



1/16/25

PFAS Public Outreach Sweetwater Board Committee

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Outreach Strategy Goals

1. Establish **Sweetwater as the most credible source** of information by transparently communicating with customers and community at large about PFAS in the water supply and what Sweetwater is doing to address it.
2. **Earn trust and goodwill** with customers and the community by creating opportunities for two-way, proactive, timely and transparent communications between Sweetwater and its customers throughout the outreach process.
3. **Overcome barriers to engaging all Sweetwater customers** by providing technical information in a clear, concise way, through visuals, plain language and preferred communications methods.



In-Person Touchpoints

Meeting Type/Format	Location	Date/Time
Community Advisory Working Group	Chula Vista	January 28, 5 pm
Community Workshop #1	National City	February 3, 5:30 pm
Community Workshop #2	Chula Vista	February 13, 5:30 pm
Community Workshop #3	Bonita	February 19, 5:45 pm



Community Advisory Work Group Meeting Goals

1. Provide update on new EPA PFAS testing requirements
2. Review most recent testing results and potential actions to address
3. Outline public outreach efforts, including community workshops



Community Advisory Work Group Meeting Format

1. Dedicated working group meeting for PFAS education
2. Brief staff presentation
3. Public comment with staff addressing what they can live; follow-up on other questions after meeting



Community Workshops Goals

1. Educate public on PFAS clearly and transparently
2. Review and contextualize recent water testing results
3. Build goodwill and trust
4. Create forum for concerns, questions, feedback
5. Public comment with staff addressing what they can live; follow-up on other questions after meeting



Community Workshops Format

1. Comment cards at check-in for questions
2. Classroom style
3. Staff to present presentation
4. Facilitated Q&A



Getting the Word Out

1. PFAS Education webpage
2. Newsletter information about PFAS Education (print and digital)
3. Article in newsroom
4. Media relations
5. Owned social media (on Sweetwater's channels)
6. Shared social media (on National City, Chula Vista, County channels)
7. Emails with flyer to City of National City, City of Chula Vista and County of San Diego PIOs, leadership and elected officials
8. Eblast to PFAS Education list



Staff Presentation Contents

1. Staff presentation will include information on:
 - PFAS explained
 - New EPA requirements; how we got here
 - Initial testing results and ongoing testing
 - Potential long-term solutions and costs
 - Next steps



Concurrent Public Outreach Efforts

1. Concurrent with public workshops, we will:
 - Continue updating website as new information and additional testing becomes available
 - Continue proactive media relations
 - Continue social media outreach and monitoring
 - Continue regular eNews and On Tap updates to customer base
 - Release an explainer video on topic
 - Continue public engagement tracking, addressing concerns



Key Messages

1. Key messages to convey:
 - Your water is safe to drink
 - We are actively researching all options for mitigation
 - We are collecting additional data points
 - All solutions will likely require a significant investment by District
 - We commit to ongoing transparent communication on issue



Thank You!

Questions?

