

**UPPER SAN GABRIEL RIVER
WATERSHED**

**STRATEGIC
OUTREACH &
ENGAGEMENT PLAN
2023**

**PREPARED BY
DAY ONE**



**SAFE
CLEAN
WATER
PROGRAM**



day one

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PURPOSE & OVERVIEW

LAND ACKNOWLEDGEMENT

With great respect, Day One acknowledges the **Gabrielino-Tongva** people as the traditional caretakers of **Tovaangar** – the Tongva world, including the Los Angeles Basin, South Channel Islands, San Gabriel and Pomona Valleys, and portions of Orange, San Bernardino, and Riverside Counties, and **Totótingah Pahhit(e)** which we know as the San Gabriel River.

As an organization in the San Gabriel Valley and as the Watershed Coordinator for the Upper San Gabriel River Watershed Area on unceded Gabrielino-Tongva land, we pay our respects to the ancestors, elders, and our relatives/relations, past, present, and emerging.

Consistent with our values of community and diversity, we have a responsibility to acknowledge and make visible our organization's relationship to Native peoples.

By offering this Land Acknowledgement, we affirm Indigenous sovereignty and will work to hold Day One, the Watershed Area Steering Committee and the District more accountable to the needs of Indigenous peoples in the region.

SAFE, CLEAN WATER PROGRAM

The Safe, Clean Water Program continues LA County's tradition of flood safety, while protecting water quality and providing new sources of water for current and future generations.

By modernizing our 100-year-old water system, we can better protect public health and our environment, and maximize a cleaner, locally controlled water supply. The approval of Measure W in 2018 created a comprehensive, regional plan which will empower communities to:



CAPTURE IT

Increase our yearly collection of rainwater to supply water for millions of people in L.A. County annually.



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, 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.

PURPOSE OF SOEP

The Notice of Request for Statement of Qualifications for Watershed Coordinator was released in early 2020. Each Watershed Area Steering Committee (WASC) selected a Watershed Coordinator for their respective Watershed Area. There are a total of 12 Watershed Coordinators across 9 Watershed Areas, with some Watershed Areas assigned multiple coordinators. Day One was selected for this role for the Upper San Gabriel River Watershed Area by the WASC.

The initial task for each Watershed Coordinator is to develop a Strategic Outreach and Engagement Plan (SOEP) for approval by the Watershed Area Steering Committee (WASC) in their Watershed Area.

The purpose of the Strategic Outreach & Engagement Plan is to:

- Inform the WASC of the key hydrologic and social characteristics of the Watershed Area;
- Identify interested parties and stakeholders in the Watershed Area;
- Clarify the scope of the Watershed Coordinator's role and outline their Vision for Success;
- Describe outreach and engagement strategies and accompanying goals in the Watershed Area.

This plan is a living document and will be updated on an annual basis. This plan will evolve as we continue to collaborate with community partners, interested parties and decision-makers in the watershed area.

OVERVIEW OF SOEP

Day One's mission is to build healthy, vibrant cities by advancing public health, empowering youth, and igniting change. Founded from a collective vision of concerned community leaders in 1987, Day One originally focused on the emergent drug epidemic in Pasadena and Altadena, especially among youth. Since then, the agency has become a leader in youth advocacy and community health in the San Gabriel Valley, and expanded the scope of its public health, equity, community engagement and environmental policy approaches to solve historical and complex community issues.

This Strategic Outreach and Engagement Plan will be used to guide community and stakeholder engagement, coordinate funding opportunities, help develop project concepts, to identify and educate interested parties, develop relationships with residents and businesses, and ultimately create more involvement in the SCWP.

The Strategic Outreach & Engagement Plan is composed of 4 sections:

1. Watershed Area Description
2. Interested Party Mapping
3. Vision for Success
4. Outreach & Engagement Strategies

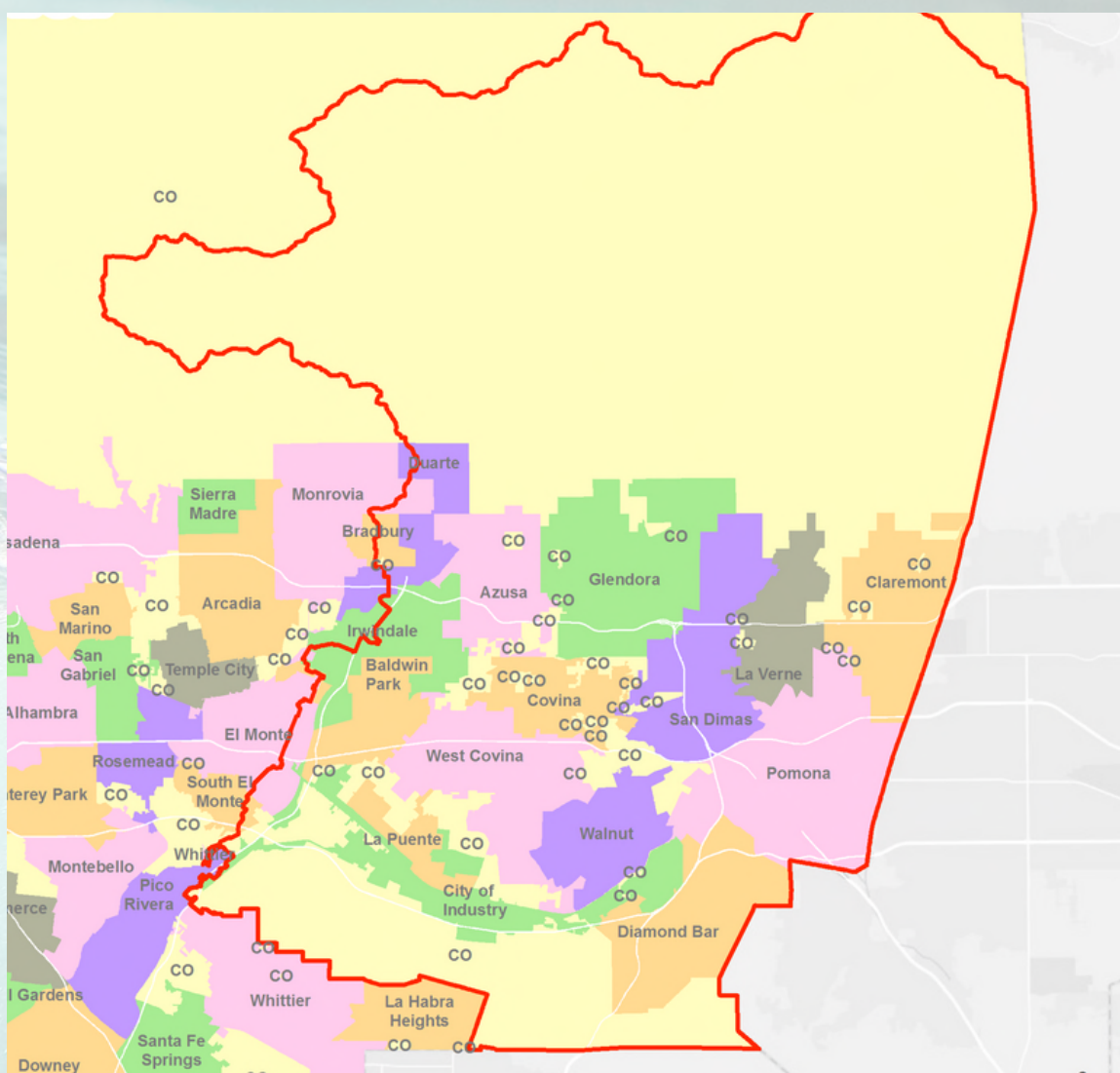
In preparation for the development of this Strategic Outreach & Engagement Plan, Day One staff consulted with members of the WASC.



SECTION 1 WATERSHED DESCRIPTION

WATERSHED AREA

The Upper San Gabriel River Watershed Area is the easternmost watershed in Los Angeles County. Cities within the boundaries include: Baldwin Park, Duarte, Glendora, Industry, West Covina, Diamond Bar, Claremont, Azusa, La Verne, Walnut, Irwindale, La Puente, El Monte, Duarte, South El Monte, Bradbury, Arcadia, Monrovia, Pomona, San Dimas and unincorporated Los Angeles County.



GEOGRAPHY OF WATERSHED

The Upper San Gabriel River is the upper watershed of the San Gabriel River Watershed. The San Gabriel River Watershed in total, receives drainage from 689 square miles of eastern Los Angeles County; its headwaters originate in the San Gabriel Mountains. It is bound by the San Gabriel Mountains to the north, most of San Bernardino/Orange County to the east, the division of the Los Angeles River from the San Gabriel River to the west, and the Pacific Ocean to the south. The Upper San Gabriel River Watershed Area is comprised of 20 municipalities and various communities of unincorporated Los Angeles County. The Upper San Gabriel River Watershed encompasses the San Gabriel Mountains and San Gabriel and Pomona Valleys within the total watershed area.

Much of the watershed of the West Fork and East Fork of the river is set aside as a wilderness area; other areas in the upper watershed are subject to heavy recreational use. The upper watershed also contains a series of flood control dams. Further downstream, towards the middle of the watershed, are large spreading grounds utilized for groundwater recharge. The watershed is hydraulically connected to the Los Angeles River through the Whittier Narrows Reservoir.

BODIES OF WATER

The Upper San Gabriel River consists of various creeks, washes and streams, including three major tributaries: Upper San Gabriel River including the East, West and North Forks, Walnut Creek and San Jose Creek. The length of the main stem of the San Gabriel River, which begins where the West Fork and East Fork meet, is about 48 miles and ends in the Pacific Ocean. The total length of this part of the river, including both the main stem of the river and its tributaries, is about 75 miles.



KEY HYDROLOGIC & LANDSCAPE FEATURES

There are five major dams in the Upper San Gabriel River watershed area. These dams are Cogswell Dam, San Gabriel Dam, Morris Dam, Santa Fe Dam and Whittier Narrows Dam. There are a number of other key hydrologic and landscape features in the watershed, listed below:

- Puddingstone Reservoir
- Claremont Hills Wilderness Park
- Peter F Schabarum National Park
- San Gabriel Dam
- San Jose Creek Water Reclamation Plant
- Live Oak Reservoir
- Big Dalton Reservoir
- San Dimas Reservoir
- Cogswell Reservoir
- Morris Dam
- Puente Hills Landfill
- Santa Fe Spreading Grounds
- Fairplex
- Rio Hondo Community College
- Citrus Community College
- Mt. San Antonio College
- California Polytechnic University, Pomona
- Azusa Pacific University
- University of La Verne
- Claremont Colleges
- Western University of Health Sciences
- Forest Lawn Memorial Park
- Rose Hills Memorial Park
- Marshall Canyon Golf Course
- San Dimas Canyon Golf Course
- Dwight Eisenhower Golf Course
- Royal Vista Golf Club
- Diamond Bar Golf Course
- Mountain Meadows Golf Course
- California County Club

POLITICAL JURISDICTIONS

The Upper San Gabriel River Watershed Area is located in the easternmost area of Los Angeles County. It is a diverse region with significant variation in socioeconomic status, population sizes, and ethnic/racial make-up. The area is a complex mix of political jurisdictions and agencies, making on-going coordination and joint planning essential.

Cities & Communities: Baldwin Park, Duarte, Glendora, Industry, West Covina, Diamond Bar, Claremont, Azusa, La Verne, Walnut, Irwindale, La Puente, El Monte, Duarte, South El Monte, Bradbury, Arcadia, Monrovia, Pomona, San Dimas and many unincorporated communities of Los Angeles County.

LA County Supervisorial Districts: Hilda L. Solis, Supervisor, 1st District; Janice Hahn, Supervisor, 4th District; Kathryn Barger, Supervisor, 5th District

California State Assembly Districts: Chris Holden, 41st Assembly District; Blanca E. Rubio, 48th Assembly District; Wendy Carrillo, 52nd Assembly District; Phillip Chen, 55th Assembly District; Lisa Calderon, 57th Assembly District

California State Senate Districts: Caroline Menjivar, 20th Senate District; Susan Rubio, 22nd Senate District; Anthony Portantino, 25th Senate District; Josh Newman, 29th Senate District; Kelly Seyarto, 32nd Senate District.

U.S. Congressional Districts: Judy Chu, 28th California Congressional District; Grace Napolitano, 31st California Congressional District; Norma Torres, 35th California Congressional District; Linda Sanchez, 38th California Congressional District;

WATER SUPPLY & MANAGEMENT AGENCIES

A complex web of water supply agencies in the Upper San Gabriel River project area buys, sells, pumps, cleans and manages water resources in the Upper San Gabriel River. Some agencies have direct water rights, while others are whole-salers or retailers of water. Others are responsible for either groundwater or surface water, or simply clean contaminated water. A few notable agencies are listed below:

- **Metropolitan Water District of Southern California (MWD)**

- A consortium of 26 cities and water districts provides drinking water to nearly 18 million people in parts of Los Angeles, Orange, San Diego, Riverside, San Bernardino and Ventura counties. MWD currently delivers an average of 1.7 billion gallons of water per day to a 5,200-square-mile service area.

- **Central Basin Municipal Water District**

- This public agency purchases imported water from the MWD and wholesales to cities, mutual water companies, investor-owned utilities, and private companies in southeast LA County. It also supplies water used by the Water Replenishment District for groundwater replenishment in spreading grounds and provides recycled water for municipal, commercial and industrial use.

- **City of Azusa, Azusa Light and Water**

- This municipally-owned utility in the San Gabriel Valley, serves over 125,000 residents and businesses that consume about 10 billion gallons of water per year.

- **County of Los Angeles Department of Public Works on behalf of the Los Angeles County Flood Control District**
 - Controls the flow of local runoff, reclaimed and imported waters for recharge in the San Gabriel River and associated spreading grounds for both groundwater basins.
- **San Gabriel Basin Water Quality Authority**
 - Coordinates the plans and activities of state and federal agencies and others involved in the cleanup of the Main San Gabriel Basin. It has been responsible for removing nearly 10 tons of contaminants. It is actively intercepting contaminated groundwater flowing toward Whittier Narrows.
- **San Gabriel Valley Water Company**
 - Provides utility services and distributes water for domestic, commercial, and industrial use. They provide water for Hacienda Heights, South El Monte, Arcadia, and parts of Rosemead, South San Gabriel, Monterey Park, South San Gabriel, Montebello, Industry, La Puente, West Covina, Baldwin Park and Irwindale.
- **San Gabriel Valley Municipal Water District**
 - Responsible for water quality and quantity of the Main San Gabriel Basin for Alhambra, Azusa, Monterey Park and Sierra Madre. It contracts with the State of California Department of Water Resources for water supplies via the State Water Project. A pipe from the California Aqueduct in San Bernardino brings water to the San Gabriel Canyon Spreading Grounds in Azusa.

- **County Sanitation District of Los Angeles County**

- The Districts treat wastewater at five Water Reclamation Plants (WRP) near the San Gabriel River, adding reclaimed water to the local supply.

- **Three Valleys Municipal Water District**

- This Water District provides water to 475,000 residents of the eastern Los Angeles County areas of the San Gabriel, Walnut and Pomona Valleys. The District operates the Miramar Water and Hydroelectric facility in Claremont.

- **Upper San Gabriel Valley Municipal Water District**

- This Water District Provides wholesale water service to local water suppliers. About 60,000 acre-feet of imported water is served each year, with the majority of the water being used for groundwater recharge.

- **Spadra Basin Groundwater Sustainability Agency (GSA)**

- Sustainably manages groundwater at the Spadra Basin. The Spadra Basin is a groundwater basin located in the San Gabriel Valley, in the western portion of the City of Pomona. The City of Pomona and the Walnut Valley Water District have groundwater wells in the basin. Cal Poly Pomona, also operates a groundwater well at the basin. Water from the Spadra Basin is used for municipal, industrial and irrigation purposes.

WATERSHED MANAGEMENT PROGRAM

The Los Angeles County MS4 Permit allows MS4 permittees to develop Watershed Management Programs (WMP's) or Enhanced Watershed Programs (EWMP's) to implement the requirements of the MS4 permit on a watershed scale through customized strategies, control measures, and best management practices (BMP's). As the USGR Watershed Coordinator, we intend on strengthening and/or supporting the engagement and collaboration among the existing WMP's in the Watershed Area. The existing WMP's are listed below:

East San Gabriel Valley Watershed Management Group

- Consists of the City of Pomona, as the coordinating agency for the Watershed Management Plan and Coordinated Integrated Monitoring Program development, and the cities of Claremont, Pomona, and San Dimas.

Rio Hondo/San Gabriel River Watershed Management Group

- Consists of the City of Sierra Madre as the coordinating agency for the Enhanced Watershed Management Program and Coordinated Integrated Monitoring Program development, the County of Los Angeles, the Los Angeles County Flood Control District, and the cities of Arcadia, Azusa, Bradbury, Duarte, and Monrovia.

Upper San Gabriel River Watershed Management Group

- Consists of the County of Los Angeles as the coordinating agency for the Enhanced Watershed Management Program and Coordinated Integrated Monitoring Program development, the cities of Baldwin Park, Covina, West Covina, Glendora, Industry, La Puente, and Los Angeles County Flood Control District.

DEMOGRAPHICS

Understanding population size, socioeconomic status, and ethnic make up of the cities and communities in the USGR WA is important to provide effective engagement. The tables below summarize these variables.

POPULATIONS SIZE

City/Community	Pop	City/Community	Pop
Pomona	152,209	Valinda	23,705
El Monte	115,517	W. Puente Valley	23,382
West Covina	106,589	Duarte	21,559
Baldwin Park	75,892	S. San Jose Hills	19,977
Diamond Bar	56,211	Charter Oaks Isls.	19,754
Hacienda Hts.	55,188	Convia Islands	19,131
Glendora	51,801	E. Azusa Islands	15,528
Azusa	49,753	Avocado Hts.	15,426
Covina	48,095	Citrus	10,150
La Puente	40,020	Charter Oak	10,048
Monrovia	36,816	North Whittier	3,803
Claremont	36,090	Irwindale	1,394
San Dimas	34,048	Bradbury	833
La Verne	32,211	Industry	373
Walnut	29,903	*City Includes Municipalities and Census Designated Places (CDP) in the USGR Watershed. US Census Bureau.	

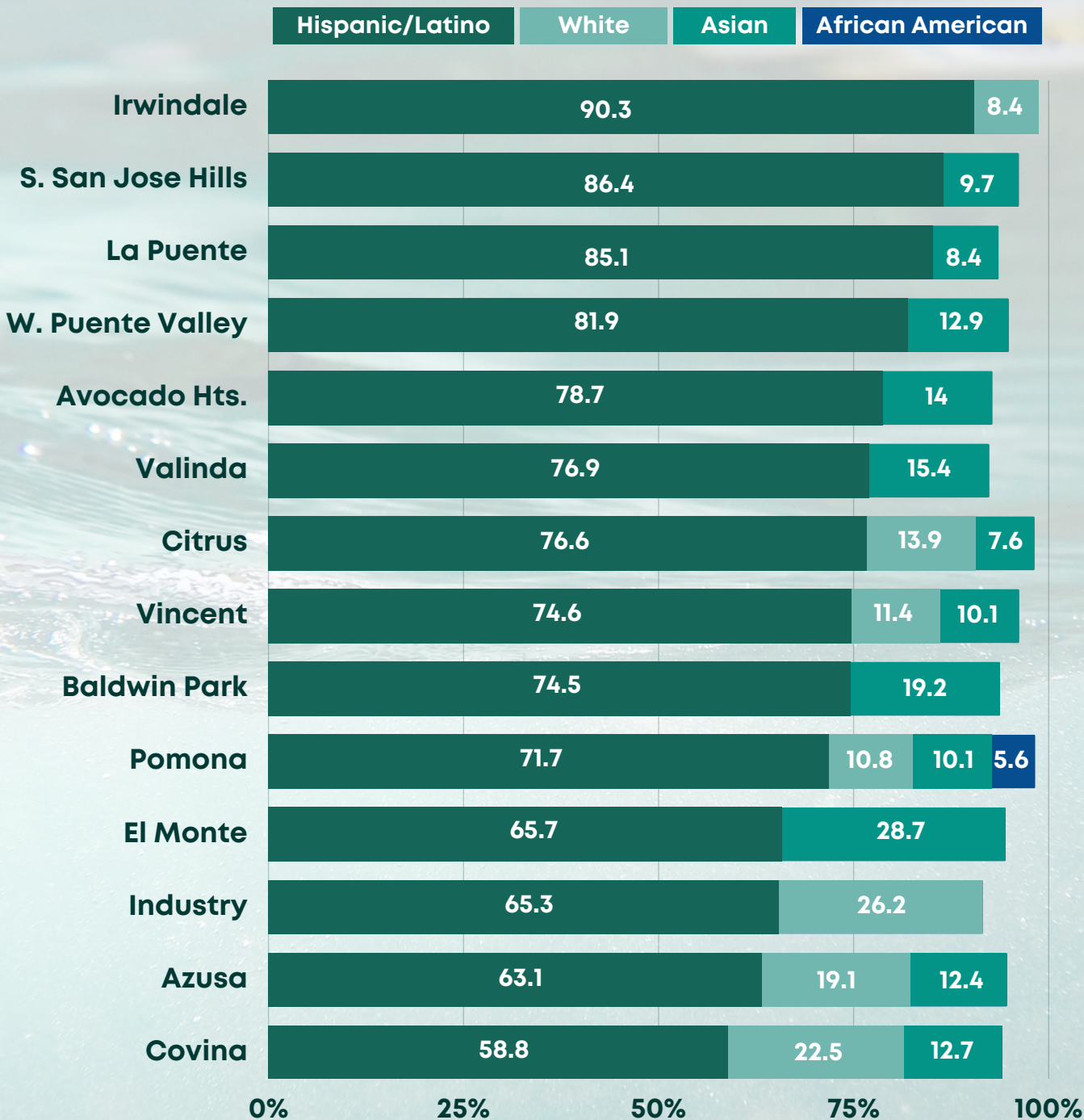
The USGR WA also contains significant socioeconomic variation. The table below summarizes the percent of people living in poverty. "Poverty" is defined when a family's total annual income is below their poverty threshold as set by the Office of Management and Budget's Statistical Policy Directive 14.

PEOPLE LIVING IN POVERTY

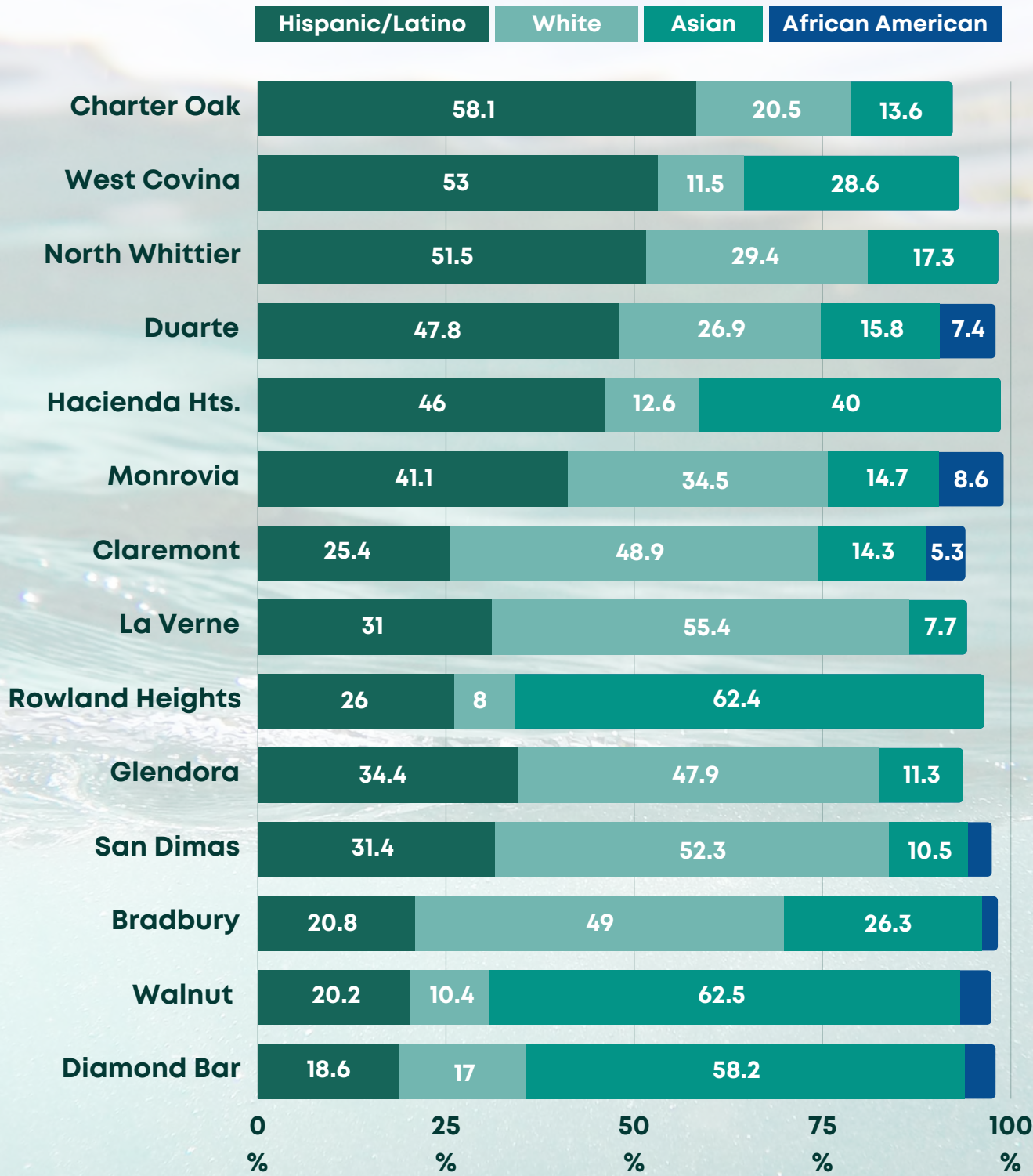
City/Community	%	City/Community	%
El Monte	19.5%	Glendora	8.3%
Pomona	17.9%	Irwindale	8.3%
Azusa	14.2%	Citrus	8.0%
La Puente	13.7%	La Verne	7.8%
S. San Jose Hills	13.6%	Monrovia	7.8%
Baldwin Park	13.4%	Claremont	6.6%
Charter Oak	11.8%	Walnut	6.6%
Duarte	10.2%	North Whittier	6.2%
W. Puente Valley	10.2%	Diamond Bar	6.1%
Valinda	10.1%	Industry	5.5%
San Dimas	9.23%	Bradbury	5.5%
Avocado Hts.	9.0%	Vicent	4.3%
Covina	9.0%	Data provided by the U.S Census Bureau. Living in Poverty" is defined when a family's total annual income is below their poverty threshold as set by the Office of Management and Budget's Statistical Policy Directive 14. *City Includes Municipalities and Census Designated Places (CDP) in the USGR WA.	
Hacienda Hts.	8.5%		
West Covina	8.3		

RACE/ETHNICITY BY CITY & COMMUNITY

The bar graphs in the next two pages demonstrate the diversity in race/ethnic group that exist in the USGR watershed area. Data was acquired from the U.S. Census Bureau.



RACE/ETHNICITY BY CITY & COMMUNITY





SECTION 2

INTERESTED PARTY MAPPING

INTERESTED PARTIES

At the core of the duties and responsibilities of Watershed Coordinators is the ability to connect potential applicants with technical resources, build inclusion, and undertake meaningful engagement by focusing on Disadvantaged Communities. To accomplish the goals of the SCWP, duties related to community engagement and outreach include:

- Engage municipalities, community groups and other stakeholders;
- Conduct community outreach to diverse communities, with an emphasis on disadvantaged communities;
- Provide leadership in community outreach efforts related to watershed planning;
- Facilitate collaborative decision-making to develop and implement actions that best address community priorities
- Integrate community, municipality, and regional priorities through partnerships and extensive networks; and
- Organize public outreach events to educate stakeholders

The rest of this section discusses Disadvantaged Communities in the USGR Watershed Area before listing a series of entities where we can develop partnerships and expand our network. The goal is to map the communities most in need in order to focus our efforts and to identify other agencies working towards similar goals as the SCWP.

DISADVANTAGED COMMUNITIES

Disadvantaged Communities refers to areas most in need of economic, health, and environmental improvement. Disadvantaged Communities suffer from high levels of poverty, experience high unemployment, are exposed to air, water, and ground pollution, and have significantly higher rates of health issues, including asthma and heart disease. By collecting and analyzing information from communities throughout California, the CalEnviroScreen is able to map these areas. The CalEnviroScreen is a tool developed by the California Environmental Protection Agency (CalEPA)--it combines a series of environmental and health variables by census track to generate a score to identify which communities are the most disadvantaged.

As a health agency, Day One is committed to implementing the goals of the SCWP in communities most in need of sound environmental infrastructure. Our goal is to contribute to the SCWP and implement it appropriately throughout the entire USGR Watershed Area with a focus on marginalized communities. In doing so, we hope to help remedy a history of unfair treatment of marginalized communities. While past developments often excluded communities from the decision-making processes and benefits, we will ensure responsible engaging and outreach to ensure all communities benefit from the SCWP.

DISADVANTAGED COMMUNITIES IN CALIFORNIA

Disadvantaged Communities in California are specifically considered for investment of proceeds from the State's cap-and-trade program. These investments aim to improve public health, quality of life and economic opportunity in California's most burdened communities to reduce pollution that contributes to climate change.

Authorized by the California Global Warming Solutions Act of 2006 (AB 32), the cap-and-trade program is one of several strategies that California uses to reduce greenhouse gas emissions. The funds are used for programs that further reduce emissions of greenhouse gases.

In 2012, the Legislature passed Senate Bill 535 (de Leon), directing that 25% of the proceeds from the Greenhouse Gas Reduction Fund go to projects that provide a benefit to disadvantaged communities. The legislation gave the CalEPA responsibility for identifying those communities. In 2016, the Legislature passed AB 1550 (Gomez), which now requires that 25% of proceeds from the fund be spent on projects located in disadvantaged communities. Following a series of public workshops in February 2017, the CalEPA released its list of disadvantaged communities for the purpose of SB 535 in April 2017. To inform its decision, the CalEPA used the CalEnviroScreen 3.0 results.

The map on the following page was created using CalEnviroScreen 3.0, to highlights the Disadvantaged Community Census Tracts in the USGR Watershed Area. For a detailed map, visit:

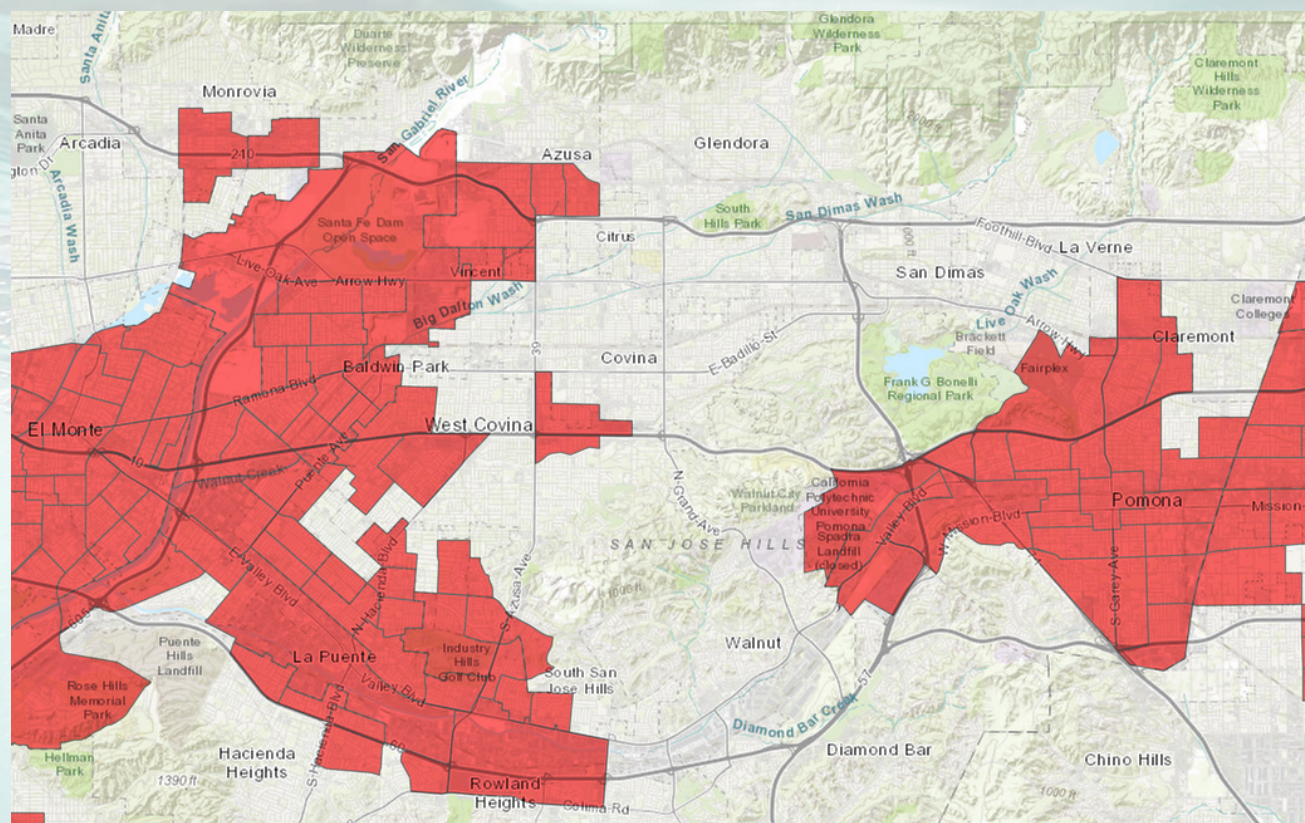
<https://oehha.ca.gov/calenviroscreen/sb535>

DISADVANTAGED COMMUNITIES MAP

The California EPA uses the mapping tool CalEnviroScreen to demonstrate the location of 'Disadvantaged Communities' under SB535. In the USGR Watershed Area, these communities (identified by Census Tract) are located on the east and southwest regions. The map below demonstrate the concentration of disadvantaged communities in Pomona, El Monte, and City of Industry and in several other locations. As the Watershed Coordinator agency, Day One will focus our efforts in these communities.

Additional Map Information Link

<https://experience.arcgis.com/experience/1c21c53da8de48f1b946f3402fbae55c/page/SB-535-Disadvantaged-Communities/>

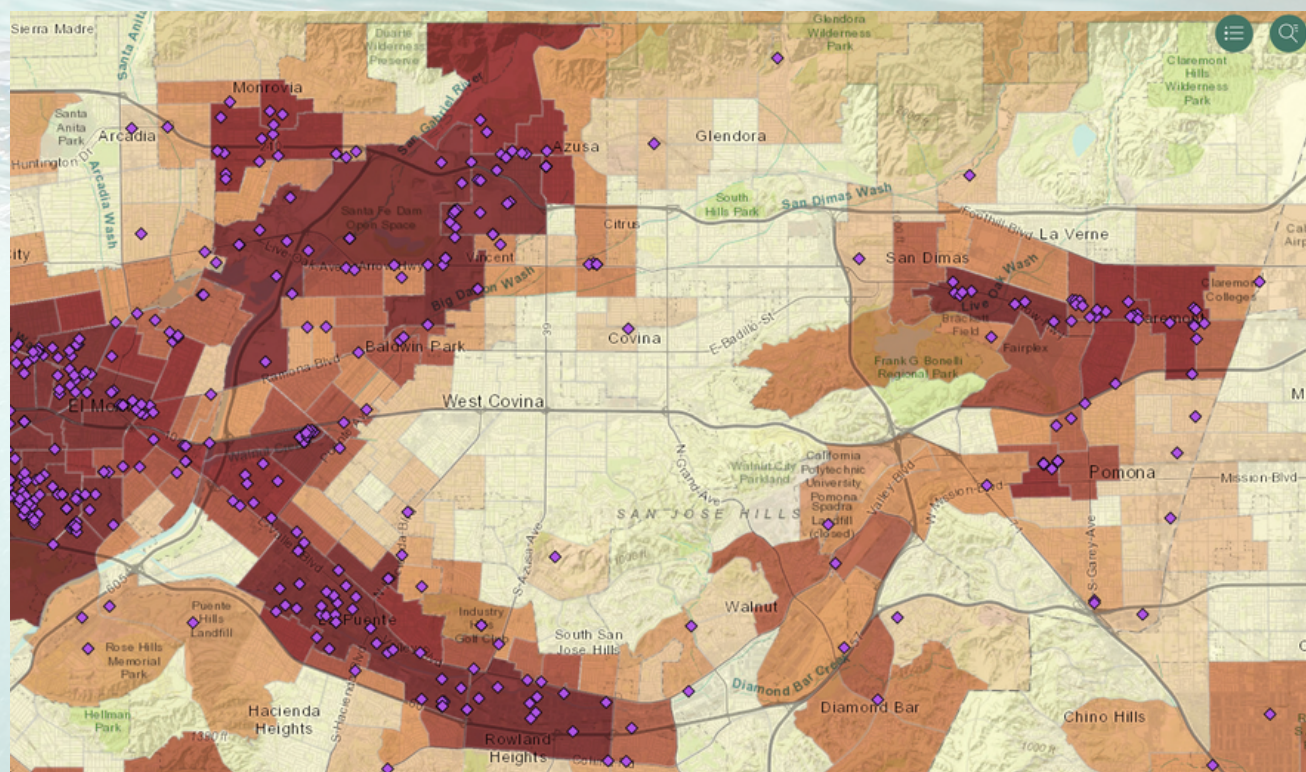


GROUNDWATER THREATS MAP

In addition to identifying Disadvantaged Communities most in need, it is useful to understand the current state of groundwater in the USGR. The Map below--created using the CalEnviroScreen where darker shades signify greater pollution--demonstrates groundwater contamination in the USGR. Contamination has many point sources. For example, hazardous chemicals are often stored in containers on land or in underground storage tanks where leaks can contaminate soil and groundwater. Common soil and groundwater pollutants include gasoline and diesel fuels at gas stations, as well as solvents, heavy metals and pesticides.

Additional Map Information Link.

<https://experience.arcgis.com/experience/ed5953d89038431dbf4f22ab9abfe40d/page/Indicators/?views=Groundwater-Threats>



INTERESTED PARTIES MAPPING

To effectively undertake outreach and engagement requires an understanding of the key parties present in the USGR WA. This can help with collaboration and in expanding our network. The following pages identify these parties.



MUNICIPAL, COUNTY GOVERNMENT & SPECIAL DISTRICTS

- The City of Baldwin Park
- The City of Duarte
- The City of Glendora
- The City of Industry
- The City of West Covina
- The City of Diamond Bar
- The City of Claremont
- The City of Azusa
- The City of La Verne
- The City of Walnut
- The City of Irwindale
- The City of La Puente
- The City of El Monte
- The City of Duarte
- The City of South El Monte
- The City of Bradbury
- The City of Arcadia
- The City of Monrovia
- The City of Pomona
- The City of San Dimas
- Hilda Solis, LA County Supervisor, 1st District
- Kathryn Barger, LA County Supervisor, 5th District
- Bradbury Estates Community Services District
- Consolidated Fire Protection District of Los Angeles County
- San Gabriel Valley Mosquito & Vector Control District
- Valley County Water District
- La Puente Valley County Water District
- Rowland Water District
- San Gabriel Valley Municipal Water District
- Three Valleys Municipal Water District
- Upper San Gabriel Valley Municipal Water District
- County Sanitation District No. 21 of Los Angeles County
- County Sanitation District No. 22 of Los Angeles County
- San Gabriel Basin
- Water Quality Authority
- Los Angeles County Public Works
- Los Angeles County Department of Parks and Recreation

MUNICIPAL, COUNTY GOVERNMENT & SPECIAL DISTRICTS

- Chris Holden, 41st Assembly District
- Blanca E. Rubio, 48th Assembly District
- Wendy Carrillo, 52nd Assembly District
- Phillip Chen, 55th Assembly District
- Lisa Calderon, 57th Assembly District
- Caroline Menjivar, 20th Senate District
- Susan Rubio, 22nd Senate District
- Anthony Portantino, 25th Senate District
- Josh Newman, 29th Senate District
- Kelly Seyarto, 32nd Senate District
- California Air Resources Board
- California Boating & Waterways Commission
- California Coastal Commission
- California Coastal Conservancy
- California Community College System
- California Conservation Corps
- California Department of Conservation
- Cool California
- California Energy Commission
- California Environmental Protection Agency
- California State Lands Commission
- California Department of Parks & Recreation
- San Gabriel & Lower Los Angeles Rivers & Mountains Conservancy
- Save Our Water
- California Department of Toxic Substances Control
- California Water Commission
- California Water Quality Monitoring Council
- Department of Water Resources

ENVIRONMENTAL STEWARDSHIP ORGANIZATIONS

- The Nature Conservancy
- Nature Conservancy of California
- Environment California
- Sustainable Conservation
- Breathe Southern California
- California Greenworks
- Our Water LA
- Council for Watershed Health
- Heal the Bay
- Friends of the LA River
- River LA
- San Gabriel Mountains Regional Conservancy
- Rivers and Lands Conservancy
- Robert Redford Conservancy for Southern California Sustainability
- Lyle Center for Regenerative Studies
- California Botanic Garden
- Claremont Wildlands Conservancy
- Glendora Community Conservancy
- San Gabriel Valley Task Force
- San Gabriel Valley Conservation Corps
- Nature 4 All
- Amigos de los Rios
- Tree People
- California Wilderness Coalition
- Clean & Green Pomona
- Sustainable Claremont
- Sierra Club
- National Parks Conservation Association
- Los Angeles Waterkeeper

COMMUNITY ORGANIZATIONS

- Western University Lions Club
- Pomona Host Lions Club
- Diamond Bar Breakfast Lions Club
- Walnut Lions Club
- City of Industry Lions Club
- Irwindale Lions Club
- Rotary Club of Azusa
- Rotary Club of Claremont
- Rotary Club of Covina
- Rotary Club of Duarte
- Five Points/El Monte/South El Monte Rotary Club
- Rotary Club of Glendora
- Rotary Club of Greater San Gabriel Valley
- Industry Hills Rotary Club
- Rotary Club of La Verne
- Rotary Club of Monrovia
- Rotary Club of Pomona
- San Dimas Rotary Club
- Chinese American Association of West Covina
- Vietnamese Community of Pomona Valley
- Rotary Club of Walnut Valley
- Uncommon Good
- Pomona Economic Opportunity Center
- Gente Organizada
- Just Us For Youth
- Pomona Community Farmer Alliance
- Latino and Latina Roundtable of the San Gabriel and Pomona Valley
- Pomona Chamber of Commerce
- United Voices of Pomona
- Pomona African American Advisory Alliance
- The dA Center for the Arts
- East San Gabriel Valley Japanese Community Center
- San Gabriel Valley Regional Chamber of Commerce
- The Greater West Covina Business Association
- Covina Woman's Club
- Covina Chamber of Commerce
- La Puente Mutual Aid
- Active SGV
- API Forward Movement
- Diamond Bar Chinese American Association
- Rowland Heights Chinese Association
- Chinese American Association of Walnut
- Hacienda Heights Area Chinese Association
- Community Nature Connection
- The Trust for Public Land

WHOLESALE & RETAIL WATER PURVEYORS

- Puente Basin Water Agency
- Walnut Valley Water District
- Three Valleys Municipal Water District
- Valley County Water District
- Upper San Gabriel Valley Municipal Water District
- San Gabriel Valley Municipal Water District
- Rowland Water District
- San Gabriel County Water District
- Pomona-Walnut-Rowland Joint Water Line Commission
- Metropolitan Water District of Southern California
- La Puente Valley County Water District
- Golden State Water Company
- Azusa Light & Power
- City of Pomona
- City of La Verne
- City of Glendora

WASTEWATER AGENCIES

- Sanitation Districts of Los Angeles County
- Metropolitan Water District of Southern California
- SouthWest Water Company

FLOODWATER CONTROL AGENCIES

- Los Angeles County Flood Control District



SECTION 3 VISION FOR SUCCESS

VISION FOR SUCCESS

OUR VISION

As watershed coordinators, our vision is to create healthy and resilient communities. All residents of the Upper San Gabriel River watershed area should be able to enjoy clean open spaces, have access to safe and clean water, and their futures secured through infrastructures that ensure stability in an uncertain future climate.

To achieve our vision requires critical reflection about the USGR watershed area, its residents, and their challenges. Given the vast diversity in socioeconomic conditions, our primary goal is to ensure that the SCWP has the highest possible impact on communities that need it the most, particularly those that have been historically underserved. To do so requires pursuing several priorities.

PRIORITIES FOR SUCCESS

- Prioritize diverse and undeserved communities;
- Capture and promote the needs and priorities of residents;
- Ensure the WASC is aware of community preferences and input;
- Undertake all activities in culturally respectful ways;
- Encourages collaborative decision-making processes;
- Be a bridge between the WASC and the WA residents;
- At all times, work towards the goals of the SCWP.

WATERSHED COORDINATOR

WATERSHED COORDINATOR TASKS

The role of the Watershed Coordinator is to educate and build capacity in communities and to facilitate community and stakeholder engagement with the Safe, Clean Water Program.

Task 1	Facilitate Community Engagement in the SCWP
Task 2	Identify and Develop Project Concepts
Task 3	Work with Technical Assistance Teams
Task 4	Representation of Community Priorities
Task 5	Integrate Priorities through Partnerships & Networks
Task 6	Cost Share Partners
Task 7	Leverage Funding
Task 8	Local Stakeholder Education
Task 9	Watershed Coordinator Collaboration

COMMUNITY ENGAGEMENT

FACILITATING ENGAGEMENT & EDUCATION

A key responsibility directly associated with several WC Tasks is to increase engagement with the SCWP, facilitate community needs, and increase education for stakeholders. To accomplish these tasks, we take an on-the-ground approach to engagement and outreach. Key activities (discussed in Section 4) we will regularly undertake include:

- **Resource Booths.** We will hold resource booths throughout the USGR WA to share about the SCWP and local projects.
- **Nature Activities.** We will develop nature activities--including hikes and walks--to directly teach about the watershed.
- **Presentations.** We will present to residents, organization, schools, and colleges, and CBOs to share the goals and work of the SCWP.
- **Community Meetings.** Be present in meetings by local governments, CBOs, and water management organizations
- **Canvassing.** When necessary, undertake door-to-door outreach to gather resident input and provide information
- **Social Media.** Use social media for educational purposes and to share information about events and project updates.
- **Work with project proponents.** We will assist project proponents anytime they need help engaging with communities.
- **Activity Participation.** To remain updated on new projects and similar efforts by other organizations, we will participate in learning activities to help us undertake our work more effectively.

COLLABORATION

WATERSHED COORDINATOR COLLABORATION

Collaboration with all other SCWP Watershed Coordinators is essential in ensuring consistency, informing each other of effective efforts, sharing best practices for conducting outreach, and exchanging communication approaches, successes and challenges.

To accomplish the goals of the SCWP, all Watershed Coordinators meet on a monthly basis to share best practices, exchange information and share engagement and learning opportunities. As they are our watershed neighbors, we are in close contact with the WC from the Rio Hondo WC (Richard Watson) and the Lower San Gabriel River WC (Kekoa Anderson) to discuss opportunities for collaboration and share best practices.

A key example is the Schools & Stormwater working group. In this group, several watershed coordinators meet monthly to discuss the SCWP's potential to benefit schools. As a member, we help schools with the SCWP proposal process while engaging residents and developing learning activities--including trips to successful sites.

COLLABORATION WITH ORGANIZATIONS

In addition to collaboration with other WC, we strive to partner and develop strong relationship with organizations, governments, and schools across the USGR watershed areas. We believe that collaboration is key in accomplishing our vision and the goals of the SCWP. In particular, we will pursue relationships with CBOs and organizations who share similar goals as the SCWP.

REACHING COMMUNITIES

SCWP CALENDAR

As Watershed Coordinators, we undertake a series of outreach and engagement activities that are open to the general public. To ensure communities are aware of our efforts, we advertise events on the Day One webpage, our social media platforms, and on the SCWP Calendar.

The SCWP calendar is publicly available and lists all activities undertaken by all watershed coordinators. It is accessible through the Safe Clean Water website on the WC page (<https://www.redesign.la/scwpcalendar>). The Calendar is also found on the ReDesign LA webpage under Resources (<https://www.redesign.la/resources>).

TRACKING SUCCESS

To ensure transparency, we track all activities undertaken to accomplish the WC Tasks. An internal Activity Tracker document maintained by Day One tracks all details pertaining to our outreach efforts, including the groups/communities engages, location, and participation numbers.

To accomplish our vision for success and to ensure the WC Tasks are accomplished, we have develop 5 Focus Areas to ensure a strong and robust outreach and engagement component to our work. These Focus Areas can also be used as a guide for the WASC and District to evaluate our efforts.



SECTION 4 FOCUS AREAS FOR ENGAGEMENT

OUTREACH & ENGAGEMENT FOCUS AREAS

To accomplish our Vision for Success and advance the Tasks of the WC, we have develop 5 Focus Areas to ensure effective outreach and engagement efforts. In the following pages, we provide additional details on our Focus Areas, their purpose, and their expected outputs.

FOCUS AREAS

1 Engage stakeholders, municipalities and community groups.

2 Solicit input and connect to technical assistance (TA) opportunities.

3 Ensure diverse perspectives are shared with the District and WASC.

4 Identify and ensure the involvement of disadvantaged & underrepresented communities.

5 Undertake educational programming about the watershed, ecology & community issues.

FOCUS AREA 1

Ensure SCWP engagement with stakeholders, community groups, and residents.

Activities	Purpose	Outputs
Develop detailed Interested Party Matrix and Complete USGR SOEP	Guide and document engagement activities, vision, and approaches	Document with contact information and activity tracker
Attend Community Meetings and Events in the USGR Watershed Area	Increase knowledge of USGR WA and infrastructure needs	Attend 24 Community Meetings; Share SCWP goals
Collaborate with community organizations	Build relationships, expand network, & increase collaboration.	Collaborate in 12 community events; Share SCWP projects
Inform and Educate	Increase knowledge about the SCWP stormwater capture projects	Hold 24 general resource booths across watershed area

FOCUS AREA 2

Work with project proponents and technical assistance teams to ensure project involvement.

Activities	Purpose	Outputs
Work directly with project proponents	Ensure engagement with communities directly affected by projects	Attend outreach events or progress meetings for each active and completed project
Develop handouts for SCWP Projects	Share with Interested Parties and community members	Documents with summary of each USGR project
Develop SCWP informative materials for potential applicants	Increase awareness of application scope and requirements	Provide SCWP application information; Informative documents
Attend meetings of LA water management organizations	Increase awareness of similar efforts and find areas of overlap	Attend 12 meetings; deliver information when possible

FOCUS AREA 3

Understand diverse community perspectives and needs to share them with the District and WASC.

Activities	Purpose	Outputs
Engender discussion and collect feedback at all outreach events	Ensure resident concerns and opinions are considered	Maintain log of all community feedback
Maintain updated on work of City Councils and LA County Supervisors	Maintain informed about similar efforts and represent SCWP	Attend City Council and Supervisor meetings
Develop Relationships with schools, colleges & universities	Increase participation of students in the WASC	Deliver presentations for students
Develop monthly Watershed Coordinator's report	Connect WASC steering committee to communities	Creation of up to 12 WC Monthly reports; Up to 12 Presentations to WASC;

FOCUS AREA 4

Identify and ensure the involvement of disadvantaged & underrepresented communities.

Activities	Purpose	Outputs
Engage underserved communities	Increase participation by communities traditionally excluded	Hold 80% of engagement and activities in/for underserved communities
Develop relationships with CBOs serving underserved communities	Collaborate in engagement to understand concerns of communities	Collaborate on 6 events/activities; Grow connections; Share best practices
Conduct Low-Tech Approach Activities	Ensure inclusion and understanding of SCWP and goals	Ensure simple explanations of SCWP goals and projects
Use common and appropriate language	Eliminate barriers associated with terminology & language	All documents and presentations will be translated to Spanish and other languages

FOCUS AREA 5

Undertake educational programming about the watershed, ecology & community issues.

Activities	Purpose	Outputs
Present about the SCWP in the USGR WA	Increase public knowledge, build connections, engage partners	Hold 6 Educational Presentations about SCWP and related topics
Develop outdoor activities	To increase knowledge of watershed and multi-benefit projects	Hold 6 Nature walks, hikes or bicycle tours
Use Social Media as a learning tool to share information	Understand the educational needs about watershed & ecology, and to build relationships.	Develop 24 educational social media posts; Develop 6 SCWP entries for Day One Newsletter
Partner with schools, CBOs, and water management organizations	Develop learning tools and collaborate on educational programing	Attend 12 collaborative activities

ENSURING SUCCESS

To ensure efficacy of our services, we employ both process and output monitoring. Standard monitoring measures include: attendance sheets for events/meetings; meeting agendas and minutes; activity/presentation attendance and evaluations; activity summary forms; and documentation of the locations, dates, frequency, number of participants, and participant characteristics for resource booths and other events.

Day One staff is experienced with documenting, monitoring and evaluating services. Oversight and progress tracking occurs weekly at Day One staff meetings, led by Executive Director Christy Zamani, which allow for discussion about opportunities and feedback about activities, obstacles and best practices. Additional internal evaluation occurs at weekly project meetings, led by Watershed Coordinator James Cortes-Rivera, where work plan goals and important benchmarks are discussed.

DAY ONE COMMITMENT TO SCWP

As the Watershed Coordinator agency for the Upper San Gabriel River watershed area, Day One holds a strong commitment to serving underserved and underrepresented communities. Our commitment is to undertake all SCWP activities in a responsible, inclusive, and ethical fashion.



REFERENCES

REFERENCES

- **Safe Clean Water Program**
 - www.safecleanwaterla.org
- **Day One**
 - <https://www.godayone.org>
- **San Gabriel River Corridor Master Plan**
 - <https://www.ladpw.org/wmd/watershed/sg/mp/mp.cfm>
- **Storm Water - Municipal Permits**
 - https://www.waterboards.ca.gov/losangeles/water_issues/programs/stormwater/municipal/index.html#los_angeles
- **US Census Data**
 - <https://www.census.gov/quickfacts>
- **CalEnviroScreen 4.0**
 - <https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-40>
- **San Gabriel River Watershed Description**
 - https://www.waterboards.ca.gov/losangeles/water_issues/programs/regional_program/Water_Quality_and_Watersheds/san_gabriel_river_watershed/summary.shtml
- **Disadvantaged Community Designation**
 - <https://oehha.ca.gov/calenviroscreen/sb535>