

Social Media Services



Your SoCal
TAP WATER

Emerging Constituents PR Task Force

February 25, 2020



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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 Program Task Force

Benefits to Funding Agencies

SAMPLING

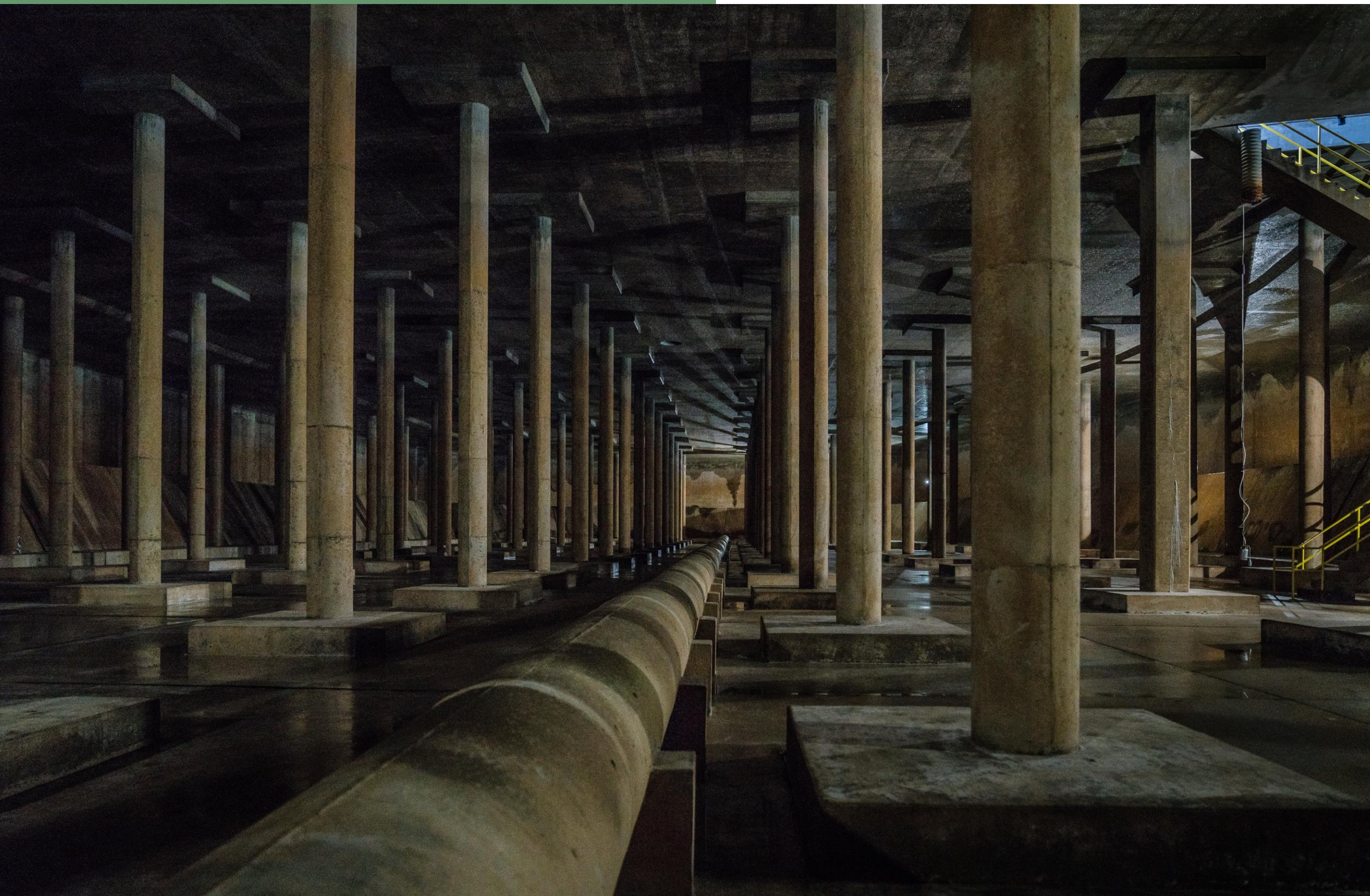
- Alternative to new regulation for recharge (cost savings of \$100,000 per year)
- Improved regional evaluation of EC

SOCIAL MEDIA

- Build awareness about water related issues
- Share information on safety of local water supply
- Correcting misinformed media exposure through outreach

BACKGROUND

The screenshot shows a website layout with a top navigation bar containing links for Home, Blog, About SAWPA, Partnering Agencies, Water Safety, and Where Our Water Comes From. The main header features a large image of water being poured into a glass, with the text 'Your SoCal TAP WATER' overlaid in a mix of blue and white fonts. Below the header is a section titled 'PFAS AND DRINKING WATER QUALITY' with a sub-header 'A Southern California tap water quality blog by Santa Ana Watershed Project Authority'. The article text includes: 'Did you know that your water agency tests and treats water thousands of time per year to ensure it meets some of the highest water-quality standards in the world before it reaches your tap? In fact, the quality of your water is governed by the United States Environmental Protection Agency Safe Drinking Water Act, which requires all public water systems to notify customers annually regarding the quality of the water they receive. In addition, California has stringent standards for water that each water agency must adhere to. From time to time, we may hear about contaminants in water that are affecting local, national and worldwide water quality, including recent news stories on perfluoroalkyl and polyfluoroalkyl chemicals – also known as PFAS. But what are these chemicals and how did they get into our water? What is PFAS? PFAS are prevalent in thousands of products we use every day, including non-stick cookware, firefighting foams, dental floss and stain resistant household coatings on carpets and upholstery. It's also found in our water; however, water agencies don't put these chemicals into our water, but over time they have entered our waterways through manufacturing, landfills and wastewater discharge. Known as "forever chemicals," PFAS are very hard to breakdown and treat (clean) in our water supply. While some PFAS have been linked to adverse health effects and scientific study is still ongoing, there are some preliminary state and federal regulations for these contaminants.' The right sidebar contains a Facebook follow button, a menu with links to Home, Blog, About SAWPA, Partnering Agencies, Water Safety, and Where Our Water Comes From, a 'Top Posts' list with titles like 'Hard Water: Unsafe or Just a Nuisance?' and 'Enhanced Recharge Project: Putting Stormwater to Good Use', and a 'Recent Posts' list with titles like 'Enhanced Recharge Project: Putting Stormwater to Good Use' and 'PFAS and Drinking Water Quality'. A small image of a frying pan is visible at the bottom of the article content area.



BACKGROUND

- *Outreach began in 2012*
- *Blog*
- *Facebook*
- *Twitter*

INFORMAL AUDIT CONDUCTED

- *Content: water-related and “kid-approved” adventures*
- *Posts were irregularly scheduled (blog and social media)*
- *No video content*
- *Design needed update*



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TAP WATER FOCUS


Published by Liselle DeGrave [?] · February 7 at 1:47 PM · 🌐

#FridayFeels Fruit infused water is an effortless way to spice up a glass of refreshing tap water. Learn how to make your own at <https://yoursocaltapwater.org/2016/07/21/tap-water-drinks/> #TapWater



Your SoCal TAP WATER

Did you know that your water agency tests and treats water thousands of times per year to ensure it meets some of the highest water-quality standards in the world before it reaches your tap? Learn more at yoursocaltapwater.org/2019/10/22/pfa... #PFAS #WaterQuality #Water



Your SoCal Tap Water
A Southern California tap water quality blog by Santa Ana Watershed Project Authority



Your SoCal TAP WATER

PFAS AND DRINKING WATER QUALITY




Did you know that your water agency tests and treats water thousands of times per year to ensure it meets some of the highest water-quality standards in the world before it reaches your tap?

In fact, the quality of your water is governed by the United States Environmental Protection Agency Safe Drinking Water Act, which requires all public water systems to notify customers

Your So Cal Tap Water
Published by Liselle DeGrave [?] · February 19 at 1:36 PM · 🌐

Ever wonder what goes on in a water lab? Find out at <https://yoursocaltapwater.org/tour-the-water-lab/> #CAwater #waterlab



Your SoCal TAP WATER



Your So Cal Tap Water

Published by Liselle DeGrave [?] · February 21 at 1:38 PM · 🌐

What does a brine line do? By transporting brackish salt water to the ocean, it helps keep our watershed safe. Learn more at <https://yoursocaltapwater.org/.../24/inland-empire-brine-line/> #BrineLine #CAwater



Your SoCal
TAP WATER

DAILY SOCIAL MEDIA POSTING



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MONTHLY BLOG POSTS

Your SoCal Tap Water
A Southern California tap water quality blog by Santa Ana Watershed Project Authority

DRINKING WATER QUALITY STANDARDS IN THE UNITED STATES

When your your water end tap water into a glass in a warm fall afternoon, enjoy a shower after a long day of work or throw a load of clothes in your washing machine, chances are that you are not thinking about the quality of your water. And that's the good. Tens of millions of gallons of water are used in your local water agency regularly test your water thousands of times per year to ensure that it is meeting some of the highest water quality standards in the world before it comes to your home.

Whether you live in New York or right here in California, the quality of your water is governed by the United States Environmental Protection Agency Safe Drinking Water Act, which requires all public water systems to notify customers annually regarding the quality of the water they receive. In addition, each state has stringent standards for water that each water agency must adhere to.

Here are four more reasons why tap water quality can be treated:

Reason #1: Tap water has to be treated before it comes to safety

In fact, tap water that comes to our homes undergoes many more tests than bottled water. That's because of the national Safe Drinking Water Act, which requires water agencies to conduct extensive water quality testing for verified substances. The drinking water is not only regulated by the national Safe Drinking Water Act but also is regulated by the State Water Resources Control Board - Division of Drinking Water (DDW). Generally, bottled water does not need to meet these same rigorous standards, which is why it's not tested as frequently as tap water and the fact that the plastic bottles the water comes in is not tested.

Reason #2: Water quality is transparently communicated

Each year before the water reaches your tap, it is tested and treated thousands of times to ensure that it meets or surpasses rigorous state and national water quality standards. These results are legally required to be shared annually with customers by mail or website. The

Your SoCal Tap Water
A Southern California tap water quality blog by Santa Ana Watershed Project Authority

HOW DO YOU DISPOSE OF OLD MEDICATIONS?

Posted on July 31, 2018 By SAWPA

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Menu

- Home
- Blog
- About SAWPA
- Partnering Agencies
- Water Safety
- Where Our Water Comes From

Your SoCal Tap Water
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PFAS AND DRINKING WATER QUALITY

Posted on October 22, 2018 By SAWPA

Did you know that your water agency tests and treats water thousands of times per year to ensure it meets some of the highest water quality standards in the world before it reaches your tap?

In fact, the quality of your water is governed by the United States Environmental Protection Agency Safe Drinking Water Act, which requires all public water systems to notify customers annually regarding the quality of the water they receive. In addition, California has stringent standards for water that each water agency must adhere to.

From time to time, we hear about contaminants in water that are affecting local, national and worldwide water quality, including recent news stories on perfluorinated and polyfluorinated chemicals - also known as PFAS. But what are these chemicals and how did they get into our water?

What is PFAS?

PFAS are provided in thousands of products we use every day, including non-stick cookware, firefighting foams, dental floss and stain resistant household coatings on carpets and upholstery. It's also found in our water. However, water agencies don't put these chemicals into our water, but over time they have entered our waterways through manufacturing, landfills and wastewater discharge.

Known as "forever chemicals," PFAS are very hard to breakdown and most often in our water supply. While some PFAS have been linked to adverse health effects and scientific study is still ongoing, there are some preliminary state and federal regulations for these contaminants.

How Do We Monitor PFAS?

In California, the State Division of Drinking Water (SDDW) has a "verification level" and a "response level" for water agencies. The verification and response levels are based on Public Health Goals set by the state and established based on extensive testing - even studying the impacts on people who have been exposed to certain contaminants. While these goals are instrumental in guiding drinking water laws and protecting human health, it is important to note that the EPA has yet to set a national regulatory limit for PFAS.

The Verification Level (VL) requires a water agency to notify government officials when PFAS in the water exceeds the set VL. In California, the VL for perfluorooctane sulfonate (PFOS) is 0.1 part per trillion (ppt) the VL for perfluorodecane sulfonate (PFDS) is 0.5 ppt, the Response Level (RL) requires agencies to take action for readings above 70 ppt for PFOS and PFDS individually or combined. The CA DWR recommends that the water agency remove the well from service or provide treatment if it exceeds that amount. In the coming months, California may even tighten restrictions on the Surface. For context, a ppt is a minuscule amount and is able to one drop of water in the Pasadena Rose Bowl.

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Menu

- Home
- Blog
- About SAWPA
- Partnering Agencies
- Water Safety

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LEAD TESTING IN SCHOOLS

Posted on September 21, 2018 By SAWPA

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Menu

- Home
- Blog
- About SAWPA
- Partnering Agencies
- Water Safety



Water agencies in Southern California are planning ahead to ensure water reliability, security, and to reduce dependence on imported water.

YOURSOCALTAPWATER.ORG

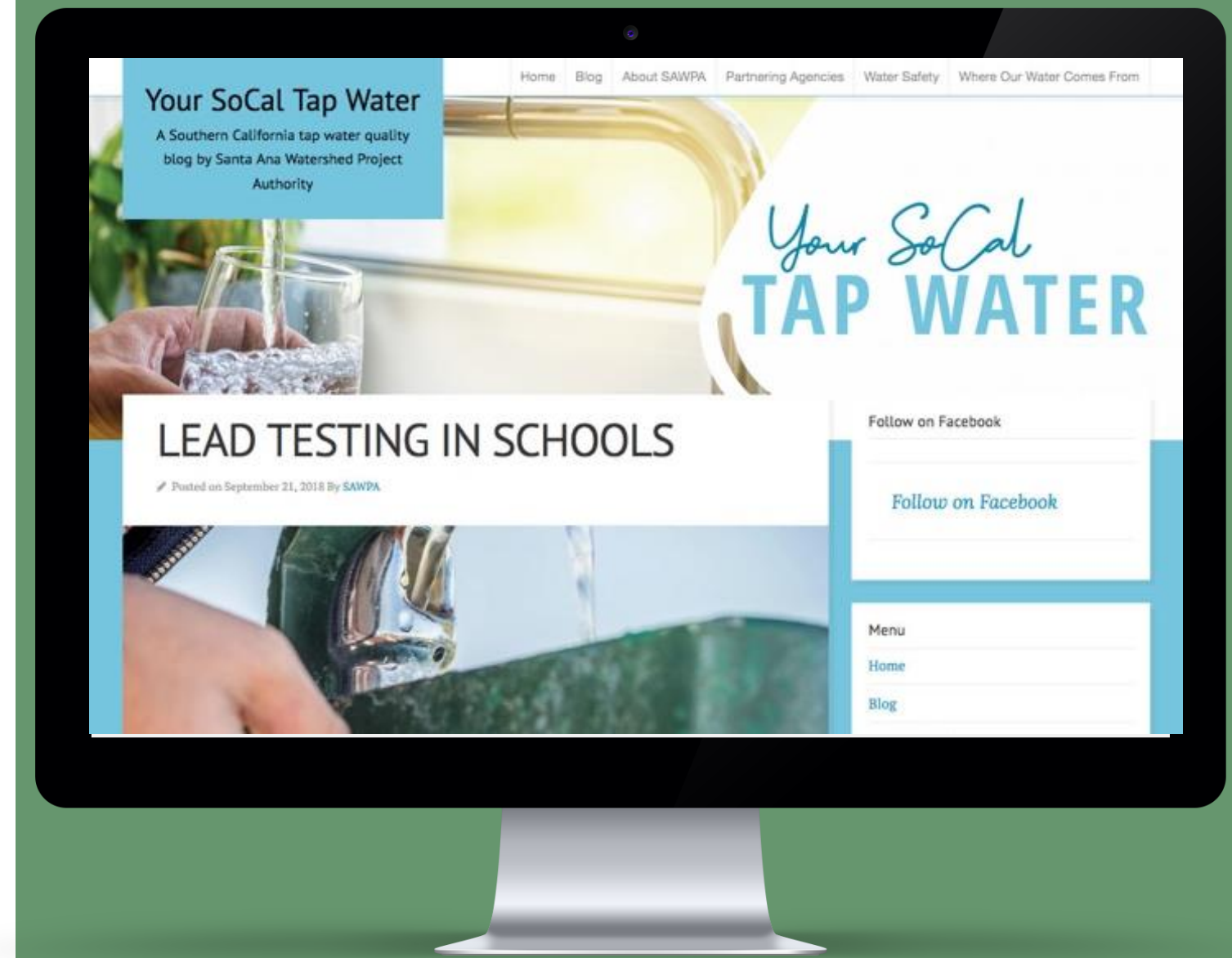
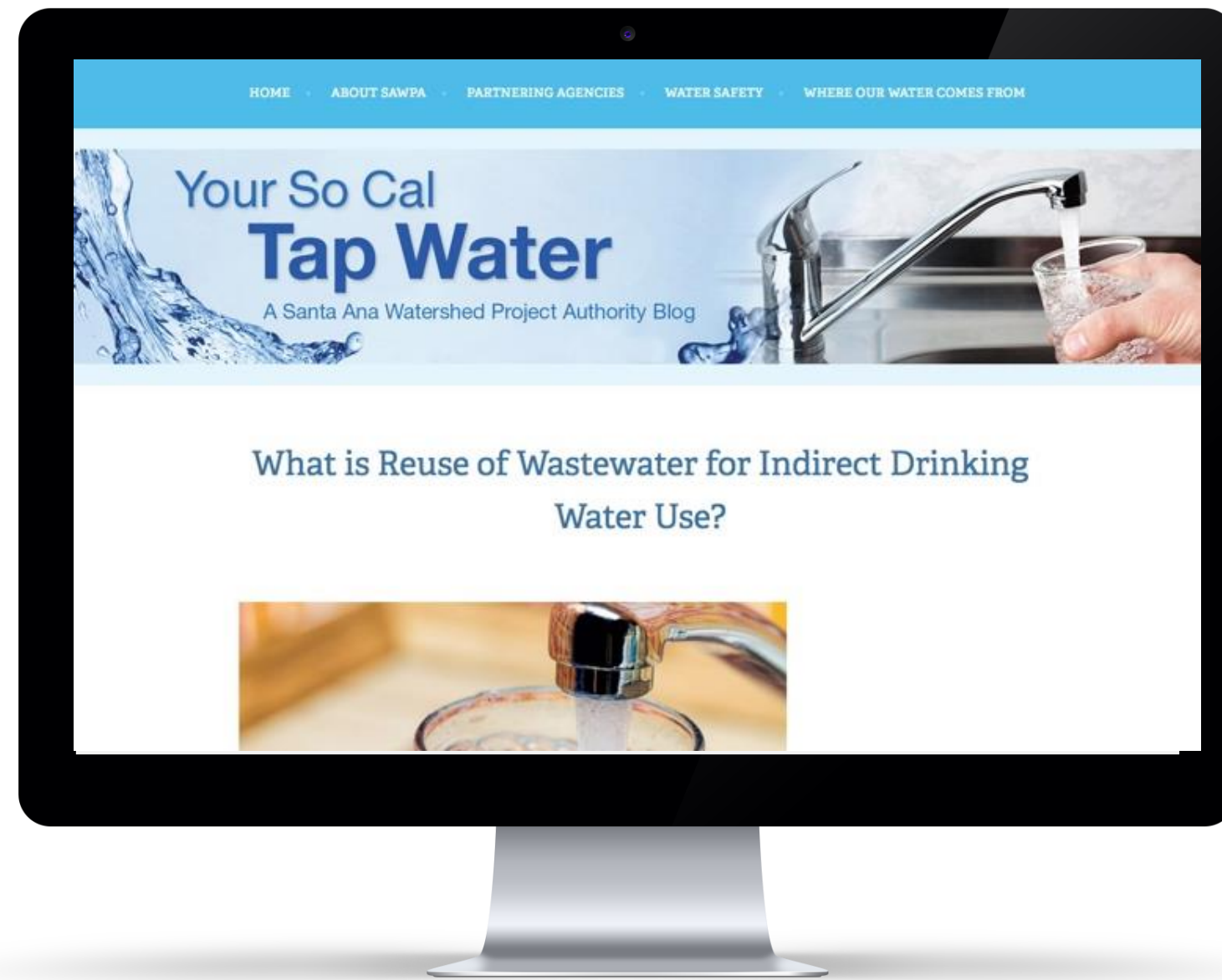
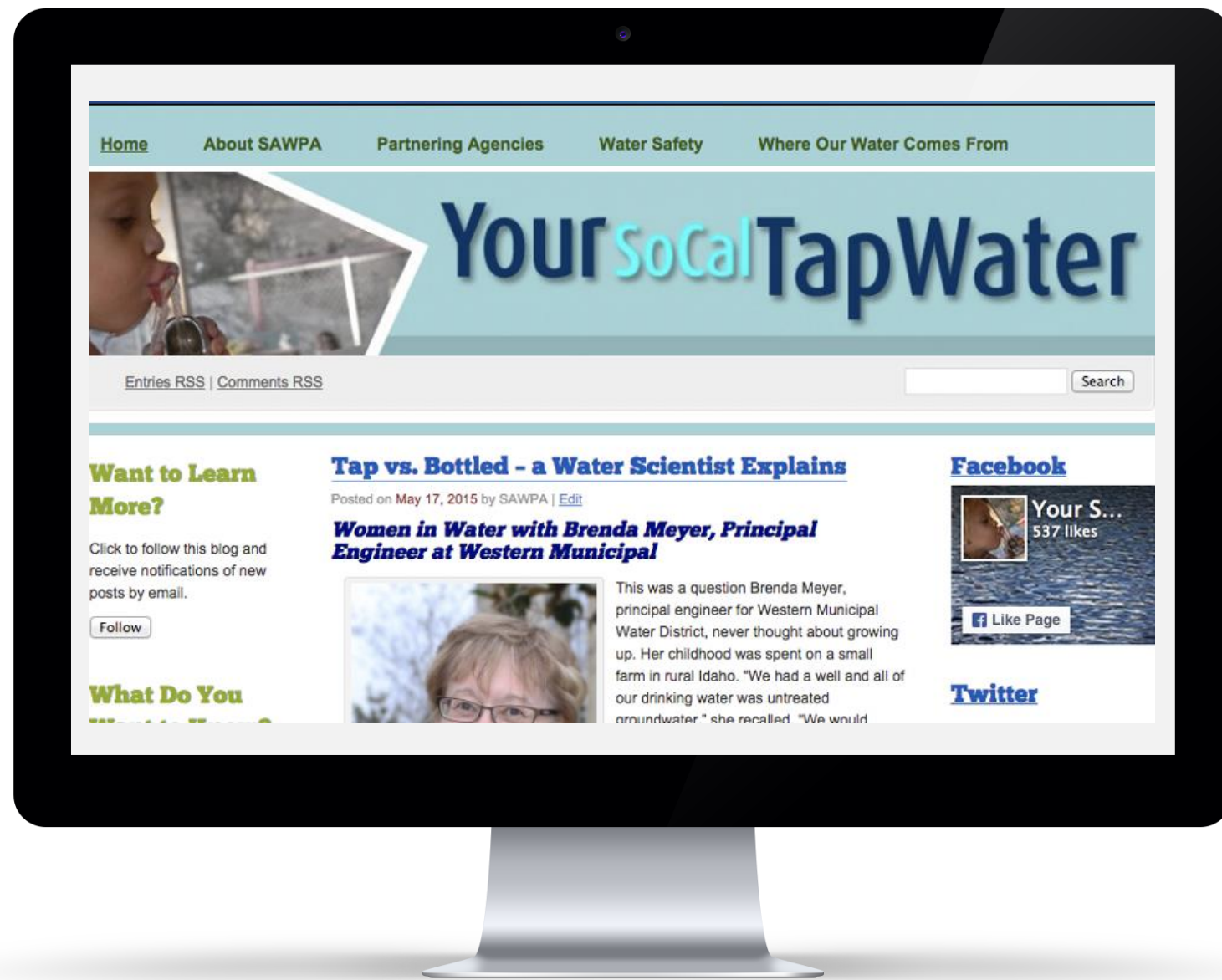
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QUARTERLY VIDEOS

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UPDATED DESIGN



- COLLABORATIONS
- FEATURES
- AWARDS

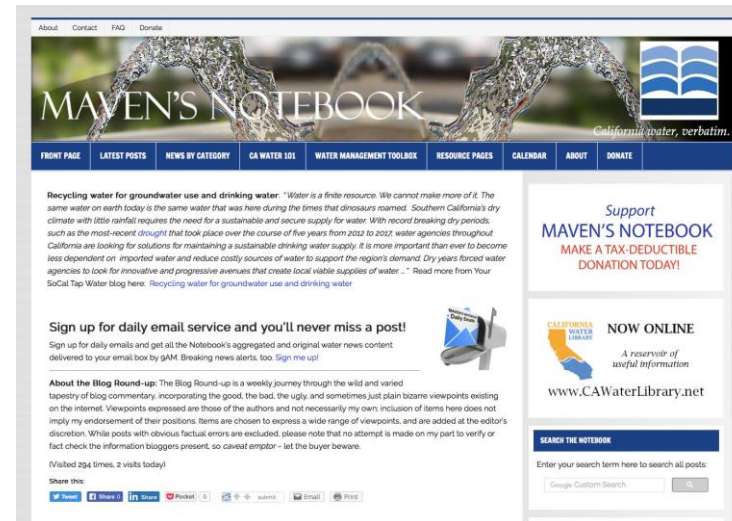
HIDDEN IN A HILL – PERRIS HILL RESERVOIR

Posted on January 31, 2018 By SAWPA

3 Comments

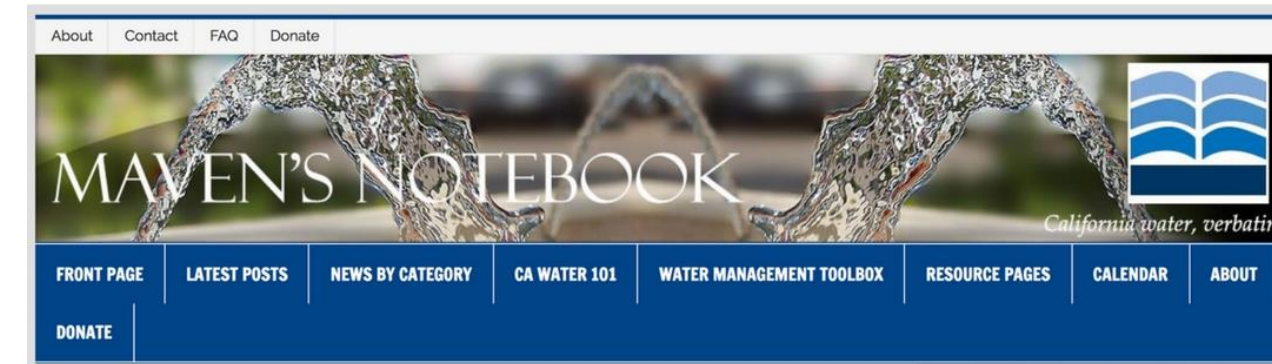


First built in 1949 to provide water to St. Bernadine Medical Center, the Perris Hill Reservoir serves as drinking water storage for the people in the City of San Bernardino. This hidden reservoir is not visible to the naked eye; it was intentionally constructed inside an existing hill, east of Perris 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.



71% of Earth's surface is covered by water. But only 1% is accessibly freshwater suitable for human use.

Imagine a Day Without Water
October 6-8, 2015



BLOG ROUND-UP: Tunnels, earthquakes, weather whiplash, Crop water use in the Delta, salmon straying, and more ...

April 24, 2018 | Maven | Blog Round-Up

What is BPA? Plastic water bottles and human health: *"BPA has made headlines repeatedly over the years and prompted a public outcry for more information over the topic. Many people have called for its ban and expressed concerns over the presence of BPA in everyday household items. The overwhelming presence of BPA in food and drink containers may be negatively impacting a wide range of bodily functions independent of age, race, or gender. The long term consequences of involuntary and long-term ingestion of the chemical raises the question of how to avoid it..."* Read more from Your SoCal Tap Water blog here: [What is BPA? Plastic water bottles and human health](#)

IS TAP WATER SAFE?

Posted on June 21, 2016 By SAWPA



Is tap water safe to drink? Is bottled water safer than tap water?

- Testing of bottled water is less frequent than tap water.
- The EPA regulates tap water quality.
- Leaching of plastic in bottled water is not tested.
- Bacteria growth during storage is not tested in bottled water.
- Municipal water agencies are required to conduct extensive regular water quality testing by certified laboratories.

Following recent reports of nationwide scandals involving water quality, Americans continue to question the safety of their tap water provided by municipal sources. We use tap water to wash the dishes, water our lawns, share with our pets and most importantly we drink it. While some Southern Californians drink tap water, others prefer bottled water and continue to ask whether Southern California tap water is safe?



World Water Day 2019: Leaving No One Behind



For the past 20 years the United Nations (UN) has designated March 22 as World Water Day. On this day UN Member States recognize the urgency of working together with governments and partners to take action to end the water crisis. This year's World Water Day theme is "Leaving No One Behind." The United Nations recognizes a human right to clean water for drinking, personal sanitation, washing of clothes, food preparation, and personal and household hygiene.



The idea of water for all is built upon the UN's Sustainable Development Goal 6 (SDG6) that by 2030 there will be availability and sustainable management of water for all. Out of the billions of people living without safe water in their households, schools, workplaces, farms and factories, there are marginalized groups that face discrimination when trying to access necessary safe water. The 2019 World Water Day puts the focus on those populations that are overlooked, and the attention needed to ensure water for all, regardless of one's gender, race, religion, age, disability and economic status.

To ensure water for all, the UN's Water community including marginalized groups in the decision-making processes of water services. In addition, funding needs to be targeted towards those most in need. UN's Water encourages people to talk to others about the limited access to clean water to build awareness and seek solutions. To create an event in your area or join an existing event visit <http://www.worldwaterday.org/news> For more information on World Water Day visit <http://www.worldwaterday.org/>



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QUESTIONS?

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