

# STRATEGIC OUTREACH AND ENGAGEMENT PLAN

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Prepared for:

**LOWER SAN GABRIEL RIVER  
WATERSHED AREA STEERING COMMITTEE**

Prepared by:

**OhanaVets, Inc.**

100 Wilshire Boulevard, Suite 700

Santa Monica CA 90401

(805) 285-5330

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Attachment A - LSGR Region – Languages Spoken

Attachment B – LSGR WASC Prioritization Criteria





# Section 1 Background

# 1. Background

The Lower San Gabriel Strategic Outreach and Engagement Plan “SOEP” is entering its third year of implementation. As such it is now being updated to reflect what has been done over the past year and what adjustments will be made to help achieve the goals and objectives of the Plan.

It is important to note that the first year of this Plan focused on the beginning stages of engagement with the communities, city representatives and partners. The main goal was and continues to be to identify stakeholders, develop relationships and project concepts based on community priorities, identify barriers and opportunities, and ultimately a path to support the work of the Watershed Area Steering Committee “WASC” and the success of the Safe Clean Water Program.

Upon review of the SOEP, updates were made mainly to the following:

- Section 6: Strategies – updated strategic tools and general strategies to reflect what was learned in the past two years and how to apply those tools in the coming year.
- Attachment B – LSGR WASC Prioritization Criteria



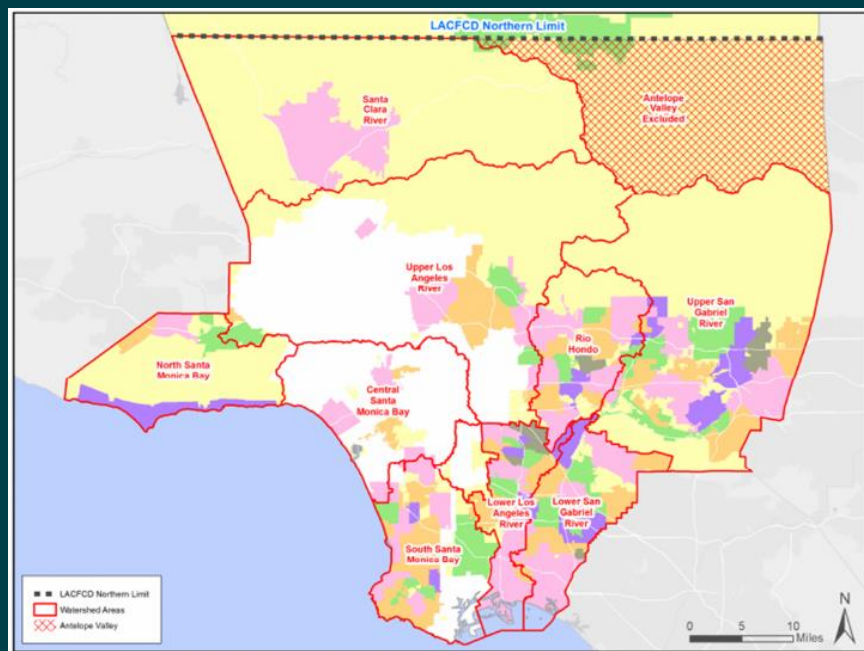


## Section 2 Introduction

## 2. Introduction

Many may ask what is a watershed? In simple terms, it is an area of land with streams and rivers that drain into larger bodies of water such as rivers, lakes or even oceans. The land is in an upstream area that contributes and collects surface water runoff which then flows downstream. Looking at it even closer yields the understanding that a large watershed is usually made up of many smaller watersheds.

Why are watersheds important? Watersheds are utilized to help manage surface water resources. They provide a more holistic management approach based on the concept that the watershed is the key geographic unit for managing surface water resources. This is because it uses all of the land area that could contribute runoff to a particular water resource. Watersheds are beneficial management tools because identified water quality concerns in the downstream, larger body of water can be mitigated by actions/projects within the watershed. It would be impossible to remove all of the pollution in the ocean/bay, but understanding the contributing watershed allows us to implement projects within that region to prevent the pollution from ever reaching the ocean in the first place. Watershed management involves the practice of planning and implementing programs to improve water quality, water supply and flood management. It includes reducing trash that can help clear pathways which in turn addresses flooding risks. Additionally, trash and waste reduction means less pollution, reducing bacteria and other chemicals that can flow into our rivers and ocean. Managing watersheds also means collecting water that can be used to infiltrate into the groundwater aquifer, and then used for irrigation or other water uses that replace the need to use potable water.



Lower San Gabriel River  
Strategic Outreach and Engagement Plan

Los Angeles County has several large watershed areas that ultimately drain into the Pacific Ocean through a series of creeks, channels and rivers. In order to manage our watersheds now and into the future, in 2018, county voters approved Measure W, also known as the Safe Clean Water Program "SCWP". This program provides much needed funding for the purposes of capturing water runoff during wet and dry years, reducing the levels of contamination into bodies of water, increasing the number of nature-based enhancements along the river watershed areas and addressing local community needs including and especially disadvantaged communities.

By  
modernizing  
our 100-year-  
old water  
system, we  
can better  
protect  
public health  
and our  
environment,  
and  
maximize a  
cleaner,  
locally  
controlled  
water supply









# Section 3 Watershed Area Description

### 3. Watershed Area Description

#### Physical Characteristics

The LSGR watershed represents the lower portion of the San Gabriel River. The entire San Gabriel River extends about 58 miles in total beginning at the West Fork and East Fork in the San Gabriel Mountains and ends at the Pacific Ocean. The Upper and Lower San Gabriel River Watersheds are separated by the Whittier Narrows. For purposes of this Plan, the Lower San Gabriel River is approximately 20 miles and includes the Coyote Creek Tributary as well as the Los Cerritos Channel wetlands system which is just upstream of its mouth at the Pacific Ocean.

The LSGR watershed is in the Gateway Region of Los Angeles County and includes 15 municipalities and unincorporated areas of Los Angeles County. Those cities included in whole or in part are listed in the figure below:



## LSGR – Watershed & Member Agencies

The Lower San Gabriel River “LSGR” Watershed Area represents the lower portion of the San Gabriel River starting at Whittier Narrows. It extends 20 miles ending at the Pacific Ocean.

LSGR is in the Gateway Region of Los Angeles County and includes 15 cities and unincorporated LA County in whole or in part.



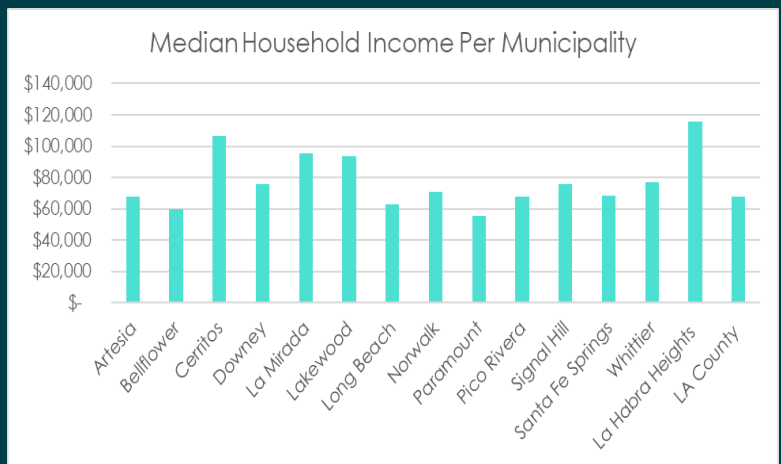
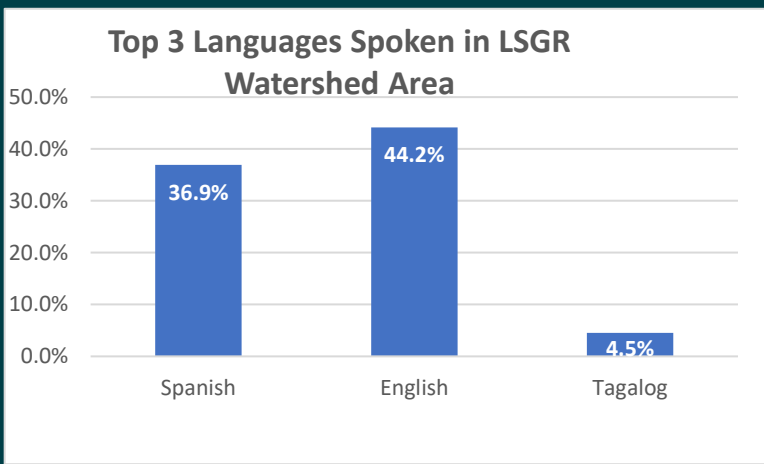
- Artesia
- Bellflower
- Cerritos
- Downey
- Hawaiian Gardens
- La Habra Heights
- La Mirada
- Lakewood
- Long Beach
- Norwalk
- Paramount
- Pico Rivera
- Santa Fe Springs
- Signal Hill
- Whittier
- Unincorporated LA County



## Social Characteristics

The LSGR Watershed boundaries host a wide variety of demographics. To manage that, a demographics report was generated for each city showing population, age groups, per capita income, median household income, education, employment industries, race and ethnic diversity, ancestry and language spoken.

During the research, it was discovered that each city has a distinct socio-economic characteristic from a neighboring city. The racial diversity, educational backgrounds, and income levels are also different. The data compiled will be used to generate area-specific and age-specific engagement activities and outreach materials, as needed.



The figures above are some examples of income and language demographics collected by city. The top three languages spoken on average within the LSGR as a whole are Spanish (36.9%), English (44.2%) and Tagalog (4.5%). Attachment A includes a more detailed spreadsheet for the various languages spoken per municipality.

The social and language differences will allow better targeting of language qualified interpreters when engaging the public during any future planned meetings or presentations.



## SCWP Context

The LSGR Watershed Area represents one of the nine watershed areas in the SCWP. Table 3.1 shows the Anticipated Annual Regional Program Funds collected per watershed area for 2022-2023.

The LSGR WASC encompasses two distinct watershed groups previously identified by the Los Angeles Regional Water Quality Control Board. They are the Los Cerritos Channel and the LSGR group. Both groups have completed their Watershed Management Plans “WMPs” and are working under the MS4 Permit towards compliance. Both watershed groups have completed several regional projects and have several feasibility studies planned for additional priority projects. Some of those projects have been funded with a variety of grant programs and funding partners including Caltrans and municipal funds from the SCWP.

Watershed Area	Estimated Revenue
Central Santa Monica Bay	\$ 17.74 M
Lower Los Angeles River	\$ 12.79 M
<b>Lower San Gabriel River</b>	<b>\$ 16.73 M</b>
North Santa Monica Bay	\$ 1.87 M
Rio Hondo	\$ 11.71 M
Santa Clara River	\$ 5.88 M
South Santa Monica Bay	\$ 17.35 M
Upper Los Angeles River	\$ 38.88 M
Upper San Gabriel River	\$ 19.00 M
<b>Regional Program Total</b>	<b>\$ 141.94 M</b>

Municipality	Estimated Revenue
Artesia	\$ 0.22 M
Bellflower	\$ 0.83 M
Cerritos	\$ 0.95 M
Downey	\$ 1.46 M
Hawaiian Gardens	\$ 0.13 M
La Habra Heights	\$ 0.17M
La Mirada	\$ 0.95 M
Lakewood	\$ 1.11 M
Long Beach	\$ 4.65 M
Norwalk	\$ 1.09 M
Paramount	\$ 0.65 M
Pico Rivera	\$ 0.90 M
Santa Fe Springs	\$ 1.46 M
Signal Hill	\$ 0.28 M
Whittier	\$ 1.24 M

Funds from the SCWP Municipal Program can also contribute to regional program funding. Table 3.2 details the estimated revenue for each entity as of 2022-2023.

The programmed amounts shown are important for several reasons. First, funding available through the SCWP Regional and Municipal Programs are not sufficient to meet the needs for the LSGR watershed area. Thus, the role of the Watershed Coordinator “WC” is to facilitate engagement, outreach, and help develop project concepts with potential multi-benefits, and identify projects partners and other funding opportunities to augment SCWP funding to the extent possible, such as County Measures A, M and R, Proposition

68 and future state bonds (IRWMP/DWR, Parks, RMC, WCB, CNRA, SCC). Once this Plan is approved by the LSGR WASC, the main portion of the work will begin. Part of that effort will be to work with physics-based information, community-based data, neighboring WASC Watershed Coordinators, in this case the Lower Los Angeles River WASC and the Upper San Gabriel River WASC and with all of the WASC Watershed Coordinators in general. Great ideas can turn into amazing small-, medium-, and large-scale projects with input and involvement.





# Section 4 Interested Party Mapping

## 4. Interested Party Mapping

An essential part of engagement and outreach is to identify stakeholders and interested parties. Starting with the community-at-large, they are identified as residents, businesses, elected officials, municipal representatives, disadvantaged and under-represented communities, property owners, water providers, etc. Being able to reach these communities in an effective and efficient way requires a deliberate and organized approach.

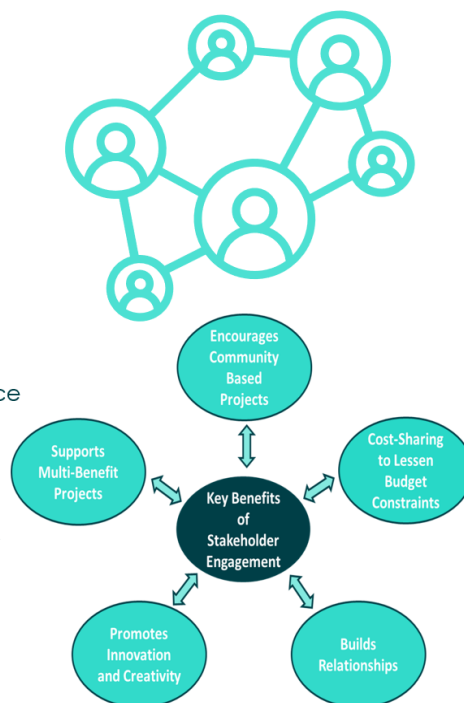
The first step for successful outreach and engagement is to build a broad range of contacts. To start this process, WASC Members were interviewed in 2021 and again in 2022 for their respective, localized knowledge of community groups, events, and interested parties.

The results of those initial interviews with WASC members as well as stakeholders in the community over the past two years have identified the following potential interested parties:



### LSGR SOEP – POTENTIAL INTERESTED PARTIES

- ABC Unified School District and Campuses
- Amigos de los Rios
- California Greenworks
- California State University Long Beach
- Campfire LA
- Cerritos College
- Central Basin MWD Purveyors Monthly Workshop
- Chambers of Commerce Service Clubs
- Downey School District
- El Dorado Audubon
- Friends of the San Gabriel River
- Gateway Water Management Authority
- Gateway Cities Council of Governments



- Gateway Cities Council of Governments
- Heal the Bay
- Korean Community Services
- LA County Bike Coalition
- Long Beach Conservation Corps
- Los Cerritos Wetlands Stewardship
- Los Cerritos Wetlands Authority
- Los Cerritos Wetlands Land Trust
- Los Angeles Neighborhood Initiative
- Municipalities
- River in Action
- Tree People
- Watershed Conservation Authority
- Watershed Council of Health
- Water Education for Latino Leaders



The work to connect with the listed parties will continue using a variety of methods such as phone, email, meetings or social media. Now that COVID-19 restrictions are completely lifted and in-person events are once again safe, several community events will be attended by the WC. Depending on the event, a booth with educational information will be setup and/or an inter-active trailer called "Clean Water Vision" will be staged for hands-on and live presentations regarding stormwater. Workshops held virtually have also been a great asset during the past year. We will continue to develop virtual events in the coming year.

Per the scope of work, we will provide outreach at a minimum of four (4) events and participate in two (2) watershed-wide educational events all of which will be a combination of in-person or virtual. The following is a preliminary list of possible in-person community events we are considering:

- Car Shows (several cities)
- Groundwater Festival by WRD at Albert Robles Center – May 2023
- Summer Concert Series at various cities –
- National Night Out -
- Earth Day Events - April 2024
- Earth Walk (Lakewood) – March 2024
- Cultural Events in various cities
- Touch-a-Truck Festival, City of Downey
- Farmer's Markets
- Arbor Day Tree Planting Festival
- Concerts in the Park
- Santa Fe Springs Swap Meet

**Jingle, Mingle and Tour Zedler Marsh at Los Cerritos Wetlands**

2022 HOLIDAY GATHERING  
LOS CERRITOS WETLANDS LAND TRUST

Join us for a holiday celebration where you can check out some of the important restoration of the Zedler Marsh area of Los Cerritos Wetlands and at 10:30 a.m. hear from Cassandra Davis who is the manager of volunteer programs at the Aquarium of the Pacific. Her areas of expertise include the resident population of green sea turtles found locally in the San Gabriel River. You will be able to tour the trail at Zedler Marsh and check out the amazing native plant nursery out on the site. I hope you will join us for this fun and informative gathering.

**What:** Holiday Party, sea turtle update and tours of Zedler Marsh  
**When:** Saturday, December 10 from 9 a.m. to noon  
**Where:** Zedler Marsh at Los Cerritos Wetlands  
Participants should park at 1st and PCH in Seal Beach by 9:00 a.m. and a staff member will guide you to Zedler Marsh through the wetlands. Alternatively, you can walk or bike to Zedler Marsh on the San Gabriel River bike path (be vigilant for fast moving bikes). There is limited space for cars to park at Zedler Marsh and that space is for those attendees who are disabled or have mobility issues. Please wear closed toe shoes and rain cancels the event.

**Saturday December 10, 2022 9 a.m. to noon**

You are invited to take a tour of Zedler Marsh at 9:30 a.m. or 11:30 a.m., led by educators from the ecological consulting company Tidal Influence.

RSVP: [elizabeth@lcwlandtrust.org](mailto:elizabeth@lcwlandtrust.org)

WHITTIER PARKS, RECREATION AND COMMUNITY SERVICES

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FRIDAY NIGHTS: 7:00-8:30 P.M.  
GATES OPEN AT 6:00 P.M.

NEW LOCATION YORK FIELD  
9110 SANTA FE SPRINGS ROAD

CONCERTS IN THE PARK

JULY 9 L.A. VATION U2 TRIBUTE  
JULY 16 LATIN NATION  
JULY 23 BLUE BREEZE BAND  
JULY 30 802 ALL STARS  
AUG 6 STEVIE NICKS ILLUSION  
AUG 13 ABBEY ROAD BEATLES

City of Downey

**TOUCH-A-TRUCK**  
SEE | TOUCH | EXPLORE | HONK

Emergency Rescue Demonstrations, Public Works Trucks, Police Patrol Vehicles, K-9 Unit, fire engines, construction equipment and more

**Saturday, May 7, 2022**  
**10:00AM - 1:00PM**

INDEPENDENCE PARK  
12334 Bellflower Blvd

10-11am: Quiet hour no sirens, horns or lights for those with sensitive ears or eyes  
11am: Vehicle Extraction Demo  
12pm: Vehicle Fire Demo

The City of Downey prohibits discrimination of any person in any of its program and services. For accommodation requests, contact the City's ADA Coordinator at least 48 hours prior to the event at [services@cityofdowney.org](mailto:services@cityofdowney.org) or [562-299-6619](tel:562-299-6619) or [ADACoordinator@cityofdowney.org](mailto:ADACoordinator@cityofdowney.org) TTY 711.



# Section 5 Vision for Success & Evaluation



## 5. Vision for Success & Evaluation

### Vision Statement

Provide cleaner, safer and more reliable water for everyone in the Lower San Gabriel River Watershed Area as well as protect the environment

The Lower San Gabriel River Watershed Area SOEP will be utilized to engage communities and stakeholders, and to educate and support a safe clean water system that protects public health and the environment.

### Mission

Voters passed Measure W in 2018 which enhances how we can create safe, clean water now and for future generations. Communities in the Lower San Gabriel River Watershed Area will now be empowered to:

- **CAPTURE IT**

Increase our yearly collection of rainwater to supply water for millions of people in L.A. County annually.

- **CLEAN IT**

Reduce the volume of trash before it reaches our beaches and coastal waters.

- **MAKE IT SAFE**

Help eliminate the toxins, fertilizers, bacteria, plastics, metals from our cars, and chemicals that flow into the ocean.

- **MAKE IT FOR EVERYONE**

Protect creeks and streams, build parks, liven up concrete landscapes, and create green space for our communities.



## Goals

The goals of the Lower San Gabriel River Watershed Area mirror the goals of the larger Safe Clean Water Program. As such, the goals are to:

- Implement a new plan for L.A.'s water system to capture the billions of gallons of water we lose each year.
- Help protect our coastal waters and beaches from the trash and contaminants in stormwater that make people sick and threaten marine life.
- Modernize our 100-year-old water system infrastructure, using a combination of nature, science, and new technology.
- Help protect public health, ensuring safer, greener, healthier, and more livable spaces for all.
- Prepare our region for the effects of a changing climate — including recurring cycles of drought, wildfire, and flooding.
- Require strict community oversight and independent auditing to ensure local monies raised stay local.

The goals are to increase the capture and storage of rainwater, clean our water by removing waste before it reaches our beaches and coastal areas, make it safe by removing chemicals and toxins, and to make it for everyone by creating green spaces vs concrete as well as protecting our creeks and streams.



### SCWP Ordinance – Regional Program Highlights



**“Shall be programmed, to the extent feasible, such that each Municipality receives benefits in proportion to the funds generated within their jurisdiction...”**



**“Shall be allocated such that funding for Projects that provide a DAC Benefit is not less than one hundred ten percent (110%) of the ratio of the DAC population to the total population in each Watershed Area;”**



**“Shall be programmed, to the extent feasible, such that a spectrum of project types and sizes are implemented throughout the region;”**



**“Shall be programmed, to the extent feasible, such that Nature-Based Solutions are prioritized;”**



**“Shall be disbursed to a non-municipal Infrastructure Program Project Applicant only after the Infrastructure Program Project Applicant has secured a letter of support from the Municipality in which the Project is located;”**



**“Shall be prioritized and spent on Projects that, to the extent feasible, assist in achieving compliance with [MS4 Permit]...”**



## Evaluation

To ensure success of the program it is important to measure and evaluate how the program is being implemented and how well it is meeting the established mission and goals. The strategies in Section 6 will be used to meet these goals.



## Section 6 Strategies

## 6. Strategies

Having an effective SOEP involves diverse groups, organizations, and agencies that let us know what they want to see happen in their communities. Effective outreach and engagement can facilitate shaping these plans to better serve the needs of the community. Our 2023 plan meets the key goals of broad engagement, soliciting input, identifying and involving disadvantaged communities, educational programming, and collaborative transparency. We also have modified our strategies based on reduced funding available.

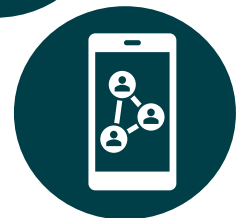
### Engage Stakeholders, Municipalities, and Community Groups

#### Vision/Evaluation Criteria:

Increase visibility of the LSGR WASC to increase attendance and involvement at SCWP and WASC meetings.

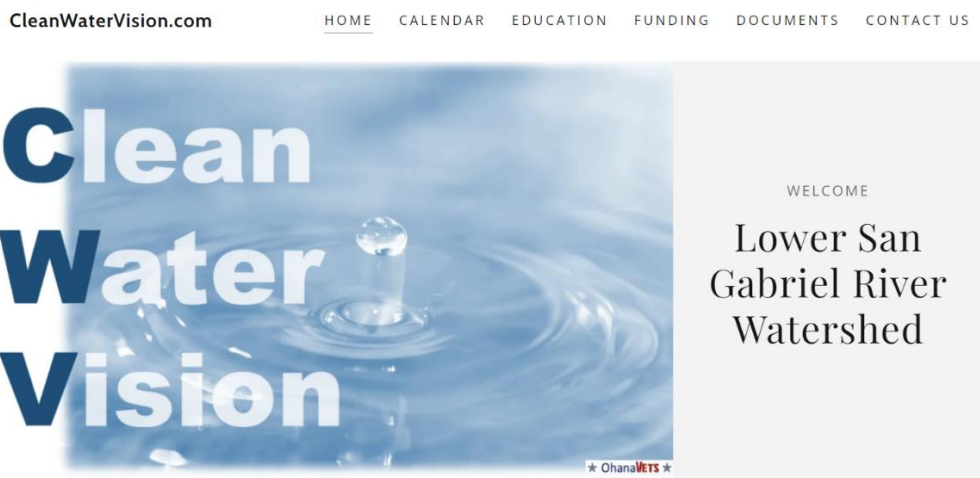
#### Strategies:

- As the WC for the LSGR Watershed Area, our team will continue to build a notification list of WASC members, City representatives, and other community stakeholders and representatives that can be added to this notification list. In addition, key contacts of other area WCs will be shared to coordinate efforts across area boundaries. Example would be upstream projects, etc.
- A monthly newsletter with pertinent information and events will be distributed to interested stakeholders. The newsletter is designed to provide information about upcoming events, meetings, and programs. It will also highlight an LSGR project with information and graphics and provide information about how to share project concept ideas and/or to submit applications for funding.
- Our CleanWaterVision.com website that includes up-to-date information regarding community events, SCWP Meetings, involvement opportunities, calendar of events, and links to enhance and drive traffic to the SCWP website and project portal. The website continues to be updated with information as the implementation of the plan grows.



- Facebook, Instagram and Twitter accounts continue to engage on social media. Interested Parties will be asked to “Like” the page and “Share” it to broaden the viewership. These social media platforms support and promote our education and stakeholder events.
- Scheduling and attending community and school events provides opportunities to distribute flyers, meet individuals, provide educational opportunities, and establish relationships. Our live, inter-active educational trailer will continue to be used.
- The OhanaVets Team will continue to connect with members of the LSGR WASC to get their input and feedback on strategic organizations and groups to engage.

The following is the homepage from the Clean Water Vision website:



WATER QUALITY WEBSITES LINKS YOU CAN VIEW


Safe Clean Water Program (SCWP)



The Safe Clean Water Program of LA County provides local, dedicated funding to increase our local water supply, improve water quality, and protect public health

[FIND OUT MORE](#)

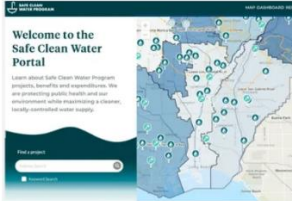
Lower San Gabriel River Area



The watershed area drains to the Pacific Ocean via the San Gabriel River and includes Coyote Creek and a downstream portion of the San Gabriel River.

[FIND OUT MORE](#)

Lower San Gabriel River Projects



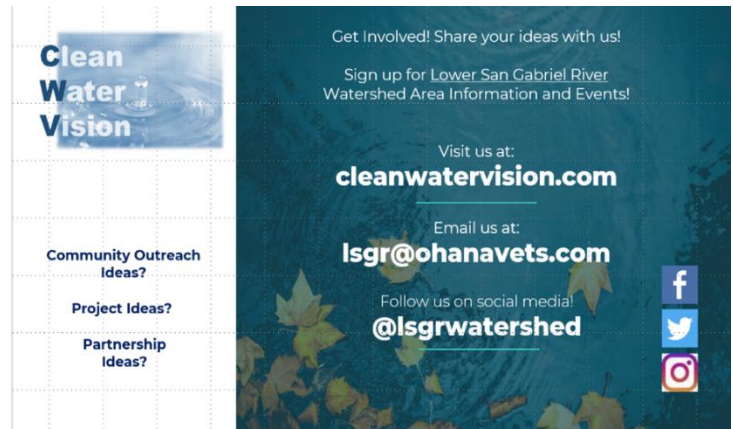
Learn about Safe Clean Water Program projects, benefits and expenditures. We are protecting public health and our environment with a cleaner water supply.

[FIND OUT MORE](#)

Our site does not duplicate information, but rather provides information about specific events, LSGR projects, a link to a LSGR community priorities survey as well as links to the following information:

- Safe Clean Water Program (SCWP) Home Page
- Lower San Gabriel River Watershed Area of the SCWP
- Lower San Gabriel River Watershed Area list of approved projects

The main purpose of the Clean Water Vision website is to provide the Stakeholders and Community a direct line of communication with us regarding preliminary project concepts that a community member wishes to pursue, specific questions, comments, and input on the program. The website includes a form to submit public comments which will be submitted to the WASC and become a part of the public record. Additionally, visitors to the website will be able to subscribe to email blasts, notices, etc.



CleanWaterVision.com      HOME   CALENDAR   EDUCATION   WEBSITES   FUNDING   CONTACT US

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TO SUBMIT COMMENTS FOR THE NEXT LSGR MEETING

### Step 1: Download Online Comment Card

Phone participants and the public are encouraged to submit public comments (or a request to make a public comment) prior to the meeting. Please use the Comment Card for instructions.

[DOWNLOAD FORM](#)

### Step 2: Submit Public Comments

All public comments will become part of the official record.

To review the guidance documents and for more information, visit [www.SafeCleanWaterLA.org](http://www.SafeCleanWaterLA.org)

[EMAIL YOUR COMMENT CARD](#)

FOR FEEDBACK ON THIS WEBSITE ONLY

Send us a message!

Name\*

Email\*

Message

[SEND](#)

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

*Note: Comments collected will be presented at WASC meetings during the public comment period.*

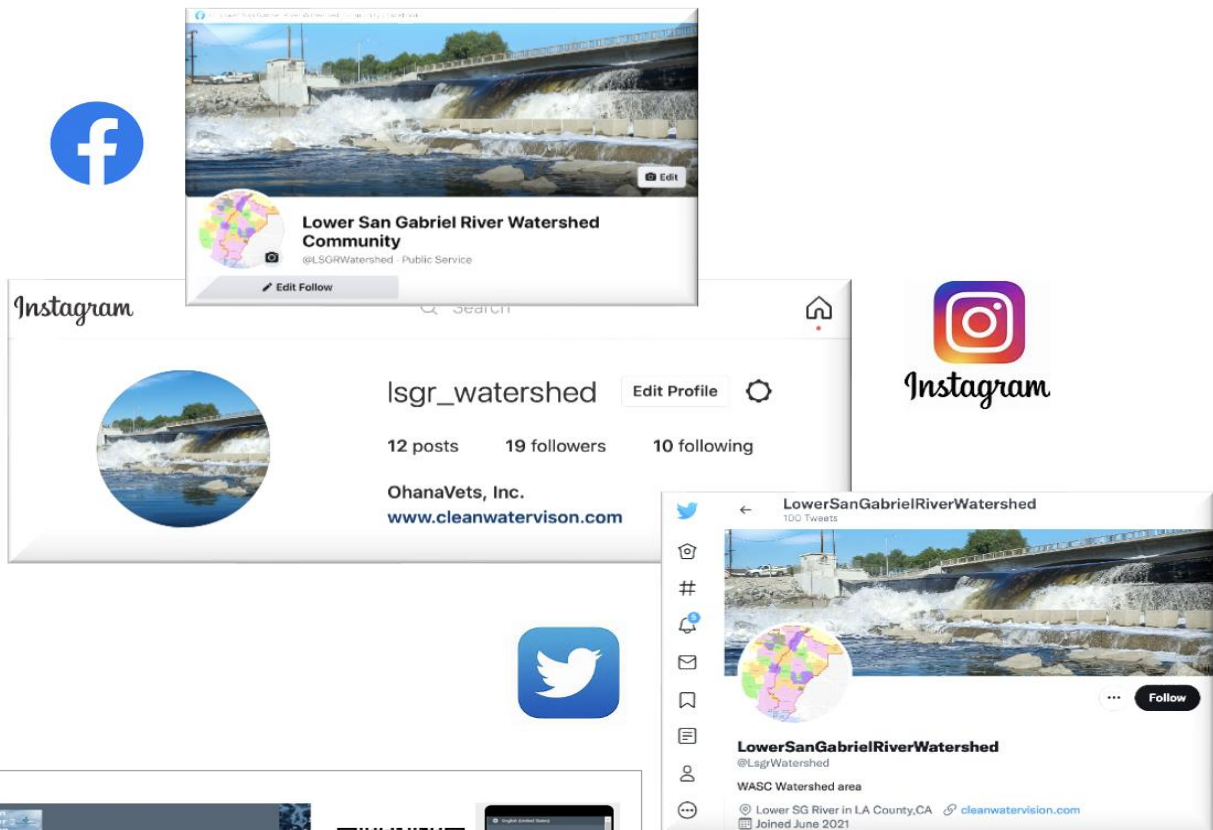
CLEANWATERVISION

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A Facebook, Instagram and Twitter program was developed in 2021 and has connected with community groups. Social media platforms will continue to be used to educate, inform and engage the community. In addition, a community survey was developed over the past year to solicit information and priorities directly from community members. The survey can easily be conducted online or is also available in print form at events. As more surveys are completed by community members in the coming year, the information will be collected and shared with the WASC periodically. Whether it is through our website, specific events, surveys or social media, we are committed to opening up dialogue with individuals so they know they can come to us for information or to connect them with appropriate organizations or individuals that can help bring ideas to fruition.

Facebook / Instagram / Twitter Example Pages:



Take our quick Community Survey!

[www.cleanwatervision.com](http://www.cleanwatervision.com)





## Solicit Input, Connect to Technical Assistance “TA” Opportunities

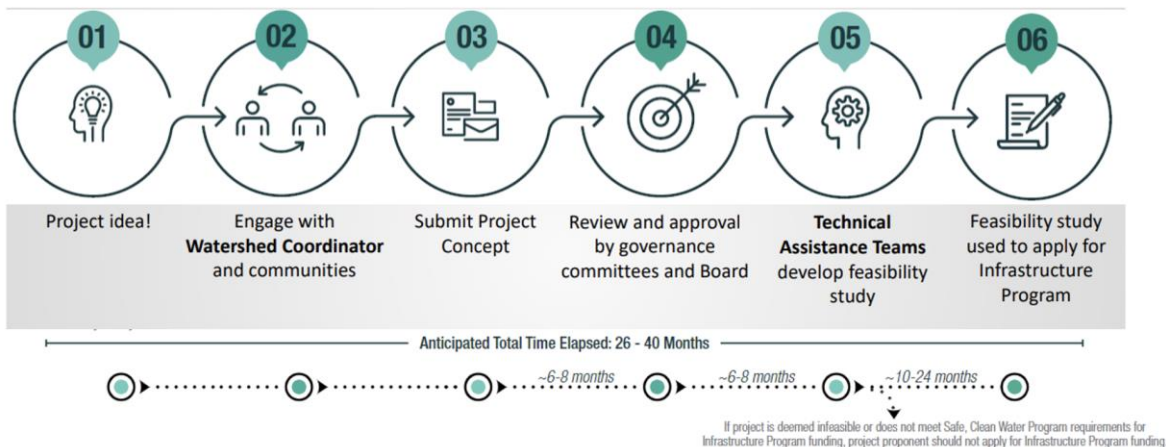
### Vision/Evaluation Criteria:

Identify projects and project concepts that meet the goals of the SCWP and facilitate access to funding and technical assistance if needed.

### Strategies:

- Continue to conduct workshops and meetings as well as attend events to give presentations/information about SCWP, LSGR WASC and their priorities within the SCWP requirements, create and share mapping and data tools that show watershed area projects, project information, and if needed how technical assistance can be accessed. These strategies help our team identify projects that may need technical assistance so they can move forward with feasibility studies, development, and/or funding.

## THE TRP PROCESS:



During the past year, the LSGR WASC developed a Prioritization Criteria document to add as one more tool to support their decision-making for funding of projects. This document also serves as a communication tool to potential project applicants to help them focus on certain elements that may be considered by the WASC. This document will be shared to stakeholders at events and other information tools such as the newsletter (Attachment B).

To be effective, the OhanaVets team has created a one-page project information sheet template with graphics. The template will be used for approved and potential projects to be considered by the WASC and will provide project information, descriptive information and costs. Additionally, our team has created a detailed spreadsheet and map of the entire LSGR watershed area to provide an easy way to quickly see where and what projects are, and if they've been funded or are under consideration. The project identifiers will not only show where the project is located in the LSGR area and if it's in a Disadvantaged community, but it will also be categorized in such a way so that it's easy to determine the type of project it is, the status, project costs, Best Management Practice types. This tool will be used to summarize and present the information.

### LSGR WATERSHED AREA FY23 -24 PROJECT APPLICANT PROGRESS PARK STORMWATER CAPTURE PROJECT

Regional stormwater capture and infiltration/filtration facility, new soccer fields, and pedestrian walking path at Progress Park.

**PROJECT LEAD:** City of Paramount  
**BMP TYPE:** Infiltration Facility

**LOCATED IN DISADVANTAGED COMMUNITY(DAC)?** Yes  
**BENEFITS DAC?** Yes  
**SCORING COMMITTEES SCORE** 73  
**TOTAL MEASURE W FUNDING REQUEST:** \$2,161,744  
**FUNDING YEAR:** Year 1 \$2,161,744 (Design)  
**COST SHARE?** No  
**CONSTRUCTION COST:** \$19,971,243

**PROJECT FEATURES:**

- Captures water from 729 acres
- Improve Flood Management
- Enhance/Restore Park Space
- Enhance Recreational Opportunities
- Enhance Green Space at School
- Reduce Heat Local Island Effect
- Increase Tree Count

**DRAFT**

## LSGR – SCWP PROJECTS FUNDED AND UNDER CONSIDERATION

Project Name	DAC Benefit	BMP Type	Planning/Design	Construction	GM	Technical Resources/Scientific Study	Cost Share	Measure W Funding	SP Year	Project Developer
1. Adventure Park Multi-Benefit Stormwater Capture	N	D	\$ 135	\$ 150	\$ 135	\$ 135	\$ 135	2021		Upper Bay County Area of Whittier
2. Conlithen Park	Y	F		\$ 0.9	\$ 130	\$ 0.9	\$ 130	2021		Befflower
3. Picochitto Park	Y	F	\$ 4.1	\$ 160	\$ 1.3	\$ 20.7	\$ 20.7	2021		Harvard
4. Rainy Pines	Y	F	\$ 1.3	\$ 110	\$ 1.3	\$ 1.3	\$ 1.3	2021		Lakewood
5. Mayfield Park	Y	F	\$ 1.3	\$ 150	\$ 1.3	\$ 1.3	\$ 1.3	2021		Lakewood
6. Bayview Golf Course Wetland Stormwater Capture Project	N	T	\$ 2.7	\$ 7.8		\$ 10.4	\$ 10.4	2021		Long Beach
7. Borondo Regional Project	Y	T	\$ 3.0		\$ 0.1	\$ 3.0	\$ 3.0	2021		Long Beach
8. Orchard Coordinator	N	S	\$ 2.1		\$ 1.0	\$ 1.0	\$ 1.0	2021		LA CDFG
9. Lower San Gabriel River Infiltration Facility	Y	F	\$ 2.1		\$ 5.6	\$ 2.1	\$ 2.1	21-22		Befflower
10. Santa Anita Complex	Y	F	\$ 2.4		\$ 2.4	\$ 2.4	\$ 2.4	21-22		Centex
11. Adventure Park Multi-Benefit Stormwater Capture	N/A	SS			\$ 0.1	\$ 0.1	\$ 0.1	21-22		GWMA
12. Fullerton City Park Multi-Benefit Stormwater Capture	Y	F	\$ 1.3		\$ 0.3	\$ 0.3	\$ 0.3	21-22		LA County PW
13. Fullerton City Park Multi-Benefit Stormwater Capture	Y	F	\$ 1.3		\$ 0.4	\$ 1.9	\$ 1.9	20-23		Lakewood
14. Fullerton City Park Multi-Benefit Stormwater Capture	Y	F	\$ 1.9		\$ 0.9	\$ 1.7	\$ 1.7	20-23		Befflower
15. Fullerton City Park Multi-Benefit Stormwater Capture	Y	F	\$ 0.2		\$ 0.2	\$ 0.2	\$ 0.2	20-23		GWMA
16. Fullerton City Park Multi-Benefit Stormwater Capture	Y	F	\$ 0.2		\$ 0.1	\$ 0.2	\$ 0.2	20-23		Dr. A. Gray, LLC/Befflower
17. Microplastics in LA County Stormwater	SS					\$ 2.5	\$ 2.5			
<b>Subtotal</b>			\$ 22.4	\$ 99.3	\$ 3.4	\$ 5.2				
18. Artesia Park Urban Runoff Capture	N	T		\$ 0.8		\$ 1.4	\$ 1.4	2024		Artesia
19. Inglewood Park of Park Vistas Charcoal Stormwater Capture	N	T		\$ 0.7		\$ 3.3	\$ 3.3	2024		Long Beach
20. Inglewood Park of Park Vistas Charcoal Stormwater Treatment and Reuse	Y	BF		\$ 0.7		\$ 0.7	\$ 0.7	2024		LA Metro Heights
21. La Mirada Creek Park	N	BF		\$ 3.8		\$ 1.9	\$ 1.9	2024		La Mirada
22. Progress Park Stormwater Capture	Y	F	\$ 2.2		\$ 2.2	\$ 2.2	\$ 2.2	2024		Paramount
23. Regional Pathogen Reduction	N/A	SS			\$ 1.0	\$ 1.0	\$ 1.0	2024		GWMA
24. Regional Pathogen Reduction	N/A	SS			\$ 0.5	\$ 0.5	\$ 0.5	2024		GWMA
<b>Subtotal</b>			\$ 5.9	\$ 6.3	\$ 1.5	\$ 1.6	\$ 1.6			
<b>Total</b>			\$ 22.4	\$ 99.3	\$ 3.4	\$ 5.2	\$ 5.2			

Legend:  
 ■ 38 DAC Disadvantaged Communities  
 ■ Measure W Funded Projects  
 ● FY 23-24 Submitted Projects

Legend:  
 ■ WSCRP  
 ■ SCWRP  
 ■ Stormwater Management Coordinator (SMC)  
 ■ Stormwater Management Coordinator (SMC) - General

Legend:  
 ■ Infiltration Facility  
 ■ Treatment Facility  
 ■ Technical Resources  
 ■ Scientific Study

Legend:  
 ■ Located in DAC Disadvantaged Community

If a group or organization has a project idea, the OhanaVets team can evaluate the project by utilizing several SCWP online tools in addition to OhanaVets' mapping tool. If it checks the boxes, we will create the project fact sheet, facilitate the process, determine if it needs technical assistance through the TRP or connect them with recommended technical experts.

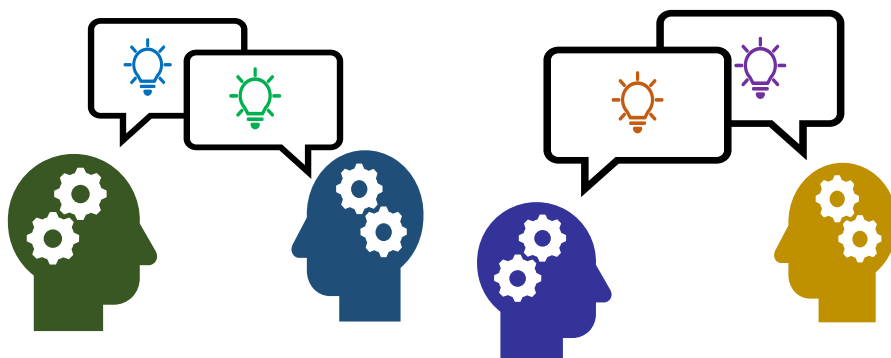
## Ensure Diverse Perspectives are Shared with District/WASCS

### Vision/Evaluation Criteria:

Increase visibility and involvement of local communities that represent diverse socio-economic and race perspectives and include those in project concepts, project design and reports to the LSGR WASC, other WASC WCs and the District.

### Strategies:

- Our team developed a community survey to help identify priorities and possible project concepts in the LSGR Watershed Area. The survey was recently published and will be an on-going tool to hear from, include and engage with the community that lives, works, visits or commutes within the watershed area.
- Attend wide variety of events including small and informal events that offer opportunities for one-on-one conversations.
- Continue Identifying key individuals and NGOs in communities that can take an active role the need for more inclusion and involvement.
- Host area-specific, inter-active in-person and virtual workshops
- Attend events with the Clean Water Vision Inter-Active Education Stormwater Pollution/Treatment Trailer.
- Website and Social Media outreach.



## Identify and Ensure Involvement of Members of Disadvantaged and Under-Represented Communities

### Vision/Evaluation Criteria:

Address the goals of the SCWP by soliciting ideas and needs, offering technical assistance to Disadvantaged Communities and underrepresented areas and facilitating their involvement in the SCWP.

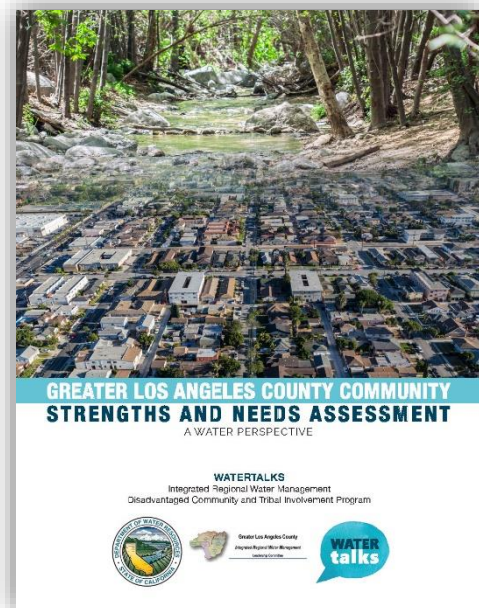
An important program to which we are actively coordinating is the Greater Los Angeles Integrated Regional Water Management Disadvantaged Community Incentive Program “DACIP”. This program better known as “Water Talks” has progressed to the point of having a completed Needs Assessment and interactive public dashboard. This tool will help facilitate and identify community priorities and areas that need attention. More information about Water Talks can be found [www.watertalks.csusb.edu](http://www.watertalks.csusb.edu).



at

### Strategies:

- Continue to solicit input from community leaders, municipal leaders to identify areas and communities that should be engaged in the SCWP.
- Coordinate efforts and data with the Greater LA IRWM Disadvantaged Community Involvement Program “DACIP”.
- Identify physical or other barriers that prevent more involvement.
- Attend community events and speak with the general public about local areas.
- Inter-active planning and conceptual designing workshops.
- Our team this last year has focused on identifying smaller budget projects that directly impact these disadvantage communities and would show results the can see and use.
- Coordinate with WASC to hold a small percentage of funding for these community projects.



## Identify Educational Programming About Watershed Management, Ecological and Community Issues

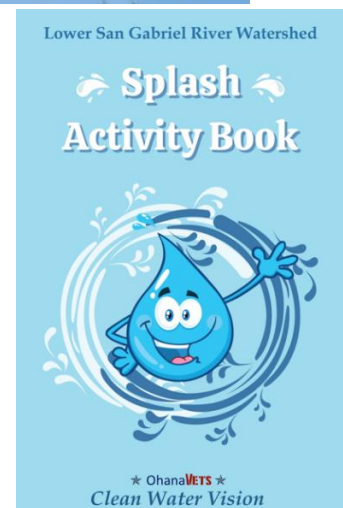
### Vision/Evaluation Criteria:

Inform the SCWP, the LSGR WASC and interested parties about local and regional perspectives and needs and develop an effective educational program that will align with those perspectives.




### Strategies:

- Consistent reporting of collected information and submittal to the District, other WCs, and to the WASC.
- Facilitate interactive, educational opportunities at schools, workshops, events, etc.
- Community project site visits to show funding being used in the local community.
- Attend/participate in LSGR WASC Meetings.
- Attend Regional Oversight Committee (ROC) meetings.
- Our team will continue to coordinate and plan new additional joint events with other WCs that adjoin our watershed area.



## Summary Information & Measurement of Success

The interested parties will continue to be contacted to provide support and receive feedback on watershed projects, funding opportunities, and community educational opportunities or meetings.



LSGR – Summary

### Strategic Outreach & Engagement Plan

**Summary Information:**

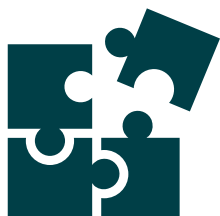
- ✓ **Guidance Document – Gets us Started**
- ✓ **Living Document – Ongoing Additions & Lessons Learned**
- ✓ **Collaborate with Other Watersheds – Share good Ideas/Information/Format**
- ✓ **Input from Stakeholders & Communities**
- ✓ **Annual Checklist & WASC Review**
- ✓ **Update SOEP Annually over 5-year program**

★ Ohana**VETS** ★





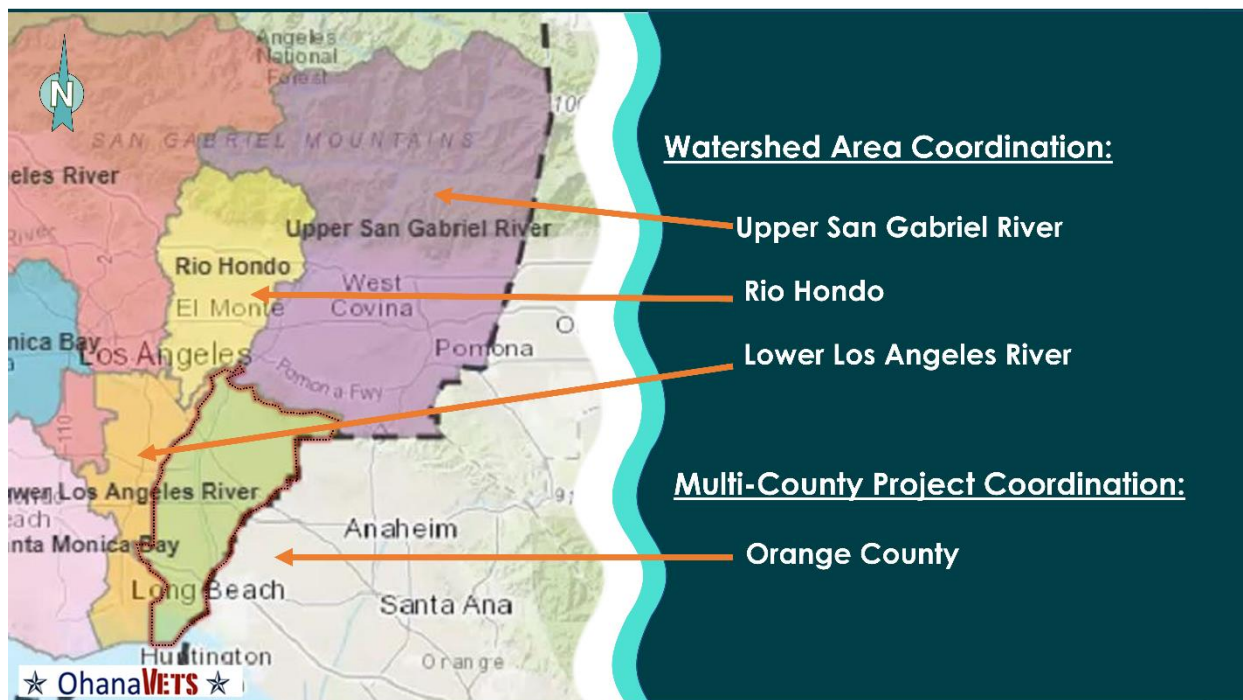
Section 7  
Identify Collaborative Efforts



## 7. Identify Collaborative Efforts

The work of the LSGR WASC will be shared by the WC with other WCs in the SCWP. This will go above and beyond the requirements of the SCWP. On-going dialogue and coordination is a must to reduce the potential of over-burdening stakeholders with similar or different information.

The LSGR WASC WC will continue to meet regularly with neighboring WCs to ensure maximum benefit and consistency. The exhibit below identifies neighboring watershed areas and the adjacent county of Orange County and that we will be working with on joint projects and programs.



Agencies within and surrounding the Lower San Gabriel River footprint will be contacted and engaged as part of our collaboration effort. The list of Agencies is included in **Section 4 – Interested Party Mapping**.





Attachment A  
LSGR Region – Languages Spoken

# LSGR Region – Languages Spoken

LOWER SAN GABRIEL RIVER REGION - LANGUAGES SPOKEN																
Languages	TOTAL AVERAGE	Municipalities														
		Artesia	Bellflower	Cerritos	Downey	La Mirada	Lakewood	Long Beach	Norwalk	Paramount	Pico Rivera	Signal Hill	Santa Fe Springs	Whittier	La Habra Heights (data not available)	LA County (data not available)
Spanish	36.9%	30.1%	44.5%	8.0%	60.5%	2.2%	3.0%	34.0%	54.2%	72.7%	66.9%	21.5%	48.9%	33.4%	-	-
English	44.2%	31.7%	43.0%	43.4%	31.3%	56.3%	65.1%	53.9%	33.0%	24.0%	30.3%	58.0%	43.1%	61.1%	-	-
Tagalog	4.5%	14.6%	5.0%	10.5%	1.7%	4.0%	7.0%	3.1%	4.2%	0.8%	0.7%	3.7%	2.4%	0.9%	-	-
Korean	2.5%	3.0%	0.8%	11.0%	1.9%	8.3%	0.8%	0.5%	2.1%	-	-	1.6%	2.1%	0.5%	-	-
Chinese	2.1%	4.5%	0.7%	11.8%	0.5%	2.1%	1.1%	0.6%	1.0%	0.1%	0.6%	2.6%	1.0%	1.2%	-	-
Languages of India	1.2%	6.1%	0.3%	4.5%	1.0%	1.3%	0.7%	0.5%	0.8%	0.2%	-	0.5%	0.1%	0.1%	-	-
Vietnamese	0.4%	0.2%	-	-	0.3%	0.7%	1.0%	0.6%	1.0%	-	0.4%	0.9%	-	0.1%	-	-
Arabic	0.4%	0.1%	1.4%	0.3%	0.7%	0.3%	0.4%	0.3%	0.2%	0.3%	0.1%	0.8%	-	-	-	-
Japanese	0.4%	0.2%	0.2%	1.9%	-	0.5%	0.3%	0.4%	0.1%	-	-	0.6%	0.2%	0.3%	-	-
Portuguese	0.4%	3.6%	0.1%	0.3%	0.1%	-	-	0.1%	0.1%	-	-	0.2%	0.1%	-	-	-
Pacific Island Languages	0.3%	1.4%	0.4%	0.5%	-	0.2%	0.8%	0.5%	0.3%	0.4%	-	-	-	-	-	-
Other Asian Languages	0.3%	1.3%	-	1.5%	0.2%	0.3%	0.1%	0.1%	-	-	0.1%	-	-	-	-	-
Thai	0.2%	0.1%	-	0.7%	0.1%	0.1%	0.5%	0.1%	0.4%	0.1%	-	0.4%	0.2%	-	-	-
French	0.2%	-	0.2%	-	0.2%	0.2%	0.7%	0.4%	0.1%	-	-	0.2%	-	0.1%	-	-
Native American Languages	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.3%	-	-	-	0.1%	0.5%	0.2%	-	-
German/Yiddish	0.1%	-	0.2%	0.5%	0.1%	-	0.2%	0.2%	-	0.1%	-	-	-	0.2%	-	-
Other Indo-European	0.1%	-	-	-	0.1%	0.4%	0.2%	-	0.2%	-	-	-	0.1%	0.1%	-	-
African Languages	0.1%	-	-	0.4%	0.1%	-	0.2%	0.1%	-	-	-	-	0.1%	0.1%	-	-
Slavic Languages	0.1%	-	-	-	0.3%	-	-	0.2%	-	-	0.1%	0.2%	0.1%	0.1%	-	-
Urdu	0.1%	-	-	0.4%	-	0.1%	-	-	0.3%	-	-	-	-	0.1%	-	-
West Germanic languages	0.1%	0.1%	-	0.1%	-	0.2%	0.2%	-	-	-	-	-	0.2%	-	-	-
Persian	0.1%	-	-	0.1%	0.1%	-	-	0.2%	0.1%	-	-	0.2%	-	-	-	-
Polish	0.1%	-	-	-	-	0.2%	-	-	-	-	-	0.5%	-	-	-	-
Italian	0.0%	0.1%	-	-	-	-	-	-	-	-	-	0.1%	0.1%	0.3%	-	-
Laotian	0.0%	-	-	-	-	0.1%	-	-	-	-	-	0.2%	-	0.2%	-	-
Greek	0.0%	-	-	-	0.2%	-	-	-	-	-	-	-	-	0.1%	-	-
Serbo-Croatian	0.0%	-	-	-	-	-	0.1%	-	-	-	-	0.1%	-	-	-	-
Armenian	0.0%	-	-	-	-	-	-	-	-	-	0.1%	-	-	0.1%	-	-
Scandinavian languages	0.0%	-	-	-	-	-	0.1%	-	-	-	-	-	-	-	-	-
Russian	0.0%	-	-	-	-	-	-	0.1%	-	-	-	-	-	-	-	-
Hungarian	0.0%	-	-	0.1%	-	-	-	-	-	-	-	-	-	-	-	-
Miao/Hmong	0.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Source: www.neighborhoodscout.com





# Attachment B LSGR WASC Prioritization Criteria

**Lower San Gabriel River Watershed Area Steering Committee  
“LSGR WASC”  
Prioritization Criteria**

The LSGR WASC has developed the following prioritization criteria to guide decisions that will help meet the priorities for the LSGR watershed area in its annual Stormwater Investment Plan (SIP). The criteria below applies only to LSGR WASC and will be used to evaluate projects deemed eligible by the Safe Clean Water Program (SCWP) scoring criteria. The prioritization criteria below is considered a guidance tool and is not binding. It may be modified as needed by the LSGR WASC at any time.

<b>MINIMUM CATCHMENT AREA?</b>		
1.	Should Minimum Catchment Area for Projects be Considered?	Consideration will be on a case-by-case basis.
<b>PROJECT SIZE DEFINITIONS?</b>		
2.	Small-sized Project Definition?	Construction Costs less than \$1M
3.	Medium-sized Project Definition?	Construction Costs between \$1M to \$10M
4.	Large-sized Project Definition?	Construction Costs over \$10M
<b>MINIMUM FUNDING MATCH?</b>		
5.	Projects which prioritize Nature-Based Solutions	Consideration will be on a case-by-case basis; WASC requests good faith effort to find funding match.
6.	Projects with DAC benefits	Consideration will be on a case-by-case basis; WASC requests good faith effort to find funding match.
7.	Small-sized Projects (less than \$1M)	Request 10% minimum funding match
8.	Medium-sized Projects (\$1M to \$10M)	Request 15% minimum funding match
9.	Large-sized Projects (>\$10M)	Request 20% minimum funding match
<b>RESERVING FUNDS?</b>		
10.	Reserving funds for Small-sized Projects	Reserve up to \$1.5M for Small-sized Projects each year; if reserved funds are not needed in any given year, they will be applied to other eligible projects.
11.	Reserving funds for O&M Funding	If a project intends to utilize SCWP regional funding to support ongoing O&M, the SCWP construction funding application should identify the intent and need prior to construction award. This will allow for the project’s O&M funding needs to be prioritized and considered for future O&M funds. Additional funds may also be reserved annually for non-SCWP funded construction projects.
<b>FUNDING CAPS?</b>		
12.	Funding Award Caps for Construction Project requests?	No maximum funding cap.
13.	Funding Award Cap for O&M requests?	Consideration will be on a case-by-case basis.

