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

WateReuse Association
Northern California Chapter Meeting
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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!

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
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<th>Social Benefits</th>
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<td>• Saves limited drinking water</td>
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<td>• Locally-controlled water supply</td>
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<td>• Sustainable supply</td>
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<td>• Drought-resistant or drought-proof</td>
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# 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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