Trust Matters
Reaching Diverse Audiences

Patty Cortez
Director of Government and Community Affairs
Upper San Gabriel Valley MWD
Upper District Overview

- Wholesale water agency formed in 1960 to provide supplemental water to the San Gabriel Valley
- **Service Area:** 144 sq. miles covering 18 cities, 27 water retailers
- **Population Served:** 950,000
- **Ethnic Diversity***
  - Latino: 46%
  - White: 22%
  - Asian American: 28%
  - African American: 4%

*U.S. Census Bureau, 2010*
Engaging Diverse Communities

- **Learn about your communities**
  - Cultural sensitivities, traditions, perceptions of govt., family values, etc.

- **Identify Key Community Leaders**
  - Build relationships with community leaders, organizations, city officials, religious leaders
  - Enlist them in helping to spread key messages

- **Participate in Community Events**
  - Outreach table at a community fair
  - Be visible in the community
Engaging Diverse Communities

• Adapting Your Materials and Communications Tools
  • Keep messages consistent
  • Use cultural images appropriately
  • Ensure message accuracy and are linguistically relevant.
  • Consider use of bilingual staff, local community group, translation service.
  • Don’t always rely on Google Translate
  • Use the best medium to reach your audience. (newspapers, social media)
Earth Day Ads

- San Gabriel Valley Tribune
- Chinese Daily News
- La Opinion
Case Study: COVID-19 Communications

• Pandemic shifted message focus from water use efficiency to water quality and public health updates

• Communications strategy remained inclusive of all ethnic groups

• Identified Messages During COVID-19
  • Local tap water safety and treatment process
  • Don’t Treat Your Toilet like a Trash Can
  • COVID-19 Health and Safety Facts
  • Student/Teacher Educational Activities & Videos
  • Ideas for Home Conservation Projects
Your Tap Water is Safe from COVID-19

"Your Tap Water is Safe" Ads

FREQUENTLY ASKED QUESTIONS About COVID-19 and Water Supply

Can the COVID-19 coronavirus get into my water?
General Manager Matt Mitchell, Three Valleys Municipal Water District
The novel coronavirus disease, COVID-19, does NOT impact the quality and supply of your local tap water. COVID-19 is NOT transmitted person-to-person, not through water, according to the Centers for Disease Control and Prevention.

So why are people stockpiling bottled water?
Executive Director Rick Hantes, Los Angeles Backwater Authority
General emergency preparedness encourages a two-week supply of bottled water in the event of a supply disruption. While other emergencies may necessitate keeping other sources, bottled supplies are not a concern in this particular situation. People should remember that there will not be supply disruptions due to COVID-19. Our water supply meets all federal and state drinking water standards and is monitored every day of the year from source to tap. In fact, neighbors from your home to the test well even more rigorously test bottled water brands you buy at your store.

Will COVID-19 affect our long-term water supply?
Executive Officer Tony Zimniak, Cities of San Gabriel/El Monte Watermaster
The San Gabriel Valley is fortunate to have the San Gabriel Watershed, which can store 83,000 acre-feet of fresh water. The San Gabriel Basin Watermaster is working with using this capacity and quality of this groundwater resource. The water in the ground is stored in a safe, natural environment until it is pumped out and delivered to the consumer. All of this water is treated by very stringent drinking water supply standards required by state and federal regulations and the Watermaster helps coordinate regulated sampling and reporting of these supplies before it enters the tap in your home. The virus will not affect tap groundwater supply and San Gabriel Valley residents can feel confident about tap water.

Will my tap water continue to be safe as the virus spreads?
General Manager Tom Lee, Upper San Gabriel Valley Municipal Water District
Yes, your tap water is safe to drink and for everyday use and will continue to be safe. The Upper San Gabriel Municipal Water District Upper District is charged with providing the imported water for the San Gabriel Valley. Upper District regulates coordinated water supply and delivery with the Huntington Beach Water District in Southern California and other regional agencies to assure adequate reliable imported water supply for all our customers.

Press releases and coordination processes safeguard the water supply again viruses and bacteria. Ongoing monitoring demonstrates that kelp bed plumes, treated effluent reach or even pass beyond federal and state drinking water standards and regulations. The Board of Directors for the Upper San Gabriel Municipal Water District remain very vigilant and concerned about the health and safety of all our residents. We will continue to work closely with our neighboring municipalities, agencies, local water boards, and others to ensure a reliable and safe water supply.

FOR MORE INFORMATION
Centers for Disease Control and Prevention www.cdc.gov
World Health Organization www.who.int
United States Environmental Protection Agency US EPA www.epa.gov
California Department of Public Health www.cdph.ca.gov
Metropolitan Water District of Southern California www.mwcd.com

THIS MESSAGE BROUGHT TO YOU BY
Three Valleys Municipal Water District
Los Angeles Backwater Authority
Cities of San Gabriel/El Monte Watermaster
Social Media Outreach

• Social Media Platforms
  • Twitter, Instagram, Facebook | @upperdistrict

• Message Consistency
  • Establish timing and frequency of posts
  • Reposts from Partner Agencies (ex. MWD, Sans Districts, EPA WaterSense, SCWC)

• Boost Content
Social Media Examples

#ThinkBeforeYouFlush
ONLY the Three P's When You Flush

El Inodoro No Es Basurero.
Don't Treat Your Toilet Like a Trash Can.

#EnjuagueResponsablemente
#FlushResponsibly

Upper San Gabriel Valley Municipal Water District
No need to buy in bulk.
Your tap water is safe.

Teacher “At Home” Tool Kit
upperdistrict.org/educate/

Don't Treat your Toilet like a Trash Can.
不要把你的厕所当成垃圾桶

#FlushResponsibly
#负责任地使用

7 likes
upperdistrict 请不要在厕所里冲厕纸以外的任何东西。把纸巾和可冲洗的湿巾扔到垃圾桶里 #负责任地使用. ||| more
April 7 • See Translation