



Trust Matters

Reaching Diverse Audiences

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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



Celebrating Earth Day

Replace grass with water-wise California natives or succulents.

Install slow-drip or smart irrigation to deliver water directly to plants.

Use compost or mulch to save water and benefit soil and crops.

Director Anthony R. Fellwo Secretary Division 1

Director Charles M. Treinho Treasurer Division 2

Director Ed Chavez President Division 3

Director Alfonso "A" Contreras Vice President Division 4

Director Jennifer Santana Division 5

For more Water Saving Tips visit www.upperdistrict.org

慶祝地球日

用智慧用水 種植加州本地植物 或耐旱植物代替草坪。

安裝慢滴或智能灌溉 將水直接輸送給 種植的植物。

使用堆肥或覆蓋物 以節約用水及使土壤 和農作物受益。

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¿Que hacer este Dia de La Tierra?

Ahora que todos nos quedamos en casa, ¿por qué no embellecer su jardín?

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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

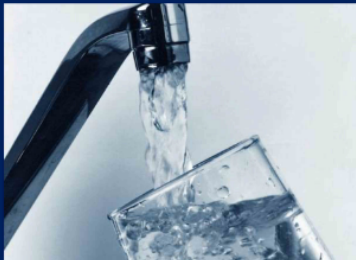


“Your Tap Water is Safe” Ads

An Important Message Regarding Your Local Water Supply



Your TAP WATER is SAFE from COVID-19



“The novel coronavirus disease, COVID-19, does NOT impact the quality and supply of your local tap water, COVID-19 is transmitted person to person, not through water.” - According to the Centers for Disease Control and Prevention.

It is not necessary to buy in bulk or stockpile water bottles. A two-week supply is recommended for natural disaster emergencies.

Upper District urges you to practice sanitary procedures and follow the Safer at Home order.



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FREQUENTLY ASKED QUESTIONS About COVID-19 and Water Supply



Can the COVID-19 coronavirus get into my water?

General Manager Matt Litchfield, Three Valleys Municipal Water District

The novel coronavirus disease, COVID-19, does not present a threat to the safety of Three Valleys' or any other regional water supplies. Much of our water comes through the Metropolitan Water District of Southern California, whose multi-step treatment process includes filtration and disinfection using ozone and chlorine. This advanced process removes and kills viruses, including coronaviruses, as well as bacteria and other pathogens.

Furthermore, state project water treated at the Three Valleys' Miramar treatment plant. It is regulated for safety and must meet stringent state and federal drinking water quality standards to ensure the highest quality of water.

Three Valleys tests the water multiple times per day to ensure the safety of its water supplies. COVID-19 is 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 Ken Manning, San Gabriel Basin Water Quality Authority

General emergency preparedness encourages a two-week supply of bottled water in the event of a supply disruption. While other emergencies may necessitate backup water sources, water supplies are not a concern in this particular situation.

People should remember that there will not be a supply disruption due to COVID-19. Our water supply must meet strict state and federal drinking water standards and is monitored every step of the way, from source to tap. In fact, the water from your home is tested more rigorously than most bottled water brands you buy at your store.



Will COVID-19 affect our long-term water supply?

Executive Officer Tony Zampella, Main San Gabriel Basin Watermaster

The San Gabriel Valley is fortunate to have the Main San Gabriel Basin, which can store 8.6 million acre feet of fresh water. The Main San Gabriel Basin Watermaster is tasked with monitoring the quantity and quality of this groundwater source. The water in the ground is stored in a safe, natural environment until it is pumped out and served to the consumer. All of this water meets the very stringent drinking water supply standards required by state and federal regulations and the Watermaster helps coordinate required sampling and reporting of these supplies before it arrives at the tap. In short, the virus will not affect our groundwater supply and San Gabriel Valley residents can feel safe drinking tap water.

Will my tap water continue to be safe as the virus spreads?

General Manager Tom Love, 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 Valley Municipal Water District (Upper District) is charged with providing the imported water for the San Gabriel Valley. Upper District regularly coordinates water supply and delivery with the Metropolitan Water District of Southern California and other regional agencies to ensure a safe and reliable imported water supply for all our customers.

Metropolitan's filtration and disinfection processes safeguard the water supply against viruses and bacteria. Ongoing monitoring demonstrates that Metropolitan's treated water meets or surpasses all federal and state drinking water standards and regulations.

The Board of Directors for the Upper San Gabriel Valley Municipal Water District remain very diligent and concerned about the health and safety of all our residents. We will continue to work closely with our neighboring municipal water agencies, local water retailers and dries to ensure a reliable and safe water supply.



FOR MORE INFORMATION

Centers for Disease Control & 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.mwdh2o.com

THIS MESSAGE BROUGHT TO YOU BY



una preocupación menos

COVID-19 no se ha detectado en el agua. El tratamiento convencional del agua elimina y mata los virus, incluyendo los coronavirus.



El agua del grifo es segura para consumir.



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Social Media Outreach

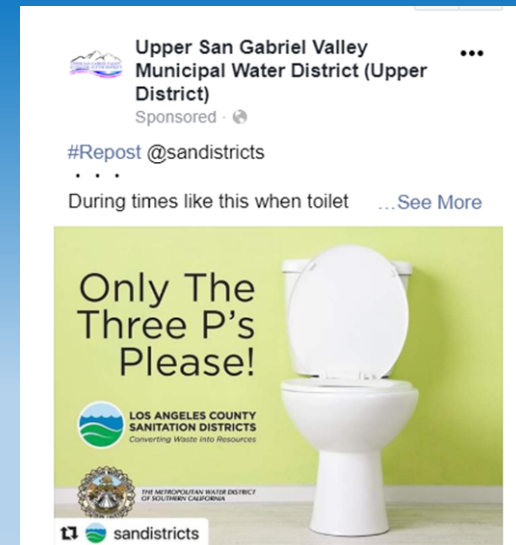
- **Social Media Platforms**

- 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**



6 likes

upperdistrict #Repost @mwdh2o · · ·

No se preocupe por su suministro de agua. Está protegido, hoy y todos los días. Lea nuestras preguntas frecuentes

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 

upperdistrict 



**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

Upper San Gabriel Valley
Municipal Water District 

**No need to
buy in bulk.**



**Your tap
water is safe.**

www.cdc.gov/coronavirus/2019-ncov/php/water.html

**Teacher
"At Home"
Tool Kit**

upperdistrict.org/educate/

