

2022 STRATEGIC OUTREACH AND ENGAGEMENT PLAN

Prepared for:

**LOWER SAN GABRIEL RIVER
WATERSHED AREA STEERING COMMITTEE**



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Approved: May 10, 2022

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Section 1 Background

1. Background

The Lower San Gabriel Strategic Outreach and Engagement Plan “SOEP” is entering its second year of implementation. As such it is now being updated to reflect what has been done over the past year and what adjustments will be made to achieve the goals and objectives of the Plan.

It is important to note that the first year of this Plan focused on the beginning stages of engagement with the communities, city representatives and partners. The main goal was to develop relationships and project concepts, identify barriers and opportunities, and ultimately a path to support the work of the Watershed Area Steering Committee “WASC” and the success of the Safe Clean Water Program.

Upon review of the SOEP, updates were made mainly to the following:

- Section 4: Interested Party Mapping – updated WASC Members and Interviews, and Interested Parties
- Section 6: Strategies – updated strategic tools and general strategies to reflect what was learned in the first year and how to apply tools in the coming year.
- Attachment A – Contact List
- Attachment C – Project Fact Sheet Template (new)
- Attachment D – LSGR Project Mapping (new)



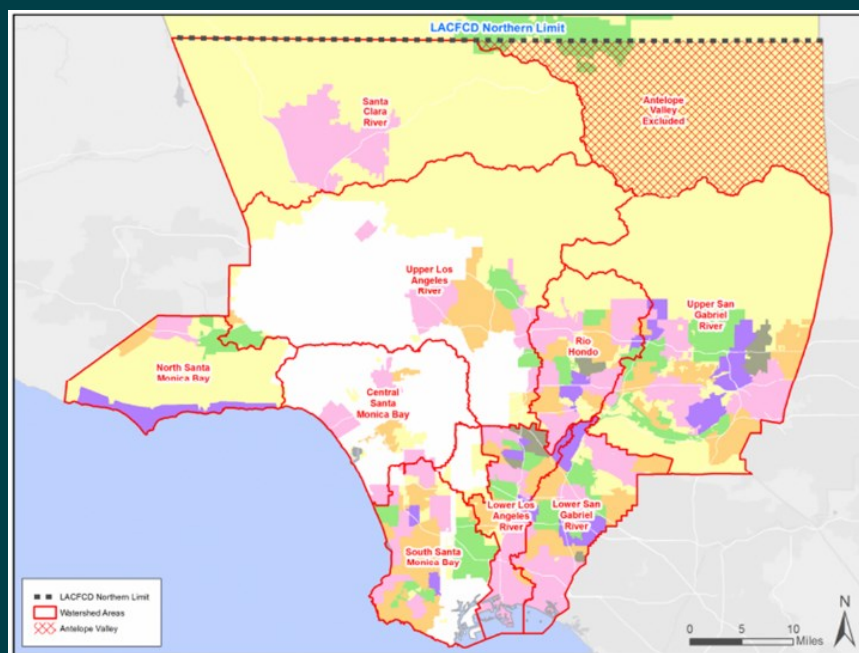


Section 2 Introduction

2. Introduction

Many may ask what is a watershed? In simple terms, it is an area of land with streams and rivers that drain into larger bodies of water such as rivers, lakes or even oceans. The land is in an upstream area that contributes and collects surface water runoff which then flows downstream. Looking at it in even closer yields the understanding that a large watershed is usually made up of many smaller watersheds.

Why are watersheds important? Watersheds are utilized to help manage surface water resources. They provide a more holistic management approach based on the concept that the watershed is the key geographic unit for managing surface water resources. This is because it uses all of the land area that could contribute runoff to a particular water resource. Watersheds are beneficial management tools because identified water quality concerns in the downstream, larger body of water can be mitigated by actions/projects within the watershed. It would be impossible to remove all of the pollution in the ocean/bay, but understanding the contributing watershed allows us to implement projects within that region to prevent the pollution from ever reaching the ocean in the first place. Watershed management involves the practice of planning and implementing programs to improve water quality, water supply and flood management. It includes reducing trash that can help clear pathways which in turn addresses flooding risks. Additionally, trash and waste reduction means less pollution, reducing bacteria and other chemicals that can flow into our rivers and ocean. Managing watersheds also means collecting water that can be used to infiltrate into the groundwater aquifer, and then used for irrigation or other water uses that replace the need to use potable water.



Lower San Gabriel River
Strategic Outreach and Engagement Plan

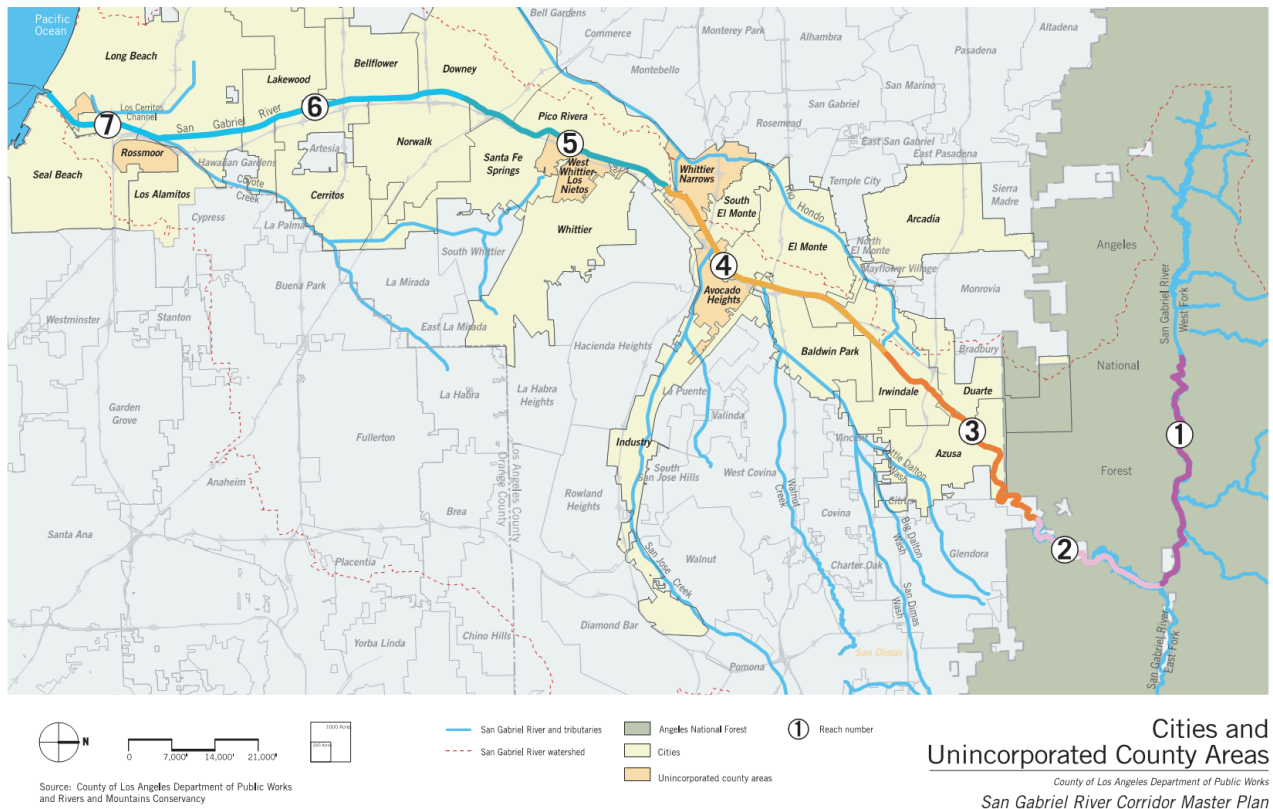
Los Angeles County has several large watershed areas that ultimately drain into the Pacific Ocean through a series of creeks, channels and rivers. In order to manage our watersheds now and into the future, in 2018, county voters approved Measure W, also known as the Safe Clean Water Program "SCWP". This program provides much needed funding for the purposes of capturing water runoff during wet and dry years, reducing the levels of contamination into bodies of water, increasing the number of nature-based enhancements along the river watershed areas and addressing local community needs including and especially disadvantaged communities.

By
modernizing
our 100-year-
old water
system, we
can better
protect
public health
and our
environment,
and
maximize a
cleaner,
locally
controlled
water supply



Lower San Gabriel River Strategic Outreach and Engagement Plan

This plan focuses on one of those watershed areas, namely the Lower San Gabriel River Watershed Area. The watershed area drains to the Pacific Ocean via the San Gabriel River and includes Coyote Creek and a downstream portion of the San Gabriel River. Municipalities that fall within the boundaries of this Watershed Area include: Long Beach, Lakewood, Bellflower, Downey, Santa Fe Springs, Whittier, Pico Rivera, La Habra Heights, Signal Hill, and Los Angeles County.



The purpose of this Strategic Outreach and Engagement Plan “SOEP” is to engage communities, coordinate funding opportunities, help develop project concepts, identify and educate stakeholders, develop relationships with residents, and businesses, and ultimately create more involvement in the SCWP and more specifically, the Lower San Gabriel River “LSGR” Watershed Area Steering Committee “WASC”. The creation and implementation of the SOEP relies heavily on input and feedback from WASC members and stakeholders to ensure efficient and effective methods are used to maximize success. To that end, this Plan will be reviewed and updated on an annual basis to ensure that new and great ideas are incorporated from growing interactions and involvement of citizens, communities, neighboring watershed groups and everyone who relies on having clean water now and for future generations.





Section 3 Watershed Area Description

3. Watershed Area Description

Physical Characteristics

The LSGR watershed represents the lower portion of the San Gabriel River. The entire San Gabriel River extends about 58 miles in total beginning at the West Fork and East Fork in the San Gabriel Mountains and ends at the Pacific Ocean. The Upper and Lower San Gabriel River Watersheds are separated by the Whittier Narrows. For purposes of this Plan, the Lower San Gabriel River is approximately 20 miles and includes the Coyote Creek Tributary as well as the Los Cerritos Channel wetlands system which is just upstream of its mouth at the Pacific Ocean.

The LSGR watershed is in the Gateway Region of Los Angeles County and includes 15 municipalities and unincorporated areas of Los Angeles County. Those cities included in whole or in part are listed in the figure below:



LSGR – Watershed & Member Agencies

The Lower San Gabriel River “LSGR” Watershed Area represents the lower portion of the San Gabriel River starting at Whittier Narrows. It extends 20 miles ending at the Pacific Ocean.

LSGR is in the Gateway Region of Los Angeles County and includes 15 cities and unincorporated LA County in whole or in part.



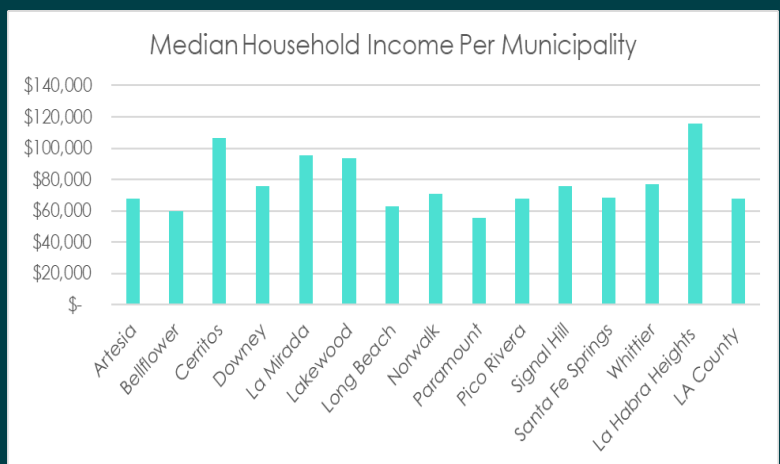
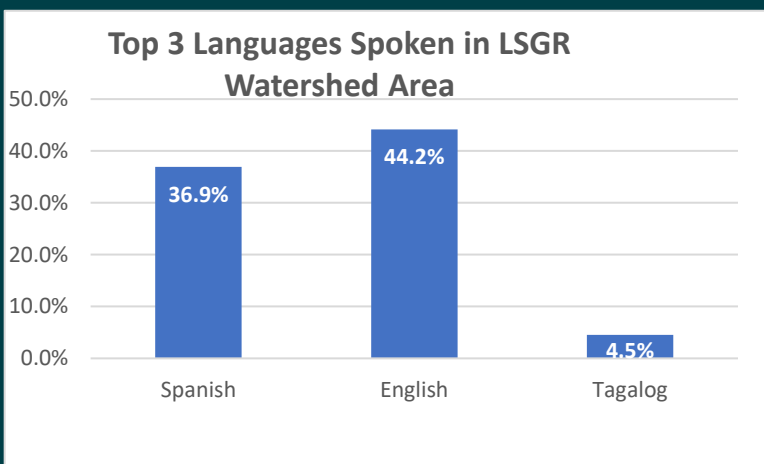
- Artesia
- Bellflower
- Cerritos
- Downey
- Hawaiian Gardens
- La Habra Heights
- La Mirada
- Lakewood
- Long Beach
- Norwalk
- Paramount
- Pico Rivera
- Santa Fe Springs
- Signal Hill
- Whittier
- Unincorporated LA County



Social Characteristics

The LSGR Watershed boundaries host a wide variety of demographics. To manage that, a demographics report was generated for each city showing population, age groups, per capita income, median household income, education, employment industries, race and ethnic diversity, ancestry and language spoken.

During the research, it was discovered that each city has a distinct socio-economic characteristic from a neighboring city. The racial diversity, educational backgrounds, and income levels are also different. The data compiled will be used to generate area-specific and age-specific engagement activities and outreach materials.



The figures above are some examples of income and language demographics collected by city. The top three languages spoken on average within the LSGR as a whole are Spanish (36.9%), English (44.2%) and Tagalog (4.5%). Attachment C includes a more detailed spreadsheet for the various languages spoken per municipality.

The social and language differences will allow better targeting of language qualified interpreters when engaging the public during any future planned meetings or presentations.



SCWP Context

The LSGR Watershed Area represents one of the nine watershed areas in the SCWP. Table 2.1 shows the Anticipated Annual Regional Program Funds collected per watershed area for 2022-2023. The Regional Program includes funding for regional projects, technical resource planning, and scientific studies.

The LSGR WASC encompasses two distinct watershed groups previously identified by the Los Angeles Regional Water Quality Control Board. They are the Los Cerritos Channel and the LSGR group. Both groups have completed their Watershed Management Plans “WMPs” and are working under the MS4 Permit towards compliance. Both watershed groups have completed several regional projects and have several feasibility studies planned for additional priority projects. Some of those projects have been funded with a variety of grant programs and funding partners including Caltrans and municipal funds from the SCWP.

| Watershed Area | Anticipated Annual Funds Collected |
|-------------------------------|------------------------------------|
| Central Santa Monica Bay | \$ 17.2 M |
| Lower Los Angeles River | \$ 12.4 M |
| Lower San Gabriel River | \$ 16.7 M |
| North Santa Monica Bay | \$ 1.8 M |
| Rio Hondo | \$ 11.6 M |
| Santa Clara River | \$ 5.8 M |
| South Santa Monica Bay | \$ 17.7 M |
| Upper Los Angeles River | \$ 38.7 M |
| Upper San Gabriel River | \$ 18.7 M |
| Regional Program Total | \$ 140.6 M |

| Municipality | Estimated Revenue |
|------------------|-------------------|
| Artesia | \$ 0.21 M |
| Bellflower | \$ 0.83 M |
| Cerritos | \$ 0.94 M |
| Downey | \$ 1.44 M |
| Hawaiian Gardens | \$ 0.13 M |
| La Habra Heights | \$ 0.17 M |
| La Mirada | \$ 0.92 M |
| Lakewood | \$ 1.10 M |
| Long Beach | \$ 4.62 M |
| Norwalk | \$ 1.09 M |
| Paramount | \$ 0.66 M |
| Pico Rivera | \$ 0.9 M |
| Santa Fe Springs | \$ 1.45 M |
| Signal Hill | \$ 0.28 M |
| Whittier | \$ 1.23 M |

Funds from the SCWP Municipal Program can also contribute to regional program funding. Table 2.2 details the estimated revenue for each entity as of 2021-2022.

The programmed amounts shown are important for several reasons. First, funding available through the SCWP Regional and Municipal Programs are not sufficient to meet the needs for the LSGR watershed area. Thus, the role of the Watershed Coordinator “WC” is to facilitate engagement, outreach, and help develop project concepts with potential multi-benefits, and identify projects partners and other funding opportunities to augment SCWP funding to the extent possible, such as County Measures A, M and R,

Proposition 68 and future state bonds (IRWMP/DWR, Parks, RMC, WCB, CNRA, SCC). Once this Plan is approved by the LSGR WASC, the main portion of the work will begin. Part of that effort will be to work with physics-based information, community-based data, neighboring WASC Watershed Coordinators, in this case the Lower Los Angeles River WASC and the Upper San Gabriel River WASC and with all of the WASC Watershed Coordinators in general. Great ideas can turn into amazing small-, medium-, and large-scale projects with input and involvement.





Section 4 Interested Party Mapping

4. Interested Party Mapping

An essential part of engagement and outreach is to identify stakeholders and interested parties. Starting with the community-at-large, they are identified as residents, businesses, elected officials, municipal representatives, disadvantaged and under-represented communities, property owners, water providers, etc. Being able to reach these communities in an effective and efficient way requires a deliberate and organized approach.

The first step for successful outreach and engagement is to build a broad range of contacts. To start, WASC Members were interviewed in 2021 and again in 2022 to facilitate this process. Their localized knowledge of community groups, events, and interested parties have been instrumental to this task. During March and April 2022, 13 meetings with our team and WASC Members took place (See Table 4.1). The intent of the individual meetings is to take a pulse of where things are and to help guide the next year's efforts in engaging with and expanding the list of LSGR stakeholders.

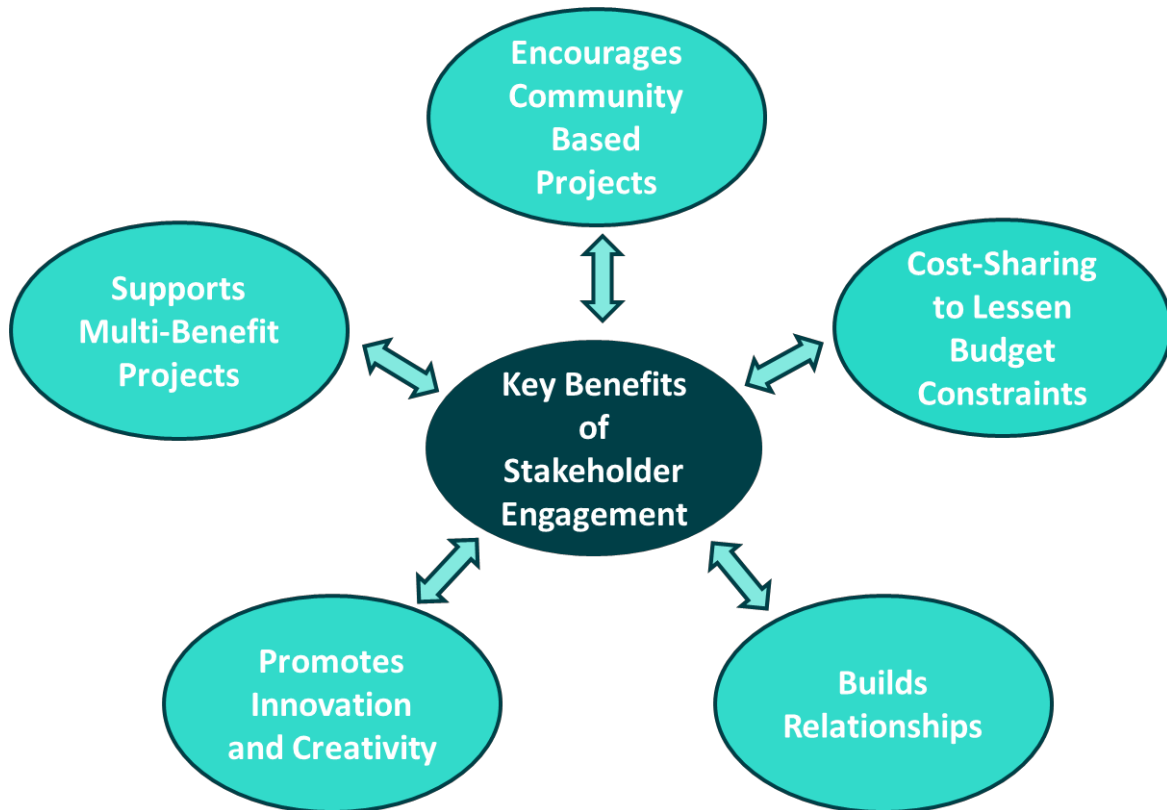


Table 4.1 – LSGR WASC Member Interviews with Watershed Coordinators as of April 13, 2022

| Member Type | Member | Affiliation | Alternate | Alt-Affiliation | Interview Status |
|------------------------------|------------------|---|------------------|----------------------------------|-------------------------|
| Agency | Julian Juarez | LACFCD | Ramy Gindi | LACFCD | 4/05/22 |
| Agency | Alex Rojas | CBMWD | N/A | CBMWD | Pending |
| Agency | Rob Beste | WRDSC | Aimee Zhao | WRDSC | 4/06/22 |
| Agency | Kristen Ruffell | LAC Sanitation | Dr. Quynh Tran | LAC Sanitation | 3/25/22 |
| Agency | Stephen Scott | Long Beach Parks/Rec/ Marine | Nancy Villaseñor | Long Beach Parks/Rec/ Marine | 3/28/22 |
| Community Stakeholder | Dan Knapp | Conservation Corps of Long Beach | Irene Lopez-Muro | Conservation Corps of Long Beach | 3/31/22 |
| Community Stakeholder | Adam Galia | Resident | N/A | | 3/25/22 |
| Community Stakeholder | Mark Stanley | RMC | Joseph Gonzalez | RMC | 4/13/22 |
| Community Stakeholder | Gabrielle Weeks | Long Beach Coalition for a Safe Environment | N/A | | 3/31/22 |
| Municipal Members | Mike O'Grady | Cerritos | | | Pending |
| Municipal Members | Delfino Consunji | Downey | Dan Mueller | Downey | 4/01/22 |
| Municipal Members | Lisa Ann Rapp | Lakewood | Konya Vivanti | Lakewood | 4/07/22 |
| Municipal Members | Melissa You | Long Beach | Wataru Kumagai | Long Beach | 4/06/22 |
| Municipal Members | Bernie Iniguez | City of Bellflower | Glen Kau | City of Norwalk | 3/25/22 |
| Municipal Members | Marlin Muñoz | La Mirada | N/A | | 4/04/22 |
| Municipal Members | Vicki Smith | Whittier | Kyle Cason | Whittier | 4/01/22 |

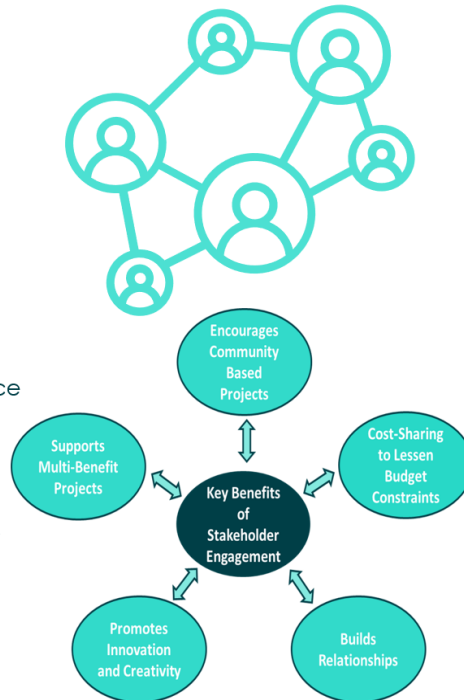


The results of our conversations with WASC members as well as community groups over the past SOEP year have identified the following potential interested parties:



LSGR SOEP – POTENTIAL INTERESTED PARTIES

- ABC Unified School District and Campuses
- Amigos de los Rios
- California Greenworks
- California State University Long Beach
- Campfire LA
- Cerritos College
- Central Basin MWD Purveyors Monthly Workshop
- Chambers of Commerce Service Clubs
- Downey School District
- El Dorado Audubon
- Friends of the San Gabriel River
- Gateway Water Management Authority
- Gateway Cities Council of Governments



- Gateway Cities Council of Governments
- Heal the Bay
- Korean Community Services
- LA County Bike Coalition
- Long Beach Conservation Corps
- Los Cerritos Wetlands Stewardship
- Los Cerritos Wetlands Authority
- Los Cerritos Wetlands Land Trust
- Los Angeles Neighborhood Initiative
- Municipalities
- River in Action
- Tree People
- Watershed Conservation Authority
- Watershed Council of Health
- Water Education for Latino Leaders

The listed parties were contacted via phone, email, meetings or social media. We will continue to engage the parties on the list and add to the list in the coming year. Once COVID-19 restrictions are completely lifted and in-person events are once again safe, several community events will be attended by the WC. Depending on the event, a booth with educational information will be setup and/or an inter-active trailer called "Clean Water Vision" will be staged for hands-on and live presentations regarding stormwater. Workshops held virtually have also been a great asset during the past year. We will continue to develop virtual events in the coming year.

Per the scope of work, we will provide outreach at four (4) events and participate in two (2) watershed-wide educational events all of which will be a combination of in-person or virtual. The following is a preliminary list of possible in-person community events we will consider as COVID-19 restrictions are slowly re-opening outdoor events:

- Car Shows (several cities)
- Groundwater Festival by WRD at Albert Robles Center – 2023
- Summer Concert Series at various cities – Whittier August 2021
- National Night Out - 2022
- Earth Day Events - April 2023
- Earth Walk (Lakewood) - 2023
- Cultural Events in various cities
- Touch-a-Truck Festival, City of Downey – May 2022
- Farmer's Markets
- Arbor Day Tree Planting Festival
- Concerts in the Park
- Santa Fe Springs Swap Meet







Join Us for a Tree Planting Event!



Section 5 Vision for Success & Evaluation

5. Vision for Success & Evaluation

Vision Statement

Provide cleaner, safer and more reliable water for everyone in the Lower San Gabriel River Watershed Area as well as protect the environment

The Lower San Gabriel River Watershed Area SOEP will be utilized to engage communities and stakeholders, and to educate and support a safe clean water system that protects public health and the environment.

Mission

Voters passed Measure W in 2018 which enhances how we can create safe, clean water now and for future generations. Communities in the Lower San Gabriel River Watershed Area will now be empowered to:

- **CAPTURE IT**

Increase our yearly collection of rainwater to supply water for millions of people in L.A. County annually.

- **CLEAN IT**

Reduce the volume of trash before it reaches our beaches and coastal waters.

- **MAKE IT SAFE**

Help eliminate the toxins, fertilizers, bacteria, plastics, metals from our cars, and chemicals that flow into the ocean.

- **MAKE IT FOR EVERYONE**

Protect creeks and streams, build parks, liven up concrete landscapes, and create green space for our communities.



Goals

The goals of the Lower San Gabriel River Watershed Area mirror the goals of the larger Safe Clean Water Program. As such, the goals are to:

- Implement a new plan for L.A.'s water system to capture the billions of gallons of water we lose each year.
- Help protect our coastal waters and beaches from the trash and contaminants in stormwater that make people sick and threaten marine life.
- Modernize our 100-year-old water system infrastructure, using a combination of nature, science, and new technology.
- Help protect public health, ensuring safer, greener, healthier, and more livable spaces for all.
- Prepare our region for the effects of a changing climate — including recurring cycles of drought, wildfire, and flooding.
- Require strict community oversight and independent auditing to ensure local monies raised stay local.

The goals are to increase the capture and storage of rainwater, clean our water by removing waste before it reaches our beaches and coastal areas, make it safe by removing chemicals and toxins, and to make it for everyone by creating green spaces vs concrete as well as protecting our creeks and streams.



SCWP Ordinance – Regional Program Highlights



“Shall be programmed, to the extent feasible, such that each Municipality receives benefits in proportion to the funds generated within their jurisdiction...”



“Shall be allocated such that funding for Projects that provide a DAC Benefit is not less than one hundred ten percent (110%) of the ratio of the DAC population to the total population in each Watershed Area;”



“Shall be programmed, to the extent feasible, such that a spectrum of project types and sizes are implemented throughout the region;”



“Shall be programmed, to the extent feasible, such that Nature-Based Solutions are prioritized;”



“Shall be disbursed to a non-municipal Infrastructure Program Project Applicant only after the Infrastructure Program Project Applicant has secured a letter of support from the Municipality in which the Project is located;”



“Shall be prioritized and spent on Projects that, to the extent feasible, assist in achieving compliance with [MS4 Permit]...”



Evaluation

To ensure success of the program it is important to measure and evaluate how the program is being implemented and how well it is meeting the established mission goals. The strategies in Section 6 will be used to meet these goals and specific criteria established to measure success and includes a feedback process to continually improve the program for the future.



Section 6 Strategies

6. Strategies

Having an effective SOEP involves diverse groups, organizations, and agencies that let us know what they want to see happen in their communities. Effective outreach and engagement can facilitate shaping these plans to better serve the needs of the community. Our 2022 plan meets the key goals of broad engagement, soliciting input, identifying and involving disadvantaged communities, educational programming, and collaborative transparency. We also have modified our strategies based on reduced funding available.

Engage Stakeholders, Municipalities, and Community Groups

Vision/Evaluation Criteria:

Increase visibility of the LSGR WASC to increase attendance and involvement at SCWP and WASC meetings

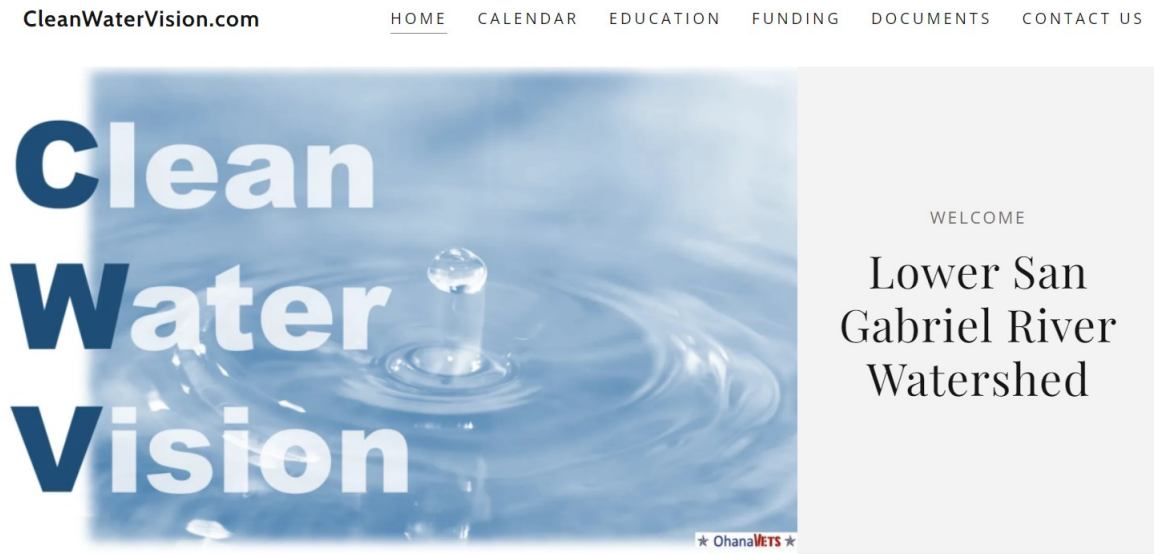
Strategies:

- As the WC for the LSGR Watershed Area, our team will continue to build a notification list of WASC members, City representatives, and other community stakeholders and representatives that can be added to this notification list. In addition, key contacts of other area WCs will be shared to coordinate efforts across area boundaries. Example would be upstream projects, etc.
- Our CleanWaterVision.com website that includes up-to-date information regarding community events, SCWP Meetings, involvement opportunities, calendar of events, and links to enhance and drive traffic to the SCWP website and project portal. The website continues to be updated with information as the implementation of the plan grows.
- Facebook, Instagram and Twitter accounts continue to engage on social media. Interested Parties will be asked to “Like” the page and “Share” it to broaden the viewership. These social media platforms support and promote our education and stakeholder events.



- Scheduling and attending community and school events provides opportunity to distribute flyers, meet individuals, provide educational opportunities, and establish relationships. Our live educational trailer to be used now that COVID-19 restrictions are being phased out.
- The OhanaVets Team will continue to connect with members of the LSGR WASC to get their input and feedback on strategic organizations and groups to engage.

The following is the homepage from the Clean Water Vision website:



WATER QUALITY WEBSITES LINKS YOU CAN VIEW

Safe Clean Water Program (SCWP)

The Safe Clean Water Program of LA County provides local, dedicated funding to increase our local water supply, improve water quality, and protect public health

[FIND OUT MORE](#)

Lower San Gabriel River Area

The watershed area drains to the Pacific Ocean via the San Gabriel River and includes Coyote Creek and a downstream portion of the San Gabriel River.

[FIND OUT MORE](#)

Lower San Gabriel River Projects

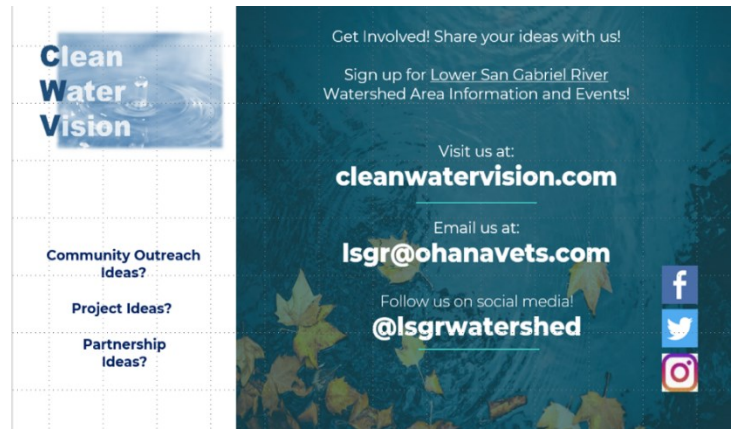
Learn about Safe Clean Water Program projects, benefits and expenditures. We are protecting public health and our environment while maintaining a cleaner, locally-controlled water supply.

[FIND OUT MORE](#)

Our site does not duplicate information, but rather provides information about specific events, a community priorities survey and links to the following information:

- Safe Clean Water Program (SCWP) Home Page
- Lower San Gabriel River Watershed Area of the SCWP
- Lower San Gabriel River Watershed Area list of approved projects

The main purpose of the Clean Water Vision website is to provide the Stakeholders and Community a direct line of communication with us regarding preliminary project concepts that a community member wishes to pursue, specific questions, comments, and input on the program. The website includes a form to submit public comments which will be submitted to the WASC and become a part of the public record. Additionally, visitors to the website will be able to subscribe to email blasts, notices, etc.



CleanWaterVision.com HOME CALENDAR EDUCATION WEBSITES FUNDING CONTACT US

TO SUBMIT COMMENTS FOR THE NEXT LSGR MEETING

Step 1: Download Online Comment Card

Phone participants and the public are encouraged to submit public comments (or a request to make a public comment) prior to the meeting. Please use the Comment Card for instructions.

[DOWNLOAD FORM](#)

Step 2: Submit Public Comments

All public comments will become part of the official record.

To review the guidance documents and for more information, visit www.SafeCleanWaterLA.org

[EMAIL YOUR COMMENT CARD](#)

FOR FEEDBACK ON THIS WEBSITE ONLY

Send us a message!

Name*

Email*

Message

[SEND](#)

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

Note: Comments collected will be presented at WASC meetings during the public comment period.

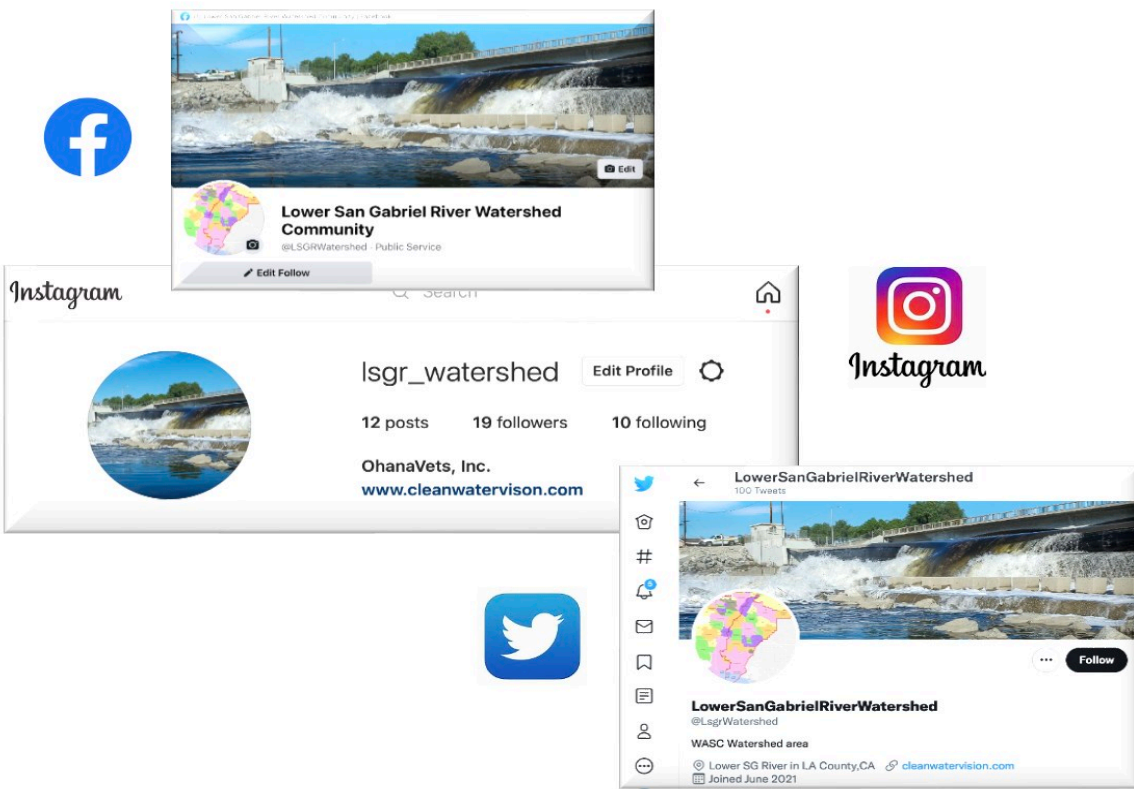
CLEANWATERVISION

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A robust Facebook, Instagram and Twitter program was developed in 2021 and has connected with community groups. Social media platforms will continue to be used to educate, inform and engage the community. In addition, a community survey that was developed will be another tool to get input and enhance our stakeholder involvement efforts. Whether it is through our website, specific events, surveys or social media, we are committed to opening up dialogue with individuals so they know they can come to us for information or to connect them with appropriate organizations or individuals that can help bring ideas to fruition.

Facebook / Instagram / Twitter Example Pages:



COMMUNITY SURVEY - CLEAN WATER VISION

The Clean Water Vision (www.CleanWaterVision.com) is an effort specific to the Lower San Gabriel River Watershed Area identified as part of the Safe Clean Water Program in Los Angeles County. More information about the Countywide Safe Clean Water Program can be found at www.cswc.com/la-county.

Please take a few minutes to respond to the survey questions to help what matters most to you. Your answers will help identify community needs and priorities. Thank you for your time.

* Required

Take our quick Community Survey!

www.cleanwatervision.com

Solicit Input, Connect to Technical Assistance “TA” Opportunities

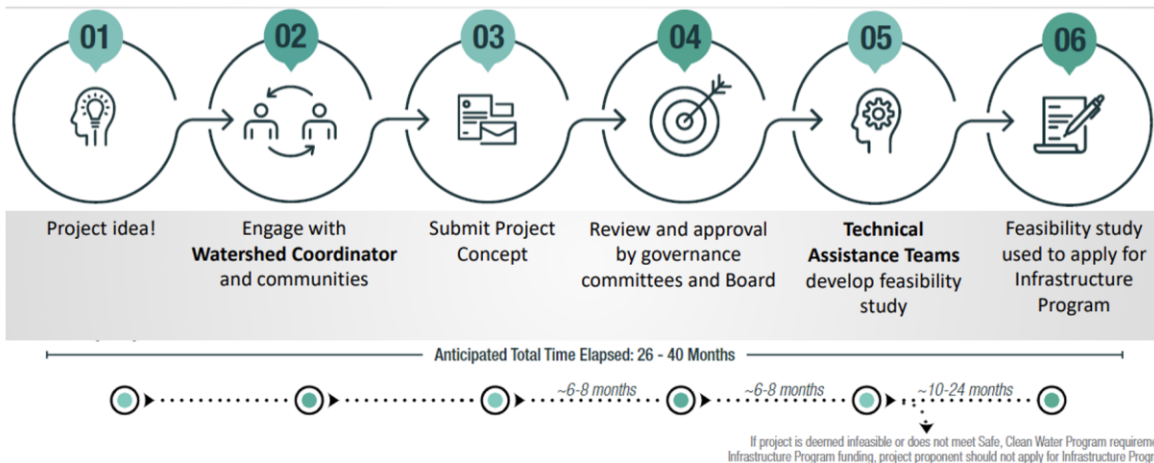
Vision/Evaluation Criteria:

Identify projects and project concepts that meet the goals of the SCWP and facilitate access to funding and technical assistance if needed.

Strategies:

- Continue to conduct workshops and meetings to give presentations/information about SCWP, create and share mapping and data tools that show watershed area projects, project information, and if needed how technical assistance can be accessed. These strategies help our team identify projects that may need technical assistance so they can move forward with feasibility studies, development, and/or funding.

THE TRP PROCESS:



To be effective, the OhanaVets team has created a one-page project fact sheet template with graphics. The template will be used for approved projects and eligible projects to be considered by the WASC and will provide project facts/concepts, descriptive information and costs (Attachment C). Additionally, our team has created a detailed spreadsheet and map of the entire LSGR watershed area to provide an easy way to quickly see where and what projects are, and if they've been funded or are under consideration (Attachment D). The project identifiers will not only show where the project is located in the LSGR area and if it's in a Disadvantaged community, but it will also be categorized in such a way so that it's easy to determine the type of project it is, the status,

project costs, Best Management Practice types. This tool will be used to summarize and present the information.

If a group or organization has a project idea, the OhanaVets team can evaluate the project by utilizing several SCWP online tools in addition to OhanaVets' mapping tool. If it checks the boxes, we will create the project fact sheet, facilitate the process, determine if it needs technical assistance through the TRP or connect them with recommended technical experts.

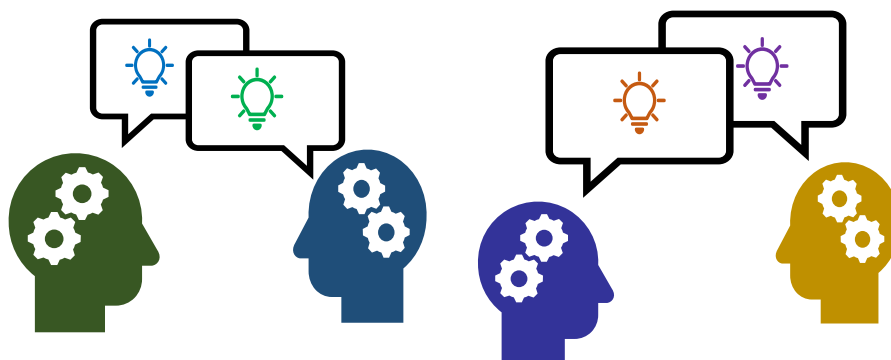
Ensure Diverse Perspectives are Shared with District/WASCS

Vision/Evaluation Criteria:

Increase visibility and involvement of local communities that represent diverse socio-economic and race perspectives and include those in project concepts, project design and reports to the LSGR WASC, other WASC WCs and the District.

Strategies:

- Our team developed a community survey to help identify priorities and possible project concepts in the LSGR Watershed Area. The survey was recently published and will be an on-going tool to hear from, include and engage with the community that lives, works, visits or commutes within the watershed area.
- Attend wide variety of events including small and informal events that offer opportunities for one-on-one conversations.
- Continue Identifying key individuals and NGOs in communities that can take an active role the need for more inclusion and involvement.
- Host area-specific, inter-active in-person and virtual workshops
- Attend events with the Clean Water Vision Inter-Active Education Stormwater Pollution/Treatment Trailer.
- Website and Social Media outreach.



Identify and Ensure Involvement of Members of Disadvantaged and Under-Represented Communities

Vision/Evaluation Criteria:

Address the goals of the SCWP by soliciting ideas and needs, offering technical assistance to Disadvantaged Communities and underrepresented areas and facilitating their involvement in the SCWP.

An important program to which we are actively coordinating is the Greater Los Angeles Integrated Regional Water Management Disadvantaged Community Incentive Program “DACIP”. This program better known as “Water Talks” has progressed to the point of having a Needs Assessment almost complete with an inter-active public dashboard that will be available soon. This tool will help facilitate and identify community priorities and areas that need attention. More information about Water Talks can be found at www.watertalks.csusb.edu.



Strategies:

- Continue to solicit input from community leaders, municipal leaders to identify areas and communities that should be engaged in the SCWP.
- Coordinate efforts and data with the Greater LA IRWM Disadvantaged Community Involvement Program “DACIP”.
- Identify physical or other barriers that prevent more involvement.
- Attend community events and speak with the general public about local areas.
- Inter-active planning and conceptual designing workshops.
- Our team this last year has focused on identifying smaller budget projects that directly impact these disadvantage communities and would show results the can see and use.
- Coordinate with WASC to hold a small percentage of funding for these community projects

Identify Educational Programming About Watershed Management, Ecological and Community Issues

Vision/Evaluation Criteria:

Inform the SCWP, the LSGR WASC and interested parties about local and regional perspectives and needs and develop an effective educational program that will align with those perspectives.




Strategies:

- Consistent reporting of collected information and submittal to the District, other WCs, and to the WASC.
- Facilitate interactive, educational opportunities at schools, workshops, events, etc.
- Community project site visits to show funding being used in the local community.
- Attend/participate in LSGR WASC Meetings
- Attend Regional Oversight Committee (ROC) meetings
- Our team will continue to coordinate and plan new additional joint events with other WCs that adjoin our watershed area.



Summary Information & Measurement of Success

The interested parties will be contacted annually to provide support and receive feedback on watershed projects, funding opportunities, and community educational opportunities or meetings.



LSGR – Summary

Strategic Outreach & Engagement Plan

Summary Information:

- ✓ **Guidance Document – Gets us Started**
- ✓ **Living Document – Ongoing Additions & Lessons Learned**
- ✓ **Collaborate with Other Watersheds – Share good Ideas/Information/Format**
- ✓ **Input from Stakeholders & Communities**
- ✓ **Annual Checklist & WASC Review**
- ✓ **Update SOEP Annually over 5-year program**

★ Ohana**VETS** ★



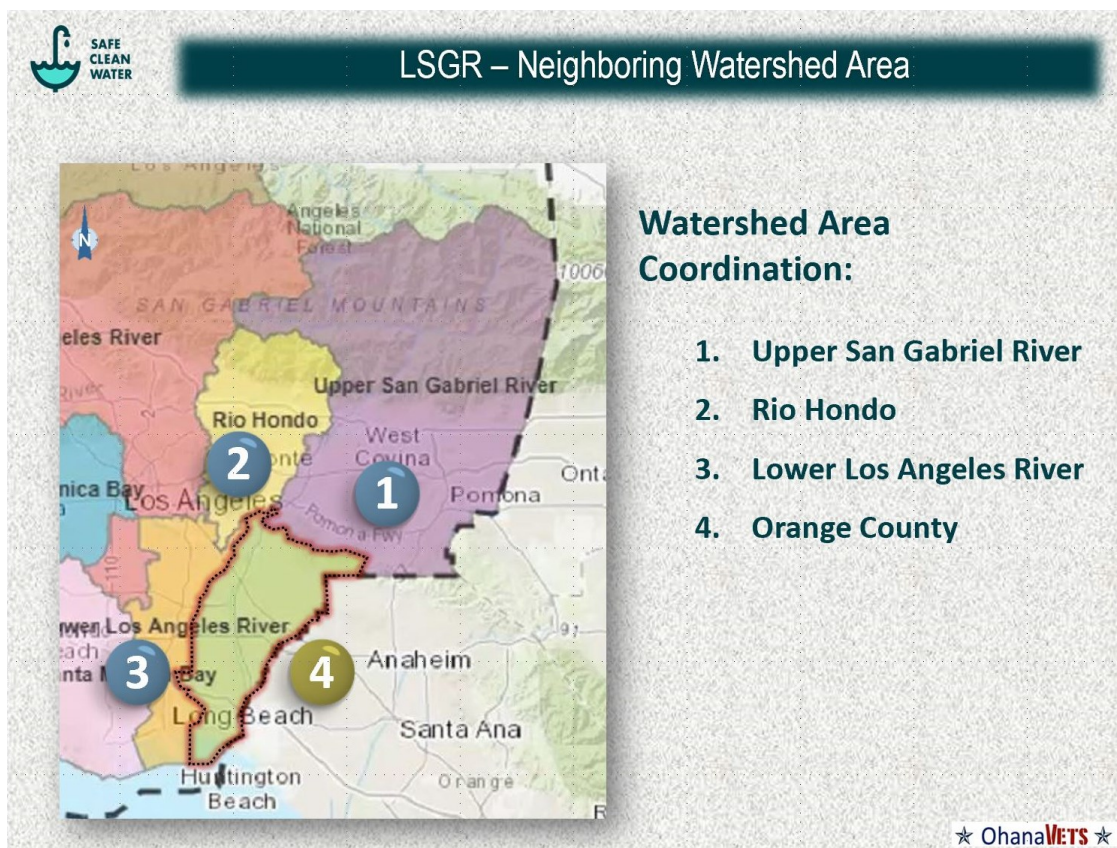
Section 7 Identify Collaborative Efforts



7. Identify Collaborative Efforts

The work of the LSGR WASC will be shared by the WC with other WCs in the SCWP. This will go above and beyond the requirements of the SCWP. On-going dialogue and coordination is a must to reduce the potential of over-burdening stakeholders with similar or different information. Currently, the DACIP is conducting outreach and will help to identify water supply and/or water quality projects that are in Disadvantaged Communities. The SCWP will coordinate their outreach in the LSGR IRWM sub-region.

In addition, the LSGR WASC WC will continue to meet regularly with neighboring WCs to ensure maximum benefit and consistency. The exhibit below identifies the four neighboring watershed area we will be working closely with.



Agencies within and surrounding the Lower San Gabriel River footprint will be contacted and engaged as part of our collaboration effort. The list of Agencies is included in **Section 4 – Interested Party Mapping**.



Attachment A Contact Tracking List

Attachment A – Contact List

| First name | Last name | Email | First name | Last name | Email |
|------------|------------|--------------------------------|-------------|----------------|---|
| Melissa | You | melissa.you@longbeach.gov | Alan | Aperlo | a.aperlo@yahoo.com |
| Lisa Ann | Rapp | lrapp@lakewoodcity.org | Amanda | Zeidner | azeidner@watershedhealth.org |
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| Aimee | Zhao | azhao@wrd.org | Bryce | Lee | blee@jlha.net |
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| Dan | Knapp | dknapp@cclb-corps.org | Ernesto | Sanchez | esanchez@cityofartesia.us |
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| Irene | Lopez-Muro | ilopezmuro@cclb-corps.org | Julie | Millett | jmillett@rwaplanning.com |
| Joseph | Gonzalez | jgonzalez@rmc.ca.gov | Kenner | Guerrero | kguerrero@pico-rivera.org |
| Julian | Juarez | jjuarez@dpw.lacounty.gov | Kitty | Mayon | mnjkitten@gmail.com |
| Konya | Vivanti | kvivanti@lakewoodcity.org | Larry | Tran | ltran@dpw.lacounty.gov |
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| Ramy | Gindi | rgindi@dpw.lacounty.gov | Michelle | Kim | mkim@jlha.net |
| Rob | Beste | rbeste@wrd.org | N/A | | maurogphoto@verizon.net |
| Stephen | Scott | stephen.scott@longbeach.gov | N/A | | tagnco@roadrunner.com |
| Vicki | Smith | vsmith@cityofwhittier.org | Natalie | Rivera-Estrada | nrivera@bellflower.org |
| Wataru | Kumagai | wataru.kumagai@longbeach.gov | Sarina | Morales-Choate | sarinamorales-choate@santafesprings.org |
| | | | Stephanie | Moreno | stephanie@wqa.com |
| | | | Tori | Klug | tori.klug@stantec.com |
| | | | Xiomara | Duran | xduran@treepeople.org |





Attachment B
LSGR Region – Languages Spoken

Attachment B – LSGR Region – Languages Spoken

| LOWER SAN GABRIEL RIVER REGION - LANGUAGES SPOKEN | | | | | | | | | | | | | | | | |
|---|---------------|----------------|------------|----------|--------|-----------|----------|------------|---------|-----------|-------------|-------------|------------------|----------|---------------------------------------|--------------------------------|
| Languages | TOTAL AVERAGE | Municipalities | | | | | | | | | | | | | | |
| | | Artesia | Bellflower | Cerritos | Downey | La Mirada | Lakewood | Long Beach | Norwalk | Paramount | Pico Rivera | Signal Hill | Santa Fe Springs | Whittier | La Habra Heights (data not available) | LA County (data not available) |
| Spanish | 36.9% | 30.1% | 44.5% | 8.0% | 60.5% | 2.2% | 3.0% | 34.0% | 54.2% | 72.7% | 66.9% | 21.5% | 48.9% | 33.4% | - | - |
| English | 44.2% | 31.7% | 43.0% | 43.4% | 31.3% | 56.3% | 65.1% | 53.9% | 33.0% | 24.0% | 30.3% | 58.0% | 43.1% | 61.1% | - | - |
| Tagalog | 4.5% | 14.6% | 5.0% | 10.5% | 1.7% | 4.0% | 7.0% | 3.1% | 4.2% | 0.8% | 0.7% | 3.7% | 2.4% | 0.9% | - | - |
| Korean | 2.5% | 3.0% | 0.8% | 11.0% | 1.9% | 8.3% | 0.8% | 0.5% | 2.1% | - | - | 1.6% | 2.1% | 0.5% | - | - |
| Chinese | 2.1% | 4.5% | 0.7% | 11.8% | 0.5% | 2.1% | 1.1% | 0.6% | 1.0% | 0.1% | 0.6% | 2.6% | 1.0% | 1.2% | - | - |
| Languages of India | 1.2% | 6.1% | 0.3% | 4.5% | 1.0% | 1.3% | 0.7% | 0.5% | 0.8% | 0.2% | - | 0.5% | 0.1% | 0.1% | - | - |
| Vietnamese | 0.4% | 0.2% | - | - | 0.3% | 0.7% | 1.0% | 0.6% | 1.0% | - | 0.4% | 0.9% | - | 0.1% | - | - |
| Arabic | 0.4% | 0.1% | 1.4% | 0.3% | 0.7% | 0.3% | 0.4% | 0.3% | 0.2% | 0.3% | 0.1% | 0.8% | - | - | - | - |
| Japanese | 0.4% | 0.2% | 0.2% | 1.9% | - | 0.5% | 0.3% | 0.4% | 0.1% | - | - | 0.6% | 0.2% | 0.3% | - | - |
| Portuguese | 0.4% | 3.6% | 0.1% | 0.3% | 0.1% | - | - | 0.1% | 0.1% | - | - | 0.2% | 0.1% | - | - | - |
| Pacific Island Languages | 0.3% | 1.4% | 0.4% | 0.5% | - | 0.2% | 0.8% | 0.5% | 0.3% | 0.4% | - | - | - | - | - | - |
| Other Asian Languages | 0.3% | 1.3% | - | 1.5% | 0.2% | 0.3% | 0.1% | 0.1% | - | - | 0.1% | - | - | - | - | - |
| Thai | 0.2% | 0.1% | - | 0.7% | 0.1% | 0.1% | 0.5% | 0.1% | 0.4% | 0.1% | - | 0.4% | 0.2% | - | - | - |
| French | 0.2% | - | 0.2% | - | 0.2% | 0.2% | 0.7% | 0.4% | 0.1% | - | - | 0.2% | - | 0.1% | - | - |
| Native American Languages | 0.1% | 0.1% | 0.1% | 0.2% | 0.1% | 0.1% | 0.1% | 0.3% | - | - | - | 0.1% | 0.5% | 0.2% | - | - |
| German/Yiddish | 0.1% | - | 0.2% | 0.5% | 0.1% | - | 0.2% | 0.2% | - | 0.1% | - | - | - | 0.2% | - | - |
| Other Indo-European | 0.1% | - | - | - | 0.1% | 0.4% | 0.2% | - | 0.2% | - | - | - | 0.1% | 0.1% | - | - |
| African Languages | 0.1% | - | - | 0.4% | 0.1% | - | 0.2% | 0.1% | - | - | - | - | 0.1% | 0.1% | - | - |
| Slavic Languages | 0.1% | - | - | - | 0.3% | - | - | 0.2% | - | - | 0.1% | 0.2% | 0.1% | 0.1% | - | - |
| Urdu | 0.1% | - | - | 0.4% | - | 0.1% | - | - | 0.3% | - | - | - | - | 0.1% | - | - |
| West Germanic languages | 0.1% | 0.1% | - | 0.1% | - | 0.2% | 0.2% | - | - | - | - | - | 0.2% | - | - | - |
| Persian | 0.1% | - | - | 0.1% | 0.1% | - | - | 0.2% | 0.1% | - | - | 0.2% | - | - | - | - |
| Polish | 0.1% | - | - | - | - | 0.2% | - | - | - | - | - | 0.5% | - | - | - | - |
| Italian | 0.0% | 0.1% | - | - | - | - | - | - | - | - | - | 0.1% | 0.1% | 0.3% | - | - |
| Laotian | 0.0% | - | - | - | - | 0.1% | - | - | - | - | - | 0.2% | - | 0.2% | - | - |
| Greek | 0.0% | - | - | - | 0.2% | - | - | - | - | - | - | - | - | 0.1% | - | - |
| Serbo-Croatian | 0.0% | - | - | - | - | - | 0.1% | - | - | - | - | 0.1% | - | - | - | - |
| Armenian | 0.0% | - | - | - | - | - | - | - | - | - | 0.1% | - | - | 0.1% | - | - |
| Scandinavian languages | 0.0% | - | - | - | - | - | 0.1% | - | - | - | - | - | - | - | - | - |
| Russian | 0.0% | - | - | - | - | - | - | 0.1% | - | - | - | - | - | - | - | - |
| Hungarian | 0.0% | - | - | 0.1% | - | - | - | - | - | - | - | - | - | - | - | - |
| Miao/Hmong | 0.0% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Source: www.neighborhoodscout.com





Attachment C Project Fact Sheet Template

Attachment C – Project Fact Sheet Template

LSGR INFRASTRUCTURE PROJECT EXAMPLE SKYLINKS MULTI-BENEFIT STORMWATER CAPTURE PROJECT

A multi-benefit stormwater capture project located at Skylinks Golf Course in Long Beach.

FUNDED YEAR: 2020
AMOUNT: \$10.5M
(Design & Construction)
PROJECT LEAD: City of Long Beach
WATERSHED: LSGR
DISADVANTAGED COMMUNITY PROJECT? No

PROJECT FEATURES:

- Infiltration gallery located in park
- Captures 1,655 acres of water and recharge groundwater aquifer
- Creates new active park space and landscaping
- Provides greening benefits
- Signage providing educational information



Figure 2. Conceptual layout configuration for Skylinks Golf Course project.



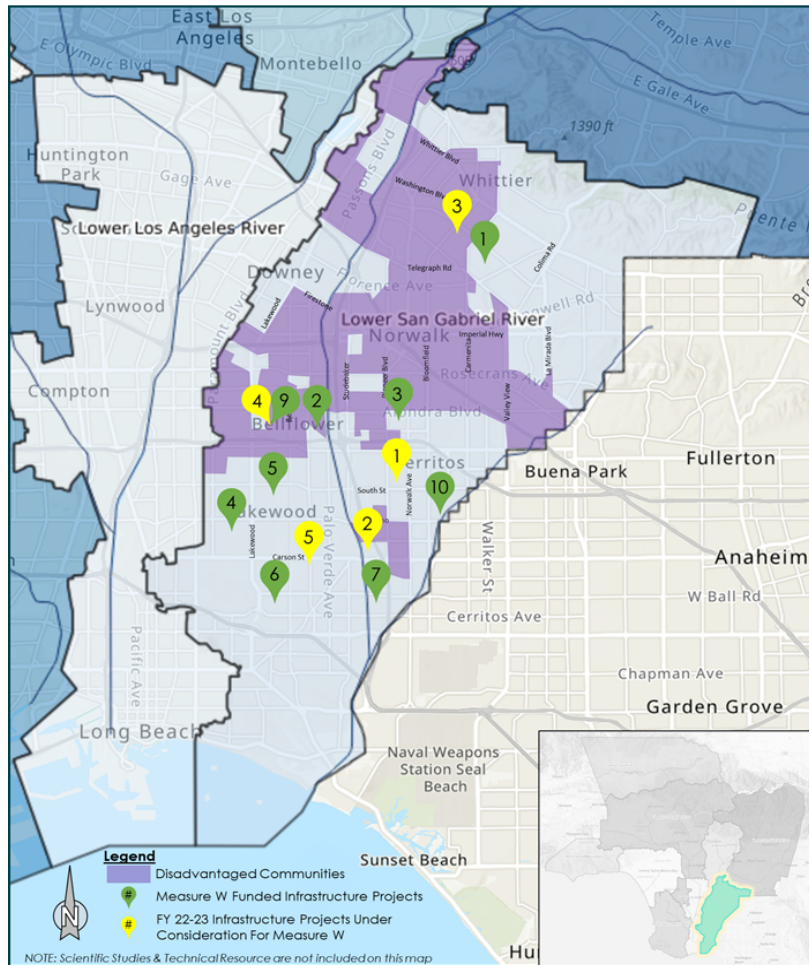


Attachment D
LSGR Project Mapping

Attachment D – LSGR Project Mapping



LSGR – SCWP PROJECTS FUNDED AND UNDER CONSIDERATION



| | Project Name | BMP Type | Planning/Design | Construction | O&M | Technical Resource/ Scientific Study | Capital Cost | Cost Share | Measure W Funding | SIP Year | Project Developer |
|---|--|----------|-----------------|--------------|--------|---|--------------|------------|-------------------|----------|-----------------------------------|
| | | | \$M | \$M | \$M | \$M | \$M | \$M | \$M | | |
| Funded | 1 Adventure Park Multi-Benefit Stormwater Capture | D | | \$ 13.5 | | | \$ 28.5 | \$ 15.0 | \$ 13.5 | 20-21 | Unincorp. County Area of Whittier |
| | 2 Caruthers Park | I | | | \$ 0.9 | | | \$ 13.0 | \$ 0.9 | 20-21 | Bellflower |
| | 3 Hermosillo Park | I | \$ 4.1 | \$ 16.0 | | | \$ 20.1 | | \$ 20.1 | 20-21 | Norwalk |
| | 4 Bolivar Park | I | | | \$ 1.3 | | \$ 11.0 | \$ 11.0 | \$ 1.3 | 20-21 | Lakewood |
| | 5 Mayfair Park | T | | | \$ 1.3 | | \$ 14.4 | \$ 15.0 | \$ 1.3 | 20-21 | Lakewood |
| | 6 Skylinks Golf Course at Wardlow Stormwater Capture Project | T | \$ 2.7 | \$ 7.8 | | | \$ 10.5 | | \$ 10.4 | 20-21 | Long Beach |
| | 7 El Dorado Regional Project | T | \$ 3.0 | | | | \$ 11.8 | \$ 0.1 | \$ 3.0 | 20-21 | Long Beach |
| | 8 Watershed Coordinator | TR | | | | \$ 1.0 | | | \$ 1.0 | 20-21 | LACFCD |
| | 9 Bellflower Simms Park Stormwater Capture | T | \$ 2.1 | | | | \$ 18.7 | \$ 5.6 | \$ 2.1 | 21-22 | Bellflower |
| | 10 Cerritos Sports Complex | T | \$ 2.4 | | | | \$ 26.2 | | \$ 2.4 | 21-22 | Cerritos |
| | 11 Gateway Area Path Finding Analysis | SS | | | | \$ 0.1 | | | \$ 0.1 | 21-22 | GW MA |
| | 12 Sorensen Park Multi-Benefit | SS | | | | \$ 0.3 | | | \$ 0.3 | 21-22 | LA County PW |
| Funded Total | | | \$ 14.3 | \$ 37.3 | \$ 3.4 | \$ 1.4 | \$ 141.2 | \$ 59.7 | \$ 56.4 | | |
| Projects Under Consideration | 1 Artesia Park Stormwater Capture | T | \$ 1.3 | | | | | | \$ 1.3 | 22-23 | Artesia |
| | 2 Lakewood Equestrian Center | T | \$ 1.1 | | | | \$ 0.4 | \$ 1.1 | | 22-23 | Lakewood |
| | 3 York Field Stormwater Capture | I | \$ 1.9 | | | | \$ 0.6 | \$ 1.9 | | 22-23 | Whittier |
| | 4 Bellflower Simms Park Stormwater Capture | T | | \$ 15.7 | | | \$ 0.9 | \$ 15.7 | | 22-23 | Bellflower |
| | 5 Heartwell Park at Clark Channel | T | \$ 2.8 | \$ 21.1 | | | | \$ 23.9 | | 22-23 | Long Beach |
| | 6 Community Centered Optimization of Nature Based BMP | SS | | | | \$ 0.8 | | \$ 0.8 | | 22-23 | Dr. S. Effekharzadeh |
| | 7 Microplastics in LA County Stormwater | SS | | | | \$ 0.2 | \$ 0.1 | \$ 0.2 | | 22-23 | Dr. A. Gray, U.C. Riverside |
| | 8 Regional Pathogen Reduction | SS | | | | \$ 1.0 | | \$ 1.0 | | 22-23 | GW MA |
| | 9 Gateway Area Path Finding Analysis Ph 2 | SS | | | | \$ 0.2 | | \$ 0.2 | | 22-23 | GW MA |
| | 10 Community Garden Stormwater Capture Investigation | SS | | | | \$ 0.4 | | \$ 0.4 | | 22-23 | LA Community Garden Council |
| Projects Under Consideration Total | | | \$ 7.1 | \$ 36.7 | \$ - | \$ 2.4 | \$ - | \$ 2.0 | \$ 46.4 | | |
| Total | | | \$ 21.4 | \$ 74.0 | \$ 3.4 | \$ 4.0 | \$ 141.2 | \$ 61.7 | \$ 102.8 | | |

BMP Type Legend: D= Diversion to Sanitary Sewer; I = Infiltration Facility; T = Treatment Facility; TR = Technical Resource; SS = Scientific Study

