

Water On Purpose: The Right Water for the Right Use



“During the dry years, the people forgot about the rich years and when the wet years returned, they lost all memory of the dry years. It was always that way.”

John Steinbeck, *East of Eden*



Water is scarce and precious to our lives. As California’s unprecedented and unpredictable drought continues, limited available resources leading to solutions are critical to any community or region’s ability to deliver water to constituents. If history is any guide, the next drought may be just around the corner and we need to be prepared.



Nature is unpredictable.

California’s unprecedented and ongoing drought has created a need for innovation as well as options and flexibility when seeking water recycling solutions.

Resources are scarce.

Water is not the only scarcity — funding for solutions must come from multiple sources amidst high competition.



One size does not fit all.

Each household, city, county and region has its own unique set of variables that must be considered as they develop their own effective response.

Let Them Flow... Purple Pipes *and* Potable Reuse

Our Position

California WaterReuse supports the establishment of policies and development of funding options that support as many water recycling solutions as possible; that a range of customized “mix and match” options offer each community or region the most potential for success in offsetting limited drinking water sources, including imported water.



Choice leads to success.

From existing resources and infrastructure to water sources and budgets, each community needs a flexible, adaptable, affordable menu of options from which to mix and match water reuse solutions.

Keep options open.

Communities come in many sizes and shapes, and solutions to their water issues vary just as much — let’s not preclude any water supply option.



More Options Mean More Benefits

Non-potable *and* potable reuse do not need to be considered as competing uses. We’ve seen that public agencies have an increased demand for recycled water for non-potable purposes due to drought and mandatory demand reductions. Agencies that couldn’t give away their recycled water in the past are now experiencing a high demand for it in order to keep landscapes and agriculture growing.

Keeping our options open to use *both* potable and non-potable sources of recycled water helps create:

- Direct offsets to drinking water
- Increased water supplies and new sources of supply
- Locally controlled, sustainable sources of water, responsive to weather variability
- Reduction of discharges to ocean and protection of inland waters
- Economic value of trees and esthetic landscapes while maintaining an area’s quality of life
- Landscaping that keeps cities green and cool during weather variability
- Water supply sources for inland ecosystem habitat restoration
- Reduction in energy usage over other water supply options