

Draft Press Release/Sample Newsletter

For immediate release: <date>

Contact: < local agency contact>

City Leaders Adopt Regional Solution for Protecting Local Water Quality, Industry and the Environment

(City, Calif.)—The City of _____ has joined South Bay-area cities, environmental groups, and local business and industrial leaders in adopting the Dominguez Watershed Management Master Plan (DWMMP), city officials announced today. The comprehensive document, developed by a coalition of regional stakeholders, outlines a wide-range of projects and solutions for enhancing the area's flood protection, water quality, water conservation, recreation and environmental uses.

A watershed is an area of land in which water collects and drains from the highest point to the lowest, eventually leading to creeks, channels or the ocean. In a heavily developed region like the Dominguez Watershed, stormwater and the water from over-irrigated lawns and hosed-off parking lots known as urban runoff, are siphoned away from streets by a network of concrete channels and underground storm drains. Stormwater and urban runoff flow across the watershed's urban landscape collecting litter, automotive fluids, yard and pet waste and other pollutants, funnel through the stormdrain system, and eventually deposit into local bodies of water like Machado Lake, Los Angeles and Long Beach harbors and Cabrillo Beach. The impact of contaminated stormwater on the health of residents, the environment, and the local economy is the driving force behind the development of Watershed Management efforts and the DWMMP.

<Insert quote from Agency official>

The DWMMP was developed by the Dominguez Watershed Advisory Council (DWAC), a coalition of regional stakeholders comprised of local municipalities, business and industrial leaders, regulating agencies, environmental groups, water and sewer service providers, and private citizens.

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Funded by the State of California's Proposition 13 Nonpoint Source Pollution Control Program, the DWMMP promotes collaborations between stakeholders, the integration of existing plans and programs, opportunities for raising awareness among constituents, and identifying funding mechanisms for watershed-based projects.

The Master Plan is divided into three sections: 1) introduction to Master Plan goals and a background and description of the region's physical and environmental conditions; 2) a statement of stakeholder issues, challenges, goals and objectives; and 3) an Action Plan that prioritizes methods and projects for watershed improvement.

For more information on the Dominguez Watershed Management Master Plan or Dominguez Watershed Advisory Council, contact Linda Tacconelli, at (626) 458-4335, or visit ladpw.org/wmd/watershed/dc.

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