



Central Santa Monica Bay Watershed Coordinator Quarterly Report

A Project of Safe, Clean Water L.A.

Watershed Area: [Central Santa Monica Bay](#)

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TABLE OF CONTENTS

QUARTERLY REPORT	3
A. Summary of Activities	3
B. Engagement Meetings Held or Attended	4
C. Potential Cost-Share Partners Contacted	4
D. Leveraged / Outside Funding Pursued	4
E. Detailed Progress Report	5
F. Engagement efforts benefitting Disadvantaged Communities	5
G. Scheduling concerns or issues	6
H. Expected activities next quarter	6
ATTACHMENT A	7
Outreach Event Materials	7
BRANDED POPPY SEED PACKETS	8
INTERACTIVE COMMUNITY VISIONING ACTIVITY BOARD	9
BANNERS	10
ATTACHMENT B	11
Community Flyer	11
ATTACHMENT C	14
Cost Share Options Database	14
ATTACHMENT D	15
Community Needs Survey Results Report	15
ATTACHMENT E	16
Public-Private Partnerships Presentation	16



QUARTERLY REPORT

A. Summary of Activities

This quarter, S. Groner Associates Inc. (SGA) completed the following in accordance with our Strategic Outreach and Engagement Plan goals:

UNDERSTAND COMMUNITY NEEDS

SGA continued collecting responses to our Community Needs Assessment Survey, which is available in [English](#) and [Spanish](#). To date, we have collected 156 survey responses (see [Attachment D](#) for a summary of survey responses).

SOLICIT NEW PROJECTS

SGA held 11 meetings with interested parties to learn about their projects, their potential intersection with SCWP goals, and identify or discuss potential SCWP projects (see [Section B](#)).

We have continued to correspond with and support potential project applicants who we met with last quarter. We also contacted all members of the WASC to determine whether they were aware of additional projects in the application pipeline, and received responses from two committee members. SGA developed and published an e-newsletter on March 10 to update interested parties in the watershed about the FY 23-24 call for projects, new SCW Interim Guidance, and cost-share opportunities ([view newsletter here](#)). The e-newsletter was delivered to 175 interested parties.

Finally, we met with Culver City to discuss their partnership with Costco on the Washington Boulevard Stormwater project. Based on our learnings, we developed a slide deck with recommendations for identifying public-private partnership opportunities ([Attachment E](#)).

SUPPORT CURRENT PROJECT APPLICANTS

SGA has continued to maintain our database of funding opportunities ([Attachment C](#)).

INCREASE GENERAL AWARENESS

SGA began identifying and registering for future in-person events to table at in Year 2. We confirmed our first event for Year 2; we will be tabling at an event at Ballona Discovery Park on May 21. See [Attachment A](#) and [Attachment B](#) to view our event outreach materials.

SUPPORT THE WASC THROUGH INFORMATION SHARING

SGA has been attending monthly meetings of Watershed Coordinators. We continue to meet regularly with Heal the Bay to coordinate all outreach and engagement activities. In February we shared all of our branded materials created to date with Stantec to share with the other Watershed Coordinators.

We collaborated with the Council for Watershed Health to adapt their DAC benefits presentation, which we presented to the WASC at the March meeting ([see slides here](#)). For the April WASC meeting, we compiled information about the community engagement efforts of all projects under consideration to facilitate WASC decision-making for the Stormwater Investment Plan (SIP). Lastly, we attended the Regional Oversight Committee meeting in April.



B. Engagement Meetings Held or Attended

SGA held or attended the following meetings with interested parties to share about SCWP, learn about their priorities, and in some cases, identify possible SCWP projects:

	Meeting or Event	Stakeholders Engaged	Date	Summary of Meeting or Event	Held or Attended?	Attachments #
1	Meeting	Accelerate Resilience L.A	2/4/22	Introductory meeting	Held	N/A
2	Meeting	Accelerate Resilience L.A	2/10/22	Participated in an interview by ARLA staff about tools to advance public outreach for SCWP	Attended	
3	Meeting	LA County Dept Public Works	2/10/22	Meeting to learn about the Monteith Park and Green Alley project (a funded project in CSMB) and the Ladera heights W. Centinela project that has applied for SCWP funding (design funding only).	Held	
4	Meeting	LA County Dept Public Works	2/15/22	Received briefing from LA County staff regarding the Trash Interceptor Pilot Project and provided recommendations for interested parties in the region to seek input from.	Held	
5	Meeting	Spherical	2/17/22	Gave feedback on their watershed visualization prototype.	Attended	
6	Meeting	LASan	2/28/22	Monthly meeting to discuss LASan's SCWP projects and coordinate outreach/share information	Held	
7	Meeting	Culver City	3/4/22	Discussed Culver City's process for establishing a public-private partnership with Costco for the Washington Boulevard Stormwater project.	Held	
8	Meeting	West LA Veterans Affairs Campus Project Team (Including City Fabrick and Veterans Affairs)	3/17/22	Presented on SCWP and discussed the team's plans for incorporating stormwater features on the campus	Held	
9	Meeting	LASan	3/21/22	Monthly meeting to discuss LASan's SCWP projects and coordinate outreach/share information	Held	
10	Meeting	Ballona Creek Renaissance	3/21/22	Introductory Meeting	Held	
11	Meeting	Regional Oversight Committee	4/13/22	Attended SCWP Regional Oversight Committee meeting	Attended	

C. Potential Cost-Share Partners Contacted

We continue to maintain our database of potential cost-share partners and funding sources to reach out to. This database is attached to this report ([Attachment C](#)).

D. Leveraged / Outside Funding Pursued

We have not yet pursued outside funding opportunities.



E. Detailed Progress Report

Task #	Task	Total Task Level of Effort (from workplan)	LOE this quarter	Accumulated LOE to-date (from monthly reports)
1	Facilitate Community Engagement	12%	12%	25%
2	Identify and Develop Project Concepts	15%	28%	20%
3	Work with Technical Assistance Teams	4%	2%	4%
4	Facilitate Identification and Representation of Community Priorities	20%	13%	14%
5	Integrate Priorities through Partnerships and Extensive Networks	17%	15%	8%
6	Cost-share Partners	7%	5%	5%
7	Leverage Funding	6%	0%	2%
8	Local Stakeholder Education	17%	8%	8%
9	Watershed Coordinator Collaboration	3%	17%	13%
	Overall	100%	100%	100%

F. Engagement efforts benefitting Disadvantaged Communities

We have continued to meet and/or correspond with entities who are developing project concepts that benefit Disadvantaged Communities to support them in applying for SCWP funding. These include:

- California Greenworks: Blackwelder Tract Lower Ballona
- Kounkuey Design Institute: Projects include a public housing project and DAC in Culver City
- City Fabrick: West Los Angeles Veterans Affairs campus project

Additionally, we collaborated with the Council for Watershed Health to adapt their DAC benefits presentation which we presented to the WASC at the March meeting ([see slides here](#)). The presentation



summarized DAC benefits provided by proposed projects and aimed to keep DAC benefits at the top of mind for WASC members as they deliberate on this year's SIP.

G. Scheduling concerns or issues

There are currently no scheduling concerns or budget issues.

H. Expected activities next quarter

In the upcoming quarter, we anticipate accomplishing the following activities:

Focus Area 1: Understand Community Needs in the Watershed

- Deliver an updated Strategic Outreach and Engagement Plan to the WASC that outlines our outreach strategies and tactics for the next fiscal year
- Continue meeting with interested parties to learn about community needs
- Continue collecting responses to our Community Needs Survey at events and through online outreach

Focus Area 2: Solicit New Projects

- Present information about the Technical Resources Program and Scientific Studies Program to potential project applicants, with a key focus on smaller cities who do not have representation in the WASC
- Support the development and submission of Round 4 project applications that embody Safe Clean Water Program goals

Focus Area 3: Support Current Project Applicants

- Continue to develop our cost-share database
- Conduct outreach to potential cost-share partners to identify opportunities for collaboration
- Identify and share cost-sharing opportunities with current SCWP projects
- Continue efforts to collect data on anticipated future funding needs of funded infrastructure projects
- Continue meeting with and offering feedback and recommendations to potential project applicants as to how their project concepts can best encompass community priorities and meet the goals of the SCWP program

Focus Area 4: Raise Public Awareness About SCWP

- Raise awareness of SCWP at a community event in Ballona Creek Park on May 21
- Identify additional events to attend and/or table in Summer 2022

Focus Area 5: Support the WASC Through Information Sharing

- Give updates at monthly WASC meetings
- Attend monthly Watershed Coordinator meetings
- Complete monthly, quarterly and annual reporting



ATTACHMENT A

Outreach Event Materials



BRANDED POPPY SEED PACKETS

PLANTING INSTRUCTIONS:

- Annual
- Full sun
- Plant in fall or early spring
- Seeds do well in dry poor soil

INSTRUCCIONES PARA PLANTAR:

- Anual
- Pleno Sol
- Plantar en otoño y a principios de primavera
- Las semillas crecen bien en suelo seco y pobre

Capturing, cleaning and conserving L.A. County's rainwater.
Captura, limpieza y conservación del agua pluvial del condado de L.A.


GET INVOLVED PARTICIPE:
What are your community's water concerns? Take our survey.
¿Qué preocupaciones tiene sobre el agua de su comunidad? Responda nuestra encuesta.

Learn more:
Más información:
safecleanwaterla.org




Net wt. 50mg. Lot D, Packed for 2021 Sell by 06/2022 AMS 5060

CALIFORNIA POPPY SEEDS
SEMILLAS DE AMAPOLA DE CALIFORNIA
Eschscholzia Californica



Our State Flower
Nuestra Flor Del Estado

REDUCE YOUR WATER USE TODAY
WITH NATIVE PLANTS!
¡DISMINUYA HOY SU USO DE AGUA
CON PLANTAS NATIVAS!



INTERACTIVE COMMUNITY VISIONING ACTIVITY BOARD

This activity board was developed for use in the Lower LA River watershed area events as well as Central Santa Monica Bay events.

WHAT DO YOU WANT TO SEE MORE OF IN YOUR COMMUNITY?
¿QUÉ DESEA VER MÁS EN SU COMUNIDAD?

 **What are your community's water concerns? Take our survey.**
*¿Qué preocupaciones tiene sobre el agua de su comunidad?
Responda nuestra encuesta.*

DROUGHT RESILIENCE RESILIENCIA ANTE LA SEQUÍA	FLOOD PROTECTION PROTECCIÓN CONTRA INUNDACIONES	CLEANER BEACHES & RIVERS PLAYAS Y RÍOS MÁS LIMPIOS	LA RIVER RECREATION OPPORTUNITIES OPORTUNIDADES RECREATIVAS EN EL RÍO DE LA
TREES ÁRBOLES	COMMUNITY GARDENS JARDINES COMUNITARIOS	GREEN SCHOOLYARDS PATIOS DE ESCUELA VERDES	WILDLIFE HABITATS HÁBITATS DE LA FAUNA
BIKE PATHS PISTAS CICLISTAS	PUBLIC RECREATION FACILITIES INSTALACIONES RECREATIVAS PÚBLICAS	WALKING PATHS ZONAS PEATONALES	PARK MAINTENANCE MANTENIMIENTO DE PARQUES

BANNERS

SAFE CLEAN WATER PROGRAM

WHAT IS THE SAFE CLEAN WATER PROGRAM (MEASURE W)?
 ¿QUE ES EL PROGRAMA DE AGUA SEGURA Y LIMPIA (INICIATIVA W)?

A program to modernize L.A. County's 100 year-old water system
 Un programa para modernizar el sistema de agua del condado de L.A. que data de hace 100 años

HOW? ¿CÓMO?
 Through the development of stormwater infrastructure projects, the Program aims to:
 A través del desarrollo de proyectos de infraestructura de agua pluvial, el programa tiene como objetivo:

- Increase local water supply through rainwater capture
 Aumentar la suministro de agua local a través de la lluvia
- Reduce trash and toxins in our waters
 Reducir basuras y toxinas en nuestros aguas
- Create more green space and parks
 Crear más parques y espacios verdes
- Build our climate change resiliency
 Construir nuestra resiliencia al cambio climático

**WHERE ARE PROJECTS FUNDED
 ¿DE DÓNDE SE FINANCIAN ESTOS PROYECTOS?**

The program is funded by an annual local parcel tax.
 El programa está financiado por un impuesto local de parcela anual.

Funding is distributed across L.A. County's 9 watersheds
 Las finanzas están distribuidas entre los 9 cuencas hidrográficas del condado de L.A.

**WHAT IS A WATERSHED?
 ¿QUE ES UNA CUENCA HIDROGRÁFICA?**

An area of land that drains rainwater into the same body of water, like a river, lake, or the ocean.
 Un área de tierra que drena el agua pluvial hacia un cuerpo de agua común, como un lago, un río o al océano.

LEARN MORE: [MÁS INFORMACIÓN: safecleanwaterla.org](https://safecleanwaterla.org)

SAFE CLEAN WATER PROGRAM

WHY DO WE NEED TO CAPTURE RAINWATER?
 ¿POR QUÉ NECESITAMOS CAPTURAR EL AGUA DE LA LLUVIA?

WE LIVE IN A WATER-SCARCE AREA.
 AS CLIMATE CHANGE CAUSES MORE WEATHER EXTREMES LIKE DROUGHT, WE NEED TO TAKE STEPS TO IMPROVE OUR LOCAL WATER RESOURCES

Vivimos en un área con escasez de agua
 Dado que el cambio climático está provocando más fenómenos meteorológicos extremos como la sequía, debemos tomar medidas para mejorar nuestros recursos de agua locales

**EVERY YEAR IN LA COUNTY:
 CADA AÑO EN EL CONDADO DE L.A.:**

- OVER 50%** OF WATER BODIES ARE CLASSIFIED AS HAVING "IMPAIRED" WATER QUALITY
 MÁS DEL 50% DE LOS CUERPOS DE AGUA ESTÁN CLASIFICADAS COMO DETERIORADAS
- 1.4 MILLION** ILLNESSES ARE CAUSED BY POLLUTED WATER
 1.4 MILLONES DE ENFERMEDADES SON CAUSADAS POR AGUA CONTAMINADA
- 2/3** OF OUR WATER IS IMPORTED
 2/3 DE NUESTRA AGUA ES IMPORTADA

safecleanwaterla.org



ATTACHMENT B

Community Flyer

WHAT IS THE SAFE CLEAN WATER PROGRAM (MEASURE W)?



A PROGRAM TO MODERNIZE L.A. COUNTY'S
100-YEAR-OLD WATER SYSTEM BY:



REDUCING TRASH AND TOXINS IN OUR WATERS

Every year over 50% of local waterways are classified as having "impaired" water quality.



INCREASING LOCAL WATER SUPPLY THROUGH RAINWATER CAPTURE

We currently import 2/3 of our water.



BUILDING OUR CLIMATE CHANGE RESILIENCY

To protect against future droughts.



CREATING MORE GREEN SPACE & PARKS

52.6% of the County's population lives in a "high" to "very high" park needs area.

EXAMPLE OF PROJECT IN YOUR COMMUNITY:



Urban Orchard

This new park in South Gate will clean captured water for use in a community orchard, educational garden and local wetland habitat.

HOW CAN I GET INVOLVED?



TAKE 2 MIN SURVEY
ATTEND A PUBLIC MEETING

<https://linktr.ee/safecleanwater>

¿QUÉ ES EL PROGRAMA DE AGUA SEGURA Y LIMPIA (INICIATIVA W)?

UN PROGRAMA PARA MODERNIZAR EL SISTEMA DE AGUA DEL CONDADO DE LA QUE DATA DE HACE 100 AÑOS:



REDUCIENDO BASURAS Y TOXINAS EN NUESTRAS AGUAS

Cada año más del 50% de los cuerpos de agua están clasificados como deteriorados.

AUMENTANDO LOS SUMINISTROS DE AGUAS LOCALES PRODUCIDA POR LA LLUVIA

Actualmente importamos 2/3 de nuestra agua.

CONSTRUYENDO NUESTRA RESILIENCIA AL CAMBIO CLIMÁTICO

Para proteger contra futuras sequías.

CREANDO MÁS PARQUES Y ESPACIOS VERDES

52.6% de la población del Condado vive en una zona con necesidad de parques "alta", ver "muy alta".

EJEMPLO DE PROYECTO DEL PROGRAMA DE AGUA SEGURA Y LIMPIA:



Huerto Urbano

Este nuevo parque limpiará el agua capturada para utilizarla en un huerto comunitario, jardín educacional y un humedal.

¿CÓMO PUEDO PARTICIPAR?



RESPONDA ESTA ENCUESTA (2 MIN)
PARTICIPE EN REUNIONES PÚBLICAS

<https://linktr.ee/safecleanwater>



ATTACHMENT C

Cost Share Options Database

Click [HERE](#) to view and/or download the database.



ATTACHMENT D

Community Needs Survey Results Report

[Click Here To View Report](#)



ATTACHMENT E

Public-Private Partnerships Presentation

INFRASTRUCTURE PROJECT EXAMPLE

Washington Boulevard Stormwater and Urban Runoff Diversion Project

Water capture and sanitary sewer diversion project.

FUNDED IN: 2020
SCW FUNDING: \$3.6 Million
TOTAL COST: \$12 Million
PROJECT LEAD: Culver City
WATERSHED: Central Santa Monica Bay

PROJECT FEATURES:

- Subsurface storage system to capture storm event runoff.
- Dry and wet weather runoff will be diverted to sanitary sewer which will be treated at the Hyperion Water Reclamation Plant.
- Some captured water will be used for median irrigation.



PUBLIC-PRIVATE PROJECT EXAMPLE

Washington Boulevard Stormwater and Urban Runoff Diversion Project

This project was identified in the Marina del Rey EWMP plan as necessary for reducing pollution reaching Marina del Rey. When Costco, which occupies ~30% of the drainage area, applied for a redevelopment permit, the City saw the opportunity to partner with Costco to implement this project.

Costco and Culver City entered into an MOU.

Costco's Contribution

- Financially contributed to design, construction, and O&M costs.
- Project partially took place on Costco land. **

Costco's Benefits *

- Are in compliance with NPDES requirements and are able to get their redevelopment permit.
- More cost-effective than implementing their own stormwater project.

Culver City's Contribution

- Takes responsibility for NPDES requirements.
- Implements project.
- Takes on liability.
- Financially contributed to project

Culver City's Benefits

- Got a financial contribution from Costco.
- Gained access to a parcel that captures about 30% of the City's drainage area to MDR. **

*In this case tax savings was not a significant motivator.

** Actual construction on Costco's property was limited to small area along the sidewalk for an electrical cabinet.

LESSONS LEARNED

Tips for Identifying Public-Private Partnership Opportunities

1. **Identify priority zones** or parcels that could provide key benefits to your area
2. **Set up an internal mechanism** for your permitting office to flag redevelopment projects in priority zones or parcels
3. **Seek out opportunities for mutual benefit.** Engage with property owners on how a partnership makes good business sense for them; municipalities may help address stormwater management requirements, maintain infrastructure, and/or share costs that they'd otherwise handle alone, etc.
 - a. Tax savings are probably not significant enough to be a primary motivator
 - b. Environmental stewardship may or may not be a significant motivator so don't lead with it

