

Corona Industrial Park, LLC Quitclaim of Easement

Item 4.D.

February 20, 2018

Quitclaim of Easement

Recommendation to SAWPA Commission

- Authorize the General Manager to Quitclaim an existing easement to Corona Industrial Park, LLC.

Quitclaim of Easement

- SAWPA obtained the easement from Integrated Protein Technology in January of 1989.
- This is the previous Golden Cheese Company, then Dairy Farmers of America and Corona Energy Partners.
- The facility was sold and the connection to the Brine Line is no longer needed.



Quitclaim of Easement

Recommendation to SAWPA Commission

- Authorize the General Manager to Quitclaim an existing easement to Corona Industrial Park, LLC.

Questions?



Proposition 84 Projects



Prop 84 Round 2 Implementation Grant Agreement Amendment

February 20, 2018



Proposition 84 Project Status



Round	No. of Proponents	Projects Complete	Grant Amount	Total Cost
Round 1	13	8	\$12M	\$260M
Round 2	18	0	\$14.5M	\$150M
Drought Round	9	0	\$12M	\$23M
2015 Round	7	0	\$61M	\$237M

Prop 84 Round 2 Project Amendment

Project

- Perris Desalination Program
- Forest First
- Prado Basin Sediment Management Demonstration Project
- Corona Home Gardens Multi-Jurisdictional Water Transmission Line
- Customer Handbook to Using Water Efficiently in the Landscape
- Lower Day Basin
- Soboba Band of Luiseno Indians Wastewater Project
- Recycled Water Project Phase 1
- Wilson III Basins Project
- Grant Administration

Proponent

EMWD
U.S. Forest Service
OCWD

City of Corona

WMWD

IEUA
Soboba

City of Riverside
City of Yucaipa
SAWPA

Proposed Changes

Project	Agency	Scope	Budget	Schedule
Perris Desalination Program	EMWD	Minor Change to include USACOE to expand their scope to include drilling Well 94.	No Change in budget amount. Grant funds fall under the Construction/ Implementation Category	Extend to June 2020.
Forest First	U.S. Forest Service	Expand Treatment Area to include Santa Ana Units 1 and 2.	No Change.	No Change.

Proposed Changes (cont.)

Project	Agency	Scope	Budget	Schedule
Prado Basin Sediment Management Demonstration Project	OCWD	Reduce scale of demonstration project from 300 AF to 74 AF.	Reduce project costs from \$7.9 M to \$3.9 M. No change in grant amount.	Extend to February 2020.

- Substantial cost increase to project was realized after completion of Engineering report and EIR
- Reduce scale of project due to substantial cost increase
- Objectives
 - Assess the technical, environmental, and economic issues associated with sediment management in the Watershed.
 - Provide information to implement a long-term sediment management solution.
 - Options to redistribute the sediment below Prado Basin will be studied

Proposed Changes (cont.)

Project	Agency	Scope	Budget	Schedule
Corona-Home Gardens Multi-Jurisdictional Water Transmission Line	Corona	Minor change to include redesign of the transmission pipeline from 24" to 16" and 20" at certain locations	No Change.	No Change.
Customer Handbook to Using Water Efficiently in the Landscape	WMWD	Develop dynamic website. Translation of handbook and hire consultant to assist with outreach and education.	No Change.	Extend to June 2018.

Proposed Changes (cont.)

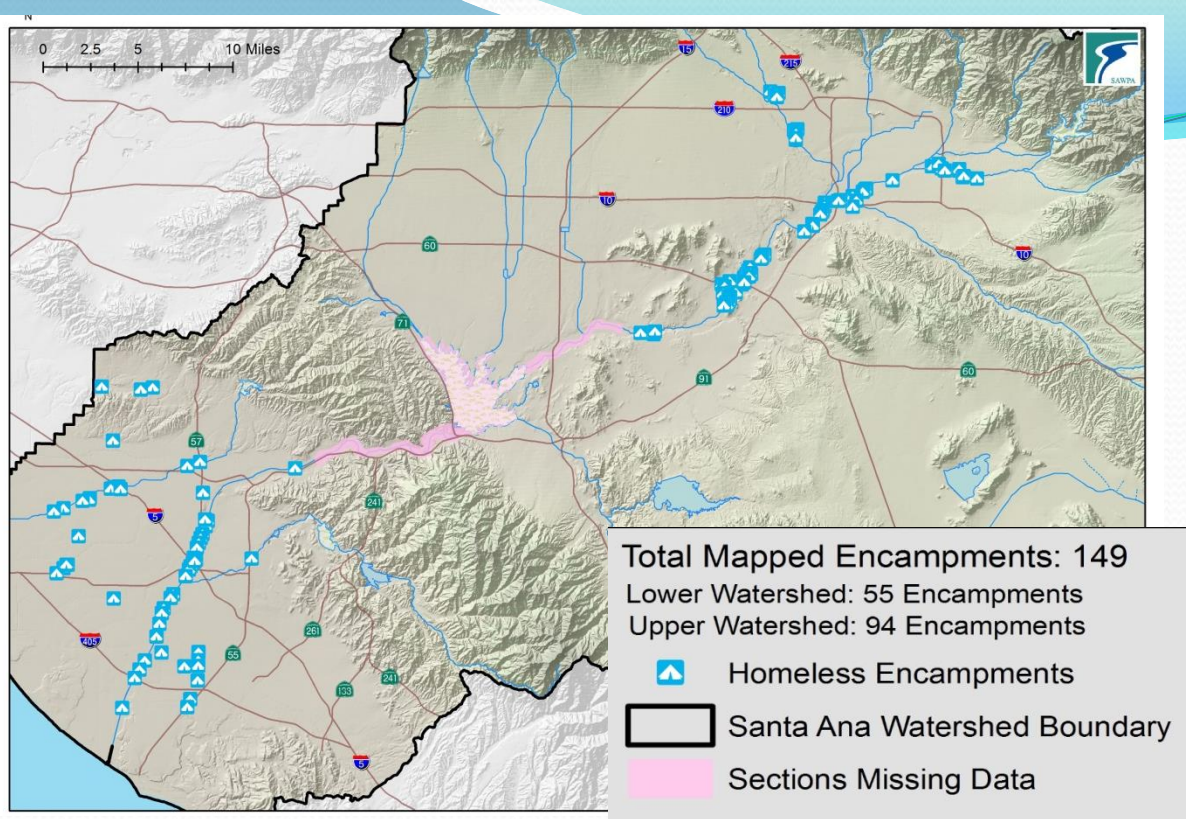
Project	Agency	Scope	Budget	Schedule
Lower Day Basin	IEUA	No Change.	No Change in Grant Amount. Total project costs have increased to incorporate in the design a major storm event.	No Change.
Soboba Band of Luiseno Indians Wastewater Project	Soboba	No Change.	Expenses eligible for reimbursement are less than the grant amount allocated to the project. Shift approximately \$2,000 in grant funds to grant administration.	No Change.

Proposed Changes (cont.)

Project	Agency	Scope	Budget	Schedule
Recycled Water Project Phase 1	City of Riverside	No Change.	Shifting of local match costs between various budget categories to reflect a more accurate cost breakdown.	No Change.
Wilson III Basins Project and Wilson Basins/Spreading Grounds	City of Yucaipa	No Change.	No Change to Grant Amount. Shifting of some grant funds to design costs.	No Change.
Grant Administration	SAWPA	No Change.	Shift in \$2,000 in Grant Funds from Soboba to Grant Administration	Extend to December 2020.

Recommendation

- Direct staff to execute an amendment to the Grant Agreement between SAWPA and the Department of Water Resources



Disadvantaged Community Involvement (DCI) Policy Principles

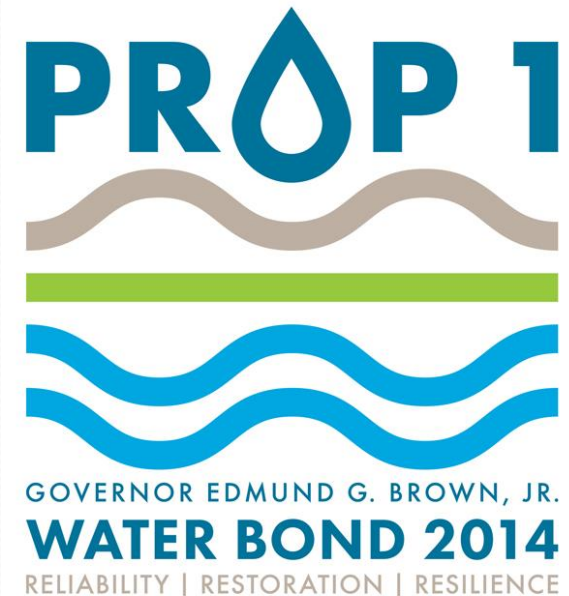
Mark R. Norton PE, LEED AP
 Santa Ana Watershed Project Authority

February 20, 2018



Proposition 1 IRWM Grant Program

- 10% of the Funding defined for Santa Ana River Watershed is contracted for Disadvantaged Community Involvement (DCI) Program - \$6.3 million over three years
- DCI ensures that members of disadvantaged communities, economically distressed areas, and underrepresented communities are able to participate in IRWM Planning
- DCI grant program will develop support for future implementation addressing water needs.



OWOW Plan Update 2018

Goals and Objectives

Goal:

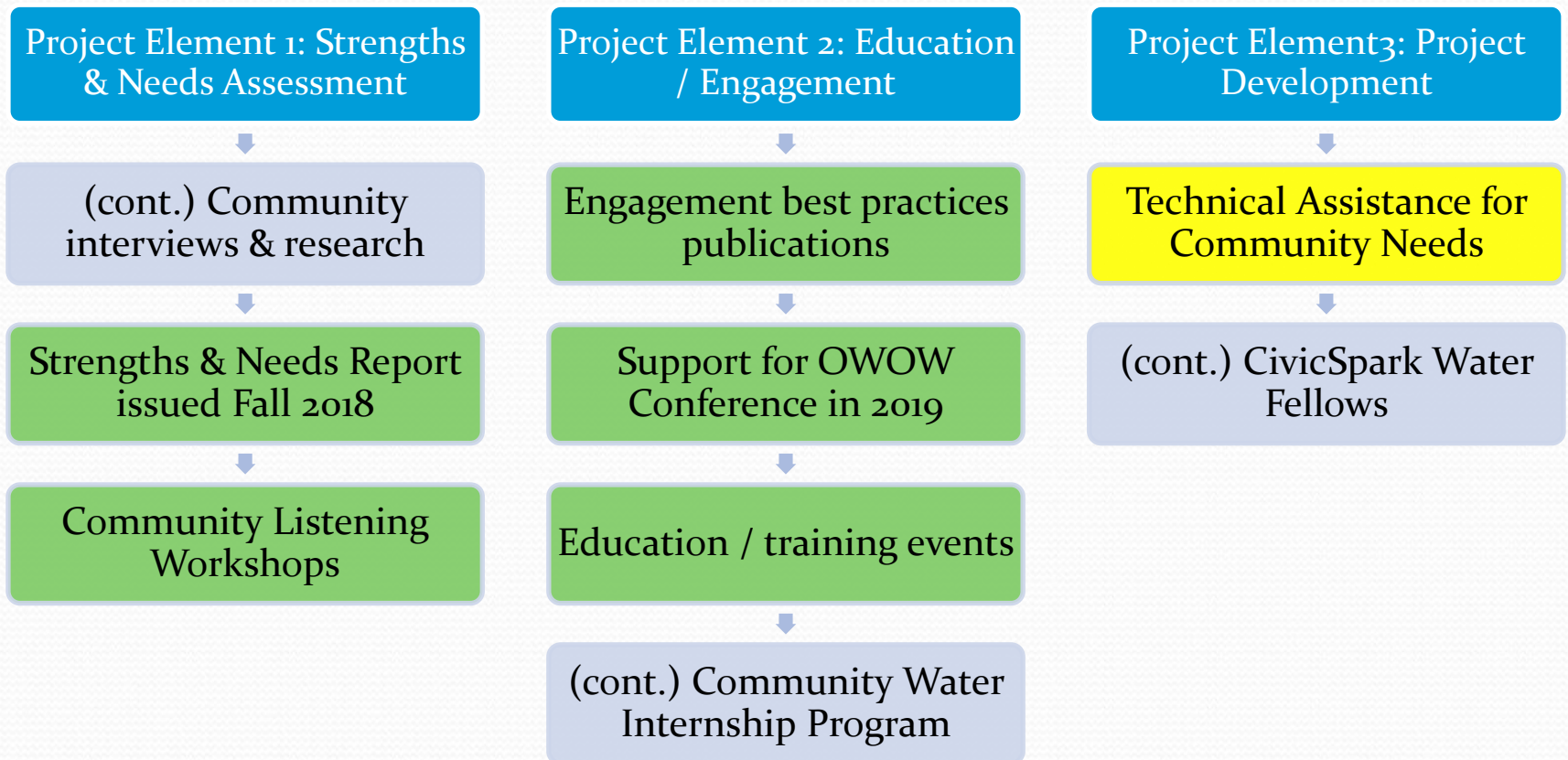
Engage with members of disadvantaged communities and associated supporting organizations to diminish environmental injustices and their impacts on the watershed.

Objectives:

- Adopt best-practices for environmental justice action throughout water management
- Analyze and confront unequal community vulnerabilities to climate impacts
- Ensure community voices help identify strengths and needs
- Strive to include community cultural values in watershed management decision-making
- Support broad-based collaborative alleviating homelessness and its impacts on the watershed



Next Steps in DCI Program



DCI Program Technical Advisory Committee

- TAC reflects expertise in community water-related challenges and opportunities
- TAC meets every-other-month to discuss progress of program
- **Program Element 3 – Project Development**

Identify Technical Assistance Need

- Items from within Project Elements 1 or 2

TAC Prioritizes

- Forwards recommendation to Steering Committee

Steering Committee Action

- Forwards recommendation to SAWPA Commission

SAWPA Commission Action

- SAWPA staff interact with DWR
- Resources flow to TAC activity

Policy Principles regarding Technical Assistance of DCI Program

- SAWPA Member Agency's GMs Committee have suggested that policy principles be developed on the use of DCI Technical Assistance Support
- New version reflects revisions and input by several SAWPA staff and their full support
- Redline older version included showing changes
- Does not reflect a roadblock to future MOU with City or others



Recommendation

- Receive input and feedback about updated policy principles for Technical Assistance Support component of Disadvantaged Communities Involvement Program



APPROVAL OF BASIN MONITORING PROGRAM TASK FORCE CONSULTANT CHANGE ORDER No. 1

**Presented by Mark Norton P.E.,
Water Resources & Planning Manager**

**SAWPA Commission
January 17, 2017**

Critical Success Factors

- SAWPA has a strong reputation as a watershed-wide, knowledgeable, neutral and trusted facilitator, leader, and administrator of contracted activities.
- Goals, scope, costs, resources, timelines, and the contract term are approved by the Commission before executing an agreement to participate in a roundtable group.
- Report and use results of roundtable's work, leverage information and involvement for the benefit of SAWPA, its members, and other stakeholders.

Basin Monitoring Program Task Force

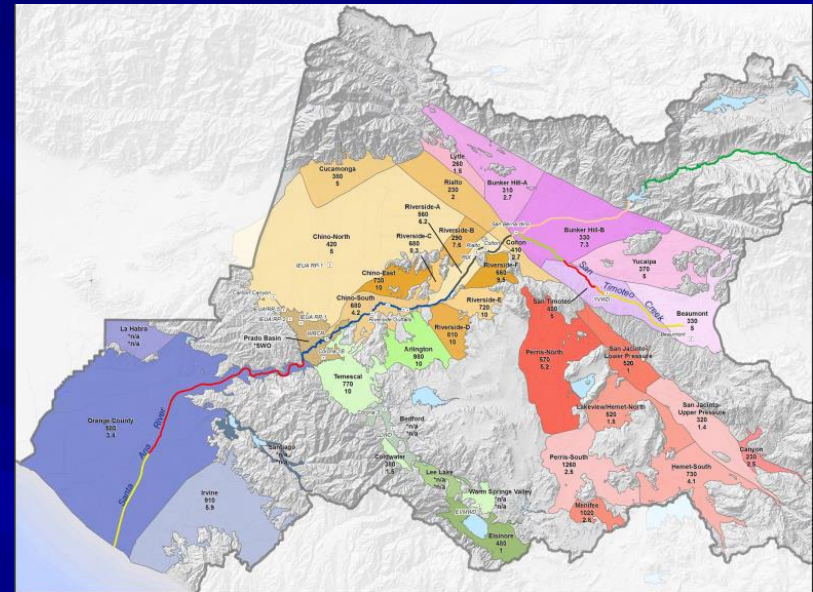
SAWPA authorized agreement in 2004

Benefits

- Regional task force support in reducing regulatory compliance for 20 agencies by \$10-\$100 million in avoided WWTP desalting
- Regional Board views Task Force as a clearinghouse for all TDS and nitrate related issues in watershed which resolve conflicts and allow for efficiencies

Description

- Conducts analysis of TDS and nitrate in watershed groundwater every three years to identify trends
- Annual Santa Ana River (SAR) water quality report
- SAR Wasteload Allocation to confirm compliance of river discharges with ground water quality objectives



Basin Monitoring Program Task Force

Eastern Municipal Water District	Chino Basin Watermaster
Inland Empire Utilities Agency	Yucaipa Valley Water District
Orange County Water District	City of Beaumont
City of Riverside	City of Corona
Lee Lake Water District	City of Redlands
Elsinore Valley Municipal Water District	City of Rialto
Irvine Ranch Water District	Jurupa Community Services District
Colton/San Bernardino Regional Tertiary Treatment and Wastewater Reclamation	Western Riverside Co Regional Wastewater Authority
*San Bernardino Valley Municipal Water District	*City of Banning
* San Geronio Pass Water Agency	* Beaumont Cherry Valley Water District

- Four new agencies added in 2015
- Santa Ana Regional Board also a non-funding task force agency

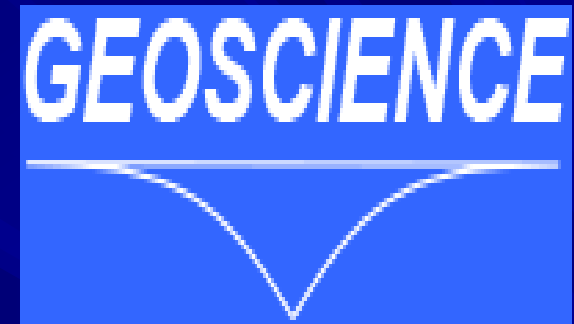
Current work - Deliverables

- 2016-17 Triennial ambient groundwater quality update is completed and submitted – To be accepted by Regional Board resolution in Mar. 2018
- Developing update to SAR Wasteload Allocation Model – Aug. 2018
- Basin Plan Amendment for new SAR Wasteload Allocation – early 2019
- Drought Policy development with So Cal Salinity Coalition – Permit revisions discussion among Task Force to start Mar. 2017



Santa Ana River Wasteload Allocation Update – Consultant Change Order No. 1

- Original Contract with Geoscience was approved by SAWPA Commission on Jan. 17, 2017 for \$249,800
- Additional work was requested by Task Force to support more thorough documentation of new model and future Regional Board peer review
- Task Force unanimously supported recommending approval of change order to Geoscience
- Funding for change order will come entirely from Task Force contingency



Recommendation

That the Commission approve:

- Change Order No. 1 to Task Order GEOS374-01 with Geoscience for the amount not to exceed \$23,966 to prepare the Santa Ana River Waste Load Allocation Model

Social Media Services Your So Cal Tap Water

Emerging Constituents Task Force

Mid-Year Activity
July - December 2017



DEGRAVE
COMMUNICATIONS
PUBLIC RELATIONS



Emerging Constituent Program Task Force

21 signatories (including all SAWPA member agencies) to Task Force Agreement, but over 250 on email contact list:

- Water Wholesalers
- Water Retailers
- Wastewater Treatment Operators
- Regional Board Staff
- CDPH Staff
- USGS Staff
- Analytical Lab Staff
- NWRI Staff
- Environmental NGOs

Emerging Constituent Program Task Force Participating Task Force Agencies in Outreach

Eastern Municipal Water District	Jurupa Community Services District
Inland Empire Utilities Agency	Yucaipa Valley Water District
City of Riverside	City of Corona
Temescal Valley Water District	City of Redlands
Elsinore Valley Municipal Water District	City of Rialto
Irvine Ranch Water District	Western Riverside Co Regional Wastewater Authority
Colton/San Bernardino Regional Tertiary Treatment and Wastewater Reclamation	

Emerging Constituent Task Force

Public Outreach Benefits

- Build awareness about water related issues
- Share information on safety of local water supply
- Correct misinformed media
- Provide credible resources to share with customers

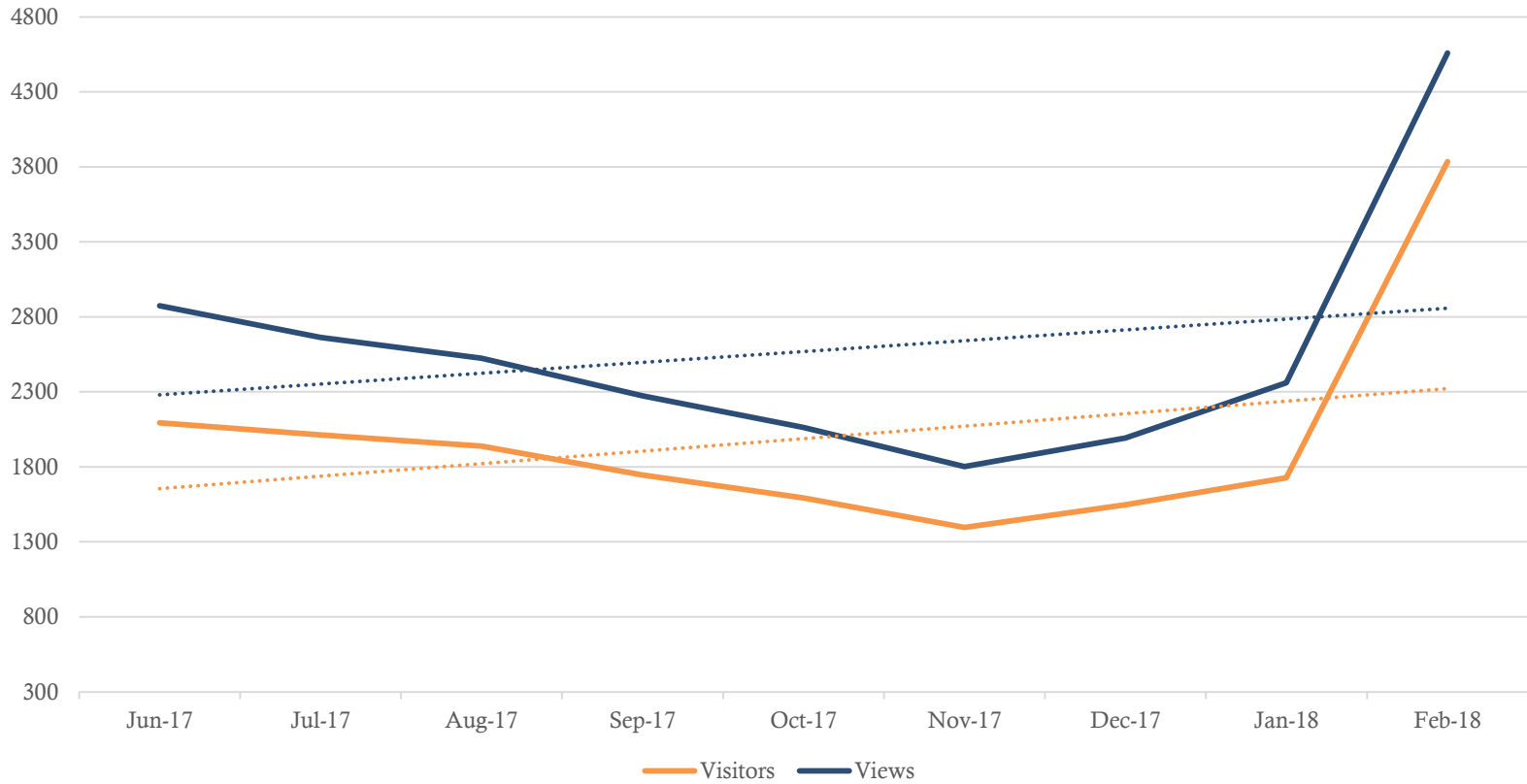


YourSoCalTapWater.org

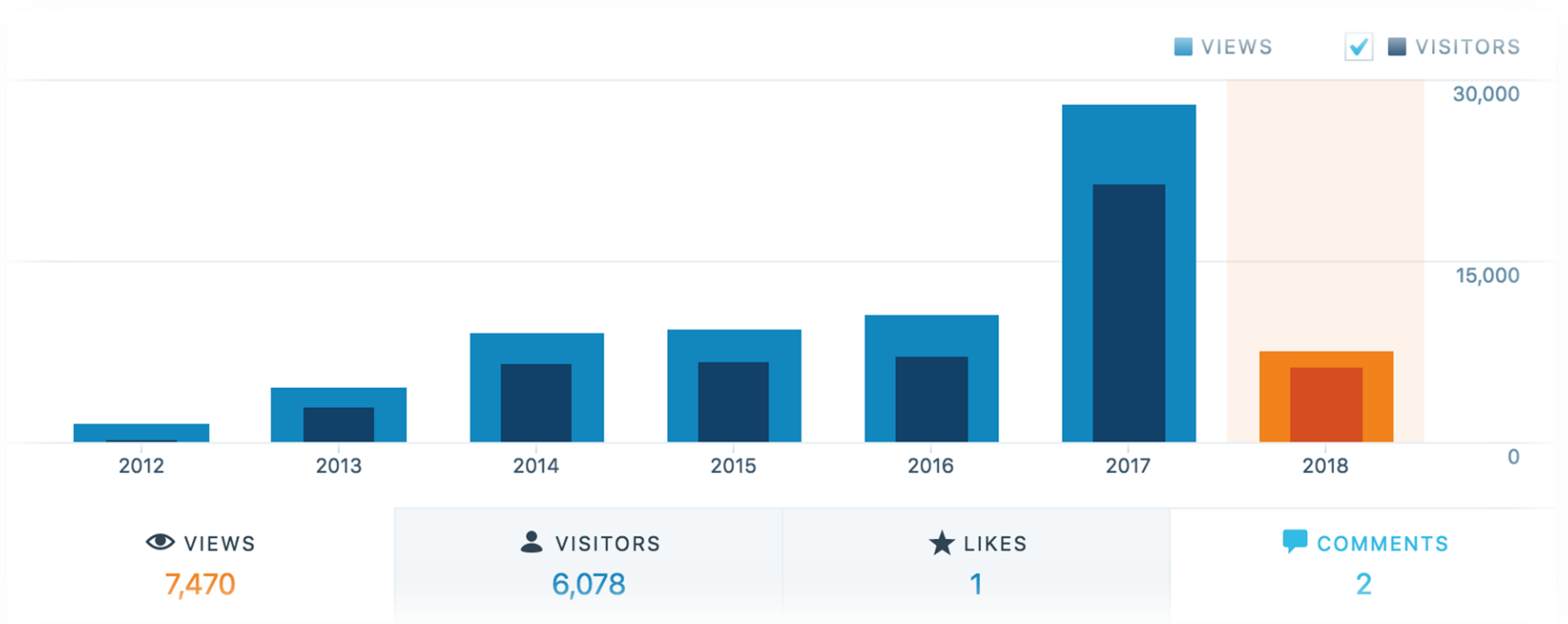


DEGRAVE
COMMUNICATIONS
PUBLIC RELATIONS

YourSoCalTapWater.org



YourSoCalTapWater.org



Blog Posts

How to Understand Your Water Quality Report



POSTED ON JULY 14, 2017
BY SARAH
POSTED IN CONSUMER

Your Water Quality Report, also called Consumer Confidence Report (CCR), contains important information about the quality of the drinking water that is delivered to your home 365 days a year. As required by law, the United States Environmental Protection Agency Safe Drinking Water Act states that all public water systems notify their customers each year on July 1 with information indicating contaminant levels in drinking water. Following reading water quality

Alkaline Drinking Water – Is Bottled Alkaline Water Really Better?



POSTED ON OCTOBER 16, 2017
BY SARAH
POSTED IN UNREGULATED
EDIT

Have you wondered what the hype about alkaline drinking water is all about? Bottled water beverage companies market their products with the promise of added health benefits from alkaline. Remember, these companies are beverage providers, they are not in the business of providing water quality. Claims that alkaline may have medical benefits to improve everything from acid reflux to diabetes and even high cholesterol can be found posted throughout the internet. Wading through the grocery store you will find shelves stacked with competing products of bottled water, but which is the most healthy? Claims regarding alkaline water are true, did you know that the tap water that comes from your faucet at home may in fact be alkaline? Due to standards regulated by the United States Environmental Protection Agency (EPA), most tap water is alkaline.

How Do Cities Use Water?



POSTED ON AUGUST 14, 2017
BY SARAH
POSTED IN CITY WATER SERVICES, CIRCUMFERENTIAL
TAGGED CITY WATER SERVICE, POTABLE WATER
EDIT

Cities rely on water resources to provide services to their residents that can go unnoticed. When we think about water in our daily lives we often think about drinking water, taking a shower, lavelling our teeth or watering the lawn. Water is necessary for survival, hygiene and to maintain our yards, but cities also utilize water supplies for everyday use that benefit their community in many ways we never think about.

Fire hydrants include important infrastructure necessary to provide residents with the fire flows as required by regulations to fight fire. The City of Riverside, which has its own fire department, receives the water used for firefighting from the same sources as drinking water. The water used for firefighting is not recycled water. It is in fact potable drinking water.

What are Public Health Goals? Maximum Contaminant Levels and water regulations in California



POSTED ON NOVEMBER 14, 2017
BY SARAH
POSTED IN

Public Health Goals (PHG) are often mistaken as law, however they are goals set by the state as to what level a contaminant no longer poses a significant health risk. They are not regulated, but are established as a recommendation by the Office of Environmental Health Hazard Assessment (OEHHA). Conversely, Maximum Contaminant Levels (MCL) are standards set by

Is the California drought really over?



POSTED ON SEPTEMBER 14, 2017
BY SARAH
POSTED IN HEALTH, CIRCUMFERENTIAL, UNREGULATED, WATER QUALITY
EDIT

California's most recent drought made the state face some challenging questions regarding the obstacles to assess water quality and deliverance during these extended periods. On January 10, 2016, Governor Jerry Brown declared a "strong state of emergency" that would last until April if it was not ending in years of critically low water supplies.



New Year, New You: Benefits of Drinking Water



POSTED ON DECEMBER 14, 2017
BY SARAH
POSTED IN BOTTLED, CIRCUMFERENTIAL, CITY WATER SERVICES, CITY WATER SUPPLY, HEALTH, CIRCUMFERENTIAL, WATER QUALITY

Make a New Year's resolution to drink more water. We are quickly approaching the time of year where we look for a fresh start and make changes to improve our lifestyles. We create new resolutions and aspirations for the upcoming year. The thought of rising to seek with a healthy start is one that excites many people and as the saying goes, "A new year, a new YOU!" Did you know that drinking sufficient amount of water and staying hydrated can bring positive impacts to your body? Entering the year with the resolution to drink more water is a great step towards a better well-being of the mind and body. Not only is water a vital resource for our daily routines and lifelines, it is also an irreplaceable nutrient for the body that allows for proper health. According to The USGS Water Science School, as much as 70% of our bodies are composed of water that "serve a number of essential functions to keep us all going." Over



Is Tap Water Safe?

YourSoCalTapWater.org

- 18,670 views



Is Tap Water Safe?

Is tap water safe to drink in Southern California? Is bottled water safer than tap water? Following recent reports of nationwide scandals involving water quality, Americans continue to question the safety of their tap wa...



Perris Hill Reservoir Story

4,171 Views



Hidden in a Hill – Perris Hill Reservoir



POSTED ON JANUARY 31, 2018
BY SAWPA

POSTED IN ARE AN
EDUCATE CITY WATER
SERVICES.
EVERYTHING FROM
THE CERRILS,
GROUNDWATER,
RESERVOIR, SAFE TAP
WATER, SAFE WATER,
UNCLUTTERED,
WATER HISTORY,
WATER QUALITY
TAGGED PERRIS HILL
RESERVOIR, SAN
BERNARDINO, WATER
STORAGE

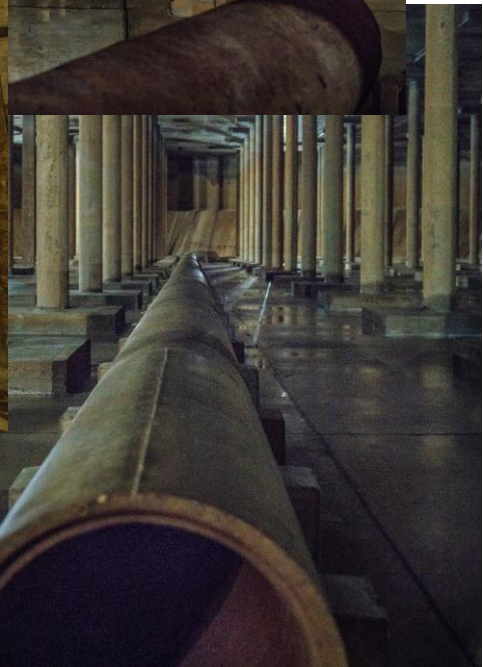
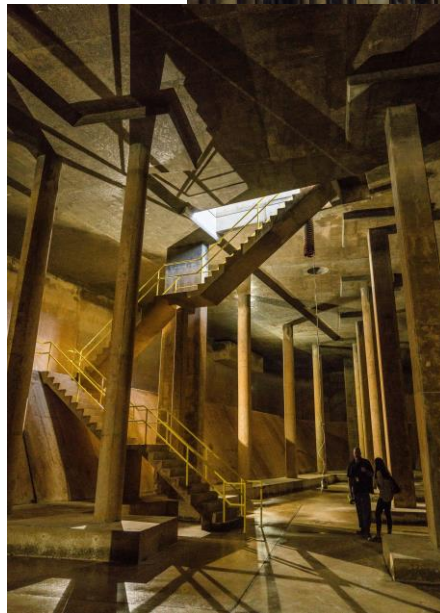
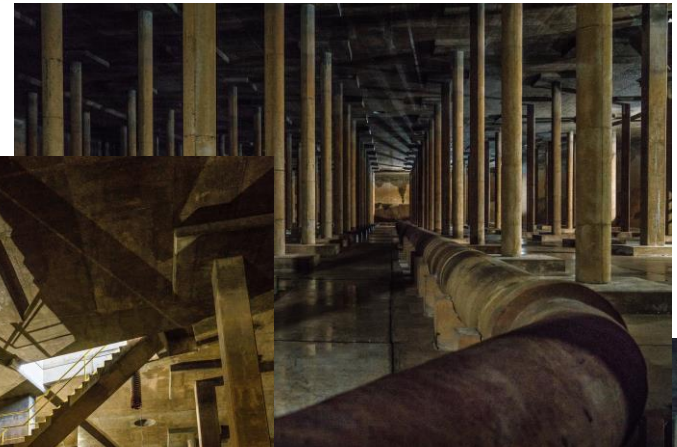
First built in 1949 to provide water to Community Hospital of San Bernardino, the Perris Hill Reservoir serves as drinking water storage for the people in the City of San Bernardino. This hidden reservoir is not visible to the naked eye; it was intentionally constructed inside an existing hill, east of Perris Hill Park. A popular hiking spot for locals, the Perris Hill Reservoir is hidden deep in the earth. From the top of the hill, only the beautiful surrounding mountains of San Bernardino are seen. It is beneath this hilltop location where 10 million gallons of water are stored every day to provide a resource essential to all life; water. In 1962, the Perris Hill Reservoir was reconstructed to expand the capacity in order to meet the demands of the growing region.



Perris Hill Reservoir is hidden beneath the hill at Perris Hill.

"In the 1940's the need for additional water storage was identified. There wasn't enough water for the hospital and the surrounding area," stated Michael Garland, Water Utility Operations Superintendent at San Bernardino Municipal Water Department. "Because of its depth, Perris Hill Reservoir is technically classified as a dam by the State of California. There are many benefits to building a dam in a hill. Not only does it provide needed pressure to deliver water, but it also keeps the temperature cooler, versus an outdoor tank."

The Perris Hill Reservoir, owned and operated by San Bernardino Municipal Water Department (SBMWD), is just one of 38 reservoirs operated by the Department. In 2016, SBMWD served 202,000 people, equating to 10.5 billion gallons of water. The Perris Hill Reservoir provides water to 334k households.

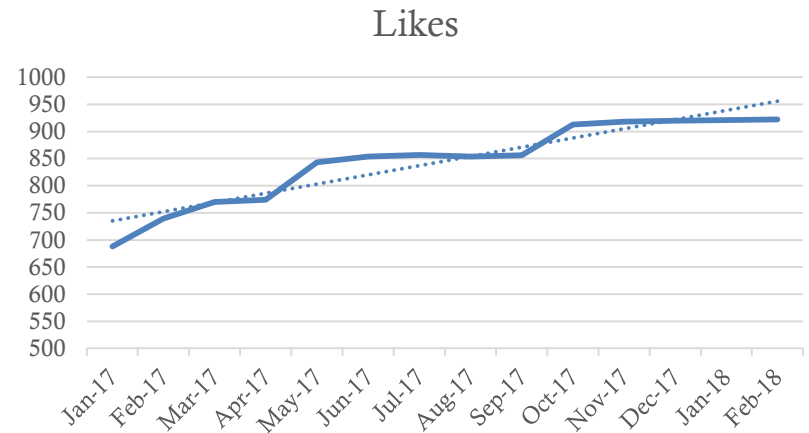


Facebook @YourSoCalTapWater



Facebook Likes

SoCalTapWater (2012): 935 likes
EMWD (2009): 973 likes
IEUA (2013): 461 likes
OCWD (2009): 845 likes
WMWD (2010): 705 likes
SBVMWD - not on FB



Facebook Highlights

Your So Cal Tap Water
Published by Liselle DeGrave 19 · October 27 · 🌐

2,803 People Reached

233 Reactions, Comments & Shares 📄

205 Like On Post 1 On Shares
13 Love On Post 0 On Shares
0 Comments On Post 0 On Shares
15 Shares On Post 0 On Shares
62 Post Clicks
36 Photo Views 4 Link Clicks 22 Other Clicks 📄


NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

2,803 people reached

Boost Post

Include Disneyland Perks plants in your landscape at home. Among the many Disney plants there are quite a few "water smart" varieties that can significantly cut down your water use.
<https://yoursocaltapwater.org/.../71/plant-disney-magic-at-h-.../>



Your So Cal Tap Water
Published by Liselle DeGrave 17 · November 1 · 🌐

1,124 People Reached

1 Likes, Comments & Shares 📄

0 Likes On Post 0 On Shares
0 Comments On Post 0 On Shares
1 Shares On Post 1 On Shares
68 Post Clicks
0 Photo Views 67 Link Clicks 1 Other Clicks 📄


NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

1,124 people reached

Boost Post

<https://yoursocaltapwater.org/.../alkaline-drinking-water-is-.../>



Alkaline Drinking Water – Is Bottled Alkaline Water Really Better?
Have you wondered what the hype about alkaline drinking water is all about? Bottled water beverage companies market their products with the promises of...
YOURSOCALTAPWATER.ORG [Learn More](#)

Your So Cal Tap Water
Published by WordPress 17 · October 2 · 🌐

811 People Reached

24 Reactions, Comments & Shares 📄

16 Like On Post 0 On Shares
1 Wow On Post 0 On Shares
5 Comments On Post 1 On Shares
2 Shares On Post 2 On Shares
38 Post Clicks
0 Photo Views 11 Link Clicks 27 Other Clicks 📄


NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

811 people reached

Boost Post

California's most recent drought made the state face some challenging questions regarding the obstacles to ensure water quality and deliverance during these extended periods. On January 17, 2014 Governor Jerry Brown declared a "drought state of emergency" that would last until April 17, 2017, totaling six years of critically low water supplies. As defined by the California Water Science Center, [548 more words]
<http://yoursocaltapwater.org/.../fe-the-california-drought-.../>



Is the California drought really over?
California's most recent drought made the state face some challenging questions regarding the obstacles to ensure water quality and deliverance during these extended periods. On January 17, 2014 Go...
YOURSOCALTAPWATER.ORG [Learn More](#)

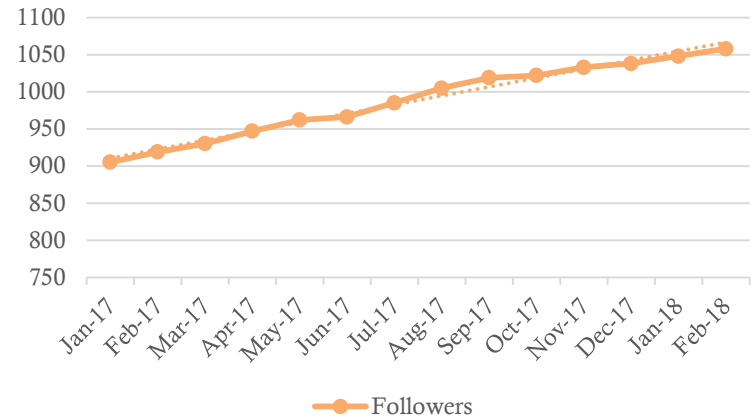
Twitter

@SoCalTapWater



Twitter Followers

SoCalTapWater (2012): 1,061 followers
EMWD (2009): 2,378 followers
IEUA (2014): 474 followers
OCWD (2009): 4,858 followers
WMWD (2009): 4,169 followers
SBVMWD - not on Twitter




Top Tweets

Jul 2017 - 31 days

TWEET HIGHLIGHTS


Top Tweet earned 643 impressions
 #ThirstyThursday Stay hydrated with ice cold #TapWater. [ow.ly/teq3D0h09](#)
 pic.twitter.com/9T2acXg79A



13.3 10

[View all Tweet activity](#)


Top mention earned 14 engagements
Meena Westford @MeenaWestford - Jul 18
 Thank YOU so much @SoCalTapWater for my #thirstywater bottle! It's going to help me stay hydrated & Save \$ during this hot summer season!
 pic.twitter.com/4jyHf6wNvN




13.1 10

[View Tweet](#)

Top Follower followed by 521K people



Top media Tweet earned 578 impressions
 Today is #NationalFrenchFryDay. Nothing goes better with fries than an ice cold glass of tap water! #ChooseTapWater
 pic.twitter.com/VNNQ4YBN



13.1 10


JUL 2017 SUMMARY

Tweets: 37
 Tweet Impressions: 8,551
 Profile visits: 185
 Mentions: 8
 New followers: 8

Aug 2017 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 928 impressions
 #WaterWasWednesday It takes 2 as the water to create a plastic bottle as the amount of water in the bottle. #ReUse [ow.ly/Lq326w7f9](#)
 pic.twitter.com/n7J7q8h8




13.2 11

[View Tweet](#)

Top mention earned 7 engagements
BC Water News @BCWaterNews - Aug 11
 Water internship hooks up students with agencies @SoCalTapWater @CSU WRPI [link.in/p/FGZt](#)
 View Tweet

Top media Tweet earned 409 impressions
 #Frilly Summer heat continues. What's your favorite drink made with water? #Summer #TapWater #ChooseTapWater #WaterQuality [pic.twitter.com/n7J7q8h8](#)



13.2 10

AUG 2017 SUMMARY

Tweets: 40
 Tweet Impressions: 9,658
 Profile visits: 255
 Mentions: 9
 New followers: 17

Sep 2017 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 411 impressions
 What do you think of this? [twitter.com/mwh02/status/...](#)

13.1 10


[View all Tweet activity](#)

Top mention earned 3 engagements
Meena Westford @MeenaWestford - Aug 31
 Say yes to @SoCalTapWater #scwater [twitter.com/hsarjames1...](#)


13.1 10

[View Tweet](#)

Top Follower followed by 66K people



Top media Tweet earned 379 impressions
 Do you let your children drink tap water? [ow.ly/F52304Z31](#) #tapwater #waterquality [pic.twitter.com/NS2q3r9Q0](#)



13.1 10


SEP 2017 SUMMARY

Tweets: 45
 Tweet Impressions: 8,010
 Profile visits: 188
 Mentions: 12
 New followers: -1

Oct 2017 - 31 days

TWEET HIGHLIGHTS


Top Tweet earned 892 impressions
 #TapWaterTuesday Do you have next water? [ow.ly/04810z218](#) #headwater #waterquality [pic.twitter.com/vu8m32LAK](#)



13.2 10

[View all Tweet activity](#)


Top media Tweet earned 800 impressions
 How much do you know about the #CaliforniaTapWater? [ow.ly/04810z218](#) #headwater #waterquality [pic.twitter.com/vu8m32LAK](#)




13.2 10

[View all Tweet activity](#)

Top Follower followed by 43.6K people




Top mention earned 12 engagements
Iron Covers @IronCovers - Oct 20
 #FridayFeeling The holidays can have us running around. Be sure to stay hydrated. Tap water is actually more regulated than bottled water! Refresh your drink before you reach for bottled water. #ChooseTapWater [ow.ly/04810z218](#) #headwater #waterquality [pic.twitter.com/vu8m32LAK](#)



13.1 10

[View all Tweet activity](#)

Top media Tweet earned 587 impressions
 #TWT The Safe Drinking Water Act was passed in 1974. How does it protect our drinking water rights as Americans? [ow.ly/04810z218](#) #WaterQuality #Congress #EPA #SDWA #Water #SafeWater #TapWater [pic.twitter.com/vu8m32LAK](#)



13.1 10

[View all Tweet activity](#)


OCT 2017 SUMMARY

Tweets: 47
 Tweet Impressions: 14,2K
 Profile visits: 183
 Mentions: 13
 New followers: 9

Nov 2017 - 30 days

TWEET HIGHLIGHTS


Top Tweet earned 784 impressions
 #TapWaterTuesday Keep your pipes clear this Thanksgiving. No FOG down the drain. Paris, Ohio, Update. See how to avoid FOG down the drain. #Thanksgiving
 @EasternMaine @SoCalTapWater @SoCalWaterNews @SoCalWaterNews
 pic.twitter.com/1n8k0n20V



13.3 10

[View all Tweet activity](#)


Top mention earned 10 engagements
Iron Covers @IronCovers - Nov 20
 19th Century #Machineworker from #PittsburghPA @The_Advocate @MaineWaterworks @MWRPA_update @BOSTON_WATER @BostonWater @SoCalTapWater @tapwater @NJTruckIt @BuckeyeWater
 pic.twitter.com/1n8k0n20V



13.3 10

[View Tweet](#)

Top media Tweet earned 476 impressions
 #MondayMotivation How many times a day do you drink tap water and may not realize? Water from your fridge, hot & cold. Hot water at a restaurant, coffee or tea. Tap water kept safe? #ChooseTapWater [pic.twitter.com/1n8k0n20V](#)



13.3 10

[View all Tweet activity](#)


NOV 2017 SUMMARY

Tweets: 46
 Tweet Impressions: 9,229
 Profile visits: 239
 Mentions: 10
 New followers: 11

Dec 2017 - 26 days so far...

TWEET HIGHLIGHTS


Top Tweet earned 433 impressions
 #FridayFeeling The holidays can have us running around. Be sure to stay hydrated. Tap water is actually more regulated than bottled water! Refresh your drink before you reach for bottled water. #ChooseTapWater [ow.ly/04810z218](#) #headwater #waterquality [pic.twitter.com/vu8m32LAK](#)




13.4 10

[View all Tweet activity](#)

Top Follower followed by 564K people




Top mention earned 12 engagements
Iron Covers @IronCovers - Dec 20
 #Boston Drink @BOSTON_WATER @MWRPA_update @MaineWaterworks @SoCalTapWater @SoCalWaterNews @SoCalWaterNews @SoCalWaterNews
 pic.twitter.com/vu8m32LAK



13.1 10

[View Tweet](#)

Top media Tweet earned 587 impressions
 #TWT The Safe Drinking Water Act was passed in 1974. How does it protect our drinking water rights as Americans? [ow.ly/04810z218](#) #WaterQuality #Congress #EPA #SDWA #Water #SafeWater #TapWater [pic.twitter.com/vu8m32LAK](#)



13.1 10

[View all Tweet activity](#)

DEC 2017 SUMMARY

Tweets: 36
 Tweet Impressions: 7,274
 Profile visits: 99
 Mentions: 15
 New followers: 7

Next Steps

- Continue blog articles
- Continue social media posts
- Social media videos
- Increase agency participation





Thank You

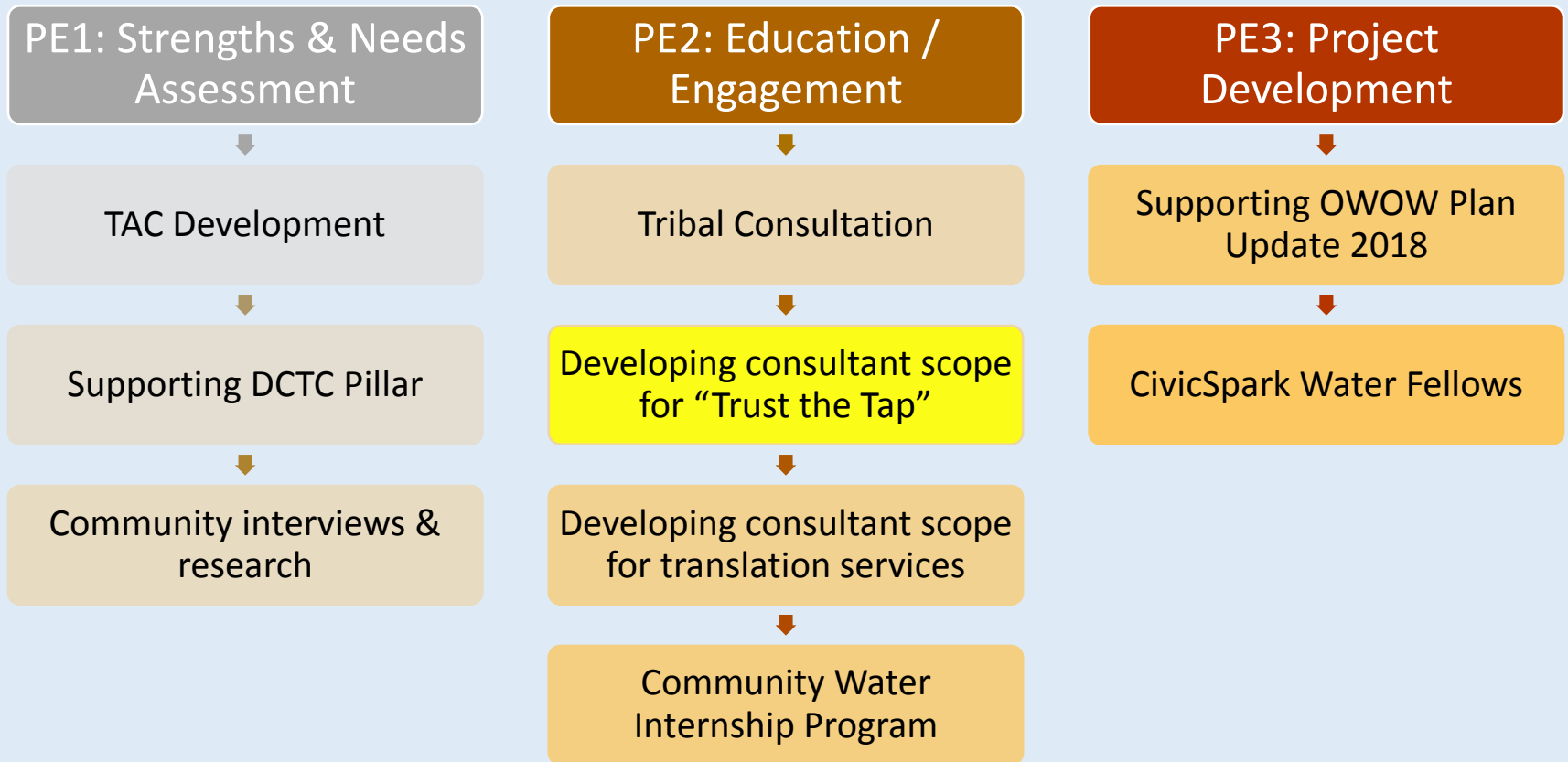
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DEGRAVE
COMMUNICATIONS
PUBLIC RELATIONS

Disadvantaged Communities Involvement Program

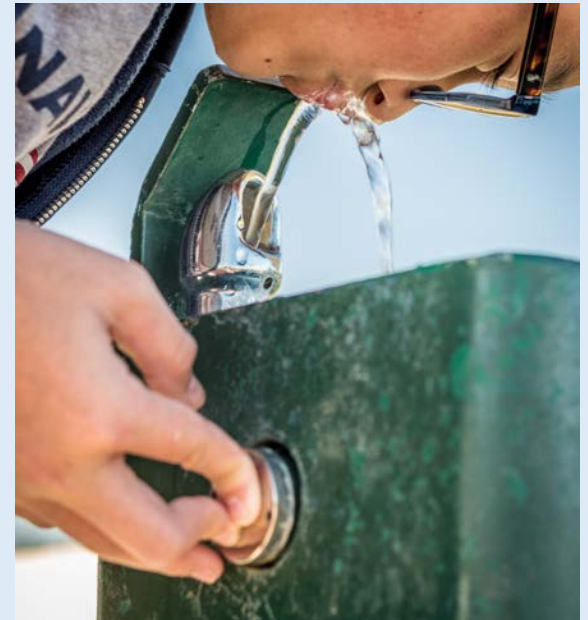


Ongoing Activity in DCI Program



Consultant Scope

- Task 1 – Community Need Planning
- Task 2 – Outreach with Water Agencies in Involved Communities
- Task 3 – Disseminate Engagement Packets
- Task 4 – Support United Nations World Water Day



Task 1- Community Need Planning

- Develop outreach plan for Asian & Hispanic communities
 - Collaboration with SAWPA stakeholder agencies
 - Feedback on existing multilingual outreach
- Plan will focus on being culturally sensitive
- Three fold plan:
 - 1. Digital resources
 - 2. Collateral materials
 - 3. Ethnic Media (grassroots)



Task 2 - Outreach with Water Agencies in Involved Communities

- Following approval of the outreach plan
- Create turnkey campaign “packet” for stakeholder agencies
- “Packet” contents:
 - ✓ Campaign brand/logo
 - ✓ Website language
 - ✓ Newsletter story
 - ✓ Videos
 - ✓ Photography
 - ✓ Social media tools
 - ✓ Collateral materials (bill stuffer, poster, brochure) estimated for 13 agencies
 - ✓ Ethnic Media outreach
 - ✓ World Water Day social media tools
- All “packet” materials will be in-language
- Images will portray people of diverse ethnicities



Task 3 - Disseminate Engagement Packets

- Disseminate complete “packet” materials to stakeholder agencies
- Suggest methods for added outreach
- Targeted media relations to Hispanic and Asian market media
- Use media to build campaign awareness



Task 4 - Support United Nations World Water Day, 2019

- Develop social media images with Trust the Tap logo and UN World Water Day logos
- Demonstrate support for World Water Day 2019 via use of images and campaign video



Program Schedule

- **Task 1 – Months 1-3**

Development of plan: stakeholder presentation, research, tactics, finalize plan

- **Task 2 – Months 4-6**

Draft campaign materials, videos, media materials, translation services

- **Task 3 – Month 7**

Dissemination of campaign materials and media outreach

- **Task 4 – March 2019**

World Water Day 2019 outreach



Sole source justification – Degrave Communications

- Consultant was previously selected under a competitive proposal process for similar work about tap water safety
- Consultant team reflects the specialized expertise sought for this outreach
- Administrative costs to conduct a new RFP and interview selection are avoided, allowing more funding for implementation
- All costs for this work are funded by the Disadvantaged Community Involvement grant



CONSULTANT Team



Liselle DeGrave, APR
Project Manager/Lead Strategist

- 14 years working in water
- Hispanic outreach with FDA & CDC
- Accreditation in public relations
- Fluent in English & Spanish



Maria Fernanda Trochimezuk
Hispanic Outreach Consultant

- 14 years creating multicultural campaigns
- Experience in public agency outreach
- Media relations expert
- Native of Argentina
- Fluent in English & Spanish



Benny Lai
Asian Outreach Consultant

- 28 years in public relations in Hong Kong/ US
- Experience in public agency outreach
- Media relations expert with connections to all local Asian media outlets
- Native of China
- Fluent in English & Chinese

CONSULTANT Team



Denise Williams, M.Ed.
Account Executive

- Support staff for water projects
- 10 years communications
- Worked for Voice of America
- Bilingual in English & Spanish



Scott Henderson
Graphic Designer

- 22 years in graphic design
- Public agency experience: state, federal, local (water, transportation, causes)



Sam Wells
Videographer

- 14 years in commercial videography/ photography
- Created videos for water and public agencies
- Captured construction of Poseidon Desalination Plant



Jimmy Fu
Photographer

- Seasoned photographer
- Specializes in commercial photography
- Water and public agency experience
- Fluent in English & Chinese

Certifications

- CA Public Utilities Commission - Women/Minority Business Enterprise (WMBE): 17000886
- Federal registration: Minority-owned, woman-owned, emerging small business
- Accreditation in Public Relations (APR)
- California Association of Public Information Officials (CAPIO) Member
- Public Relations Society of America (PRSA) Member
- City of Riverside business license: 1243785



Fee Schedule

Task 1 – Community Need Planning	\$10,000
Task 2 – Outreach with Water Agencies in Involved Communities	\$47,000
Task 3 – Disseminate Engagement Packets	\$20,000
Task 4 – Support United Nations World Water Day	\$1,434
TOTAL -	\$78,434

Recommendation

Authorize new Task Order No. DEGR398-01 with DeGrave Communications to conduct the “Trust the Tap” campaign for an amount not to exceed \$78,434 under the Disadvantaged Community Involvement grant program.

