



Stakeholder Workshop #3

September 13, 2016



Workshop Agenda

1. Welcome & Introductions
2. World Café - Alternatives and Integration Strategies Analysis
 - a. Alternatives Analysis Overview
 - b. World Café Discussion
 - c. Wrap-up by Table
3. Special Topic Presentation
 - a. Funding
 - b. Outreach & Communication
 - c. Stormwater
4. Climate Change Interactive Presentation
5. Next Steps and Meeting Close
6. *Optional Activity: Recycled Water Fill Station Training*



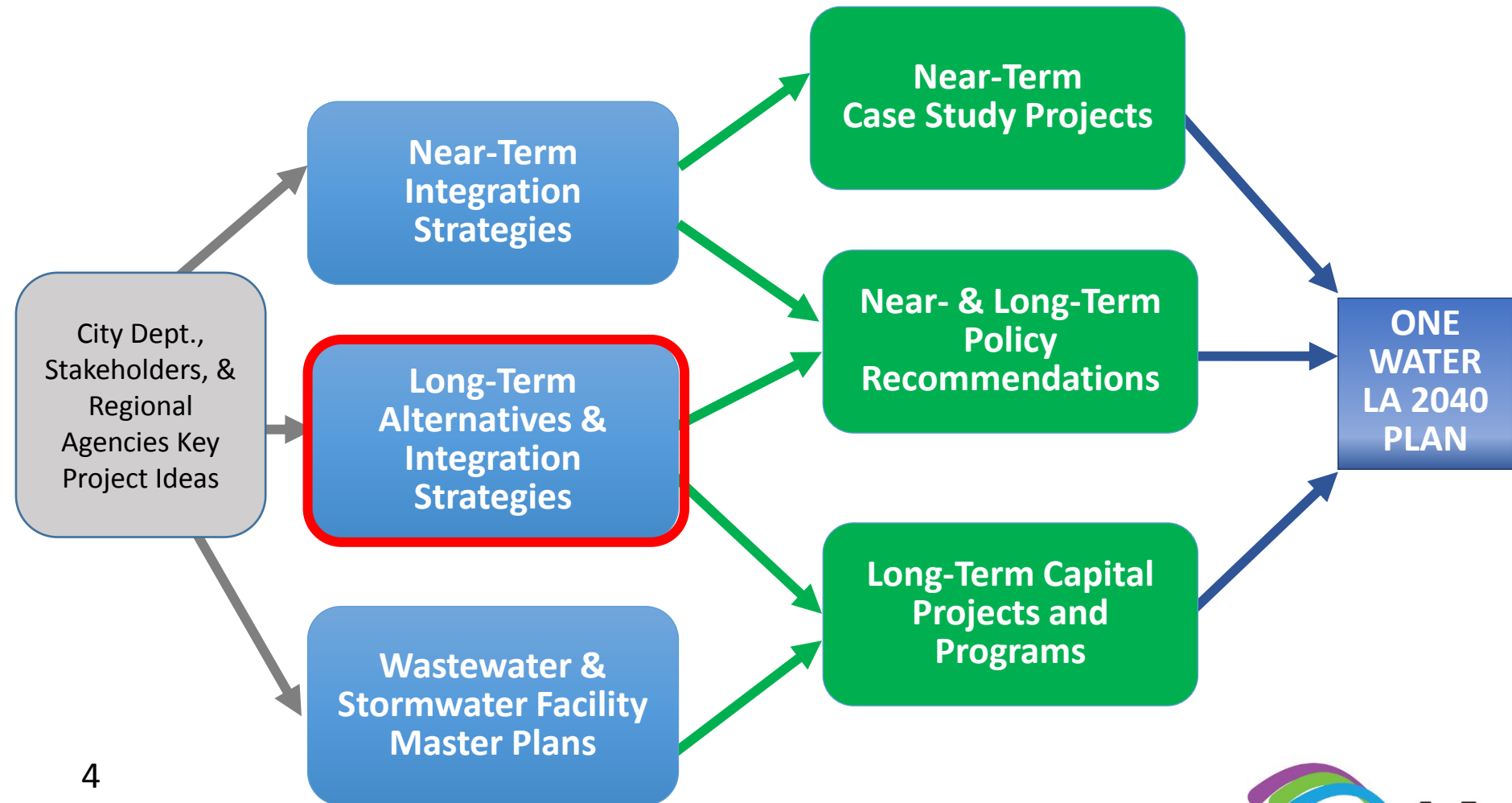
Alternatives & Integration Strategies Analysis

- **Objective:** Identify the best implementation strategy to achieve the One Water LA Objectives coupled with the Sustainability Plan targets
- **Desired Outcome:** A prioritized list of key projects and programs that collectively achieve the objective with dynamic trigger-based implementation plans



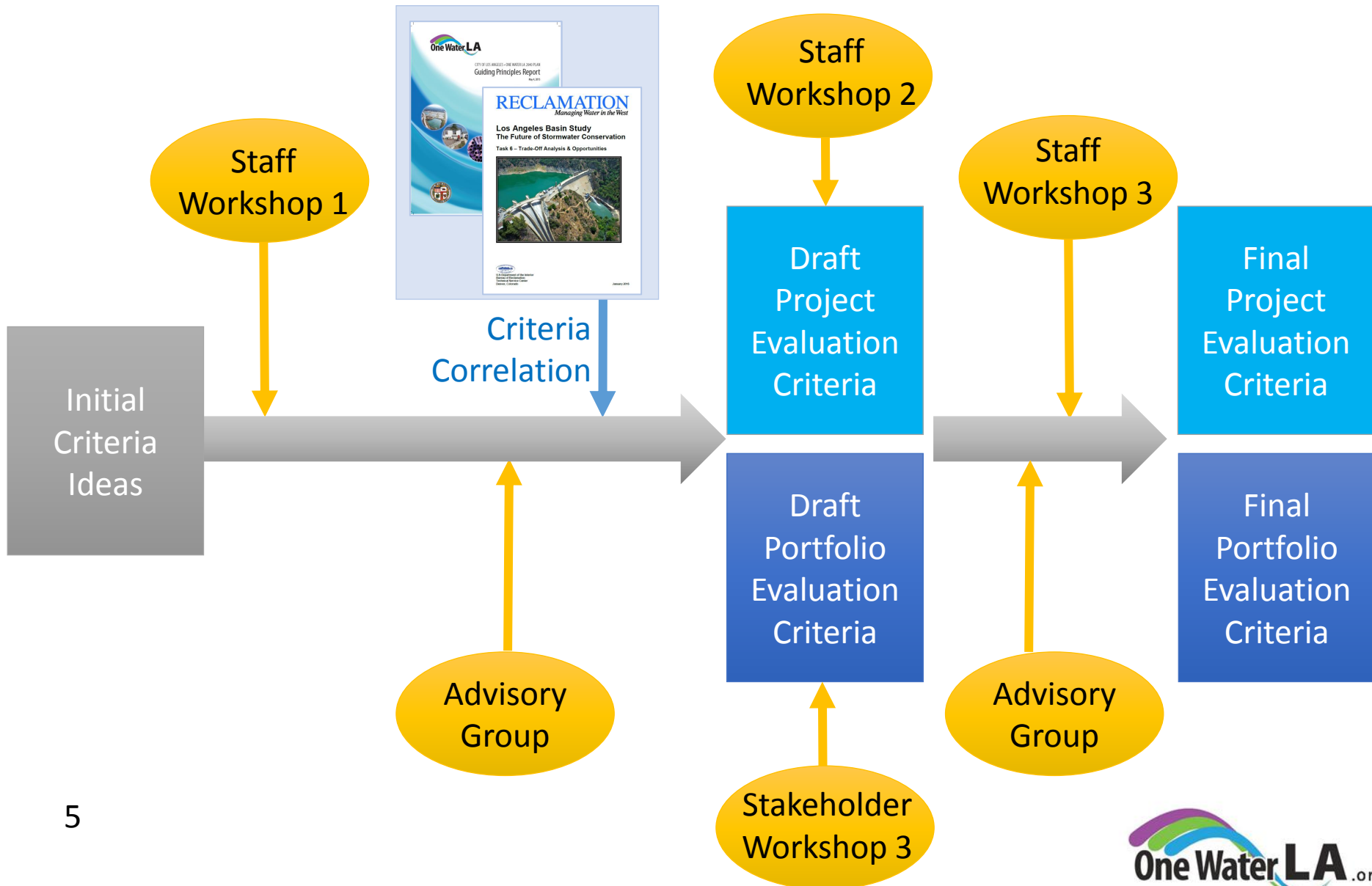


Alternatives Analysis of the One Water LA 2040 Plan





Criteria Development Process



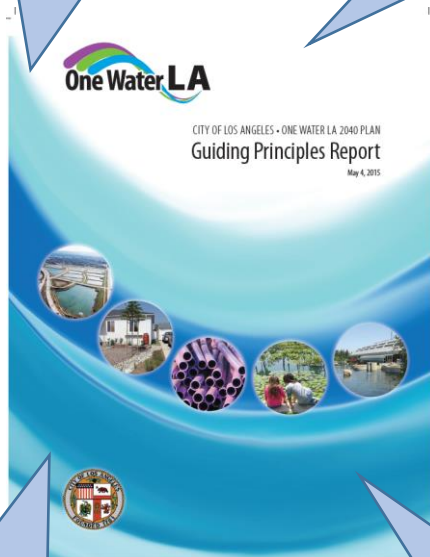


Criteria Correlation with Previous Planning Documents

**Portfolio
Criteria**

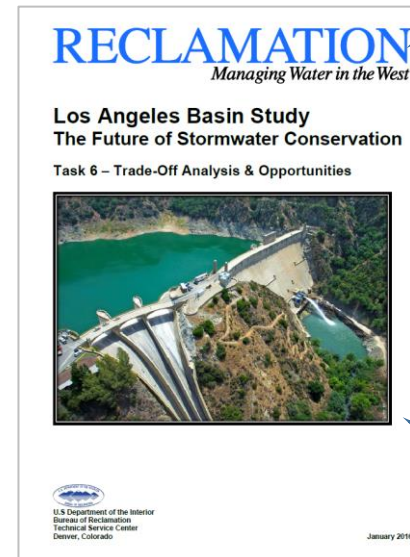
**Project
Criteria**

**Project
Criteria**



**One Water LA
Planning
Process**

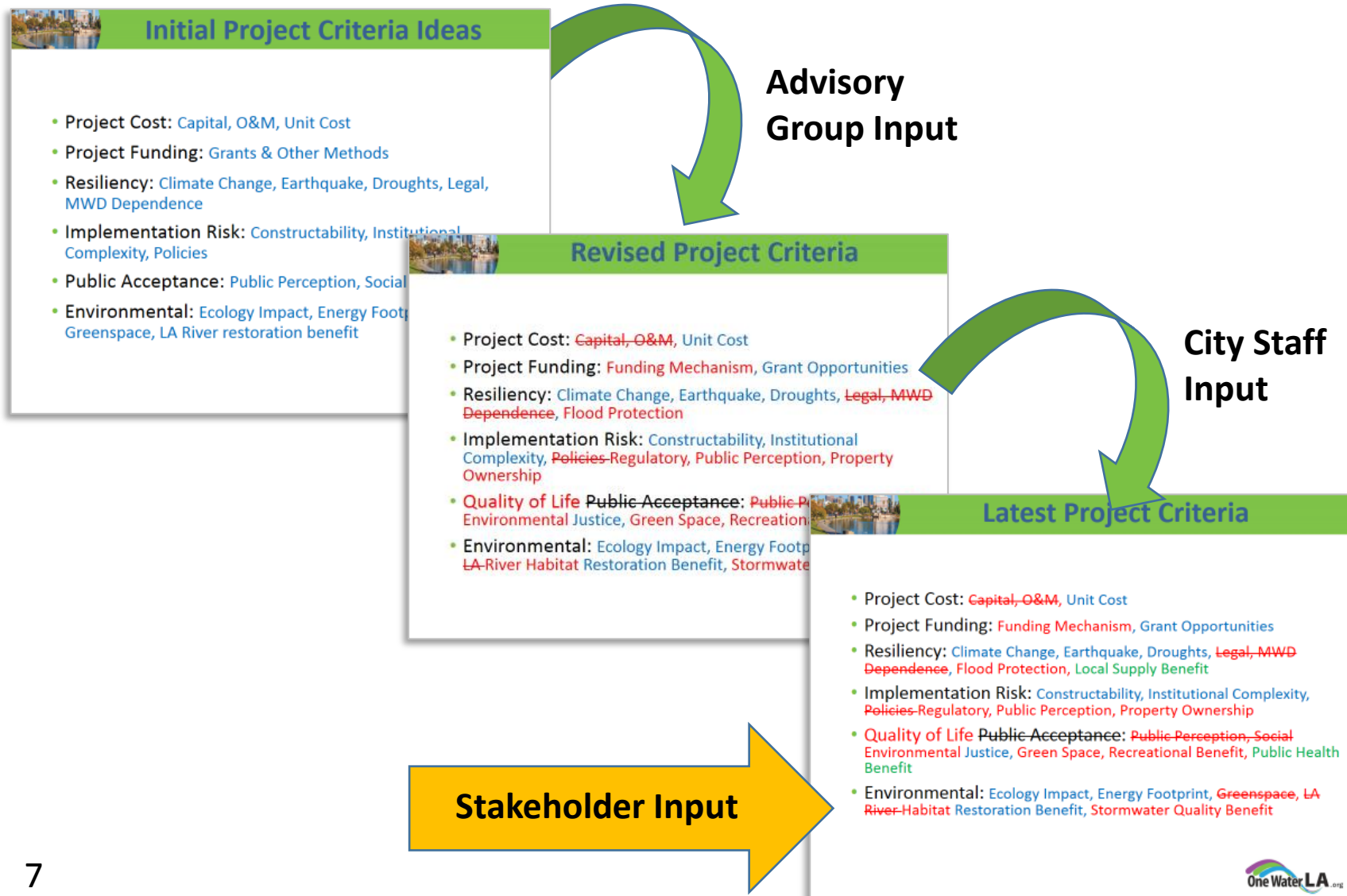
**Project
Selection**



**Trade-Off
Analysis
Criteria**



Project Criteria Evolution Process





Current Status of Evaluation Criteria

- Cost: Capital, O&M, Unit Cost
- Funding: Funding Mechanism, Grant Opportunities
- Resiliency: Climate Change, Earthquake, Droughts, Flood Protection, Local Supply Benefit
- Implementation Risk: Constructability, Institutional Complexity, Regulatory, Public Perception, Property Ownership
- Quality of Life: Environmental Justice, Green Space, Recreational Benefit, Public Health Benefit
- Environmental: Ecology Impact, Energy Footprint, Habitat Restoration Benefit, Stormwater Quality Benefit



World Café





Special Topic Meetings Report Out

1. Funding
2. Outreach & Communication
3. Stormwater



Funding & Cost-Benefit Analysis Special Topic Group

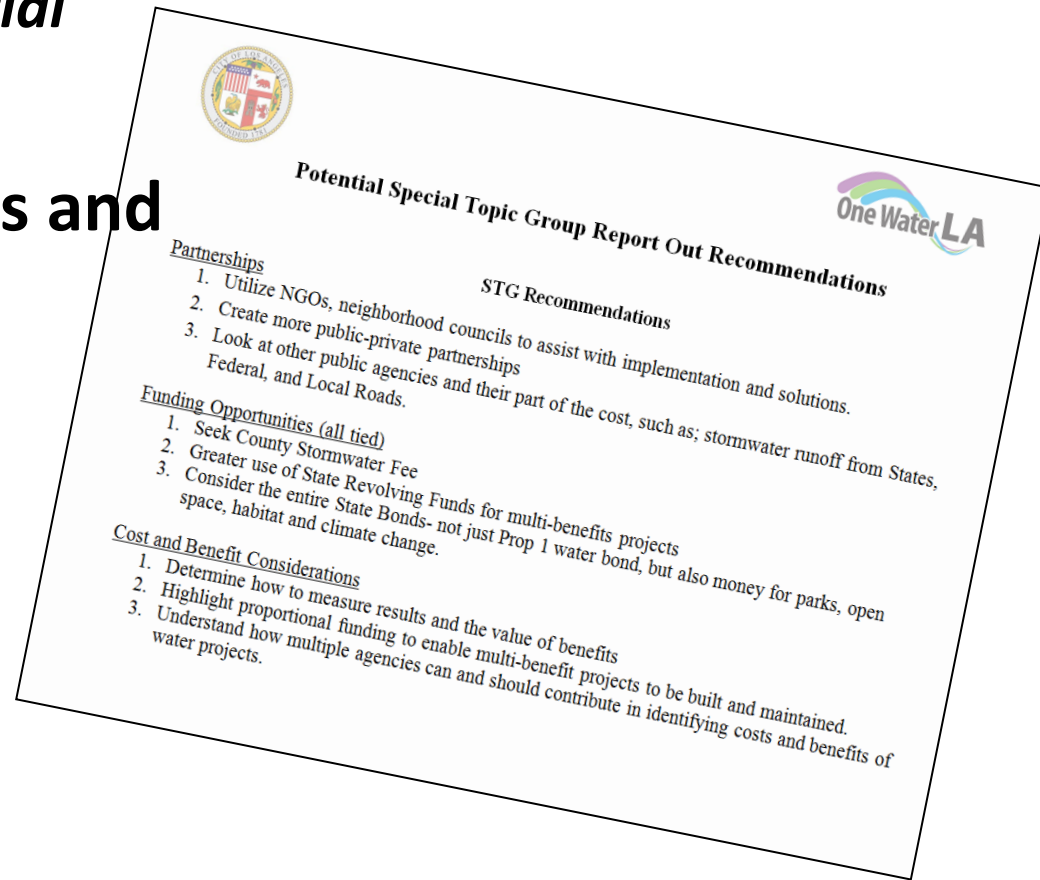




Meetings 1-4 Recommendations

Topics discussed at each Special Topic Group meeting:

- 1. Funding Opportunities and Considerations**
- 2. Partnerships**
- 3. Cost-Benefit Considerations**
- 4. Funding Tool Matrix Exercise**





Meetings 1-4 Recommendations:

Funding Opportunities

- Explore Stormwater Tax/Fee Options
 - Develop an integrated planning approach with the County and other Cities
 - Additional research is needed
- Greater use of State Revolving Funds for multi-benefits projects
- Consider the entire State Bonds- not just Prop 1 water bond, but also money for parks, open space, habitat and climate change.



Meetings 1-4 Recommendations:

Partnerships

Goal - Develop partnerships to reduce costs and maximize upstream solutions.

- Utilize NGOs, neighborhood councils to assist with implementation and solutions.
- Create public-private partnerships
- Involve other public agencies to share in project costs , such as; stormwater runoff from States, Federal, and Local Roads
- Develop incentives for leveraging private sector funds



Meetings 1-4 Recommendations:

Cost Benefit Considerations

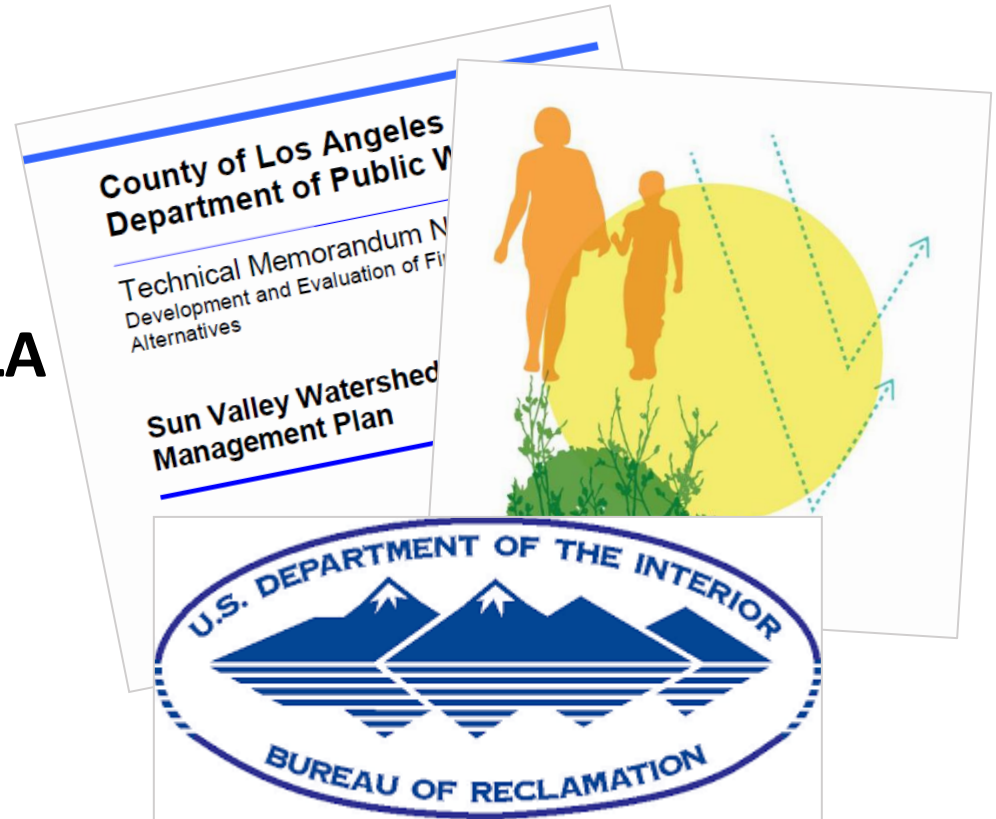
- Determine how to prioritize projects by measuring results and the value of benefits
- Highlight benefit based funding to enable multi-benefit projects to be built and maintained
- Understand how multiple agencies can and should contribute in identifying costs and benefits of water projects



Potential Cost-Benefit Approaches for One Water LA

Baseline:

- One Water LA Guiding Principles
- LA Basin Study (BOR & LA Co)
- Sun Valley Plan: TM 5
- Living Streets
- Stormwater Capture Master Plan (LADWP)





Q & A





Outreach & Communication Special Topic Group





Outreach and Communication Special Topic Group

Purpose:

- Provide input for the One Water LA message plan
- Provide input for the Public Outreach and Marketing Strategies plan development
- Assist with developing special topic messages
- Help expand our stakeholder database
- Help develop website and informational materials



Expanded Outreach

Public Outreach Plan

- Purpose: Establish the stakeholder involvement process to be conducted as part of **Phase 2** of the One Water LA Plan.

Marketing Strategies Plan

- Purpose: Maximize awareness and understanding of the One Water LA program among stakeholders and the general public **over long term**.



Special Topic Group Main Topics

- What are the most important things people need to know about OWLA?
- How can we communicate most effectively with all audiences?
- Who should we be reaching?
- How should we be reaching them?
- What do we want them to do?



Important Themes

- One Water LA is long-term plan to address long-term solutions
- One Water LA is winnable and doable and progress is well underway!
- Water issues are interrelated and complex
- Costs must be communicated in a transparent way
- This is a city-wide collaborative effort; not just a government program – everyone needs to be involved

**Specific Topics Require Specific Messages
(Stormwater Capture, Reuse, Funding, Facilities)**



Audience Categories

- Agriculture
- Business
- City/Other Government
- Community Leaders
- Disadvantaged Communities and Representatives
- Education Youth Organizations
- Environmental Groups
- Faith-Based Organizations/Groups
- Food/Gardening Groups
- Institutes, Foundations
- Multicultural Leaders/Groups
- NGOs
- Public Health and Medical Organizations
- Ratepayers
- Science and Academia
- Senior Citizen Organizations/Clubs
- Sports and Entertainment
- Taxpayer and Advocacy Groups
- Theater/Art/Libraries/Museums
- Trade and Development
- Tribes



Strategies

- Keep in simple (i.e. Save, Capture, Reuse)
- Make communication **personal and relatable**
- Go to groups at their meetings
- Ensure **multilingual outreach**
- Include simple **call to actions**
- **Coordinate** with other programs (i.e. “Save the Drop”)
- **Empower** others to carry message
- Be **creative** and cross promote (sports, entertainment, art, theater)
- Use **social media** platforms; monitor what people are saying online
- Use **graphics/videos**, especially for complex concepts (urban water cycle)
- Develop public event **partnerships**
- **Respond** to water news events
- Publicize positive efforts
- Show and Tell: **Tours**



Implementation

- Near-Term: Focus on engagement with key stakeholders and input for One Water LA Plan development
- Update and simplify materials
- Be strategic: Can't do everything
- Include Special Topic Group in review of topic-specific messages
- Roll-out outreach gradually, start with groups, build information as plan develops
- Measure effectiveness and course correct
- Confirm communication roles/responsibilities



Q & A





Stormwater Special Topic Group





Stormwater Special Topic Group Purpose

- Discuss diversity of stormwater projects and programs throughout the City
- Acknowledge the EWMP goals and SCMP targets can only be met with everyone's involvement
- Identify opportunities to partner with public/private/ NGOs for projects and programs
- Participate in identifying stormwater priorities of the city



Major Topics

- Project Integration
- City & Regional Targets
- Incentives
- Policies
- Partnerships, Grants, Rebates
- Research
- Resources
- Promotional Strategies
- Polling for Prioritization



Incentives & Rewards

Rewards

- **Stormwater Fee Discount**
- **Modification of current Turf Removal Program**
- **Subsidizing SW Capture on private, commercial, industrial**
- TreeBate
- Residential Cisterns
- Tenant Inclusion
- Eco-Roofs

Funding 3rd Party Assistance

- **Minimum percent for Community Grant Green Projects**
- **NGO partnerships with City**
- **Public Education Programs by City/NGO**
- NGO funding for SW Projects
- Adopt a Parkway Swale or Tree



Incentives & Rewards

Development/Redevelopment

- **Impervious Buy-back Program**
- **Pervious Pavement Rebate**
- **Bonus for Improved Floor to Area Ratio - FAR**

Public/Private Development

- **Stormwater Trading Credit System – Cap & Trade**
- **School Upgrade Incentives**
- **O&M Cost Share Between Public/Private Entities**



Outreach & Recognition

Promotional Strategies

- **Measureable Metrics to communicate SW capture goals**
- **Promote Property value benefits from Green infrastructure**
- **Home improvement store water conservation promotion**
- LA Chamber of Commerce/Bizfed cross promotion
- Property Owner Recognition
- Online Platform for information Sharing on Projects, Programs, Research
- Public Education

Awards

- **Yard Signage**
- **Business Acknowledgement for Sustainable Practices**
- **Property Owner Recognition**
- Grand Prize for Innovation
- Water Heroes Program



Regulatory Policies

Public/Private Development

- **Remove Regulatory Barriers to aid Adoption; Standard forms for streamlined planning and approval process**
- **Increase City Requirements for SW Capture using re:Code LA**
- **Increased Engagement & Oversight of Industrial Community**
- Public/Private Development Buffer Requirements Environmental Buffers
- Use City's Watershed motion for SW Capture
- Tiered Water Pricing System
- Common Water rights managed under One Agency
- Revise Residential Parkway Landscape Guidelines



Partnerships, Grants, Other Program(s) Considerations

- **Integrate conservation and green City programs**
- **Metro grant program to include SW capture and green infrastructure**
- **Have Air Quality Agencies and Regulatory Bodies consider tree installation rebates**
- Share Match Requirements for Grants
- Standardize agreements to Streamline Project Development
- Leverage Universities/Research Institutions for Research Grant Funds
- Partner with NGOs to pursue/increase funding opportunities



Suggested Research Topics

- Policies and Programs to make Stormwater Capture cost-effective for property owners
 - Financing Framework from other sectors (i.e. the Electricity Sector)
 - Benefits of different trees for stormwater capture to develop Sustainable Tree Guidelines
 - Track and Monitor BMP Costs (Installation and O&M) and Effectiveness
 - Differing perceptions of stormwater as a resource between different agencies
 - Potential Opportunities for runoff capture and reuse throughout watershed to determine best use
 - Modeling linkage between stormwater and groundwater
 - Alternatives to 'rational method' of quantifying infiltration rates for nature based green infrastructure
- 35



Suggested Resources

- Ecosystems in a Green Economy; Nature Based Solutions from the EU
- Sustainable LA Water – UCLA
- Historical Hydrology Patterns of LA River and Other Streams and Liquefaction Zones from NRCS Soil Study Before Finalizing Plans
- Resiliency in Flood Protection; Adaptation; Breaking the Disaster Cycle
- Water LA, The River Project Recommendations for ED5 (pLAn)
- Stormwater Capture Projects and Opportunities in SCMP, EWMs, South LA Green Alley Master Plan, City of Sidewalks Policy, Re:Code LA, LA Basin Stormwater Conservation Study
- LMU database of NGO's and projects (in progress)



Q & A



Climate Change Interactive Presentation



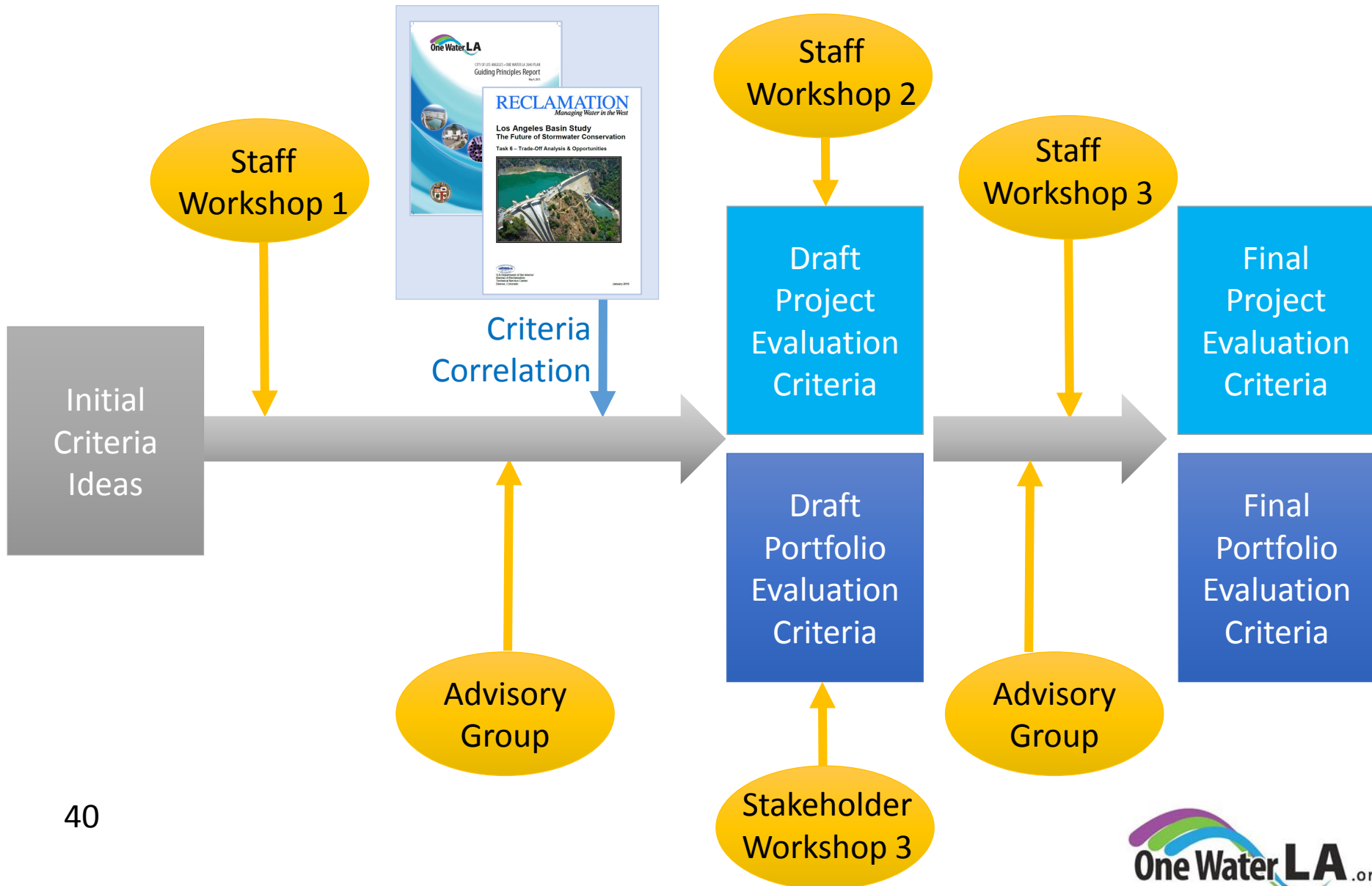


Next Steps





Criteria Development Process





Potential Key Projects, Programs, and Policies

Example Potential Projects

- Low Flow Diversions – Runoff to sewer
- Advanced treatment at Hyperion
- XX miles of Green Streets
- ...

Example Potential Programs

- Minimum percent for green community grant programs
- Expansion of recycled water fill stations program
- ...

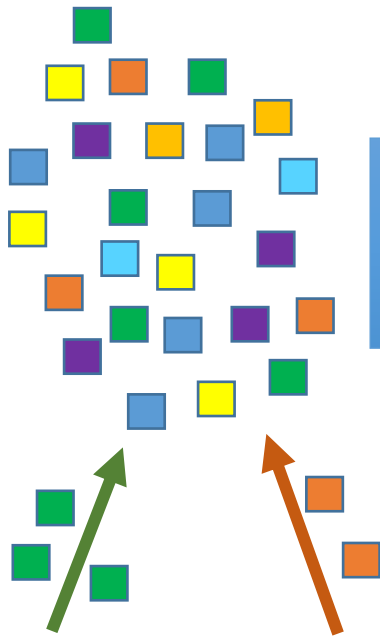
Example Potential Policies

- Institutionalize processes for joint projects and cost-sharing
- Construction dewatering beneficial reuse
- Incorporate additional stormwater capture in re:Code LA update
- ...



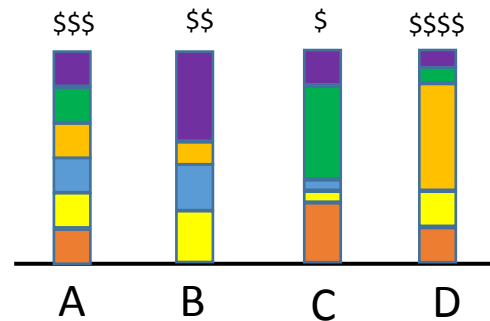
Alternatives Analysis Process Overview

Potential Projects or Programs



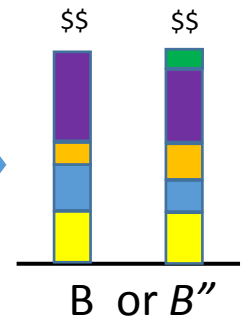
Project
Screening &
Evaluation
Criteria

Themed Project Portfolios



Portfolio
Evaluation
Criteria

Recommended Implementation Strategy



Storm-
water
Facilities
Master
Plan

Waste-
water
Facilities
Master
Plans



Upcoming Stakeholder Workshops

Potential timeframe and topics

- Late October:
 - Final Criteria and Portfolio Development
 - Update on Special Studies (LA River, Satellite Water Reclamation)
 - Long Term Policies
- Early December
 - Portfolio Development and Implementation Strategy
 - Long Term Policies Wrap-Up



THANK YOU & Announcements

- Imagine a Day Without Water (September 15, 2016)
 - <http://imagineadaywithoutwater.org/participate>
- Third Annual LA River Boat Race (September 17, 2016)
 - <https://paddleguru.com/races/LARiverBoatRace>
- Annual Congress of NCs (September 24, 2016)
 - <http://www.nccongressla.com/>
- NWRI Workshop (October 19-20, 2016)
 - http://www.nwri-usa.org/dwr_drought_oct2016.htm



Stakeholder Workshop #3

September 13, 2016