

Marketing Recycled Water in a Drought...or Anytime!

WaterReuse Association
Northern California Chapter Meeting
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Presentation Overview



- The Case for Recycled Water
- Marketing Building Blocks
- Recycled Water Beneficiaries
- Recycled Water Benefits
- Drought Response Example: EBMUD's Recycled Water Truck Program
- Q&A

EBMUD's "Wake-up Call"



EBMUD's Pardee Reservoir on March 25, 1977
with 47,000 acre-feet in storage
(maximum capacity = 198,000 acre feet)

Recycled Water to the Rescue!



RECYCLED
■ WATER ■
PROGRAM



Sir Recycled Water



Drought Dragon

Marketing Building Blocks



- Branding
- Utility buy-in
- Clear, consistent message
- Focus on the benefits

Branding Basics



- Brand = a relationship based on a promise, creation of an idea that separates one thing from similar things
- What's our mission?
- Core values reflected in our brand?
- What's in a name?
- What's our message?
- What is recycled water going to do for our customers?

Utility Buy-in



- Communication & coordination within your own agency
- Senior management buy-in
- Board support

Recycled Water Beneficiaries



- Utility
- Customers
- Community



Benefits of Recycled Water



- Social
- Economic
- Environmental
- Drought-specific



Social Benefits



- Saves limited drinking water
- Locally-controlled water supply
- Sustainable supply
- Drought-resistant or drought- proof



Economic Benefits



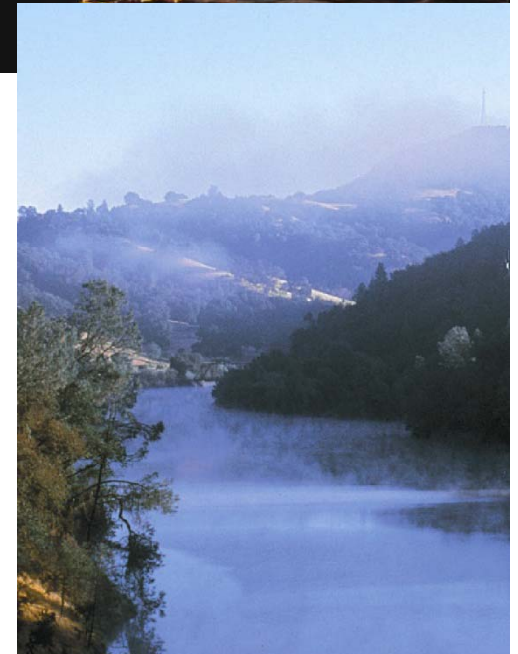
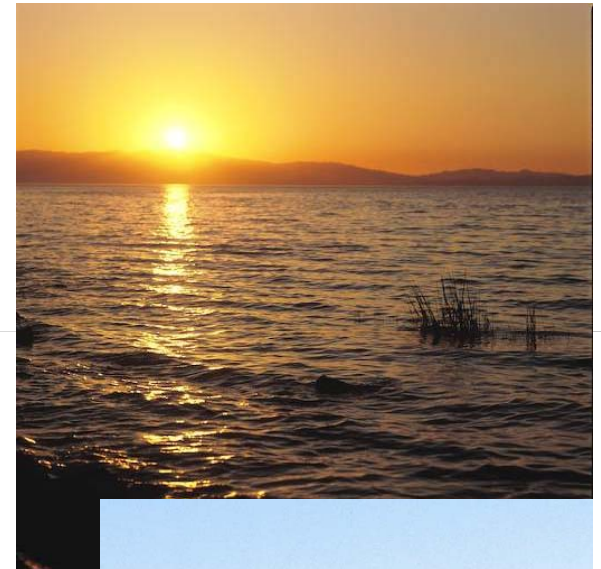
- Reduces need for costly imported water supplies
- Reliable supply strengthens local economy
- Protects community and private investments in parks and landscaping



Environmental Benefits



- Protects San Francisco Bay and other receiving waters
- Permits more water to be left instream, enhancing fish and wildlife resources
- Wetlands restoration/enhancement
- Streamflow augmentation
- Healthy environment adds to high quality of life



Drought Benefits



- No rationing
- No drought surcharge
- Reliable supply
- Water when you need it, in the amount you need



Recycled Water Truck Program



- 2008 drought response (still active)
 - Free recycled water
 - Two EBMUD locations: West Oakland & North Richmond
 - EBMUD encourages recycled water use for construction dust control, street cleaning, and sewer flushing



Recycled Water: It's About Now and the Future



- Limits on freshwater supply
- Zero discharge goal
- Quality of life:
 - Strong economy
 - Healthy environment
 - Assurance of water supply



Q&A



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