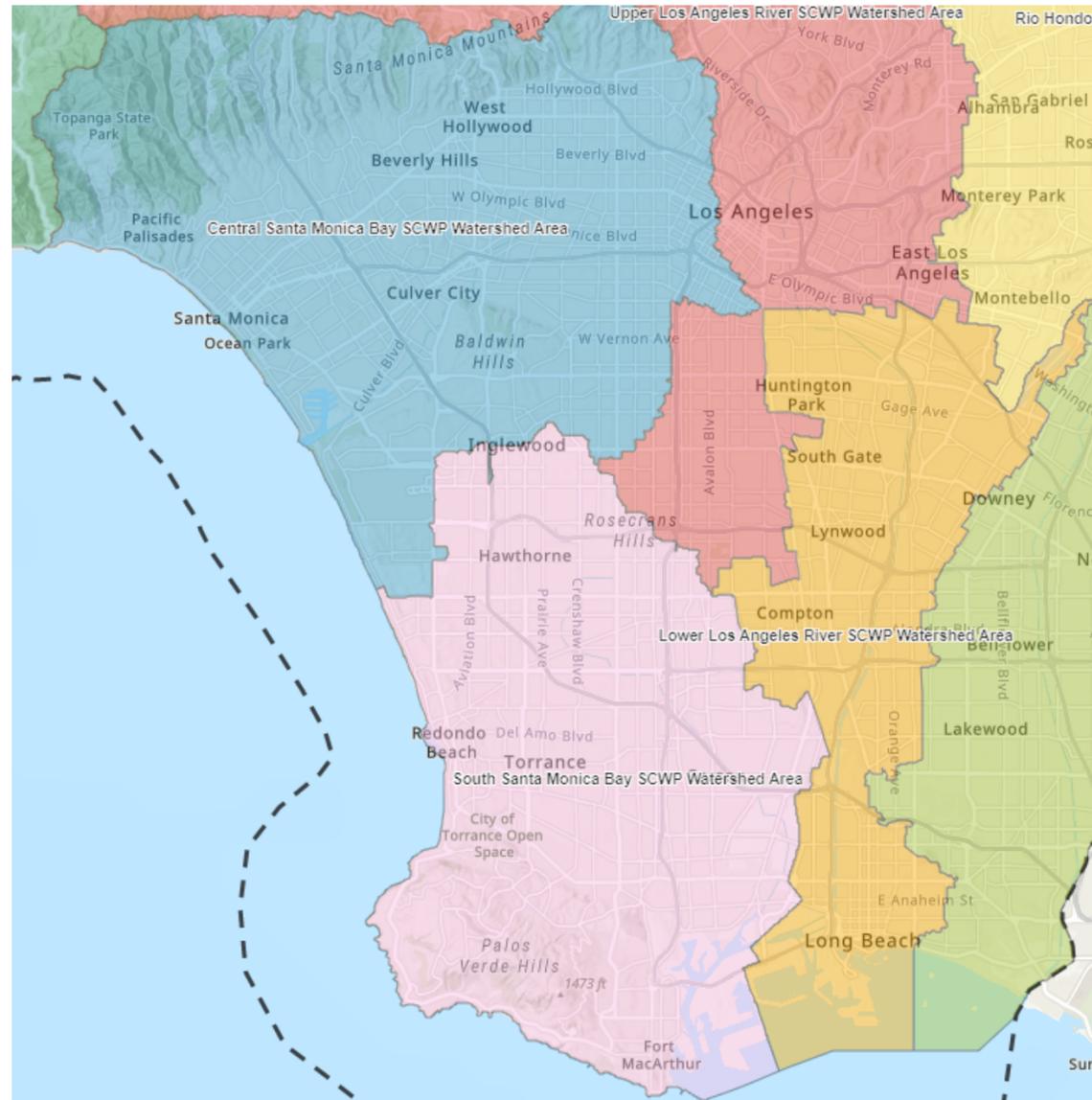
Annelisa Moe
Water Quality
Scientist



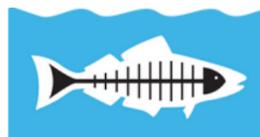
Katherine Pease
Science & Policy
Director



Watershed Coordination



Luckily, we are bordered by Central SMB and Lower LA River, both of which have WC's from SGA (one of whom splits Central with Mikaela), so there is a lot of collaborative work.



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Our Role

CONNECT

EDUCATE

ENGAGE



Watershed Coordinator Tasks

1

Facilitate Community Engagement

2

Identify and Develop Project Concepts

3

Work with Technical Assistance Teams

4

Facilitate Identification and Representation of Community Priorities

5

Integrate Priorities Through Partnerships and Extensive Networks

6

ID Cost-Share Partners

7

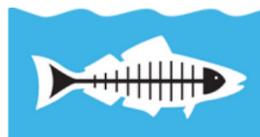
Leverage Funding

8

Local Stakeholder Education

9

Watershed Coordinator Collaboration

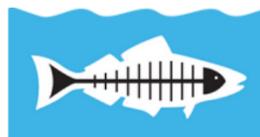


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Updating the Strategic Outreach & Engagement Plan



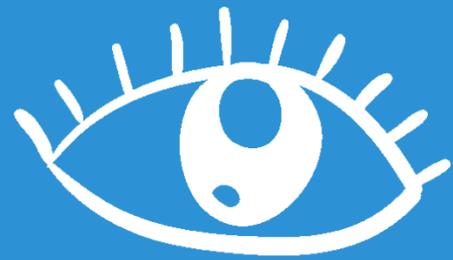
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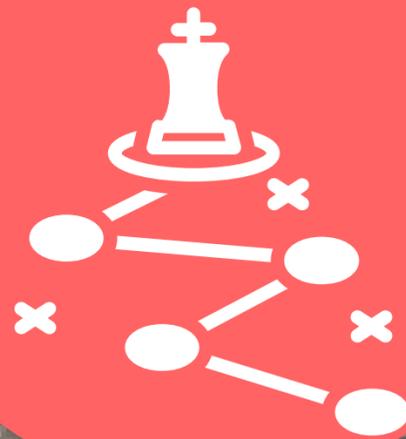
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Developing the Plan

Vision



Strategy



Evaluation
(Metrics)



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VISION

We want to ensure that all projects:

- are aligned with local priorities and needs
- have equitable access and opportunity, from a municipal and community perspective
- ultimately meet all four missions of the Safe Clean Water Program



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STRATEGY: 5 General Areas in the Draft SOEP

1

Community Engagement (stakeholders, municipalities, community groups)

2

Solicit Input and Connect to TRP/Program Elements

3

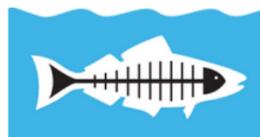
Ensure Diverse Perspectives are Included in Districts and WASCs

4

Identify and Ensure Involvement of Members of Disadvantaged and Underrepresented Communities

5

Ensure Educational Programming About Watershed Management, Ecological and Community Issues



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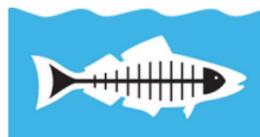


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Interested Party Stakeholder Power Mapping

1

- NGOs/CBOs & Coalitions
- Municipal & County SCW contacts
- LA Parks & Rec
- Indigenous Leaders
- City & Neighborhood Councils
- School Districts, Leaders, and PTAs
- Faith-Based Institutions
- Community Champions
- South Bay IRWM
- Watershed WMPs
- South Bay COG
- Businesses
- ID Non-Traditional Partners



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Communication 1

Tactics & Materials

- **Tactics**

- **Presence in the community**- attending existing community events and **leveraging existing programming** at Heal the Bay and Social Justice Learning Institute
- Utilizing our **social media platforms** to get the word out and engage with the public on a larger scale

- **Materials (Culturally Relevant and Accessible)**

- One pager, QR codes, surveys, partner sharing, event sign-up sheets, Activity Guides, HtB landing page
 - Multilingual



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NEW!

Materials: Quarterly Email Update Newsletters



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Communication 1 Tactics & Materials



Summer 2022 Newsletter

Dear Community Member,

Thank you for your interest in the latest regarding the [Safe, Clean Water Program](#).

I hope you are enjoying your summer! I appreciate you signing up for our quarterly newsletter. It includes updates about the most recent *Stormwater Investment Plans*, a recap and recording of the Schools & Stormwater symposium from May 19, information on how to transform school spaces for stormwater benefits, and how to participate in our [community needs survey](#) so we can better understand the needs and priorities in your community.

In other news, project applications for the next round of funding are due July 31. If you are considering applying and weren't able to get your project concept submitted, connect with us so you can get started for next year.

If you have any questions, feel free to reach out!

Best,

[Nancy Shrodes](#), Watershed Coordinator for the South Santa Monica Bay



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Solicit Input & Connect

Community Engagement

- Tabling at Community Fairs and Festivals
- Door-to-Door Outreach
- Distribute Community Survey's
- Phone/Text Banking Outreach



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Funding Research

- Attend Webinars
- Sign up for Listservs
- Share with project proponents when applicable

Project Concept ID & Realization

- ◀ • Share Program elements like the Technical Resources Program and help entities that want to apply
- Participate in Technical Resources Program as needed and contribute expertise to help achieve a strong project application

2



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Project Concept ID & Realization

- ◀ • Engage with potential applicants!



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Ensure Diverse Perspectives Shared

- **Public Awareness**
 - Social Media Campaign
 - Community Education
- **Community Participation**
 - Identify barriers for equitable access to public participation and ensure community voices are heard



Identify and Ensure Involvement of Underrepresented Communities

Public Awareness + Potential Project Solicitation

- On the Ground Grassroot Efforts
- Collaborations
- School Leadership Education & Outreach

Information Sharing

- Share Out Underrepresented Community Voices at WASC Meetings

Identify and Ensure Involvement of Underrepresented Communities

Public Awareness + Potential Project Solicitation

- Targeted outreach to cities not currently engaged in SCWP in underserved communities

NEW!



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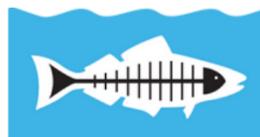


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Educational Programing about Watershed Management, Ecology and Community Issues

Education

- Educational Presentations
- Educational Presentations Trainings
- Host 2 Watershed Wide Events
- Instagram Live Interviews



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Educational Programing about Watershed Management, Ecology and Community Issues

Education

NEW!

- Community-Led Ecological Activity
- Bioblitz and Snapshot CalCoast
- Heal the Bay's Aquarium + potential partner aquaria in the watershed



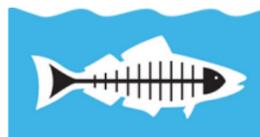
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Reporting Back

Via Quarterly Reports and WASC Meetings



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Discussion Prompts



- 1. Is there anything missing within our 5 strategies that you would like to see covered?**
- 2. Are there any concerns or reservations about any of the strategies and tactics we've reviewed?**
- 3. How else can the team help support the WASC as Watershed Coordinator?**



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Thank You!



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