

Emerging Constituents Water Quality Program Public Relations Workgroup

December 8, 2011

ATTENDEES:

Jennifer Shepardson, SBMWD

John Rossi, WMWD

Michelle McKinney Underwood, WMWD

Edward Filadelfia, City of Riverside

Melanie Nieman, EMWD

Jeff Crider, SBVMWD

Jennifer Torres, City of Corona

Celeste Cantú, SAWPA

Mark Norton, SAWPA

Regina Patterson, SAWPA

Call to Order / Introductions

The Emerging Constituents Water Quality Program Public Relations Workgroup meeting was called to order at 3:05 p.m. at the Santa Ana Watershed Project Authority, 11615 Sterling Avenue, Riverside, California.

Review of Water Quality Public Relations Program Priorities and Approach

Mark Norton provided a brief history of how the efforts regarding Emerging Constituents began. It was indicated that instead of making a technical, science-based web site, that the focus be more on something that was reflective of the overall safety of water. Ensuring it is healthy for the public.

Celeste Cantú recommended establishing a fundamental positive approach and foundation as opposed to starting negatively with a constituent such as Chromium 6. Once it starts negative it is virtually impossible to recover.

Mark Norton presented and outlined SAWPA's mission and goals for the Water Quality Program. He discussed roles, funding and establishing a new timeframe. The following main scope revisions were presented:

- Direct remaining consultant hours to focus outreach material on safety of potable water supplies rather than on detailed technical analysis of specific water quality constituents.
- Modify draft website or create new SAWPA webpage on SAWPA website for program. Orient website or webpage for lay public rather than info website for water professionals. Incorporate comments from Regional Water Quality Outreach Committee meeting.
- Direct consultant to provide citations of potable water safety based on involvement of universities in the watershed.
- Include social media functions to enhance outreach.
- Define labor and funding requirements to operate and maintain Outreach Program and web functions.

There is a need for coordination among the agencies when leading the public to the information, and making that a unified effort.

Tim Moore will be presenting a draft report to the Regional Board at the end of this month. Mark Norton said he will request a copy of the draft report for review by this group prior to it being taken to the Regional Board.

After further discussion the group agreed that a consultant be hired to begin the process of framing for testing.

Mark Norton will send the updated talking points out to everyone.

Future Meeting

An email will be sent to schedule a future meeting.

Adjournment

The meeting adjourned at 4:40 p.m.