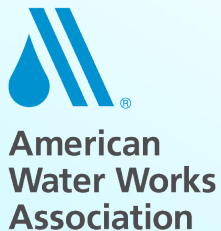


# The Library and the Map

Living Resources for Water Reuse Communicators

April Coady  
Eastern Municipal Water District

Wednesday, June 12, 2024  
11:00 am



# ACE 24



Co-hosted by

American Water Works Association

**California-Nevada** Section

# Presented by:



April Coady

Assistant General Manager of Strategic Communications, Public Affairs and Water Use Efficiency



- Nearly 30 years in the public sector
- Almost 20 years in water/wastewater industry
- EMWD is a nationally recognized water, wastewater, and recycled water service provider for nearly one million people living and working within a 601-square mile service area in western Riverside County and northern San Diego County

# Contributors



Ben Glickstein  
*Director of Communications*



Danielle Francis  
*Manager, Policy & Strategy*



# The Power of Examples



**Library**

Water Reuse  
Communications Library



**Map**

Global Potable  
Reuse Map



# Background

## National Water Reuse Action Plan (WRAP)

- 💧 U.S. EPA + federal agency and water sector
- 💧 Over 60 discrete actions

## WRAP 8.1: Compile Outreach Materials

- 💧 **Library:** *Develop a library of existing water reuse comms materials.*
- 💧 **Gaps Assessment:** *Develop a set of recommendations that can be championed to develop new communication materials.*





# Process

## Focus Groups:

*Determine what resources to include and what gaps may exist.*

- 💧 January 10, 2023: Virtual
- 💧 March 5, 2023: WaterReuse Symposium

## Library Published:

- 💧 February 2023

## Share Gaps / Recommendations:

- 💧 Ongoing...share with us today!





# Output: Gaps Assessment

## Feedback from Focus Groups:

- 💧 Treatment process illustrations & videos – plug and play
- 💧 Risk assessment analysis (e.g. CECs, pharmaceuticals, etc) fact sheet for potable reuse
- 💧 Classroom education resources



# Output: Library

## Resources:

- 84 and counting
- PDFs, Videos, Web Links, Research reports/whitepapers, and more
- Encompasses both ready-to-use generic materials, and example materials to inspire
- [watereuse.org/library](https://watereuse.org/library)



## Water Reuse Communication Materials Library

Print Excel CSV Copy

Show 10 entries

Search:

Resource	Type	Organization	Year Published	Audience	Link
Recycled Water Service	Webpage	Eastern Municipal Water District	0	General Public - Service Area	<a href="https://www.emw...water-service">https://www.emw...water-service</a>
Survey data on perceptions of water scarcity and potable reuse from water utility customers in Albuquerque, New Mexico	Technical Paper	Data in Brief	2020	water utility staff, water managers and planners, consultants, academics	<a href="https://www.scie...">https://www.scie...</a>
The Technology Behind the One Water	Fact Sheet - Program	City of Plant City		Public education	<a href="https://watereus...content/uploads/...0a90f7ed44c06b...">https://watereus...content/uploads/...0a90f7ed44c06b...</a>
Rendering: El Paso Advanced Water Purification Facility	Image	El Paso Water		General Public - Service Area	<a href="https://watereus...content/uploads/...0a90f7ed44c06b...Purified-Facility-exterior-2.jpg">https://watereus...content/uploads/...0a90f7ed44c06b...Purified-Facility-exterior-2.jpg</a>
Groundwater Reliability Plus	Webpage	Eastern Municipal Water District	0	General Public - Service Area	<a href="https://www.emw...plus">https://www.emw...plus</a>
Recycled Water Educational Video	Video	Eastern Municipal Water District	2019	General Public - Service Area	<a href="https://www.yout...v=TICVBXyof_M">https://www.yout...v=TICVBXyof_M</a>
Recycled Water Fact Sheet	Fact Sheet - Program	Eastern Municipal Water District	2022	General Public - Service Area	<a href="https://watereus...content/uploads/...0a90f7ed44c06b...Water-2022.pdf">https://watereus...content/uploads/...0a90f7ed44c06b...Water-2022.pdf</a>
Recycled Water Rates Notice	Publication	Eastern Municipal Water District	2021	General Public - Service Area	<a href="https://watereus...content/uploads/...0a90f7ed44c06b...218_2021_Recycl...">https://watereus...content/uploads/...0a90f7ed44c06b...218_2021_Recycl...</a>

Showing 61 to 70 of 84 entries

« < 1 ... 5 6 7 8 9 > »





# Submit a Resource





# Additional Resources

- 💧 Treatment process videos: now in library: “How Reuse Works”
- 💧 Also visit: <https://water360.com.au/>
  - 💧 A similar library of news and materials focused on potable reuse
- 💧 Other thoughts on communications tools that are missing?
  - 💧 Send to [bglickstein@watereuse.org](mailto:bglickstein@watereuse.org)

**How Reuse Works**

The videos below provide concise explanations and visualizations of various treatment processes that can be used to contribute to water recycling or water purification. Each video can be downloaded at the associated Vimeo link in order to be used as part of longer education and outreach videos.

Reverse Osmosis	UV Disinfection and Advanced Oxidation	Pre-Ozonation
		
<a href="#">Download</a>	<a href="#">Download</a>	<a href="#">Download</a>

**View and download videos**



# Reviving the Global Potable Reuse Map: Around the World In 80 AWTP

# Collaborative Effort

- 💧 **Water Services Association of Australia**
- 💧 Facilitates collaboration, knowledge sharing, networking and cooperation within the urban water industry
- 💧 Members provide water and sewerage services to over 24 million customers in Australia and New Zealand
  - 💧 Including many of Australia's largest industrial and commercial enterprises



“Do they do this anywhere else?”

Other places doing



Other places considering



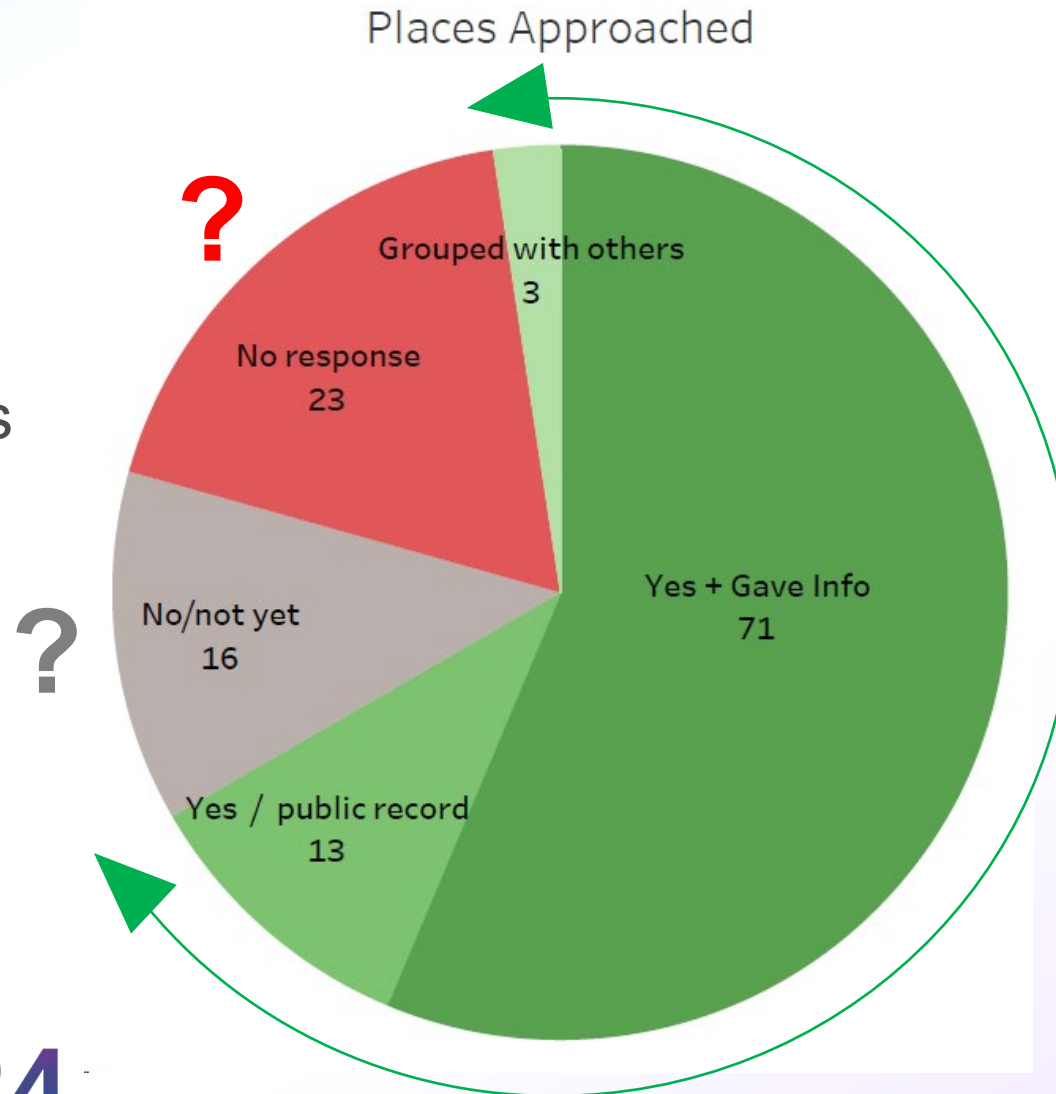
# Project set-up

- 💧 **What's in/out of the map**
- 💧 **Potable reuse only**
  - 💧 Excludes non-potable, potable substitution (valuable, but not our hurdle)
- 💧 **Acknowledged reuse**
- 💧 **Definitions (WHO)**
- 💧 **Purified recycled water is a journey**
  - 💧 Many stages before first drop flows – valuable years of engagement, education



# Contact and data collection phase

- 💧 Biggest task: Finding the contacts
- 💧 We approached 126 cities/places



- 💧 **Currently...**
- 💧 85 places on map
- 💧 15 countries
- 💧 90 – 100 dots on interactive map (multiple projects)
- 💧  $\approx$  15 to be confirmed

# Map Preview

**Water360**  
Sharing Water Knowledge

About Water360 Topics Case Studies Projects **Global Case Studies Map** News

Search for topics, resources etc

**WATERREUSE**

### Global Connections Map

Click on the markers to show how water is managed across the world.

We're updating our Global Connections Map to make it even better.

Over the next few months, you can expect to see some changes.

Map showing 13 and 6 case study markers across the globe.



**Placeholder slide for video**

# What does the map tell us?

- 💧 Purified recycled water is well established
  - 💧 It is not new!
- 💧 The global purified recycled water community is substantial already, and growing
- 💧 Not just places with arid climates
  - 💧 Coastal and inland too!
- 💧 IPR does not always lead to DPR



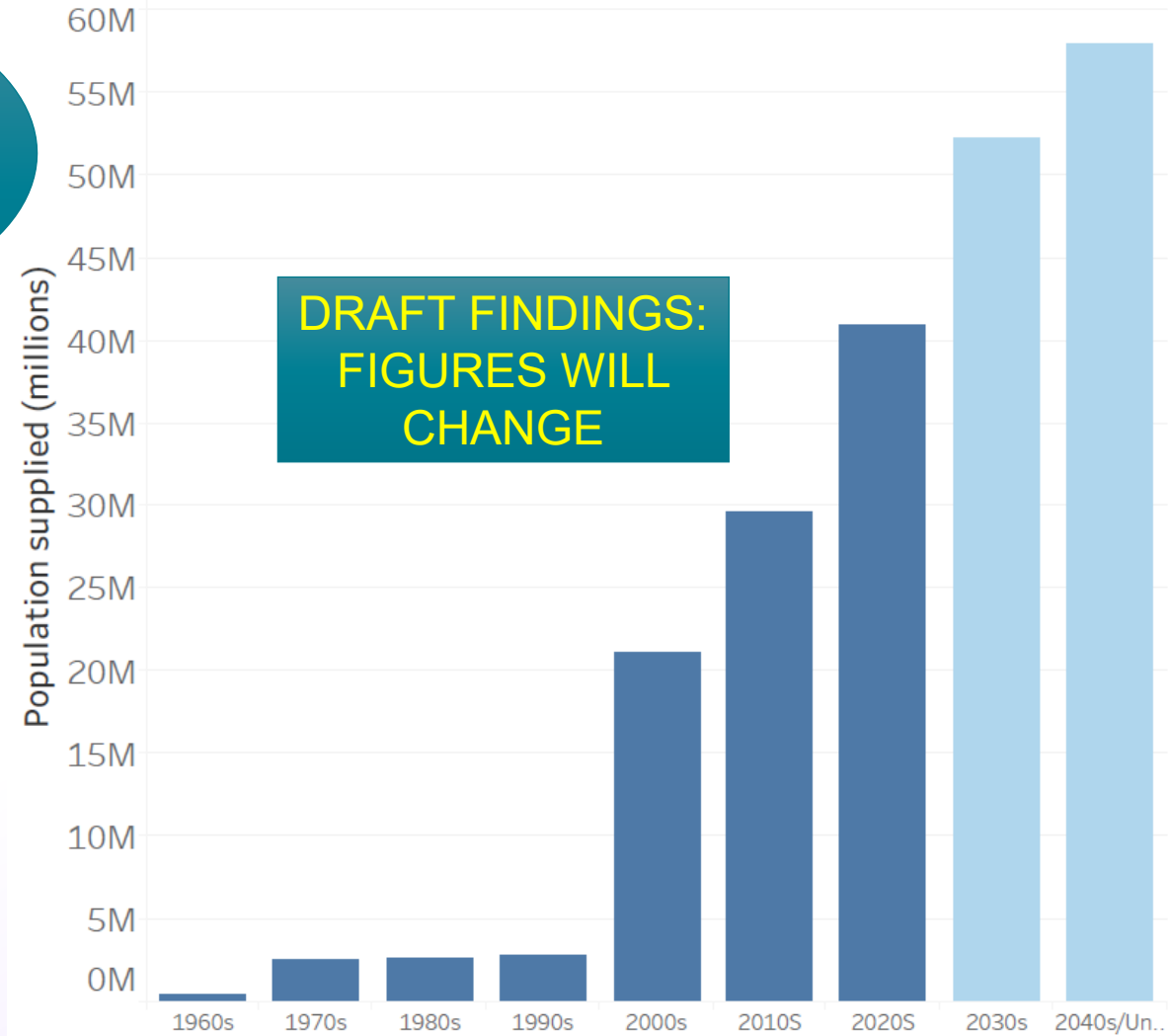
# How many people are already drinking PRW?

Might be a small % of their water, or large

- 30+ million already
- Over 50 million if planned projects go ahead
- More standardized measure



Total population supplied by decade

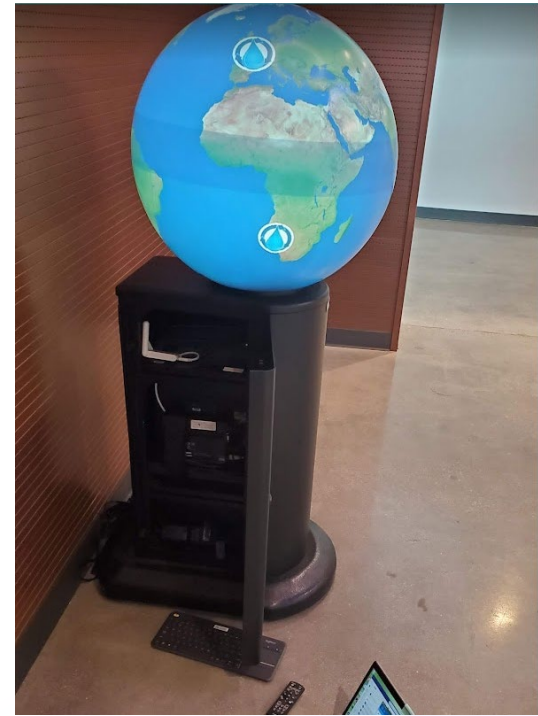


# Possible key messages

- 💧 All water is recycled
  - 💧 Nearly all towns are drinking some from upstream towns, even if it isn't always acknowledged
- 💧 About 35 cities/places around the world have already gained community acceptance for adding purified recycled water to their drinking water supply
  - 💧 There are about 50 more cities/places on the journey
- 💧 It's been growing globally since the 1960s
  - 💧 Big cities with many facilities built over decades; small villages; lakes that supply whole counties; large wholesalers that sell the drinking water to dozens more cities
- 💧 Purified water is now being safely consumed by 30 million people, in hundreds of municipalities

# What's next

- 💧 Launch Summer 2024 – publish interactive map & charts
- 💧 Link to it on your websites
  - 💧 Useful even if you aren't on it – show that others are doing it
- 💧 Consider a visitor center display
- 💧 Encourage new places to join when they're ready
- 💧 Use the charts with your decision-makers – show the global prevalence
- 💧 Annual update survey
  - 💧 Other info: % of supply, treatment train (RO vs carbon), regulation, intermittency
- 💧 Other layers: Desal, localized non-potable, unacknowledged reuse



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