



**SAFE
CLEAN
WATER**

CENTRAL SANTA MONICA BAY STRATEGIC OUTREACH & ENGAGEMENT PLAN

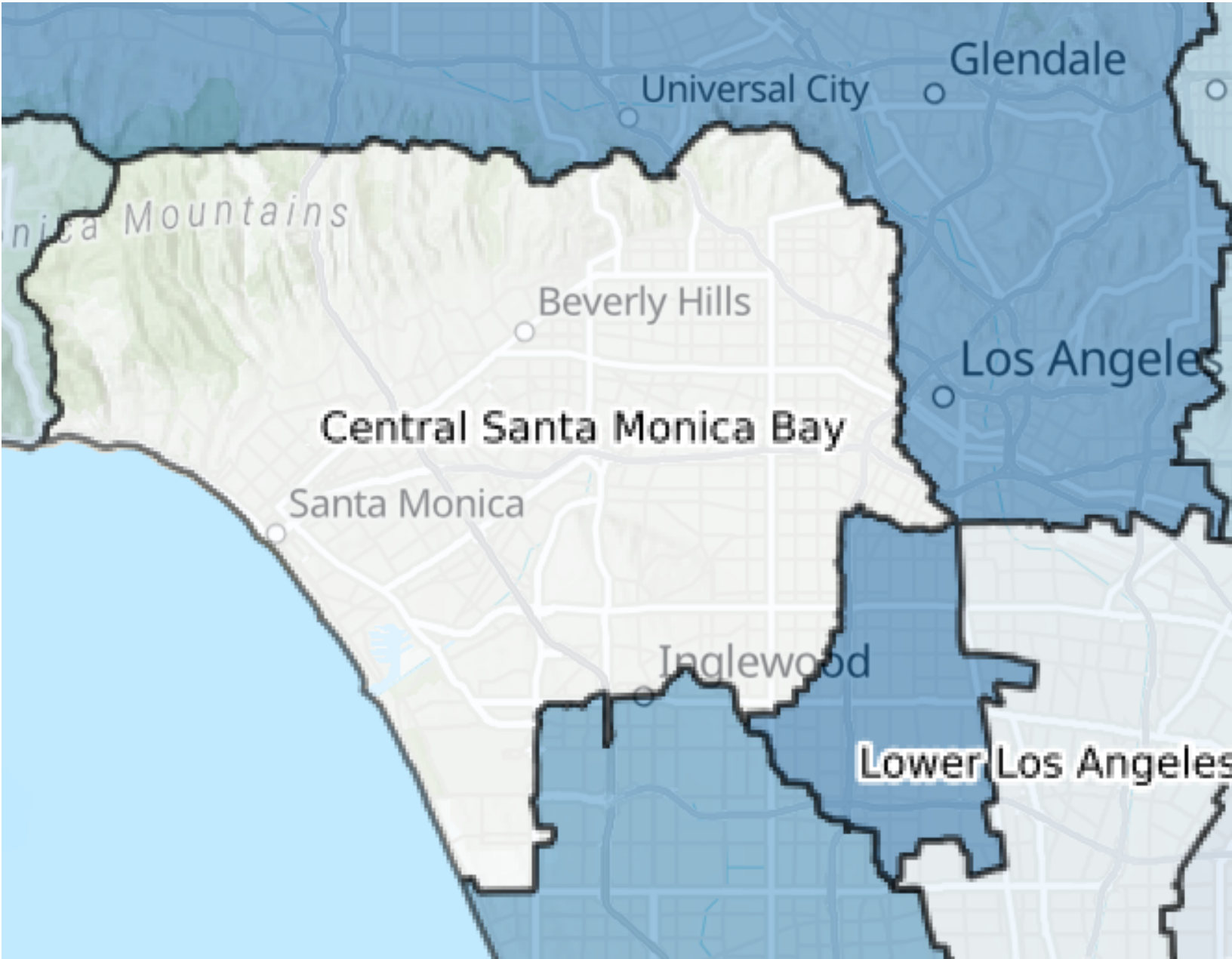
FISCAL YEAR 2021-2022



PREPARED FOR
THE CENTRAL SANTA MONICA BAY WATERSHED AREA STEERING COMMITTEE
BY SGA MARKETING AND HEAL THE BAY

08.19.2021







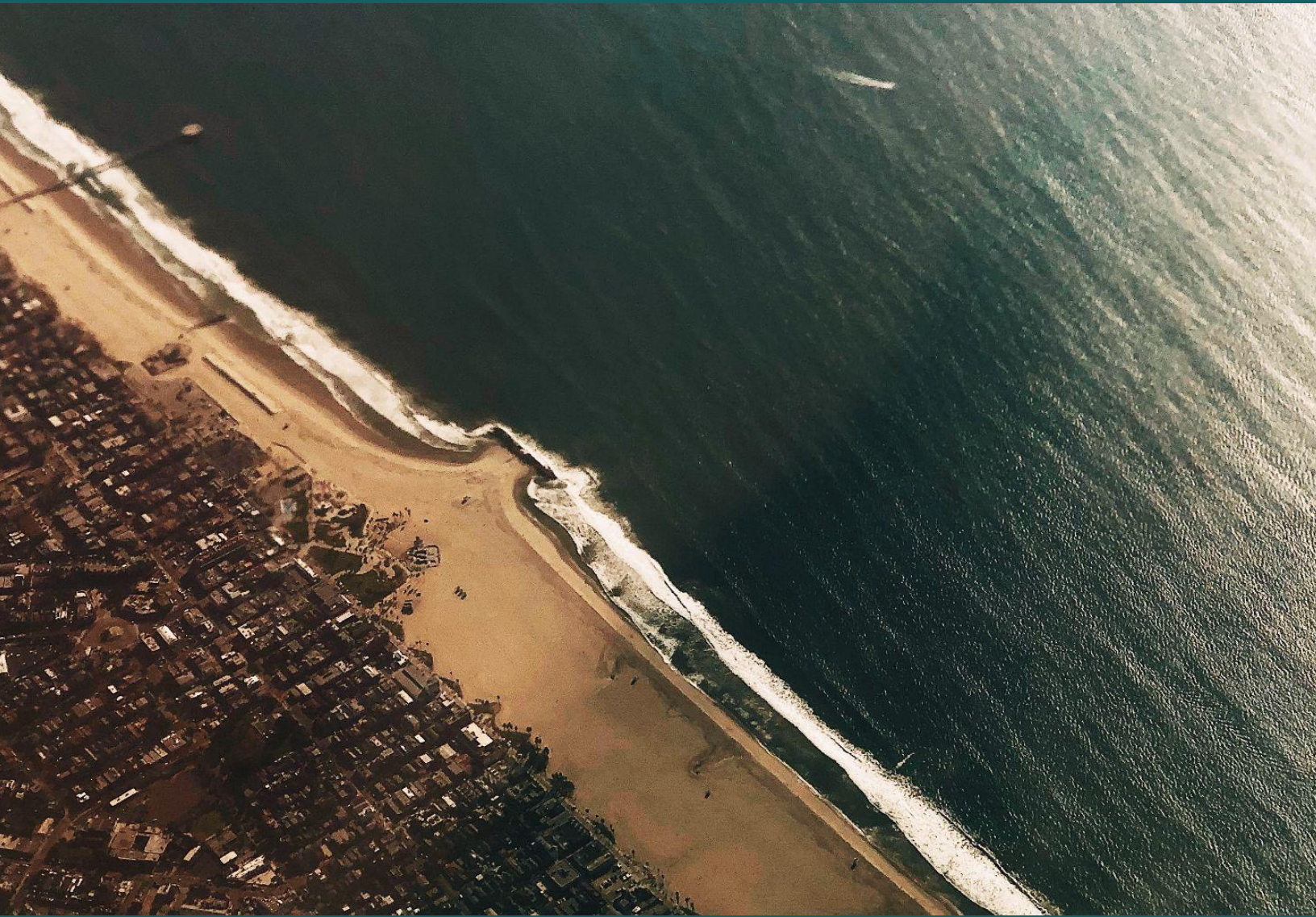
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PURPOSE & OVERVIEW OF STRATEGIC OUTREACH AND ENGAGEMENT PLAN





PURPOSE

The role of the Watershed Coordinator ('Coordinator') was first introduced in the Safe, Clean Water Program (SCW) in 2021. There are a total of 12 Coordinators across 9 Watersheds, with some Watersheds having multiple Coordinators. SGA Marketing (SGA) and Heal the Bay were selected for this role by the Central Santa Monica Bay (CSMB) Watershed Area Steering Committee (WASC). The Watershed Coordinators' first task is to develop a Strategic Outreach and Engagement Plan ('Outreach Plan') for presentation and approval by the Watershed Area Steering Committee (WASC) pertaining to the assigned Watershed.

The purpose of this Outreach Plan is threefold:

1. To inform the Watershed Coordinators' and WASC members' understanding of the key hydrologic and social characteristics of the CSMB Watershed Area;
2. To clarify the scope of the Watershed Coordinators' role; and
3. To outline the Watershed Coordinators' vision, outreach strategies, and accompanying evaluation metrics of this outreach.

This Outreach Plan outlines the first year of the role and is expected to be updated on an annual basis in Quarter Two of each calendar year.



Overview of Plan

This plan has five components:

1. **Watershed Description**- A description of the physical, social, and political characteristics of the watershed, and a description of how the watershed fits into the broader SCWP context;
2. **Interested Party Mapping** - A list of Interested Parties specific to the CSMB Watershed Area, that we have identified as important entities involved in the Safe, Clean Water Program, as well the strategy behind our engagement approach to these entities;
3. **A vision for success for this outreach and methods for evaluating** whether or not that vision is successfully achieved;
4. **Outreach and engagement strategies** which describe what actions we will take in pursuit of the vision; and
5. **Identification of collaborative efforts between Watershed Coordinators** - As part of the research for the development of this Outreach Plan, SGA and Heal the Bay reached out to all WASC members to schedule one-on-one meetings. We have met with 10 of the 16 WASC members. The list of who we have met with can be found in Appendix D.

SECTION 1

CENTRAL SANTA MONICA BAY WATERSHED AREA DESCRIPTION





A detailed watershed description, encompassing the key points of our research and reading thus far, can be found in Appendix A of this Outreach Plan. A summary of Appendix A is found below.

Key Hydrological Features

The [CSMB Watershed Area](#) is located on the western edge of Los Angeles County ('LA County'). It consists of the Pacific coast on the west, parts of the Santa Monica Mountains to the north, and it stretches into part of Downtown LA to the east and part of El Segundo to the south. The Watershed Area drains to the Pacific Ocean and includes the Ballona Creek sub-watershed, the Marina Del Rey sub-watershed¹, and several canyons in the Santa Monica Mountains.

The [major tributaries](#) to the Ballona Creek include Centinela Creek, Sepulveda Canyon Channel, Benedict Canyon Channel, and numerous storm drains. The Marina del Rey sub-watershed includes the Venice Canals, Grand Canal, and Ballona Lagoon. Much of the watershed's drainage network is controlled by structural flood control measures such as debris basins, storm drains, underground culverts, and open concrete channels, with any natural stream channels primarily found in the Santa Monica Mountains.

[Groundwater basins](#) underlying the CSMB Watershed Area include the Santa Monica Basin, Hollywood Basin, Central Basin, and West Coast Basin².

Key Social Features

The CSMB Watershed Area has a population of 1,757,708 according to 2016 census data. The CSMB Watershed Area is diverse, ranging from high income areas in the Santa Monica Mountains, Beverly Hills, and the coast, to low-income areas and disadvantaged communities in some parts of Los Angeles, Inglewood, and Culver City and along Interstates 10 and 405. The area is also racially diverse. It has a 35.9% Non-Hispanic White population, a 35.8% Hispanic or Latino population, and a 11.9% Black or African American population.

22% of the area is considered a disadvantaged community. The median household income in the CSMB Watershed Area is \$49,352. Central Santa Monica Bay has approximately [25,387 unhoused persons](#) representing Service Planning Areas 4, 5, and 6 and nearly half of all the unhoused population in Los Angeles County³.

¹ "Central Santa Monica Bay Watershed Area". Safe Clean Water Program.

² "South Bay Subregional Plan". LA County DPW. 2013.

³ "2020 Homeless County by Service Planning Area". Los Angeles Homeless Services Authority. <https://www.lahsa.org/data?id=42-2020-homeless-count-by-service-planning-area>.



Opportunities for Community Investment Benefits

There is ample opportunity and need in the CSMB Watershed Area for achieving the SCW Program's community benefit goals. The urbanization of many parts of the Watershed Area disrupts natural habitats. For instance, many marine tidal channels and lagoons, coastal dunes, brackish pools, perennial riparian habitat, and freshwater marshes in the Ballona Creek sub-watershed have been highly developed.

Because of this, the watershed could benefit from restoration of habitat and nature-based stormwater infrastructure. Increasing vegetation and tree canopy and restoring riparian habitat and wetlands would also help reduce the local urban heat island effect and provide stormwater capture benefits.

Additionally, there is opportunity to create more equitable access to parks and greenspaces, specifically in under-resourced communities. This is illustrated in the Trust for Public Land's [2021 ParkScore](#) data, which shows that in the City of LA, "residents in low-income neighborhoods have access to 24% less park space per person than the city median and 70% less than those in high-income neighborhoods." According to [The LA County Tree Canopy](#) Map, various urban parts of the watershed currently have low existing tree canopy but high potential for adding new tree cover.

Safe, Clean Water Program Context

SGA Marketing and Heal the Bay are the two Watershed Coordinators for the Central Santa Monica Bay (CSMB) Watershed Area. SGA Marketing also serves as the Watershed Coordinator for the Lower LA River (LLAR) Watershed Area, and additionally, Heal the Bay serves as Watershed Coordinator for the South Santa Monica Bay (SSMB) Watershed Area.

The CSMB Watershed Area is allocated 12.39% of the [Regional Program funds](#), which amounts to \$12.72 million for Fiscal Year 2020-2021 (FY 20-21)⁴. Table 3 lists how much funding each city in the CSMB Watershed Area receives through the [Municipal Program funds](#), and whether the city is fully or partially within the CSMB Watershed⁵. The CSMB Watershed Area also shares municipalities with other watersheds. El Segundo and Inglewood fall partially within the SSMB Watershed Area, and Los Angeles falls partially within the Upper LA River Watershed Area.

⁴ "Safe Clean Water Program 2020-21 Regional Tax Return Estimates". Safe Clean Water Program. 2020.

⁵ "Safe Clean Water Program 2020-21 Local Tax Return Estimates". Safe Clean Water Program. 2020.



Table 1. Municipal Funds Allocated to CSMB Watershed Area Cities for FY 20-21

City	Municipal Funds Allocated	Partially or Fully Within Watershed
Los Angeles	\$36.74M	Partial
Santa Monica	\$0.81M	Full
Beverly Hills	\$0.55M	Full
Culver City	\$0.52M	Full
West Hollywood	\$0.26M	Full
Inglewood	\$0.97M	Partial
El Segundo	\$0.57M	Partial

Like all watersheds, the CSMB Watershed Area is hydrologically and politically connected to surrounding Watershed Areas that have their own WASCs and Regional Program funds.

The CSMB Watershed Area shares groundwater aquifers with surrounding watersheds. The West Coast Basin Aquifer, which underlies the southern portion of the Watershed Area, also underlies the SSMB, LLAR, and Lower San Gabriel River (LSGR) Watershed Areas. The [Central Basin Aquifer](#), which underlies the eastern portion of the CSMB Watershed, also underlies the LLAR, LSGR, Rio Hondo, and Upper LA River Watershed Areas⁶. These Watershed Areas share water agencies - the [West Basin Municipal Water District](#)⁷ and the [Central Basin Municipal Water District](#)⁸ - which manage water supply for their service areas.

There are three Enhanced Watershed Management Plans (EWMPs) that cover the CSMB Watershed Area. Culver City, Los Angeles, Los Angeles County Flood Control District (LACFCD), and LA County are the permittees on the [Marina del Rey](#) EWMP⁹. Beverly Hills, Culver City, Inglewood, Los Angeles, Santa Monica, West Hollywood, Los Angeles County, and LACFCD are the permittees on the [Ballona Creek](#) EWMP¹⁰. Los Angeles, El Segundo, Santa Monica, Los Angeles County, and LACFCD are the permittees on the [Santa Monica Bay Watershed Jurisdictions 2 & 3](#) EWMP¹¹.

⁶ “Groundwater Basin Boundary Assessment Tool”. Department of Water Resources. 2019. <https://gis.water.ca.gov/app/bbat/>

⁷ “About Us”. West Basin Municipal Water District. www.westbasin.org/about-us/

⁸ Central Basin Municipal Water District. <https://www.centralbasin.org/>

⁹ Marina Del Rey Watershed Management Group.

https://www.waterboards.ca.gov/losangeles/water_issues/programs/stormwater/municipal/watershed_management/marina_delrey/index.html

¹⁰ Ballona Creek Watershed Management Group.

https://www.waterboards.ca.gov/losangeles/water_issues/programs/stormwater/municipal/watershed_management/ballona_creek/index.html

¹¹ Santa Monica Bay Jurisdictions 2 & 3 Watershed Management Group.

https://www.waterboards.ca.gov/losangeles/water_issues/programs/stormwater/municipal/watershed_management/santa_monica/index.html



Sources Referenced

For a more detailed Watershed Description, please see Appendix A. This Watershed Description draws from many existing reports, Watershed Management Plans (WMPs), and data sources. These include the [Ballona Creek Enhanced Watershed Management Plan](#) (EWMP), the [Marina del Rey EWMP](#), the [Santa Monica Bay Jurisdictional Group 2 & 3 EWMP](#), the [South Bay Subregional WMP](#), [CalEnviroscreen 3.0](#), Tree People's [LA County Tree Canopy Viewer](#), Tree People's "[The Power of Schools](#)" report, the US Census Bureau's [Walking and Bicycling to Work data](#), and the Trust for Public Land's [2021 ParkScore](#) report.



SECTION 2

INTERESTED PARTIES





A key part of the Coordinator role is to establish relationships with a diverse spectrum of Interested Parties in the Watershed Area. These Interested Parties range from both current and potential SCW project applicants to community members and organizations who may benefit from SCW projects.

We have compiled a list of **201 Interested Parties** which can be found in Appendix B. The list of Interested Parties will serve as a starting point as we do outreach, solicit community input, and foster partnerships among stakeholders and is not exhaustive. Through this first year, we plan to engage many Interested Parties on this list as well as add new ones as we learn of them (detailed in our Outreach Strategies Section below).

In compiling this list, we spoke to members of the CSMB WASC for input. Our meetings helped us gain a better understanding of the CSMB Watershed Area, determine who else to meet with to learn about the watershed, and to prepare for future outreach work. A list of WASC members that we have met with as of August 19, 2021 is in Appendix D. We also referenced previous project proposals, Watershed Management Plans and reports, and municipal websites.

Categorization of Interested Parties

Below please find a description as to how we categorized the Interested Parties in the full list, which is found in Appendix B.

NGOs and Environmental Organizations

We included non-governmental organizations (NGOs) and other environmental organizations (such as conservancies) that do work in the CSMB Watershed Area. They include local community-based organizations, regional organizations that work across multiple cities, and regional chapters of national organizations. We also included religious groups and churches that have close connections to their communities and own parcels of land that may be potential sites for stormwater projects.

City and County Elected Officials

City council members and other elected officials will be able to offer insight into their communities and the needs of their council districts.

City and County Departments

For each city in the CSMB Watershed Area, we listed city departments that would have an interest in the SCW Program. These include Public Works, Parks and Recreation, Community Services, and Economic Development departments. We also included LA County Sanitation Districts, LA County Flood Control District, LA County Beaches and Harbors, LA Metro, and LA County Public Works and LA County Dept. of Public Health.

State and Federal Agencies

State and federal agencies include the CalTrans Stormwater Program, the US Army Corps of Engineers, and the Disadvantaged Community Involvement Program.



Educational Institutions

Educational institutions include universities and public school districts. School grounds may offer opportunities for greening and stormwater capture that can offer multiple community benefits. School districts are [not subject to MS4 permit](#) requirements but could still benefit from stormwater projects.

Councils of Governments

We included councils of governments that were created to work on regional watershed management issues.

Water Purveyors

The Central Basin Municipal Water District and The Metropolitan Water District of Southern California are the primary water wholesalers in the region which sell water to various retailers. The retailer category includes publicly owned city utilities, private investor-owned utilities, private non-profit water purveyors, and county water districts.

[UCLA's Water Hub map](#) depicts the service areas of each water purveyor.

Disadvantaged Communities (DACs)

Disadvantaged Communities in the CSMB Watershed Area are more concentrated to the east of the watershed, in the cities of Los Angeles, Inglewood, and Culver City. There are also DACs near Interstates 10 and 405. [This map](#) depicts all Disadvantaged Communities designated by CalEPA. These areas represent the 25% highest scoring census tracts in CalEnviroScreen 3.0, along with other areas with high amounts of pollution and low populations.

Native American Tribes

The Tongva and Chumash peoples are the traditional custodians of the land and ocean in the CSMB Watershed Area. Tribal governments in the area include The Gabrielino-Tongva Indian Tribe, or the San Gabriel Band of Mission Indians, and the Fernandeño Tataviam Band of Mission Indians. Native American tribes are key stakeholders to consider for projects planned on sacred sites. Projects may also have the opportunity to give tribes access to land to perform traditional ceremonies and to gather culturally significant plants.

Other

Parties in this category include private landowners and corporations that own large lots who may be interested in opportunities to implement stormwater capture solutions on their properties. For instance, there may be opportunities for public-private partnerships to implement stormwater infrastructure in large parking lots. It also includes chambers of commerce which could connect us to the business community in their areas.

Underrepresented Parties

So far, some parties have shown more interest in submitting SCW proposals while others have had less knowledge or less capacity to submit proposals. The majority of proposals submitted as of FY 20-21 have been from LA County or city agencies. NGOs have been underrepresented among project applicants, but have the potential to be key project partners given their knowledge of community needs. In our conversations with WASC members, many were interested in seeing more projects that are either community-driven or community-led; thus capacity-building among community-based organizations is paramount.



Focus of Coordinator Engagement Strategy

Our primary focus will be engaging potential project applicants who:

- a. either lack awareness about the program (such as some school districts); or
- b. lack access to resources to compile strong projects (such as some smaller municipalities); and
- c. therefore are strong candidates for the Technical Resources Program (TRP).

Given the complexity of water infrastructure projects and stormwater compliance, we will seek ideas and input from community members and will focus our engagement efforts on those who have basic technical capacity and build capacity through engagement in the Technical Resource Program (TRP) to develop project ideas into full submissions.

This aligns with one of our key roles, which is to be a matchmaker helping to align these applicants with the right resources.

SECTION 3

VISION FOR THE WATERSHED COORDINATOR ROLE & EVALUATION METRICS





Our vision for success in this role is one in which all projects:

- are aligned with local priorities and needs;
- are developed with equitable access and opportunity - meaning leveling the playing field for entities that have good ideas but fewer resources; and
- meet all four missions of the SCW Program:

CAPTURE IT

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

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 from our cars, 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.

Note about Watershed Coordinator Scope

There are a few key things to note about this role's scope:

1. PROJECT SOLICITATION

One key element that came up several times during our interviews with WASC members was the desire to see more community led or community supported and/or driven projects. As set out in the Safe, Clean Water Program Implementation Ordinance (Ord. 2019-0042 § 11, 2019.), a key part of our role will be to connect entities with strong project concepts (such as ideas from community-based organizations) with the Technical Resources Program (TRP). The TRP consists of subject matter experts who will assist potential applicants in conducting Feasibility Studies if those applicants lack their own resources or technical expertise.

2. COMMUNITY OUTREACH

Our role is to do regional community outreach about the SCW Program, its current projects, and how potential project applicants can benefit from the TRP. We will provide guidance and support to individual project applicants, but will not conduct individual project outreach. Through our outreach, we will also gather input from the community to learn what needs they would like to see fulfilled by SCW projects.



We will communicate these needs to applicants as they develop their project concepts and to the WASC as they evaluate projects.

3. PUBLIC EDUCATION

The outreach we conduct is watershed-wide and serves two purposes:

1. Educate community members about current projects; and
2. Inform community members how they can support and/or voice their opinion on potential projects.

Given the many strong National Pollutant Discharge Elimination System (NPDES) stormwater-focused public education programs in the region, as well as the development of the SCWP public education program by LACFCD (per the Safe, Clean Water Program Implementation Ordinance), we will not be focusing our efforts on public education.

EVALUATING OUR SUCCESS

Given that this is the first year for the role and no baseline has been established, we see the first year's evaluation of our success as one which is focused **on output not outcome**, per the successful execution of our deliverables delineated in Section 4: Outreach & Engagement Strategies. We think of an outcomes as the benefit that a project is designed to deliver, whereas outputs are the actions or items that contribute to achieving that outcome.



SECTION 4

OUTREACH & ENGAGEMENT STRATEGIES





For the purposes of the Outreach Plan development, we took all of the various directives from the Safe, Clean Water materials (including WASC Handbooks, Operational Guidelines, the two Ordinances, and prior WASC meeting minutes), as well as information gathered during our individual meetings with WASC members and refined them into five strategic focus areas for the year. We have then grouped the outreach work that we will do this year under each of these focus areas. The strategies selected for each of our five focus areas are intended to strike what we feel is an appropriate balance between breadth (e.g., general awareness outreach) and depth (e.g., relationship building and individualized support for project applicants).

The deliverables that can feasibly be covered in the Coordinators' budget accompany each strategy below.

The focus areas for the Coordinators this year are to:

1. Understand Community Needs In The Watershed
2. Help Solicit New Projects
3. Support Current Project Applicants
4. Raise Public Awareness About The Safe Clean Water Program In The Watershed
5. Support The WASC Through Information Sharing

FOCUS AREA 1

1. UNDERSTAND THE COMMUNITY NEEDS IN THE WATERSHED

END GOALS (WHY WE ARE PURSUING THESE STRATEGIES)

The objective of the below strategies in this focus area is twofold:

1. For the Coordinators to get information to assist WASC members in their evaluation of project submissions; and
2. To enhance the Coordinators' ability to guide and assist project applicants.

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Meetings with Interested Parties	<p>The Coordinators will meet with Interested Parties throughout the year. The purpose of these meetings is to:</p> <ul style="list-style-type: none"> • Inform parties of the SCW program and the current projects in their vicinity; 	34 meetings



	<ul style="list-style-type: none"> • Share how community members can show support for projects; • Establish a relationship with them to facilitate greater connectivity and collaboration between interested parties and project teams; and • Gain insights surrounding community needs and priorities as well as barriers to engagement with the SCW Program 	
<p>B. Conduct a Community Needs Survey</p>	<p>The purpose of this short survey (which we will create in both English and Spanish) is for us to systematically consolidate insights gained through our meetings. It will allow us to pull out themes from these meetings to then share with the WASC.</p> <p>The survey will be distributed through three means:</p> <ol style="list-style-type: none"> 1. In our Interested Party meetings; 2. Via Interested Party email list serves and through their social media; and 3. At the community events we attend 	<p>1 survey instrument with approximately 5 questions.</p> <p>Quantity of responses contingent on Interested Parties agreeing to distribute the survey via their email list-serves/social media.</p>
<p>C. Attend Community Events</p>	<p>We will attend events such as neighborhood meetings, local workshops, or community cleanups throughout CSMB in order to cultivate an authentic understanding of community needs and priorities.</p>	<p>12 events attended</p> <p>Assumes 6 are in-person events and 6 are online/virtual events (ratio of in-person to virtual subject to change as events are announced).</p>
<p>D. Organize Community Visioning Workshops</p>	<p>We will hold community visioning workshops which may take the form of a community design charrette to educate the community on the key watersheds in their community and the opportunity or value of projects that capture, clean, and ensure safe water for everyone. We want to hear what are the issues that are important to the community and how the goals of SCW assist in addressing those needs.</p>	<p>Approximately 2 workshops</p>



FOCUS AREA 2

2. SOLICIT NEW PROJECTS

END GOALS (THE WHY)

To increase the number of project applications for the Technical Resource Programs and to support the delivery of high quality project concepts to the WASC for consideration.

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Distribute Information About the SCWP and its Technical Resources Program to Potential Applicants	We will give presentations or otherwise share information about the Technical Resources Program to potential project applicants, with a key focus on smaller cities who do not have representation in the WASC.	14 presentations
B. Attend Community Events	In addition to cultivating an understanding of community needs in the CSMB, we will also attend events that provide opportunities for us to solicit ideas for new project sites, partnerships and concepts.	See Deliverables description for 1C above.
C. Distribute Call For Project Press Release	We will develop and distribute a Round 4 call for projects press release in the watershed and to our contacts made in Task 1.	Press release sent to a minimum of 20 organisations



FOCUS AREA 3

3. SUPPORT CURRENT PROJECT APPLICANTS

END GOALS (THE WHY)

The purpose of the below strategies is to ensure that future project submittals fulfill all 6 goals of the SCWP. A key aspect of this focus is helping project applicants who may need more access to resources to apply for the Technical Resources Program.

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Catalog and Share Cost-Sharing Opportunities	<p>We will develop a grants and cost-share database for use as an aid for potential project applicants.</p> <p>We will issue four reports (one per quarter with suggestions) to showcase these resources found.</p>	<p>1 Database</p> <p>4 Quarterly reports</p>
B. Develop and Distribute a Community Outreach Toolkit	<p>We will create a toolkit for use by all project applicants to enhance the community engagement aspect of their submission. This will include best practices seen by Round 1-3 projects as well input from community organizations that we meet with.</p>	<p>1 Toolkit</p>
C. Provide Ongoing Community Outreach Guidance	<p>Coordinators will attend District meetings for projects in the TRP program and provide community outreach guidance to them.</p> <p>Additionally, we envision creating sustained relationships with other project applicant teams, providing ongoing feedback and recommendations as to how they can better encompass community priorities and help achieve the goals of the SCWP, on an as needed basis.</p>	<p>Assumes approximately 1 meeting attended per month and provide feedback/guidance on community engagement elements of all project plans</p>



FOCUS AREA 4

4. RAISE PUBLIC AWARENESS ABOUT THE SAFE CLEAN WATER PROGRAM

END GOALS (THE WHY)

The objective of the below strategies in this focus area is threefold:

1. To build awareness
2. To increase community engagement in projects
3. To gather information to help WASC members understand community needs

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
<p>A. Conduct Outreach at Community Events</p>	<p>We will conduct outreach at 4 community events in the watershed.</p> <p>The purpose of these outreach events is twofold:</p> <ol style="list-style-type: none"> 1. Inform and educate community members about the SCW Program; and 2. Gather insights about community needs, done in part via participation in a Community Needs Survey (developed under 1D). <p>Examples of the events that we are considering attending and tabling are in Appendix C.</p>	<p>4 Events .</p>



FOCUS AREA 5

5. SUPPORT THE WASC THROUGH INFORMATION SHARING

END GOALS (THE WHY)

The objective of the below strategies in this focus area is to communicate information learned in outreach to the WASC, so as to assist the members in their review of projects

STRATEGIES

STRATEGY	DESCRIPTION	DELIVERABLES
A. Monthly Updates at WASC Meetings	We plan to use WASC meetings to communicate our activities and progress across our five focus areas. We will also maintain databases that describe all projects in development that we are aware of, as well as cost-sharing resources we've identified. An updated cost-sharing database will be provided quarterly (see 3A above).	9 Meetings attended 6 Presentations Assumes approximately 1 WASC meeting per month between September 2021 - May 2022.
B. Monthly Collaboration Meetings between Watershed Coordinators	We will attend monthly meetings with all other watershed coordinators, during which time we will share resources developed, learnings from activities thus far and other opportunities for collaboration across Watershed Areas.	10 meetings attended/facilitated
C. Quarterly and Annual Reports	We will share our activities, progress and learnings to-date in four quarterly and one annual report.	4 Quarterly Reports 1 Annual Report



SECTION 5

CROSS-WATERSHED & PARTNERSHIP COLLABORATION





SGA Marketing & Heal The Bay Collaboration

SGA Marketing and Heal the Bay are the joint Watershed Coordinators for the Central Santa Monica Bay (CSMB) Watershed Area. Heal the Bay is also the sole Watershed Coordinator for the South Santa Monica Bay Watershed, and SGA is also the sole Watershed Coordinator for the Lower LA River Watershed Area. There will be close collaboration and resource sharing between SGA Marketing and Heal The Bay Coordinators and our respective support teams across these three Watershed Areas.

Neighboring Watersheds

Additionally, SGA and Heal the Bay have established relationships and identified opportunities for collaboration with the neighboring South Santa Monica Bay, Lower L.A. River, and the North Santa Monica Bay Watershed Area coordinators. The goal of this collaboration will be to ensure we are not duplicating efforts and sharing learnings, insights and resources whenever possible.

Collaboration with External Programs

SGA and Heal the Bay plan to establish collaborative relationships with external programs engaged in similar regional work, such as the Disadvantaged Community Involvement Program (DACIP), Enhanced Watershed Management Plan (EWMP), and WHAM committee. The aim of this collaboration will be to identify shared goals, streamline programmatic redundancies, and share information or resources and identify potential funding opportunities.



APPENDIX

APPENDIX A : FULL WATERSHED DESCRIPTION

The [Central Santa Monica Bay Watershed Area](#) is located on the western edge of Los Angeles County. It consists of the Pacific coast on the west, parts of the Santa Monica mountains to the north, and it stretches into part of Downtown LA to the east and part of El Segundo to the south. The Watershed Area drains to the Pacific Ocean and includes the Ballona Creek and Marina Del Rey sub-watersheds¹².

Cities that fall either entirely or partially within the boundaries of this Watershed Area include: Los Angeles, Santa Monica, Beverly Hills, Culver City, West Hollywood, Inglewood, and El Segundo.

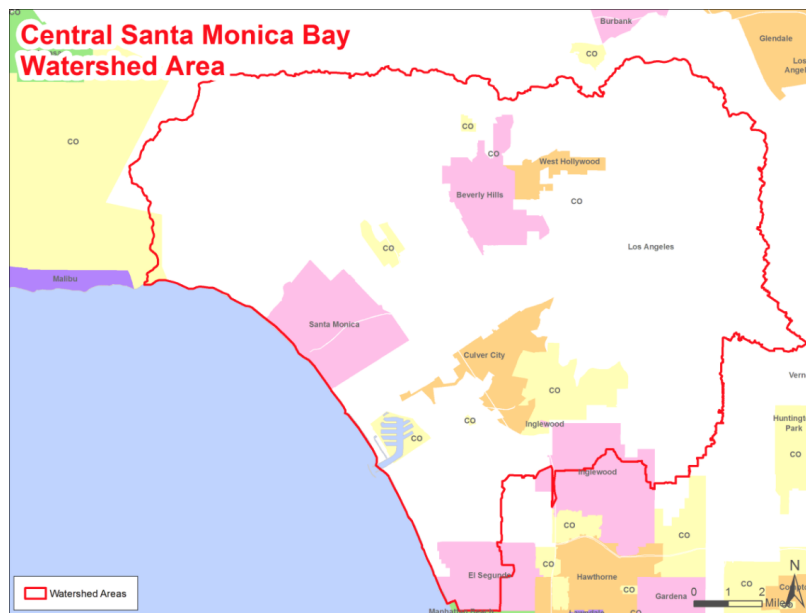


Figure A-1: CSMB Watershed Area Map

I. Land Acknowledgement

We recognize and acknowledge that the Central Santa Monica Bay Watershed Area is part of the traditional homelands occupied by the Gabrieleño/Tongva people, the Tongvetam, the Chumash, and the shared origins of cultural knowledge and sacred teachings to many other Southern California Indian people. We also acknowledge the Gabrieleño/Tongva and the Chumash as the traditional and contemporary custodians of the region along with the Tataviam and Micqanaqa'n peoples to the north.^{13,14}

¹² "Central Santa Monica Bay Watershed Area". Safe Clean Water Program.

¹³ Adapted from the CSULB Land Acknowledgement:

https://www.csulb.edu/sites/default/files/u69781/csulb_land_and_territorial_acknowledgments_fa002.pdf

¹⁴ <https://native-land.ca/>



II. Watershed Description Introduction

The Watershed Description is meant to inform the Watershed Coordinators' and the Watershed Area Steering Committee's (WASC's) understanding of key hydrologic and social characteristics of the Central Santa Monica Bay (CSMB) Watershed Area. Understanding this context will help to identify opportunities for outreach and project development in the rest of the Strategic Outreach and Engagement Plan.

Much of the information in this description comes from a few key Watershed Management Plans. The [Ballona Creek Enhanced Watershed Management Plan](#) (EWMP) covers the Ballona Creek Watershed, including Culver City, Beverly Hills, West Hollywood, parts of Inglewood, parts of LA City, and unincorporated LA County land (Figure A-2)¹⁵. The [Marina del Rey EWMP](#) area is primarily made up of unincorporated LA County land, as well as parts of LA City and Culver City (Figure A-3)¹⁶. The [Santa Monica Bay Jurisdictional Group 2 & 3 EWMP](#) (SMB J2 & J3 EWMP) covers Santa Monica, parts of El Segundo, parts of LA City, and LAX Airport (Figure A-4)¹⁷.

Additionally, the [South Bay Subregional Watershed Management Plan](#) (SB WMP) was created as a part the the LADWP's Integrated Regional Water Management Plan and covers an area stretching from the Santa Monica Mountains in the north to the Palos Verdes Peninsula in the south¹⁸.

¹⁵ "Ballona Creek EWMP". Ballona Creek Watershed Management Group. 2014.

¹⁶ "Marina del Rey EWMP". Marina del Rey Enhanced Watershed Management Program. 2018.

¹⁷ "Santa Monica Bay J2 & J3 EWMP". LACSF. 2018.

¹⁸ "South Bay Subregional Plan". LA County DPW. 2013.

Figure A-2. Ballona Creek WMP Area

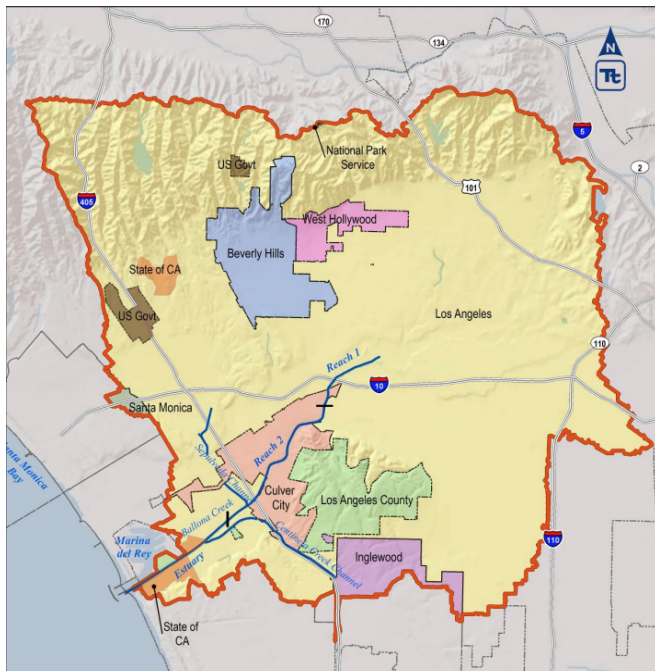
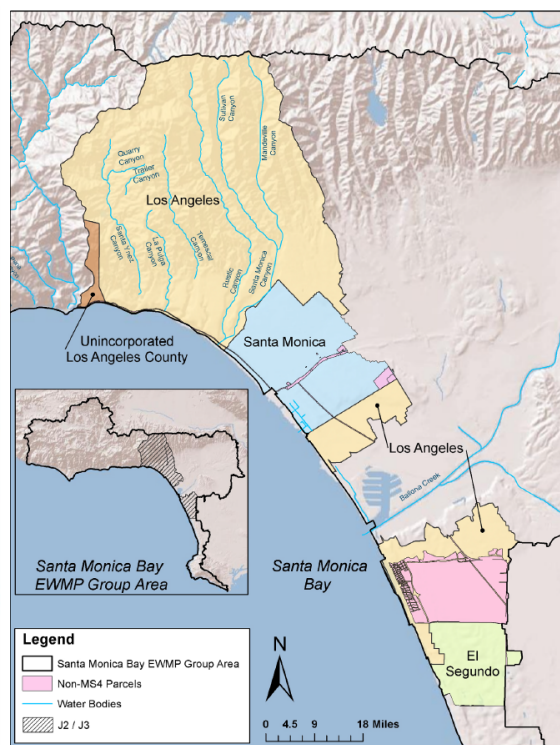


Figure A-3. Marina Del Rey WMP Area



Figure A-4. Santa Monica Bay J2 & J3 WMP Area





III. Key Hydrologic Features

A. Water Supply

The CSMB Watershed Area is in a [Mediterranean](#) climate zone and gets about 12 inches of rain a year¹⁹. [Local water resources](#) include groundwater, recycled water, water conservation, and water transfers. Water is imported through the California State Water Project (SWP), the Colorado River Aqueduct, and the Los Angeles Aqueduct²⁰.

B. Waterways, Water Bodies, and Flood Control Features

One of the key waterways and flood control features in the CSMB Watershed Area is Ballona Creek. It is [a nine-mile long flood protection channel](#)²¹. The area that it drains comprises the Ballona Creek Watershed, which stretches from the Santa Monica Mountains to the north, the Harbor Freeway (110) to the east, and the Baldwin Hills to the south. The Ballona Creek Watershed covers the majority of the Central Santa Monica Bay Watershed Area, including Beverly Hills, West Hollywood, Culver City, and parts of Los Angeles, Inglewood, and LA County.

The [major tributaries](#) to the Ballona Creek include Centinela Creek, Sepulveda Canyon Channel, Benedict Canyon Channel, and numerous storm drains. Much of this drainage network is controlled by structural flood control measures, including debris basis, storm drains, underground culverts, and open concrete channels²². Only a few natural stream channels remain, primarily in the Santa Monica Mountains.

Another subwatershed within the CSMB Watershed Area is the Marina del Rey Watershed. It is a tributary area served by a municipal separate storm sewer system that drains to the Marina del Rey Harbor. It includes the Venice Canals, Grand Canal, and Ballona Lagoon.

Additionally, in the northern part of the CSMB Watershed Area, several canyons convey runoff in the Santa Monica Mountains. These include Santa Ynez Canyon, Quarry Canyon, and Trailer Canyon (which comprise the Castle Rock subwatershed); La Pulga Canyon; Temescal Canyon; and Santa Monica Canyon, Rustic Canyon, Sullivan Canyon, and Mandeville Canyon Creek (which comprise the Santa Monica Canyon subwatershed).

[Groundwater basins](#) underlying the CSMB Watershed Area include the Santa Monica Basin, Hollywood Basin, Central Basin, and West Coast Basin²³.

C. Land Use Features

The geography can roughly be divided into coastal plain and Santa Monica Mountains (SB WMP). The majority of pervious surface area and open space is in the Santa Monica Mountains.

¹⁹ "South Bay Subregional Plan". LA County DPW. 2013.

²⁰ "South Bay Subregional Plan". LA County DPW. 2013.

²¹ "Ballona Creek Watershed". LA County DPW.

²² "Ballona Creek Watershed". LA County DPW.

²³ "South Bay Subregional Plan". LA County DPW. 2013.



The Ballona Creek Watershed's land use consists of 64% residential, 8% commercial, 4% industrial, and 17% open space. Approximately 49 percent of the Ballona Creek Watershed is covered with impervious surfaces²⁴. Although the CSMB Watershed Area covers a larger area than the Ballona Creek Watershed, this can be considered an approximation of the CSMB Watershed Area's land use²⁵.

In the Marina del Rey WMP Area, 96.1 percent of land is developed, and 3.9 percent of land is open space or vacant²⁶.

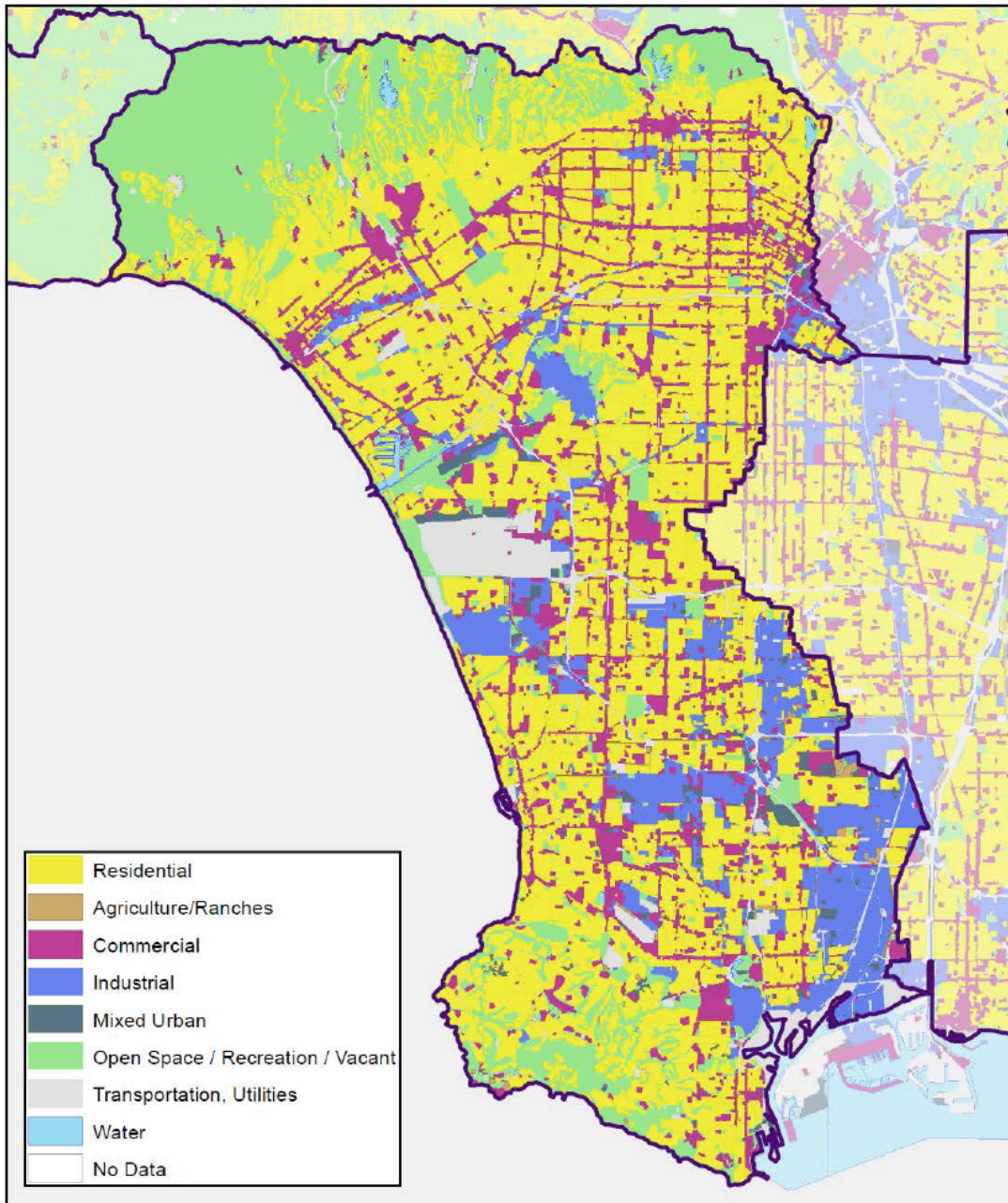
Figure A-5 shows land use in the South Bay Subregion, which includes the CSMB Watershed Area²⁷.

²⁴ "Ballona Creek EWMP". Ballona Creek Watershed Management Group. 2021.

²⁵ "Ballona Creek EWMP". Ballona Creek Watershed Management Group. 2014.

²⁶ "Marina del Rey EWMP". Marina del Rey Enhanced Watershed Management Program. 2021.

²⁷ "South Bay Subregional Plan" Figure 13. LA County DPW. 2013.



Sources: Cal-Atlas, LACDPW

Land Use
South Bay
Subregional Plan

Figure A-5. South Bay Subregion Land Use



D. Key Water Quality Issues

The following water bodies in the CSMB Watershed Area are prone to the listed pollutants²⁸:

- Ballona Creek, Ballona Estuary, and Sepulveda Channel: Trash, Copper, Lead, Selenium, Zinc, Toxicity from stormwater runoff and groundwater discharge. Coliform Bacteria, Enteric Viruses from stormwater runoff and natural sources such as waterfowl
- Ballona Creek Estuary: Cadmium, Copper, Lead, Silver, Zinc, PAHs PCBs, Chlordane, DDT, Sediment Toxicity, Bacteria
- Ballona Creek Wetlands: Trash, Exotic Vegetation, Habitat Alterations, Hydromodification, Reduced Tidal Flushing
- Marina Del Rey Harbor: Toxics from urban stormwater, marine sediments, and airborne particles
- Marina Del Rey Mother's Beach and Back Basins: Bacteria from urban runoff, waste disposal from boats, restaurant washouts, and natural sources
- Santa Monica Bay:
 - A. Debris from litter discarded into channels, lakes, beaches and ocean
 - B. DDTs and PCBs from sediments, Hyperion, JWPCP dewatering from contaminated sites, dewatering from construction projects, runoff
- Santa Monica Bay Beaches: Bacteria from residential, commercial, industrial, and agricultural runoff during wet weather. Sanitary sewer and sewage plant overflows and urban runoff during dry weather

²⁸ "South Bay Subregional Plan" Section 2.5. LA County DPW. 2013.

IV. Key Social Features

A. Population Demographics

The CSMB Watershed Area has a population of 1,757,708.

The CSMB Watershed Area is diverse, ranging from high income areas in the Santa Monica Mountains, Beverly Hills and the coast, to low-income areas and disadvantaged communities in some parts of Los Angeles, Inglewood, and Culver City and along Interstates 10 and 405. The area is also racially diverse. It has a 35.9% Non-Hispanic White population, a 35.8% Hispanic or Latino population, a 11.9% Black or African American population.

22% of the area is considered a disadvantaged community. The median household income in the whole CSMB Watershed Area is 49,352.

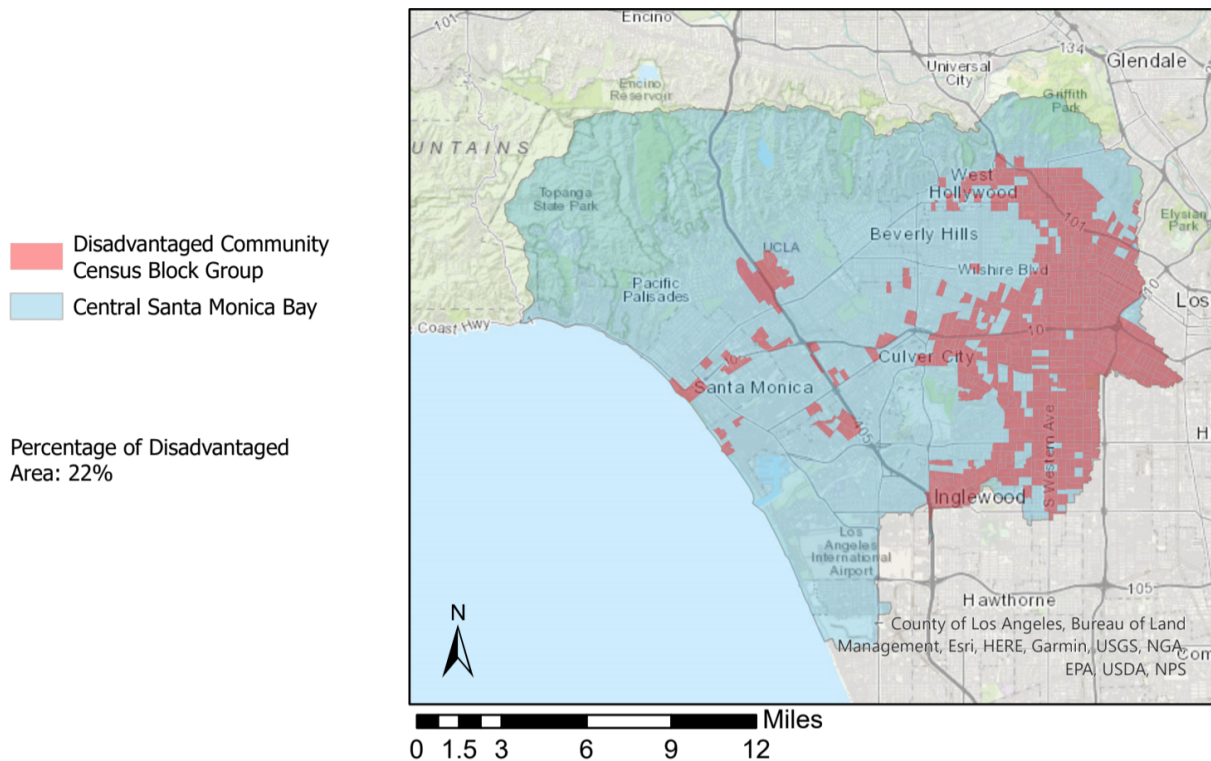


Figure A-6. DACs in CSMB Watershed Area

Median Household Income (2014)

- 0 - 38125
- 38125 - 60278
- 60278 - 90114
- 90114 - 141161
- 141161 - 241528

Median Household Income for Entire Watershed Area: 49,352

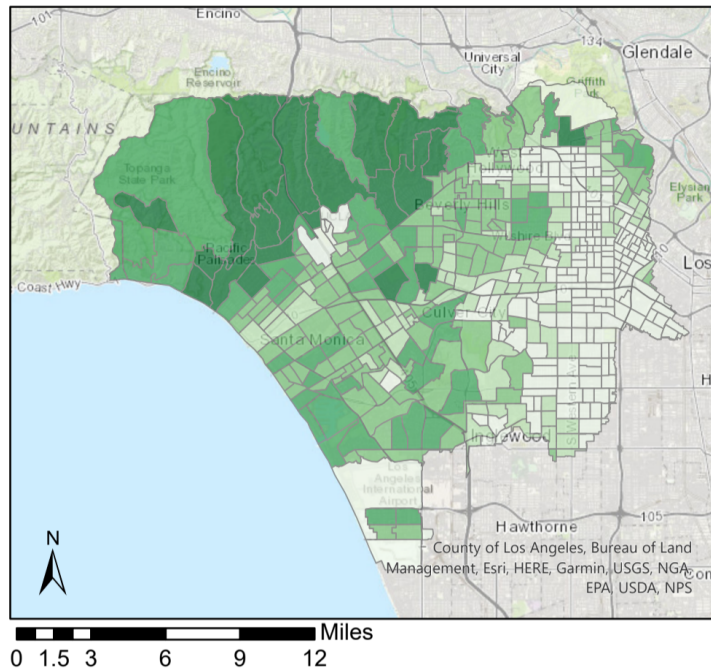


Figure A-7. Household Income in CSMB Watershed Area

Race

- Non-Hispanic White Population
- Hispanic or Latino Population
- Black or African American Population
- Asian Population
- American Indian and Alaska Native Population
- Two or More Races Population
- Native Hawaiian and Other Pacific Islander Population
- Some Other Race Population

Strength of predominance

- 0 - 13
- 13 - 97
- 97 - 100

Population:

- 35.9% Non-Hispanic White
- 35.8% Hispanic or Latino
- 11.9% Black or African American
- 3.7% Other

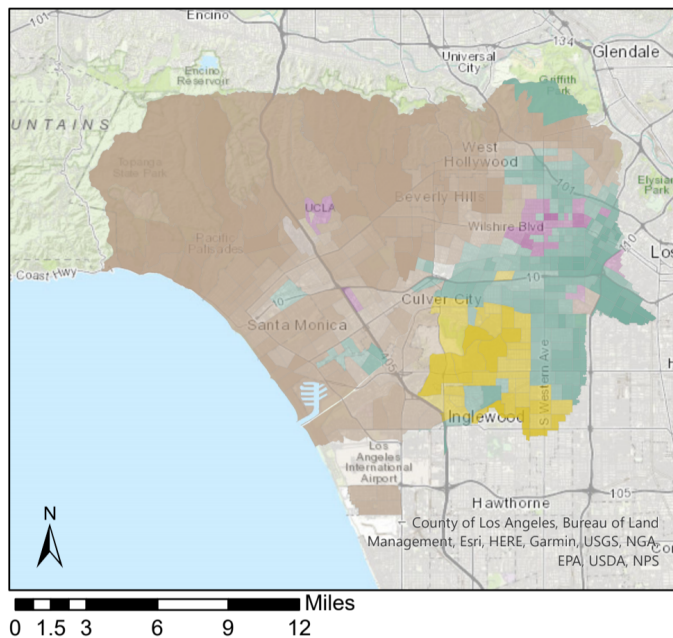


Figure A-8. Race in CSMB Watershed Area



B. Commute and Migration Patterns

Cities such as Los Angeles, El Segundo, Beverly Hills, and Santa Monica tend to have a net increase in people during the day, suggesting that people commonly commute into the cities for work. According to [2005 US Census data](#), LA's population increases by 3.46% during the day, El Segundo's increases by 287.8% during the day, Beverly Hills's increases 102.7%, and Santa Monica's increases 50.6%²⁹.

C. Environmental Justice Issues

The figure below shows the CalEnviroScreen index by census tract in the CSMB Watershed Area. The [CalEnviroScreen index](#) combines 20 indicators of pollution exposure, environmental harms, socioeconomic factors, and population vulnerabilities. The higher the score, the higher the pollution burden and vulnerability of that census tract³⁰. As can be seen, the areas with the highest pollution burden and vulnerability correspond with the lowest income areas. In addition to the documented environmental justice data, according to the L.A. County Public Health [Key Indicators of Health by Service Planning Area report](#)³¹, 91% of residents in the Central Santa Santa Monica represented by Service Planning Areas (SPAs) 4, 5, and 6 surveyed expressed concerns about heat waves, drought and water shortages due to climate change.

²⁹ "Census shows day and night populations". L.A. Biz. 2005.

³⁰ "CalEnviroScreen 3.0 Factsheet". CalEPA.

³¹ "Key Indicators of Health" L.A. County Dept. of Public Health 2017

CalEnviroScreen 3.0 Results

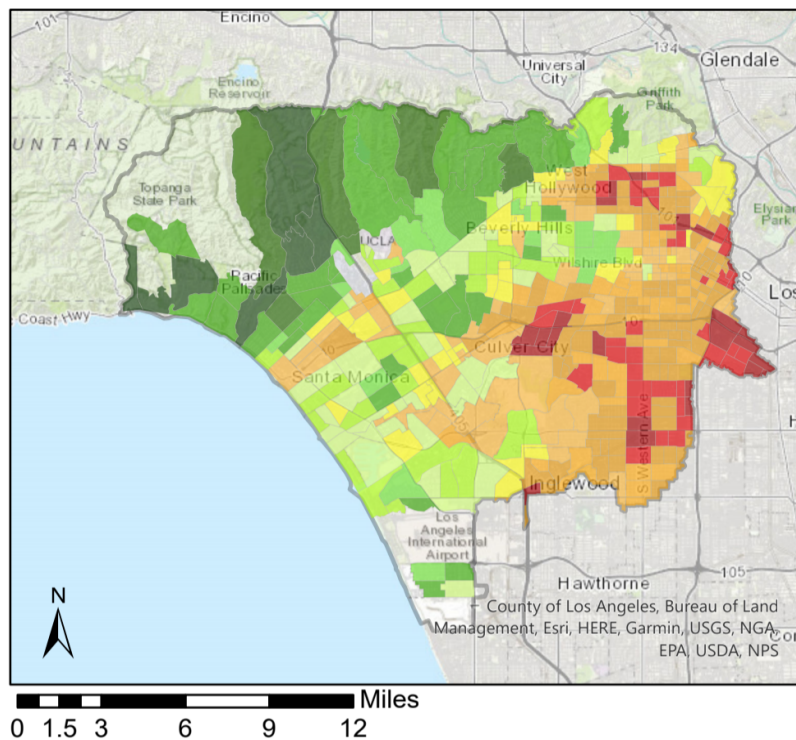
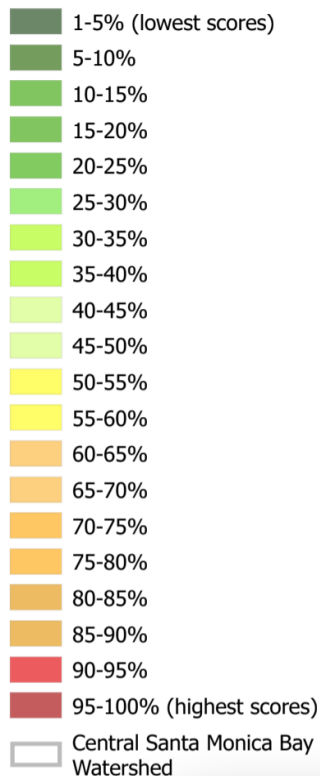


Figure A-9. CalEnviroScreen Index by Census Tract

V. Opportunities for Community Investment Benefit

One of the primary goals of the Safe, Clean Water Program (SCWP) is to fund projects for everyone - in other words, projects that create community benefits as well as water quality and water conservation benefits. These community benefits include flood management, enhancing habitat and wetlands, increasing public access to waterways, creating new recreational opportunities, enhancing green spaces at schools, reducing local heat islands, and increasing vegetation and tree cover.

A. Flood Management and Habitat Enhancement

According to the [2004 Ballona Creek WMP](#), “Historically, Ballona Creek met the Pacific Ocean in a mosaic of marine tidal channels and lagoons, coastal dunes, brackish pools, perennial riparian habitat, freshwater marshes, and dry upland areas”³². However, since the 1800s it has become highly developed, reducing its natural stormwater capture capacity and habitat availability.

³² “Ballona Creek Watershed Management Plan” Ch. 2. Ballona Creek Watershed Task Force. 2004.



Now, most of the drainage is controlled by structural flood control measures such as debris basins, storm drains, underground culverts, and open concrete channels. Currently, Ballona Creek is designed to discharge approximately 71,400 cubic feet per second into Santa Monica Bay from a 50-year frequency storm event.

Additionally, natural habitat in the area is limited and disconnected. Natural riparian and wetland habitats that still exist include the restored Ballona [Freshwater Marsh](#) which takes in stormwater runoff from Playa Vista and the Jefferson Drain³³. The only remaining tidal lagoons are the Ballona Lagoon and Del Rey Lagoons. Both freshwater and tidal wetlands provide many benefits, including protecting the coast from erosion, providing wildlife habitat, and filtering out pollutants from runoff that reaches the coast.

Remaining inland natural areas include portions of Griffith Park, Runyon Canyon Park, portions of Laurel Canyon Park and Beverly Glen Park, portions of Baldwin Hills, the Santa Monica Mountains National Recreation Area, and undeveloped areas of Hollywood and Stone Canyon Reservoirs.

[Significant ecological areas](#) and environmentally sensitive habitats include El Segundo Dunes, Griffith Park, and Temescal Rustic Sullivan Canyons³⁴.

B. Increasing Recreational Opportunities and Public Access to Waterways

The majority of open space and park areas in the CSMB Watershed Area are in the Santa Monica Mountains, such as Topanga State Park and Griffith Park. Beaches on the coast also offer recreational opportunities. Open space and park area tends to be more abundant in higher-income areas. The low-income areas are further from large open space areas in the Santa Monica Mountains and have fewer park acres available per person.

This is illustrated in park data from Los Angeles City, which makes up a large portion of the CSMB Watershed Area. According to the Trust for Public Land's [2021 ParkScore](#), 64% of LA's population lives within a 10 minute's walk from a park. 69% of low-income residents live within a 10-minute walk from a park while 57% of high-income residents live within a 10-minute walk from a park. However, they found that "residents in low-income neighborhoods have access to 24% less park space per person than the city median and 70% less than those in high-income neighborhoods." Additionally, "residents in neighborhoods of color have access to 13% less park space per person than the city median and 66% less than those in white neighborhoods" as shown in the figure below³⁵.

³³ "Freshwater Marsh". Friends of Ballona Wetlands.

³⁴ "South Bay Subregional Plan" Section 2.5. LA County DPW. 2013.

³⁵ "Los Angeles, CA 2021 ParkScore". Trust for Public Land. 2021.

PARK SPACE PER PERSON BY RACE/ETHNICITY RELATIVE TO CITY MEDIAN ⓘ

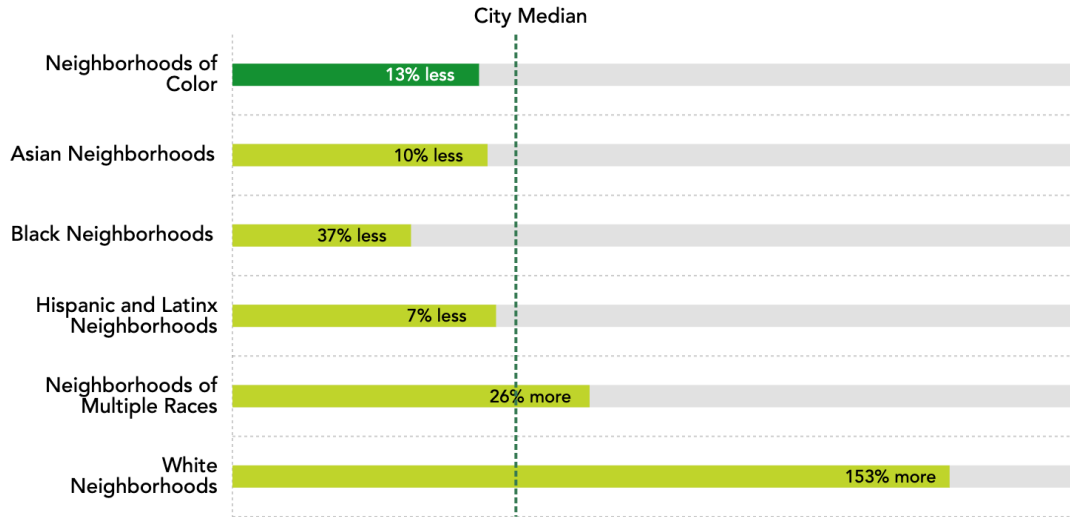


Figure A-10. ParkScore 2021 Park Space Per Person in Los Angeles



The following table shows the number of parks, park acres, park density, and park acres per 1,000 people for each city in the CSMB Watershed Area. The data is calculated from city websites and [LA County's Parks & Recreation Needs Assessment](#)³⁶.

Table A-1. Park Acres Per Person By City in CSMB Watershed Area

City	# Parks	Park Acres	% of city area used for parks	Population	Park Acres Per 1,000 People	Median Household Income
Los Angeles	566	37,295	11.58	3,967,000	9.401	62,142
Santa Monica	32	134	2.49	91,577	1.463	96,570
Beverly Hills	13	64.3	1.76	34,186	1.881	106,936
Culver City	18	101.2	3.08	39,169	2.584	95,044
West Hollywood	7	21.3	1.76	36,450	0.584	74,044
Inglewood	10	88	1.51	109,613	0.803	54,400
El Segundo	15	46	5.48	16,731	2.749	109,577

[LA County's Parks & Recreation Needs Assessment](#) report is an additional resource that includes a map depicting high and low park needs across the county³⁷. Figure A-11 is from the SB WMP and depicts open space and urban parks in the South Bay Subregion, which includes the CSMB Watershed Area³⁸.

³⁶ "Los Angeles Countywide Comprehensive Parks & Recreation Needs Assessment". LA County Department of Parks and Recreation. May 2016.

³⁷ "Los Angeles Countywide Comprehensive Parks & Recreation Needs Assessment". LA County Department of Parks and Recreation. May 2016.

³⁸ "South Bay Subregional Plan" Figure 12. LA County DPW. 2013.

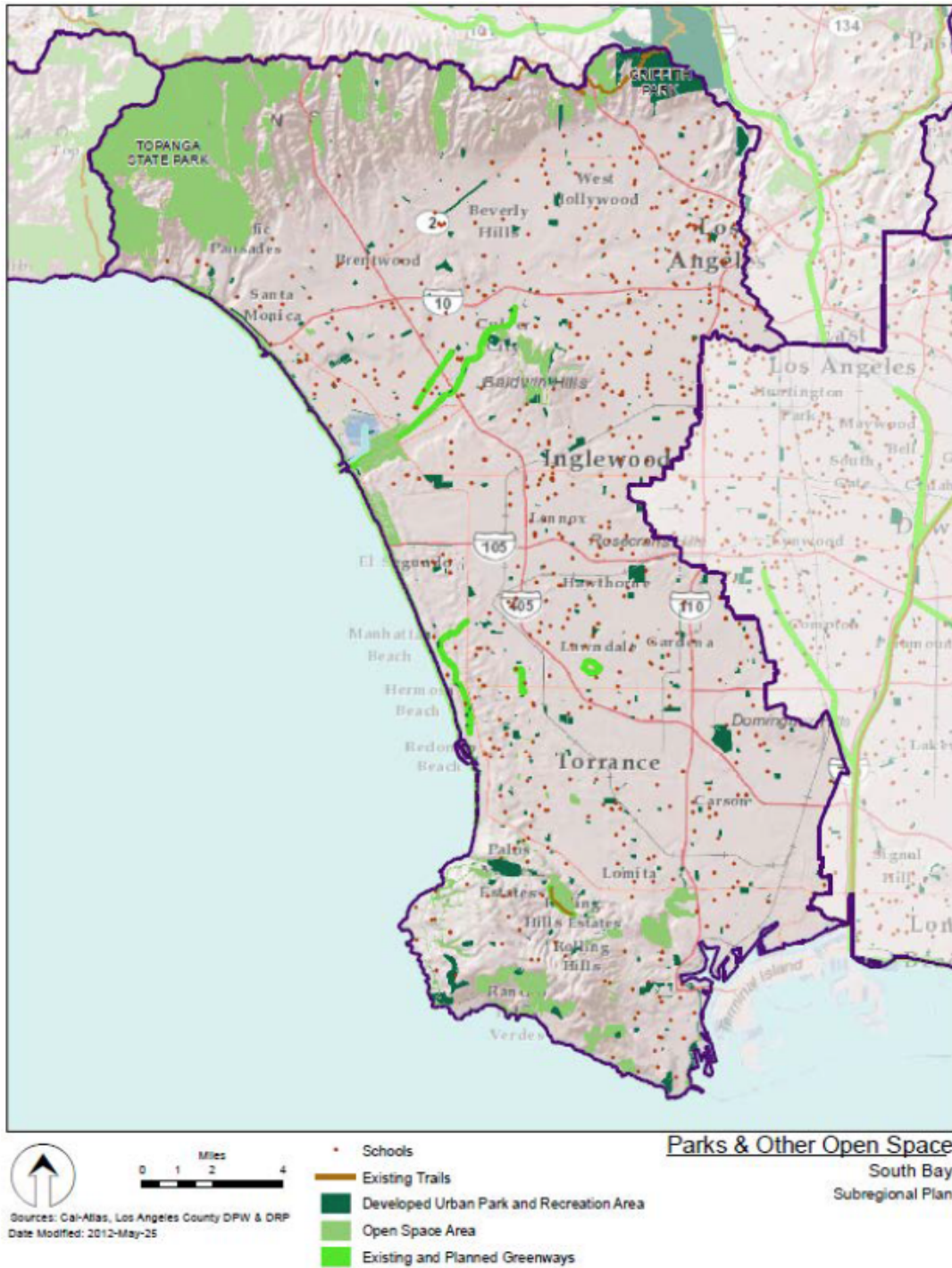


Figure A-11. Parks and Open Space in the South Bay Subregion

C. Reducing Local Heat Islands and Increasing Tree Cover

The urban heat island effect occurs when decreased vegetation and increased concrete and asphalt area causes increased temperatures in urban areas. Because parts of the CSMB Watershed Area are highly developed, it experiences a strong urban heat island effect.

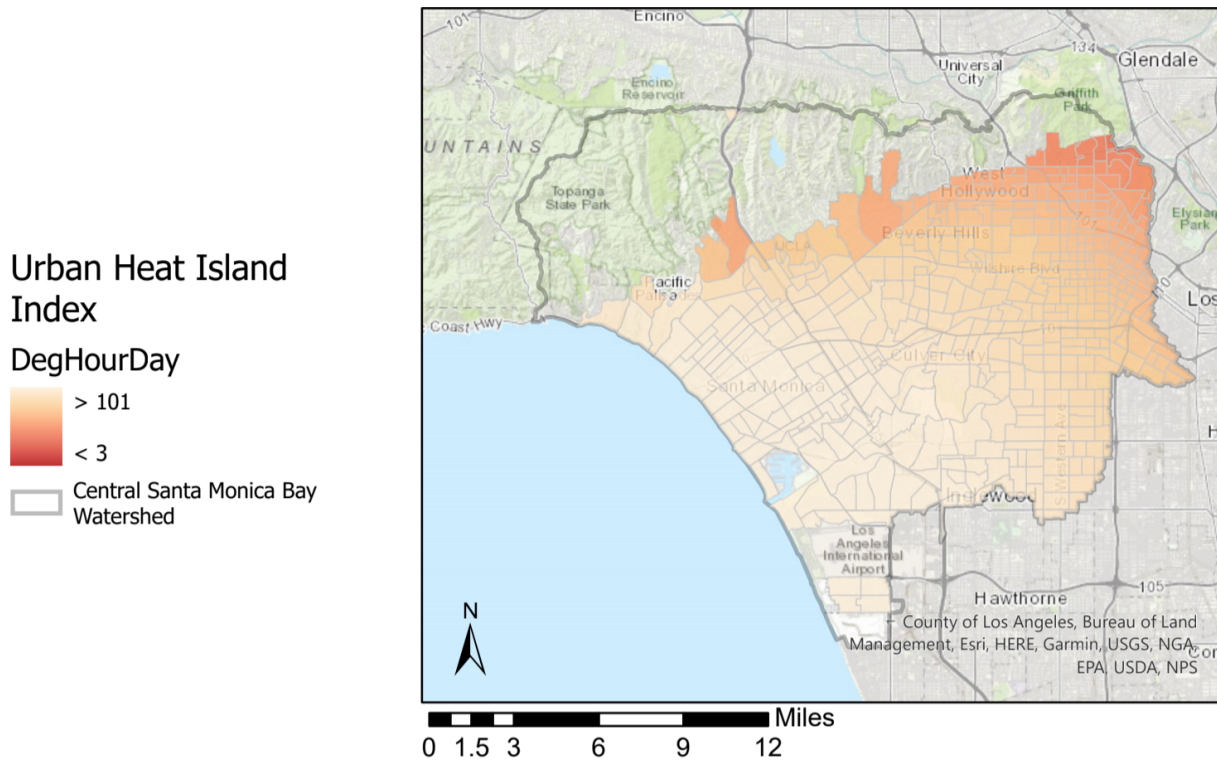


Figure A-12: Urban Heat Island Index

There are opportunities to create habitat, provide shade, and reduce temperatures by increasing vegetation and tree cover. [The LA County Tree Canopy Map](#) created by the non-profit [Tree People](#) shows tree cover, vegetation, and potential tree cover in the rest of the Watershed Area³⁹.

The Santa Monica Mountains and Beverly Hills have the densest tree cover, ranging from 45 to 68% coverage. Santa Monica, Culver City, and West Hollywood have 17 to 24% tree canopy cover. The areas of Los Angeles to the southeast of the Watershed Area and in Inglewood have the lowest tree canopy cover ranging from 7.5 to 24% coverage. The areas with the highest potential for additional tree cover are the Santa Monica Mountains, Marina del Rey, and parts of El Segundo and Inglewood.

³⁹ "Los Angeles County Tree Canopy Advanced Viewer". Tree People.
<https://lmu-la.maps.arcgis.com/apps/MapSeries/index.html?appid=8d77f677faba40ce9f51d98e9a3196aa>



VI. Water Management Plans Pertaining to the CSMB Watershed

Together, the following three Watershed Management Plans cover the CSMB Watershed Area:

- A. [Ballona Creek Watershed Management Plan](#) (2014)
- B. [Santa Monica Bay J2 & J3 Enhanced Watershed Management Plan](#) (2021)
- C. [Marina Del Rey Watershed Management Plan](#) (2015)

Additional WMPs pertaining to the region include:

- A. Greater Los Angeles County Region [IRWMP](#), which includes the [South Bay Subregional Water Management Plan](#) (2013)
- B. [City of Santa Monica Urban Watershed Management Plan](#) (2015)
- C. [City of Santa Monica Airport Watershed Management Project](#) (2008)
- D. [City of Beverly Hills Urban Water Management Plan](#) (2010)
- E. [LAX Stormwater Pollution Prevention Plan](#) (2018)
- F. [Santa Monica Watershed Management Plan](#) (2006)



APPENDIX B: INTERESTED PARTIES LIST

NGOs and Environmental Organizations

47 entities

Community Organizations, NGOs, & Environmental Organizations			
Name/Entity	Category	Description	Projects Submitted
Baldwin Hills Conservancy	Conservancy	Mission is to acquire open space and manage public lands within the Baldwin Hills area and to provide recreation, restoration and protection of wildlife habitat. Provides local assistance funding.	
Community Services Unlimited	NGO	Works towards building sustainable, self-reliant communities, including food accessibility and garden programs.	
Communities for a Better Environment	NGO	Statewide grassroots environmental justice organization with presence in LA county.	
SCOPE Los Angeles	NGO	Works to build "grassroots power to create social and economic justice for low-income, immigrant, woman, femme, black, and brown communities in Los Angeles." Works on environmental justice and greenspace advocacy.	
The Solutions Project	NGO	Supports "climate changemakers" with grants and media promotion.	
Liberty Hill	NGO	Social justice organization working on environmental justice and ensuring greenspaces for disadvantaged communities in LA.	
Los Angeles Audubon Society	NGO	Works on conservation, wildlife habitat, and protecting birds in the LA area through education and advocacy.	
Surfrider Foundation LA Chapter	NGO	Works to protect the ocean and beaches through education and advocacy.	
Name/Entity	Category	Description	Projects Submitted



The Bay Foundation	NGO	Works with stakeholders, government, and nonprofits to restore and enhance Santa Monica Bay and local coastal waters.	
Ballona Creek Renaissance	NGO	Works on "facilitating the long-term renewal of Ballona Creek and its watershed."	
LA Waterkeeper	NGO	Advocacy group that works to "to eliminate pollution, achieve ecosystem health for our waterways and secure a resilient, multi-benefit, low-carbon water supply to the region."	
Council for Watershed Health	NGO	Works to advance the health and sustainability of our region's watersheds, rivers, streams and habitat - both in natural areas and urban neighborhoods. Works on LA River Watershed monitoring and watershed coordination. Created RedesignLA website to provide resources for SCWP participants.	
Tree People	NGO	Engages in community outreach, education, forestry, park & trail stewardship, and policy research to create a safe, healthy, and sustainable urban environment.	
Lot to Spot	NGO	"Non-profit organization dedicated to improving blighted, urban neighborhoods in the greater Los Angeles area one vacant space at a time."	
SLATE-Z	NGO	Works in Vernon-Central, South Park, Florence, Exposition Park, Vermont Square, Leimert Park, and Baldwin Hills Crenshaw for better transportation, education, jobs, and public safety.	
Koreatown Youth and Community Center	NGO	Committed to making Koreatown a safe and beautiful place to live and work.	
Los Angeles Neighborhood Land Trust	NGO	Works to increase access to green space for communities of color.	
Name/Entity	Category	Description	Projects Submitted
Social Justice	NGO	Educates and empowers youth and	



Learning Institute		community members to create social change. Based in Inglewood, CA and does work throughout CA.	
Our Water LA	NGO	A "coalition of community leaders and organizations from across Los Angeles County united to create a strong water future for Los Angeles."	
Investing in Place	NGO	Advocates for transportation to build healthy communities.	
7th Generation Advisors	NGO	Provides expertise on and partners with nonprofits, government, and stakeholders on creating sustainability solutions. Has helped provide letters of support, and is a partner on the Edward Vincent Jr Park project in Inglewood.	
Groundwater Resources Association of California	NGO	Works for sustainable groundwater for all through education, technical leadership, and advocacy.	
California Greenworks Inc	NGO	Works on greening neighborhoods.	Hayden Tract Lower Ballona Creek Green BMPs and Landscape Improvement Project (FY21-22) Blackwelder Tract Lower Ballona Creek Green BMPs and Landscape Improvement Project (FY21-22)
Sierra Club Angeles Chapter	NGO	Advocates for climate action and conservation. Has a Long Beach group and a Rio Hondo group.	
Theodore Payne Foundation	NGO	Educates about and promotes native vegetation in Southern California.	
Trust for Public Land	NGO	Protects and restores natural spaces by collaborating with communities to plan, design, and create parks, playgrounds, gardens, and trails.	
Name/Entity	Category	Description	Projects Submitted
Prevention	NGO	Works to build prevention and health equity	



Institute		into key policies and actions at the federal, state, local, and organizational level. Was involved with the LA River Revitalization Plan. Is a national organization with an office in LA.	
Ladera Heights Civic Association	NGO	Works "to help keep a great quality of life" for residents of the unincorporated community of Ladera Heights. Holds community meetings and events.	
United Homeowners Association II	NGO	Works to "to represent and advocate for all residents of unincorporated communities of Windsor Hills, View Park and View Heights." Has a land use and development committee.	
American Indian Community Council	NGO	Serves as a centralized hub for resources to the Los Angeles County American Indian/Alaska Native Community. Promotes health, wellness, and community involvement	
Sacred Places Institute for Indigenous People	NGO	Indigenous-led, community-based organization located in the ancestral homelands of the Tongva People in Los Angeles.	
LA Community Action Network	NGO	LA CAN's constituency consists of extremely low-income and homeless people, primarily those living in Downtown LA and South Central LA. It works to uplift the voices of those dealing with poverty.	
Westside Food Bank	NGO	Food bank that serves west LA County.	
Jewish Family Service LA	NGO	A community services center, including a food pantry, mental health services, and educational services.	
World Harvest LA	NGO	Food bank.	
LA Community Garden Council	NGO	Partners with and offers resources to 42 community gardens across LA County.	
Garden School Foundation	NGO	Provides garden based education to Title I schools in LA.	
Name/Entity	Category	Description	Projects Submitted
SEE- LA	NGO	Supports food access in South L.A. and	



		beyond through Farmers' markets	
Community Coalition	NGO	A NGO focused on a range of issues in South L.A.	
Seeds of Hope	Religious Community	A ministry of the Episcopal Diocese of Los Angeles which seeks to cultivate wellness by providing garden-based nutrition education and working with congregations, communities, and schools, to transform unused land into productive gardens and orchards across the county.	
Windsor-View Hills Facebook Group	Community Group	A Facebook group for residents of the unincorporated community of Windsor-View Hills.	
First Unitarian Church of LA	Religious Community	Unitarian Universalist Church	
Unitarian Universalist Community Church of Santa Monica	Religious Community	Unitarian Universalist Church	
Culver Community Church	Religious Community	Christian Church	
Inglewood Community Church	Religious Community	Christian Church	
Islamic Center of Southern California	Religious Community	An Islamic center that works "to practice and share the values of Islam by providing religious, educational and recreational facilities for members of the public."	
Westside Jewish Community Center	Religious Community	Jewish community center	



City and County Elected Officials

60 Entities

City and County Elected Officials		
Name	Position	City
Ned E Davis	Westlake Councilmember	Westlake Village
Brad Halpern	Westlake Councilmember	Westlake Village
Kelly Honig	Westlake Councilmember	Westlake Village
Susan McSweeney	Westlake Mayor	Westlake Village
Ray Pearl	Westlake Councilmember	Westlake Village
Denis Weber	Agoura Hills Mayor	Agoura Hills
Deborah Klein Lopez	Agoura Hills Mayor Pro Tem	Agoura Hills
Chris Anstead	Agoura Hills Councilmember	Agoura Hills
Illece Buckley Weber	Agoura Hills Councilmember	Agoura Hills
Linda L Northrup	Agoura Hills Councilmember	Agoura Hills
James Robert Bozajian	Calabasas Mayor	Calabasas
Mary Sue Maurer	Calabasas Mayor Pro Tem	Calabasas
Peter Kraut	Calabasas Councilmember	Calabasas
David J Shapiro	Calabasas Councilmember	Calabasas
Alicia Weintraub	Calabasas Councilmember	Calabasas
Gleam Davis	Former Mayor, city council since 2009 working with local community schools	Santa Monica
Phil Brock	Councilmember since 2020.	Santa Monica
Christine Parra	Councilmember since 2020.	Santa Monica
Kevin McKeown	Councilmember since 1998.	Santa Monica
Sue Himmelrich	Mayor, Councilmember since 2014.	Santa Monica
Kristin McCowan	Councilmember since 2020.	Santa Monica
Oscar de la Torre	Councilmember since 2020.	Santa Monica
Matthew Wersinger	President of Marina Del Rey Neighborhood Council	Marina Del Rey
Eric Desobe	Vice President of Marina Del Rey	Marina Del Rey
Melissa Aczon	Secretary of Marina Del Rey	Marina Del Rey
Daniel Perez	Treasurer of Marina Del Rey	Marina Del Rey



Name	Position	City
Monica Franklin	Communications Officer of Marina Del Rey	Marina Del Rey
Doug Barish	Land Use Officer of Marina Del Rey	Marina Del Rey
Alex Fisch	Mayor of Culver City	Culver City
Goran Eriksson	Culver City Councilmember	Culver City
Daniel Lee	Vice Mayor of Culver City	Culver City
Albert Vera	Culver City Councilmember	Culver City
Yasmine-Imani McMorrin	Culver City Councilmember	Culver City
Bob Wunderlich	Beverly Hills Mayor	Beverly Hills
Lili Bosse	Beverly Hills Vice Mayor	Beverly Hills
John A Mirisch	Beverly Hills Councilmember	Beverly Hills
Julian A Gold	Beverly Hills Councilmember	Beverly Hills
Lester Friedman	Beverly Hills Councilmember	Beverly Hills
Lindsey P Horvath	West Hollywood Mayor	West Hollywood
Lauren Meister	West Hollywood Mayor Pro Tem	West Hollywood
John D'Amico	West Hollywood Councilmember	West Hollywood
John M Erickson	West Hollywood Councilmember	West Hollywood
Sepi Shyne	West Hollywood Councilmember	West Hollywood
Drew Boyles	El Segundo Mayor	El Segundo
Chris Pimentel	Mayor Pro Tem	El Segundo
Carol Pirsztuk	Councilmember	El Segundo
Scot Nicol	Councilmember	El Segundo
Lance Giroux	Councilmember	El Segundo
Tracy Sherill Weaver	City Clerk	El Segundo
Matthew Robinson	City Treasurer	El Segundo
Paula Gerez	President of Playa Vista Neighborhood Council	Playa Vista
Michele Cooley-Strickland	Vice President of Playa Vista	Playa Vista
Geoff Maleman	Recording Secretary	Playa Vista
Garrett Smith	Corresponding Secretary	Playa Vista
Brian Lockwood	Treasurer of Playa Vista	Playa Vista
Hlda L. Solis	Supervisor	Unincorporated
Holly J. Mitchell	Supervisor	Unincorporated



Name	Position	City
Sheila Kuehl	Supervisor	Unincorporated
Janice Hahn	Supervisor	Unincorporated
Kathryn Barger	Supervisor	Unincorporated

City and County Governments

37 Entities

City and County Governments			
Name/Entity	Category	Description	Projects Submitted
City of Los Angeles Public Works	City	Responsible for the design, construction, renovation and operation of public projects ranging from bridges to wastewater treatment plants and libraries; curbside collection and graffiti removal; and maintenance of streets, sidewalks, sewers, streetlights and street trees.	MacArthur Lake Rehabilitation Project (FY20-21) Ballona Creek TMDL Project (FY21-22) Imperial Highway Sunken Median (FY20-21) Rustic Canyon Landscaping And Accessibility Project (FY21-22) Poinsettia Neighborhood Greening Project (FY21-22) Historic South Central Neighborhood Greening Project (FY21-22) Martin Luther King Jr. Neighborhood Greening Project (FY21-22)
City of Los Angeles Neighborhood Councils	City	Advisory bodies that advocate with City Hall on issues like homelessness, housing, land use, emergency preparedness, public safety, parks, transportation, and sustainability.	
City of Los Angeles Parks and Recreation	City	Oversees the city's parks and recreation.	
Name/Entity	Category	Description	Projects Submitted



City of Los Angeles Department of Water and Power	City	Delivers water and electricity to 4 million residents and businesses in Los Angeles.	
City of Los Angeles City Planning	City	Oversees city planning.	
City of Los Angeles	City		
City of Santa Monica Parks and Recreation	City	Oversees the city's parks and recreation, including some community gardens.	
City of Santa Monica Community Development Department	City	Oversees community development issues, including zoning, permitting, transportation, plans & projects, economic development, and farmers markets.	
City of Santa Monica Public Works	City	Provides essential services to the community that includes water supply production, treatment, and collection; wastewater and storm water collection; and collection and proper management of recoverable material resources including recycling of solid materials and household hazardous materials.	Sustainable Water Infrastructure Project (FY20-21)
City of Beverly Hills Public Work	City	Oversees infrastructure such as traffic and street lights, sidewalks, streets, the stormwater system, City facilities, parks, and trees. Also oversees the City's Sustainable Living program.	Beverly Hills Burton Way Green Street and Water Efficient Landscape Project (FY20-21)
City of Beverly Hills Community Development Department	City	Oversees city planning and community preservation.	
City of Beverly Hills Parks and Recreation	City	Oversees the City's parks and recreation.	
Name/Entity	Category	Description	Projects Submitted
City of Culver	City	Oversees city planning, permits, and city	



Planning Department		projects.	
City of Culver City Parks and Recreation	City	Oversees the City's parks and recreation.	
City of Culver Public works	City	Oversees construction, maintenance, and city infrastructure, as well as a wide range of public services.	Washington Boulevard Stormwater and Urban Runoff Diversion (FY20-21) Culver City Mesmer Low Flow Diversion (FY20-21) Syd Kronenthal Park Stormwater Capture Project (FY21-22) Culver Boulevard SW and Road Realignment Project (FY21-22)
City of West Hollywood Planning and Development Services	City	Oversees city planning.	
City of West Hollywood Public Works	City	Oversees improvement projects, mobility, infrastructure in the public right-of-way, and environmental services.	
City of West Hollywood Facilities and Recreation Department	City	Oversees the City's facilities and recreation, including street maintenance and street tree maintenance, care and planting.	
City of Inglewood Public Works	City	Oversees water, sewers, storm drains, city maintenance.	
City of Inglewood Economic and Community Development	City	Oversees city planning and economic development.	
Name/Entity	Category	Description	Projects Submitted
City of Inglewood	City	Oversees the City's parks and recreation.	



Parks and Rec			
City of El Segundo Public Works	City	Oversees the City's solid waste processing, parks, water, streets, and engineering divisions.	
City of El Segundo Parks and Rec	City	Oversees the City's parks and recreation.	
City of El Segundo Development Services	City	Oversees city planning.	
LA Metro	City Agency	Offers transportation throughout LA County.	Active Transportation Rail to River Corridor Project - Segment A (FY20-21)
Los Angeles Homeless Services Authority	County Commission	Works towards solutions to homelessness in LA County. Is governed by a board appointed by LA County and the City of LA.	
California American Water Company	Company	Investor-owned water utility.	
Golden State Water Company	Company	Investor-owned water utility.	
Los Angeles County Sanitation Districts	County	A public agency focused on converting waste into resources like recycled water, energy and recycled materials.	
LA County Flood Control District	County	Provides flood protection, water conservation, recreation, and aesthetic enhancement. Is the agency that administers the SCWP.	Ballona Creek Dry Weather Flow Treatment Project (FY21-22)
LA County Beaches and Harbors	County	Oversees LA County beaches and Marina Del Rey.	
Name/Entity	Category	Description	Projects Submitted



LA County Public Works	County	Oversees construction management, development services and emergency management, environmental services, public contracting and asset management, transportation, and water resources.	Ladera Park Stormwater Improvements Project (FY20-21) Monteith Park and View Park Green Alley Stormwater Improvement Project (FY20-21) Ladera Heights - W Centinela Ave Green Improvement (FY22-23)
LA County Chief Sustainability Office	County	Provides policy support and guidance for the Board of Supervisors, County Departments, the unincorporated areas, and the region to make communities healthier, more livable, economically stronger, more equitable, more resilient, and more sustainable.	
LA County Public Library	County	Public library	
Inglewood Public Library	City	Municipal library serving the Inglewood community	
Santa Monica Public Library	City	Municipal library serving the Santa Monica community	
El Segundo Public Library	City	Municipal library serving the El Segundo library	

State and Federal Agencies

5 agencies

State and Federal Agencies		
Name/Entity	Category	Description
Santa Monica Mountains Conservancy	State Agency	Preserves over 75,000 acres of wilderness and urban parkland.
Caltrans Stormwater Program	State Agency	Works to ensure that CalTrans complies with pollutant discharge regulations and provides policy, technical, and regulatory direction statewide.
Name/Entity	Category	Description
Southern	State	"Develops and applies next-generation science to improve management



California Coastal Waters Research Project	Agency	of aquatic systems in Southern California and beyond." Governed and funded by 14 Southern California municipal and county agencies
US Army Corps of Engineers Los Angeles District	Federal Agency	Role includes dredging waterways, creating storm damage reduction infrastructure, and incorporating environmental sustainability in building and maintaining infrastructure.
Disadvantaged Community Involvement Program	State Agency	A DWR program designed to ensure the involvement of DACs in IRWMP planning efforts. Distributes Prop 1 grants to counties.

Educational Institutions

13 entities

Educational Institutions			
Name/Entity	Category	Description	Projects Submitted
UCLA Department of Urban and Regional Planning	Educational Institution	Offers a graduate degree in urban planning.	
UCLA Luskin School of Public Affairs	Educational Institution	Includes urban planning focus for undergraduate and graduate programs.	
LA Unified School District	Educational Institution	School District	Venice High School (FY 20-21) Normandie Ave ES - DROPS and Paving (FY21-22) Webster MS - DROPS (FY21-22) Venice High School Comprehensive Modernization Project (FY21-22)
Name/Entity	Category	Description	Projects Submitted
Beverly Hills	Educational	School District	



Unified School District	Institution		
Santa Monica-Malibu Unified School District	Educational Institution	School District	
Inglewood Unified School District	Educational Institution	School District	
El Segundo Unified School District	Educational Institution	School District	
Culver City Unified School District	Educational Institution	School District	
Los Angeles Community College District	Educational Institution	Community college district. Colleges within the CSMB Watershed Area include Los Angeles City College and West Los Angeles College.	
Santa Monica College	Educational Institution	Community College	
Antioch University	Educational Institution	Private university in Culver City.	
Loyola Marymount University	Educational Institution	Offers Climate and Solutions Certificate, Urban Studies undergraduate program, environmental science, environmental studies, and groundwater management certificate, water and wastewater treatment certificate, water quality management certificate	
University of Southern California	Educational Institution	Offers graduate degree in Urban & Public Policy	

Councils of Government

5 entities



Councils of Government		
Name/Entity	Category	Description
Southern California Association of Governments	State Agency	Is a Joint Powers Agreement (JPA) of local SoCal governments and agencies to address regional issues.
Southern California Coastal Waters Research Project	State Agency	"Develops and applies next-generation science to improve management of aquatic systems in Southern California and beyond." Governed and funded by 14 SoCal municipal and county agencies.
Ballona Creek Watershed Management Group		Consists of the permittees on the Ballona Creek WMP. The City of LA is the coordinating agency.
Santa Monica Bay Jurisdictional Group 2 and 3 Enhanced Watershed Management Program		Consists of the permittees on the Santa Monica Bay J2 & J3 WMP.
Marina del Rey Watershed Management Group		Consists of the permittees on the Marina del Rey WMP. LA County is the coordinating agency.



Water Purveyors

9 Entities

Water Purveyors		
Name/Entity	Category	Description
Water Replenishment District of Southern California	Groundwater Agency	Covers a 420-square-mile region of southern Los Angeles County. Ensures a reliable supply of groundwater through the use of recycled water and stormwater capture.
West Basin Municipal Water District	Water Agency	Is a wholesale water agency that provides imported drinking water to 17 cities and unincorporated areas of Los Angeles County.
Metropolitan Water District of Southern California	Water Agency	Is "a regional wholesaler that provides water for 26 member public agencies to deliver - either directly or through their sub-agencies - to nearly 19 million people." (Includes West Basin)
City of LA	City	Publicly owned municipal utility that delivers water to residents.
City of Inglewood	City	Publicly owned municipal utility that delivers water to residents.
City of El Segundo	City	Publicly owned municipal utility that delivers water to residents.
City of Santa Monica	City	Publicly owned municipal utility that delivers water to residents.
LA County Waterworks District 80	County	Supplies water to customers in the Marina Del Rey area.
City of Beverly Hills	City	Publicly owned municipal utility that delivers water to residents.



Native American Tribes

5 entities

Native American Tribes		
Name/Entity	Category	Description
American Indian Chamber of Commerce of California	Chamber of Commerce	Works "to provide opportunities for networking and support of American Indian business people in California."
The Gabrielino San Gabriel Band of Mission Indians	Native American Tribe	State recognized tribes and traditional custodians of the land.
Gabrielino Tongva Springs Foundation	NGO	Works to "preserve and protect the Kuruvungna Springs area at University High School." Educates the public about the history as well as preserving the cultural and historical resources of the area.
Fernandeño Tataviam Band of Mission Indians	Native American Tribe	Tribal government and traditional custodian of the land
Los Angeles City/County Native American Indian Commission	County Commission	"The primary purpose of the Commission is to increase the acquisition and application of funding resources to the socioeconomic problems of American Indians in Los Angeles City and County"



Other

20 Entities

Other			
Name/Entity	Category	Description	Projects Submitted
Corvias	Company	Is an infrastructure company that works with municipalities on stormwater infrastructure.	Slauson Connect Clean Water Project (FY21-22)
Geosyntec	Company	An environmental/natural resources consulting engineering firm that works with public and private clients.	Slauson Connect Clean Water Project (FY21-22)
Chevron Oil Refinery El Segundo	Company	Oil refinery	
GreenPrint Partners	Company	Green infrastructure delivery partner that helps cities achieve high-impact, community-driven stormwater solutions at scale.	Friendly Temple (FY21-22)
SEITec	Company	Water infrastructure engineering firm	Ballona Creek Dry Weather Flow Treatment Project (FY21-22)
California Stormwater Quality Association	Professional Association	A "professional member association that advances sustainable stormwater management protection of California water resources."	
US Green Building Council - Los Angeles	Professional Association	A professional member association focused sustainability in the Los Angeles region	
Venice Chamber of Commerce	Chamber of Commerce	Chamber of commerce for the Venice Beach area.	
Santa Monica Chamber of Commerce	Chamber of Commerce	Chamber of commerce.	
Beverly Hills Chamber of Commerce	Chamber of Commerce	Chamber of commerce.	
Name/Entity	Category	Description	Projects Submitted



Los Angeles Area Chamber of Commerce	Chamber of Commerce	Chamber of commerce that serves the LA County area.	
Culver City Chamber of Commerce	Chamber of Commerce	Chamber of commerce.	
Century City Chamber of Commerce	Chamber of Commerce	Chamber of commerce	
LA Latino Chamber of Commerce	Chamber of Commerce	Chamber of Commerce representing Latino Businesses	
Mountain Gate Country Club	Country Club		
Riviera Country Club	Country Club		
Brentwood Country Club	Country Club		
Bel Air Country Club	Country Club		
Los Angeles Country Club	Country Club		
Hillcrest Country Club	Country Club		



APPENDIX C: COMMUNITY OUTREACH EVENTS

This appendix shows examples of previous local events, whose future events we are considering tabling at to inform the community about the SCW Program. We have capacity to attend 6 events in this first year, so we will pick the 6 which will allow us to reach the most people (in both quantity and diversity) across the full watershed. Additionally, we will continue to identify new events as they are announced and as cities finalize their post-Covid 19 event schedules.

EVENT NAME	DESCRIPTION	EVENT ORGANISER	TIME IT OCCURS
Fiesta La Ballona	The Fiesta La Ballona, "Festival of the People", is a weekend festival celebrating Culver City in Veteran's Park with food, entertainment and amusement rides.	Culver City	October
Ballona Creek Cleanup	Culver City Public Works Environmental Programs and Operations and local community support participate in the Annual Coastal Cleanup Day on the Ballona Creek bike path.	Culver City	September
Spring Egg Hunt	In partnership with the Culver City Kiwanis Club, the annual event is held the third Saturday in March at Veterans Park, 4117 Overland Ave on the main field. The hunt is for ages walking to 10 years old. In addition to the egg hunt, there will be fun family activities, including arts & crafts, games	Culver City	March
Beverly Hills artSHOW	The artSHOW attracts as many as 50,000 attendees, including Southern California art dealers searching for new art to add to their collections. The Beverly Hills artSHOW is family-friendly, free to attend and also features food trucks, beer and wine gardens, children's art stations and live music.	Beverly Hills	May and October
National Night Out	Playa Vista residents come together for a night of kid-friendly activities, food, music and the chance to mingle with neighbors, local law enforcement and learn about safety awareness.	Playa Vista	August
Cinco De Mayo	A festive Cinco de Mayo Celebration at the Central Park Bandshell filled with live performances by Grupo Folklorico La Rosa and a live mariachi band!	Playa Vista	May
Calabasas Fine Arts Festival	Housed on the grounds of the famed Commons at Calabasas and the beautiful Calabasas Civic Center, the annual Fine Arts Festival features over 150 painters, jewelers, potters, sculptors, photographers, glass artists, woodworkers and more. Participating exhibitors travel from all over the Western United	Calabasas Arts Council	May



	<p>States to showcase beautiful works of art made by the artist's own hands. Fine dining restaurants, gourmet food trucks and live musical performances compliment this wonderful weekend with the arts!</p>		
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APPENDIX D: COORDINATORS' WASC MEMBER MEETING SCHEDULE

WASC MEMBER	POSITION TITLE	DATE OF MEETING
Rita Kampalath	Sustainability Program Director at the LA County Chief Sustainability Office	6/23/21
Bruce Reznick	Executive Director of LA Waterkeeper	6/30/21
Rafael Prieto	City of LA Legislative Analyst Office	6/30/21
Bruce Hamamoto	Senior Civil Engineer at LA County Public Works	7/7/21
Cathie Santo Domingo	Assistant General Manager of Planning, Maintenance, and Construction at the Los Angeles Recreation and Parks	7/7/21
Cung Nguyen	Senior Civil Engineer at LA County Flood Control District	7/7/21
Charles Herbertson	Public Works Director and City Engineer for Culver City	7/12/21
Josette Descalzo	Environmental Compliance and Sustainability Program Manager of the City of Beverly Hills	7/13/21
EJ Caldwell	General manager at west basin water district	7/9/21
Darryl Ford	Management Analyst for the Planning and Development section of the City of LA Department of Recreation and Parks	7/20/21