

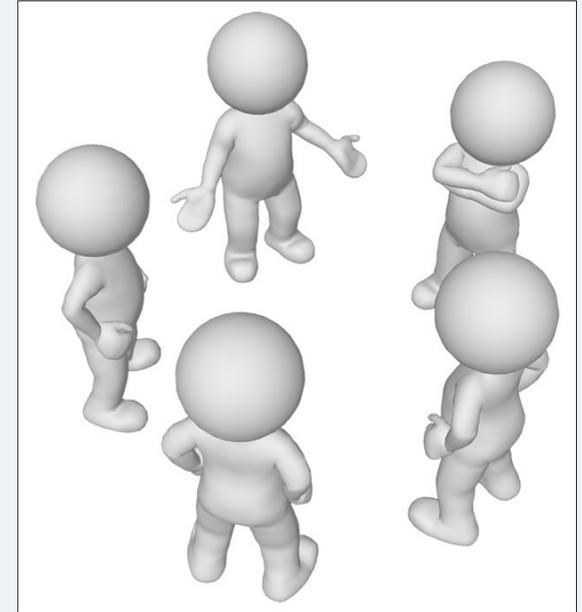
# Public Outreach & Engagement

## Levine Water Storage Improvement Project



# Project goal

Engage the public and provide meaningful exchange on possible alternatives for the Levine site.



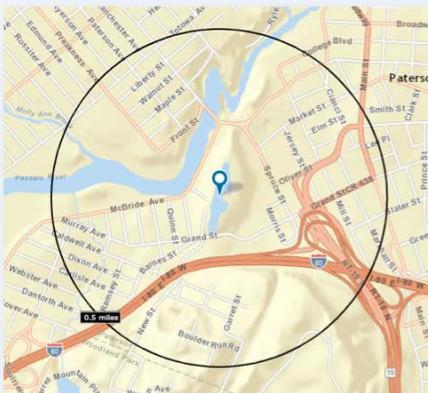
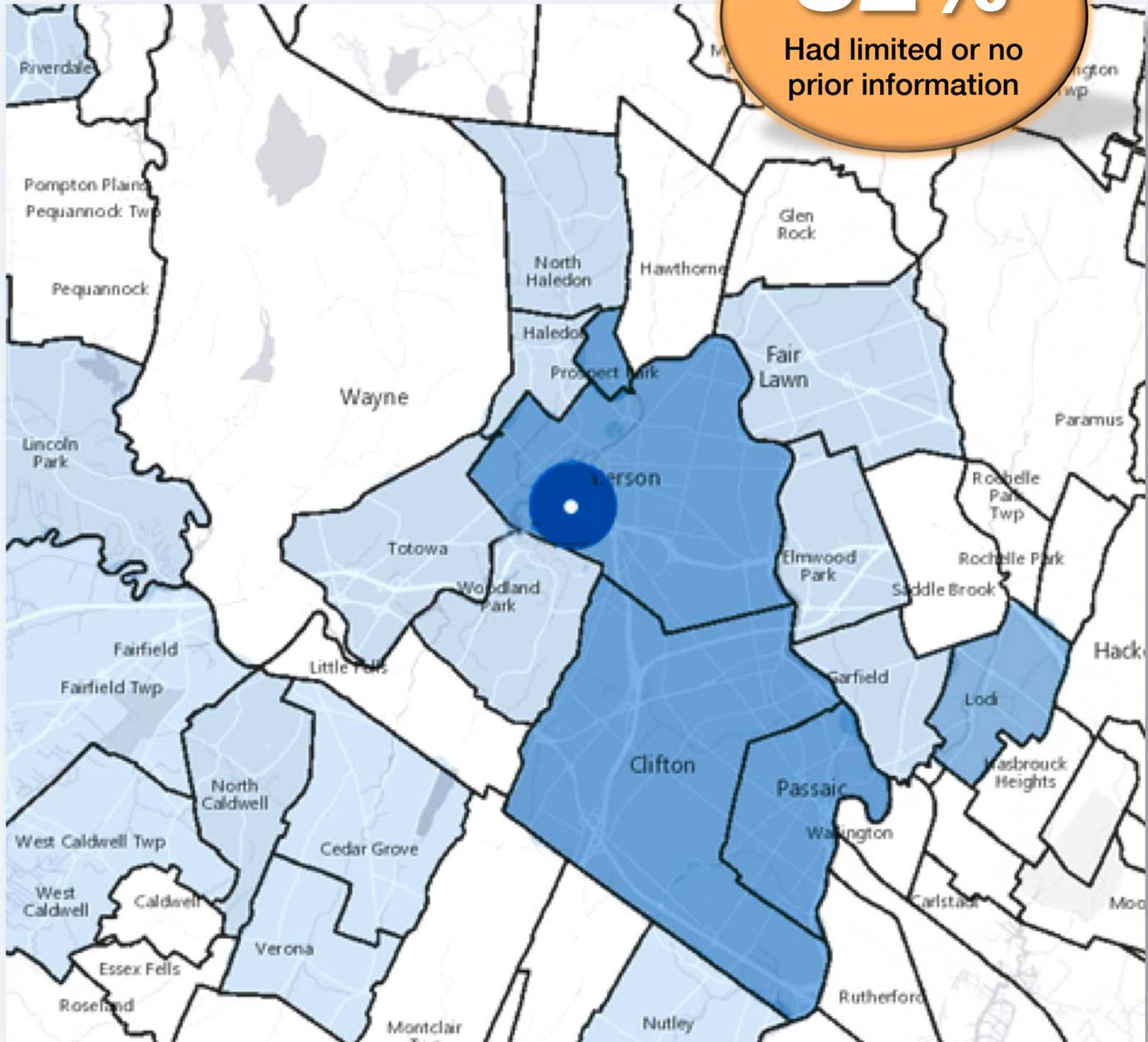
# Target audience

Public officials

News Media

125,000 households  
and businesses

**82%**  
Had limited or no  
prior information



# Outreach tools

## Outreach tools

Website

Direct mail (3)

Lawn signs

Social media

Consumer survey

Public workshops

Door-to-door visits

Neighborhood flyers

Outreach Techniques	Live/Work in 1/2 mile	PVWC Ratepayers	General Public
Fact sheet mailings	up to 5	3	
PVWC bill inserts		Businesses	
Door-to-door handouts	Yes		
Final reminder postcard	Yes		
See signs posted at Levine	Yes	Possibly	Possibly
Access to public notices	Yes	Yes	Yes
Access to website/webpages	Yes	Yes	Yes
Access to renderings	via Web	via Web	via Web
Access to reports, etc.	via Web	via Web	via Web
Access to social media	Yes	Yes	Yes
Outreach to community groups	Yes	Yes	Yes
Access to online survey	Yes	Yes	Yes

**What happens if you just wait?**  
If we wait until the review of the LT2 Rule is completed before taking any action, the quality of your drinking water will continue to be at risk and we would incur fines from both the EPA and the NJDEP, and likely an expensive lawsuit that would result in increased water rates.

**Will the Levine Reservoir be drained?**  
As presently proposed, a portion of the reservoir would be drained to accommodate the new storage tanks. Even if that occurs, there are options such as creating a recreation area. To express your preference, take the survey at [www.PVWC.com](http://www.PVWC.com).

**Are storage tanks the only option at Levine Reservoir?**  
Building storage tanks at Levine Reservoir is one solution, but we also considered other alternatives. We've looked at building treatment plants, relocating the tanks, or putting a cover over the reservoir. But all of these options include costs that impact your water rates, and the options are not as reliable or safe as storage tanks. We've created a survey at [www.PVWC.com](http://www.PVWC.com) to allow you to explore and choose the options you would like to support.

**Is the Levine Reservoir historic?**  
The reservoir is located within the Paterson Historical District near its extreme southern boundary. The reservoir is not part of the Great Falls National Park. Still, we've proposed a number of ways in which we can minimize any impact on the historical district. Visit [www.PVWC.com](http://www.PVWC.com) to review the options and express your preferences.

**Will the tanks be ugly in the historic district?**  
No they will not. Because the reservoir sits at an elevation well above the historical district and is surrounded by trees, it is not visible from any location, not even the tallest structures within the historical district.

**I don't want to see water storage tanks!**  
You will not see the storage tanks because the reservoir is not visible to nearly everyone in the area. To test the line of sight, we placed 8-foot bright orange balloons at the reservoir to simulate the location and height of the proposed tanks. Of the 10 locations around the area to see if the tanks would be visible from the tallest nearby structures. Of the 10 locations we visited, the balloons were visible from just one location. To make the storage tanks look as pleasing as possible, we are open to enhancements that would be easy on the eye. You can express your preference, or suggest other alternatives, by visiting [www.PVWC.com](http://www.PVWC.com) to take our survey.

**TELL US WHAT YOU WANT**

COMPLETE THIS FORM OR TAKE THE SURVEY ONLINE AT [www.PVWC.com](http://www.PVWC.com)

Passaic Valley Water Commission (PVWC) has been ordered by the Environmental Protection Agency (EPA) to change how we store treated drinking water. There is some controversy about what steps we should take to comply with this order. In fact, some people think we should not take any action. Please share your preferences about how you'd like us to proceed.

Help us understand what you want. Please begin by telling us a little bit about yourself. This will help us understand which issues are most important to different groups of consumers.

Where do you reside?

**IT DOESN'T WORK THE WAY YOU THINK**  
HERE'S WHY WE NEED TO MAKE CHANGES + IT DOESN'T WORK THE WAY YOU THINK

- Why We Need to Make Changes
  - Your water is at risk of contamination
  - Why the LT2 Rule is here to stay
  - How we treat your water
  - Animals are swimming in your drinking water
  - It doesn't work the way you think
  - It looks like a lake, but it isn't

Most people think the water is stored in the reservoir, then sent to the treatment plant and on to their faucets. This is the perception of how the water is stored.

That's the perception. But the reality is, drinking water is stored at the Levine Reservoir after it leaves the treatment plant. This is the reality of how the water is stored.

CALL OR EMAIL TODAY TO TAKE OUR SURVEY

Please continue to the next page →

**Levine Reservoir**

**Tell us what you think.**

Visit our website at [www.PVWC.com](http://www.PVWC.com) to learn more and voice your preferences, or bring your suggestions to a workshop.

**Saturday, November 14th**  
11:00 am to 1:00 pm  
Community Charter School of Paterson  
2nd floor, 32 Spruce Street, Paterson

**Thursday, November 19th**  
7:00 pm to 9:00 pm  
Community Charter School of Paterson  
2nd floor, 32 Spruce Street, Paterson

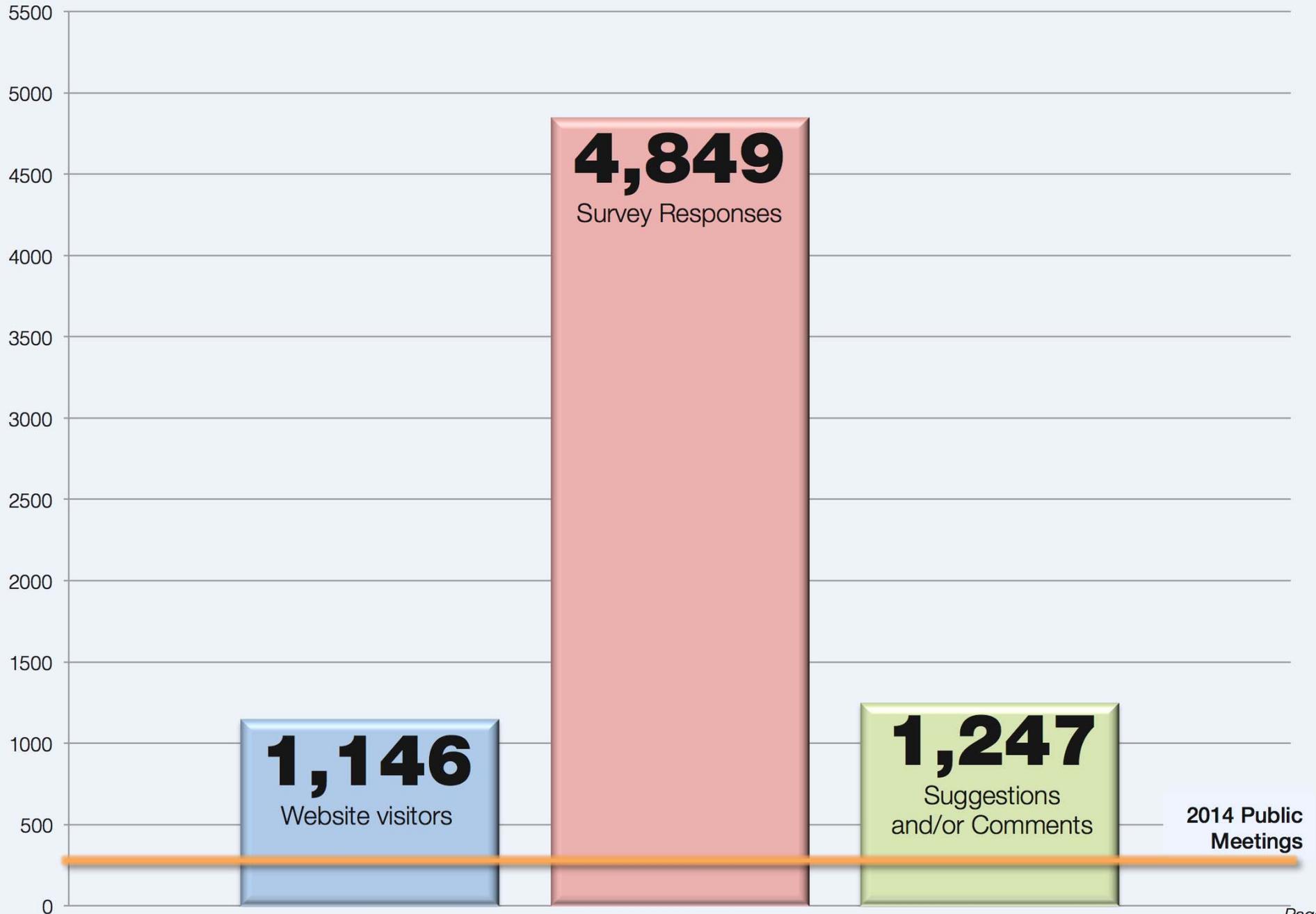
Passaic Valley Water Commission has been ordered by the Environmental Protection Agency to change how we store treated drinking water at Levine Reservoir. We want to hear your thoughts about how we should proceed.

Passaic Valley Water Commission has been ordered by the Environmental Protection Agency to change how we store treated drinking water at Levine Reservoir. We want to hear your thoughts about how we should proceed.

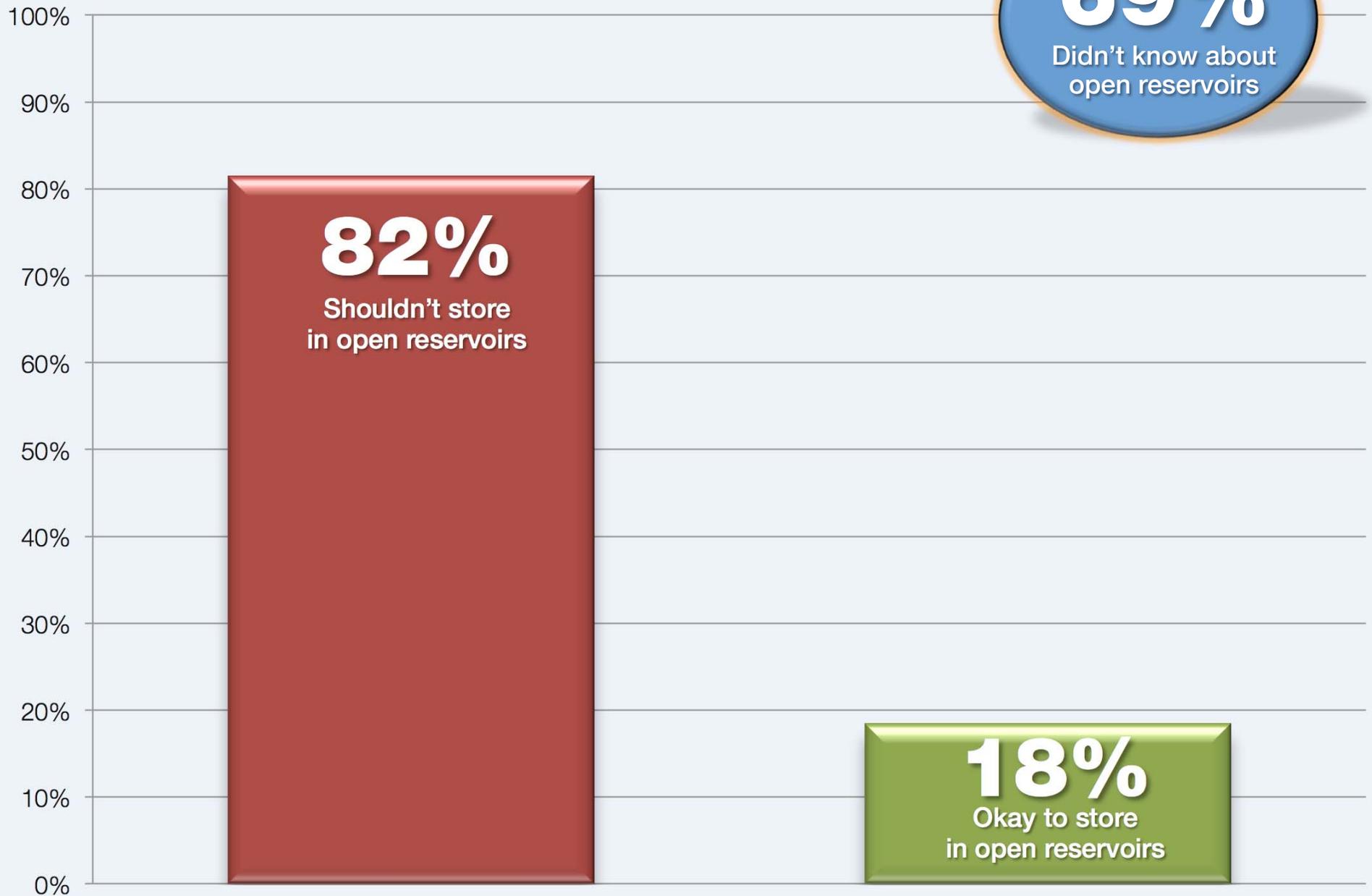
المعلومات في هذا التقرير تحتوي على معلومات مهمة عن جودة الشرب التي نطرحها. من فضلك اذا لم تفهم حلة للمعلومات المطلب من برنامجنا لك.

[www.PVWC.com](http://www.PVWC.com)

# Engage the public



# Store water in open?

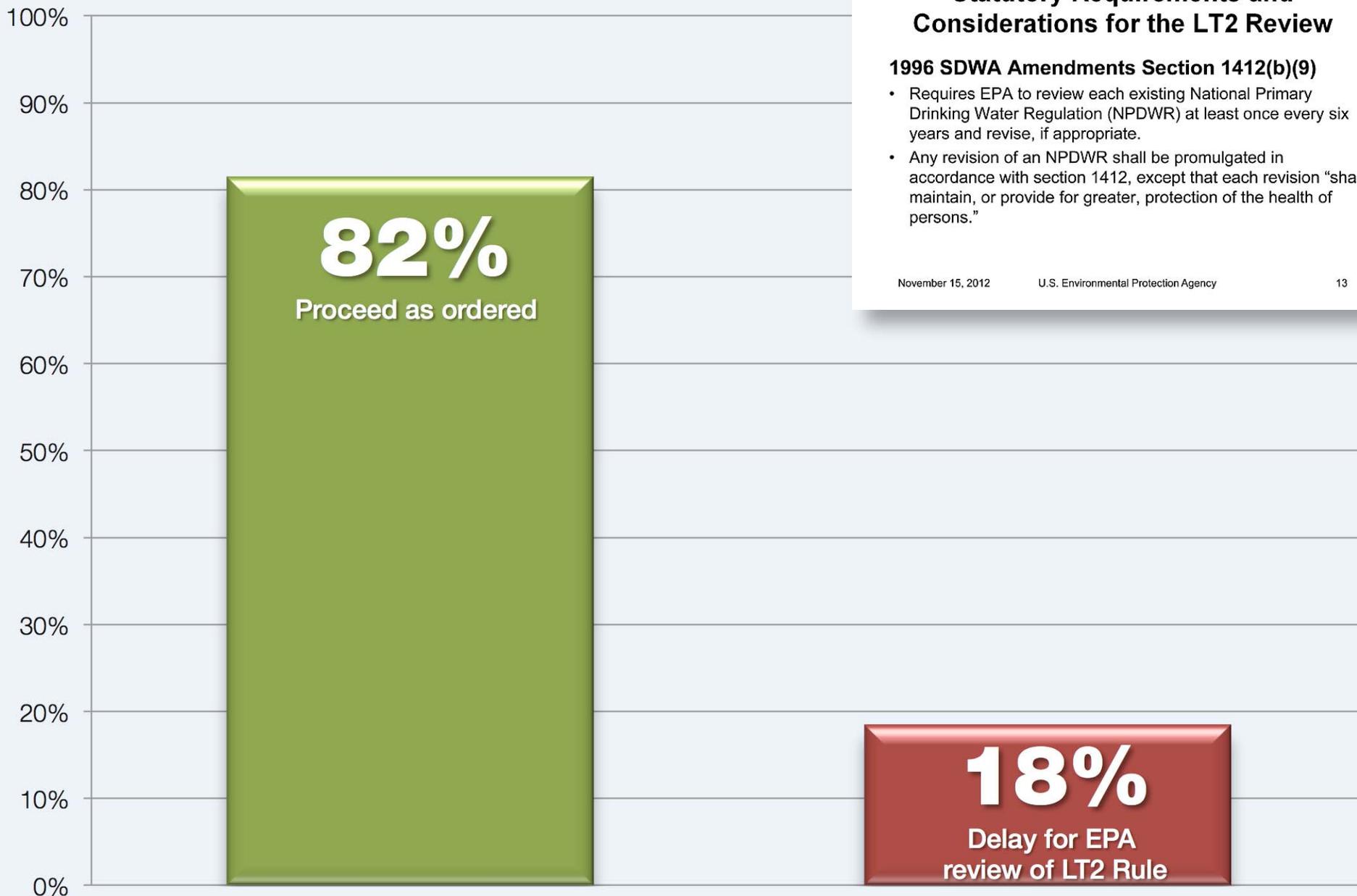


**69%**  
Didn't know about  
open reservoirs

**82%**  
Shouldn't store  
in open reservoirs

**18%**  
Okay to store  
in open reservoirs

# Proceed or delay?



## Statutory Requirements and Considerations for the LT2 Review

### 1996 SDWA Amendments Section 1412(b)(9)

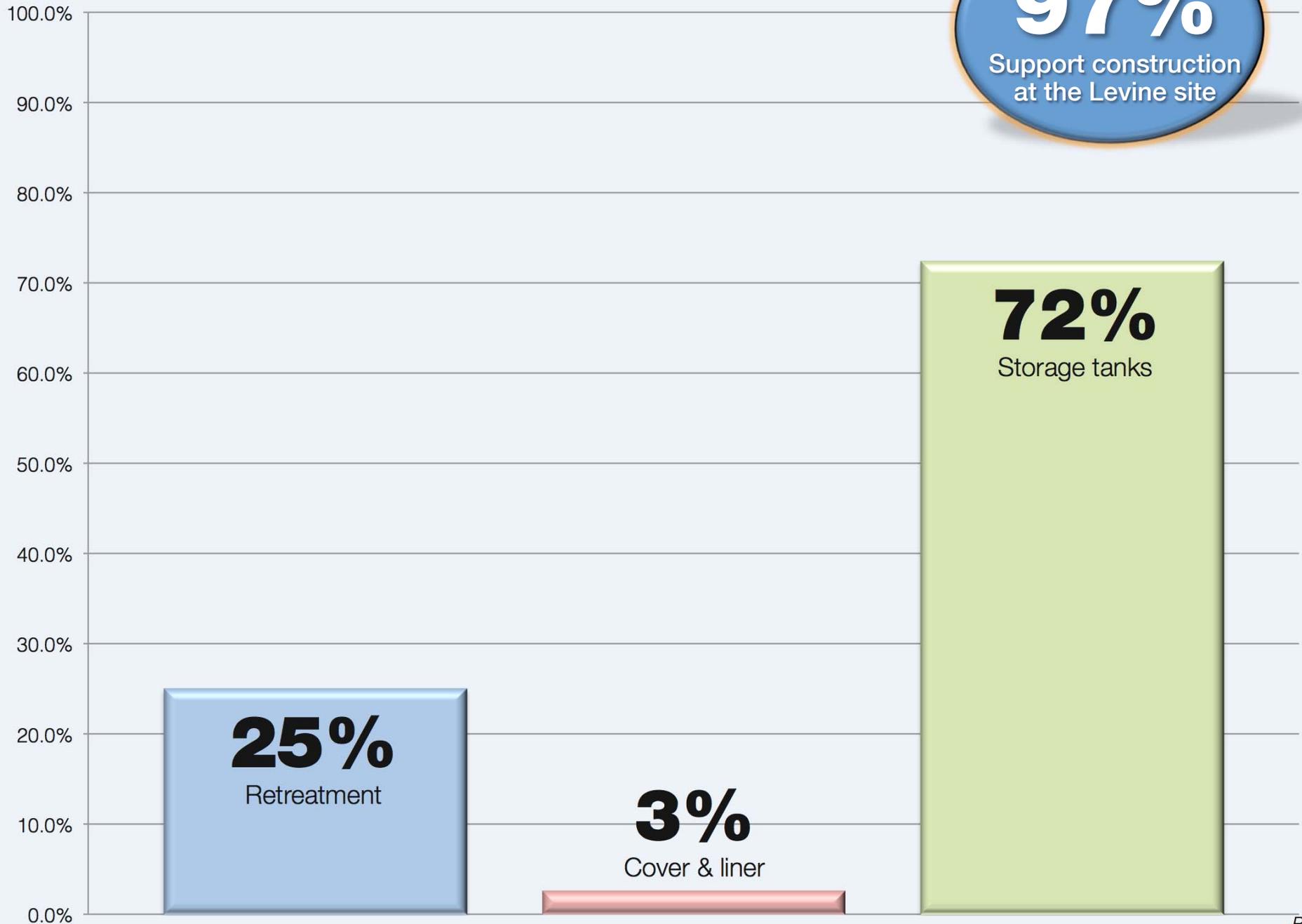
- Requires EPA to review each existing National Primary Drinking Water Regulation (NPDWR) at least once every six years and revise, if appropriate.
- Any revision of an NPDWR shall be promulgated in accordance with section 1412, except that each revision "shall maintain, or provide for greater, protection of the health of persons."

November 15, 2012

U.S. Environmental Protection Agency

13

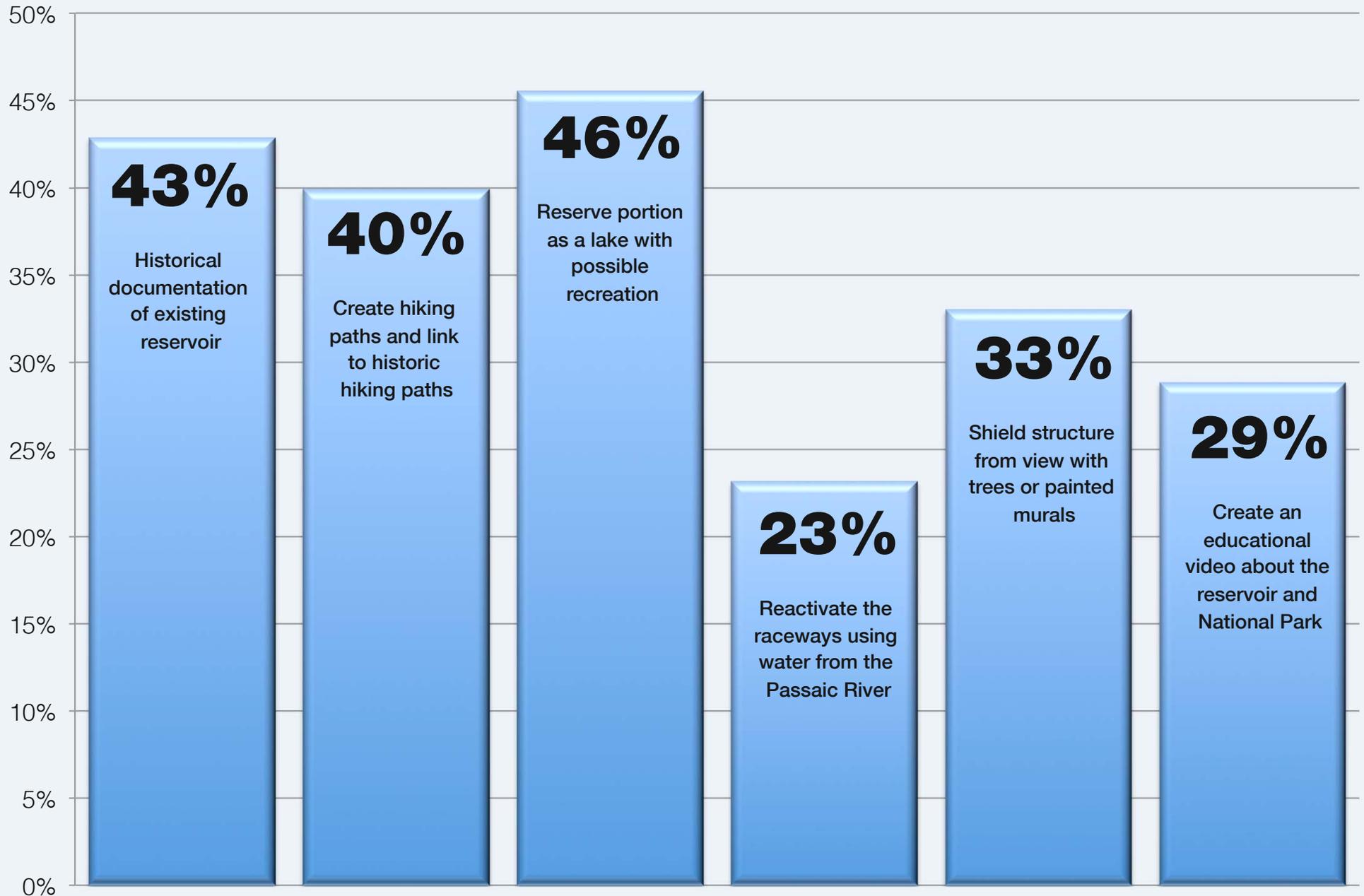
# Potential solutions



# Visual impact



# Historical impact



# Suggested alternatives

- Treat the water after it leaves the reservoir.
- Use shade balls to cover the reservoir like they do in California
- Leave reservoir as it is and decommission it.
- Submerge the tanks under the water.
- Install a cover and liner.
- Install individual filters at customers' faucets or use bottled water.
- Move the tanks to alternate location.
- Tap the aquifer to supply water and leave the reservoir as it is.



**A record of public outreach  
and engagement for the  
Levine Water Storage  
Improvement Project**

January 8, 2016

**JGSCGroup**

Conducted on behalf of:  
Passaic Valley Water Commission  
1525 Main Avenue, Clifton, NJ