

Customer Outreach for Tucson's Recycled Water Program

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Tucson Has 3 Water Resources

Groundwater



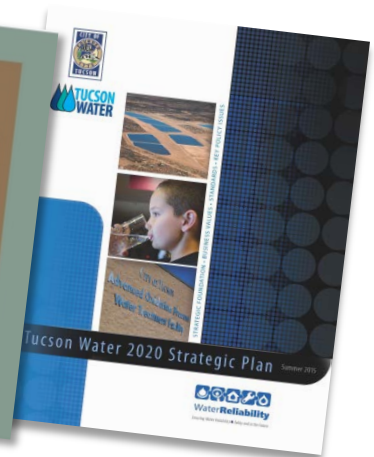
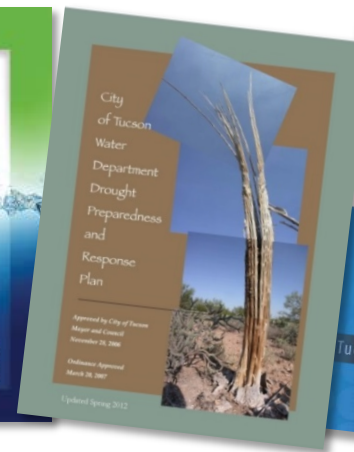
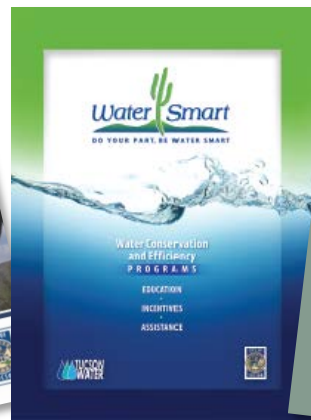
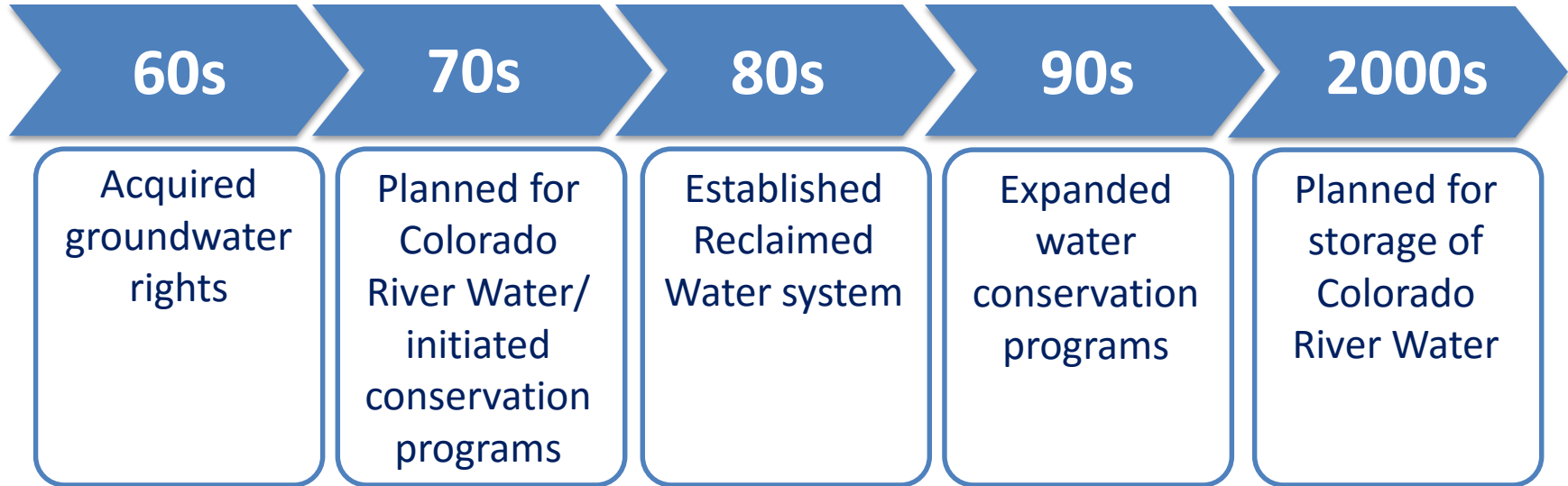
Colorado River Water



Reclaimed Water



Decades of Good Planning & Investment = Water Reliability



Tucson's Water Future

Clearwater Program



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

Groundwater



Backup supply, not sustainable

Colorado River

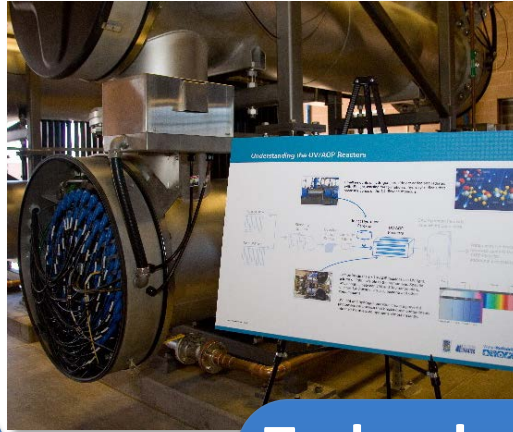


On-going drought and potential shortages

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



Statistically Valid Telephone Surveys

Baseline 2012 – Annual Tracking through 2015

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



Education & Terminology Make a Difference

Customer Research Results



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*

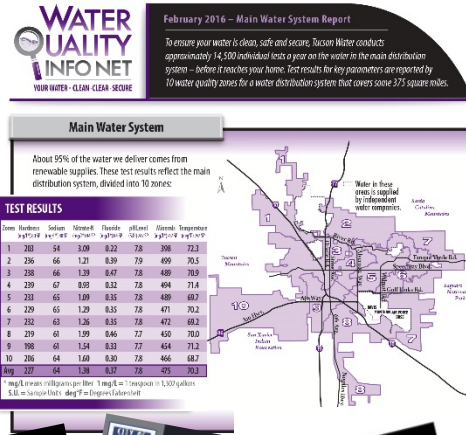
Consistent

Clear

Bilingual



Goals of Utility Branding



Building customer:

- Awareness
- Understanding
- Involvement
- Trust



The Utility Brand Message

Water Reliability

Supply



Operations



Customers



Quality



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

Multiple Platforms for Communication

Influencer Briefings & Presentations

Social Media

Printed materials

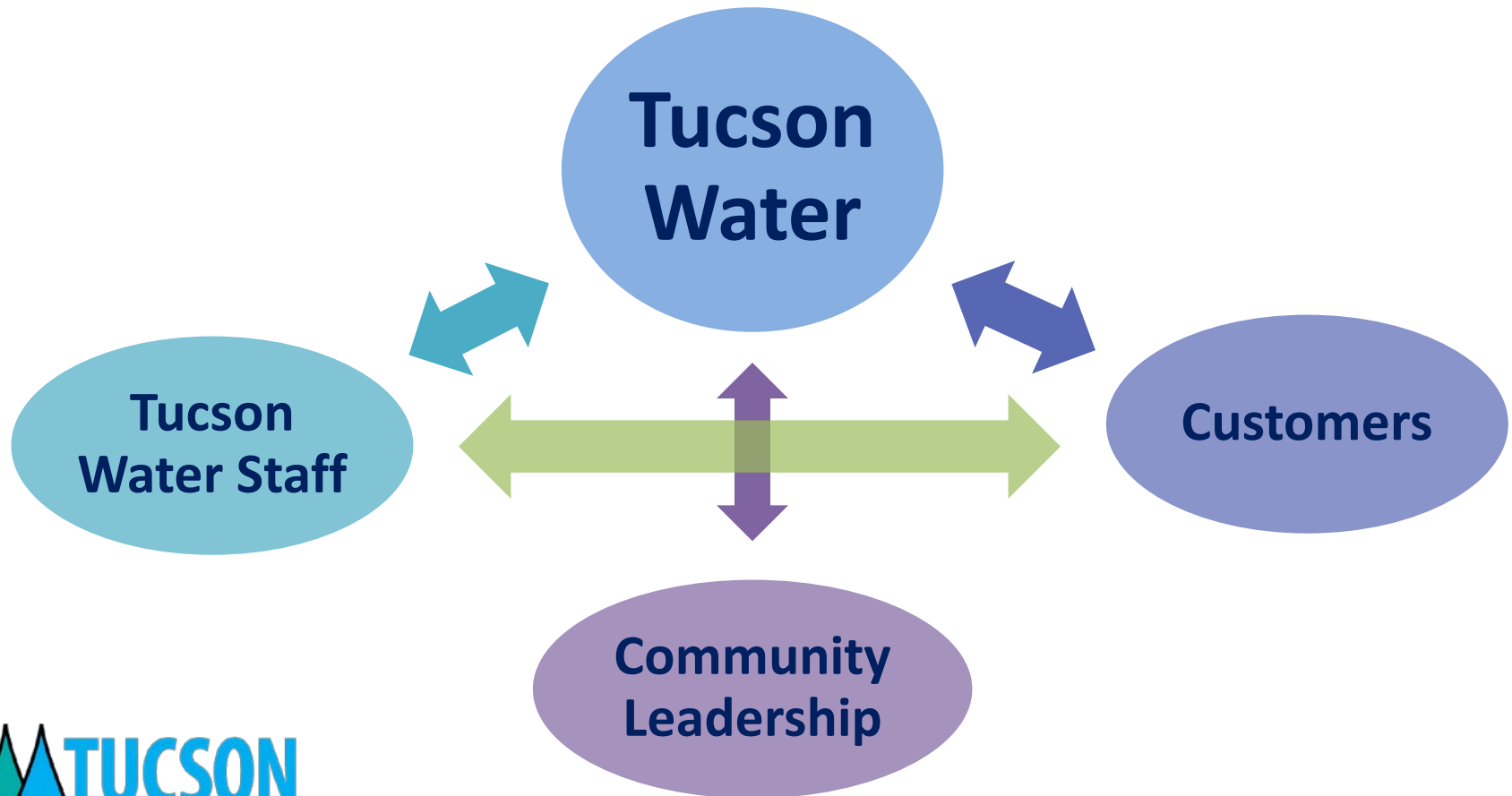
Employee Education

Broadcast Media

News Media

Key Factors in Successful Communication

3. Maintaining Trust

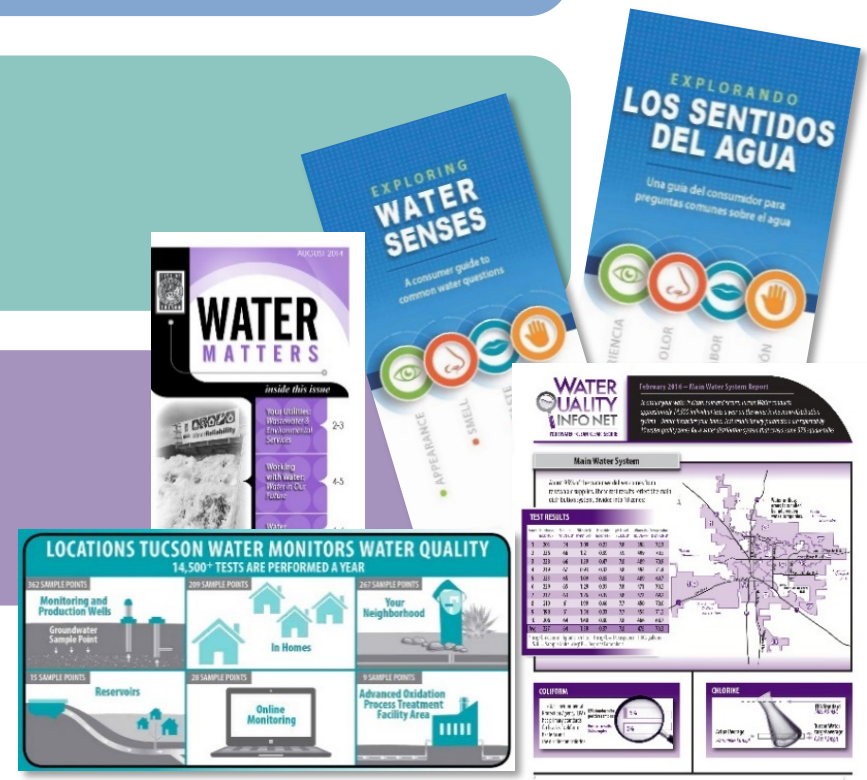


Information Transparency

Water quality

Emergency Situations

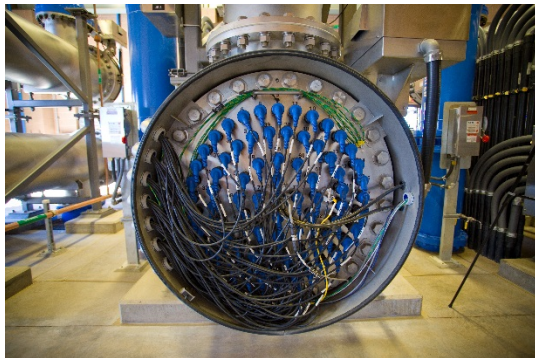
Expenditures



Doing the Right Thing for Customers



- TARP
- AOP
- Conservation Programs and rebates



3 Key Factors In Successful Potable Reuse Communication

Research

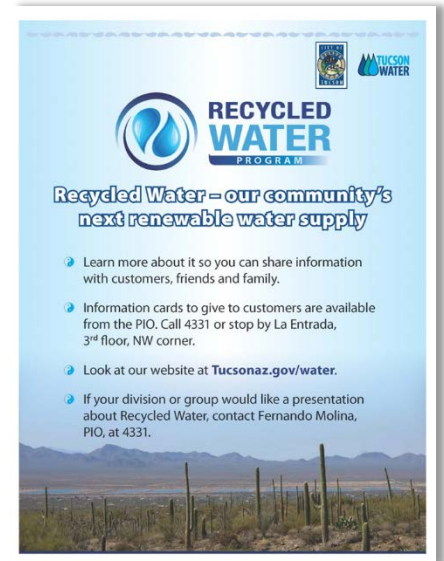
Clear & Consistent Messaging

Building & Maintaining Trust

Tucson Water's



RECYCLED WATER PROGRAM



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?

FITZSIMMONS
THE ARIZONA DAILY
STAR 2014

WATER 2025

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Questions?