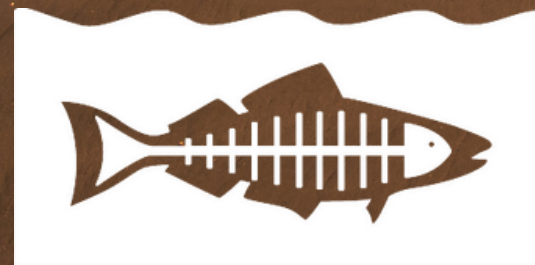


SSMB Watershed Coordinator Update



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Draft SOEP '23-'24



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August 17, 2022

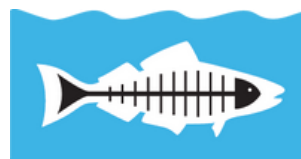
Today's Agenda

1 Re-introduction to the Team

2 Our Role

3 Draft SOEP 23-24

4 Group Discussion



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Meet the Team



Jesse De La Cruz
Community Partner
Urbano Strategies



Nancy Shrodes
Senior Watershed Specialist,
South Santa Monica Bay



Mikaela Randolph
Senior Watershed Specialist,
Central Santa Monica Bay



Ava Farriday
Watershed Program
Coordinator



Annelisa Moe
Water Quality
Scientist



Katherine Pease
Science & Policy
Director

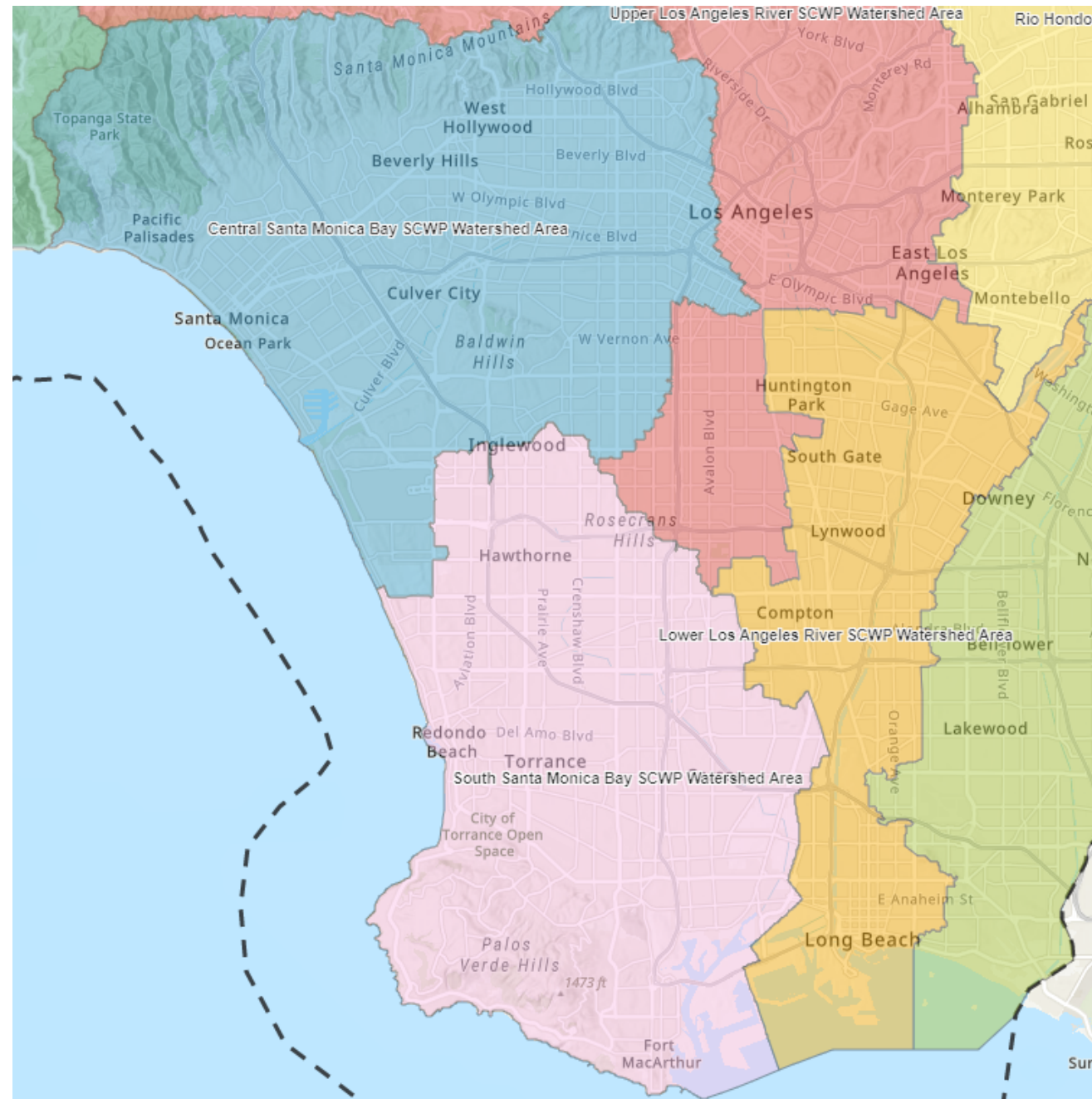


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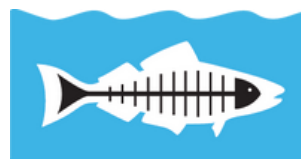


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Watershed Coordination



Luckily, we are bordered by Central SMB and Lower LA River, both of which have WC's from SGA (one of whom splits Central with Mikaela), so there is a lot of collaborative work.



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Our Role

CONNECT

EDUCATE

ENGAGE



Watershed Coordinator Tasks

1

Facilitate Community Engagement

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

ID Cost-Share Partners

7

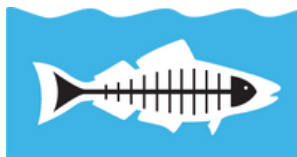
Leverage Funding

8

Local Stakeholder Education

9

Watershed Coordinator Collaboration

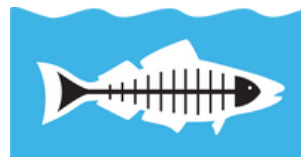


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Updating the Strategic Outreach & Engagement Plan



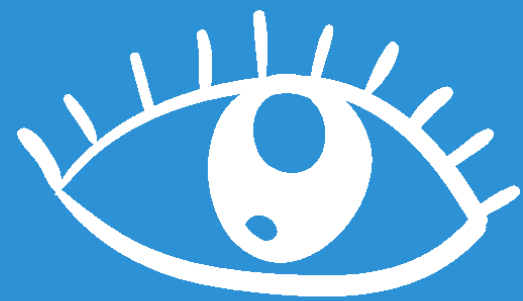
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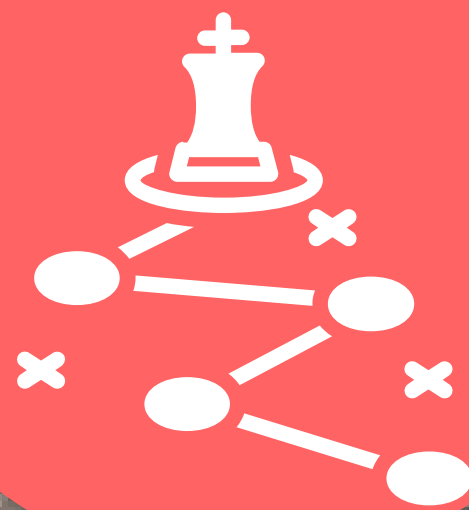
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Developing the Plan

Vision



Strategy



Evaluation
(Metrics)



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VISION

We want to ensure that all projects:

- are aligned with local priorities and needs
- have equitable access and opportunity, from a municipal and community perspective
- ultimately meet all four missions of the Safe Clean Water Program



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STRATEGY: 5 General Areas in the Draft SOEP

1

Community Engagement (stakeholders, municipalities, community groups)

2

Solicit Input and Connect to TRP/Program Elements

3

Ensure Diverse Perspectives are Included in Districts and WASCs

4

Identify and Ensure Involvement of Members of Disadvantaged and Underrepresented Communities

5

Ensure Educational Programming About Watershed Management, Ecological and Community Issues



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Interested Party Stakeholder Power Mapping

- NGOs/CBOs & Coalitions
- Municipal & County SCW contacts
- LA Parks & Rec
- Indigenous Leaders
- City & Neighborhood Councils
- School Districts, Leaders, and PTAs
- Faith-Based Institutions
- Community Champions
- South Bay IRWM
- Watershed WMPs
- South Bay CCOG
- Businesses
- ID Non-Traditional Partners



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1



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Communication 1

Tactics & Materials

- **Tactics**

- **Presence in the community**- attending existing community events and **leveraging existing programming** at Heal the Bay and Urbano Strategies
- Utilizing our **social media platforms** to get the word out and engage with the public on a larger scale

- **Materials (Culturally Relevant and Accessible)**

- One pager, QR codes, surveys, partner sharing, event sign-up sheets, Activity Guides, HtB landing page, Quarterly Newsletter

- Multilingual



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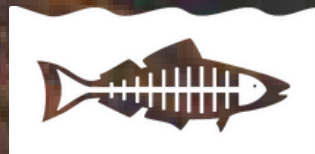


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NEW!

Communication 1 Tactics & Materials

**Tactics:
Targeted Outreach to Cities**



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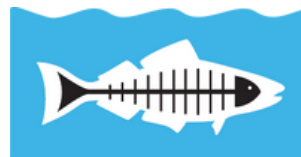


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Solicit Input & Connect

Community Engagement

- Tabling at Community Fairs and Festivals
- Door-to-Door Outreach
- Distribute Community Survey's
- Phone/Text Banking Outreach



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Funding Research

- Attend Webinars
- Sign up for Listservs
- Independent Research

Project Concept ID & Realization

- ◀ • Share Program elements like the Technical Resources Program and help entities that want to apply
- Participate in Technical Resources Program as needed and contribute expertise to help achieve a strong project application

2



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Funding Research

- Engage with ongoing Safe Clean Water projects to monitor funding progress and outreach needs

Project Concept ID & Realization

- ◀ • Create Promising Practices TRP slide deck

NEW!

2



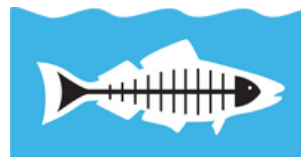
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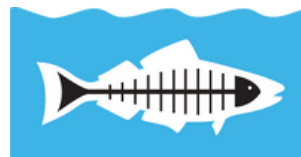
Ensure Diverse Perspectives Shared

- **Public Awareness**
 - Social Media Campaign
 - Community Education
- **Community Participation**
 - Identify barriers for equitable access to public participation and ensure community voices are heard



Ensure Diverse Perspectives Shared

- **Public Awareness**
 - Indigenous perspective
 - Uplift indigenous voices in outreach and engagement activities



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Identify and Ensure Involvement of Underrepresented Communities

Public Awareness + Potential Project Solicitation

- On the Ground Grassroot Efforts
- Collaborations
- School Leadership Education & Outreach

Information Sharing

- Share Out Underrepresented Community Voices at WASC Meetings

Identify and Ensure Involvement of Underrepresented Communities

Public Awareness + Potential Project Solicitation

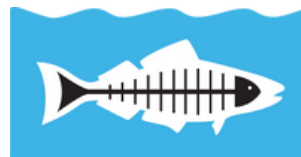
- Targeted outreach to open space managers

NEW!

Educational Programing about Watershed Management, Ecology and Community Issues

Education

- Educational Presentations
- Educational Presentations Trainings
- Host 2 Watershed Wide Events
- BioBlitz Events
- Event(s) with partner aquaria



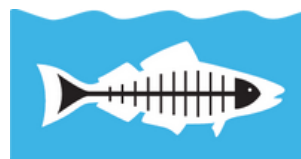
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Reporting Back

Via Quarterly Reports and WASC Meetings



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Discussion Prompts



- 1. Is there anything missing within our 5 strategies that you would like to see covered?**
- 2. Are there any concerns or reservations about any of the strategies and tactics we've reviewed?**
- 3. How else can the team help support the WASC as Watershed Coordinator?**



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Thank You!



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