

P.O. Box  
741534 · San  
Diego, Ca  
92174  
619/543/0430



Groundwork  
SAN DIEGO  
*Chollas Creek*

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## CHOLLAS CREEK STAKEHOLDER MEETING

### Notes

Friday, October 22, 2010

#### **Next Steps**

Watershed Management Plan: Opportunities Assessment is first step

Projects: Each stakeholder should define priority project

Reconvene: Three months

Funding: Stakeholder project integration should drive IRWM and OTHER funding

#### **Stakeholder Goals**

Watershed restoration (3)

Creek revitalization (2)

Community revitalization

Flood protection

Urban parks and trails

Building community capacity

Sustainable development

Education

Habitat protection

Access to watershed resources

#### **Stakeholder Needs**

Program funding, including maintenance (all)

Improved collaboration (all)

Restored creek

Recreational trails and parks

Clean water

Economically stronger communities

Increased community environmental awareness

#### **Integration (table #1)**

(Being aware of efforts in adjacent areas and balancing self-interest with empathy)

1. Establish goals; planning (1)
2. Reflection of RFP (2)
3. Consensus (3)
4. Community awareness (3)
5. Economic benefits (2)

Brainstorm:

- Information/mission sharing forums
- PSAs
- Watershed walks
- Masterplan(1)
- Scorecard
- Staff integration
- Watershed monitors(4)
- Shared vision (5)
- Consistently train/motivate volunteers (3)
- Central info/data collection (6)
- Ensure major planning entities are involved, informed (SANDAG, City Planning)
- Shared vision (5)
- 3<sup>rd</sup> party critical review of plans
- engage/communicate with opposing views
- recognizable, respected advocates
- education
- answer the “so what” question
- incentives for successful integration

**Collaboration Amongst Grant Applicants (table# 2)**

1. Leadership
2. Community Involvement
3. Communication
4. Meeting regularly
5. Equal time on topics
6. Commitment
7. Stakeholder decision-making
8. Outreach

Brainstorm:

- Milestone schedule
- Goals
- Identification of roles and responsibilities
- Neutral mediator
- Win-wins
- Common language
- Participation by government, schools, business, agencies

**Prioritize Grant Applications (table #3)**

1. Project goals
2. Cost analysis
3. Benefits
4. Impacts
5. Community input
6. Sustainability
7. Economic impacts
8. Flood/water quality
9. Aesthetics

Brainstorm:

1. Process must be:
  - Transparent
  - Consensus (6)

- Reflections on RFP(4)
- Community needs-based (5)
- Economic justice (2)
- Inclusive (3)
- Have impact (3)

#### **Inform (table # 4)**

1. Identify stakeholders (5)
2. Identify goals(5)
3. Communicate issues and challenges (5)
4. Inform community of grant opportunity (4)
5. Identify key dates and timeline (5)
6. Create approval/prioritization/ decision-making process (3)
7. Media outreach (3)

#### **Involve Disadvantaged Communities (table #5)**

1. Share knowledge of IRWM process for funding
2. Educate and inform at community gatherings
3. Develop forums for listening to hear community needs
4. Build partnerships
5. Follow-up: go back to community with draft plan and timeline

#### Brainstorm:

1. Outreach with information on household income:
  - Pamphlets
  - Seminars
  - Schools. PTO's
  - Phone tree
  - Facebook/social media
  - PSAs
  - Nature hikes for community
2. Outreach to:
  - Community Councils
  - Coalition of Neighborhood Councils
  - Elected officials
  - Community Planning Groups
  - Living room in first language (culturally-sensitive trained facilitators)

#### **Environmental Justice(table #6)**

1. Don't develop infrastructure at the expense of water quality and habitat
2. Promote public education around trash abatement
3. Fair allocation of watershed resources locally and statewide

#### Brainstorm:

1. Relate application benefits specifically to population being served: quantify
2. Represent Chollas Creek watershed interests at all watershed and related meetings
3. GWSDCC to present IRWM funding opportunities at various neighborhood meetings
4. Create opportunities for public involvement and feedback: front end design