
Date: February 21, 2024

To: The Honorable Board of Directors

From: Shivaji Deshmukh, General Manager

Committee:

Staff Contact: Alyson Piguee, Director of External & Government Affairs

Subject: Public Outreach and Communication (Written)

Executive Summary:

- Staff hosted a Dry-Run IEUA Inspection Tour on January 30 with staff from across the Agency to develop a new education component to add to outreach efforts. This tour program will enable IEUA to showcase facilities, services, and programs to customer agencies and other stakeholders while building relationships and developing water ambassadors across the region. The Dry-Run included an IEUA 101 and tours of Regional Water Recycling Plant No. 4, Inland Empire Regional Composting Facility, Chino Creek Wetlands and Educational Park, and the Water Quality Laboratory. In addition, short presentations throughout included the “Be Sewer Smart” campaign/messaging, Chino Basin Program, and the Agency’s Groundwater Recharge Program. The tour ended with an Escape Room activity in the Water Quality Laboratory.
- Staff continues to release content as part of the rebranded "The Time is Always Now" series. Transitioning into the fifth phase of the campaign under the segment "Tune it Up," staff is now providing water-saving tips on irrigation systems focused on promoting the Smart Sprinkler Tune-up Program.
- The Agency’s Water Discovery Field Trip Program 2024 calendar is booking quickly, with just a few dates remaining for the current school year. In the month of January, staff hosted five schools (168 students) through the Water Discovery Field Trip Program. February is fully booked.

Budget Impact *Budgeted (Y/N): Y Amendment (Y/N): N Amount for Requested Approval*

Regional Sewerage *Technical Committee (Y/N):*
Policy Committee (Y/N):

Attachments:

Attachment 1 - [Background](#)