



# Perchlorate Outreach

## Agency:

City of Rialto

## Role:

Community Outreach

## Approach:

- Developed branding for the project, including a logo and tagline, “No Tolerance Policy,” which were used to design fact sheets, mailers and project website
- Assembled a newsletter to educate the public on perchlorate with an explanation of possible health effects, history of potentially responsible parties, and City’s response to dealing with the Perchlorate issue to ensure drinking water for residents
- Designed a fact sheet to accompany water bills
- MBI handled press relations and was responsible for creating and sending out media advisories
- Generated community outreach plan according to client’s needs
- Devised “Artist’s Rendering” of proposed reservoirs at each stage of construction, utilizing technical information
- Designed and constructed project website as a key community resource for up-to-date information
- Project culminated in public workshop facilitated and moderated by MBI
- For the workshop, MBI hired speakers and designed and created a PowerPoint presentation, comment cards, sign-in sheets and display boards



## Situation:

- Rialto has a serious problem with Perchlorate in their water supply
- Perchlorate levels are much higher than the acceptable government standards

## Challenge:

- MBI was brought in to help inform and educate the general public about the origin of the Perchlorate, how it affects residents and its serious potential health effects
- Community outreach and education were paramount
- It was crucial that residents were informed about the potential problem without causing unnecessary alarm and panic

