

# Communicating Purified Water for El Paso: A Sustainable Water Supply



# Regional Water Resources



# EPWU's Diversified Water Portfolio

The River

Underground  
Water

Desalination

Water  
Reuse

Conservation

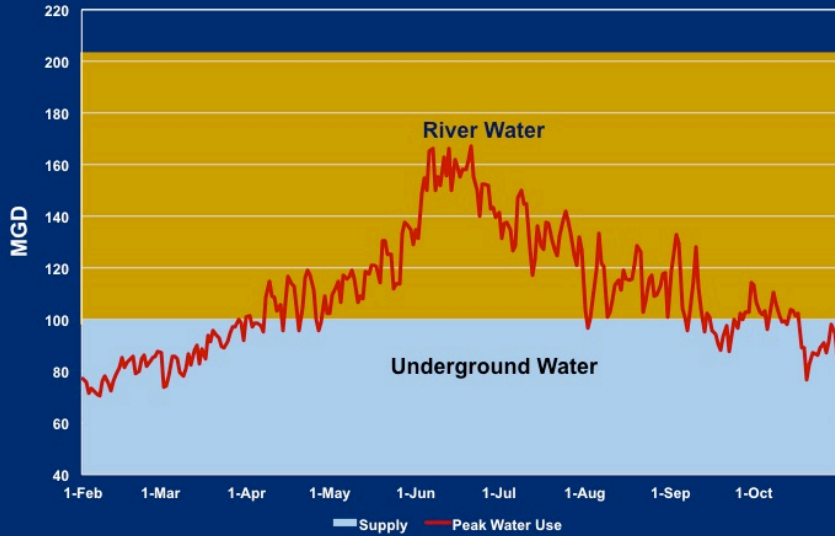
Future  
Resources

# Commitment to Education and Outreach

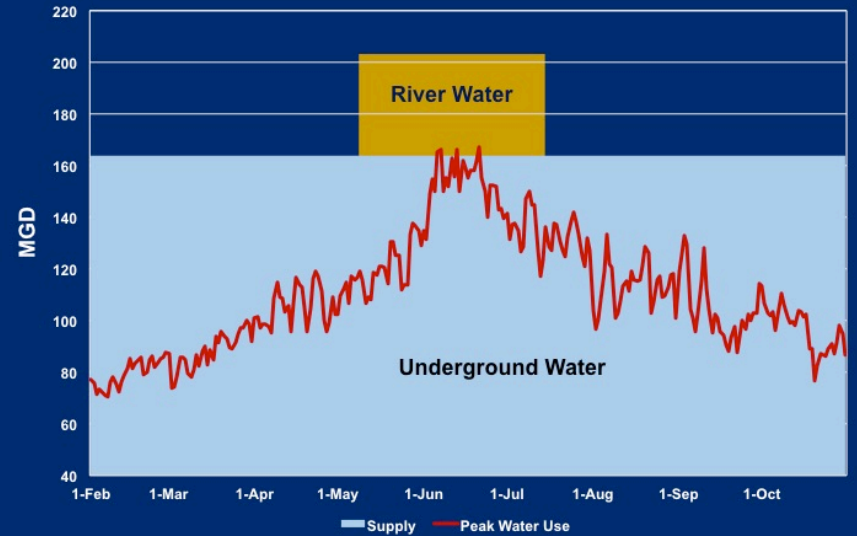


Over 35,000 people reached in 2013-14

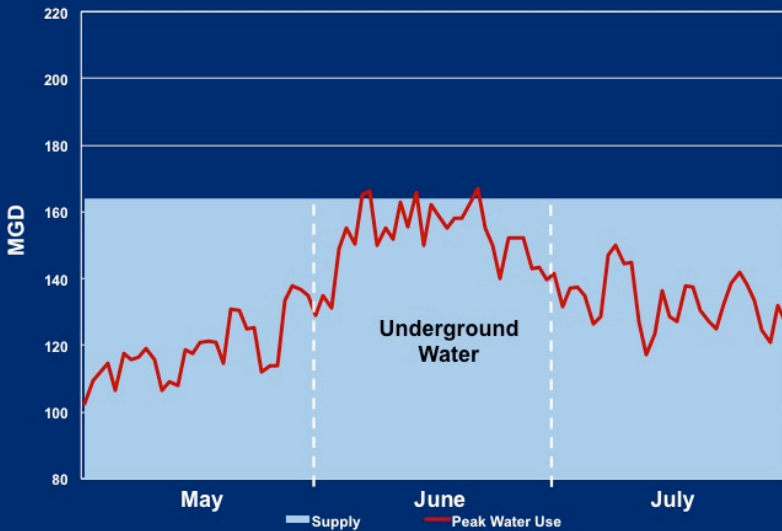
### Non-Drought Year



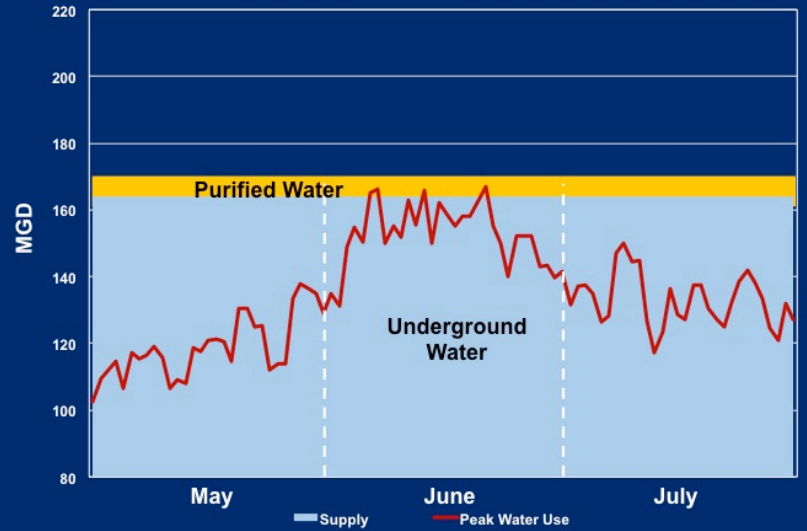
### Drought Year



### Drought Year Without River Water



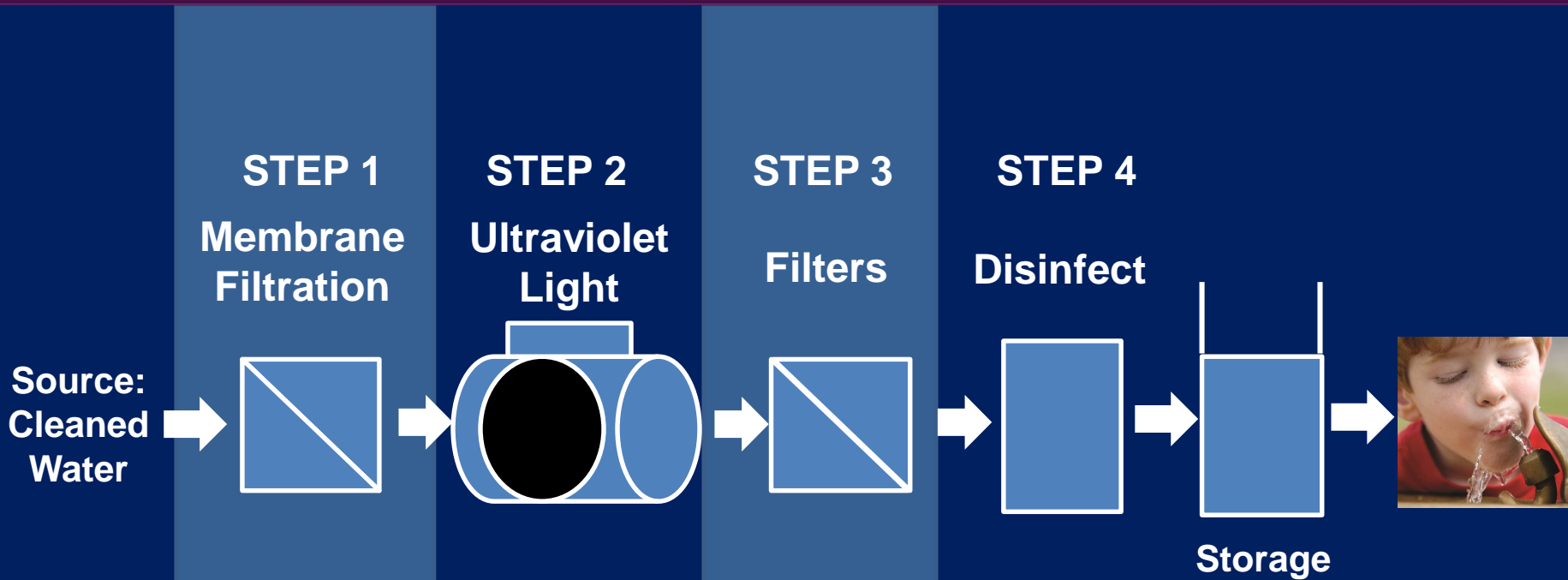
### Drought Year Without River Water





**Water used for irrigation will be treated AGAIN in a rigorous four step process to create high quality, purified water.**

# Advanced Water Purification Process

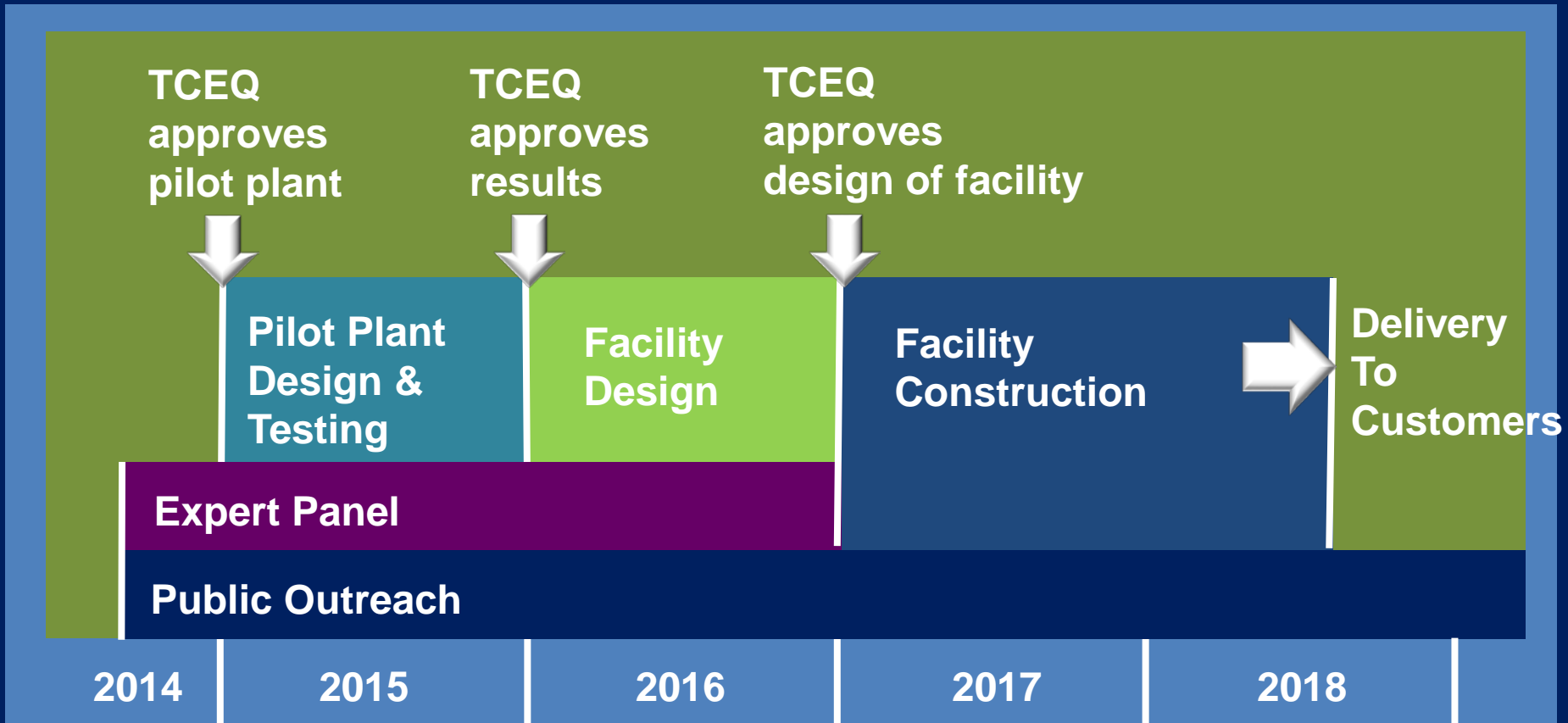



# The Result

- 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





**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

## El Paso Inc.

## El Paso Times.com

### Have a glass of 'purified' water

• EPWU to turn sewer water to drinking water • Poll says El Pasoans like idea, first in big Texas city

Story Comments (2) Image (4) Print Font Size: - +

Recommend 13 Tweet 9 +1 0 PinIt 0 Share 8


Posted: Sunday, June 1, 2014 6:00 pm | Updated: 2:56 pm, Mon Jun 2, 2014.

By David Crowder El Paso Inc. staff writer | 2 comments

Three years from now, part of El Paso's drinking water will be coming from a new source. It's a move that will be a major milestone in the world of water, as well as a first for a big city in Texas and probably the nation.

El Paso Water Utilities and the Public Service Board are gingerly moving ahead with plans for an \$82-million Advanced Water Treatment Plant that will turn treated water from the Mission Valley's Bustamante Wastewater Treatment Plant into purified drinking water. The plant is scheduled to go online in 2017.

"This is not something experimental," John Balliew, the utility's president and CEO, told El Paso Inc. "We're



Melody Parra

**John Balliew**

### Quenching Our Future, Part 3: City of El Paso to wean itself from river water

By Marty Schladen / El Paso Times

POSTED: 11/19/2014 12:00:00 AM MST



*“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

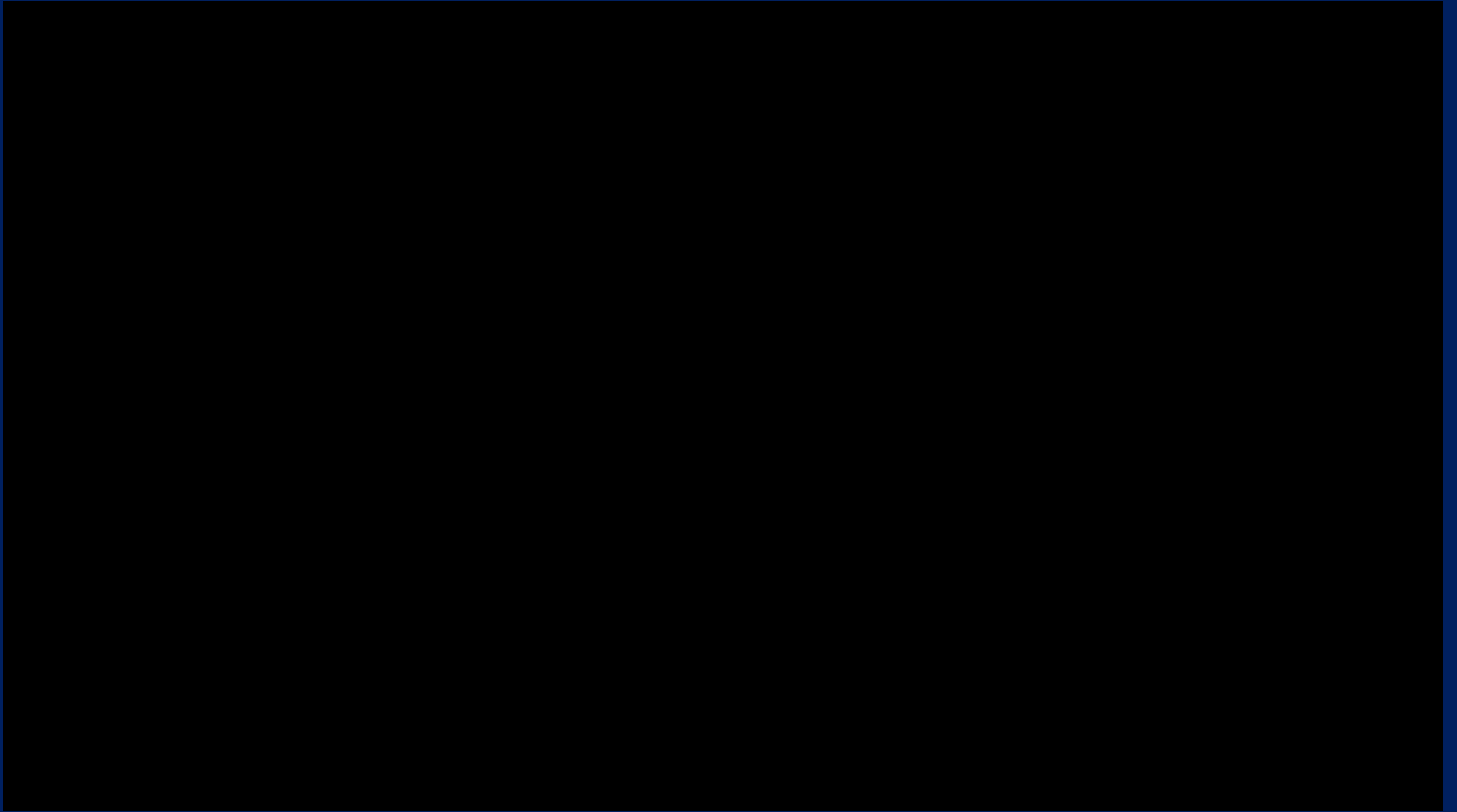
- National Water Research Institute
  - Health Experts
  - Scientists
  - Engineers
  - Public Affairs Expert

## 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