Public Outreach

Public Outreach











We're



600 Girl and Boy Scouts have earned Advanced Water Purification Program patches



was turned into beer by **Ballast Point** Brewery

AWP water



of East San Diego County's drinking water Million could be created locally

gallons of water have been 132 PURIFIED at the demonstration facility (since opening in 2015)



received auided tours

1^sTIME

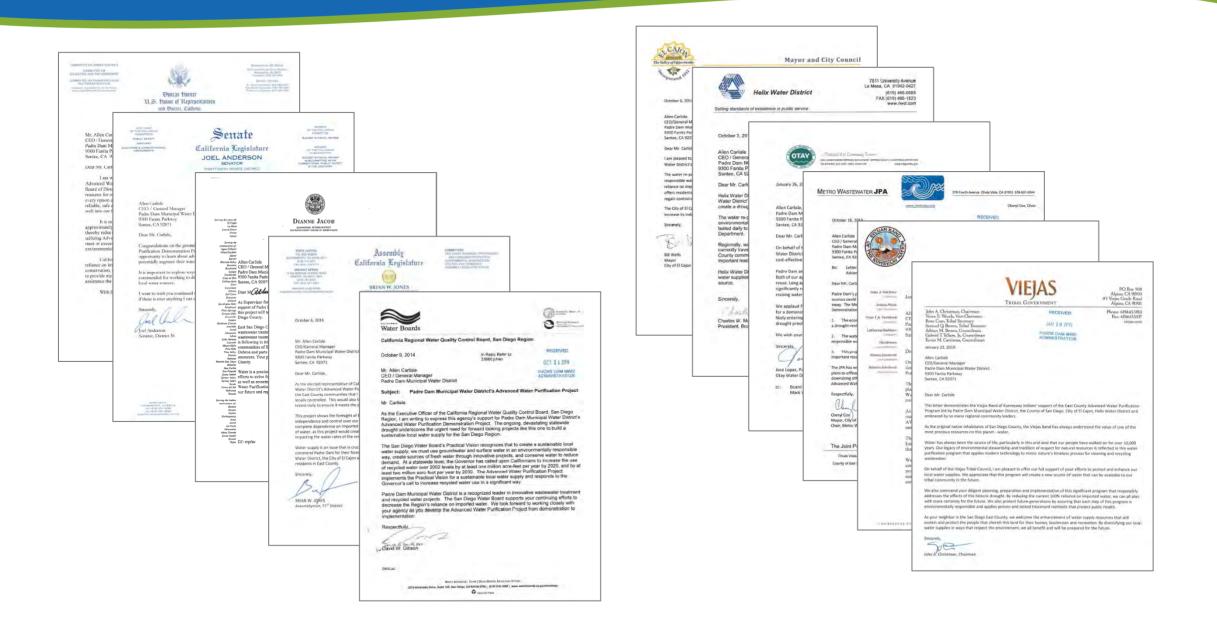




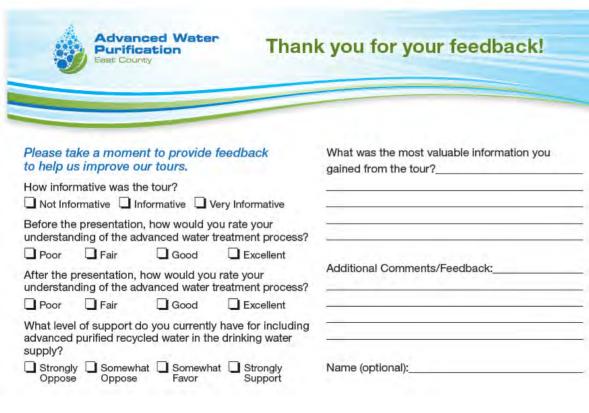


Award Winning! Advanced Water Purification **Public Education** Program of the Year 2018 Awarded by WateReuse CLICK Helix Water Bistrict To see what all the buzz is about!

Widespread Support



Measuring Support

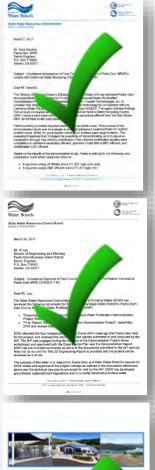


Video/Tour Effectiveness Survey



Regulatory & Environmental

Regulatory Milestones



DDW Conceptual Approval AWP Treatment

East County Advanced Water Purification Program gets \$9.4M in interim funding

Partner Agencies to continue funding program the develop new, reliable, locally controlled and drought-proof drinking water supply.



SAN DIEGO, CA, JULY 11, 2019 — The East County Advanced Water Purification Program progressed closer to completion with its program's partner agencies — Padre Dam Municipal Water District, its City of El Cajon, Neils Water District and the County of San Diego — approving an Interim Funding

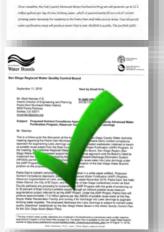
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\$40M+ Grants \$100M SRF

DDW Conceptual Approval Res. Augmentation



CEQA/NEPA Complete



Interim Funding Agreement

Compliance Approach to Lake Jennings

Project Implementation

Procurement Packages



Package #1

Water Recycling Facility/Advanced Water Purification Facility/Solids Handling (~\$260M)

Package #2

Advanced Water Purification Pipeline/ Dechlorination Facility (~\$30M)



Package #3

East Mission Gorge Force Main/ Residuals Bypass System Influent Pump Station/East Mission Gorge Pump Station Retrofits (~\$35M)

Next Steps of Implementation

- Progressive Design Build contracts
- Regulatory permitting process
- Financial analysis and commitment
- Delivering water by 2025



Virtual Tour

WELCOME

to the Padre Dam

60

2.2

VISITORS CENTER

Advanced Water Purification

East County

Advanced Wate Demonstration Fac



Reverse Osmosis

-

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a d

02







Pure Clean Safe **High Quality**



Thank You!

Questions? Melissa McChesne

Melissa McChesney mmcchesney@padre.org 619-572-1490 (cell)

Water Purifica



Open Discussion



Update from California WateReuse Association's Managing Director

> Jennifer West, WateReuse Association

8/19/2020



Communications Collaborative Group

August 19, 2020



\$100 Billion Joint Legislative Economic Stimulus Plan Or Governor's Proposal??

Legislative proposal spending categories:

- Support for Small Business
- Protect Working Families
- Investments in our Green Economy. Improve the environment, combat climate change, and create green infrastructure and jobs with investments including, but are not limited to, the following efforts:
 - Invest in wildfire prevention and vegetation management activities.
 - Fight sea level rise, protect wetlands and communities from climate change impacts.
 - Improve clean water delivery and recycling infrastructure.
 - Create a dedicated fund to incentivize light and heavy-duty, including passenger clean vehicles, as well as expedite and expand electric vehicle charging infrastructure projects.
 - Make buildings more energy efficient with greener HVAC and water systems, as well as clean energy generation and battery energy storage systems.
 - Streamline the CEQA through targeted, and limited, use of the AB 900 process – including for housing – to ensure environmental leadership projects actually get built



Legislation

- Deadlines
 - Appropriations Suspense: 8/20
 - End of Session: 8/31
- AB 2560 (Quirk) NL/RL adoption procedures
 - 8/14 Sen EQ Consent (then to Appr)
 - SUPPORT
- AB 3030 (Kalra) Land /water conservation goals
 - Senate Appropriations Committee
 - OPPOSE



WRCA Virtual Outreach

 Virtual Outreach to Legislators – WRCA organizing with agency teams

Messages:

Need for recycled water funding

Educate legislators about reuse issues in districts

• Starting with the San Diego Region



- Sustainable Funding Capacity Reduction – \$1 billion to \$587 million
- Possible program management review to identified efficiencies:
 - Staffing
 - Timing
 - Policies
 - Review other state programs
 - Feedback from California agencies
- Timing to complete for review early 2021

AB 574 Expert Panel

- Raw Water Augmentation and Treated Drinking Water Augmentation regulation development
- Funding not included in Budget
- Possible agency funding

Recycled Water Reporting

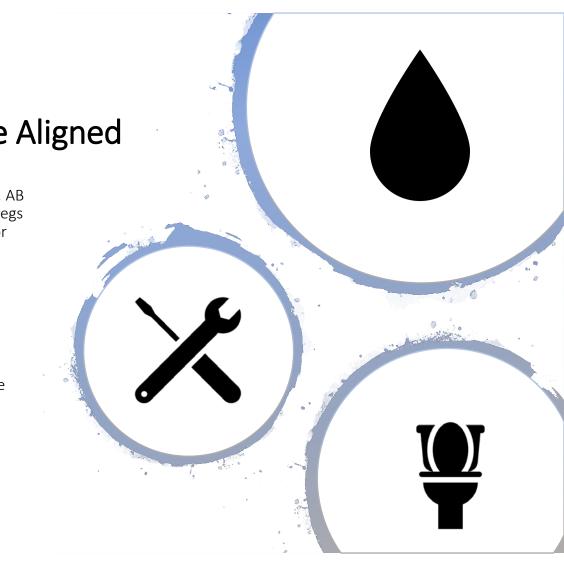
- 2020 first time reporting for RW: uses, production and wastewater discharges
- 670 of 775 agencies (NPDES holders) have submitted reports
- 2021 Information to be made public and downloadable through Water Board: GeoTracker





All Regulations Must be Aligned

- Title 22 –No date yet for non-potable update. AB 1180 required Water Board to update these regs by 2023. Budget included one staff person for update
- Handbook Backflow protection DDW says draft expected by the end of the year.
- Title 24 (Plumbing Code) Updated every three years. Swivel ell language pulled from latest update as Water Board had no proposed backflow protection language.



Southern California Water Coalition: Potable Reuse Video Release

- Led by SCWC, LADWP & Santa Margarita Water District
- Task Force Developing New Recycled Water Outreach Videos
- Objective of Videos:
 - 1. Promote Recycled Water
 - 2. Health and Safety of Recycled Water
 - 3. Highlight Large Scale Projects in Southern California





WATEREUSE VIRTUAL SYMPOSIUM SEPTEMBER 14-16, 2020

REACHING NEW HEIGHTS IN WATER REUSE





Open Discussion



Non-Potable Recycled Water Signage: Regulations, Language, and Graphic Guidelines



Ben Glickstein 8/19/20 East Bay Municipal Utility District Non-Potable Recycled Water Signage

- Title 22 non-potable language to be updated by 2023
- Proposed Title 22 signage language and graphic revisions
- Develop WateReuse CA signage guidelines



Current language:

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. 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.

Proposed language:

For all use areas that are accessible to the public and have recycled water in use, signs shall be posted in a size and font easily visible to the public. The signs must:

- State that the water is recycled.
- State that the water is non-potable, with language such as "not for drinking."
- Display an international symbol similar to that shown in figure 60310-A, to communicate the water is not for drinking.
- If the area is irrigated with Advanced Treated water of potable quality, the signs may omit the statement that the water is nonpotable or not for drinking.



Title 22 Signage Figure

Current

Proposed







Title 22 Revisions

- Feedback by September 28
- Comments on signage language and graphic? <u>ben.glickstein@ebmud.com</u>
- Other Title 22 comments? <u>JWest@watereuse.org</u>



Signage Guidelines

- In progress, to be housed with WateRuese CA
- Recommendations & resources:
 - Design suggestions Colors
 - Language variants
- - Translations







Open Discussion



WateReuse Communications Collaborative Group's Survey Results



Gina Ayala, Orange County Water District

8/19/2020



Survey Results

Gina Ayala Director of Public Affairs Orange County Water District

Q1: How many Communications Collaborative Group meetings have you attended?



ANSWER CHOICES	RESPONSES	
1-2	64.29%	9
3-4	14.29%	2
5 or more	14.29%	2
None, but plan to attend in the future.	7.14%	1
TOTAL		14

Q2: What best describes your position within your organization? Please check all that apply.



ANSWER CHOICES	RESPONSES	
Communications (Public Information Officer, Outreach, Marketing, etc.)	57.14%	8
Executive (General Manager, Board Member, President, Owner, Director, etc.)	14.29%	2
Management (Section Head, Department Head, etc.)	14.29%	2
Operations (Operator, Service Representative, etc.)	0.00%	0
Design, Engineering, Scientific or other Technical (Engineer, Chemist, Analyst, etc.)	14.29%	2
Regulatory/Legislative	21.43%	3
Professor	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 14		

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



	NOT INTERESTED	SOMEWHAT INTERESTED	VERY INTERESTED		NOT INTERESTED	SOMEWHAT INTERESTED	VERY INTERESTED
Potable reuse communications during the COVID-	14.29% 2	42.86% 6	42.86% 6	Key audiences and how to engage them	7.14% 1	35.71% 5	57.14% 8
19 pandemic Addressing concerns about	0.00%	42.86% 6	57.14% 8	Working with media and social media	7.14% 1	42.86% 6	50.00% 7
PFAS CECs and how to effectively communicate their impact	0.00%	21.43% 3	78.57% 11	Using a stakeholder working group/independent advisory panel	7.14% 1	71.43% 10	21.43% 3
New technologies	0.00% 0	78.57% 11	21.43% 3	Developing videos and graphics on potable reuse	21.43% 3	28.57% 4	50.00% 7
Public attitudes about potable reuse	0.00% 0	28.57% 4	71.43% 10	topics Creating signage	21.43%	28.57%	50.00%
Emerging issues that could impact public trust	0.00%	7.14% 1	92.86% 13	for recycled water use Communications	0.00%	42.86%	57.14%
Cultivating reuse champions within community and state leaders	7.14% 1	57.14% 8	35.71% 5	best practices from members with potable reuse projects	0	6	8
Best practices in messaging	0.00%	15.38% 2	84.62% 11	Virtual tours of potable reuse facilities	7.14% 1	28.57% 4	64.29% 9

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	78.57%	11
	Obtain advice and guidance on communication strategies	71.43%	10
	Share information and resources	85.71%	12
<	Learn about key issues	78.57%	11
	Provide guidance and feedback to others	14.29%	2
<	Promote potable water reuse in California	78.57%	11
	Professional development	42.86%	6
	Other (please specify)	0.00%	0
	Total Respondents: 14		

Q5: Currently, meetings are held online and are approximately 90 minutes. Please choose the answer below that best describes your preference for meeting length.



ANSWER CHOICES	RESPONSES		
90 minutes is about the right length for the meeting.	78.57%	11	
The meeting is too short. I prefer a longer meeting that is 2-3 hours.	7.14%	1	
The meeting is too long. I prefer a shorter meeting that is 1 hour.	14.29%	2	
TOTAL		14	

Q6: Would you consider an online resource folder a useful tool to collaborate with others in the group, and would you contribute and upload information to share?



ANSWER CHOICES	RESPONSES	
Yes	57.14%	8
No	0.00%	0
Maybe	42.86%	6
TOTAL	1-	4



Thank You



Open Discussion



Roundtable Discussion



Roundtable Led by: Rebecca Rubin, Soquel Creek Water District

8/19/2020



Open Discussion



Wrap Up and Thank you for participating!

Communication works for those who work at it." -John Powell

Pure Water Monterey