



**SAFE
CLEAN
WATER**

**THE SAFE CLEAN WATER PROGRAM
LOWER LOS ANGELES RIVER
WATERSHED COORDINATOR
STRATEGIC OUTREACH AND ENGAGEMENT PLAN
FISCAL YEAR 2023-2024**



**PREPARED FOR
THE LOWER LOS ANGELES RIVER WATERSHED AREA STEERING COMMITTEE
BY SGA MARKETING**

May 2023



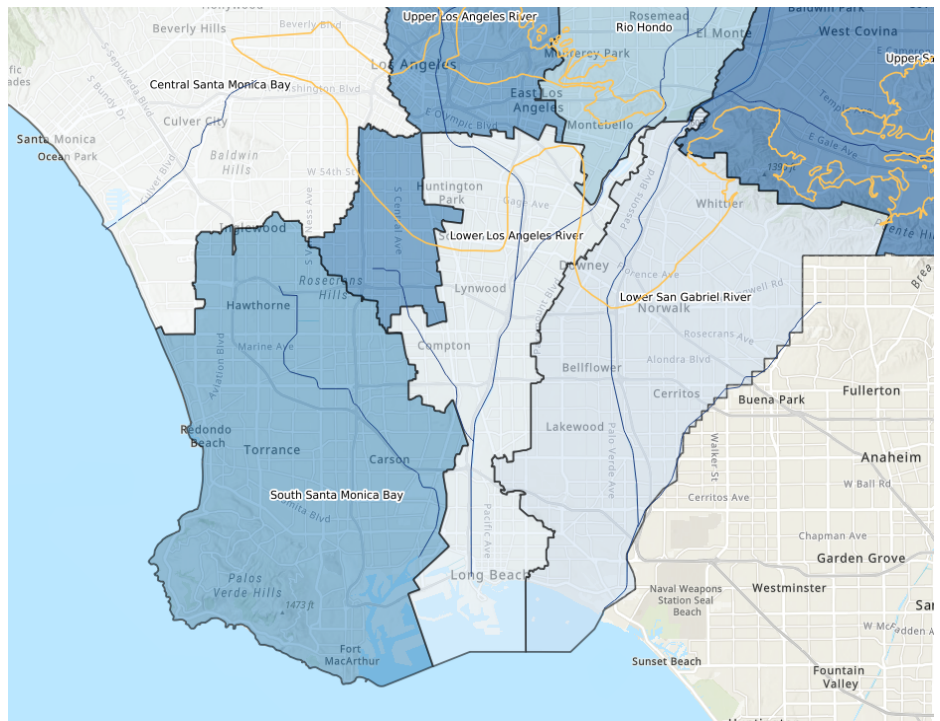


Land Acknowledgement

The LLAR Watershed Area in Los Angeles County is located in the traditional ancestral land of the [Tongva/Gabrieleño and Chumash Peoples](#) who have lived and continue to live here.

[Official Los Angeles County Land Acknowledgement \(Adopted Nov 1st, 2022\):](#)

The County of Los Angeles recognizes that we occupy land originally and still inhabited and cared for by the Tongva, Tataviam, Serrano, Kizh, and Chumash Peoples. We honor and pay respect to their elders and descendants — past, present, and emerging — as they continue their stewardship of these lands and waters. We acknowledge that settler colonization resulted in land seizure, disease, subjugation, slavery, relocation, broken promises, genocide, and multigenerational trauma. This acknowledgment demonstrates our responsibility and commitment to truth, healing, and reconciliation and to elevating the stories, culture, and community of the original inhabitants of Los Angeles County. We are grateful to have the opportunity to live and work on these ancestral lands. We are dedicated to growing and sustaining relationships with Native peoples and local tribal governments, including (in no particular order) the:



- Fernandeño Tataviam Band of Mission Indians
- Gabrielino Tongva Indians of California Tribal Council
- Gabrieleno/Tongva San Gabriel Band of Mission Indians
- Gabrieleño Band of Mission Indians – Kizh Nation
- San Manuel Band of Mission Indians
- San Fernando Band of Mission Indians

To learn more about the First Peoples of Los Angeles County, please visit the Los Angeles City/County Native American Indian Commission website at lanaic.lacounty.gov.



INDEX:

PURPOSE & OVERVIEW OF THE STRATEGIC OUTREACH AND ENGAGEMENT PLAN	4
VISION FOR THE WATERSHED COORDINATOR ROLE & EVALUATION METRICS	6
LESSONS LEARNED IN FY 22-23 and FY 23-24 KEY FOCUS AREAS	9
FY 23-24 DELIVERABLES	12
1. UNDERSTAND THE COMMUNITY NEEDS IN THE WATERSHED	13
2. SOLICIT NEW PROJECTS	15
3. SUPPORT FUNDED SCWP PROJECTS	16
4. RAISE PUBLIC AWARENESS ABOUT THE SAFE CLEAN WATER PROGRAM	17
5. SUPPORT THE WASC THROUGH INFORMATION SHARING	18
CROSS-WATERSHED & PARTNERSHIP COLLABORATION	19
<hr/>	
APPENDIX	21
APPENDIX A : LOWER LOS ANGELES RIVER WATERSHED AREA DESCRIPTION	22
<input type="checkbox"/> Key Hydrological Features	22
<input type="checkbox"/> Key Social Features	22
<input type="checkbox"/> Opportunities for Community Investment Benefits	23
<input type="checkbox"/> Safe Clean Water Program Context	23
<input type="checkbox"/> Sources Referenced	25
APPENDIX B : LOWER LOS ANGELES RIVER WATERSHED INTERESTED PARTIES	26
<input type="checkbox"/> Focus of Coordinator’s Engagement Strategy	26
<input type="checkbox"/> A Note on the Categorization of Interested Parties	27
<input type="checkbox"/> Interested Parties Lists	29



SECTION 1

PURPOSE & OVERVIEW OF THE STRATEGIC OUTREACH AND ENGAGEMENT PLAN





PURPOSE

The role of the Watershed Coordinator ('Coordinator') was first introduced to the Safe Clean Water Program ('SCWP') in 2021. There are a total of 12 Coordinators across 9 Watersheds, with some Watersheds having two or three Coordinators assigned to them. SGA Marketing ('SGA') was selected for this role for the Lower Los Angeles River ('LLAR') Watershed Area. The lead LLAR coordinator is Tara Dales, assisted by a team of SGA staff members. Each Coordinator develops an annual Strategic Outreach and Engagement Plan ('Outreach Plan') for presentation to and approval by the Watershed Area Steering Committee ('WASC') in their Watershed.

The primary purpose of this Outreach Plan is:

1. To clarify the scope of the Coordinator's role; and
2. To outline the Coordinator's vision, outreach strategies and accompanying evaluation metrics of this outreach.

This Outreach Plan outlines the **third year of the role**.

OVERVIEW:

This plan has five components:

1. **A vision for success for the Watershed Coordinator role;**
2. **A review of lessons from FY 22-23 and notable focus areas for FY 23-24;**
3. **FY 23-24 outreach and engagement strategies** which describe what actions we will take in pursuit of the vision;
4. **Watershed Description** of the physical, social and political characteristics of the watershed; and
5. **Interested Party list** of stakeholders that we have identified as important entities involved in or impacted by the Safe Clean Water Program and the LLAR Watershed's work (updated since FY 22-23 and to be updated continuously throughout FY 23-24).

As part of the development of this updated Outreach Plan, SGA met with the Watershed Coordinators from South Santa Monica Bay and Central Santa Monica Bay to discuss our different Year Two experiences and Year Three ideas. We also met with the Regional Watershed Coordinator team from Stantec to discuss our strategy for Year Three.



SECTION 2

VISION FOR THE WATERSHED COORDINATOR ROLE & EVALUATION METRICS





Our vision for success in this role is one in which all projects:

- are aligned with local priorities and needs;
- are developed with equitable access and opportunity - meaning leveling the playing field for entities that have good ideas but fewer resources; and
- meet all four missions of the SCW Program:

CAPTURE IT

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

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.

 A Note about the Watershed Coordinator’s Scope

There are a few key things to note about this role’s responsibilities and scope:

1. PROJECT SOLICITATION

As set out in the Safe Clean Water Program Implementation Ordinance (Ord. 2019-0042 § 11, 2019.), a key part of our role is to connect entities with strong project concepts (such as ideas from community based organizations (‘CBOs’) with the Technical Resources Program (‘TRP’). The TRP consists of subject matter experts who will assist potential applicants in creating Feasibility Studies if those applicants lack their own resources or technical expertise.

2. COMMUNITY OUTREACH

Our role is to do regional community outreach about the SCW Program, its current projects, and how potential project applicants can benefit from applying. We will continue to provide guidance and support to individual project applicants, but will not conduct individual project outreach. Through our outreach, we will also gather input from the community to learn what needs they would like to see fulfilled by SCWP projects. We will communicate these needs to applicants while they develop their project concepts and to the WASC while they evaluate projects.



3. PUBLIC EDUCATION

The outreach we conduct is watershed-wide and serves two purposes:

1. Educates community members about current projects; and
2. Informs community members about how they can support and/or voice their opinion on potential projects.

Given the many strong National Pollutant Discharge Elimination System (NPDES) stormwater-focused public education programs in the region, as well as the development of the SCWP public education program (per the Safe Clean Water Program Implementation Ordinance) by the Los Angeles County Flood Control District ('LACFCD'), we will not focus much of our efforts on youth education.

SCOPE FOR THE WATERSHED COORDINATOR ROLE:

OUR PRIORITIES WILL BE:	OUR PRIORITIES WILL BE LESS ABOUT:
Recommending new project concepts to apply (especially those interested in applying to the TRP).	Focusing on established projects who are ready for submission to the Infrastructure Program or have already received funding from the SCW Program.
Providing recommendations and guidance to projects on how a project concept can establish inclusive and meaningful community engagement. Providing guidance to the WASC on community needs that we identify.	Conducting outreach on behalf of and/or collecting signatures for individual projects.
Identifying opportunities for cost-sharing and collaboration across sectors/agencies (acting as a matchmaker).	Being a project partner.

Evaluating Our Success

Given the long timeframes of project development, the evaluation of our success is focused **on output not outcome**, per the successful execution of our deliverables delineated in Section 4.

SECTION 3

LESSONS LEARNED IN FY 22-23 and FY 23-24 KEY FOCUS AREAS





FY 22-23 RECAP

For a recap of all work completed in Year Two of the Watershed Coordinator role, please view the [LLAR Watershed Coordinator Annual Report FY 22-23](#). All deliverables, bar one, set out in the Year Two SOEP were achieved or surpassed (48 community engagement or potential project applicant meetings held, 7 community events tabled at, 15 educational presentations about SCWP to stakeholders, and 5 E-newsletters sent to 175-303 stakeholders). The only deliverable that we did not complete by April 14th, 2023 (end of Year Two) was the stormwater elements factsheet intended for use in our community tabling set up. This sheet was subsequently finalized in May 2023.

NOTABLE LESSONS FROM FY 22-23 & FOCUS AREAS FOR FY 23-24

These lessons and notable focus areas are grouped according to the three responsibility areas of the Watershed Coordinator:

PUBLIC EDUCATION:

There is still ample opportunity to inform local communities about the Program and how they can get involved in projects, as well as how they can access the SCWP tax rebates available to property owners. A key educational success from this past year which we would like to replicate with other organizations, was a community education workshop with the East Yard Communities for Environmental Justice Water Board. We ran this workshop in partnership with the South Santa Monica Bay and Upper Los Angeles River Watershed Coordinators.

FY 23-24 FOCUS AREAS:

- We plan to conduct focused outreach to **neighborhood councils and city council districts**, so as to leverage their strong community networks.
- Given the status of past funded projects, we plan to arrange a past funded **project site tour**. Additionally, in conjunction with the other Watershed Coordinators, we plan to arrange a **school tour across the entire County to showcase successful school greening examples**, so as to aid the development of future school SCWP applications.
- We also plan to develop material that feature the **SCWP rebate programs** (Low Income Senior Tax Reduction and General Income Based Tax Reduction (GIBTR)) for use in our community outreach work.

COMMUNITY ENGAGEMENT:

There is still room for all projects to demonstrate stronger community engagement and more extensive CBO partnerships. In FY 22- 23, we focused much of our engagement efforts on school districts to help support more potential school greening projects, as well as city planning departments to help support public-private projects which could create more green space. This focused effort resulted in the following lessons:

- The **school district outreach was successful** and resulted in sustained engagement between ourselves and the Los Angeles, Long Beach and Downey Unified School Districts, with interest from the latter two in potentially developing a LLAR SCWP application.
- In contrast, the **city planner outreach effort did not result in much interest**. We reached out to all city planning departments in the watershed but only one city planner was interested in meeting with



us (City of Bell Gardens). We also presented about the SCWP and its potential for public-private partnerships to the Gateway Cities Chamber of Alliance (Members include the following cities' Chambers of Commerce: Artesia, Bell, Bell Gardens, Cerritos, Compton, Downey, Lakewood, Montebello, Norwalk, Paramount, Pico Rivera, Santa Fe Springs, South Gate, and Whittier as well as business members from Metropolitan Water District, AT&T and SoCalGas). The Alliance voiced concern that the impact on business activity during long construction phases could be a potential barrier to many businesses having interest in applying for SCWP funds.

FY 23-24 FOCUS AREAS:

- There is a need for deeper engagement with **local Native American community organizations** across the entire SCWP. We will work with our fellow Coordinators to help deepen this engagement, in particular leveraging the engagement that was completed via the Water Talks Process in FY 21-23.
- Given the impending MS4 permit being applied to schools, we plan to continue to focus on **outreach to school districts** this year. This focus will be supported by our continued attendance at various school greening workshops, so as to ensure we are understanding the potential challenges schools face in developing stormwater projects. This focus will also be augmented by **new outreach to college campuses** in the watershed.
- Lastly, our **community needs survey** achieved a cumulative total of 582 responses in Year Two. Many responses included valuable qualitative data about what open space areas in the watershed community members want to see improved. We will continue to collect this data and map it. As relevant, key community insights will be shared with project applicants and the WASC members.

SOLICIT & SUPPORT NEW PROJECTS:

In FY 22-23 we engaged with seven potential projects applicants, including two school districts.

FY 23-24 FOCUS AREAS:

PROJECT SOLICITATION:

- We have had continued limited luck getting responses from the **public works departments of cities not represented on the WASC**. To address this, we are now working with the Watershed Conservation Authority to help aid a connection with the Cities of Bell and Cudahay.
- We plan to reach out to **CalTrans and Metro** this year to identify potential crossover projects in the watershed.

PROJECT APPLICANT SUPPORT:

- It was apparent in the FY 22-23 SIP deliberations, as well as the forecast for funding available over the next three to five years, that all future applicants need to secure cost-share partners. To this end, we plan to continue to assist project applicants as well as past funded projects with knowledge about **potential cost-share opportunities** as they arise. This will be aided by a new regional funding database which will be issued on a quarterly basis by the Regional Watershed Coordinator team.
- We also plan to develop a **resource packet to help school applicants**. This will include examples of successful SCWP school projects and the lessons learned from them.

SECTION 4



FY 23-24 DELIVERABLES



The deliverables that can feasibly be covered in the Coordinator’s budget accompany each focus area below:

1. Understand Community Needs In The Watershed
2. Help Solicit New Projects
3. Support Current Project Applicants
4. Raise Public Awareness About The Safe Clean Water Program In The Watershed
5. Support The WASC Through Information Sharing

FOCUS AREA 1

1. UNDERSTAND THE COMMUNITY NEEDS IN THE WATERSHED

END GOALS (WHY ARE WE DOING THESE TACTICS?)

The objective of the below strategies in this focus area is twofold:

1. For the Coordinator to get information to assist WASC members in their evaluation of project submittals; and
2. To enhance the Coordinator’s ability to guide and assist project applicants.

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Ongoing Identification of Interested Party Contacts Details	Continue to add to our comprehensive contact list database for: <ol style="list-style-type: none"> 1. NGOs and CBOs 2. Municipal Contacts 3. Council Districts Representatives and Neighborhood Councils 	1 updated database



<p>B. Engagement of Local Interested Parties Through Meetings</p>	<p>The Coordinator will meet with watershed-specific Interested Parties throughout the year. The purpose of these meetings is to:</p> <ul style="list-style-type: none"> ● Inform parties of the SCW Program and the current projects in their vicinity; ● Determine if they or one of their stakeholders could develop a project; ● Inform them of how community members can show support for projects; ● Establish a relationship with them to then connect future projects to them for support; and ● For us to understand the various motivators and barriers for community engagement in the SCW Program 	<p>20 meetings, with notable focus on:</p> <ul style="list-style-type: none"> ● Neighborhood Councils ● School and College Districts ● Native American Community Organizations
<p>C. Add to Community Needs Survey</p>	<p>The purpose of this short survey (offered in English and Spanish) is for us to systematically consolidate insights gained through our meetings. It will allow us to pull out themes from these meetings to then share with the WASC.</p> <p>The survey will continue to be distributed through three means:</p> <ol style="list-style-type: none"> 1. In our Interested Party meetings; 2. Via Interested Party email list serves and through their social media; and 3. At the community events we attend. 	<p>Continue collecting survey responses and sharing relevant input with project applicants and the WASC</p>
<p>D. Track Relevant Regional Plans and Workshops</p>	<p>In order to ensure we are best equipped to help projects, we will continue to attend any relevant regional seminars or workshops about stormwater, community engagement or cost-shares.</p> <p>This includes attendance at Regional Oversight and Scoring Committee meetings which cover the LLAR watershed.</p>	<p>Attend events as they arise</p>



FOCUS AREA 2

2. SOLICIT NEW PROJECTS

END GOALS (THE WHY)

To direct more projects through the Technical Resources Program and to drive more high quality projects for WASC consideration.

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Presentation about Technical Resources Program	This will be presented to potential project applicants identified in our database with a key focus on smaller cities (and/or their planning departments for ideas on potential public-private SCWP partnerships) who do not have representation in the WASC.	10 presentations, with aim to reach: <ul style="list-style-type: none"> • The Cities of Commerce, Bell and Cudahy • Regional entities such as CalTrans and Metro
B. Distribute Call For Project Press Release	We will develop and distribute (via an E-newsletter) a call for projects press release in the watershed and to our contacts made in Task One.	4 E-newsletters sent



FOCUS AREA 3

3. SUPPORT FUNDED SCWP PROJECTS

END GOALS (THE WHY)

The purpose of the below strategies is to ensure that future project submittals fulfill all six goals of the SCWP. A key aspect of this focus is helping project applicants who may need more access to resources to apply for the Technical Resources Program.

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Cost-share Resources	We will continue to add to our grants and cost-share database for use as an aid for potential project applicants.	1 Ongoing Database Relevant grants shared with project applicants with focus on potential operations and maintenance grants
B. Project Guidance on Community Engagement	We will continue to develop relationships with project applicant teams, providing ongoing feedback and recommendations as to how they can better encompass community priorities and help achieve the goals of the SCWP, on an as needed basis.	Assumes approximately 6 projects engaged with Resource packet that could help a school applicant. This will include examples of successful SCWP school projects and the lessons learned from them.



FOCUS AREA 4

4. RAISE PUBLIC AWARENESS ABOUT THE SAFE CLEAN WATER PROGRAM

END GOALS (THE WHY)

The objective of the below strategies in this focus area is threefold:

1. To build awareness
2. To increase community engagement in projects
3. To gather information to help WASC members understand community needs

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Attend Community Events	<p>We will attend 6 community events in the watershed.</p> <p>The purpose of these outreach events is twofold:</p> <ol style="list-style-type: none"> 1. Inform and educate community members about the SCW Program; and 2. Gather additional responses to the Community Needs Survey <p><u>The exact events that we attend will be confirmed as they are determined. Even spread across the watershed will be taken into account.</u></p>	6 events attended
B. Event Material	Develop visual aids and material to help our community outreach efforts.	Factsheet or presentation slide on the SCW Tax Rebate Program
C. Project Tour	<p>We will develop and organize one tour of a funded project in the LLAR Watershed Area that exemplifies the SCWP goal to build the community's understanding of stormwater issues.</p> <p>We will also work with other Watershed Coordinators to arrange a school tour across the entire County to showcase successful school greening examples. This will be to aid the development of future school SCWP applications.</p>	<p>1 LLAR Funded Project Tour</p> <p>1 Regional Tour of School Greening Examples, developed in collaboration with Watershed Coordinators</p>



FOCUS AREA 5

5. SUPPORT THE WASC THROUGH INFORMATION SHARING

END GOALS (THE WHY)

The objective of the below strategies in this focus area is to communicate information learned from outreach to the WASC, so as to assist the members in their review of projects.

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Reporting	<p>We will complete the following reports to document our activities and learnings to date:</p> <ol style="list-style-type: none"> 1. Monthly Activity Progress Report 2. Quarterly Review Report 3. Annual Report <p>We will also report to the WASC at each monthly meeting, either in the form of verbal updates or a formal presentation, potentially about the following items:</p> <ol style="list-style-type: none"> 1. Community meetings conducted 2. TRP Project Development 3. Community Survey Report findings 4. Cross-Watershed Collaboration Updates 5. Summary of SCCWRP evaluation of scientific studies 	<p>12 Monthly Reports</p> <p>4 Quarterly Reports</p> <p>1 Annual Report</p> <p>5 WASC update presentations</p>
D. Monthly Watershed Coordinator Meetings	<p>We will attend monthly meetings with all other Watershed Coordinators, during which time we will share resources developed, learnings from activities thus far and other opportunities for collaboration across Watershed Areas.</p>	<p>10-11 meetings with SGA organizing and leading 1</p>



SECTION 5

CROSS-WATERSHED & PARTNERSHIP COLLABORATION





SGA Marketing & Heal The Bay Collaboration

SGA is the sole Watershed Coordinator for the Lower LA River Watershed Area. We are also the joint Watershed Coordinator for the Central Santa Monica Bay ('CSMB') Watershed Area and share this role with Heal the Bay. Heal the Bay is also the sole Watershed Coordinator for the South Santa Monica Bay Watershed. There will continue to be close collaboration and resource sharing between SGA Marketing and Heal The Bay Coordinators and our support teams across these three watersheds.

Neighboring Watersheds

We will continue our ongoing dialogue and periodic meetings with our neighboring Watershed Coordinators to ensure that we are not duplicating work and are sharing learnings and insights.

Collaboration with External Programs

SGA plans to continue to develop collaborative relationships with external programs engaged in similar regional work, such as the The San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy ('RMC'), the Lower LA River Plan Implementation Advisory Group ('IAG') and the Watershed Conservation Authority. The aim of this collaboration will be to identify shared goals, streamline programmatic redundancies and share information or resources.



APPENDIX



APPENDIX A : LOWER LOS ANGELES RIVER WATERSHED AREA DESCRIPTION

A detailed watershed description, encompassing the key points of our research and reading thus far, can be found in Appendix A of the FY 21-22 Outreach Plan. This description is not meant to be a comprehensive description- it is merely an overview.

A summary of this FY 21-22 Outreach Plan Appendix A is found below.

□ Key Hydrological Features

[The LLAR Watershed Area](#) is in the southern portion of Los Angeles County ('LA County'). Its dominant water body is the Lower Los Angeles River, which is approximately [13.3 miles long](#)¹ and drains into the Pacific Ocean. Its main tributaries are Compton Creek and the Rio Hondo.

The vast majority of the LLAR Watershed Area is covered by roads, buildings, and other paved surfaces; it is approximately 95% developed. Much of the LA River channel itself is lined with concrete, except for a soft-bottomed stretch below Willow Street in Long Beach. The LLAR Watershed Area is over a confined groundwater basin, so there are limited areas to implement projects that recharge the basin.

□ Key Social Features

The LLAR Watershed Area has a population of 895,933, according to the 2016 census. It is a high-minority and economically disadvantaged region. 42% of the area is a Disadvantaged Community ('DAC') Census Block Group. This report makes use of the CalEnvironScreen DAC definition but acknowledges that there are a number of other methodologies used to define Disadvantaged Communities including the CA [Department of Water Resources's definition](#), which defines DACs as Census geographies with an annual median household income (MHI) that is less than 80% of the Statewide annual MHI, while Severely Disadvantaged Communities (SDAC) are Census geographies having less than 60% of the Statewide annual MHI. Additionally, the [California Active Transportation Program](#) ('ATP') considers projects that serve schools where over 75% of students are eligible for free and reduced price meals through the Federal Student Lunch Program as DAC projects.

¹ "Lower Los Angeles River". Gateway Water Management Authority. <https://gatewaywater.org/services/llar/>



The median household income for the area is \$40,511, which is 40.5% lower than the LA County median household income. There is a high Spanish-speaking population in the LLAR Watershed Area and a high level of linguistic isolation, which describes areas with a high percentage of adults who do not speak English fluently².

The area also faces environmental justice issues. For instance, there are [176 soil contamination cleanup sites](#) within the one mile corridor along the LLAR alone³. Additionally, the lack of tree canopy and greenspace contributes to a high heat island index.

□ Opportunities for Community Investment Benefits

There is ample opportunity and need in the LLAR Watershed Area for achieving the SCW Program's community benefit goals. The channelization of the LLAR and the urbanization of the surrounding area disrupted many natural habitats. Because of this, there is a need for more greenspace and habitat connectivity throughout the watershed. This can be done by increasing vegetation and tree canopy in urban areas and restoring wetlands. This would also help reduce the local urban heat island effect and provide stormwater capture benefits. School campuses offer a key opportunity for urban greening and water capture projects.

Additionally, there is a need for more equitable access to the river and to greenspace. Currently, there are only two river access points within four miles of the center of the area of highest concentration of lower income residents⁴. Additionally, in Long Beach, residents in low-income neighborhoods have access to 89% less park space per person than those in high-income neighborhoods⁵. Increasing access points to the river, improving river crossings, and making riverside trails accessible to diverse users can increase river access as well as connect different communities. Creating new greenspace in low-income communities can provide more equitable access to the benefits of urban greening.

□ Safe Clean Water Program Context

SGA is the sole Coordinator for the LLAR Watershed Area. We are also the joint Watershed Coordinator for the Central Santa Monica Bay (CSMB) Watershed Area along with Heal the Bay.

The LLAR Watershed Area was allocated \$12.79 Million from the [Regional Program funds](#)⁶ for Fiscal Year 2022-2023 (FY 22-23). The below table lists how much funding each city in the LLAR Watershed Area received through the [Municipal Program funds](#), and whether the city is fully or partially within the LLAR Watershed Area⁷.

² CalEnviroScreen 3.0. CalEPA. 2018.

³ "Lower LA River Revitalization Plan" Section 1.1.4.3.5. The Lower LA River Implementation Advisory Group. 2015.

⁴ "Lower LA River Revitalization Plan". The Lower LA River Implementation Advisory Group. 2015

⁵ "Long Beach, CA 2021 ParkScore Ranking". Trust for Public Land. 2021

⁶ "Safe Clean Water Program 2021-22 Regional Tax Return Estimates". Safe, Clean Water Program. 2020.

⁷ "Safe Clean Water Program 2021-22 Local Tax Return Estimates". Safe, Clean Water Program. 2020.



Table: Municipal Funds Allocated to LLAR Cities for FY 22-23

City	Municipal Funds Allocated	Partially or Fully Within Watershed
Cudahy	\$0.17M	Full
Maywood	\$0.18M	Full
Signal Hill	\$0.28M	Partial
Bell	\$0.32M	Full
Bell Gardens	\$0.32M	Full
Huntington Park	\$0.44M	Full
Lynwood	\$0.59M	Full
Paramount	\$0.65M	Partial
Pico Rivera	\$0.90M	Partial
Vernon	\$0.94M	Full
South Gate	\$0.99M	Full
Commerce	\$1.00M	Full
Lakewood	\$1.11M	Partial
Compton	\$1.21M	Partial
Downey	\$1.46M	Partial
Carson	\$2.18M	Partial
Long Beach	\$4.65M	Partial

Like all watersheds, the LLAR Watershed is hydrologically and politically connected to surrounding Watershed Areas that have their own WASCs and Regional Program funds.

Hydrologically, the LLAR Watershed Area is connected to the Upper LA River ('ULAR') Watershed Area to the north, most notably through the Upper LA River which feeds directly into the Lower LA River. To the west, it is connected to the South Santa Monica Bay ('SSMB') Watershed Area, most notably by the Dominguez Channel which runs from the SSMB Watershed into the LLAR Watershed where it joins the LA River. To the northeast, it is connected to the Rio Hondo Watershed Area by the Rio Hondo which runs from the Rio Hondo Watershed into the LLAR Watershed.

The LLAR Watershed Area also shares groundwater aquifers with surrounding watersheds. The West Coast Basin Aquifer which underlies parts of El Segundo, Inglewood, and LA City also underlies the SSMB, CSMB, and Lower San Gabriel River ('LSGR') Watershed Areas. [The Central Basin Aquifer](#) which underlies the northern portion of the LLAR also underlies the CSMB, LSGR, ULAR, and Rio Hondo Watershed Areas⁸. The corresponding political connection is that these watersheds share water agencies - the [West Basin](#)

⁸ DWR Groundwater Basin Boundary Assessment Tool. DWR. 2019.



[Municipal Water District](#) and the [Central Basin Municipal Water District](#) which manage water supply for their service areas.

The cities in the LLAR Watershed Area have a history of collaborating with each other, along with some of the cities in the Rio Hondo and LSGR Watershed Areas. Together, twenty seven participating cities form the [Gateway Cities Council of Governments](#) ('COG'), which works on transportation, housing, air quality, economic development, and stormwater runoff issues for the region. [The Gateway Water Management Authority](#) is a sister agency to the Gateway Cities COG. It is a watershed-based coalition made up of cities and agencies within the Gateway region that are interested in developing an Integrated Regional Water Management Plan ('IRWMP') together. The IRWMP covers both the LLAR and LSGR Watershed Areas.

Cities in the LLAR Watershed Area also collaborate on various WMPs through which they plan to meet their MS4 permit requirements. Bell, Bell Gardens, Commerce, Cudahy, Huntington Park, Maywood, and Vernon, along with the LA County Flood Control District ('LACFCD') are the permittees on the [Los Angeles River Upper Reach 2 Sub-watershed](#) WMP⁹. Downey, Long Beach, Lakewood, Lynwood, Paramount, Pico Rivera, Signal Hill, South Gate, and LACFCD are the permittees on the [Lower Los Angeles River Watershed](#) WMP¹⁰.

Sources Referenced

For a more detailed Watershed Description, please see Appendix A of the [FY 21-22 Outreach Plan](#). This Watershed Description draws from many existing reports, Watershed Management Plans (WMPs), and data sources. These include the 2014 [Lower LA River Watershed Management Plan](#) ('LLAR WMP'), the [2015 LA River Upper Reach 2 WMP](#), the [Lower LA River Revitalization Plan](#) ('LLARRP'), the [LA River Master Plan](#) ('LARMP'), the [RedesignLA](#) website, [CalEnviroScreen 3.0](#), Tree People's [LA County Tree Canopy Viewer](#), Tree People's "[The Power of Schools](#)" report, the US Census Bureau's [Walking and Bicycling to Work data](#), and the Trust for Public Land's [2021 ParkScore](#) report.

⁹ "Los Angeles River Upper Reach 2 Watershed Management Group". California Water Boards. 2017.

¹⁰ "Lower Los Angeles River Management Group". California Water Boards. 2018.



APPENDIX B : LOWER LOS ANGELES RIVER WATERSHED INTERESTED PARTIES

□ Focus of Coordinator’s Engagement Strategy

A key part of the Coordinator’s role is to establish relationships with the full spectrum of diverse Interested Parties in the Watershed. These Interested Parties range from both current and potential SCWP project applicants to community members and organizations who may benefit from SCWP projects.

Our primary focus is engaging potential project applicants who:

- a. either lack awareness about the program, such as some school districts; or
- b. who lack access to resources to compile strong projects (such as some smaller municipalities); and
- c. who therefore are strong candidates for the Technical Resource Program (TRP).

Given the complexity of water infrastructure projects as well as stormwater compliance needs, we will seek project ideas and input from community members, but will focus the majority of our engagement efforts on those who have basic technical capacity to develop project ideas into full blown submittals.

This aligns with one of our key roles, which is to be a matchmaker helping to align these applicants with the right resources.

Below please find an updated (since FY 22-23 SOEP) list of Interested Parties. **This list is not meant to be comprehensive - instead it is a living database which will be added to continuously.** The list of Interested Parties will continue to serve as a reference and guide as we do outreach, solicit community input, and foster partnerships among stakeholders. Through this third year, we plan to engage stakeholders from this list as well as continue to add new Interested Parties to it.



□ A Note on the Categorization of Interested Parties

Below please find a description as to how we categorized the Interested Parties:

NGOs and Environmental Organizations

We included Non-profit Organizations ('NGOs'), Community-based Organizations ('CBOs') and other environmental organizations (such as conservancies) that do work in the LLAR Watershed Area. They include local community organizations, regional organizations that work across multiple cities, and regional chapters of national organizations. We also included religious groups and churches which have close connections to their communities and own parcels of land that may be potential sites for stormwater projects.

City and County Elected Officials

City council members and county supervisors will be able to offer insight into their communities and the needs of their specific council districts.

City and County Departments

For each city in the LLAR Watershed Area, we listed city departments that would have an interest in the SCW Program. These include Public Works, Parks and Recreation, Community Services, and Economic Development departments. We also included LA County Sanitation Districts, LACFCD, LA County Beaches and Harbors, and LA County Public Works.

State and Federal Agencies

Our list includes the CalTrans Stormwater Program and the US Army Corps of Engineers.

Educational Institutions

Educational institutions include universities, community colleges and public school districts. School grounds can offer good opportunities for greening and stormwater capture that can offer multiple community benefits, especially since in many LLAR communities, schools serve as community hubs.

Councils of Governments

We included councils of governments that were created to work on regional watershed management issues.

Water Purveyors

The Central Basin Municipal Water District and The Metropolitan Water District of Southern California are the primary water wholesalers in the region who sell water to various retailers. The retailer category includes publicly owned city utilities, private investor-owned utilities, private non-profit water purveyors, and county water districts.

[UCLA's Water Hub](#) map depicts the service areas of each water purveyor.



Disadvantaged Communities (DACs)

Every city in the LLAR Watershed Area contains DAC census tracts. The cities of Bell, Bell Gardens, Commerce, Compton, Cudahy, Huntington Park, Inglewood, Lynwood, Maywood, Paramount, and South Gate are considered DACs on the municipal level. Additionally, many NGOs listed in the first category serve DACs.

[This map](#) depicts all DACs designated by CalEPA. These areas represent the 25% highest scoring census tracts in CalEnviroScreen 4.0, along with other areas with high amounts of pollution and low populations. Other definitions of DACs include the CA [Department of Water Resources's definition](#), which defines DACs as Census geographies with an annual median household income (MHI) that is less than 80% of the Statewide annual MHI, while Severely Disadvantaged Communities (SDAC) are Census geographies having less than 60% of the Statewide annual MHI. Additionally, the [California Active Transportation Program](#) (ATP) considers projects that serve schools where over 75% of students are eligible for free and reduced price meals through the Federal Student Lunch Program as DAC projects.

Native American Tribes

The Gabrieleño-Tongva Indian Tribe, or the San Gabriel Band of Mission Indians, is a state recognized Native American tribe and the traditional custodian of the land in the LLAR Watershed Area. Native American tribes are key stakeholders to consider for projects planned on sacred sites. Projects may also have the opportunity to give tribes access to land to perform traditional ceremonies and to gather culturally significant plants.

Other

Parties in this category include private landowners and corporations that own large lots who may be interested in opportunities to implement stormwater capture solutions on their properties. For instance, there may be opportunities for public-private partnerships to implement stormwater infrastructure in large parking lots. It also includes chambers of commerce which could connect us to the business community in their areas.



□ Interested Parties Lists

NOTE: These lists are not meant to be comprehensive - instead this is a living database which will be added to continuously.

NGOs and Environmental Organizations

Community Organizations, NGOs, & Environmental Organizations		
Name/Entity	Category	Description
Unión de Vecinos	NGO	Works in Boyle Heights and Maywood to promote environmental and economic justice.
United Cambodian Community	NGO	Provides culturally competent social services to the Cambodian community in Long Beach
Grow Good	NGO	Community farm in Bell.
Southeast Community Foundation	NGO	Works to provide higher education to students in Vernon.
Unearth and Empower	NGO	Creates educational opportunities in Compton.
Southeast Community Development Corporation	NGO	A regional community and economic development agency that works in Southeast LA, including Huntington Park.
East Yard Communities	NGO	Advocates for environmental justice in Southeast LA and Long Beach, including green spaces.
Peace4Kids	NGO	A youth organization in Compton that works to create community among kids in the foster care system.
SELA Collaborative	NGO	A collaborative of nonprofits that "seeks to revitalize the communities of Bell, Bell Gardens, Cudahy, Florence-Firestone, Huntington Park, Lynwood, Maywood, South Gate, Vernon and Walnut Park."
SLATE-Z	NGO	Works in Vernon-Central, South Park, Florence, Exposition Park, Vermont Square, Leimert Park, and Baldwin Hills Crenshaw for better transportation, education, jobs, and public safety.
Communities for a Better Environment	NGO	Grassroots environmental justice organization that does work across CA. Works on a "Brown to Green" project in Huntington Park advocating to transform "it from a blighted landscape of vacant lots and pollution into a sustainable mixed-use area that supports environmental health"
Just Environment Long Beach	NGO	Advocates for environmental justice and equitable land use for Long Beach.
Lot to Spot	NGO	"Non-profit organization dedicated to improving blighted, urban neighborhoods in the greater Los Angeles area one vacant space at a time."



Community Organizations, NGOs, & Environmental Organizations

Name/Entity	Category	Description
Liberty Hill	NGO	Social justice organization. One of its priorities is environmental justice and ensuring greenspaces for disadvantaged communities in LA.
SCOPE Los Angeles	NGO	"Builds grassroots power to create social and economic justice for low-income, immigrant, woman, femme, black, and brown communities in Los Angeles." Works on environmental justice and greenspace advocacy.
Friends of the Los Angeles River	NGO	Works to "ensure an equitable, publicly accessible, and ecologically sustainable Los Angeles River by inspiring River stewardship through community engagement, education, advocacy, and thought leadership."
The River Project	NGO	Works to "realize a regenerative, equitable, just, and climate-resilient Los Angeles through radical curiosity, evidence-based watershed planning, and positive action." Does education, community engagement, advocacy, scientific studies, and art.
Los Angeles Audubon Society	NGO	Works on conservation, wildlife habitat, and protecting birds in the LA area through advocacy and education.
Surfrider Foundation Long Beach	NGO	Works to protect the ocean and beaches through advocacy and education.
Conservation Corps of Long Beach	NGO	Helps at-risk youth develop their education and careers and connect with their communities through working on conservation and environmental stewardship programs.
Consejo de Federaciones Mexicanas (COFEM)	NGO	Works on creating opportunities for Latino Immigrants in North America, with a special focus in California
7th Generation Advisors	NGO	Provides expertise on and partners with nonprofits, government, and stakeholders on creating sustainability solutions. Has helped provide letters of support, and is a partner on the Edward Vincent Jr Park project in Inglewood.
Our Water LA	NGO	A "coalition of community leaders and organizations from across Los Angeles County united to create a strong water future for Los Angeles."
Social Justice Learning Institute	NGO	Educates and empowers youth and community members to create social change. Is based in Inglewood, CA and works throughout CA.
LA Waterkeeper	NGO	Works to "to eliminate pollution, achieve ecosystem health for our waterways and secure a resilient, multi-benefit, low-carbon water supply to the region" through advocacy.



Community Organizations, NGOs, & Environmental Organizations

Name/Entity	Category	Description
Theodore Payne Foundation	NGO	Educates about and promotes native vegetation in Southern California.
Council for Watershed Health	NGO	Works to advance the health and sustainability of our region's watersheds, rivers, streams and habitat - both in natural areas and urban neighborhoods. Works on LA River Watershed monitoring and watershed coordination. Created RedesignLA website to provide resources for SCWP participants.
Sierra Club Angeles Chapter	NGO	Advocates for climate action and conservation. Has Long Beach group and Rio Hondo group.
Investing in Place	NGO	Advocates for transportation to build healthy communities.
Trust for Public Land	NGO	Protects and restores natural spaces by collaborating with communities to plan, design, and create parks, playgrounds, gardens, and trails.
Prevention Institute	NGO	Is a national organization with an office in LA. Works to build prevention and health equity into key policies and actions at the federal, state, local, and organizational level. Was involved with the LA River Revitalization Plan.
Lower LA River Revitalization Plan Implementation Advisory Group (IAG)	Advisory Group	An advisory group that provides guidance on LLAR projects and implementing the LLAR Revitalization Plan. Consists of NGO and government representatives.
Los Angeles Neighborhood Land Trust	NGO	Works to increase access to green space for communities of color.
Tree People	NGO	Engages in community outreach, education, forestry, park and trail stewardship, and policy research to create a safe, healthy, and sustainable urban environment.
River in Action	NGO	Is "dedicated to providing community based environmental education programs for TK-5 youth" using the STEAM (Science, technology, engineering, arts, and mathematics) model, which focuses on developing critical thinking skills and experiential learning.
Groundwater Resources Association of California	NGO	Works for sustainable groundwater for all through education, technical leadership, and advocacy.
Think Earth Foundation Watershed Partnership	NGO	"Think Watershed is a collaborative partnership whose mission is to educate students about the watershed's impact on the marine environment and to inspire them to become stewards of the environment."



Community Organizations, NGOs, & Environmental Organizations

Name/Entity	Category	Description
Food bank of Southern California	NGO	Food bank that serves neighborhoods in downtown Los Angeles, Compton, San Pedro, South Central, Watts, and North Long Beach.
Aids Food Store	NGO	Volunteer-based food distribution organization in Long Beach.
LA Community Garden Council	NGO	Partners with and offers resources to 42 community gardens across LA County.
Community Services Unlimited	NGO	Provides community services including food and gardening resources.
Food Finders	NGO	Rescues and distributes food to prevent food waste and hunger.
Seeds of Hope	NGO	A ministry of the Episcopal Diocese of Los Angeles which seeks to cultivate wellness by providing garden-based nutrition education and working with congregations, communities, and schools, to transform unused land into productive gardens and orchards across the county.
LA Conservation Corps	NGO	An environmentally focused youth development organization.
Best Start	NGO	Invests in 14 geographic areas that have faced historic disenfranchisement and oppression to ensure that every kid enters kindergarten ready to succeed in school and life. Geographic areas include Long Beach and Compton.
Unitarian Universalist Church of Long Beach	Religious Community	Unitarian Universalist Church
Hope Community Church	Religious Community	Church in Pico Rivera
Hope in Christ Community Church	Religious Community	Christian Church in Compton
Long Beach Islamic Center	Religious Community	Muslim Community Center and Qur'an School
Best Start	NGO	Invests in 14 geographic areas that have faced historic disenfranchisement and oppression to ensure that every kid enters kindergarten ready to succeed in school and life. Geographic areas include Long Beach and Compton.
ARLA	NGO	"We engage in capacity building, cross-sector collaboration, and community engagement to advance multi-benefit approaches that are key to developing individual and collective climate resilience."
Kounkuey Designs	NGO	Community Development and Design non-profit



Community Organizations, NGOs, & Environmental Organizations		
Name/Entity	Category	Description
City Fabrick	NGO	City Fabrick is a nonprofit multi-disciplinary design studio reshaping communities in need through collaborative public-interest design, planning, policy development, and advocacy.
The Nature Conservancy	NGO	Global environmental nonprofit that does local work in California.
Public Counsel	NGO	"Founded in 1970, Public Counsel is the nation's largest provider of pro bono legal services, utilizing an innovative legal model to promote justice, hope, and opportunity in lower-income and communities of color in Los Angeles and across the nation."
The Mountains Recreation and Conservation Authority (MRCA)	Conservation Authority	"The MRCA works in cooperation with the Santa Monica Mountains Conservancy and other local government partners to acquire parkland, participate in vital planning processes, and complete major park improvement projects."
Outward Bound Adventurers	NGO	OBA will ensure that youth from diverse communities will have access to nature, environmental education, leadership development and preparation for careers in conservation.
Centro CHA	NGO	Dedicated to the improvement and advancement of Latino/Hispanic communities
Amigos De Los Rios	NGO	Working to create a natural infrastructure network of green spaces, green schools, parks, and trails throughout under-served communities in the LA Basin.
Willmore City Heritage Association	NGO	Works for "the preservation, protection, and improvement of the physical environment and quality of life in the Willmore City / Drake Park neighborhood." Has given a letter of support to an SCWP project.
Healthy Active Streets	NGO	Healthy Active Streets (HAS) was established in 2014 as Empact Communities with the goal of leveraging the bicycle as a tool to empower youth, communities of color, women, and other disenfranchised groups. HAS is based in Long Beach, where people of color are disproportionately injured and killed while using active transportation, and disproportionately suffer from the health impacts of pollution, largely due to their zip codes.
Angelenos for Green Schools	NGO	Angelenos For Green Schools is a parent and stakeholder advocacy group empowering LAUSD to mitigate the climate crisis through rapid schoolyard transformations.
NRDC Santa Monica	NGO	NRDC works in the US and internationally to protect air, water, communities, and wild places. Does work in the LA County area.



Community Organizations, NGOs, & Environmental Organizations		
Name/Entity	Category	Description
Walk N' Rollers	NGO	Works in SoCal to empower school age children and their parents to safely and responsibly bike, walk, skate and scoot to and from school and beyond more often. Works on Safe Routes to School.
Alma Backyard Farms	NGO	ALMA exists to re-claim lives of formerly incarcerated people, re-purpose land into productive urban farms, and re-imagine communities as a place for people & plants to thrive. Has farms in Compton, South LA, and East LA.
Pando	NGO	Los Angeles County has a plan to create strong, regional resilience. We're the non-profit developing civic engagement opportunities to implement the plan.
The Nature Conservancy	NGO	Works internationally to preserve land and water. Involves work on local urban greening projects in LA County.
The Compton Initiative	NGO	Mobilizes thousands of volunteers to paint, clean, and heal Compton.
Walking Water	NGO	Through pilgrimage, council and the associated events, Walking Water catalyzes storytelling, knowledge sharing and the discovery of new possible directions and solutions for the future of water.
Los Angeles Walks	NGO	We train and mobilize Angelenos to advocate for safe, walkable communities across Los Angeles. A walkable LA, is a just LA.

City, State, and County Elected Officials

City, State, & County Elected Officials		
Name/Entity	Position	City or District
Rex Richardson	Long Beach Mayor	Long Beach
Mary Zendejas	Long Beach Councilmember	Long Beach
Cindy Allen	Long Beach Councilmember	Long Beach
Kristina Duggan	Long Beach Councilmember	Long Beach
Daryl Supernaw	Long Beach Councilmember	Long Beach
Megan Kerr	Long Beach Councilmember	Long Beach
Suely Saro	Long Beach Councilmember	Long Beach
Roberto Uranga	Long Beach Councilmember	Long Beach
Al Austin	Long Beach Councilmember	Long Beach
Joni Ricks-Oddie	Long Beach Councilmember	Long Beach
Lula Davis-Holmes	Mayor of Carson	Carson



City, State, & County Elected Officials		
Name/Entity	Position	City or District
Jawane Hilton	Mayor Pro Tempore	Carson
Jim Dear	Council Member	Carson
Cedric L. Hicks, Sr.	Council Member	Carson
Arleen Bocatija Rojas	Council Member	Carson
Emma Sharif	Mayor of Compton	Compton
Deidre Duhart	Compton Councilmember	Compton
Andre Spicer	Compton Councilmember	Compton
Jonathan Bowers	Compton Councilmember	Compton
Lillie Darden	Compton Councilmember	Compton
Eric Perrodin	Compton City Attorney	Compton
Vernell McDaniel	Compton City Clerk	Compton
Brandon Mims	Compton City Treasurer	Compton
Isabel Aguayo	Paramount Mayor	Paramount
Annette C. Delgadillo	Vice Mayor	Paramount
Brenda Olmos	Councilmember	Paramount
Vilma Cuellar Stallings	Councilmember	Paramount
Peggy Lemons	Councilmember	Paramount
Oscar Flores	Mayor of Lynwood	Lynwood
Rita Soto	Mayor Pro-Tem	Lynwood
Gabriela Camacho	Councilmember	Lynwood
Jose Luis Solache	Councilmember	Lynwood
Juan Muñoz-Guevara	Councilmember	Lynwood
Maria del Pilar Avalos	Mayor of South Gate	South Gate
Gil Hurtado	Vice Mayor	South Gate
Maria Davila	Councilmember	South Gate
Joshua Barron	Councilmember	South Gate
Al Rios	Councilmember	South Gate
Daisy Lomeli	Mayor of Cudahy	Cudahy
Jose R. Gonzalez	Vice Mayor	Cudahy
Elizabeth Alcanter	Councilmember	Cudahy



City, State, & County Elected Officials		
Name/Entity	Position	City or District
Martin U. Fuentes	Councilmember	Cudahy
Cynthia Gonzalez	Councilmember	Cudahy
Alejandra Cortez	Mayor of Bell Gardens	Bell Gardens
Francis De Leon Sanchez	Mayor Pro Tem	Bell Gardens
Jorgel Chavez	Councilmember	Bell Gardens
Marco Barcena	Councilmember	Bell Gardens
Maria Pulido	Councilwoman	Bell Gardens
Monica Arroyo	Mayor of Bell	Bell
Fidencio Joel Gallardo	Vice Mayor	Bell
Ana Maria Quintana	Councilmember	Bell
Alicia Romero	Councilmember	Bell
Ali Saleh	Councilmember	Bell
Eduardo Martinez	Mayor of Huntington Park	Huntington Park
Marilyn Sanabria	Vice Mayor	Huntington Park
Karina Macias	Councilmember	Huntington Park
Graciela Ortiz	Councilmember	Huntington Park
Arturo Flores	Councilmember	Huntington Park
Frank Garcia	Mayor of Maywood	Maywood
Mayra Aguiluz	Mayor Pro Tem	Maywood
Eddie De La Riva	Councilmember	Maywood
Heber Marquez	Councilmember	Maywood
Jessica Torres	Councilmember	Maywood
Hugo A. Argumedo	Mayor of Commerce	Commerce
Ivan Altamirano	Mayor Pro Tem	Commerce
Oralia Y. Rebollo	Councilmember	Commerce
Mireya Garcia	Councilmember	Commerce
Kevin Lainez	Councilmember	Commerce
Tina L. Hansen	Mayor of Signal Hill	Signal Hill
Lori Y. Woods	Vice Mayor	Signal Hill
Robert D. Copeland	Councilmember	Signal Hill
Edward H.J. Wilson	Councilmember	Signal Hill



City, State, & County Elected Officials		
Name/Entity	Position	City or District
Keir Jones	Councilmember	Signal Hill
Claudia M. Frometa	Mayor	Downey
Mario Trujillo	Mayor Pro Tem	Downey
Hector Sosa	Councilmember	Downey
Timothy Horn	Councilmember	Downey
Erik Lutz	Mayor of Pico Rivera	Pico Rivera
Andrew C. Lara	Mayor Pro Tem	Pico Rivera
Gustavo V. Camacho	Councilmember	Pico Rivera
Dr. Monica Sanchez	Councilmember	Pico Rivera
John R. Garcia	Councilmember	Pico Rivera
Crystal Larios	Mayor of Vernon	Vernon
Leticia Lopez	Mayor Pro Tem	Vernon
Jesus Rivera	Councilmember	Vernon
Melissa Ybarra	Councilmember	Vernon
Judith Merlo	Councilmember	Vernon
Hilda L. Solis	Supervisor	Unincorporated
Holly J. Mitchell	Supervisor	Unincorporated
Lindsey P. Horvath	Supervisor	Unincorporated
Janice Hahn	Supervisor (Chair)	Unincorporated
Kathryn Barger	Supervisor	Unincorporated
Tri Ta	State Assembly Member	70th State Assembly District
Bill Essayli	State Assembly Member	63rd State Assembly District
Blanca Pachero	State Assembly Member	64th State Assembly District
Freddie Rodriguez	State Assembly Member	53rd State Assembly District
Sabrina Cervantes	State Assembly Member	58th State Assembly District
Lena Gonzalez	Senator	33rd State Senate District
Steven Bradford	Senator	35th State Senate District



City and County Governments

City and County Governments		
Name/Entity	Category	Description
Los Angeles County	County	County
Los Angeles County Sanitation Districts	County	A public agency focused on converting waste into resources like recycled water, energy and recycled materials.
LA County Flood Control District	County	Provides flood protection, water conservation, recreation and aesthetic enhancement. Is the agency that administers the SCWP.
LA County Beaches and Harbors	County	Oversees beaches and Marina Del Rey
LA County Public Works	County	Oversees construction management, development services and emergency management, environmental services, public contracting and asset management, transportation, and water resources.
LA County Parks and Recreation	County	Oversees the county's parks and recreation
LA County Chief Sustainability Office	County	provides policy support and guidance for the Board of Supervisors, County Departments, the unincorporated areas, and the region
LA Metro	County	Offers transportation throughout LA County.
City of Commerce Public Works	City	Oversees city buildings and facilities, parks maintenance, engineering services, and environmental services.
City of Commerce Parks and Rec	City	Oversees the City's parks and recreation.
City of Compton Public Works	City	Is responsible for planning, designing, constructing and maintaining public streets, parks and City open spaces, public trees, utilities including sewer and storm drains, traffic, and City vehicles.
City of Compton Parks and Rec	City	Oversees the City's parks and recreation.
City of Compton Water Department	City	Publicly owned municipal utility that delivers water to residents.
City of Vernon Public Works	City	Maintains the City's infrastructure including streets, sewers, storm drains and buildings and oversees city planning and buildings.
City of Vernon Water Division	City	Publicly owned municipal utility that delivers water to residents.
City of South Gate Public Works	City	Designs, constructions, maintains and operates public facilities and infrastructure within the public right-of-way.



City and County Governments		
Name/Entity	Category	Description
City of South Gate Parks and Rec	City	Oversees the City's parks and recreation.
City of Huntington Park Public Works	City	Maintains the City's infrastructure including streets, sewers, storm drains and buildings and oversees city planning and buildings.
City of Huntington Park Parks and Rec	City	Oversees the City's parks and recreation.
City of Bell Public Works	City	Ensures that the City's infrastructure (streets, sidewalks, curb and gutter, trees, storm drains, sewer system, street lights, and traffic signals) are well maintained.
City of Bell Gardens Recreation and Community Services	City	Oversees the City's parks and recreation, including some community gardens.
City of Bell Gardens Public Works	City	Oversees the City's professional engineering, maintenance and operation service for City facilities, infrastructure, public streets and City parks.
City of Pico Rivera Community and Economic Development	City	Oversees development planning, ensuring safe construction practices, community preservation and improvement, and redevelopment. Developed an Urban Greening Plan.
City of Pico Rivera Parks and Rec	City	Oversees the City's parks and recreation.
City of Pico Rivera Public Works	City	Provide well planned, environmentally sensitive, cost effective infrastructure and services
City of Cudahy Parks and Rec	City	Oversees the City's parks and recreation.
City of Cudahy Planning Department	City	Oversees city planning.
City of Maywood Engineering and Public Works	City	Oversees land development, environmental projects, roads, and traffic.
City of Maywood Building & Planning	City	Oversees city planning.
City of Signal Hill Public Works	City	Oversees city maintenance including water conservation, trash/recycling, and general services.
City of Signal Hill Community Development	City	Oversees community development and includes a sustainable city committee.
City of Carson Parks and Rec	City	Oversees the City's parks and recreation.
City of Carson Public Works	City	Services include sidewalk repairs, storm drains, potholes, street markings, street signs, debris removal, tree trimming, and facilities.



City and County Governments		
Name/Entity	Category	Description
City of Carson Planning Division	City	Develops plans for the physical, social, and economic development of the City and ensures compliance with the California Environmental Quality Act (CEQA) for both Public and private projects.
City of Lakewood Community Development	City	Oversees community development including city buildings, safety, planning and zoning.
City of Lakewood Recreation & Community Services	City	Oversees the City's parks, recreation, community services, and community gardens.
City of Lakewood Water Services	City	Publicly owned municipal utility that delivers water to residents.
City of Downey Public Works	City	Manages and maintains the City's roadway, water, sewer, drainage, and sidewalk infrastructure; vehicle fleet, public facilities, rights-of-way, urban forest, parks and recreation facilities.
City of Downey Planning Dpt	City	Oversees city planning.
City of Downey Parks and Rec	City	Oversees the City's parks and recreation.
Port of Long Beach	City	The Port is a "gateway for trans Pacific trade" and the second busiest container seaport in the US. It works to implement efficiency and sustainability measures and is led by a 5 member board.
City of Long Beach Public Works	City	The Department provides a variety of community services including the repair, rehabilitation and general upkeep of City streets, trees, sidewalks, and City structures.
City of Long Beach Parks and Rec	City	Oversees the City's parks and recreation.
City of Long Beach Water Department	City	Publicly owned municipal utility that delivers water to residents.
City of Long Beach-Sustainability Office	City	Facilitate the process of developing and implementing model sustainability programs and provide leadership and support for practical solutions to improve the environment
City of Long Beach Parks and Recreation and Marine	City	Offers programs and services are offered at parks, community centers, historic sites, tennis centers, the Long Beach Animal Care Services Bureau, boat slips, and beaches.
City of Lynwood Public Works	City	Repairs and maintains the City's water system, sewer system, tree maintenance, streets, storm drains, street lighting, traffic signals, parks, median islands, buildings and related facilities.



City and County Governments		
Name/Entity	Category	Description
City of Lynwood Recreation & Community Services	City	Oversees the City's parks and recreation.
City of Lynwood Community Development	City	Facilitates well planned neighborhoods , healthy environments, and a strong local business economy.
City of Paramount Community Services & Recreation	City	Oversees the City's parks, recreation, and community services.
City of Paramount Public Works	City	Responsible for the ongoing maintenance programs for City streets, parks, buildings, equipment and water utility. Includes Landscape and Road & Water divisions
City of Paramount Planning Department	City	Oversees city planning.
Keep Downey Beautiful	City	The Keep Downey Beautiful Committee meets on a monthly basis to discuss best practices on improving their community environments. Coordinates neighborhood cleanups.



State and Federal Agencies (Not Comprehensive)

State and Federal Agencies		
Name/Entity	Category	Description
US Army Corps of Engineers Los Angeles District	Federal Agency	Works on dredging waterways, creating storm damage reduction infrastructure, and incorporating environmental sustainability in building and maintaining infrastructure.
Caltrans Stormwater Program	State Agency	Works to ensure that CalTrans complies with pollutant discharge regulations and provides policy, technical, and regulatory direction statewide.
Watershed Conservation Authority	Environmental Organization	A local public entity of CA exercising joint powers of the San Gabriel and Lower LA Rivers and Mountains Conservancy (RMC) and the LA County Flood Control District. Works on "the conservation and preservation of open space and through the improvement of access to parks and trails."
The San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy	Conservancy	Created by the California legislature in 1999 as one of ten conservancies within the California Resources Agency. Aims to preserve open space and habitat in order to provide for low-impact recreation and educational uses, wildlife habitat restoration and protection, and watershed improvements within our jurisdictions
California Department of Fish and Wildlife	State Agency	"The Mission of the Department of Fish and Wildlife is to manage California's diverse fish, wildlife, and plant resources, and the habitats upon which they depend, for their ecological values and for their use and enjoyment by the public."
California Wildlife Conservation Board	State Board	An independent Board with authority and funding to carry out an acquisition and development program for wildlife conservation.
California Department of Parks and Recreation	State Department	Oversees 280 State Park units.
California Natural Resources Agency	State Agency	Works to "to restore, protect and manage the state's natural, historical and cultural resources for current and future generations."
California State Coastal Conservancy	Conservancy	Protects coastal resources in California and helps the public to enjoy them.
Urban Waters Partnership	Federal Agency	Reconnects urban communities, particularly those that are overburdened or economically distressed, with their waterways by improving coordination among federal agencies.



Educational Institutions

Educational Institutions		
Name/Entity	Category	Description
Compton Unified School District	Educational Institution	School District
Long Beach Unified School District	Educational Institution	School District
Lynwood Unified School District	Educational Institution	School District
Paramount Unified School District	Educational Institution	School District
Downey Unified School District	Educational Institution	School District
Los Angeles Unified School District	Educational Institution	School District
CSU Long Beach	Educational Institution	State University
Long Beach City College	Educational Institution	Community College
Compton College	Educational Institution	Community College
University of California Riverside	Educational Institution	State University



Councils of Government

Councils of Government		
Name/Entity	Category	Description
Gateway Water Management Authority	Water Agency	An agency made up of cities and agencies within the Gateway region of Southeastern Los Angeles County serving more than 2 million people. These entities and stakeholders are interested in developing an IRWMP.
Southern California Coastal Waters Research Project	State Agency	"Develops and applies next-generation science to improve management of aquatic systems in Southern California and beyond." Governed and funded by 14 SoCal municipal and county agencies.
Southern California Association of Governments	State Agency	A Joint Powers Agreement (JPA) of local SoCal governments and agencies created to address regional issues.
Gateway Cities Council of Governments	Council of Governments	Council made up of cities in the Gateway Region that work together on issues such as transportation, housing, and economic development.
Los Angeles River Upper Reach 2 Watershed Management Group	WMP Group	Consists of the permittees on the LA River Upper Reach 2 WMP. The coordinating agency is the City of Huntington Park.
Lower Los Angeles River Watershed Management Group	WMP Group	Consists of the permittees on the Lower LA River WMP. The coordinating agency is the City of Signal Hill.



Water Purveyors

Water Purveyors		
Name/Entity	Category	Description
Central Basin Municipal Water District	Water Agency	Central Basin is a water wholesaler that serves 24 cities and unincorporated areas in southeast LA County.
Metropolitan Water District of Southern California	Water Agency	"a regional wholesaler that provides water for 26 member public agencies to deliver - either directly or through their sub-agencies - to nearly 19 million people." (Includes Central Basin as a member agency)
Water Replenishment District of Southern California	Water Agency	Covers a 420-square-mile region of southern Los Angeles County. Ensures that a reliable supply of high-quality groundwater is available through the use of recycled water and stormwater capture.
Liberty Utilities	Company	Investor owned utility that provides water to portions of the watershed.
Maywood Mutual Water Company	NGO	Non-profit water company.
Golden State Water Company	Company	Investor owned water utility.
Walnut Park Mutual Water Company	NGO	Non-profit water company.
Pico Water District	County	County water district.
Cal Water Service Co.	Company	Investor owned water utility.
City of Long Beach	City	Publicly owned city utility
City of Paramount	City	Publicly owned city utility
City of Compton	City	Publicly owned municipal utility that delivers water to residents.
City of Lynwood	City	Publicly owned municipal utility that delivers water to residents.
City of Southgate	City	Publicly owned municipal utility that delivers water to residents.
City of Huntington Park	City	Publicly owned municipal utility that delivers water to residents.
City of Downey	City	Publicly owned municipal utility that delivers water to residents.
City of Pico Rivera	City	Publicly owned municipal utility that delivers water to residents



Water Purveyors		
Name/Entity	Category	Description
City of Signal Hill	City	Publicly owned municipal utility that delivers water to residents.
Commerce Water System Utility	City	Publicly owned municipal utility that delivers water to a portion of the City for both residential and commercial customers.

Native American Tribes

Native American Tribes		
Name/Entity	Category	Description
American Indian Community Council	NGO	Serves as a centralized hub for resources to the Los Angeles County American Indian/Alaska Native Community. Promotes health, wellness, and community involvement
American Indian Chamber of Commerce of California	Chamber of Commerce	Works "to provide Opportunities for networking and support of American Indian business people in California."
The Gabrielino San Gabriel Band of Mission Indians	Native American Tribe	State recognized tribe & traditional custodian of the land
Sacred Places Institute for Indigenous People	NGO	Indigenous-led, community-based organization located in the ancestral homelands of the Tongva People in Los Angeles.
Kizh Nation	Native American Tribe	Gabrieleño Band Of Mission Indians



Disadvantaged Communities

Disadvantaged Communities		
Name/Entity	Category	Description
City of Lynwood	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of Compton	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of Maywood	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of Bell	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of Bell Gardens	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of Huntington Park	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of Paramount	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of Commerce	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of Cudahy	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.
City of South Gate	City	The city as a whole is a disadvantaged community because its annual median household income is less than eighty percent (80%) of the Statewide annual median household income.



Other

Other		
Name/Entity	Category	Description
Rancho Los Cerritos Historic Site	Company	Works to restore and preserve the site and its history through education and publications.
California Stormwater Quality Association	Professional Association	A "professional member association that advances sustainable stormwater management protection of California water resources."
Private Landowners	Company	Such as stores that have large parking lots.
Valero Wilmington Refinery	Company	An oil refinery located on a 120-acre site by the Port of Long Beach.
Los Angeles Area Chamber of Commerce	Chamber of Commerce	Chamber of commerce that serves the LA County area.
Long Beach Area Chamber of Commerce	Chamber of Commerce	Chamber of commerce.
Compton Chamber of Commerce	Chamber of Commerce	Chamber of commerce.
South Gate Chamber of Commerce	Chamber of Commerce	Chamber of commerce.
Downey Chamber of Commerce	Chamber of Commerce	Chamber of commerce.
Commerce Industrial Council	Chamber of Commerce	Chamber of commerce.
Paramount Chamber of Commerce	Chamber of Commerce	Chamber of commerce.
SEITec	Company	"SEITec conducts detailed planning studies and prepares a comprehensive concept design to determine the system size, optimum layout, schedule, and budget for your project."
Craftwater Engineering Inc.	Company	Engineering consulting firm that works on stormwater capture & feasibility design, strategic watershed planning, and monitoring & reporting.
Spherical Studio	Company	Spherical is a strategic design and integrative research studio supporting projects regenerating the health and integrity of Earth's living systems based in the East Bay.



Other		
Name/Entity	Category	Description
Urban Health Strategies	Company	Does planning studies, community engagement, and multimedia products.
Arellano Associates	Company	Public outreach and high-tech communications firm focused on stakeholder engagement in the public sector.
Kosmont Companies	Company	"A real estate, financial advisory and economic development services firm"
Southern California Edison	Utility	Electric utility company
ESA	Company	"ESA is a 100% employee-owned environmental consulting firm. We plan, design, permit, mitigate, and restore—for projects across our communities, infrastructure systems, open spaces, and wildlands."
CWE	Company	Civil engineering firm.
Geosyntec	Company	An environmental/natural resources consulting engineering firm that works with public and private clients.
WSP	Company	Engineering firm working on environmental, transportation, and coastal projects.
Terracon	Company	Terracon is a 100% employee-owned consulting engineering firm, specializing in environmental, facilities, geotechnical, and materials services.
MIG Inc.	Company	A landscape design firm working across California. They "plan, design and sustain environments that support human development."
Gateway Chamber Alliance	Chamber of Commerce	Coalition of Gateway Cities Chambers of Commerce.
Tidal Influence, LLC	Company	Tidal Influence is an ecological consulting firm that restores and manages wetlands and educates the community about our remaining local wildlands in Southern California.
Olaunu	Company	Contractor that has done green infrastructure retrofitting for LA City College.