

Strategic Outreach & Engagement Plan (Y3)

Safe Clean Water Program
Santa Clara River Watershed Area

July 20, 2023



TreePeople

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



Los Angeles County Safe, Clean Water Program
Watershed Coordinator

Strategic Outreach and Engagement Plan 2022-2023



Prepared for
The Santa Clara River Watershed Area Steering Committee
by
TreePeople
(Approved July 7, 2022)

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

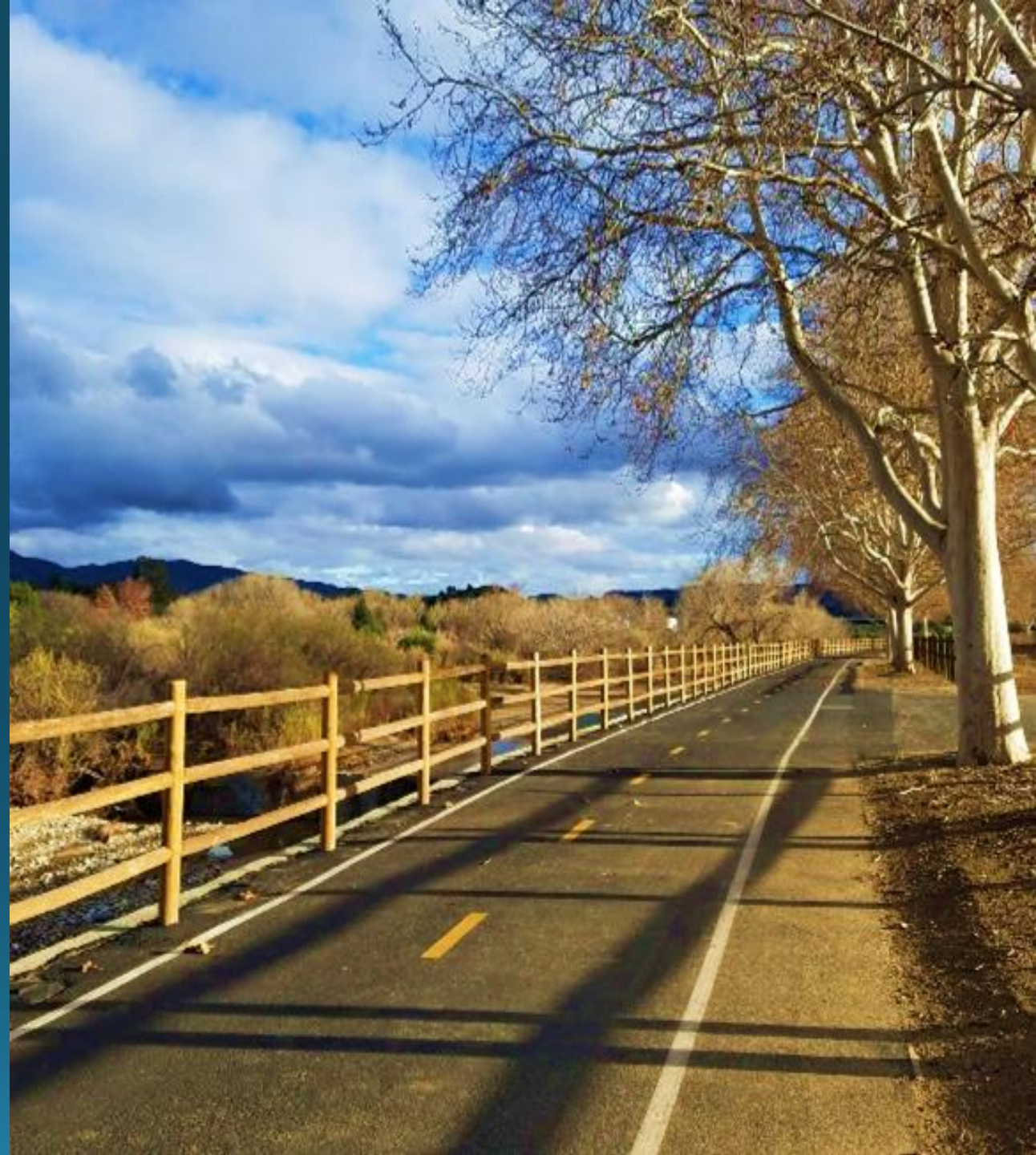
Strategies

- 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)

