Welcome!
Introductions
The Unique, The Humorous, and The Serious
(AKA Recent Media)
THE UNIQUE
Video #1
Boise breweries using recycled water to make beer, cider

Published by: KTVB

Link: https://bit.ly/2svjVvA
THE HUMOROUS
Video #2
Sarah Silverman Interviews Gavin Newsom; Toilet-to-Tap Discussion

Published by: Hulu

Link: https://bit.ly/2RT5hw8
THE SERIOUS
Video #3

El Paso to drink treated sewage water due to climate change drought

Published by: CNN

Link: https://bit.ly/2OErD2Y
Any other articles you’d like to mention?

Did you share any of these articles or videos on social media or other communication channels?
What kind of water reuse media coverage do you see most often: unique, humorous, or serious?

Is humor effective in gaining public acceptance? Or is it a deterrent?
Open Discussion
Alternatives to Toilet to Tap
...or do We Learn to Live with It?
## History of Potable Reuse in California

### Phase 1: Seawater Barriers

**Actors, Projects**
- Seawater barriers
- Orange County Water Factory 21

**Institutions**
- NWRI
- WRRF

**Networks, Research**
- Research Needs for the Potable Reuse of Municipal Wastewater
- Criteria and Standards for potable reuse and alternatives

### Phase 2: IPR

**Actors, Projects**
- West Basin barrier
- Chino Basin barrier
- Opposition to IPR (L.A., San Diego, San Gabriel)

**Institutions**
- NWRI
- State Water Recycling Goals

**Networks, Research**
- NRC report: Issues in potable reuse
- DPR workshop

### Phase 3: IPR-DPR Projects

**Actors, Projects**
- Pure Water San Diego
- Silicon Valley Advanced Water Purification Center
- Padre Dam Advanced Water Purification Center
- Pure Water Monterey
- OCWD Groundwater Replenishment System
- DPR system

**Institutions**
- Big Springs, TX
- Wichita Falls, TX
- Senate Bill 918
- Expert Panel reports to CA Legislature

**Networks, Research**
- Several DPR reports (NRC, WRRF, NWRI)
- Expert Panel draft recommendations due
- DPR Research continues
- WaterReuse DPR initiative
- NRWI Advisory Panel submits comments to Expert Panel

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*Based on chart created by Christian Bain/eawag. Modified by WRRF 2015.

NWRI = National Water Research Institute, WRRF = WaterReuse Research Foundation, IPE = Indirect Potable Reuse, DPR = Direct Potable Reuse.*
Alternatives Already Considered – WRF 13-02

• In 2014, members of the 13-02 Team toiled with several alternative phrases

• The most popular were included in 13-02 Focus Group studies
WRF 13-02: Model Communications Plans for Increasing and Fostering Acceptance of Potable Reuse

• Published January 2015

• The project’s findings provide those involved with or planning a potable reuse project with a catalog of promising and proven methods and messages for advancing potable reuse.

• Principal Investigators:
  – Mark Millan, Data Instincts
  – Patricia Tennyson, Katz & Associates
  – Shane Snyder, University of Arizona
### Alternatives to Direct Potable Reuse (DPR)

<table>
<thead>
<tr>
<th>Terms &amp; Phrases</th>
<th>Comments</th>
<th>Name</th>
<th>Firm/Organization</th>
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<tbody>
<tr>
<td>1. Accelerated Potable Reuse</td>
<td></td>
<td>Dawn Guendert</td>
<td>GHD</td>
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<td>2. Advanced Potable Reuse</td>
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<td>3. Expedited Potable Reuse</td>
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<td>4. Treatment to Treatment Potable Reuse</td>
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<td>5. Pipe Blended Potable Reuse</td>
<td>(a-d) A couple of suggestions to indicate the elimination of time in an environmental buffer. (e) A suggestion that indicates the AWT water goes directly to a conventional drinking water plant. (e-f) A suggestion that relates to where the water is blended</td>
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<tr>
<td>6. Raw Water Augmentation</td>
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<td>7. Purified with Environmental Buffer (PEB)</td>
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<td>8. Purified No Environmental Buffer? (PNEB)</td>
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<tr>
<td>2. Water Redux-</td>
<td></td>
<td>Bob Hultquist</td>
<td>CDPH Retired</td>
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<tr>
<td>3. Water Supply Recovery</td>
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<td>4. Le haut réutilization d’eau</td>
<td>(a) “Redux” (brought back) is not commonly used so few will have a developed conception/misconception of what water redux means. (b) Reuse, reclaim, and recycle are tainted words because they imply (correctly) an objectionable history. Restore, recover, and renovate seem less prejudicial. Recovery sounds friendly. Resource, source and supply are terms that describe the water available for use. Supply has the fewest conflicting technical connotations. (c) Anything sounds better in French (e.g. toilettes a robinet). Be advised I only pretend to know some French — but I did run it past my mom.</td>
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<td>3. Direct blending</td>
<td></td>
<td>Robert Mace</td>
<td>TWDB</td>
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<td>4. Water Purified Water</td>
<td></td>
<td>Richard Harris</td>
<td>Nosseman LLP</td>
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<td>5. Recycled Drinking Water</td>
<td>(b) Call recycled water-Recycled Water. And then the DPR product would be called-Recycled Drinking Water</td>
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<tr>
<td>6. Drinking Water</td>
<td></td>
<td>Brian Good</td>
<td>Denver Water</td>
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<tr>
<td>7. Purified Water</td>
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<tr>
<td>8. Recycled Water</td>
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<tr>
<td>9. Potable Water</td>
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<tr>
<td>10. Recreated Drinking Water</td>
<td>(b-c) Suitable for multiple uses</td>
<td>Chuck Weir</td>
<td>Weir Technical Services</td>
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<td>11. Recreated Water</td>
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<td>12. Renovated Water</td>
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<td>13. Augmenting drinking water with pure recycled water</td>
<td></td>
<td>Alicia Deguchi</td>
<td>Data Instincts</td>
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<td>14. Supplementing nature’s water with tertiary recycled water</td>
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<td>15. A proven water augmentation solution that’s cleaner than third world drinking water</td>
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<td>16. Refreshed Water</td>
<td></td>
<td>Barry Dugan</td>
<td>Data Instincts</td>
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<td>17. Renewed Water</td>
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<td>18. Pure New Water</td>
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<td>9</td>
<td>Purified Water</td>
<td>Based on our previous studies and focus groups, that term was BY FAR the widely accepted. Of course, all treated water is purified to some extent, but the public seemed to like purified water the best</td>
<td>Shane Snyder</td>
</tr>
</tbody>
</table>
| 10 | Local Pure Water  
City Safe Water |  | Brent Haddad & Eli Weintraub | UCSC |
| 11 | a. Purified Wastewater  
b. Re-purified Drinking Water  
c. "Yer in West Texas Drinking Water"  
d. #2 Water  
e. Purinated Water | (c-e) Family helped to come up with these | Ellen McDonald | Alan Plummer |
| 12 | a. Up Water  
b. MY Water  
c. MI Water | (a) Upcycling is the process of converting waste materials or useless products into new materials or products of better quality or for better environmental value; downcycling indicates that you are using the product at a lesser quality that suffices for that use. To produce drinking water, we are upcycling water (whether it's stream water, groundwater, wastewater, recycled water), even bottled water is filtered (or upcycled). As part of the water cycle, we are treating it and using it, regardless of its source. One way to indicate that would be to call it Up Water. We are upping, or improving water quality for potable use.  
(b-c) Another concept might be MY Water, or MI Water, which could convey ownership of the water by all who use it. It is our water that cycles through the environment and comes full circle when we reuse it in anyway. MY could be an abbreviation for Municipally Yours or MI – Municipally Improved. | Jennifer Duffy | HDR, Inc. |
| 13 | Purified Water |  | Jean Debroux | Kennedy Jenkins |
| 14 | a. Reusable Water Source (RWS)  
b. Reusable Drinking Water (RDW) | (a) The RWS, for water supply context, might be associated with an IPR water involved in blending or augmenting the raw water supply.  
(b) The RDW, for treated water, is akin to Linda’s approach, avoiding the word potable, but possibly suggesting an environmentally friendly reusable drinking water source. | Don Vandervilt | CDM Smith |
| 15 | Drinking Water Reuse |  | Linda Macpherson | New Water Resources |
| 16 | New Water  
Pure Water  
Reclaimed Water  
Cyclical Water |  | Julia Chunn | Surfrider Foundation |
| 17 | Purified Recycled Water |  | Stuart Kahn | UNSW |
Phases already being successfully used

- Advanced Water Purification
- Purified Water
- Advanced Purified Water
- Purified Potable Water
- Highly Purified Water
- Water Purification Project

Sources: OCWD, Pure Water Monterey, PureWater Soquel, Padre Dam, Pure Water San Diego, PureWater Colorado
Suggestions sent in for this meeting

- Toilet to treatment to tap
- Keeping water local
- Reusing/recycling our water resources
- Toilet to Treatment to Tap (T3)
- Used water to new water
- New Water (like Singapore’s project)
- Tastes Like Water Because It Is Water
- Pure Water
- Used water to new water
- One Water
- Purified Water
- Toilet to Purification to Tap (what’s in the middle matters most!)
- Toilet to treatment to treatment to treatment to tap
Out of all these... are there 3 phases we can all agree on?

• Group discussion – Identify the top 3
What are the next steps toward getting our industry and media to start using a new phrase?

• What would be our process?
• Do we first take the recommended phrase(s) to WRA Board for approval?
What if we are unable to change the moniker?

- How should we proceed?
- Can we influence perception in each new geographic area considering a potable reuse scheme? **So far, in the last 3 years, that seems to have been effective...**
- What does winning this issue look like for us?
- What is a realistic expectation?
Next Steps

• Meeting summary will list the collaborative conclusions and agreed upon next steps
Break
Preview of Terminology Session @
2019 WRA CA Conference

Eleanor Torres
Becca Rubin
Patsy Tennison
Monday, March 18, 2019
A4 & A5 Public Outreach Tract
CCG Workshop on Terminology

1:30 p.m. to 3:00 p.m. Part I
3:30 p.m. to 5:00 p.m. Part II

Early Bird Registration Before January 28
Legislation Highlights
Draft Legislative Proposals 2019

Subject to WRCA Board Approval (1-25-19)
Potable Reuse Legislation

- **AB 574 clean up legislation:**
  - Delete references to “Indirect and direct potable Reuse” in statute
  - Include minor revisions to “treated drinking water augmentation” definition
Legislation: Title 22-17

- Require Water Board to update Title 22 regulations for non-potable recycled water.

- Require that Water Board include the use of swivel ell or change over device for its update of Title 17.

- Needed for dual plumbed systems during an interruption in recycled water service.
Budget Augmentation Water Board

- Consider supporting proposal to include two new staff at the Water Board for:
  - Development of Raw Water Augmentation Regulation due 2023
  - Review and update of Title 22 regulations for non-potable uses

- Approximately $500,000 for 2 People

- Possible sources of funding:
  - Wastewater discharge fees
  - Drinking water fees
Revisit of Ocean/Bay Wastewater Discharge Ban or Restriction

- Senator Hertzberg and his staff say they will introduce a bill similar to 2016 proposal.

- WRCA will decide on position after Board has reviewed the language.

- Deadline for introductions late February.
Open Discussion
Roundtable – Project Updates and Challenges
Topic Suggestions for Next Meeting
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
Wrap-up
Thank you for participating!