

# Rio Hondo Watershed Area Strategic Outreach and Engagement Program Update

Presented to the Rio Hondo WASC

15 August 2023

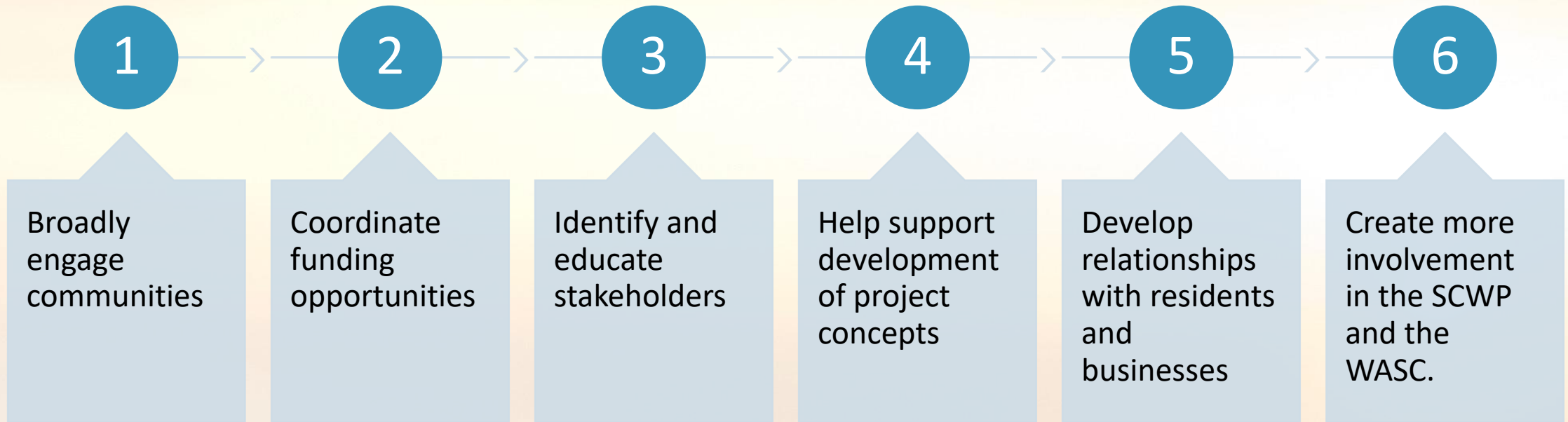
By Richard Watson & Julie Millett (RWA)





# Overview of the Strategic Outreach and Engagement Program (SOEP)

# Purpose of the SOEP





# Watershed Coordinator Tasks

Task 1 – Facilitate Community Engagement in SCWP

Task 2 – Identify and Develop Project Concepts

Task 3 – Work with Technical Assistance Teams

Task 4 – Facilitate Identification and Representation of Community Priorities

Task 5 – Integrate Priorities through Partnerships and Extensive Networks

Task 6 – Cost-Share Partners

Task 7 – Leverage Funding

Task 8 – Local Stakeholder Education

Task 9 - Watershed Coordinator Collaboration

# Six Strategic Focus Areas



1. Engage stakeholder municipalities, community groups
2. Solicit input, connect to Technical Assistance opportunities
3. Ensure that diverse perspectives are shared with the District and WASC.
4. Community input will be received by WASC on each submitted project
5. Identify educational programming about watershed management, ecological, and community involvement.
6. Implement an opportunities planning process to identify potential projects at various scales throughout the Watershed Area

The SOEP contains 18 actions for implementing these 6 strategies.

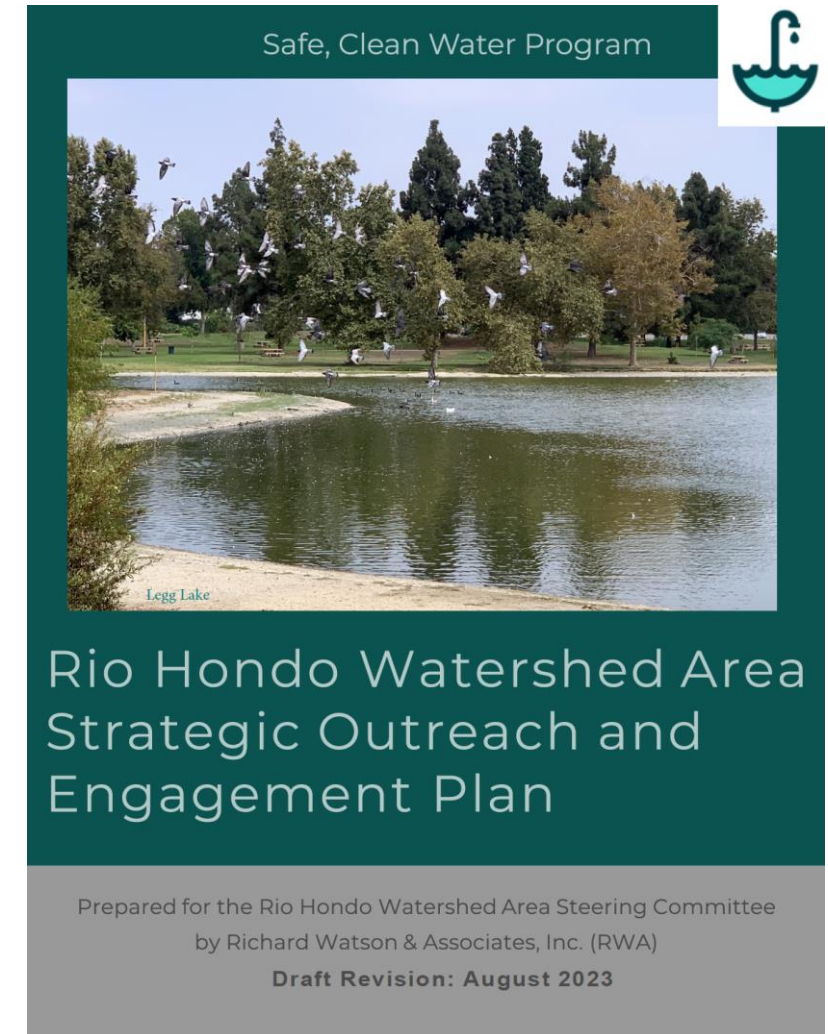


# 2023 Update of the Rio Hondo Watershed Area SOEP

# Rio Hondo Watershed Area SOEP 2023 Update

## Overview of 2023 Revised SOEP

- A new Foreword references a 7-25-2023 Board of Supervisors' motion entitled, *Accelerating the Safe, Clean Water Program*
  - WC team plans to build on project review efforts to help strengthen the WASC project evaluation process by identifying opportunities for future projects
- Foreword also notes that WC team will track the status of the County's workforce development program and will research and report on how emerging and existing workforce programs could enhance SCWP goals.
- Section 1 - Introduction section largely consistent with 2022 SOEP
  - Context section streamlined/simplified
  - Updated information on the WHAM Taskforce and WHAM Coalition and the evolution of those efforts




# Rio Hondo Watershed Area SOEP 2023 Update

## Overview of 2023 Revised SOEP (Continued)

- Section 2 – Watershed Area Description. Section largely consistent with 2022 SOEP, although this section was previously called Section 1
- *Social Characteristics* section updated to reflect available 2020 census data. (p. 12)
  - Est. 2010 pop. 744,634 – 35% in “disadvantaged communities” (259,860)
  - Est. 2020 pop. 743,666 – 33% in “disadvantaged communities” (245,047)
  - Discussion of Rio Hondo/San Gabriel River Water Quality Group updated to reflect that these cities have formed a JPA (p. 13)
  - Primary spoken language description update to reflect two changes (p. 13)
  - Footnote added to clarify use of the word “Chinese” (p. 13)
  - New paragraph added on Water Education for Latino Leaders (WELL) (p. 14)

Strategic Outreach and Engagement Plan  
Rio Hondo Watershed Area




Social Characteristics

The Rio Hondo Watershed Area is an urban watershed area with 17 cities in part or wholly within its boundaries, along with portions of unincorporated Los Angeles County. The city jurisdictions include Alhambra, Arcadia, Bradbury, Duarte, El Monte, Irwindale, Montebello, Monterey Park, Monrovia, Pasadena, Rosemead, San Gabriel, San Marino, Sierra Madre, South El Monte, South Pasadena, and Temple City. Several of these cities are additionally located in the Upper Los Angeles River or Upper San Gabriel River Watershed Areas.

The estimated population of the Rio Hondo Watershed Area (based on the 2010 census) was 744,634, with 259,860 residents living in areas considered disadvantaged communities (35%). According to Safe, Clean Water Program 2020 Census Block Data the population for the Rio Hondo Watershed Area is now estimated to be 743,666, with 245,047 resident living in disadvantaged communities (32.95%). The decrease in population will be reflected with a decrease in SCWP revenues to the area. (Total population estimates for the cities within the Watershed Area are shown in the Annual Estimates of the Resident Population for Incorporated Places in California, April 1, 2020 to July 1, 2022 from the U.S. Census Bureau. See Appendix C.)

The unincorporated Los Angeles County Census Designated Places (CDPs) within the Watershed Area include Altadena, East Pasadena, East San Gabriel, Mayflower Village, North El Monte, South Monrovia Island, South San Gabriel, San Pasqual, and portions of East Los Angeles. Additional communities in the unincorporated County areas of the watershed include Kinneloa Mesa, Northeast San Gabriel, and San Pasqual. (See Figure 1.)



(Map courtesy of Los Angeles Almanac at [laalmanac.com](http://laalmanac.com).)

**FIGURE 1 – Census-designated places (unincorporated) shown in white.**  
(Watershed Area does not include unincorporated areas adjacent to or east of I-605)

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# Rio Hondo Watershed Area SOEP 2023 Update

## Overview of 2023 Revised SOEP (Continued)

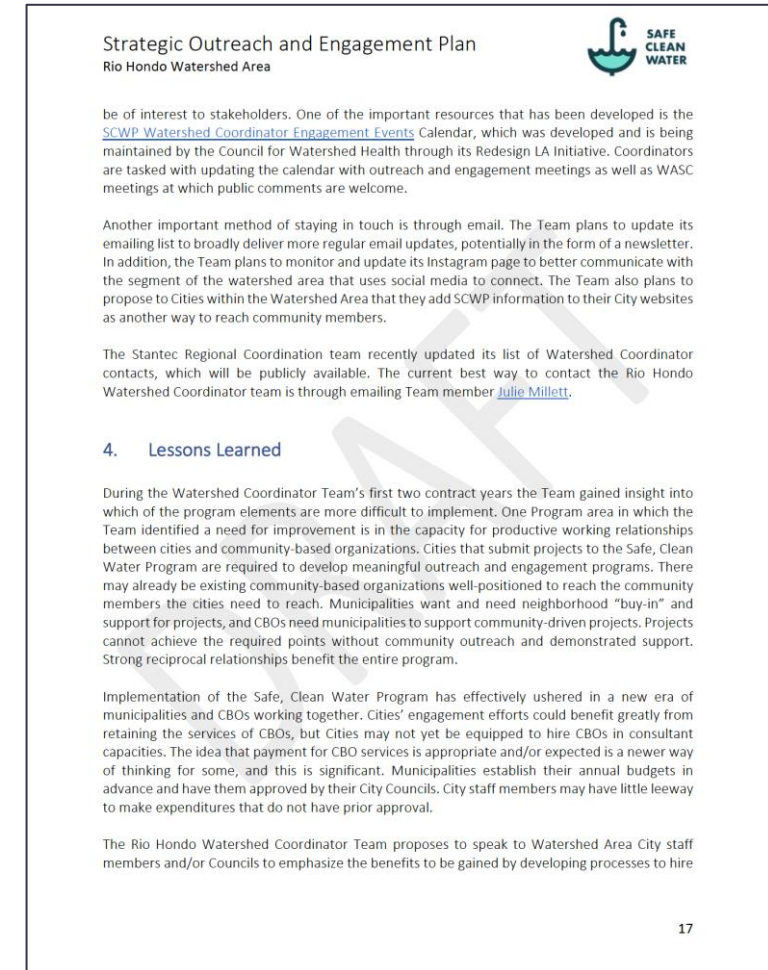
- Section 3 – Organizing for Impact (p.15)
  - New section incorporating 2022 Section 2 (Interested Party List) and adding information on planned enhancements to the methods for identifying interested stakeholders and staying in touch with them.
  - New sub-section *Getting and Staying in Touch* (p. 16) describes the methods the WC Team will use to enhance its connection with Rio Hondo area stakeholders
  - Links are included to the SCWP Watershed Coordinator Engagement Calendar and to connecting via email with the Watershed Coordinator Team.



# Rio Hondo Watershed Area SOEP 2023 Update

## Overview of 2023 Revised SOEP (Continued)

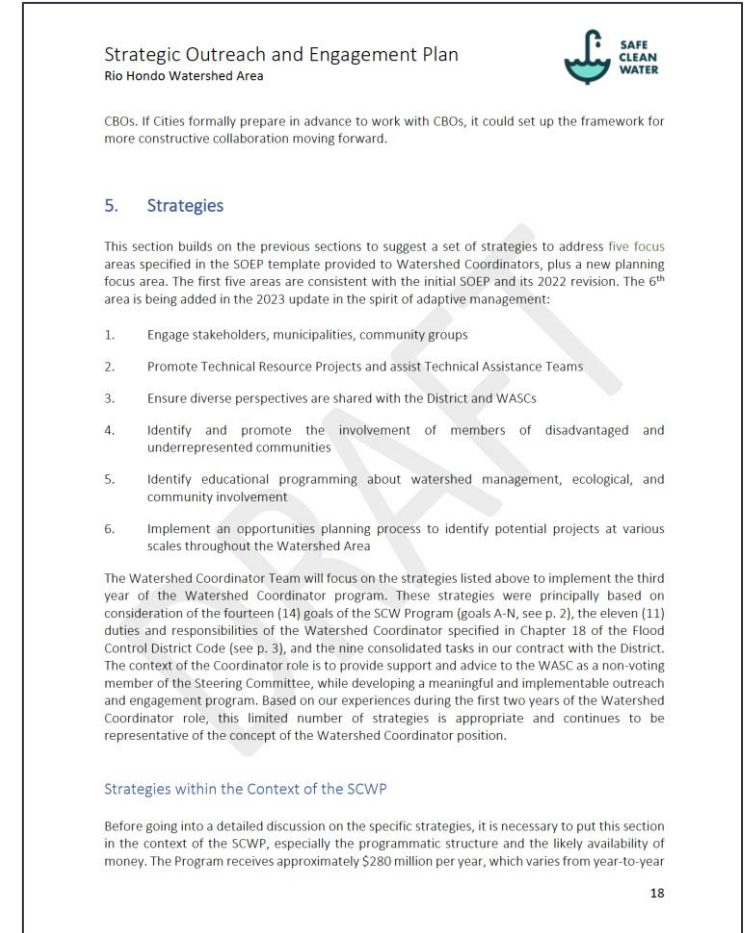
- Section 4 – Lessons Learned (p.17)
  - New section describing lessons learned during the first two years of the Watershed Coordination program
  - A specific lesson identified is the need to support municipalities in improving their abilities to work with community-based organizations
    - WC Team proposes to help Rio Hondo WA Cities evaluate their abilities to work with and potentially hire community-based organizations to assist with outreach and engagement



# Rio Hondo Watershed Area SOEP 2023 Update

## Overview of 2023 Revised SOEP (Continued)

- Section 5 – Strategies (p.17)
  - Was Section 4 in 2022 SOEP
  - Adds the new 6<sup>th</sup> strategy - “Implement an opportunities planning process to identify potential projects at various scales throughout the Watershed Area”
  - Regional and Local Return Estimates (Table 1 and Table 2) updated to reflect 2023-23 numbers. [2023-24 estimates are expected to be available some time this month] (p. 19)
  - Detailed descriptions of strategy implementation largely consistent with 2022 SOEP for strategies 1-5. Strategy 6 implementation is new.



# Rio Hondo Watershed Area SOEP 2023 Update

## Overview of 2023 Revised SOEP (Continued)

- Section 6 – Identify Collaborative Efforts (p.24)
  - Was Section 5 in 2022 SOEP
  - Largely consistent with 2022 SOEP, with updates throughout to reflect work of the last year
  - Paragraph added on school greening efforts in the region
  - WHAM Coalition description that was in this section in 2022 SOEP was revised and moved to Section 1

Strategic Outreach and Engagement Plan  
Rio Hondo Watershed Area





### 6. Identify Collaborative Efforts

The Watershed Coordinator Team will continue to work collaboratively with other Watershed Coordinators in the four adjacent Watershed Areas whenever possible. The Team has connected with the adjacent Lower LAR, Lower SGR, Upper LAR, and Upper SGR Watershed Areas and continues to look for opportunities to work together.

RWA has planned and hosted three of the regular monthly meetings of Watershed Coordinators (July 2021, July 2022, and July 2023), participated in the other monthly meetings, participated in collaborative San Gabriel Valley coordinators activities, and attended events hosted by fellow Watershed Coordinators and others across the Program area. As SCWP Program implementation enters its fifth year, and the Watershed Coordination program enters its third year, it has proven beneficial to develop as a larger team of Coordinators – with different strengths and areas of expertise – and be visible to the LA County water community.

The Watershed Coordinator Team is committed to enhancing its engagement with and outreach to with community members across the Rio Hondo Watershed Area. The Team will continue to look for opportunities to provide educational materials and to help prepare interested community members and stakeholders who might not have project experience to propose projects to the Watershed Area Steering Committee (WASC) for consideration. Supporting connections among the different stakeholder groups in the area is critical to being able to secure the consideration of diverse perspectives and connect interested parties to needed technical assistance.

Other areas of potential collaboration involve regional and Countywide programs. At the time of writing, the draft County Water Plan is scheduled for release of the draft Plan for public comments and is scheduled for final Plan release and implementation as part of the Countywide Sustainability Plan in winter of 2024. In addition, there is an active school greening effort across the area.

The Watershed Coordinator Team has participated in meetings of the Los Angeles Living Schoolyards Coalition and in tours of “greened” school facilities. Although the Coalition’s efforts are currently focused on schools within LAUSD, and the Rio Hondo Watershed Area does not have LAUSD schools within its boundaries, its actions will be informative and could assist with future work with school projects. There is a need for school greening within our Watershed Area. One school project led by Amigos de los Rios in the Rio Hondo Watershed Area, the Plymouth Elementary School in the Monrovia School District, is nearing completion. A Feasibility Study for

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# Rio Hondo Watershed Area SOEP 2023 Update


## Overview of 2023 Revised SOEP (Continued)

- Section 7– Vision for Success

- Evaluation criteria were updated throughout

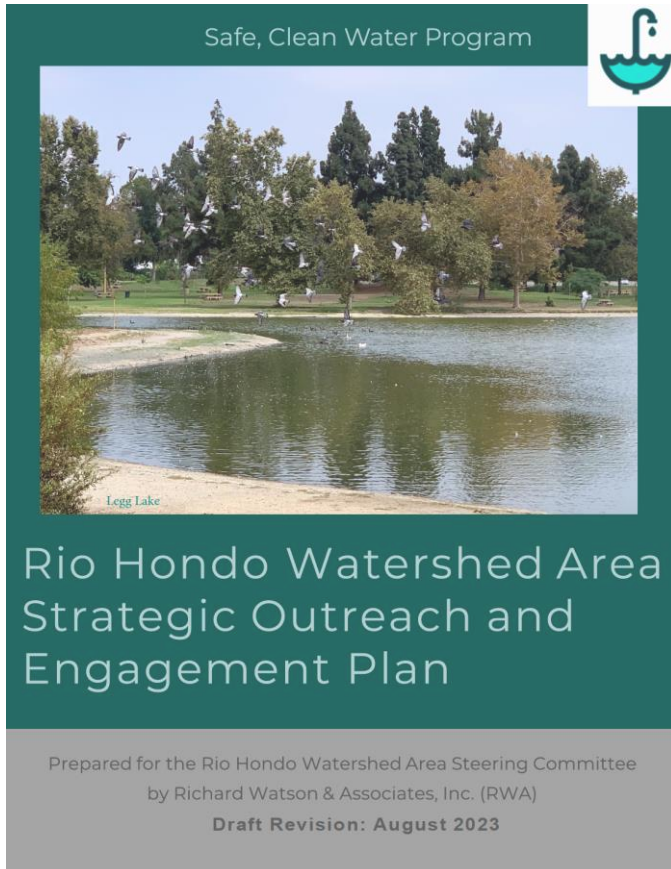
- Appendices

- Exhibits revised, where updated information was available
- Draft BOS July 25, 2023, Motion added as Appendix A

Strategic Outreach and Engagement Plan Rio Hondo Watershed Area	
	
<b>7. Vision for Success for the Rio Hondo Outreach and Engagement Program</b>	
<p><b>Long-Term Vision for Success:</b> The Rio Hondo Outreach and Engagement Program will help the Rio Hondo WASC meet the Safe, Clean Water Program goals in a fair and inclusive manner.</p> <p><b>Short-Term Vision for Success:</b> During the third Coordination program year, the Watershed Coordinator Team will work to make significant progress implementing each of the strategies in the six strategic focus areas addressed in Section 5 of this SOEP.</p>	
<b>Evaluation Criteria for Short-Term Implementation of Strategies in SOEP Section 5</b>	
Strategy	Evaluation Criterion
1.a.	At least six (6) check-ins with municipal staff contacts.
1.b.	At least six (6) check-ins with CBO and NGO representatives with which relationships have been established.
2.a.	Identification and/or development of at least two project concepts.
2.b.	Assistance provided to Technical Assistance Teams with TRPs
3.a.	Reporting of Scoring Committee and Regional Oversight Committee discussion of each proposed project and report to WASC.
3.b.	Presentation of solicited community input to the WASC during evaluation of each submitted project.
4.a.	Reports on involvement of members of disadvantaged communities in at least two Watershed Coordinator updates.
4.b.	Report on the implementation of the GLAC Disadvantaged Communities Involvement Program in at least one Watershed Coordinator update.
5.a.	Reports to WASC on Flood Control District educational programs as they become available.
5.b.	Reports on joint development and implementation of educational and/or outreach and engagement programs with other Watershed Coordinators in at least two Watershed Coordinator updates.

# Rio Hondo Watershed Area SOEP 2022 Update (Continued)

## Summary



- 2023 Updated SOEP substantially parallel to 2022 SOEP, with updates and reorganization throughout.
- Three (3) new areas of focus identified:
  - Help facilitate more effective collaboration between Cities and CBOs
  - Enhance ongoing project review process by identifying and focusing on opportunities for future projects
  - Monitor workforce program development and begin to work with WC cohort and others on ways to integrate this component into the broader Safe, Clean Water Program



# Questions and Discussion

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Monrovia Canyon Park, Photo Courtesy City of Monrovia

