



Thursday, December 8, 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
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Soquel Creek
Water District



Agenda

- | | |
|-------------------|---|
| 12:00 P.M. | Welcome
<i>Rupam Soni Metropolitan Water District</i> |
| 12:05 P.M. | Informed Consent: Silicon Valley Doctors Examine Valley Water's Purified Water Project
<i>Learn about Valley Water's effort and success in engaging the medical community.</i>
<i>Eric Rosenblum, P.E. Water Resource Consultant</i> |
| 12:40 P.M. | Update from California WaterReuse Association's Managing Director
<i>Jennifer West WaterReuse California</i> |
| 12:55 P.M. | Update on Water Reuse Action Plan Action 8.1: Communications Resources
<i>Ben Glickstein WaterReuse Association</i> |
| 1:05 P.M. | Tool Time: Mind Mapping as a Visualization Tool
<i>Robert Charpentier Truckee Meadows Water Authority</i> |
| 1:20 P.M. | Round Table Discussion
<i>Gina Ayala Orange County Water District</i> |
| 1:30 P.M. | Wrap Up
<i>Rupam Soni Metropolitan Water District</i> |



INFORMED CONSENT: SILICON VALLEY DOCTORS EXAMINE VALLEY WATER'S PURIFIED WATER PROJECT

Eric Rosenblum, P.E.
Water Resource Consultant

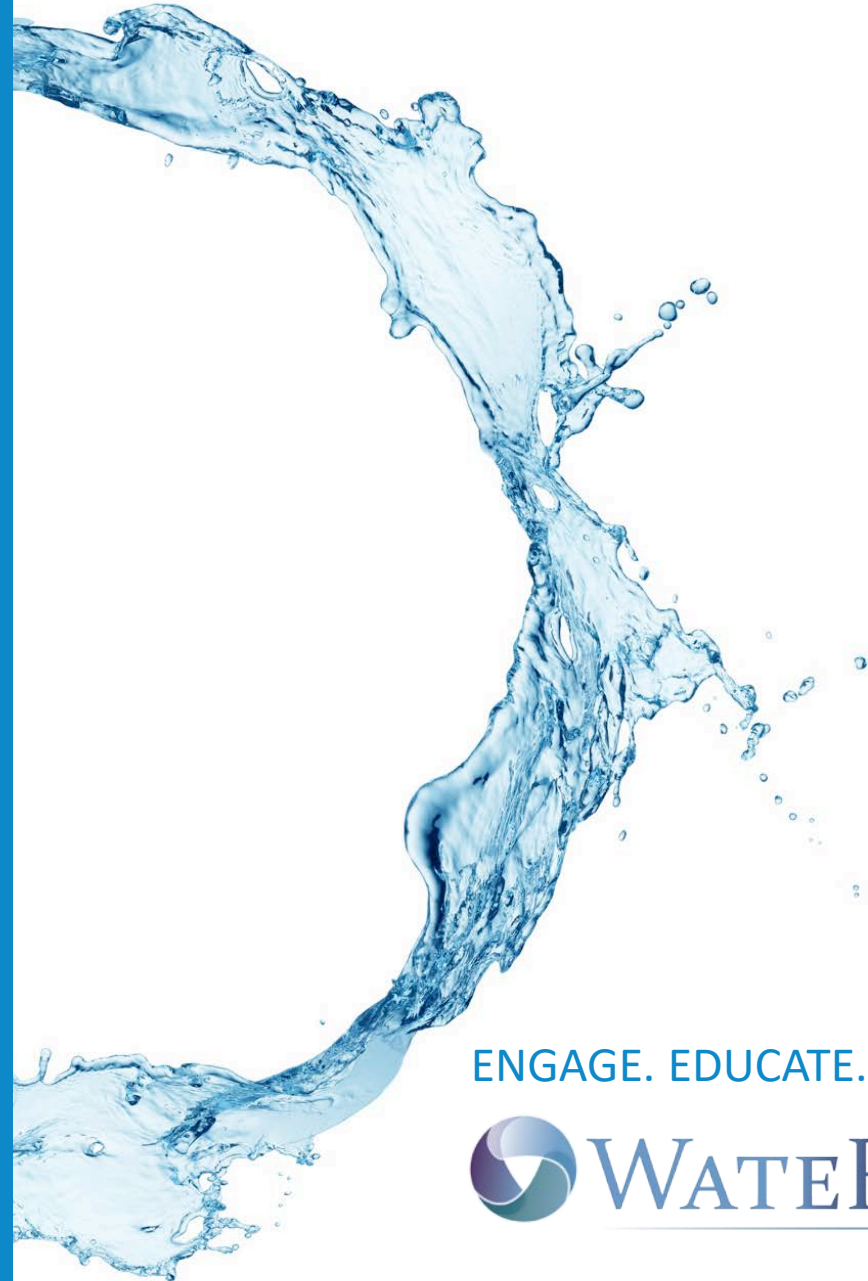


CALIFORNIA WATER SUPPLY STRATEGY – RECYCLED WATER'S CENTRAL ROLE

COMMUNICATIONS COLLABORATIVE GROUP

JENNIFER WEST
MANAGING DIRECTOR
WATEREUSE CALIFORNIA

DECEMBER 8, 2022



ENGAGE. EDUCATE. ADVOCATE.

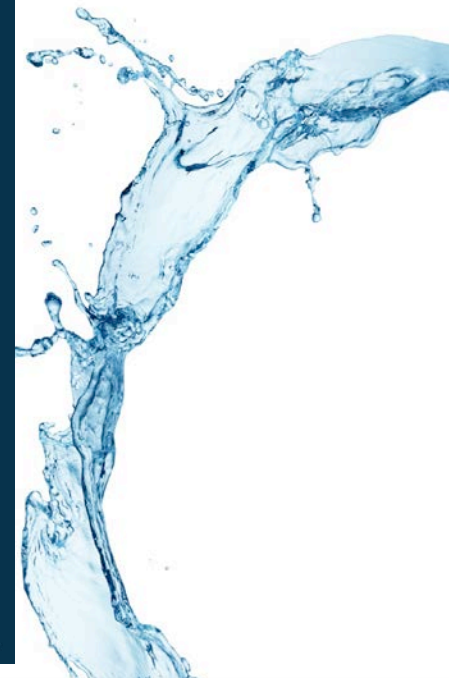
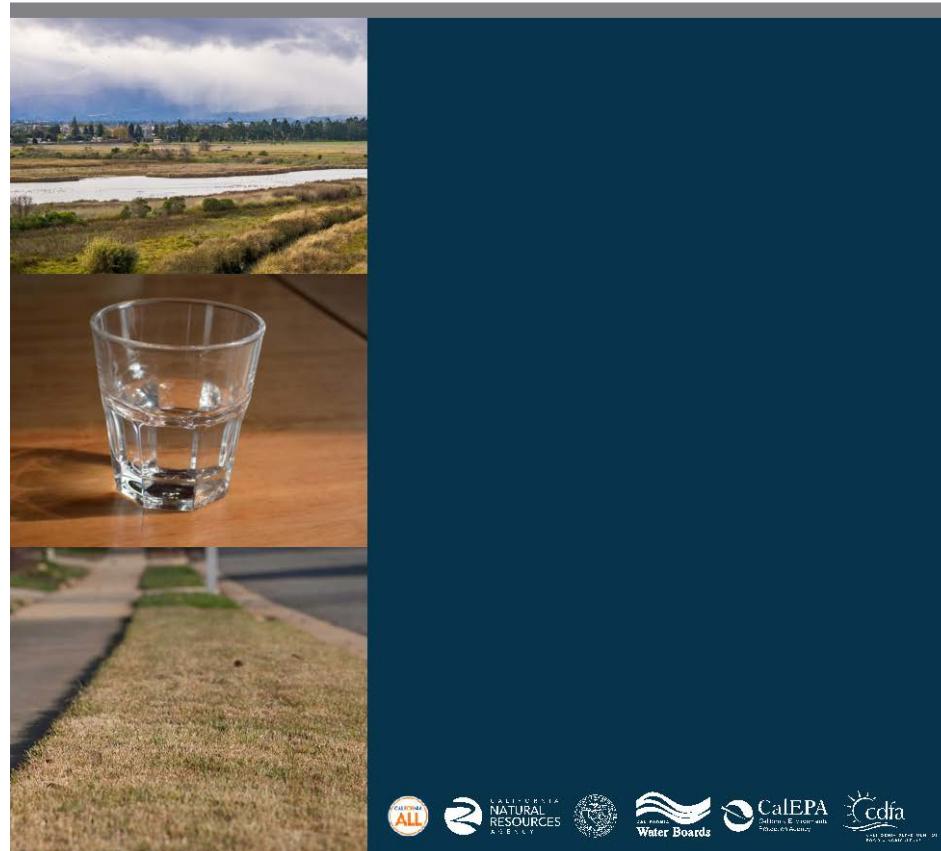


Recycled Water Key Strategy

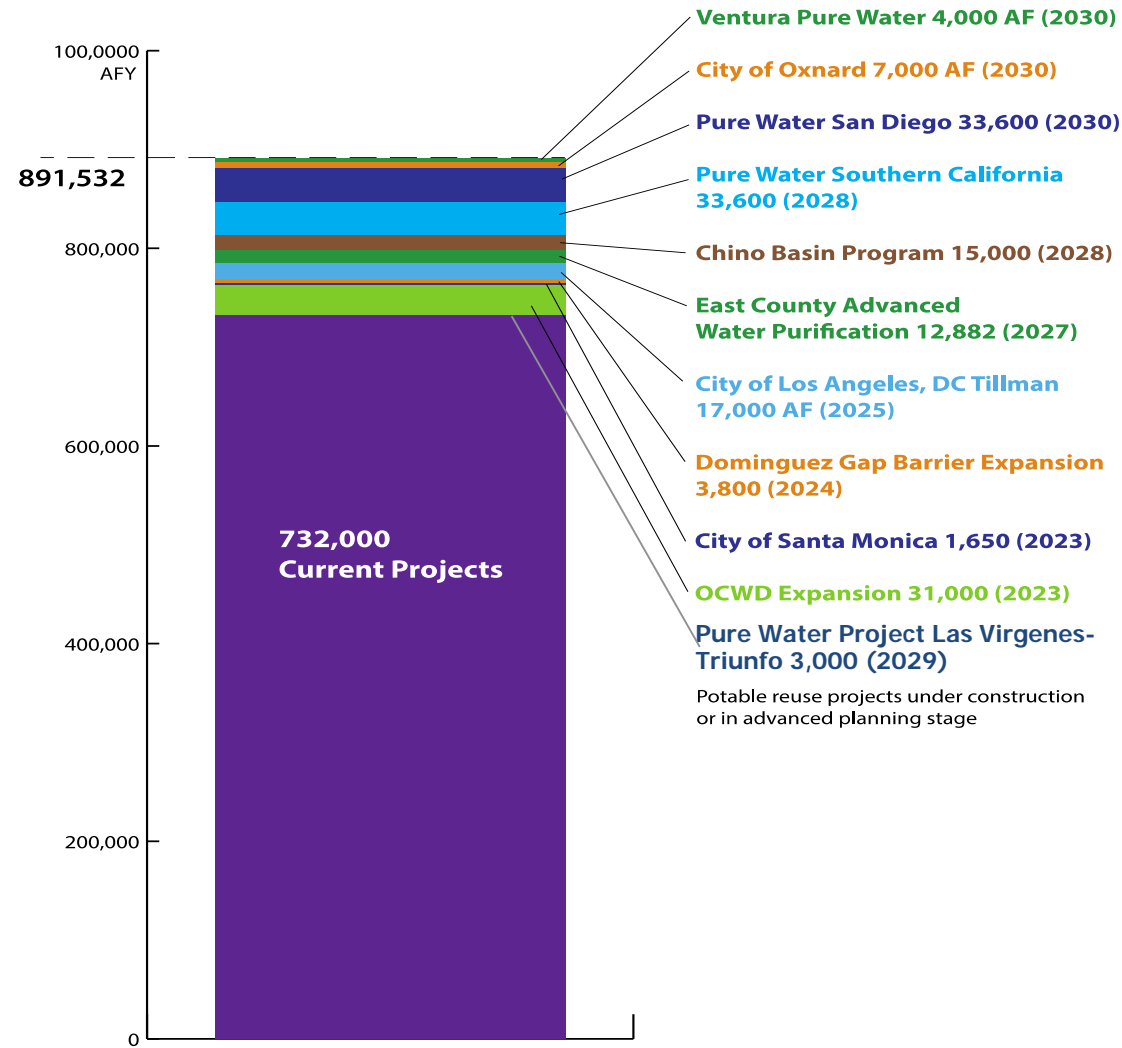
- Sets new recycled water goals
- Recognizes need for more state and federal funding
- Created of recycled water “Strike team” to resolve permitting issues
- Essential DPR Regulations by 2023



AUG 2022 CALIFORNIA'S WATER SUPPLY STRATEGY
Adapting to a Hotter, Drier Future



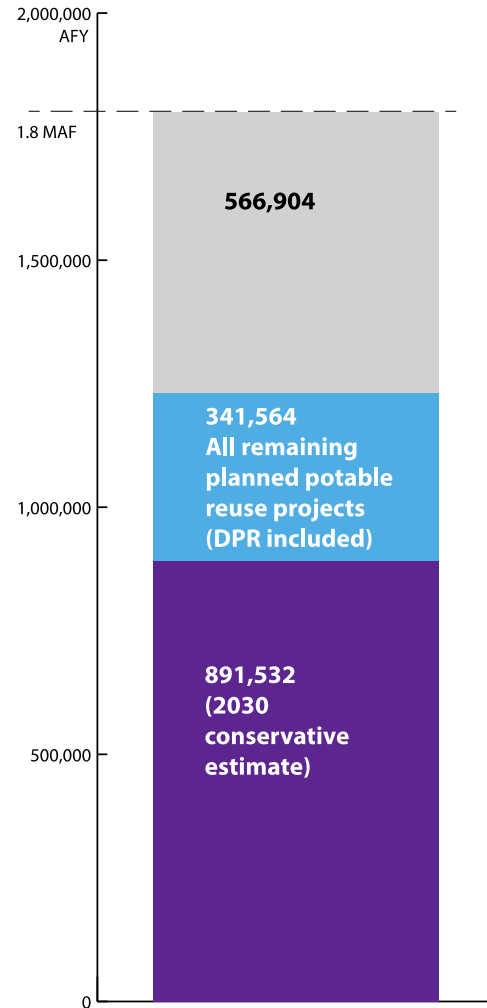
Meeting the 2030 Goal of 800,000 AFY



**Other potable reuse projects may be coming on line by 2030.*

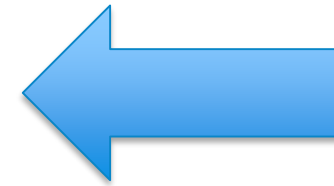


Meeting the 2040 Goal of 1.8 MAF



This must come from increases beyond (2021 levels) in other recycled water uses:

- ag reuse
- landscape irrigation
- energy
- industrial
- onsite reuse, etc.



DPR essential projects to meet goal

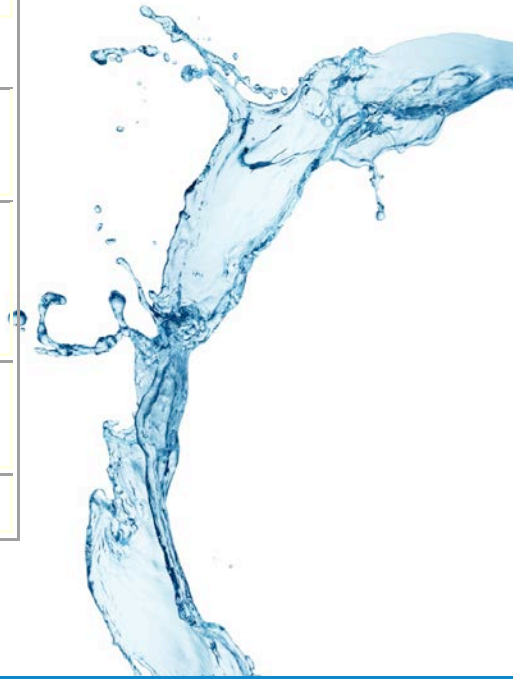


Recycled Water Funding Drought Package 2021-2021

Competitive statewide recycling grant program (FYs 2021-23) (Appropriated by legislature)	\$315 million
Competitive statewide recycling grant program for potable reuse (FY 2023-24) (needs to be appropriated in FY23-24 budget)	\$210 million
Earmarks	
Pure Water San Diego	\$50M (FY 2021-22 budget)
Metropolitan Water District of Southern CA - Regional Water Recycling	\$80M (FY 2022-23 budget)
City of Ontario-Euclid Ave Recycling Project	\$10M (FY 2022-23 budget)
Total 2021-2024:	\$665 million

\$15 Million grants

WRCA Priority for 2023 budget!

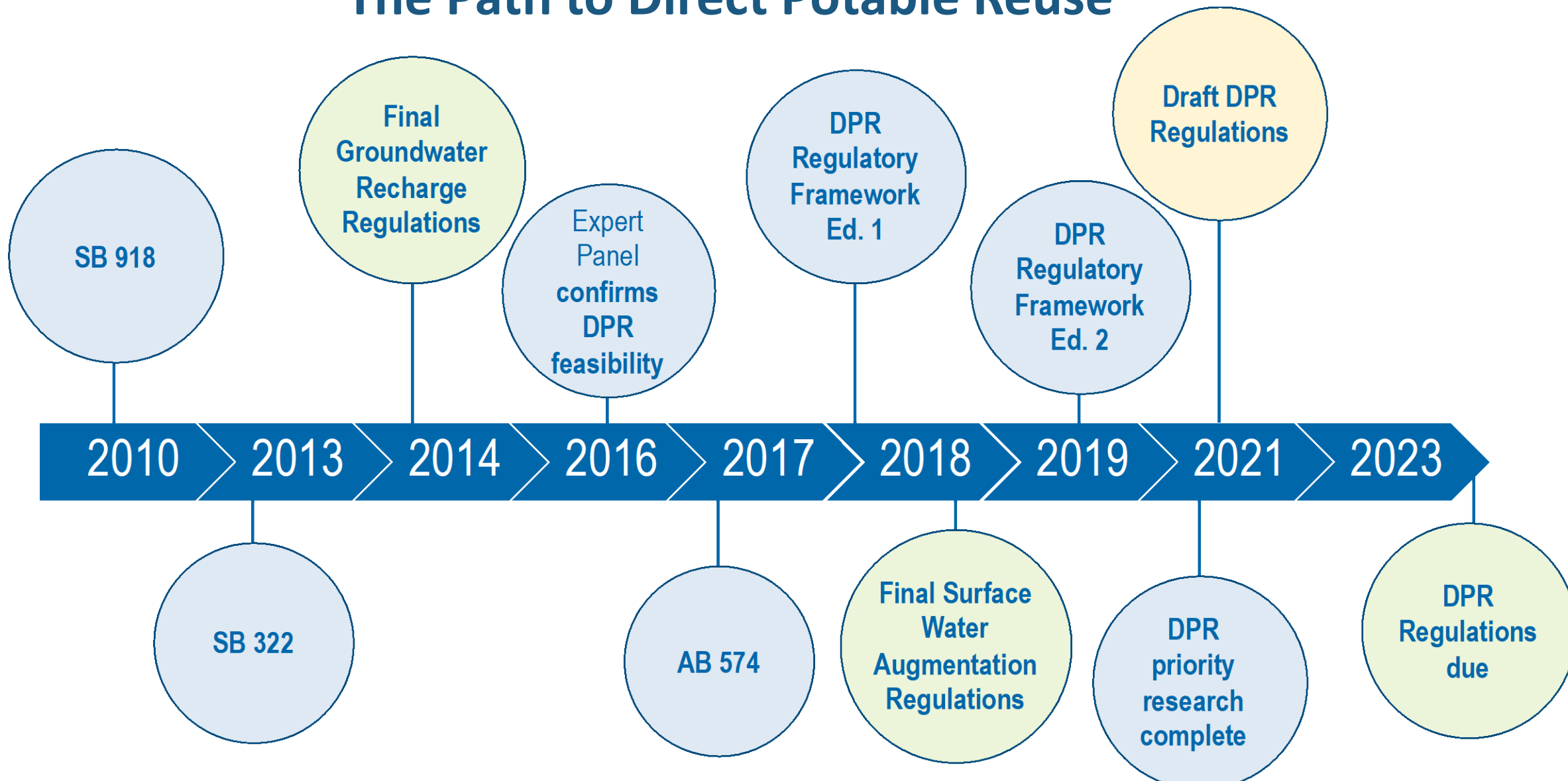


Water Board Recycled Water “Strike Team”

- DWQ will track progress of recycled water projects to meet 2030-2040 goals
- Permitting and funding issues will be assessed
- DWQ considering adding new field in annual volumetric reporting to add in proposed new projects or expansions
- WRCA will assist with this effort



The Path to Direct Potable Reuse



DPR Feasibility Study Called for Pathogen Research

- Updated wastewater studies needed to develop DPR pathogen requirements
- Three of six essential research needs for DPR regulations
- Water Board & Water Research Foundation: “DPR 1 and DPR 2” \$1.5 million

INVESTIGATION ON THE FEASIBILITY OF DEVELOPING UNIFORM WATER RECYCLING CRITERIA FOR DIRECT POTABLE REUSE

STATE WATER RESOURCES CONTROL BOARD

Report to the Legislature
September 2016 - Public Review Draft

In Compliance with Water Code Section 13563



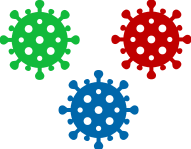


STATE OF CALIFORNIA
Edmund G. Brown Jr., Governor

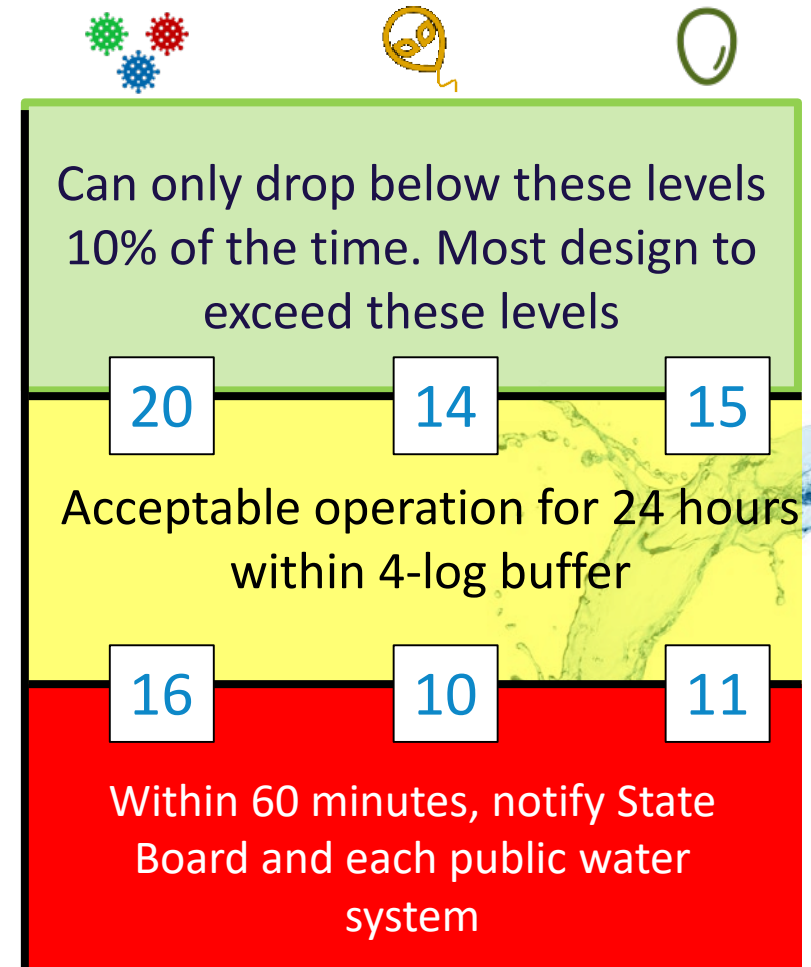
CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY
Matthew Rodriguez, Secretary

STATE WATER RESOURCES CONTROL BOARD
P.O. Box 100 Sacramento, CA 95812
(916) 341-5250
Homepage: <http://www.waterboards.ca.gov>



DPR Pathogen Control

	Groundwater Recharge	Surface Water Augmentation	Direct Potable Reuse
 Virus	12	12 to 14	20
 <i>Giardia</i>	10	10 to 12	14
 <i>Cryptosporidium</i>	10	10 to 12	15



Using New DPR Dataset for Pathogen Requirements



Recommended by AB 574 DPR Expert Panel



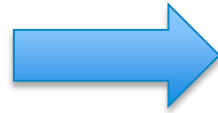
"The Panel recommends using the...DPR-2 dataset rather than the literature-based static maximum point estimate approach...to develop LRVs."



Expand DPR by Using New Pathogen Research

- Use new dataset from DPR Research “DPR 2” and other high quality historical datasets to develop removal requirements
- Change minimum log removal targets for pathogens from:

16/10/11



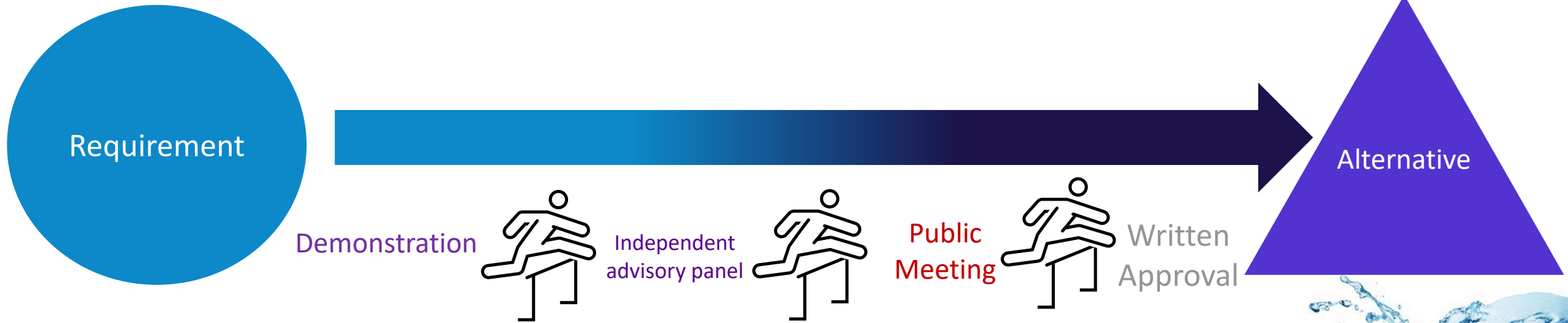
13/10/10



13 log removal equates to 99.999999999% removal



Need Broad Alternatives Clause



- Need broad alternative clause same as other potable reuse regulations: Now only applies to chemical requirements
- Allows DPR regulations to adapt over time to new research and project experience
- Requires equivalent or better levels of performance to protect public health

A large, dynamic splash of clear blue water forms a circular shape around the central text. The water is captured in mid-air, with many small droplets and a sense of movement.

Questions?

WRAP 8.1

Communications Library

Ben Glickstein
Director of Communications
WaterReuse Association

California Communications Collaborative
December 7, 2022



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EDUCATE.
ADVOCATE.



WRAP Action 8.1

Compile and Develop Outreach and Communication Materials

This action plans to compile recycled water communication materials and needs from stakeholders across the country, create a compendium of materials and identify communication needs. These resources can then be adapted by communities and utilities interested in pursuing reuse projects to help supplement their outreach.



Milestones

1. Begin assessment of existing communications assets. ▼
2. Convene working group to develop an updated scope of work and establish monthly meeting. ▼
3. Formalize updated scope of work. ▼
4. Initiate collection of existing communication materials from state and local agencies. ▼
5. Review collections results to identify potential new communication resources. Planning group develops a schedule and agenda for small focus group to supplement the survey of existing communication materials. ▼
6. Hold small virtual focus group of communicators, academics, and water reuse professionals to source additional existing materials and identify areas of need for new communication materials. ▼
7. Draft initial library of existing communication materials. ▼
8. Hold panel or workshop at the WaterReuse Symposium on water reuse communications library. ▼
9. Develop a set of recommendations that could be championed by associations to develop new communication materials as needed. ▼
10. Plan and execute outreach effort to extend the reach of the communications library. ▼



Effort to-date

- Spring 2022: Convene planning group from national Comms Committee
- Summer 2022: Collection form & outreach effort
- Fall 2022: Compile/classify materials
 - 45 materials
 - 13 submitters
- December 2022: Planning meeting for next step

Resource	Type	Organization
Medical Bulletin On Potable Reuse	Publication - Medical	Valley Water/Santa Clara County Me
Careers in Water Reclamation	Publication - Careers	Pinellas County Utilities
Advanced Purification Webpage	Webpage	El Paso Water
Advanced Water Purification Facility Upda	Video	El Paso Water
Advanced Water Purification Facility Tour	Talking Points	El Paso Water
Advanced Water Purification Pilot Facility -	Fact Sheet - Pilot	El Paso Water
Advanced Water Purification Pilot Facility -	Fact Sheet - Pilot	El Paso Water
Advanced Water Purification Facility Desig	Fact Sheet - Design	El Paso Water
Advanced Water Purification Facility Fact	Fact Sheet - Construc	El Paso Water
Rendering: El Paso Advanced Water Purifi	Image	El Paso Water
Potable Reuse of Water	Publication	University of Arizona Water Resourc
Recycled Water Service	Webpage	Eastern Municipal Water District
Groundwater Reliability Plus	Webpage	Eastern Municipal Water District
Recycled Water Fact Sheet	Fact Sheet - Program	Eastern Municipal Water District
Recycled Water Rates Notice	Publication	Eastern Municipal Water District
EMWD System images and signs	Images (8)	Eastern Municipal Water District
Recycled Water Educational Video	Video	Eastern Municipal Water District
The Technology Behind the One Water De	Fact Sheet - Program	City of Plant City
Minnesota Stormwater Reuse Project Data	Webpage	Barr Engineering
Reclaimed Water Use in the Landscape: F	FAQ	University of Florida
Best Management Practices for Irrigating w	Fact Sheet	University of Florida
Arid Inland Community Survey on Water Kn	Technical Paper	American Society of Civil Engineers
Arid Inland Community Survey on Water Kn	Technical Paper	American Society of Civil Engineers
Direct potable water reuse in five arid inland	Technical Paper	Journal of Environmental Planning a
The costs of direct and indirect potable wa	Technical Paper	Journal of Water Process Engineerin
Opportunities and Challenges for Direct Pc	Technical Paper	American Society of Civil Engineers
Extending traditional water supplies in inland	Technical Paper	WIRES Water
Public Engagement on Water Reuse Beyond	Technical Paper	A/W/WA
Mapping potable reuse survey data using s	Technical Paper	A/W/WA
Potable Water Reuse in Small Inland Comm	Technical Paper	A/W/WA
Survey data on perceptions of water scarc	Technical Paper	Data in Brief
Map of the 35+ cities using purified recycle	Map	WSAA
Why is Castle Rock Reusing Water?	Video	Castle Rock Water
Planning for Reuse	Fact Sheet	Castle Rock Water
Reuse Water Infographic	Fact Sheet	Castle Rock Water
Toolkit on Purified Recycled Water for Drink	Resource Library	WSAA
Water360: Purified Recycled Water	Resource Library	WSAA
WaterReuse Resources		
Profile in Reuse: Potable Reuse	Fact Sheet	WaterReuse Association
Profile in Reuse: Industrial Reuse	Fact Sheet	WaterReuse Association
Profile in Reuse: Agricultural Reuse	Fact Sheet	WaterReuse Association
Profile in Reuse: Onsite Reuse	Fact Sheet	WaterReuse Association
Water Reuse: Transforming Water, Sustain	Fact Sheet	WaterReuse Association
Water Reuse Activity Booklet	Student Activity Book	Project WET
Nonpotable Recycled Water Signage Guic	Publication - Guidelin	WaterReuse California
Communicating about Pharmaceutical and	Research Report	WaterReuse California

Share Your Materials

- Send to bglickstein@watereuse.org
- Include organization, year published, target audience.



Brainstorming Groups

- Virtual: Tuesday, January 10, 2023 | 10:00 AM PT
 - Interested in participating? Contact Ben
- Symposium: Sunday, March 5, 2023 | 1 PM – 5 PM
 - Present progress and gather additional feedback during Communications Workshop
 - Workshop also includes:
 - Strategic Communications Planning primer
 - Tools you can use
 - Topic tables for in-depth discussion



IN COLLABORATION WITH
THE WATER RESEARCH
FOUNDATION

WATER REUSE[®] 2023 SYMPOSIUM

MARCH 5-8, 2023 • MARRIOTT MARQUIS ATLANTA
ATLANTA, GA

REIMAGINING
WATER
TOGETHER



Keynote

A-P Hurd: The Water Cycle
and the City of the Future

Join us in Atlanta!

- Early Bird deadline:
Dec. 16
- [watereuse.org/
symposium](https://watereuse.org/symposium)

Comms Track

- A Physician Looks at Water Reuse
 - Boise's RW Comms
 - Soquel Creek & BBC Storyworks
 - Australian Community Sentiment
 - Touch, Taste, Feel: Scottsdale AZ & Houston Contemp. Arts Museum
- PLUS:
- Underrepresented Cmty's track
 - Evening Fun: Georgia Aquarium



Questions

Ben Glickstein

Director of Communications

bglickstein@watereuse.org





TOOL TIME: MIND MAPPING AS A VISUALIZATION TOOL

Robert Charpentier
Truckee Meadows Water Authority





ROUNDTABLE DISCUSSION



Gina Ayala,
Orange County Water District





**Thank you
for participating!**
*Happy holidays and
see you in 2023!*

