



WateReuse Colorado
Advancing Direct Potable Reuse to Optimize
Water Supplies and Meet Future Demands

Technical Memorandum 2

COMMUNICATIONS AND OUTREACH PLAN FOR DIRECT POTABLE REUSE IN COLORADO

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WaterReuse Colorado

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and Meet Future Demands

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COMMUNICATIONS AND OUTREACH PLAN FOR DIRECT POTABLE REUSE IN COLORADO



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Abbreviations

AWWA	American Water Works Association
CDPHE	Colorado Department of Public Health and Environment
CWCB	Colorado Water Conservation Board
DPR	Direct Potable Reuse
Plan	Communications and Outreach Plan
RO	reverse osmosis
TM	Technical Memorandum
WRCO	WaterReuse Colorado

Technical Memorandum 2

COMMUNICATIONS AND OUTREACH PLAN FOR DIRECT POTABLE REUSE IN COLORADO

1.0 Purpose

This Technical Memorandum (TM) summarizes a Communications and Outreach Plan (Plan) for Direct Potable Reuse (DPR) in Colorado. The Communications and Outreach Plan and its accompanying Outreach Planning Table (Appendix A) provide a framework for raising awareness and educating a broad range of stakeholders about the safety and value of DPR.

The Plan is one of the primary accomplishments of the WaterReuse Colorado (WRCO) DPR Project's Public Outreach efforts, facilitated and developed through the work of the WRCO DPR Project Outreach Workgroup. The WRCO DPR Project Regulatory Workgroup (Table 1) met four times between late 2016 and early 2018 in support of DPR public outreach.

Table 1 [WRCO DPR Project Outreach Workgroup Members](#)

Name	Organization
Richard Leger, Sean Lieske, Greg Baker	Aurora Water
John Rehring, Austa Parker, Andrew Salveson	Carollo Engineers
Julie Tinetti	Centennial Water & Sanitation District
Larry Schimmoller, Jason Assouline	CH2M
Ron Falco, Brandi Honeycutt, Tyson Ingels	Colorado Department of Public Health & Environment
Tara Kelley, Donene Dillow	Colorado Springs Utilities
Kevin Reidy, Mara Mackillop	Colorado Water Conservation Board
Damian Higham, Brenley McKenna	Denver Water
Dave Takeda	MSK Consulting
Jeff Mosher	National Water Research Institute/Water Environment & Reuse Foundation
Edward Bonham, Kirby Clark, Wes Martin	Plum Creek Water Reclamation Authority
Logan Burba, Rick Marsicek	South Metro Water Supply Authority
Matt Benak, Sandi Aguilar	Town of Castle Rock
Laura Belanger, Joan Clayburgh	Western Resource Advocates

Project support was provided in the workgroup's early efforts by Linda Macpherson of New Water ReSources, and lessons from other states' potable reuse experiences were shared with the workgroup by Mark Jockers of Clean Water Services (Oregon) and Danielle Shurn of the New

Mexico Environment Department. Later phases of the work were supported by Sara Katz and Patricia Tennyson of communications firm Katz and Associates.

This Plan should be used in conjunction with the Outreach Planning Table (Appendix A) to guide and prioritize local and statewide DPR outreach efforts. This guideline document was developed by including information suggested by Tennyson and Ray (2005), published by the American Water Works Association (AWWA). The publication recommends covering seven topics to develop a strong communications plan, interpreted as follows. Each of these topics and corresponding approach is described in further detail below.

1. Identify goals and objectives.
2. Identify audiences.
3. Establish messaging.
4. Develop strategies and tactics.
5. Prioritize strategies and tactics.
6. Draft an implementation timeline.
7. Develop a method for evaluation.

This Plan provides overall guidance for planning. As specific outreach goals, projects, and implementation timelines are developed, they can be appended to this document over time. It is anticipated that WRCO will prioritize and implement elements of this Plan over time through a combination of in-kind contributions of its members and potentially also through funded efforts that could include WRCO funds and other sources such as grants or other outside funding opportunities.

2.0 Plan Development

2.1 Goals and Objectives

As utilities in Colorado increasingly consider DPR in their water supply planning efforts, communication with the consumers and a wide range of stakeholders is vital to the success of planning and implementation. In order to facilitate this communication, a robust and measurable DPR outreach program should be implemented.

Goals of a successful DPR outreach program include:

- Creating a proactive and sustained public information and outreach process.
- Fostering meaningful dialogue with the community.
- Providing educational tools to increase the accuracy of information being delivered to the public.
- Designing a feedback loop to ensure long-term program success.

2.2 Identify Key Audiences

A wide range of audiences (groups and organizations) that are important for DPR education and outreach in Colorado are listed in Table 2. While each group is important for garnering support for DPR, the WRCO Outreach Workgroup assigned priorities to each audience (high, medium, and low) based on the impact each group has in achieving the identified outreach goals. Each audience was assigned a category as an influencer, implementer, user, or regulator/agency so that messaging and outreach methods are appropriate.

Table 2 Key Audiences in Colorado for DPR Outreach

Group or Organization	Priority ⁽¹⁾	Category
Local elected officials	High	Influencer
Press/media	High	Influencer
Town Councils and Boards	High	Implementer
Community organizations	High	Influencer
Local health department	High	Influencer
Managers/executives	High	Influencer and Implementer
Community leaders (public as water utility customers)	High	User
Colorado Department of Public Health and Environment	High	Regulator/Agency
Industry (food and beverage, manufacturing, etc.)	High	User
Environmental groups	High	Influencer
State legislators	Medium	Influencer
Water associations and organizations (CFWE, AWWA, CWC, etc.)	Medium	Influencer
Basin Roundtables and Inter-Basin Compact Commission	Medium	Influencer
Schools (K-12)	Medium	Influencer
Secondary education academic staff	Medium	Influencer
Water providers' leadership (Front Range Water Council, etc.)	Medium	Influencer
Water providers operations staff	Medium	Implementer
Water resources staff	Medium	Implementer
Agriculture and downstream constituents	Medium	Users
Colorado Water Conservation Board	Medium	Regulator/Agency
Medical professionals	Low	Influencer
Other state elected officials	Low	Influencer
Development community	Low	Influencer

Notes:

(1) Audiences prioritized by workgroup based on initial impact on DPR project implementation.

The Outreach Planning Table (Appendix A) was developed as a key outcome of the WRCO DPR Outreach Workgroup's efforts. It focused exclusively on the high-priority audiences from Table 2, in recognition of the higher impact they can have on accomplishing WRCO's outreach objectives. Other audiences are also important in accomplishing outreach goals and should also be part of a comprehensive outreach program, but actions were not detailed as part of the WRCO DPR Outreach project in an effort to prioritize and focus initial outreach program efforts.

2.3 Establish Key Messaging

Consistent core messaging about DPR safety and implementation should be developed as part of development of outreach messaging and all outreach efforts. Research and lessons learned from projects in other states were presented during Workgroup Meeting 1. Key terminology and definitions were discussed, for example choosing to use terms such as "purified water" or "advanced treated water" and "potable use" or "potable reuse." Targeted messaging (to varied audiences) was discussed with a recognized need to look further into messaging for key audiences.

In the WRRF 13-02 report, the WaterReuse Association recommends three key messages when communicating about potable reuse:

- Purified water provides a safe, reliable, and sustainable drinking water supply.
- Using advanced purified water is good for the environment.
- Purified water provides a locally controlled, drought-proof water supply.

Discussion guides outlining key outreach messages were developed by the workgroup and project team for use in gathering further information to develop and produce targeted outreach materials. These discussion guides (Appendix B) can serve as an ongoing resource for WRCO's use as it continually strives to reach out to prioritized audiences and to gauge the key areas of interest and concern for members of those prioritized audiences.

2.4 Develop Strategies and Tactics

To properly develop strategies and tactics to ensure outreach and education program success, each audience in Table 1 was examined first individually and then collectively by identifying:

- What are the desired outcomes or actions we want target audience to perform?
- What motivation does the target audience have for meeting the desired outcomes or performing the desired actions?
- What concerns or hurdles inhibit the target audience from achieving the desired outcome?
- Who will the target audience listen to?
- What "delivery mechanisms" can be used to reach target audience?

2.5 Prioritize Strategies

Of the developed strategies and tactics for messaging, the plans with the highest impact and success rate should be prioritized in the long-term. Priorities may vary based on the specifics of the DPR project (e.g., large utility vs. small utility). Prioritization of outreach strategies will be an ongoing effort of WaterReuse Colorado, with certain outreach activities occurring as part of the current project and others occurring as part of statewide, regional, and local efforts after the project is complete. Outreach activities that can serve or benefit multiple audiences should be considered for potential prioritization over those that meet the needs of a more narrow set of receptors, in order to leverage investments in outreach.

Notably, several of the strategies and tactics covering a number of the high-priority audiences were accomplished in through the execution of the PureWater Colorado demonstration project. The PureWater Colorado demonstration project was hosted by Denver Water on behalf of

Colorado's water utilities and WRCO in early 2018 to demonstrate a non-reverse osmosis (RO) potable water reuse treatment train. The PureWater Colorado demonstration was funded by in-kind contributions by Carollo Engineers, Denver Water, Xylem Inc., Pall Corporation, and Calgon Carbon, and supported by a Water Efficiency Grant from the Colorado Water Conservation Board (CWCBC). The PureWater Colorado project provided a local demonstration of elimination of pathogens and near-total removal of trace organic constituents without the use of RO, while also providing an influential opportunity for outreach and education for tour attendees. A total of 178 people toured the demonstration facilities over an approximately four-week period in March and April 2018, including but not limited to representatives from the following entities:

- State legislators.
- State agencies - Colorado Department of Public Health and Environment (CDPHE), CWCBC.
- Chamber of Commerce.
- Water utility managers.
- Bureau of Reclamation.
- University students and faculty.
- American Water Works Association and WaterReuse Colorado.



All 178 attendees were offered an opportunity to sample finished water from the demonstration treatment process, and all attendees accepted the offer to taste the water. This demonstration project offered physical context to ongoing dialogue with key Colorado stakeholders, kickstarting many subsequent conversations regarding WRCO and Colorado's efforts to develop DPR regulations and promote DPR education and outreach.



Figure 1 PureWater Colorado Tour Group, April 2018

2.6 Implementation Timeline

Developing a proper timeline for outreach strategy implementation is key to the success of the program. The Outreach Planning Table includes best practices and linked to desired outcomes. This can guide when to reach each audience based on the goals, messaging and delivery mechanisms shown in the table. Milestones can be developed to identify who is responsible for the task and deliverables and when each step of the plan will be completed. For each project, the timeline should be developed in conjunction with the strategy and tactic development task, with an outreach workflow in mind. Implementation timelines can be developed in conjunction with the prioritization of strategies, as discussed above. Ultimately, the decision of when and how to employ each strategy in the Outreach Planning Table will be a function of need and a function of funding and other resources to support the implementation. These decisions will be made by WRCO and/or local project sponsors on an ongoing basis over time.

2.7 Evaluation Tools

Continued evaluation and updating of the communications plan is important to facilitate long-term viability of the outreach program. To measure the effectiveness of implemented strategies, a survey could be administered both before and after components of the outreach plan have been implemented. The survey could be repeated periodically to continue to gauge support for projects and trends in support for DPR. Examples of other possible metrics include customer complaint calls, FAQs, or the amount of traffic on an outreach website.

3.0 References

Tennyson, P. A.; Ray, K.; "Creating a Strategic Communication Plan that Gathers no Dust," *Journal of the American Water Works Association*, (2005), 97, pp. 48-57.

Appendix A

OUTREACH PLANNING TABLE FOR HIGH PRIORITY AUDIENCES

OUTREACH PLANNING TABLE – HIGH PRIORITY AUDIENCES

AUDIENCES		Local Elected Officials (mayor, city councilors, HOAs)	Press and Media	Town Council/Utility Board	Community Organizations (e.g., Chamber of Commerce, business councils, Rotary Club)	Local Health Departments	Community Leaders (Public/Water Utility Customers)	CDPHE	Industrial, Food/beverage, Manufacturing	Managers/Executives (as Implementers)	Managers/Executives (as Influencers)	Environmental Groups
OUTCOMES AND ACTIONS	Category	Influencers	Influencers	Implementers	Influencers	Influencers	Users	Regulators and Agencies	Users	Implementers	Influencers	Influencers
Desired Outcomes	What are the desired outcomes or actions we want target audience to perform?	Support utility adoption of reuse Positively influence other influencers Support funding/financing Promote with constituents Be responsive with inquiries	Produce stories based on our messaging Reach a lot of people Multiplier effect Gain public confidence/support Be factual	Consensus at a minimum Be informed about financing of project To be unanimous champions Trust collaborate with staff Be spokespeople to arm press and public with factual information Be the face of reuse to the community	Vocal support Be neutral if not supportive Champion the project to reporters, utility boards and their own base	Publically issue statements supporting implementation Respond and validate the safety of reclaimed water when called by members of the public	Trust DPR is safe Trust water providers Support the implementation of DPR Understand the value DPR provides to their community	Approve projects Not oppose Help educate public/others using directed messaging Partner with advocates, be a partner	Not oppose Support from a water resource perspective	Advance the project	Promote projects internally and externally to persuade staff and the public Educate staff on proper messaging to the public	Not oppose Support implementation from a water resource perspective Advocate DPR safety using directed messaging Help educate members of environmental groups using directed messaging

AUDIENCES		Local Elected Officials (mayor, city councilors, HOAs)	Press and Media	Town Council/Utility Board	Community Organizations (e.g., Chamber of Commerce, business councils, Rotary Club)	Local Health Departments	Community Leaders (Public/Water Utility Customers)	CDPHE	Industrial, Food/beverage, Manufacturing	Managers/Executives (as Implementers)	Managers/Executives (as Influencers)	Environmental Groups
OUTCOMES AND ACTIONS	Category	Influencers	Influencers	Implementers	Influencers	Influencers	Users	Regulators and Agencies	Users	Implementers	Influencers	Influencers
Motivations	What motivation does the target audience have for meeting the desired outcomes or performing the desired actions?	<p>Economic growth/development needs new water supply sources - DPR is an affordable and politically viable source</p> <p>Quality of life</p> <p>Security/certainty of water supply</p> <p>Getting reelected</p> <p>Protecting the environment and agriculture by ensuring a sustainable source and high water quality</p> <p>Financial accountability for water supply sources</p>	<p>Sell exciting and cutting-edge stories</p> <p>Increase community engagement</p> <p>Beneficial social impact through stories about drinking water and relatable topics</p> <p>Stories that provide a positive outlook for customers and consumers</p>	<p>Getting reelected</p> <p>Financial feasibility</p> <p>Grants</p> <p>Pleasing/serving constituents</p> <p>Water sustainability</p> <p>Environmental leadership and responsibility</p> <p>Community development and growth</p> <p>Community image</p>	<p>Alignment with mission</p> <p>Community growth</p> <p>Economic sustainability</p> <p>Standard of living</p> <p>Colorado-state leadership</p> <p>Environmental leadership</p>	<p>Job description to be a resource for public health to the community</p>	<p>Sustainable water supply</p> <p>Being part of a "progressive" community</p> <p>Desire to be a champion of a sustainable program</p> <p>Existing water quality or quantity issues</p>	<p>Long-term viability of water supply</p> <p>Promote factual information to water systems</p> <p>Demonstrating progress towards reaching goals outlined in the Colorado Water Plan</p>	<p>Security/certainty of water supply</p> <p>Promoting sustainability</p>	<p>Long term viability</p> <p>Growth</p> <p>Economics</p> <p>Environmental stewardship</p> <p>Crisis prevention</p> <p>Drought resilience</p> <p>Cost effective</p>	<p>Economics</p> <p>Growth</p> <p>Internal and external pressure to move project forward</p>	<p>Security/certainty of water supply</p> <p>Protecting the environment and agriculture</p> <p>Being "green"</p> <p>Promoting sustainability</p>

AUDIENCES		Local Elected Officials (mayor, city councilors, HOAs)	Press and Media	Town Council/Utility Board	Community Organizations (e.g., Chamber of Commerce, business councils, Rotary Club)	Local Health Departments	Community Leaders (Public/Water Utility Customers)	CDPHE	Industrial, Food/beverage, Manufacturing	Managers/Executives (as Implementers)	Managers/Executives (as Influencers)	Environmental Groups
OUTCOMES AND ACTIONS	Category	Influencers	Influencers	Implementers	Influencers	Influencers	Users	Regulators and Agencies	Users	Implementers	Influencers	Influencers
Hurdles to Overcome	What concerns or hurdles inhibit the target audience from achieving the desired outcome?	<p>Cost</p> <p>Concern over public perception</p> <p>Turnover/new staff or officials</p> <p>Following if something goes wrong in another location (missteps)</p> <p>Misinformation that is not in line with direct messaging</p>	<p>"Toilet to tap" is controversial and therefore can be good click bait</p> <p>Incorrect information that can go viral</p> <p>Inappropriate sources / not all sources</p> <p>Organization needs to sell</p> <p>Poor word choices / spinning of information leads to negative public perception</p>	<p>Risk aversion and risk perception</p> <p>Lack of information</p> <p>Safety</p> <p>Understanding technical aspects</p> <p>Public perception about water sources (pristine vs. New)</p> <p>Vocal minority (5-10%) opposition</p> <p>Lack of local or regional examples</p> <p>Perceived lack of support</p> <p>Organizational momentum</p> <p>Existing supply is "good enough"</p> <p>Lack of current regulation and implementation</p>	<p>Lack of control or understanding of importance of the issue</p> <p>Not listing this as a priority</p> <p>Yuck factor/ misinformation</p> <p>Diverse/limited perspective of the council</p> <p>Lack of connection of water to quality of life</p>	<p>Educate appropriately (don't have information to make case)</p> <p>Lack of employee engagement and interest</p> <p>Additional workload</p> <p>Not my jurisdiction mentality</p>	<p>Lack of education about public health standards and technologies</p> <p>Exposure to misinformation about the safety of DPR</p> <p>Scrutiny within unsupportive community</p> <p>Fear of water being "unsafe" for consumption</p> <p>Fear of lack of control over household water supply</p> <p>Assuming the community has an adequate water supply</p>	<p>State legislature approval</p> <p>Internal buy in or consensus</p> <p>Resources needed to regulate</p> <p>Contaminant risk</p>	<p>Internal perception</p> <p>Customer perception</p>	<p>Previous projects gone wrong</p> <p>Fear of public perception</p> <p>Contaminant risk</p> <p>Associated costs</p> <p>Internal buy in or consensus</p>	<p>Previous projects gone wrong</p> <p>Internal buy in or consensus</p> <p>Associated costs</p>	<p>Internal perception</p> <p>Member perception</p>

AUDIENCES		Local Elected Officials (mayor, city councilors, HOAs)	Press and Media	Town Council/Utility Board	Community Organizations (e.g., Chamber of Commerce, business councils, Rotary Club)	Local Health Departments	Community Leaders (Public/Water Utility Customers)	CDPHE	Industrial, Food/beverage, Manufacturing	Managers/Executives (as Implementers)	Managers/Executives (as Influencers)	Environmental Groups
OUTCOMES AND ACTIONS	Category	Influencers	Influencers	Implementers	Influencers	Influencers	Users	Regulators and Agencies	Users	Implementers	Influencers	Influencers
Messaging	What specific messaging can be used to convince the target audience to perform desired actions?	<p>Consistent messaging points</p> <p>Right amount of detail</p> <p>Range of formats for different audiences</p> <p>Peers are doing it</p>	<p>Consistent talking points across all staff</p> <p>Utilize organizations existing tools</p>	<p>Clear terms and concepts (internal, external)</p> <p>Water supply need (long and short)</p> <p>Diversity of supply</p> <p>Success stories - local is better</p> <p>Lack of safe and reasonable alternatives, water quality considerations</p> <p>Cost/benefit</p> <p>Solid science (treatment, monitoring, advanced/ additional treatment)</p> <p>Recognition/ legacy</p>	<p>Economics</p> <p>Messaging should be kept to a high level</p> <p>Graphical</p> <p>Support specific goals to each organizer</p>	<p>Acute chronic/ pathogens and chemicals</p> <p>Comparable water quality</p> <p>Regulations and safe guards</p> <p>Transparency</p> <p>Teamwork: "we've been working together since the beginning"</p>	<p>DPR is safe</p> <p>Specific health and safety standards DPR meets</p> <p>DPR will provide a sustainable water supply for your community</p>	<p>Solid science (treatment, monitoring, advanced/ additional treatment)</p> <p>Information on what other states are doing</p>	<p>Clear terms and concepts (internal and external)</p> <p>Water quality of purified water compared with current water supply</p> <p>Specific health and safety standards DPR meets</p> <p>DPR is "green"</p>	<p>Data to validate</p> <p>Preferred option - feasibility study results</p> <p>Safe</p> <p>Cost</p> <p>Supply</p> <p>Environment</p>	<p>Other project success stories</p> <p>Preferred option - feasibility study results</p> <p>Safe</p> <p>Cost</p> <p>Supply</p> <p>Environment</p>	<p>Solid science (treatment, monitoring, advanced/ additional treatment)</p> <p>Information on what other states are doing</p> <p>Specific health and safety standards DPR meets</p> <p>Water supply need (long and short-term)</p> <p>Success stories across industry</p> <p>Detailed information about emerging contaminant removal.</p> <p>DPR is "green"</p>

AUDIENCES		Local Elected Officials (mayor, city councilors, HOAs)	Press and Media	Town Council/Utility Board	Community Organizations (e.g., Chamber of Commerce, business councils, Rotary Club)	Local Health Departments	Community Leaders (Public/Water Utility Customers)	CDPHE	Industrial, Food/beverage, Manufacturing	Managers/Executives (as Implementers)	Managers/Executives (as Influencers)	Environmental Groups
OUTCOMES AND ACTIONS	Category	Influencers	Influencers	Implementers	Influencers	Influencers	Users	Regulators and Agencies	Users	Implementers	Influencers	Influencers
Messengers	Who will the target audience listen to?	Staff Constituents Regulators General public	Academics Environmental groups Regulatory bodies Elected officials Water providers/utility staff Other state agencies Reclaimed water providers/treaters and users Health professionals Community groups/ leaders Early adopter water providers	Regional experts Trusted sources, health advisors, expert panels National, state and local experts National, state and local regulators Utility leaders/directors Academics Other utilities/early adopters Media/press CWCB Colorado municipal league Community leaders/organizers	Utilities - engineering Mayor Members State regulators Tech experts (specific) National organizations or affiliates	CDPHE Water providers Outside consultants Academics Early adopters Encourage messengers to travel as a pack	Health experts (doctors, academics) DPR experts (consultants, academics) State regulators (CDPHE, EPA) Water provider (where a good relationship is already in place) Neighbors City council Media outlets	Health experts (doctors, academics) DPR experts (consultants, academics) National regulators (EPA) Internal experts Other state regulators	Utilities - engineering Customers State regulators DPR experts Media/press	Consulting engineers Internal subject matter experts Other utilities Elected officials	Consulting engineers Internal subject matter experts Other utilities Elected officials	Utilities - engineering Mayor Members State regulators Tech experts (specific) National organizations or affiliates Media/press

AUDIENCES		Local Elected Officials (mayor, city councilors, HOAs)	Press and Media	Town Council/Utility Board	Community Organizations (e.g., Chamber of Commerce, business councils, Rotary Club)	Local Health Departments	Community Leaders (Public/Water Utility Customers)	CDPHE	Industrial, Food/beverage, Manufacturing	Managers/Executives (as Implementers)	Managers/Executives (as Influencers)	Environmental Groups
OUTCOMES AND ACTIONS	Category	Influencers	Influencers	Implementers	Influencers	Influencers	Users	Regulators and Agencies	Users	Implementers	Influencers	Influencers
Delivery Mechanisms	<p>What "delivery mechanisms" can be used to reach target audience?</p> <p>Written communication</p>	<p>Concise and consistent message in standard communication channels</p> <p>Nextdoor.com</p> <p>Social media</p>	<p>Fact sheets including numbers and stats</p> <p>Report showing early adopters, testimonials from health professionals, utilities, and customers use public information office's tools</p> <p>Active press pitches</p> <p>Reporter briefing by experts for an hour for background information prior to start of the project</p> <p>Website with fact sheets, reports</p>	<p>Website</p> <p>News support</p> <p>White papers (brief, graphical)</p> <p>Fact sheets</p>	Publications	<p>Mass email briefing with reg and fact information</p> <p>Fact sheets</p> <p>Website for CDPHE and stakeholders</p>	<p>Websites</p> <p>Television/news</p>	<p>Fact sheets and prepared materials for presentations and handouts</p> <p>Formal scientific report demonstrating the safety of DPR for distribution</p>	<p>Fact sheets and prepared materials for presentations and handouts</p> <p>Website</p>	<p>Fact sheets and prepared materials for presentations and handouts</p>	<p>Fact sheets and prepared materials for presentations and handouts</p> <p>Mass email briefing with reg and fact information</p>	<p>Fact sheets and prepared materials for presentations and handouts</p> <p>Website</p>

AUDIENCES		Local Elected Officials (mayor, city councilors, HOAs)	Press and Media	Town Council/Utility Board	Community Organizations (e.g., Chamber of Commerce, business councils, Rotary Club)	Local Health Departments	Community Leaders (Public/Water Utility Customers)	CDPHE	Industrial, Food/beverage, Manufacturing	Managers/Executives (as Implementers)	Managers/Executives (as Influencers)	Environmental Groups
OUTCOMES AND ACTIONS	Category	Influencers	Influencers	Implementers	Influencers	Influencers	Users	Regulators and Agencies	Users	Implementers	Influencers	Influencers
	What "delivery mechanisms" can be used to reach target audience? <i>Events</i>		Facility tours Demonstration facilities Recycled water beverage / recycled water reception or event	Demonstration facility Tours (local, regional, national) Topical conferences Recycled water beverage /reception event	Local tours Recycled water beverage / reception event		Demonstration centers and tour groups			Recycled water beverage / reception event	Recycled water beverage / reception event	Demonstration facility
	What “delivery mechanisms” can be used to reach target audience? <i>Face-to-face communication</i>	Advisory groups Study sessions Board/ precinct meetings		One on one meetings Subcommittee Council/board meeting Peer to peer transfer	Presentations Business leaders National organizations or affiliates One on one meetings Small organization meetings	Roundtables with messengers Organized standing meetings for updates	K-12 school outreach City council meetings/public forums Environmental groups advocating for DPR implementation	One on one meetings Roundtables with industry experts	Forum/ Q&A session with water provider	One on one meetings using prepared materials Presentations given by industry experts	Internal meetings with prepared materials	Forum/ Q&A session with water provider

Appendix B

WATEREUSE COLORADO OUTREACH DISCUSSION GUIDE

Stakeholder One-on-One Meeting Discussion Guide for Direct Potable Reuse in Colorado

Name:

Organization:

Date:

Interviewer:

Introduction:

Thank you very much for taking time to talk with me today. Recurring droughts throughout the United States have highlighted an increased need for more local water supplies. Many water agencies have begun to pursue resource strategies that accelerate the development of significant local resources to deal with droughts and climate change, as well as other risks. WateReuse Colorado members such as myself, are speaking with key community leaders and stakeholders like you to get feedback on exploration of ways to increase the sustainability of water supplies in the state. The purpose of this conversation is to gain an understanding of your knowledge about local water supplies in general and recycled water specifically, hear about your thoughts and questions regarding additional uses of recycled water, and learn how we can best communicate with you and your colleagues/constituency about these issues.

For our conversation today, I will ask you a series of high-level questions, and will be taking detailed notes as we move along. My notes will be compiled and summarized, but I will not attribute statements to a specific person. I respect your time and busy schedule, and promise not to keep you longer than 45 minutes. Do you have any questions before we begin?

Discussion Questions:

1. What is your opinion about water supplies in Colorado: do you think they are adequate for all uses today? How about future water supply uses?
2. Are you familiar with uses for recycled water? What uses are you most familiar with? Where? Do you personally have any concerns or questions about any of those uses of recycled water?
3. Before we requested time to meet with you, had you heard anything about ways to maximize recycled water use in Colorado? If yes, what did you hear and how or in what context did you hear about it?
4. In relation to your organization/members or constituency/business, what are your biggest interests or concerns associated with recycled water?

5. WateReuse Colorado is interested in raising awareness about the potential for augmenting our drinking water supplies with highly treated recycled water, which is also known as potable reuse. Potable reuse would ensure a local water supply for the city or region where it is implemented. Do you have any questions or concerns about the concept of potable reuse?
6. What information do you need to feel more comfortable with the concept of augmenting drinking water supplies with highly treated recycled water, which is also called purified water? What about your constituency/members of your organization – what information do you think they would need to feel more comfortable with the concept of potable reuse?
7. WateReuse Colorado is committed to raising awareness about potable reuse and increasing local water supplies. Do you think this is an important goal? What suggestions do you have that can help them achieve this goal?
8. How do you stay up-to-date about issues related to water or water supply in in the region or state? (Word of mouth, email, newspapers, newsletters, television, radio, direct mail, social media, etc.)
 - a. Would you be interested in receiving updates from WateReuse Colorado regarding recycled water or potable reuse?
 - b. How often would you like to receive information?
 - c. Do you have any other suggestions about how we can communicate with stakeholders, residents and businesses in this area about recycled water and the concept of potable reuse?
 - d. Do you have regular meetings where we could make a presentation about this topic? How can we get on your schedule? Do you send electronic or written communication to your membership? Can we include a written article about beneficial recycled uses?
9. Who and/or what do you think are the most trusted sources of public information in your community? How about in this region?
10. Who else do you think we should meet with to discuss the options to maximize recycled water use for Colorado or related issues?
11. Are there any other issues you want to discuss or suggestions as we continue this outreach effort?