Social Media Services

Emerging Constituents PR Task Force

February 25, 2020
## Emerging Constituent Program Task Force

### Participating Task Force Agencies in Outreach

<table>
<thead>
<tr>
<th>Eastern Municipal Water District</th>
<th>Jurupa Community Services District</th>
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<tbody>
<tr>
<td>Inland Empire Utilities Agency</td>
<td>Yucaipa Valley Water District</td>
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<tr>
<td>City of Riverside</td>
<td>City of Corona</td>
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<td>Temescal Valley Water District</td>
<td>City of Redlands</td>
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<tr>
<td>Elsinore Valley Municipal Water</td>
<td>City of Rialto</td>
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<tr>
<td>District</td>
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<td>Irvine Ranch Water District</td>
<td>Western Riverside Co Regional</td>
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<td>Wastewater Authority</td>
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<td>Colton/San Bernardino Regional</td>
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<tr>
<td>Tertiary Treatment and</td>
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<tr>
<td>Wastewater Reclamation</td>
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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
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’s Drinking Water Act, which requires all public water systems to periodically test water supplied to their customers 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 have slight 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 my 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 test these chemicals in our water, but over time they have entered our waterways through manufacturing, landfills and wastewater discharges. 

Known as “forever chemicals,” PFAS are very hard to breakdown and treat easily in our water supply. While some PFAS have been listed to achieve health effects and scientific study is still ongoing, there are some precautionary steps we can take to reduce these contaminants.
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
IMPROVEMENTS
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://yourescalaptopwater.org/2016/07/23/tap-water-drinks/

#TapWater

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 https://yourescalaptopwater.org/2016/01/22/what-are-your-water-quality-standards/

Published by Liselle DeGrave | February 19 at 1:36 PM

Ever wonder what goes on in a water lab? Find out at https://yourescalaptopwater.org/tour-the-water-lab/

#CAwater

#waterlab
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

DAILY SOCIAL MEDIA POSTING
Water agencies in Southern California are planning ahead to ensure water reliability, security, and to reduce dependence on imported water.
UPDATED DESIGN
Collaborations

Hidden in a Hill – Perris Hill Reservoir

Blog Round-Up: Tunnels, earthquakes, weather whiplash, Crop water use in the Delta, salmon straying, and more...

Is Tap Water Safe?

What is BPA? Plastic water bottles and human health

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

Imagine a Day Without Water

Maven's Notebook

Is Tap Water Safe? / BPA in Plastic Water Bottles and Human Health

dc Degrave Communications, Inc.
Public Relations
QUESTIONS?