Task Order 2A – Areawide

California State University San Bernardino

Scope of Work

1.1 Design Outreach Program
1.3 Broad-based Public Education
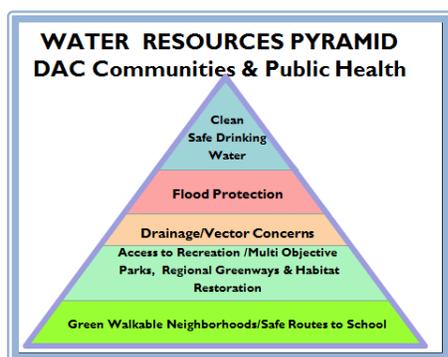*1.5 Project Management & Reporting*

EXHIBIT A1

2.6.9 Approach of Scope of Services

Task Order 2A, Area Wide Tasks 1.1, 1.3, and 1.5

Task 1.1 Design Outreach Program

The critical outcomes of the DACIP are regional water resilience, improved water quality and quantity in communities most in need, and effective stakeholder engagement in water resources management. These uphold mandates to ensure inclusiveness in managing our water resources over the long term and support our IRWM agencies in their commitment to excellence.

A Water Resources Pyramid, based on Maslow's hierarchy of needs, will inform the Outreach Program and DACIP prioritization of water needs. Ample safe drinking water is the most pressing, then flood control protection, drainage and vector issues, access to multi-objective parks and open space, and, lastly, an infrastructure of green neighborhoods with complete and safe streets.

For the Task 1 areawide proposal, the CSU team is proposing to concurrently develop three comprehensive relational databases to inform the development of the DACIP outreach program including both the broad based public outreach and education. The three relational databases will include: 1. GIS data to be used for understanding the socio-economic and physical characteristics of the DACs based on the issues outlined in the Water Resources Pyramid that will be essential in crafting new educational materials; 2. an inventory of existing outreach materials; and 3. rosters of stakeholders, both outreach providers (NGOs, CBOs, etc.) and target audiences for the outreach process (DACS, utilities, etc.). These and any other databases created will be hosted from the CSU Library system ensuring the data is available after the three-year DACIP has ended.

a. **GIS Database**

We will develop a technical geographic Information system (GIS) database with an interactive Internet-based interface that provides easily accessible maps. This database will be designed to directly inform understanding of water-related issues with the DACs; to facilitate multi-indicator modeling to help prioritize potential projects in Task 2; and to inform the identification and understandings of DACs. The initial research for developing the technical database has already begun. With funding from the SAWPA DACIP, the California Energy Commission's EPIC program, and the CSU Chancellors Office, teams of GIS researchers from multiple CSUs, UC Irvine, and UCLA have begun developing the framework for the technical database. The database will be developed from existing sources, newly complied ones, and derived data, as described below.

*   **Existing data** sets used as a foundation will include general demographic information, Census Median Household Income, CalEnviroScreen, and other studies, including the Council for Watershed Health's DAC mapping, and other case studies from the region and data currently used by the CSU and UC teams. To ensure efficiency and continuity with prior County efforts, additional datasets will be incorporated. This will include but not be limited to data from the the LA County Department of Parks and Recreation Comprehensive Parks & Recreation Needs Assessment; the Department of Public Works' Safe, Clean Water Program's Stormwater Outreach and Engagement Project. In addition to these data, state, county, and local utility and jurisdiction data will be included. The list of additional indicators for DACs will include but may not be limited to the following:
    o *Water Supply*

- o *Additional socio-economic indicators: i.e., percentage of children receiving school lunches*
- o *Percentage of groundwater, surface water, and State water provided*
- o *Percentage of recycled water*
- o *Emergency water back-up plan for each water source*
- o *Water quality: based on gathered reports assessed by Babcock Laboratories (sub-consultant)*
- o *Infrastructure issues: health problems, water-related complaints*
- o *Drainage and Vector issues: incidents of West Nile/Zika viruses and other drainage-related problems*
- o *Flood zones: flood insurance rates and actuarial analyses*
- o *Amount of stormwater recharge*
- o *Major arterials and their complete streets rating (1 – 5 scale, 5 being complete with best practices)*
- o *Tree Canopy cover: (1 – 5 scale, 5 being most covered; determined using Google Earth or other)*
- o *Permeable surfaces: percentage of area that is school grounds, parks, cemeteries, and any other open space (determined using Google Earth or other)*
- o *Vulnerability to sea-level rise (from FEMA and other sources)*

- **Newly compiled data** will include provider information as described in the DACIP RFP as requirements for the user needs assessments, as well as additional information such as parcel and tax roll data. Specific research will be conducted to include tribal interests through assessment with known tribal leaders and representatives, through dataset research and information about historical watershed and water sources and their cultural implications. The technical database will be designed to house needs assessment data from Task 2, Needs Assessment.
- **Derived data** will be developed by modeling the technical database, for example modeling to stratify DACs into classifications for targeting deployment of educational material to specific communities, or modeling to extrapolate known DAC profiles into other areas to help identify unknown DACs.

The resulting comprehensive, high resolution database will go beyond previously conducted work related to water issues with DACs, such as those from the Council for Watershed Health's DAC study, to describe the social, cultural, economic, environmental, and institutional conditions found within DACs. Analysis of collected data will be used to identify topics for education and outreach, and to identify opportunities for region-specific modifications to outreach and education materials. We will also utilize the database to inform a more refined and accurate identification of DAC locations than the current standard regulatory maps (Census tract medium household incomes and Cal EPA EnviroScreen). The CSUs comprehensive approach will enable discovering and incorporating heretofore unknown or unmapped DACs into the three regional maps. The initial report, the Energize California-funded "Disadvantaged Communities Update Report #1" (2017) analyzed 13 different systems and methods for identifying and stratifying DACs and communities in general. The CSU/UC team is using the findings as the intellectual basis for our database development. For the Los Angeles-Ventura DACIP Funding Area, this offers a unique opportunity to coordinate with, build off of, and leverage work with other State agency-funded DAC program approaches.

b. Existing Water-Related Materials database

The second database will be developed based on research to determine underlineexisting water-related educational materials from such sources as water agencies, NGOs and CBOs, schools and curricula. It will include web pages, facility tours and other relevant programs, and printed materials. These materials will be put into a searchable database with metadata including content, owner, domain, audience, region, language options, relevance, etc. It will be used to assist in assembling educational material without duplicating previous work and help engage their creators in the DACIP process. To maximize efficiency, coordination with parallel efforts will be ensured, especially the Los Angeles County Department of Public Works Safe, Clean Water Program's Stormwater Outreach and Engagement Project. The materials will also help to identify water related issues experienced by the target communities, and inform future outreach and listening sessions.

Stakeholder Database

The final database will organize the various <u>stakeholders</u> in the DACIP. This database will utilize the County Parks and Recreation Needs Assessment database as a foundation, and while essential to the needs assessment to be completed under future tasks, we believe it is also essential to developing and targeting educational materials and outreach. The stakeholders fall into two general categories: potential outreach delivery partners and potential recipients.

- **Potential Outreach Delivery Partners.** This includes groups and organizations who participated or expressed an interest in the RFQ for DACIP On-Call Consulting, the eighteen CBOs who participated in the LA County Parks' Needs Assessment, members of EnviroMetro (about 70 organizations), GreenLA (One Water), OurWaterLA, Pandopopulus, the Interfaith Council, Liberty Hill, the CSU, the UCs, and others, including those from the lists provided by WCVC and USCR staff. An initial list is provided at the end of Task 1.5. We will conduct approximately five (5) educational workshops for a throughout the Funding Area region to boost awareness and solicit partners, ensuring transparency of opportunities for NGOs and CBOs as DACIP subcontractors. The opportunity will be advertised through a collective impact model, collaborating with the known entities listed above, as well as the CSU, cities, libraries, parks, schools, community centers, and faith-based institutions. Once a potential partner has expressed interest in providing services, metadata developed will help organize and qualify their suitability, including operational area, areas of knowledge and expertise, track record in reporting on activities, types of communities and groups served, outreach capacity and languages provided, staff types, availability for training, incorporation type, fee structures, and so on. An important part of the metadata will describe the venues currently utilized by these organizations for various types of community outreach activities to help form a network of community places suitable for outreach efforts.
- **<u>Potential Recipients of the educational materials and outreach activities, such as communities and groups.</u>** This database will include known DAC communities from various sources as well as sub-groups within these communities, such as schools, church groups, neighborhoods, and others. Much of this information will come from the NGOs as they are identified and qualified. Connection with other groups and venues will be taken into consideration. This database will include metadata describing the various communities and their sub-groups, such as culture of origin, languages spoken, number of members, educational level, and level of organization, using cross-referencing with the first category, the delivery partners, where available. This third database will be continuously populated as new groups and venues are discovered and will be designed to provide a customizable email list.

c. Toolkit Development

We will develop a <u>comprehensive toolkit</u> of new materials based on PlaceWorks' efforts for County Parks and Recreation to ensure continuity with that earlier effort, which may be supplemented with existing materials from other stakeholders (i.e. cities, water companies). Building upon the County's previous work, the toolkit is conceived as a template, customizable in multiple languages to address issues for specific DACs or groups of related DACs. It will include such items as posters, flyers, PowerPoint presentations for outreach and training purposes, a training guidebook, and maps for specific DACs or DAC clusters and the Funding Area as a whole. The design of the toolkit will allow for customizing these materials for a specific geographic area with the content available from data in the expanded technical database. Ideally, through clear graphics and mapping, participants at a facilitated workshop will be able to gain insight into the water issues in their DAC or area and how these compare to the Funding Area as a whole. Using relevant regional, community, and site-specific scale information, the toolkit will tell a water resources story in a way that is meaningful to communities. It will help answer these vital questions: Where does my water come from? What is the quality of my drinking water? Am I in harm's way of flooding or sea-level rise, or drainage, vector, sanitation, or water table problems? Can my community's quality of life and public health outcomes be improved by developing natural infrastructure that is sensitive to water resources (i.e. complete streets, multi-objective parks)? Using the customizable toolkit, a toolkit will be developed specific to each DAC.

d. Web interface

CSU and PlaceWorks will develop and maintain a project website to provide information and documents relating to the project and process. The searchable web interface will be hosted on CSU Library servers at no direct fee with the data and materials generated in during the project available as a CSU Library special collection beyond the three-year span of the DACIP. The website will be used to disseminate information geared to the general public as well as DACIP stakeholders. It will include dynamic updates for DACIP events, results from activities, an interactive GIS map describing data and activities, as well as information on how to participate in DACIP activity, including contacts. The website will also incorporate a feedback and comment function.

Deliverables for Task 1.1
a. GIS Database
b. Existing Water-Related Materials Database
c. Stakeholder Database
d. Toolkit Development
e. Web Interface

Task 1.3 Broad-based Public Education

Providing broad-based public education is an area wide task. Multi-indicator models will be developed to inform the types of broad-based public education formats and media that are best suited for the various target audiences. The resulting targeted marketing plan will be used to develop the broad-based marketing material and program branding. The targeted marketing plan will also help identify the appropriate media and methods for deployment.

a. Targeted Marketing Plan

We will expand upon the audience or targeted communities identified in Task 1.1. This includes not just targeting groups who will participate in facilitated engagement, but also those that have a stake or interest in the DACIP but are not necessarily a DAC, such as schools, churches, boards and staff from various utility companies, government agency staff, elected officials, the business community, and the general public. As in Task 1.1, a database will be developed with metadata describing the group type, not a specific group. For example, group types may be elected board members from water agencies or city staff. Identifying types of groups will be an ongoing process.

Once the group types are identified, an analysis will identify the most appropriate messaging, methods, and media for broad public education based for each one. With the assistance of Placeworks, the CSU team will reach out, again, to its experts and departments within the Funding Area to perform this analysis and design and develop the marketing campaign and materials. The information gained in Task 1.1 will also aid in customizing some of the group messaging by region.

b. Multi-Media Marketing Materials Development/Program Branding

In addition to using the dedicated website for broad information dissemination and social media for targeted group types, the team will develop more general social media approaches for DACIP information dissemination that are more dynamic. A programwide branding and marketing campaign, including a website, will be designed to ensure broad recognition of and participation in the outreach process, including a logo and memorable name for the DACIP. With the assistance of PlaceWorks, the CSU team will draw upon its broadcasting, marketing, graphic arts, and other media-based experts and university departments in the Funding Area to design and develop the marketing campaign and materials.

c. Multi-Media Marketing Materials Deployment

The proposed materials and delivery methods will be designed for non-facilitated deployment, such as web pages, social media, mailings, and buys in local media sources. These materials will be targeted for regions and broad-based audiences, focusing more on DACIP programmatic goals, rather than issue driven ones used to inform customized materials for Task 1.1, and also used for recruiting groups and communities for inclusion in the more specific, facilitated activities. These materials and methods are defined in the targeted marketing plan.

Deliverables for Task 1.3

a. Targeted Marketing Plan
b. Multi-Media Marketing Materials Development/Branding
c. Multi-Media Marketing Materials Deployment

Task 1.5 Project Management & Reporting

a. Quarterly Reporting/Maintain Calendar and Events Website

The project manager for the CSU team will work closely with the DACIP Task Force members on an ongoing basis to help identify areas for improvement in performance and ensuring that the Task Force is well informed and knowledgeable about the DACIP program. The approach to project management will be the same for all three regions for tasks 1.2 and 1.3, as well as the area wide tasks 1.1 and 1.3. The obvious difference will be if the CSU team is not awarded the area wide tasks; in that case quarterly reporting would only be completed on the region wide task that may be awarded. The primary method for this will be in the form of a quarterly report. The report will describe progress toward deliverables based on schedule and budget, as well as a qualitative analysis on the success and usefulness of the deliverables. This will include an assessment of the exit surveys for the community participants.

Databases augmenting the LA County Department of Parks Assessment database and how they are maintained and disseminated are described in tasks 1.1, 1.2, and 1.4. The CSU project manager will oversee the various teams implementing those tasks and incorporate information and analysis from them into the quarterly reporting. The databases include, technical information, existing educational material, NGO and Community Stakeholder/workshop results, and IRWM database for task 1.4. In addition, the project manager will maintain a calendar/event website that will act as a record of program activity and be used to schedule and coordinate planned activity.

b. Convene a Blue Ribbon Advisory Panel

The CSU project manager will convene a Blue Ribbon Advisory Panel that will give guidance and feedback on all DACIP activity. The DACIP Task Force members would be included on this panel. The Panel would be convened twice per year. The agenda for the meetings would primarily focus on presenting similar information as in the quarterly reporting, but combined into a two quarter (half year) summary. (*This deliverable will only be implemented if the CSU team is awarded area wide tasks 1.1 and 1.2. If only awarded regional task 1.2 and 1.4, the CSU team will work with the representatives from the specific region for guidance and feedback.)

c. Adaptive Management Analysis

As a part of the quarterly reporting, the project manager will conduct an adaptive management analysis of the progress toward deliverables including budget/invoicing status, schedule adherence, staffing adequacy, meaningful community participation, and other factors. The result will be to recommend changes to the DACIP approach when warranted.

Deliverables for Task 1.5
a. Quarterly Reporting/Maintain Calendar and Events Website
b. Convene a Blue Ribbon Advisory Panel (* only for tasks 1.1 and 1.3)
c. Adaptive Management Analysis

Potential Outreach Partners

CONSERVANCIES/NATURAL AREAS	COMMUNITY GROUPS & EJs	WATERSHED GROUPS
Audubon: Debs Park & Santa Monica Bay	Cabrillo Economic Development Corporation	Amigos de los Rios
Baldwin Hills Conservancy	CAUSE (Central Coast Alliance United for a Sustainable Economy)	California Water Impact Network
Ballona Lagoon Marine Preserve & Ballona Wetlands Trust	California Communities Against Toxics	Coastkeeper (Wishtoyo Foundation)
Bolsa Chica Conservancy	California Environmental Rights Alliance	Council for Watershed Health
Los Cerritos Wetlands Trust	Community Action of Ventura County	Earth Justice
Friends of the Ballona Wetlands	Centers for Community Engagement (CSU)	Environmental Justice Coalition for Water
Huntington Beach Wetlands Conservancy	Central Coast Alliance for a Sustainable Economy	Food & Water Watch
Lower LA & San Gabriel Rivers and Mountains Conservancy	Communities for a Better Environment	Friends of Ballona Wetlands
Los Angeles Conservancy	Community Coalition SAJE (Strategic Actions for a Just Economy)	Friends of the Los Angeles River
Mountains Recreation and Conservation Authority	East Yard Communities for Environmental Justice	Heal the Bay
Ojai Valley Land Conservancy	Fraternidades Guatemaltecos Union de Vecinos	LA WaterKeeper
Santa Clara River Conservancy	LA CAUSA & COFEM	LA River Revitalization Corporation
Santa Monica Mountains Conservancy	Latino Urban Forum & WCVI (William C. Valasquez Institute)	Oceana
South Bay Regional Group of the Sierra Club	Los Angeles Apollo Alliance	Santa Barbara Channel Keeper
The Habitat Trust	Made2Gather Food	Santa Clara River Steelhead Coalition
The Nature Conservancy	Mujeres de la Tierra	Santa Monica Bay Restoration Commission
Ventura Hillsides Conservancy & Ventura Land Trust	Neighborhood Legal Services of LA County	Santa Monica Baykeeper
Western Alliance for Nature Conservancy	Project Understanding & MICOP	Southern California Watershed Alliance

COMMUNITY GROUPS & EJs	SCOPE	Southern CA Watershed Council
Alliance for a Better Community & Los Angeles Alliance for a New Economy	Social Justice Learning Institute	Surfrider Foundation and Windows on our Waters
Better World Group Environmental Media Association	T.R.U.S.T South LA	The River Project
Better World Group Environmental Media Association	United Way	TreePeople

Task Order 2B – Greater Los Angeles County (GLAC)

Tree People & Council for Watershed Health (CWH)

Scope of Work

1.2 Community Outreach & Education
1.4 Enhancement of DAC aspects in IRWM plans
1.5 Project Management & Reporting

F. Approach to Scope of Services

TreePeople and CWH's approach is rooted in best practices in working with disadvantaged communities that they have studied, developed and employed for more than a decade. The DWR-sponsored *Disadvantaged Community Outreach Evaluation Study* (DAC Outreach Study) and the LA County Parks Needs Assessment also provide lessons learned that are incorporated in the proposed activities. Primarily, TreePeople's will form a community network to address the "missing links" described in the DACIP LA/Ventura Funding Area Application to DWR. To help build these links, and especially to **build consistency in target community relationships** over the course of the DACIP program, TreePeople and CWH strongly recommend the following community outreach structure:

IRWM Sub-region Managers: at the core of Outreach and Education efforts are IRWM Managers, staffed by TreePeople and CWH, representing the four GLAC IRWM sub-regions where identified DACs are located (Upper LA River, South Bay, Upper San Gabriel River/Rio Hondo and Lower San Gabriel and LA Rivers). These Managers will be active in outreach and engagement throughout their sub-regions, including engagement with water providers, and support a community-based Leadership Group with ongoing management, education, support and mentoring. **The Leadership Group** is made up of an estimated 12 organizations or other community representatives, covering all four sub-regions. They will in turn work with their own networks of local organizations to provide existing audiences for outreach and education events. With the IRWM Regional Managers, they become the "core group" providing repeated outreach and education throughout the DACIP program (up to 3 years). These Leadership Group members become paid subcontractors to TreePeople, trained in the DACIP program and other expertise as needed to help them educate and strengthen IRWM ties in their area. They will each organize at least 3 educational events and presentations and open doors to community audiences through their individual networks.

These subcontractors are not just hired to provide a single workshop, but rather are engaged as an ongoing resource, working with the community through multiple waves of education; the Network will ideally extend beyond the term of the DACIP grant program to support community connections to the IRWM system and local water managers. In addition to the Leadership Group, TreePeople and CWH can also directly support outreach in areas where these two organization have active programs, including Upper LA River/NE San Fernando Valley; Lower LA River/Southeast LA Cities and the San Gabriel Valley.Specific communities include El Monte and South El Monte, Pacoima, Sun Valley, San Fernando, Koreatown, Baldwin Hills, Huntington Park, Cudahy and Gateway Cities.

TreePeople and the Leadership Group will seek out **Community Partners** - primarily less formal groups that possess established audiences of close-knit members, with regularly scheduled, attended gatherings and events (Neighborhood Councils, school/parent associations, churches, women's/ men's clubs) who allow the Leadership Group to join them to introduce local water issues, and invite participants to the Needs Assessment workshops. An estimated 10-15 such groups in each GLAC IRWM Sub-region; these are are not paid subcontractors, but may be reimbursed for appropriate costs, such as venue rental.

The Leadership Group and Community Partners can also support the Broad-based Public Education (1.3) and be asked to provide social media pushes with digital materials provided by materials developed in Task Order 2A.

While TreePeople would have liked to provide a full list of subcontractor organizations with this Proposal, the time to fully acquire this Group from such a large base of candidates will require several weeks if it to be done effectively and with transparency.

Deliverables Summary

TreePeople proposes the following list of Deliverables for Proposal 2B, taken directly from the RFQ with additional sub-sections (italics) to provide greater clarity. The deliverables explained in the Narrative Chart for Sections 1.2, 1.4 and 1.5 below.

1.2 Community Outreach and Education
1. RFQ process and selection of a community-based Leadership Group
2. Supporting research and documentation for appropriate community engagement, including, but not limited to:
    ○ Census information, surveys, sign in sheets, agendas, meeting flyers and other evidence of process to engage.
    ○ Community event schedule, approaches, designs and materials.
    ○ Community event meeting minutes, report, event photos and/or video.

1.4 Facilitation, IRWM Efforts
3. Summary of lessons learned in engaging disadvantaged communities to assist Regions in updating their IRWM Plans.

1.5 Management and Reporting
4. Community Outreach-related interim and final reporting to Program Managers on a quarterly basis or more frequently as needed or requested.

Sub-task 1.2 - Community Outreach & Education

Narrative		Schedule
1. RFQ process and selection of Leadership Group RFQ Process: The Leadership Group will be chosen through a simple RFQ process carried out by TreePeople and CWH. Criteria for being selected for the Leadership Group includes the specific neighborhoods they serve in one or more IRWM sub-regions (based on the DACIP map and related zip codes or census tracts), evidence of current active programs in these areas, number of active volunteers, members or other constituents in these areas, additional partners they have, cultural and language expertise, and social media platforms and reach. This information will be driven by output in Task Order 2A (ie. Multi-Indicator Analysis, Tribal and Other Underrepresented Communities Research, Outreach Directory Development). It is assumed organizations with local justice, advocacy and education programs will be desirable candidates. It is not assumed that all Leadership Group members will be environmental organizations. Based on lessons from the DAC Outreach Study,		Immediate, 12-14 weeks 3wks to issue, 5 wks return 4-6 wks to review, interview, award and negotiate contracts

organizations with experience in public planning processes are likely to be strong candidates. Advertising the RFQ will include sharing with all IRWM sub-region committees and Parks Needs Assessment participants. As a core leadership member of the Our Water LA coalition, TreePeople has access to 54 diverse member organizations who are prime targets to receive this RFQ, along with 100 Enviro-Ed providers we coordinate through the CREEC Network.		
2. Supporting research and documentation for appropriate community engagement This deliverable narrative first focuses on the TreePeople team's definition of "workshops" as referenced in the Task Order RFP. TreePeople and CWH have conceptualized outreach and education community events (workshops) into 3-4 waves of activities, and two major event formats: The waves of activity include the following: ● Initial engagement with education related to water and its connection to a community; this is combined with a "call to action" to be part of the Needs Assessment ● Returning to the community after the Needs Assessment to share results ● Continued engagement for areas receiving Technical Assistance and other Project development follow up, post Needs Assessment ● Education campaigns that will help address issues identified in the Needs assessment The two major event formats include Action-based Events and Presentation/Discussion Events, as follows: **Action-based events:** At least 1 action-based event will be organized in each of the sub-regions to help draw attention to the DACIP program. They will be organized by members of the Leadership Group and may leverage existing events that these organizations regularly host. The events are intended to engage people with direct action that benefits their community and provide the deepest and richest "qualitative" outreach and education experiences. By starting from a place of action, we send a very positive message into the community that the IRWM process is working to bring change to our regions. These events create pre-and post-event social media opportunities because of the "feel good" story that's being told. The events often create tangible environmental improvement such as cleaning up trash, or caring for young trees. Teachable opportunities exist through a variety of community events. For example:		Scheduling follows formation of Leadership Group; (4 weeks); 1 event per mo avg for 4-6 mos (First Wave)

● Community and River Clean-up: *Water pollution issues related to surface water and groundwater quality; Stormwater pollution prevention* ● Rainwater Harvesting Workshop, Rain Barrel Distribution, Storm Drain Stenciling: *Where water comes from and where it goes; Storm water pollution prevention; Rainwater redirect for water quantity and quality; Flooding and stormwater management* Fruit/ ● Shade Tree Distribution: *Stormwater pollution prevention, flood management and groundwater recharge. Tree distributions also serve as an attractive way to engage and quickly build favor with people.* Action-based events are expected to occur on weekend mornings. They include safety and project instruction, aided with support from volunteers pre-trained in supervision. It is during the opening instruction and throughout the day that educational talking points relating water issues to the action at hand can be repeated by event organizers and supervisors to generate discussion. Signing in at the event is required in order to participate – which includes contact info (phone/email/zip and address), release for use of photo of person/child, parental sign up for minors. Signing up also provides insurance coverage for participants (volunteers). **Presentation Events** (are intended to reach existing audiences and provide an introduction to local water issues (using the Outreach and Education Kits from Subtask 1.1), gauge an audience's familiarity with issues, explore how they connect with water, and make a call-to-action inviting participants to the Needs Assessment workshops. These events are held at **Community Partner** locations, and run by members of the **Leadership Group** with support as needed by the IRWM Managers. These events also include sign-in for participants, a welcome by the host organization and means to engage an audience with an "ice-breaker" before presenting information. Presentation kits should include striking visuals such as large posters, slide/video with evocative imagery, and useful take-away materials. Refreshments are extremely beneficial to engagement, as are ways to engage children/families. TreePeople recognizes that some costs for both Action Events and Presentation Events are ineligible from DWR DACIP funds, and will work with the Leadership Group to identify other resources for food, child care and incentives such as a free plant, fruit tree or a clean water station.		**Wave 1** 8 events min. per mo for 6 mos (3 min. per Group member) **Wave 2/3** post Needs Asmt
No. of Events - Event Scheduling and Program Refinement: TreePeople anticipates a total of 4-8 Action-		**Wave 1** schedule post

Narrative		Schedule
based Events total in the GLAC IRWM region (1-2 event per sub-region). Most if not all Action-based Events are targeted during the first wave of outreach and can serve as "kick-off" events to help launch Outreach and Education activities. Each Leadership Group member is responsible for at least 3 presentation events in their areas, for an estimated total of 48 events during the first wave. Combined with the Action events, the total should exceed 50 events for the first wave in 2018. A repeat of the Presentation events cycle in 2019 will share results of the Needs Assessment and next steps for the community. A final wave of community events in 2020 will be defined by the Needs Assessment. Initial scheduling for both kinds of events for at least a 3-month period in 2018 will be generated by Leadership Group members, overseen by IRWM Managers, within the first 4 weeks after formation of the Group. Ongoing revisions and adjustments to the schedule, and approach to community events, will be overseen by IRWM Managers in coordination with Leadership Group members. Copies of schedules and reports on program refinements will be provides with Quarterly Reports, and more frequently if needed.		formation of Leadership Group and Comm. Partners; (4 weeks) **Wave 2/3** scheduled post Needs Asmt
Event Documentation: is gathered from events / presentation sign-in sheets (and/or pads) by IRWM Managers and Leadership Group members; and provided in report form at least quarterly to the Program Manager. TreePeople will provide tracking documents in standardized formats as agreed up with the Program Manager. This includes sign up sheets for events that gather minimal and desired contact information, interest in receiving more information, release of use of photos. Events and other gatherings will be reported in a uniform report format, including date, location, host, attendance, a photo of the event and minutes or brief written summary of successes and challenges to the engagement process, along with related materials such as meeting agendas, flyers, in-kind support and any unique elements.		Ongoing once Wave 1 begins

Sub-task 1.4 - Enhancement of DAC Aspects in IRWM Plans

Narrative		Schedule

1.4 Facilitation, IRWM Efforts 4. Summary of lessons learned to assist Regions in updating their IRWM Plans. The IRWM Managers housed at TreePeople and CWH will provide presentations to water agency and other government associations to reach water providers with First Wave and post-Needs Assessment information. They will work with the Leadership Group to identify where relationships with water agencies and the community need to be strengthen. To aid this effort, local government and water agency representatives will be invited to community presentations, to help strengthen relationships and inform community members about their local water agency resources. Individual agency outreach will be available as needed, prioritized from an assessment of water providers that are not currently engaged in the IRWM network. In such cases, the IRWM Managers may reach out to individual water providers to begin a relationship, brief them on the DACIP program and listen to their interests and concerns about connecting with their customers and the IRWM process. Engaging water providers as part of the community process was a successful method explored in the DAC Outreach Evaluation Study. The Leadership Group can also advise on known issues between communities and their water providers that need to be taken into account from the beginning.		Preliminary review months 5/6 of Wave 1

Sub-task 1.5 - Project Management & Reporting

Narrative		**Schedule**
1.5 Management and Reporting 5. Community Outreach-related interim and final reporting to Program Managers on a quarterly basis or more frequently as needed or requested. TreePeople will provide Management and Reporting services throughout the contract period and serve as day-to-day contact for the program. Management includes oversight of all contract staff and subcontractors, contract compliance and participation or observation of all deliverable activities for monitoring and quality assurance. Reporting includes quarterly reporting to help LA County fulfill its reporting requirements to DWR. Reports will be structured		Ongoing, monthly and quarterly

with DACIP Program Manager approval to ultimately support the Final Report, with metrics appropriate to DWR contract deliverables. Monthly updates can be provided in person or in writing to the DACIP Program Manager as needed. TreePeople will be available to present periodic updates for the DACIP Task Force, IRWM Leadership, GLAC DAC and Sub-regional committees. TreePeople uses an organizational database, Salesforce, to record and store all program data, such as community events and workshops given, number and identity of attendees, project volunteers, and backup such as sign-in sheets and flyers.		

Looking Ahead

Overlay with Needs Assessment and Project Development Phases:
As the IRWM Sub-region Managers and Leadership Group move through the community with education events and presentations, they can create a "call to action" to attend Needs Assessment workshops, and even gather RSVPs on the spot (assuming the Needs Assessment schedule is known).

In order to maintain momentum, the Needs Assessment workshops should happen in these same areas within 4-8 weeks following education events. The proposed outreach structure and activities provide resources to move smoothly into the Needs Assessment and Technical Assistance phases:

- The Leadership Group can provide hosting of major workshop events and the "intake system" for gathering Needs Assessment data
- Outreach Partners may be subcontracted to host as well; candidates may be identified through the RFQ process or by the Leadership Group.
- Education programs can be framed to get people thinking about and observing local water issues so they can better participate in Needs Assessment workshops.
- Leadership Group and Community Partners may become good candidates for Technical Assistance to help gather community input on project development, in partnership with local water agencies.
- The IRWM Managers can provide stability and consistency throughout the DACIP program, so the Leadership Group and their networks can be kept engaged and informed even when there are pauses in the need for community events.

Task Order 2C – Upper Santa Clara River

California State University San Bernardino

Scope of Work

1.2 Community Outreach & Education
1.4 Enhancement of DAC aspects in IRWM plans
1.5 Project Management & Reporting

EXHIBIT A2

7.6.9 Approach of Scope of Services

Task Order 2C Upper Santa Clara River IRWM Tasks 1.2, 1.4 and 1.5

The critical outcomes of the DACIP are regional water resilience, improved water quality and quantity in communities most in need, and effective stakeholder engagement in water resources management. These uphold mandates to ensure inclusiveness in managing our water resources over the long term and support our IRWM agencies in their commitment to excellence.

A Water Resources Pyramid, based on Maslow's hierarchy of needs, will inform the Outreach Program and DACIP prioritization of water needs. Ample safe drinking water is the most pressing, then flood control protection, drainage and vector issues, access to multi-objective parks and open space, and, lastly, an infrastructure of green neighborhoods with complete and safe streets.

For the Upper Santa Clara River area the CSU team is proposing to use information collected in Task 1.1 to help identify and qualify NGOs and CBOs as partners in the delivery of the outreach program. Partners will be trained on consistent delivery methods, and paid student workers will augment their capacity. The level of effort in this proposal is for 27 community workshops over the program period, concentrated in these cities: Newhall, Valle del Oro/Upstream Newhall Creek, Canyon Country, Bouquet Canyon/Seco Canyon Neighborhood, Lake Hughes/Munz/Elizabeth, Val Verde, Castaic, Acton, and Agua Dulce. Concurrently the CSU team will develop additional program and education material for the communities to build their capacity and understanding of the IRWM process, as well as providing information to the IRWM boards about the unique opportunities found in DACs for multi-beneficial solutions to water issues.

Task 1.2 Community Outreach & Education

In this task, we will deliver general and regionally specific water-related educational materials developed in Task 1.1 and material under Task 1.4 aimed at specific regional IRWM planning activities. Local and regional NGOs and CBOs will be identified, trained, and deployed to facilitate community meetings. Detailed records will be kept regarding the meeting outcomes and incorporated into the project databases, as well as participant feedback on their experience during outreach to help gauge the effectiveness of the methodologies and materials. The general approach to the three IRWM regions will be the same. The differences will come from the magnitude of engagement activities—number of workshops, meetings, events--requested by each region, the number of participating NGO and CBO partners, and the specifics of the customized regional educational material. These differences are described in the budget section of this proposal.

a. **Outreach Partner Vetting and Selection**

In this phase, the stakeholder database will be augmented to include qualifying and vetting information to be used objectively and transparently for selecting the best partner for specific engagement activities. In addition to the criteria previously listed, these could include insurance status, staffing and capacity data, venue access, costs, the communities they work with, etc. Through the use of objective criteria, the team will be able to demonstrate who was chosen for what activity and why.

b. **Training and On-going Feedback Sessions for Partners**

Once NGOs are selected their staff will undergo Outreach Program orientation, including mandatory training on using the toolkit materials. Orientation will also include sessions on compensation options for facilitating activities. The CSU system will strive for flexibility, offering multiple opportunities for participation. These may include traditional subcontracts for all expected facilitation expenses, including salary, venue costs, and travel. Another may include the CSU system paying for venue rental and other fees and compensating salary in other ways, such as through purchase orders. One of the key advantages of the CSUs capacity to compensate these partners is augmenting their workforce with paid student internship positions at each NGO, regardless of how they are paid for facilitation. There are multiple benefits to the NGO partners and the students--many of whom come from DACs--who will be mentored by them to become the next leaders in providing DAC assistance and water resources stewardship.

c.   Facilitated outreach with compensated selected partners and paid student workers

The outreach Program orientation will include mandatory training on using the toolkit materials. Orientation will also include sessions on compensation options for facilitating activities. The CSU system will strive for flexibility, offering multiple ways. These may include traditional subcontracts for all expected facilitation expenses, including salary, venue costs, and travel. Another may include the CSU system paying for venue rental and other fees and compensating salary in other ways, such as through purchase orders. One of the key advantages of the CSUs capacity to compensate these partners is augmenting their workforce with paid student internship positions at each NGO, regardless of how they are paid for facilitation. There are multiple benefits to the NGO partners and the students--many of whom come from DACs--who will be mentored by them to become the next leaders in providing DAC assistance and water resources stewardship.

d.   Participation Surveys and Reports/Modification of Program

One of the most important aspects of the outreach and education program is feedback from participants and providers. The CSU team will use professional, academically rigorous and culturally sensitive survey methods to gather data on the level of meaningful participant experience. On-going provider forums will generate additional feedback on the delivery process, allowing the CSU team to evaluate the Outreach Program's effectiveness and continually improve it. The feedback will also be useful for the DACIP Task Force in reporting back on the relative success of the program and the degree to which it has been meaningful for stakeholders, and for the State to evaluate and explain the success and impact of the Proposition 1 TA Program.

Deliverables for Task 1.2
   a. Outreach Partner Vetting and Selection
   b. Training and On-going Feedback Sessions for Partners
   c. Facilitated Outreach with Compensated Selected Partners and Paid Student Workers
   d. Participation Surveys and Reports/Modification of Program

Task 1.4 Enhancements of DAC Aspects in IRWM Plans

The goal of this sub-task is to grow the capacity and understanding of underrepresented communities to increase DAC roles and representation in the IRWM process. Involvement should result in meaningful experiences for DACs when participating in the IRWM planning process as well as an IRWM plan that more accurately and effectively presents the needs and opportunities found in DACs.

The approach to the three regions will be generally the same, with modifications based on the number of stakeholders and regional factors. These may include a better understanding of the entities serving on the regional IRWM boards, the priorities outlined in their latest plans, meeting schedules, and progress to date in their planning

process. The stakeholders and number of participants regionally will start with information collected and analyzed in Tasks 1.1, 1.2, and 1.3.

a. Database of Utility Partners and IRWM Board Members

The CSU team will also develop a database of IRWM utility partners in each of the three regions. Educational material will be developed to help utility staff and boards better understand the unique needs and opportunities found in their respective DACs. This approach is consistent with that for the SAWPA DACIP. This will help to build capacity within DACs and within the utilities themselves.

b. Educational Materials Development

With a greater understanding of the stakeholders, the issues they face, and the level and types of information about their water issues available to them, more specific materials about the IRWM planning process will be developed and disseminated through many of the same activities described in the previous sub-tasks.

The educational material for utilities will emphasize developing listening and communication skills unique to the cultural conditions found within the IRWM region. Other components will include ways to evaluate and understand the most important types of projects in these communities, the multiple benefits of supporting projects in them, and ways to ensure the sustainability of implemented projects.

Building capacity within these two groups—DACs and utilities--will enable community members to be more prepared to participate meaningfully in IRWM activity while utilities and IRWM board members will better understand the opportunities and values found within these communities and the potential for broader, more regional and multi-benefit projects. The aim is also to foster dialogue on governance requirements of an IRWM region from the State level, how regions have implemented their respective IRWM programs, and ways the entire IRWM process may become more conducive to understanding and representing the needs and opportunities of DACs.

c. Dissemination Activities for DACs and Utility Companies

The CSU team will disseminate educational materials and activities to DACs and Utility Companies from the IRWM process. These will include dissemination through regional stakeholder-facilitated meetings described in Task 1.2 as well as special sessions with the same stakeholders regarding specific agenda items and opportunities for select IRWM Board planning meetings within their regions.

Deliverables for Task 1.4
a. Database of Utility Partners and IRWM Board Members
b. Educational Materials Development
c. Dissemination Activities for DACs and Utility Companies

Task 1.5 Project Management & Reporting

a. Quarterly Reporting/Maintain Calendar and Events Website

The project manager for the CSU team will work closely with the DACIP Task Force members on an ongoing basis to help identify areas for improvement in performance and ensuring that the Task Force is well informed and knowledgeable about the DACIP program. The approach to project management will be the same for all three regions for tasks 1.2 and 1.3, as well as the area wide tasks 1.1 and 1.3. The obvious difference will be if the CSU team is not awarded the area wide tasks; in that case quarterly reporting would only be completed on the region wide task that may be awarded. The primary method for this will be in the form of a quarterly report. The report will describe progress toward deliverables based on schedule and budget, as well as a qualitative analysis on the success and usefulness of the deliverables. This will include an assessment of the exit surveys for the community participants.

Databases augmenting the LA County Department of Parks Assessment database and how they are maintained and disseminated are described in tasks 1.1, 1.2, and 1.4. The CSU project manager will oversee the various teams implementing those tasks and incorporate information and analysis from them into the quarterly reporting. The databases include, technical information, existing educational material, NGO and Community Stakeholder/workshop results, and IRWM database for task 1.4. In addition, the project manager will maintain a calendar/event website that will act as a record of program activity and be used to schedule and coordinate planned activity.

b. Convene a Blue Ribbon Advisory Panel

The CSU project manager will convene a Blue Ribbon Advisory Panel that will give guidance and feedback on all DACIP activity. The DACIP Task Force members would be included on this panel. The Panel would be convened twice per year. The agenda for the meetings would primarily focus on presenting similar information as in the quarterly reporting, but combined into a two quarter (half year) summary. (*This deliverable will only be implemented if the CSU team is awarded area wide tasks 1.1 and 1.2. If only awarded regional task 1.2 and 1.4, the CSU team will work with the representatives from the specific region for guidance and feedback.)

c. Adaptive Management Analysis

As a part of the quarterly reporting, the project manager will conduct an adaptive management analysis of the progress toward deliverables including budget/invoicing status, schedule adherence, staffing adequacy, meaningful community participation, and other factors. The result will be to recommend changes to the DACIP approach when warranted.

Deliverables for Task 1.5
   a. Quarterly Reporting/Maintain Calendar and Events Website
   b. Convene a Blue Ribbon Advisory Panel (* only for tasks 1.1 and 1.3)
   c. Adaptive Management Analysis