



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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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

We created our Strategic Outreach and Engagement Plan for FY 22-23, which we submitted to the District.

SGA continued collecting responses to our Community Needs Assessment Survey, which is available in English and Spanish. To date, we have collected 269 survey responses collected across LA County in conjunction with partners (SSMB, CSMB and LSGR Watershed Coordinators). See [Attachment D](#) for a summary of community survey responses collected to date. We also updated our Interested Parties database with parties listed in recent project applications. Additionally, we attended events held by other Watershed Coordinators to learn more about community needs and priorities (see [Section B](#)).

SOLICIT NEW PROJECTS

SGA held 7 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 and funded projects, including:

- LASAN: Held monthly coordination meetings and shared funding resources.
- LA County DPW and LACFCD: Shared potential funding opportunity for Marina Del Rey Harbor Contamination Plan
- West LA Veterans Affairs campus project team: Discussed plans to submit an application.
- Blackwelder Tract project team: Corresponded regarding LASAN's letter of non-objection for the project.

We developed and sent a newsletter on May 5 to 175 agency contacts in the watershed notifying them of the July 31 application deadline and upcoming Safe Clean Water-related events ([view newsletter here](#)). Additionally, we met with the Westwood Greenway non-profit to hear about their lessons around O&M for a greenway project. We also finalized our slide deck with recommendations for identifying public-private partnership opportunities and shared it with the Watershed Coordinators as a regional resource ([Attachment D](#)).

SUPPORT CURRENT PROJECT APPLICANTS

SGA has continued to maintain our database of funding opportunities ([Attachment C](#)). We also began creating a comprehensive resource guide with resources and considerations for parties planning to apply for SCW funding. Additionally, we researched the Marina Del Rey Harbor Contamination Plan and forwarded a [grant opportunity](#) related to this plan to relevant municipalities. Finally, we assisted the Syd Kronenthal Park project team with identifying interested parties to do outreach to.



INCREASE GENERAL AWARENESS

SGA tabled at the Migration Celebration event on May 21 (see [Attachment F](#) for event photos). We spoke with the public about Safe Clean Water, collected survey responses, and distributed educational SCW materials. We also researched other community events to attend. See [Attachment A](#) and [Attachment B](#) to view our event outreach materials.

WATERSHED COORDINATOR COLLABORATION

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. This included reviewing Heal the Bay's SCW landing page and organizing suggestions for new content. Additionally we met with the LLAR and SSMB watershed coordinators (May 18) to review year 1 activities and brainstorm our year 2 strategy.

SUPPORT THE WASC THROUGH INFORMATION SHARING

SGA attended monthly WASC meetings and attended the Regional Oversight Committee meeting on June 16. We compiled community engagement outreach information for all considered projects in preparation and in order to support SIP decision-making.

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?
1	Meeting	Alysen Weiland - PSOMAS	4/14	Discussed potential project concepts from PSOMAS' client base.	Held
2	Meeting	LASAN	4/25	Monthly coordination meeting	Attended
3	Meeting	Westwood Greenway Project Team	5/5	Discussed their lessons learned around O&M for a greenway project.	Attended
4	Meeting	LASAN	5/23	Monthly coordination meeting.	Attended
5	Meeting	Sr Sustainability Specialist - LAUSD	6/29	Discussed LAUSD stormwater project opportunities.	Held
6	Meeting	Blackwelder Tract Project Team, LACFCD, and LASAN	7/7	Attended group meeting organized by LACFCD to discuss Cal Greenwork's plan to submit an application by July 31.	Attended
7	Meeting	Edgar Campos - TRUST South LA	7/13	Met with WASC Member Edgar Campos to discuss the Strategic Outreach and Engagement Plan and strategies to engage CBOs.	Held

We tabled at the following community events to raise public awareness and engagement in the SCWP. We collected Community Needs Survey responses and distributed educational materials.

	Event	Date	Summary of Meeting or Event	Stakeholders Engaged	Held or Attended?	Attachments #
1	Friends of Ballona Migration Celebration	5/21	We spoke with the public about Safe Clean Water, collected survey responses, and distributed educational SCW materials.	General Public	Attended	Attachment F: Migration Celebration Event Photos



SGA attended the following community meetings as a spectator to learn more about community needs and priorities:

	Community Meetings	Date	Summary of Meeting or Event	Held or Attended ?
1	WaterTalks for Agencies and Electeds	5/5	Workshop for public agency staff and elected officials to strengthen integrated watershed management across LA County.	Attended
2	Schools and Stormwater Symposium	5/19	Workshop about how collaboration between school districts and water agencies can reimagine schoolyards as a site for broader community wellness and change.	
3	Tribal Allyship for Water Justice	5/25	Workshop held by Sacred Places Institute for Indigenous Peoples and TreePeople about local indigenous tribal community leaders focused on water.	
4	Credit Management Workshop	6/13	Held by the District.	
5	IRWM Steering Committee Meeting	7/5	Attended steering committee meeting which focused on Prop 1 Round 2 funding.	

C. Potential Cost-Share Partners Contacted

We continue to maintain our database of potential funding opportunities in our Cost Share Database. This database is attached to this report ([Attachment C](#)). This quarter, we contacted the Ocean Protection Council to clarify the eligibility criteria for their [Prop 68 Grant Program - MPA and Climate](#).

D. Leveraged / Outside Funding Pursued

We have not pursued outside funding opportunities during this reporting period.

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%	35%	35%
2	Identify and Develop Project Concepts	15%	25%	25%



3	Work with Technical Assistance Teams	4%	3%	3%
4	Facilitate Identification and Representation of Community Priorities	20%	10%	10%
5	Integrate Priorities through Partnerships and Extensive Networks	17%	5%	5%
6	Cost-share Partners	7%	5%	5%
7	Leverage Funding	6%	3%	3%
8	Local Stakeholder Education	17%	2%	2%
9	Watershed Coordinator Collaboration	3%	13%	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
- City Fabrick: West Los Angeles Veterans Affairs campus project
- LASAN: Baldwin Vista Green Streets Project, Imperial Highway Green Infrastructure Project

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

- Continue meeting with interested parties to learn about community needs, with a focus on neighborhood councils and associations in Disadvantaged Communities
- Continue collecting responses to our Community Needs Survey at events and through online outreach

Focus Area 2: Solicit New Projects



- Present information about the Safe Clean Water program to potential applicants
- Conduct outreach to schools and college campuses to identify potential SCWP projects
- Engage the business community and city agencies on public-private partnership opportunities
- Support meaningful community engagement in project applications

Focus Area 3: Support Funded SCWP Projects

- 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 community events

Focus Area 5: Support the WASC Through Information Sharing

- Present our FY 22-23 Strategic Outreach and Engagement plan at the July WASC meeting
- Give updates at monthly WASC meetings
- Attend monthly Watershed Coordinator meetings and lead the August meeting
- Complete monthly progress 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 PATIO DE ESCUELA VERDES	WILDLIFE HABITATS HÁBITATS DE LA FAUNA
BIKE PATHS PISTAS CICLABLES	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
Cambiar 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

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.

CONSTRUYENDO NUESTRA RESILIENCIA AL CAMBIO CLIMÁTICO

Para proteger contra futuras sequías.

AUMENTANDO LOS SUMINISTROS DE AGUAS LOCALES PRODUCIDA POR LA LLUVIA

Actualmente importamos 2/3 de nuestra agua.

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

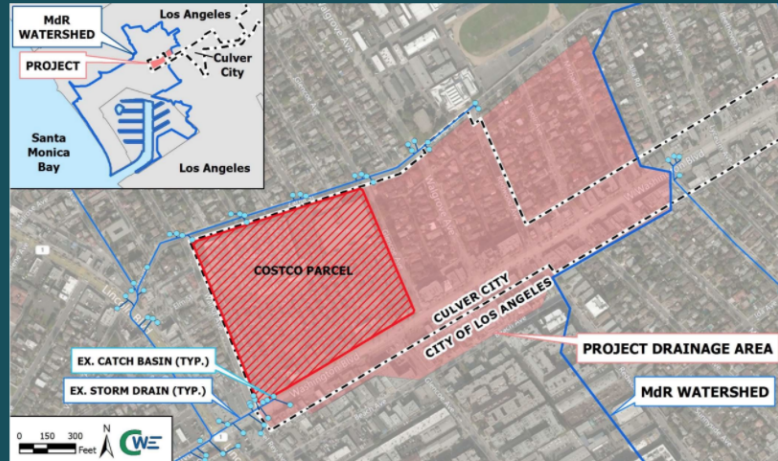
Washington Boulevard Stormwater and Urban Runoff Diversion Project

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





ATTACHMENT F

Migration Celebration Event Photos

