

Emerging Constituents Program Task Force

March 2, 2011

ATTENDEES:

Jim Hyde, IRWD	Jeffrey Mosher, NWRI (T)
Gina Pineda, OCWD (T)	Jeff Crider, SBVMWD
Eleanor Torres, OCWD	Jayne Joy, EMWD
Oliver Pacifico, CDPH (T)	Al Javier, EMWD
Sean McCarthy, CDPH	Melanie Nieman, EMWD (T)
Maria Mercardante, WMWD (T)	Peter Odencrans, EMWD (T)
Mathew Buck, WMWD (T)	April Blakey, EMWD
Michelle Underwood, WMWD (T)	Julius Ma, EVMWD
Jennifer Shepardson, SBMWD (T)	Nel Groenveld, IEUA (T)
Jack Nelson, YVWD	Carol Beekman, Jurupa CSD (T)
Kristen Wardlaw, YVWD	Tim Moore, Risk Sciences
Hope Smythe, CRWQCB	Joe LeClaire, WE Inc.
Pavlova Vitale, City of Corona	Mark Norton, SAWPA
Edward Filadelfia, City of Riverside	Larry McKenney, SAWPA
Rebecca Schwartz, City of Redlands	Regina Patterson, SAWPA
Erin Gilhuly, CV Strategies/WMWD	

Call to Order / Introductions

The Emerging Constituents Program Task Force meeting was called to order at 2:04 p.m. at the Santa Ana Watershed Project Authority, 11615 Sterling Avenue, Riverside, California. Introductions were made.

Approval of Meeting Summary

Mark Norton presented the January 5, 2011 and October 28, 2010 Meeting Summaries for approval. Hearing no comments, the Meeting Summaries were deemed acceptable as presented.

Discuss Recent Press on Water Quality Constituents

Mark Norton provided a brief background about why we are where we are with the constituent issues. The information that has been sent out to the public has left a lot of concern by water agencies who want to ensure the public that their water is safe. There was a desire by the SAWPA Commission to do something so they tasked staff to address the issue immediately. It was suggested that the issue be handled by the EC Task Force so that factual, scientifically based information, could be shared. EMWD notified us that they were preparing a public release about the safety of their water. In addition, WMWD was discussing the same issue and had already brought Erin Gilhuly from CV Strategies onboard. They volunteered their services through Ms. Gilhuly, to talk to the public information officers to see what could be done.

Mr. Norton presented the "*Strategic Plan for Leadership Role in Water Quality Outreach*" provided by CV Strategies dated January 10, 2011. The document included objectives, scope of work, media outreach efforts and opportunities, customer/public information outreach, and critical discussion points regarding chromium 6. Mr. Norton stated that no final decisions would be made today regarding the proposal provided by CV Strategies. Discussion and feedback will be appreciated to get a sense of what the Task Force wants to support.

Mr. Norton invited discussion about what this Task Force feels would be of value in moving forward. He reported that there may be some Task Force agencies who have concerns that this is going outside the scope of this Task Force. As stated in the Task Force agreement, this is part of the mission of the Task Force. The agreement indicates that we may implement a communications plan as part of the overall mission of the Task Force to convey the information. Tim Moore said a letter was submitted to the State Board stating that. Mr. Norton said we are being proactive in addressing what the Task Force wanted.

Jayne Joy reported that EPA has come out with guidance for sampling for hexavalent chromium. Everyone is going about it differently, and EMWD is testing for it periodically. It would be an advantage, as a group, to know what each stakeholder is doing. She indicated EMWD has met with EWG and discussed their use of raw water data and untreated data and representing it as EMWD's drinking water. They agreed to flag the report stating it is under evaluation.

He suggested we need a unified approach with dealing with hexavalent chromium and other constituents that may not necessarily be emerging constituents. Feedback has indicated that the preference would be to keep this a separate function from the EC Program Task Force. Jim Hyde said he does not agree, but that this is a timely matter that needs to be addressed. He cautioned that we don't miss the opportunity to comment on it as a group under governmental structure. This is the appropriate place to address this because we have the means to address it at this stage.

Ms. Joy said her concern is that this regulation is attached to what we serve our customers because the chromium 6 will apply to potable water.

Kristen Wardlaw indicated she likes the proposal to set up an Internet site with links placed on all other agency web sites to help customers understand their water is safe. This would allow us to present a unified front with the facts.

Erin Gilhuly said she needs to hear from the Task Force whether this is a viable model. The proposal and spreadsheet lists the initiatives that have resulted from feedback provided from the meetings and conference calls.

Mr. Norton reported the lead for the Urban Water Research Center at UCI Bill Cooper provided a presentation to the SAWPA Commission and stated he was able to obtain a \$30,000 grant to develop a video regarding ECs. He inquired about partnering with him on developing that.

Hearing no other discussion, Mr. Norton requested comments and recommendations on the scope be sent to him by March 11th and he will forward those comments to Erin Gilhuly at CV Strategies for incorporation into the scope of work.

FY 2011-12 Draft EC Budget with New Public Relations Program

Mark Norton stated the FY 2011-12 Draft EC Program Task Force budget would not be discussed today because further refinements are being made.

Schedule Future Meeting

Wednesday, March 16, 2011 at 1:30 p.m.

Tim Moore briefly discussed his scope of work dated February 28, 2011 and stated he could cut back more than what is proposed. The item will be included on the agenda for additional discussion at the next meeting.

Adjournment

The Emerging Constituents Task Force meeting adjourned at 3:12 p.m.

Handout(s) (available at www.sawpa.org)

1. Draft FY11-12 EC Task Force Budget - not discussed
2. Strategic Plan for Leadership Role in WQ Outreach - CV Strategies
3. EC PR Outreach Plan - spreadsheet
4. Press-Enterprise article 2/16/11 - Debate over using chemicals turning toxic
5. OCWD Draft Talking Points on Chromium-6
6. Proposed Scope of Work - Risk Sciences