WATEREUSE CALIFORNIA

Communications Collaborative Group

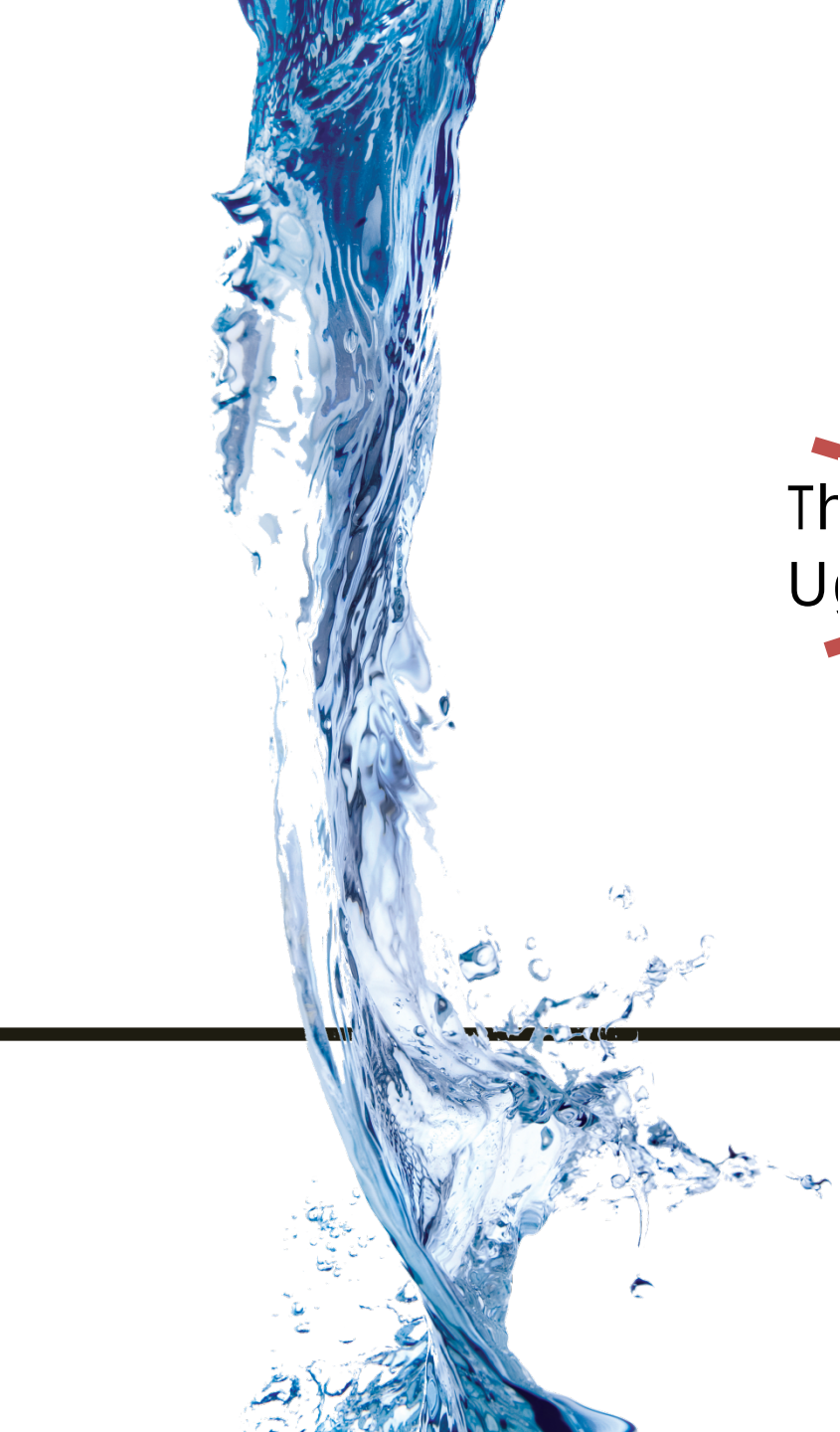
Welcome!

Eleanor Torres, Chair
Melanie Mow Schumacher, Vice-Chair

10/17/18

WateReuse CALIFORNIA
Communications
COLLABORATIVE GROUP

Introductions



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Th e Neutral in e U Recent Media

Rupam Soni
10/17/18

Article #1

‘Toilet to tap’ water nearly matches bottled H2O in taste test, California university researchers discover

Published by: East Bay Times, Mercury News, Southern California News Group

Topic: The taste of recycled water and recycled water initiatives in California

Tone: Positive

Link: https://bayareane.ws/2QrUnJF

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Quote:

"Saddled with the "toilet to tap" label, recycled water still has a bit of an image problem. But in a blind taste test, UC Riverside researchers found that people prefer its flavor over tap water and that they like it as much as bottled water."

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Peter Gleick @PeterGleick · Aug 17

Stop calling it toilet to tap. Just stop.

> **Jay Lund** @JayLund113
> Toilet to tap tastes tremendous!
> mercurynews.com/2018/08/17/toi...

5 11 46

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Article #2

Dams and reservoirs can't save us. This is the new future of water infrastructure.

Published by: Quartz / Texas Observer

Topic: Potable reuse projects worldwide

Tone: Realistic / Blunt

Link: https://bit.ly/2OUBjTs

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Quote: “Outside of a few examples, however, communities have been slow to adopt [potable reuse technologies] as viable solutions to water scarcity, likely because of cultural stigma around drinking filtered sewage water.”

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Article #3

City of Boise Teams Up With Local Brewers to Make Beverages From Recycled Water

Published by: Boise Weekly

Topic: Using recycled water to make beer

Tone: Neutral

Link: https://bit.ly/2OErD2Y

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Quote: “Hickman said the main obstacle to getting people to drink recycled water is the "ick factor" that comes with the act of drinking something that was once in a toilet basin or flowing down a shower drain.

"When it's beer, for some reason the same 'ick factor' doesn't exist," Hickman said.”

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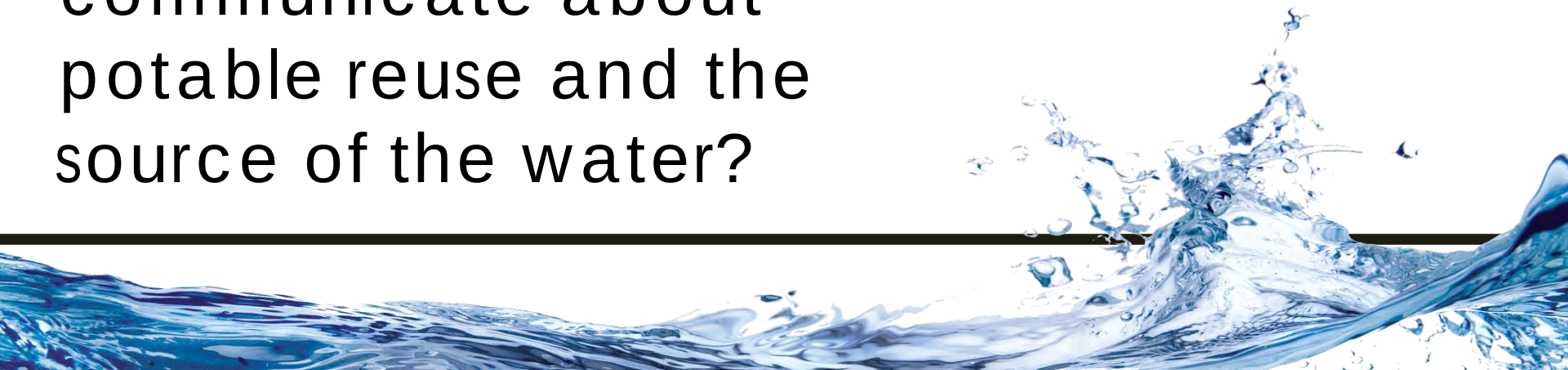
Any other articles you'd like to mention?

How do we stop the media from using "Toilet-to-Tap"?

How can we best communicate about potable reuse and the source of the water?



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Open Discussion

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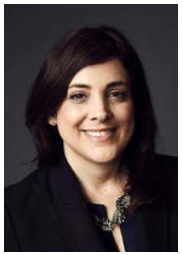
Consistent Water Reuse Terminology



Eleanor Torres
Director of Public Affairs
OCWD

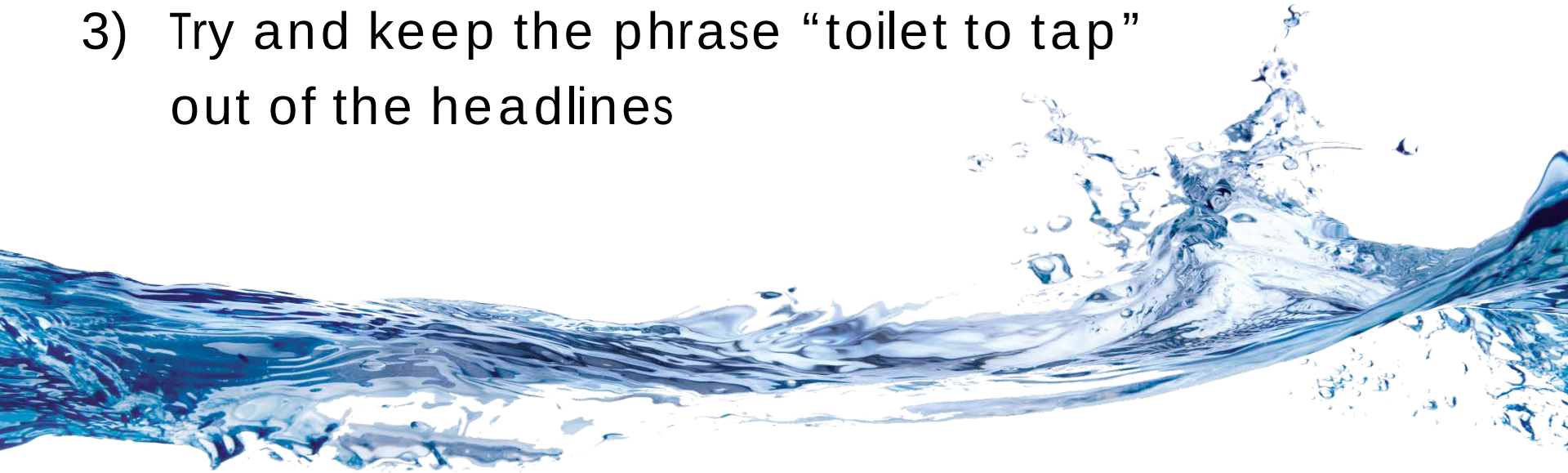
October 17, 2018

Water Reuse Terminology

"Wouldn't it be great if we all spoke the same way about water recycling?"

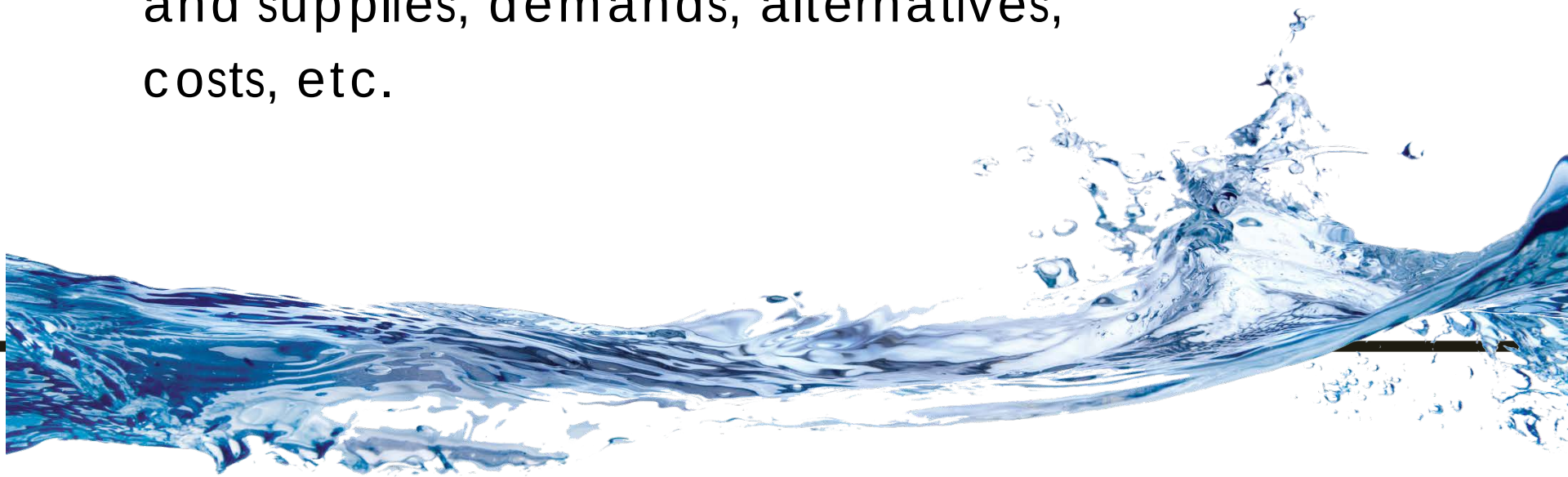
Goals:

1) Don't confuse policy makers, media & the public
2) Don't step on each other's toes or make it sound like one type of recycling is better than another
3) Try and keep the phrase "toilet to tap" out of the headlines



Context

- Water reuse is not one-size-fits-all
- Multiple scientifically-proven processes and options
- Different ways reused water can be used
- It may not be suitable for every community
- Some deciding factors include existing infrastructure, current and future water conditions and supplies, demands, alternatives, costs, etc.



Example of Consensus Terms

- **“Reused” and “Recycled”**
  - Recycled – purple pipe; not potable/drinkable
  - Reused – drinkable water
  - If the word “recycled” is used for drinkable water, it’s recommended to include “advanced purified” on the front end

“Advanced” & “Purified”

Water passed through proven processes and has been verified to be safe for augmenting drinking water supplies

AKA: wastewater that is now drinkable

A community’s needs, the quality of the source wastewater, product destination and a slew of other factors help determine the best process for each project

“Treatment” & “Purification”

- Treatment ➡ non-potable reuse

- Purification ➡ water meets drinking water standards or is part of drinking water supply

Toilet to Tap

To Tackle Today

- Can we replace “potable” with “drinkable”?
- Can we get rid of “toilet to tap”?
- Can we forego “Indirect” and “Direct” and just explain the water is drinkable/meets drinking water standards and is going to/into *(fill in the blank)?*

Background for Discussion

- People must trust agency behind the project
- Must be a real need and benefits to the project
- Technology needs to be explained
- Reliable safeguards must be in place
- Medical, regulatory & enviros opinion matters
- Transparency
- Seeing & tasting water - impactful

Can we just state “drinkable” in our communications or do we state “potable, AKA drinkable”

in first reference and

then use “drinkable” thereafter?

Can we use “drinkable” in policy & regs or must we stick strictly with “potable”?

Wait until a reporter or audience brings up “toilet to tap”

OR

start out the gate and state that water reuse is not toilet to tap?

The Doozy

Can we forego saying “Indirect” and “Direct” and just explain the water is drinkable and is going to (a reservoir, into a basin, into a drinking water distribution system, a bottle, etc.)?

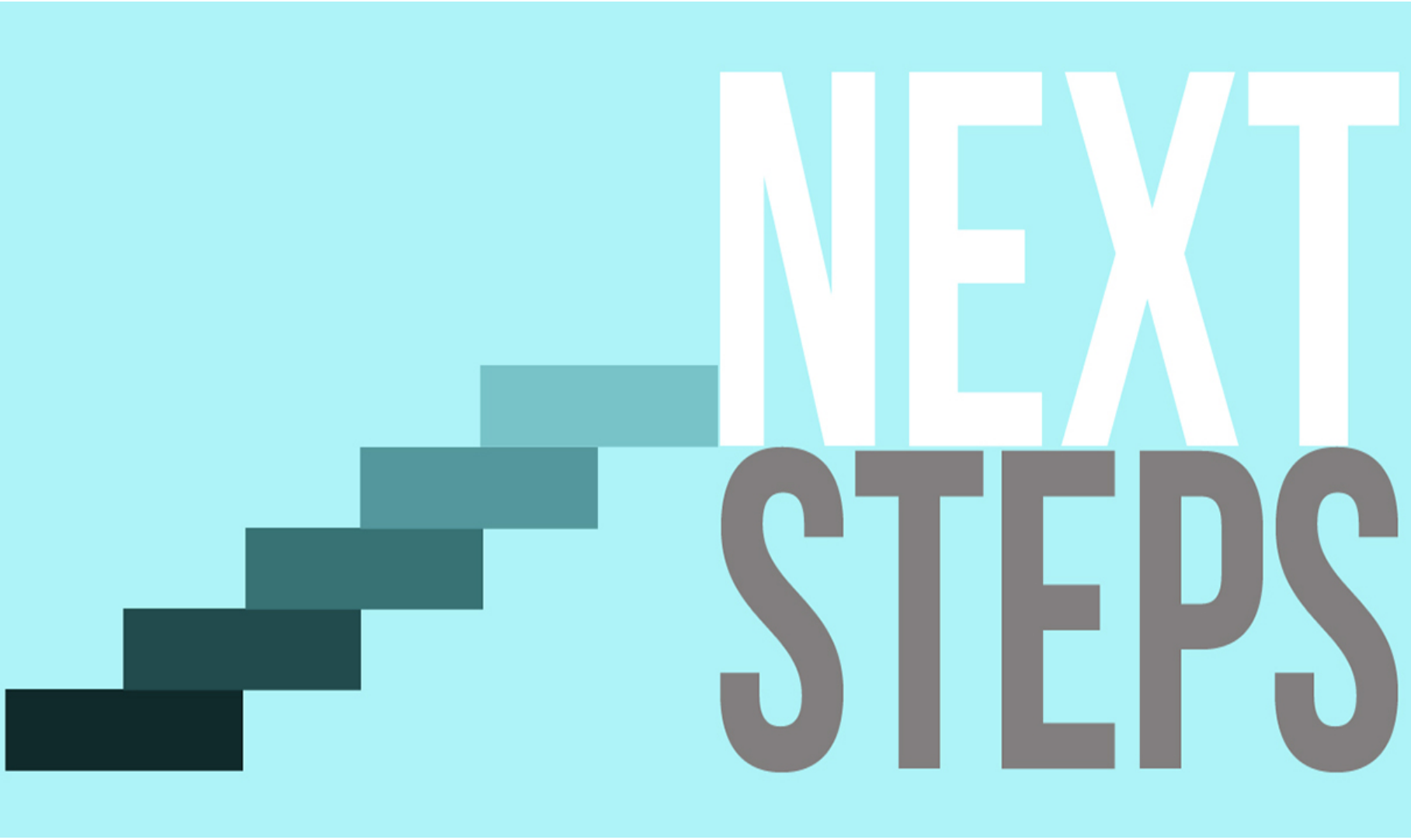

NEXT
STEPS

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Photo Citations

https://www.youtube.com/watch?v=2suVpckX4tI
https://www.pinterest.com/pin/462322717982291773/
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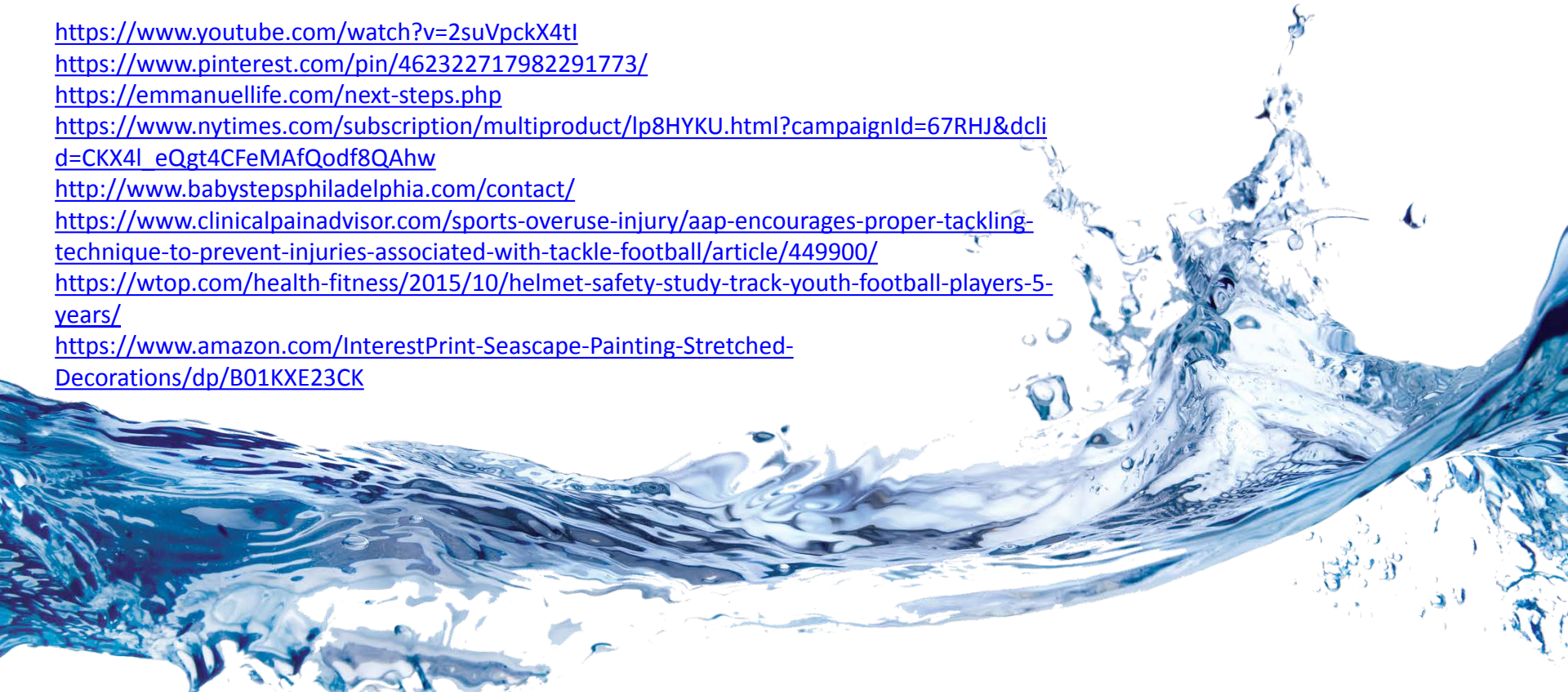
https://www.amazon.com/InterestPrint-Seascape-Painting-Stretched-Decorations/dp/B01KXE23CK



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Open Discussion

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Break

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Best Ways to Communicate Monitoring and Testing Points in a Project

Melanie Mow Schumacher
and Rebecca Rubin

October 17, 2018

Focus Topic Two

- The frequency of monitoring/testing consistently ranks high in surveys
- Information on WQ monitoring is complex and often unique to each project
- Clear information can effectively lead to trust and acceptance
- Open Discussion

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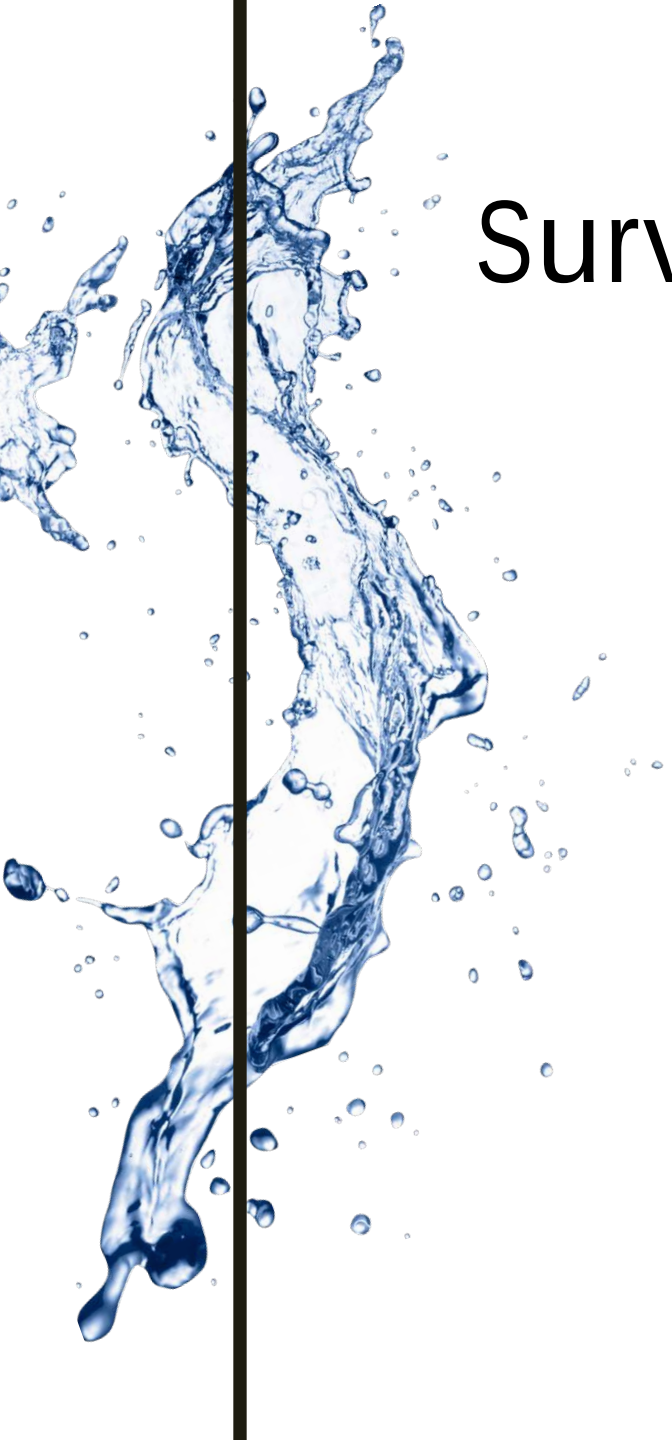

Survey Information

- Support from medical experts and WQ testing rank high in surveys as a way to increase trust/acceptance of water reuse

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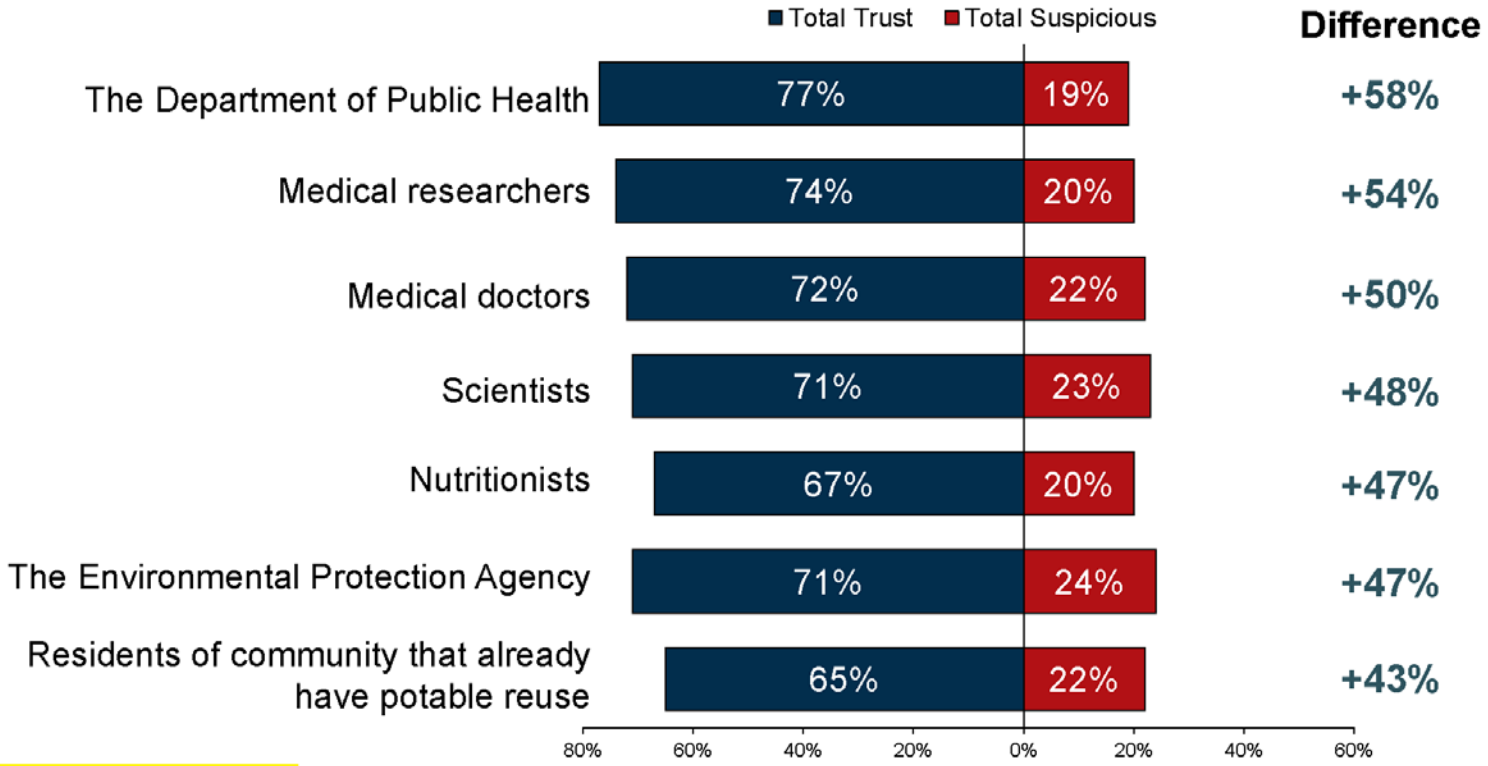
Top messengers are generally those with scientific expertise.

I am going to read you a list of people and organizations that may provide information about recycled water. Please tell me if you would generally trust that person's or organization's opinion on this issue, or if you would be suspicious of it.

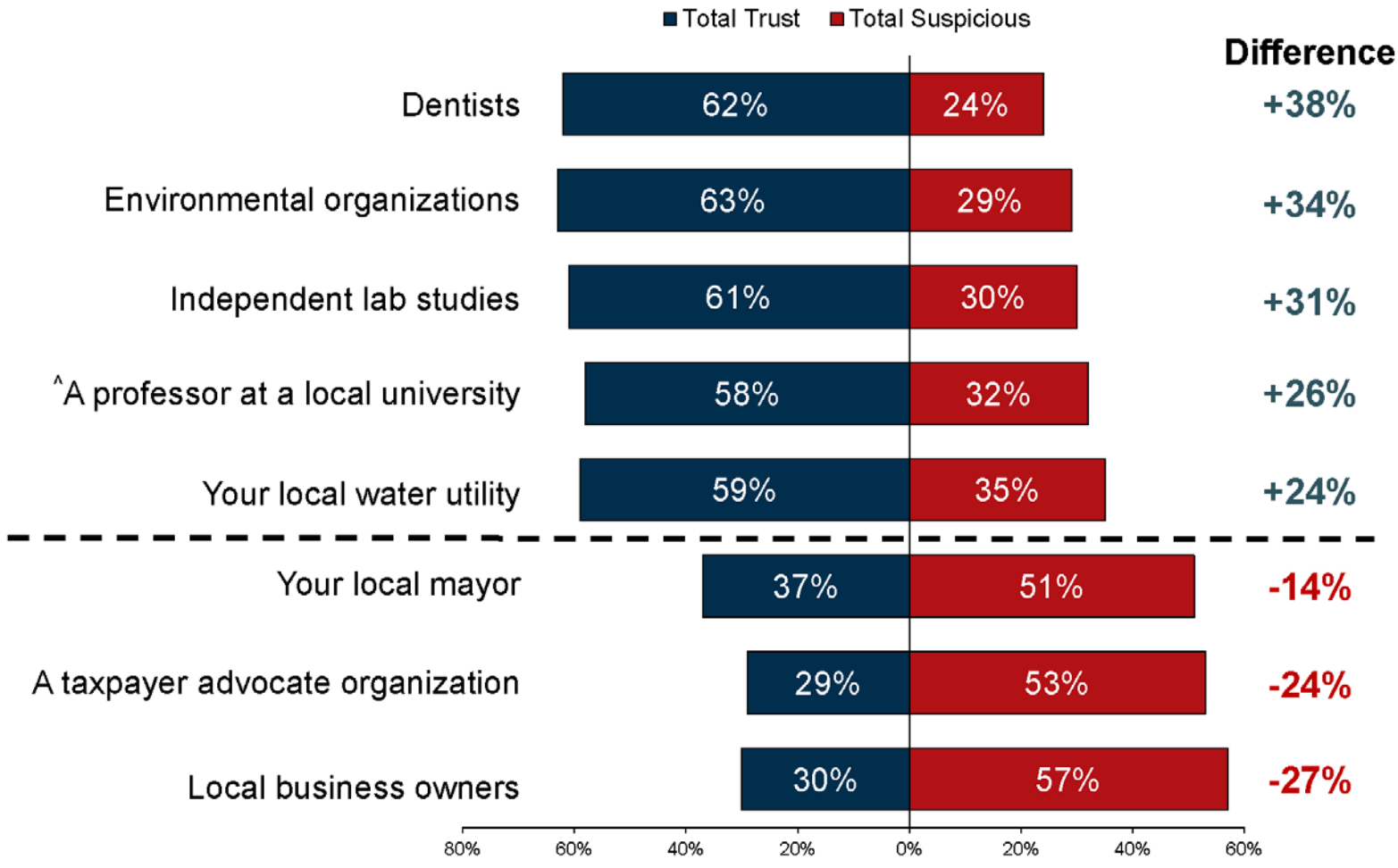


Fairbank, Maslin, Maullin, Metz & Associates - FM3
Public Opinion Research & Strategy
SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

Q22. ^Not Part of Split Sample

Source: Data Instincts, FM3 & Katz & Associates; WRF 13-02 Model Public Communication Plan for Advancing DPR Acceptance

Those with a political or economic perspective are less credible.



Fairbank, Maslin, Maullin, Metz & Associates - FM3
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Source: Data Instincts, FM3 & Katz & Associates; WRF 13-02 Model Public Communication Plan for Advancing DPR Acceptance

Trust in various messengers is similar among persuadable voters.

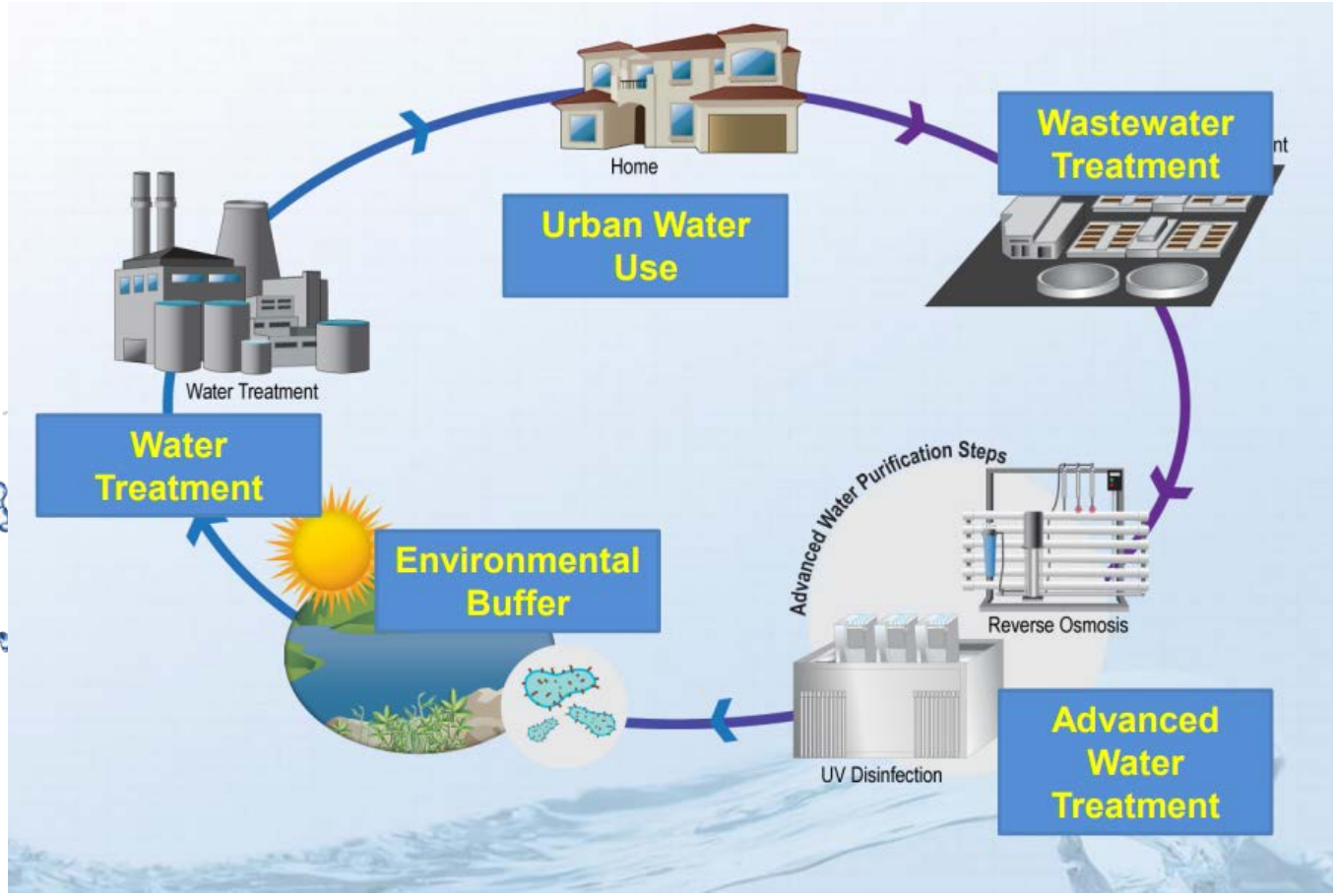
(Total % Trust)

Messenger	All Voters	Swing	Positive Movers
Department of Public Health	**77%**	81%	85%
Medical Researchers	**74%**	79%	85%
Medical Doctors	**72%**	73%	76%
Scientists	**71%**	75%	78%
EPA	**71%**	71%	75%
Nutritionists	**67%**	69%	79%
Residents of community that already have potable reuse	**65%**	67%	75%
Environmental Organizations	**63%**	67%	69%
Dentists	**62%**	68%	73%
Independent Lab Studies	**61%**	59%	65%
Your Local Water Utility	**59%**	63%	68%
^Professor at Local University	**58%**	58%	59%
Your Local Mayor	**37%**	36%	40%
Local Business Owners	**30%**	26%	30%
Taxpayer Advocate Organization	**29%**	27%	31%

22. I am going to read you a list of people and organizations that may provide information about recycled water. Please tell me if you would generally trust that person's or organization's opinion on this issue, or if you would be suspicious of it. ^Not Part of Split Sample

Source: Data Instincts, FM3 & Katz & Associates; WRF 13-02 Model Public Communication Plan for Advancing DPR Acceptance

Current CA Potable Reuse



... Future Direct Potable Reuse....

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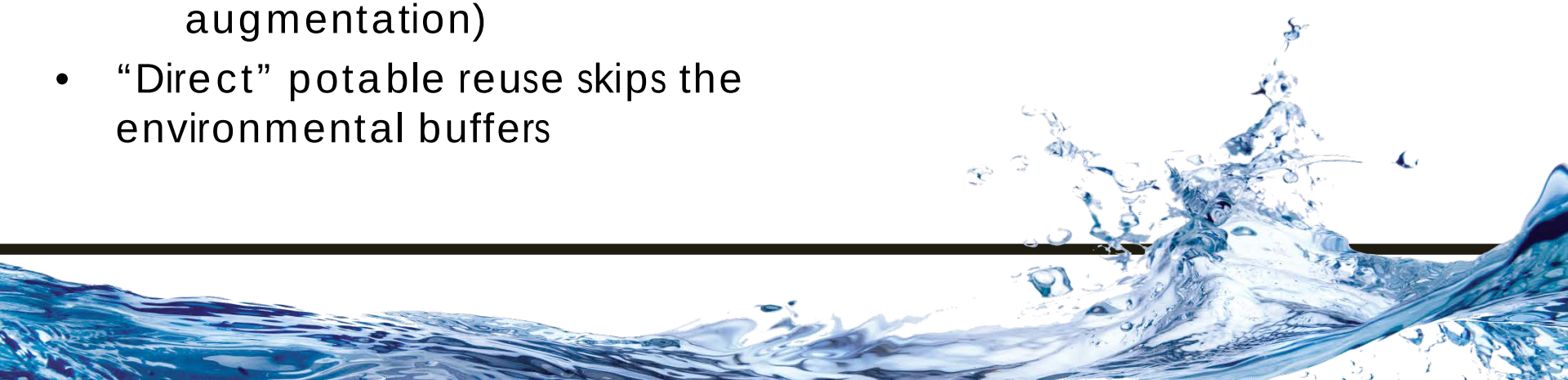
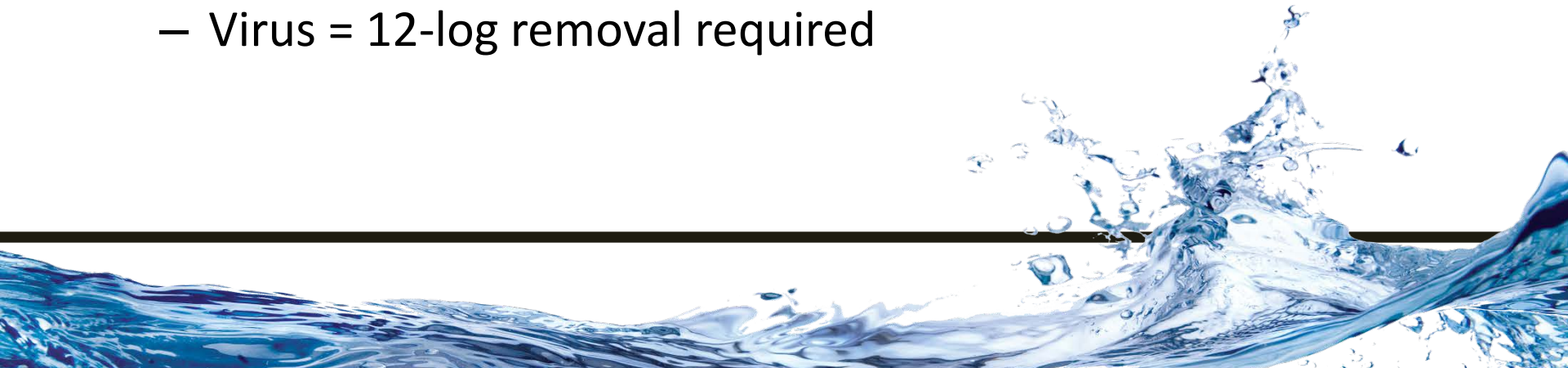
Recycling for Human Consumption: Potable Reuse

- Most wastewater is treated and then disposed into surface water bodies
- This is often a source of drinking water for downstream communities
  - De-Facto Reuse
  - Dilution counts for something, but its variable
- "Indirect potable reuse" specifically addresses wastewater that is purposely recycled for drinking water
  - Higher levels of treatment
  - Environmental buffers (groundwater recharge & surface water augmentation)
- "Direct" potable reuse skips the environmental buffers



Drinking Water Standards

- Surface Water Treatment Requirements
  - Giardia = 3-log removal required
  - Crypto = 2-log removal required
  - Virus = 4-log removal required
- For Potable Reuse (MF-RO-UV AOP)
  - Giardia = 10-log removal required
  - Crypto = 10-log removal required
  - Virus = 12-log removal required



WQ Standards in CA for Potable Reuse

Table A-1 Inorganics with Primary MCLs

Constituents	Primary MCL (in mg/L)	Constituents	Primary MCL (in mg/L)
Aluminum	1.0	Fluoride	2
Antimony	0.2	Lead	0.015
Arsenic	0.006	Mercury	0.002
Asbestos	7 (MFL)	Nickel	0.1
Barium	1	Nitrate (as NO_3)	45
Beryllium	0.004	Nitrite (as N)	1
Cadmium	0.005	Total Nitrogen (as N)	10
Hexavalent Chromium	0.010	Selenium	0.05
Copper	1.3	Thallium	0.02
Cyanide	0.15		

Table A-2 Constituents / Parameters with Secondary MCLs

Constituents	MCL (in mg/L)	Constituents[2]	MCL (in mg/L)
Aluminum	0.2	TDS	500
Color	15 (units)	Specific Conductance	900 *u*S/cm
Copper	1	Chloride	250
Foaming Agents (MBAS)	0.5	Sulfate	250
Iron	0.3		
Manganese	0.05		
Methyl-tert-butyl-ether (MTBE)	0.005		
Odor Threshold	3 (units)		
Silver	0.1		
Thiobencarb	0.001		
Turbidity	5 (NTU)		
Zinc	5		

Table A-3 Radioactivity

Constituents	MCL (in pCi/L)	Constituents	MCL (in pCi/L)
Uranium	20	Gross Beta particle activity	50[2]
Combined radium-226 & 228	5	Strontium-90	8[2]
Gross alpha particle activity	15	Tritium	20,000[2]

CALIFORNIA Water Boards
STATE WATER RESOURCES CONTROL BOARD
REGIONAL WATER QUALITY CONTROL BOARDS

MCL – maximum contaminant level

WQ Standards in CA for Potable Reuse

Table A-4 Regulated Organics

Constituents	MCL (in mg/L)	Constituents	MCL (in mg/L)
Volatile Organic Compounds			
Benzene	0.001	Monochlorobenzene	0.07
Carbon Tetrachloride	0.0005	Styrene	0.1
1,2-Dichlorobenzene	0.6	1,1,2,2-Tetrachloroethane	0.001
1,4-Dichlorobenzene	0.005	Tetrachloroethylene	0.005
1,1-Dichloroethane	0.005	Toluene	0.15
1,2-Dichloroethane	0.0005	1,2,4 Trichlorobenzene	0.005
1,1-Dichloroethylene	0.006	1,1,1-Trichloroethane	0.2
cis-1,2-Dichloroethylene	0.006	1,1,2-Trichloroethane	0.005
trans-1,2-Dichloroethylene	0.01	Trichloroethylene	0.005
Dichloromethane	0.005	Trichlorofluoromethane	0.15
1,3-Dichloropropene	0.0005	1,1,2-Trichloro-1,2,2-Trifluoroethane	1.2
1,2-Dichloropropane	0.005	Vinyl chloride	0.0005
Ethylbenzene	0.3	Xylenes	1.75
Methyl-tert-butyl ether (MTBE)	0.013		
Alachlor	0.002	Hexachlorobenzene	0.001
Atrazine	0.001	Hexachlorocyclopentadiene	0.05
Bentazon	0.018	Lindane	0.0002
Benzo(a) Pyrene	0.0002	Methoxychlor	0.03
Carbofuran	0.018	Molinate	0.02
Chlordane	0.0001	Oxamyl	0.05
Dalapon	0.2	Pentachlorophenol	0.001
Dibromochloropropane	0.0002	Picloram	0.5
Di(2-ethylhexyl)adipate	0.4	Polychlorinated Biphenyls	0.0005
Di(2-ethylhexyl)phthalate	0.004	Pentachlorophenol	0.001
2,4-D	0.07	Picloram	0.5
Dinoseb	0.007	Polychlorinated Biphenyls	0.0005
Diquat	0.02	Simazine	0.004
Endothall	0.1	Thiobencarb	0.07/0.001[2]
Endrin	0.002	Toxaphene	0.003
Ethylene Dibromide	0.00005	2,3,7,8-TCDD (Dioxin)	$3x10^{-8}$
Glyphosate	0.7	2,4,5-TP (Silvex)	0.05
Heptachlor	0.00001		
Heptachlor Epoxide	0.00001		

MCL – maximum contaminant level
NL – notification level

Table A-5 Disinfection By-products

Constituents	MCL (in mg/L)	Constituents	MCL (in mg/L)
Total Trihalomethanes	0.080	Bromate	0.010
Total haloacetic acids	0.060	Chlorite	1.0

Table A-6 Constituents with Notification Levels

Constituents	NL (in µg/L)	Constituents	NL (in µg/L)
Boron	1000	Manganese	500[2]
n-Butylbenzene	260	Methyl isobutyl ketone (MIBK)	120
sec-Butylbenzene	260	Naphthalene	17
tert-Butylbenzene	260	N-Nitrosodiethylamine (NDEA)	0.01
Carbon disulfide	160	N-Nitrosodimethylamine (NDMA)[3]	0.01
Chlorate	800	N-Nitrosodi-n-propylamine (NDPA)	0.01
2-Chlorotoluene	140	Propachlor**	90
4-Chlorotoluene	140	n-Propylbenzene	260
Diazinon	1.2	RDX	3
Dichlorodifluoromethane (Freon 12)	1000	Tertiary butyl alcohol (TBA)	12
1,4-Dioxane[3]	1[3]	1,2,3-Trichloropropane (1,2,3-TCP)	0.005
Ethylene glycol	14000	1,2,4-Trimethylbenzene	330
Formaldehyde	100	1,3,5-Trimethylbenzene	330
HMX	350	2,4,6-Trinitrotoluene (TNT)	1
Isopropylbenzene	770	Vanadium	50

WQ Standards in CA for Potable Reuse

Table A-4 Regulated Organics

Constituents	MCL (in mg/L)	Constituents	MCL (in mg/L)
Volatile Organic Compounds			
Benzene	0.001	Monochlorobenzene	0.07
Carbon Tetrachloride	0.0005	Styrene	0.1
1,2-Dichlorobenzene	0.6	1,1,2,2-Tetrachloroethane	0.001
1,4-Dichlorobenzene	0.005	Tetrachloroethylene	0.005
1,1-Dichloroethane	0.005	Toluene	0.15
1,2-Dichloroethane	0.0005	1,2,4 Trichlorobenzene	0.005
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cis-1,2-Dichloroethylene	0.006	1,1,2-Trichloroethane	0.005
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1,2-Dichloropropane	0.005	Vinyl chloride	0.0005
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Methyl-tert-butyl ether (MTBE)	0.013		
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Carbofuran	0.018	Molinate	0.02
Chlordane	0.0001	Oxamyl	0.05
Dalapon	0.2	Pentachlorophenol	0.001
Dibromochloropropane	0.0002	Picloram	0.5
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Di(2-ethylhexyl)phthalate	0.004	Pentachlorophenol	0.001
2,4-D	0.07	Picloram	0.5
Dinoseb	0.007	Polychlorinated Biphenyls	0.0005
Diquat	0.02	Simazine	0.004
Endothall	0.1	Thiobencarb	0.07/0.001[2]
Endrin	0.002	Toxaphene	0.003
Ethylene Dibromide	0.00005	2,3,7,8-TCDD (Dioxin)	$3x10^{-8}$
Glyphosate	0.7	2,4,5-TP (Silvex)	0.05
Heptachlor	0.00001		
Heptachlor Epoxide	0.00001		

MCL – maximum contaminant level
NL – notification level

Table A-5 Disinfection By-products

Constituents	MCL (in mg/L)	Constituents	MCL (in mg/L)
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tert-Butylbenzene	260	N-Nitrosodiethylamine (NDEA)	0.01
Carbon disulfide	160	N-Nitrosodimethylamine (NDMA)[3]	0.01
Chlorate	800	N-Nitrosodi-n-propylamine (NDPA)	0.01
2-Chlorotoluene	140	Propachlor**	90
4-Chlorotoluene	140	n-Propylbenzene	260
Diazinon	1.2	RDX	3
Dichlorodifluoromethane (Freon 12)	1000	Tertiary butyl alcohol (TBA)	12
1,4-Dioxane[3]	1[3]	1,2,3-Trichloropropane (1,2,3-TCP)	0.005
Ethylene glycol	14000	1,2,4-Trimethylbenzene	330
Formaldehyde	100	1,3,5-Trimethylbenzene	330
HMX	350	2,4,6-Trinitrotoluene (TNT)	1
Isopropylbenzene	770	Vanadium	50

WQ Standards in CA for Potable Reuse

Table A-7 Monitoring Trigger Levels for Groundwater Recharge, as Listed in SWRCB (2013)			
Constituents	**Relevance/ Indicator Type/ Surrogate**	**Monitoring Trigger Level (in µg/L)**	**Removal Percentages (%)**
17B-estradiol	Health	0.0009	--
Caffeine	Health & Performance	0.35	>90
NDMA	Health & Performance	0.01	25-50, >80[1]
Triclosan	Health	0.35	--
DEET	Performance	--	>90
Sucralose	Performance	--	>90
Electrical Conductivity	Surrogate	--	>90
TOC	Surrogate	--	>90

MCL – maximum contaminant level
NL – notification level
*u*g/L – microgram per liter
ng/L – nanogram per liter

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Table A-8 CECs Required for Monitoring by LARWQCB		
Constituents	**Sample Type**	**Reporting Level, ng/L**
17-alpha-estradiol	Composite	0.5
Caffeine	Composite	10
DEET	Composite	10
Iodinated Contrast Media (Iopromide)	Composite	10
Triclosan	Composite	10
NDMA	Composite	10
Sucralose	Composite	100

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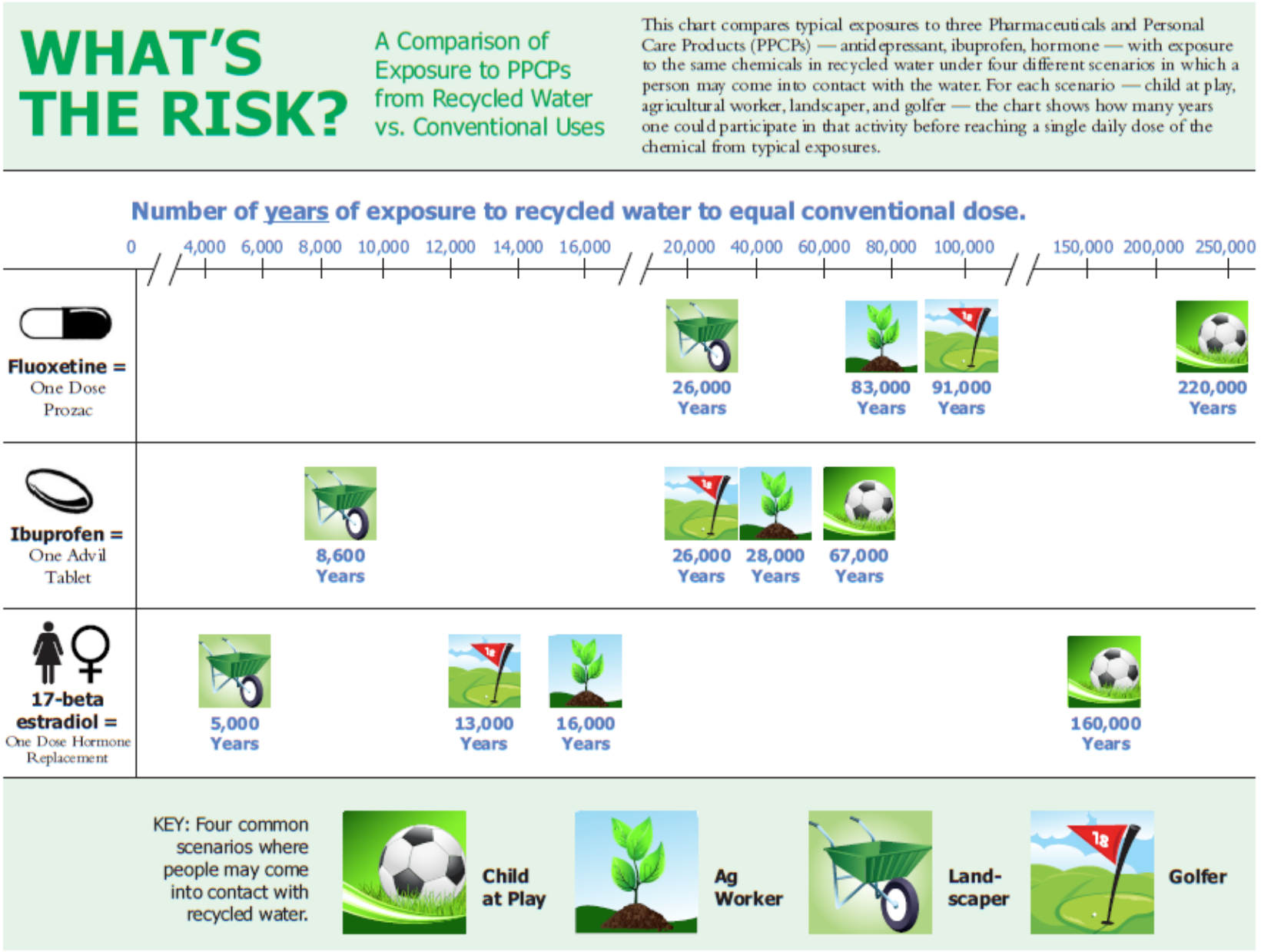
Samples of Graphics Created

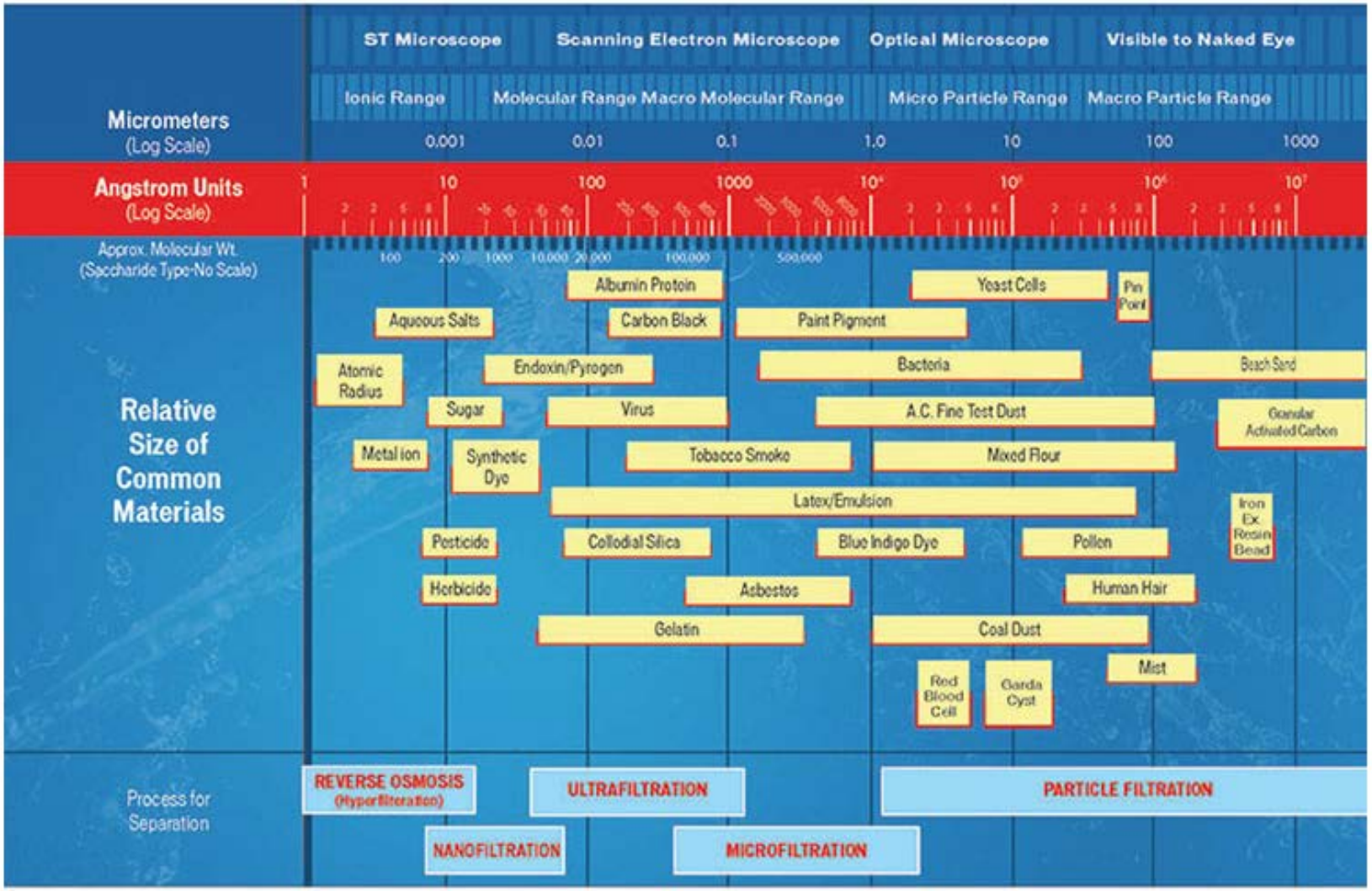
Putting Tables &Numbers into Graphics

WaterReuse Communications Collaborative Group

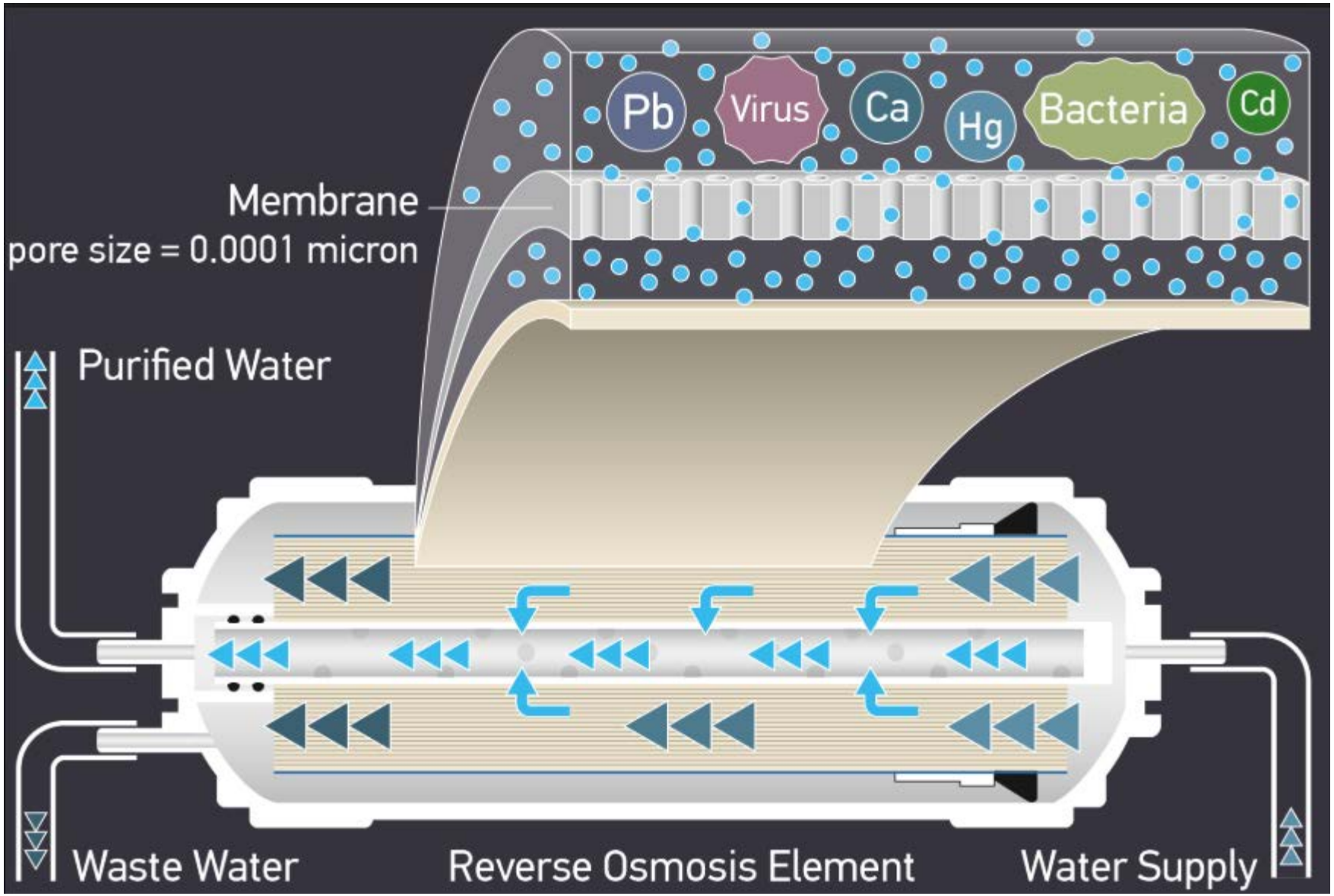


Putting Tables &Numbers into Graphics

WateReuse Communications Collaborative Group

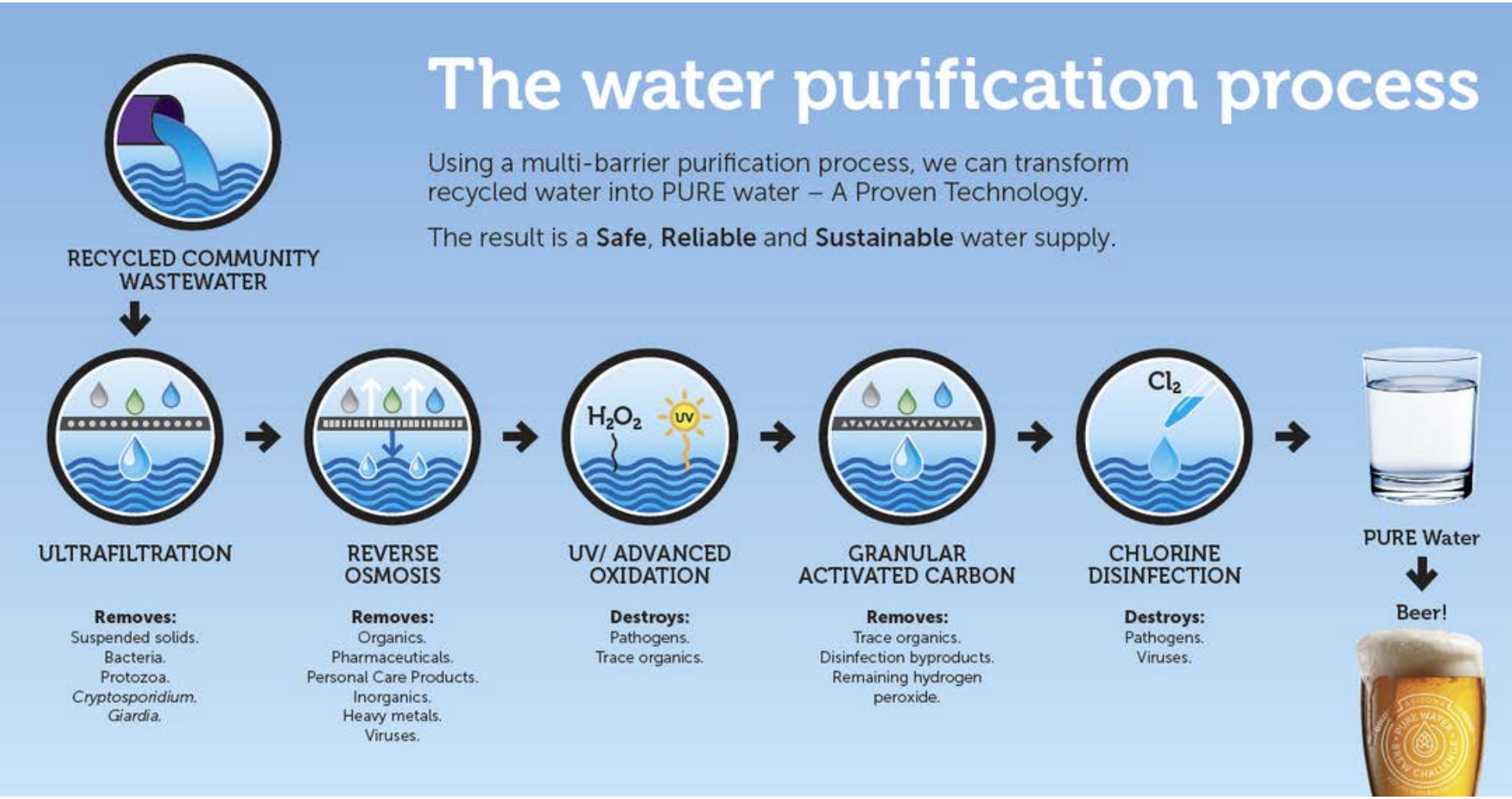


Treatment Process Graphics



Treatment Process Graphics

WateReuse Communications Collaborative Group



Putting Tables & Numbers into Graphics

WateReuse Communications Collaborative Group

Ensuring GWRS Water Is Safe

1 This first testing point for the GWRS tests OCSD's plant 1 secondary effluent just before it begins its journey through the GWRS.

Constituents we test for here:
Daily - Total Organic Carbon
Weekly - EC, TDS, pH, NH_3-N / Org-N / TKN, NO_3-N, NO_2-N, NO_3+NO_2-N, PO_4-P, TOC, Total Coliforms, E. coli, Turbidity & 1,4-Dioxane/NDMA
Monthly - EC, Na, K/Mg, Ca, Fe, Mn, Trace Elements, Total Alkalinity, TH, F, Cl, SO_4, B, SiO_2, MBAS, Color & CN
Quarterly - Suspended Solids & BOD

2 This is the microfiltration feed and water here is about to go through its first step through the GWRS.

Constituents we test for here:
24/7 - pH, Residual Cl_2 & Turbidity
Weekly - pH, TOC, Suspended Solids, Residual Cl_2, Total Coliforms & E. coli

3 Microfiltration effluent is tested here as it goes through the RO transfer pump station.

Constituents we test for here:
24/7 - Residual Cl_2 & Turbidity
Weekly - pH, Suspended Solids, Residual Cl_2, Total Coliforms & E. coli
Monthly - UV%T-254
Quarterly - EC

4 This is the reverse osmosis feed and I don't know what to type here to fill the space!

Constituents we test for here:
24/7 - EC, pH, TOC, Residual Cl_2 & Turbidity
Daily - Total Organic Carbon
Weekly - EC, TDS, pH, Residual Cl_2 & 1,4-Dioxane/NDMA
Monthly - Na, K/Mg, Ca, Fe, Mn, Trace Elements, Total Alkalinity, OH / CO_3 / HCO_3, TH, Cl, SO_4, B, SiO_2, MBAS, Color & CN
Quarterly - Priority Pollutants & CEC

5 After going through reverse osmosis, water is tested here right before hydrogen peroxide is added.

Constituents we test for here:
24/7 - EC, pH, TOC & Residual Cl_2 & Turbidity
Daily - Total Organic Carbon
Weekly - EC, TDS, pH, Residual Cl_2, 1,4-Dioxane/NDMA, NH_3-N / Org-N / TKN, NO_3-N, NO_2-N, NO_3+NO_2-N, Total Coliforms, & E. coli
Monthly - Na, K/Mg, Ca, Fe, Mn, Trace Elements, Total Alkalinity, OH / CO_3 / HCO_3, TH, Cl, SO_4, B, SiO_2, MBAS, Color & CN
Quarterly - Priority Pollutants & CEC

6 Testing occours here after the addition of hydrogen peroxide, but just before the water is irradiated by ultraviolet light.

Constituents we test for here:
24/7 - UV%T-254 & Residual Cl_2
Daily - UV%T-254
Weekly - 1,4-Dioxane/NDMA & H_2O_2
Monthly - Cl

7 Product water from the ultraviolet light treatment process is tested here before going through its last step in the GWRS.

Constituents we test for here:
Weekly - Ph, 1,4-Dioxane/NDMA & H_2O_2

8 Here is where the final product water is tested, after the addition of lime and before it is sent to eventually end up in Orange County's groundwater basin either through injection wells or spreading basins.

Constituents we test for here:
24/7 - EC, Ph & Turbidity
Daily - EC, TOC, Total Coliforms & E. coli
Weekly - TDS, Ca, Ca Hardness, Total Alkalinity, TOC, 1,4-Dioxane/NMDA, Corrosivity & H_2O_2
Semiweekly - NH_3-N / Org-N / TKN, NO_3-N, NO_2-N, NO_3+NO_2-N & Total Nitrogen
Monthly - Na, K/Mg, OH / CO_3 / HCO_3, TH, Cl, Br, NO_3-N, NO_2-N & SO_4
Quarterly - Fe, Mn, Trace Elements, Priority Pollutants, CEC, F, PO_4-P, B, SiO_2, Inorganic DBPs, MBAS, Color, CN, Residual Cl_2, Radioactivity, CLO_4, 1,4-Dioxane/NDMA, Asbestos & Threshold Odor
Annually - Fe, Mn, MBAS, Color, Threshold Odor & Corrosivity

LEGEND / CONTEXT

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Orange County Water District

WateReuse California Communications Collaborative Group

Open Discussion

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Useful Communication Tools and Where to Find Them

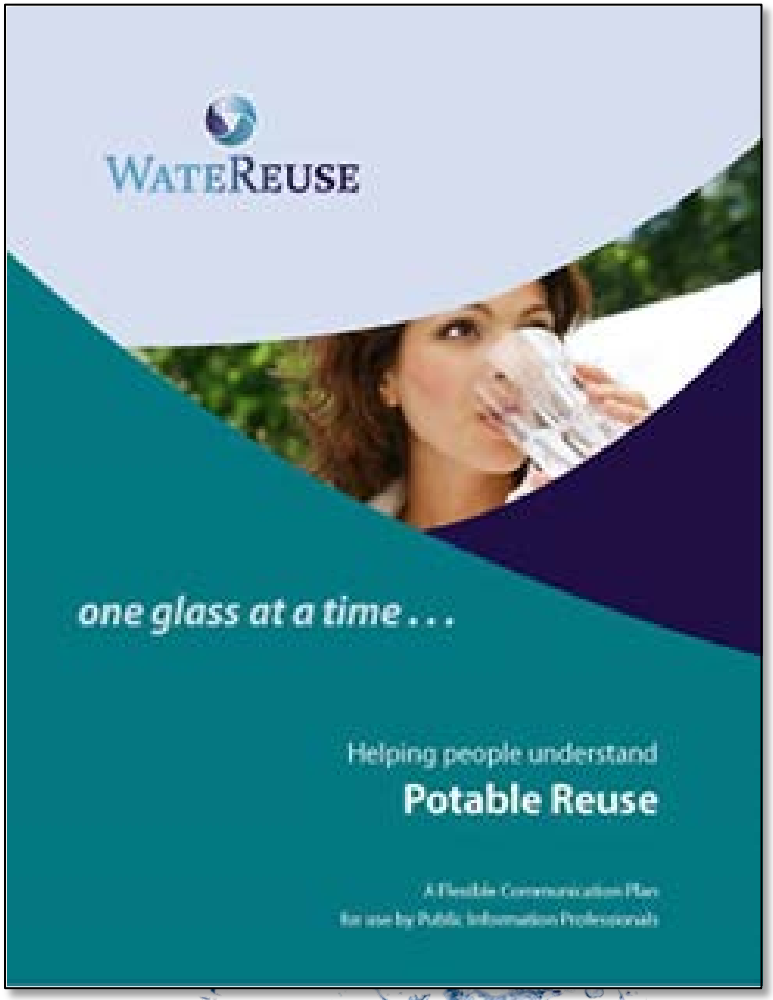
Patricia Tennyson
10/17/18

WateReuse Association

- Become a member – if you aren't already!
- Website: watereuse.org
- Fact sheets, videos such as Expert Voices, case studies, glossary
- Global Connections Map
- Partnership with the Australian Water Recycling Centre of Excellence

WRRF 13-02

- Model outreach plan
- Research report
- Suggested tools



Internal Audience Needs

- Informational materials
- Tour/tasting opportunities
- Q&A sessions
- Speakers bureau

CITY OF EL PASO DEPARTMENT OF PUBLIC HEALTH

employee newsletter

El Paso

Our mission is to promote good morale, communication, participation, knowledge, and unity among Public Health employees.

DECEMBER 2016 Volume 13 | Issue 1 | Page 1

director's message

DPH Staff Tours Water Purification Pilot Facility

By Armando Saldivar-Public Affairs Officer

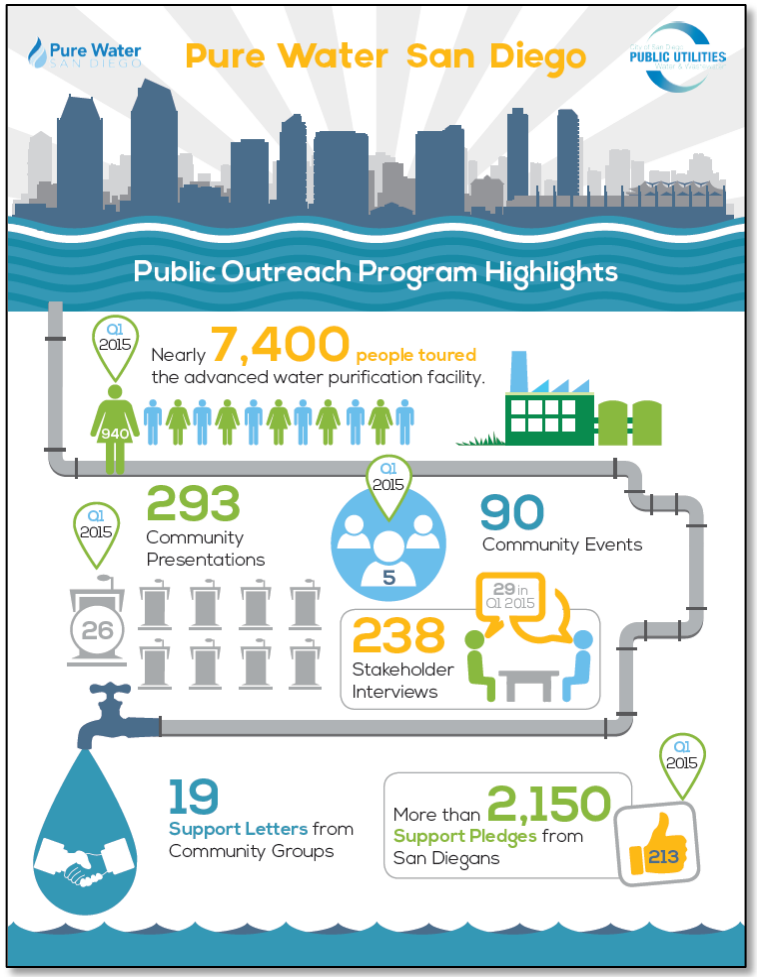
When you turn on the tap in El Paso, you expect to get running water, and that's not likely to change anytime soon, but because of recent drought conditions, turning on the sprinkler system during the spring and summer seasons is something less certain. That's why the El Paso Water Utilities is working to expand the sources of water in our region. One of their latest projects is the Advanced Water Purification Pilot Facility located near the border in El Paso's Lower Valley. Earlier this month DPH staff, including food inspectors and an epidemiologist, took a tour to learn all about this endeavor.

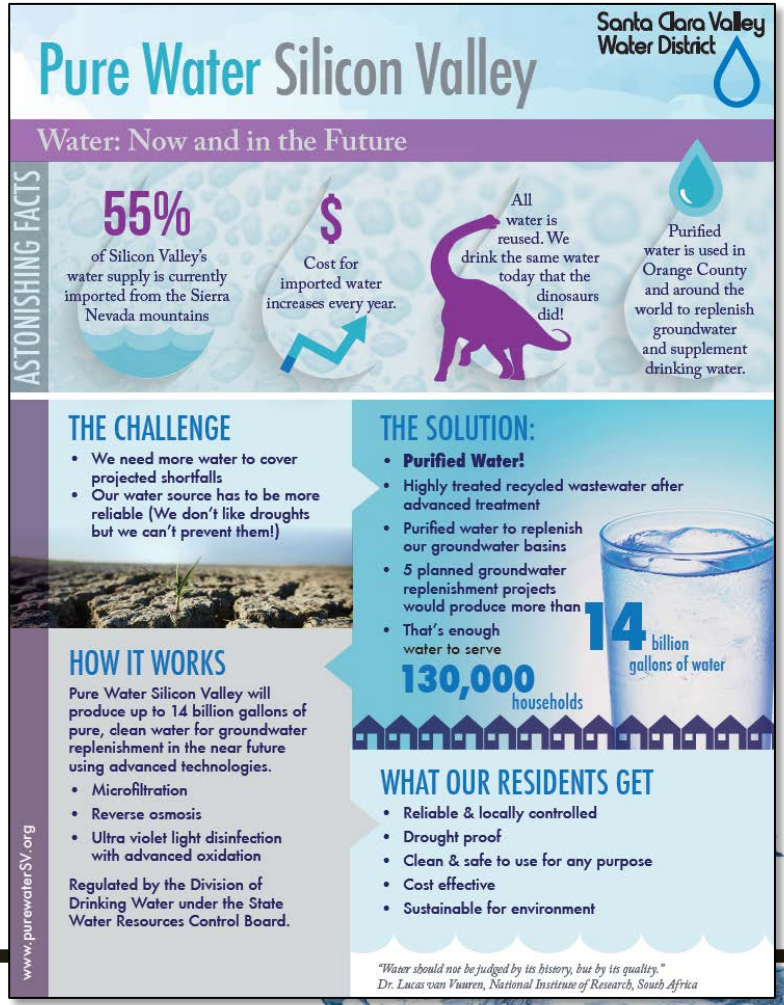
"I wasn't aware of El Paso's water situation and more importantly, the technologies being looked at to handle the situation," said Chris Saxton, Sanitary Services Manager. "It was great to see the ways of treating water to make it usable in our community."

The pilot facility at the Bustamante Wastewater Treatment Plant is a new way of treating water that uses a supply that would be suitable for irrigation and industrial processes. It cleans the water to the point that it is suitable for drinking. The process involves pre-purification to remove nitrate and nitrite from the reclaimed water, membrane filtration using tiny straw-like tubes to remove bacteria, viruses, and other solids, and nano-filtration and reverse osmosis to remove salts.

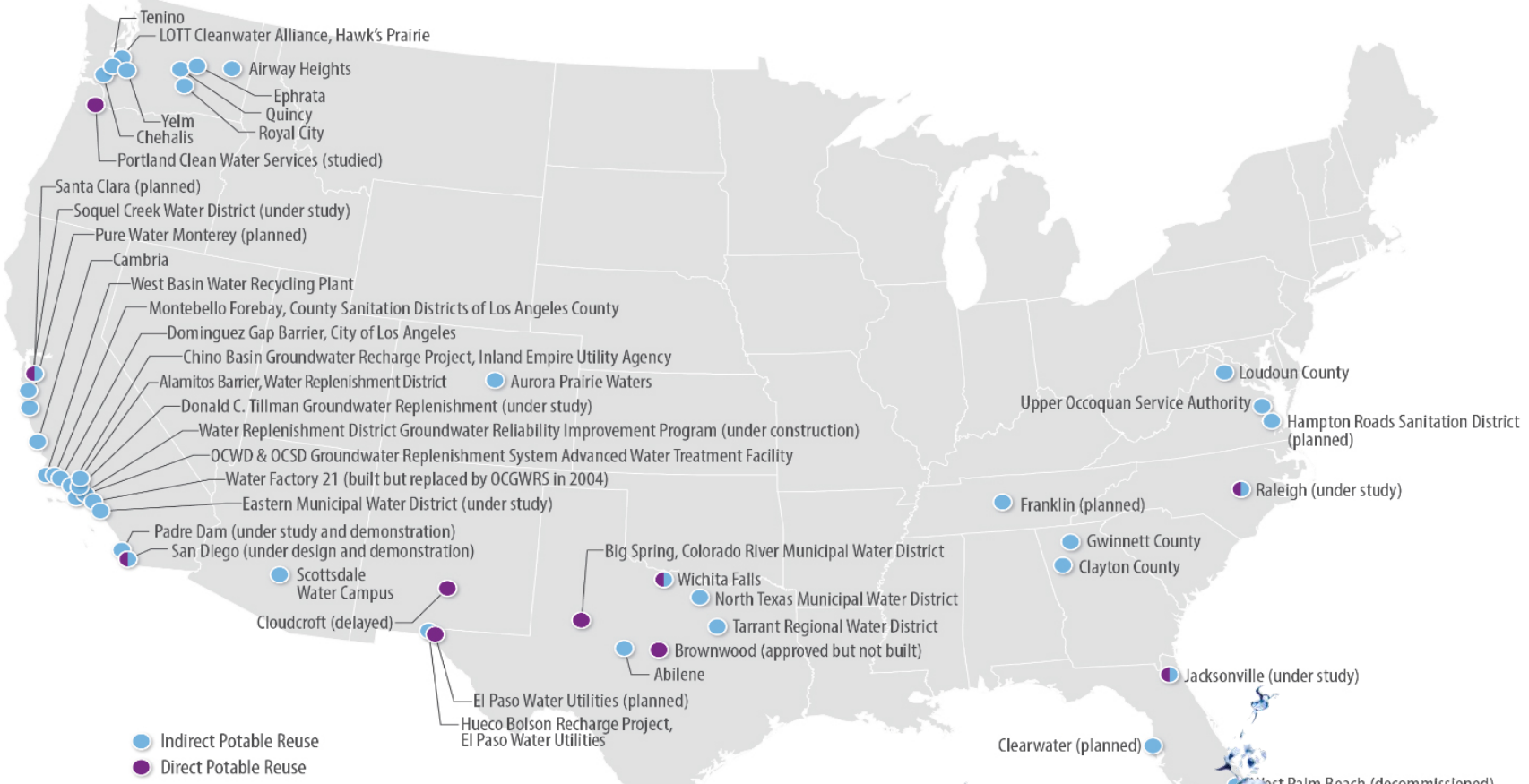
Continued on page 2

Infographics/Images





Who Else Can I Call?



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Open Discussion

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Legislation Highlights

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Roundtable – Project Updates and Challenges

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Focus Topics for Next Meeting and Survey Results

Eleanor Torres
10/17/18

Survey Results

Q3: What water reuse communication topics are of interest to you?

The topics of most interest are:

- Terminology that is clear to the public
- Emerging issues that could impact public trust
- Best practices in messaging

	NOT INTERESTED	SOMEWHAT INTERESTED	VERY INTERESTED	N/A	TOTAL	WEIGHTED AVERAGE
New CECs and how to effectively communicate their impact	1.39% 1	31.94% 23	65.28% 47	1.39% 1	72	2.65
Terminology that is clear to the public	0.00% 0	16.44% 12	83.56% 61	0.00% 0	73	2.84
New technologies	2.78% 2	29.17% 21	68.06% 49	0.00% 0	72	2.65
Public attitudes toward potable reuse (surveys and polling)	2.70% 2	27.03% 20	70.27% 52	0.00% 0	74	2.68
Emerging issues that could impact public trust	0.00% 0	13.89% 10	86.11% 62	0.00% 0	72	2.86
Cultivating reuse champions within community and state leaders	1.43% 1	37.14% 26	60.00% 42	1.43% 1	70	2.59
Best practices in messaging	4.17% 3	15.28% 11	80.56% 58	0.00% 0	72	2.76
Key audiences and how to engage them	2.74% 2	28.77% 21	68.49% 50	0.00% 0	73	2.66
Working with media and social media	5.56% 4	41.67% 30	52.78% 38	0.00% 0	72	2.47
Using a Stakeholder Working Group/Independent Advisory Panel	8.45% 6	36.62% 26	54.93% 39	0.00% 0	71	2.46
Developing graphics and videos to explain potable reuse topics	6.94% 5	26.39% 19	66.67% 48	0.00% 0	72	2.60

Survey Results

Continued

Q3: What water reuse communication topics are of interest to you?

Top Three Topics:

A. Terminology that is clear to the public

B. Emerging issues that could impact public trust

C. Best practices in messaging

Survey Results

Q4: What do you hope to accomplish by participating in this group? Please check all that apply.

	ANSWER CHOICES	RESPONSES	
	Network with other communications professionals	67.57%	50
	Obtain advice and guidance on communication strategies	72.97%	54
#1 →	Share information and resources	81.08%	60
#3 →	Learn about key issues	75.68%	56
	Provide guidance and feedback to others	54.05%	40
#2 →	Promote potable water reuse in California	78.38%	58
	Professional development	58.11%	43
	Not interested in participating	4.05%	3
	Other (please specify)	5.41%	4
	Total Respondents: 74		

WateReuse California Communications Collaborative Group

Open Discussion

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Wrap-up

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Thank you for participating!