Public Health Goals Report

Board of Directors

July 9, 2019
Public Health Goals Report

- Regulatory requirement for large water systems (more than 10,000 customers) since 1998
- Report must be prepared every 3 years
- Utility must hold a public meeting for the purpose of accepting and responding to public comment
Public Health Goals (PHGs) are non-enforceable goals based on the level of a contaminant that poses no significant health risk.

Maximum Contaminant Level Goals (MCLGs) are the federal equivalent.

Report must contain information about any contaminant detected above its PHG or MCLG.
Calendar years 2016 - 2018
All state and federal water quality standards were met
Exceeded PHG/MCLG for two compounds:
  - Total coliform bacteria
  - Bromate
Total Coliform Bacteria

- Coliform is an indicator organism, generally not pathogenic
- Samples that are positive for coliform are investigated
- MCLG: zero
- Exceeded MCLG in 1 of 36 months
Bromate

- Bromate is a byproduct of the ozonation process
- Ozone is used to control taste and odor, for disinfection, and to improve filtration
- Regulatory standard (MCL): 10 µg/L
- PHG: 0.1 µg/L based on carcinogenicity
- 3 of 12 monitoring periods had results higher than the PHG, ranging from 1.4 – 2.0 µg/L
• Staff recommendation:
  – Accept the Public Health Goals Report
San Ramon Valley Recycled Water Pump Station R3000 Project

Final Mitigated Negative Declaration Project Approval

Board of Directors
July 9, 2019
Project Overview

• New recycled pump station
  - Building, electrical equipment, and paved parking
  - Retaining wall, landscaping

• Supply and discharge pipeline

• Expand recycled water service to northern San Ramon Valley

• 980 AFY potable water savings

• Construction to be scheduled once permanent DERWA supply is secured
Site Evaluation Process

- Seven sites evaluated in 2016
  - Two sites considered feasible and analyzed in IS/MND
    - Site A2 requires sale from City of San Ramon
    - Site A4 owned by DERWA, but more impacts
- Seven additional sites evaluated in 2018
  - In response to public comments received
- Recommend A2 as preferred site
Preferred: Site A2 Location, Pipeline, and Site Plan

Best meets criteria:

- Close to Dougherty
- Natural screening
- Ready to purchase
- No park, play, or parking impacts
- Avoid protected areas

• Approximately 5,400 square foot developed site
CEQA Analysis and IS/MND Public Outreach

CEQA
- Initial Study/Mitigated Negative Declaration (IS/MND)
- EBMUD Standard Practices & Procedures
- Mitigation Monitoring & Reporting Program

IS/MND Public Outreach
- Meetings with City of San Ramon
- Presentation to City Architectural Review Board
- 551 mailers sent
- 2 public meetings: Oct 17 and Nov 13, 2018
- Notice posted on District website, filed with County Clerk and published in the newspaper
- A copy of the MND sent to the San Ramon Library
- 57 comment letters and e-mails received
<table>
<thead>
<tr>
<th>Environmental Factors</th>
<th>Less than Significant</th>
<th>Less than Significant with Mitigation</th>
<th>Significant and Unavoidable</th>
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<tr>
<td>Aesthetics</td>
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<td>Air Quality</td>
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<td>Biological</td>
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<td>√</td>
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<td>Cultural</td>
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<td>√</td>
<td></td>
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<tr>
<td>Energy</td>
<td>√</td>
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<tr>
<td>Geology</td>
<td>√</td>
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<td>GHGs</td>
<td>√</td>
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<tr>
<td>Hazards</td>
<td>√</td>
<td></td>
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<tr>
<td>Hydrology</td>
<td>√</td>
<td></td>
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<tr>
<td>Noise</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic</td>
<td>√</td>
<td></td>
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</tr>
</tbody>
</table>
Key Community Comments & Responses

Comments
- Site selection
- Fire hazards
- Construction related traffic, noise, dust
- Operational odor and noise
- Visual impacts/aesthetics

Responses
- Additional background on site selection and additional sites evaluated
- Remove fencing unless required for future security
- More tree planting and architectural design modifications
- Enforcement of specifications and standard practices
- Additional construction outreach
- Additional traffic coordination at Coyote Creek Elementary
- Clarification of no odor
- Analysis confirms no noise concern from equipment enclosed in building
- Compliance with fire code regulations

All comments addressed with no substantial changes to the MND
Recommended Action

- Adopt the Final MND for the Pump Station R3000 Project
- Make findings in accordance with the California Environmental Quality Act (CEQA)
- Adopt the Mitigation Monitoring and Reporting Program
- Adopt the Practices and Procedures Monitoring and Reporting Program
- Select Site A2, along Dougherty Road
- Approve the Pump Station R3000 Project
Questions/Comments
2019 Customer Opinion Survey Results and Outreach Highlights

Board of Directors

July 9, 2019
Agenda

• Survey background
• Key results
• Areas of strength
• Areas for improvement
• FY19 and FY20 outreach highlights
Purpose:

• To understand District residents’ perception of the District, knowledge of our work, and how providing information about our efforts can improve their opinion and support for District initiatives.

Goal:

• Utilize data to guide District outreach and messaging to ensure our efforts are known, and to strengthen consumers perception of EBMUD.
Methodology

• Telephone and email-to-web survey of 1,205 East Bay Municipal Utility District customers – account holders and non-account holders.

• Conducted February 19 – March 6, 2019.

• Results are geographically and demographically representative of the District population, with a margin of error of ±2.8 percentage points.

• Survey was conducted on landlines, cell phones and online in English, Spanish and Chinese.
Key Findings

- Residential customers have positive opinions of EBMUD and rate the District positively on its core responsibilities, particularly providing quality, safe, good-tasting tap water.

- Customers share EBMUD’s priorities, particularly the reduction of pollution in lakes, creeks and San Francisco Bay, along with being prepared for emerging challenges like droughts and earthquakes.

- Despite EBMUD’s positive job ratings in most areas, some customers are not happy about water rates. However, once provided with additional information, many change their opinions about EBMUD’s management of water rates.
EBMUD Brand Summary

- Favorable Rating:
  - Positive: 66%
  - Neutral: 15%
  - Negative: 20%

- Job Rating:
  - Positive: 58%
  - Neutral: 15%
  - Negative: 27%

- Recent Awareness:
  - Positive: 21%
  - Neutral: 3%
  - Negative: 75%
### Local Organization Favorability Ratings

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Your cell phone service provider</td>
<td>21%</td>
<td>50%</td>
<td>5%</td>
<td>17%</td>
<td>7%</td>
<td>71%</td>
<td>24%</td>
<td>+47</td>
</tr>
<tr>
<td>The East Bay Municipal Utility District, or East Bay MUD</td>
<td>19%</td>
<td>47%</td>
<td>14%</td>
<td>14%</td>
<td>6%</td>
<td>66%</td>
<td>20%</td>
<td>+45</td>
</tr>
<tr>
<td>Your home internet provider</td>
<td>17%</td>
<td>37%</td>
<td>6%</td>
<td>23%</td>
<td>18%</td>
<td>53%</td>
<td>41%</td>
<td>+31</td>
</tr>
<tr>
<td>Your local city government</td>
<td>10%</td>
<td>47%</td>
<td>11%</td>
<td>19%</td>
<td>13%</td>
<td>57%</td>
<td>32%</td>
<td>+25</td>
</tr>
<tr>
<td>The Pacific Gas and Electric Company, or PG&amp;E</td>
<td>9%</td>
<td>29%</td>
<td>6%</td>
<td>28%</td>
<td>28%</td>
<td>38%</td>
<td>56%</td>
<td>-18</td>
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</table>
### EBMUD Job Ratings

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Excellent</th>
<th>Good</th>
<th>(Don't know)</th>
<th>Only Fair</th>
<th>Poor</th>
<th>Total Positive</th>
<th>Total Negative</th>
<th>Net Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>The overall job East Bay MUD is doing</td>
<td>11%</td>
<td>47%</td>
<td>15%</td>
<td>22%</td>
<td>4%</td>
<td>58%</td>
<td>27%</td>
<td>+31</td>
</tr>
<tr>
<td>Ensuring the quality of the water we drink</td>
<td>23%</td>
<td>41%</td>
<td>13%</td>
<td>16%</td>
<td>6%</td>
<td>65%</td>
<td>22%</td>
<td>+43</td>
</tr>
<tr>
<td>Making sure we have the water supply we need</td>
<td>17%</td>
<td>43%</td>
<td>18%</td>
<td>17%</td>
<td>6%</td>
<td>60%</td>
<td>22%</td>
<td>+37</td>
</tr>
<tr>
<td>Encouraging customers to conserve water</td>
<td>17%</td>
<td>41%</td>
<td>11%</td>
<td>22%</td>
<td>9%</td>
<td>58%</td>
<td>31%</td>
<td>+27</td>
</tr>
<tr>
<td>Responding to water main breaks or other interruptions in service</td>
<td>13%</td>
<td>38%</td>
<td>30%</td>
<td>15%</td>
<td>5%</td>
<td>51%</td>
<td>19%</td>
<td>+32</td>
</tr>
<tr>
<td>Setting reasonable water rates, fees, and charges</td>
<td>5%</td>
<td>29%</td>
<td>14%</td>
<td>29%</td>
<td>23%</td>
<td>34%</td>
<td>52%</td>
<td>-18</td>
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<tr>
<td>Treating wastewater before it is discharged into the Bay</td>
<td>8%</td>
<td>26%</td>
<td>46%</td>
<td>15%</td>
<td>6%</td>
<td>34%</td>
<td>20%</td>
<td>+13</td>
</tr>
<tr>
<td>Protecting, enhancing, &amp; restoring healthy creek, lake, &amp; bay ecosystems</td>
<td>7%</td>
<td>26%</td>
<td>40%</td>
<td>18%</td>
<td>9%</td>
<td>33%</td>
<td>27%</td>
<td>+6</td>
</tr>
<tr>
<td>Preparing the water system for an earthquake</td>
<td>5%</td>
<td>18%</td>
<td>53%</td>
<td>15%</td>
<td>9%</td>
<td>23%</td>
<td>24%</td>
<td>-1</td>
</tr>
<tr>
<td>Preparing for the effects of climate change on future water supplies</td>
<td>5%</td>
<td>17%</td>
<td>46%</td>
<td>20%</td>
<td>12%</td>
<td>22%</td>
<td>32%</td>
<td>-9</td>
</tr>
<tr>
<td>Managing money and finances</td>
<td>4%</td>
<td>16%</td>
<td>52%</td>
<td>18%</td>
<td>10%</td>
<td>20%</td>
<td>29%</td>
<td>-9</td>
</tr>
</tbody>
</table>
How would you rate the quality of your tap water for drinking?

- Excellent/Good
- Only Fair/Poor
- Excellent
- Poor

Over Time

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent/Good</th>
<th>Only Fair/Poor</th>
<th>Excellent</th>
<th>Poor</th>
</tr>
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<tbody>
<tr>
<td>2004</td>
<td>70%</td>
<td>30%</td>
<td></td>
<td>11%</td>
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<tr>
<td>2005</td>
<td>67%</td>
<td>30%</td>
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<td>8%</td>
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<td>2006</td>
<td>68%</td>
<td>30%</td>
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<td>9%</td>
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<tr>
<td>2007</td>
<td>71%</td>
<td>29%</td>
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<td>8%</td>
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<td>2008</td>
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<td>27%</td>
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<td>2018</td>
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<tr>
<td>2019</td>
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</tbody>
</table>

Drinking Water Over Time

For drinking water in your home, do you mostly use:

- Water from the Tap
- Filtered Water
- Bottled Water
- (Refused)

Year:
- 2005: 47%
- 2006: 44%
- 2007: 45%
- 2008: 51%
- 2009: 51%
- 2010: 52%
- 2011: 48%
- 2012: 35%
- 2013: 23%
- 2014: 16%
- 2015: 14%
- 2016: 1%
EBMUD Priorities

Reducing pollution in our lakes, creeks and the Bay
Reducing leaks and main breaks
Preparing for droughts
Preparing for the impacts of an earthquake
Upgrading aging infrastructure

<table>
<thead>
<tr>
<th>Priority</th>
<th>Total Important</th>
<th>7 - Very Important</th>
<th>6</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Reducing pollution in our lakes, creeks and the Bay</td>
<td>87%</td>
<td>60%</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Preparing for droughts</td>
<td>87%</td>
<td>58%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Preparing for the impacts of an earthquake</td>
<td>87%</td>
<td>57%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Upgrading aging infrastructure</td>
<td>89%</td>
<td>54%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Reducing leaks and main breaks</td>
<td>88%</td>
<td>50%</td>
<td>18%</td>
<td>19%</td>
</tr>
</tbody>
</table>

7 - Very Important
6
5
Total Important
EBMUD Overall Job Rating Over Time

![Graph showing changes in job rating over time from 2004 to 2019. The graph includes three categories: Excellent/Good, Only Fair/Poor, and (Don't know).]

- **Excellent/Good:**
  - 2004: 71%
  - 2019: 58%

- **Only Fair/Poor:**
  - 2004: 20%
  - 2019: 27%

- **(Don't know):**
  - 2004: 9%
  - 2019: 15%
EBMUD Rate Perceptions Over Time

![Graph showing rate perceptions over time]

- **Too Low**
  - 2004: 29%
  - 2019: 41%

- **About Right**
  - 2004: 57%
  - 2019: 44%

- **Too High**
  - 2004: 12%
  - 2019: 14%

- **Don't Know**
  - 2004: 2%
  - 2019: 2%
Have you heard or seen anything about East Bay MUD lately?

**Positive (28%)**
- Construction/Fixing Water Lines: 19% (4%)
- Plans for Investing in Infrastructure: 5% (1%)
- Efforts to Clean Water: 3% (1%)
- Conservation Efforts/Charges During Drought: 1% (0%)
- Information About Rebate Programs: 0% (0%)

**Neutral (48%)**
- Heard Something, General/Website/News: 19% (4%)
- Newsletter/Water Bill/Bill Insert: 11% (2%)
- Employment Opportunities: 2% (0%)
- Other: 6% (1%)
- None/Nothing/Don't Know: 10% (81%)

**Negative (23%)**
- Water Rates: 20% (4%)
- Poor Water Quality: 2% (0%)
- They've Cut Off Water: 0% (0%)
- Change in Water Source/Water Tastes Worse: 1% (0%)

What have you seen or heard?

Among heard/seen (n=259) Among everyone

- Construction/Fixing Water Lines: 19% 4%
- Plans for Investing in Infrastructure: 5% 1%
- Efforts to Clean Water: 3% 1%
- Conservation Efforts/Charges During Drought: 1% 0%
- Information About Rebate Programs: 0% 0%
- Heard Something, General/Website/News: 19% 4%
- Newsletter/Water Bill/Bill Insert: 11% 2%
- Employment Opportunities: 2% 0%
- None/Nothing/Don't Know: 10% 81%
East Bay MUD has reliably provided customers with water that’s clean, safe to drink, and is some of the best tasting water in the country.

Emergency breaks are expensive to repair and inconvenient for customers. East Bay MUD is proactively replacing aging pipes to improve our water system that will last for generations.

East Bay MUD is pursuing innovative technologies, like using satellite imagery and automated sensors to find leaks, replacing pipelines without digging up streets, and using earthquake-resistant pipe materials.

East Bay MUD is actively preparing for an earthquake by seismically upgrading pipelines and facilities, conducting emergency exercises and trainings, participating in scientific research studies, and building partnerships that improve both our infrastructure and our staff response.

East Bay MUD is proud to be part of the community it serves and offers programs to help pay part of the cost of water service for eligible low-income residential customers who are experiencing financial hardship.
East Bay MUD has prepared for dry years by investing in new water sources, facilities, and technologies. Their work paid off during the recent drought, when East Bay MUD had sufficient water supplies to meet customer demand.

East Bay MUD is a public, not-for-profit agency working hard to make smart decisions with the dollars entrusted to them by customers. They have found ways to save energy and money, reduce greenhouse gas emissions, and ensure our skilled workforce remains safe while on the job.

East Bay MUD has an aggressive program to upgrade, maintain, and inspect pipes, facilities, and treatment plants to reduce expensive emergency repairs.

East Bay MUD reliably delivers water and wastewater services to over 1.4 million people every day. They’ve served the Bay Area for almost 100 years and are an integral part of the community.

EBMUD is committed to keeping water affordable and makes thoughtful decisions when setting water and wastewater rates.
Now that you’ve heard more, do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of East Bay Municipal Utility District, or East Bay MUD?

**Initial Rating**
- Favorable: 66%
- Somewhat: 47%
- Strongly: 19%
- Unfavorable: 20%
- (Don't know)/Never Heard: 14%

**Rating After Messages**
- Favorable: 83%
- Somewhat: 53%
- Strongly: 30%
- Unfavorable: 10%
- (Don't know): 7%

**NET +27**

- Favorable
- Somewhat
- Strongly
- Unfavorable
- (Don't know)
And now that you’ve heard more, would you say that East Bay Municipal Utility District does an excellent, good, only fair, or poor job of setting reasonable water rates, fees, and charges.
Emergency breaks are expensive to repair and inconvenient for customers. East Bay MUD is proactively replacing aging pipes to improve our water system that will last for generations.

East Bay MUD is pursuing innovative technologies, like using satellite imagery and automated sensors to find leaks, replacing pipelines without digging up streets, and using earthquake-resistant pipe materials.

East Bay MUD is actively preparing for an earthquake by seismically upgrading pipelines and facilities, conducting emergency exercises and trainings, participating in scientific research studies, and building partnerships that improve both our infrastructure and our staff response.

East Bay MUD has reliably provided customers with water that’s clean, safe to drink, and is some of the best tasting water in the country.
Conclusions

• EBMUD’s brand remains healthy and customers continue to value the high-quality, reliable, good tasting water EBMUD provides.

• There is an opportunity to alleviate concerns and improve EBMUD’s brand ratings by building on existing strengths (safe, reliable and good tasting water) and explaining EBMUD’s proactive efforts to update the water system for the future.

• Information about these efforts goes a long way in helping customers see how water charges are put to good use. Overall ratings of EBMUD’s rate setting flip from negative to positive after messaging.
Outreach Highlights in FY19
Water on Wheels

• 17 Water on Wheels events
• Drawing over 150,000 people
• 250 sponsored events and organizations this fiscal year
Uninsured rate in state expected to rise sharply

By Gebbia Tim

Latest estimates from the California Health Care Foundation show that the uninsured rate in California is expected to rise sharply in the next few years. The foundation's latest study projects an increase of 12% in the uninsured rate by 2023. This is due to a combination of factors, including the Affordable Care Act's repeal and the state's decision to not expand Medicaid.

Improved habitat brings surge in king salmon run

By Peter Fiebert

A surge in king salmon runs has been observed in the Mokelumne River, thanks to efforts to improve the habitat. The Mokelumne River is a major tributary of the San Joaquin River, and its waters support a significant population of king salmon.

Tightest House leadership race: Barbara Lee's

By Todd Kragnes

The race for the House leadership is one of the tightest in recent memory. The outcome of this race could have significant implications for the direction of Congress in the coming years.
Watershed to Bay

From Watershed to Bay

In honor of California Coastal Cleanup Day and Creek to Bay Day, the East Bay Municipal Utility District and our partners along our watersheds, waterways and the San Francisco Bay invite you to join us in TAKING ACTION.

A clean bay begins with me.

I scrape grease into the compost, not the drain.

ebmud.com/cleanbay

A clean bay begins with me.

I keep old medicines out of the bay.

ebmud.com/cleanbay

A clean bay begins with me.

I toss wipes in the trash, not the toilet.

ebmud.com/cleanbay
Website Enhancements

Water quality incident page

Important information about your drinking water. Please check back frequently for updates. To check areas affected, please visit the Water Quality Incident Map below.

**LEGEND:**
- Water Quality Affected Area
- EB MUD boundary

Please click on the map and enter an address to search for water quality affected area.

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**BOIL WATER NOTICE IN OAKLAND**

Updated: Month Date, Year - Time

Add content from the final SDW-approved public notice.


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Alerts and outages

This map shows water outages due to emergency repair as require water to be shut down with no notice. Emergency repairs may include a broken water main or a hydrant.

**LEGEND:**
- Active Public Alerts
- EB MUD boundary
Budget and Rates

Outreach includes:

• Four-page budget fact sheet
• Social media posts
• News release on GM recommended budget/rates in May
• Public meeting June 4
• Press briefing June 11
Outreach in FY20

- Improve storytelling about our system
- Utilize new tools/venues
- Explain costs of running our system
- Dispel myths
Continued outreach:

- Budget-in-brief for field crews and public meetings
- Highlighting investments in infrastructure on social media, pitches to media
- Focus on budget/costs of running the system year-round.
Emergency Preparedness

July/Aug Customer Pipeline focus on PSPS preparation

Preparing key messages for public events, and media outreach

Continued focus on customers’ emergency preparation

Wildfire used to be a threat only in hot, dry months, and in wooded regions. Now, wildfire season is much longer and far-reaching.

During periods of high fire danger, PG&E may turn off power to protect smaller areas of Northern California in the interest of public safety. The so-called Public Safety Power Shutoffs — or PSPS — may last for days or weeks, with little to no advance warning. PSPS could affect all power customers, including EBMUD.

Planning for a widespread emergency power outage is a complex challenge for an agency that provides water and wastewater service 24 hours a day, 365 days a year.

EBMUD has dozens of portable pumps and generators for overall emergency preparedness. Due to the extent of a PSPS, we’ve leased several dozen more in varying sizes to keep our pumping plants running during a power shutdown.

Pumping plants are critical links in the water storage system. They help convey water from our reservoirs plants, which have backup generators on site, to reserves and tanks at higher elevations.

As a regular practice during Red Flag Warnings, EBMUD fills up three reservoirs and tanks to be ready for fire flows. Adding generators at pumping plants helps make us as ready as possible to handle a PSPS.

But our work doesn’t end there. EBMUD also manages more than 32,000 acres of open space here and in the Sierra foothills, and we continuously work to make that land more resistant to fires. We build fire breaks, remove highly flammable vegetation and partner with fire departments to conduct controlled burns. We also manage vegetation near EBMUD facilities and right-of-way. The schedule of that work can be found at ebtnld.com/about-neighborhood-management.

If and when a PSPS is announced in the East Bay, EBMUD may ask you to minimize your water use to ensure water is available for firefighting and indoor use. At those times, turn off your water irrigation. And don’t forget to stock up on emergency water supplies — two gallons per person per day for up to seven days.

EBMUD will develop and share more information on PSPS preparation later this summer. Stay tuned for more at ebtnld.com, @ebtnld on Twitter and in EBMUD publications. We will need your cooperation to maintain critical water supply.
Explore New Venues and Tools

• Pipeline Rebuild presented at Nerd Nite – an East Bay lecture series
• 160 people were in attendance
• Expand and improve use of videos

EBMUD @ebmud · 12h
Thank you @NerdNiteEB for the chance to hang out with fellow infrastructure geeks and talk about our work to replace water pipelines in the East Bay!
K-12 Education Pilot

- The 5th grade lesson pilot administered in six schools in May and June 2019
- 175 students participated
- Continue evaluating options for program revamp
Questions?