

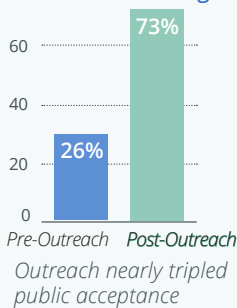
WORKING TOGETHER TO Build Trust in Purified Water



Purified water is water that has passed through multiple proven advanced treatment processes and been verified through rigorous monitoring and testing to be safe to add to a community's drinking water supply.

The state has a unique opportunity to help local agencies build trust in the purified water produced by potable reuse. The governor's water supply strategy commits to increasing water reuse by 150 percent by 2040, which will require broader adoption of potable reuse in urban areas across California. Public acceptance has long been a hurdle to potable reuse yet is critical to project success. Proactive public outreach and engagement has proven to increase acceptance and the state has a significant opportunity to support broad-reaching communications to lay a foundation for acceptance while finalizing direct potable reuse regulations.

Public Acceptance of Pure Water San Diego



OUTREACH AND ENGAGEMENT HAS DEMONSTRATED SUCCESS

We've seen communities shift from firm resistance to solid support with the right communications. In 2012, the city of San Diego's successful outreach program for Pure Water San Diego ensured success (see chart). CUWA sees the state as a critical partner in replicating this acceptance statewide.

STATE LEADERS CAN PROACTIVELY ENHANCE TRUST

Messages supporting purified water can be successfully amplified at the state level, though some details are better carried by local agencies. Site-specific factors like cost or treatment processes are more appropriately communicated by the associated agency. However, the state can amplify broad messages to enhance local efforts, like those recommended below.

OUR ASK TO STATE LEADERS

1. Replicate the success of the state's "Save Our Water" program by developing a similar communications and statistical research campaign on purified water messaging that leverages existing research, such as [WaterReuse CA's terminology framework](#).
2. Amplify these key messages while engaging with the public and media:
 - Water is too valuable to use just once.
 - Purified water uses proven technologies and is safe and sustainable.
 - Purified water provides a drought-resilient local water supply in the face of weather variability.

ABOUT CUWA

CUWA's mission is to provide a unified voice for urban water solutions that keep our environment and communities thriving. CUWA is a non-profit corporation of 11 major urban water agencies that serve drinking water to two-thirds of California's population. CUWA supports the administration's priority of water reliability and resiliency by delivering safe and accessible drinking water and driving actions that prepare communities for climate change.

For more information, visit cuwa.org

ABOUT WRCA

WaterReuse California represents 220 public agencies, consulting firms, and companies dedicated to expanding the use of recycled water in California.

For more information, visit watereuse.org/sections/watereuse-california