Communicating Purified Water for El Paso: A Sustainable Water Supply
EPWU’s Diversified Water Portfolio

The River

Water Reuse

Underground Water

Conservation

Desalination

Future Resources
Commitment to Education and Outreach

Over 35,000 people reached in 2013-14
Water used for irrigation will be treated AGAIN in a rigorous four step process to create high quality, purified water.
Advanced Water Purification Process

Source: Cleaned Water

STEP 1: Membrane Filtration

STEP 2: Ultraviolet Light

STEP 3: Filters

STEP 4: Disinfect

Storage
The Result

- This is a proven technology that works.
- Purified water is safe to drink.
- Purified water is some of the highest quality drinking water produced.
Timeline

2014

Pilot Plant Design & Testing

2015

TCEQ approves pilot plant

TCEQ approves results

Facility Design

2016

TCEQ approves design of facility

Facility Construction

2017

2018

Delivery To Customers

Expert Panel

Public Outreach
84% Favor Advanced Water Purification
Communication is Key

- Objectives
  - Acceptance and understanding of Advanced Water Purification Facility as an additional water source
  - Brand El Paso Water Utilities as an innovative leader

- Strategies
  - Education
    - Speakers Bureau
    - Website and social media
    - Videos
  - Proactive media relations
  - Collaboration with outside organizations
Key Messages

- Water reuse has been happening in El Paso for decades.
- Advanced technology makes purified water safe to drink.
- Purified water is a drought-proof, sustainable supply for our community.
Local Media Coverage

“Going to direct reuse will put El Paso in a league of its own in the United States…”

David Crowder, El Paso Inc.
What the Media is Saying...
Independent Expert Panel Review

Advisory Panel
- National Water Research Institute
  - Health Experts
  - Scientists
  - Engineers
  - Public Affairs Expert

First meeting
- Technical recommendations
- Outreach recommendations
  - Focus groups
  - Additional surveys
  - Public tours at pilot plant
Influential Testimony
Walk Aways

- Education and outreach are key
  - Know your community
  - Communications strategy
  - Proactive media/social media relations
- Utilize partnerships
  - Expert endorsement and recommendations
  - Keep EVERYONE informed