



NORTH SANTA MONICA BAY WATERSHED

July 14, 2021

STRATEGIC OUTREACH ENGAGEMENT PLAN

A PROJECT OF LOS ANGELES COUNTY'S
SAFE CLEAN WATER PROGRAM

By North Santa Monica Bay Watershed Stakeholders,
Community Members and Melina Sempill Watts

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INTRODUCTION

The North Santa Monica Bay Watershed community would like to acknowledge that we all co-exist on Chumash and Tongva lands.

Our drinking water is sourced from many venues throughout California including the Bay-Delta, the Colorado River, Mono Lake, groundwater and locally recycled waters.

These source watersheds are our watersheds for which we share responsibility and care.

The North Santa Monica Bay Watershed is made up of local residents, people who work in our community, adjacent residents of Los Angeles County and Ventura County, First Nations peoples, immigrants, unhoused community members, visitors from California and around the world, students and, as a biodiversity hotspot, all of the many living beings with whom we co-exist. *The North Santa Monica Bay Watershed Community includes the whole of all these living beings; our ecosystem is our shared home.*

The North Santa Monica Bay Watershed stakeholders aim to provide safe, clean water for the whole of this living community.

Every drop of water is important.



Ap at Satwiwa by NPS

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The North Santa Monica Bay has divided our strategies into nine categories to help address specific tasks of the Watershed Coordinator.
5. Identify Collaborative Efforts



Nancy Estabrooke Downes Garden



SECTION 1

WATERSHED AREA DESCRIPTION

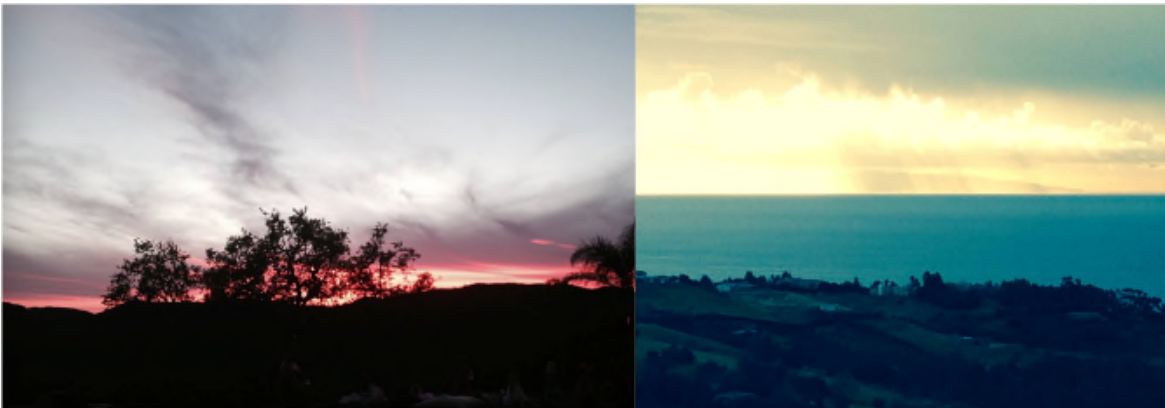
SECTION 1

WATERSHED AREA DESCRIPTION

The North Santa Monica Bay Watershed is a series of mountain watersheds that originate in the Santa Monica Mountains and unwind into the Pacific Ocean.

From the border of Ventura and Los Angeles County along 27 miles of coastline in Malibu to Topanga Canyon, including the mountains inland through the 101 corridor on Ventura Freeway, these watersheds include Trancas Creek, Arroyo Sequit, Big Sycamore, Las Flores, Zuma Creek, Solstice Creek, Marie Canyon, Malibu Creek, Tuna Canyon Creek, Topanga Creek additional smaller creeks and all the tributaries to these creeks, as well as the origin of Los Angeles River in Calabasas.

On a political level, these watersheds are home to the cities of Agoura Hills, Calabasas, Hidden Hills, a small bit of Los Angeles City, Malibu, Westlake Village and part of unincorporated Los Angeles County.



Photos by Watts

SECTION 1

WATERSHED AREA DESCRIPTION

Physical Characteristics

To quote Mr. Cung Nguyen, P.E. Senior Civil Engineer, Los Angeles County Department of Public Works,

"The North Santa Monica Bay includes the Malibu Creek Watershed, Topanga Creek Watershed, and other rural Santa Monica Mountains Watersheds. Portions of these watersheds are very rural and undeveloped, and other portions are very urbanized... The Santa Monica Bay Section is tasked primarily with enhancing the water quality in the bay while still providing adequate flood protection."

The North Santa Monica Bay Watershed is over 70% open space, preserved by National Park Service, California Department of State Parks and Santa Monica Mountains Conservancy, which work in a close partnership to continue to preserve and restore open space to natural conditions via the Santa Monica Mountains National Recreation Area.

Most of the geography is mountainous, from Sandstone Peak at 3111 feet to sea level along the coast. Miles of the coastline are within a Marine Protected Area or qualify as an Area of Special Biological Significance, while the coast and some adjacent terrain is additionally protected by the Malibu Local Coastal Plan. The mountainous terrain often allows gravity to support design in stormwater management projects and in moving drinking water, recycled water and untreated water through the watershed. All of our watersheds drain into the Santa Monica Bay, providing water and sediment to the beaches and near-shore habitat of the Pacific Ocean along the luminous coastline of Malibu.

The majority of the soils in the Santa Monica Mountains have low permeability, making groundwater recharge problematic. Because many soils are high in arsenic, drinking groundwater can be unsafe. All potable drinking water is imported; the North Santa Monica Bay Watershed sources its potable water from both Las Virgenes Municipal Water District and Water District 29; some of the irrigation water is supplied by recycled water.

Population centers in the towns along the Ventura Freeway, including Thousand Oaks, Westlake Village, Agoura Hills, Calabasas,, Hidden Hills and portions of the city of L.A. There are also significant residential enclaves in Topanga, along the coast in Malibu and in communities scattered throughout the Santa Monica Mountains. Nested in open space, these communities are vulnerable to anthropogenic wildlands fires, such as the 2018 Woolsey Fire per the [Los Angeles Times](#), there have been up to 30 major fires in Malibu over the past 90 years.



Malibu Creek and Lagoon by Ken and Gabrielle Adelman for California Coastal Project

SECTION 1

WATERSHED AREA DESCRIPTION

Physical Characteristics

The social characteristics of the North Santa Monica Bay Watershed center around an emotional connectivity to the landscape shared by community members, there's an underlying sense that the living open space in which our cities and homes are nested are what make the North Santa Monica Bay special.

The rest of Los Angeles County concurs.

- An NPS press release from 2017 states, *"Santa Monica Mountains National Recreation Area, the national park that stretches from the city of Los Angeles west into Ventura County, recorded 906,606 visits in 2016."*
- In 2016, *Malibu Magazine*, quoted Jefferson "Zuma Jay" Wagner, Malibu City Councilmember, *"Malibu is a community of approximately 13,000 people that, by even a conservative estimate, receives 13 million visitors each year."*

There are over 110,000 people living in the North Santa Monica Bay Watershed.

Housing prices in the watershed represent significant wealth, for example on [June 5, 2021, Zillow](#) stated that, *"The typical home value of homes in Malibu is \$3,559,066."* However, there is more complexity to the community's socioeconomic make up than this statistic implies. **Despite an iconic list of the rich and famous who reside throughout the Santa Monica Mountains, the 2019 US census stated that the average income for a household in Malibu is \$150,747, whereas the median income for an American in 2019 was \$31,133 per [United States Census Bureau](#). To compare, the median in Calabasas is \$51,466, in Agoura Hills, \$52,236 and In Westlake Village, \$60,288. Meanwhile, in Los Angeles County the median income is \$29,985. With all these numbers it is important to understand that median means half the households earn less than that.**



Photos by Watts
Surfer photo by Kelly Kinkaid0

SECTION 1

WATERSHED AREA DESCRIPTION

Social Characteristics

An average income hides both extremes of wealth and poverty; for example, throughout the North Santa Monica Bay Watershed, some older residents are struggling on a fixed income, while many people who come to work in the Santa Monica Mountains are working class or earn minimum wage. The Malibu Boys and Girls Club notes that it,



Photo by Simon Berlyn for Mansion Global

"...represents and provides services to the most diverse populations in the community, an underrepresented infrastructure of low-income domestic laborers and their children who commute to Malibu for work and to attend the Malibu public schools."

On a parallel note, the Malibu Community Labor Exchange has been

"connecting Malibu through work"

giving immigrants, students and some homeless workers access to day labor opportunities, along with food, a place to get out of the rain and access to some social services since 1993. Inland, Thousand Oaks has been providing food for the underemployed, unemployed and homeless via the Manna Conejo Valley Food Bank since 1971.



Lower income people manage to live in the North Santa Monica Bay Watershed by co-housing, renting granny flats or taking on multiple jobs.

Restaurant workers, maids, gardeners, daycare providers, teachers, nannies, students, hikers and surfers all come into the watershed every day – and feel emotional ownership of the space in which they live their lives. Finding ways to support all of our community in addressing safe, clean water is the right thing to do.

Finally, the North Santa Monica Bay Watershed community wants to underline that the beautiful lands upon which we stand, work, play, sleep and dream are the historic homelands of Chumash and Tongva peoples. We acknowledge our land debt to the First Nation communities of the Chumash and Tongva and appreciate that leadership at [Wishtoyo Foundation](#) have made the commitment to join the North Santa Monica Bay Watershed Area Steering Committee to collaborate on safe, clean water projects.

Committing to integrating Chumash and Tongva cultural knowledge and TEK insights into our shared watershed, when invited to collaborate by First Nations peoples, will help the North Santa Monica Bay Watershed community gain cultural grounding to better co-exist with the living landscape and cherish safe, clean water.

SECTION 1

WATERSHED AREA DESCRIPTION

Safe Clean Water Program Context



The Safe Clean Water Program in Los Angeles County is funded as a result of Measure W, which was passed by the voters in 2017.

Per the Safe Clean Water LA website safecleanwaterla.org, The Safe, Clean Water Program will provide local, dedicated funding to increase our local water supply, improve water quality, and protect public health.]

SAFE CLEAN WATER PROGRAM GOALS

Developed in collaboration with public health, environmental groups, cities, business, labor, and community-based organizations, the Safe Clean Water Program is ambitious.

The Los Angeles Region Safe, Clean Water Program shall be implemented consistent with the following goals:

- A. Improve water quality and contribute to attainment of water-quality requirements.
- B. Increase drought preparedness by capturing more Stormwater and/or Urban Runoff to store, clean, reuse, and/or recharge groundwater basins.
- C. Improve public health by preventing and cleaning up contaminated water, increasing access to open space, providing additional recreational opportunities, and helping communities mitigate and adapt to the effects of climate change through activities such as increasing shade and green space.
- D. Leverage other funding sources to maximize SCW Program Goals.
- E. Invest in infrastructure that provides multiple benefits.
- F. Prioritize Nature-Based Solutions.
- G. Provide a spectrum of project sizes from neighborhood to regional scales.
- H. Encourage innovation and adoption of new technologies and practices.

SECTION 1

WATERSHED AREA DESCRIPTION



Safe Clean Water Program Language, continued —

- I. Invest in independent scientific research.
- J. Provide DAC Benefits, including Regional Program infrastructure investments, that are not less than one hundred and ten percent (110%) of the ratio of the DAC population to the total population in each Watershed Area.
- K. Provide Regional Program infrastructure funds benefitting each Municipality in proportion to the funds generated within their jurisdiction, after accounting for allocation of the one hundred and ten percent (110%) return to DACs, to the extent feasible.
- L. Implement an iterative planning and evaluation process to ensure adaptive management.
- M. Promote green jobs and career pathways.
- N. Ensure ongoing operations and maintenance for Projects.

The North Santa Monica Bay Watershed Advisory Steering Committee is composed of representatives of our local cities, agencies, non-profits and community members and is committed to implementing the Safe, Clean Water Program goals as defined above.

The North Santa Monica Bay Watershed Advisory Steering Committee is acutely aware of the unique aspects of our watershed, which includes 70% open space throughout the North Santa Monica Bay watershed and aligns with 27 miles of beaches in the City of Malibu.

Our love for our watershed inspires our work.



SECTION 2

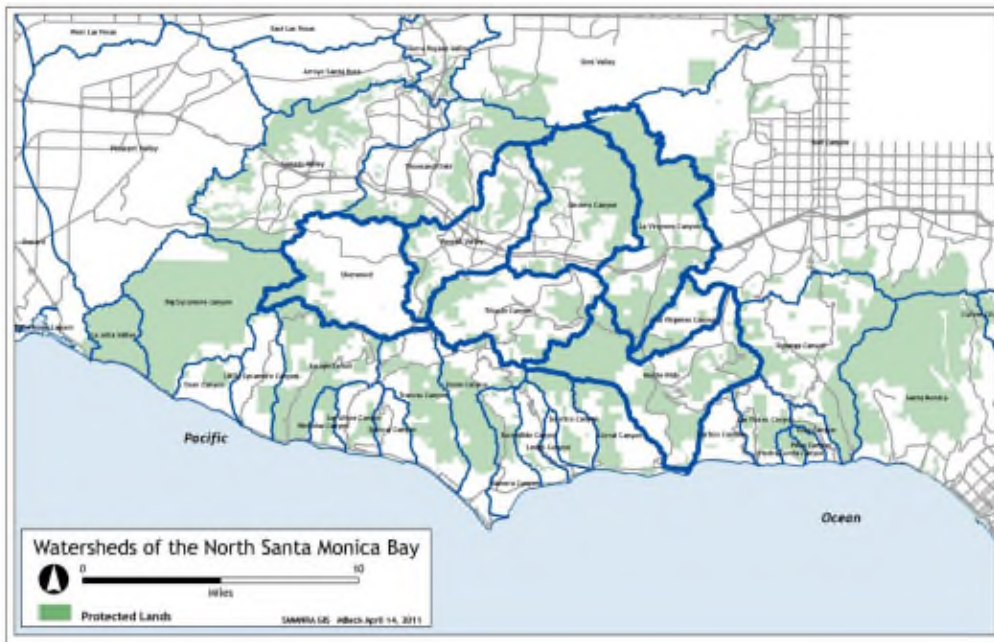
INTERESTED PARTY MAPPING

SECTION 2

INTERESTED PARTY MAPPING

The North Santa Monica Bay Watershed includes all the watersheds of the Santa Monica Mountains, with the two largest being Malibu Creek Watershed and Topanga Creek Watershed.

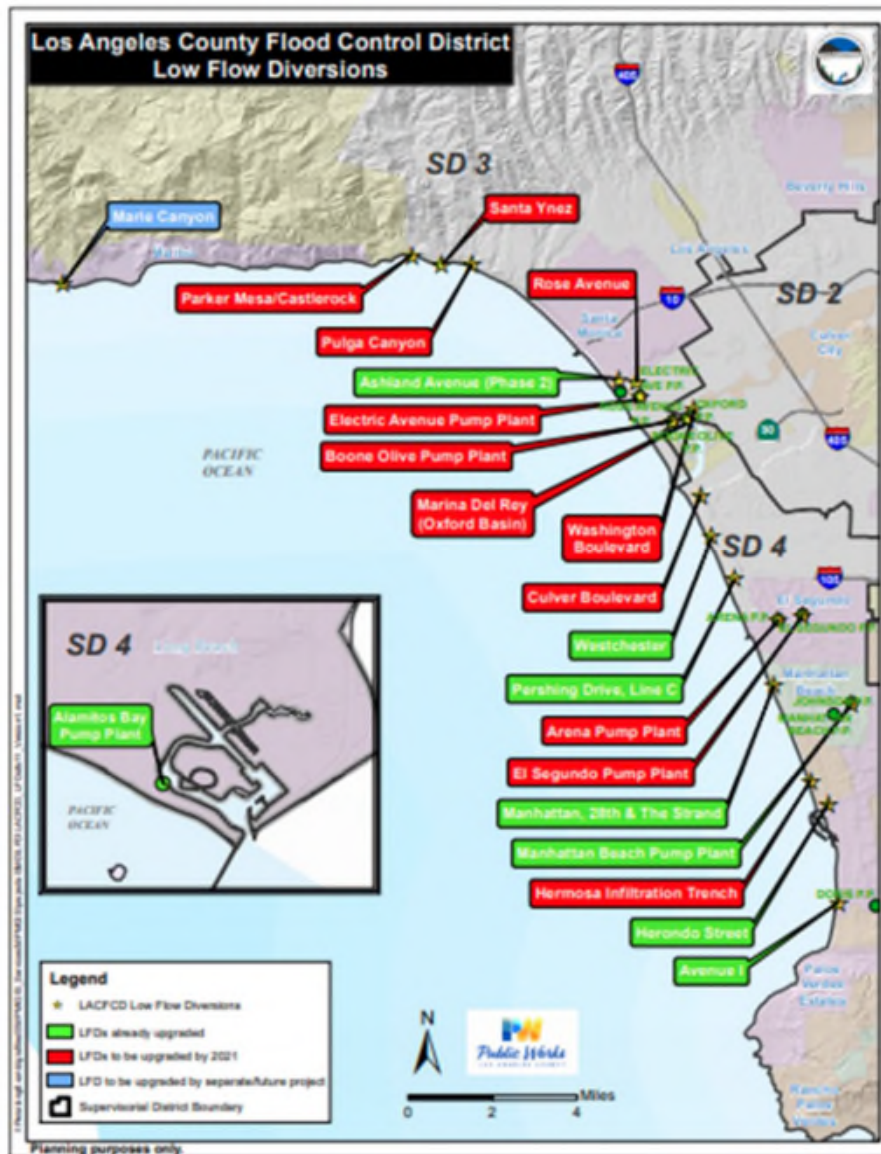
This map, sourced from the Resource Conservation District of the Santa Monica Mountains website, livinglightlyguide.org, is particularly helpful in that the smaller creeks that flow through the mountains are listed and the cities and portions of unincorporated Los Angeles County are also clearly visible.



Watersheds Map from RCDSMM, livinglightlyguide.org

SECTION 2 INTERESTED PARTY MAPPING

LOCATION MAP



Provided by Cung Nguyen, Los Angeles County Department of Works Flood Control

SECTION 2 INTERESTED PARTY MAPPING



Provided by Cung Nguyen, Los Angeles County Department of Works Flood Control



SECTION 3
VISION FOR SUCCESS
AND EVALUATION CRITERIA

SECTION 3

VISION FOR SUCCESS AND EVALUATION CRITERIA

Success will include conserving imported water, recycling wastewater and pursuing potential opportunities to co-create locally sourced potable drinkable water,

Improving water quality in the Santa Monica Mountains will happen as we **begin to meet total maximum daily loads** set by the Los Angeles Regional Water Quality Control Board, **meet MS4 permits** and **work collaboratively to maintain and restore, water quality and creeks that run through our watersheds.**

Success can be evaluated by **a list of North Santa Monica Bay Watershed projects conceived, funded and implemented, by measurable water supply increases, water conservation and water quality improvement.** Success can be evaluated **by assessing how community members have engaged with Engagement / outreach efforts, by looking at participation in events and conferences, articles published, films produced and trying to consider that elusive rubric – minds and hearts moved.**

Success can be evaluated **by funding applications created and funds achieved.**

Quarterly reports and annual reports become an ongoing opportunity to articulate success and provide evaluation criteria.

Success can be evaluated by **looking at our work through a DEI lens.**

Are we **embracing the diversity of our community?**

Is our work focused on equity? Are we inclusive?

Ultimately that's for the community to tell us. But we have to open the conversation first --



Photo from NPSO

SECTION 3

VISION FOR SUCCESS AND EVALUATION CRITERIA

Given that the North Santa Monica Bay Watershed Area Steering Committee and community function as a collaborative entity, **we will invite stakeholders and community members to help us co-create a regionally meaningful vision for success and evaluation criteria**, which will reflect our needs to maintain water supply, to meet a variety of permits and to support ecosystem function in the lands we share with homes, businesses, visitors, traffic and a stunning array of wildlife.

Ultimately, success will be judged by our ability to maintain both human needs for safe clean water and to sustain the biodiversity of the Santa Monica Mountains.



Solstice Creek. Photo by Kelly Kinkaid



SECTION 4
STRATEGIES

SECTION 4

STRATEGIES

The North Santa Monica Bay Watershed Strategies are listed via the 9 Tasks allocated to the Watershed Coordinator Program.



Photo by Vincent Scott

SECTION 4 STRATEGIES

The 9 Tasks allocated to the Watershed Coordinator Program

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



Photo by Watts

SECTION 4

STRATEGIES TO ADDRESS TASK 1

Facilitate Community Engagement in Safe, Clean Water Program

Strategy 1: 4 Community Outreach Events

Set a time and venues for 4 community outreach events to allow meaningful and productive dialogue with community members and the North Santa Monica Bay Watershed Area Steering Committee leadership.

- Suggestion: Thursday afternoons, quarterly
- Set venues for four events in 2021-2022
- Request NSMB WASC participation
- Zoom or in person to be decided in July
- Set meetings for September 2021, December 2021, March 2022 and June 2022

→ **Proposed Engagement/Outreach Event: Must have 4 per year. A suite of choices follow.**

Coordinator suggests creation of the North Santa Monica Bay Watershed Outreach Engagement Subcommittee, with publicly posted events.

Project can be implemented without additional, external funding.



Rocky Ledge Land Preservation at Topanga Public Library, 2013. Watts Personal Archive

SECTION 4

STRATEGIES TO ADDRESS TASK 1

Facilitate Community Engagement in Safe, Clean Water Program

Strategy 3: Water Quality in the Santa Monica Mountains

- How can we get community members to understand the where/how/ how much of our water quality dilemmas?
 - May create an in-person conference.
 - May create: a water quality video addressing every testing site in the Santa Monica Mountains, Alex Farassati suggests that City of Calabasas media staff will be the lead on this, AND
 - Per Roxanne Hughes, break this into individual TikToks starring hyper-local kids.
 - Include students, both K-12 and college, to explain about pollution at every single testing site in the Santa Monica Mountains via very short snippets that are layered into the YouTube video AND are stand-alone Tok-toks with great music that will drop every Friday for multiple weeks in a row.
- **Can we set up a public event to start planning this together?**
- As a film project, project might be implemented without additional, external funding if cities commit staff time.

Will met the following Measure W goals: A, C, D, H



1980 flood

SECTION 4

STRATEGIES TO ADDRESS TASK 1:

Facilitate Community Engagement in Safe, Clean Water Program

Strategy 4: Water Supply in the Santa Monica Mountains

- Working with Dave Pedersen/Las Virgenes Municipal Water District as the lead, this will be an event and potentially a film.
 - Glenn Petersen has been suggested as the best person to articulate an overview of current water supply.
- The first half will explore the complex array of venues from whence we source water presently.
- The second half will be new water source opportunities, including the upcoming as per the Ladyface Pure Water project and potential opportunities as per... well, we'll see.
- As a film, project might be implemented without additional, external funding if cities commit staff time. As a conference, would require additional funding.

Will met the following Measure W goals: B, D, G, H, M



Photo by Watts

SECTION 4

STRATEGIES TO ADDRESS TASK 1

Facilitate Community Engagement in Safe, Clean Water Program

Strategy 6: Native Plants Sales

- Per Tevin Schmitt, Wishtoyo, native plants are the ultimate Nature Based Solutions; partnering with Wishtoyo, LVMWD, Mountains Restorations Trust, TreePeople, RCDSMM and other venues to sell/grow/inspire planting of locally sourced native plants. This is a top priority for the North Santa Monica Bay Watershed.
- LVMWD has extensive focus in this area, including proposed Native Plants nursery in partnership with TreePeople, use of California Native Plants graphics/language, and implementation of Garden in a Box program.
- Can LVMWD partner with Los Angeles County Waterworks District 29 on this programming to cover the whole of the watershed?
- Potentially no additional funding.
- **Will met the following Measure W goals: A, B, F, G, H, M**

Strategy 7: Earth Days, Arbor Day, Calabasas Pumpkin Day, Arts Festivals, California

- Alex Farassati points out that many of our stakeholders have Earth Day and other outreach events' Coordinator will support/collaborate/appear at these as requested; this may include other public events.
- Potentially no additional funding.
- **Will met the following Measure W goals: A, B, F, G, H, M**

Strategy 8: Coastal Clean Up Day

- Potentially no additional funding.
- Per Cung Nguyen, the next California Coastal Cleanup Day is September 19, 2021.
- **Will met the following Measure W goals: A, F, G, H, M**



Selling Out Over 800 Native Plants. Photo from Watts Collection



Coastal Clean Up 2020 Photo by Heal the Bay

SECTION 4

STRATEGIES TO ADDRESS TASK 1

Facilitate Community Engagement in Safe, Clean Water Program

Strategy 9: Consider how to reach Schools, Girl Scout Troops, YMCA etc.

- County participates in Environmental Defenders program, does an assembly; Watershed Coordinator to connect with Environmental Defender.
- Ventura County uses EcoHero; Watershed Coordinator to connect with EcoHero.
- The City of Malibu is working on providing watershed education to K-12 and states that it has “a contract with EcoHero to provide recycling assemblies at S Santa Monica Malibu Unified School District and Los Angeles County Water Works District 29.” Malibu is in discussion with Discovery Cube regarding resuming water assemblies and will connect with the Santa Monica Malibu Unified School District Sustainability coordinator and the Malibu Boys & Girls Club. Potentially no additional funding.
- **Will met the following Measure W goals: A, B, C, D, F, H**



Flower Photo by Shannon Watts

SECTION 4

STRATEGIES TO ADDRESS TASK 1

Facilitate Community Engagement in Safe, Clean Water Program

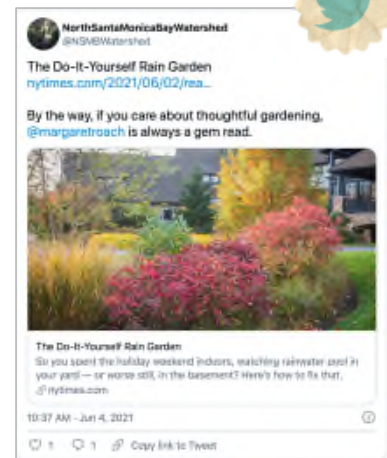
Strategy 10: Consider How to Access HOAs

- Per Kelsey Reed, if we connect with HOAs, they can help address local issues.
- Potentially no additional funding.
- **Will met the following Measure W goals: G**



Strategy 11: North Santa Monica Bay Watershed Community, Website

- Coordinator will use WordPress to create a website that will include a blog.
- Members of the public, the North Santa Monica Bay Watershed Area Steering Committee, of the press and others can subscribe to the blog.
- Will include a calendar of public events.
- Funding would be helpful, but potentially no additional funding.
- **Will met the following Measure W goals: D, G, H, M**



Strategy 12: North Santa Monica Bay Watershed Community, Develop Social Media Presence

No additional funding for Social Media.

- Twitter: [@NSMBWatershed](https://twitter.com/NSMBWatershed). twitter.com/NSMBWatershed
- Facebook: facebook.com/NSMBWatershed/ Instagram: [NorthSantaMonicaBayWatershed](https://www.instagram.com/NorthSantaMonicaBayWatershed/)
- YouTube: North Santa Monica Bay Watershed Community: youtube.com/channel/UColzVFY4jZyhyFYM4kseSCA
- Linked In: North Santa Monica Bay Watershed Community, linkedin.com/groups/9059904/
- Gmail account: nsmbwatershedcoordinator@gmail.com
- **Will met the following Measure W goals: A, B, C,D, F, G, H, M**

North Santa Monica Bay Watershed Twitter Account



SECTION 4

STRATEGIES TO ADDRESS TASK 1

Facilitate Community Engagement in Safe, Clean Water Program

Strategy 13: Connecting with press

- Invited to participate in documentary by filmmaker John D. Lieu.
- Announcement about Watershed Coordinator Program runs in [Daily Valley News](#) May 2021.
- More to come
- No additional funding.
- **Will met the following Measure W goals: A, B, C, F, H, M**



Article on Nativescaping in Earth Island Journal by Watts

SECTION 4

STRATEGIES TO ADDRESS TASK 2

Identify and Develop Project Concepts

Current stakeholders' proposed projects will be listed first; please refer to EWMP to see the quantity of stormwater to be addressed and the number of acre/feet planned.

AGOURA HILLS

- Strategy 14: Citywide Low Flow Diversion Project
- Strategy 15: Malibu Creek Watershed (MCW) Nutrients Special Study
- Strategy 16: Street Sweeping

CALABASAS

- Strategy 17, 18, 19, 20: Four Green Street Projects
- Strategy 21: Las Virgenes Creek Restoration Project Phase III
- Strategy 22: Proposed permeable parking lot/ bathroom/ biofiltration strip at mouth of Las Virgenes Canyon on NPS property or on SMMC property.

According to a [visitor survey](#) created by the UCLA Luskin Center for Innovation in 2018,

“A recent survey of trail users at Santa Monica Mountains National Recreation Area in California turned up results that probably won't surprise you: They want improvements to the restrooms, drinking fountains, trash cans, and maps found at trailheads.”

Strategy 23: MCW Coordinated Integrated Monitoring Program (CIMP)

HIDDEN HILLS

- Strategy 24: Municipal NPDES Permit Programs
- Strategy 25: Municipal NPDES Permit Programs
- Strategy 26: Special Monitoring Program
- Strategy 27: Retrofitting Debris Basin to be Retention Basin
- Strategy 28: Exploring Horse Manure into Compost Opportunities

CITY OF LA

- Strategy 29: TBD



SECTION 4

STRATEGIES TO ADDRESS TASK 2

Identify and Develop Project Concepts

Current stakeholders' proposed projects will be listed first; please refer to EWMP to see the quantity of stormwater to be addressed and the number of acre/feet planned.

LAS VIRGENES MUNICIPAL WATER DISTRICT

- Strategy 30: Native Plants Nursery
- Strategy 31: Garden In a Box
- Strategy 32: Pure Water Program at Ladyface Mountain: Water Reclamation Project
- Strategy 33: More to Come

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC WORKS + FLOOD CONTROL

- Strategy 34A: Viewridge Project + TBD
- [Strategy 34B: Trancas Canyon Feasibility Study](#)
- [Strategy 34C: Liberty Canyon Channel Greenway Project Concept Report](#)
- [Strategy 34D: Marie Canyon Low Flow Diversion Project Design Concept](#)

LOS ANGELES COUNTY WATERWORKS DISTRICT 29

- [Strategy 41: TBD](#)

MALIBU

- Strategy 35: Marie Canyon Greenstreets
- Strategy 36: Maintenance at Legacy Park (Civic Center Stormwater Treatment Facility) and Paradise Cove Stormwater Treatment Facility
- Strategy 37: Focusing on Woolsey Fire Recovery, Will Develop Projects in the Future

WESTLAKE VILLAGE

- Strategy 38: Ridgetford Stormwater Project Feasibility Study
- Strategy 39: Canyon Oaks Passive Park Project Concept
- Strategy 40: MCW Coordinated Integrated Monitoring Program (CIMP)

WISHTOYO FOUNDATION

- Strategy 42: Forthcoming.



Reservoir. Photo by LVMD

SECTION 4

STRATEGIES TO ADDRESS TASK 2

Identify and Develop Project Concepts

Potential Demonstration Projects

Subject to review by members of the North Santa Monica Bay Watershed Area Steering Committee and Community, subject to finding committed site proponents and subject to funding and implementation opportunities, we would like to explore water quality and water supply demonstration projects.

Consider: the North Santa Monica Bay Watershed Area Steering Committee is extremely aware that,

- Most of our soils have low permeability, and thus our ability to do groundwater recharge is limited.
- In many places naturally high arsenic make groundwater use dangerous over the long run. That is, in fact, why Las Virgenes Municipal Water District/Triunfo was created back in the 1950s.
- The creeks and rivers of the North Santa Monica Bay face uncertain futures in an era of climate change. *Maintaining healthy creeks is our priority, both for the use of people who live here and for the other species with whom we share the Santa Monica Mountains.*

Given these realities, we are interested in demonstration projects that show how creek restoration improves water quality, in projects that capture stormwater for human use, in projects that treat wastewater and urban runoff and in projects that bring down the cost of cisterns. Mr. Kirk Allen has pointed out that in other watersheds, projects that capture stormwater are costing approximately \$1 million per acre/foot of storage per year. We aim to knock as many zeroes off that cost as we can...

SECTION 4

STRATEGIES TO ADDRESS TASK 2

Identify and Develop Project Concepts

Project Idea: Native Plants at Agoura Animal Shelter

Strategy 45

Adopt-a-plant program? Plant people love their plants like pets, so...
Funding requirement unclear; might be a no-cost partnership opportunity.

Will met the following Measure W goals: A, B, F, H, M

Project Idea: Removed

Strategy 46

Project Idea: Research Impacts of Creek Restoration on Water Quality

Strategy 47

This work has been done via multiple Resource Conservation Districts and academic venues.
Funding requirement unclear; might be a scientific research funding request, might be already available science with no funding requirements layered in.

Will met the following Measure W goals: A, H, I, M



Photo by Kelly Kinkaid



Creek Restoration. Photo by Santa Barbara Urban Creek Council

SECTION 4

STRATEGIES TO ADDRESS TASK 3

Work with Technical Assistance Team Strategies

Key stakeholders have had many questions about the Technical Assistance Team.

Clarifications requested:

- If a qualified civil engineer has created a project, does that project have to go through the Technical Assistance Team to get approved by funding committee at Los Angeles County Department of Public Works?
- Can a project design get pre-approval from the Technical Assistance Team prior to being submitted for funding consideration?
- Can a watershed link small projects into a shared Technical Assistance Team application?
- How do consultants that wish to become a contributor to the Technical Assistance Team program apply?



Exploring the Malibu Creek Watershed, 2016.
Photo by Watts.

SECTION 4

STRATEGIES TO ADDRESS TASK 4

Facilitate Identification and Representation of Community Priorities

In the short term, we see the one-on-one outreach the Watershed Coordinator is doing with stakeholders as foundational.

Over the next year, we anticipate that the **4 community outreach events** as driving this process.

In year two, we may have additional/more innovative approaches to eliciting community priorities.

No additional funding required.



Oak in spring.
Photo by Watts.

SECTION 4

STRATEGIES TO ADDRESS TASK 5

Integrate Priorities through Partnerships and Extensive Networks

Building partnerships and an extensive network is a long process, but it starts with reaching out to obvious partners and creating new partnerships.

Currently, coordinator is working to connect with...

- USDA-NRCS
- Santa Barbara Creeks Division
- OneCause (fundraising site online)
- Pepperdine University
- UCLA-IOES

And has connected with ...

- Members of the Viewridge Estates
- Jeremy Wolf, Chief of Staff, Office of State Senator Henry Stern
- Tim Pershing, Chief of Staff, Office of Assemblymember Richard Bloom
- Janet Turner, Office of Congressman Ted Lieu
- TreePeople
- Heal the Bay
- California Watershed Network (recently invited to serve on their board)
- California Department of State Parks
- National Park Service
- Santa Monica Mountains Conservancy
- Regional Water Quality Control Board, staff level
- Resource Conservation District of the Santa Monica Mountains (RCDSMM)

And aims to connect with...

- California Association of Resource Conservation Districts
- The Freshwater Trust

Coordinator is open to suggestions on how and where to increase our watersheds' working networks.

SECTION 4

STRATEGIES TO ADDRESS TASK 6

Cost Share Partners

Most of Task 6 starts in... Task 5.

In addition, Watershed Coordinator attended the Fundraisers' Fair online that introduces city/agency staff to numerous funding opportunities via state government.



Lavender sprouts and Goddess.

SECTION 4 STRATEGIES TO ADDRESS TASK 7

Leverage Funding

Much of task 7 is created via Tasks 1, 2, 5, 6 and 7.



Senator Henry Stern Talking to a Future Voter.

SECTION 4

STRATEGIES TO ADDRESS TASKS 6 & 7

Cost Share Partners **and** Leverage Funding

Strategy 2: Nature Based Solutions Conference

- Nature Based Solutions Conference: What is a Nature Based Solution?
 - The City of Calabasas has offered to serve as initial primary host.
 - Proposed event would include speakers such as:
 - The new Executive Director from the Santa Barbara Creeks Division
 - Staff from Regional Water Quality Control Board
 - Jessica Forte, City of Agoura Hills
 - Propose inclusion of site visits in the North Santa Monica Bay *and* across Los Angeles County to see successful implementation of Nature Based Solutions.
 - Open to the whole of Los Angeles County for attendance.
 - Will invite other Watershed Coordinators to participate in planning process.
- **Can the NSMB WASC set up a public event to start planning this together?**
- Project would require additional, external funding.
- Will met the following Measure W goals: A, B, D, F, H**



Agoura Hills Mayor Harry Schwarz at the opening of the Medea Creek Restoration. Photo by LVMWD

SECTION 4

STRATEGIES TO ADDRESS TASKS 6 & 7

Cost Share Partners **and** Leverage Funding

Strategy 5: Annual Clean Sweep Film Competition

- Invite the public to make some trash films and compete in the first annual clean sweep film competition. Winning filmmakers and talent to receive Golden Shovels, cash prizes, press and access to Hollywood agencies at annual Clean Sweep Award Ceremony.
- Students and professional filmmakers will create Public Service Announcements encouraging Los Angeles residents to treat our streets, schools, parks and beaches with love by eliminating littering. PSAs to be shown one per month over 12 months on as many venues as possible and via YouTube. "Treat the outside like the inside."
- Films must be shot in Los Angeles County.
- Project would require funding to support cash prizes for winners, "golden shovels" and award ceremony.
- **Will met the followina Measure W aoals: A. C. D. H. M**



Harold Lloyd filming "Look Out Below"

SECTION 4

STRATEGIES TO ADDRESS TASKS 6 & 7

Cost Share Partners **and** Leverage Funding

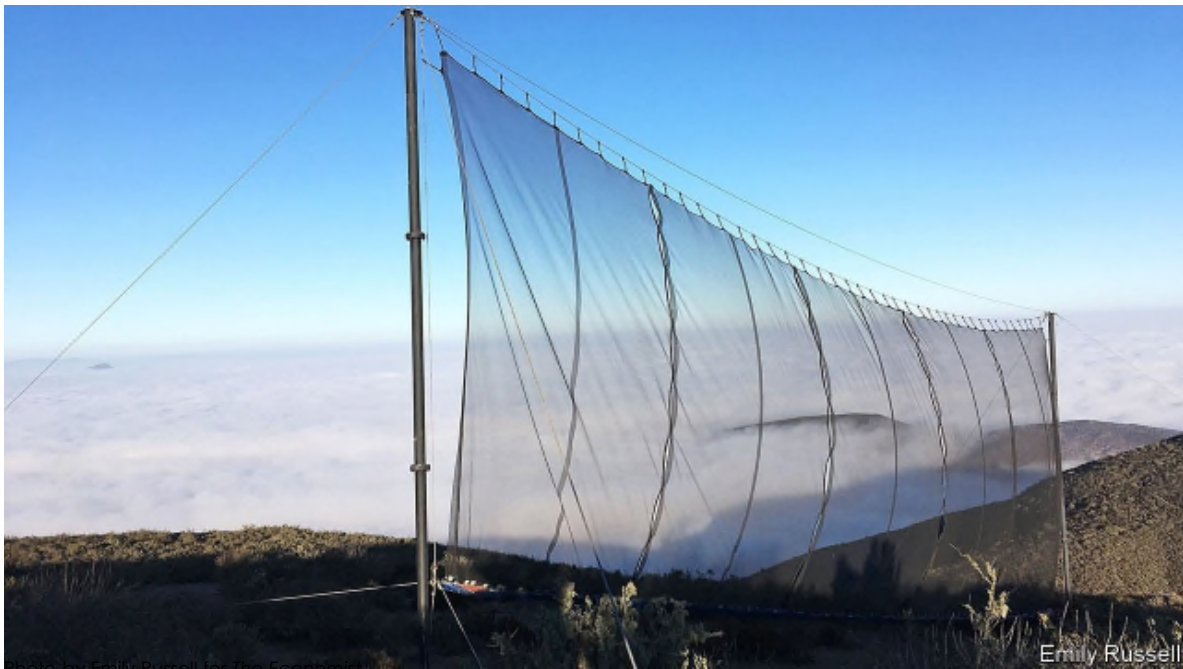
Project Idea: Fog Harvesting

Strategy 43

In multiple low-water countries in South America and elsewhere, innovative projects that look like giant spiderwebs or like tarps capture low-cloud (fog) condensation and run it into cisterns. We see this as a charismatic demonstration with an unproven potential to help grow local water supply.

External funding would be required.

Will met the following Measure W goals: B, E, H



SECTION 4

STRATEGIES TO ADDRESS TASKS 6 & 7

Cost Share Partners **and** Leverage Funding

Project Idea: Limestone Roof + Limestone Cistern Project

Strategy 44

In Bermuda, there is no on island natural water source, 100% of water supply is gained via stormwater capture and storage. By using all limestone roofs and cisterns, the water quality is excellent. We would be interested in creating a demonstration project in Topanga at a public venue or at one of our local schools or universities. We see this as a charismatic demonstration with an unproven potential to help grow local water supply. External funding would be required.

Will met the following Measure W goals: B, E, H



Atlas Obscura, Bermuda limestone roofs.
Photo by Michele Falzone/Alamy

SECTION 4

STRATEGIES TO ADDRESS TASK 8

Local Stakeholder Engagement

See Task 1.

SECTION 4

STRATEGIES TO ADDRESS TASK 9

Watershed Coordinator Collaboration

Watershed coordinator has collegiate relationships with some of the current Watershed Coordinator entities (i.e., TreePeople and Heal the Bay) and anticipates connecting with the other coordinators later in June 2021 thanks to the first collaborative event planned by STANTEC.

Historically, Watershed Coordinator collaboration has led to wonderful outcomes.

Stay tuned.



SECTION 5

IDENTIFY COLLABORATIVE EFFORTS

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Trash Reduction/Plastics Reduction

State Senator Henry Stern and an array of Senators and Assemblymembers are working to reduce trash inputs via proposed legislation SB 54.

If passed, AB 54 would help Los Angeles County meet the trash TMDL of zero.

In addition, Assemblymember Wendy Carrillo is working to pass AB 1276 – Accessories Upon Request.

Call it the Last Straw legislation...

SECTION 5

IDENTIFY COLLABORATIVE EFFORTS



Photo from *Malibu Times*, 2008

Consider:

According to Clark Stevens, Resource Conservation District of the Santa Monica Mountains, at the last southern steelhead trout survey, there were 2 southern steelhead in all of the Santa Monica Mountains.

SECTION 6
VISION STATEMENT



Imagine that water is alive –
every luminous drop.

Does that change what
we do next?

