Central Santa Monica Bay
Watershed Coordinator Quarterly Report
A Project of Safe, Clean Water L.A.

Watershed Area: Central Santa Monica Bay
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Contract Year: 4/14/22 - 4/13/23
# TABLE OF CONTENTS

**QUARTERLY REPORT**  
A. Summary of Activities 3  
B. Engagement Meetings Held or Attended 4  
C. Potential Cost-Share Partners Contacted 5  
D. Leveraged / Outside Funding Pursued 5  
E. Detailed Progress Report 5  
F. Engagement efforts benefitting Disadvantaged Communities 6  
G. Scheduling concerns or issues 6  
H. Expected activities next quarter 6  

**ATTACHMENT A**  
Outreach Event Materials 8  

**ATTACHMENT B**  
Community Flyer 12  

**ATTACHMENT C**  
Cost Share Options Database 15  

**ATTACHMENT D**  
Community Needs Survey Results Report 16  

**ATTACHMENT E**  
Public-Private Partnerships Presentation 17  

**ATTACHMENT F**  
Migration Celebration Event Photos 20
A. Summary of Activities

This quarter, S. Groner Associates Inc. (SGA) completed the following in accordance with our Strategic Outreach and Engagement Plan goals:

UNDERSTAND COMMUNITY NEEDS
We created our Strategic Outreach and Engagement Plan for FY 22-23, which we submitted to the District.

SGA continued collecting responses to our Community Needs Assessment Survey, which is available in English and Spanish. To date, we have collected 269 survey responses collected across LA County in conjunction with partners (SSMB, CSMB and LSGR Watershed Coordinators). See Attachment D for a summary of community survey responses collected to date. We also updated our Interested Parties database with parties listed in recent project applications. Additionally, we attended events held by other Watershed Coordinators to learn more about community needs and priorities (see Section B).

SOLICIT NEW PROJECTS
SGA held 7 meetings with interested parties to learn about their projects, their potential intersection with SCWP goals, and identify or discuss potential SCWP projects (see Section B).

We have continued to correspond with and support potential project applicants and funded projects, including:
- LASAN: Held monthly coordination meetings and shared funding resources.
- LA County DPW and LACFCD: Shared potential funding opportunity for Marina Del Rey Harbor Contamination Plan
- West LA Veterans Affairs campus project team: Discussed plans to submit an application.
- Blackwelder Tract project team: Corresponded regarding LASAN’s letter of non-objection for the project.

We developed and sent a newsletter on May 5 to 175 agency contacts in the watershed notifying them of the July 31 application deadline and upcoming Safe Clean Water-related events (view newsletter here). Additionally, we met with the Westwood Greenway non-profit to hear about their lessons around O&M for a greenway project. We also finalized our slide deck with recommendations for identifying public-private partnership opportunities and shared it with the Watershed Coordinators as a regional resource (Attachment D).

SUPPORT CURRENT PROJECT APPLICANTS
SGA has continued to maintain our database of funding opportunities (Attachment C). We also began creating a comprehensive resource guide with resources and considerations for parties planning to apply for SCW funding. Additionally, we researched the Marina Del Rey Harbor Contamination Plan and forwarded a grant opportunity related to this plan to relevant municipalities. Finally, we assisted the Syd Kronenthal Park project team with identifying interested parties to do outreach to.
INCREASE GENERAL AWARENESS
SGA tabled at the Migration Celebration event on May 21 (see Attachment F for event photos). We spoke with the public about Safe Clean Water, collected survey responses, and distributed educational SCW materials. We also researched other community events to attend. See Attachment A and Attachment B to view our event outreach materials.

WATERSHED COORDINATOR COLLABORATION
SGA has been attending monthly meetings of Watershed Coordinators. We continue to meet regularly with Heal the Bay to coordinate all outreach and engagement activities. This included reviewing Heal the Bay’s SCW landing page and organizing suggestions for new content. Additionally we met with the LLAR and SSMB watershed coordinators (May 18) to review year 1 activities and brainstorm our year 2 strategy.

SUPPORT THE WASC THROUGH INFORMATION SHARING
SGA attended monthly WASC meetings and attended the Regional Oversight Committee meeting on June 16. We compiled community engagement outreach information for all considered projects in preparation and in order to support SIP decision-making.

B. Engagement Meetings Held or Attended

SGA held or attended the following meetings with interested parties to share about SCWP, learn about their priorities, and in some cases, identify possible SCWP projects:

<table>
<thead>
<tr>
<th>Meeting or Event</th>
<th>Stakeholders Engaged</th>
<th>Date</th>
<th>Summary of Meeting or Event</th>
<th>Held or Attended?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Meeting</td>
<td>Alysen Weiland - PSOMAS</td>
<td>4/14</td>
<td>Discussed potential project concepts from PSOMAS' client base.</td>
<td>Held</td>
</tr>
<tr>
<td>2 Meeting</td>
<td>LASAN</td>
<td>4/25</td>
<td>Monthly coordination meeting</td>
<td>Attended</td>
</tr>
<tr>
<td>3 Meeting</td>
<td>Westwood Greenway Project Team</td>
<td>5/5</td>
<td>Discussed their lessons learned around O&amp;M for a greenway project.</td>
<td>Attended</td>
</tr>
<tr>
<td>4 Meeting</td>
<td>LASAN</td>
<td>5/23</td>
<td>Monthly coordination meeting.</td>
<td>Attended</td>
</tr>
<tr>
<td>5 Meeting</td>
<td>Sr Sustainability Specialist - LAUSD</td>
<td>6/29</td>
<td>Discussed LAUSD stormwater project opportunities.</td>
<td>Held</td>
</tr>
<tr>
<td>6 Meeting</td>
<td>Blackwelder Tract Project Team, LACFCD, and LASAN</td>
<td>7/7</td>
<td>Attended group meeting organized by LACFCD to discuss Cal Greenwork's plan to submit an application by July 31.</td>
<td>Attended</td>
</tr>
<tr>
<td>7 Meeting</td>
<td>Edgar Campos - TRUST South LA</td>
<td>7/13</td>
<td>Met with WASC Member Edgar Campos to discuss the Strategic Outreach and Engagement Plan and strategies to engage CBOs.</td>
<td>Held</td>
</tr>
</tbody>
</table>

We tabled at the following community events to raise public awareness and engagement in the SCWP. We collected Community Needs Survey responses and distributed educational materials.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Summary of Meeting or Event</th>
<th>Stakeholders Engaged</th>
<th>Held or Attended?</th>
<th>Attachments #</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Friends of Ballona Migration Celebration</td>
<td>5/21</td>
<td>We spoke with the public about Safe Clean Water, collected survey responses, and distributed educational SCW materials.</td>
<td>General Public</td>
<td>Attended</td>
<td>Attachment F: Migration Celebration Event Photos</td>
</tr>
</tbody>
</table>
SGA attended the following community meetings as a spectator to learn more about community needs and priorities:

<table>
<thead>
<tr>
<th>Community Meetings</th>
<th>Date</th>
<th>Summary of Meeting or Event</th>
<th>Held or Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 WaterTalks for Agencies and Electeds</td>
<td>5/5</td>
<td>Workshop for public agency staff and elected officials to strengthen integrated watershed management across LA County.</td>
<td>Attended</td>
</tr>
<tr>
<td>2 Schools and Stormwater Symposium</td>
<td>5/19</td>
<td>Workshop about how collaboration between school districts and water agencies can reimagine schoolyards as a site for broader community wellness and change.</td>
<td></td>
</tr>
<tr>
<td>3 Tribal Allyship for Water Justice</td>
<td>5/25</td>
<td>Workshop held by Sacred Places Institute for Indigenous Peoples and TreePeople about local indigenous tribal community leaders focused on water.</td>
<td></td>
</tr>
<tr>
<td>4 Credit Management Workshop</td>
<td>6/13</td>
<td>Held by the District.</td>
<td></td>
</tr>
<tr>
<td>5 IRWM Steering Committee Meeting</td>
<td>7/5</td>
<td>Attended steering committee meeting which focused on Prop 1 Round 2 funding.</td>
<td></td>
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</tbody>
</table>

C. Potential Cost-Share Partners Contacted

We continue to maintain our database of potential funding opportunities in our Cost Share Database. This database is attached to this report (Attachment C). This quarter, we contacted the Ocean Protection Council to clarify the eligibility criteria for their Prop 68 Grant Program - MPA and Climate.

D. Leveraged / Outside Funding Pursued

We have not pursued outside funding opportunities during this reporting period.

E. Detailed Progress Report

<table>
<thead>
<tr>
<th>Task #</th>
<th>Task</th>
<th>Total Task Level of Effort (from workplan)</th>
<th>LOE this quarter</th>
<th>Accumulated LOE to-date (from monthly reports)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facilitate Community Engagement</td>
<td>12%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>2</td>
<td>Identify and Develop Project Concepts</td>
<td>15%</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>
F. Engagement efforts benefitting Disadvantaged Communities

We have continued to meet and/or correspond with entities who are developing project concepts that benefit Disadvantaged Communities to support them in applying for SCWP funding. These include:

- California Greenworks: Blackwelder Tract Lower Ballona
- City Fabric: West Los Angeles Veterans Affair campus project
- LASAN: Baldwin Vista Green Streets Project, Imperial Highway Green Infrastructure Project

G. Scheduling concerns or issues

There are currently no scheduling concerns or budget issues.

H. Expected activities next quarter

In the upcoming quarter, we anticipate accomplishing the following activities:

Focus Area 1: Understand Community Needs in the Watershed
- Continue meeting with interested parties to learn about community needs, with a focus on neighborhood councils and associations in Disadvantaged Communities
- Continue collecting responses to our Community Needs Survey at events and through online outreach

Focus Area 2: Solicit New Projects
● Present information about the Safe Clean Water program to potential applicants
● Conduct outreach to schools and college campuses to identify potential SCWP projects
● Engage the business community and city agencies on public-private partnership opportunities
● Support meaningful community engagement in project applications

Focus Area 3: Support Funded SCWP Projects
● Continue to develop our cost-share database
● Conduct outreach to potential cost-share partners to identify opportunities for collaboration
● Identify and share cost-sharing opportunities with current SCWP projects
● Continue efforts to collect data on anticipated future funding needs of funded infrastructure projects
● Continue meeting with and offering feedback and recommendations to potential project applicants as to how their project concepts can best encompass community priorities and meet the goals of the SCWP program

Focus Area 4: Raise Public Awareness About SCWP
● Raise awareness of SCWP at community events

Focus Area 5: Support the WASC Through Information Sharing
● Present our FY 22-23 Strategic Outreach and Engagement plan at the July WASC meeting
● Give updates at monthly WASC meetings
● Attend monthly Watershed Coordinator meetings and lead the August meeting
● Complete monthly progress reporting
ATTACHMENT A

Outreach Event Materials
BRANDED POPPY SEED PACKETS

PLANTING INSTRUCTIONS:
- Annual
- Full sun
- Plant in fall or early spring
- Seeds do well in dry poor soil

INSTRUCCIONES PARA PLANTAR:
- Anual
- Pleno Sol
- Plantar en otoño y a principios de primavera
- Las semillas crecen bien en suelo seco y pobre
INTERACTIVE COMMUNITY VISIONING ACTIVITY BOARD

This activity board was developed for use in the Lower LA River watershed area events as well as Central Santa Monica Bay events.
**BANNERS**

**WHAT IS THE SAFE CLEAN WATER PROGRAM (MEASURE W)?**

**JUEVES EL PROGRAMA DE AGUA SEGURA Y LIMPIA (INICIATIVA W)?**

A program to invest in the LA County’s 100-year-old water system.

**Cómo hacer para mejorar nuestro sistema de agua:**

**WHERE ARE PROJECTS FUNDED? (DE DÓNDE SE FINANCIAN ESTOS PROYECTOS?)**

The program is funded by an annual local water tax.

**Reducir la contaminación del agua:**

Every dollar invested in conservation is projected to save $10 in future treatment costs.

**EVERY YEAR IN LA COUNTY:**

**CADA AÑO EN EL CONDADO DE LA:**

- **OVER 50%**
  - OF WATER DRONGS ARE CLASSIFIED AS BEING "MISCELLANEOUS" WATER QUALITY.

- **1.4 MILLION**
  - MILLION DOLLARS IN REIMBURSEMENTScono devuelven a nuestros residentes.

- **2/3**
  - DEDUCTIBLE.

**WE LIVE IN A WATER-SCARCE AREA.**

Climate change is causing more extreme weather events, which is putting our local water resources at risk.

**Este es nuestro residente y sus amenazas:**

- Drought and reduced snowpack
- Increased temperatures
- Sea-level rise

**WHAT IS A WATERSHED? (QUE ES UNA ZONA HIDROGRÁFICA?)**

A watershed is the land area that contributes water to a river or stream.

**LEARN MORE:**

[safeclanwaterla.org](http://safeclanwaterla.org)

**SUSTAINMi ... WATERING USE?:

[ridiculousfact.org](http://ridiculousfact.org)
ATTACHMENT B

Community Flyer
WHAT IS THE SAFE CLEAN WATER PROGRAM (MEASURE W)?

A PROGRAM TO MODERNIZE L.A. COUNTY'S 100-YEAR-OLD WATER SYSTEM BY:

- **REDUCING TRASH AND TOXINS IN OUR WATERS**
  Every year over 50% of local waterways are classified as having "impaired" water quality.

- **INCREASING LOCAL WATER SUPPLY THROUGH RAINWATER CAPTURE**
  We currently import 2/5 of our water.

- **BUILDING OUR CLIMATE CHANGE RESILIENCY**
  To protect against future droughts.

- **CREATING MORE GREEN SPACE & PARKS**
  52.6% of the County’s population lives in a "high" to "very high" park needs area.

**EXAMPLE OF PROJECT IN YOUR COMMUNITY:**

**Urban Orchard**
This new park in South Gate will clean captured water for use in a community orchard, educational garden and local wetland habitat.

**HOW CAN I GET INVOLVED?**

- **TAKE 2 MIN SURVEY**
- **ATTEND A PUBLIC MEETING**

https://linktr.ee/safecleanwater
¿QUÉ ES EL PROGRAMA DE AGUA SEGURA Y LIMPIA (INICIATIVA W)?

UN PROGRAMA PARA MODERNIZAR EL SISTEMA DE AGUA DEL CONDADO DE LA QUE DATA DE HACE 100 AÑOS:

- **REDUCIENDO BASURAS Y TOXINAS EN NUESTRAS AGUAS**
  Cada año más del 50% de los cuerpos de agua están clasificados como deteriorados.

- **AUMENTANDO LOS SUMINISTROS DE AGUAS LOCALES PRODUCIDA POR LA LLUVIA**
  Actualmente importamos 2/3 de nuestra agua.

- **CONSTRUYENDO NUESTRA RESILENCIA AL CAMBIO CLIMÁTICO**
  Para proteger contra futuras sequías.

- **CREANDO MÁS PARQUES Y ESPACIOS VERDES**
  52.6% de la población del Condado vive en una zona con necesidad de parques “alta”, ver “muy alta”.

**EJEMPLO DE PROYECTO DEL PROGRAMA DE AGUA SEGURA Y LIMPIA:**

**Huerto Urbano**
Este nuevo parque limpiará el agua capturada para utilizarla en un huerto comunitario, jardín educacional y un humedal.

**¿CÓMO PUEDO PARTICIPAR?**

RESPONDA ESTA ENCUESTA (2 MIN)
PARTICIPE EN REUNIONES PÚBLICAS

https://lnktr.rr/3afcleanwater
ATTACHMENT C

Cost Share Options Database

Click HERE to view and/or download the database.
ATTACHMENT D

Community Needs Survey Results Report

Click Here To View Report
INFRASTRUCTURE PROJECT EXAMPLE
Washington Boulevard Stormwater and Urban Runoff Diversion Project

Water capture and sanitary sewer diversion project.

FUNDED IN: 2020
SCW FUNDING: $3.6 Million
TOTAL COST: $12 Million
PROJECT LEAD: Culver City
WATERSHED: Central Santa Monica Bay

PROJECT FEATURES:
- Subsurface storage system to capture storm event runoff.
- Dry and wet weather runoff will be diverted to sanitary sewer which will be treated at the Hyperion Water Reclamation Plant.
- Some captured water will be used for median irrigation.

PUBLIC-PRIVATE PROJECT EXAMPLE
Washington Boulevard Stormwater and Urban Runoff Diversion Project

This project was identified in the Marina del Rey EWMP plan as necessary for reducing pollution reaching Marina del Rey. When Costco, which occupies ~30% of the drainage area, applied for a redevelopment permit, the City saw the opportunity to partner with Costco to implement this project.

Costco and Culver City entered into an MOU.

Costco's Contribution
- Financially contributed to design, construction, and O&M costs.
- Project partially took place on Costco land. **

Costco's Benefits *
- Are in compliance with NPDES requirements and are able to get their redevelopment permit.
- More cost-effective than implementing their own stormwater project.

Culver City's Contribution
- Takes responsibility for NPDES requirements.
- Implements project.
- Takes on liability.
- Financially contributed to project

Culver City's Benefits
- Got a financial contribution from Costco.
- Gained access to a parcel that captures about 30% of the City's drainage area to MDR. **

*In this case tax savings was not a significant motivator.
** Actual construction on Costco's property was limited to small area along the sidewalk for an electrical cabinet.
LESSONS LEARNED
Tips for Identifying Public-Private Partnership Opportunities

1. **Identify priority zones** or parcels that could provide key benefits to your area.

2. **Set up an internal mechanism** for your permitting office to flag redevelopment projects in priority zones or parcels.

3. **Seek out opportunities for mutual benefit.** Engage with property owners on how a partnership makes good business sense for them; municipalities may help address stormwater management requirements, maintain infrastructure, and/or share costs that they’d otherwise handle alone, etc.
   a. Tax savings are probably not significant enough to be a primary motivator.
   b. Environmental stewardship may or may not be a significant motivator so don’t lead with it.
ATTACHMENT F

Migration Celebration Event Photos