

# UPPER SAN GABRIEL RIVER WATERSHED

# STRATEGIC OUTREACH & ENGAGEMENT PLAN

PREPARED BY:  
DAY ONE

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SAFE  
CLEAN  
WATER  
PROGRAM

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# PURPOSE & OVERVIEW

# PURPOSE

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

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

## **The purpose of the Strategic Outreach & Engagement Plan is:**

- To inform both the Coordinator and WASC member's understanding of the key hydrologic and social characteristics of the Watershed Area;
- To clarify the scope of the Coordinator's role; and
- To outline the Watershed Coordinator's vision, outreach strategies and accompanying evaluation metrics of this outreach.

This plan is a living document and will be reviewed and updated on an annual basis. This plan will evolve as we continue to collaborate with community partners, interested parties and decision-makers in the watershed area. This plan will guide Day One staff on successfully executing the role as the Watershed Coordinator for the Upper San Gabriel River Watershed Area.

# OVERVIEW

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

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

## **The Strategic Outreach & Engagement Plan is broken up in 5 components:**

1. Watershed Area Description
2. Interested Party Mapping
3. Vision for Success and Evaluation Criteria
4. Outreach & Engagement Strategies
5. Opportunities for Collaborative Efforts

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





# SECTION 1 WATERSHED DESCRIPTION

# LAND ACKNOWLEDGEMENT

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

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

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

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







## PHYSICAL CHARACTERISTICS

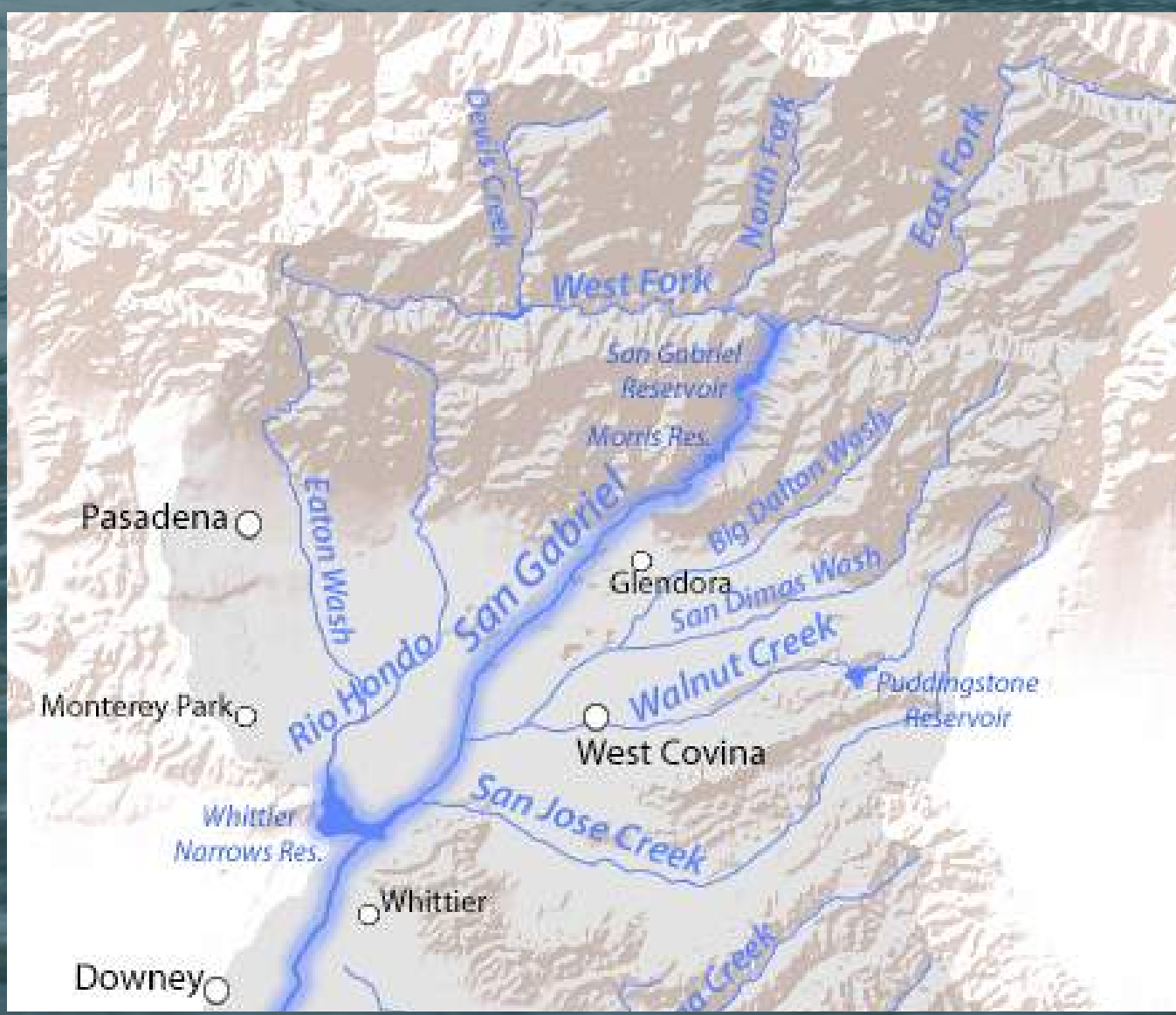
The Upper San Gabriel River is the upper watershed of the San Gabriel River Watershed. The San Gabriel River Watershed in total, receives drainage from 689 square miles of eastern Los Angeles County; its headwaters originate in the San Gabriel Mountains. It is bound by the San Gabriel Mountains to the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

For the purposes of this plan, the Upper San Gabriel River Watershed Area includes land areas that drain to or from the Upper San Gabriel River including the East, West and North Forks, Walnut Creek and San Jose Creek.

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

# BODIES OF WATER

The Upper San Gabriel River consists of various creeks, washes and streams, including three major tributaries or sub-watersheds, which join to form the overall watershed: Upper San Gabriel River including the East, West and North Forks, Walnut Creek and San Jose Creek. The length of the main stem of the San Gabriel River, which begins where the West Fork and East Fork meet, is about 48 miles. The total length of this part of the river, including both the main stem of the river and its tributaries, is about 75 miles.



## KEY HYDROLOGIC & LANDSCAPE FEATURES

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

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



## **SOCIAL & POLITICAL CHARACTERISTICS**

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

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

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

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

**California State Senate Districts:** Anthony Portantino, 25th Senate District; Connie M. Leyva, 20th Senate District; Susan Rubio, 22nd Senate District; Josh Newman, 29th Senate District, Bob Archuleta, 32nd Senate District.

**U.S. Congressional Districts:** Norma Torres, 35th California Congressional District; Young Kim, 39th California Congressional District; Grace Napolitano, 32nd California Congressional District

## WATER SUPPLY AND MANAGEMENT AGENCIES

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

- **METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA (MWD)**

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

- **CENTRAL BASIN MUNICIPAL WATER DISTRICT**

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

- **CITY OF AZUSA, AZUSA LIGHT AND WATER**

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

- **COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS**

- Controls the flow of local runoff, reclaimed and imported waters for recharge in the San Gabriel River and associated spreading grounds for both groundwater basins.

- **SAN GABRIEL BASIN WATER QUALITY AUTHORITY**

- Coordinates the plans and activities of state and federal agencies and others involved in the cleanup of the Main San Gabriel Basin. It has been responsible for removing nearly 10 tons of contaminants. It is actively intercepting contaminated groundwater flowing toward Whittier Narrows.

- **SAN GABRIEL VALLEY WATER COMPANY**

- Provides utility services and distributes water for domestic, commercial, and industrial use. They provide water for Hacienda Heights, South El Monte, Arcadia, and parts of Rosemead, South San Gabriel, Monterey Park, South San Gabriel, Montebello, Industry, La Puente, West Covina, Baldwin Park and Irwindale.

- **SAN GABRIEL VALLEY MUNICIPAL WATER DISTRICT**

- Responsible for maximizing water quality and quantity of the Main San Gabriel Basin for four cities in the valley: Alhambra, Azusa, Monterey Park and Sierra Madre. It contracts with the State of California Department of Water Resources for water supplies via the State Water Project. A pipe from the California Aqueduct in San Bernardino brings water to the San Gabriel Canyon Spreading Grounds in Azusa.



- **COUNTY SANITATION DISTRICTS OF LOS ANGELES COUNTY**

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

- **THREE VALLEYS MUNICIPAL WATER DISTRICT**

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

- **UPPER SAN GABRIEL VALLEY MUNICIPAL WATER DISTRICT**

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

- **SPADRA BASIN GROUNDWATER SUSTAINABILITY AGENCY (GSA)**

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

## DEMOGRAPHICS

Understanding the varying ranges of population size, socioeconomic status, and racial/ethnic make up of the cities and communities within the watershed area is important in understanding how to best communicate and engage. Information below was gathered from the U.S Census Bureau and was the latest information available about the cities and communities in the Upper San Gabriel River Watershed Area.

<b>POPULATION SIZE</b>			
<b>CITY *</b>	<b>POP.</b>	<b>CITY *</b>	<b>POP.</b>
Pomona	152,209	Valinda	23,705
El Monte	115,517	W. Puente Valley	23,382
West Covina	106,589	Duarte	21,559
Baldwin Park	75,892	S. San Jose Hills	19,977
Diamond Bar	56,211	Charter Oak Isls.	19,754
Hacienda Hts.	55,188	Covina Islands	19,131
Glendora	51,801	E. Azusa Islands	15,528
Azusa	49,753	Avocado Hts.	15,426
Covina	48,095	Citrus	10,150
La Puente	40,020	Charter Oak	10,048
Monrovia	36,816	North Whittier	2,803
Claremont	36,090	Irwindale	1,394
San Dimas	34,048	Bradbury	833
La Verne	32,211	Industry	373
Walnut	29,903	*City Includes Municipalities and Census Designated Places (CDP) in the Upper San Gabriel River Watershed	

The Upper San Gabriel River Watershed Area has varying socioeconomic levels. While there are many determinants that highlight challenges in socioeconomic status, below is a table which highlights the prevalence of people living in poverty. Living in Poverty" is defined when a family's total annual income is below their poverty threshold as set by the Office of Management and Budget's Statistical Policy Directive 14.

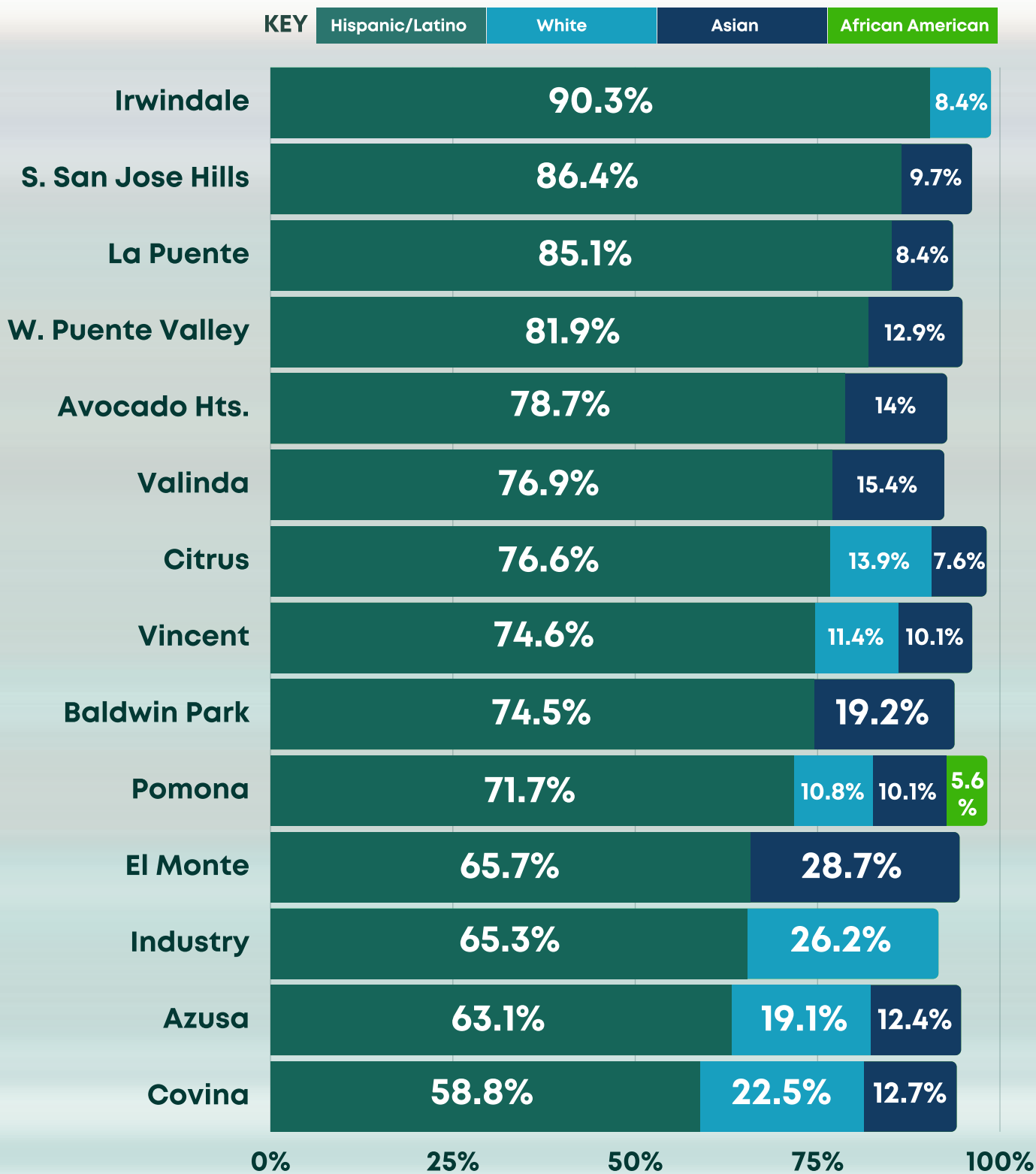
## PEOPLE LIVING IN POVERTY

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

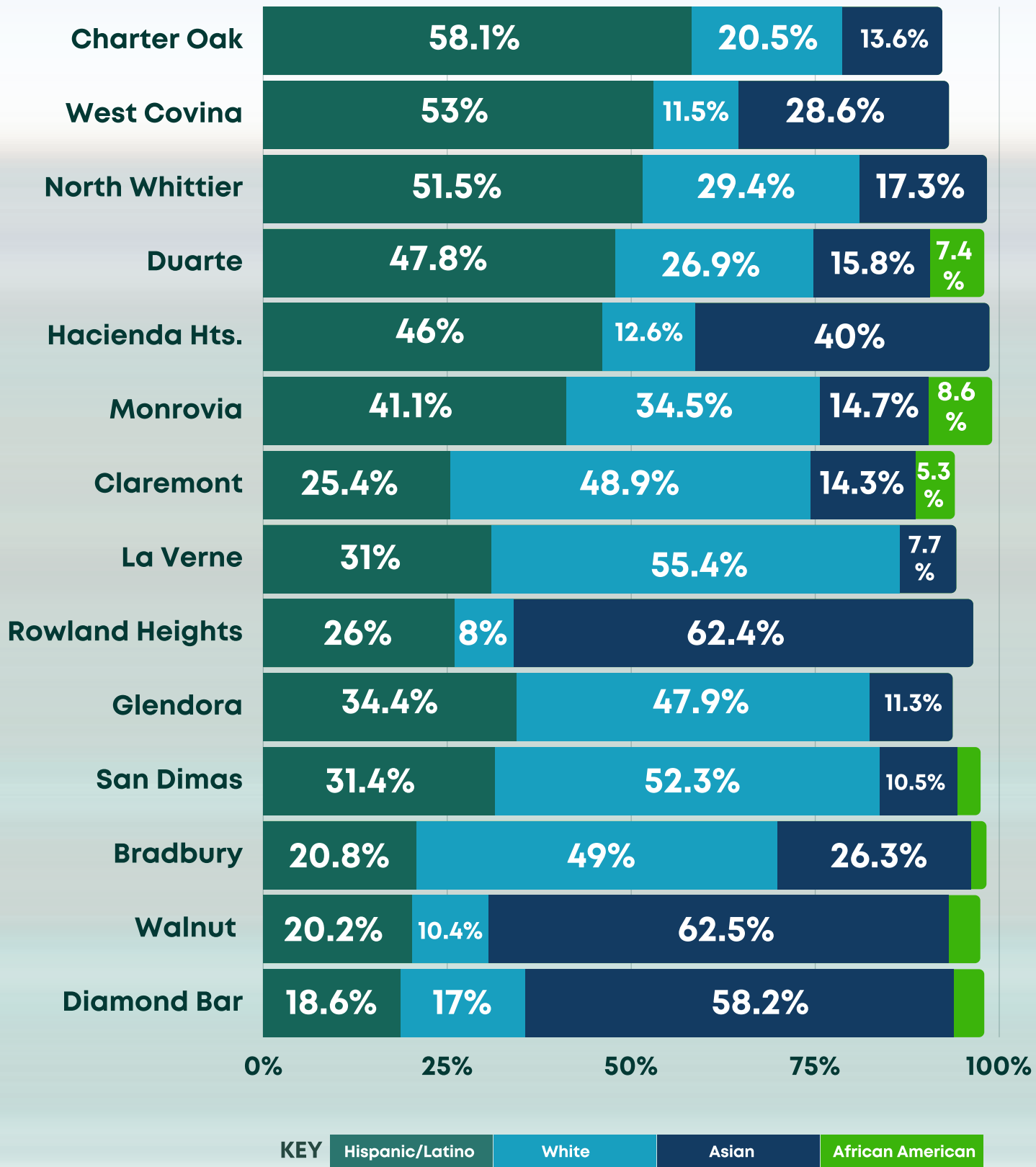


# RACE/ETHNICITY PER CITY & COMMUNITY

Only race/ethnic groups with a prevalence of 5% of greater were listed. Additionally, only data sourced by the U.S Census was used.



# RACE/ETHNICITY PER CITY & COMMUNITY



## SAFE CLEAN WATER PROGRAM CONTEXT

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

By modernizing our 100-year-old water system, we can better protect public health and our environment, and maximize a cleaner, locally controlled water supply. The passage of Measure W in 2018 created a comprehensive, regional plan to address how we capture water and how we can reduce our reliance on imported water.

As we begin the implementation of Measure W, the Safe Clean Water Program will empower communities to:



### CAPTURE IT

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

### CLEAN IT

Reduce the volume of trash before it reaches our beaches and coastal waters.



### MAKE IT SAFE

Help eliminate the toxins, fertilizers, bacteria, plastics, metals from our cars, and chemicals that flow into the ocean.

### MAKE IT FOR EVERYONE

Protect creeks and streams, build parks, liven up concrete landscapes, and create green space for our communities.





The Stormwater Investment Plan (SIP) is an annual five (5) year plan developed by each Watershed Area Steering Committee (WASC) that recommends funding allocations for Projects and Programs in the Regional Program's Infrastructure Program, Technical Resources Program, and Scientific Studies Program. The purpose of the SIP is to capture recommended programming for the upcoming fiscal year as well as anticipated recommendations for the next four subsequent years.

The Upper San Gabriel River WASC generates approximately \$18.8M of anticipated annual Regional Program funds. For Fiscal Year 2021-2022 (FY 21-22), 6 Infrastructure Program Project Applications, 1 Technical Resource Program application, and 1 Scientific Study were submitted for consideration. After careful review and consideration, the WASC voted to include Infrastructure Program Projects, 1 Technical Resource Program Concept, 1 Scientific Study, and 1 Watershed Coordinator into the recommended SIP. The Stormwater Investment Plan approved on June 15, 2021 allocated 86% of the Regional Program Funds, with expected percent allocations of 93% for FY22-23, 98% for FY23-24 and 83% for FY4-25.

Considering the approved Stormwater Investment Plan, along with the new projects and ongoing projects, we intend to continue community education about the Safe Clean Water Program and the Regional Program Funds, while working with new projects and continuing projects to facilitate community engagement, identify leverage funding and work with the Watershed Area Steering Committee to create synergy and coordination within the Upper San Gabriel River Watershed.

The Los Angeles County MS4 Permit allows MS4 permittees the flexibility to develop Watershed Management Programs (WMP's) or Enhanced Watershed Programs (EWMP's) to implement the requirements of the MS4 permit on a watershed scale through customized strategies, control measures, and best management practices (BMP's). Participation in a Watershed Management Program allows MS4 permittees to address the highest watershed priorities.

As the Upper San Gabriel River Watershed Coordinator, we intend on strengthening and/or supporting the engagement and collaboration among the existing WMP's in the Watershed Area. The existing WMP's are listed below:

### **East San Gabriel Valley Watershed Management Group**

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

### **Rio Hondo/San Gabriel River Watershed Management Group**

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

### **Upper San Gabriel River Watershed Management Group**

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



# SECTION 2 INTERESTED PARTY MAPPING



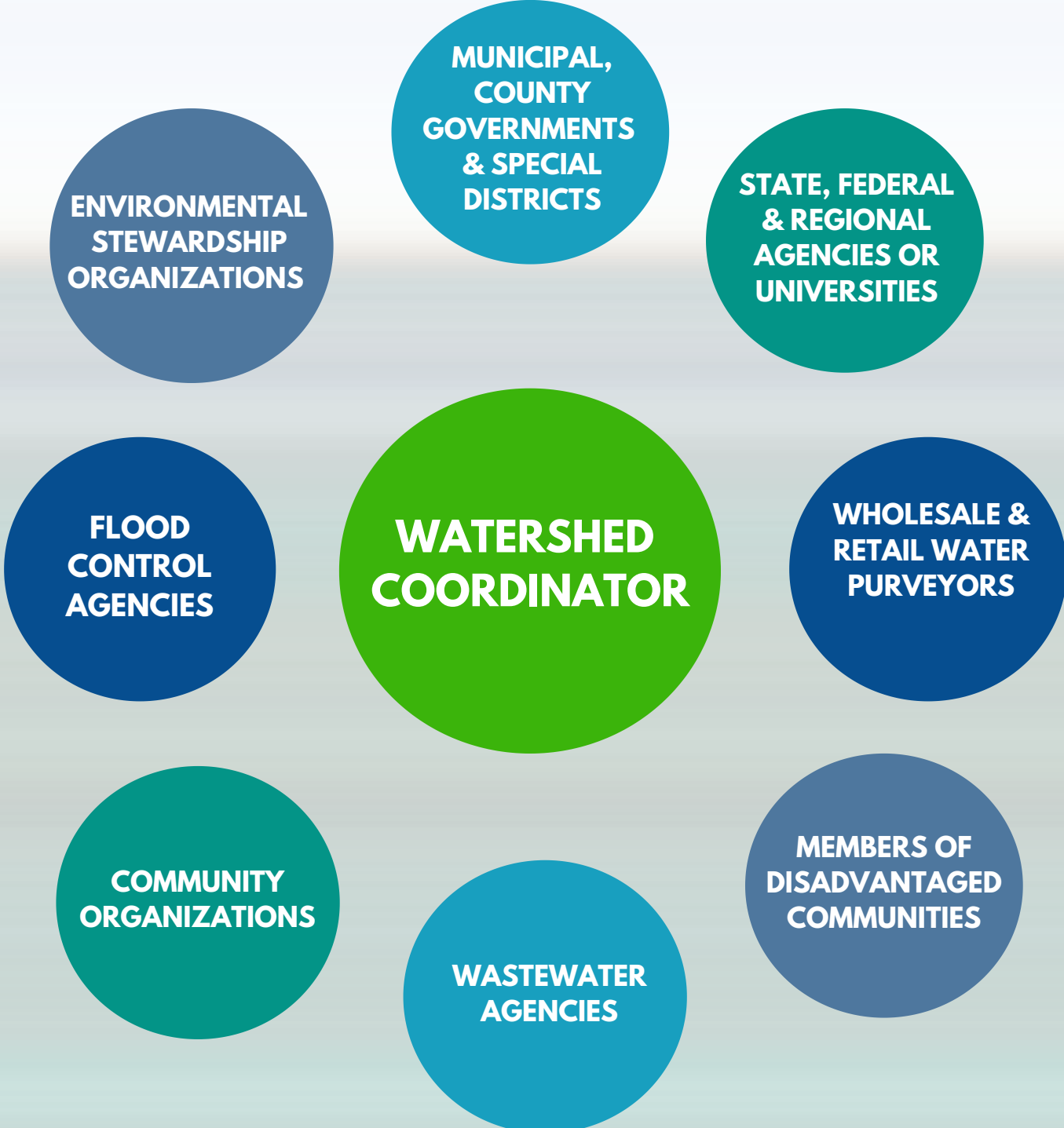
At the core of the duties and responsibilities of Watershed Coordinators is the ability to connect potential applicants with technical resources and building inclusion and meaningful engagement in pursuit of Safe Clean Water Program Goals. Duties outlined that speak specifically to community engagement and outreach are listed below:

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

As the Watershed Coordinator for the Upper San Gabriel River Watershed Area, we plan on building, fostering and strengthening new and existing relationships to interested parties in the Watershed Area.

In preparation of the Strategic Outreach & Engagement Plan, we have compiled a preliminary list. To compile this list, we met with existing community partners and WASC members. As we continue engagement and outreach, we expect this list to grow.





## INTERESTED PARTIES CATEGORIES

**Note:** Interested Parties listed in various categories to help with organization. The following pages list out specific interested parties under each category.

**MUNICIPAL,  
COUNTY  
GOVERNMENTS  
& SPECIAL  
DISTRICTS**

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

**STATE, FEDERAL  
& REGIONAL  
AGENCIES OR  
UNIVERSITIES**

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

## ENVIRONMENTAL STEWARDSHIP ORGANIZATIONS

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



## COMMUNITY ORGANIZATIONS

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

## WHOLESALE & RETAIL WATER PURVEYORS

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

## WASTEWATER AGENCIES

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

## FLOOD CONTROL AGENCIES

- Los Angeles County Flood Control District

## DISADVANTAGED COMMUNITY DESIGNATION

(UPDATED JUNE 2017)

Disadvantaged communities in California are specifically targeted for investment of proceeds from the State's cap-and-trade program. These investments are aimed at improving public health, quality of life and economic opportunity in California's most burdened communities at the same time reducing pollution that causes climate change.

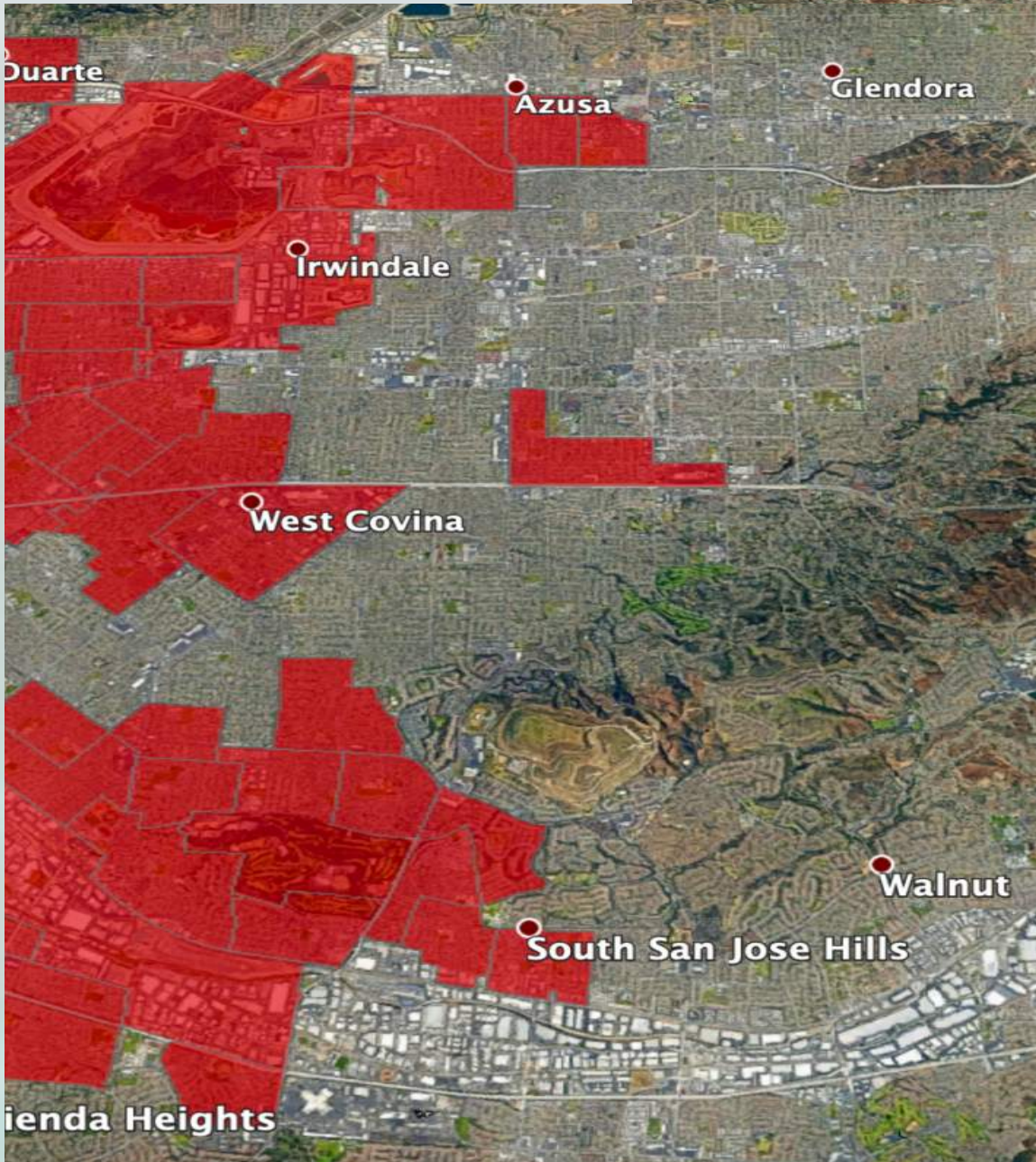
Authorized by the California Global Warming Solutions Act of 2006 (AB 32), the cap-and-trade program is one of several strategies that California uses to reduce greenhouse gas emissions. The funds must be used for programs that further reduce emissions of greenhouse gases.

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

Included are maps from CalEnviroScreen 3.0, which give a general area of the Disadvantaged Community Census Tracts in the Watershed Area. More detailed maps are kept on file and will be referenced when needed. For a detailed map, visit: <https://oehha.ca.gov/calenviroscreen/sb535>



**MEMBERS OF  
DISADVANTAGED  
COMMUNITIES**







# SECTION 3 VISION FOR SUCCESS & EVALUATION

## WATERSHED COORDINATOR ROLE

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

Specific Duties are listed below:

- Identify and develop project concepts
- Identify and help leverage/secure additional funding sources
- Engage cities, community groups and other stakeholders
- Conduct community outreach to diverse communities, with an focus on disadvantaged communities;
- Provide leadership in community outreach efforts related to watershed planning;
- Facilitate collaborative decision-making to develop/implement actions that address community priorities
- Integrate community, city, and regional priorities through partnerships
- Organize public outreach events to educate Stakeholders
- Collaborate with all other Safe, Clean Water Program Watershed Coordinators to help ensure consistency and inform each other of effective efforts, outreach, and communication approaches.

This Strategic Outreach and Engagement Plan is a key element of our Work Plan and is a deliverable associated with Task 1. The remaining tasks in our Work Plan will be accomplished using strategies in this Strategic Outreach & Engagement Plan. Below is a list of the 9 Tasks in the Watershed Coordinator Work Plan.

## WATERSHED COORDINATOR WORK PLAN TASKS

### Task 1

Facilitate Community Engagement in the SCWP

### Task 2

Identify and Develop Project Concepts

### Task 3

Work with Technical Assistance Teams

### Task 4

Identification/Representation of Community Priorities

### Task 5

Integrate Priorities Through Partnerships & Networks

### Task 6

Cost Share Partners

### Task 7

Leverage Funding

### Task 8

Local Stakeholder Education

### Task 9

Watershed Coordinator Collaboration

## VISION FOR SUCCESS

Our SOEP provides a Vision for Success and will outline methods for evaluating the our Vision for Success' effectiveness. This will serve to: Support the District and WASC in assessing the Watershed Coordinator and help communicate our intentions and focus to the public and relevant agencies.

## OUR VISION ENSURES THAT PROJECTS:

- Reflect the Needs and Priorities of Local Communities;
- Are Developed Using Collaborative Decision-Making Processes
- Meet the Regional Water Supply and Water Quality Needs
- Reflect the Goals of the Safe Clean Water Program

## EVALUATION CRITERIA

Our Evaluation Criteria will be used to provide a structure to assess and report successes and challenges. It can also be used as a guide for the WASC and District to evaluate the effectiveness of our efforts. Evaluation Criteria will be listed with each strategy in the Outreach & Engagement Strategies Section. Focus Areas that will be evaluated are listed below:

- Engage stakeholders, municipalities, community groups.
- Solicit input, connect to technical assistance (TA) opportunities.
- Ensure diverse perspectives are shared with the District and WASC.
- Identify and ensure the involvement of members of disadvantaged & underrepresented communities.
- Identify educational programming about watershed management, ecological and community issues.





# SECTION 4 OUTREACH & ENGAGEMENT STRATEGIES

## OUTREACH & ENGAGEMENT STRATEGIES

In an effort to assist and guide our success in completing the Work Plan tasks, we have organized our Outreach & Engagement Strategies into 5 Focus Areas. In the following pages, we will list out our 5 Areas of Focus along with in depth Strategies and Evaluation Criteria / Metrics.

# FOCUS AREAS

**1**

**Engage stakeholders, municipalities and community groups.**

**2**

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

**3**

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

**4**

**Identify and ensure the involvement of members of disadvantaged & underrepresented communities.**

**5**

**Identify educational programming about watershed management, ecological & community issues.**

## QUALITY CONTROL PLAN & EVALUATION CRITERIA

To ensure efficacy of our services, we employ both process and outcome evaluation tools to determine program success. Standard monitoring measures include: attendance sheets for events/meetings; meeting agendas and minutes; activity/presentation evaluations; pre/post-tests; activity summary forms; and documentation of the locations, dates, frequency, number of participants, and participant characteristics for presentations, resource booths, and coalition/community meetings, trainings and other events.

Specific activities to be evaluated include: efficacy & relevance of presentations, efficacy of outreach/recruitment; and data collection and analysis. Evaluation Criteria vary depending on the strategy/activity. For example, for a presentation, our staff: collects sign-in sheet, files a copy of agenda / flyer and takes a photograph of the event to be used for media outreach.

Our staff is experienced with documenting, monitoring and evaluating services. Oversight occurs weekly at staff meetings, led by Executive Director Christy Zamani, which allow supervising staff the opportunity to provide feedback to all staff about activities, obstacles and best practices. Additional internal evaluation occurs at weekly project meetings, led by Program Director Alfredo Camacho, where we discuss Work Plan goals and important benchmarks.

Ms. Zamani, has over a decade of public policy, public health, community engagement and youth leadership/development experience. Mr. Camacho has over seven years of experience with project management, community engagement and environmental justice. Collectively, they have executed program deliverables and monitored Evaluation Criteria for over 20 County, Regional or State programs/projects.

# FOCUS AREA

1

Engage stakeholders, municipalities and community groups.

## DELIVERABLE

Increase visibility and knowledge across the Watershed Area about the Safe Clean Water Program.

### STRATEGY

### IMPACT

### EVALUTION

Develop detailed Interested Party Matrix with Current Contact Information	To guide and document engagement and follow-up activities.	<p><b>Complete - January 2022</b></p> <ul style="list-style-type: none"> <li>• # of contacts</li> <li>• # of engagements</li> </ul>
Attend Community Meetings, and Events in the USGR Watershed Area	To conduct outreach about the Safe Clean Water Program	<p><b>Attend 12 Events / Year</b></p> <ul style="list-style-type: none"> <li>• # of events</li> <li>• # of engagements</li> </ul>
Engage with Interested Parties by Hosting Regular Meetings	To inform them about the SCWP, build relationships, increase collaboration	<p><b>Host 30 Meetings</b></p> <ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>
Conduct Presentations About the SCWP in the USGR Watershed Area	To increase public participation & knowledge, build connections, engage partners	<p><b>Conduct 15 Presentations</b></p> <ul style="list-style-type: none"> <li>• # of presentations</li> <li>• Pre &amp; Post Survey</li> </ul>



# FOCUS AREA

## 2

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

## DELIVERABLE

Increase input in projects and connect potential project applicants to Technical Assistance.

### STRATEGY

### IMPACT

### EVALUTION

Develop Simplified Technical Assistance Presentation	With guidance from Stantec, to help inform applicants about the TA program.	<p><b>Complete - January 2022</b></p> <ul style="list-style-type: none"> <li>• Approved Presentation</li> </ul>
Develop Visual Infograph for Each Project	To be shared with Interested Parties and community members.	<p><b>1 Infograph Per Project</b></p> <ul style="list-style-type: none"> <li>• # of flyers distributed</li> </ul>
Maintain Regular Communication with Municipalities in the USGR	To help increase collaboration, input, discuss success & challenges.	<p><b>Meet 3 Times A Year</b></p> <ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>
Host Pop-Up Events with Printed and Digital Materials in the USGR Watershed Area	To increase public participation & input, solicit feedback, connect the public to the WASC.	<p><b>Host 10 Pop-Up Events</b></p> <ul style="list-style-type: none"> <li>• # of engagements</li> <li>• # of input surveys</li> </ul>



# FOCUS AREA

**3**

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

## DELIVERABLE

Increase participation in the Safe Clean Water Program across all sectors in the Watershed Area

STRATEGY	IMPACT	EVALUTION
Engage with CBO's in the Watershed Area by Attending Meetings	To build relationships and increase participation in the WASC	<p><b>12 Meetings / Year</b></p> <ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>
Attend Service and Business Organization Meetings and Events	To educate about the SCWP and increase participation in the WASC	<p><b>12 Meetings / Year</b></p> <ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>
Develop Relationships with Local Colleges and Universities	To help increase participation of college students in the WASC	<p><b>12 Meetings / Year</b></p> <ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>
Host Meetings with PTA's and Parent Groups in the USGR Watershed Area	To increase public participation & input, solicit feedback, connect the public to the WASC.	<p><b>12 Meetings / Year</b></p> <ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>

# FOCUS AREA

**4**

**Identify and ensure the involvement of members of disadvantaged & underrepresented communities.**

## DELIVERABLE

Increase participation of disadvantaged & underrepresented communities in the Safe Clean Water Program.

STRATEGY	IMPACT	EVALUTION
Conduct Low-Tech Approach Activities (canvassing, tabling, disseminating flyers)	To ensure that there are no technological barriers to input and involvement.	<b>10 Activities / Year</b>
		<ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>
Train Trusted Community Messengers/Liaisons	To help build trust from within, increase participation in the SCWP.	<b>Train 10 Liaisons</b>
		<ul style="list-style-type: none"> <li>• # of liaisons</li> <li>• # of engagements</li> </ul>
Use Incentives or Partner With Existing Community Resources	To help leverage existing programs and reach diverse populations.	<b>50 Engagements / Year</b>
		<ul style="list-style-type: none"> <li>• # of engagements</li> </ul>
Develop Materials Using Common Language and Translated in Various Languages	To eliminate barriers associated with terminology & language	<b>6 Materials Developed/ Year</b>
		<ul style="list-style-type: none"> <li>• # of materials disseminated</li> </ul>

# FOCUS AREA

**5**

**Identify educational programming about watershed management, ecological & community issues.**

## DELIVERABLE

Increase understanding of educational needs in Watershed Area to help inform the Public Education, Local Workforce Job Training & School Education Programs.

### STRATEGY

### IMPACT

### EVALUATION

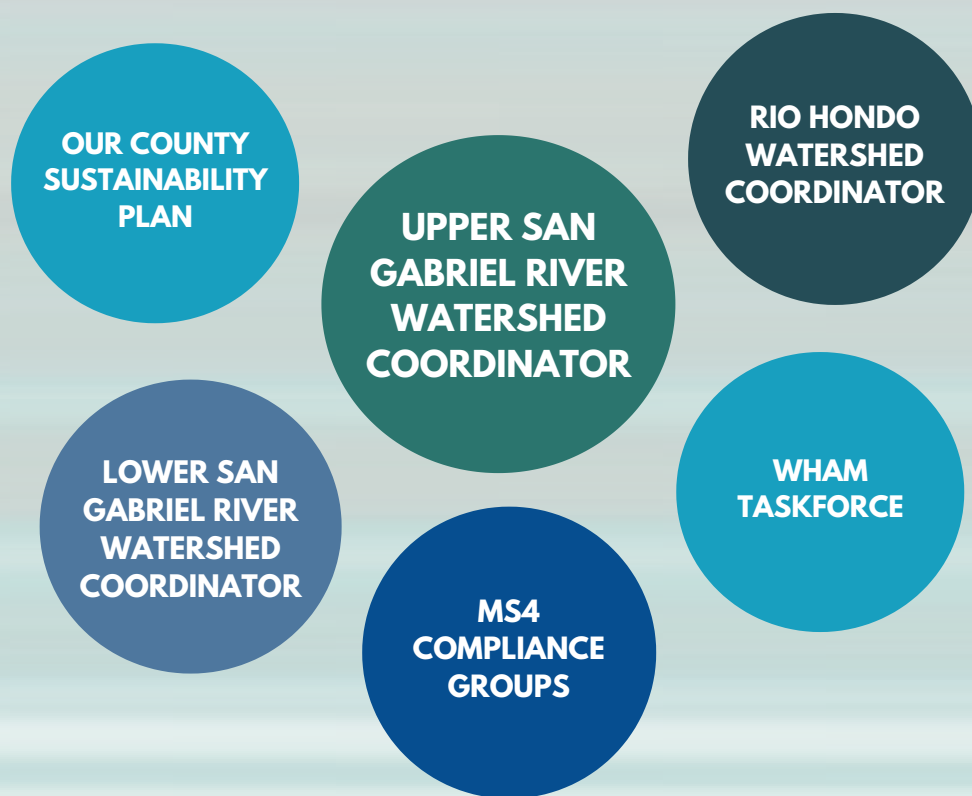
Develop Watershed/Ecological Community Issues Survey	To help determine baseline for educational needs.	<b>Complete - January 2022</b>
		<ul style="list-style-type: none"> <li>• # of surveys collected</li> </ul>
Attend Existing Local & Regional Coalition, Workgroup and/or Task Force Meetings.	To learn about existing educational efforts and connect with the SCWP and the WASC.	<b>15 Meetings / Year</b>
		<ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>
Meet with Representatives at Community Colleges and/or Vocational Training Programs	To better understand the educational needs about watershed & ecology, and to build relationships.	<b>12 Meetings / Year</b>
		<ul style="list-style-type: none"> <li>• # of meetings</li> <li>• Meeting Summary</li> </ul>
Host Presentations at K-12 Schools in the USGR Watershed Area	To better understand educational needs about watershed & ecology, build relationships.	<b>12 Presentations / Year</b>
		<ul style="list-style-type: none"> <li>• # of presentations</li> <li>• # of participants</li> </ul>



# SECTION 5 COLLABORATIVE EFFORTS

## IDENTIFYING OPPORTUNITIES FOR COLLABORATION

Collaboration with all other Safe, Clean Water Program Watershed Coordinators is essential in ensuring consistency, informing each other of effective efforts, sharing best practices for conducting outreach, and exchanging communication approaches, successes and challenges - equally important is collaboration with other programs, compliance groups and existing efforts related to water.



## WATERSHED COORDINATOR COLLABORATION

Watershed Coordinators have regularly scheduled monthly meetings to share best practices, exchange information and ensure consistency. Additionally, since we are hydrologically connected - we are in contact with the Rio Hondo Watershed Coordinator (Richard Watson) and the Lower San Gabriel River Watershed Coordinator (Kekoa Anderson) to discuss opportunities for collaboration, to ensure that we are not duplicating efforts and that we are sharing best practices, successes and tactics on overcoming challenges.



## **MS4 COMPLIANCE GROUPS**

As part of our Outreach & Engagement Plan, we plan to engage and learn more from the East San Gabriel Valley Watershed Management Group, the Rio Hondo/San Gabriel River Watershed Management Group and the Upper San Gabriel River Watershed Management Group to learn about opportunities to collaborate on Watershed Management Plans and Coordinated Integrated Monitoring Program development. Specifically, we hope to increase collaboration and communication between MS4 compliance groups and the local residents, as well as learn more about specific goals, needs and challenges of the various MS4 compliance groups.

## **OUR COUNTY SUSTAINABILITY PLAN**

OurCounty is a regional sustainability plan for Los Angeles County. The Board of Supervisors adopted the Final Plan on Tuesday, August 6, 2019. In a region as large and urbanized as Los Angeles County, many of the most pressing sustainability issues are best solved using a regional approach through collaboration across city and county boundaries. Our agency was integral in the development of the plan and helped facilitate stakeholder and community-based organization input. We will continue finding opportunities for collaboration in the implementation of the Plan and its 12 goals, specifically goals 1, 2, 6, 9, 11 and 12, which are directly relevant to our work.

## **WHAM TASKFORCE**

Los Angeles County is investing billions of dollars from Measures W, H, A, and M in clean, safe water, housing and homeless services, parks and open space, transportation, and climate resilience. In 2019, the Board of Supervisors created a WHAM Taskforce to ensure that the departments and agencies implementing these measures collaborate. We will continue to attend the taskforce and will report back on opportunities for collaboration, specifically, we will track progress of the Maclaren Hall proposed project.



# REFERENCES

## REFERENCES

- **Safe Clean Water Program**
  - [www.safe-clean-water-la.org](http://www.safe-clean-water-la.org)
- **San Gabriel River Corridor Master Plan**
  - <https://www.ladpw.org/wmd/watershed/sg/mp/mp.cfm>
- **Storm Water - Municipal Permits**
  - [https://www.waterboards.ca.gov/losangeles/water\\_issues/programs/stormwater/municipal/index.html#los\\_angeles](https://www.waterboards.ca.gov/losangeles/water_issues/programs/stormwater/municipal/index.html#los_angeles)
- **US Census Data**
  - <https://www.census.gov/quickfacts>
- **Our County Sustainability Plan**
  - <https://ourcountyla.lacounty.gov/>
- **WHAM Committee**
  - <http://file.lacounty.gov/SDSInter/bos/supdocs/146336.pdf>
- **San Gabriel River Watershed Description**
  - [https://www.waterboards.ca.gov/losangeles/water\\_issues/programs/regional\\_program/Water\\_Quality\\_and\\_Watersheds/san\\_gabriel\\_river\\_watershed/summary.shtml](https://www.waterboards.ca.gov/losangeles/water_issues/programs/regional_program/Water_Quality_and_Watersheds/san_gabriel_river_watershed/summary.shtml)
- **Disadvantaged Community Designation**
  - <https://oehha.ca.gov/calenviroscreen/sb535>