

2023

ACCOMPLISHMENTS

REMOVING BARRIERS,
ELEVATING OPPORTUNITIES.



This is a critical moment for water reuse. New funding, new collaborations, and new regulatory frameworks are elevating opportunities for reuse projects across the United States and globally. The WaterReuse Association and our members are removing barriers and empowering safer, more resilient, and more sustainable communities and businesses by elevating opportunities for water reuse.

ENGAGE.

EDUCATE.

ADVOCATE.



Collaboration is key for the success of water reuse, and this year brought many new and fruitful partnerships within our sector. The WaterReuse Association worked in coalition with other water associations to advocate for PFAS remediation paid for by the polluters so that ratepayers are not stuck with the costs of this clean-up. We also began supporting The Water Research Foundation on a major National Priorities project funded by the U.S. Environmental Protection Agency to unlock the nationwide potential for water reuse. Our members and sections forged deeper collaborations with associations, utilities, and stakeholders on many achievements including Florida Water Reuse Week, Colorado's landmark Direct Potable Reuse rule, Oregon legislation requiring regulatory updates to support water reuse, and regional conferences in Arizona, Colorado, California, Florida, Nevada, Texas, and Washington.

EDUCATE.

In 2023, WaterReuse Association created new opportunities for engaging members, stakeholders, and the public.



LIVE & ON-DEMAND WEBCASTS

In 2023, WaterReuse Association has produced **10 webcasts** with **1,190 registrants**, and continues to provide members with access to a growing [webcast library](#) for on-demand learning. 2023's most popular webcasts include:

- [Treatment Strategies for PFAS in Water Reuse](#)
- [Innovations in Agricultural Water Reuse: Successes, Challenges, and Funding Opportunities](#)
- [The Road to DPR: State Policy Approaches and Outcomes](#)



WATEREUSE REVIEW

WaterReuse Association delivered weekly newsletters to members' inboxes every Monday morning, with timely updates on federal policy, member projects, research, and trends. WaterReuse Review enjoyed an average of **1,370 readers per issue**, and spurred action on advocacy priorities, water reuse networking events, and more. WaterReuse California, Texas, Florida, and Pacific Northwest also delivered regular newsletters to section members.



WATER REUSE IN THE NEWS

WaterReuse Association's staff, board, and members are trusted spokespeople for media stories on recycled water. WaterReuse regularly provides comments for stories and directs journalists to members for further comment. A few highlights from 2023 include:

- [Agricultural Reuse Op-Ed](#) by WaterReuse California in Maven's Notebook, February 2023.
- [Water Finance and Management](#) on Alternative Water Source Grants, March 2023.
- [Water Week Op-Ed](#) by a WaterReuse member in RealClearPolicy, April 2023.
- [The Guardian](#) on onsite treatment and recycled water beer, May 2023.
- [The Washington Post](#) on managed aquifer recharge, June 2023.
- [CBS News](#) on potable reuse, July 2023.
- [The New York Times](#) on recycled water beer and public perception, August 2023.

PROFILES IN REUSE

WaterReuse added two new entries to our Profiles in Reuse series in 2023:

- [Stormwater Reuse](#)
- [Environmental Restoration](#)

WaterReuse also created profiles on [Reuse in Texas](#) and [Reuse in Florida](#). The new additions join profiles on [potable](#), [industrial](#), [agricultural](#), and [onsite](#) reuse, providing easy-to-convey information on key water reuse topics. Members can download and print these colorful profiles for use in stakeholder outreach and education.

PROFILES IN REUSE: Stormwater Reuse

The amount of water on Earth does not change—all water has been recycled naturally since the beginning of time.

Water reuse is the practice of reusing water, not just once but a half percent to thousands, and only once per person is possible. Water reuse, also known as water recycling, is the process of intentionally capturing wastewater, stormwater, irrigation or process water and treating it to a level of purity that is suitable for reuse in drinking, industrial processes, surface or ground water replenishment, and environmental restoration.

WHAT IS STORMWATER CAPTURE AND REUSE?

Stormwater capture and reuse is a sustainable technology that captures rainwater from roofs, parking lots, and other impervious surfaces and treats it for reuse in irrigation, toilet flushing, and other non-potable uses.

WHY REUSE OUR RAIN?

Reusing rainwater can reduce the demand on municipal water supplies, which are often strained during droughts and in areas with limited water resources. It can also help reduce the amount of water that is treated and discharged into the environment.

DIFFERENCES BETWEEN REUSE AND CONSERVATION?

Water reuse is a sustainable technology that captures rainwater from roofs, parking lots, and other impervious surfaces and treats it for reuse in irrigation, toilet flushing, and other non-potable uses. Water conservation is the practice of reducing the amount of water that is used in a building or other facility.

WATER QUALITY

Stormwater capture and reuse systems can be designed to capture and treat rainwater to meet the needs of various reuse applications. The quality of the water can be improved by using filters, UV treatment, and other advanced technologies.

ENVIRONMENTAL BENEFITS

Stormwater capture and reuse can help reduce the amount of water that is treated and discharged into the environment. This can help reduce the amount of energy and chemicals used in the water treatment process.

KEY TAKEAWAYS

Stormwater capture and reuse is a sustainable technology that can help reduce the demand on municipal water supplies. It can also help reduce the amount of water that is treated and discharged into the environment.

PROFILES IN REUSE: Environmental Restoration

The amount of water on Earth does not change—all water has been recycled naturally since the beginning of time.

Water reuse is the practice of reusing water, not just once but a half percent to thousands, and only once per person is possible. Water reuse, also known as water recycling, is the process of intentionally capturing wastewater, stormwater, irrigation or process water and treating it to a level of purity that is suitable for reuse in drinking, industrial processes, surface or ground water replenishment, and environmental restoration.

HOW CAN WATER REUSE SUPPORT THE ENVIRONMENT?

Water reuse can help reduce the demand on municipal water supplies, which are often strained during droughts and in areas with limited water resources. It can also help reduce the amount of water that is treated and discharged into the environment.

ENVIRONMENTAL BENEFITS

Water reuse can help reduce the amount of water that is treated and discharged into the environment. This can help reduce the amount of energy and chemicals used in the water treatment process.

KEY TAKEAWAYS

Water reuse is a sustainable technology that can help reduce the demand on municipal water supplies. It can also help reduce the amount of water that is treated and discharged into the environment.

ENGAGE.

Your WateReuse Association membership provides opportunities for you and your staff to network and connect with colleagues—virtually and in-person.



COMMITTEES DRIVE WATER REUSE THOUGHT LEADERSHIP

WateReuse members formed **two new committees** in 2023. The **Water Reuse Research Committee** tracks water reuse research and coordinates WateReuse member engagement with cutting-edge research efforts. The **Outreach and Education Committee** formalizes the work of a volunteer advisory group to guide the development of communications materials and enhance public understanding of water reuse.

WateReuse committees are chaired by your peers and employees of WateReuse member organizations are eligible to [sign up and participate](#).



GET RECOGNIZED FOR WATER REUSE LEADERSHIP

WateReuse members are eligible to nominate and receive Awards for Excellence. [Thirteen water reuse leaders were celebrated](#) at the 2023 WateReuse Symposium in Atlanta. [Nominations for the 2024 WateReuse Awards for Excellence](#) are now open through October 16, 2023. We encourage all members to submit a nominee.



THE PREMIER NATIONAL EVENT ON WATER RECYCLING

Nearly 800 attendees participated in the [2023 WateReuse Symposium](#) in Atlanta. 2023 marked the first Symposium in Georgia, the first panel conversation by the Federal Water Reuse Interagency Working Group, reconvening of the State Regulator Summit, and the inaugural awards presentation for the Industrial Water Reuse Champions Award.

The [2024 WateReuse Symposium](#) will take place March 11-14, 2024 in Denver, Colorado. WateReuse members enjoy an exclusive opportunity to register at a Super Saver rate from September 20 through October 11, 2023! Held in collaboration with The Water Research Foundation, the annual symposium is the most comprehensive water recycling learning opportunity available, covering policy, technology, operations, and communications for applications that range from irrigation and potable reuse to onsite and industrial systems.

WATEREUSE ASSOCIATION MEMBERSHIP SERVES YOUR WHOLE TEAM

Did you know that your organizational membership extends to everyone on your staff? Your co-workers can sign up to access all our [member benefits](#) through the [member registration link](#). If you need assistance logging in, please contact us at membership@watereuse.org.

CONNECT THROUGH OUR ONLINE COMMUNITY

If you haven't joined the conversation on our online member-to-member networking community, [WateReuse Connect](#), now's the time. It is an ideal platform to network and engage with water reuse colleagues across the country from your laptop or phone.

ADVOCATE.

Throughout 2023, WateReuse Association advocated for members and leveraged relationships with partner organizations to build support for laws, policy, and funding to increase water reuse.



FUNDING WATER REUSE PROJECTS

- In Summer 2023, WateReuse published an [August Recess Guide](#) to help members advocate for water reuse priorities in FY 2024 appropriations.
- WateReuse advocacy proved successful in securing **first-time funding** for the Alternative Water Source Grants Pilot Program in the House FY 2024 draft appropriations bill. This WateReuse priority that would become the first nationwide program dedicated to water reuse.
- WateReuse advocacy helped achieve robust funding in the Senate's draft appropriations bill, maintaining FY 2023's State Revolving Fund levels. The Senate bill also provides roughly **\$76 million for the Water Infrastructure Finance and Innovation Act (WIFIA) Program**



GUIDING SOLUTIONS FOR PER- AND POLYFLUOROALKYL SUBSTANCES (PFAS)

WateReuse remained at the forefront of PFAS and water recycling advocacy, focused on ensuring that polluters—rather than utilities—are held responsible for the cost of remediation. WateReuse staff and volunteers engaged the U.S. Environmental Protection Agency (EPA) to shape proposed rules, regulations, and policies. We also engaged the Senate Environment and Public Works Committee as it developed PFAS legislation and submitted recommendations to EPA as it developed standards for PFAS in drinking water.



ELEVATING INDUSTRIAL WATER REUSE

WateReuse launched the **Coalition for Water Recycling** in 2023, providing a voice for large industrial water users to advocate for policies including a federal investment tax credit for industrial water reuse. We also announced the winners of the inaugural **Industrial Water Reuse Champions Awards** at the 2023 WateReuse Symposium, in partnership with the U.S. Chamber of Commerce, Veolia, the University of Pennsylvania Water Center, and International Desalination Association.



WATER WEEK

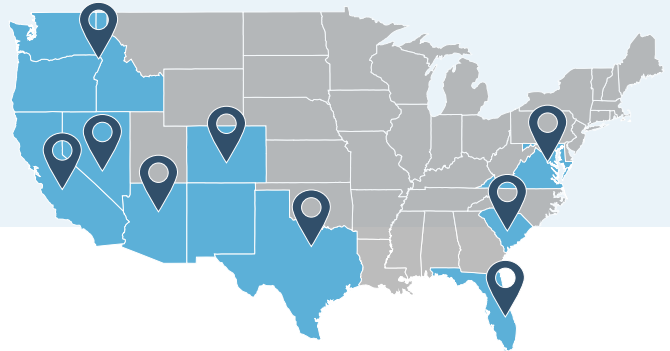
In April 2023, WateReuse co-hosted the Washington, DC Water Week Fly-In. **440 water professionals attended**, including many WateReuse members. Please mark your calendars to join us April 9-10 for Water Week 2024!

If you would like to get more involved in national legislation and regulation efforts, please join our Policy Committee by contacting WateReuse Policy Director [Greg Fogel](#).



STATE & REGIONAL SECTIONS

WaterReuse sections play a vital role in the Association's ability to engage, educate, and advocate at the local and regional levels



Membership in one WaterReuse Section is included in WaterReuse member dues. Additional section memberships can also be added for a nominal fee that goes directly to the section to support their work. For more information, please contact [Membership Director Erin Carr](#).



WATEREUSE ARIZONA (WRAZ)

- Held a facility tour for members at the Scottsdale Water Campus.
- Convened WaterReuse Arizona Symposium in July, attracting 180 attendees and a World Café Workshop on direct potable reuse regulations with the Arizona Department of Environmental Quality (ADEQ).
- Supported Arizona Department of Environmental Quality (ADEQ) rulemaking for direct potable reuse.



WATEREUSE CALIFORNIA (WRCA)

- Engaged State Water Resources Control Board and WaterReuse members through the final stages of direct potable reuse rulemaking.
- Advocated for water reuse policies in the state's water conservation rulemaking.
- Secured water reuse grant funding in Governor's budget; and secured amendments to California legislation on recycled water that improved overall legislation.
- Launched a new Potable Reuse Permitting & Compliance Committee.
- Welcomed 620 professionals to San Francisco for 2022 Annual Conference.
- Planning [2023 WRCA Annual Conference](#) taking place November 5-7 in Indian Wells, California.
- Distributed 8 monthly member newsletters in 2023 with over 500 average readers.

In recognition of the expanding work of our ten sections, [Alex Cross](#) was brought on board in 2023 as a full-time section coordinator.



WATEREUSE COLORADO (WRCO)

- Supported Colorado's Department of Public Health and Environment in completing the nation's first comprehensive regulation for direct potable reuse.
- Published a [FAQ on the Colorado DPR rule](#), geared toward utilities and regulators in other states considering similar rules.
- Welcomed over 140 participants to the 2023 WaterReuse Colorado Conference in May.
- Supported the PureWater Colorado mobile DPR demonstration trailer in Colorado Springs and Aurora.



WATEREUSE FLORIDA (WRFL)

- Published a [Florida Profile in Reuse](#) highlighting impact of water reuse in the state.
- Engaged in Florida Department of Environmental Protection's potable reuse rulemaking process.
- Briefed Florida's House of Representative's Infrastructure Strategies Committee in January 2023.
- Hosted webinar on implementation efforts for Florida Senate Bill 64 which mandates elimination of non-beneficial discharges into Florida surface waters by 2032.
- Hosted events and activities during Florida Water Reuse Week.
- Welcomed over 50 participants to 2023 WaterReuse Florida Summit in April, featured a tour, student presentations, and technical presentations covering One Water research, green infrastructure, and public engagement.
- Distributed 3 bi-monthly newsletters in 2023 with over 100 average readers.



WATERREUSE MID-ATLANTIC (WRM-A)

- Elected initial Board of Trustees.
- Represented the section at DC Water Week.
- Began planning first workshop and social to be held in conjunction with Water Week 2024.



WATEREUSE NEVADA (WRNV)

- Welcomed nearly 50 attendees to annual conference in January 2023.
- Partnered with University of Nevada Las Vegas and the Southern Nevada Water Authority to advance key water reuse research projects.
- Partnered with the Nevada Water Innovation Campus of the University of Nevada, Reno to develop and integrated regional water solutions.
- Issued several scholarships to students pursuing a water reuse curriculum.



WATEREUSE NEW MEXICO (WRNM)

- Coordinated with the New Mexico Environment Department on opportunities to support development of regulations.
- Began developing webcast program to engage section members.



WATEREUSE PACIFIC NORTHWEST (WRPNW)

- Secured legislation to ease water reuse project permitting, eliminate regulatory barriers, and fund a designated state staff position.
- Co-hosted the second annual Oregon Summer Summit and Social, welcoming over 80 attendees and increasing understanding for water reuse among local and state leaders.
- Collaborating with Pacific Northwest Clean Water Association on an [annual water reuse conference track](#), taking place in Tacoma, WA, September 10-13, 2023.
- Distributed 2 newsletters in 2023 with 37 average readers.



WATEREUSE SOUTH CAROLINA (WRSC)

- Engaged in a partnership with the South Carolina Department of Health and Environmental Control to host Lunch and Learn sessions on water reuse.
- Sponsored delegation of state regulators to attend the State Regulator Summit held during the Annual WaterReuse Symposium.



WATEREUSE TEXAS (WRTX)

- Published a [Texas Profile in Reuse](#) impact and progress of in the state.
- Secured legislation to remove regulatory barriers to onsite treatment and reuse of blackwater.
- Hosted state regulatory officials for a tour of the City of Austin's new onsite reuse system.
- Joined eight partner organizations to in securing more than \$2 billion in state funding to increase the state's water supply.
- Organized webcast Tel Aviv to Texas: Lessons Learned from the 2022 Israel Delegation.
- Organized [2023 WaterReuse Texas Conference](#) taking place in Frisco, TX, September 20-22, 2023.
- Distributed 3 member newsletters in 2023 with over 100 average readers.



MARK YOUR CALENDAR



2023 PACIFIC NORTHWEST CLEAN WATER ASSOCIATION/WATEREUSE PACIFIC NORTHWEST CONFERENCE
September 10-13, 2023
Tacoma, WA



2024 WATEREUSE SYMPOSIUM
March 11-14, 2024
Hilton Denver City Center
Denver, CO



2023 WATEREUSE TEXAS CONFERENCE
September 20-22, 2023
Frisco, TX



2024 WATER WEEK
April 9-10, 2024
Washington, DC



2023 WATEREUSE CALIFORNIA ANNUAL CONFERENCE
November 5-7, 2023
Indian Wells, CA



2024 WATEREUSE CALIFORNIA ANNUAL CONFERENCE
September 15-17, 2024
Garden Grove, CA



2024 WATEREUSE NEVADA CONFERENCE
Winter 2024

WATEREUSE[®] **2024 SYMPOSIUM**

MARCH 11-14, 2024 | HILTON DENVER CITY CENTER
IN COLLABORATION WITH THE WATER RESEARCH FOUNDATION

**REMOVING BARRIERS,
ELEVATING OPPORTUNITIES**

