



## Section 11 Stakeholder Involvement

### 11.1 Stakeholder Process

The NOC WMA Plan was developed through a comprehensive stakeholder effort involving local and regional public agencies, environmental organizations, members of the public, and state and federal agencies. This level of involvement and strong collaborative stakeholder relationships have made this NOC WMA Plan possible and will continue as the Plan is implemented and updated.

The development process began on June 27, 2007, in the City of Fullerton Public Library. At this first stakeholder meeting over 50 participants were introduced to the concept of an IRWM plan and the possibility of regional solutions to their water related issues. This first meeting helped to initiate the collaboration process between stakeholders by forming three groups that represented the diverse interests in the NOC WMA region. Each group had a 15 minute brainstorming session to determine planning needs and proposed objectives to promote these needs. A short presentation was then given by each group to present these objectives.

The next meeting was held on December 5, 2007, in the City of Anaheim. Since the June meeting extensive email correspondence with the stakeholders had developed a list of draft objectives. The focus of this meeting was to finalize these objectives which are found in Section 4. Stakeholder participation involved two group exercises, the first allowed for individual rankings and the second was a group weighting exercise. This second meeting established the final objectives that became the regional/local objectives for the NOC WMA region.

The subsequent meeting was held on May 13, 2008, in the City of Cypress. Email correspondence with the stakeholders provided information about the progress being made in the development of the IRWMP. Additionally stakeholders were asked via email to develop potential projects for inclusion in the NOC WMA plan. At this meeting stakeholders divided into three groups based on their watershed of interest. Maps of the three watersheds were provided to each group. Stakeholders then presented their potential projects to the watershed group to determine collaboration opportunities.

The next meeting was held on January 14, 2009, at the County of Orange offices located in the City of Orange. The first draft of the IRWMP plan and project list was given to stakeholders in late 2008. This meeting was a discussion of the comments received and how they were addressed in the Plan. A draft project list was also finalized at this meeting.

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The subsequent meeting was held on January 21, 2010, at the County of Orange office which is a central location for the NOC WMA region. Between 2009 and 2010 the Project list is finalized and the discussion begins to develop a project prioritization method for the NOC WMA region. At this meeting stakeholders are asked to rank project categories. The rankings for the project categories must add up to 100 but that is the only condition for category ranking. Further prioritization of each specific project category is needed and a group of 10 stakeholders volunteers to work in a sub-committee to determine these priorities. From 2010 to 2011 a sub committee had been formed to assist in the project prioritization process. These sub committee members represent special districts, non profit organization and municipal agencies.

The following meeting was held on January 26, 2011. At this meeting the project prioritization categories were presented to stakeholders. The NOC WMA Plan was available for 30 day public review and comments were accepted through January 28, 2011.

Table 11-1 summarizes the meeting dates for the development process of the IRWMP and the transition to NOC WMA Plan.

Table 11-1	
Meeting Date	Location
June 27, 2007	Fullerton
December 5, 2007	Anaheim
May 13, 2008	Cypress
January 14, 2009	Orange
January 21, 2010	Orange
January 26, 2011	Orange

NOC WMA stakeholders will continue to meet on an as needed basis; to receive updates on the Plan and implementation.

NOC WMA Management Committee will be established through an MOU and comprised of stakeholder members that will meet quarterly (at a minimum) to evaluate Plan and project performance and make recommendations for changes where needed to ensure that the appropriate strategies are in use and the Plan's objectives are being met.

NOC WMA Executive Committee will receive the Management Committee progress report and recommendations, consider additional stakeholder recommendations, and make policy and budget decisions for the Plan where necessary.

Although no obstacles to implementation have been identified at this point, policies, regulations, and watershed conditions will change and conflicts



may arise in the future. The provision for stakeholder involvement at all levels during implementation is intended to address potential conflicts early on so that implementation is not hindered, and the highest level of benefit is received. Through this process, all stakeholders are afforded the opportunity to participate in Plan implementation and provide input on water resource and watershed management decisions.

### **11.2 Disadvantaged Communities Involvement**

Disadvantaged communities are found in pocket areas of Orange County. In 2008 the County began the process of engaging groups in areas where disadvantaged communities had been identified.

#### **11.2.1 Targeted Outreach**

The City of Santa Ana was chosen for targeted outreach to disadvantaged community because it is located in two of the three WMAs. This outreach specifically targeted the 92701 zip code in Santa Ana because in this area there is only one half of an acre of open space for every thousand residents. In addition, it has the second highest child obesity rate in California with cities of population over 100,000. The City of Santa Ana has neighborhood associations that are officially recognized by the City as citizen participation groups. These neighborhood associations groups hold monthly or quarterly meetings to address the particular needs of their neighborhood.

Targeted outreach efforts began in the Lyon Street Neighborhood Association located in the City of Santa Ana. Residents in this neighborhood identified their main concern to be the lack of parks in their community. There was genuine interest from the Lyon Street neighborhood group to participate in the IRWMP process but there were other priorities that took precedence such as employment, housing, traffic safety and education. Though the stakeholders identified were unable to participate by engaging community members in this neighborhood forum the outreach was a success because a community need was identified. The County of Orange realized that this specific type of targeted outreach efforts would help involve other disadvantaged communities.

Armed with this new insight, an outreach plan was developed and implemented to ensure that these targeted stakeholders would get involved and stay involved. The County researched other IRWM groups who were successfully outreaching to disadvantaged communities by in the State. County staff then identified and contacted organizations that were already engaged in this type of targeted outreach in other parts of the State of California. They included Environmental Justice Coalition, Urban Semillas, San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy, and Los Angeles County Department of Public Works. Staff gathered information from these organizations to determine the methods that were being using to conduct this targeted outreach. The research proved that successful outreach was tied to partnering with existing community outreach groups.



Community groups are an important connection because the members are a part of the neighborhood and understand the needs within the community.

### ***Latino Health Access***

The first community group that the County began targeted outreach with is Latino Health Access (LHA). LHA is a nonprofit organization founded in 1993 to help meet the multiple health needs of the Latino community. LHA assists in improving the quality of health and life of uninsured, under-served people by providing them with quality preventive care services and educational programs. LHA emphasizes full patient participation in health-related decisions. LHA lacks a direct connection to water resource issues but their in-depth community involvement, specifically through a program known as “Pasa La Voz”, translated in to English means “Pass on the Voice”. This program focuses on civic engagement and increased political participation by actively involving community members to help them become a valuable networking resource for their community.

On February 7, 2009, County of Orange staff provided an informational presentation at an all day workshop with members of the community park board. This presentation was conducted in Spanish and included information on Measure M2 and Proposition 84 IRWM grant opportunities, examples of regional water projects completed in other disadvantaged communities areas of California and fund raising ideas. A brain storming session ensued where community outreach opportunities were discussed.

As a result of the County's targeted outreach, LHA submitted a project for inclusion in the Phase III Central Orange County IRWMP. The project involves the development of a pocket park in the 92701 zip code of Santa Ana, the most park-poor area of the city. The park will include a basketball court, a playground, community center with a multi-purpose room, full industrial kitchen, small office space and a walking path. Located two blocks from downtown Santa Ana and next to Spectrum condominiums, the LHA Park and Community Center will be walking distance for most residents. In addition, LHA plans to offer nutrition and physical activity, English as a Second Language classes, and mental health support programs at the Center. The Community Center will be seeking Silver Certification under the Leadership in Energy and Environmental Design (LEED) Green Building Rating System, which means that the construction will have to include water-use efficiency among other environmentally-responsible measures.

On April 11, 2009 County of Orange staff participated in a site cleanup event and brought in kind assistance in the forms of tools such as shovels, rakes, hoes and trash bags. About 20 volunteers showed up to help with the cleanup. Previous clean up efforts were not successful due to the lack of tools. Support for this project has continued by offering in-kind services,

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such as assistance from County of Orange LEED certified staff and support for local fundraising events.

In September of 2010, with in kind assistance from County of Orange staff, LHA submitted a grant proposal under Proposition 84 to California Department of Parks and Recreation. This resulted in LHA receiving \$3.5 million in Proposition 84 Park grant to build a new community center and park in Santa Ana. LHA appreciated the assistance provided by County in obtaining this grant.

### ***Latino Water Coalition***

In an attempt to further connect with disadvantaged communities and the organizations that serve them, County staff recently attended a Latino Water Coalition event at the Orange County Water District offices. The California Latino Water Coalition (CLWC) advocates improving the State's water supply today to ensure economic prosperity for tomorrow. They believe additional water resources are directly linked to creating jobs, stability and opportunity throughout California. The CLWC engages in public education, outreach and events to generate support and understanding on water related issues. The CLWC is a statewide coalition of influential Latino leaders that supports the development of the San Joaquin-Sacramento Delta environmental, conveyance and sustainability solutions along with additional water resources in California. With actor-comedian Paul Rodriguez as chairperson, the organization's goal is to demonstrate the need for a comprehensive statewide water infrastructure plan, a program that includes groundwater and surface water storage capabilities, conservation and water resources stewardship, water recycling, and desalinization.

In the future, OC Watersheds staff also plans to outreach to disadvantaged communities about drinking water quality standards. The drinking water quality throughout the County of Orange is good. However, Orange County residents who have emigrated from areas with poor water quality, where bottled water was a necessity may have concerns about drinking water that comes straight from the tap. Therefore, County staff will design a program to educate disadvantaged communities about the safety of the drinking water in Orange County with the hope that bottled water consumption by disadvantaged communities will decrease. County of Orange staff hopes that this will help decrease the detrimental effects on the watershed that stem from bottled water production and consumption.

### ***La Habra High School Watershed Event***

OC Watersheds staff worked with the National Hispanic Environmental Council and U.S. Fish and Wildlife Service and the City of La Habra to conduct targeted outreach with two AP Environmental Science classes at La Habra High School. The outreach was a two day watershed event that was held on May 21 and 22, 2009. This two day event started with speakers coming to the AP Environmental Science classrooms at La Habra high

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school to provide information to the students about their watershed, water supply and water quality. Lunch was sponsored by the City of La Habra and Waste Management. The second day included a field trip where students walked to Coyote Creek and conducted water quality and habitat monitoring. Information was provided to the students about the types of pollutants that were being tested as well as what affects these pollutants can have on water quality. Habitat monitoring studied what types of birds and other animals were using the area for habitat. After the monitoring the students wanted to make a difference so they made the extra effort to remove trash and debris that was in Coyote Creek channel. The students removed a large amount of trash and debris that had collected in the creek. The watershed event was very successful because the students gained valuable information and experience in the environment and helped to clean up their watershed. Over fifty students participated in this two day event.

A grant was submitted to US Fish & Wildlife Service and approved for water quality monitoring supplies. This targeted outreach has developed into yearly Water Quality monitoring efforts by La Habra high school AP Environmental Science students. In October 2009, program implementation began with County of Orange staff providing water quality monitoring training to the students. Training involved the use of the mobile lab where students performed water quality tests for nitrates, phosphorous, dissolved oxygen and pH.

### **11.3 State and Federal Agencies Involvement**

Effective coordination with state and federal agencies is equally important to the success of the IRWMP as is coordination with local land use and water resource agencies, stakeholders, and disadvantaged communities.

The SARWQCB and CDFG will be invited to participate in the North Orange County WMA Stakeholder meetings. Members of the NOC WMA also coordinate with U.S. Fish and Wildlife Service and the CDFG. A number of the regional and local plans and proposed projects have been prepared by or in coordination with agencies such as the ACOE, CDFG, California Coastal Commission, and others. These and other state and federal agencies will be involved in implementation as necessary for compliance with regulatory requirements, cooperation for collaborative projects, and communication between project proponents. The NOC WMA will continue to involve state and federal agencies in planning meetings, implementation strategies, and actions to carry out projects.