

Upper LA River

Strategic Outreach and Engagement Plan

Presented by:
ULAR Watershed Coordinators
September 7, 2022



Upper LA River Watershed Coordinators



Our Process

Reviewed Previous
Year's SOEP

Conferred with
ULAR Watershed
Coordinators

Made Revisions to
the SOEP

July 6, 2022
Submitted the
Revised SOEP



Overview of the Strategic Outreach and Engagement Plan

- I. Watershed Area Description
- II. Interested Party Mapping
- III. Vision for Success & Evaluation Criteria
- IV. Strategies
- V. Identifying Collaborative Efforts



A vertical photograph on the left side of the slide shows water dripping from a dark, textured surface. The water forms a continuous stream that breaks into individual droplets as it falls. The background is a soft, out-of-focus green, suggesting an outdoor setting. The lighting is natural, highlighting the clarity and movement of the water.

Updates to the SOEP

1. P. 13 - Changes due to redistricting.
2. P. 19 - This page had the addition of the Stormwater Investment Plans for Fiscal Year 2022/2023, as well as has been updated to fix some mistakes on the number of projects in the FY 2020/2021 and FY 2021/2022 Stormwater Investment Plans.
3. P. 23 - The section on Input from the ULAR WASC Members has been updated to change the wording to the past tense, as well as add a line regarding providing opportunities for WASC members to provide feedback on this SOEP.
4. P. 26 - The section on reporting has been updated to show the intent of the Watershed Coordinators to continue reporting as they have done so over the past year.
5. P. 36 - Removed the table showing 2020/2021 Municipal Transfer Agreements.
6. P. 48 - Appendix VI has been updated to show the most current ULAR WASC membership and Appendix VII that showed the summary of 2021 interviews with ULAR WASC members has been deleted.

What Has Worked

1. Community Tours
2. Engaging a Wide Range of Audiences
3. Recurring Coordination Meetings with municipalities
4. Coordinating across parallel efforts: IRWM DACIP (WaterTalks)
5. Communications: E-Newsletter



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Watershed Coordinator Updates

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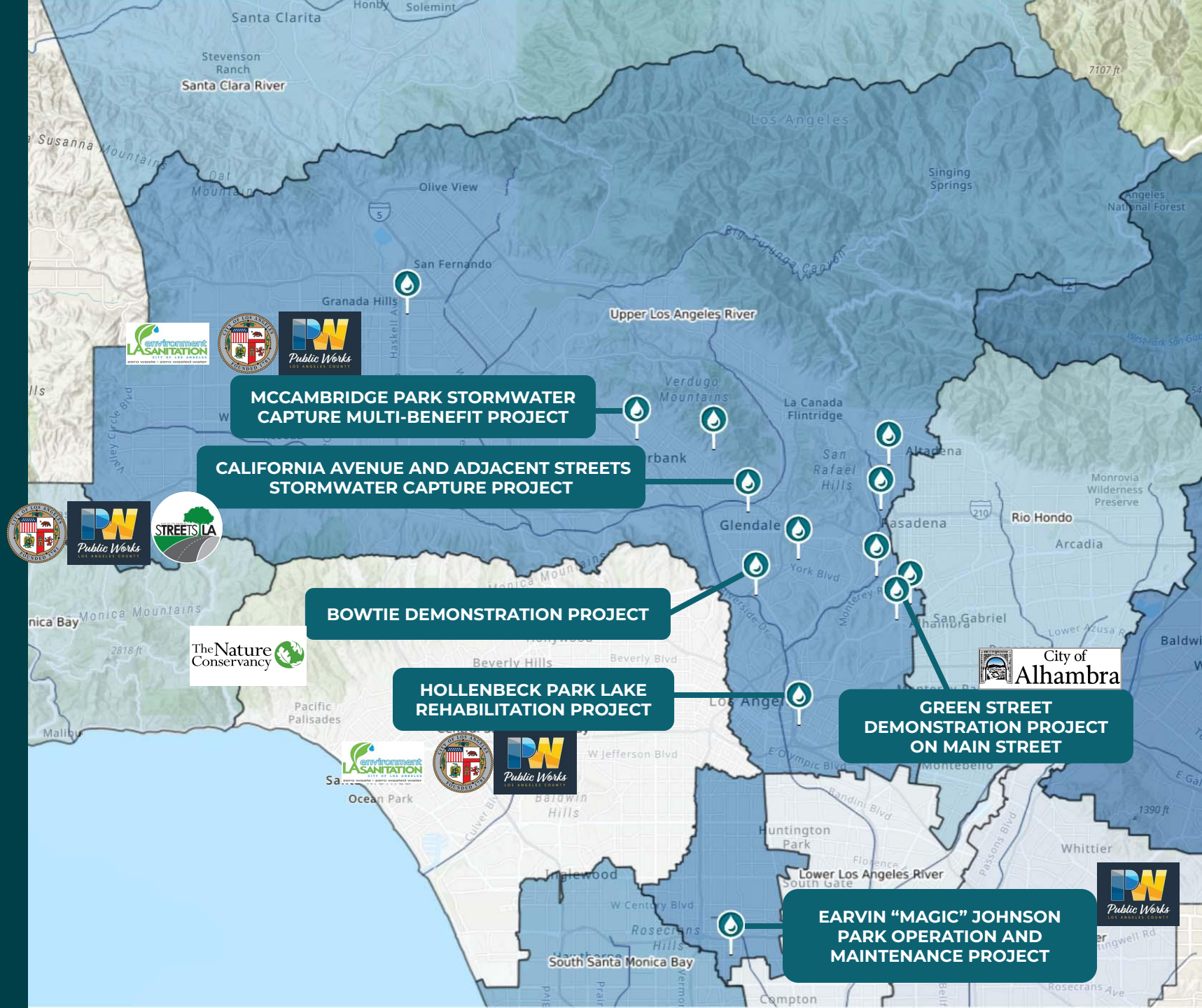


Project Development Meetings



Round 4 Projects

1. McCambridge Park Stormwater Capture Multi-Benefit Project
2. California Avenue and Adjacent Streets Stormwater Capture Project
3. Bowtie Demonstration Project
4. Earvin "Magic" Johnson Park Operation and Maintenance Project
5. Green Street Demonstration Project on Main Street
6. Hollenbeck Park Lake Rehabilitation Project



MCCAMBRIDGE PARK STORMWATER CAPTURE MULTI-BENEFIT PROJECT

CALIFORNIA AVENUE AND ADJACENT STREETS STORMWATER CAPTURE PROJECT

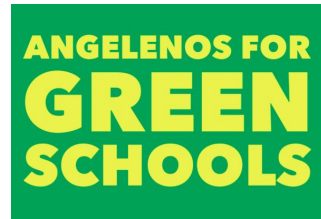
BOWTIE DEMONSTRATION PROJECT

HOLLENBECK PARK LAKE REHABILITATION PROJECT

GREEN STREET DEMONSTRATION PROJECT ON MAIN STREET

EARVIN "MAGIC" JOHNSON PARK OPERATION AND MAINTENANCE PROJECT

Additional Engagement Meetings



ARLA

ACTIVESGV



SCOPE STRATEGIC
COMMUNITY
AGENDA



ASIAN PACIFIC ISLANDER
**FORWARD
MOVEMENT**



**NATURE
FOR ALL**
PROTECT • CREATE • CONNECT



**COMMUNITY REPOWER
MOVEMENT**

**East Yard
Communities**
For Environmental Justice



TreePeople



Pacoima
Beautiful

**promesa
BOYLE HEIGHTS**

Educational & Outreach Events

- City of LA 2022 Arbor Day Celebration & Resource Fair
- SCOPE's Earth Day Event
- City of Alhambra Eco-Fair / 626 Golden Streets
- Water Tours
 - Green Alley and Green Streets
 - Magic Johnson Park
- CicLAvia – South LA
- BIASC 2022 Southern California Water Conference (Panelist)
- LA River Educational Tour



Educational & Outreach Events

- City of Calabasas April 2022 Earth Day Celebration/Green Expo
- Green Streets Water Tour with City of LA and Tree People
- BizFed Institute's Water & Climate Resiliency Forum
- VerdeXChange VX2022 Conference & Expo



VERDEXCHANGE
CONFERENCE

SAFE CLEAN WATER PROGRAM

Water talks

Water Project Tours

Green Streets & Green Alleys
Upper Los Angeles River Watershed Area

May 26, 2022
8:30am to 1:00pm

Join us for an in-person water project tour highlighting Green Streets and Green Alleys with a focus on community engagement, water supply, and water quality strategies.

Learn how we can address water pollution and capture water, all while improving the quality of lives in our neighborhoods.

The Water Project Tour is open to all members of the community. Please provide your own transportation to and between sites.

Schedule

- 8:30am - 9:30am
Victory-Goodland Green Streets (San Fernando Groundwater Basin)
- 10:00am - 11:00am
Elmer Avenue and Elmer Paseo (Sun Valley)
- 11:30am - 1:00pm
Tour + lunch at Bradley Avenue Plaza Green Alley (Pacoima)

Scan to RSVP

Space is limited, so RSVP now for a light lunch and refreshments. Exact locations will be distributed through Eventbrite reservations.

EARTH DAY FESTIVAL

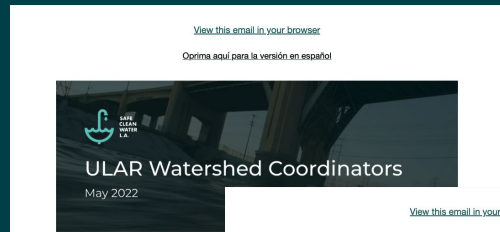
Saturday, April 16, 2022
2pm - 5pm
(Las Virgenes Creek on Agoura Rd.)

Please join the City of Calabasas and all sponsors in celebrating Earth Day. Come learn about ways you can help our environment!

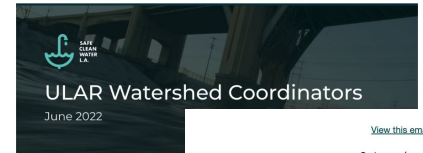
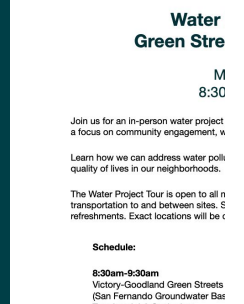
**Free Admission
Green Expo
Free Giveaways
Learning Booths
Wildlife Presentation
Live Music by
Marion Hoffman Band**

Newsletter

- Increase in number of subscribers - 396
- Distributed five newsletters

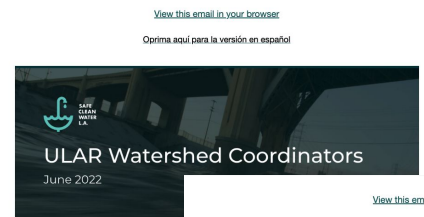


May

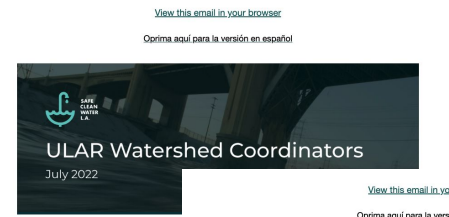
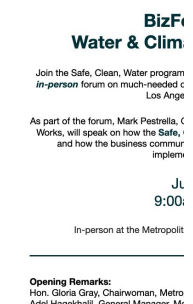


June

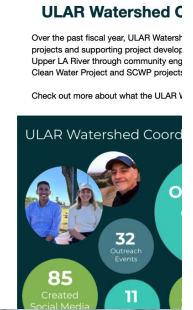
Recap of our May Green Streets



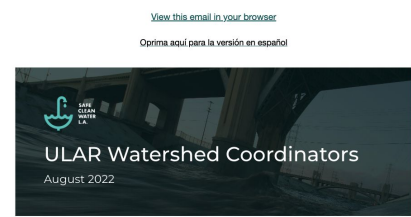
June



July



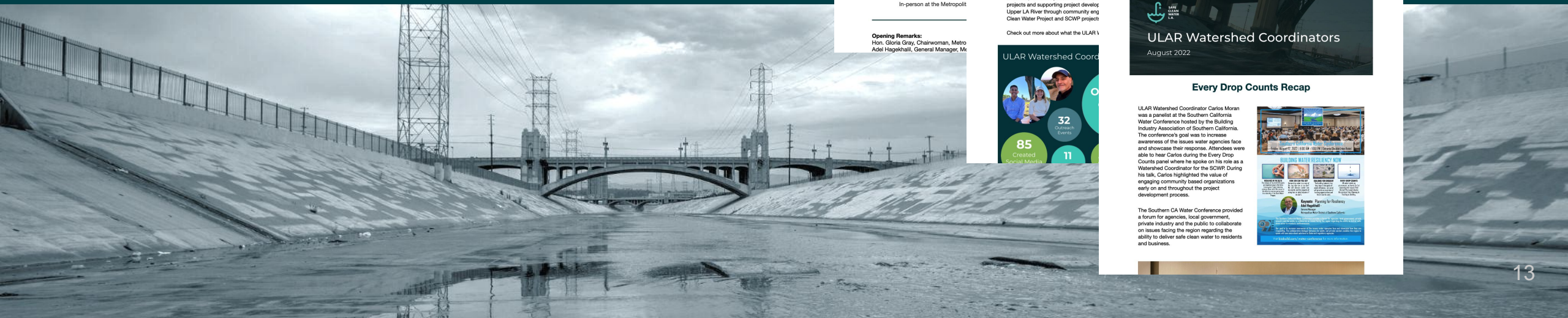
August



Every Drop Counts Recap

ULAR Watershed Coordinator Carlos Moran was a panelist at the Southern California Water Conference hosted by the Building Industry Association of Southern California. The conference's goal was to increase awareness of the issues water agencies face and showcase their response. Attendees were able to hear Carlos during the Every Drop Counts panel where he spoke on his role as a Watershed Coordinator for the SCWP. During his talk, Carlos highlighted the value of engaging community based organizations early on and throughout the project development process.

The Southern CA Water Conference provided a forum for agencies, local government, private industry and the public to collaborate on issues facing the region regarding the ability to deliver safe clean water to residents and business.



End

