



Rio Hondo Watershed Area Strategic Outreach and Engagement Plan (SOEP)

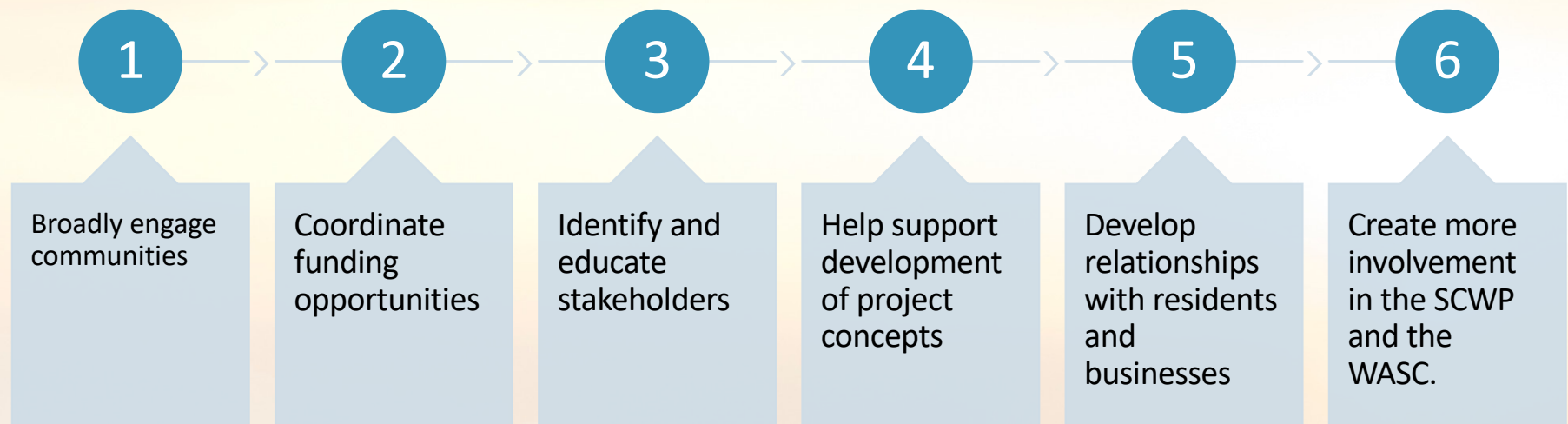
Presented to the Rio Hondo WASC

21 September 2021

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Purpose of the SOEP





Context of the SOEP

- The Primary context for development of the SOEP is Measure W, as adopted by the electorate.
- Section 16.02 of the FCD Code says:

“This ordinance is adopted to achieve the following purpose and directs the provisions hereof be interpreted in order to:

 - A. Impose a Special Parcel Tax upon parcels of property within the boundaries of the District at the rate of two and one-half (2.5) cents per square foot of Impermeable Area, except as exempted, to be used for the purposes set forth herein.
 - B. Provide funding for Programs and Projects to increase Stormwater and Urban Runoff capture and reduce Stormwater and Urban Runoff pollution in the District, including Projects and Programs providing a Water Supply Benefit, Water Quality Benefit, and Community Investment Benefit.”

(Continued)



Context of the SOEP (Continued)

- The second major context for the SOEP is the “Safe, Clean Water Program Implementation Ordinance” adopted by the Board of Supervisors.
- Section 18.04 of the Implementation Ordinance says that “the Los Angeles Safe, Clean Water Program shall be implemented consisted with the following goals:”
 - The first three goals specify the principal objectives, and the following eleven goals are the implementation method goals. The first three goals are:
 - 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.

(Continued)



Context of the SOEP (Continued)

The remaining implementation method goals are:

- 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.
- I. Invest in independent scientific research.
- J. Provide DAC Benefits, including Regional Program infrastructure benefits, 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 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.



(Continued)



Context of the SOEP (Continued)

- Section 18.07.D.3.c describes eleven duties and responsibilities of watershed coordinators which center around connecting potential applicants with technical resources and building inclusion and meaningful engagement in pursuit of SCWE Program Goals.
- The eleven duties and responsibilities were condensed into nine Watershed Coordinator Work Plan Tasks that were discussed in our August 17 presentation to the WASC.





Recommended SOEP Table of Contents



Cascade Park, Courtesy of City of Monterey Park.

1. Watershed Area Description
2. Interested Party Mapping
3. Vision for Success & Evaluation Criteria
4. Strategies
5. Identification of Collaborative Efforts



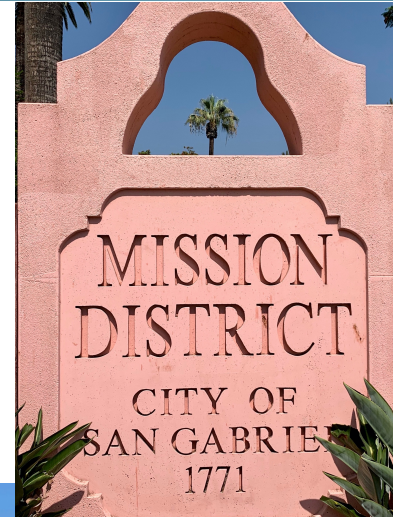
Watershed Area Description

- Understanding the physical and social characteristics of the Watershed Area is critical for reviewing project proposals and providing sound advice to the WASC as a non-voting member.
- As a planning firm, we may give more emphasis to understanding the watershed than some other Watershed Coordinators, but it helps us understand the context of project proposals and guides us in reaching out to disadvantaged and underserved communities, as well as other stakeholders.
- Context of proposals is key for understanding them and making recommendations.



Interested Party Mapping

- We have made a lot of progress, but we have more to do to identify the key interested parties.
- Our proposed process is to first work with municipal elected officials and staffs to identify CBOs and other NGOs active their areas.
- A second key component of our outreach and engagement program is to identify interested parties within communities for which Spanish or Chinese are their primary languages.
- Our strategy focuses on identifying key Spanish and Chinese-speaking groups in the primary disadvantaged communities identified by the Council for Watershed Health in 2013 and updated by the current DACID Program





Vision for Success

- The requirement for a Vision for Success is interesting – in reality, it requires a short-term vision and a long-term vision.
- Long-Term Vision for Success: The Rio Hondo Outreach and Engagement Program will help the Rio Hondo WASC meet the Safe, Clean Water Program goals in a fair and inclusive manner
- Short-Term Vision for Success: During the first year, the Rio Hondo Outreach and Engagement Program will make significant progress implementing each of the strategies in the five (5) strategic focus areas addressed in Section 4 of this SOEP.
- We also included a series of criteria for evaluation of our short-term vision for the five (5) focus areas of activity.



- It is important to consider our proposed strategies within the context of the SCWP.
- The SCWP regional and local tax returns are important to consider.
- Our fourteen (14) strategies need to be considered within the context of program goals and expected program revenues.
- These strategies are initial strategies that may be modified based on experiences.

Strategies



Collaborative Efforts

- The Collaborative Effort programs are designed to promote learning from each other and make the Watershed Coordinator program both more effective, and more cost-effective.
- The twelve (12) Watershed Coordinator Teams meet monthly to exchange ideas and ask questions.
- Perhaps a more important component of collaborative efforts is regular communication with the Watershed Coordinators in our four adjacent Watershed Areas.
- The Watershed Coordinator group is seeking more effective outreach and education programs.



Activities to Implement Strategies

- Meet with municipalities to expand list of active organizations and individuals, as well as potential Year 4 Project Proposals
- Meet with non-municipal organizations that previously submitted project proposals re: potential Year 4 project proposals.
- Meet with proponents of Year 4 proposals to better understand projects and recommend 4-5 page Executive Summary to help WASC members understand projects and develop questions for project proponents.
- Expand list of planned special events scheduled between October 20, 2021 and June 30, 2022 and plan outreach activities in conjunction with NGOs active in the Watershed Area.
- Consult with SCWP staff working on public education and work force development concerning educational event opportunities





Questions and Discussion

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Monrovia Canyon Park, Photo Courtesy City of Monrovia

