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Disadvantaged Community Outreach Evaluation Study

Mike Antos - Programs Director

Exploring the Big Questions: Nonprofit Sector Research in Southern California Conference
UCLA Luskin & CSUN - March 26, 2015



The Los Angeles region's hub for watershed research, analysis and education:

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- Driving applied research to improve policy and practice
- Connecting diverse perspectives to address timely issues

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A Vision for 2025: Sustainable Greater Los Angeles

Managing at the watershed scale for economic vitality, social equity, and environmental health

- *Clean waters*
- *Reliable local water supplies*
- *Restored native habitats*
- *Ample parks & open spaces*
- *Integrated flood protection*
- *Revitalized rivers & communities*



California's Integrated Regional Water Management Program

Water Code §79501. The people of California find and declare that it is necessary and in the public interest to... (d) **Establish and facilitate integrated regional water management systems** and procedures to meet increasing water demands due to significant population growth that is straining local infrastructure and water supplies.

Integrated Regional Water Management Planning Act:

- **CWC §10531(a):** ...It is the intent of the Legislature to **encourage local agencies to work cooperatively to manage** their available local and imported water supplies to improve the quality, quantity, and reliability of those supplies.
- **CWC §10531(c):** The implementation of the Integrated Regional Water Management Planning Act of 2002 will facilitate the development of integrated regional water management plans, thereby **maximizing the quality and quantity of water available** to meet the state's water needs by **providing a framework for local agencies to integrate programs and projects** that protect and enhance regional water supplies.

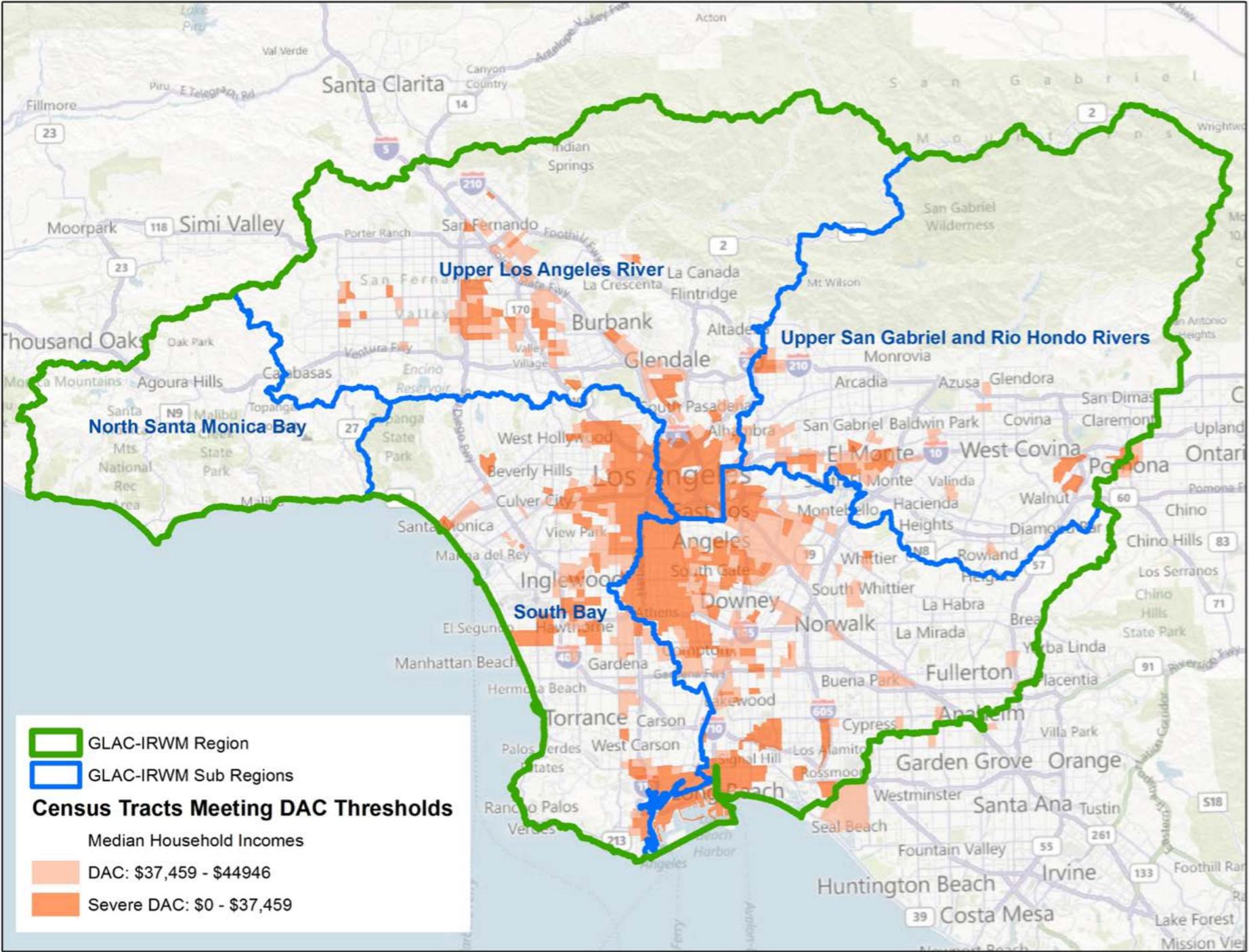
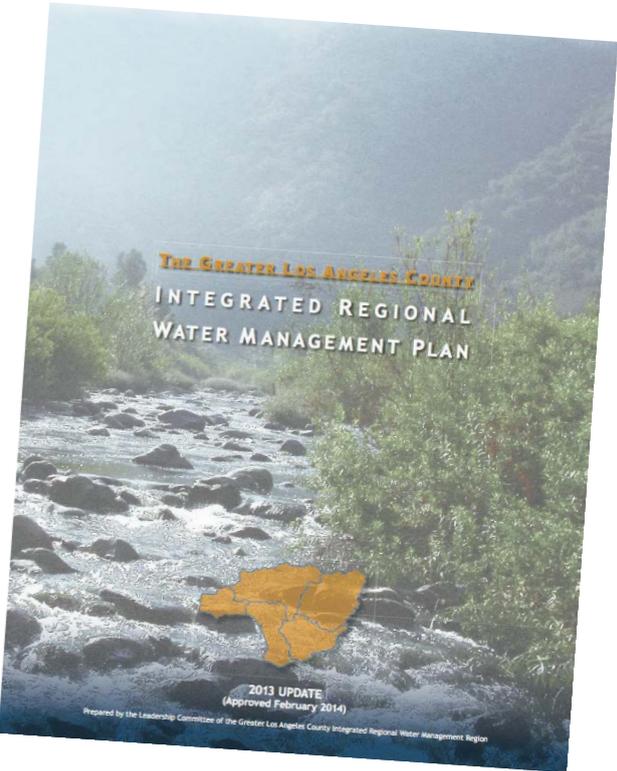


California's Integrated Regional Water Management Program

1. Voters pass bond with resources for IRWM program
2. Regional Water Management Groups apply and are awarded "status" by DWR
3. DWR produces Planning Grant Guidelines
4. Regions apply and are awarded Planning Grants
5. DWR produces Implementation Grant Guidelines
6. Regions submit IRWM Plans with project priorities that are also implementation grant applications
7. DWR awards implementation grants



Greater Los Angeles County Integrated Regional Water Management (GLAC-IRWM)

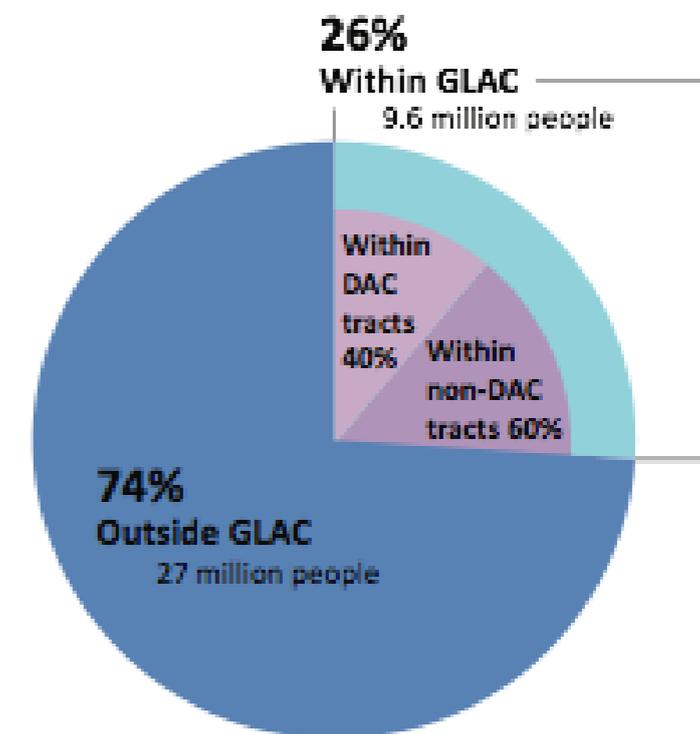
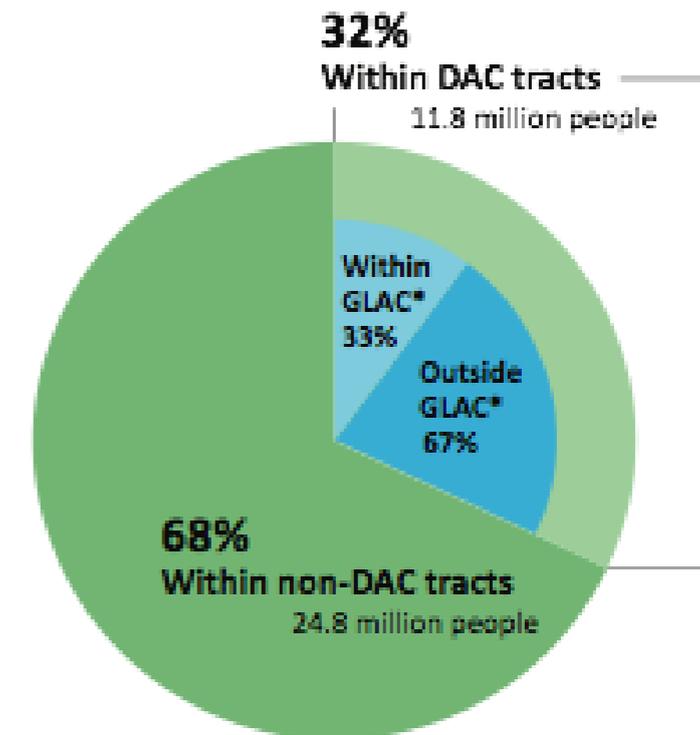


Important Context:

- **Disadvantaged Communities**
 - PRC and Water Codes
 - A community with a median household income below 80% of the statewide median household income
- **Using Census Tracts for analysis:**
 - 32% of all Californian's live in DAC tracts
 - 33% of all Californian's living in DAC tracts live in GLAC IWM region
 - 40% of people living in GLAC IWM region live in a DAC tract

CALIFORNIA POPULATION

Each circle represents 36.6 million people

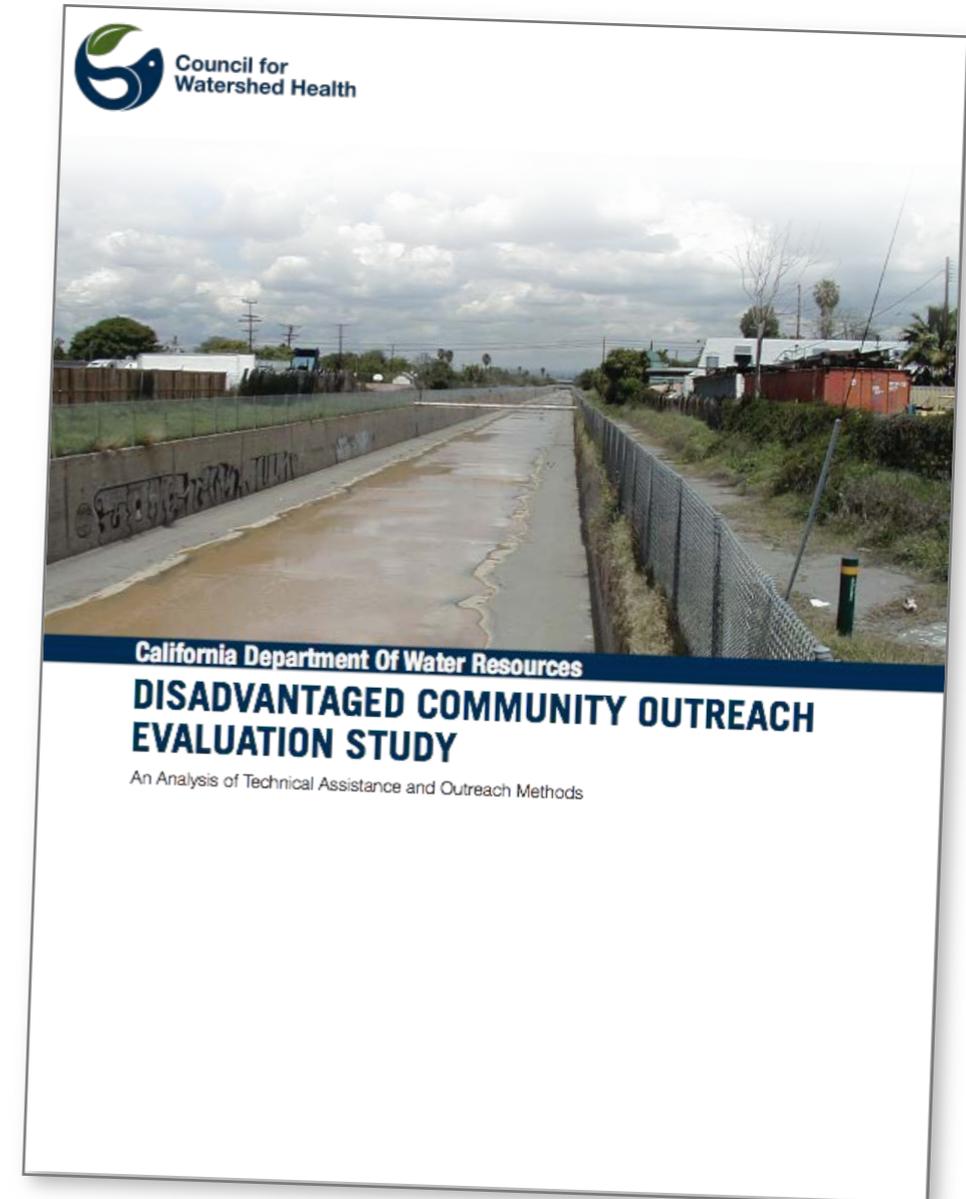


* Greater Los Angeles County IRWM Area



Project biography:

- **Funding**
 - Department of Water Resources (Prop 84 grant)
 - GLAC Leadership
 - US Army Corps of Engineers (Planning Assistance to the States)
- **2010 - 2013**
- **Two primary goals:**
 - develop tools for understanding the diversity of challenges and characteristics of communities in the region
 - identify critically needed projects for GLAC



Process of the Study: Identifying communities

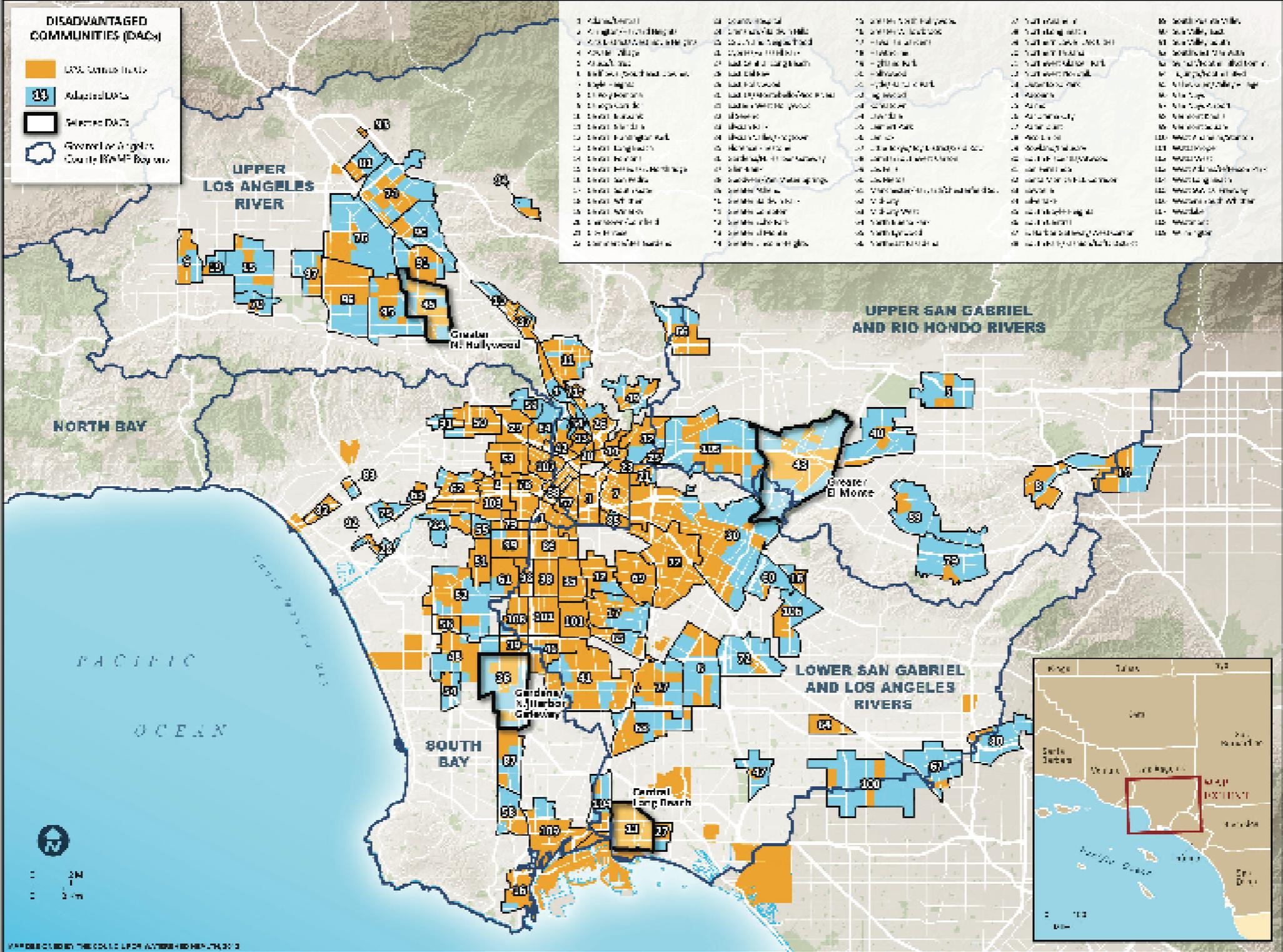


Figure 2. Disadvantaged Communities Map

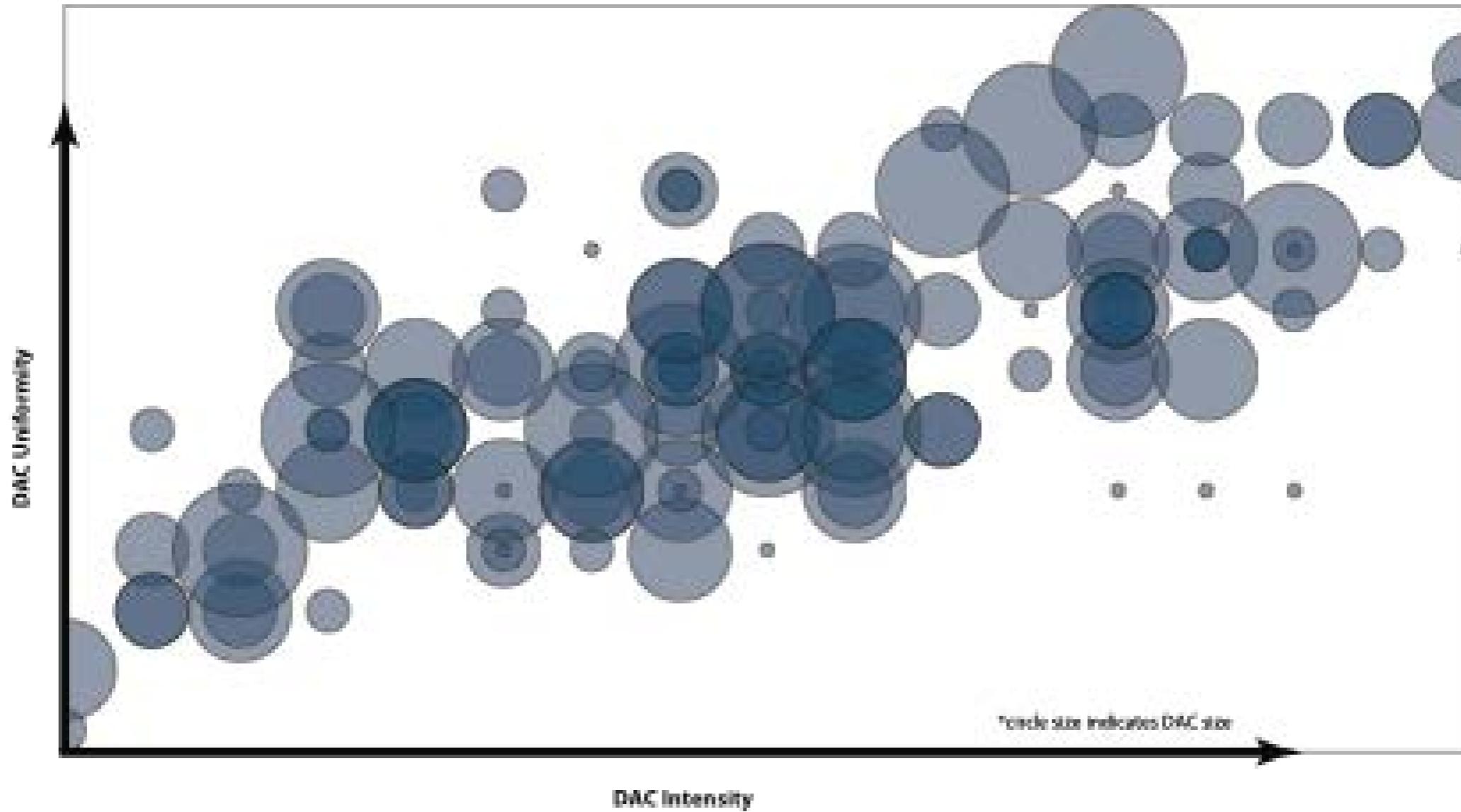
Process of the Study: understanding disadvantage

- **Multi-indicator analysis**
 - Size - how many people?
 - Uniformity - how similar is the experience of all the people in the community?
 - Intensity - to what extent are members of the community experiencing challenges?

Indicator	Metric
Size	<i>population</i>
Uniformity	<i>park accessibility</i>
	<i>% households meeting DAC threshold</i>
	<i>home ownership</i>
Intensity	<i>MHI</i>
	<i>Median household rent</i>
	<i>Population turnover</i>
	<i>Educational Attainment</i>
	<i>Unemployment</i>



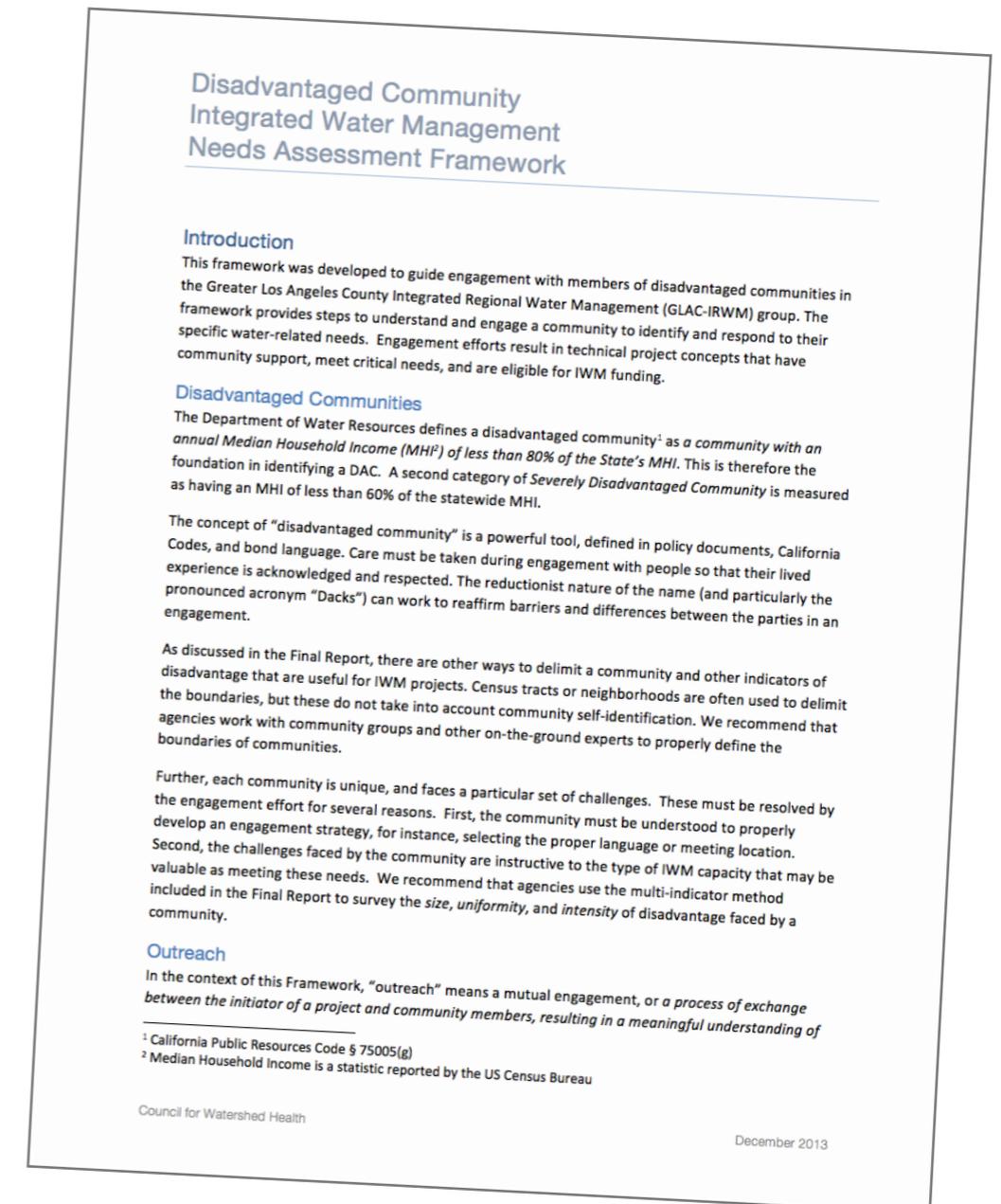
Process of the Study: understanding disadvantage



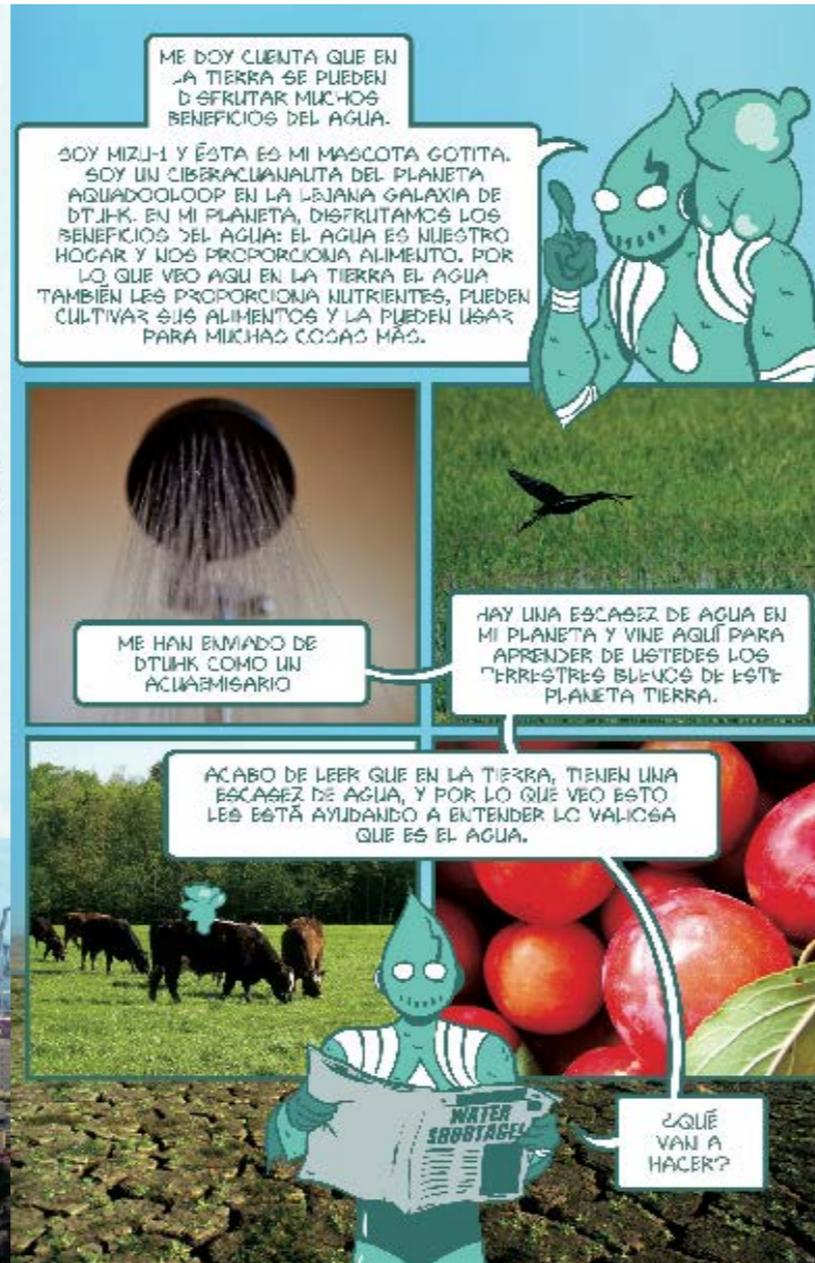
Process of the Study: performing outreach

Needs Assessment Framework

1. Select qualified outreach contractors
2. Conduct stakeholder recon
3. Produce opportunity analysis
4. Generate engagement plan and budget
5. Perform engagement
6. Craft needs assessment report
 - Includes community description, important contacts, and project concepts



Process of the Study: performing outreach



ប៊ែបសង្ខីត

Water U Going to do?

សៀវភៅជាអង្គការ (MIZU-1 (មីស៊ូ-១) និង GOTITA (កូតីតា))

និដំ ១

បន្តស្រាវជ្រាវដើម្បីដោះស្រាយបញ្ហាដែលបានកើតឡើង ក្នុងការប្រើប្រាស់ទឹក និងការងារជា **កូតីតា** សង្ខីត រាល់ខ្ញុំ បានទៅដល់ទីកន្លែងដែលមានបញ្ហាទាក់ទងនឹង **ការខ្វះខាតទឹក** (Aqueoologia) ដើម្បីជួយដល់ការងារសង្គមស្រាវជ្រាវ ។ នៅក្នុងស្ថានភាពដែលមានបញ្ហាទាក់ទងនឹងទឹកនៅទីកន្លែងនេះ ក្រុមការងារស្រាវជ្រាវទឹក បាន រៀបចំកិច្ចការងារសង្គម មួយ ដើម្បីជួយដល់ការងារសង្គមស្រាវជ្រាវ និង ក៏ជួយដល់ការងារសង្គមស្រាវជ្រាវផងដែរ។

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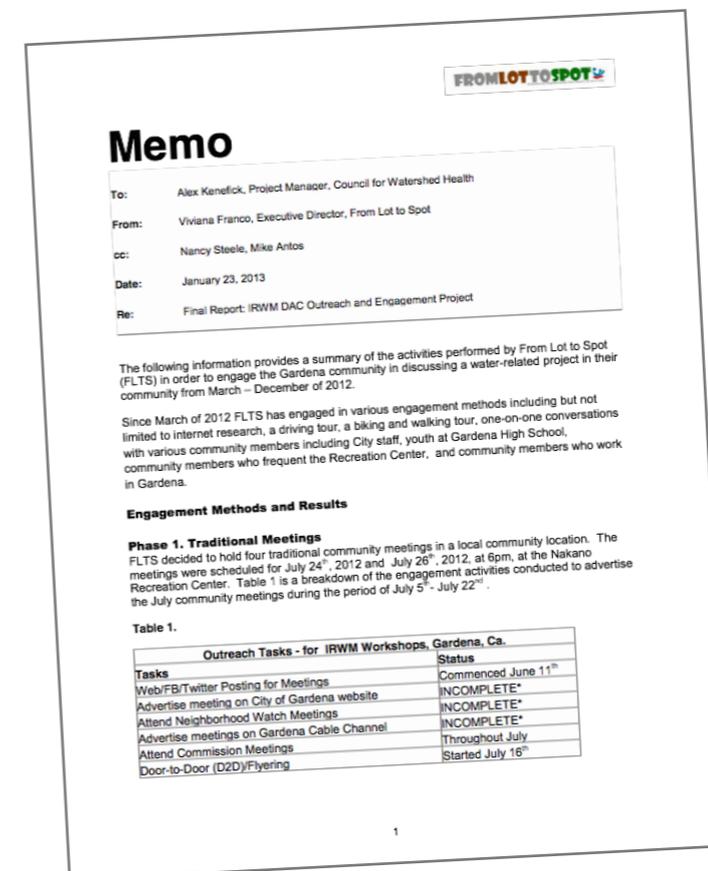
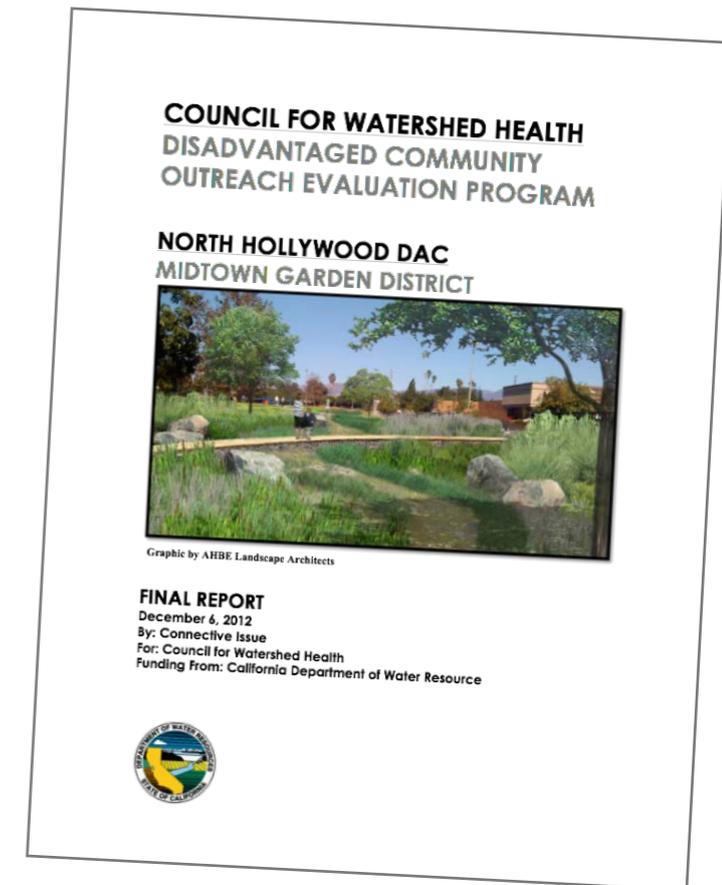
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Process of the Study: performing outreach

- **Results**
 - Community needs
 - Desired or existing project concepts
- **Evaluation**
 - Did outreach go as intended?
 - Did the framework work?



Process of the Study: outreach strategies

- **Talking to the Community**

- Sidewalk engagements
- Neighborhood canvassing
- Brief surveys
- Long-form interviews
- Institutional stakeholder interviews
- Focus groups

- **Partnering**

- Municipal agency meetings
- Adapting earlier efforts
- Local NGOs

- **Education**

- Water resource facility tours
- IRWM 101 classes
- Comic book
- Mobile water education station



Process of the Study: providing technical assistance



Disadvantaged Community Planning Planning Assistance to the States Program

Administrative Draft Report

North Hollywood Street Enhancement and Corridor Greenway Study, California



Prepared For:

US Army Corps of Engineers, Los Angeles District
915 Wilshire Blvd, Los Angeles, California 90017

Council of Watershed Health

700 N. Alameda Street, Los Angeles, California 90012

County of Los Angeles, Department of Public Works
900 South Fremont Ave, Alhambra, California 91803

Prepared by:



October 2013



Vermont Avenue Median Stormwater Park

Prepared For:
Council for Watershed Health

Prepared By:

CWE
1561 Orangethorpe Ave, Suite 240
Fullerton, CA 92831
TEL: (714) 526-7500
FAX: (714) 526-7004
www.cwecorp.com

May 3, 2013



Disadvantaged Community Planning Planning Assistance to the States Program

Administrative Draft Report

Garvey Avenue Stormwater Enhancement Study El Monte and South El Monte, California



Prepared For:

US Army Corps of Engineers, Los Angeles District
915 Wilshire Blvd, Los Angeles, California 90017

Council of Watershed Health

700 N. Alameda Street, Los Angeles, California 90012

County of Los Angeles, Department of Public Works
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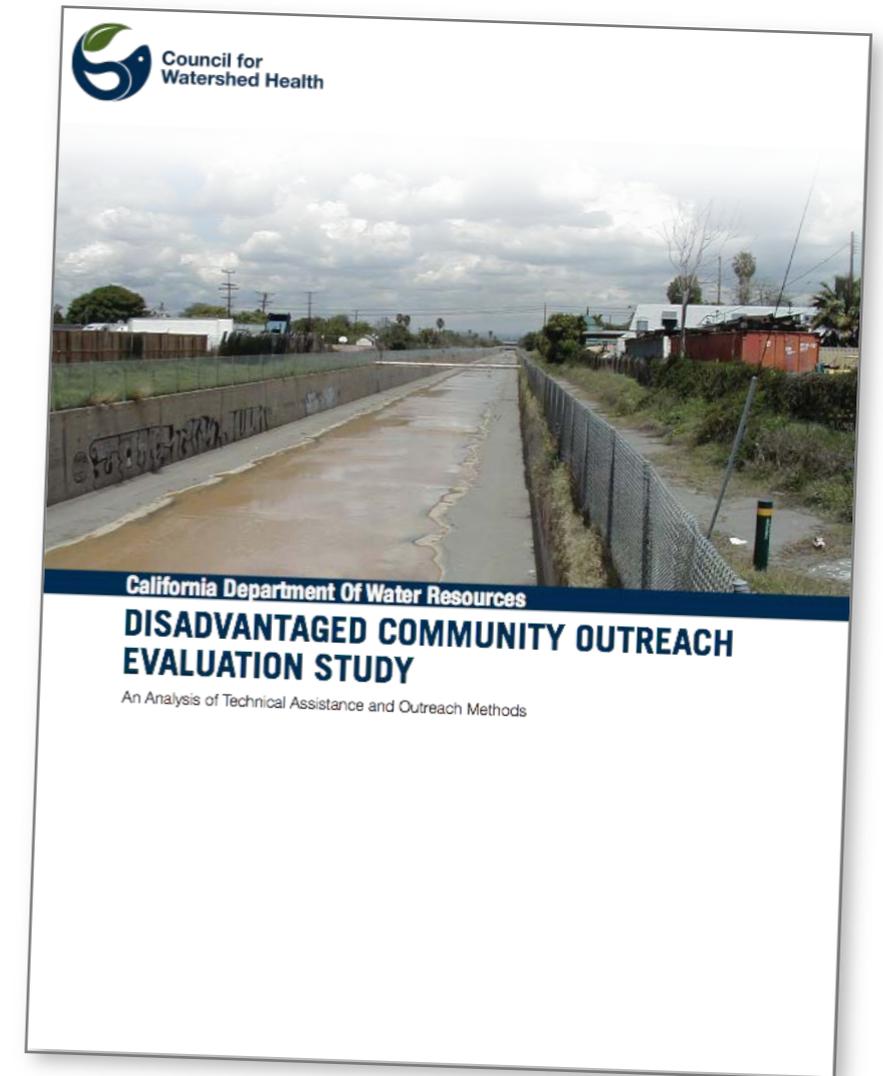


October 2013



Process of the Study: conclusions

- Census tracts are poor community boundaries in urban settings
- Critical to engagement success is the effort to allow communities to self-identify
- MHI does not sufficiently resolve the challenges facing a community
- Challenges and characteristics of a community drive engagement strategies



Process of the Study: conclusions

Strategies for Engagement *(engagement model)*

1. Community-Led Engagement

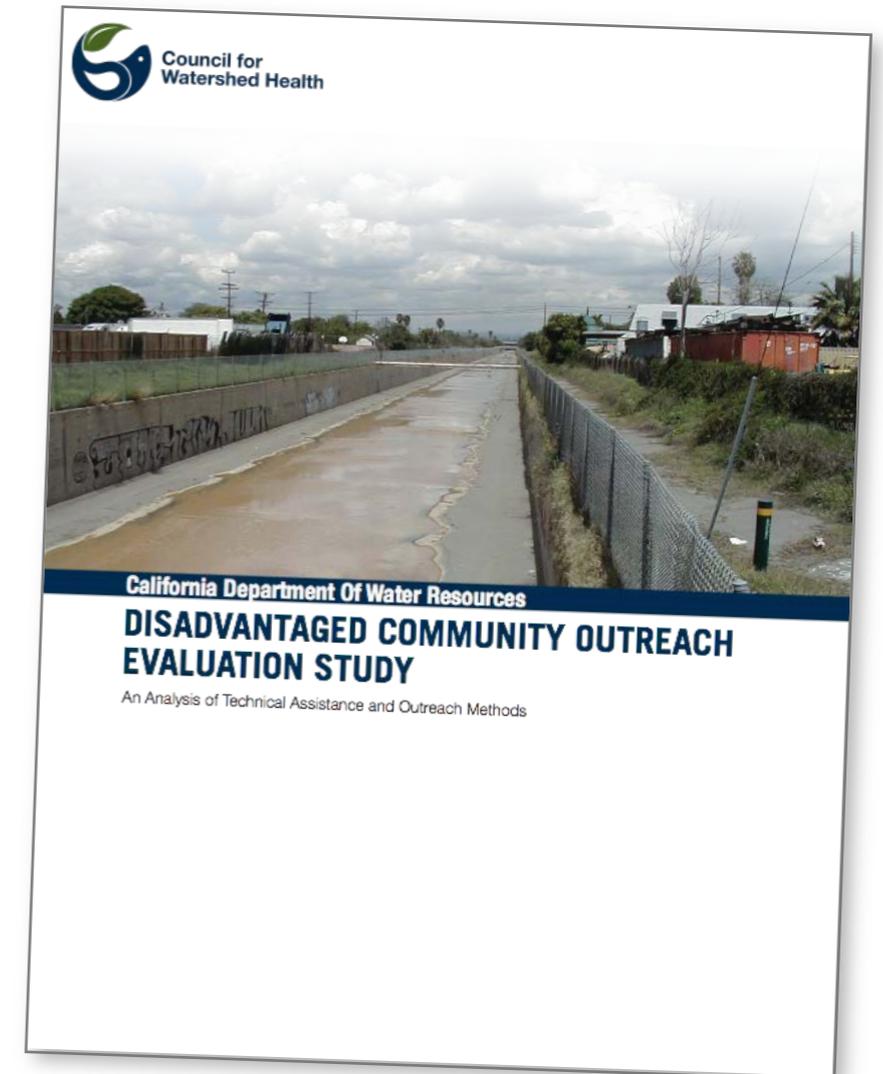
- *Needed: institutions enhance their attentiveness*

2. IWM Institution-Led Project Outreach

- *Needed: more individualized engagement strategies*

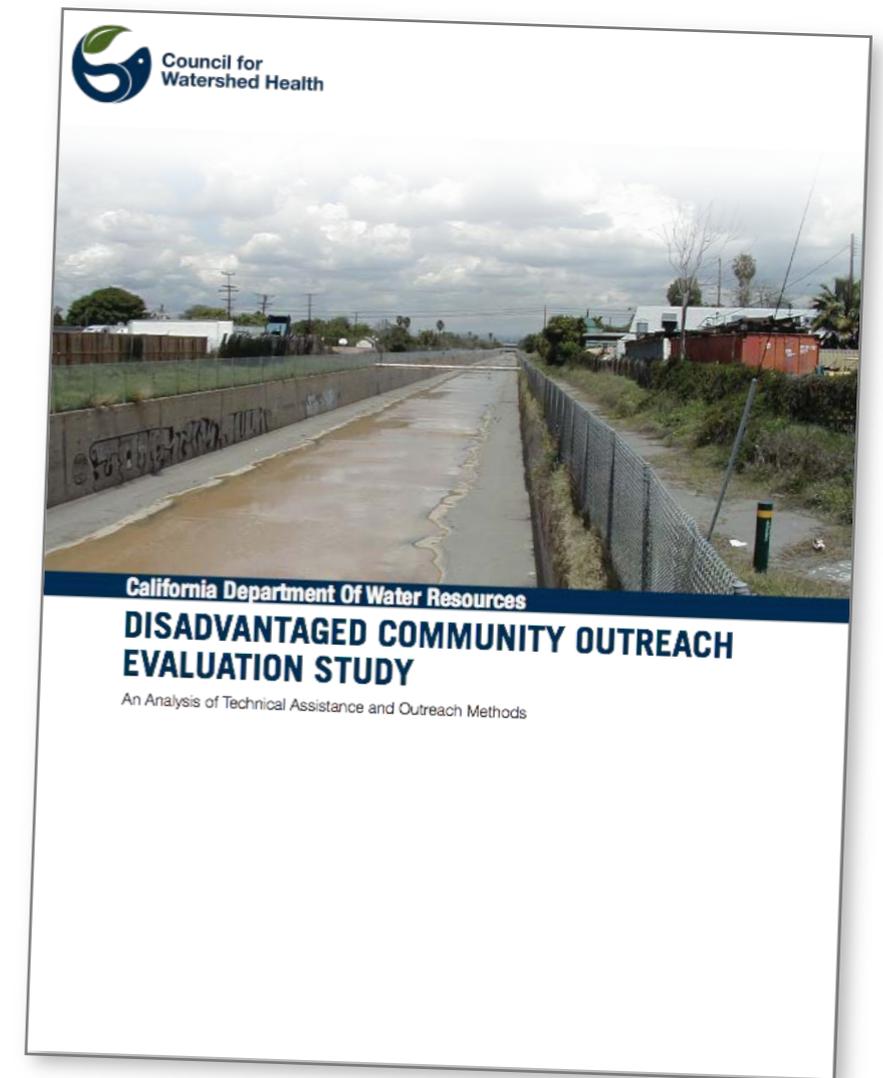
3. IWM Institution-Led Community Needs Assessment

- *Needed: continued commitment to engagement activities*



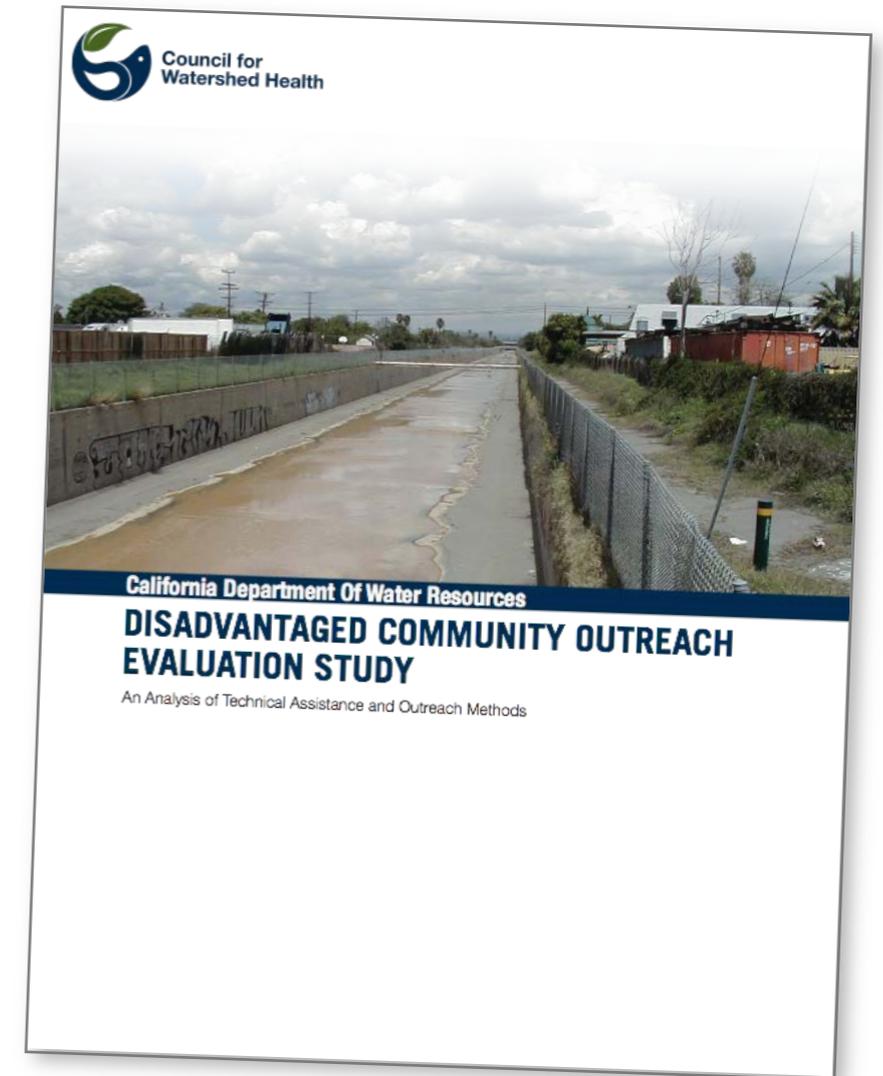
Process of the Study: recommendations

- Set aside up to 10% of planning grants to support engagement activities
- Advance and/or rapid-reimbursement of grant funds for grantees serving disadvantaged communities
- Create or fund technical assistance capacity to assist disadvantaged communities to access state funding
- Provide watershed coordinators who can link need to capacity



Process of the Study: recommendations

- Assure that the needs of urban disadvantaged communities are eligible for targeted funding
- Discontinue using the acronym DAC, pronounced “Dacks”, as it constructs barriers to effective engagement



Visioning Workshop

- A conference (American Water Resources Association)
- A convening
 - DWR & Switzer Foundation funding
- Recommendations
 - IRWM Strategic Plan
 - Legislation
 - EJCW



**Disadvantaged Communities Visioning
Workshop December 3-5, 2014**

**Recommendations
January 31, 2015**



YOU ARE WORKING TO **ACHIEVE THIS FUTURE**

Thank you!

Mike Antos
Programs Director



@mikeantos