Strategic Outreach &
Engagement Plan (Y3)

Safe Clean Water Program
Santa Clara River Watershed Area

July 20, 2023
Today’s Presentation

• Outreach and Engagement Plan Overview
• Walk-thru of Y3 changes
• Questions and Comments
Context of the Plan – Year Three

- Part of the Contract Scope of Work
- Approval by WASC
- Minor Adjustments
Plan Components

- Area Description
- SCWP Context
- Interested Parties
- Vision
- Strategies & Activities
- Collaboration
Area Description

- The Santa Clara River
- Characteristics – Water, Land and Social
- Topics of Concern
SCWP Context

- Areas of Overlap
- MS4 EWMP Region
- Elected Offices
- California Native American Tribes
Interested Parties

- Purpose

- 4 Categories
  - Agencies
  - Organizations
  - Communities
  - Tribes
Vision – Watershed Coordination

- Support new projects development
- Honor the spirit of “open spaces” in projects
- Balance urban and unincorporated communities
- Bring community voice early into project process
- Connect community, agencies and SCWP
Vision – Watershed Coordination

Priority Roles:

- **Project Guide**: ID projects and applicants
- **Connector**: Match projects with resources
- **Educator**: Project development, SCWP
Strategies

1 - Engage: Build relationships for ongoing coordination
2 - Projects: Identify those that serve community needs
3 - Priority Audiences: Involve in project development
4 - Education: Clarify educational needs tied to projects
5 - Transparency: Share our progress
Collaboration – Year Three

• WaterTalks
• Watershed Wide Arundo Management
• Watershed Coordinators
Year Three

Walk-thru
Next Steps

- Questions / discussion
- Comments
- Move to accept (with comments)