



Session A5: Communications Collaborative Group Workshop

Monday, March 18, 2019 | 1:30 pm – 3:00 pm &
3:30 pm – 5:00 pm

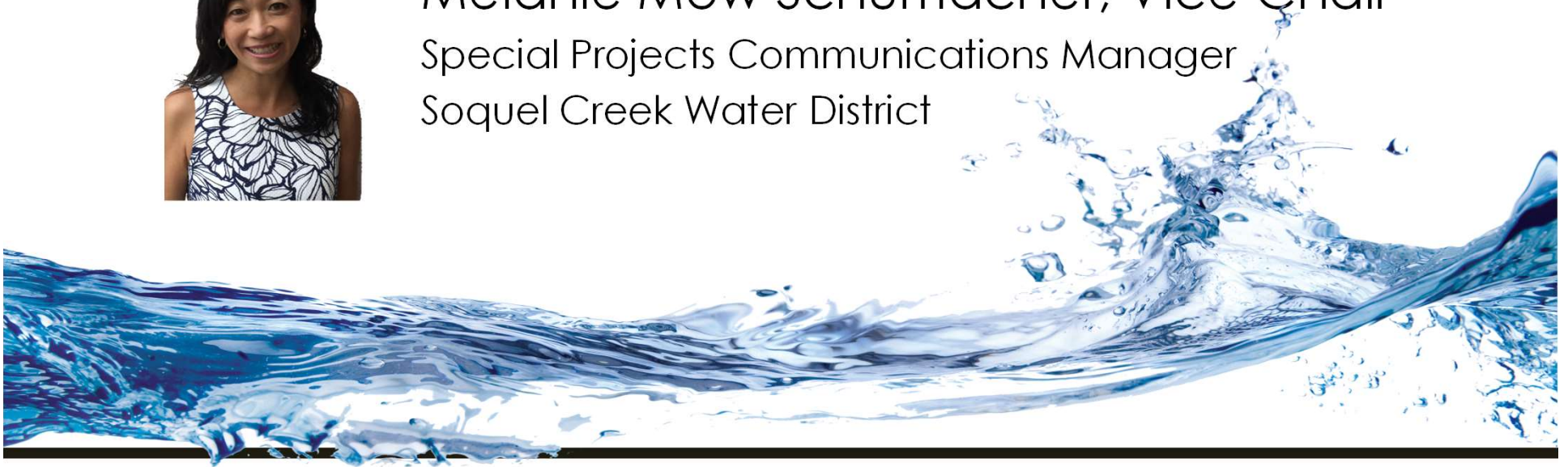
Welcome & Overview of CCG



Eleanor Torres, Chair
Director of Public Affairs
Orange County Water District



Melanie Mow Schumacher, Vice Chair
Special Projects Communications Manager
Soquel Creek Water District



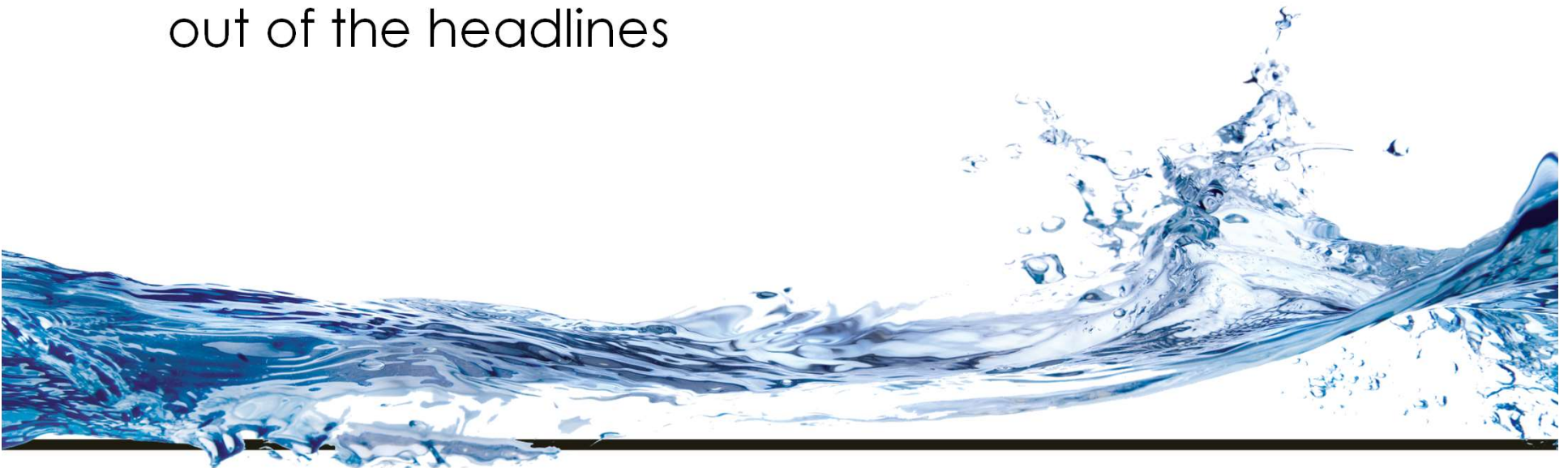
Water Reuse Terminology Document

“Wouldn’t it be great if we all spoke the same way about water recycling?”

2014 WRA National Public Education and Outreach Committee set out to create a terminology document

Terminology Document - Goals

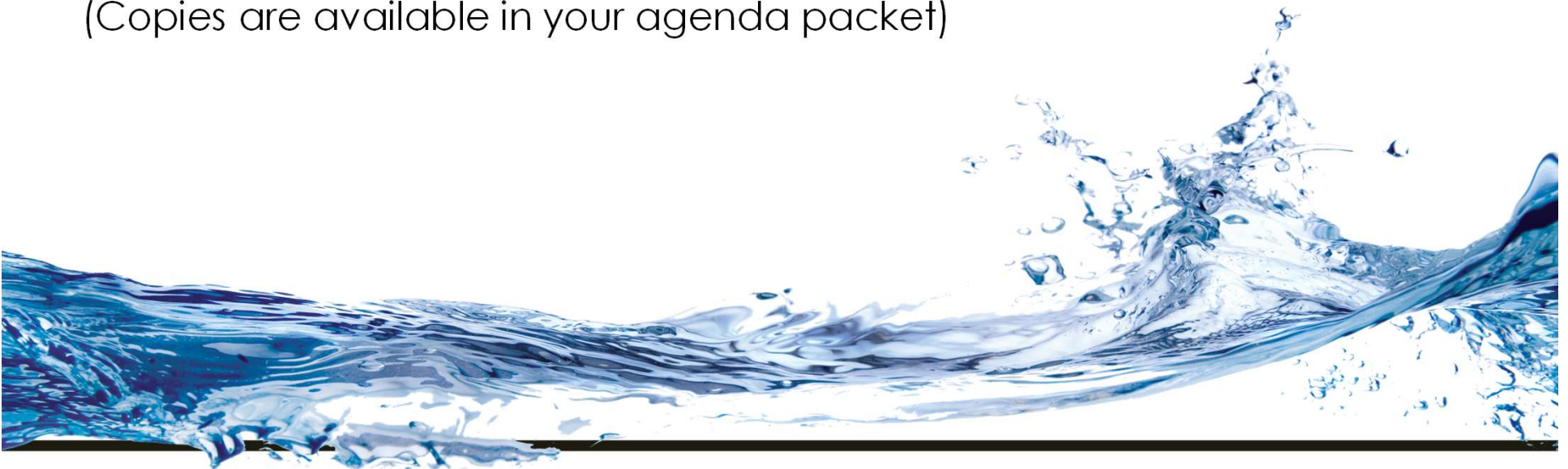
- 1) Don't confuse decision makers, media and the public
- 2) Don't step on each other's toes or make it sound like one type of recycling is better than another
- 3) Try and keep the phrase "toilet to tap" out of the headlines



Result

2016 - WRA, Association of CA Water Agencies (ACWA) & California Association of Sanitary Agencies (CASA) adopted a Water Reuse Terminology Document

(Copies are available in your agenda packet)



Session Goal – Refresh Term. Doc.

- Until 3:00 pm – Groups (A, B, C & D) breakout
- Each group will have a facilitator
- Each group will be assigned different parts of the document to revise
- All groups - to create draft language for nonpotable reuse signage
- 3:00 pm – 3:30 pm – Networking break
- 3:30 pm to 5:00 pm - Groups report out



Meet Session Facilitators



Group A :

Patricia Tennyson

Executive Vice President

Katz & Associates

Group B:

Carolyn Schaffer

Section Manager

Member Services and Public Outreach

Metropolitan Water District of Southern California

Meet Session Facilitators



Group C:

Rupam Soni

Principal Public Affairs Representative
Metropolitan Water District of Southern California



Group D:

Rebecca Rubin

Public Outreach Coordinator
Soquel Creek Water District



Gina Ayala

Principal Communications Specialist
Orange County Water District

**Facilitators will handout
group assignments and help compile
group recommendations**



Groups A-D Breakout Session



3:00 pm – 3:30 pm

Networking Break

(Please visit poster exhibits if you haven't already)



Toilet to Tap



Toilet to Tap



Group A Report



Group B Report



Group C Report



Group D Report



Signage for Nonpotable Reuse

Title 22. (g) states that “All use areas where recycled water is used that are accessible to the public shall be posted with signs that are visible to the public, in a size no less than 4 inches high by 8 inches wide, that include the following wording: “RECYCLED WATER - DO NOT DRINK”. Each sign shall display an international symbol similar to that shown in figure 60310-A (See below). [The Department may accept alternative signage and wording, or an educational program, provided the applicant demonstrates to the Department that the alternative approach will assure an equivalent degree of public notification.](#)”



Insert Group Suggestions Here

Next Steps





Thank you!
Enjoy the Rest of
the Conference

