Strategic Outreach & Engagement Plan (Y2)

Safe Clean Water Program

Santa Clara River Watershed Area

July 7, 2022

Today's Presentation

- Outreach and Engagement Plan Overview

- Walk-thru of Y2 changes

- Questions and Comments

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Context of the Plan – Year Two

- Part of the Contract Scope of Work

- Approval by WASC

- Minor Adjustments

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Plan Components

- Area Description
- SCWP Context
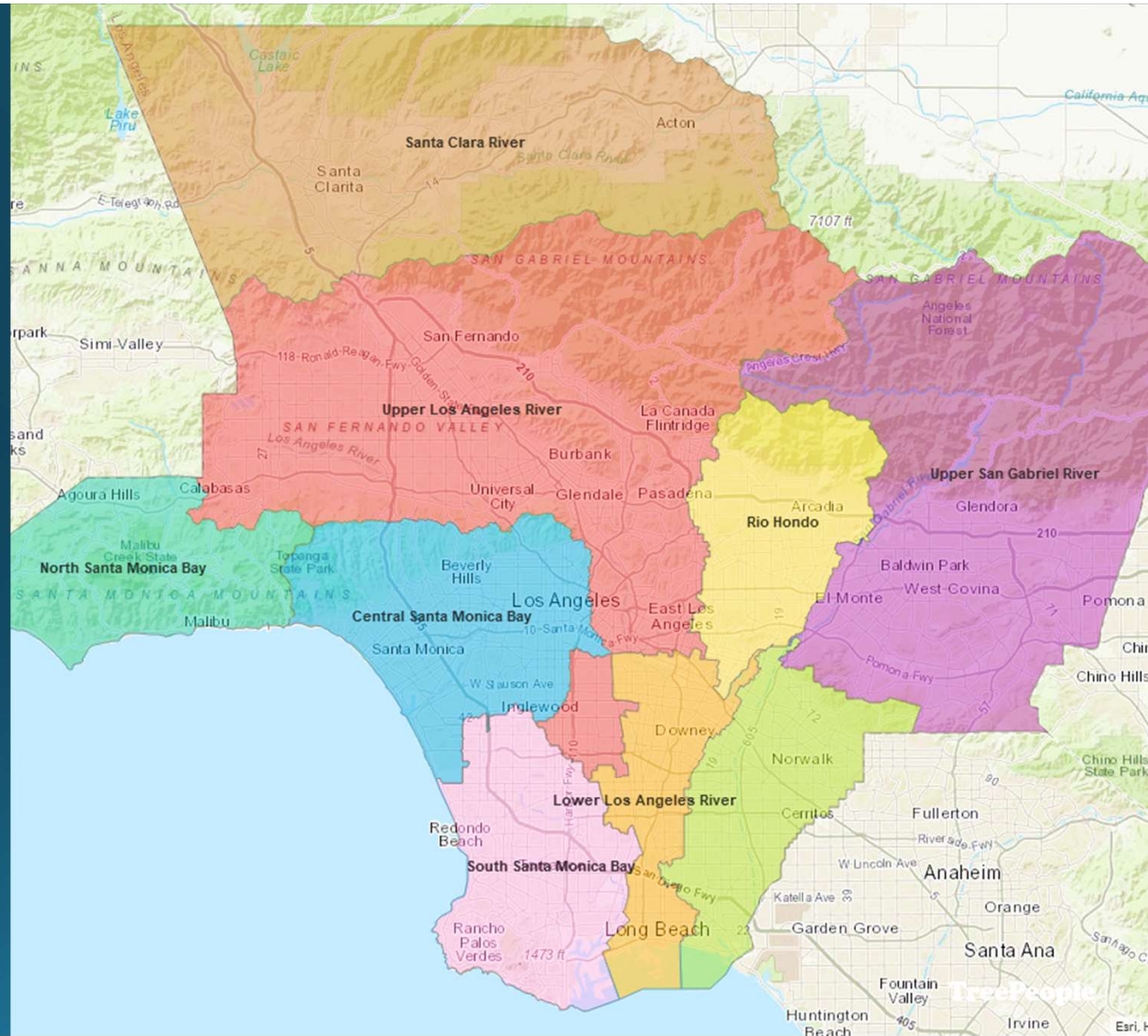- Interested Parties
- Vision
- Strategies & Activities
- Collaboration

Area Description

- The Santa Clara River

- Characteristics – Water, Land and Social

- Unique Aspects

- Background Information

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SCWP Context

- Areas of Overlap

- MS4 EWMP Region

- Elected Offices

- California Native
  American Tribes

Interested Parties

- Purpose

- 4 Categories
    - Agencies
    - Organizations
    - Communities
    - Tribes

- Unique Aspects

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Vision – Watershed Coordination

- Support new projects development

- Honor the spirit of "open spaces" in projects

- Balance urban and unincorporated communities

- Bring community voice early into project process

- Connect community, agencies and SCWP

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Vision – Watershed Coordination

Priority Roles:

- **Project Guide**: ID projects and applicants

- **Connector**: Match projects with resources

- **Educator**: Project development, SCWP

Strategies

1 - <u>Engage</u>: Build relationships for ongoing coordination

2 - <u>Projects</u>: Identify those that serve community needs

3 - <u>Priority Audiences</u>: Involve in project development

4 - <u>Education</u>: Clarify educational needs tied to projects

5 - <u>Transparency</u>: Share our progress

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Collaboration – Year Two

- WaterTalks

- LA County Water Plan, Parks Assessment

- Watershed Coordinators

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Year Two

Walk-thru

Discussion

- Questions?
- Comments?

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