



# Communications COLLABORATIVE GROUP

**Wednesday, November 18, 2020**

**10am – 11:30am**

Virtual Meeting via Zoom

Thank you for joining!

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



 **WATERREUSE**  
CALIFORNIA



# Communications

## COLLABORATIVE GROUP

Welcome



Melanie Mow Schumacher,  
Soquel Creek Water District

| 11/18/2020



# Today's Agenda

Wednesday, November 18, 2020

10:00-11:30 a.m.

Webinar Meeting

Meeting Registration:

<https://ocwd.zoom.us/j/9102520202>

## AGENDA

- |            |  |
|------------|--|
| 10:00 A.M. | <b>Welcome</b><br><i>Melanie Mow Schumacher   Soquel Creek Water District   Chair</i>  |
| 10:05 A.M. | <b>Guest Speaker and Discussion: Communicating about Climate Change and the Role of Recycled Water</b><br><i>Felicia Marcus   Past Chair, California State Water Resources Control Board</i> |
| 10:45 A.M. | <b>Update from California WaterReuse Association's Managing Director</b><br><i>Jennifer West   WaterReuse California</i>   |
| 11:00 A.M. | <b>Non-Potable Recycled Water Signage Working Group Update</b><br><i>Patsy Tennyson   Katz and Associates</i>  |
| 11:15 A.M. | <b>Media Update</b><br><i>Rupam Soni   Metropolitan Water District</i>   |
| 11:20 A.M. | <b>Round Table Discussion</b><br><i>Rebecca Rubin   Soquel Creek Water District</i>  |
| 11:30 A.M. | <b>Wrap Up</b><br><i>Melanie Mow Schumacher   Soquel Creek Water District</i>  |



# Executive Team



**Melanie Mow Schumacher,  
Chair**  
Soquel Creek  
Water District



**Patsy  
Tennyson**  
Katz and  
Associates



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



**Rupam Soni,  
Vice Chair**  
Metropolitan Water  
District  
of Southern California



**Gina Ayala**  
Orange  
County Water  
District



**Rebecca Rubin**  
Soquel Creek  
Water District



# Who We Are

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

The group is open to all WaterReuse 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/>

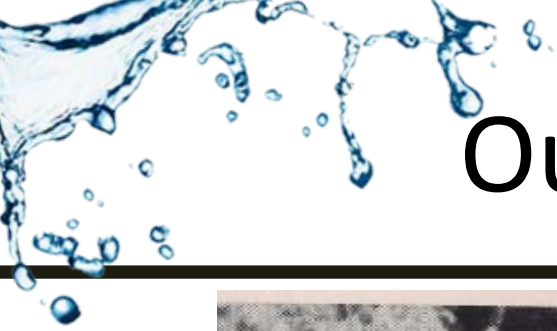


The screenshot shows the website for the WaterReuse California Communications Collaborative Group. The header includes the WaterReuse logo and navigation links: About Us, Engage, Educate, Advocate, News, Become a Member, and State Section. The main content area features the group's logo and title, followed by a description: "The WaterReuse California Communications Collaborative Group provides a forum to discuss and collaborate on potable water reuse communications. The group is open to all WaterReuse California members. Learn about current challenges facing reuse communications, discuss tools and resources, and network with colleagues." Below this is a section titled "Updated Terminology Document" with a sub-description: "This updated document provides California public education and outreach professionals with a framework to discuss water reuse with the public and glossary to help navigate the technical terms frequently encountered: Updated Terminology Document - October 2019. It was approved by the boards of WaterReuse California and Association of California Water Agencies (ACWA)." A small image of the document cover is also visible.




# Our Events

Event	Date	Type	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 Office
3	3/18/2019	Conference Session	WaterReuse California Conference, Anaheim
4	6/26/2019	Webinar	On-Line Only
5	1/29/2020	Webinar/In-Person and Tour	Monterey One Water
6	4/29/2020	Webinar	On-Line Only
7	8/19/2020	Webinar	On-Line Only
8	11/18/2020	Webinar	On-Line Only



# Our Guest Speaker...





...I'm a sewer girl at heart. It's fascinating, the treatment technology, the interaction of pollutants, critters, and people. It captured me intellectually and emotionally. It's about complex trade-offs, and the things you need to do to solve the issue.

-Felicia Marcus





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# Communications

## COLLABORATIVE GROUP

### Communicating about Climate Change and the Role of Recycled Water



Felicia Marcus,  
Past Chair, California State  
Water Resources Control Board

| 11/18/2020

# Open Discussion


# Communications Collaborative Group

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November 18, 2020

Jennifer West, Managing Director





2021 Ocean/Bay  
Recycling  
Legislation  
Possible

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# DPR Expert Panel

DDW to announce formation

March 2021 First meeting

Still on track to make 2023  
deadline

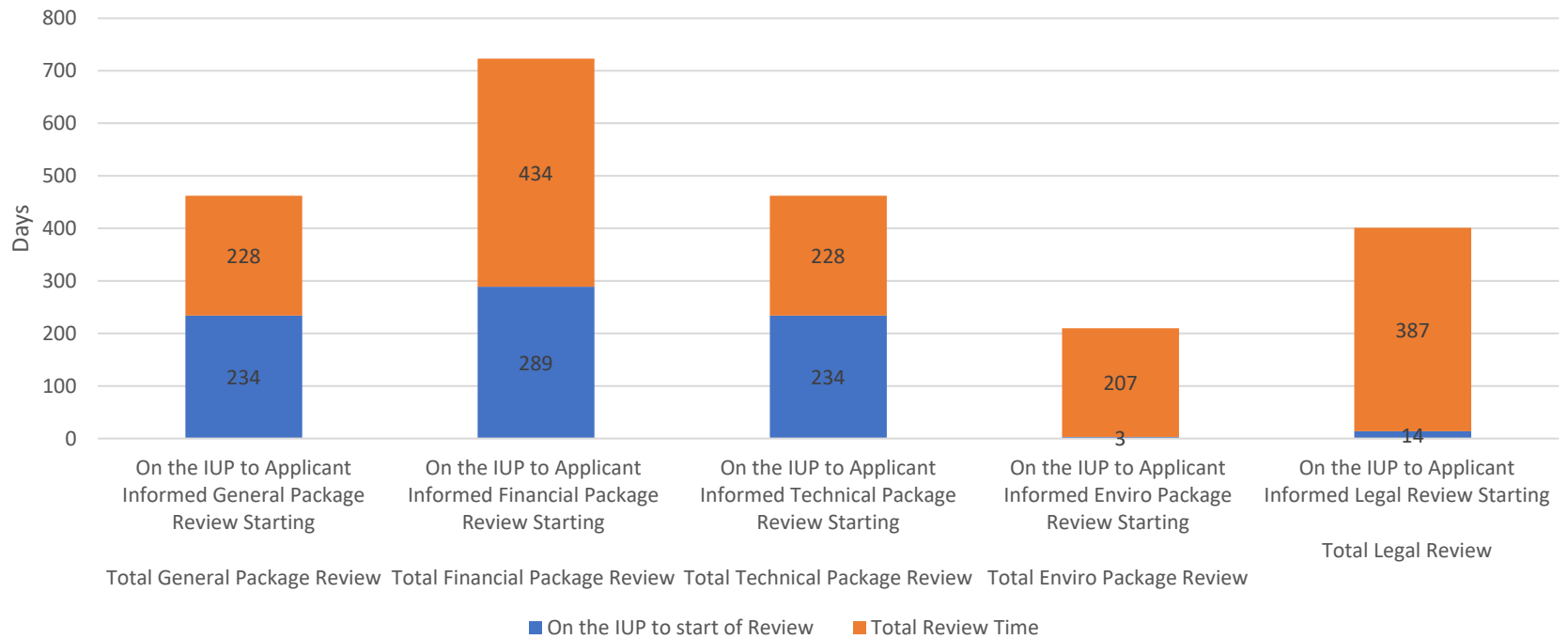


WRCA-CASA  
Funding  
Program  
Review



Clean Water  
State Revolving Fund

## Orange County Water District GWRS Final Expansion and Water Production Flow Enhancement Total Review Time 2.3 years



# Open Discussion





# Non-Potable Recycled Water Signage Guidelines Document



Ben Glickstein |  
11/18/20

East Bay Municipal  
Utility District

# Recycled Water Sign Guidelines

- Guidance on producing a more uniform informational message to the public.
- Feedback by **November 25** to [ben.glickstein@ebmud.com](mailto:ben.glickstein@ebmud.com)



## 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.

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## 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 the water is recycled.
- State the water is not for drinking.
  - For example: "Irrigated with recycled water, not for drinking"
- Display an international symbol similar to that shown in figure 60310-A.
- If the area is irrigated with Advanced Treated water of potable quality, the signs may omit the statement that the water is non-potable or not for drinking.



# Open Discussion



# Recent Media



Rupam Soni,  
Metropolitan Water District  
of Southern California

| 11/18/2020



# Roundtable Discussion



Roundtable Led by:  
Rebecca Rubin,  
Soquel Creek Water District

11/18/2020

# Open Discussion

# Wrap Up and Thank you for participating!

Communication works for  
those who work at it."

-John Powell

