

#### Wednesday, April 29, 2020 10am – Noon

Virtual Meeting via Zoom Meeting ID: 494-327-611 Password: 025646 By Phone: 1-669-900-6833

#### Thank you for joining!

Please use the chat box for question and answer feature if you have any questions or technical issues.



Welcome



Melanie Mow Schumacher,

Chair

4/29/2020

### Today's Agenda



Wednesday, April 29, 2020 10 A.M. TO 12 P.M. Webinar Meeting

Join <u>here</u>, use password 025646 Or join by phone: Dial US: +1 669 900 6833 or +1 346 248 7799 Webinar ID: 494 327 611 Password: 025646

#### AGENDA

- 1. 10:00 a.m. Welcome Melanie Mow Schumacher, Soquel Creek Water District
- 2. 10:05 a.m. Communicating During COVID-19: Best Practices Rick Callender, Chief of External Affairs, Valley Water
- 10:35 a.m. Roundtable: Opportunities and Challenges for Communicating About Potable Reuse During COVID-19 All attendees are invited to participate and offer their experience and advice.
- 11:15 a.m. Terminology Document Update Patsy Tennyson, Katz & Associates Gina Ayala, Orange County Water District
- 5. 11:25 a.m. Opportunities for Non-Potable Reuse Signage Patsy Tennyson, Katz & Associates
- 6. 11:40 a.m. Update on California WateReuse Association Conference and Happenings Jennifer West, Managing Director, WateReuse CA Section
- 7. 11:50 a.m. Recent Media Clips Rupam Soni, Metropolitan Water District of Southern California
- 8. 11:55 a.m. Wrap-up and Ideas for Next Meeting Melanie Mow Schumacher, Soquel Creek Water District

### **Executive Team**





Melanie Mow Schumacher, Chair Soquel Creek Water District



**Patsy Tennyson** Katz and Associates



Rupam Soni, Vice Chair Metropolitan Water District of Southern California

**Gina Ayala** Orange County Water District

**Carolyn Schaffer** Metropolitan Water District of Southern California



**Rebecca Rubin** Soquel Creek Water District

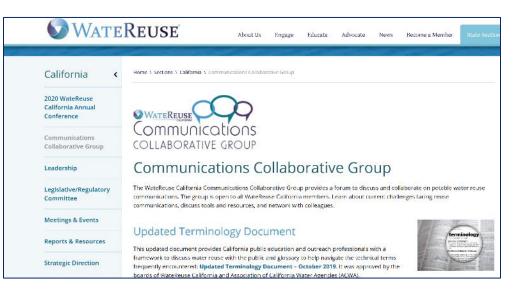




The WateReuse California Communications Collaborative Group provides a forum to discuss and collaborate on potable water reuse communications.

The group is open to all WateReuse California members and we welcome fellow colleagues to learn about current challenges facing reuse communications, discuss tools and resources, and network with one another.

https://watereuse.org/sections/watereuse-california/communications-collaborative-group/



## Topics & Areas of Focus



- Legislative Highlights and WateReuse Updates
- Recent Media Clips related to Water Reuse and Recycling

vs Articles Months: October 2019 - January 2020

Publication Name

WND News Services/StudyFinds.

Set over it? When it comes to necycled water, consumers won't

Mountain New pitches in \$304 for regional recycled water facility

From toilets to taos: SF tests new water recycling program

Lound Water: Beuse and the Deconstruction of "Wastewater"

Why private residential water recycling has stalled in Sydney

EU lawmakers confirm deal on water reuse for agriculture

Proposed three-phase concept for sharing water facilities

<sup>2</sup>ure Water Monterey expa

Direct potable reuse gets a win in Texas

Purification project gets nod in Oceanside

Ballina's recycled water essential part of future water planning

Decades-fone deal will expand recycled water to South Bay communitie

Pure Water Monterey delivery now expected to start in early Janua

nationmental study review extended

ick factor is high hurdle for recycled drinking water

reatment Plant Oper

he Alpine Sun

UC Riverside New

Scientific American

Mountain View Voici

San Francisco Chronicle

Environmental Leader

**Bristol Herald Courter** 

Water Linance & Manar

The Novada Independent

U.S. Bureau of Reclamat

Water Technology Online

The San Diago Union-Tribune

Daily Breez

KTVU FOX 2

KGTV San Diceo

The Fifth Estate

Monterey Heral

Monterey Herak

WaterWorld

Coast News

Yahoo Finance Mountain View Volc

Echonetolaily

EU News

**Case Studies and Facility Tours** 

ation Date

17/201

11/18/2019

11/24/2019

11/19/2019

11/19/2019

11/19/2019

11/20/2019

12/9/2019

12/9/2019

12/10/2019

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12/19/2019

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12/19/2019

12/19/2019

12/20/2019

12/23/2019

12/26/2019

12/26/2019

12/26/2018

12/30/2019

12/30/2019

Roundtable Discussion







#### Water Reuse Context & Terminology

Produced through a collaborative process by various workgroups of the WateReuse Association (WRA), WRA California Section, the California Association of Sanitation Agencies (CASA), and the Association of California Water Agencies (ACWA)

#### Updated by WateReuse Association California Communications Collaborative Group, October 2019

Approved by the Board of Directors of WateReuse California and Association of California Water Agencies

With water reuse playing an increasingly important role in water supply portfolios throughout the United States, consistent use of terms and their definitions is critical to public education and outreach. Aligning the way we talk about water reuse can go a long way toward helping the public understand how it fits in a community's overall strategy to improve water supply reliability and sesiliency

2016, various workgroups of the WateReuse Association (WRA), WRA California Section, the lifornia Association of Sanitation Agencies (CASA), and the Association of California Water encies (ACWA) collaborated to produce a list of terms that could be distributed for use by mbers of all the organizations. As water agencies throughout California have continued to plement both non-potable and potable water reuse projects, WateReuse California's nmunications Collaborative Group (CCG) recommends that this document be updated to reflect h research and real-world experience talking to community members about reuse.

evised document provides public education and outreach professionals with an updated work to discuss water reuse with the public and a glossary to help navigate the technical frequently encountered.

articular phrase, "Toilet-to-Tap," is often used to describe potable reuse projects. While it is incorrect, it is most often used by headline writers who want to entice readers of a story potable reuse project - and will probably remain in use, especially by those who want to persions about the potable reuse process. This phrase leaves out the multiple treatment or /purification steps involved in all potable reuse projects. Multiple alternative phrases have nd used by water reuse professionals and include, but are not limited to: 1) "Toiletification (a word that can be repeated as many as five times here dependent rpe of cleaning the source water undergoesl-to-T the source water for a r

Changing Minds: How the Industry is Gaining Public Trust in Water Reuse https://www.toomag.com/online\_exclusives// county approves IPA for East County Advanced Water Purification Program https://theslpinesun.com/county-approves-jps-for-ugh three manus adu/artides/2019/11/18/est-overy be the s https://www.scient/ficamerican.com/pedcest/opi https://www.studyfinds.om/despite-proven-benefisin or a dr Despite benefits, most people still too disgusted by recycled water to drink it <u>a/2019/11/19/mate projects</u> West Basin approves devalination-plant impact report — while dovers of foes stand against Hps://www.dailybreeze.com/2019/11/19/west-In the second atos://www.stebroniele.com/basarea/article/Eu https://www.environmentalleader.com/2019/12/cjects unde Drought Prone California Town Turns to Recycled Water to Initiate Public Spaces lesting the waters: Virginia treatment facility a 1st for U.S. textile makers treatter meets Hps://waterfm.com/found-water-reuse-and-the-r stree/Darrachten combanas/darabas/carabador LIFE IN OCEANSIDE: Oceanside to purify recycled water for a more sustainable future. https://www.10news.com/news/life in/occanside/ https://www.thefifthestate.com.au/urbanism/envl https://www.montereyherald.com/2018/12/16/pu https://www.echo.net.au/2019/12/ballinas-recycl stos://iceoplicy.ag/ibusinessintellige hdy Environment: Water authority looks at Investment In Southern California water reuse project — In exchaintips://thenewadaindependent.com/article/inde-en-Bureau of Reclamation makes funding available for Title XVI Water Reclamation and Reuse Projects https://www.usbr.cov/newsroo htps://www.montere Two Recycled Water Projects for California Water Service Group Subsidiaries Included in House Bill 5802 (McNittps://linance.yahoo.com/news/two recycled wa With recycled water deal signed, attention shifts to contentious Baylands site https://www.mv.voice.com/news/2019/12/20/wh https://www.thecoastnews.com/purification-prole So Refinedl: Society Katz, market development menager for water neuve with SUT? Water Technologies 🛛 So <u>https://www.water.techorline.com/water-reuve/</u>a https://www.sandiagouricet/ilune.com/sanena-





## Our Events

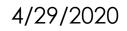


| Event     | Date       | Туре                          | Location   |
|-----------|------------|-------------------------------|--|
| 1-Kickoff | 10/17/2018 | Webinar/In-Person             | Metropolitan Water District of Southern California |
| 2         | 1/23/2019  | Webinar/In-Person             | Brown & Caldwell Walnut Creek<br>Office            |
| 3         | 3/18/2019  | Conference Session            | WateReuse California<br>Conference, Anaheim        |
| 4         | 6/26/2019  | Webinar                       | On-Line Only                                       |
| 5         | 1/29/2020  | Webinar/In-Person and<br>Tour | Monterey One Water                                 |
| 6         | 4/29/2020  | Webinar                       | On-Line Only                                       |



Communicating During COVID-19: Best Practices

Rick Callender, Chief of External Affairs, Valley Water





### **Valley Water**

Clean Water • Healthy Environment • Flood Protection

#### On the Front Lines: Case Studies and Best Practices from California's COVID-19 Hot Zone

Presented by: Rick L. Callender, Chief of External Affairs

Thursday, March 26, 2020



### Valley Water provides:



#### How the Situation Evolved in Santa Clara County

Santa Clara County



### Well Attended Community Ribbon Cutting

eu Mate







March 11 2020

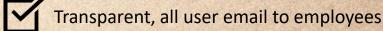
#### What Worked Well With Our **Crisis Communications Approach**



Self-quarantine for employees



Following CDC and Santa Clara County Public Health advice





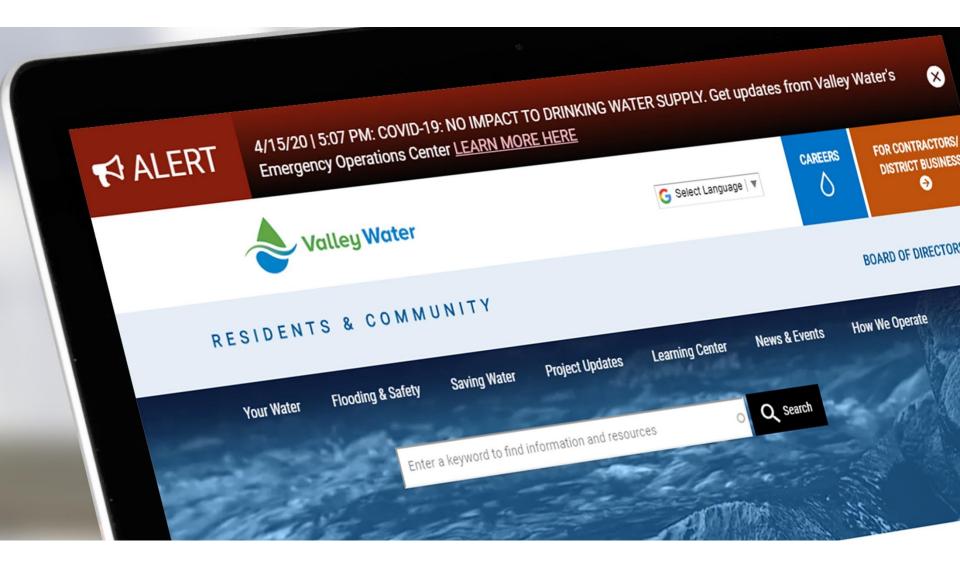
Internal communications website



Town hall meeting with a special email Covid box for questions from employees

Posted to social media about quality and quantity of water

Valley Water



### And What Didn't Work So Well



All employees were panicked.



Fear of the office building.



Too slow to get out internal email to employees.



The first Virtual Town Hall Meeting didn't occur immediately after staff began teleworking.



Worry among staff that they may have potentially been exposed to the virus by the employee who tested positive.

ЩÖр

Community desire to hoard water.



Before we could talk to the Mountain View City Manager, others called for us.

#### Lessons Learned.... So Far



Communicate quickly and transparently with all your employees.



Answer questions quickly, even if done in batches.

Reassure the community about the reliability of your services, on an ongoing basis.

L)

Anticipate media interest, especially if you are a public organization.

Use all communication tools at your disposal.



Roundtable Led by: Rebecca Rubin

4/29/2020

#### Roundtable: Opportunities and Challenges for

Communications

COLLABORATIVE GROUP

**WATEREUSE** 

Opportunities and Challenges for Communicating About Potable Reuse During COVID-19



# Open Discussion How are we doing this?



Terminology Document and Non-potable Reuse Signage



Patsy Tennyson, Katz and Associates Gina Ayala, OCWD

# Terminology Document Update

- Final version includes updates from WateReuse Association reviewers
- Approved by WateReuse CA Board of Trustees and ACWA
- Posted on watereuse.org website in California section





# Non-potable Reuse Signage

- Proposed formation of a working group during 2019 WRCA conference
- Is there better language than "Recycled Water DO NOT DRINK"?
- Volunteers?







Update on California WateReuse Conference and Happenings



A REAL POINT AND AN A REAL POINT AND A R

Jennifer West

Managing Director WateReuse California

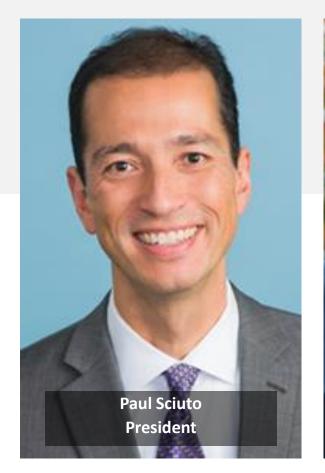
### Communications Collaborative Group

April 29, 2020

Jennifer West, Managing Director









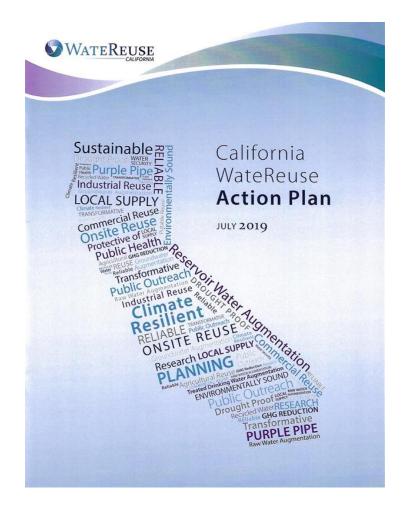
#### **New Officers**

- President Paul Sciuto
- Vice President/Leg-Reg Chair Dave Pedersen
- Past President Rich Nagel
- Treasurer Prabhakar Somavarapu
- Secretary Kim Thorner
- Director Elizabeth Dawson

# New Board Members

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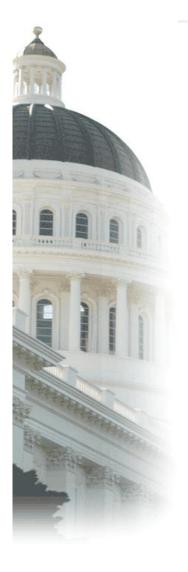
- Mike Carbajal, Director of Public Utilities, City of Fresno
- Allen Carlisle, General Manager, Padre Dam Municipal Water District
- Paul Cook, General Manager, Irvine Ranch Water District
- Robert Ferrate, General Manager, Sanitation Districts of LA County
- Mark Millan, President, Data Instincts



#### **Governor's Water Resiliency Portfolio**

Support local and regional agencies to recycle or reuse at least 2.5 million acrefeet a year in the next decade

- Increase Clean Water State Revolving Fund financial capacity.
- Complete raw water augmentation regulations by 2023.
- Create risk-based water quality standards for onsite collection and non-potable reuse of water in apartment, commercial, and mixed-use buildings.
- Update 20-year-old "purple pipe" regulations to expand use of non-potable recycled water.



### Legislature Back May 4 (Senate may delay)

- Members being asked to scale down bill packages to COVID response/recovery homelessness; wildfire; any other extremely pressing issues
- Policy Committee to hold only one hearing
- Bills originally double referred will change to single referrals
- Letters can be submitted on committee websites/portal

# WRCA Supported Legislation

- AB 2560 (Quirk): NL/RL notifications
  - Author and sponsors plan to move the bill
- SB 996 (Portantino): CECs
  - Author asked MWD and CMUA (sponsors) to shelve the bill for the year with commitment to reintroduce in 2021.
- SB 1052 (Hertzberg) Stormwater Capture and Reuse
  - Author asked CASA and Coastkeeper to shelve the bill for the year.

### COVID-19 Has Upended Climate Bond Discussions

- Focus has shifted to Infrastructure Bond
  - April 24 Legislative letter to the Governor (20 members)
  - Calls for accelerated job creation through bond funding and expediting shovel ready projects
  - Specifically calls out water recycling and short list of project types



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## California State Budget

- May Revise expected May 14
  - "workload" or "baseline" budget expected
- Revised budget expected in August after July 15 tax receipts

# Need Budget Funding for Expert Panel

- AB 574 requires assistance of Expert Panel to develop regulations for:
  - Raw Water Augmentation

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- Treated Drinking Water Augmentation
- Water Board has estimated up to \$2.9 million to develop and adopt criteria.
- Assemblyman Quirk has asked for this to be made a budget priority.

#### Cayucos Sanitary District Draft Permit

- Cayucos Enjoy this scenic seaside retreat
- <u>Draft</u> permit for new ocean outfall contains 100% recycled water mandate.
- Hearing moved to July 16-17
- Positive meeting with new RWQCB Executive Officer <u>Matt Keeling</u>



#### All Regulations Must be Aligned

- Title 24 Plumbing Code –Updated every three years, contains swivel ell and graywater provisions. Comments due May 26
- Handbook Backflow protection No draft yet, likely to contain swivel ell. Not been updated since the 80s.
- Title 22 All Recycled Water No date yet for non-potable update. AB 1180 required Water Board to update these regs.



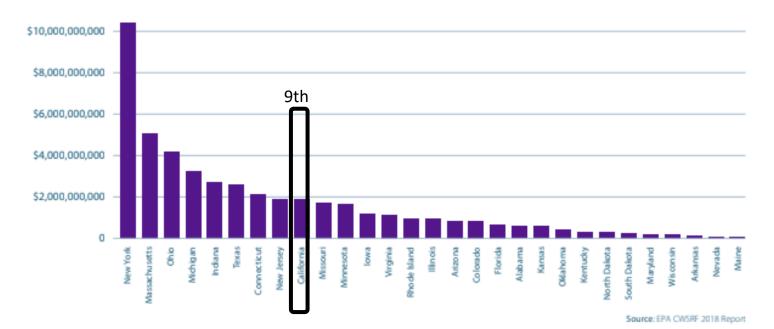
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# CWSRF – Intended Use Plan

Cancelled April 29 Workshop

## Increase CWSRF Funding Capacity

#### Total Leveraged CWSRF Bonding By State





#### WATEREUSE CALIE RNIA VIRTUAL CONFERENCE





- Presentation of WRCA Awards of Excellence
- 56 Technical Sessions
- 6 lives reuse panels
- Interactive Q and A Sessions
- President Virtual Tiki Cocktail Party
- And more!!



#### WATEREUSE CALIFORNIA VIRTUAL CONFERENCE



#### **Registration Opens May 4 – Launch dates June 24-25**

(programming stays on platform until July 31)



# **Open Discussion**



Recent Media



Rupam Soni 4/29/20 Metropolitan Water District of Southern California

# Handout: Media Articles



#### Water Reuse News Articles: February - April, 2020

| Publication | Publication Name     | Article Title   | Article Link   | Кеу               |
|-------------|----------------------|---|--|-------------------|
| Date        | Publication Name     | Article Hite  | Article Link   | Words/Phrases     |
|             |                      | Water works: \$700,000 federal grant will help with   |  |                   |
|             |                      | research to provide drought-proof water supply from   | https://www.normantranscript.com/news/local_news/water-works/article_74b0266b-2ea5-5e9a-8dd1-              | water reuse,      |
| 2/1/2020    | Norman Transcript    | Lake Thunderbird                                      | 35d57a863d9e.html  | potable reuse     |
| 2/5/2020    | Monterey Herald      | Pure Water Monterey gets final state OK               | https://www.monterevherald.com/2020/02/05/pure-water-monterev-zets-final-state-ok/                         | recycled water    |
|             |                      | Pure Water Monterey expansion project caps draft EIR  | https://www.montereyherald.com/2020/02/06/pure-water-monterey-expansion-project-caps-draft-eir-public-     |                   |
| 2/6/2020    | Monterey Herald      | public comment  | comment/   | recycled water    |
|             | The San Diego Union- | Sweetwater Authority eyes recycled water that Otay    | https://www.sandiegouniontribune.com/communities/south-county/story/2020-02-06/sweetwater-authority-       |                   |
| 2/6/2020    | Tribune              | Water District doesn't use                            | otav-water-district-t  | recycled water    |
|             |                      | Bureau of Reclamation awards \$700000 grant to aid    | https://www.waterworld.com/drinking-water/potable-water-quality/article/14167365/bureau-of-reclamation-    | water reuse,      |
| 2/10/2020   | WaterWorld           | research study at Lake Thunderbird                    | awards-700000-grant-to-aid-research-study-at-lake-thunderbird  | potable reuse     |
|             | Monterey County      | The era of wastewater recycling on the Monterey       | https://www.monterevcountvweeklv.com/bloes/news_bloe/the-era-of-wastewater-recvcline-on-the-monterev-      | wastewater        |
| 2/10/2020   | Weekly               | Peninsula has officially begun                        | peninsula-has-officially-begun/article_2d0b4ae0-4c69-11ea-9a0d-f3b28cb340df.html                           | recycling         |
|             |                      |   |  | potable reuse,    |
| 2/12/2020   | Danville San Ramon   | Studying potable reuse water for Pleasanton           | https://www.danvillesanramon.com/news/2020/02/12/studying-potable-reuse-water-for-pleasanton               | recycled water    |
| 2/12/2020   | Pleasanton Weekly    | Studying potable reuse water for Pleasanton           | https://www.danvillesanramon.com/news/2020/02/12/studvine-potable-reuse-water-for-pleasanton               | potable reuse     |
|             |                      | City of Oceanside to Break Ground on Pure Water       |  |                   |
| 2/17/2020   | Times of San Diego   | Oceanside   | https://timesofsandiego.com/politics/2020/02/17/city-of-oceanside-to-break-ground-on-pure-water-oceanside/ | recycled water    |
|             |                      | First Pure Water Plant In San Diego County Breaks     |  | potable reuse,    |
| 2/19/2020   | KPBS                 | Ground In Oceanside                                   | https://www.kpbs.org/news/2020/feb/19/oceanside-purewater-plant-opens/                                     | recycled water    |
|             |                      | Groundbreaking held for historic Pure Water           | https://www.10news.com/news/local-news/north-county-news/eroundbreakine-to-be-held-for-historic-pure-      |                   |
| 2/19/2020   | 10News               | Oceanside project                                     | water-oceanside-project  | recycled water    |
|             | The San Diego Union- | Oceanside leads county with plan to make recycled     | https://www.sandiegouniontribune.com/communities/north-county/oceanside/story/2020-02-20/oceanside-        | potable, recycled |
| 2/20/2020   | Tribue               | water safe to drink                                   | leads-county-with-plan-for-potable-recycled-water  | water             |
|             |                      |   |  | potable water,    |
| 2/20/2020   | baysideoc.com        | Treated effluent found effective to water golf greens | https://baysideoc.com/treated-effluent-found-effective-to-water-colf-creens/                               | recycled water    |
|             |                      | Water reuse could be key for future of hydraulic      |  |                   |
| 2/20/2020   | Phys.org             | fracturing  | https://phys.ore/news/2020-02-reuse-key-future-hydraulic-fracturine.html                                   | water reuse       |
|             |                      | Water board OKs \$3.2M Live Oak water plant land      |  |                   |
| 2/20/2020   | Santa Cruz Sentinel  | purchase  | https://news.utexas.edu/2020/02/20/water-reuse-could-be-key-for-future-of-hydraulic-fracturing/            | recycled water    |
|             |                      | City Of Oceanside Breaks Ground On Pure Water         |  |                   |
| 2/21/2020   | patch.com            | Oceanside   | https://patch.com/california/oceanside-camppendleton/city-oceanside-breaks-ground-pure-water-oceanside     | recycled water    |
|             |                      |   | https://www.heraldandnews.com/news/local_news/clashine-views-on-proposed-recycled-water-                   |                   |
| 2/23/2020   | Herald and News      | Clashing views on proposed recycled water project     | project/article 7df10448-389e-52d1-8aae-ec728be6010e.html  | recycled water    |





### Theme #1:

# Water Reuse Projects Move Forward

Publications: Mostly local news outlets

**Topic:** Water Reuse Projects in Oceanside, Monterey, Santa Cruz move forward

# Tone: Neutral and positive

THE FUTURE OF WHAT'S NEXT

#### California's 'Salad Bowl' Recharges Depleted Aquifer

A multi-partner water recycling project is helping Monterey, Calif., stabilize and replenish its dwindling groundwater supply. The project could serve as a model for shrinking aquifers in other regions of the country.

CARL SMITH, SENIOR STAFF WRITER | MARCH 9, 2020 | NEWS

A newly opened water treatment plant in Monterey, Calif., will replenish a vital regional groundwater resource with recycled water at a rate of millions of gallons per day. On an annual basis, the Pure Water Monterey treatment plant will inject at least 3,500 acre feet of water, equivalent to more than a billion

gallons, into the Seaside Basin.

WATEREUSE

ABORATIVE GROUP

https://www.governing.com/next/Californias-Salad-Bowl-Recharges-Depleted-Aquifer.html

#### Theme #2:

# EPA's National Water Reuse Plan

**Publications:** Water/environment news outlets

**Topic:** EPA's role in water reuse

Tone: Neutral and positive

#### INSIGHT: EPA Seeks to Expand Federal Role in Water Reuse

March 18, 2020, 1:00 AM

The Environmental Protection Agency recently released its National Water Reuse Action Plan to promote more water reuse in the U.S. William M. Alley, director of science and technology for the National Ground Water Association, says the plan focuses on low-hanging fruit and states and associations will likely remain the leaders and innovators in water reuse.





William M. Alley National Ground Water Association

#### **Related Documents**

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https://news.bloombergenvironment.com/environment-and-energy/insight-epa-seeks-toexpand-federal-role-in-water-reuse



## Theme #3:

Safety of Recycled Water During COVID-19

Publications: Various

**Topic:** COVID-19 non-issue in drinking water, treated wastewater, and recycled water

**Tone:** Neutral and positive

Link:

California Water Boards Fact Sheets







# Ideas for Next Meeting and Wrap-up



Communication works for those who work at it."



# Thank you for participating!