



 
Communications
COLLABORATIVE GROUP

Welcome!

Eleanor Torres, Chair

| 1/23/19

Introductions



 
Communications
COLLABORATIVE GROUP

The Unique, The Humorous,
and The Serious
(AKA Recent Media)

Rupam Soni

1/23/19



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>



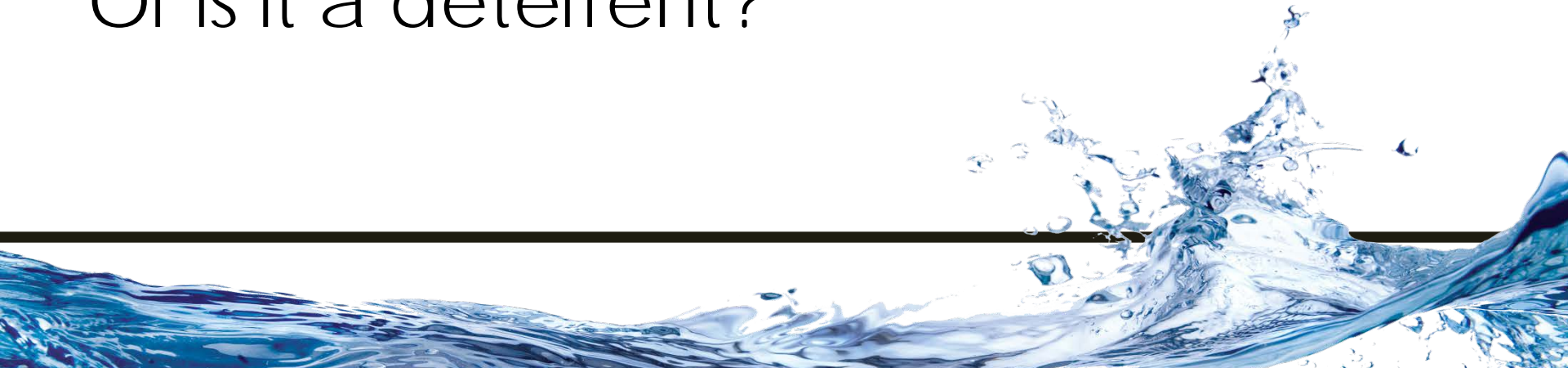
Any other articles you'd like to mention?

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?



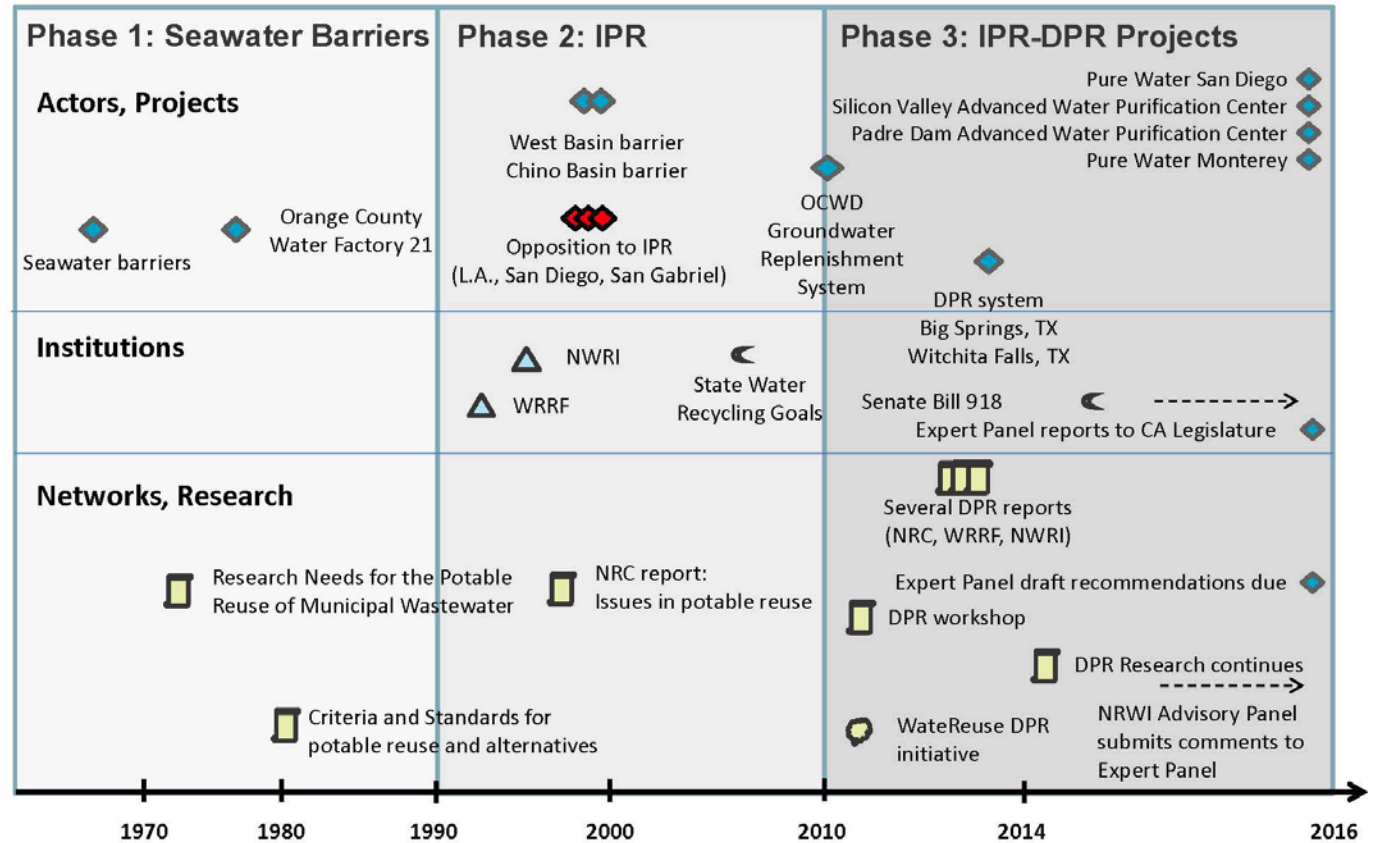
Open Discussion



**WATER REUSE**
CALIFORNIA
Communications
COLLABORATIVE GROUP

Alternatives to Toilet to Tap
...or do We Learn to Live with It?

History of Potable Reuse in California


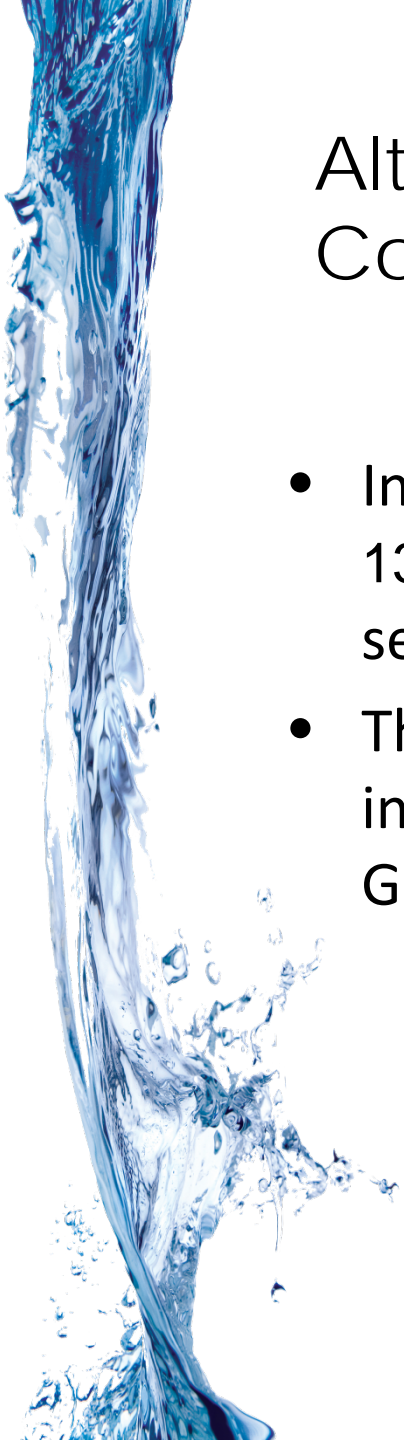


Based on chart created by Christian Bain/eawag. Modified by WRRF 2015


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



WRRF 13-02 TEAM CHALLENGE
Developing Model Communication Plans for Advancing DPR Acceptance



HELP US FIND A NEW TERM

Research indicates that terms like Indirect Potable Reuse, Direct Potable Reuse and even just Potable Reuse are not fully understood by the public. So we'd like to propose a unique challenge to our WRRF 13-02 Team.

What term or phrase* would YOU suggest that could improve understanding of the process referred to by many in the industry as Direct Potable Reuse? Send us your ideas!

The Little Details:

- Each person may submit up to three alternative terms.
- Send submissions to jenna@datainstincts.com
- Due to the timing of related activities we will need your submissions no later than midnight on Friday, February 21, 2014.

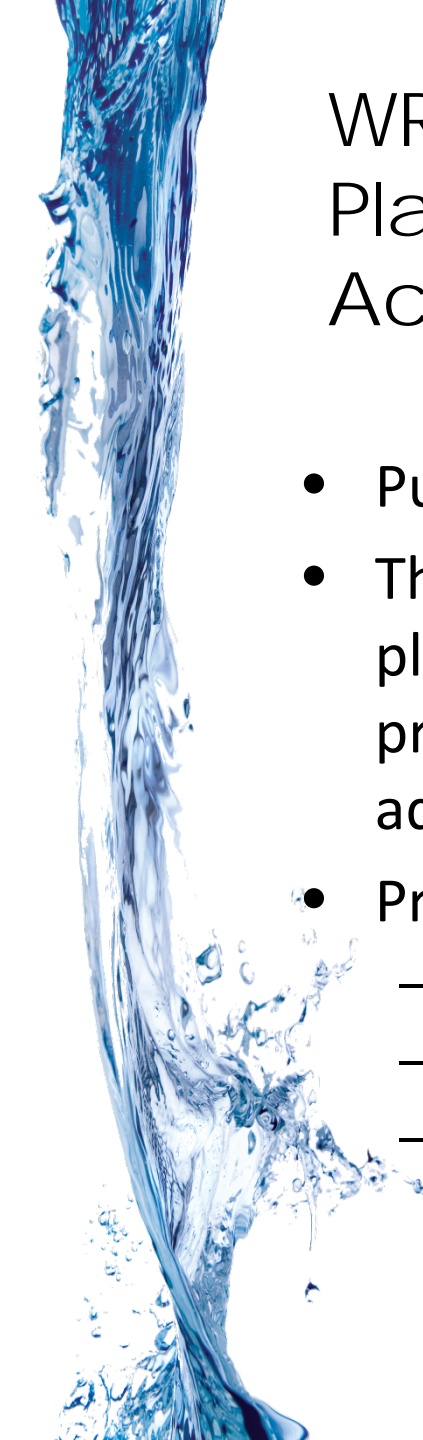
The Good Stuff:

The most promising terms or phrases will be considered for inclusion in focus groups and public surveys being conducted this spring.

If your term or phrase should test well and help increase understanding in the 13-02 studies, your contribution will be acknowledged in the WRRF 13-02 final report and you could win a dinner for two at a fabulous restaurant in your area. **



*This term or phrase will be used for communication purposes only and is not meant to replace regulatory terms.
**If two or more people suggest the same term or phrase, all will be listed in the final report however, only one person will be chosen at random for the dinner for two prize.



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

What Alternatives have already been considered? – WRF 13-02

Alternatives to Direct Potable Reuse (DPR)

	Terms & Phrases	Comments	Name	Firm/Organization
1	<ul style="list-style-type: none"> a. Accelerated Potable Reuse b. Advanced Potable Reuse c. Expedited Potable Reuse d. Treatment to Treatment Potable Reuse e. Pipe Blended Potable Reuse f. Raw Water Augmentation g. Purified with Environmental Buffer (PEB) h. Purified No Environmental Buffer? (PNEB) 	<ul style="list-style-type: none"> (a-c) A couple of suggestions to indicate the elimination of time in an environmental buffer. (d) A suggestion that indicates the AWT water goes directly to an conventional drinking water plant. (e-f) A Suggestion that relates to where the water is blended 	Dawn Guendert	GHD
2	<ul style="list-style-type: none"> a. Water Redux- b. Water Supply Recovery c. Le haut réutilisation d'eau 	<ul style="list-style-type: none"> (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. 	Bob Hultquist	CDPH Retired
3	Direct blending	This is direct potable reuse where advanced treated wastewater is blended with raw water and then treated again using conventional treatment techniques.	Robert Mace	TWDB
4	<ul style="list-style-type: none"> a. Purified Water b. Recycled Drinking Water 	(b) Call recycled water -Recycled Water. And then the DPR product would be called- <i>Recycled, Drinking Water</i>	Richard Harris	Nossaman LLP
5	<ul style="list-style-type: none"> Water Drinking Water Purified Water Rescued Water Potable Water 	It's tricky because all water is reused and recycled – every drop on the planet. So at some point, we need to call it out for its intended purpose and not label water based on its source. Who cares where it came from – is it safe to drink? Is it as safe as my current supply of drinking water? This is Linda's Macpherson's philosophy and I agree with it.	Brian Good	Denver Water
6	<ul style="list-style-type: none"> a. Recreated Drinking Water b. Recreated Water c. Renovated Water 	(b-c) Suitable for multiple uses	Chuck Weir	Weir Technical Services
7	<ul style="list-style-type: none"> Augmenting drinking water with pure recycled water Supplementing nature's water with tertiary recycled water A proven water augmentation solution that's cleaner than third world drinking water 		Alicia Deguchi	Data Instincts
8	<ul style="list-style-type: none"> Refreshed Water Renewed Water Pure New Water 		Barry Dugan	Data Instincts

	Terms & Phrases	Comments	Name	Firm/Organization
9	Purified Water	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	Shane Snyder	University of Arizona
10	LocalPure Water CitySafe 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 <i>Up Water</i> . We are upping, or improving water quality for potable use. (b-c) Another concept might be <i>MY Water</i> , or <i>MI Water</i> , 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 Jenks
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 Vandertulip	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

A dynamic splash of clear blue water against a white background, with droplets and ripples visible.

 **WATERREUSE**
CALIFORNIA



Communications
COLLABORATIVE GROUP



Break





Preview of Terminology Session @
2019 WRA CA Conference

Eleanor Torres
Becca Rubin
Patsy Tennison

| 1/23/19



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





 **WATERREUSE**
CALIFORNIA



Communications
COLLABORATIVE GROUP

Topic Suggestions for Next Meeting



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 CEOs and how to effectively communicate their impact	1.38% 1	31.84% 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% 28	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	5.36% 4	41.67% 30	52.78% 38	0.00% 0	72	2.47
Using a Stakeholder Working Group/Independent Advisory Panel	6.45% 5	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



Wrap-up





Thank you for
participating!

