

# 2024

## ACCOMPLISHMENTS

# TURNING *the* TIDE TOWARD WATER REUSE



The water recycling community is experiencing a pivotal moment in history. Over the past four decades, the WateReuse Association and our dedicated members have worked together to put laws, policy, and funding in place to empower communities and businesses to adopt water reuse programs. We have also supported research and education to facilitate the public's understanding and embrace of this water management approach. Our work began regionally, but in 2024, the tide is turning toward water reuse across the country and increasingly around the world.

As interest in water recycling grows rapidly in new regions, the work of the Association and our members has never been more important. Whether serving on committees, presenting at conferences and webcasts, engaging with state sections, sharing knowledge with colleagues, or writing letters to policymakers, WateReuse members are making a big impact. In 2024, our community joined together under the shared vision of *Turning the Tide Toward Reuse*, building towards the 40th Annual WateReuse Symposium, taking place in Tampa, Florida, March 16-19, 2025.

 **WATEREUSE**  
ENGAGE. EDUCATE. ADVOCATE.

## OUR ASSOCIATION

WateReuse Association represents a coalition of utilities that recycle water, businesses and institutions that support the development of recycled water projects, and consumers of recycled water. In 2024, WateReuse welcomed 67 new members, for a total of 508 members based in 38 states and across the world.



WateReuse Association collected 108% of total budgeted dues revenue in 2023, representing a 91% member renewal rate and a net growth of 27 new members over 2023. As an association we also began to diversify our revenue base to reduce the burden on dues-paying members. Revenue from member dues decreased by 4% in 2023.



# EDUCATE.

In 2024, WateReuse Association created new opportunities for education that engaged members, stakeholders, and the public.



## LIVE & ON-DEMAND WEBCASTS

In 2024, WateReuse Association produced **9 webcasts** attended by over **600 individuals** and continues to provide members with access to a growing [webcast library](#) for on-demand learning. 2024's most popular webcasts include:

- [2024 Federal Policy Outlook](#)
- [Strategies for Reliable Potable Reuse Implementation](#)
- [Operator Perspectives on Reuse](#)
- [CECs in Reuse: Monitoring, Treatment, and Regulations](#)



## WATEREUSE REVIEW

WateReuse Association delivers weekly newsletters to members' inboxes every Monday morning, with timely updates on federal policy, member projects, research, and major trends in reuse. With an active readership of over **1,200 water recycling industry professionals per issue**, WateReuse Review spurred action on advocacy priorities, helped our members network at water reuse events, and spotlighted the great work our members are undertaking. WateReuse California, Texas, Florida, and the Pacific Northwest also deliver regular newsletters to their respective section members.



## WATER REUSE IN THE NEWS

WateReuse's staff, board, and members are trusted spokespeople for media stories on recycled water. WateReuse regularly provides comments for stories and directs journalists to members for further comment. A few highlights from 2024 include:

- [KQED Forum](#) discusses California Direct Potable Reuse, January 2024.
- [Stateline](#) features Kansas WateReuse members on Midwestern reuse, February 2024.
- [Wired](#) on the future of urban water reuse, February 2024.
- [Highland County Press & News Watchman](#) announcing WateReuse Ohio, March 2024
- [The New York Times](#) on circular water systems, May 2024.
- [WaterWorld](#) features WateReuse California, May 2024.
- [Engineering News Record](#) features California reuse projects and Brenley McKenna, June 2024.
- [Smart Water Magazine](#) profiles Patricia Sinicropi and various WateReuse members, June 2024.
- [Courthouse News](#) highlights WateReuse and two WateReuse members, July 2024.

## PROFILING REGIONAL REUSE

WateReuse created three new regional Profiles in Reuse in 2024:

- [California](#)
- [Colorado](#)
- [Mid-Atlantic](#) (Maryland, DC, and Virginia)

These new Profiles added to ones already completed for [Arizona](#), [Florida](#), and [Texas](#).

**PROFILES IN REUSE: California**

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

While nearly 70% of the planet is covered by water, only 2.5% is freshwater, and only 1% is accessible to humans. Water reuse allows us to make the most of the precious and increasingly scarce water resources we have by reusing water repeatedly, continuously, and purposefully, and leaving little to be discharged into freshwater systems. Common uses for recycled water include drinking, irrigation, industrial processes, groundwater replenishment, and environmental restoration.

**WATER REUSE IN CALIFORNIA**

In 1970, the state of California developed the first water reuse regulations in the United States, which paved the way for the widespread adoption of water reuse. California has since become a leader in water reuse, with many cities and counties implementing advanced water reuse programs. The WateReuse Association in California is committed to promoting water reuse and helping the state achieve its water reuse goals. California's water reuse programs include drinking, irrigation, industrial processes, groundwater replenishment, and environmental restoration.

**WHY INVEST IN WATER REUSE?**

California is a water-stressed state. The state's population is growing rapidly, and the demand for water is increasing. Water reuse is a key strategy for addressing this growing demand. Water reuse can help reduce the state's reliance on freshwater resources, conserve water, and protect the environment. Water reuse can also help reduce the state's energy consumption and greenhouse gas emissions. Water reuse is a win-win solution for California's water future.

**CALIFORNIA'S WATER SUPPLY OF THE FUTURE**

California's water supply is under increasing stress. The state's population is growing rapidly, and the demand for water is increasing. Water reuse is a key strategy for addressing this growing demand. Water reuse can help reduce the state's reliance on freshwater resources, conserve water, and protect the environment. Water reuse can also help reduce the state's energy consumption and greenhouse gas emissions. Water reuse is a win-win solution for California's water future.

**RECYCLED WATER IS:**

1. **SAFE** Recycled water is safe to drink and is of the same quality as tap water.
2. **ENVIRONMENTALLY SOUND** Recycled water is a sustainable water source that does not deplete natural resources.
3. **EFFICIENT** Recycled water is a water-efficient resource that helps reduce the state's energy consumption and greenhouse gas emissions.
4. **VERSATILE** Recycled water can be used for a wide range of applications, from drinking water to industrial processes.
5. **PROFITABLE** Recycled water can be a cost-effective water source for many industries and municipalities.

**PROFILES IN REUSE: Colorado**

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**WATER REUSE IN COLORADO**

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**PROFILES IN REUSE: Mid-Atlantic**

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**WATER REUSE IN THE MID-ATLANTIC**

The Mid-Atlantic region is a water-stressed area. The region's population is growing rapidly, and the demand for water is increasing. Water reuse is a key strategy for addressing this growing demand. Water reuse can help reduce the region's reliance on freshwater resources, conserve water, and protect the environment. Water reuse can also help reduce the region's energy consumption and greenhouse gas emissions. Water reuse is a win-win solution for the Mid-Atlantic's water future.

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**THE FUTURE OF REUSE IN THE MID-ATLANTIC**

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# ENGAGE.

Your WaterReuse 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

In 2024 five WaterReuse standing committees, various special committees, and advisory groups met regularly to advance the practice of water reuse. Our standing committees include Legislative and Regulatory Policy, Industrial Reuse, Decentralized and Onsite Systems, International Reuse, and Research. Committees are chaired by your peers and all employees of WaterReuse member organizations are eligible to [sign up and participate](#).



## RECOGNIZING BEST IN CLASS FOR WATER REUSE LEADERSHIP

Awards and recognition help elevate the work of exemplary water reuse champions and provide examples for communities and industries to follow. WaterReuse Association [recognized thirteen leaders](#) through our flagship awards program, the Annual WaterReuse Awards for Excellence, presented at the 2024 WaterReuse Symposium in Denver. Nominations for the [2025 WaterReuse Awards for Excellence](#) are now open through October 2, 2024. WaterReuse and our partners will also announce the 2024 winners of the [Global Industrial Water Reuse Champions Award](#) at the International Desalination and Reuse Association World Congress in December 2024 in Abu Dhabi.



## THE PREMIER NATIONAL EVENT ON WATER RECYCLING

Over **900 attendees** participated in the [2024 WaterReuse Symposium](#) in Denver, Colorado. Events included a State Regulator Summit hosting over 60 regulators from 24 states, a Global Dialogue on Water Reuse in partnership with the International Desalination and Reuse Association that attracted over 50 international participants, and the inaugural Technology Showcase in partnership with the National Alliance for Water Innovation, which debuted 12 disruptive ideas and technologies to advance the practice of water reuse.



The [2025 WaterReuse Symposium](#) will take place **March 16-19, 2025** in **Tampa, Florida**, and will mark the 40th anniversary of the WaterReuse Symposium! WaterReuse members enjoy an exclusive opportunity to register at a Super Saver Rate until October 15, 2024. Presented 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](mailto:membership@watereuse.org).

## CONNECT THROUGH OUR ONLINE COMMUNITY

If you haven't joined the conversation on our online member-to-member networking community, [WaterReuse 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 2024, the WaterReuse Association engaged our members and leveraged relationships with partner organizations to advocate for laws, policy, and funding to increase water reuse.



## FUNDING WATER REUSE PROJECTS

- WaterReuse led efforts to **secure robust funding** for the Title XVI Water Reuse Grants Program, Desalination and Water Purification Program, and Water Infrastructure Finance and Innovation Act (WIFIA) Program in FY 2024 appropriations legislation. Working with partners across the water sector, we also successfully countered attempts to cut funding for the Clean Water and Drinking Water State Revolving Fund Programs.
- WaterReuse advocacy proved successful in securing **first-time funding** for the Alternative Water Source Grants Pilot Program in the House FY 2025 draft appropriations bill. This WaterReuse priority would become the first nationwide program dedicated to water reuse.
- WaterReuse welcomed the distribution of **more than \$365 million** in Bureau of Reclamation funding for water recycling projects, nearly all of which went to WaterReuse Association member entities.



## GUIDING SOLUTIONS FOR PER- AND POLYFLUOROALKYL SUBSTANCES (PFAS)

WaterReuse 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. WaterReuse staff and volunteers engaged the U.S. Environmental Protection Agency (EPA) to shape decision-making and continued to urge Congress to shield utilities from PFAS liability under the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA).



## INCENTIVIZING INDUSTRIAL WATER REUSE

WaterReuse Association implemented a robust effort to encourage the adoption of water reuse practices amongst large industrial and commercial users in 2024. We launched a campaign to secure an **investment tax credit** for industrial water reuse, focusing on members of the Senate Finance Committee and House Ways and Means Committee, with the goal of introducing bipartisan legislation ahead of next year's anticipated tax overhaul. We held a successful **congressional briefing** in January to introduce Capitol Hill decision-makers to the benefits and opportunities of industrial water recycling. We also continued to lead the **Coalition for Water Recycling**, an alliance of Fortune 1000 companies aimed at scaling up industrial water recycling through advocacy, partnership building, and thought leadership.



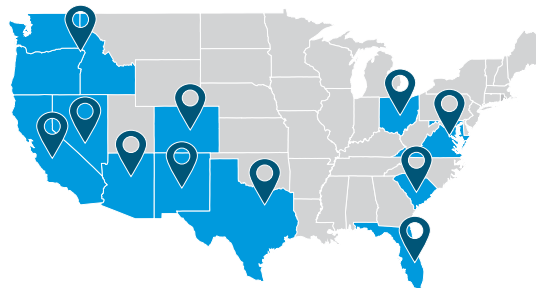
## WATER WEEK

In April 2024, WaterReuse co-hosted the Washington, DC [Water Week Fly-In](#). **Over 350 water professionals** attended, including many WaterReuse members. In addition to meetings with policy-makers on Capitol Hill, WaterReuse co-hosted nearly 200 attendees for a Summit on Decentralized and On-Site Water Recycling Systems in collaboration with the National Blue Ribbon Commission for On-Site Non-Potable Water Recycling and the U.S. Environmental Protection Agency's Water Reuse Program Office. Please mark your calendars to join us on April 8 for Water Week 2025!

If you would like to get more involved in national legislation and regulation efforts, please join our Policy Committee by contacting WaterReuse 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. We are proud of the work sections are doing to advance water reuse in their respective states.



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)

- Reviewed and responded to the Arizona Department of Environmental Quality's release of a framework to permit Advanced Water Purification.
- Held webcasts on timely topics: Water Reuse in Remote Communities, Cost-Effective Approaches for Control of CECs, and High-Recovery Desalination.
- Convened the WaterReuse Arizona Symposium in July, attracting 203 attendees for a robust program featuring a water-tasting workshop, public outreach panel discussion, and casino night dinner function.



## WATEREUSE CALIFORNIA (WRCA)

- Achieved a 13-year goal of securing statewide regulations for Direct Potable Reuse.
- Hosted the 2024 WRCA in Garden Grove, CA, welcoming more than 800 water professionals for three days of learning, two facility tours, and a multitude of opportunities to network and celebrate.
- Advocated successfully for \$386.25 million for recycled water projects as part of the state's \$10 billion climate resiliency bond. Californians will vote on the bond in November 2024.
- Advocated for \$74.5 million to go into the Water Recycling Funding Program that supports projects across the state.
- Advocated for clarifications and changes to the landmark regulations for *Making Conservation a California Way of Life*. WRCA hosted a webcast to help members better understand the reuse requirements.
- Hired two new staff, including a new managing director and administrative coordinator.
- Launched a new strategic planning process.
- Hosted 28 regional chapter meetings across the state.
- Distributed monthly newsletters to nearly 500 readers per issue.



### **WATEREUSE COLORADO (WRCO)**

- Hosted and supported the national WaterReuse Symposium in Denver and arranged facility tours including Denver Water's on-site water recycling system, the new Colorado State University Spur Campus Hydro Building, the Aurora Water Binney Water Purification Facility, Castle Rock's Plum Creek Water Purification Facility, and the Pure-Water Colorado Mobile Demonstration Facility.
- Adopted WRCO's first strategic plan to guide efforts over the next several years.



### **WATEREUSE FLORIDA (WRFL)**

- Proclaimed May 19-25 as Florida Water Reuse Week and partnered with utilities across the state to commemorate the importance of water reuse.
- Hosted 80 individuals for the annual WRFL Summit at the University of South Florida, corresponding with Water Reuse Week. Topic areas included ongoing One Water research, potable reuse rulemaking, project updates, federal project funding, new research, and student research presentations.
- Began a strategic planning process to further develop the section's mission, vision, and guiding principles.
- Held a webcast focused on funding sources for municipalities east of the Mississippi from a federal, state, and utility perspective.
- Welcomed over 150 guests to a "Hoppy Hour" featuring beer brewed with recycled water from the Plant City direct potable reuse demonstration project.
- Awarded the first scholarship to a University of South Florida student.
- Organized a Congressional Briefing Virtual Meeting on SB-64 and funding needs for water recycling projects.



### **WATEREUSE MID-ATLANTIC (WRM-A)**

- Hosted an inaugural event with over 60 attendees to learn about present capabilities and future opportunities for water recycling in the U.S. Capital Region and beyond.
- Organized a panel of several young professionals to discuss various water reuse topics during a CWEA/CSAWWA Regional Water Reuse Seminar.



### **WATEREUSE NEVADA (WRNV)**

- Hosted the 4th Annual WaterReuse Nevada Symposium with over 60 attendees. The event included speakers from Nevada water agencies, researchers, guest speakers from Utah and Idaho, and a poster session.
- Partnered with the University of Nevada Las Vegas, the Southern Nevada Water Authority, and others on reuse research.
- Collaborated with the Nevada Water Innovation Campus at the University of Nevada, Reno, to develop and implement innovative and integrated water solutions tailored to regional needs.
- Awarded five WaterReuse Nevada Research Initiative grants to higher education students and four scholarships to Nevada students pursuing a water reuse curriculum.
- Hosted a community outreach event on water reuse for local Girl Scouts of America.



### **WATEREUSE NEW MEXICO (WRNM)**

- Hosted WaterReuse webcasts on reuse topics relevant and informative to New Mexico reuse regulation development.
- Reviewed and distributed draft reuse regulations published by the New Mexico Environment

Department to section members. Participated in a hearing on proposed regulations in May 2024.



### **WATEREUSE OHIO (WROH)**

- Officially chartered the Ohio section in March 2024 at the WaterReuse Symposium. Elected an initial group of officers and established a committee framework that focuses on the different types of reuse to support regulatory development.
- Developed a fact sheet to highlight the launch of the section.
- Recruited over 30 organizational members within months of the section's launch.



### **WATEREUSE PACIFIC NORTHWEST (WRPNW)**

- Hosted the 2024 Summer Summit & Social featuring technical education, policy discussions, and professional networking focused on the implementation of water reuse solutions in Oregon.
- Expanded presence at the 2024 Pacific Northwest Clean Water Association Conference through a dedicated water reuse track.
- Continued support of the development and implementation of reuse regulations in the region.
- Delivered a national webcast titled "Localizing Communications Strategies" to 69 attendees. The session focused on various strategies and tips to engage different audiences necessary to raise awareness and support for water reuse.



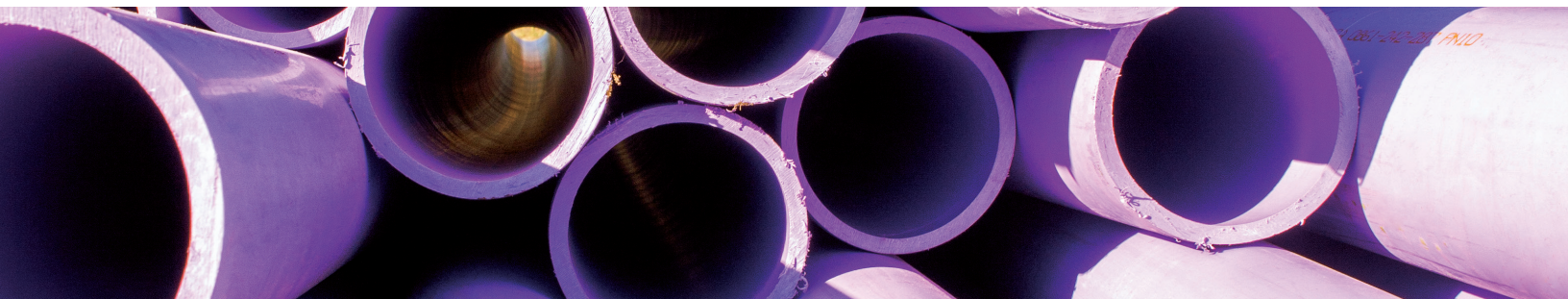
### **WATEREUSE SOUTH CAROLINA (WRSC)**

- Continued a partnership with the South Carolina Department of Health and Environmental Control to host Lunch and Learn sessions on water reuse. The section maintains a leading role in the discussions surrounding the development of regulations and legislation.
- Evaluated reuse regulations from nearby states and developed a model regulation to further discussion of what the state's regulations could look like.
- Sponsored a delegation of state regulators to attend the State Regulator Summit held during the WaterReuse Symposium.



### **WATEREUSE TEXAS (WRTX)**

- Engaged with members, stakeholders, partner organizations, and legislators/staff to address interim charges related to reuse for the Texas House Natural Resources Committee.
- Met with TCEQ's Office of Water leadership to discuss importance of water reuse to the state.
- Engaged with the TCEQ Water Quality Division to provide input into the implementation of SB-1289 implementation.
- Developed a membership survey to determine WRTX advocacy priorities.
- Hosted a successful 2024 WRTX conference, welcoming over 200 attendees in Austin, TX.
- Held a webcast, "Operator Perspectives on Reuse," with 68 registrants from multiple states and countries.
- Developed informative quarterly newsletters and other emails for section members, with an average open rate of 17%.



# MARK YOUR CALENDAR



## 2024 INDUSTRIAL REUSE SPECIALTY CONFERENCE

November 19-21, 2024  
Indian Wells, California



## 2025 WATEREUSE COLORADO CONFERENCE

May 5, 2025  
Denver, Colorado



## 2024 WATEREUSE FLORIDA ANNUAL MEETING

December 5, 2024  
Orlando, Florida



## 2025 WATEREUSE ARIZONA SYMPOSIUM

July 2025  
Flagstaff, Arizona



## 2025 WATEREUSE NEVADA CONFERENCE

Winter 2025  
Nevada



## 2025 WATEREUSE CALIFORNIA ANNUAL CONFERENCE

September 7-9, 2025  
San Diego, California



## 2025 WATER WEEK

April 6-12, 2025  
Washington, DC



## 2025 WATEREUSE TEXAS ANNUAL CONFERENCE

Week of September 15, 2025  
Texas



# WATERREUSE<sup>®</sup> 2025 SYMPOSIUM

*Celebrating 40 Years*

MARCH 16-19, 2025 | TAMPA, FLORIDA



IN COLLABORATION WITH THE WATER RESEARCH FOUNDATION