

Emerging Constituents Program Task Force

February 1, 2021

ATTENDEES:

Babcock Labs , Allison Mackenzie*	Metropolitan Water District of Southern California , Carrie Guo*
City of Corona DWP , Jennifer McMullin*	OCSD , Matt Smith*
City of Riverside , Thomas Crowley*	OCWD , Jason Dadakis*
City of Riverside , Bobby Gustafson*	OCWD , Patrick Versluis*
City of Riverside, RWQCP , Edward Filadelfia*	RWQCB , Cindy Li*
City of Riverside , Robert Eland*	RWQCB , Jayne Joy*
EVMWD , Sudhir Mohleji*	SAWPA , T. Milford Harrison*
EVMWD , Lenai Hunter*	SAWPA , Mark Norton*
EMWD , Al Javier*	SAWPA , Rick Whetsel*
EMWD , Doug Edwards*	SAWPA , Haley Mullay*
IEUA , Bonita Fan*	SBMWD/RIX , Marissa Flores-Acosta*
IEUA , Sushmitha Reddy*	SBVMWD , Matt Howard*
IEUA , Richard Lao*	USGS , Robert Kent*
Irvine Ranch Water District , Jim Colston*	EVMWD , Mike Ali*
JCSD , Aaron Anderson*	West Yost , Veva Weamer*
JCSD , Marce Billings*	WMWD , Anthony Budicin*
JPW Communications , Annie Pierce*	WMWD , Lyndy Lewis*
JPW Communications , Shannon Singler*	WMWD , Samantha Macdonald*
Kahn, Soares, & Conway, LLP , Theresa (Tess) Dunham*	Yorba Linda Water District , Rosanne Weston*
LeClaire & Associates , Joe LeClaire*	

*Participation via conference call

Introductions

The Emerging Constituents (EC) Program Task Force (Task Force) meeting was called to order at 10:02 a.m. in a virtual Zoom Meeting, in response to, and in compliance with, COVID-19 regulations. Brief introductions were made.

Approval of November 10, 2020 Meeting Notes

Meeting notes were approved as posted.

Emerging Constituents Program Task Force FY 21 – 22 Budget – SAWPA

Mark Norton, of SAWPA, reviewed the proposed Emerging Constituents Program Task Force draft budget for Fiscal Year 2021- 2022. Items included in the budget were task force administration costs, public relations outreach costs and a proposed evaluation of the Impact of PFAS on SAR watershed.

a. Proposed Regional PFAS Impact Evaluation

The main item of discussion amongst the stakeholders corresponded to a proposed regional PFAS Impact Evaluation, to conduct an expanded data gathering and analysis report focused on a family of emerging constituents that is in the process of being regulated, the per- and polyfluoroalkyl substances (PFAS). The focus of this analysis would be to evaluate the impacts of and agency responses to PFAS contamination in various water sources to water agencies throughout the Santa Ana River Watershed. The hope would be that this may lend to some transparency and collaboration on how to regionally combat the levels of PFAS throughout the upper watershed.

The evaluation being proposed is similar to a perchlorate study conducted by the group approximately a decade prior. The perchlorate study report will be distributed to the Task Force after the meeting. Discussion amongst the stakeholders provided feedback on ways to collect data from regulatory sources since routine monitoring is completed by the agencies. Stakeholders requested time to review the draft budgets with their respective agencies prior to a vote of approval taking place. It was decided that the

draft budget would be sent out via email to the Task Force stakeholders for approval and feedback. Mr. Norton said he would also provide a scope of work for the PFAS Impact Evaluation to be prepared by SAWPA staff.

Time Extension from State Water Board on POTWs PFAS Monitoring – Tess Dunham, KSC

Tess Dunham, of Kahn, Soares & Conway, LLP, gave an oral report update on a previously requested Time Extension for monitoring PFAS for the POTWs. Southern California Association of Publicly Owned Treatment Works (SCAP) led an effort in coordinating signatures on a collective letter to the State Water Board requesting the monitoring deadline imposed by Order 13267 be extended by 90-days. The State Water Board did grant the extension, requiring monitoring start for the first quarter of 2021.

Tess Dunham, of Kahn, Soares & Conway, LLP, also reviewed recent legislation that covered a request to approve 21 additional permanent staff positions to support and oversee the clean-up and contamination for PFOS and PFOA, as well as any additional contaminants that have not been able to be addressed. When budget is adopted by the State, there will be more tangible information to know the significance for the Santa Ana Region and resolving concerns of elevated levels of PFOS/PFOA.

EC Task Force Public Education and Outreach Program – SAWPA/JPW

Annie Pierce, of JPW Communications, gave an oral report on the public outreach efforts they oversee. She expressed gratitude and appreciation for the efforts and feedback from the stakeholders on blog/social posts. Annie introduced a new member of their team, Shannon Singler, a new director with JPW Communications. An analytics specialist has also recently been added to their team and contributes to developing the analytics reports that are sent out to the Task Force on a monthly basis for the blog and social media campaigns. Analytics for January should be completed in the next couple of days to be distributed to the stakeholders. She shared a highlight that engagement rates have been high amongst the social media campaigns.

Annie Pierce, of JPW Communications, requested that the Task Force promote and encourage others to go and follow the Your So Cal Tap Water Facebook page, even if they had previously followed the webpages. The previous Facebook page had been closed out by Facebook and JPW Communications needed to set up a new Your So Cal Tap Water page. This means that others will need to go back and “like” the new page for the blog. The higher engagement through likes and followers will allow the blog to reach more and more people on Facebook. All posts on the blog and social media pages are sent to the Emerging Constituents Public Relations Outreach Workgroup, who gives feedback on the proposed content.

The intent of the blog and social media posts is to assure the public that water quality remains at a high level and remains safe and drinkable. It also provides a reliable source for others amongst an internet full of misinformation. Any items or recommendations for topics to be covered can be sent to Mark Norton, of SAWPA, to forward on to Annie Pierce and the JPW Communications team.

Schedule Future Meeting

The next Emerging Constituents Program Task Force is scheduled for Monday, May 3rd, 2021 at 10:00 a.m.

Al Javier, of EMWD, shared that there will be a webinar hosted by the Environmental Protection Agency, about PFAS innovative treatments on February 17th, 2021. He also shared that UCI will be hosting another event at the end of February/early March related to PFAS.

Adjournment

Meeting adjourned at 11:15 a.m.