STRATEGIC OUTREACH AND ENGAGEMENT PLAN

Fiscal Year 2021-2022

SAFE CLEAN WATER L.A.

Prepared for:

UPPER LOS ANGELES RIVER WATERSHED AREA STEERING COMMITTEE

Prepared by:

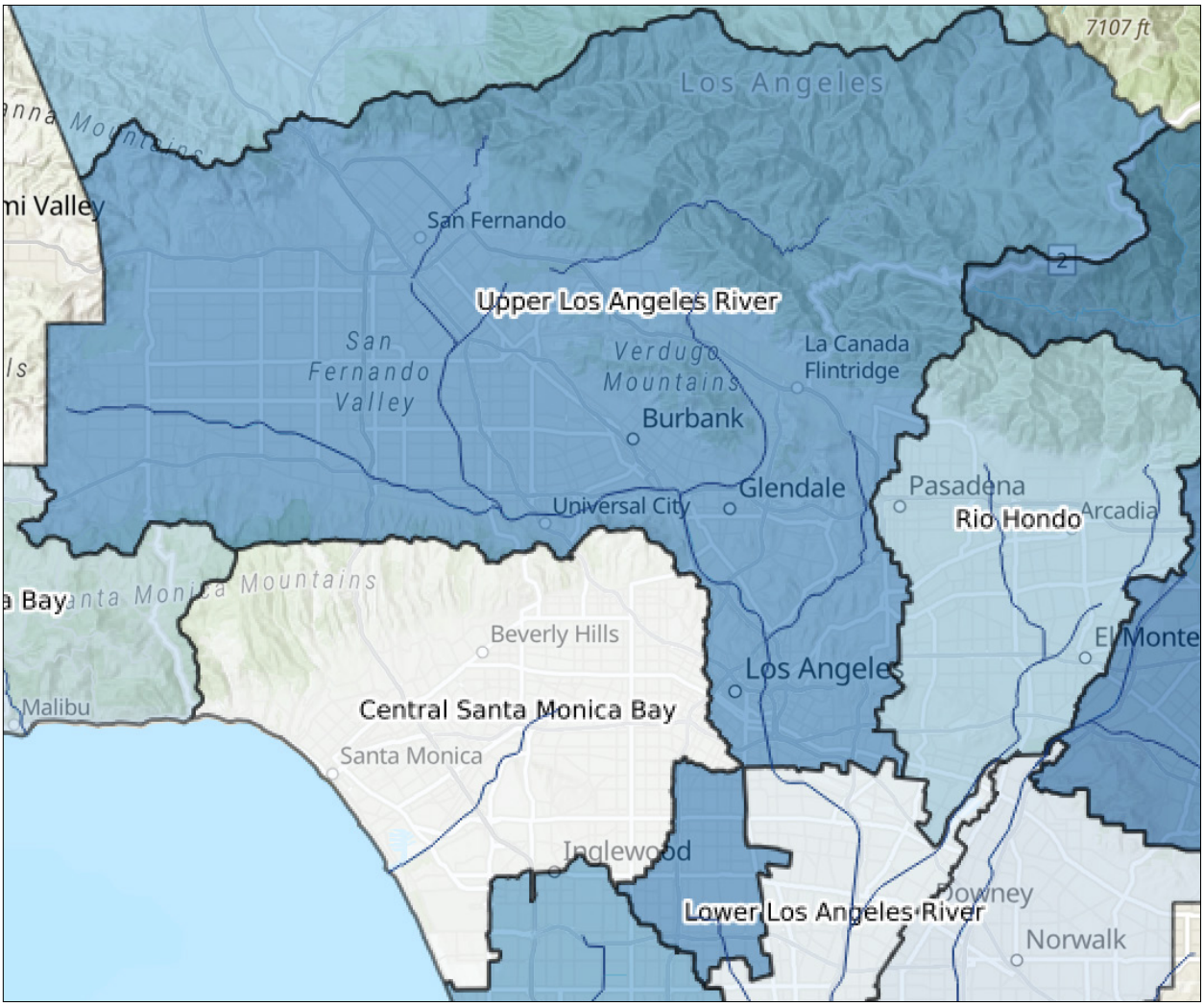
Council For Watershed Health and Environmental Outreach Strategies

September 30, 2021

COUNCIL FOR WATERSHED HEALTH

ENVIRONMENTAL OUTREACH STRATEGIES

Upper Los Angeles River Watershed Area



Alhambra — Burbank — Calabasas — Glendale — Hidden Hills — La Cañada Flintridge — Los Angeles — Monterey Park — Pasadena — San Fernando — Santa Clarita — South Pasadena

Table of Contents

List of Acronyms

BMPs	Best Management Practices
CBOs	Community-Based Organizations
CIMP	Coordinated Integrated Monitoring Program
CIP	Capital Improvement Project
CWH	Council for Watershed Health
DAC	Disadvantaged Community
DACIP	Disadvantaged Community Involvement Program
EOS	Environmental Outreach Strategies
EWMP	Enhanced Watershed Management Program
FTBMI	Fernandeño Tataviam Band of Mission Indians
GLAC	Greater Los Angeles County
IRWM	Integrated Regional Water Management
LACPW	Los Angeles County Department of Public Works
LARWMP	Los Angeles River Watershed Monitoring Program
LID	Low Impact Development
METRO	Los Angeles County Metropolitan Transportation Authority
MS4	Municipal Separate Storm Sewer System (Permit)
NGOs	Non-Governmental Organizations
NPDES	National Pollutant Discharge Elimination System
O&M	Operations and Management
SCWP	Safe, Clean Water Program
TMDLS	Total Maximum Daily Loads
ULAR	Upper Los Angeles River
WASC	Watershed Area Steering Committee
WC	Watershed Coordinator
WHAM	Measures W, H, A, and M in Los Angeles County
WMG	Watershed Management Group
WMPs	Watershed Management Programs

I. Introduction

Land Acknowledgement

The authors of this Plan acknowledge that the geographic area represented as the Upper Los Angeles River (ULAR) Watershed Area, is the unceded ancestral homelands of the Gabrielino Tongva, Ventureño Chumash, Gabrielino Kizh, and Fernandeño Tataviam Nations. We recognize that these Tribes are still present and that they are the original stewards of this land and waters. We make this acknowledgement out of respect for their long-standing connection to and protection of this area's watershed. We honor their elders, both past and present and the descendants who are citizens of these tribes. Furthermore we uphold the responsibility to carry out a plan in the unceded lands within ULAR that will meaningfully involve citizens of these tribes.

Fernandeño Tataviam Band of Mission Indians
Historical Tribal Ancestral Territory

Tribal boundary depicted is based on the villages from which registered Fernandeño Tataviam Band of Mission Indians' (FTBMI) tribal citizens descend. Due to the complex kinship and social exchange networks of our ancestors, the tribal boundary does not include all of the abundant locations associated with our peoples. The yellow shaded area depicts tribal lands that are significant to the FTBMI, but are culturally shared with neighboring Tribal governments due to the natural mobility of ancestral and contemporary FTBMI people.

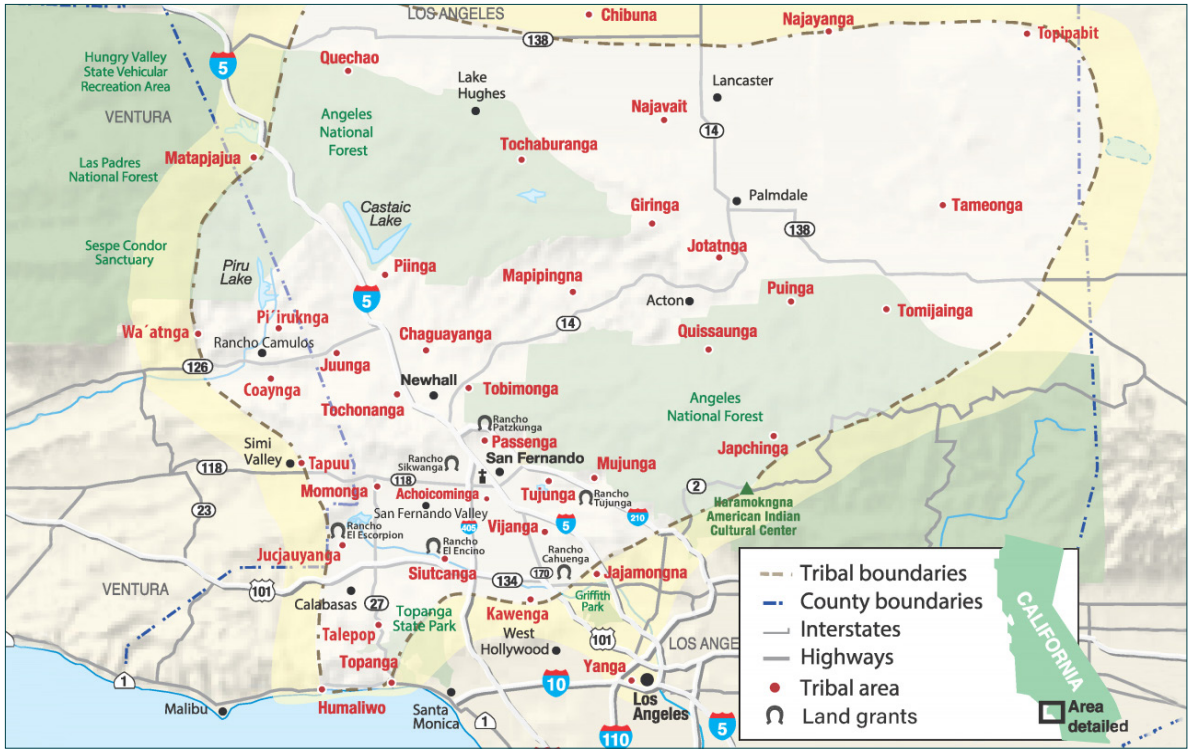
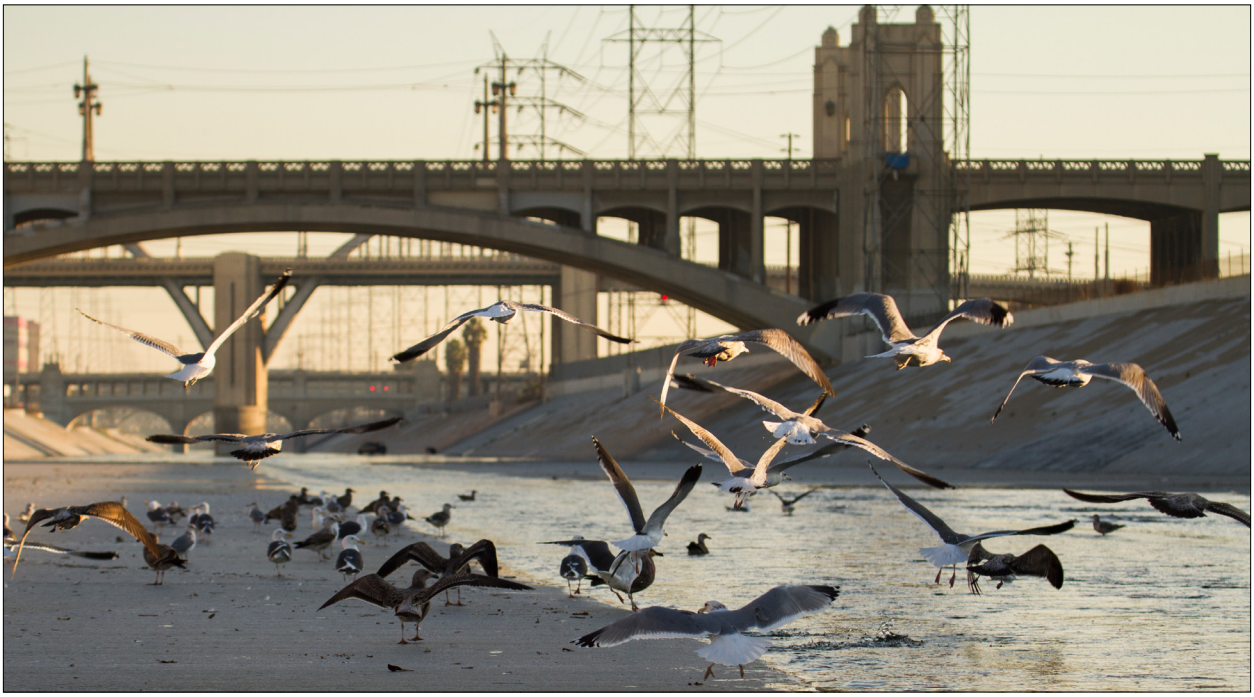


Figure 1. Fernandeño Tataviam Band of Mission Indians Historical Tribal Ancestral Territory. There are additional ancestral territories in the ULAR Watershed not represented by this map. Image Source: Land Acknowledgements on Our Homelands, Fernandeño Tataviam Band of Mission Indians.



Fourth Street Bridge over Los Angeles River in Los Angeles, CA

Background

The Safe, Clean Water Program (SCWP) was established with the passage of Measure W in 2018 by voters in Los Angeles County with the guiding goals of improving water quality, increasing water supply and enhancing communities. The program generates revenue through a special parcel tax of impermeable surfaces. Fifty percent of program revenues fund stormwater projects and programs across nine watershed areas through the Regional Program. The Technical Resources Program, which is part of this Regional Program, was created to provide resources to community groups, municipalities, and individuals who need technical assistance to develop project concepts.

The role of Watershed Coordinators was created as part of the Technical Resource Program to educate and build capacity in communities, connect potential applicants to technical resources, and build inclusion and meaningful engagement in pursuit of SCW Program Goals. Across the nine watershed areas, there are 12 Watershed Coordinators with some watershed areas having more than one Watershed Coordinator due to population size. The Watershed Coordinators for the ULAR Watershed Area are Adi Liberman (Environmental Outreach Strategies), Carlos Moran (Council for Watershed Health), and Clarasophia Gust (Council for Watershed Health).

COUNCIL FOR WATERSHED HEALTH

SAFE CLEAN WATER L.A.

ENVIRONMENTAL OUTREACH STRATEGIES

Purpose

This Strategic Outreach and Engagement Plan (SOEP) is developed annually to identify the strategies and vision of success to guide the Watershed Coordinators in their work across their nine tasks. The SOEP aims to identify strategies to build meaningful and cooperative working relationships, solicit and value each community's perspective and expertise, and work with Safe, Clean Water Program partners to advance education, involvement, and connectivity back to water-related issues. The Plan will leverage the experience of the Watershed Coordination Team, external stakeholder relationships, and best practices. The Plan will identify the various target audiences and relationships across several stakeholders groups and communities, including municipalities, utilities, non-profits, community groups, faith-based groups, tribal groups, etc. To solicit input on community issues, the Plan will summarize strategies for engagement. The Watershed Coordination (WC) Team will utilize adaptive management strategies to refine methods and techniques as the plan is implemented.

The Strategic Outreach and Engagement for the ULAR Watershed Area is comprised of the following sections:

I. **Watershed Area Description**
   A brief summary of the physical, social and political characteristics of the watershed, including context within the SCWP.

II. **Interested Party Mapping**
   An overview of the many categories of interested parties relevant to the ULAR Watershed Area that will be included in a continuously growing network database and involved in the outreach and engagement efforts of the Watershed Coordinators.

III. **Vision for Success & Evaluation Criteria**
   The long-term and short-term vision of success for Watershed Coordinators support the SCWP and how this success can be evaluated.

IV. **Strategies**
   The approach Watershed Coordinators will use to support the goals of the SCWP and accomplish the vision of success.

V. **Identifying Collaborative Efforts**
   Summary of collaboration with other regional Watershed Coordinators, the SCWP Municipal Program, and other regional planning efforts relevant to this work.

II. Watershed Area Description

Physical Characteristics

The Upper Los Angeles River Watershed Area, "ULAR," represents the upper portion of the Los Angeles River Watershed. This watershed area (highlighted in green below) is located in the midwest portion of Los Angeles County (Figure 2). This Watershed Area covers approximately 613 square miles. The ULAR Watershed Area reaches Calabasas at the westernmost point, spanning the full San Fernando Valley area into the Angeles National Forest in the San Gabriel Mountains. The bottom portion of the ULAR Watershed Area runs along the northern boundary of Griffith Park, covers downtown Los Angeles, East Los Angeles, dipping down into part of South Los Angeles, including Watts, Westmont, and Willowbrook.

Geology and Topography

The two major mountain ranges within the ULAR Watershed Area are the Santa Susana Mountains and the San Gabriel Mountains. These mountain ranges are part of the Transverse Ranges, which are named for running east-west rather than north-south like most California ranges. The ranges are young and rising quickly due to tectonic activity. However, the rapid uplift is partially counteracted by frequent debris flows and rock falls which are exacerbated by the slopes' steepness, fire occurrence, and intense rainstorms. The San Gabriel Mountains are composed of Mesozoic and old igneous and metamorphic rock. The Santa Susana Mountains are formed of Miocene to Pleistocene marine and non-marine sedimentary rock. Together, the topology and geology of these mountain ranges created the rich alluvial deposits that characterize the San Gabriel Valley, the eastern portion of the

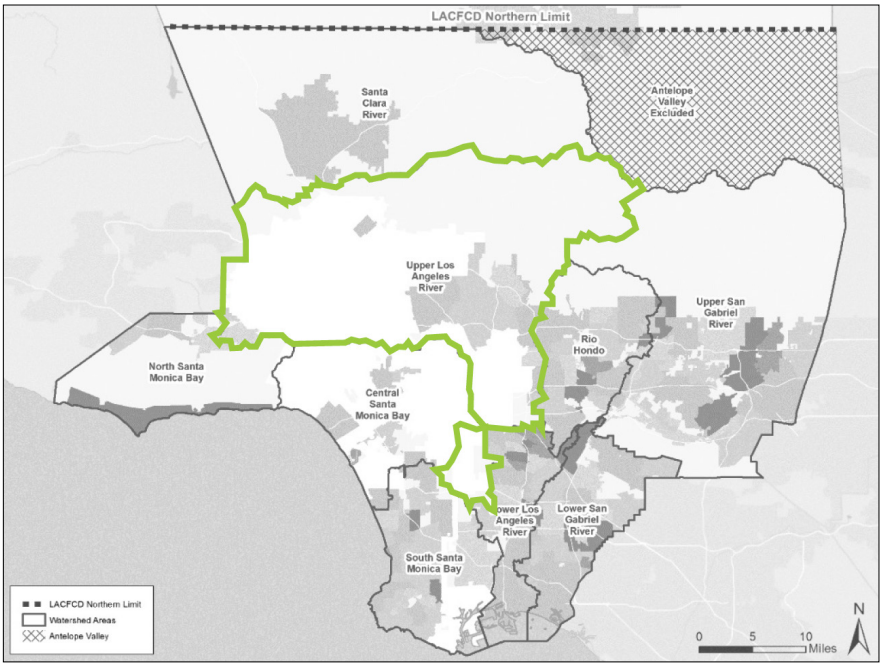


Figure 2. Upper Los Angeles River Watershed Area. Map edited from SCW Regional Map.

San Fernando Valley, and a large part of the coastal plain. The area at the base of the mountains is predominantly coarse gravel. With increasing distance from the mountains, the granularity of the deposits diminishes in size to sand, silt, and clay. In the central and western portions of the San Fernando Valley, the deposits are fine-grained materials created by the erosion of shale, sandstone, and clay. Much of this material is deposited by streams entering the valley from the southern slopes of the Santa Susana Mountains (LARWMP).

The Verdugo Mountains and the San Rafael Hills are two small ranges that lie in the ULAR Watershed Area between the eastern edge of the San Fernando Valley and the San Gabriel Mountains. Verdugo Peak, at 3,126 feet, is the highest point in these small ranges and lies entirely within the watershed area. To the southeast lies the San Gabriel Valley, the western portion of which is within the Los Angeles River Watershed. Elevations in the mountain-rimmed San Fernando Valley range from 3,747 feet in the north against the Santa Susana Mountains to 1,965 feet in the Santa Monica Mountains. South of the Elysian Hills, the coastal plain slopes southward with elevation drops from approximately 300 feet to sea level and spanning a distance of 20 miles (LARWMP).

Walkway in South Los Angles Wetlands Park. Photo courtesy of TreePeople. Photography by Adam Thomas.

Wetlands in South Los Angles Wetlands Park. Photo courtesy of TreePeople. Photography by Adam Thomas.

Hydrology

The entire Los Angeles River extends approximately 51 miles from the headwaters in the Simi Hills and Santa Susana Mountains to discharge into the Pacific Ocean via Long Beach Harbor. The river begins at the confluence of two channelized streams in Canoga Park, Bell Creek, and Arroyo Calabasas. From here, it flows through the San Fernando Valley, Downtown Los Angeles, and the Gateway Cities to its mouth in Long Beach where it drains to the Pacific Ocean. The slope of the Los Angeles River is dramatic, dropping an average of 31 feet per mile (LARWMP).

Major water features in the ULAR Watershed Area include the Arroyo Seco, Verdugo Wash, Tujunga Wash and Pacoima Wash. There are five dams in the ULAR Watershed Area which include Devil's Gate Dam, Big Tujunga Dam, Hansen Dam, Pacoima Dam, and Sepulveda Dam. There are several spreading grounds and basins located in the San Fernando Valley. Spreading grounds in the ULAR Watershed Area include (LACPW):

- Branford Spreading Basin
- Lopez Spreading Grounds
- Pacoima Spreading Grounds
- Hansen Spreading Grounds
- Tujunga Spreading Grounds

There are three water reclamation plants in the ULAR Watershed Area. These plants include:

- Burbank Water Reclamation Plant
- Glendale Water Reclamation Plant
- Donald C. Tillman Water Reclamation Plant

Groundwater plays a key role in the ULAR watershed's hydrology. By definition, groundwater comes from stormwater soaking into the ground, where it is stored between soil particles. Groundwater supplies water to rivers and streams and is one of the sources of Los Angeles drinking water. There are seven water basins that are firmly in the ULAR -- Central basin, Verdugo Basin, Sylmar Basin, San Fernando Basin, Raymond Basin, Eagle Rock Basin, Main San Gabriel Basin. The Hollywood Basin is partially in the ULAR watershed.

Hansen Dam - A flood control dam on Tujunga Wash in the San Fernando Valley

Soil/Vegetation

The historical ecology of the Los Angeles region was identified in a 2020 study by the The Spatial Sciences Institute, Department of History at USC, and the Institute of the Environment and Sustainability at UCLA. 48.2% of the ULAR's historical ecology is Chaparral. The next largest group is 16.1% made up of Coastal Sage Scrub. 12.9% consists of Foothill and Valley Forests and Woodlands, 13.5% is California Grasslands and Flowerfields. The remaining land is spread between Riverwash, Riparian Forest, Mixed Evergreen and Montane Conifer Forest, Freshwater Marsh, Salt Marsh Meadows, Wet Meadows, and land that is considered "unclassified" (Ethington et al, 2020).

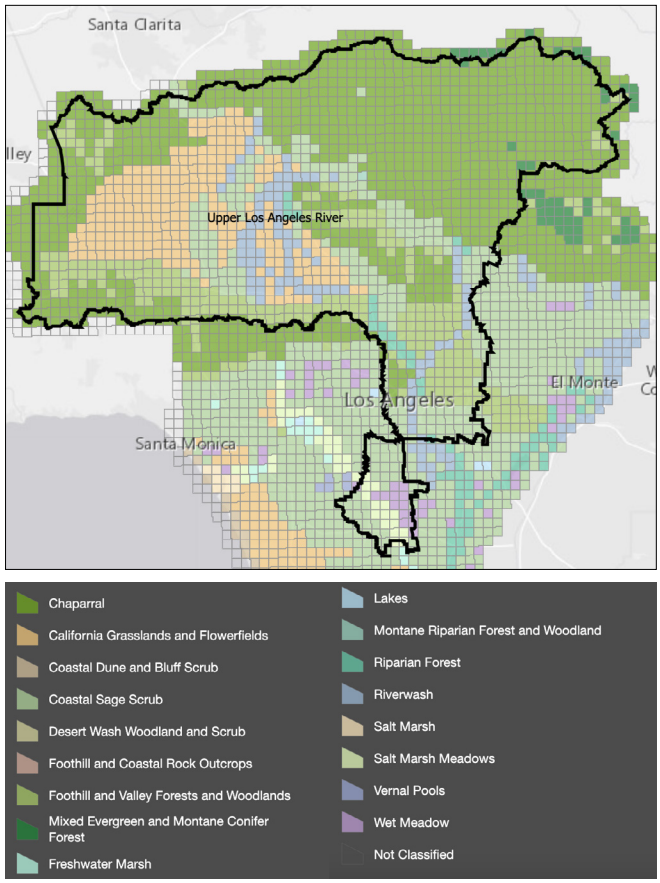


Figure 3. Historical Ecology of ULAR Watershed Area. Data source: Ethington et al, 2020.

Soils are critical for the effective capture and infiltration of water. The speed at which water percolates through the soil is critical to developing projects that do not create standing water, pools, or enhance flooding. The soils highlighted in this map are effective in moving water toward our groundwater basins (ReDesign LA).

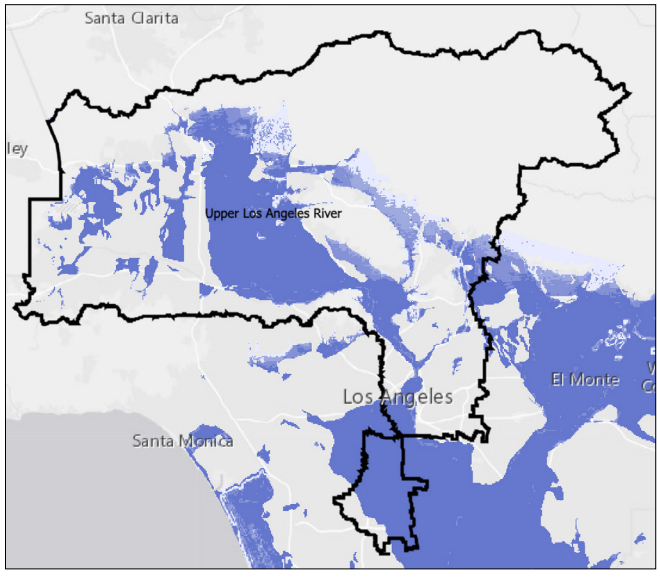


Figure 4. Soils with good infiltration rates. The lighter areas have the highest rates of infiltration. Areas shown in this map could be good locations for infiltration projects. ReDesign LA.

Air Quality

"Particulate matter or PM2.5 is very small airborne particle pollution (less than 2.5 micrometers), which is less than the thickness of a human hair. PM2.5 is a mixture of particles that can include organic chemicals, dust, soot and metals" (OEHHA, CalEnviroscreen, 2018). The prevalence of PM2.5 Values are significantly higher in the ULAR census tracts compared to the rest of the state of California. Children, the elderly, and people suffering from heart or lung disease, asthma, or chronic illness are most sensitive to the effects of PM2.5 exposure (CalEnviroscreen, 2018).

ULAR census tracts experience high impacts of climate change and air pollution. CalEnviroscreen produces scores for California census tracts that combine the impacts of pollution burden and population characteristics such as sensitive populations and socioeconomic factors. The ULAR has high CalEnviroscreen scores, with the majority of ULAR census tracts falling into the 85th-100th percentile for the whole state (CalEnviroscreen, 2018).

Land Use

The ULAR Watershed Area is a dynamic and predominantly highly urban watershed. The entire Los Angeles River Watershed is 824 mi^2 and encompasses forests, natural streams, urban tributaries, residential neighborhoods, and industrial land uses. Approximately 324 mi^2 of the watershed is open space or forest, located mostly in the upper watershed in the San Gabriel Mountains, Santa Susana Mountains, and Verdugo Mountains. South of the mountains, the river flows through highly developed residential, commercial, and industrial areas. (LARWMP)

Compton Creek - A tributary of the Los Angeles River

Politcal Characteristics

The ULAR Watershed Area encompasses 12 municipalities and unincorporated areas of Los Angeles County. The unincorporated areas include the communities of West Hills, West Chatsworth, Universal City, La Crescenta-Montrose, Altadena, East Los Angeles, Westmont, Willowbrook, and Florence-Firestone. The municipalities that fall either completely or partly within the boundaries of the ULAR Watershed Area include:

- Alhambra
- Burbank
- Calabasas
- Glendale
- Hidden Hills
- La Cañada Flintridge
- Los Angeles
- Monterey Park
- Pasadena
- San Fernando
- Santa Clarita
- South Pasadena

Nearly all of the Los Angeles City Council Districts fall within the ULAR Watershed Area, including Council Districts 1, 3, 4, 5, 6, 7, 8, 9, 12, 13, 14, and 15. Several of these council districts span both the ULAR Watershed Area and another neighboring watershed area. The ULAR Watershed Coordinators will coordinate with the Watershed Coordinators for these areas on outreach to shared council districts.

County Supervisorial Districts covering the ULAR Watershed Area include District 1, 2, 3, and 5 (Appendix I). State Assembly Districts in the Watershed Area include District 38, 39, 43, 41, 45, 46, 49, 51, 53, 59, and 64 (Appendix II). State Senate Districts in the ULAR Watershed Area includes 18, 22, 24, 25, 26, 27, 30, 33, and 35 (Appendix III). The U.S. Congressional Districts within the ULAR Watershed Area are Districts 25, 27, 28, 29, 30, 33, 34, 37, 40, 43, and 44 (Appendix IV).

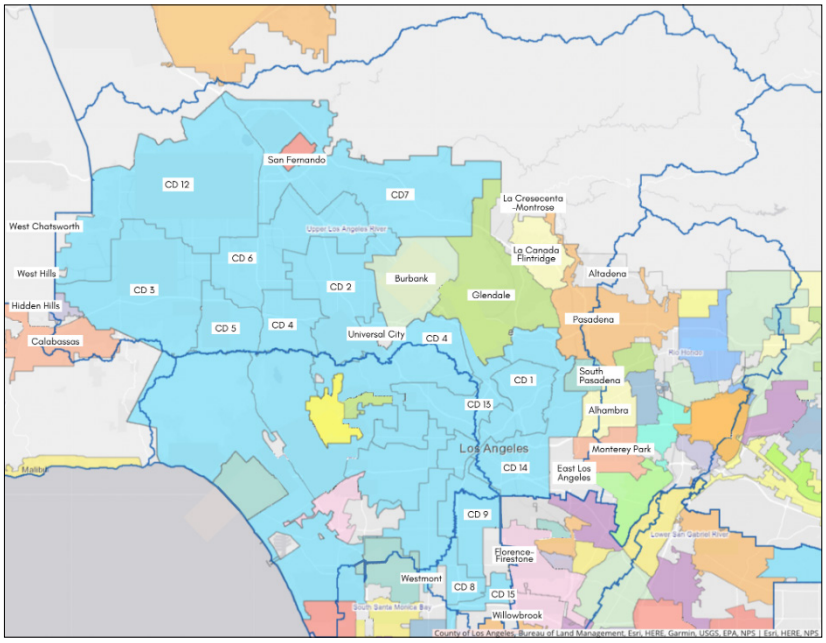


Figure 5. Cities, Communities, and Los Angeles City Council Districts within the Upper Los Angeles River Watershed Area. Source: OurWaterLA, Water Leader Resources, MEASURE W: Safe Clean Water L.A. Map

California Native American Ancestral Homelands

Meaningful Tribal involvement is lacking in decision making related to public investments that support the planning and development of water infrastructure. The active presence of Tataviam, Tongva, Kizh, and Chumash in the ULAR Watershed Area calls for the WC Team to engage Tribal Councils and communities across the region. Specifically, the WC team will focus on tribal involvement with the SCWP and aligning SCWP resources with the project development and implementation efforts of the Fernandeño Tataviam Band of Mission Indians (FTBMI).

The Fernandeño Tataviam Band of Mission Indians is a state-recognized Tribe located within northern Los Angeles County, California who's tribal ancestral territory spans most of the existing ULAR Watershed Boundaries (See Figure 1 on p.5). The ancestral homelands of the FTBMI include the four diverse territories of San Fernando, Simi, Santa Clarita, and Antelope Valleys. The FTBMI's traditional territory extends through the northern portion of Los Angeles County for approximately 2,000 square miles. Fernandeño Tataviam homelands transverse different biospheres from chaparral to high desert and forest, that include two lakes, two rivers and tributaries, as well as cultural and sacred sites.

Unlike the southern portion of Los Angeles County with high density urban centers, much of the land development within northern Los Angeles County is relatively new development, which requires the Tribe to monitor potential destruction of cultural sites and impacts to habitat, water, air, and climate. These lands and sites are constantly threatened by plans for development and encroachment. FTBMI actively engages in activities that protect environmental and cultural values of its traditional territory. Currently, the Tribe carries out these critically important activities through the Environmental Protection Division and other divisions within the Tribal Historic and Cultural Preservation Department. Under California law, the Tribe receives over 300 notices annually of impending land development with potential threats to environmental and cultural resources. For the last four decades, the Tribe has actively consulted with local governments on environmental protection under the California Environmental Quality Act (1970). Through Assembly Bill 52 (Gatto 2014), the Tribe consults on a government-to- government level with the County of Los Angeles and cities throughout the region to mitigate impacts to cultural resources by projects breaking ground within the San Fernando, Simi, Santa Clarita, and Antelope Valleys.

The population of the FTBMI is 800+ citizens. Los Angeles County is home to three Native American Indian tribes that predate the establishment of California Missions: the Ventureño, Gabrieleño, and Fernandeño. According to 2019 U.S. Census Data presented by the Los Angeles

City/County Native American Indian Commission, California is home to more people of Native heritage than any other state in the United States. Los Angeles County is home to the second largest concentration of persons of American Indian descent in the United States. The U.S. Census in 2019 estimated that the Los Angeles County population of persons identifying as fully or partly American Indian or Alaskan Native is 162,763.

30% of FTBMI's approximately 800 citizens live close to or below the Federal poverty threshold. One out of every two FTBMI families does not reach the 2021 median family income for Los Angeles County of $80,000 and cannot afford to live within their traditional territory of Los Angeles County. 35% of FTBMI families spend more than 1/3 of their income on rent. Approximately one in every 15 Tribal Citizens has been homeless within the last 10 years. Approximately 1% of FTBMI Citizens have no income.

It is well-known that traditional, cultural Native American practices effectively served to maintain a sustainable ecological balance among land, water and people for thousands of years. The WC Team understands that traditional ecological knowledge and Nature Based Solutions plays an important role in water management, not only because of the ecological benefits that come with restoring traditional practices, but also because it provides an approach for the preservation of important aspects of cultural heritage.

"Rushing Waters" mural in Pacoima. The image shows a Native American woman holding a basin of water, Justin Cram. https://www.kcet.org/shows/artbound/rushing-waters-reclaiming-pacoima-with-public-art

Social Characteristics

The ULAR watershed area has a total population of 3,233,368 (U.S. Census 2018).

There are 59 Disadvantage Communities within the ULAR, based on the DWR definition[1] (DWR Dac Mapping Tool). 213 census tracts in the ULAR are considered Severely Disadvantaged, with a median household income of less than $42,737, and 179 census tracts that are considered Disadvantaged, with a median household income $56,982 (Department of Water Resources, 2018).

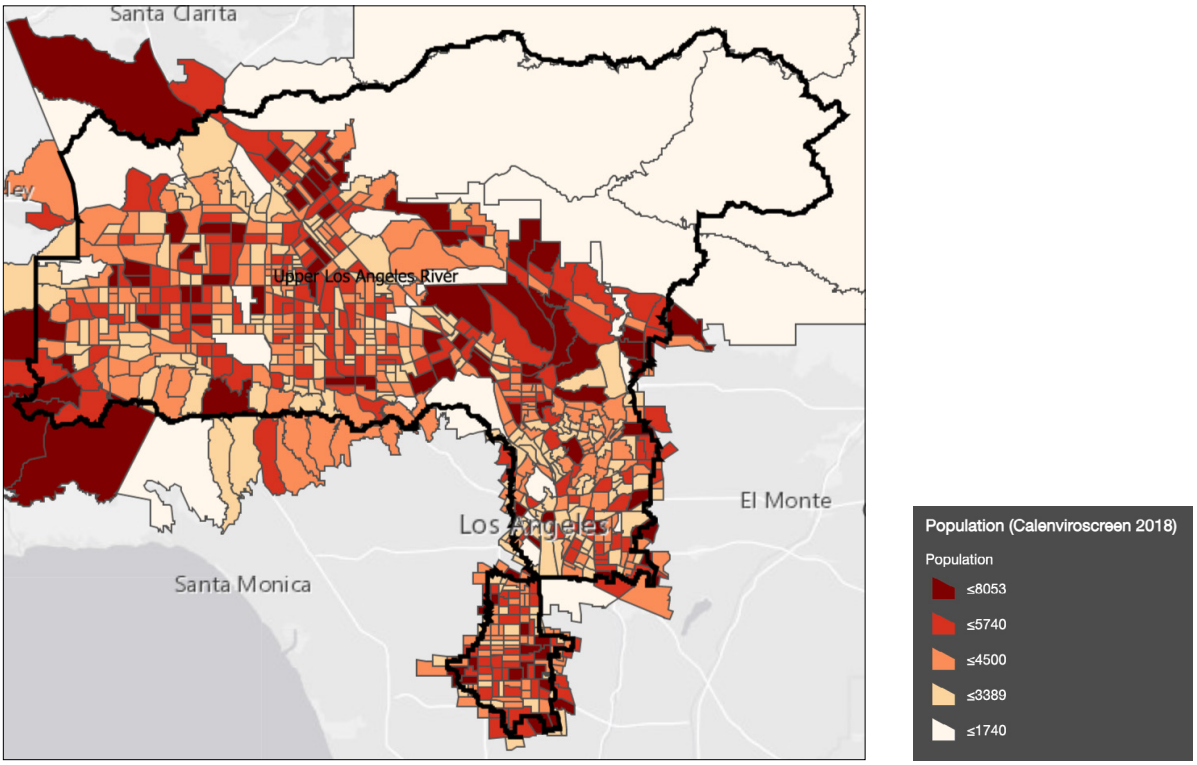
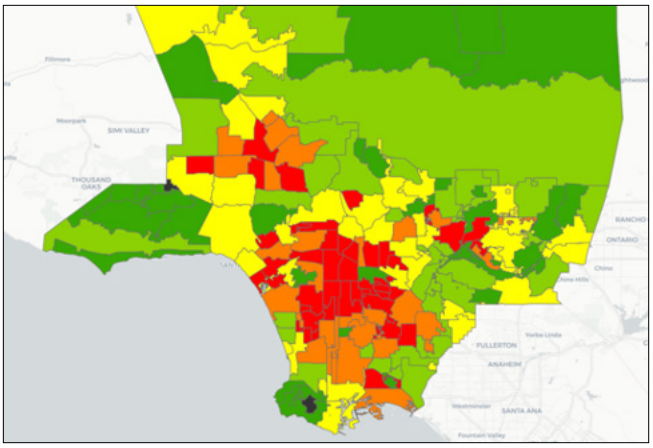


Figure 6. Population of ULAR Watershed Area. Calenviroscreen, 2018.

Historic and current social and environmental inequities have directly led to an inequitable distribution of resources to communities in our watershed area, including trees, park/open space, flooding, impacts of the urban heat island effect, access to recreational opportunities, and environmental pollution burden (Figure 7 and 8 on p.17). This has clear consequences for the health and safety of community members as seen through the impacts of COVID-19, and by the increasing burden of changing climate on underserved communities in our watershed area.

1 DWR defines disadvantaged communities as census tracts with an annual median household income less than 80 percent of the statewide annual median household income. Severely disadvantaged communities are those census tracts with a median household income less than 60% of the statewide average.



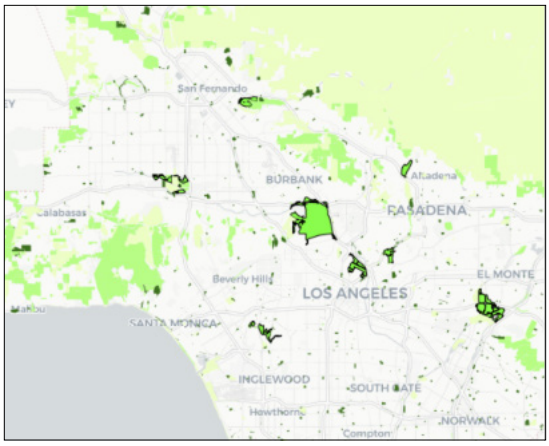


Figure 7 and 8. (Left) Park needs of communities with red indicating high park need and green indicating low park need. (Right) Locations of park space, green space, and open space across LA County. Source: Los Angeles County Dept. Parks and Recreation, Parks Needs Assessment, 2016

The Los Angeles County Department of Public Health compiled a "Health Profile" for cities and communities across Los Angeles County. These Community Health Profiles use 2018 census data to provide data points on determinants of health - both social and economic conditions - that together influence the health of the community. There are community health summaries for most of the communities in the ULAR Watershed Area. The Watershed Coordinators have summarized the data provided in these health profiles that are available for the communities within the ULAR Watershed Area (Appendix V). The health profiles offer insight into who lives in these communities, what investment, or lack thereof, has looked like historically, and in turn will help the ULAR Watershed Coordinator team identify priorities and help attune projects to align with community needs. Effective engagement strategies differ by area and need to be tailored based on the community in which we are working.

Safe, Clean Water Program Context

The implementation of the Los Angeles County Safe, Clean Water Program shall be 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.
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 benefiting 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 ULAR Watershed Area is one of nine watershed areas created in Los Angeles County through the Regional Program. Regional Program funds for this Watershed Area are programmed by the Watershed Area Steering Committee (WASC), composed of local stakeholders from agencies, municipalities, and community members from within the Watershed Area. The Steering Committee meets regularly to fund regional projects which enhance water quality, water supply, and community investment benefits through annual Stormwater Investments Plans (SIP). The WASC also plays a role in promoting the numerous program goals listed above. The membership of the ULAR WASC is provided in Appendix VI.

The ULAR Watershed Area is estimated to receive up to $38.4 million every year to fund regional projects and programs, however, this amount may decrease over time as more residents appeal and as permeable surfaces increase. The total amount of funds for the Upper Los Angeles River Watershed Area over the next five years is estimated to be $192 million. As of the most recent fiscal year 21-22, 82% of the budget for the next five years has been allocated to projects by the WASC. This leaves approximately $34.56 million remaining for projects over the next five years. This presents a significant challenge for the ULAR Watershed Area, but also presents opportunities for Watershed Coordinators to look into new partnerships, put forth small, cost effective projects through the Technical Resource Program, and leverage diverse funding sourcing that bring in unique cost share partners.

A bike path along the Los Angeles River from the 2017 Urban Waters Tour, Council for Watershed Health

The fiscal year 2020/2021 Stormwater Investment Plan funded 12 infrastructure projects, 8 technical resource program projects, and 3 scientific studies. The fiscal year 2021/2022 Stormwater Investment Plan funded 11 infrastructure projects, two technical resource program projects, and three scientific studies. A total of ten projects each year claimed a direct benefit to a disadvantaged community.

MS4 Compliance Partnerships

The ULAR Watershed Area is contained within the Upper Los Angeles River Enhanced Watershed Management Plan (ULAR EWMP). The ULAR Watershed Management Group oversees this Plan and is composed of 19 agencies. The City of Los Angeles is the coordinating agency for the ULAR Watershed Management Group and Coordinated Integrated Monitoring Program development. In addition to the City of Los Angeles, the group consists of the County of Los Angeles, Los Angeles County Flood Control District, and the Cities of Alhambra, Burbank, Calabasas, Glendale, Hidden Hills, La Canada Flintridge, Montebello, Monterey Park, Pasadena, Rosemead, San Gabriel, South El Monte, South Pasadena, San Marino, and Temple City. Of these cities, all fall within the SCWP ULAR Watershed Area with the exception of the Cities of Montebello, Rosemead, San Gabriel, South El Monte, San Marino, and Temple City (which fall within the Rio Hondo Watershed Area).

III. Interested Parties Mapping

One of the key tasks for Watershed Coordinators is to create and maintain relationships with a diverse array of interested parties across the watershed area who represent a variety of priorities.

Both the Council for Watershed Health and Environmental Outreach Strategies have a list of interested parties our organizations have encountered, worked with, and/or know of that will serve as a starting point for creating and maintaining a network of interested parties in the watershed area. The Watershed Coordination Team will continue to develop and maintain a network database of interested parties spanning the ULAR Watershed Area that will include community leaders, CBOs, NGOs, elected officials, agency staff, academics, utilities, labor groups, funders, etc. The database will cover project and engagement partner connections, contact information, background, location, community priorities, and general areas of influence. Previous project proposals, participants in prior ULAR WASC meetings, Watershed Management Plans, regional program participants, reports, and municipal websites will also be referenced in building this database. The spatial connection will allow the team to evaluate where there may be a lack of capacity due to gaps in coverage and focus time on those communities that haven't necessarily had ongoing support in years past. The database will be a continually evolving and living document as new conversations, relationships, and connections are made over the course of the year through this program.

People kayaking in the Sepulveda Basin in the San Fernando Valley

The interested parties included in this growing database will include, and are not limited to the following categories, descriptions and names:

City, County, State, and Federal Elected Officials
City Councilmembers, School Superintendents, County Supervisors, State Assemblymembers, and U.S. Representatives. County Supervisorial Districts which represent the ULAR Watershed Area are District 1, 2, 3, and 5. State Assembly Districts in the Watershed Area include District 38, 39, 43, 41, 45, 46, 49, 51, 53, 59, and 64. State Senate Districts in the ULAR Watershed Area include 18, 22, 24, 25, 26, 27, 30, 33, and 35. The U.S. Congressional Districts within the ULAR Watershed Area are Districts 25, 27, 28, 29, 30, 33, 34, 37, 40, 43, and 44.
Neighborhood Groups
Town councils, neighborhood councils, neighborhood and homeowners associations, and neighborhood council groups (e.g. Neighborhood Council Sustainability Alliance).
Councils of Governments
San Fernando Valley Council of Governments San Gabriel Valley Council of Government
Tribal Governments
Fernandeño Tataviam Band of Mission Indians, Gabrieliño Tongva Indian Tribe, Santa Ynez Band of Chumash Indians, Kizh Nation Gabrileno Band of Mission Indians. Los Angeles City/County Native American Indian Commission
Tribal Organizations
Tataviam Land Conservancy, Pukuu Cultural Community Services, Sacred Places Institute
Municipality Staff and Municipal Agencies
Staff (non-electeds) who represent the Cities of Alhambra, Burbank, Calabasas, Glendale, Hidden Hills, La Cañada Flintridge, Los Angeles, Monterey Park, Pasadena, San Fernando, Santa Clarita, and South Pasadena. Particularly staff within departments such as public works, engineering, parks & recreation, utilities, operations & maintenance, etc.
County/Regional Agencies
Los Angeles County agencies including but not limited to Los Angeles County Public Works, Department of Parks and Recreation, METRO, etc.

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State and Federal Agencies
California State Agencies including but not limited to State Water and Resources Control Board, California Natural Resources Agency, Regional Mountains Conservancy, California Environmental Protection Agency, Watershed Conservation Authority, California Department of Transportation, etc. Relevant federal agencies might include the U.S. EPA, U.S. Bureau of Reclamation, U.S. Army Corps of Engineers, etc.
Water Purveyors
Los Angeles Department of Water and Power, Glendale Water and Power, Burbank Water and Power, South Pasadena City Water Department, Foothill Municipal Water District, Metropolitan Water District, La Canada Irrigation District, West Valley Water District, etc.
Non-Governmental Organizations (NGOs)
NGO Nonprofits who serve the greater geographical region. Examples include but are not limited to Friends of the LA River, Amigos de los Rios, TreePeople, The River Project, Boys and Girls Clubs, River LA, North East Trees, LA Conservation Corps
Community-Based Organizations (CBOs)
CBO's connected geographically to a local issue and addressing a localized community priority. Examples include but are not limited to Promesa Boyle Heights, SCOPE, Nature for All, Somos Familia, Mujeres de la Tierra, Trust South LA, Pacoima Beautiful, Padres Pioneros as well as community public health clinics and social service organizations.
Local Businesses
Businesses, business-owners, and business associations located within the ULAR Watershed Area, particularly those located near potential project sites and areas of community priority including small businesses, brick-and-mortar businesses, street vendors, etc.
Faith-Based Institutions
Groups of individuals united on the basis of religious or spiritual beliefs and organizations whose purpose is to meet the spiritual, social, and cultural needs of their members who may wish to play a role in public awareness of SCWP or engaging on a project opportunity which could benefit their members.
Labor Unions
Labor unions with membership that live and work within the ULAR Watershed Area (e.g. Laborers Local 300). These groups may be engaged around project hiring practices and workforce development topics in particular.

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Land Conservancies
Both public agencies and nonprofit land conservancy agencies whose area falls within the ULAR Watershed Area.
School Districts and Schools
Interested parties that may be engaged within schools and school districts include superintendents, district administrative staff, sustainability staff, school principals, teachers, students, facilities management departments and staff, and parent groups.
Higher Education Institutions
Opportunities can be both infrastructure project opportunities on campuses as well as scientific study opportunities based on research coming out of these institutions. HIgher education institutions in the ULAR Watershed Area range include private colleges, community colleges, private university campus offshoots, and state universities.
Other
Other interested parties will include chambers of commerce, professional members associations such as CASQA, research & development agencies such as SCCWRP, ULAR Water Management Group, Faith Based Organizations, LA City Plants, Accelerate LA, non-traditional interested parties. Etc.

Input from the ULAR WASC Members

To inform the development of this network database, we conducted a survey and spoke to members of the ULAR WASC. These survey responses and interviews gave us a sense of priorities for the WASC, unique characteristics of the ULAR Watershed Area, identify who should be engaged in this work, and develop engagement and project development strategies. A list of WASC members that we have met with as of August 25, 2021 is provided in Appendix VII.

Our Water Rally for Measure W at the LA County Hall of Administration on 7/17/2018. Photos courtesy of TreePeople. Photography by TreePeople's Adam Corey Thomas.

IV. Vision for Success & Evaluation Criteria

This section serves to provide our vision of success for Watershed Coordinators and methods for evaluating whether success is being achieved. It is intended to both transparently communicate our vision to the public and provide the ULAR WASC and District a framework for evaluating our work as Watershed Coordinators. Since the vision may be refocused each year when the SOEP is revised, we include both our long-term vision for the watershed as a whole as well as a near-term evaluation criteria for our work as Watershed Coordinators.

Vision of Success for the Watershed Area

The vision of success for ULAR Watershed Coordinators is that all Stormwater Investment Plans include multi-benefit stormwater projects that:

1. Are community informed and aligned with local priorities
2. Integrate community-based organizations (CBOs) as project partners
3. Meet the mission of the SCWP which is to "empower communities to:
    a. **Capture it** - Increase our yearly collection of rainwater to supply water for millions of people in Los Angeles County annually,
    b. **Clean it** - Reduce the volume of trash before it reaches our beaches and coastal waters,
    c. **Make it safe** - Help eliminate the toxins, fertilizers, bacteria, plastics, metals from our cars, and chemicals that flow into the ocean,
    d. **Make it for everyone** - Protect creeks and streams, build parks, liven up concrete landscapes, and create green space for our communities."

By staying focused on this vision the ULAR Watershed area will meet the following goals of the SCWP:

- **Improve Water Quality**
- **Increase Water Supply**
- **Protect Public Health**

The test of our vision is whether it leads the voters of Los Angeles County, especially those in the ULAR Watershed Area, to view the program as successful, having met the expectations voters had when they passed Measure W.

Evaluation Criteria

The following measures of success will guide the Strategies identified in Section V. Since this is the first year of Watershed Coordination in the SCWP, evaluation will need to be near-term, flexible and output focused. Much of this first year of Watershed Coordination will be focused on learning how watershed coordination can be most impactful, developing relationships and trust with interested parties, acting as a facilitator and connector for potential project opportunities, and learning how watershed coordination can best support successful implementation of the SCWP in the ULAR.

We see the following measures as being most informative for shaping watershed coordination going forward. These measures of success or evaluation measures were developed based on input we heard during our surveys and interviews with ULAR WASC members:

- Project concepts developed for the Technical Resource Program pipeline.
- Strategies and examples of projects with "synergistic benefit," both meeting water compliance and investing in community to address community priorities.
- Partnerships formed between city agencies and community-based organizations through collaborating on the development of project opportunities.
- Projects that embed community engagement from the beginning, and along each step of the process.
- Tools and resources from other regional efforts and programs capitalized on for the benefit of the ULAR Watershed Area, and databases created that effectively track project opportunities and the watershed area interested party network.
- Events successfully conducted across the watershed area and with meaningful outcomes that reflect community priorities are shared back to the ULAR WASC and District staff.
- External funding sources and cost share partners identified and connected to project opportunities.
- Nature-based solutions which promote public health and ecological health incorporated into proposed projects.

Reporting

The Watershed Coordination Team will provide regular reporting on Plan execution, materials generated, and a summary of both quantitative and qualitative accomplishments to the District and the ULAR WASC. These reports on outputs will be prepared each month. Quarterly reports that review the results achieved each three month period will also be prepared. Finally, a summary report detailing the previous 12 months of work will be submitted on an annual basis. Metrics from the Strategic Outreach and Engagement Plan will be reviewed and adjusted to improve the quantification of the program accomplishments and input from ULAR WASC members will be solicited and included in this review and evaluation process.

Scope of the Watershed Coordinators' Role

Much of this first year's role will be learning how watershed coordination can be most impactful, developing relationships and trust with interested parties, and acting as a facilitator and connector for potential project opportunities.

The following table lays out the scope of the Watershed Coordinators' role as we see it.

Our role is focused on:	Our role is less focused on:
• Identifying project opportunities, facilitating the development of these into project concepts, and moving them through the Technical Resource Program pipeline.	• Providing resources to projects which are already funded through the infrastructure program or who have the relevant technical resources to apply to the infrastructure program.
• Providing recommendations and facilitation of community engagement practices, and identifying and supporting CBO partners in conducting community engagement.	• Conducting the on-the-ground community outreach and engagement for each individual project.
• Identifying opportunities for educational programming and raising awareness of the SCWP.	• Conducting education campaigns about the SCWP, developing curriculum, and marketing the SCWP.
• Communicating community priorities we've heard to the WASC and encouraging community participation in the ULAR Watershed Area process.	• Speaking for the community.

V. Strategies

The work plan for Watershed Coordinators consists of nine tasks, Tasks 1-9.

- Task 1: Facilitate Community Engagement in Safe, Clean Water Program
- Task 2: Identify and Develop Project Concepts
- Task 3: Work with Technical Assistance Teams
- Task 4: Facilitate Identification and Representation of Community Priorities
- Task 5: Integrate Priorities through Partnerships and Extensive Networks
- Task 6: Cost-share Partners
- Task 7: Leverage Funding
- Task 8: Local Stakeholder Education
- Task 9: Watershed Coordinator Collaboration

This Strategic Outreach and Implementation Plan (SOEP) is a key element of Task 1. The strategies laid out in this plan will lend themselves to an open stakeholder communication path resulting in a portfolio of diverse stakeholder perspectives, community strengths and needs, and project opportunities for consideration. Given the complex makeup of the ULAR region, engagement strategies will differ by area and need to be tailored based on the community we are working within. Task 2-9 will be accomplished with the strategies presented across the following five focus areas in the subsequent pages.

1. **Stakeholder Collaboration** - Engage municipalities, community groups and interested parties within the watershed.
2. **Project Development** - Develop project opportunities to be considered for the Technical Assistance Program.
3. **Diverse Representation** - Ensure diverse perspectives are integrated by the District and WASC.
4. **Inclusive Engagement** - Ensure the involvement of members of historically underrepresented and environmentally & economically stressed communities in the watershed.
5. **Education & Awareness** - Support educational programming that promotes awareness of community issues and the SCWP.

As part of their work plan, the Watershed Coordinators will each be hosting four outreach events each for a total of 12 outreach events, and two educational events for a total of six educational events across the ULAR Watershed Area over the next year. These events may range from large-scale workshops to local community events.

FOCUS AREA 1: STAKEHOLDER COLLABORATION

Engage municipalities, community groups and interested parties within the watershed

Goals

- Build public awareness of the Safe, Clean Water Program and ULAR WASC ongoing progress.
- Cultivate relationships that support project identification and ongoing coordination.
- Create awareness of and support for projects under consideration by the ULAR WASC.

General Strategies	EOS	CWH
1. Collateral Materials Development Produce culturally competent engagement materials and tools that will generate discussion around project opportunities and partnerships. Methods of communication may include social media, infographics, story maps, newsletters, e-mail briefings, photo libraries, fact sheets, animations, and community calendars.	Co-lead	Co-lead
2. Prevent Engagement Burnout Analyze external engagement efforts and integrate meetings to maximize engagement benefits while reducing community "burnout" from multiple outreach efforts.	Support	Lead
3. Collaborate Across Watersheds Collaborate with other Watershed Coordinators and SCWP staff to ensure online engagement strategies are consistent across the Program. Messages will be tested with targeted audiences.	Co-lead	Co-lead
4. School Engagement Develop a strategy to effectively involve schools and school districts in the SCWP in collaboration with other regional Watershed Coordinators.	Support	Lead
5. Direct Outreach Present the SCW Program at community meetings, neighborhood events, and topic-specific gatherings. Example of events include neighborhood council meetings, street clean-ups, beautification events, resource fairs, volunteer events, neighborhood watch meetings, cultural events, farmers markets catering to targeted groups; after-church pop-ups; platicas (talks) with evening or weekend neighborhood gatherings; Parent Teacher Association meetings discussing campus improvements; etc.	Co-lead	Co-lead

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Focus Area 1 continued

General Strategies	EOS	CWH
6. Public Sector Outreach Engage local, state, and federal legislators to inform them of local projects to ensure buy-in and bridge ideas and priorities across external funding efforts that run parallel to the SCWP.	Co-lead	Co-lead
7. Outreach Through Parallel Efforts Outreach through parallel programming that may include community science events (ex: bioblitz), community newsletters and existing community based programming (ex: Promotora Model/Community Health Worker Model).	Support	Lead
8. E-Newsletter Create a Safe, Clean Water Program electronic newsletter sent to stakeholders.	Lead	Support
9. Social Media Outreach Build a social media outreach presence, utilizing platforms such as Facebook, Instagram, and Twitter to push out information to interested stakeholders.	Co-lead	Co-lead
10. Community Tours Organize community tours, to be hosted by local public officials, where stakeholders are invited to tour existing projects so that they can develop an understanding of the types of projects that could benefit their communities.	Co-lead	Co-lead
11. Network Database Build off the groups identified in Section III. Interested Parties Mapping to further develop a thorough database of interested parties spanning local, state, and federal agencies, both environmental and non-water focused CBOs, nonprofit organizations, school districts and schools, higher education institutions, local government and elected officials, labor groups, etc. Identify who has been engaged and who has not yet been engaged but has an interest in the program.	Co-lead	Co-lead

FOCUS AREA 2: PROJECT DEVELOPMENT

Develop project opportunities to be considered for the Technical Assistance Program

Goals

- Identify local priorities and needs.
- Introduce project opportunities to the Technical Assistance Program.
- Identify and develop project concepts for consideration by the WASC.

General Strategies	EOS	CWH
1. Input Gathering Gather input from community events throughout the ULAR region. See Focus Area 1 for type of events.	Co-lead	Co-lead
2. Identify Project Opportunities Identify project opportunities utilizing a mixed method approach that evaluates: a. Input from ongoing engagement activities across multiple stakeholder groups b. Data and information gathered from existing planning efforts (ex: IRWM DACIP Needs Assessment, Upper LA River and Tributaries Revitalization, LA River Master Plan, Tujunga Wash WMP, Arroyo Seco WMP, Compton Creek WMP) c. Existing baseline conditions for the watershed	Support	Lead
3. Project Intake Form Develop a project intake form to collect potential project information.	Co-lead	Co-lead
4. Leverage Relationships Leverage existing relationships to cultivate partnerships between municipalities, Council of Governments, SCWP specific working groups, and both environmental and non-water focused CBOs/ NGOs working locally that have established trust and a connection to their community to identify and develop community-informed multi-benefit project concepts and work through obstacles.	Co-lead	Co-lead
5. Connecting Interested Parties Connect interested parties with the network of water agencies, CBOs, community leaders, and subject matter experts that can help accelerate project ideas and provide educational programming to support shared project goals.	Co-lead	Co-lead

Continued on next page

Focus Area 2 continued

General Strategies	EOS	CWH
6. Connecting Cost Share Partners Identify and connect project concepts to outside funding sources and cost share partners. This may include hosting a funders fair or bringing funders on tours to project sites.	Co-lead	Co-lead
7. Technical Resource Program Engagement Introduce existing community informed project opportunities to the SCWP Technical Resources Program.	Co-lead	Co-lead

Bradley Alley, a green alley in Pacoima, CA. Photo courtesy of Pacoima Beautiful.

FOCUS AREA 3: DIVERSE REPRESENTATION

Ensure diverse perspectives are integrated by the District and WASC

Goals

- Support advancement of community priorities in project concepts.
- Inform a shared watershed agenda.

General Strategies	EOS	CWH
1. Share Diverse Perspectives Utilize written, verbal and visual communication styles to share the diverse perspectives gathered through data sets, reports and outreach events (as defined in Focus Area 1) with the ULAR WASC and District.	Co-lead	Co-lead
2. Cultivate Diverse Group of Partnerships Cultivate partnerships with a broad audience of community representatives, CBOs, youth and adult social service agencies, mental health providers, homeless and housing providers, faith-based organizations, Native American Tribes and communities, municipalities, school districts, local business owners, and to the extent possible the public at large. (Refer to Section III)	Support	Lead
3. Identify Diverse Community Needs Use relationships and engagement with non-water focused CBOs discussed in Focus Area 1 & 2 to ensure that the WASC and District gain perspective on the diversity of community needs.	Support	Lead
4. Support CBOs When possible subcontract with CBOs' partners to provide outreach, engagement and water education support.	Support	Lead
5. Data Analysis to Understand Community Needs Utilize existing datasets and tools that offer insight into the diversity of ULAR communities, what investment, or lack thereof, has looked like historically and continually to inform the WASC's decision making. Example of tools and reports include the LA County Community Health Profiles; LA County Park Needs Assessment; CalEnviroScreen 3.0, GLAC IRWM DACIP Community Needs and Strength Assessment.	Support	Lead

FOCUS AREA 4: INCLUSIVE ENGAGEMENT

Ensure the involvement of members of historically underrepresented and environmentally & economically stressed communities in the watershed

Goals

- Integrate expressed community priorities into Stormwater Investment Plans.

General Strategies	EOS	CWH
1. Connect Localized Concerns with SCWP Connect localized, non-water concerns back to the SCWP program goals; discuss opportunities; share ideas to develop project concepts; connect to TA opportunities; memorialize priorities; promote a collaborative agenda with the SCWP.	Co-lead	Co-lead
2. Deploy Engagement BMPs Integrate community engagement best practices and lessons learned from the IRWM DACIP community engagement process.	Support	Lead
3. Leverage Existing CBO Relationships Leverage existing relationships with key community representatives to find a common language between community priorities and watershed management, integrating community and cultural norms into facilitated discussions, learning from CBO-led adaptive community engagement strategies brought on by COVID-19 stay at home orders, and connecting with existing community resources to remove potential barriers such as transportation, interpretive services, child care, and other basic needs.	Support	Lead
4. Watershed Education Building on Focus Area 1 & 2 strategies to include watershed learning opportunities. For example, the WC Team may participate in neighborhood trash clean-ups and incorporate educational activities on stormwater pollution or present to a wellness group about the public health benefits of a healthy watershed.	Support	Lead

Restoration Volunteer Day at Sepulvada Basin, 2019, CWH

Green street demonstration event at Merced Avenue, 2018, CWH

FOCUS AREA 5: EDUCATION & AWARENESS

Support educational programming that promotes awareness of community issues and the SCWP

Goals

- Advance understanding of the SCWP across the watershed.
- Advance the understanding of community issues and priorities within the ULAR WASC.

General Strategies	EOS	CWH
1. Community Education In collaboration with the larger SCWP education program, the WC team will coordinate the integration of education and marketing materials into community education efforts and identify how educational programming can connect community issues (safety, public health, job creation) back to water.	Co-lead	Co-lead
2. Water Education and SCWP Updates Share SCWP program updates and reinforce educational Water 101 concepts through online and on ground strategies identified in Focus Area 1 & 2.	Support	Lead
3. CBO Partnerships Work in partnership with local CBOs to hold educational events (activity-based, if possible) on water topics and the SCW Program.	Co-lead	Co-lead
4. Share Outcomes Share outcomes of the educational events to the WASC and County.	Co-lead	Co-lead
5. Collaborate Across Watersheds When and if appropriate, collaborate with educational events in areas that span more than one watershed area. Coordinate and collaborate with other subregion Watershed Coordinators to share tools, strategies, and lessons learned.	Co-lead	Co-lead

Waterfest, 2019, CWH


FOLAR clean-up event, 2019, CWH


Sela Arts Festival, 2019 CWH

VI. Identifying Collaborative Efforts

Sharing Watershed Area Boundaries

The ULAR Watershed Area shares boundaries with seven of the nine watershed areas across Los Angeles County. The ULAR Watershed Coordination Team will meet regularly with the watershed coordinators from these neighboring areas.

Committee Member Type	Affiliation
Santa Clara River Watershed Area	Unincorporated Los Angeles County
North Santa Monica Bay Watershed Area	City of Calabasas City of Bellflower City of Los Angeles
Central Santa Monica Bay Watershed Area	City of Los Angeles
South Santa Monica Bay Watershed Area	City of Los Angeles Unincorporated Los Angeles County
Lower Los Angeles River Watershed Area	No cities shared
Rio Hondo Watershed Area	City of Alhambra City of Monterey Park City of Pasadena City of South Pasadena Unincorporated Los Angeles County
Upper San Gabriel River Watershed Area	Unincorporated Los Angeles County

Los Angeles River, 2017 Urban Waters Tour, CWH

Safe, Clean Water Municipal Program

In addition to the Regional Program arm of the Safe, Clean Water Program, there is also a Municipal Program arm to the Safe, Clean Water Program. The Municipal Program receives approximately $114 million annually (Figure 9).

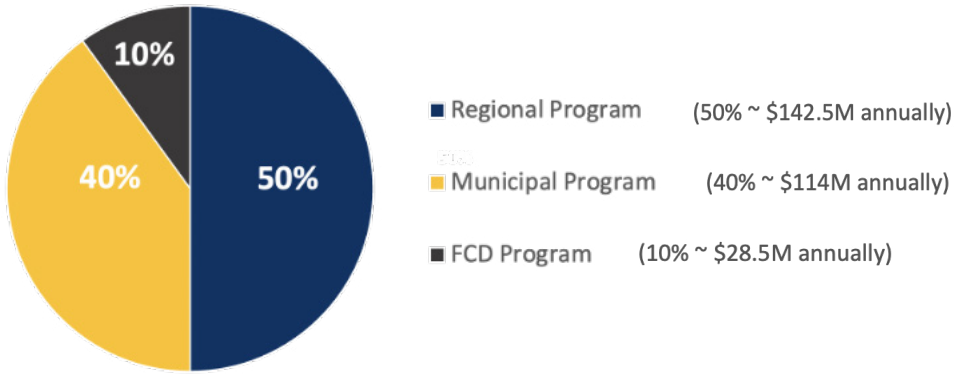

Figure 9. Safe, Clean Water Program breakdown of funds between program arms. Source: Stantec Regional Coordination Team.

Each of the cities in Los Angeles County directly receive a proportion of the funds generated through the Safe, Clean Water Program. To receive these funds, each city must submit a Municipal Transfer Agreement to be approved by Los Angeles County. There is an opportunity to align and leverage both the Municipal Program and Regional Program funds when putting forth competitive project concepts.

A summary of the 2020/21 Municipal Transfer Agreements for each of the cities within the Upper Los Angeles River Watershed Area are summarized in the table below.

	Local Return Estimate	Programs & Projects
City of Alhambra	$860,000	• Marengon Maintenance Yard Improvement Project • Illicit Connection and Discharge Program and Public Info and Participation Program • Operations & Maintenance • Stakeholder and Community Engagement
City of Burbank	$1,450,000	• Stormwater capture • Upgraded shelters for raw material storage • Trash capture device installation • Stormwater and urban runoff catch basin clearing, stenciling, monitoring, and reporting • Trash generation studies • Fees for MS4 NPDES permit • Water quality programs • Stakeholder engagement
City of Calabasas	$390,000	• Las Virgenes Creek Restoration Project • Las Virgenes Road Green Street Project • Malibu Creek Watershed CIMP Cost-Share
City of Glendale	$1,680,000	• Alley Stormwater Treatment Program CIP • Green Streets Improvements CIP • Trash TMDL Compliance • Regional Project Study for EWMP Compliance • Consulting Services for Enhanced Watershed Management Program • Storm Drain Catch Basin Cleaning • Consulting Services for NPDES Compliance • Annual Cost Sharing for the Implementation of the CIMP and EWMP for the Upper Los Angeles River Watershed Area • Administration of MS4 Permit • MS4 Annual Permit Fee • Stakeholder and Community Outreach/ Engagement for MS4 Compliance

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	Local Return Estimate	Programs & Projects
City of Hidden Hills	$80,000	• Municipal NPDES Permit Programs • Malibu Creek Watershed Nutrient Study • Special Monitoring Program
City of La Cañada Flintridge	$380,000	• Outfall Monitoring and Funding Assistance • Trash Mitigation Project • Green Alley Project • Daily Generation Rate Study • Municipal NPDES Permit Programs • Annual Permit Fee and ULAR EWMP/CIMP Monitoring
City of Los Angeles	$36,740,000	• Construction of 5 dry weather diversion systems • Implementation of the City's Municipal SCWP • Implementation of a O&M program and activities for stormwater systems and projects • Implementation of SCW Municipal Public Outreach Program
City of Monterey Park	$740,000	• Supporting East LA College in meeting MS4 compliance • Meeting Statewide Trash Provisions
City of Pasadena	n/a	
City of San Fernando	$280,000	• Downtown-Mall Area Trash Enclosures Project • NPDES general permit compliance program • City-Wide Catch Basin Cleaning Program
City of South Pasadena	$250,000	• Infrastructure projects • Stormwater and Urban Runoff Programs • Stormwater Runoff Monitoring • Water Quality Program Administration and Coordination • MS4 NPDES Permit fee • Stakeholder and Community Outreach & Education
County Unincorporated	$5,500,000	• Basset High School Stormwater Capture Project • Alondra Park Stormwater Capture Project • Adventure Park Stormwater Capture Project • Hasley Canyon Stormwater Capture Project • Walnut Park Pocket Park Project

Ongoing Regional Coordination

The Watershed Coordinators will continuously identify and coordinate with other ongoing regional programs and efforts over the course of the year. A few of these relevant regional programs that the Watershed Coordinators have already identified, been involved with, and/or will be reaching out to include:

Tribal Coordination

The active presence of Tataviam, Tongva, Kizh, and Chumash in the ULAR Watershed Area calls for the WC Team to engage Tribal Councils and communities across the region. Specifically the team will focus on identifying overlaps and collaboration efforts that increase tribal participation and influence with the ULAR WASC and align SCWP goals and investments with the project development and implementation efforts of the Fernandeño Tataviam.

IRWM DACIP

The WC Team will identify overlaps and potential collaboration with the parallel Greater LA County (GLAC) IRWM DACIP Program to coordinate engagement, sync messaging, identify projects, assess needs, and ensure involvement of underrepresented communities. The program engages disadvantaged, tribal and underrepresented communities to identify local water issues and then provides Technical Assistance support to develop water education programming and infrastructure projects to address those needs. The DACIP needs assessment and technical assistance tasks overlap within the first year of this plan. This overlap creates an opportunity to sync engagement events where appropriate, leverage strategies, priorities, and funding recommendations that are developed specifically through the IRWM DACIP process.

The WC Team will coordinate efforts with the Greater LA IRWM Region Task Force as they prepare for the Round 2 IRWM implementation funding. As part of the Task 4 Technical Assistance task, IRWM DACIP will help supply technical resources to the ULAR Watershed Area around project development opportunities for consideration by both SCWP and IRWM.

Eaton Wash, CWH

Sturtevant Falls, CWH

Arroyo Seco, CWH

ULAR EWMP

Through the Los Angeles County MS4 Permit, Permittees can develop and voluntarily participate in Watershed Management Programs (WMPs) to implement the requirements of the Permit on a watershed scale through customized strategies, control measures, and best management practices (BMPs) to comply with receiving water limitations, total maximum daily loads (TMDLs), non-stormwater discharge prohibitions, and minimum control measures. The SCWP ULAR Watershed Area falls within the Upper Los Angeles River Enhanced Watershed Management Plan (ULAR EWMP) area. The ULAR EWMP Implementation Strategy identifies the location and type of BMPs to be implemented across the entire ULAR EWMP area by 2028. Green streets make up 30% of the total BMP capacity. Low Impact Development (LID) BMPs make up 14% of the available capacity, which includes private and residential land. According to the EWMP the total capacity of LID, green streets and regional BMPs are to be implemented by each jurisdiction by 2037 (Appendix VIII). The Watershed Coordinators will reference and utilize the EWMP Strategic Implementation Plan to help coordinate project opportunities and prioritize and set activities in place to support each city in meeting their targets through multi-benefit stormwater projects.

WHAM

County Measure W (Safe, Clean Water Program), Measure H (Homeless Initiative), Measure A (Safe, Clean Neighborhood Parks and Beaches), and Measure M (Traffic Improvement Plan) provide opportunities to pair funding from multiple measures to fund multi-benefit projects (referred to as WHAM). The Board of Supervisors created a WHAM Taskforce to encourage agencies implementing these measures to collaborate on multibenefit projects and create a 10x10 list of projects which identify opportunities to utilize more than one measure. Measure J, Reimagine LA County passed in 2020, presents another opportunity to coordinate projects and programs across County measures. The Watershed Coordinators will track outcomes from the WHAM Task Force and regional outreach through Los Angeles County Measures (H, A, M, and J) to identify collaborative strategies.

OurCounty Sustainability Plan

The OurCounty Sustainability Plan is a regional sustainability plan for Los Angeles County developed by the Los Angeles County Chief Sustainability Office. The Plan outlines what local governments and interested parties can do “to enhance the well-being of every community in Los Angeles County while reducing damage to the natural environment and adapting to the changing climate, particularly focusing on those communities that have been disproportionately burdened by environmental pollution. This plan envisions streets and parks that are accessible, safe, and welcoming to everyone; air, water, and soil that are clean and healthy; affordable housing that enables all residents to thrive in place; and a just economy that runs on renewable energy instead of fossil fuels.”

LA County Water Plan

A plan in development by Los Angeles County Public Works to "think holistically and regionally about our water resources – fostering collaboration among stormwater, potable water, and recycled water stakeholders to identify opportunities for integrated solutions." This plan will be informed by meetings with stakeholder groups and community workshops. The Watershed Coordinators will continue to track the development of this plan and identify overlaps with the SCWP.

LA River Master Plan Update

The Los Angeles County Board of Supervisors directed Public Works to work with other County Departments to update the LA River Master Plan for the first time in over 20 years in 2016. The update to the Plan has been a multi-year process involving community meetings and a Steering Committee to ensure diverse interests along the river are represented in laying the groundwork for the next 25 years of investment along and within the river. The vision of the Plan is "for the LA River to become 51 miles of connected public open space that provides landmark opportunities to reduce flood risk and improve resiliency, support healthy and connected ecosystems, address potential adverse impacts to housing affordability and people experiencing homelessness, promote healthy, safe clean water, and create jobs while fostering opportunities for arts, culture, and community engagement." The Los Angeles County's 2020 LA River Master Plan identifies over 200 potential project sites that will create local jobs, publicly accessible open space that will help address public health issues, especially in environmentally- and economically-stressed communities, solutions to mitigate future climate disasters and enhance ecosystem function, actions for affordable housing, homelessness, and addressing displacement in areas vulnerable to gentrification.

2019 FOLAR clean-up event, CWH

Proposition O

Proposition O was passed by Los Angeles voters in 2004. The passage authorized the City of Los Angeles to expend $500 million on projects that prevent pollution, improve water quality of rivers, lakes, beaches, bays, and the ocean, conserve water, and protect public safety while meeting Federal Clean Water Act regulations. The Watershed Coordinators will take note of Proposition O funded, completed, and in progress project locations and the impact these locations have on any potential project opportunities through the SCWP. A map of all completed Proposition O projects is provided in Appendix IX. The Watershed Coordinators will utilize lessons learned and experience gained through working on Proposition O to inform the work with the SCWP.

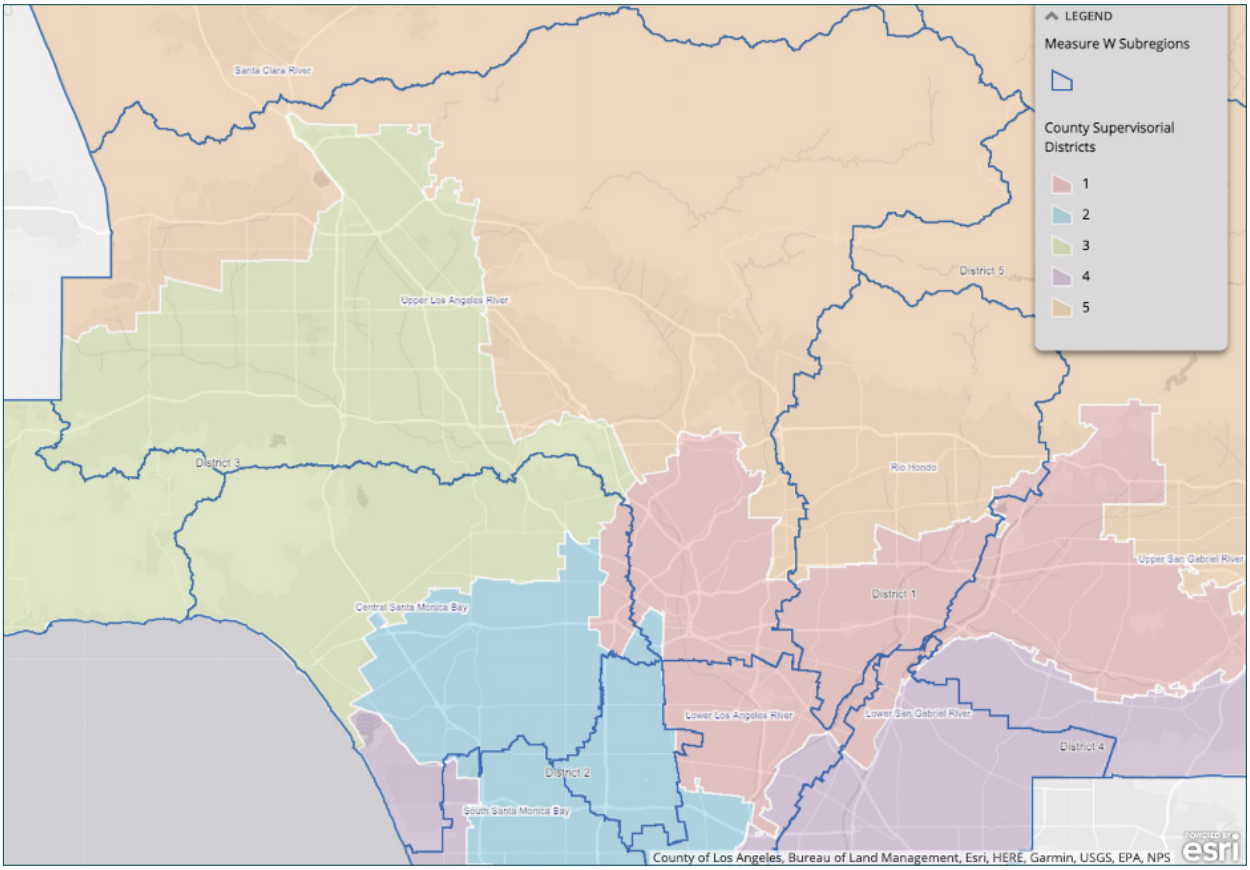
Los Angeles River Watershed Monitoring Program (LARWMP)

The Los Angeles River Watershed Monitoring Program (LARWMP) was developed in 2007 by a group of stakeholders representing major permittees, regulatory and management agencies, and conservation groups. At the time, the majority of monitoring efforts were focused on compliance monitoring, presenting an opportunity to better coordinate ongoing monitoring efforts and promote collaboration between stakeholders of the Los Angeles River. Prior to the LARWMP, little was known about the baseline condition of streams throughout the watershed. This collaborative program, majority funded by the Cities of Los Angeles and Burbank and the Los Angeles County Department of Public Works and managed by the Council for Watershed Health, provides a framework for comprehensive, periodic assessments of watershed health, and creates opportunities to align monitoring efforts with management and public priorities. To provide a better understanding of the health of Los Angeles River Watershed as an integrated system and how it is changing, the LARWMP generates annual monitoring data. Yearly monitoring efforts culminate in an annual report and every five years is synthesized into a State of the Watershed Report.

Glendale Narrows - An 11 mile section of the Los Angeles River with an earthen bottom

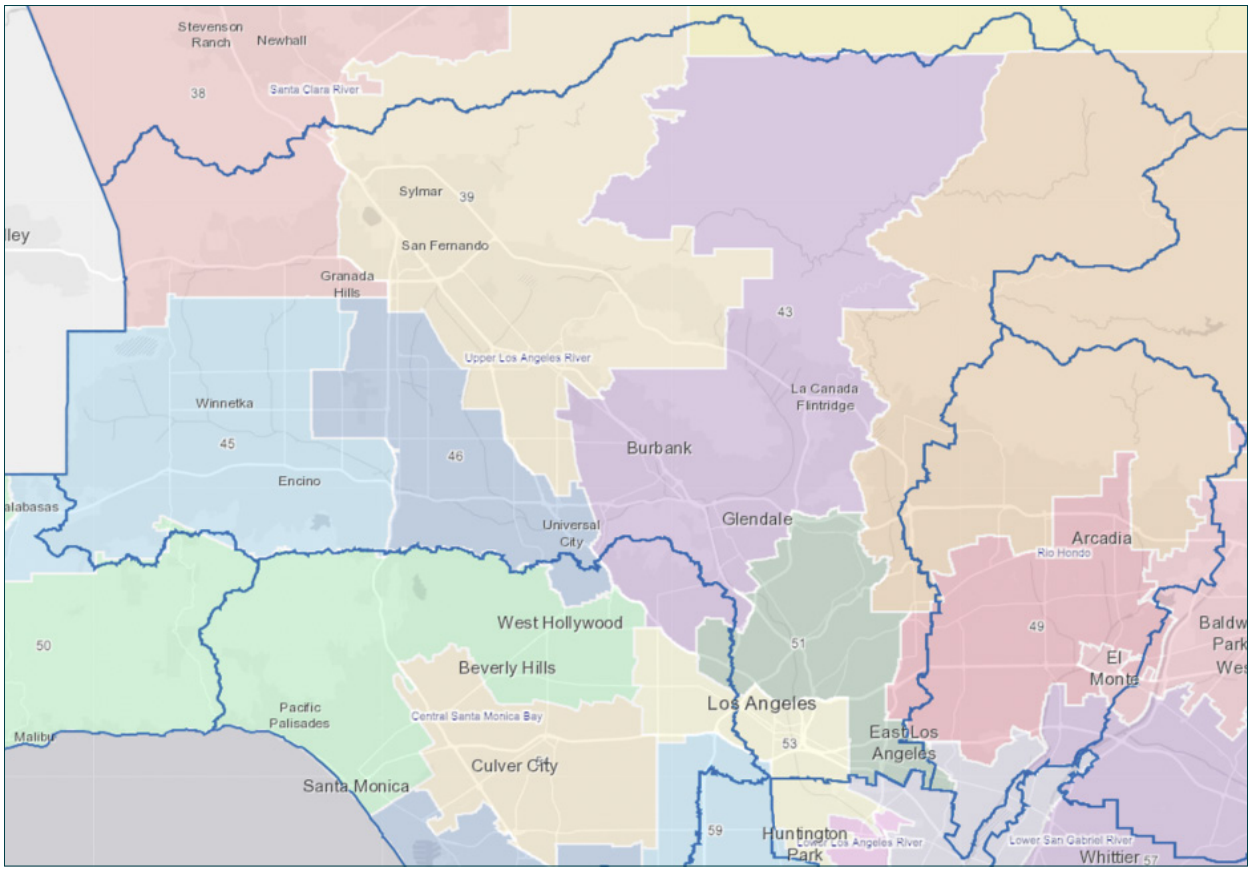
Appendices

Appendix I.



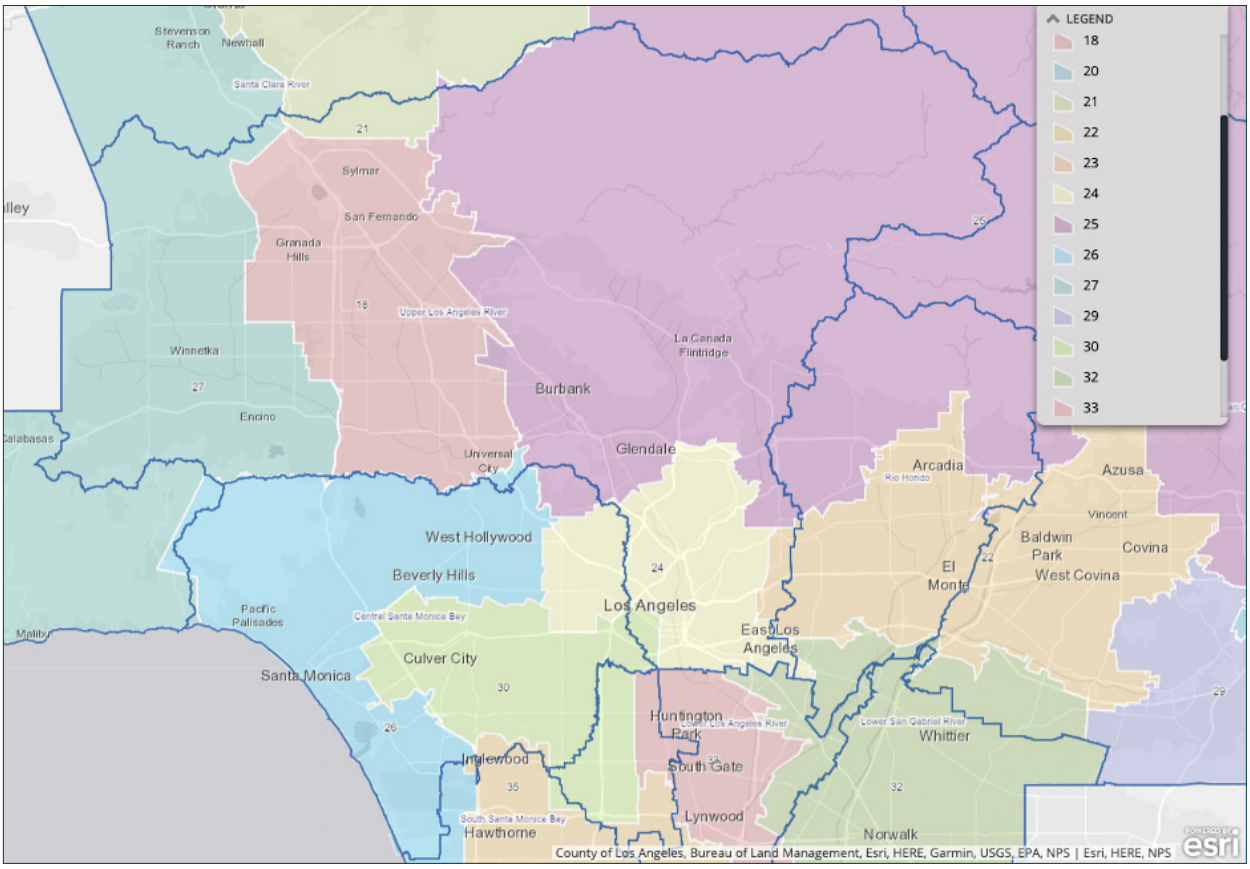
County Supervisorial Districts within the Upper Los Angeles River Watershed Area.
Source: OurWaterLA, Water Leader Resources, MEASURE W: Safe Clean Water L.A. Map

Appendix II.



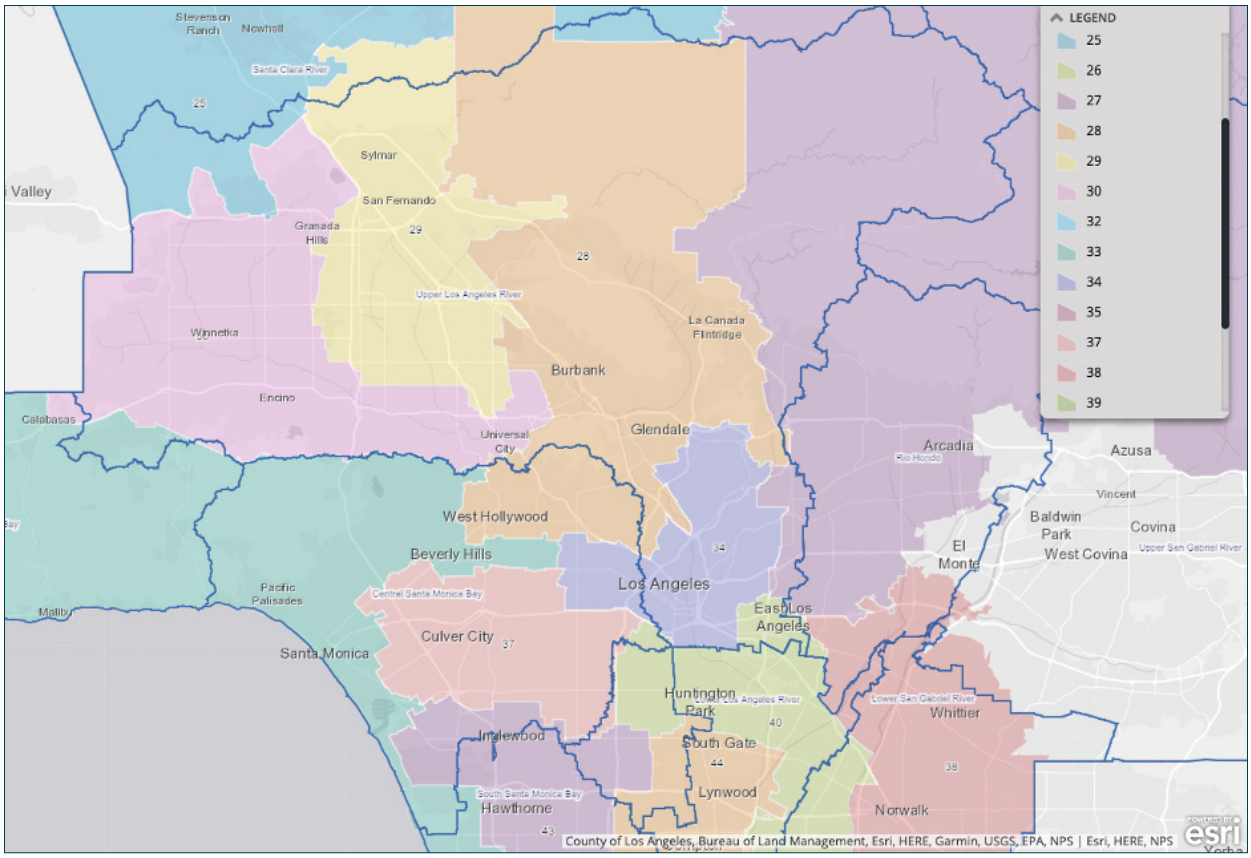
State Assembly Districts within the Upper Los Angeles River Watershed Area.
Source: OurWaterLA, Water Leader Resources, MEASURE W: Safe Clean Water L.A. Map

Appendix III.



State Senate Districts within the Upper Los Angeles River Watershed Area.
Source: OurWaterLA, Water Leader Resources, MEASURE W: Safe Clean Water L.A. Map

Appendix IV.



U.S. Congressional Districts within the Upper Los Angeles River Watershed Area.
Source: OurWaterLA, Water Leader Resources, MEASURE W: Safe Clean Water L.A. Map

Appendix V.

Summary of Community Health Profiles compiled by the Los Angeles Department of Public Health which are relevant for the communities and jurisdictions in the Upper Los Angeles River Watershed Area.

	LA County	Western ULAR								
										partial
		Calabasas	CD 3	CD 12	CD5	CD 6	CD 7	San Fernando	CD 2	CD4
Population:		24,182	267,182	271,125	264,057	283,654	278,658	24,465	265,068	260,788
Population Age										
0-17 years	23%	20%	22%	18%	17%	26%	25%	27%	21%	16%
18-64 years	65%	64%	64%	65%	68%	65%	64%	63%	67%	70%
65+ years	13%	16%	14%	17%	15%	9%	11%	10%	12%	14%
Race/Ethnicity										
Black	8.46%	1.52%	4.30%	4.12%	3.69%	3.28%	3.55%	0.65%	4.06%	4.56%
Latinx	48.76%	6.62%	39.57%	28.35%	11.12%	71.93%	70.98%	92.86%	46.80%	16.13%
White	28.04%	82.61%	42.97%	47.87%	69.14%	15.11%	19.21%	5.29%	41.94%	63.10%
Asian	14.31%	9.11%	12.89%	19.38%	15.84%	9.42%	5.99%	0.85%	6.96%	16.02%
American Indian/Alaska Native	0.19%	0.13%	0.16%	0.16%	0.12%	0.17%	0.20%	0.28%	0.15%	0.13%
Native Hawaiian/Other Pacific Islander	0.24%	0.02%	0.10%	0.12%	0.09%	0.08%	0.07%	0.07%	0.10%	0.07%
Foregn-born residents (%):	35%	26%	41%	32%	30%	47%	40%	37%	39%	31%
High School Graduates:	77%	97%	81%	90%	95%	64%	68%	58%	80%	94%
Median Household Income:	$56,196	$106,050	$66,266	$80,913	$84,058	$45,481	$57,352	$55,170	$52,281	$77,274
Employed adults in labor force (%):	92%	94%	93%	93%	93%	90%	91%	91%	90%	92%
Available recreation space (acres/1,000 people)	8.1	3.26	2.38	2.44	0.56	1.78	2.76	0.99	1.5	16.23
People living in close proximity to grocery store (%):	62%	20%	61%	48%	75%	73%	49%	74%	69%	70%
Homeowners (%)	46%	70%	49%	69%	39%	38%	60%	54%	34%	34%
Renters (%)	54%	30%	51%	32%	61%	63%	40%	46%	66%	66%
Individuals experiencing houselessness:		0	890	906	913	1856	1206	24	1084	628
Children with diagnosed asthma (%):	7%	unavailable	7%	6%	7%	7%	7%	6%	7%	7%
Serious Crimes (per 100,000 people)	551	62	412.8	284.4	252.6	472.8	361	539.6	389.3	321.3
CA Clean Environment Score	n/a	85th percentile (lower pollution burden)	40th percentile (high-medium pollution burden)	36th percentile (high-medium pollution burden)	25th percentile (higher pollution burden)	21st percentile (higher pollution burden)	27th percentile (high-medium pollution burden)	24th percentile (higher pollution burden)	13th percentile (higher pollution burden)	19th percentile (higher pollution burden)
Adults with diagnosed depression (%):	9%	14%	9%	8%	13%	6%	7%	8%	10%	12%
CA Healthy Places Index Score:	n/a	92nd percentile (more healthy community conditions)	48th percentile (few-medium healthy community conditions)	69th percentile (medium-more healthy community conditions)	76th percentile (more healthy community conditions)	21st percentile (fewer healthy community conditions)	31st percentile (few-medium healthy community conditions)	41st percentile (few-medium healthy community conditions)	40th percentile (medium healthy conditions)	72nd percentile (medium-more healthy community conditions)

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Appendix VII continued

	Central ULAR			Eastern ULAR						
				partial	partial					
	Burbank	Glendale	Altadena	CD 13	CD 1	CD 14	South Pasadena	Alhambra	Monterey Park	East Los Angeles
Population:	104,692	201,604	42,525	258,882	274,628	259,741	25,937	86,705	61,121	125,802
Population Age										
0-17 years	18%	17%	21%	19%	23%	21%	20%	18%	17%	29%
18-64 years	67%	65%	62%	70%	65%	66%	65%	65%	62%	61%
65+ years	15%	18%	17%	12%	11%	12%	15%	17%	21%	10%
Race/Ethnicity										
Black	2.49%	1.20%	23.74%	3.22%	2.76%	5.84%	2.79%	1.33%	0.33%	0.29%
Latinx	25.51%	17.55%	29.05%	54.24%	70.6%	68.19%	19.32%	34.35%	27.43%	96.91%
White	59.18%	63.82%	41.29%	23.76%	8.29%	12.86%	43.32%	9.13%	4.58%	1.85%
Asian	12.56%	17.27%	5.53%	18.52%	18.1%	12.79%	34.43%	54.98%	67.54%	0.80%
American Indian/Alaska Native	0.18%	0.10%	0.19%	0.17%	0.17%	0.25%	0.11%	0.14%	0.10%	0.14%
Native Hawaiian/Other Pacific Islander	0.07%	0.05%	0.20%	0.08%	0.08%	0.07%	0.02%	0.07%	0.03%	0.01%
Foregn-born residents (%):	34%	54%	20%	50%	52%	38%	27%	50%	54%	42%
High School Graduates:	89%	84%	89%	74%	57%	66%	95%	81%	79%	47%
Median Household Income:	$66,076	$52,574	$86,050	$39,448	$34,896	$45,157	$78,957	$53,582	$54,097	$38,766
Employed adults in labor force (%):	92%	91%	92%	90%	91%	91%	96%	94%	91%	89%
Available recreation space (acres/1,000 people)	8.22	8.37	1.1	0.84	2.69	1.05	1.55	0.77	1.44	0.73
People living in close proximity to grocery store (%):	66%	75%	45%	85%	89%	64%	68%	52%	54%	53%
Homeowners (%)	41%	35%	72%	14%	18%	33%	44%	40%	52%	34%
Renters (%)	59%	65%	28%	86%	82%	67%	57%	60%	48%	66%
Individuals experiencing houselessness:	167	240	58	3036	1986	5590	9	64	7	288
Children with diagnosed asthma (%):	6%	6%	9%	5%	4%	unavailable	5%	4%	7%	7%
Serious Crimes (per 100,000 people)	200.6	112.6	162.3	718.5	667.5	1051.4	104.1	168.4	214.3	480.1
CA Clean Environment Score	5th percentile (higher pollution burden)	1st percentile (high pollution burden)	62nd percentile (medium-low pollution burden)	3rd percentile (high pollution burden)	6th percentile (higher pollution burden)	24th percentile (higher pollution burden)	38th percentile (high-medium pollution burden)	6th percentile (high pollution burden)	4th percentile (higher pollution burden)	3rd percentile (high pollution burden)
Adults with diagnosed depression (%):	10%	10%	11%	9%	7%	10%	9%	5%	4%	8%
CA Healthy Places Index Score:	62nd percentile (medium health conditions)	46th percentile (low-medium healthy community conditions)	76th percentile (more healthy community conditions)	23rd percentile (fewer healthy community conditions)	10th percentile (fewer healthy community conditions)	24th percentile (fewer healthy cpmmunity conditions)	87th percentile (more healthy comunity conditions)	43rd percentile (some healthy community conditions)	32nd percentile (few-medium healthy community conditions)	6th percentile (few healthy community conditions)

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Appendix VII continued

	Southern ULAR				
	partial	partial	partial		
	CD 9	CD 8	CD 15	Westmont	Florence-Firestone
Population:	285,373	252,296	269,467	32,835	65,822
Population Age					
0-17 years	30%	26%	27%	28%	31%
18-64 years	64%	63%	62%	62%	61%
65+ years	6%	10%	11%	10%	7%
Race/Ethnicity					
Black	15.12%	39.96%	12.72%	49.45%	8.93%
Latinx	79.18%	56.66%	63.77%	49.12%	90.12%
White	3.19%	1.77%	16.34%	0.96%	0.74%
Asian	2.40%	1.37%	6.48%	0.25%	0.11%
American Indian/Alaska Native	0.09%	0.16%	0.22%	0.12%	0.07%
Native Hawaiian/Other Pacific Islander	0.02%	0.07%	0.48%	0.09%	0.02%
Foregn-born residents (%):	43%	32%	32%	23%	43%
High School Graduates:	45%	64%	69%	70%	41%
Median Household Income:	$28,614	$32,922	$46,423	$26,808	$33,934
Employed adults in labor force (%):	91%	88%	90%	86%	91%
Available recreation space (acres/1,000 people)	0.33	0.53	2.56	0.06	1.03
People living in close proximity to grocery store (%):	84%	58%	52%	20%	97%
Homeowners (%)	27%	37%	40%	31%	34%
Renters (%)	73%	63%	60%	69%	66%
Individuals experiencing houselessness:	3458	1497	1773	365	543
Children with diagnosed asthma (%):	6%	9%	7%	unavailable	8%
Serious Crimes (per 100,000 people)	1120.3	1497.8	696.6	1513.6	800.6
CA Clean Environment Score	8th percentile (higher pollution burden)	32nd percentile (medium-high pollution burden)	66th percentile (medium-low pollution burden)	69th percentile (medium-low pollution burden)	37th percentile (medium-high pollution burden)
Adults with diagnosed depression (%):	8%	6%	8%	7%	7%
CA Healthy Places Index Score:	0th percentile (fewer healthy community conditions)	2nd percentile (fewer healthy community conditions)	20th percentile (fewer healthy community conditions)	1st percentile (fewer health community conditions)	3rd percentile (fewer healthy community conditions)

Appendix VI.

Summary of the Upper Los Angeles River Watershed Area Steering Committee membership.

Committee Member Type	Affiliation	Name
Agency	LA County Flood Control District	Genevieve Osmena
Agency	LA Department of Water and Power	Delon Kwan
Agency	LA Department of Water and Power	Paul Liu
Agency	LA Sanitation & Environment	Alfredo Magallanes
Agency	LA Recreation & Parks	Cathie Santo Domingo
Community Stakeholder	Laborers Local 300	Ernesto Pantoja
Community Stakeholder	Urban Semillas	Miguel Luna
Community Stakeholder	Santa Susana Mountain Park Association	John Luker
Community Stakeholder	VACANT	VACANT
Community Stakeholder	Pacoima Beautiful	Veronica Padilla-Campos
Municipal Members	City of Glendale	Yazdan Emrani
Municipal Members	City of La Cañada Flintridge	Patrick DeChellis
Municipal Members	City of Los Angeles	Teresa Villegas*
Municipal Members	City of Los Angeles	Max Podemski**
Municipal Members	City of Los Angeles	Rafael Prieto
Municipal Members	Los Angeles County	Mark Lombos[1]
Municipal Members	City of Pasadena	Kris Markarian
Municipal Members	City of Los Angeles	Christine Peters[2]

*Chair

**Vice Chair

[1] Replaced Paul Alva August/September 2021

[2] New member August/September 2021

Appendix VII.

Summary of interview occurrence and date with members of the Upper Los Angeles River Watershed Area Steering Committee.

ULAR WASC Member	Survey Response	Interview I Date
Genevieve Osmena	Yes	Yes I August 23rd, 2021
Alfredo Magallanes	No	Yes I August 16th, 2021
Cathie Santo Domingo	No	No
Ernesto Pantoja	No	No
Miguel Luna	No	Yes I September 22nd, 2021
John Luker	No	No
Veronica Padilla-Campos	Yes	Yes I August 25th, 2021
Yazden Emrani	No	No
Patrick DeChellis	No	No
Teresa Villegas*	No	Yes I September 13th, 2021
Rafael Prieto	Yes	Yes I August 1st, 2021
Mark Lombos	No	No
Kris Markarian	No	No
Delon Kwan	Yes	Yes I August 23rd, 2021
Paul Liu	No	Yes I August 23rd, 2021
Max Podemski**	Yes	Yes I August 2nd, 2021
Christine Peters	No	No
Barbara Romero (Alternate)	No	No
Felipe Escobar (Alternate)	No	Yes I August 18th, 2021
Javier Solis (Alternate)	No	No
Michael Scaduto (Alternate)	Yes	Yes I August 16th, 2021

*Chair

**Vice Chair

[1] Replaced Paul Alva August/September 2021

[2] New member August/September 2021

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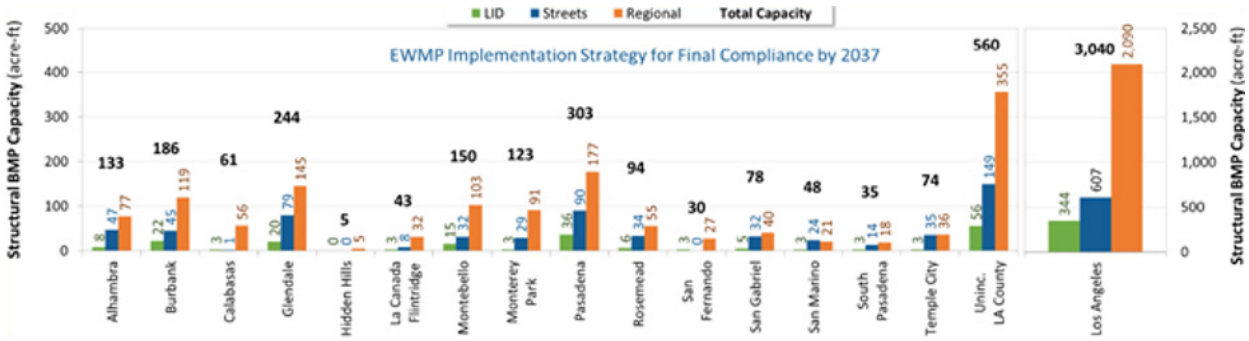
Appendix VII continued

ULAR WASC Member	Survey Response	Interview I Date
Edward Hitti (Alternate)	No	No
Yvette Lopez-Ledesma (Alternate)	No	No
Wendi Gladstone (Alternate)	No	No
Sergio Rascon (Alternate)	No	No
Ramy Gindi (Alternate)	No	Yes I August 23rd, 2021
Ackley Padilla (Alternate)	No	No
Brent Maue (Alternate)	No	No
TJ Moon (Alternate)	Yes	Yes I July 27th, 2021
Art Castro (Alternate)	Yes	Yes I August 23rd, 2021
John Huynh (Alternate)	Yes	Yes I August 23rd, 2021
Anonymous Survey Results	2	N/A
TOTALS	**11**	**15**

Appendix VIII.

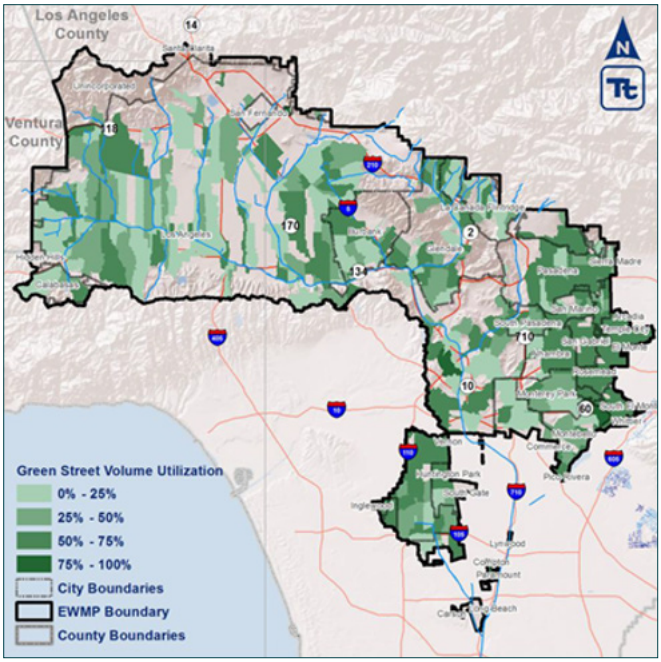
The Upper Los Angeles River Enhanced Watershed Management Plan Implementation Strategy for Final Compliance by 2037:



Types of projects identified in the Upper Los Angeles River Enhanced Watershed Management Plan Implementation Strategy for Final Compliance by 2037 includes:

Green Streets

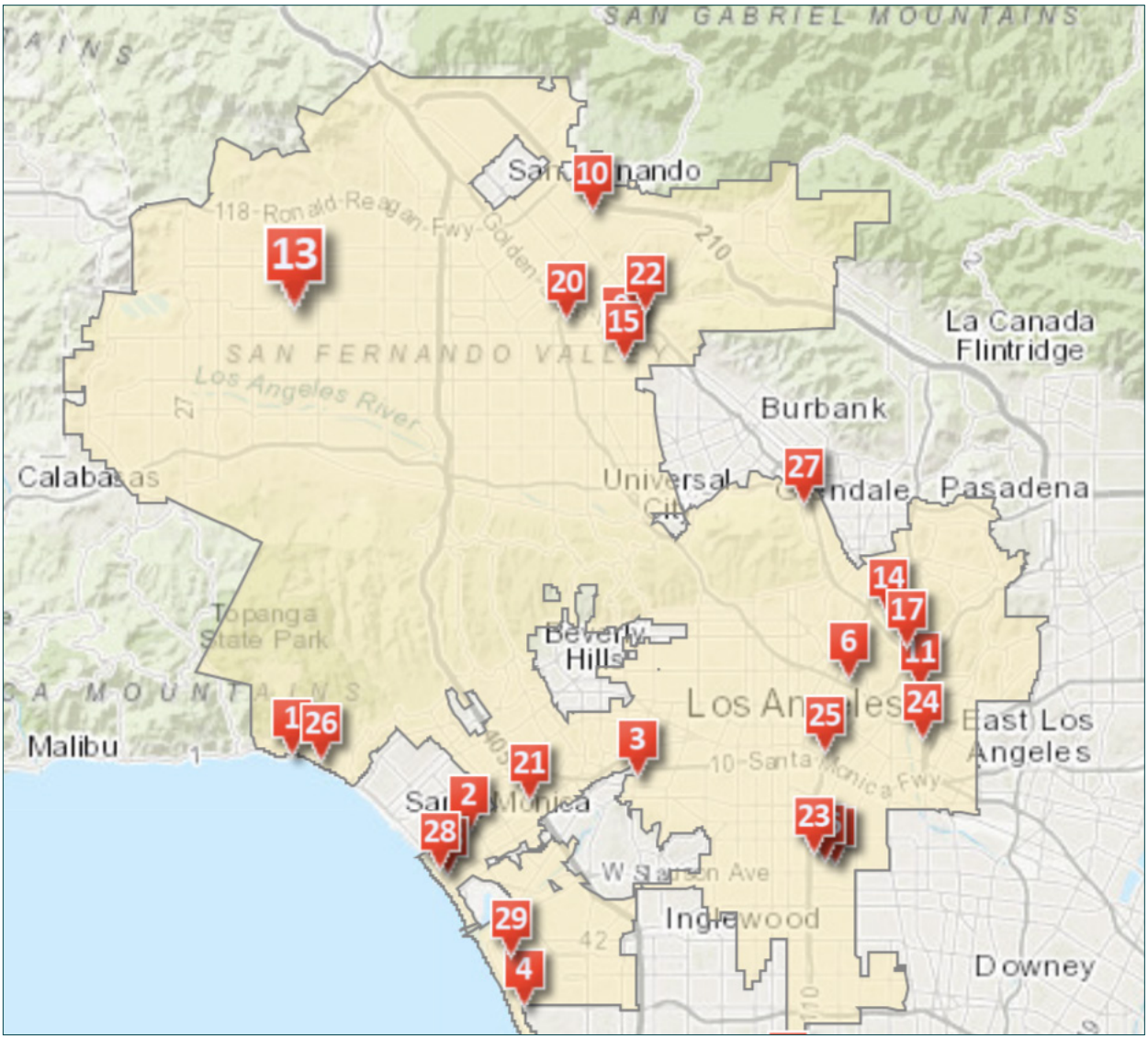
Distributed structural practices that are typically implemented as linear bioretention/biofiltration practices installed parallel to roadways. Green streets have been demonstrated to provide "complete streets" benefits in addition to stormwater management, including pedestrian safety and traffic calming, street tree canopy and heat island effect mitigation, increased property values, and even reduced crime rates. The ULAR EWMPImplementation Strategy identified a high percentage of planned green street retrofits.



Low-Impact Development

Distributed structural practices that capture, infiltrate, and/or treat runoff at the parcel (normally less than 10 tributary acres. Common LID practices include bioretention, permeable pavement, and other infiltration BMPs that prevent runoff from leaving a parcel.

Appendix IX.



Location of projects funded through Proposition O. Map source: City of LA Prop O Locations Map