

WATER REUSE

CALIFORNIA

The logo for Water Reuse California features the words "WATER REUSE" in a large, bold, dark blue sans-serif font. Below "WATER" is the word "CALIFORNIA" in a smaller, dark blue sans-serif font. A large, dark blue infinity symbol is positioned below the word "REUSE". The entire logo is set against a white rectangular background.


LOS ANGELES CHAPTER
OCTOBER 14, 2014

2014 HUGE YEAR FOR RW FUNDING

- Unprecedented drought
- Legislature/Administration focus on RW as a solution
- WRCA members shape water bond



PROPOSITION 1 RECYCLED WATER

- \$725 million: 7X previous bond funding
 - Achieved stand alone funding for RW (and desal)
 - IRWM program contains \$810 million that could include RW.
 - 2015 WRCA will prioritize water bond implementation
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LOW INTEREST LOANS

- March SWRCB approves \$800 million
- To produce 150,000 AF Annually
- Applications due:
Dec. 2015



MAJOR WATER RECYCLING LEGISLATION

- AB 2282 (Gatto) RW Building Standards
- Budget Trailer bill – Drinking Water Program Moves to SWRCB
 - WRCA is on SWRCB transition team
- Budget trailer Bill – Requires CDPH to Adopted RW Groundwater Regulation by June 2014



OFFICE OF THE GOVERNOR

OCT 08 2013

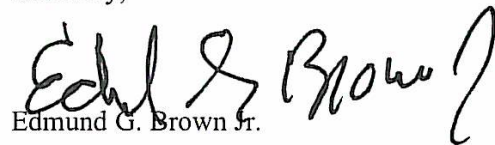
To the Members of the California State Senate:

I am signing SB 322 which requires the Department of Public Health in consultation with the State Water Resources Control Board, to investigate the feasibility of developing uniform water recycling criteria for direct potable reuse by September 2016.

This information is past due. In an effort to enhance the use of recycled water, I have proposed the consolidation of the management of the drinking water program and all other water quality programs, including recycled water, under the State Water Board.

I am directing the Water Board to ensure that this work is completed expeditiously. The 3-year time frame mandated in this bill is too slow. California needs more high quality water and recycling is key to getting there.

Sincerely,


Edmund G. Brown Jr.

MODEL PUBLIC COMMUNICATIONS PLAN FOR ADVANCING DPR ACCEPTANCE


- I. Develop strategic communication plans
 - Community Level Plan
 - State Level Plan
- II. Develop messaging materials
- III. Implement, evaluate and refine plan

WaterReuse Research Foundation 13-02



WRCA IMPLEMENTING STATEWIDE DPR OUTREACH

Focus

- Legislators
 - Administration
 - Statewide environmental groups
 - Statewide health groups
 - Others
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WRCA FOCUS 2015

- Implement statewide outreach for DPR
- Enhance member communications and materials, legislative and others
- Increase presence in Sacramento with SWRCB, Administration and Legislature

QUESTIONS?

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