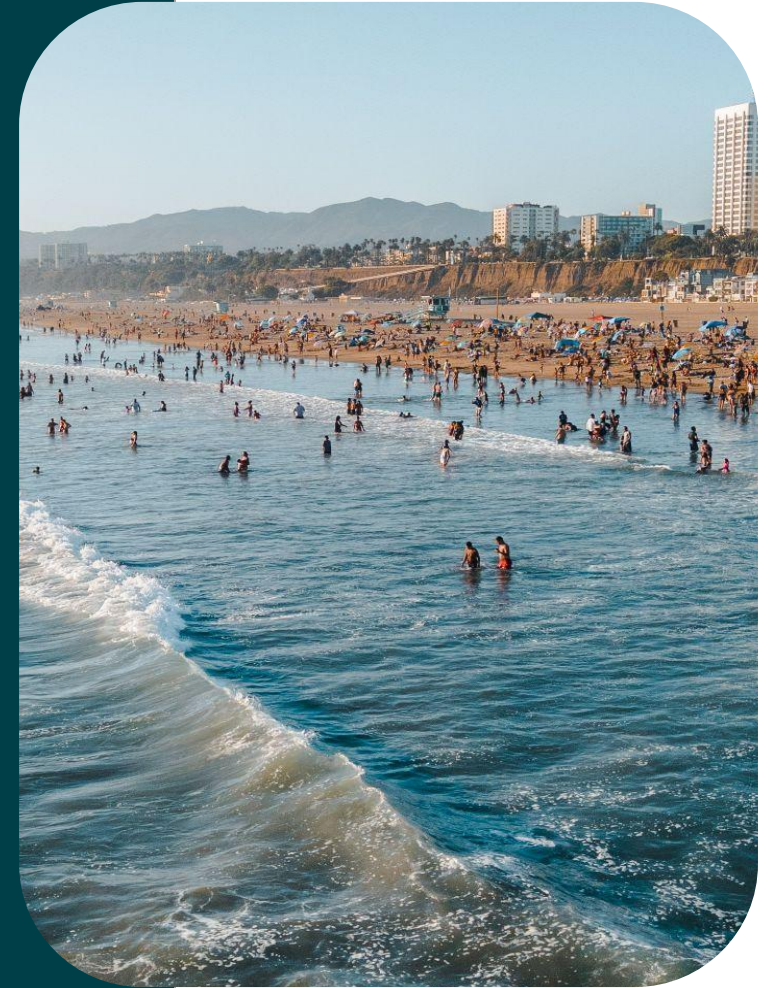


CENTRAL SANTA MONICA BAY

FY 23-24 Strategic Outreach & Engagement Plan (SOEP)

Watershed Coordinators Presentation



Heal the Bay



SAFE
CLEAN
WATER

sga
MARKETING



Introduction

Review of Watershed Coordinator Team and Roles

Strategic Outreach and Engagement Plan

Our Vision

Our Approach

Group Discussion

Discussion

Feedback on the Plan

MICHELLE STRUTHERS

SGA Marketing



WATERSHED COORDINATOR
PUBLIC HEALTH/RESEARCH



Stephen Groner, P.E.
TECHNICAL SUPPORT
STRATEGIC/FUNDING SUPPORT



Tara Dales
LLAR WATERSHED COORDINATOR
COMMUNITY ENGAGEMENT
+ OUTREACH



Charlotte Bloemsma
TECHNICAL SUPPORT
RESEARCH



Arisa Cleaveland
OUTREACH SUPPORT
COMMUNITY ENGAGEMENT



Jeremy McGranahan
TECHNICAL SUPPORT
FUNDING SUPPORT



Trevor Hernandez
OUTREACH SUPPORT
COMMUNITY ENGAGEMENT

MIKAELA RANDOLPH

Heal the Bay



Senior Watershed
Specialist, Central
Santa Monica Bay



Nancy Shrodes
Senior Watershed Specialist
South Santa Monica Bay



Jesse de la Cruz
Urbano Strategies



Ava Farriday
Watershed Program
Coordinator



Annelisa Moe
Water Quality
Scientist



Katherine Pease
Science & Policy
Director



OUR ROLE

Connect

Engage

Educate

— Introduction to the Draft Strategic Outreach & Engagement Plan



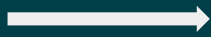
OUR PLAN'S PURPOSE



VISION



STRATEGIES



EVALUATION



VISION

ALL PROJECTS...

- *Are aligned with local priorities and needs*
- *Have equitable access and opportunity*
- *Advance the program's goals*





OUR
FOCUS
AREAS

- 1 UNDERSTAND COMMUNITY NEEDS
- 2 SOLICIT NEW PROJECTS
- 3 SUPPORT FUNDED PROJECTS
- 4 RAISE PUBLIC AWARENESS
- 5 SUPPORT THE WASC Support the WASC through Information Sharing



Hollywood United Neighborhood Council

UNDERSTAND COMMUNITY NEEDS

NEW

15 PRESENTATIONS TO INTERESTED PARTIES

- *Contacted 37 neighborhood councils last year; presented to 11*
- *Contacted all Chambers of Commerce*
- *Continue forming new relationships with neighborhood councils, elected officials, community-based organizations, non-profits, business associations, municipalities, etc.*
- *Better understand the needs of our communities and identify project concepts or strategic partnership opportunities*
- *Build Interested Party Database*

UNDERSTAND COMMUNITY NEEDS



NEW

INTERESTED PARTIES

*...d councils last year; presented to 11
...f Commerce
...tionships with neighborhood councils,
...y-based organizations, non-profits,
...nicipalities, etc.*

...ds of our communities and identify

project concepts or strategic partnership opportunities

- *Build Interested Party Database*

Encuesta Comunitaria del Programa de Agua Limpia y Segura

Gracias por participar en nuestra breve encuesta. Los comentarios de miembros de la comunidad como usted nos ayudan a asegurarnos de que estamos priorizando los proyectos y los problemas que más importan a su comunidad. Esta encuesta debería tardar entre 3 y 5 minutos en completarse.

Algunas de estas preguntas están adaptadas de la Encuesta WaterTalks (watertalks.csusb.edu).

mstruthers@sga-inc.net [Switch account](#)

Not shared

* Indicates required question



¿Qué problemas relacionados con el agua son de mayor preocupación en su comunidad? Elija hasta 3. *

- Sequía
- Dependencia del agua importada
- Inundaciones
- Basura, contaminación industrial y otra contaminación en calles y vías fluviales
- Contaminación del océano
- Otro

¿Qué desea ver más en su comunidad? Elija hasta 3. *

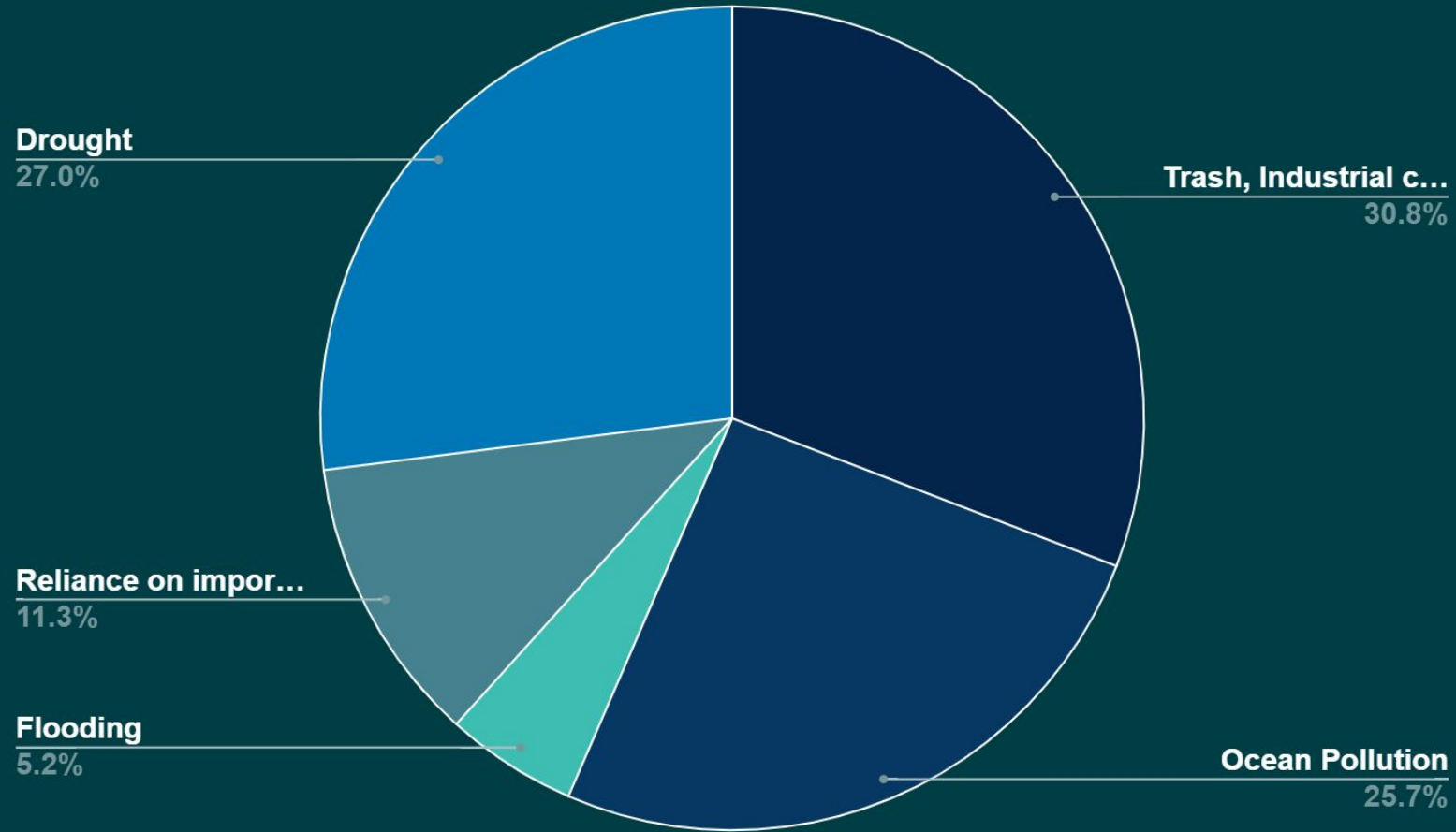
- Resiliencia ante la sequía
- Protección contra inundaciones
- Playas y ríos más limpios
- Oportunidades recreativas en el Río de LA
- Árboles
- Jardines comunitarios
- Patios de escuelas verdes
- Hábitats de la fauna
- Pistas ciclables

UNDERSTAND COMMUNITY NEEDS

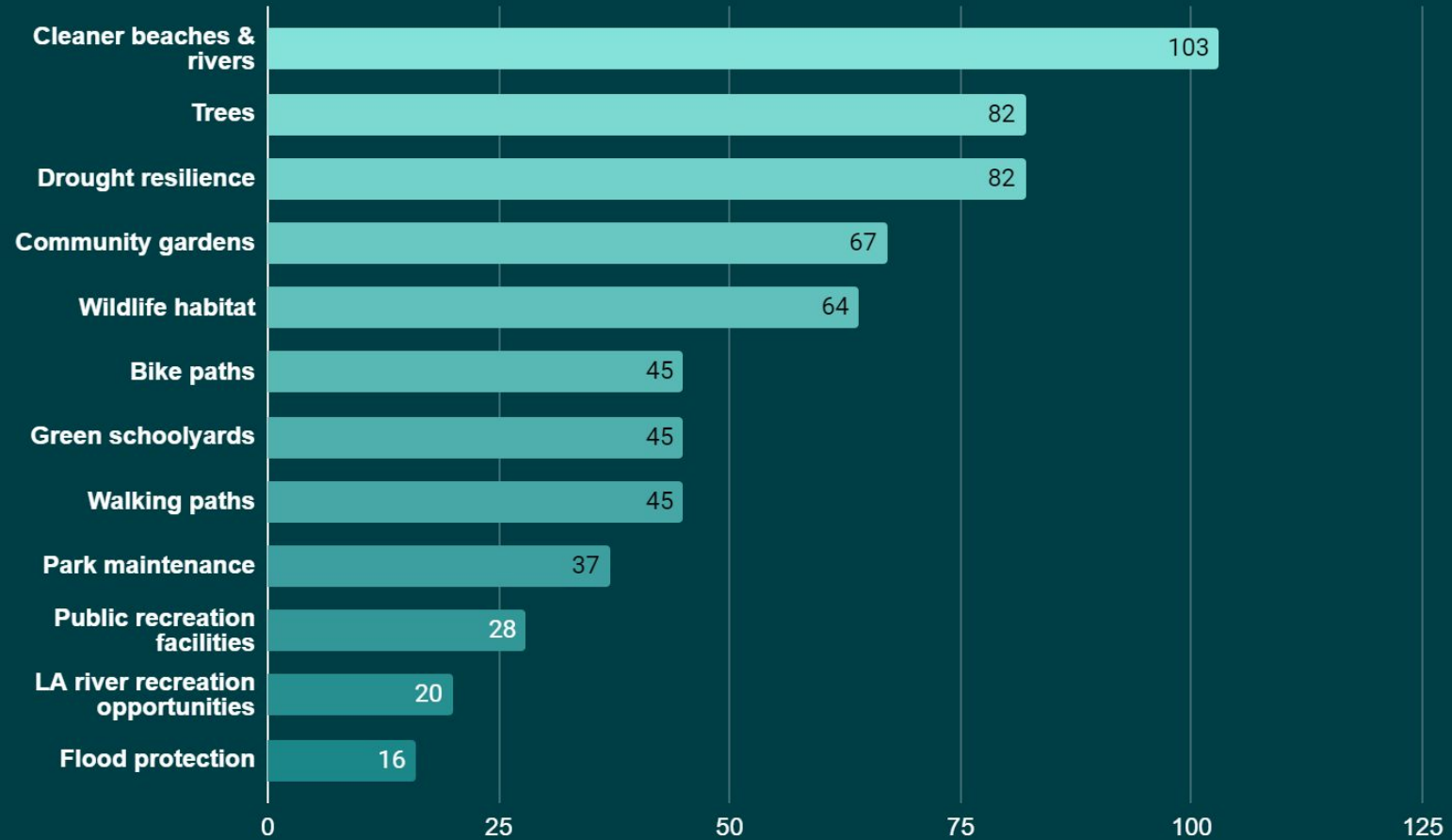
COLLECT 150 MULTILINGUAL COMMUNITY NEEDS SURVEY RESPONSES

- *Continue to distribute the community needs survey at events, meetings, etc.*
- *English and Spanish*
- *Response data enables systematic identification of community needs/priorities by geography*
- *Findings will be shared in quarterly reports and in periodic presentations to the WASC*

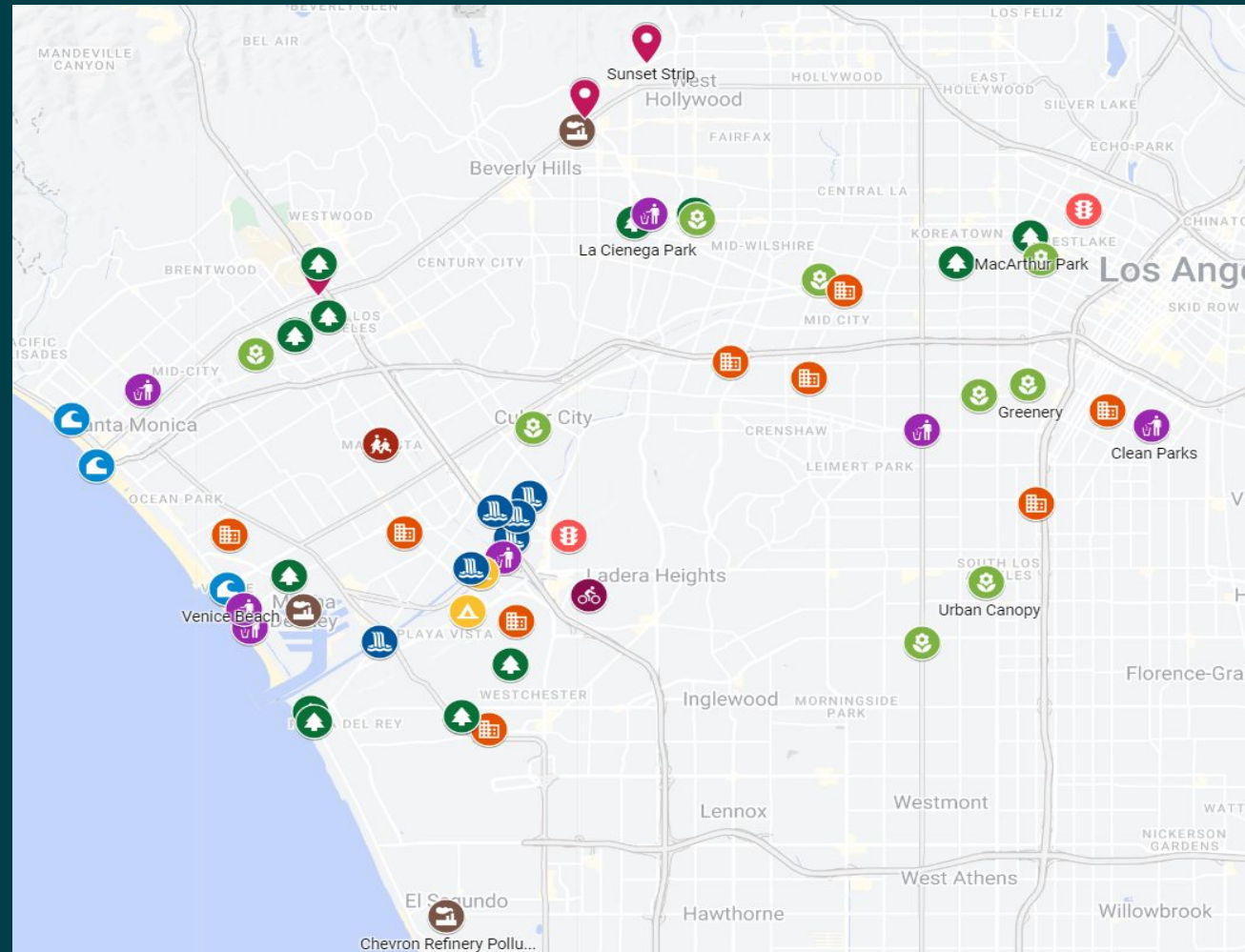
Question 1: What water-related issues are of greatest concern in your community? Choose up to 3.



Question 2: What do you want to see more of in your community? Choose up to 3.



Question 3: What is one outdoor area in your community that is in need of beautification or improvement? This could be anything from an abandoned lot, a local park that could be improved, or a street corner prone to flooding. Please be specific about the location. (Optional)





UNDERSTAND COMMUNITY NEEDS

NEW

ATTEND 24 COMMUNITY EVENTS

ORGANIZE UP TO 2 PROJECT SITE TOURS

FACILITATE 1 COMMUNITY WORKSHOP

SOLICIT NEW PROJECTS

NEW

GREEN SCHOOLYARD TOUR

RESOURCE PACKET FOR SCHOOL APPLICANTS



SCHOOLS & STORMWATER SYMPOSIUM:

A MULTI-BENEFIT OPPORTUNITY

Save the Date

May 19th, 2022

9AM - Noon PST

Stay tuned for
Zoom registration
information!

Presented in collaboration with
LA County Watershed Coordinators:
Council for Watershed Health, Day One,
Heal the Bay, TreePeople, and
Melina Sempill Watts Consulting, LLC

SOLICIT NEW PROJECTS

IDENTIFY COST-SHARING OPPORTUNITIES FOR PROJECT APPLICANTS

- *Robust funding database built*
- *Published in quarterly reports, newsletters*
- *Increase cost-sharing of projects coming in*

NAME	DESCRIPTION	KEYWORDS	WEBSITE	GRANT AMOUNT RANGE	DEADLINES	FREQUENCY
Local Transportation Climate Adaptation Program (LTCAP)	The primary objective of this program is to provide competitive grants to local agencies for the development and implementation of capital projects adapting local transportation infrastructure to climate changes. In addition to State funds, the LTCAP Program is supported by the federal Infrastructure Investment and Jobs Act of 2021 (IIJA) (Public Law 117-58) which created a new resilience formula program, the Promoting Resilient Operations for Transformative, Efficient, and Cost-saving Transportation (PROTECT). The PROTECT funds will be administered through the LTCAP Program. Deadline is tentative; check back in Summer 2023 to confirm key details.	Transportation/ Climate Change/ Resilience/ Infrastructure	https://catc.ca.gov/programs/local-trans	Total estimated available funding through 2026: \$148M (State funds) + \$252.5M (PROTECT funds)	7/31/2023	Until 2026
Transformative Climate Communities IMPLEMENTATION Grant	Invests in community-led climate resilience projects in the state's most overburdened communities. The program objectives are to reduce greenhouse gas emissions, improve public health and the environment, and support economic opportunity and shared prosperity. Implementation grants can include urban greening, green infrastructure and active transportation activities.	Greenhouse Gas/ Emissions/ Air Pollution/ Green Infrastructure/ Community	https://sgc.ca.gov/programs/tcc/ https://sgc.ca.gov/programs/tcc/docs/2023-2024-grant-announcement https://www.grants.ca.gov/grants/transf	Award range: \$9M - \$66.5M (estimated amount per award \$29.5M)	8/1/2023	Annual
Transformative Climate Communities PLANNING Grant	Invests in community-led climate resilience projects in the state's most overburdened communities. The program objectives are to reduce greenhouse gas emissions, improve public health and the environment, and support economic opportunity and shared prosperity. The Planning Grants intend to support planning activities to prepare disadvantaged communities for future funding opportunities in programs that align with the TCC Program's objectives.	Greenhouse Gas/ Emissions/ Air Pollution/ Green Infrastructure/ Community	https://www.grants.ca.gov/grants/transf	Award range: \$170,000 - \$300,000	8/1/2023	Annual
Transformative Climate Communities PROJECT DEVELOPMENT Grant	Invests in community-led climate resilience projects in the state's most overburdened communities. The program objectives are to reduce greenhouse gas emissions, improve public health and the environment, and support economic opportunity and shared prosperity. The Project Development Grants support disadvantaged communities by funding pre-development and basic infrastructure activities that advance the communities' climate and community resilience goals and prepare them for future funding opportunities aligned with the TCC Program Objectives.	Greenhouse Gas/ Emissions/ Air Pollution/ Green Infrastructure/ Community	https://www.grants.ca.gov/grants/transf	Award range: \$1M - \$5M	8/1/2023	Annual
Promoting Resilient Operations for Transformative, Efficient, and Cost-saving Transportation (PROTECT) Program	PROTECT Grants will support planning, resilience improvements, community resilience and evacuation routes, and at-risk coastal infrastructure. Eligible projects include: installation of mitigation measures that prevent the intrusion of floodwaters into surface transportation systems, strengthening systems that remove rainwater from surface transportation facilities, upgrades to and installation of structural stormwater controls, incorporation of natural infrastructure, and increasing the size or number of drainage structures.	Resilience/ Climate Change/ Infrastructure/ Transportation/ Flooding/ Stormwater/	https://www.whitehouse.gov/wp-content/uploads/2022/05/PROTECT-Program-Announcement.pdf https://dot.ca.gov/programs/local-assist	Total estimated available funding for CA through 2026: \$252.5M	8/18/2023	Until 2026
Regional Resilience Planning and Implementation Grants for FY 2022-2023 (Cycle 1)	The ICARP Regional Resilience Planning and Implementation Grant Program (Regional Resilience Grant Program, or RRG) will fund local public entities, California Native American Tribes, and Community-Based Organizations that are planning and implementing projects that advance climate resilience and respond to the greatest climate risks in their regions, particularly in the most vulnerable communities. Note that there are two opportunities available through this program: Planning Grants and Implementation Grants.	Climate Resilience/ Adaptation/ DAC	https://opr.ca.gov/climate/icarp/grants/ https://opr.ca.gov/climate/icarp/grants/	Total estimated available funding: \$120M (\$21.3M for cycle 1); Award range (planning grant): \$150,000-\$650,000; Award range (implementation grant): \$800,000-\$3M	8/29/2023	Until 5/2/2026

SOLICIT NEW PROJECTS

NEW

PROVIDE GUIDANCE TO PROJECT APPLICANTS

- *Educate potential applicants on SCWP funding opportunities, the application process, and eligibility criteria, and best practices for developing a high-quality application*
- *Previously described as “Provide community engagement guidance to project applicants”*



Project Concepts Tracked by the CSMB Watershed Coordinators

- *West LA Veteran Community (WLAVA)*
- *Riviera Country Club Regional EWMP Project*
- *West Hollywood San Vicente Streetscape Plaza*
- *Mar Vista Gardens*
- *Santa Monica Malibu Unified School District*
- *Culver City Unified School District*
- *Los Angeles Unified School District ('LAUSD')*
- *Culver Blvd. Median Project*
- *90 Freeway Median Project*

SOLICIT NEW PROJECTS

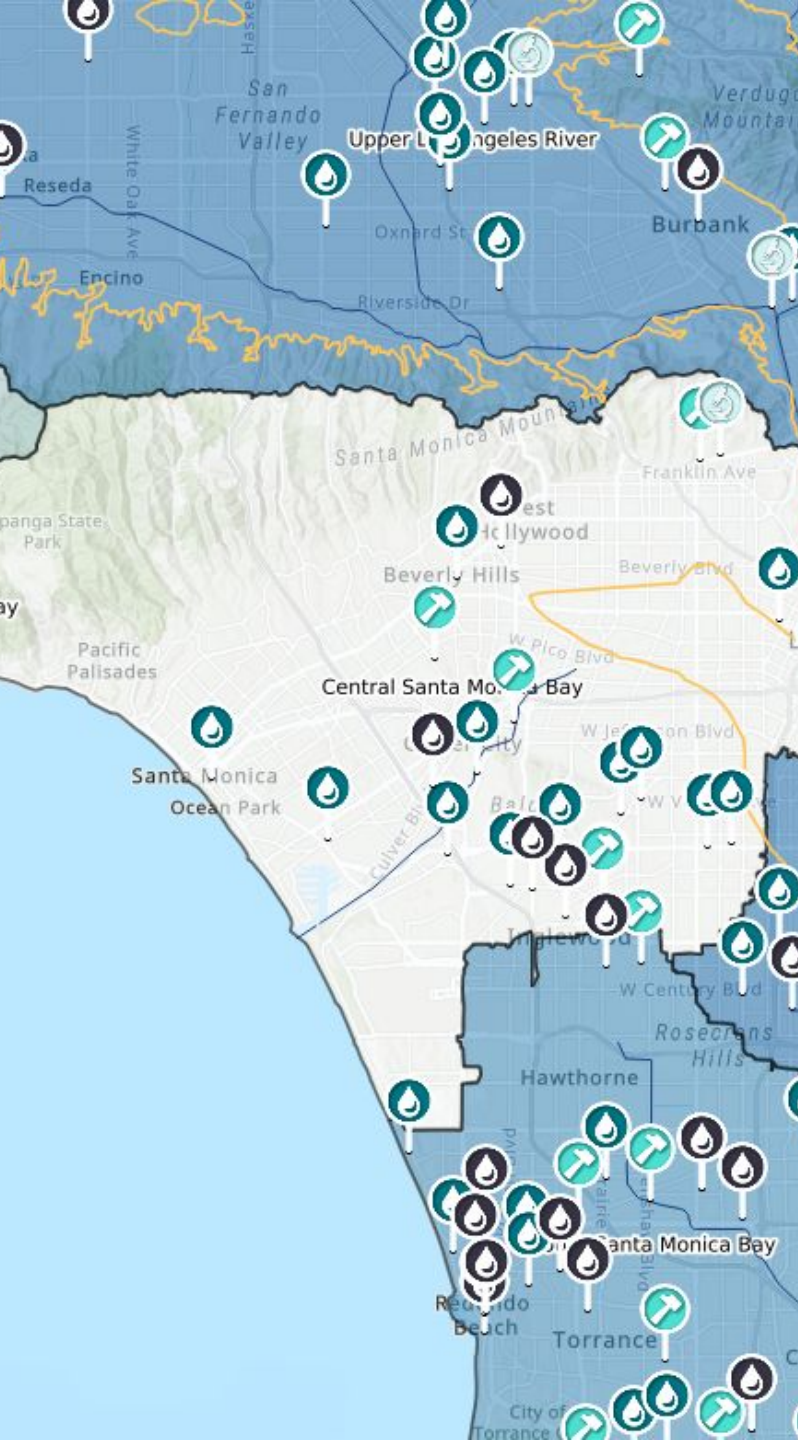
NEW

DEVELOP TECHNICAL RESOURCE PROGRAM CASE STUDIES

- *Develop a set of case studies on TRP projects and any promising practices that can be gleaned from completed feasibility studies to date.*
- *Serve as a resource for potential project applicants and reference to our WASC*



SUPPORT FUNDED SCWP PROJECTS



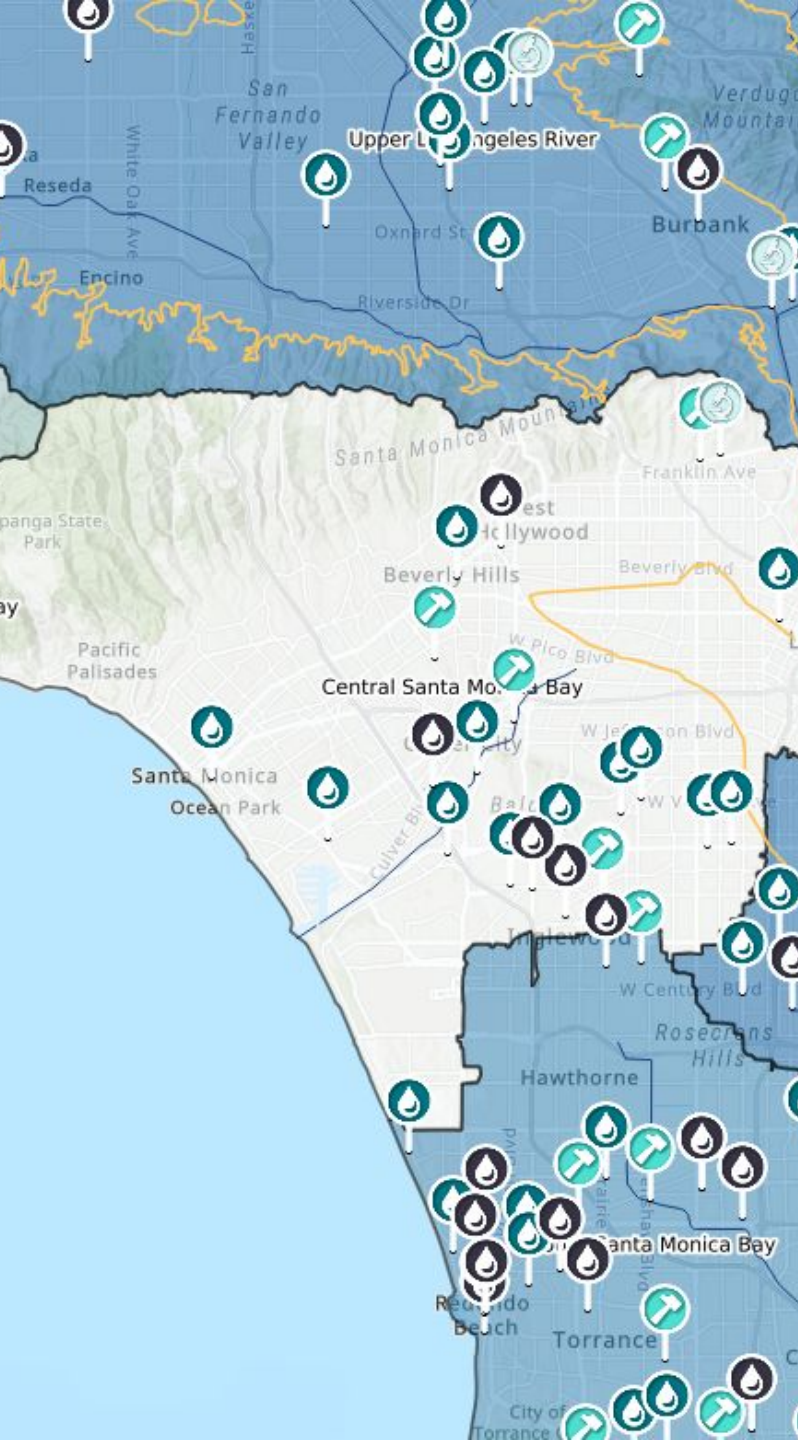
IDENTIFY COST-SHARE OPPORTUNITIES FOR SCWP PROJECTS

- *Identified 16 potential cost-sharing opportunities identified for six SCWP projects*
 - *MacArthur Lake*
 - *Edward Vincent Jr. Park*
 - *Ballona Creek TMDL*
 - *Fern Dell Restoration*
 - *Ladera Heights - W Centinela Ave*
 - *Washington Blvd*
- *Funding database as a “living” document; published in quarterly reports and newsletters*

SUPPORT FUNDED SCWP PROJECTS

PARTICIPATE IN TECHNICAL ASSISTANCE TEAMS

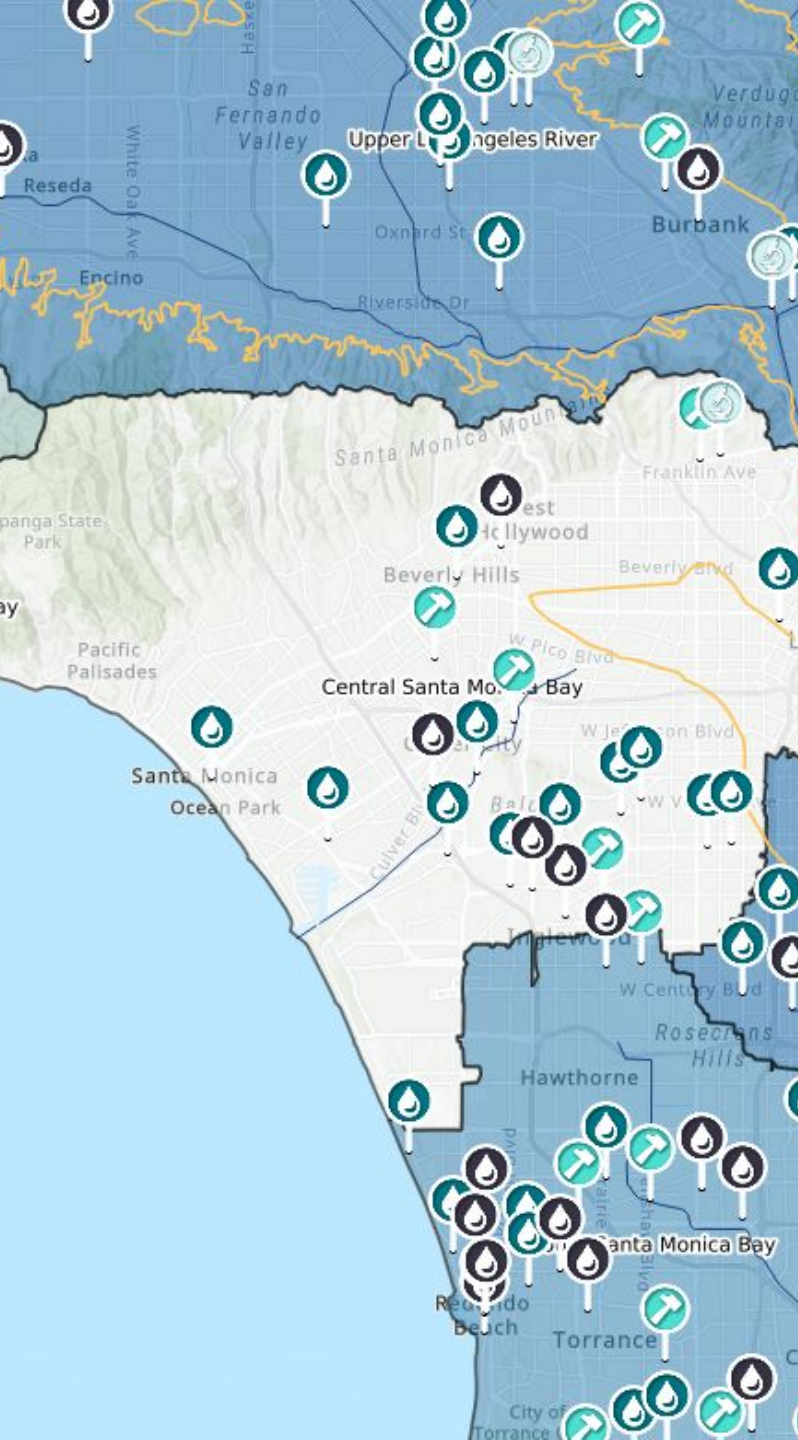
- *2 meetings per month*
- *Make recommendations based on best practices outlined in the Interim Guidelines*
- *Provide feedback and guidance*
- *FY22-23 SIP Technical Resource Project: Fern Dell Restoration and Stormwater Capture Project*



SUPPORT FUNDED SCWP PROJECTS

ONGOING IDENTIFICATION OF INTERESTED PARTY CONTACTS DETAILS

- *Maintenance of a CSMB Interested Parties database*
- *Project-specific interested party lists provided upon request to project developers*

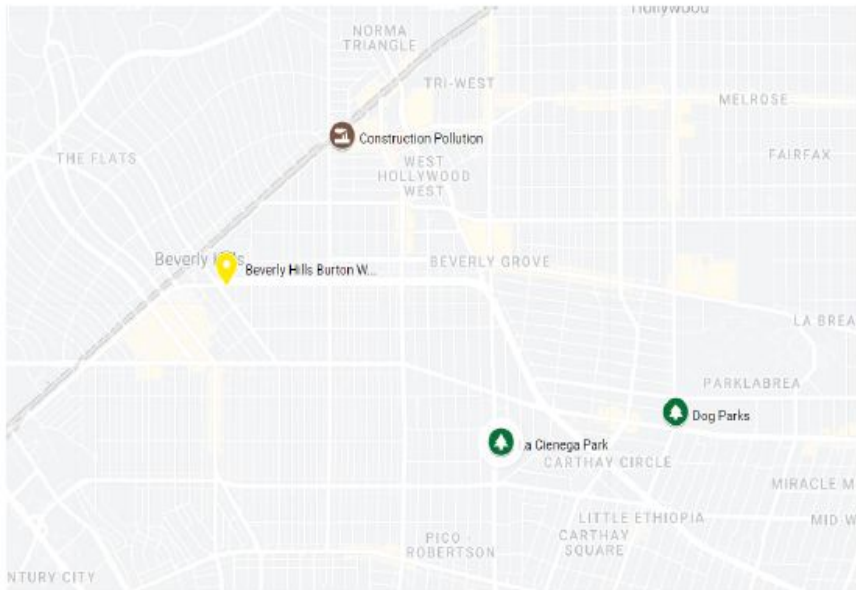


SUPPORT FUNDED SCWP PROJECTS

NEW

Question 3: What is one outdoor area in your community that is in need of beautification or improvement? This could be anything from an abandoned lot, a local park that could be improved, or a street corner prone to flooding. Please be specific about the location. (Optional)

This map depicts the CSMB responses that are within a 2 mile radius of the Beverly Hills Burton Way Green Street and Water Efficient Landscape Project



Responses Shown:

- Parking lots all over where we have to start capturing run-off water. Also, when big developments continue to discharge massive amounts of water into the storm drains as they are digging multiple stories down. Melrose Triangle at Doheny in West Hollywood.
- La Cienega Park need another pool in city
- Fairfax & Orange grove- more dog areas

SHARE RESULTS OF THE COMMUNITY NEEDS SURVEY WITH PROJECT DEVELOPERS

- *Approximately 6 survey reports (based on response volume for geographic area)*
- *Focus on the responses we received from residents within the municipality or project area*

Safe Clean Water Program Updates From Your Lower LA River and Central Santa Monica Bay Watershed Coordinators

IN THIS EMAIL:

7 New Projects Recommended For Funding
July Application Deadline
Funding Opportunities

7 New Projects Recommended For Funding This Year!

We are pleased to share that the **LLAR** and **CSMB** Watershed Area Selection Committees (WASCs) recently finalized their FY 2023-24 **Stormwater Investment Plans (SIPs)**! This year, the SIPs include the following projects, totaling **\$42 Million**:

Lower Los Angeles River Watershed Area:

- **Spane Park Infrastructure Project:** The City of Paramount will construct a regional stormwater capture and infiltration facility located beneath the existing park surface and create a new soccer field and butterfly garden.
- **Long Beach Municipal Urban Stormwater Treatment (LB MUST) - Phase 2 Infrastructure Project:** The City of Long Beach will construct a new park with a cistern and pump station, and connect 5 existing pump stations to the LB MUST Facility.



The Spane Park Infrastructure Project will include a new soccer field for the Paramount community.

Ground truth: guiding a soils-based strategy for impactful nature-based solutions (Scientific Study): Tree People, UC Riverside, and Craftwater Engineering will evaluate on-the-ground conditions in the LLAR watershed area to determine how existing soils can be modified to create a nature-based strategy that provides water

SUPPORT FUNDED SCWP PROJECTS

NEW

DISTRIBUTE UP TO 4 E-NEWSLETTERS TO SCWP PROJECT DEVELOPERS

- *Publicize SCWP deadlines and updates, project development resources, external funding opportunities, community events, and more.*

RAISE PUBLIC AWARENESS OF SCWP

OUTREACH AT 12 PUBLIC EVENTS

- *Earth Day*
- *Ballona Creek Migration Celebration*
- *LASAN Open House*
- *LA Lotus Festival*
- *Coastal Cleanup Month*
- *CicLAvia*
- *And more!*



RAISE PUBLIC AWARENESS OF SCWP

DISTRIBUTE UP TO 4 COMMUNITY E-NEWSLETTERS

- *Educate community members about local SCWP efforts as well as inform them of relevant events, updates and projects in the CSMB*
- *Emails collected in the Community Needs Survey*
- *Sign-up form at healthebay.org/safecleanwater*



Summer 2023 Newsletter

Dear Community Member,

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

Sunshine has arrived and it finally feels like summer! Ready to dive in? We have the latest regarding an exciting film screening and panel discussion, the most recent Stormwater Investments Plans, important dates to flag, and other regional news.

If you haven't already, please participate in our short [community needs survey](#) so we can better understand the needs and priorities of your community.

Feel free to connect if you have any questions!

Best,

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





SUPPORTING THE WASC

MONTHLY UPDATES AT WASC MEETINGS

- *Up to 6 presentations to the WASC*
- *Communicate our activities and progress across our five focus areas*
- *Provide the WASC with information and resources to support decision-making activities*

MONTHLY WATERSHED COORDINATORS MEETINGS WITH STANTEC

QUARTERLY AND ANNUAL REPORTS

WATERSHED COORDINATOR COLLABORATION

CSMB COORDINATORS

- *Events split based on geography*
- *SGA: Lead on Community Needs Assessment and funding database*
- *Heal The Bay: Lead on Community Visioning Workshops and Tours*

NEIGHBORING WATERSHED

- *Team approach to coordination of CSMB, SSMB and LLAR where SGA and Heal the Bay are the Watershed Coordinators*



OUR REGIONAL APPROACH

REGIONAL WATERSHED COORDINATOR COLLABORATION

- *Monthly coordination meetings*
- *Watershed Coordinators' Schools & Stormwater Working Group*
- *Resource & knowledge-sharing*

REGIONAL WATERSHED COORDINATION

- *Ballona Creek Regional Coordination*
- *Biennial Review*
- *MMS Study*
- *SCWP Public Education and Workforce Development Programs*



— DISCUSSION PROMPTS



1 Is there anything missing from our plan that you'd like to see covered?

2 Do you have any concerns or reservations about the goals we've named?

3 How else can we as coordinators support the WASC?
