



Upper LA River

Strategic Outreach and Engagement Plan

Presented by:
ULAR Watershed Coordinators
August 2, 2023



Upper LA River Watershed Team



Carlos Moran
Council for
Watershed Health



Kristina Kreter
Council for
Watershed Health



Adi Liberman
Environmental
Outreach Strategies



Jason Casanova
Council for
Watershed Health



Clarasophia Gust
Council for
Watershed Health



Alonso Garcia
Council for
Watershed Health



Arlene Guzman
Environmental
Outreach Strategies



Jennifer Amarant
Environmental
Outreach Strategies

Strategic Outreach and Engagement Plan (SOEP) Purpose

SOEP identifies and summarizes outreach and engagement strategies to:

- Build meaningful and cooperative working relationships
- Solicit and value each community's perspective and expertise
- Work with Safe, Clean Water Program partners to advance education, involvement, and connectivity back to water-related issues



Magic Johnson Park Water Tour With SCOPE LA. December 16, 2022
Council for Watershed Health provide a tour of the site's infrastructure to SCOPE LA's Water Educators at their full-day Water Academy.

Our Process

ULAR Watershed
Coordinators Reviewed
and Revised Previous
Year's SOEP

Requested Input
from ULAR WASC

Made Final
Revisions to the
SOEP

August 1, 2023
Submitted the
Revised SOEP



Overview of the Strategic Outreach and Engagement Plan

- I. Watershed Area Description
- II. Interested Party Mapping
- III. Vision for Success & Evaluation Criteria
- IV. Strategies
- V. Identifying Collaborative Efforts

Magic Johnson Park Water Tour With Spherical, Willowbrook Inclusion Network, October 27, 2022
Spherical, a design and integrative research team working on a virtual tool for ARLA, invited their entire staff to tour Magic Johnson Park. WC Carlos coordinated to include LA County Public Works, and Willowbrook Inclusion Network as part of the tour.



Updates to the SOEP

- Updated visuals: Included photos from community tours and other outreach events
- Updated language on tribal engagement: Created a more inclusive language for outreach and engagement and differentiated between engagement with tribal governments and tribal organizations
- Updated the Lead/Co-Lead chart for Council for Watershed Health and Environmental Outreach Strategies
- Updated SCWP ULAR SIP Context for 2022-2023

Updates to the SOEP

- p.2 - Updated watershed map
- p.4 - Added TA (Technical Assistance)
- p.5 - Updated Land Acknowledgement
- p.6 - Added Kristina Kreter as Watershed Coordinator
- p.10 - Added La Cañada Flintridge Water Reclamation Plant
- p.11 - Updated source to CalEnviroScreen 4.0
- p.14-15 - Updated language for Tribal engagement to be more inclusive
- p.19 - Added SIP information for fiscal year 2023-2024
- p.21-23 - Added Tribal Organizations and updated Tribal Governments
- p.23 - Removed paragraph referencing input from WASC members for initial SOEP
- p.28 -29 - Updated language for “Collaborate Across Watersheds”, “School Engagement”, “Direct Outreach”, “E-Newsletter”, “Public Sector Outreach”, and added “Tribal governments and organizations” to “Network Database”
- p.30 - Changed “Project Intake Form” to EOS as support and CWH as Lead
- p.33 - Added 2022 SCWP Interim Guidance to “Deploy Engagement BMPs”, Changed “Watershed Education” to EOS as Support and CWH as Lead
- p.34 - Changed “Water Education and SCWP Updates” to EOS as Support and CWH as Lead
- p.35 - Removed “City of Bellflower”
- p.37 - Updated language for Tribal engagement to be more inclusive
- p.39 - Changed “homelessness” to “houselessness”
- p.48 - Updated list of ULAR WASC members



What Has Worked

1. Water Tours
2. Engaging a Wide Range of Audiences
3. Conferences and Presentations
4. Consistency: Maintaining and Building Trusting Relationships
5. Recurring Coordination Meetings with Local Agencies
6. Coordinating Across Parallel Efforts
7. Digital Communications

Magic Johnson Park Water Tour February 18, 2023

Council for Watershed Health and Willowbrook Inclusion Network hosted a Water Tour of Earvin "Magic" Johnson Park. 40+ community leaders, youth, and CBO partners. The tour was guided by Los Angeles County Public Works



Q&A

End
