

RESILIENCE REDEFINED



Engage. Educate. Advocate.

ANNUAL
REPORT

2020

RESILIENCE REDEFINED: THIRTY YEARS OF ENGAGING, EDUCATING, & ADVOCATING

Faced with a global pandemic, 2020 was a challenging year for us all professionally and personally. We are pleased to report, however, that despite these challenges, the WaterReuse Association had a tremendously successful year. Although typical in-person activities and actions took place virtually, our work continued and our successes mounted.

Our successes build upon the work that we have been doing for three decades: 2020 marked our 30th anniversary. When WaterReuse was established in 1990, there were a number of water recycling programs in operation primarily in arid regions and in the Southeast, but with limited information exchange across regions.

Thirty years later, the WaterReuse Association represents a vast community of water reuse thought leaders, scientists, and practitioners that share best practices and form a unified voice for advocacy on policies that support water reuse across the country.

In fact, the pandemic did not slow us down at all: We used our webcasts and publications to continue providing members with technical education and timely news; we released an educational video to support our public health and medical community initiative; we participated on an advisory group to the U.S. Green Building Council to incorporate water reuse in LEED accreditation; and supported

the work of the National Blue Ribbon Commission for Onsite Non-Potable Water Systems.

Over the next year, we will continue our work on implementing the national Water Reuse Action Plan. We will also continue implementing our own strategic plan to grow our membership and leverage our networks, and in turn solidify our reputation as the go-to organization for engagement, communications, and advocacy on water recycling. The constant that has contributed to our success over the past 30 years is the hard work of our dedicated members. We look forward to continuing to work with you to advance water recycling for years to come.

KEY ACCOMPLISHMENTS FROM OUR 30TH YEAR

- We collaborated with the U.S. Environmental Protection Agency to publish the national Water Reuse Action Plan (WRAP). WaterReuse is leading, co-leading, or partnering on implementing nearly half of the action items to facilitate greater adoption of water recycling.
- We worked with Congress to introduce legislation in both the House and Senate to advance key WaterReuse priorities and secured significant investment in water recycling in the FY 2021 appropriations.
- We hosted more than 800 participants during the 36th Annual WaterReuse Virtual Symposium.
- Our State Sections continued their important work with virtual events and advocacy at the state and local levels.



GILBERT TREJO
El Paso Water
President (2020-2021)



PATRICIA SINICROPI
WaterReuse Association
Executive Director

MEMBERSHIP MATTERS

The WaterReuse Association brings together utilities, businesses, nonprofits, and government agencies to collaborate in a national movement for safe and sustainable water supplies, to promote acceptance and support of recycled water, and to advocate for policies and funding that increase water reuse.

In 2020, WaterReuse welcomed 40 new member organizations and provided many opportunities to become involved in key initiatives. Across the membership, more than 350 volunteer leaders engaged with our State Sections, committees, and working groups to share best practices, develop new outreach tools, and to build support for laws, policy, and funding that advance water recycling.

Our Membership Continues to Expand into More Regions...

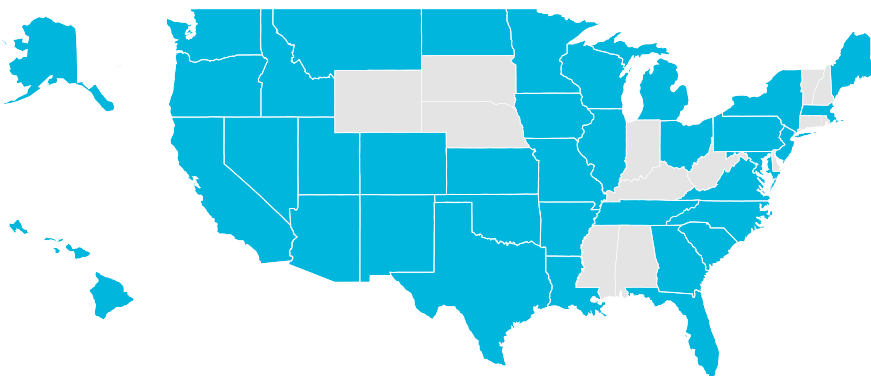
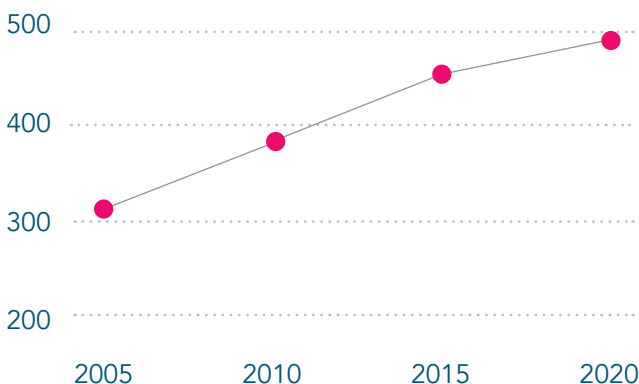
39
STATES

9 COUNTRIES

Our Membership Grows Steadily

AVERAGE OF
5%
ANNUAL MEMBERSHIP
GROWTH

IN 2020
40
NEW MEMBER ORGANIZATIONS



MEMBER ENGAGEMENT IS KEY TO OUR SUCCESS

The WaterReuse Association provides a community for utilities that recycle water, businesses that support the development of recycled water projects, and users of recycled water to share best practices and advocate for policies that support water reuse.



RECOGNITION FOR RECYCLED WATER USERS

Our Recycled Water User Network provided an opportunity for members to engage with customers that use recycled water and share a blue designation: the WATER STAR® label.



BUILDING PUBLIC SUPPORT

Our Public Health and Medical Community Initiative created member engagement opportunities with public health programs at the University of Texas at El Paso and University of South Florida, as well as an educational video.



ACKNOWLEDGING ENVIRONMENTAL BENEFITS

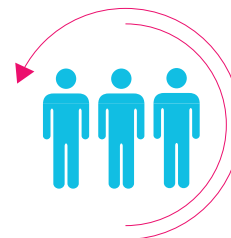
The WaterReuse Association's strategic partnership with the U.S. Green Building Council (USGBC) allowed 13 utility members to engage with USGBC's Water Efficiency Technical Advisory Group on opportunities to build credits for water reuse into LEED certification.



NEW STANDING COMMITTEES

WaterReuse established several new committees to provide a forum for members to advance progress in several high-priority areas, including industrial water reuse; decentralized, onsite, and distributed water recycling systems; and international engagement.

ACROSS OUR MEMBERSHIP, MORE THAN 350 VOLUNTEERS ENGAGED WITH STATE SECTIONS, COMMITTEES, AND WORKING GROUPS TO ADVANCE WATER RECYCLING.



STATE AND REGIONAL COLLABORATIONS

WateReuse member utilities, businesses, and institutions form State Sections to collaborate on local issues, advocate for state laws and policy, and organize conferences and workshops.



WateReuse Arizona hosted quarterly technical webcasts, continued outreach to the Arizona Department of Environmental Quality to advance guidelines for potable reuse, and coordinated with utilities to deliver support letters for reauthorization of the federal Title XVI competitive grants program.



WateReuse California led efforts in the state Capitol to include recycled water funding in all bond or stimulus measures that move forward in 2021, worked with the State Water Board to convene the Direct Potable Reuse Expert Panel and begin DPR regulatory development, and convened a virtual conference in June.



WateReuse Colorado applied for and received a Colorado Water Conservation Board grant to support the section's advisory work on updates to drinking water regulations, encouraged member engagement on potential improvements to recycled water regulation, and served as host Section for the Annual WateReuse Symposium.



WateReuse Florida released the *Framework for the Implementation of Potable Reuse in Florida* report, secured passage of state legislation requiring the Department of Environmental Protection to develop potable reuse regulations, secured \$250,000 in state funds to support statewide education on potable reuse, and hosted Florida Water Reuse Week May 19-25.



WateReuse Nevada hosted the inaugural gathering of "Wake Up to Water Reuse" in February, sponsored a Girl Scout water reuse education event, awarded seven scholarships to Nevada college students, and continued support work on a five-year Northern Nevada Potable Reuse Facility study.



WateReuse Pacific Northwest hosted a two-part virtual annual conference, conducted a member survey, and engaged with regulatory agencies in Idaho, Oregon, and Washington to advance water recycling in the region.



WateReuse Texas hosted a virtual conference in October with a comprehensive program that included a workshop on treatment technologies for emerging contaminants.



**DR. BAHMAN SHEIKH
MEMORIAL SCHOLARSHIP**

The WateReuse Association and WateReuse California partnered with the University of California–Davis to establish a student scholarship to honor the legacy of Dr. Bahman Sheikh (1939-2020), a water reuse pioneer and a lifetime honorary member of the WateReuse Association.

COLLABORATING WITH MEMBERS, POLICYMAKERS, & THE PUBLIC

The WaterReuse Association engages experts, the public, and policymakers on the benefits of water reuse—and educates our member community about best management practices and industry innovations.

30
EDUCATIONAL
WEBCASTS



WaterReuse presented webcasts on topics ranging from the impacts of the coronavirus on water recycling systems to potable reuse permitting—all provided complimentary to members.

47
NEWSLETTERS
IN YOUR INBOX



The weekly **WaterReuse Review** includes federal and state policy updates, spotlights on member projects, and reports on upcoming events.

7,898
MEMBER
NETWORK



WaterReuse Connect is a private online community of staff from member organizations where you can ask questions, share knowledge, and stay informed.

47,681
CIRCULATION



World Water includes three special issues on water reuse produced jointly by WaterReuse and the Water Environment Federation.

PROFILES IN REUSE: INDUSTRIAL REUSE

The newest flyer in our *Profiles in Reuse* series outlines the benefits of industrial reuse, makes the business case for industry to invest in water recycling, and presents brief case studies that illustrate the many ways in which businesses across the U.S. rely on water reuse to operate.



NATIONAL BLUE RIBBON COMMISSION FOR ONSITE NON-POTABLE WATER SYSTEMS

The WaterReuse Association administers the National Blue Ribbon Commission for Onsite Non-potable Water Systems (NBRC), a coalition of public health agencies and utilities advancing best management practices for onsite non-potable water systems. Chaired by the San Francisco Public Utilities Commission, NBRC represents over twenty states and has four active sub-committees. In supporting the NBRC, WaterReuse has developed partnerships and member engagement opportunities with several entities, including the U.S. EPA Office of Research and Development, the U.S. Green Building Council, the Water Environment Federation, and the Association of Boards of Certification.

35TH ANNUAL SYMPOSIUM

The 35th Annual WaterReuse Virtual Symposium launched September 14 with more than 800 participants from across the U.S. and representing 15 countries around the world. The Symposium's robust program included over 100 sessions and nearly 300 presenters in a combination of live and recorded sessions.

NEARLY
300
PRESENTERS

MORE THAN
100
SESSIONS

ENVISIONING THE FUTURE CHARRETTE

The live portion of the Symposium concluded with an Envisioning the Future Water Reuse Charrette. U.S. EPA Assistant Administrator for Water, David Ross, facilitated the session in which participants were asked to explore how communities, businesses, institutions, and others can begin imagining and constructing a future in which water recycling is a central feature. Three panelists framed opportunities and challenges: Paul Bowen of Coca-Cola, Katherine Jashinski of the City of Austin, and David Lipsky of New York City Department of Environmental Protection.

OPENING GENERAL SESSION

The Opening General Session featured a keynote presentation by Peter Kageyama, author of *For the Love of Cities*. The session concluded with a panel discussion focused on the Symposium's theme, Reaching New Heights in Water Reuse. Panelists included Yuvbir Singh of Suez, Gilbert Trejo of El Paso Water, Sunny Wang of the City of Santa Monica (CA), Felicia Marcus of Stanford University, Chris Phipps of Anne Arundel County (MD), Gloria Gray of the Metropolitan



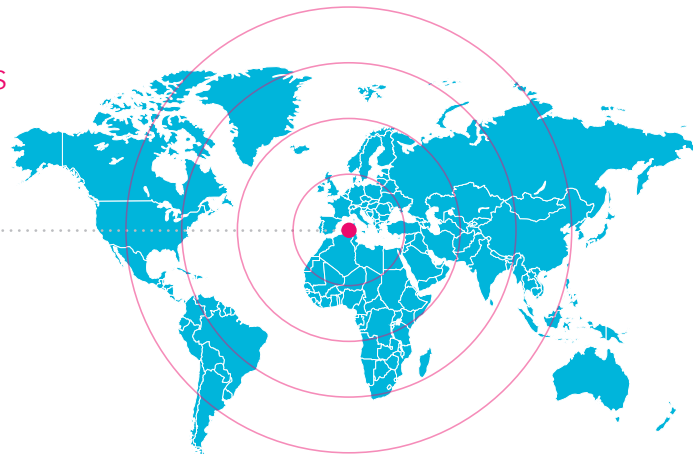
Water District of Southern California, and Pinar Balci of the New York City Department of Environmental Protection.

THE SYMPOSIUM INCLUDED

MORE THAN 800 PARTICIPANTS

REPRESENTING 15 COUNTRIES

AROUND THE WORLD.

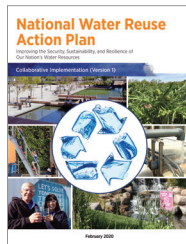


COLLABORATING ON ADVOCACY

The WaterReuse Association engages members and leverages relationships with other stakeholder groups to build support for laws, policy, and funding to increase water reuse.

NATIONAL WATER REUSE ACTION PLAN

The WaterReuse Association worked with U.S. EPA and other stakeholders to publish and implement the Water Reuse Action Plan (WRAP), a collection of activities aimed at accelerating the adoption of water recycling.



WaterReuse Is...

LEADING OR CO-LEADING

8 WRAP
ACTION ITEMS

PARTNERING ON

11 WRAP
ACTION ITEMS

WaterReuse members engaged in the implementation of several WRAP actions, including:

- Action 2.1.2 Prepare case studies of water reuse within an **integrated water resources management** framework;
- Action 2.2.16 Identify models for **interagency collaboration**;
- Action 2.3.3 Convene experts to address opportunities and challenges related to **urban stormwater harvesting**;
- Action 2.2.6 Develop informational materials to address how **CWA NPDES permits** can facilitate water reuse;
- Action 2.8.1 Compile and develop water reuse program **outreach and communication materials**;
- Action 2.8.4 Establish a **water reuse champion award program** for private sector companies;
- Action 2.9.2 Support and promote opportunities for creating a **skilled workforce** for water reuse applications;
- Action 2.2.2 Enhance **state collaboration** on water reuse;
- Action 2.2.9 Align policies and communication tools to promote **best management of unused and expired pharmaceuticals** to support water reuse and recycling;
- Action 2.3.1 Compile existing **fit-for-purpose specifications**; and
- Action 2.7.2 Develop a coordinated **national research strategy** on water reuse.

ADVOCACY IN ACTION

The WaterReuse Association advocates every day for policies and funding to support water reuse.

Our advocacy work focused on three key areas: implementing the National Water Reuse Action Plan, advancing legislative policy priorities, and securing federal appropriations for key programs in FY 2021. We also co-facilitated a successful 2020 Virtual Water Week. Our key 2020 successes in Washington, DC included:

- **Moving Forward Act (H.R. 2):** Secured provisions reauthorizing the Alternative Water Source Grants Program, Title XVI-WIIN, and the Desalination and Water Purification Program.
- **America's Water Infrastructure Act of 2020 and the Drinking Water Infrastructure Act of 2020:** Secured language to reauthorize the Alternative Water Source Grants program and establish an Interagency Working Group on Water Reuse.
- **FY 2021 Appropriations Legislation:** Secured key investments in water recycling, including \$20 million for the Title XVI-WINN Water Reclamation and Reuse Grants Program, as well as funding increases for the Desalination and Water Purification Program and aquifer storage and recovery.



VIRTUAL CONGRESSIONAL TOWNHALL: Member Engagement in Washington, DC

WaterReuse hosted a virtual town hall in June with congressional staff from key House and Senate offices including the Senate Environment and Public Works Committee, Senate Energy and Natural Resources Committee, House Transportation and Infrastructure Committee, and House Natural Resources Committee. The session provided an opportunity for members to speak with congressional staff involved with critical legislation, ask questions, share stories, and learn more about how legislative action can support water recycling around the country.

WATER SECTOR COLLABORATION

WaterReuse is proud to engage partnering organizations to support our advocacy and education priorities.

- Alliance for Water Efficiency
- American Membrane Technology Association
- American Water Works Association
- Association of Metropolitan Water Agencies
- Association of State and Territorial Health Officials
- International Ultraviolet Association
- National Association of Clean Water Agencies
- National Water Research Institute
- Project WET Foundation
- Texas Association of Clean Water Agencies
- Water Environment Association of Texas
- Water Environment Federation
- The Water Research Foundation
- Water & Wastewater Equipment Manufacturers Association

COLLABORATING WITH PARTNERS TO ADVANCE WATER RECYCLING

The WaterReuse Association thanks the business and agency leaders that helped make the 35th Annual WaterReuse Symposium a success.

CHAMPIONS

AECOM

Black & Veatch

Carollo Engineers

Eastern Municipal Water District

Evoqua

Tetra Tech

West Basin Municipal Water District

Xylem, Inc.



VISIONARIES

Irvine Ranch Water District

Metropolitan Water District
of Southern California

Water Replenishment District
of Southern California

INNOVATORS

Arcadis

Hazen and Sawyer

HDR

Jacobs

Plummer

Suez Water Technologies & Solutions

ADVOCATES

CDM Smith

Eurofins Scientific

Kennedy Jenks

COLLABORATOR

Brown and Caldwell

2021 BOARD OF DIRECTORS

The WaterReuse Association Board of Directors is comprised of a diverse group of leaders in water recycling that guide the organization in advancing a national movement for safe and sustainable water supplies.

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Colorado
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THE WATEREUSE ASSOCIATION THANKS THE FOLLOWING BOARD OF DIRECTORS MEMBERS WHOSE TERMS ENDED IN 2020:

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Jacque Klug, King County

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Eva Steinle-Darling, Carollo Engineers

Diane Taniguchi-Dennis, Clean Water Services



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