

Safe, Clean Water Program
North Santa Monica Bay Watershed Area
Strategic Outreach Engagement Plan

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CONTENTS

INTRODUCTION 3

WATERSHED AREA DESCRIPTION 3

 Physical Characteristics 3

 Social Characteristics..... 4

 Safe Clean Water Program Goals 4

Interested party mapping..... 5

Vision for success and evaluation criteria 7

Strategies..... 8

 Strategy 1. Four community outreach events..... 8

 Strategy 2. Educate stakeholders about water quality challenges in the watershed area... 8

 Strategy 3. Facilitate dialog about water supply sources in the watershed area..... 9

 Strategy 4. Collaborate with partners to encourage the use of native plants on public and private land. 9

 Strategy 5. Ensure SCWP is part of special events like Coastal Cleanup Day, Earth Day, Arbor Day, Calabasas Pumpkin Day, Arts Festivals 9

 Strategy 6. Identify opportunities to reach youth at schools, Girl Scout Troops, YMCA, etc.9

 Strategy 7. Focus on engaging with homeowners associations. 10

 Strategy 8. Develop, host, maintain a North Santa Monica Bay Watershed Area website 10

 Strategy 9. Develop and maintain social media presence for watershed area 10

 Strategy 10. Connect with media 11

 Strategy 11. Identify and facilitate project concepts from North Santa Monica Bay stakeholders 11

 Strategy 12. Support a convening of experts about impacts of creek restoration on water quality 13

 Strategy 13. Work with Technical Assistance Teams..... 13

 Strategy 14. Facilitate identification and representation of community priorities 13

 Strategy 15. Integrate priorities through partnerships and extensive networks 13

 Strategy 16. Attend and distribute materials from ‘funding fairs’ conducted by Federal, State, regional, and philanthropic organizations 15

 Strategy 17. Share success stories: nature-based solutions educational event **Error! Bookmark not defined.**

 Strategy 18. Support local NGO engagement with public education about trash reduction15

 Strategy 19. Support dialog and development of innovative projects and technology raised by stakeholders 15

 Strategy 20. Watershed Coordinator collaboration 15

Strategies crosswalk to SCWP Goals and watershed coordination tasks 16

INTRODUCTION

The North Santa Monica Bay Watershed community would like to acknowledge that we all co-exist on Chumash, Fernandeano Tataviam Band of Mission Indians and Tongva lands. Our drinking water is sourced from many venues throughout California including the Bay-Delta, the Colorado River, Mono Lake, groundwater and locally recycled waters.

These source watersheds are our watersheds for which we share responsibility and care.

The North Santa Monica Bay Watershed is made up of local residents, people who work in our community, adjacent residents of Los Angeles County and Ventura County, First Nations peoples, immigrants, unhoused community members, visitors from California and around the world, students and, as a biodiversity hotspot, all of the many living beings with whom we co-exist. *The North Santa Monica Bay Watershed Community includes the whole of all these living beings; our ecosystem is our shared home.*

The North Santa Monica Bay Watershed stakeholders aim to provide safe, clean water for the whole of this living community. Cities, agencies, non-profits, universities and community members have been working on water quality improvement for two decades; the work suggested here is a continuation of the long-running effort on all these strategies. (Jessica Forte)

Every drop of water is important.

WATERSHED AREA DESCRIPTION

The North Santa Monica Bay Watershed is a series of mountain watersheds that originate in the Santa Monica Mountains and unwind into the Pacific Ocean.

From the border of Ventura and Los Angeles County along 27 miles of coastline in Malibu to Topanga Canyon, including the mountains inland through the 101 corridor on Ventura Freeway, these watersheds include Trancas Creek, Arroyo Sequit, Big Sycamore, Las Flores, Zuma Creek, Solstice Creek, Marie Canyon, Malibu Creek, Tuna Canyon Creek, Topanga Creek additional smaller creeks and all the tributaries to these creeks, as well as the origin of Los Angeles River in Calabasas.

On a political level, these watersheds are home to the cities of Agoura Hills, Calabasas, Hidden Hills, a small bit of Los Angeles City, Malibu, Westlake Village and part of unincorporated Los Angeles County.

PHYSICAL CHARACTERISTICS

To quote Mr. Cung Nguyen, P.E. Senior Civil Engineer, Los Angeles Department of Public Works,

“The North Santa Monica Bay includes the Malibu Creek Watershed, Topanga Creek Watershed, and other rural Santa Monica Mountains Watersheds. Portions of these watersheds are very rural and undeveloped, and other portions are very urbanized... The Santa Monica Bay Section is tasked primarily with enhancing the water quality in the bay while still providing adequate flood protection.”

The North Santa Monica Bay Watershed is over 70% open space, preserved by National Park Service, California Department of State Parks and Santa Monica Mountains Conservancy, which work in a close partnership to continue to preserve and restore open space to natural conditions via the Santa Monica Mountains National Recreation Area.

Most of the geography is mountainous, from Sandstone Peak at 3111 feet to sea level along the coast. Miles of the coastline are within a Marine Protected Area or qualify as an Area of Special Biological Significance, while the coast and some adjacent terrain are additionally protected by the Malibu Local Coastal Plan. The mountainous terrain often allows gravity to support design in stormwater management projects and in moving drinking water, recycled water and untreated water through the watershed. All of our watersheds drain into the Santa Monica Bay, providing water and sediment to the beaches and near-shore habitat of the Pacific Ocean along the luminous coastline of Malibu. The majority of the soils in the Santa Monica Mountains have low permeability, making groundwater recharge problematic. Because many soils are high in arsenic, drinking groundwater can be unsafe over the long run. The arsenic issue was the primary driver in the creation of Las Virgenes Municipal Water District/Triunfo back in the 1950s. All potable drinking water is imported; the North Santa Monica Bay Watershed sources its potable water from both Las Virgenes Municipal Water District and Water District 29; some of the irrigation water is supplied by recycled water. Members of the North Santa Monica Bay Watershed Area Steering Committee have voiced concern that the creeks and rivers of the North Santa Monica Bay face uncertain futures in an era of climate change. *Maintaining healthy creeks is our priority, both for the use of people who live here and for the other species with whom we share the Santa Monica Mountains.* Given these realities, we are interested in demonstration projects that show how creek restoration improves water quality, in projects that capture stormwater for human use, in projects that treat wastewater and urban runoff and in projects that bring down the cost of cisterns.

Population centers in the towns along the Ventura Freeway, including Thousand Oaks, Westlake Village, Agoura Hills, Calabasas, Hidden Hills and portions of the city of L.A. There are also significant residential enclaves in Topanga, along the coast in Malibu and in communities scattered throughout the Santa Monica Mountains. Nested in open space, these communities are vulnerable to anthropogenic wildlands fires, such as the 2018 Woolsey Fire per the *Los Angeles Times*, there have been up to 30 major fires in Malibu over the past 90 years.

SOCIAL CHARACTERISTICS

The social characteristics of the North Santa Monica Bay Watershed center around an emotional connectivity to the landscape shared by community members, there's an underlying sense that the living open space in which our cities and homes are nested are what make the North Santa Monica Bay special. The rest of Los Angeles County concurs.

An NPS press release from 2017 states, "Santa Monica Mountains National Recreation Area, the national park that stretches from the city of Los Angeles west into Ventura County, recorded 906,606 visits in 2016."

In 2016, *Malibu Magazine*, quoted Jefferson "Zuma Jay" Wagner, Malibu City Councilmember, "Malibu is a community of approximately 13,000 people that, by even a conservative estimate, receives 13 million visitors each year."

There are over 110,000 people living in the North Santa Monica Bay Watershed.

Housing prices in the watershed represent significant wealth, for example on *June 5, 2021, Zillow* stated that, "The typical home value of homes in Malibu is \$3,559,066." However, there is more complexity to the community's socioeconomic make up than this statistic implies. Despite an iconic list of the rich and famous who reside throughout the Santa Monica Mountains, the 2019 US census stated that the average income for a household in Malibu is \$150,747, whereas the median income for an American in 2019 was \$31,133 per *United States Census Bureau*. To compare, the median in Calabasas is \$51,466, in Agoura Hills, \$52,236 and In Westlake Village, \$60,288. Meanwhile, in Los Angeles County the median income is \$29,985. With all these numbers it is important to understand that median means half the households earn *less* than that.

An average income hides both extremes of wealth and poverty; for example, throughout the North Santa Monica Bay Watershed, some older residents are struggling on a fixed income, while many people who come to work in the Santa Monica Mountains are working class or earn minimum wage. The Malibu Boys and Girls Club notes that it,

"...represents and provides services to the most diverse populations in the community, an underrepresented infrastructure of low-income domestic laborers and their children who commute to Malibu for work and to attend the Malibu public schools."

On a parallel note, the Malibu Community Labor Exchange has been "connecting Malibu through work" giving immigrants, students, and some homeless workers access to day labor opportunities, along with food, a place to get of the rain and access to some social services since 1993. Inland, Thousand Oaks has been providing food for the underemployed, unemployed, and homeless via the Manna Conejo Valley Food Bank since 1971.

Lower income people manage to live in the North Santa Monica Bay Watershed by co-housing, renting granny flats or taking on multiple jobs. Restaurant workers, maids, gardeners, daycare providers, teachers, nannies, students, hikers and surfers all come into the watershed every day – and feel emotional ownership of the space in which they live their lives. Finding ways to support all of our community in addressing safe, clean water is the right thing to do.

Finally, the North Santa Monica Bay Watershed community wants to underline that the beautiful lands upon which we stand, work, play, sleep and dream are the historic homelands of Chumash, Tongva and Fernandeano Tataviam Band of Mission **Indian** peoples. We acknowledge our land debt to the First Nation communities of the Chumash, Tongva and Fernandeano **Tataviam** Band of Mission **Indian** appreciate that leadership at *Wishtoyo Foundation* have made the commitment to join the North Santa Monica Bay Watershed Area Steering Committee to collaborate on safe, clean water projects.

Committing to integrating Chumash, Tongva and Fernandeano Tataviam Band of Mission **Indian** cultural knowledge and TEK insights into our shared watershed, when invited to collaborate by First Nations peoples, will help the North Santa Monica Bay Watershed community gain cultural grounding to better co-exist with the living landscape and cherish safe, clean water. Since the water we drink comes from many places across the State of California, we include in our consideration that there were over 400 First Nation peoples in pre-Columbian times and man times that now due to the fact that First Nations peoples from across America have moved to California.

The Safe Clean Water Program in Los Angeles County is funded as a result of Measure W, which was passed by the voters in 2018.

Per the Safe Clean Water LA website safecleanwaterla.org, The Safe, Clean Water Program will provide local, dedicated funding to increase our local water supply, improve water quality, and protect public health.

SAFE CLEAN WATER PROGRAM GOALS

Developed in collaboration with public health, environmental groups, cities, business, labor, and community-based organizations, the Safe Clean Water Program is ambitious.

The Los Angeles Region Safe, Clean Water Program shall be implemented consistent with the following goals:

- A. Improve water quality and contribute to attainment of water-quality requirements.
- B. Increase drought preparedness by capturing more Stormwater and/or Urban Runoff to store, clean, reuse, and/or recharge groundwater basins.
- C. Improve public health by preventing and cleaning up contaminated water, increasing access to open space, providing additional recreational opportunities, and helping communities mitigate and adapt to the effects of climate change through activities such as increasing shade and green space.
- D. Leverage other funding sources to maximize SCW Program Goals
- E. Invest in infrastructure that provides multiple benefits.
- F. Prioritize Nature-Based Solutions.
- G. Provide a spectrum of project sizes from neighborhood to regional scales.
- H. Encourage innovation and adoption of new technologies and practices.
- I. Invest in independent scientific research.
- J. Provide DAC Benefits, including Regional Program infrastructure investments, that are not less than one hundred and ten percent (110%) of the ratio of the DAC population to the total population in each Watershed Area.
- K. Provide Regional Program infrastructure funds benefitting each Municipality in proportion to the funds generated within their jurisdiction, after accounting for allocation of the one hundred and ten percent (110%) return to DACs, to the extent feasible.
- L. Implement an iterative planning and evaluation process to ensure adaptive management.
- M. Promote green jobs and career pathways.
- N. Ensure ongoing operations and maintenance for Projects.

The North Santa Monica Bay Watershed Area Steering Committee is composed of representatives of our local cities, agencies, non-profits and community members and is committed to implementing the Safe, Clean Water Program goals as defined above.

The North Santa Monica Bay Watershed Advisory Steering Committee is acutely aware of the unique aspects of our watershed, which includes 70% open space throughout the North Santa Monica Bay watershed and aligns with 27 miles of beaches in the City of Malibu.

Our love for our watershed inspires our work.

INTERESTED PARTY MAPPING

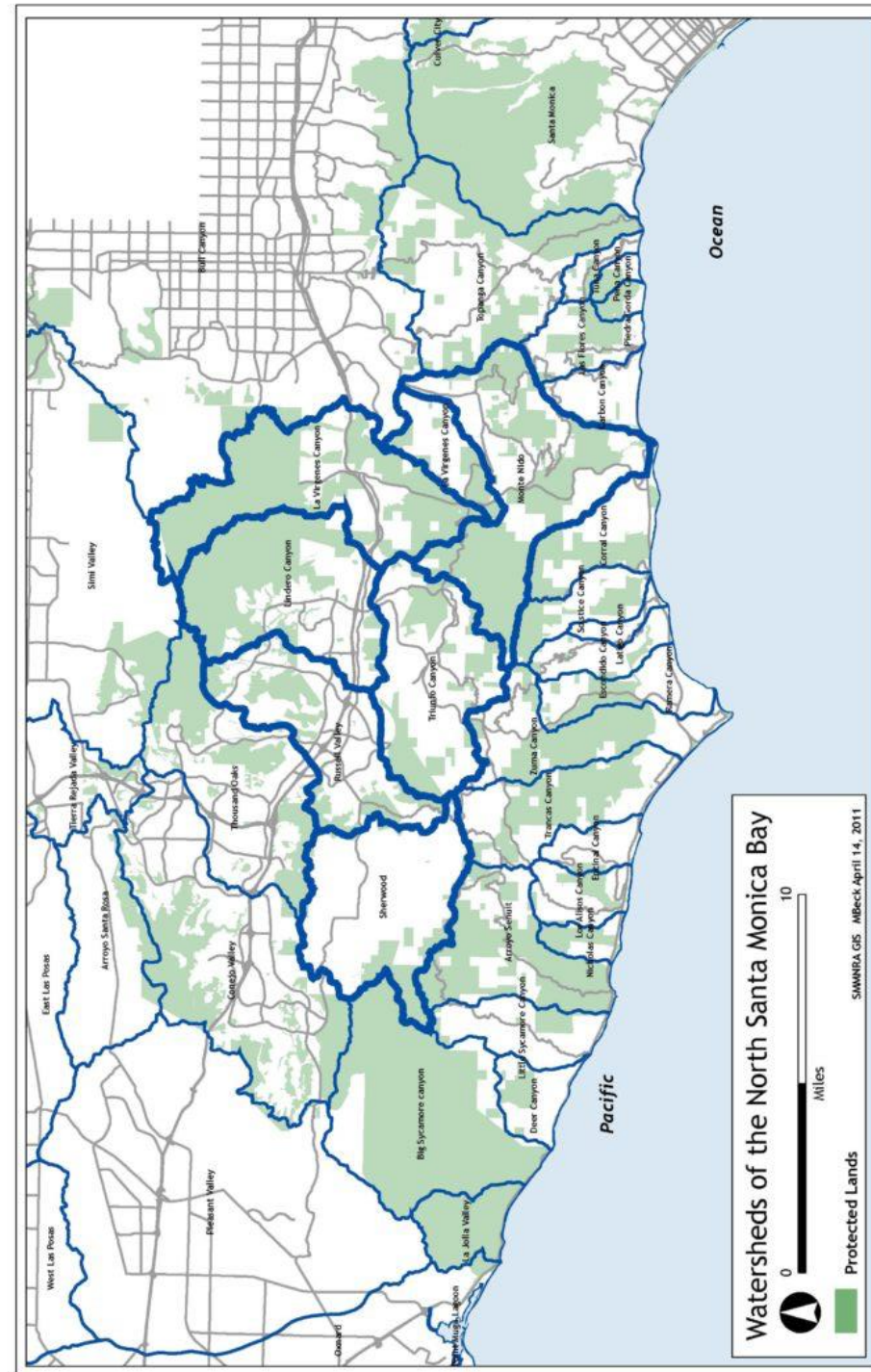
The North Santa Monica Bay Watershed includes all the watersheds of the Santa Monica Mountains, with the two largest being Malibu Creek Watershed and Topanga Creek Watershed. This map, sourced from the Resource Conservation District of the Santa Monica Mountains website, livinglightlyguide.org, is particularly helpful in that the smaller creeks that flow through the mountains are listed and the cities and portions of unincorporated Los Angeles County are also clearly visible.

The interested parties, from a community point of view, includes ... everyone. From a municipal perspective it includes:

- Agoura Hills
- Calabasas
- Hidden Hills
- A small part of Los Angeles City
- Los Angeles County
- Los Angeles Department of Public Works
- Los Angeles Flood Control District
- Malibu
- Unincorporated Los Angeles County
- Topanga
- Westlake Village

Many other land and water management agencies have responsibilities within the watershed area, including water wholesalers, open space managers with local, regional, state, or federal responsibilities, transportation managers, and others.

The map from the Resource Conservation District is a great jumping off point for understanding how geographic watershed boundaries and creek systems intertwine with political boundaries.



VISION FOR SUCCESS AND EVALUATION CRITERIA

Success will mean addressing Measure W goals and documenting success in quarterly reports and an annual report available to stakeholders, project management at Los Angeles County and the general public.

Goals can include conserving imported water, recycling wastewater and pursuing potential opportunities to co-create locally sourced potable drinkable water,

Improving water quality in the Santa Monica Mountains will happen as we **begin to meet total maximum daily loads** set by the Los Angeles Regional Water Quality Control Board, **meet MS4 permits** and **work collaboratively to maintain and restore water quality and creeks that run through our watersheds.**

Success can be evaluated by a list of North Santa Monica Bay Watershed Measure W projects and programs conceived, funded and implemented, by measurable water supply increases, water conservation and water quality improvement.

The value of outreach and engagement can be evaluated by assessing how community members have engaged with engagement / outreach efforts, by looking at participation in events and conferences, articles published, films produced and trying to consider that elusive rubric – minds and hearts moved.

Success can be evaluated by funding applications created and funds achieved. Quarterly reports and annual reports become an ongoing opportunity to articulate success and provide evaluation criteria. Success can be evaluated by looking at our work through a DEI lens. Are we embracing the diversity of our community? Is our work focused on equity? Are we inclusive? *Ultimately that's for the community to tell us.* But we can continue to invite the conversation first – and we can prioritize listening to community members.

Given that the North Santa Monica Bay Watershed Area Steering Committee and community function as a collaborative entity, we will invite stakeholders and community members to help us co-create a regionally meaningful vision for success and evaluation criteria, which will reflect our needs to maintain water supply, to meet a variety of permits and to support ecosystem function in the lands we share with homes, businesses, visitors, traffic and a stunning array of wildlife.

The North Santa Monica Bay Watershed Area Steering Committee can begin to collaborate on creating processes to better include public comments and to grow community ideas into functional projects.

The North Santa Monica Bay Watershed Area Steering Committee can also explore how to support Measure W implementation in the goal to “Provide a spectrum of project sizes from neighborhood to regional scales.

Ultimately, success will be judged by our ability to maintain both human needs for safe clean water and to sustain the biodiversity of the Santa Monica Mountains.

STRATEGIES

The North Santa Monica Bay Watershed Coordinator has nine tasks, seen at right. Strategies for achieving the strategic outreach and engagement necessary to achieve these tasks during the year are listed below:

- The 9 Tasks assigned to the Watershed Coordinator are:**
1. Facilitate Community Engagement in SCWP
 2. Identify and Develop Project Concepts
 3. Work with Technical Assistance Teams
 4. Facilitate Identification and Representation of Community Priorities
 5. Integrate Priorities Through Partnerships and Extensive Networks
 6. Cost-Share Partners
 7. Leverage Funding
 8. Local Stakeholder Education
 9. Watershed Coordinator Collaboration

Strategy 1. Prioritize Utilization of Measure W Funds for Projects that Meet MS4 Compliance Goals

Track upcoming project applications from NSMB cities, agencies and community members.

Compare proposed project funding requests with available funds for NSMB from Measure W.

Strategy 2. Four community outreach events

Set a time and venues for 2 NSMB WASC defined community outreach events and for 2 NSMB Watershed Community

events to allow meaningful and productive dialogue with community members and the North Santa Monica Bay Watershed Area Steering Committee leadership.

- North Santa Monica Bay State of the Watershed 2023: Thursday May 11th
- DIY Cistern Day: Saturday, September 23, 2023
- TBD: 2 NSMB Watershed Community meetings
- Cities of Agoura Hills, Calabasas, Malibu, Westlake Village and Vice Chair Madelyn Glickfeld would like to see more frequent NSMB WASC so that ongoing conversations about project development and outreach plans can be better shared; request is to cancel less NSMB WASC meetings.

Meets the following SCWP Goals: A-N

Strategy 3. Educate stakeholders about water quality challenges in the watershed area.

Consider funding opportunities to create filmed material about water quality.

Explore and implement different ways to educate students, both K-12 and college, to explain about pollution at every single testing site in the Santa Monica Mountains..

Meets the following SCWP Goals: A, C, D, H

Strategy 4. Facilitate dialog about water supply sources for and in the watershed area.

Provide information to the public about current and future water supply sources for North Santa Monica Bay Watershed community members.

Provide public outreach at existing community events to maximize connectivity to the most people.

Per numerous community entities including leadership at Topanga Elementary School, Topanga Town Council, Malibu Foundation, ARLA and others, explore other ways to fund building cisterns for water supply in watershed.

Meets the following SCWP Goals: B, D, G, H, M

Strategy 5. Collaborate with partners to encourage the use of native plants on public and private land.

Per Tevin Schmitt, Wishtoyo, native plants are the ultimate Nature Based Solutions; partnering with Wishtoyo, Las Virgenes Municipal Water District, Mountains Restorations Trust, TreePeople, Resource Conservation District Santa Monica Mountains and other venues to communicate the availability of and desirability of planting locally sourced native plants.

Support community awareness of LVMWD / TreePeople Native Plants Kit program and support public outreach for Native Plants Kit program.

Bring Growing Works (Camarillo) and the NPS Native Plants Nursery (Satwiwa) in as possible sources of native plants for water quality projects and public outreach efforts.

Approach TreePeople, LVMWD and other regional leaders about possible Native Plants home garden tours.

Meets the following SCWP Goals: A, B, F, G, H, M

Strategy 6. Ensure SCWP is part of special events like Coastal Cleanup Day, Earth Day, Arbor Day, Calabasas Pumpkin Day, Arts Festivals

Make targeted efforts to attend or provide materials to events to educate the community about the program. Alex Farassati points out that many of our stakeholders have Earth Day and other outreach events' Coordinator will support / collaborate / appear at these as requested; this may include other public events.

Do tabling at Earth Events where requested, including Pepperdine University, Westlake Village and Calabasas.

Focus on providing community outreach at existing events to maximize audience size.

Meets the following SCWP Goals: A, B, F, G, H, M

Strategy 7. Identify opportunities to reach youth at schools, Girl Scout Troops, YMCA, etc.

Re-invite LAUSD to set up rainbarrel demonstration at Topanga Elementary School.

Participate in Agoura Hills Watershed Education Day.

See if other cities would like to create parallel events.

Connect City of Agoura Hills and Resource Conservation District of the Santa Monica Mountains to re-establish watershed education program at public schools.

See if sister cities want to utilize the same program once established.

Provide watershed education at local high schools, possibly middle schools and elementary schools as facilitated by city staff.

Per Jessica Forte, look for ways to layer in STEM / STEAM scholarship, internship and job opportunities for high school and university students while conducting watershed outreach. Jessica Forte observed that SEC closed a STEM scholarship, as no one applied. We need to help grow more civil engineers,biologists and related watershed-thinkers /workers for the future of the watershed.

Invite Alex Farassati to talk the NSMB WASC in the fall about how he developed an outstanding / effective internship Program at City of Calabasas.

Explore opportunity to speak at Pepperdine University and new Santa Monica City College site in downtown Malibu and other local venues about local water supply/water quality improvements.

Consider a TikTok of the paperbag watershed lesson with cities.

Meets the following SCWP Goals: A, B, C, D, F, H

Strategy 8. Focus on engaging with homeowners' associations.

Per Kelsey Reed, if we connect with HOAs, they can help address local issues.

Met with Jon Kelly, HOA leader in Agoura Hills. Continue to be open to more meetings at HOAs.

Request support from cities / Las Virgenes Municipal Water District to broker invitations to speak at HOAs.

Meets the following SCWP Goals: G

Strategy 9. Explore developing a North Santa Monica Bay Watershed Area website

Consider developing website for North Santa Monica Bay Watershed and/or partnering with other watershed coordinators on collaborative website.

If LVMWD or WBMWD supports, apply for funding from MWD to support developing new website.

Meets the following SCWP Goals: D, G, H, M

Strategy 10. Develop and maintain social media presence for watershed area

Working to make NSMB watershed area events and news available to the widest audience will increase engagement with the program.

- Twitter: [@NSMBWatershed. twitter.com/NSMBWatershed](https://twitter.com/NSMBWatershed)
- Facebook: facebook.com/NSMBWatershed/
- Instagram: <https://www.instagram.com/watershedcoordinator/>

- YouTube: [youtube.com/channel/UColzVFY4jZyhyFYM4kseSCA](https://www.youtube.com/channel/UColzVFY4jZyhyFYM4kseSCA)
 - [Develop NSMB YouTube presence; include talks from past events.](#)
- Linked In: [linkedin.com/groups/9059904/](https://www.linkedin.com/groups/9059904/)
- Gmail account: nsmbwatershedcoordinator@gmail.com

Meets the following SCWP Goals: A, B, C, D, F, G, H, M

Strategy 11. Connect with media

Several local media outlets are monitored by stakeholders in the watershed area and will be an important opportunity to educate and inform. Media connections includes but is not limited to interviews, meeting invitations, site visits, op/ed writing.

Meets the following SCWP Goals: A, B, C, F, H, M

Strategy 12. Identify and facilitate project concepts from North Santa Monica Bay Area and Community Members

- Develop and continually maintain a list of project concepts shared by stakeholders. Ensure list is publicly viewable online.
- Connect community to potential projects for design and implementation with agencies to develop and explore.”
- Continually scan outside funding opportunities to support project proponents with outside funding opportunities.
- Address nutrient TMDL by collaborating with cities and county on potential horse manure management opportunities (per Joe Bellomo.)
- Develop strategies to coordinate community input on projects with the project sponsors, and to seek out project sponsors or grantees for projects that communities suggest.
- Share access to Measure W, <https://safecleanwaterla.org/call-for-projects/>.
- Consider projects that would combine water quality improvement.

and nature based solutions via creek restoration (per Jeremy Wolf).

Project Concepts as of May 2023	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Project Citywide Low Flow Diversion	Agoura Hills	Infrastructure Program (IP)	Project underway; City will apply for funding again..
Malibu Creek Watershed (MCW) Nutrients Special Study	Agoura Hills	Scientific Study (SS)	Funded by City of Agoura Hills.
Four Green Street Projects	Calabasas	IP	TBD
Las Virgenes Creek Restoration Project Phase III	Calabasas	TRP	TAT is Larry Walker and Associates; work underway..
Las Virgenes Creek Restoration Project Phase III	Calabasas	IP	2024? 2025?
Retrofitting Debris Basin to be Retention Basin	Hidden Hills	IP	

Project Concepts as of May 2023	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Cistern Demonstration Site	Hidden Hills	City Return Funding	Project in design.
Exploring using Horse Manure as Compost Opportunities	Hidden Hills	SS	
Native Plants Nursery	Las Virgenes MWD	IP	Unsure of status
Garden In a Box	Las Virgenes MWD		Project funded..
Pure Water Program at Ladyface Mountain: Water Reclamation Project	Las Virgenes MWD	IP	
Malibu Creek Southern Steelhead Trout Survey	Las Virgenes MWD	SS	Project funded..
Viewridge Project	Los Angeles Public Works	IP	Project funded.
Trancas Canyon Feasibility Study	Los Angeles Flood Control District	Technical Resources Program (TRP)	
Liberty Canyon Improvement Project	Los Angeles Public Works	IP	Project funded
Marie Canyon Low Flow Diversion Project Design Concept	Los Angeles Public Works	TRP	
WMarie Canyon Greenstreets	Los Angeles Waterworks District 29: Malibu		
Maintenance at Legacy Park (Civic Center Stormwater Treatment Facility) and Paradise Cove Stormwater Treatment Facility	Los Angeles Waterworks District 29: Malibu	IP	
Focusing on Woolsey Fire Recovery	Los Angeles Waterworks District 29: Malibu	TRP	
MS4 Compliance Project for Westlake Village	Westlake Village	TRP	2023
Seminole Springs	Seminole Springs HOA		

Project Concepts as of May 2023	Proponent	Tentative SCWP Project Type	Plan for Date to Submit for Funding / Notes
Topanga Elementary School	Potentially /TreePeople	IP	
Roof / cistern Project for 100 Homeowners	Potentially RCDSMM	IP	

Meets the following SCWP Goals: A, B, C, D, E, F, G,H, I, J, K, L, M,N and SCWP Tasks 1, 2,3,4,5,6,7, 8

Strategy 13. Use Zoom from Nature Based Solutions Success Stories’ Event in November 2022 to for new YouTube station for NSMB WASC
~~Convene group of experts about impacts of creek restoration on water quality~~

Take input from past event to become tool for further sharing these conversations via Youtube and other social media sites.

~~Work to develop partnerships with ARLA and The Nature Conservancy, work with stakeholder cities and agencies to create a convening that explores work of multiple Resource Conservation Districts, other water districts and academic venues about the impacts of creek restoration on water quality. Develop next step or summary document.~~ Event set for November 10, 17 and 18. Senator Henry Stern is Honorary Chair.

Meets the following SCWP Goals: A, H, I, M

Strategy 14. Work with Technical Assistance Teams

As technical assistance teams (TAT) are selected by the SCWP, engage through the scoping and production of the Feasibility Study. Work to support community and stakeholder engagement with the TAT as they complete their work.

Meets the following SCWP Goals: Potentially, B, C, D, E, F, G, H, J, K, L, M, N

Strategy 15. Facilitate identification and representation of community priorities

In the short term, one-on-one outreach by the Watershed Coordinator is foundational. Over the next year, we anticipate that the **4 community outreach events (Strategy 1)** as tent poles in this ongoing process.

Meets the following SCWP Goals: Potentially A -N, depending on community priorities

Strategy 16. Integrate priorities through partnerships and extensive networks

Building partnerships and an extensive network is a long process, but it starts with reaching out to obvious partners and creating new partnerships.

Currently, coordinator is connected with:

- Santa Barbara Creeks Division
- USDA-NRCS
- UCLA-IOES
- ARLA
- Growing Works

- Peruaños Sin Agua
- The Nature Conservancy
- **Members of the Viewridge Estates**
- **Topanga Town Council**
- Numerous City Council members from Calabasas and Agoura Hills; looking to deepen connections at Hidden Hills, Malibu and Westlake Village
- Staff, Office of Assemblymember Richard Bloom
- Staff, Office of Assemblymember Jacqui Irwin
- Staff, Office of Senator Ben Allen
- Barri Worth Girvan, Austin Cyr and Aaron Ordower at Office of Supervisor Lindsey Horvath, District 3
- Janet Turner, Office of Congressman Ted Lieu
- TreePeople
- Heal the Bay
- California Watershed Network (serve on their board)
- California Department of State Parks
- National Park Service
- Santa Monica Mountains Conservancy
- Regional Water Quality Control Board, staff level
- Resource Conservation District of the Santa Monica Mountains (RCDSMM)
- The Freshwater Trust
- TED
- Malibu Methodist
- California Association of Resource Conservation Districts
- Santa Monica Mountains Fund
- Malibu Foundation
- Pepperdine University
- Earth Island Journal, Sierra Magazine
- Editors and writers, local newspapers
- Local schools including but not limited to, Malibu High School, Westlake High School, Colina Middle School, Conejo Elementary School, Viewpoint School, Our Lady of Malibu School, Juan Cabrillo Elementary School, A. E. Wright Middle School, MUSE School etc.
- Mark Johnson has offered to connect me to new Santa Monica City College campus in downtown Malibu
- Local public libraries
- Local book clubs
- Local media / outreach staff at cities
- Malibu-Las Virgenes Council of Governments

Meets the following SCWP Goals: Potentially A -N, depending on partnership opportunities

Strategy 17. Attend and distribute materials from ‘funding fairs’ conducted by Federal, State, regional, and philanthropic organizations

This strategy will provide materials to stakeholders generally from any events that are held and allow the coordinator to specifically connect project concepts on the list to matching funding opportunities.

Meets the following SCWP Goals: D, E, G, H, I, L, M, N

Strategy 18. Support public education about trash reduction

Support North Santa Monica Bay Watershed Area Steering Committee Vice Chair Madelyn Glickfeld recommendation to focus on addressing how to meet the trash TMDL. Continue to work to obtain funding in support of public education to reduce trash. Re-approach CALTRANS for funding opportunities in this arena.

Meets the following SCWP Goals: A, C, D, H, M

Strategy 19. Support dialogue and development of innovative projects and technology raised by stakeholders

Helping stakeholders advance innovative ideas about safe, clean water will improve their engagement with the program, even if the ideas are not directly leading to fundable SCWP projects. The two examples below have been shared by stakeholders:

Fog Harvesting – Looking to layer this into proposed school stormwater projects.

Limestone Roof / Cisterns - Looking to layer this into proposed school, city, agency and homeowner stormwater projects.

Meets the following SCWP Goals: B, E, H

Strategy 20. Watershed Coordinator collaboration

The watershed coordinator will connect with the other coordinators throughout the year to explore opportunities that straddle watershed area boundaries, for shared learning, and to develop region-wide materials or events.

Meets the following SCWP Goals: Potentially A- N, depending on collaboration opportunities.

Strategy 21: Support nexus between water quality and sustaining biodiversity.

Wishtoyo would like to find ways to support anti-rodenticide efforts insofar as these interrelate with long-term water quality goals. Las Virgenes Municipal Water District would like to see a current Southern Steelhead Trout Survey. Calabasas City would like to explore the nexus between water quality improvement and creek restoration.

Meets the following SCWP Goals: A, C,D,F, G, H, I, L, M, N

Strategy 22: Support Nexus Between Fire Recovery, Pre-emptive Fire Protection, Water Quality and Water Supply

Suggested by Mark Johnson, City of Malibu and multiple community members.

Clark Stevens, Resource Conservation District will speak to this subject at State of the Watershed 2023.

Meets the following SCWP Goals: A-K, M, N

Strategy 23: Support locally relevant scientific research

Continue to support work for ongoing water quality testing both for MS4 compliance and better understanding of watershed dynamics.

~~Work with Dr. Michael Stenstrom, Dr. Richard Ambrose on locally relevant research; explore applicability of Jessica Forte's experience that sunlight may help reduce bacteria in stream. Find opportunity to fund Southern steelhead trout survey in Malibu Creek. (Dave Pedersen.)~~

Meets the following SCWP Goals: A-N

Strategy 24: Look for nexus between water supply and energy via climate change harms reduction.

Suggestion from Harry Semerdjian, Los Angeles Area Chamber of Commerce

Meets the following SCWP Goals: B-K, M, N

Strategy 25: Consider Potential Options to Increase TRP Funding Opportunities for NSMB Watershed Area

Multiple NSMB WASC members.

Meets the following SCWP Goals: A - M

STRATEGIES CROSSWALK TO SCWP GOALS AND WATERSHED COORDINATION TASKS

The table below summarizes the links between the 14 SCWP Goals, the nine Watershed Coordinator Tasks, and the 20 strategies described in this Plan.

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K	Goal L	Goal M	Goal N	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9
		Improve water quality and contribute to attainment	Increase drought preparedness by capturing	Improve public health by preventing and cleaning up	Leverage other funding sources to maximize SCW	Invest in infrastructure that provides multiple	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from	Encourage innovation and adoption of new	Invest in independent scientific research.	Provide DAC Benefits, including Regional	Provide Regional Program infrastructure funds	Implement an iterative planning and evaluation	Promote green jobs and career pathways.	Ensure ongoing operations and maintenance for	Facilitate Community Engagement in SCWP	Identify and Develop Project Concepts	Work with Technical Assistance Teams	Facilitate Identification and Representation of	Integrate Priorities Through Partnerships and	Cost-Share Partners	Leverage Funding	Local Stakeholder Education	Watershed Coordinator Collaboration
Strategy 1	Prioritize Utilization of Measure W Funds for Projects that Meet MS4 Compliance Goals	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Strategy 2	4 Community Outreach Events	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Strategy 3	Educate stakeholders about water quality challenges in the watershed area.	X		X	X				X					X	X	X						X	X	
Strategy 4	Facilitate dialog about water supply sources in the watershed area		X		X		X	X	X				X			X			X	X	X		X	
Strategy 5	Native Plants Sales	X	X		X		X	X	X		X			X	X	X	X		X	X	X		X	
Strategy 6	Ensure SCWP is part of special event like Coastal Cleanup Day,	X	X		X		X	X	X		X			X		X					X	X		

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K	Goal L	Goal M	Goal N	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9	
		Improve water quality and contribute to attainment	Increase drought preparedness by capturing	Improve public health by preventing and cleaning up	Leverage other funding sources to maximize SCW	Invest in infrastructure that provides multiple	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from	Encourage innovation and adoption of new	Invest in independent scientific research.	Provide DAC Benefits, including Regional	Provide Regional Program infrastructure funds	Implement an iterative planning and evaluation	Promote green jobs and career pathways.	Ensure ongoing operations and maintenance for	Facilitate Community Engagement in SCWP	Identify and Develop Project Concepts	Work with Technical Assistance Teams	Facilitate Identification and Representation of	Integrate Priorities Through Partnerships and	Cost-Share Partners	Leverage Funding	Local Stakeholder Education	Watershed Coordinator Collaboration	
	Earth Day, Arbor Day, Calabasas Pumpkin Day, Arts Festivals																								
Strategy 7	Identify opportunities to reach youth at schools, Girl Scout Troops, YMCA etc.	X	X	X	X		X		X		X					X						X	X		
Strategy 8	Focus on engaging with Homeowners' Associations							X					X			X						X	X		
Strategy 9	Develop host, maintain a North Santa Monica Bay Area Watershed website				X			X	X					X		X							X		
Strategy 10	Develop and maintain social media presence for watershed area	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X							X		
Strategy 11	Connect with the Media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X							X		

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K	Goal L	Goal M	Goal N	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9
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Strategy 12	Identify and Facilitate Project Concepts from North Santa Monica Bay Stakeholders	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Strategy 13	Support a convening of experts about Impacts of Creek Restoration on Water Quality	X							X	X				X		X		X	X	X	X	X		
Strategy 14	Work with Technical Assistance Teams		X	X	X	X	X	X	X	X	X	X	X	X	X			X						
Strategy 15	Facilitate Identification and Representation of Community Priorities	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X								
Strategy 16	Integrate Priorities through Partnerships and Extensive Networks	X	X	X	X	X	X	X	X	X	X	X	X	X	X					X	X	X		

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K	Goal L	Goal M	Goal N	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9
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Strategy 17	Attend and distribute materials from 'funding fairs' conducted by Federal, State, regional and philanthropic organizations		X	X		X	X	X	X		X	X	X					X	X	X				
Strategy 18	Support public education about trash reduction	X		X	X			X																
Strategy 19	Support dialog and development of innovative projects and technology raised by stakeholders	X			X			X							X	X		X						
Strategy 20	Watershed Coordinator Collaboration	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Strategy 21	Support nexus between water quality and sustaining biodiversity.	X		X	X		X	X	X	X			X	X	X	X	X		X	X	X	X	X	

		Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	Goal H	Goal I	Goal J	Goal K	Goal L	Goal M	Goal N	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9
		Improve water quality and contribute to attainment	Increase drought preparedness by capturing	Improve public health by preventing and cleaning up	Leverage other funding sources to maximize SCW	Invest in infrastructure that provides multiple	Prioritize Nature-Based Solutions.	Provide a spectrum of project sizes from	Encourage innovation and adoption of new	Invest in independent scientific research.	Provide DAC Benefits, including Regional	Provide Regional Program infrastructure funds	Implement an iterative planning and evaluation	Promote green jobs and career pathways.	Ensure ongoing operations and maintenance for	Facilitate Community Engagement in SCWP	Identify and Develop Project Concepts	Work with Technical Assistance Teams	Facilitate Identification and Representation of	Integrate Priorities Through Partnerships and	Cost-Share Partners	Leverage Funding	Local Stakeholder Education	Watershed Coordinator Collaboration
Strategy 22	Support Nexus Between Fire Recovery, Pre-emptive Fire Protection, Water Quality and Water Supply	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X
Strategy 23	Support locally relevant scientific research	X		X	X		X		X	X	X			X	X	X	X	X		X	X	X	X	X
Strategy 24	Support nexus between water supply and energy via climate change harms reduction.		X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X
Strategy 25	Consider Potential Options to Increase TRP Funding Opportunities for NSMB Watershed Area	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X