



Thursday, April 21, 2022
via ZOOM

Thank you for joining!



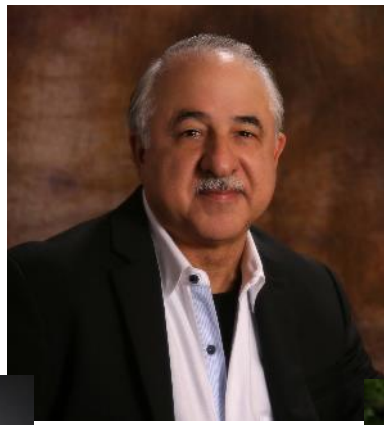
Our Coordination Team



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



**Patsy
Tennyson**
Katz and
Associates



Mark Millan
Data Instincts



**Rebecca Rubin,
Vice -Chair**
Soquel Creek
Water District



Gina Ayala
Orange County
Water District



**Melanie Mow
Schumacher**
Soquel Creek
Water District



Agenda

12:00 P.M. Welcome: *Rupam Soni | Metropolitan Water District*

12:05 P.M. Best Practices for Advanced Water Treatment Exhibits: *Eric Eckl | Water Words That Work*

Water Words That Work will provide a preview of the results of WRF Project #4979. The study identifies strategies for public engagement elements at potable reuse demonstration facilities and offers pre-planning worksheets and sample RFPs to help utilities get these projects off on the right foot.

12:50 P.M. Update from California WaterReuse Association's Managing Director: *Jennifer West | WaterReuse California*

1:05 P.M. Report from WaterReuse Symposium: Conference Session on the Communications Collaborative Group: *Mark Millan | Data Instincts and Patsy Tennyson | Katz and Associates*

1:15 P.M. Tool Time: Tips for Using Canva: *Rebecca Rubin | Soquel Creek Water District*

1:20 P.M. Round Table Discussion: *Gina Ayala | Orange County Water District*

1:30 P.M. Wrap Up: *Rupam Soni | Metropolitan Water District*



BEST PRACTICES FOR ADVANCED WATER TREATMENT EXHIBITS





 **WATERREUSE** **UPDATE**
CALIFORNIA



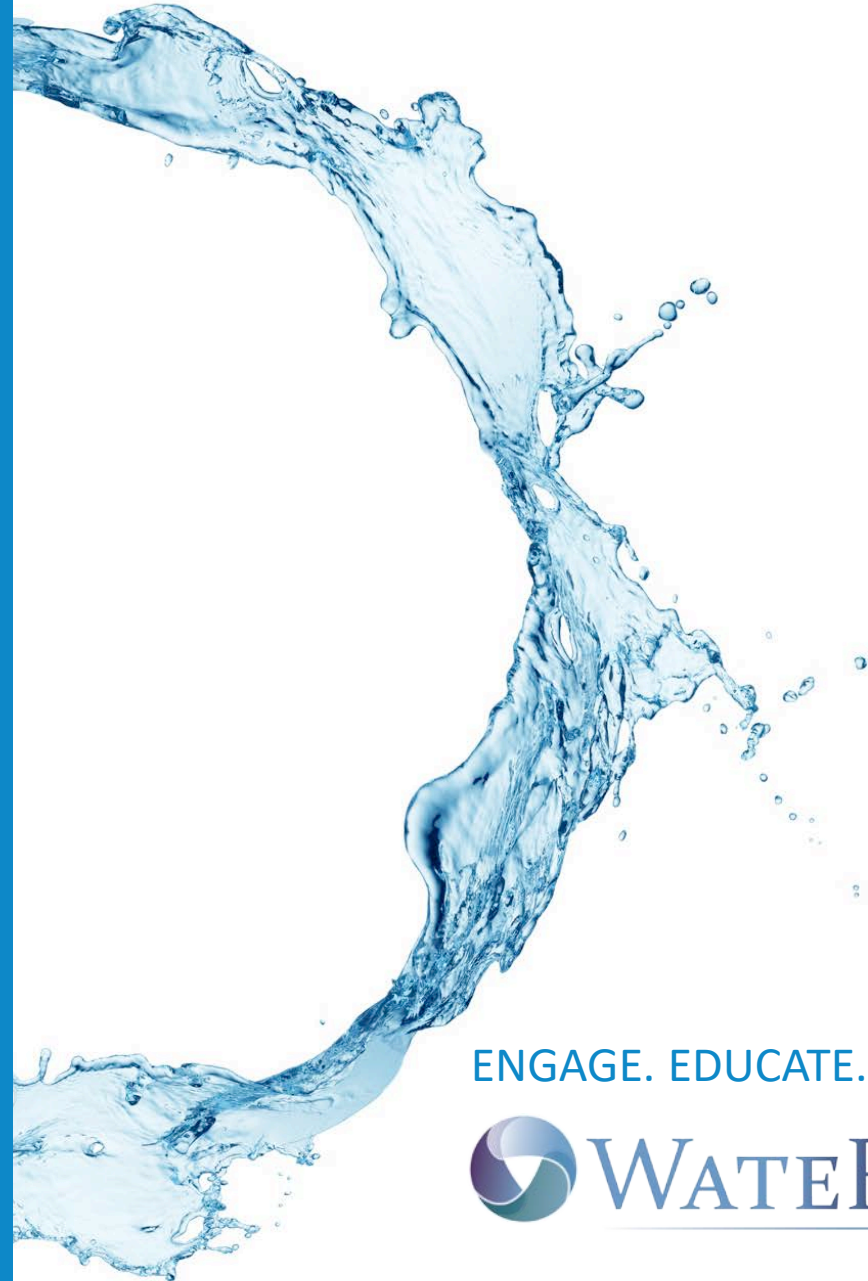
Jennifer West
WaterReuse California



COMMUNICATIONS COLLABORATIVE GROUP

JENNIFER WEST
WATEREUSE CALIFORNIA

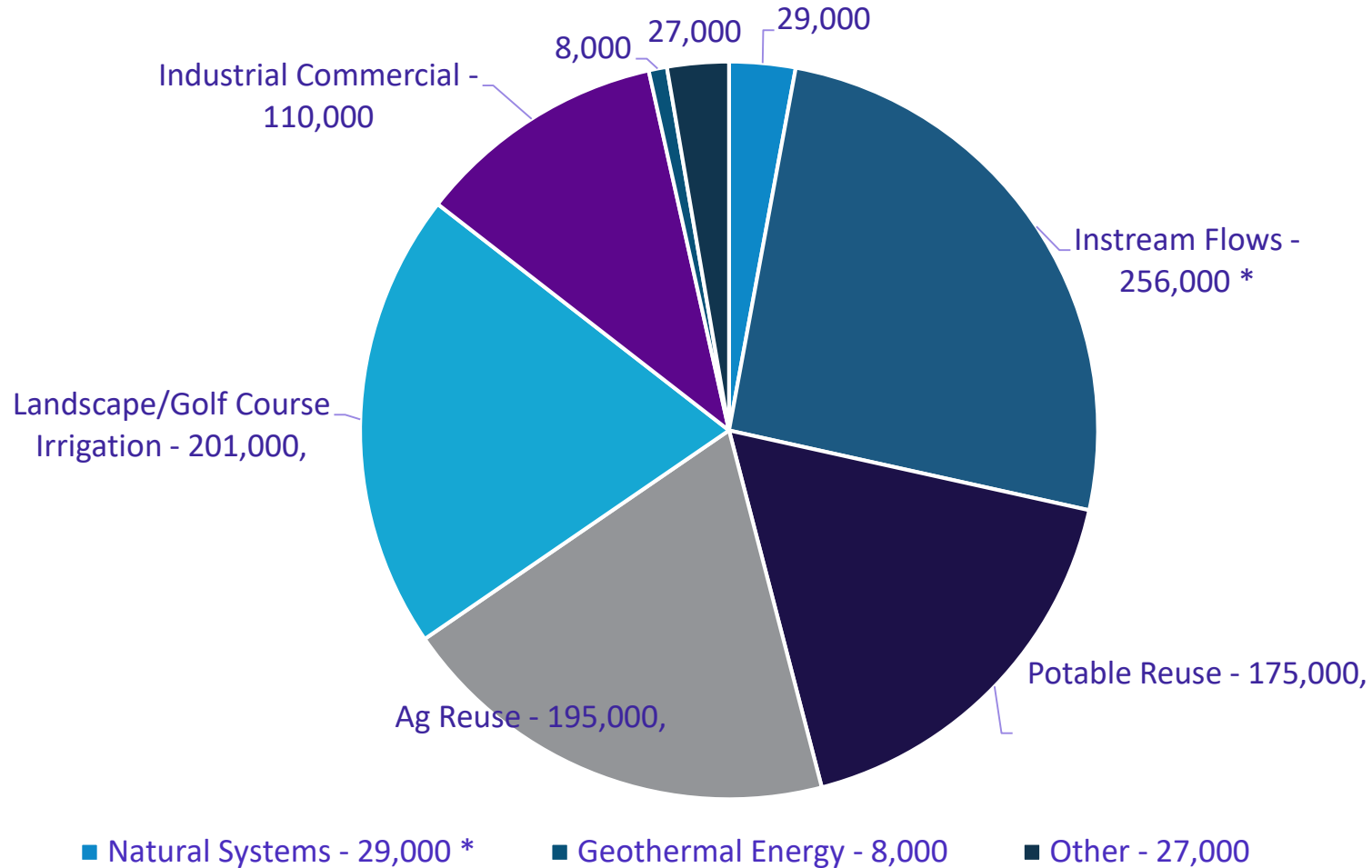
APRIL 21, 2022



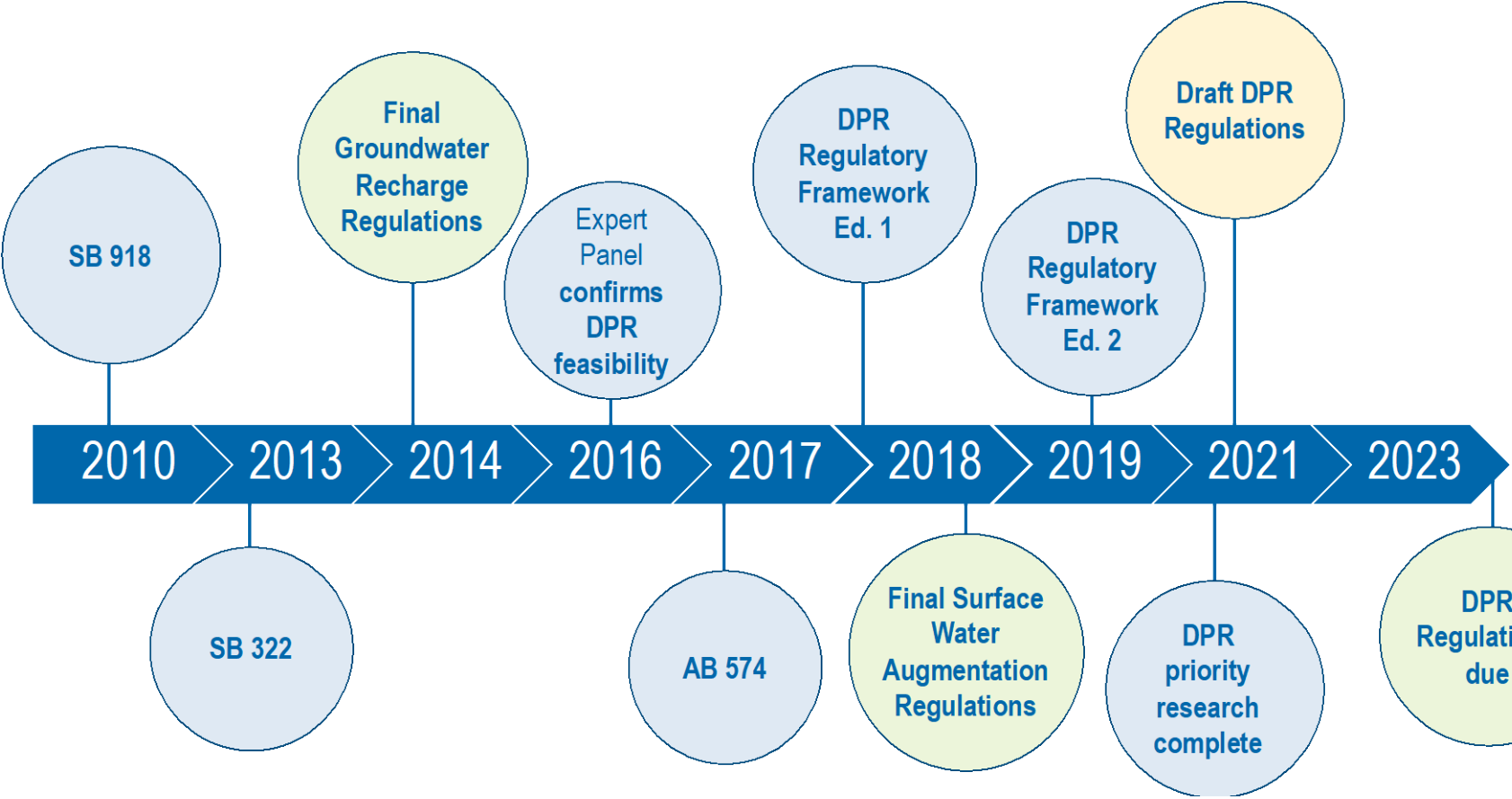
ENGAGE. EDUCATE. ADVOCATE.



2020 California Recycled Water Hits 1 MAF (Title 22 + Environmental Purposes)

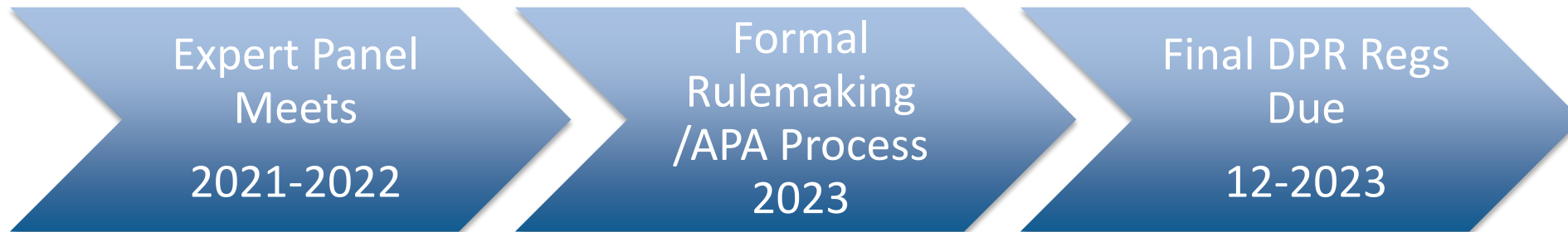


The Path to Direct Potable Reuse



STATE Water RESOURCES CONTROL

Process for DPR Regs



Other Major Regulatory Efforts

“WUE” Laws Implementation – Recycled Water Provisions

- 1.0 “ETF” for Landscape Irrigation Recycled Water and variance for high “TDS”
- Potable Reuse Credit
- SWRCB Adoption June 30, 2022?

Title 22 Update for non-potable (2022 late draft)

- AB 1180 (2019) required SWRCB to update regulations for non-potable reuse by 2023
- Add more Recycled Water uses, reduce complex unnecessary requirements

Cross Connection Control Policy Handbook (2020)

- AB 1180 (2019) required provisions for the use of a swivel ell
- Draft Handbook expected soon
- WRCA is meeting with the Handbook team on May 16th



California Legislation and Funding

WRCA Legislative Committee Reviews All Recycled Water Bills

AB 2811 (Bennett) -- Mandates onsite reuse for large commercial properties (WRCA oppose seeking amendments)

SB 1157 (Hertzberg) – Indoor Water Use Standard (WRCA oppose seeking amendments)

State Budget (surplus) - Recycled Water funding



2021 Budget Funding Recycled Water

- SWRCB: Next three years \$1.8 billion need for Recycled Water
- Budget Contained \$330 million for Recycled Water and groundwater cleanup. Proposal:
 - **\$165 million Recycled Water grants (2022-24)**
 - \$165 million groundwater cleanup (2022-24)
- More is needed!



Budget Push Part II



- Ask **\$750 million** for Recycled Water grants statewide
 - Creation of large funding category
 - No more split with groundwater cleanup!
- Legislative Ask Letter: 14 Senators and Assemblymembers Have Signed On
- Outreach to Leadership and SWRCB





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SEPTEMBER
11-13

WATERREUSE
CALIFORNIA
ANNUAL CONFERENCE





REPORT FROM WATEREUSE SYMPOSIUM



Mark Millan
Data Instincts





BRINGING COMMUNICATION PROS
TOGETHER TO FURTHER WATER REUSE

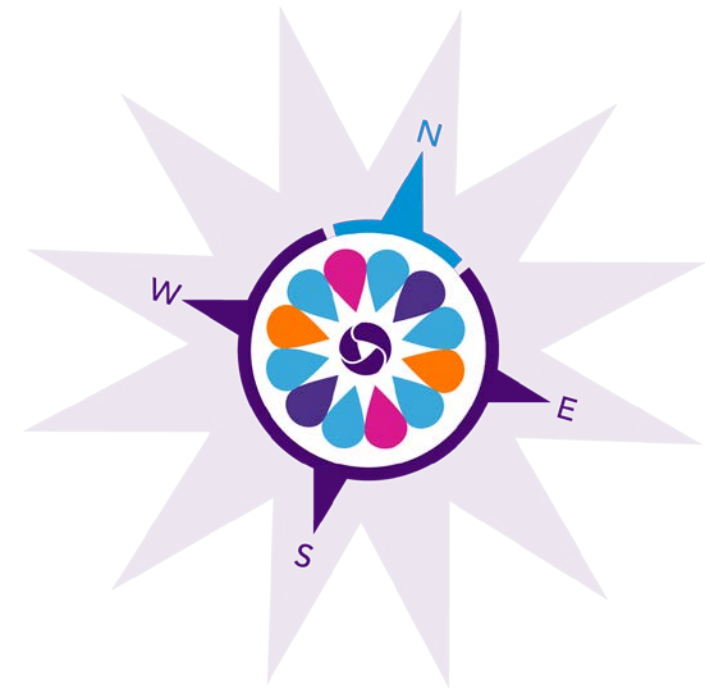
Patsy Tennyson/Katz & Associates

Ben Glickstein/WateReuse Association

Mark Millan/Data Instincts

Melanie Mow Schumacher/Pure Water Soquel

MARCH 7, 2022



2022 WateReuse
SYMPOSIUM
SHAPING OUR PAST &
CHARTING OUR FUTURE

Who We Are

Provides a forum
to discuss and collaborate
on potable water reuse communications.

Open to all WaterReuse California members and we welcome fellow colleagues:

- to learn about current challenges facing reuse communications
- discuss tools and resources
- network with one another.

Topics & Areas of Focus

- Case Studies and Facility Tours



Where Did the Term “Toilet to Tap” Come From?

Yuck aside, debate needed on toilet-to-tap

OUR VIEW: Some places, like Cloudcroft, begun the process of alternative solutions, too

Skepticism greets L.A.'s toilet-to-tap water project

By Harrison Sheppard and Michael Coit
LOS ANGELES DAILY NEWS

LOS ANGELES—Sewage water flushed by San Fernando Valley residents will one day end up flowing from faucets throughout the East Valley and much of Los Angeles as part of a new toilet-to-tap project that starts as early as Monday. The concept seems repulsive at first glance, but state health officials

begin the process of alternative solutions, too



Purified water flows from a tap at the water treatment facility in San Diego last week. San Diego's partial success with reclaimed water, 12 years after its City Council recoiled from the toilet-to-tap concept, offers a blueprint for other districts considering wastewater reuse for the fast-growing Southwest's diminishing water supplies. Donald Miralle, New York Times

'Toilet-to-tap' water gains acceptance

By FELICITY BARRINGER
New York Times

Toilet-to-tap or showers-to-flowers?

From The Associated Press

SAN DIEGO
A city councilman wants to flush a toilet-to-tap proposal that would mix a small amount of treated sewage with the city's drinking water. Instead, he is floating a "showers-to-flowers" plan.

"I'm going to push hard for this, and I hope to kill toilet-to-tap in the process. I have been hearing from constituents on this issue. That's why..."

developers must pay the city to connect each new home to city water and sewer systems. Vargas said.

tional Academy of Sciences, the National Research Council, issued a study finding that supplementing stream flows or reservoirs with this water, a process called indirect potable reuse, was acceptable, although only as a last resort. New...

2010. Only a handful of systems replenish their reservoirs or groundwater basins with treated wastewater. The largest is about...

State to see more toilet-to-tap, aquifer storage

By BETSY BLANEY
The Associated Press

LUBBOCK—Texas would rely more on treated toilet water and pumping rainwater into aquifers to serve its population.

growing state's water woes. "This is the best plan yet, in my view," board chairman Bech Bruun said before the vote in Austin. "The most comprehensive, detailed plan."

Texas' population is projected to grow by 73 million people by 2050, meaning that toilet water to increase sevenfold — from 3.9 billion gallons to 28.3 billion gallons — by 2070. Some Texas cities turned to toilet-to-tap reuse during 2011, the driest year ever in Texas. Big Spring in West Texas uses a direct potable reuse, meaning that...

And El Paso's advanced toilet-to-tap purification plant will be the largest direct water reuse project in the U.S. when it begins operating in 2018. Capital costs for conservation projects went from \$1 billion in the 2012 water plan to \$4 billion in the...

voirs are also part of the plan, most of those in the eastern half of the state. The head of one environmental group said the 2017 plan is a "big improvement" from the last one. "The last drought exposed the huge amount of water waste in the Texas economy, from leaking water mains and irrigation...

meeting our water needs." Water providers estimated they will need about \$36.1 billion in state assistance to build their projects. They can apply for loans from \$2 billion from the state's Rainy Day Fund a move voters approved in 2013. That money, through interest earnings and revenue bonds, could grow to \$27 billion over 50 years. The state's water plan...

California's Water History: The Origin of 'Toilet-to-Tap' A timeline of the infamous, anti-potable reuse phrase

Comms Collaborative as a Model?

Open questions:

- Can the CA Communications Collaboration Group serve as a model?
- Would it work better at each state/regional section level, or one national convening?
- Large-group webinar format vs. Smaller advisory committee
- How else can we share our communications tools and successes?



By Collaborating – We are a Force!



Spread the love and
hype for water
reuse!



CCCG recently launched a design website that showcases water reuse merchandise.



[Water Nerds \(water-nerds.myspreadshop.com\)](https://water-nerds.myspreadshop.com)



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The 17th IWA Leading Edge Conference on Water and Wastewater Technologies

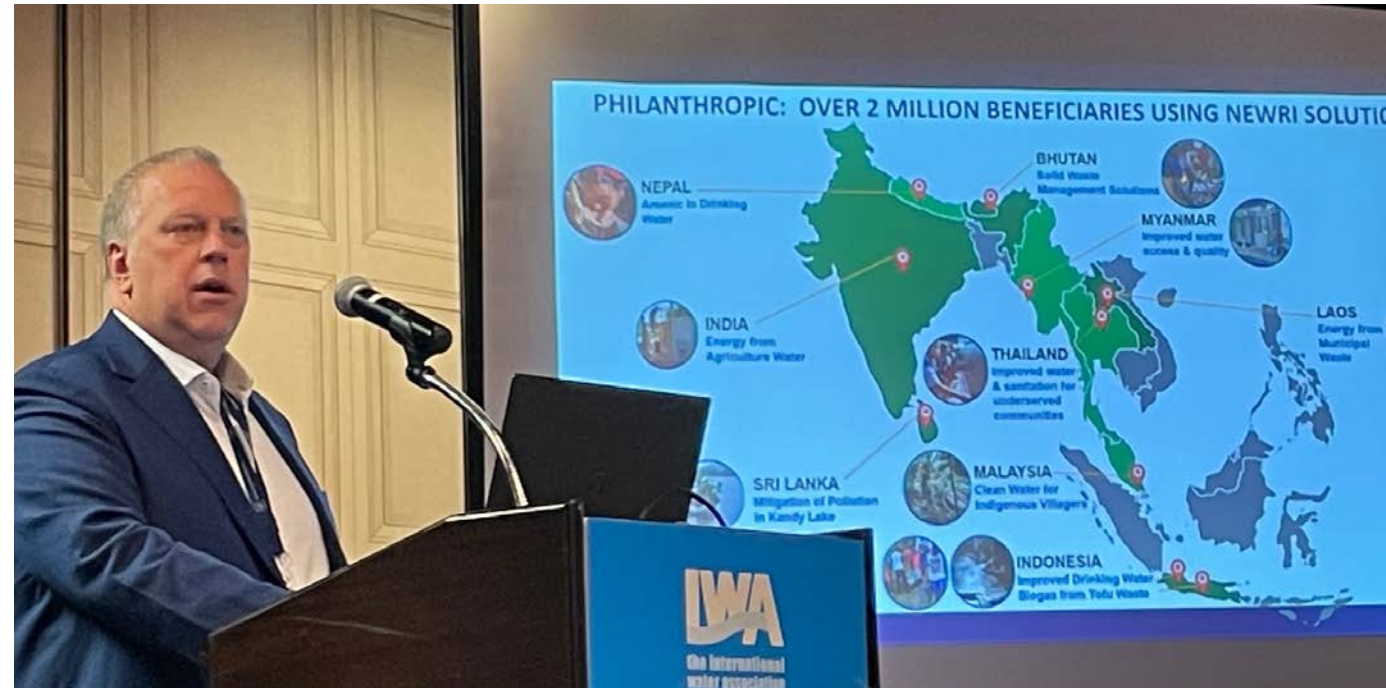
March 27 – April 2, 2022 / Reno – Nevada, USA

Registration will now only be available on-site.

International Perspectives



- New Treatment Trains
- Cyber Security
- Artificial Intelligence
- Sewage Surveillance



Thank you
for
participating!





TOOL TIME: TIPS FOR USING CANVA



Becca Rubin
Soquel Creek Water District





1. Set up Your Brand (pro)

The screenshot shows the Canva mobile app sidebar menu. At the top, there is a hamburger menu icon, the Canva logo, and navigation options for 'Home' and 'Templates'. Below this, the user's profile 'Rebecca Rubin's team' is shown with a 'Pro' badge and '83' members. The main menu items include 'Home', 'Your projects', 'Templates', 'Shared with you', 'Trash', 'Team', 'Rebecca Rubin's team', 'Invite members', 'Tools', 'Discover apps' (with a 'NEW' badge), 'Brand Kit' (highlighted with a green box), and 'Content Planner'.

The screenshot displays the Canva web interface for a 'Brand Kit' titled 'Soquel Creek Water District Brand Kit'. The interface is organized into several sections:

- Brand logos (7):** A row of seven logo variations, including 'PUREWater Soquel Water Transformed', 'PUREWater Soquel', and 'SOQUEL CREEK WATER DISTRICT' in various colors and styles.
- Brand colors (42):** A section with two color palettes: 'District Colors' (featuring blue, orange, green, and grey) and 'Pure Water Soquel' (featuring green, purple, blue, and dark blue).
- Brand fonts:** A section for text styles with options for 'Text styles' and 'Uploaded fonts'. It includes buttons for 'Add a heading style', 'Add a subheading style', and 'Add a body style'.

The top navigation bar includes the Canva logo, 'Home', 'Templates', 'Features', and 'Learn' menus, along with a search bar and a 'Create a design' button.



2. Display Ruler on Design Border

The screenshot shows the Canva design editor interface. At the top, there is a navigation bar with 'Home', 'File', and 'Canva Pro' options. The 'File' option is circled in red. Below the navigation bar, there is a search bar for 'Search Instagram post templates' and a 'Recently used' section with various templates. The main design area is a dark-themed Instagram post for 'ENGINEERS WEEK 2022'. The post features the text 'Reimagining the Possible' and 'Engineers are always at work creating new possibilities. Today we honor our entire Engineering Department!'. It includes a photo of five people and the 'DISCOVER ENGINEERS WEEK' logo for February 20-26, 2022. The Soquel Creek Water District logo and website 'soquelcreekwater.org' are also visible. A vertical ruler is displayed on the left side of the design canvas, with a horizontal ruler at the top. The ruler shows measurements in pixels, ranging from 0 to 1100. The design is on 'Page 1 - Add page title'.



3. Sort Fonts by Style

Home File Canva Pro

calligraphy

Animate

Templates Elements Uploads Photos Text Videos Background Logos More

Fonts

- Callina
- Malibu
- Malibu Ring
- Jimmy Script
- Alex Brush
- Brusher
- Amsterdam Fair
- Charm
- Belina
- Maragsa
- PhotoCall

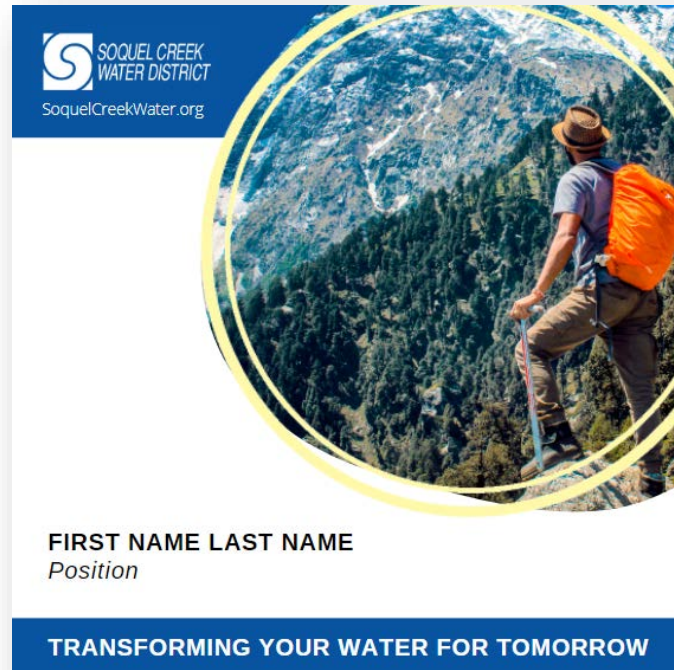
Font Categories

Calligraphy	Narrow
Handwriting	Comic
Cursive	School
Corporate	Funky
Display	Geometric
Paragraph	Curly
Sans Serif	Graffiti
Serif	Futuristic
Script	Thin
Rounded	Cartoon
Modern	Wide
Bold	Monospace
Elegant	Outlined
Cool Vintage	Sports
Retro	Blackletter
Calligraphy	Cyrillic
Minimal	Japanese
Brush	Chinese
Slab Serif	Devanagari
Fun	Hangul

+ Add page



4. Start with a Canva Template





5. Instant Animation (pro)

The screenshot shows the Canva Pro interface. The top navigation bar includes 'Home', 'File', 'Canva Pro', and 'Font Types'. The main workspace displays a design titled 'Soquel Creek Water District Brand Kit' with the heading 'Font Categories' in a cursive font. Below the heading is a list of font categories arranged in two columns:

Calligraphy	Narrow
Handwriting	Comic
Cursive	School
Corporate	Funky
Display	Geometric
Paragraph	Curly
Sans Serif	Graffiti
Serif	Futuristic
Script	Thin
Rounded	Cartoon
Modern	Wide
Bold	Monospace
Elegant	Outlined
Cool Vintage	Sports
Retro	Blackletter
Calligraphy	Cyrillic
Minimal	Japanese
Brush	Chinese
Slab Serif	Devanagari
Fun	Hangul

The left sidebar shows various design elements and font combinations. The bottom of the workspace has a '+ Add page' button.



ROUNDTABLE DISCUSSION



Gina Ayala,
Orange County Water District





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**Thank you
for participating!**