



SANTA ANA WATERSHED
PROJECT AUTHORITY

Agenda Item 5. SAWPA Commission Consideration of Contracts

Emerging Constituents Program Task Force

June 23, 2025



Recommendation to the SAWPA Commission

June 17, 2025

Approve the following related to the Emerging Constituents Program Task Force for the period Fiscal Years Ending 2026 and 2027:

1. Task Order KSC392-04 with regulatory strategy firm Kahn, Soares & Conway, LLP for an amount not-to-exceed \$65,070, and
2. General Services Agreement and Task Order JPW392-03 with public relations firm JPW Communications LLC for an amount not-to-exceed \$134,624.

Task Force Members

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

Update on Task Force

- In the past year, the Task Force has heard guest speakers from the Association of California Water Agencies, California Association of Sanitation Agencies, Orange County Sanitation District, and Metropolitan Water District
 - Topics focused on PFAS, Microplastics, and biosolids.
- In the past year, the Task Force worked with its communications firm to create monthly blog posts and weekly social media posts. In recent months, the group has also worked with the firm on implementing shorter blogs to increase readership and testing into reel formats for videos.

Note: Since 2010, the Task Force (through SAWPA) has contracted with a regulatory strategist firm and since 2012 has contracted with a public relations firm.

Goals of Regulatory Strategy Contract

- Engagement with key regulatory agencies stakeholders, including Regional Water Board and State Water Board
- Engagement with other key regulatory agencies involved in regulating emerging contaminants such as the Office of Environmental Health Hazard Assessment, Department of Pesticide Regulation and U.S. Environmental Protection Agency
- Securing appropriate subject matter experts and speakers for quarterly meetings
- Integrating timely reports on relevant regulatory developments into meeting proceedings



Goals of Public Relations Contract

- Promote value and safety of tap water, and water resources that support tap water,
- Encourage outdoor water conservation,
- Share water quality consumer confidence reports, and
- Highlight water resource projects and planning efforts the Task Force member agencies are implementing.



Benefits of Contracts to Task Force Members

- Develop relationships with regulatory agencies (regulatory strategy)
- Gain an understanding of current and evolving water quality regulations (regulatory strategy)
- Work together as a coalition to respond to any potential emerging regulations (regulatory strategy)
- Building public awareness about water related issues (public relations)
- Sharing information to the general public on safety of potable water supply (public relations)
- Correcting misinformed media exposure (public relations)
- Provide science-based information about emerging constituents to the public (public relations)

Regulatory Strategy Contract Budget

Task No	Task Name	Year 1 FYE 2026		Year 2 FYE 2027	
		Budget	Hours	Budget	Hours
1	Facilitation of Planning Discussions	\$9,650	30	\$0	0
2	Quarterly Meeting Organization and Participation	\$9,440	28	\$9,440	28
3	Monitor Regulatory Agency Actions	\$7,300	20	\$7,300	20
4	Coordination with Complementary Organizations and Regulatory Agencies	\$10,300	30	\$10,300	30
	Annual Totals	\$36,690	108	\$28,380	78
	Grand Total	\$65,070			

Regulatory Strategy Contract Scope

Task No	Task Name	Scope Summary
1	Facilitation of Planning Discussions	Facilitate the identification and refinement of core goals and objectives for the Task Force, and make updates based on current conditions and priorities.
2	Quarterly Meeting Organization and Participation	Pre-meeting consultations with Task Force members to ascertain priority topics, securing appropriate subject matter experts.
3	Monitor Regulatory Agency Actions	Monitor U.S. EPA, State Water Board, Department of Pesticide Regulations and other agencies.
4	Coordination with Complementary Organizations and Regulatory Agencies	Maintain partnerships with complementary water-focused organizations such as California Association of Sanitation Agencies and Association of California Water Agencies.

Area of Focus for Public Relations

- Value and safety of tap water, and water resources that support tap water
- Outdoor water conservation
- Water quality consumer confidence reports
- Water resource projects and planning efforts the Task Force agencies are implementing
- Per- and polyfluoroalkyl substances (PFAS) treatment projects implemented by EC Task Force members.

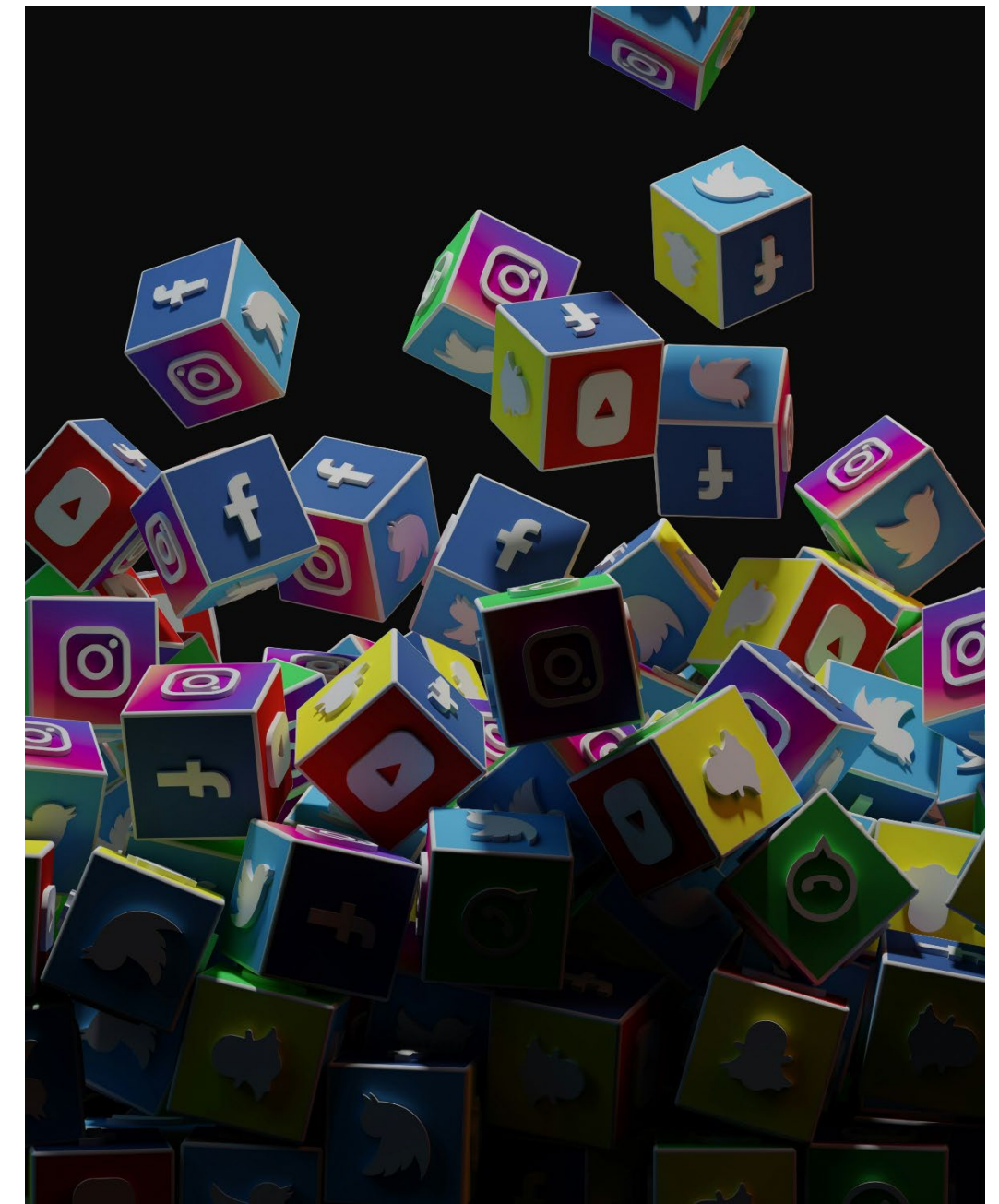


JPW Task Order Scope and Budget

	Year 1 FYE 2026	Year 2 FYE 2027
TASK 1: Public Relations EC Blog and Videos	\$27,360	\$28,728
TASK 2: EC Social Media Support (Current Sites and NextDoor)	\$29,100	\$30,555
TASK 3: Tracking and Presenting Metrics	\$3,210	\$3,371
Billable expenses	\$6,000	\$6,300
Annual Totals	\$65,670	\$68,954
Grand Total	\$134,624	

Growth Opportunities

- SAWPA Staff is working closely with JPW and the EC Task Force PR Group on implementing proven strategies to increase reach in the upcoming two-year contract, including:
 - Use of reels with captions and attention-grabbing graphics to increase organic social media views
 - Shorter blog posts to increase readership and decrease page abandonment
 - Increasing shared media library of work throughout the watershed for better video content



Task Force Budget Development

- SAWPA worked closely with the consultants and the Task Force Members in developing these Task Orders.
- The Task Force approved their Fiscal Years Ending 2026 and 2027 budget to cover the cost of these task orders, as the Task Force members fund these efforts.



Thank You

Santa Ana Watershed Project Authority

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