



# CENTRAL SANTA MONICA BAY WATERSHED COORDINATORS

STRATEGIC OUTREACH & ENGAGEMENT PLAN

FISCAL YEAR 2023-2024



PREPARED FOR THE  
CENTRAL SANTA MONICA BAY WATERSHED AREA STEERING COMMITTEE  
BY SGA MARKETING AND HEAL THE BAY

May 2023



Heal the Bay

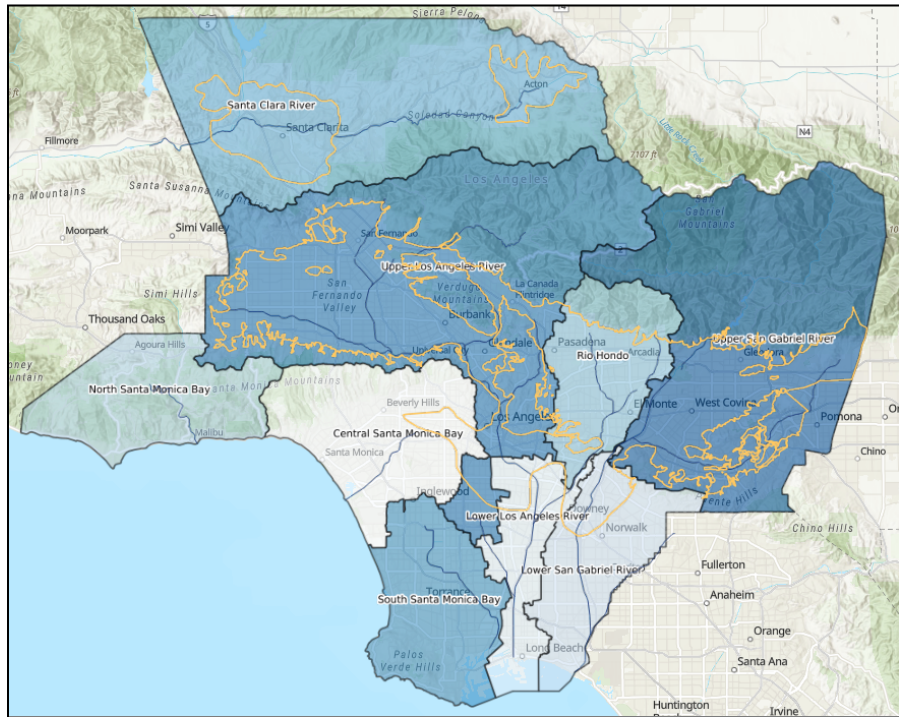


# Land Acknowledgement

The CSMB 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 [anaic.lacounty.gov](http://anaic.lacounty.gov).



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# SECTION 1

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## PURPOSE & OVERVIEW





## PURPOSE

The role of the Watershed Coordinator was first introduced in the Safe Clean Water Program (SCWP) in 2021. There are a total of 12 Coordinators across nine Watershed Areas, with some Watershed Areas having multiple Coordinators. SGA Marketing (SGA) and Heal the Bay were selected for this role by the Central Santa Monica Bay (CSMB) Watershed Area Steering Committee (WASC). Michelle Struthers of SGA and Mikaela Randolph of Heal the Bay are serving as the Watershed Coordinators for this fiscal year, and are assisted by a team of SGA and Heal the Bay staff members.

The purpose of this Outreach Plan is to:

1. Establish outreach and engagement goals that reflect and support SCWP goals;
2. Describe the strategies and tactics we will use to achieve our goals; and
3. Define how we will evaluate our progress in pursuit of our goals.

## OVERVIEW

This plan has five components:

1. **A vision for success** for the Watershed Coordinator role;
2. How we will **evaluate our success**;
3. **Outreach and engagement activities for FY 23-24** which describe what actions we will take in pursuit of the vision;
4. A description of the **regional collaboration** efforts that influence and drive our work; and
5. An **appendix**, which contains:
  - a. Our **detailed description of the Watershed Area**- its physical, social, and political characteristics - originally published and unchanged from the FY 21-22 Outreach Plan; and
  - b. An **Interested Party list** of stakeholders that we have identified as important entities involved in or impacted by the Safe Clean Water Program and the CSMB WASC's work. This list should be considered a "living" database, meaning that it is constantly growing and is not exhaustive. Suggestions for contacts, organizations, agencies, and institutions for inclusion on this list are welcome and encouraged.



# SECTION 2

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## **VISION FOR THE WATERSHED COORDINATOR ROLE & EVALUATION METRICS**





# VISION FOR SUCCESS

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 aspects of the SCWP Mission stated below.

## PROGRAM MISSION

### 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.

# EVALUATING OUR SUCCESS

Given the long timeframe of project development, the evaluation of our success is focused **on output not outcome**, per the successful execution of our deliverables delineated in Section 3.



# SECTION 3

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## **OUTREACH & ENGAGEMENT ACTIVITIES**







## INTRODUCTION

This FY 23-24 Strategic Outreach and Engagement Plan ('Plan') is in many ways a continuation of the FY 21-22 and FY 22-23 Outreach Plans. Included in this year's Plan are all elements of previous Plans that we feel have worked well and are worth continuing.

As in previous years, our outreach and engagement strategies for FY 23-24 are organized into five focus areas:

1. Understand Community Needs
2. Solicit New Projects
3. Support Funded SCWP Projects
4. Raise Public Awareness
5. Support the WASC through Information Sharing

Each of the five focus areas has defined goals that describe how the focus area will support SCWP goals. We have also added new activities that reflect learnings gained to date or work to support the evolving needs of a maturing program. All new or modified activities have goals shaded with yellow highlighting. A rationale for all the added activities is included in the "Descriptions" column.



# FOCUS AREA 1: Understand Community Needs

## END GOALS (THE WHY)

1. To gather information from community members about their needs and priorities; and
2. To share insights about community-stated needs with project developers and the CSMB WASC.

ACTIVITY	DESCRIPTION	GOAL
<b>A. Meet with Interested Parties</b>	<p>In FY 21-22, we focused on scheduling meetings and developing relationships with municipalities, community-based organizations, and regional watershed management agencies. In FY 22-23, while continuing the broader engagement efforts from FY 21-22, we began also contacting neighborhood councils. We contacted 37 neighborhood councils and gave presentations on the SCWP to 11 of them.</p> <p>In FY 23-24, we will continue cultivating relationships with the neighborhood councils we contacted in FY 22-23 as well as pursue engagement opportunities with elected officials, community-based organizations, non-profits, business associations, and municipalities. The focus of this outreach will be on forming relationships with interested parties that will help the CSMB WASC better understand the evolving needs of our communities as well as identify promising projects or strategic partnership opportunities that serve the goals of the SCWP. Our goal will be to give 15 presentations to interested parties throughout the year.</p>	15 presentations to interested parties
<b>B. Conduct a Community Needs Survey</b>	We will continue to distribute the community needs survey in both English and Spanish via community events, interested party meetings, the Heal the Bay website, and our quarterly newsletter. To share insights about community needs with the CSMB WASC, we will share findings from the survey via periodic presentations to the WASC and in our quarterly reporting.	<p>150 survey responses from community members</p> <p>4 survey reports included in quarterly reports</p>
<b>C. Attend Community</b>	We will continue to attend events such as community convenings, local workshops, or community cleanups throughout	24 events



<p><b>Events</b></p>	<p>the CSMB Watershed Area in order to cultivate an authentic understanding of community needs and priorities. In FY 23-24 we aim to attend 24 community events - doubling last year's goal.</p>	<p>Events may be attended in person or virtually.</p>
<p><b>D. Organize Project Site Tours</b></p>	<p>In FY 22-23, we set a goal to organize two tours of SCWP projects. We surpassed that goal by organizing three tours, all of which were well-attended. Given the success of our events in FY 22-23, we will organize two new tours in FY 23-24. These tours will showcase Infrastructure Program projects that exemplify SCWP goals in order to enhance the community's understanding of SCWP projects and their beneficial impacts.</p>	<p>Up to 2 tours</p>
<p><b>E. Facilitate a Community Workshop</b></p>	<p>Facilitating discussions about stormwater issues in public forums has become a key component of our watershed coordination efforts. In FY 22-23, we facilitated a Schools &amp; Stormwater Symposium designed to engage schools in the SCWP specifically and regional stormwater management efforts in general. Heal the Bay also organized a Blue Table Talk - a workshop where water experts and community members gathered to discuss drought, water quality, and water supply issues in their communities. In FY 23-24, we will organize another community workshop, this time centering indigenous voices and perspectives in a panel discussion about water issues and opportunities in Los Angeles County.</p>	<p>1 workshop</p>



## FOCUS AREA 2: Solicit New Projects

### END GOALS (THE WHY)

To support the delivery of high-quality, high-impact project applications to the WASC for consideration.

ACTIVITY	DESCRIPTION	GOAL
<b>A. Outreach to Schools and College Campuses</b>	In FY 22-23, following the Schools & Stormwater Symposium, we contacted all school districts and community college districts in the Watershed Area. Our goal for this outreach was to establish relationships with educational institutions in the CSMB Watershed Area, increase awareness of the SCWP among these institutions, and identify opportunities for projects or strategic partnerships that support SCWP goals. In FY 23-24, we will continue building relationships with the CSMB Watershed Area's educational institutions with this goal in mind. We will also partner with other SCWP Watershed Coordinators to organize a site tour of a successful school greening project and develop a resource packet for future school applicants.	1 tour of a successful school greening project site  1 resource packet for school applicants
<b>B. Support Identification of Cost-Sharing Opportunities</b>	The SCWP awards points to project applicants that have secured leveraged funding. To support the development of high-quality applications, we will continue to identify and share potential cost-sharing opportunities with project applicants. This will be aided by our ongoing efforts to build and maintain an accurate and comprehensive funding database for SCWP applicants - an effort that began in FY 21-22.	Identification of cost-sharing opportunities for program applicants
<b>C. Provide Guidance to Project Applicants</b>	<p>In previous Plans, this activity was titled "Provide Community Engagement Guidance". However, as we've become more established in our role, the scope of our interactions with project applicants has broadened to become more general and comprehensive in its nature. A list of the project concepts we've identified and descriptions of our engagement with the project developers can be found in the table below (page 14).</p> <p>In FY 23-24, we will continue to provide project applicants with recommendations for how to enhance their applications and ensure the CSMB WASC receives high-quality applications. We will continue to educate potential applicants on SCWP funding opportunities, the application process, and eligibility criteria, and</p>	Provide resources, support, and guidance to all project applicants that contact us



	<p>best practices for developing a high-quality application that reflects SCWP goals and community needs.</p>	
<p><b>D. Develop Technical Resource Program Case Studies</b></p>	<p>In FY 22-23, we developed and presented to the WASC a case study of a SCWP project that leveraged a public-private partnership. We then contacted chambers of commerce throughout the CSMB Watershed Area, seeking out opportunities to share this case study and raise awareness about the SCWP in the business community. Unfortunately, these efforts did not yield results and no relationships with chambers of commerce were forged as a result.</p> <p>In FY 23-24, we will shift our focus by developing a set of case studies that demonstrate the range of projects that have been submitted for Technical Resources Program ('TRP') funding and any promising practices that can be gleaned from completed feasibility studies to date. The case studies will include details about what was known about the project concept at the time its application was submitted to the SCWP and project outcomes (e.g. what the WASC, community, or project proponents gained from the feasibility study funding). These case studies will serve as a resource to project developers who are considering applying to the TRP and to our WASC who will benefit from a broadened range of references when reviewing TRP applicants in the future.</p>	<p>1 slide deck presenting case studies from the Technical Resources Program</p>



## Project Concepts Tracked by the CSMB Watershed Coordinators

The below table lists all project concepts that have been identified by or flagged to the Watershed Coordinators to date. Some concepts are somewhat mature with various studies completed while others are simply concepts discussed by interested parties.

Project Name	Project Contact(s)	Municipality and Street Address	Watershed Coordinators' Engagement with Project	Status
West LA Veteran Community (WLAVA)	<ul style="list-style-type: none"> <li>City Fabrick</li> <li>U.S. Dept. of Veteran Affairs</li> </ul>	Located in unincorporated Los Angeles County  11301 Wilshire Boulevard, Los Angeles	Convened a meeting with members of the project development team (City Fabrick, U.S. Department of Veterans Affairs, US Vets, Awen Solutions, Craddock Group, Century) and the Los Angeles County Flood Control District ('LACFCD') to discuss stormwater capture/treatment opportunities for the redevelopment plan and this project's suitability for SCWP funding. Shared information about the redevelopment plan with Los Angeles County Department of Public Works, LACFCD, and City of Los Angeles Bureau of Sanitation ('LASAN').	Project developers have not made a decision on whether to pursue SCWP funding to our knowledge.
Riviera Country Club Regional EWMP Project	<ul style="list-style-type: none"> <li>Riviera Country Club leadership</li> <li>Geosyntec</li> </ul>	Located in the City of Los Angeles  1250 Capri Drive Pacific Palisades, California 90272	Met with Riviera Country Club leadership and their consultants at Geosyntec to discuss their redevelopment plans to capture and use dry and wet weather flows for golf course irrigation.	Project developers are not pursuing SCWP funding at this time but do hope to complete the project.
San Vicente Streetscape Plaza	<ul style="list-style-type: none"> <li>City of West Hollywood</li> <li>!melk</li> </ul>	Located in the City of West Hollywood  North San Vicente Boulevard between Santa Monica Boulevard and Melrose Avenue	Contacted the project development team to discuss the concept and its suitability for SCWP funding. Providing ongoing guidance and resources about how to submit an application for SCWP funding and which type of funding would best meet their needs.	Project developers plan to submit an application for Year 5 TRP funding.
Mar Vista Gardens	<ul style="list-style-type: none"> <li>Kounkuey Design Initiative</li> <li>Housing Authority of the City of Los Angeles</li> </ul>	Under jurisdiction of the City of Los Angeles  11965 Allin St Culver City, CA 90230	Contacted Kounkuey to learn about their projects and identified this project as having shared goals with SCWP.	To our knowledge project developers are not pursuing SCWP funding at this time.
Santa Monica Malibu Unified School District	<ul style="list-style-type: none"> <li>Santa Monica Malibu Unified School District</li> </ul>	Under jurisdiction of the City of Santa Monica  Project site addresses unknown	Watershed Coordinators were approached by the Chief Operations Officer at SMMUSD at an event in May 2022, who notified us that the School District was considering redevelopment plans for five of its campuses, including potential stormwater management features using school fields.	Status of these projects are unclear. SMMUSD has not provided new information since the initial contact was made.



Culver City Unified School District	<ul style="list-style-type: none"> <li>• Culver City Unified School District</li> </ul>	<p>Under jurisdiction of the City of Culver City</p> <p>Project site addresses unknown</p>	<p>Contacted CCUSD in February 2023 to inquire about any redevelopment plans in anticipation of new MS4 permit compliance guidance. CCUSD asked whether SCWP would fund the replacement of turf with native plants. Watershed coordinators provided information about funding eligibility and types.</p>	<p>Project developers have not indicated whether they plan to apply for funding at this time.</p>
Los Angeles Unified School District ('LAUSD')	<ul style="list-style-type: none"> <li>• Braddock Elementary School</li> <li>• LAUSD</li> </ul>	<p>Under Jurisdiction of Los Angeles Unified School District</p>	<p>Have been in regular communication with Braddock Elementary School, Los Angeles Unified School District, and LASAN to discuss stormwater infrastructure plans. A landscape architect has drafted plans to install rain gardens, soccer field with underground cisterns. The applicant is interested in SCWP funding through the Infrastructure Program to complete the mostly-funded project.</p>	<p>Project developers have not confirmed when they plan to apply for funding.</p>
Culver Blvd. Median Project	<ul style="list-style-type: none"> <li>• City of Los Angeles (L.A. SAN)</li> <li>• Del Rey Neighborhood Council</li> </ul>	<p>Under jurisdiction of the City of Los Angeles</p>	<p>Have been in communication with the Del Rey Neighborhood Council since January 2023 about the L.A. side of the Culver Blvd. median that include stormwater infrastructure similar to what has been done on the City of Culver City side of the median.</p>	<p>Project developers are interested and are in the process of talking with the City of L.A. to explore the priority and feasibility of this project.</p>
90 Freeway Median Project	<ul style="list-style-type: none"> <li>• Del Rey Neighborhood Council</li> </ul>	<p>Under the jurisdiction of Caltrans</p>	<p>Have been in communication since Oct. 2022 to incorporate stormwater features into an existing beautification project concept.</p>	<p>Project developers are interested in pursuing funding but are working to understand Caltrans priorities for this area.</p>



## FOCUS AREA 3: Support Funded SCWP Projects

### END GOALS (THE WHY)

To support the successful completion of projects funded by the SCWP by providing ongoing community engagement support and assistance in identifying additional funding in instances where the project has unmet funding needs.

ACTIVITY	DESCRIPTION	GOAL
<p><b>A. Catalog and Share Cost-Sharing Opportunities</b></p>	<p>In FY 22-23, we identified 16 potential cost-sharing opportunities identified for six SCWP projects:</p> <ol style="list-style-type: none"> <li>1. MacArthur Lake Rehabilitation Project (Measure A; CDFW Restoration Grant; CA Hazard Mitigation Grant; WaterSMART NOFO; Urban Community Drought Relief GL/PSP; Five Star and Urban Waters Restoration Grant Program)</li> <li>2. Edward Vincent Jr. Park Stormwater Improvements Project (Prop 1 Implementation Grant; Riverine Stewardship Program; Transformative Climate Communities Program; America the Beautiful Challenge 2022; Clean California Local Grant Program)</li> <li>3. Ballona Creek TMDL Project: Encouraged the team to contact CalTrans staff. LASAN subsequently secured &gt;\$1M in funding from CalTrans.</li> <li>4. Fern Dell Restoration and Stormwater Capture Project (California Wildlife Conservation Board (WCB) General Grant)</li> <li>5. Ladera Heights - W Centinela Ave Green Improvement Project (Prop 1; Measure A; Safe Streets and Roads for All Program)</li> <li>6. Washington Boulevard Stormwater and Urban Runoff Diversion: Coordinated letters of support for a State funding opportunity which the project team applied for.</li> </ol>	<p>4 updates to the cost-sharing database included in quarterly reports</p> <p>Identification of cost-sharing opportunities for funded SCWP projects in the Infrastructure Program that have unmet funding needs</p>





	<p>We received positive feedback from the Washington Boulevard, MacArthur Lake, and Ballona Creek TMDL project teams that the information we provided was helpful. With this in mind, we will continue to share promising funding opportunities with projects that have unmet funding needs in FY 23-24.</p> <p>We will also continue building and maintaining the funding database we created in FY 21-22 to support cost-sharing in the Infrastructure Program. The funding database will continue to be published in each quarterly report to serve as a resource to project developers.</p>	
<p><b>B. Participate in Technical Assistance Teams</b></p>	<p>In FY 22-23, we joined the Syd Kronenthal Park Project Technical Assistance Team (TAT) in monthly progress meetings. In those meetings, we offered guidance on best practices for community engagement, identified and helped connect with interested parties that could offer insights on community priorities and offer letters of support, shared findings from the Watershed Coordinators' community needs survey, convened a meeting with LASAN to discuss their concerns about the project's impact on the Ballona Creek TMDL project, and provided feedback on outreach materials and methodologies.</p> <p>In FY 23-24, we will perform similar work to the above for the Fern Dell Restoration and Stormwater Capture Project, which received TRP funding in the FY 22-23 SIP. During the Feasibility Study's development, we will be part of the TAT and participate in progress meetings, make recommendations based on best practices outlined in the Interim Guidelines, provide feedback and guidance as it relates to incorporating community-stated needs and priorities into the project's plans, identify relevant cost-sharing opportunities, and review any presentations for completeness and quality before they are presented to the WASC.</p> <p>Additionally, we will continue to cultivate relationships with project developers in the Infrastructure Program, providing ongoing feedback and recommendations as to how they can better encompass community priorities and help achieve the goals of the SCWP as relevant and/or helpful.</p>	<p>Attend approximately 2 meetings per month to provide feedback/guidance on community engagement elements of project plans</p>



<p><b>C. Ongoing Identification of Interested Party Contacts Details</b></p>	<p>In FY 23-24, we will continue to add to and refine the Interested Party database we first began in FY 21-22. The database includes contact information for municipalities, regulatory and regional planning bodies, community-based organizations, non-profit organizations, chambers of commerce, neighborhood councils, school districts, universities, and other entities in the Watershed Area.</p>	<p>Maintenance of a CSMB Interested Parties database</p> <p>Project-specific interested party lists provided upon request to project developers</p>
<p><b>D. Share Results of the Community Needs Survey with Project Developers</b></p>	<p>In FY 22-23, we shared findings from our Community Needs Survey with municipalities and project developers in the CSMB Watershed Area. Findings reports were developed for municipalities or project vicinities with five or more responses. The following project developers received findings reports: Los Angeles County Public Works, Los Angeles Sanitation and Environment, Beverly Hills, Culver City, and the Sustainable Water Infrastructure Project team. The five reports we shared were tailor-made to focus on the responses we received from residents within the municipality or project area. The reports summarized how respondents characterized the needs, strengths, and infrastructure priorities of their communities, especially as they relate to water. Culver City, LASAN, and Los Angeles County Public Works responded with positive feedback, stating that the information was useful. In light of the positive feedback we received, we will continue distributing the survey and, as additional responses are acquired, distribute updated reports to municipalities and project developers in the CSMB Watershed Area.</p>	<p>Approximately 6 survey reports</p>
<p><b>E. Distribute E-Newsletters to SCWP Project Developers</b></p>	<p>We began publishing periodic email newsletters to potential and current project developers in the Watershed Area. The newsletters publicize SCWP deadlines and updates, project development resources, external funding opportunities, community events, and more. During FY 22-23, the five newsletters we published achieved very positive engagement with an above-average open rate of 38%. Due to the positive engagement we've seen with the newsletters we publish, we decided to add a goal of sending up to four e-newsletters during FY 23-24.</p>	<p>Up to 4 E-newsletters</p>



## FOCUS AREA 4: Raise Public Awareness

### END GOALS (THE WHY)

1. To build awareness of the SCWP in general and projects that have been proposed or approved for funding specifically; and
2. To increase community engagement in the SCWP.

ACTIVITY	DESCRIPTION	GOAL
<b>A. Conduct Outreach at Community Events</b>	<p>In FY 22-23, we tabled at eight in-person events throughout the Watershed Area, identifying and prioritizing events in settings conducive to meaningful engagement. For example, events with loud music or entertainment are avoided, as they hinder our capacity for clear, effective conversations with community members. We then narrow down potential events by prioritizing areas we have yet to table in with the goal of reaching diverse communities across the Watershed Area. To facilitate this process, we maintain a map of all events attended by HTB and SGA.</p> <p>In FY 23-24, we will continue to table community events and have set a goal of attending 12 in total. In addition to educating community members about the SCWP, we will also continue to solicit community input regarding priorities and needs via the Community Needs Survey and educate community members about the SCWP via Heal the Bay's existing programming (i.e., Speaker's Bureau, Nothing But Sand, Coastal Cleanup Day).</p>	12 Events
<b>B. Distribute E-Newsletters on SCWP to Community Members</b>	<p>We publish periodic email newsletters for community members who signed up for program updates while attending or engaging with SCWP or Heal the Bay programming within the CSMB Watershed Area. The newsletters provide community members with information about educational events, volunteer opportunities, project developments, program updates, and other opportunities to engage in stormwater issues in their community.</p>	Up to 4 E-newsletters



## FOCUS AREA 5: Support the WASC Through Information Sharing

### END GOALS (THE WHY)

1. To keep the WASC informed about our watershed coordination efforts;
2. To facilitate the regular delivery of feedback and direction from the WASC about the extent to which our efforts are supporting SCWP goals; and
3. To share learnings and insights gleaned with the WASC to support its informed decision-making.

ACTIVITY	DESCRIPTION	GOAL
<b>A. Monthly Updates at WASC Meetings</b>	<p>In FY 22-23, our goal was to attend ten WASC meetings and to provide four quarterly update presentations. However, because WASC meeting schedules are subject to change, we feel it is more appropriate to focus our goal on what we hope to contribute to the meetings throughout the year.</p> <p>In FY 23-24, we plan to use WASC meetings to communicate our activities and progress across our five focus areas and to provide the WASC with information and resources that support their decision-making activities. Anticipated presentation topics include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Presentation of the FY 23-24 SOEP</li> <li>• Review of community engagement and DAC benefits for Year 5 project applicants</li> <li>• Case studies of TRPs funded in other watershed areas</li> <li>• Summary of the SCCWRP's findings for scientific study applications submitted in Year 5</li> <li>• Learnings to-date from the Community Needs Survey</li> </ul>	<p>Up to 6 presentations to the WASC</p>
<b>B. Monthly Collaboration Meetings between Watershed Coordinators</b>	<p>As in previous years, we will attend monthly Watershed Coordinator collaboration meetings, during which time we will share resources developed, learnings from activities thus far and collaborate with Watershed Coordinators across Watershed Areas to advance SCWP goals.</p>	<p>Approximately 10 meetings attended/facilitated</p>
<b>C. Quarterly and Annual Reports</b>	<p>As in previous years and as required by our contract, we will share our activities, progress, and learnings in four quarterly reports and one annual report. Per our contract, SGA and Heal the Bay will publish separate reports.</p>	<p>4 Quarterly Reports (8 total)</p> <p>1 Annual Report (2 total)</p>



# SECTION 4

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## A REGIONAL COLLABORATION APPROACH





## Collaboration between CSMB Watershed Coordinators

SGA and Heal the Bay are the joint Watershed Coordinators for the CSMB Watershed Area. Heal the Bay is also the sole Watershed Coordinator for the South Santa Monica Bay Watershed Area, and SGA is also the sole Watershed Coordinator for the Lower Los Angeles River Watershed Area. All four Watershed Coordinators work in close collaboration with one another through regular meetings, joint problem-solving, and resource sharing.

The CSMB Watershed Coordinators meet at the start of each year to determine which organization - SGA Marketing (SGA) or Heal the Bay - will lead each activity outlined in the year's SOEP. Leadership roles are determined based on each organization's unique strengths and capacities. In prior years, SGA has led the Community Needs Survey effort - building the survey, monitoring response data for quality and completeness, generating periodic survey reports - and the development, maintenance, and public distribution of the Cost-Sharing Database. SGA has also published periodic email newsletters to potential and current project developers in the CSMB Watershed Area that publicize SCWP deadlines and updates, project development resources, external funding opportunities, community events, and more. At the same time, Heal the Bay has published quarterly email newsletters geared toward the general public that elevate watershed issues, raise awareness about the SCWP and its funded CSMB projects, and publicize community events. Heal the Bay has also organized community workshops and tours, such as the FY 22-23 Follow the Flow stormwater tour and Blue Table Talk. Heal the Bay represents the CSMB Watershed Area in the Watershed Coordinators' Schools and Stormwater Working Group, which is described in more detail below; Mikaela's deep expertise in schoolyard greening has been a natural fit for this work.

To ensure the CSMB Watershed Coordinators attend community events throughout the large Watershed Area, SGA and Heal the Bay divided the Watershed Area into two halves; SGA takes the lead on identifying and attending events north of Interstate 10 (e.g., Westwood, Midcity, Beverly Hills, West Hollywood, Koreatown, Silverlake), and Heal the Bay does the same for events south of Interstate 10 (e.g., Culver City, Inglewood, Baldwin Hills, South L.A., Marina Del Rey). Occasionally, depending on staff availability or on pre-existing relationships with the event's host, both CSMB Watershed Coordinators may attend events in each others' geographic focus areas.

In other areas, the Watershed Coordinators' work is completely collaborative and responsibilities are shared. These areas include the development of each year's SOEP, outreach to and meetings with interested parties, preparing and delivering presentations to the WASC, and participating in the Technical Assistance Teams for projects funded through the TRP program.

## Countywide Watershed Coordinator Collaboration

SGA and Heal the Bay have established relationships and collaborated on regional events and resources with the other ten Watershed Coordinators in the SCWP. We participate in or lead monthly meetings where all 12 Watershed Coordinators share updates about our activities as well as key learnings, insights, and resources. The overarching goal of our regionally collaborative approach with other Watershed Coordinators is to ensure we are not duplicating efforts and are sharing learnings, insights, and resources whenever possible.

We have also engaged in a special Watershed Coordinator working group focused on school engagement in the SCWP. The working group organized a [Schools & Stormwater Symposium](#) in FY 22-23 and is currently



engaged in planning efforts for a school greening project tour. Most recently, Mikaela Randolph has been appointed as a founding member of LAUSD's new Greening Schools and Climate Resilience Committee, where she will continue to seek school greening via stormwater management practices that support SCWP goals.

### **Collaboration with External Programs**

SGA and Heal the Bay will continue to pursue collaborative relationships with external programs engaged in similar regional work, including but not limited to the Disadvantaged Community Involvement Program (DACIP), South Bay Integrated Regional Watershed Management Plan, Baldwin Hills Urban Watershed Conservancy, Ballona Creek Watershed Management Group, Marina Del Rey Watershed Management Group, Santa Monica Bay Enhanced Watershed Management Group, Santa Monica Bay Restoration Commission and OurWaterLA. The aim of this collaboration will be to identify shared goals, streamline programmatic redundancies, and share information or resources and identify potential funding opportunities.



# APPENDIX





## APPENDIX A: WATERSHED AREA DESCRIPTION

### □ Key Hydrological Features

The [CSMB Watershed Area](#) is located on the western edge of Los Angeles County ('LA County'). It consists of the Pacific coast on the west, parts of the Santa Monica Mountains to the north, and it stretches into part of Downtown LA to the east and part of El Segundo to the south. The Watershed Area drains to the Pacific Ocean and includes the Ballona Creek sub-watershed, the Marina Del Rey sub-watershed<sup>1</sup>, and several canyons in the Santa Monica Mountains.

The [major tributaries](#) to the Ballona Creek include Centinela Creek, Sepulveda Canyon Channel, Benedict Canyon Channel, and numerous storm drains. The Marina del Rey sub-watershed includes the Venice Canals, Grand Canal, and Ballona Lagoon. Much of the watershed's drainage network is controlled by structural flood control measures such as debris basins, storm drains, underground culverts, and open concrete channels, with any natural stream channels primarily found in the Santa Monica Mountains.

[Groundwater basins](#) underlying the CSMB Watershed Area include the Santa Monica Basin, Hollywood Basin, Central Basin, and West Coast Basin<sup>2</sup>.

### □ Key Social Features

The CSMB Watershed Area has a population of 1,757,708 according to 2016 census data. The CSMB Watershed Area is diverse, ranging from high-income areas in the Santa Monica Mountains, Beverly Hills, and the coast, to low-income areas and disadvantaged communities in some parts of Los Angeles, Inglewood, and Culver City and along Interstates 10 and 405. The area is also racially diverse. It has a 35.9% Non-Hispanic White population, a 35.8% Hispanic or Latino population, a 12.7% Asian population, an 11.9% Black or African American population, a 0.15% American Indian or Alaska Native population, and a 0.14% Native Hawaiian and Pacific Islander population.

22% of the area is considered a disadvantaged community. The median household income in the CSMB Watershed Area is \$49,352. Central Santa Monica Bay has approximately [25,387 unhoused persons](#) representing Service Planning Areas 4, 5, and 6 and nearly half of all the unhoused population in Los Angeles County<sup>3</sup>.

### □ Opportunities for Community Investment Benefits

There is ample opportunity and need in the CSMB Watershed Area for achieving the SCW Program's

<sup>1</sup> "Central Santa Monica Bay Watershed Area". Safe Clean Water Program.

<sup>2</sup> "South Bay Subregional Plan". LA County DPW. 2013.

<sup>3</sup> "2020 Homeless County by Service Planning Area". Los Angeles Homeless Services Authority. <https://www.lahsa.org/data?id=42-2020-homeless-count-by-service-planning-area>.



community benefit goals. The urbanization of many parts of the Watershed Area disrupts natural habitats. For instance, many marine tidal channels and lagoons, coastal dunes, brackish pools, perennial riparian habitat, and freshwater marshes in the Ballona Creek sub-watershed have been highly developed.

Because of this, the watershed could benefit from restoration of habitat and nature-based stormwater infrastructure. Increasing vegetation and tree canopy and restoring riparian habitat and wetlands would also help reduce the local urban heat island effect and provide stormwater capture benefits.

Additionally, there is opportunity to create more equitable access to parks and greenspaces, specifically in under-resourced communities. This is illustrated in the Trust for Public Land's [2021 ParkScore](#) data, which shows that in the City of LA, "residents in low-income neighborhoods have access to 24% less park space per person than the city median and 70% less than those in high-income neighborhoods." According to [The LA County Tree Canopy](#) Map, various urban parts of the watershed currently have low existing tree canopy but high potential for adding new tree cover.

## □ Safe, Clean Water Program Context

SGA Marketing and Heal the Bay are the two Watershed Coordinators for the Central Santa Monica Bay (CSMB) Watershed Area. SGA Marketing also serves as the Watershed Coordinator for the Lower LA River (LLAR) Watershed Area, and additionally, Heal the Bay serves as Watershed Coordinator for the South Santa Monica Bay (SSMB) Watershed Area.

The CSMB Watershed Area is allocated 12.39% of the [Regional Program funds](#), which amounts to \$17.24 million for Fiscal Year 2021-2022 (FY 21-22)<sup>4</sup>. Table 3 lists how much funding each city in the CSMB Watershed Area received through the [Municipal Program funds](#) in FY 21-22, and whether the city is fully or partially within the CSMB Watershed Area<sup>5</sup>. The CSMB Watershed Area also shares municipalities with other Watershed Areas. El Segundo and Inglewood fall partially within the SSMB Watershed Area, and Los Angeles falls partially within the Upper LA River Watershed Area.

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<sup>4</sup> "Safe Clean Water Program 2021-22 Regional Tax Return Estimates". Safe Clean Water Program. 2021.

<sup>5</sup> "Safe Clean Water Program 2021-22 Local Tax Return Estimates". Safe Clean Water Program. 2021.



**Table 1. Municipal Funds Allocated to CSMB Watershed Area Cities for FY 21-22**

City	Municipal Funds Allocated	Partially or Fully Within Watershed Area
Los Angeles	\$36.57M	Partial
Santa Monica	\$0.81M	Full
Beverly Hills	\$0.55M	Full
Culver City	\$0.52M	Full
West Hollywood	\$0.26M	Full
Inglewood	\$0.99M	Partial
El Segundo	\$0.61M	Partial
Unincorporated County of LA	\$11.29M	Partial

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

The CSMB Watershed Area shares groundwater aquifers with surrounding watersheds. The West Coast Basin Aquifer, which underlies the southern portion of the Watershed Area, also underlies the SSMB, LLAR, and Lower San Gabriel River (LSGR) Watershed Areas. The [Central Basin Aquifer](#), which underlies the eastern portion of the CSMB Watershed Area, also underlies the LLAR, LSGR, Rio Hondo, and Upper LA River Watershed Areas<sup>6</sup>. These Watershed Areas share water agencies - the [West Basin Municipal Water District](#)<sup>7</sup> and the [Central Basin Municipal Water District](#)<sup>8</sup> - which manage water supply for their service areas.

There are three [Watershed Management Programs](#) (WMPs) that cover the CSMB Watershed Area. Culver City, Los Angeles, Los Angeles County Flood Control District (LACFCD), and LA County are the permittees on the [Marina del Rey](#) WMP<sup>9</sup>. Beverly Hills, Culver City, Inglewood, Los Angeles, Santa Monica, West Hollywood, Los Angeles County, and LACFCD are the permittees on the [Ballona Creek](#) WMP<sup>10</sup>. Los Angeles, El Segundo, Santa Monica, Los Angeles County, and LACFCD are the permittees on the [Santa Monica Bay Watershed Jurisdictions 2 & 3](#) WMP<sup>11</sup>.

<sup>6</sup> “Groundwater Basin Boundary Assessment Tool”. Department of Water Resources. 2019. <https://gis.water.ca.gov/app/bbat/>

<sup>7</sup> “About Us”. West Basin Municipal Water District. [www.westbasin.org/about-us/](http://www.westbasin.org/about-us/)

<sup>8</sup> Central Basin Municipal Water District. <https://www.centralbasin.org/>

<sup>9</sup> Marina Del Rey Watershed Management Group.

[https://www.waterboards.ca.gov/losangeles/water\\_issues/programs/stormwater/municipal/watershed\\_management/marina\\_delrey/index.html](https://www.waterboards.ca.gov/losangeles/water_issues/programs/stormwater/municipal/watershed_management/marina_delrey/index.html)

<sup>10</sup> Ballona Creek Watershed Management Group.

[https://www.waterboards.ca.gov/losangeles/water\\_issues/programs/stormwater/municipal/watershed\\_management/ballona\\_creek/index.html](https://www.waterboards.ca.gov/losangeles/water_issues/programs/stormwater/municipal/watershed_management/ballona_creek/index.html)

<sup>11</sup> Santa Monica Bay Jurisdictions 2 & 3 Watershed Management Group.

[https://www.waterboards.ca.gov/losangeles/water\\_issues/programs/stormwater/municipal/watershed\\_management/santa\\_monica/index.html](https://www.waterboards.ca.gov/losangeles/water_issues/programs/stormwater/municipal/watershed_management/santa_monica/index.html)



## □ Sources Referenced

For a more detailed Watershed Description, please see the [CSMB FY21-22 Strategic Outreach and Engagement Plan](#). This Watershed Description draws from many existing reports, Watershed Management Plans (WMPs), and data sources. These include the [Ballona Creek Enhanced Watershed Management Plan \(EWMP\)](#), the [Marina del Rey EWMP](#), the [Santa Monica Bay Jurisdictional Group 2 & 3 EWMP](#), the [South Bay Subregional WMP](#), [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.



## APPENDIX B: INTERESTED PARTIES LIST

The following pages contain a list of stakeholders that we have identified as important entities involved in or impacted by the Safe Clean Water Program and the CSMB WASC's work. This list should be considered a "living" database, meaning that it is constantly growing and is not exhaustive. Suggestions for contacts, organizations, agencies and institutions for inclusion on this list are welcome and encouraged.

### Community-Based Organizations, Non-Governmental Organizations & Environmental Advocacy Groups

Name/Entity	Description	CSMB Projects Supported/Involved In
<a href="#">Community Services Unlimited</a>	Works towards building sustainable, self-reliant communities, including food accessibility and garden programs.	
<a href="#">Communities for a Better Environment</a>	Statewide grassroots environmental justice organization with presence in LA county.	
<a href="#">SCOPE Los Angeles</a>	Works to build "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.	
<a href="#">The Solutions Project</a>	Supports "climate changemakers" with grants and media promotion.	
<a href="#">Liberty Hill</a>	Social justice organization working on environmental justice and ensuring greenspaces for disadvantaged communities in LA.	
<a href="#">Los Angeles Audubon Society</a>	Works on conservation, wildlife habitat, and protecting birds in the LA area through education and advocacy.	
<a href="#">Surfrider Foundation LA Chapter</a>	Works to protect the ocean and beaches through education and advocacy.	
<a href="#">The Bay Foundation</a>	Works with stakeholders, government, and nonprofits to restore and enhance Santa Monica Bay and local coastal waters.	
<a href="#">Ballona Creek Renaissance</a>	Works on "facilitating the long-term renewal of Ballona Creek and its watershed."	
<a href="#">LA Waterkeeper</a>	Advocacy group that works to "to eliminate pollution, achieve ecosystem health for our waterways and secure a resilient, multi-benefit, low-carbon water supply to the region."	
<a href="#">Council for Watershed Health</a>	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 <a href="#">RedesignLA</a> website to provide resources for SCWP participants.	



<a href="#">Tree People</a>	Engages in community outreach, education, forestry, park & trail stewardship, and policy research to create a safe, healthy, and sustainable urban environment.	
<a href="#">SLATE-Z</a>	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.	
<a href="#">Koreatown Youth and Community Center</a>	Committed to making Koreatown a safe and beautiful place to live and work.	
<a href="#">Los Angeles Neighborhood Land Trust</a>	Works to increase access to green space for communities of color.	
<a href="#">Social Justice Learning Institute</a>	Educates and empowers youth and community members to create social change. Based in Inglewood, CA and does work throughout CA.	
<a href="#">Wishtoyo Chumash Foundation</a>	An educational recreation of a working Native American Village. A living Chumash cultural village in Southern California.	
<a href="#">Our Water LA</a>	A "coalition of community leaders and organizations from across Los Angeles County united to create a strong water future for Los Angeles."	
<a href="#">Investing in Place</a>	Advocates for transportation to build healthy communities.	
<a href="#">7th Generation Advisors</a>	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.
<a href="#">Groundwater Resources Association of California</a>	Works for sustainable groundwater for all through education, technical leadership, and advocacy.	
<a href="#">California Greenworks Inc</a>	Works on greening neighborhoods.	
<a href="#">Sierra Club Angeles Chapter</a>	Advocates for climate action and conservation. Has a Long Beach group and a Rio Hondo group.	
<a href="#">Theodore Payne Foundation</a>	Educates about and promotes native vegetation in Southern California.	
<a href="#">Trust for Public Land</a>	Protects and restores natural spaces by collaborating with communities to plan, design, and create parks, playgrounds, gardens, and trails.	
<a href="#">Gabrielino Tongva Springs Foundation</a>	Works to "preserve and protect the Kuruvungna Springs area at University High School." Educates the public about the history as well as preserving the cultural and historical resources of the area.	



<a href="#">Prevention Institute</a>	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. Is a national organization with an office in LA.	
<a href="#">American Indian Community Council</a>	Serves as a centralized hub for resources to the Los Angeles County American Indian/Alaska Native Community. Promotes health, wellness, and community involvement	
<a href="#">Sacred Places Institute for Indigenous People</a>	Indigenous-led, community-based organization located in the ancestral homelands of the Tongva People in Los Angeles.	
<a href="#">LA Community Action Network</a>	LA CAN's constituency consists of extremely low-income and homeless people, primarily those living in Downtown LA and South Central LA. It works to uplift the voices of those dealing with poverty.	
<a href="#">Westside Food Bank</a>	Food bank that serves west LA County.	
<a href="#">Jewish Family Service LA</a>	A community services center, including a food pantry, mental health services, and educational services.	
<a href="#">World Harvest LA</a>	Food bank.	
<a href="#">LA Community Garden Council</a>	Partners with and offers resources to 42 community gardens across LA County.	Community Garden Stormwater Capture Investigation - Central Santa Monica Bay Watershed (FY 22-23)
<a href="#">Garden School Foundation</a>	Provides garden based education to Title I schools in LA.	
<a href="#">SEE- LA</a>	Supports food access in South L.A. and beyond through Farmers' markets	
<a href="#">Community Coalition</a>	A NGO focused on a range of issues in South L.A.	
<a href="#">Seeds of Hope</a>	A ministry of the Episcopal Diocese of Los Angeles which seeks to cultivate wellness by providing garden-based nutrition education and working to transform unused land into productive gardens and orchards.	
<a href="#">Windsor-View Hills Facebook Group</a>	A Facebook group for residents of the unincorporated community of Windsor-View Hills.	
<a href="#">First Unitarian Church of LA</a>	Unitarian Universalist Church	
<a href="#">Unitarian Universalist Community Church of Santa Monica</a>	Unitarian Universalist Church	
<a href="#">Culver Community Church</a>	Christian Church	



<a href="#">Inglewood Community Church</a>	Christian Church	
<a href="#">Islamic Center of Southern California</a>	An Islamic center that works "to practice and share the values of Islam by providing religious, educational and recreational facilities for members of the public."	
<a href="#">Westside Jewish Community Center</a>	Jewish community center	
<a href="#">Accelerate Resilience LA</a>	They "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."	
<a href="#">Friends of Ballona</a>	Education and advocacy around protecting and restoring the Ballona Wetlands	
<a href="#">Kounkuey Design</a>	A community design and development non-profit.	
<a href="#">Friends of Griffith Park</a>	"promotes the enlightened stewardship of Griffith Park so it can survive and thrive well beyond the 21st century"	Fern Dell Restoration and Stormwater Capture Project (FY 22-23)
<a href="#">Neighborhood Housing Services of LA County</a>	"NHS strengthens communities by developing and maintaining quality affordable housing, creating and preserving affordable homeownership opportunities, supporting local leaders, providing financial education and increasing the financial independence of families and people in need."	
<a href="#">BRIDGE Housing Corporation</a>	"strengthens communities and improves the lives of its residents, beginning—but not ending—with affordable housing."	
<a href="#">PATH Ventures</a>	"We help people find permanent housing and provide case management, medical and mental healthcare, benefits advocacy, employment training, and other services to help them maintain their homes stably."	
<a href="#">West Hollywood Community Housing Corporation</a>	"West Hollywood Community Housing Corporation builds new apartment buildings and has renovated older ones that provide housing and services to lower and fixed-income people using environmentally sustainable materials and other components that protect the environment."	
<a href="#">ARLA</a>	"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."	
<a href="#">City Fabrick</a>	City Fabrick is a nonprofit multi-disciplinary design studio reshaping communities in need through collaborative public-interest design, planning, policy development, and advocacy.	
<a href="#">California Coastkeeper Alliance</a>	Uses law, policy, science, and creative media to advance statewide policies and programs for healthy and clean waters.	





<a href="#">TRUST South LA</a>	"T.R.U.S.T. South LA is a community-based effort that works to stabilize the neighborhoods south of Downtown LA, where increased property values and rents have pushed out many long-term residents."	
<a href="#">Destination Crenshaw</a>	"Destination Crenshaw is a reparative development project and will be the largest Black public art project in the U.S. and quite possibly the world."	

## Neighborhood Councils or Associations

Name/Entity	Description	CSMB Projects Supported/Involved In
<a href="#">Hollywood United Neighborhood Council</a>	"The Hollywood United Neighborhood Council is dedicated to helping our community achieve its goals through information, engagement and empowerment."	
<a href="#">Los Feliz Improvement Association</a>	Addresses neighborhood issues for the Los Feliz neighborhood.	
<a href="#">Bel-Air Beverly Crest</a>	Neighborhood Council American Jewish University 15600 Mullholland Dr. Rm. 223 Los Angeles, CA 90077	
<a href="#">Central Hollywood</a>	Neighborhood Council Hollywood Neighborhood City Hall 6501 Fountain Ave. Hollywood, CA 90028	
<a href="#">Del Rey</a>	The Del Rey Neighborhood Council is an organization that is officially certified by the City of Los Angeles in October 2003 to increase our influence with City lawmakers and departments and to improve our community. The DRNC came about as a result of Los Angeles City Charter Reform and interested stakeholders in our community. The Board is allocated a budget of approximately \$37,000 by the City. (West Area Council District 11) Del Rey Square 11976 Culver Blvd. Del Rey, CA 90066	
Downtown Los Angeles	Neighborhood Council Palace Theater 630 S. Broadway L.A., CA 90014	
East Hollywood		
<a href="#">East Rampart Village Neighborhood Council</a>		



<a href="#">East Venice Neighborhood Council</a>		
<a href="#">Empowerment Congress Central</a>	<p>The Empowerment Congress Central Area NDC is a city-certified local group made up of people who live, work, own property or have some other connection to our neighborhood. Neighborhood Councils receive public funds of \$37,000 each year to support activities. This may include creating events and programs that respond to the unique needs of the community or advocating on behalf of the issues we care about such as crime, roads and streets, the creation of safe spaces.</p> <p>Barack Obama Global Preparation Academy 1700 W. 46th St. Los angeles, CA 90062</p>	
<a href="#">Empowerment Congress Southeast</a>	<p>Neighborhood Council. (South Area Council District: 8, 9 &amp; 15) New Prospect Baptist Church 10910 S. Broadway Los Angeles, CA 90061</p>	
<a href="#">Empowerment Congress Southwest</a>	<p>Neighborhood Council (South Area Council District 8) Mark Ridley-Thomas Constituent Center 8475 S. Vermont Ave. Los Angeles, CA 90044</p>	
<a href="#">Empowerment Congress West</a>	<p>ECWANDC is a self-governed, self-directed and independent organization empowered by the Los Angeles City Charter. This charter offers neighborhood councils a role in the City's decision-making process. (South Area Council Districts: 8 &amp; 10)</p> <p>Baldwin Hills Crenshaw Plaza Community Room 3650 W. Martin Luther King Jr. Blvd. Los Angeles, CA 90008</p>	
Empowerment Congress West		
Greater Wilshire		
<a href="#">Griffith Park Advisory Board</a>	Advisory board for Griffith Park	Provided a letter of support for the Fern Dell Restoration Project
Hollywood Hills West	<a href="https://www.hhwnc.org/">https://www.hhwnc.org/</a>	
Hollywood Studio District	<a href="https://www.hsdnc.org/">https://www.hsdnc.org/</a>	
<a href="#">Ladera Heights Community Enhancement Corporation</a>		
<a href="#">Los Feliz Neighborhood Association</a>	Neighborhood Association	Provided a letter of support for the Fern Dell Restoration Project



Mar Vista Community Council	<a href="https://www.marvista.org/">https://www.marvista.org/</a>	
MacArthur Park Neighborhood Council	<a href="https://macarthurparknc.org/">https://macarthurparknc.org/</a>	
<a href="#">Mesa Heights Community Council</a>	Community Council	Was engaged by the Angeles Mesa Green Infrastructure Corridor Project
Mid City Neighborhood Council	<a href="https://www.mincla.org/">https://www.mincla.org/</a>	
Mid City West Neighborhood Council	<a href="https://www.midcitywest.org/">https://www.midcitywest.org/</a>	
North Westwood	<a href="http://northwestwoodneighborhoodcouncil.org/">http://northwestwoodneighborhoodcouncil.org/</a>	
Olympic Park	<a href="http://opnc.org/">http://opnc.org/</a>	
P.I.C.O Neighborhood Council	<a href="http://www.piconc.com/">http://www.piconc.com/</a>	
Palms Neighborhood Council	<a href="http://palmsnc.la/">http://palmsnc.la/</a>	
Park Mesa Heights	<a href="https://parkmesaheights.org/">https://parkmesaheights.org/</a>	
Pico Union	<a href="https://www.picounionnc.org/">https://www.picounionnc.org/</a>	
SilverLake	<a href="https://www.silverlakenc.org/">https://www.silverlakenc.org/</a>	
South Central	<a href="https://southcentralnc.org/">https://southcentralnc.org/</a>	
South Robertson	<a href="https://www.soronc.org/">https://www.soronc.org/</a>	
United Neighborhoods	<a href="https://www.unnc.org/">https://www.unnc.org/</a>	
Venice	<a href="https://www.venicenc.org/">https://www.venicenc.org/</a>	
Voices	<a href="https://www.voicesnc.org/">https://www.voicesnc.org/</a>	
Westchester/Playa	<a href="https://ncwpdr.org/">https://ncwpdr.org/</a>	
West Adams	<a href="https://westadamsnc.org/">https://westadamsnc.org/</a>	
Westlake North Neighborhood Council	<a href="https://www.westlakenorthnc.org/">https://www.westlakenorthnc.org/</a>	



Westlake South Neighborhood Council	<a href="https://www.betterwestlakesouth.org/">https://www.betterwestlakesouth.org/</a>	
West Los Angeles	<a href="https://www.westlasawtelle.org/">https://www.westlasawtelle.org/</a>	
Westside	<a href="http://wncla.org/">http://wncla.org/</a>	
Westwood	<a href="https://wwnc.org/">https://wwnc.org/</a>	
Wilshire-Center-Koreatown	<a href="https://empowerla.org/wcknc/">https://empowerla.org/wcknc/</a>	
Ladera Heights Civic Association	<a href="https://www.laderaheights.org/">https://www.laderaheights.org/</a>	

## Homeowners Associations

Name
Baldwin Hills Estates Homeowners Association
Village Green Association
Baldwin Neighborhood Association
United Neighborhood Homeowner's Association
Cameo Woods Neighborhood Association
Tara Hills Homeowners' Association
Westside Village Neighborhood Association
Playa Pacific Homeowners Association
Cheviot Hills Homeowners Association
Beverlywood Homes Association
La Brea Hancock Homeowners
Elmwood Gardens Homeowners Association
Century Homeowners Association
Brentwood Homeowners Association
Cheviot Vista HOA
Barrington Homeowners Association
Villa Holt Homeowners Association



## City and County Governments

Name/Entity	Category	Description
<a href="#">City of Los Angeles Public Works</a>	City	Responsible for the design, construction, renovation and operation of public projects ranging from bridges to wastewater treatment plants and libraries; curbside collection and graffiti removal; and maintenance of streets, sidewalks, sewers, streetlights and street trees.
<a href="#">City of Los Angeles Neighborhood Councils</a>	City	Advisory bodies that advocate with City Hall on issues like homelessness, housing, land use, emergency preparedness, public safety, parks, transportation, and sustainability.
<a href="#">City of Los Angeles Parks and Recreation</a>	City	Oversees the city's parks and recreation.
<a href="#">City of Los Angeles Department of Water and Power</a>	City	Delivers water and electricity to 4 million residents and businesses in Los Angeles.
<a href="#">City of Los Angeles City Planning</a>	City	Oversees city planning.
<a href="#">City of Los Angeles Office of Sustainability</a>	City	LA City's Sustainability Office is within the Department of General Services
<a href="#">LA Sanitation and Environment</a>	City	The City of LA's sanitation department which collects, cleans, and recycles solid and liquid waste in the City and surrounding communities.
<a href="#">City of Santa Monica Parks and Recreation</a>	City	Oversees the city's parks and recreation, including some community gardens.
<a href="#">City of Santa Monica Community Development Department</a>	City	Oversees community development issues, including zoning, permitting, transportation, plans & projects, economic development, and farmers markets.
<a href="#">City of Santa Monica Public Works</a>	City	Provides essential services to the community that includes water supply production, treatment, and collection; wastewater and stormwater collection; and collection and proper management of recoverable material resources including recycling of solid materials and household hazardous materials.



<a href="#">City of Santa Monica Office of Sustainability and the Environment</a>	City	Implements policy initiatives that promote local environmental, economic, and social sustainability and integrating resource management, conservation, and sustainability practices with ongoing City operations.
<a href="#">City of Beverly Hills Public Work</a>	City	Oversees infrastructure such as traffic and street lights, sidewalks, streets, the stormwater system, City facilities, parks, and trees. Also oversees the City's Sustainable Living program.
<a href="#">City of Beverly Hills Community Development Department</a>	City	Oversees city planning and community preservation.
<a href="#">City of Beverly Hills Parks and Recreation</a>	City	Oversees the City's parks and recreation.
<a href="#">City of Culver Planning Department</a>	City	Oversees city planning, permits, and city projects.
<a href="#">City of Culver City Parks and Recreation</a>	City	Oversees the City's parks and recreation.
<a href="#">City of Culver Public Works</a>	City	Oversees construction, maintenance, and city infrastructure, as well as a wide range of public services.
<a href="#">City of Culver City Environmental Programs &amp; Operations</a>	City	Champions green educational opportunities and initiatives to improve resource conservation, protect public health, prevent pollution, and divert solid waste. It is part of the Public Works Division.
<a href="#">City of West Hollywood Planning and Development Services</a>	City	Oversees city planning, including sustainability initiatives such as a Climate Action Plan and Green Buildings Program.
<a href="#">City of West Hollywood Public Works</a>	City	Oversees improvement projects, mobility, infrastructure in the public right-of-way, and environmental services.
<a href="#">City of West Hollywood Facilities and Recreation</a>	City	Oversees the City's facilities and recreation, including street maintenance and street tree maintenance, care and planting.



<a href="#">Department</a>		
<a href="#">City of Inglewood Public Works</a>	City	Oversees water, sewers, storm drains, city maintenance.
<a href="#">City of Inglewood Economic and Community Development</a>	City	Oversees city planning and economic development, including sustainability. .
<a href="#">City of Inglewood Parks and Rec</a>	City	Oversees the City's parks and recreation.
<a href="#">City of El Segundo Public Works</a>	City	Oversees the City's solid waste processing, parks, water, streets, and engineering divisions.
<a href="#">City of El Segundo Parks and Rec</a>	City	Oversees the City's parks and recreation.
<a href="#">City of El Segundo Development Services</a>	City	Oversees city planning.
<a href="#">LA Metro</a>	City	Offers transportation throughout LA County.
<a href="#">Los Angeles Homeless Services Authority</a>	County Commission	Works towards solutions to homelessness in LA County. Is governed by a board appointed by LA County and the City of LA.
<a href="#">California American Water Company</a>	Company	Investor-owned water utility.
<a href="#">Golden State Water Company</a>	Company	Investor-owned water utility.
<a href="#">Los Angeles County Sanitation Districts</a>	County	A public agency focused on converting waste into resources like recycled water, energy and recycled materials.
<a href="#">LA County Flood Control District</a>	County	Provides flood protection, water conservation, recreation, and aesthetic enhancement. Is the agency that administers the SCWP.
<a href="#">LA County Beaches and Harbors</a>	County	Oversees LA County beaches and Marina Del Rey.
<a href="#">LA County Public Works</a>	County	Oversees construction management, development services and emergency management, environmental services, public contracting and asset management, transportation, and water resources.
<a href="#">LA County Chief Sustainability Office</a>	County	Provides policy support and guidance for the Board of Supervisors, County Departments, the unincorporated areas, and the region to make communities healthier, more livable, economically stronger, more equitable, more resilient,



		and more sustainable.
<a href="#">LA County Public Library</a>	County	Public library system providing resources to communities throughout Los Angeles County
<a href="#">Inglewood Public Library</a>	City	Municipal library serving the Inglewood community
<a href="#">Santa Monica Public Library</a>	City	Municipal library serving the Santa Monica community
<a href="#">El Segundo Public Library</a>	City	Municipal library serving the El Segundo library
<a href="#">LA County Sanitation Districts</a>	County	A public agency focused on converting waste into resources like recycled water, energy and recycled materials
<a href="#">LA County Chief Sustainability Office</a>	County	Provides sustainability and equity policy support and guidance for the Board of Supervisors, County Departments, the unincorporated areas, and the region.
<a href="#">Los Angeles City/County Native American Indian Commission</a>	City/County Commission	"The primary purpose of the Commission is to increase the acquisition and application of funding resources to the socioeconomic problems of American Indians in Los Angeles City and County"
<a href="#">WHAM Committee</a>	County	Committee of LA County agency representatives tasked with fulfilling the green infrastructure goals of Measures W, H, A, and M and the Our County Sustainability Plan. <a href="#">See recent report on WHAM Committee here</a> , and see <a href="#">WHAM workplan here</a> .





## State and Federal Agencies

Name/Entity	Category	Description
<a href="#">Santa Monica Mountains Conservancy</a>	Conservancy	Preserves over 75,000 acres of wilderness and urban parkland.
<a href="#">Caltrans Stormwater Program</a>	State Agency	Works to ensure that CalTrans complies with pollutant discharge regulations and provides policy, technical, and regulatory direction statewide.
<a href="#">US Army Corps of Engineers Los Angeles District</a>	Federal Agency	Role includes dredging waterways, creating storm damage reduction infrastructure, and incorporating environmental sustainability in building and maintaining infrastructure.
<a href="#">Disadvantaged Community Involvement Program</a>	State Agency	A DWR program designed to ensure the involvement of DACs in IRWMP planning efforts. Distributes Prop 1 grants to counties.
<a href="#">Santa Monica Bay Restoration Commission</a>	State Commission	Works to "restore and enhance Santa Monica Bay through actions and partnerships that improve water quality, conserve and rehabilitate natural resources, mitigate the impacts of climate change and sea level rise, and protect Santa Monica Bay's benefits and values."
<a href="#">California Department of Fish and Wildlife</a>	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."
<a href="#">California Wildlife Conservation Board</a>	State Board	An independent Board with authority and funding to carry out an acquisition and development program for wildlife conservation.
<a href="#">California Department of Parks and Recreation</a>	State Department	Oversees 280 State Park units.
<a href="#">California Natural Resources Agency</a>	State Agency	Works to "to restore, protect and manage the state's natural, historical and cultural resources for current and future generations."
<a href="#">California State Coastal Conservancy</a>	Conservancy	Protects coastal resources in California and helps the public to enjoy them.
<a href="#">Baldwin Hills Conservancy</a>	Conservancy	Mission is to acquire open space and manage public lands within the Baldwin Hills area and to provide recreation, restoration and protection of wildlife habitat. Provides local assistance funding.
<a href="#">Urban Waters Federal Partnership</a>	Federal Program	"The Urban Waters Partnership reconnects urban communities, particularly those that are overburdened or economically distressed, with their waterways by improving coordination among federal agencies."



## Native American Tribes

Name/Entity
<a href="#">Gabrielino-Tongva San Gabriel Band of Mission Indians</a>
Gabrielino Tongva Indians of California Tribal Council
<a href="#">Fernandeño Tataviam Band of Mission Indians</a>
<a href="#">Gabrieleño Band of Mission Indians – Kizh Nation</a>
<a href="#">San Manuel Band of Mission Indians</a>
<a href="#">San Fernando Band of Mission Indians</a>

## Schools, Colleges and Other Educational Institutions

Name/Entity	Category	Description	CSMB Projects Submitted/Involved In
<a href="#">UCLA Department of Urban and Regional Planning</a>	Educational Institution	Offers a graduate degree in urban planning.	
<a href="#">UCLA Luskin School of Public Affairs</a>	Educational Institution	Includes urban planning focus for undergraduate and graduate programs.	
<a href="#">LA Unified School District</a>	Educational Institution	School District	Venice High School (FY 20-21) Normandie Ave ES - DROPS and Paving (FY 21-22) Webster MS - DROPS (FY 21-22) Venice High School Comprehensive Modernization Project (FY 21-22)
<a href="#">Beverly Hills Unified School District</a>	Educational Institution	School District	
<a href="#">Santa Monica-Malibu Unified School District</a>	Educational Institution	School District	



<a href="#">Inglewood Unified School District</a>	Educational Institution	School District	
<a href="#">El Segundo Unified School District</a>	Educational Institution	School District	
<a href="#">Culver City Unified School District</a>	Educational Institution	School District	
<a href="#">Los Angeles Community College District</a>	Educational Institution	Community college district. Colleges within the CSMB Watershed Area include Los Angeles City College and West Los Angeles College.	WLAC Soccer Field Basin Dry Well Project (FY 22-23)
<a href="#">Santa Monica College</a>	Educational Institution	Community College	
<a href="#">Antioch University</a>	Educational Institution	Private university in Culver City.	
<a href="#">Loyola Marymount University</a>	Educational Institution	Offers Climate and Solutions Certificate, Urban Studies undergraduate program, environmental science, environmental studies, and groundwater management certificate, water and wastewater treatment certificate, water quality management certificate	
<a href="#">University of Southern California</a>	Educational Institution	Offers graduate degree in Urban & Public Policy	
<a href="#">BuildLACCD</a>	Educational Institution	"BuildLACCD is the Los Angeles Community College District's \$9.5 billion Building Program is funded mainly by bonds approved by Los Angeles Voters"	
<a href="#">Aventuras Forest School</a>	Preschool	"Aventuras is the first preschool in Southern California to infuse language education into a nature school model. Our play-based emergent curriculum is meant to deepen children's empathy, natural love of learning, and engagement with the living environment."	Provided a letter of support for the Fern Dell Restoration Project
University of California Riverside	University	California State University	Microplastics in LA County Stormwater (FY 22-23)



## Councils of Government

Name/Entity	Category	Description	CSMB Projects Submitted/Involved In
<a href="#">Southern California Association of Governments</a>	JPA	Is a Joint Powers Agreement (JPA) of local SoCal governments and agencies to address regional issues.	
<a href="#">Southern California Coastal Waters Research Project</a>	Research & Development 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.	
<a href="#">Ballona Creek Watershed Management Group</a>		Consists of the permittees on the Ballona Creek WMP. The City of LA is the coordinating agency.	
<a href="#">Greater Los Angeles County Region - South Bay Subregion Integrated Watershed Management Plan</a>		The Greater Los Angeles County region has collaborated to develop with a focus on water resource management while creating a platform for future funding.	
<a href="#">Santa Monica Bay Jurisdictional Group 2 and 3 Enhanced Watershed Management Program</a>		Consists of the permittees on the Santa Monica Bay J2 & J3 WMP.	
<a href="#">Marina del Rey Watershed Management Group</a>		Consists of the permittees on the Marina del Rey WMP. LA County is the coordinating agency.	
<a href="#">Gateway Water Management Authority</a>		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.	Regional Pathogen Reduction Study (FY 22-23)



## Water Purveyors

Name/Entity	Category	Description
<a href="#">Water Replenishment District of Southern California</a>	Groundwater Agency	Covers a 420-square-mile region of southern Los Angeles County. Ensures a reliable supply of groundwater through the use of recycled water and stormwater capture.
<a href="#">West Basin Municipal Water District</a>	Water Agency	Is a wholesale water agency that provides imported drinking water to 17 cities and unincorporated areas of Los Angeles County.
<a href="#">Metropolitan Water District of Southern California</a>	Water Agency	Is "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 West Basin)
<a href="#">Hyperion Water Reclamation Plant</a>	Water Reclamation Plant	Wastewater treatment facility owned by City of LA Sanitation and Environment.
City of LA	City	Publicly owned municipal utility that delivers water to residents.
City of Inglewood	City	Publicly owned municipal utility that delivers water to residents.
City of El Segundo	City	Publicly owned municipal utility that delivers water to residents.
City of Santa Monica	City	Publicly owned municipal utility that delivers water to residents.
<a href="#">LA County Waterworks District 80</a>	County	Supplies water to customers in the Marina Del Rey area.
City of Beverly Hills	City	Publicly owned municipal utility that delivers water to residents.



## Other Interested Parties

Name/Entity	Category	Description	CSMB Projects Submitted/Involved In
<a href="#">Corvias</a>	Company	Is an infrastructure company that works with municipalities on stormwater infrastructure.	Slauson Connect Clean Water Project (FY 21-22)
<a href="#">Geosyntec</a>	Company	An environmental/natural resources consulting engineering firm that works with public and private clients.	Slauson Connect Clean Water Project (FY 21-22)
<a href="#">Chevron Oil Refinery El Segundo</a>	Company	Oil refinery	
<a href="#">GreenPrint Partners</a>	Company	Green infrastructure delivery partner that helps cities achieve high-impact, community-driven stormwater solutions at scale.	Friendly Temple (FY 21-22)
<a href="#">SEITec</a>	Company	Water infrastructure engineering firm	Ballona Creek Dry Weather Flow Treatment Project (FY 21-22)  Community-Centered Optimization of Nature-Based BMPs Starting with the Gaffey Nature Center Facility (FY 22-23)
<a href="#">Thomas Safran &amp; Associates</a>	Company	"Thomas Safran & Associates has developed over 6,000 units of luxury, affordable and mixed-use rental housing in Southern California."	
<a href="#">Chelsea Investment Corporation</a>	Company	Finances and develops affordable housing	
<a href="#">Craftwater Engineering Inc.</a>	Company	Engineering consulting firm that works on stormwater capture & feasibility design, strategic watershed planning, and monitoring & reporting.	
<a href="#">Spherical Studio</a>	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.	
<a href="#">California Stormwater Quality Association</a>	Professional Association	A "professional member association that advances sustainable stormwater management protection of California water resources."	
Century Housing		Century Housing Corporation is a mission-driven Community Development Financial Institution (CDFI) supporting quality affordable home development throughout California.	
<a href="#">US Green Building Council - Los Angeles</a>	Professional Association	A professional member association focused sustainability in the Los Angeles region	



<a href="#">Mountain Gate Country Club</a>	Country Club		
<a href="#">Riviera Country Club</a>	Country Club		
<a href="#">Brentwood Country Club</a>	Country Club		
Bel Air Country Club	Country Club		
<a href="#">Los Angeles Country Club</a>	Country Club		
<a href="#">Hillcrest Country Club</a>	Country Club		
<a href="#">The Oaks Homeowners Association</a>	Homeowners Association	Homeowners Association	Gave a letter of support for the Fern Dell Restoration Project
<a href="#">Lipa Consulting</a>	Company	Consulting firm serving public and private clients in California specializing in due diligence, acquisition, financing, planning, engineering, construction management, entitlements, permits support and community relations.	
<a href="#">Blue Ocean Civil</a>	Company	Civil engineering firm that does stormwater management work.	
<a href="#">WSP</a>	Company	Engineering firm working on environmental, transportation, and coastal projects.	
<a href="#">Awen Solutions</a>	Company	"Awen Solutions Group is a full-service consulting and advisory firm that excels in providing innovative solutions for our clients' most complex challenges."	Involved in the WLAVA campus project.
<a href="#">TSA Housing</a>	Company	Housing development company	Involved in the WLAVA campus project.
<a href="#">Craddock Group</a>	Company	The Craddock Group specializes in capital planning and maximizing the value of real property. Veteran-owned and has worked with federal agencies.	Involved in the WLAVA campus project.
<a href="#">Concourse Group</a>	Company	A consulting firm working on real estate, energy, and operational infrastructure. Clients include federal, state, and local governments; universities and colleges; and housing authorities.	Involved in the WLAVA campus project.
<a href="#">Natural History Museum of LA County</a>	Museum	Natural History Museum	



## Chambers of Commerce

Name/Entity	Category	Description	CSMB Projects Submitted/Involved In
<a href="#">Venice Chamber of Commerce</a>	Chamber of Commerce	Chamber of commerce for the Venice Beach area.	
<a href="#">Santa Monica Chamber of Commerce</a>	Chamber of Commerce	Chamber of commerce.	
<a href="#">Beverly Hills Chamber of Commerce</a>	Chamber of Commerce	Chamber of commerce.	
<a href="#">Los Angeles Area Chamber of Commerce</a>	Chamber of Commerce	Chamber of commerce that serves the LA County area.	
<a href="#">Culver City Chamber of Commerce</a>	Chamber of Commerce	Chamber of commerce.	
<a href="#">Century City Chamber of Commerce</a>	Chamber of Commerce	Chamber of commerce	
<a href="#">LA Latino Chamber of Commerce</a>	Chamber of Commerce	Chamber of Commerce representing Latino Businesses	
<a href="#">American Indian Chamber of Commerce of California</a>	Chamber of Commerce	Works "to provide opportunities for networking and support of American Indian business people in California."	