



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

SGA continued collecting responses to our Community Needs Assessment Survey, which is available in English and Spanish. To date, we have collected 420 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 used the community survey results to create tailored reports for each municipality and shared them with project leads and municipal contacts. Finally, we attended 3 relevant events in the watershed to learn more about community needs and priorities (see [Section B](#)).

SOLICIT NEW PROJECTS

SGA held 10 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 also collaborated with the NSMB and SSMB Watershed Coordinators to create a presentation on SCWP to the Santa Monica Bay Restoration Commission.

SUPPORT CURRENT PROJECT APPLICANTS

SGA has continued to maintain our Funding and Cost Share database ([Attachment C](#)). We also developed a comprehensive resource guide, the "[CSMB Applicant Resource Guide](#)", with resources and considerations for parties planning to apply for SCW funding. On Sep. 21, we met with the Stantec Regional Coordination team to discuss strategies for identifying and sharing funding opportunities with SCWP project teams. On Sep. 22, we sent a newsletter to contacts in the watershed to share SCW updates and resources to aid project applicants ([view newsletter here](#)). Additionally, we attended the Urban Waters Federal Partnership Quarterly Meeting to gather information on new funding opportunities and attended a meeting with the Regional Coordination Team to learn about their findings regarding leveraged funding opportunities. We also created a slide deck on the synergies between Measure W and Measure A funding goals in preparation for a presentation to the Measure A committee. Finally, we identified and shared potential funding opportunities with the Fern Dell Restoration, Edward Vincent Jr. Park, and Ladera Heights project teams.

INCREASE GENERAL AWARENESS

SGA tabled at National Night Out in West Hollywood on Aug. 2, the "Ebb & Flow" event in Culver City on Sep. 11, and the "Run, Walk, and Roll" event in Griffith Park on Sep. 18 (see [Attachment E](#) for event photos). We spoke with the public about Safe Clean Water, collected survey responses, and distributed educational SCW materials. See [Attachment A](#) and [Attachment B](#) to view our event outreach materials.

WATERSHED COORDINATOR COLLABORATION

SGA has been attending monthly meetings of Watershed Coordinators, including facilitating the August meeting. In July, we attended a Watershed Coordinator working group focused on engaging schools in the SCWP. We continue to meet regularly with Heal the Bay to coordinate all outreach and engagement



activities. We also met with Stephany from the Council for Watershed Health to share our knowledge about the status of WHAM-identified stormwater projects.

SUPPORT THE WASC THROUGH INFORMATION SHARING

SGA attended monthly WASC meetings and created a calendar of presentation topics we plan to present to the WASC during the year. At the July meeting, we presented our Strategic Outreach and Engagement plan. At the September meeting, we presented summaries of the FY 22-23 project applications. Finally, we reviewed and summarized the 2022 LA County Parks Needs Assessment and plan to present highlights to the WASC in October.

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	Council for Watershed Health	8/10	Shared knowledge about WHAM projects.	Held
2	Meeting	Riviera Country Club	8/17	Presented about SCW and learned about the Country Club's stormwater idea.	Held
3	Meeting	Stantec	8/22	Discussed the Watershed Coordinator's role in supporting the Blackwelder Tract team.	Held
4	Meeting	Syd Kronenthal Park Project Team	8/25	Attended a status update meeting on the project.	Attended
5	Meeting	LASAN	8/29	Monthly check in meeting.	Held
6	Meeting	Geosyntec & Riviera Country Club	9/15	Discussed the Country Club's project idea.	Held
7	Meeting	Stantec and ULAR & USGR Watershed Coordinators	9/21	Stantec shared some findings regarding leveraged funding opportunities for funded SCWP projects. Group discussion about strategies for supporting funded projects with cost-share efforts.	Attended
8	Meeting	LASAN	9/27	Monthly check in meeting.	Held
9	Meeting	Syd Kronenthal Park Project Team	9/29	Attended a status update meeting on the project.	Attended
10	Meeting	Stantec	10/6	Discussed next steps for Blackwelder Tract project.	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	West Hollywood National Night Out	8/2	We spoke with the public about Safe Clean Water, collected survey responses, and distributed educational SCW materials.	General Public	Attended	Attachment F: Event Photos
2	Ebb & Flow in Culver City	9/11	We spoke with the public about Safe Clean Water, collected survey responses, and distributed educational SCW materials.	General Public	Attended	Attachment F: Event Photos
3	Run, Walk, and Roll at Griffith Park	9/18	We spoke with the public about Safe Clean Water, collected survey responses, and distributed educational SCW materials.	General Public	Attended	Attachment F: 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	DWR Water Conservation webinar	7/19	Webinar on DWR’s future commercial, industrial, and institutional (CII) turf replacement program and water conservation strategies.	Attended
2	RMC Prop 28 Funding Workshop	7/19	Learned about funding opportunities offered through RMC Prop 28 funding.	
3	Pure Water Southern CA Listening Session	8/22	Learned about Pure Water’s regional water recycling project.	

C. Potential Cost-Share Partners Contacted

We continue to maintain our database of potential funding opportunities in our Funding and Cost Share Options Database. This database is attached to this report ([Attachment C](#)). We attended a workshop to learn more about RMC’s Prop 28 funding opportunities. We also attended a meeting with Stantec and the ULAR & USGR Watershed Coordinators to learn about funding opportunities for funded SCWP projects and discuss strategies for supporting funded projects with cost-share efforts. We also corresponded with the Measure A Committee and created a slide deck on the synergies between Measure W and Measure A funding goals in preparation for a presentation to the Measure A committee.

D. Leveraged / Outside Funding Pursued

We have not pursued outside funding opportunities during this reporting period. Instead we researched and shared some cost-share ideas with the Fern Dell Restoration, Edward Vincent Jr. Park, and Ladera Heights project teams, and continued to build our Cost Share Database ([Attachment C](#)).

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%	23%	29%
2	Identify and Develop Project Concepts	15%	13%	19%
3	Work with Technical Assistance Teams	4%	7%	5%



4	Facilitate Identification and Representation of Community Priorities	20%	20%	15%
5	Integrate Priorities through Partnerships and Extensive Networks	17%	7%	6%
6	Cost-share Partners	7%	3%	4%
7	Leverage Funding	6%	10%	7%
8	Local Stakeholder Education	17%	13%	8%
9	Watershed Coordinator Collaboration	3%	7%	10%
	Overall	100%	103%	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:

- LASAN: Baldwin Vista Green Streets Project, Imperial Highway Green Infrastructure Project
- Syd Kronenthal Park project team

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 among project applicants by providing feedback and input



Focus Area 3: Support Funded SCWP Projects

- Send out a newsletter with helpful SCW resources to our contacts
- 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

- Give updates at monthly WASC meetings, including information on: Disadvantaged Communities benefits of current project applications; Interim guidance on disadvantaged communities; and a review of Scientific Studies funded in other watersheds.
- Create a matrix for easy comparison of all current project applications.
- 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. <i>¿Qué preocupaciones tiene sobre el agua de su comunidad? Responda nuestra encuesta.</i>			
DROUGHT RESILIENCE <small>RESILIENCIA ANTE LA SEQUÍA</small>	FLOOD PROTECTION <small>PROTECCIÓN CONTRA INUNDACIONES</small>	CLEANER BEACHES & RIVERS <small>PLAYAS Y RÍOS MÁS LIMPIOS</small>	LA RIVER RECREATION OPPORTUNITIES <small>OPORTUNIDADES RECREATIVAS EN EL RÍO DE LA</small>
TREES <small>ÁRBOLES</small>	COMMUNITY GARDENS <small>JARDINES COMUNITARIOS</small>	GREEN SCHOOLYARDS <small>PAISAJES DE ESCUELA VERDES</small>	WILDLIFE HABITATS <small>HÁBITATS DE LA FAUNA</small>
BIKE PATHS <small>PISTAS CICLISTAS</small>	PUBLIC RECREATION FACILITIES <small>INSTALACIONES RECREATIVAS PÚBLICAS</small>	WALKING PATHS <small>ZONAS PEATONALES</small>	PARK MAINTENANCE <small>MANUTENIMIENTO DE PARQUES</small>

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
 Los fondos están distribuidos 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

Funding and 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

In-Person Tabling Event Photos



Ebb and Flow



West Hollywood National Night Out



Run, Walk, and Roll