Customer Outreach for Tucson’s Recycled Water Program

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Tucson Has 3 Water Resources

Groundwater

Colorado River Water

Reclaimed Water
Decades of Good Planning & Investment = Water Reliability

60s
- Acquired groundwater rights

70s
- Planned for Colorado River Water/ initiated conservation programs

80s
- Established Reclaimed Water system

90s
- Expanded water conservation programs

2000s
- Planned for storage of Colorado River Water

Decades of Good Planning & Investment = Water Reliability

TUCSON WATER
Tucson’s Water Future

Clearwater Program

Recharged Colorado River Water provides 100% of Tucson’s water

Groundwater

Backup supply, not sustainable

Colorado River

On-going drought and potential shortages
A Path to a Recycled Water Resource

- Recycled Water Master Plan
- Technology to purify reclaimed water
- Ongoing outreach

Potable Reuse
Key Factors in Successful Communication

1. Research

- Statistically Valid Phone Surveys
- Customer Focus groups
- Special Interest Groups Discussions
- Briefings and Presentations Feedback
Key Customer Metrics – Terminology and Approach Make a Difference

High or very high comfort with purifying wastewater for groundwater replenishment (2012) 45%
High or very high comfort with purifying wastewater for drinking water (2013) 33%
High or very high comfort with purifying reclaimed for drinking water (2015) 47%
Focus Groups

Customers-

- Are more comfortable with purification of ‘reclaimed water’ than ‘wastewater’ or ‘effluent’

- Want oversight and reassurance from health professionals
Agree that current technology can further purify reclaimed water to make it safe for drinking

62% 2013

77% 2015
Key Factors in Successful Communication

2. Messaging

- Consistent
- Clear
- Bilingual
Goals of Utility Branding

Building customer:

- Awareness
- Understanding
- Involvement
- Trust
The Utility Brand Message

Water Reliability

Supply

Quality

Customers

Operations

Conservation
Branding Recycled Water

Research informs strategy

Audience targeting

- English & Spanish speaking customers
- Tucson Water employees
- City of Tucson employees and leadership
- Economic leaders
- Environmental leaders
- News Media
<table>
<thead>
<tr>
<th>Multiple Platforms for Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer Briefings &amp; Presentations</td>
</tr>
<tr>
<td>Social Media</td>
</tr>
<tr>
<td>Printed materials</td>
</tr>
<tr>
<td>Employee Education</td>
</tr>
<tr>
<td>Broadcast Media</td>
</tr>
<tr>
<td>News Media</td>
</tr>
</tbody>
</table>
Key Factors in Successful Communication

3. Maintaining Trust

Tucson Water

Tucson Water Staff

Customers

Community Leadership
Information Transparency

Water quality

Emergency Situations

Expenditures
Doing the Right Thing for Customers

- TARP
- AOP
- Conservation Programs and rebates
3 Key Factors In Successful Potable Reuse Communication

- Research
- Clear & Consistent Messaging
- Building & Maintaining Trust
Tucson Water’s
I’ll have a glass of your Lake Mead 2007 and she’ll have a glass of your Arizona vintage aquifer, and bring us a bottle of your finest recycled effluent 2020.

Of course... could I interest you in a glass of our desalinated Pacific 2018?

WATER 2025

Fitzsimmons
The Arizona Daily Star 2014
Customer Outreach for Tucson’s Recycled Water Program

Questions?