



CHARTING OUR FUTURE



ANNUAL REPORT | 2021

CHARTING OUR FUTURE

Reflecting on 2021, we are proud of the historic accomplishments that WateReuse Association advanced with our members. As the nation's only trade association solely dedicated to advancing laws, policy, funding, and public acceptance of recycled water, we can be nimble and responsive to the goals of our members and the dynamic technology and policy that characterizes our industry.

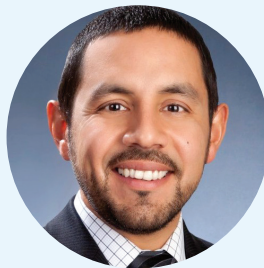
In 2021, WateReuse set course toward an exciting future by:

- Holding the 36th Annual WateReuse Symposium in March 2021, stepping out as the first major national water conference of the year and setting the year's advocacy and research agenda. The Symposium was presented virtually for the safety of all attendees and attracted over 700 participants with increased opportunities for engagement through live sessions and breakout rooms.
- Securing an historic \$1 billion for western water recycling in the *Infrastructure Investment and Jobs Act* of 2021 through coordinated advocacy efforts with members and partner organizations.

- Conducting a thorough market analysis to understand emerging trends and drivers in water reuse nationwide.
- Establishing WateReuse South Carolina to support the continued adoption of water reuse programs in the state.

WateReuse Association achieved our strategic plan goal for 2021: Solidify our leadership position as the premiere national trade association for recycled water advocacy, education, and engagement. And while 2021 presented many unexpected challenges, we continued to foster a sense of community through virtual events and State Section activities.

Over the next year, WateReuse Association will focus on ensuring that significant new sources of federal and state funding translate into grants, loans, and ultimately to recycled water projects for our members. This effort will strengthen bonds within and between our State Sections which have become more active than ever. At the same time, we will continue to chart our future by creating and adopting a new strategic plan with the guidance of our members. We look forward to continuing to work with you to advance water recycling in the years to come.



GILBERT TREJO
El Paso Water
President (2020-2021)



CRAIG LICHTY
Black & Veatch
President (2022-2023)



PATRICIA SINICROPI
WateReuse Association
Executive Director

THE POWER OF MEMBERSHIP

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 2021, INVOLVEMENT IN WATEREUSE CONTINUED TO GROW

36 NEW MEMBER ORGANIZATIONS

3 NEW STANDING COMMITTEES

MORE THAN 350 NEW VOLUNTEER LEADERS

WaterReuse Association's successes in 2021 are all thanks to our members. Revenues from memberships, events, and webcasts exceeded the Association's 2021 budget target, allowing for increased levels of engagement, education, and advocacy.

Volunteer leaders engaged with our sections, committees, and working groups, helping to secure an historic federal policy and funding achievement with passage of the *Infrastructure Investment and Jobs Act* of 2021. Our sections also advanced industry best practices through collaborations such as WaterReuse California's *Bay Area Landscape Guide* and *Signage Guidelines* and WaterReuse Pacific Northwest's summary report on growing regional water reuse, a culmination of a nine-part workshop series.

Standing committees provide a forum for WaterReuse members to engage and network

on high-priority issues. Our new committees began meeting regularly and took action with the support of WaterReuse Association staff. Reach out to the staff contacts if you'd like to get involved.



INDUSTRIAL & COMMERCIAL REUSE COMMITTEE

Staff contact: Aliza Furneaux, afurneaux@watereuse.org



INTERNATIONAL WATER REUSE COMMITTEE

Staff contact: Heather Strathearn, hstrathearn@watereuse.org



ONSITE & DISTRIBUTED WATER RECYCLING SYSTEMS COMMITTEE

Staff contact: Heather Strathearn, hstrathearn@watereuse.org

STATE AND REGIONAL COLLABORATIONS

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



WaterReuse Arizona organized a successful Arizona Water Reuse Symposium in July, hosted three webcasts, and advanced potable reuse guidelines with the Arizona Department of Environmental Quality.



WaterReuse California held an annual conference in September, adopted a new strategic plan, and led a campaign—including an animated video—advocating for recycled water funding in state drought legislation. The section also aided in state efforts including direct potable reuse regulations, Clean Water State Revolving Fund reviews, and implementation of Water Use Efficiency legislation.



WaterReuse Colorado contributed funding toward the design and construction of the PureWater Colorado mobile direct potable reuse demonstration trailer and helped with publicity and outreach. WaterReuse Colorado members also supported direct potable reuse regulatory rulemaking, updates to the existing reclaimed water control regulation, and the development of the Metro Basin Implementation Plan.



WaterReuse Florida successfully advocated for legislation that resulted in a rulemaking process for potable reuse regulations as part of its work with the Potable Reuse Commission. WaterReuse Florida also hosted Florida Water Week in May and an annual membership meeting, and continues to be engaged in the One Water Florida education campaign.



SEVERAL WATERREUSE SECTIONS OFFERED WEBCASTS IN 2021 WITH SUPPORT FROM WATERREUSE STAFF. VIRTUAL OFFERINGS REACHED NEW AUDIENCES AND WILL CONTINUE TO HAVE VALUE BEYOND THE PANDEMIC.



WateReuse Nevada developed a preliminary research plan to encourage the interest of undergraduates and graduates in water reuse, awarded seven scholarships this year for students pursuing water reuse curriculum, and partnered with in-state groups to implement integrated regional water solutions.



WateReuse Pacific Northwest co-hosted a hybrid in-person and virtual conference in September with Pacific Northwest Clean Water Association, held a nine-part member workshop series focused on advancing reuse within each of the states, and published a position paper: "Advancing Recycled Water in the Pacific Northwest."



NEW! WATEREUSE SOUTH CAROLINA

Ten South Carolina utilities worked together in 2021 and gained the approval of the WateReuse Board of Directors to form a new State Section. Water reuse has been gaining traction in South Carolina for years. This new State Section will allow members in South Carolina to engage, educate, and advocate around recycled water at a new level.



WateReuse Texas launched a series of webinars on topics including COVID-19 and operator safety, the latest water reuse research, and water reuse legislation in Texas. WateReuse Texas also hired a part-time Managing Director to build capacity in 2022.

PCR Detection Does Not Mean Virus is Infectious



COMMUNICATING REUSE

The WateReuse 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.



4
ISSUES OF
REUSE REPORT

WateReuse and the Water Environment Federation partnered on four co-branded sections in *Water Environment & Technology* magazine, exploring water reuse topics including climate resilience and policy.



23
EDUCATIONAL
WEBCASTS

WateReuse presented webcasts on topics ranging from agricultural reuse to artificial intelligence, including updates and report-outs from the National Water Reuse Action Plan. Webcasts are complimentary to members.



47
NEWSLETTERS
IN YOUR INBOX

The weekly **WateReuse Review** includes news and analysis of federal and state water reuse policy, spotlights on member projects, an events calendar and more.



9,655
MEMBER
NETWORK

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



122,641
WEBSITE
VISITORS

A wealth of new digital content and virtual activities drove a 26% increase in visitors to watereuse.org in 2021.

NEW LEED CREDIT

In May 2021, following months of engagement with an ad-hoc committee of WateReuse utility members, the U.S. Green Building Council published the *Integrated Project Water Reuse Strategy pilot credit*, which rewards buildings that include onsite water reuse systems developed in collaboration with local utilities.

PROFILES IN REUSE: AGRICULTURAL REUSE

WateReuse Association published a new entry in our Profiles in Reuse series, outlining the many benefits of water reuse for agriculture, highlighting a proven track record of safety, and presenting brief case studies showing how agricultural reuse provides benefits across many different crops and regions.



BAHMAN SHEIKH SCHOLARSHIP: PERMANENT ENDOWMENT GOAL REACHED IN 2021

The Bahman Sheikh scholarship, established in 2020 by a \$10,000 gift from WateReuse Association and WateReuse California, grew to over \$60,000 in donations in 2021. The scholarship supports UC Davis students pursuing studies in water resource management, honoring the memory of water reuse pioneer and lifetime WateReuse honorary member Dr. Bahman Sheikh.

36TH ANNUAL WATEREUSE VIRTUAL SYMPOSIUM



Resilience
Redefined

The 36th Annual WaterReuse Symposium ran from March 1 through April 23, 2021, welcoming over 700 virtual participants from across the U.S. and representing 8 countries around the world who engaged with symposium content more than 5,000 times.

The Symposium unified plenary events, eight live roundtables and breakout room conversations, and 28 technical sessions around one theme: Resilience Redefined.

331

LARGEST LIVE ROUNDTABLE AUDIENCE:
RECYCLED WATER AS DRINKING WATER

637

HIGHEST-VIEWED ROUNDTABLE RECORDING:
WATER REUSE 101

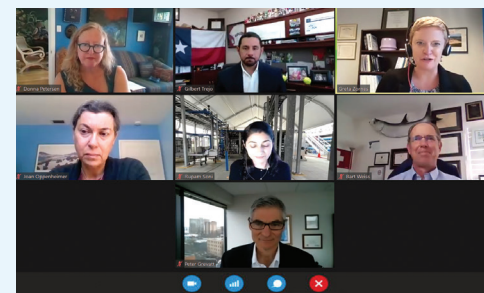
94%

ATTENDEES RATED THE SYMPOSIUM AS
GOOD, VERY GOOD, OR EXCELLENT

PUBLIC HEALTH & MEDICAL COMMUNITY INITIATIVE SHINES SPOTLIGHT

The 36th Annual WaterReuse Symposium highlighted the importance of public health and medical professionals in fostering public acceptance of potable reuse. We held panels and technical sessions in partnership with medical and health professionals, creating valuable engagement opportunities.

WaterReuse carried the public health theme beyond the Symposium's virtual walls. President Gilbert Trejo (El Paso Water) took our message to the Association of State and Territorial and Health Officials, and Dr. Donna Peterson (University of South Florida) and Dr. Kristina Mena (University of Texas) presented on recycled water at



A Roundtable on the role of research in demonstrating public health protections featured The Water Research Foundation, University of South Florida, Metropolitan Water District, Stantec and CDM Smith.

the American Public Health Association's annual conference.

VIRTUAL VETERANS

In the second year of offering a virtual Symposium, WaterReuse focused on creating more live and interactive experiences for participants. A single virtual platform provided smooth access to recordings, live conversations, virtual exhibitor booths, and more.

ADVOCACY IN ACTION



PASSING THE INFRASTRUCTURE INVESTMENT & JOBS ACT

In 2021, WateReuse Association and our members worked tirelessly to include water recycling priorities in the *Infrastructure Investment and Jobs Act*. In November, President Biden signed the bill into law with \$1 billion for Western water recycling programs and a \$125 million authorization for the first ever nationwide water recycling program. This is a historic investment in water recycling, which until now has received roughly \$65 million per year through the Bureau of Reclamation. WateReuse also secured bill language directing the Administration to establish a federal Interagency Working Group on Water Reuse, which will break down silos, leverage resources throughout the federal family, and facilitate stakeholder engagement on water recycling. To help our members navigate the Act, WateReuse created a guide detailing the bill's contents and how WateReuse members can access these new resources and tools.

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

ADVOCACY IN ACTION

In addition to the historic success of the *Infrastructure Investment and Jobs Act*, WateReuse Association continued to advance important legislative and policy goals.

- We worked with congressional champions to secure \$125 million for the U.S. EPA's Alternative Water Source Grants Program in the yet-to-be-enacted *Build Back Better Act*.
- We helped secure supplemental funding for the Title XVI Water Reuse Grants Program through the FY 2022 drought relief package.

VIRTUAL WATER WEEK 2021

In April 2021, the water sector joined as one voice to elevate water as a national priority. In celebration of Water Week 2021, water leaders met with their congressional delegations, participated in events, and heard from government officials on the necessity to build back better by investing in water infrastructure, including water reuse.

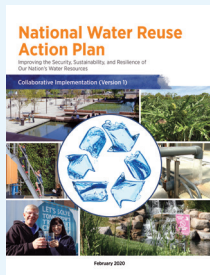
TAKING A STANCE

WateReuse Association developed policy white papers offering authoritative perspectives on water reuse as a multi-benefit solution for a variety of water resource management challenges:

- Investing in Water Reuse for Climate Change Mitigation, Adaptation, and Economic Resiliency
- Access to Safe and Affordable Water: The Case for Investment in Water Reuse
- Water Reuse in the Hudson River Valley: Current Practices, Challenges, and Opportunities

STATE REGULATORY TRACKER

WateReuse Association launched a searchable map of the U.S. in April 2021 that helps users find state-specific information on water recycling policies and regulations. See the map at <https://watereuse.org/advocacy/state-policy-and-regulations/>



NATIONAL WATER REUSE ACTION PLAN

WaterReuse continued to work with the U.S. Environmental Protection Agency (EPA) and other stakeholders to advance the Water Reuse Action Plan (WRAP), a collection of high-impact actions to accelerate water recycling adoption. WaterReuse is leading or co-leading eight action items, partnering on 14 others, and has hosted several webcasts on WRAP actions in partnership with EPA and other leaders. A few highlights:

- **Action 2.16** – Identify models for **interagency collaboration**; Report to be released spring 2022.
- **Action 3.3** – Convene experts to address opportunities and challenges related to **urban stormwater harvesting**; WaterReuse members from across the country attended the convening in September 2021. A report is expected spring 2022.
- **Action 2.6** – Develop informational materials to address how **CWA NPDES permits** can facilitate water reuse; WaterReuse partnered with NACWA to develop case-studies of water reuse examples in CWA NPDES permits.
- **Action 8.4** – Establish a **water reuse champion award program** for private sector companies; WaterReuse partnered with the U.S. Chamber of Commerce to establish an award to be launched in 2023.
- **Action 2.2** – Enhance **state collaboration** on water reuse; WaterReuse members from across the country attended the convening in September 2021. A report is expected spring 2022.
- **Action 7.2** – Develop a coordinated **national research strategy** on water reuse. Water Research Foundation partnered with WaterReuse to hold a national research roadmap workshop at the 2022 WaterReuse Symposium.

Partnering on New Actions in 2021:

- **Action 3.7** – Develop papers on emerging public health topics in water reuse.
- **Action 8.6** – Develop public health and resiliency-focused water reuse communication tools.
- **Action 11.3** – Develop and highlight case studies relevant to the water in circular economy and resilience (WICER).

WATER SECTOR COLLABORATION

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



- Alliance for Water Efficiency
- Association of Metropolitan Water Agencies
- American Water Works Association
- 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 36th Annual WaterReuse Symposium a success.

CHAMPIONS

AECOM

Black & Veatch

Brown and Caldwell

Carollo

Eastern Municipal Water District

El Paso Water

Stantec

Suez

Tetra Tech

Xylem



VISIONARIES

CDM Smith

HDR

Irvine Ranch Water District

INNOVATORS

Arcadis

GoAigua US

Hazen & Sawyer

Jacobs

West Basin Water District

Water Replenishment District

ADVOCATES

Clean Water Services

Eurofins

Kennedy Jenks

Ketos

Kiewit

Natural Systems Utilities

Plummer

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**THE WATEREUSE ASSOCIATION
THANKS THE FOLLOWING BOARD OF
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ENDED IN 2021:**

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Paul Cook, Irvine Ranch Water District
Paul Jones, Eastern Municipal Water District
Robert McCandless, Brown and Caldwell
Nick Smith, Stantec

SAVE THE DATE
MARCH 5-8, 2023

ATLANTA, GA



38TH ANNUAL
WateReuse
SYMPOSIUM



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