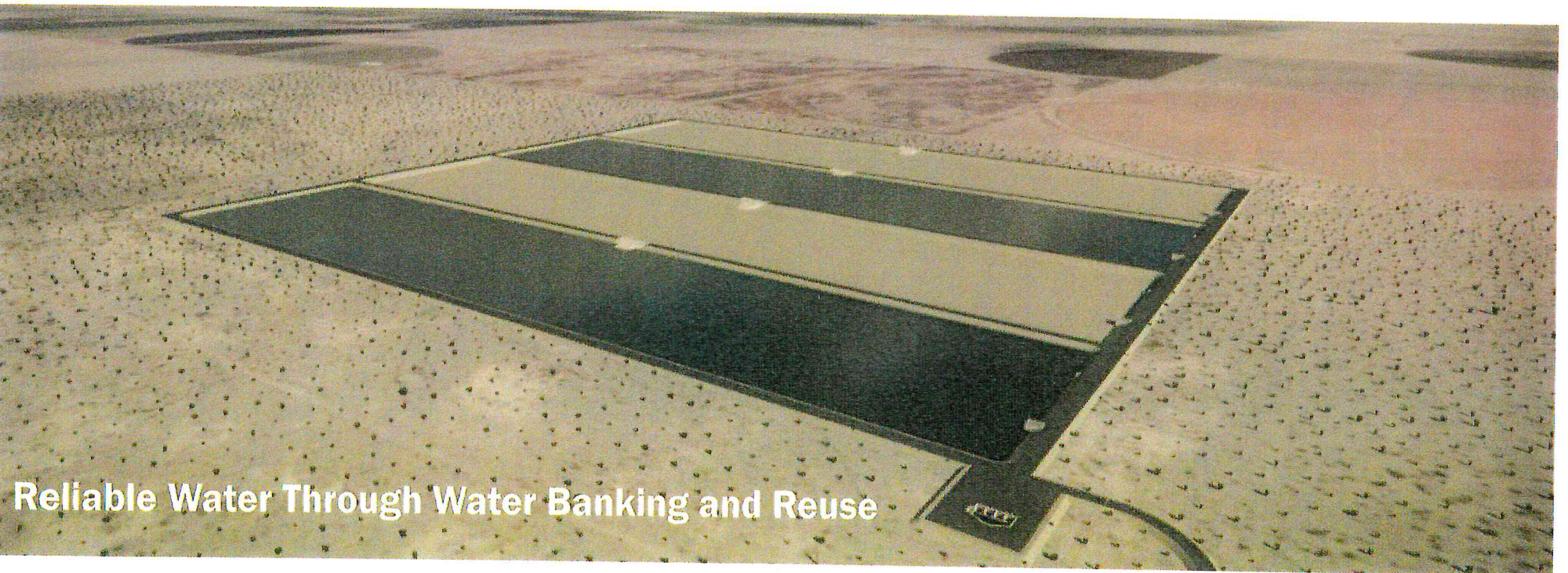


# Palmdale Regional Groundwater Recharge and Recovery Project

## Community Outreach and Education



Reliable Water Through Water Banking and Reuse

## California Emphasis on Recycling/Reuse

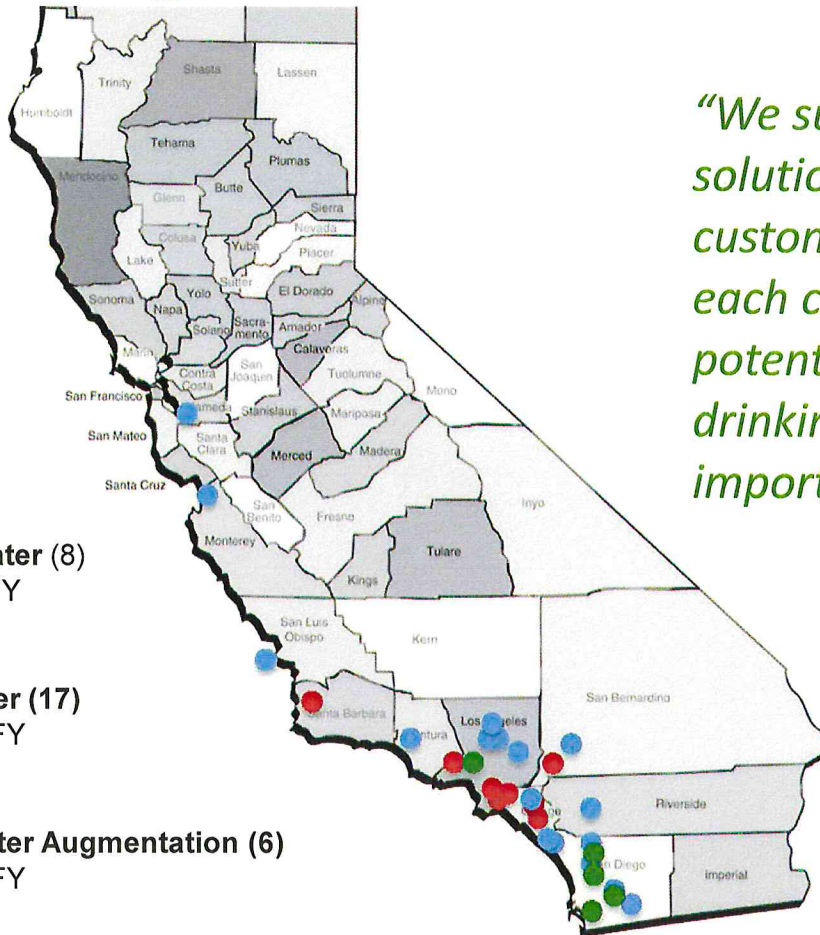
California has policy to increase the use of recycled water. The policy requires a substantial increase in the use of recycled water by 2020 and even more by 2030.

**Communities throughout the state are taking a hard look at recycled water options.**



# Part of a Growing California Movement to Reuse

## California Potable Reuse Projects



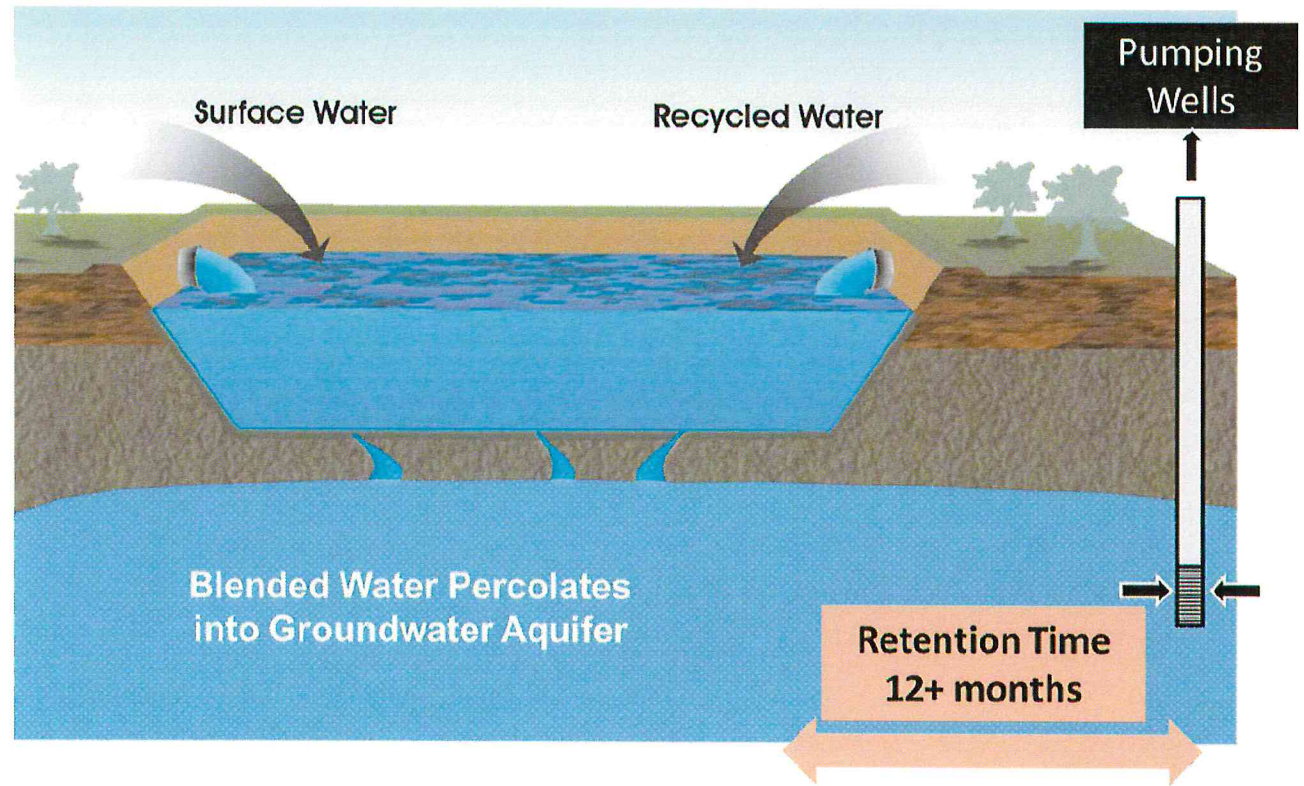
- Permitted Groundwater (8)**  
Existing ~ 200,000 AFY  
~ 1.6M People
- Planned Groundwater (17)**  
Planned ~ 225,000 AFY  
~ 1.6M People
- Planned Surface Water Augmentation (6)**  
Planned ~ 100,000 AFY  
~ 800K People

*“We support ... as many water recycling solutions as possible; that a range of customized “mix and match” options offer each community or region the most potential for success in offsetting limited drinking water sources, including imported water.”*

*California WaterReuse Association*

# Groundwater Recharge and Recovery Project

- Water delivered from California Aqueduct to new recharge basins on undeveloped 160-acre site in northeast Palmdale
- Recycled water produced locally and available year round from Palmdale Water Reclamation Plant is another source



# Our Water Experience

Helping others communicate effectively about things that matter.

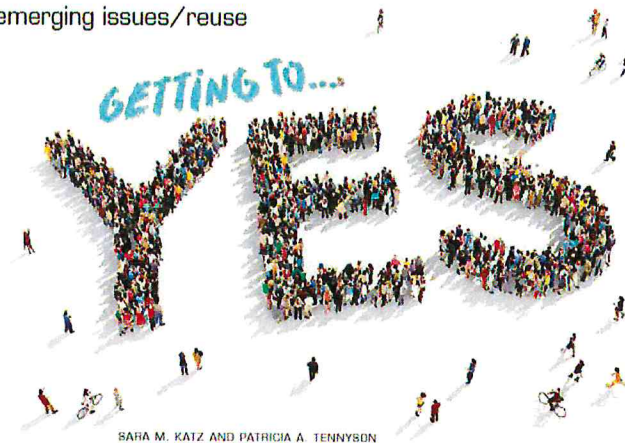
- Water Resources
- Water Infrastructure
- Water Quality
- Water Purification
- Water Supply Diversification
- Water Technologies
- Water Perceptions
- Water Costs



# Our Reuse Experience

- Pure Water San Diego
- Pure Water Silicon Valley
- Las Virgenes Municipal Authority Recycled Water Seasonal Storage
- Los Angeles – One Water LA Program
- El Paso Water Utilities Advanced Purification System Pilot Plant
- Metropolitan Water District Feasibility Study
- City of Tampa Augmentation Project
- Model Communication Plan for Advancing DPR

emerging issues/reuse



SARA M. KATZ AND PATRICIA A. TENNYSON

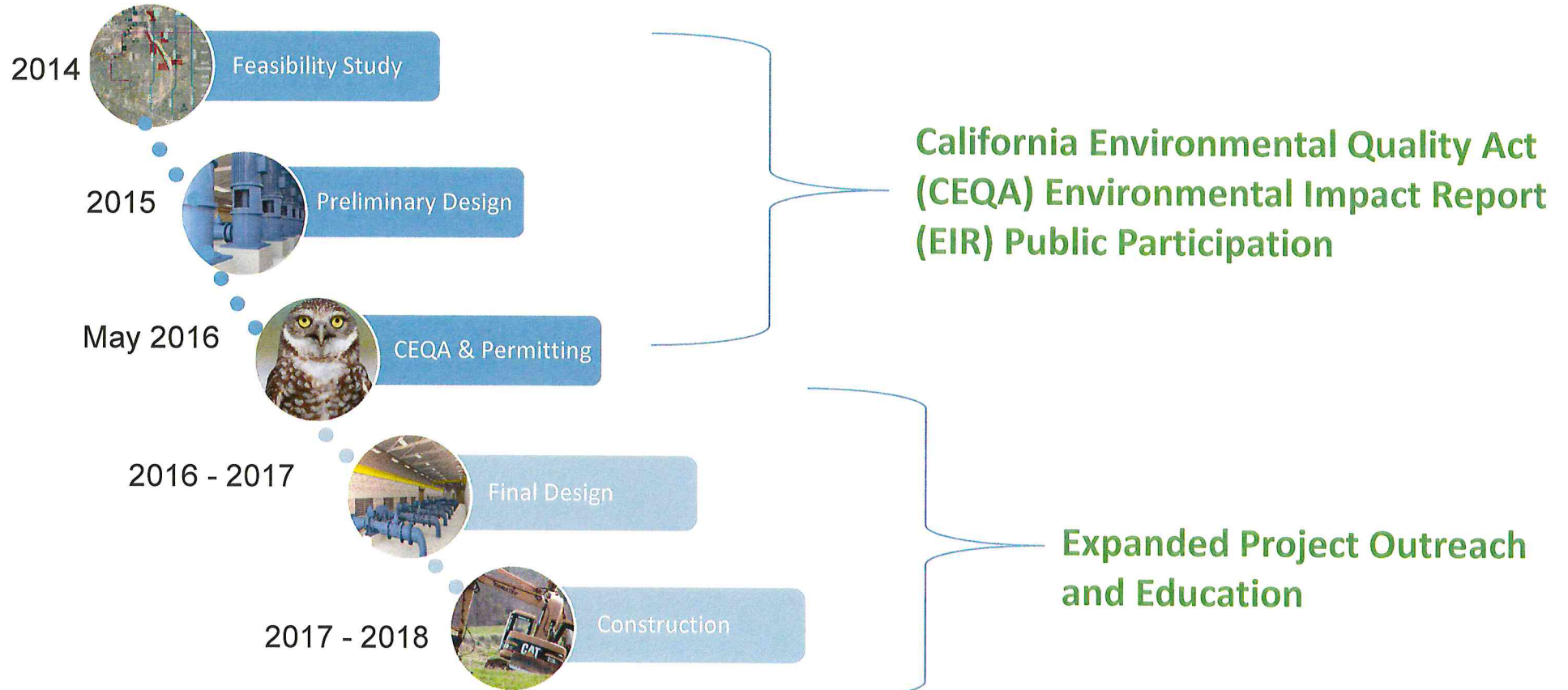
## Public Outreach for Potable Reuse: Bringing the Public to a New Level of Acceptance

PUBLIC OUTREACH FOR  
POTABLE REUSE REQUIRES  
A STRATEGIC APPROACH TO  
ENSURE SUCCESS IN  
HELPING THE PUBLIC  
UNDERSTAND THAT  
POTABLE REUSE WATER IS  
SAFE FOR DRINKING.

Just a few years ago, potable reuse was defined by a four-letter word: yuck. It suffered under the clever but misleading label “toilet to tap,” even though the two are never directly connected. However, these few short years have proved to be something like a full generation’s worth of change in the water world. What has been taken for granted with the turn of the tap for decades is now front and center, rife with challenges to be solved. Water has become a linchpin in a community’s economic well-being and is recognized for its contribution to quality of life. Yet supply reliability in many parts of the continent, and certainly across the globe, has never been more tenuous.

As water supply challenges continue to emerge and become more serious, the conversations about alternate drinking water supplies necessarily shift to other sources—chief among them is direct and indirect potable reuse, a topic so far from public acceptance in the old days as to remain almost unmentionable. In a society that uses 24 gpd/person just to flush toilets (Lewis 2012), the potable-reuse discussion asks water customers to take seriously the growing national challenge to secure reliable water and abandon emotion and negative perceptions in favor of science and technology. The latter request represents pushing the public into a hard but critical switch in thinking that can help communities sensibly rebuild their water portfolios—and feel good about it.

# Palmdale Water District – Outreach Timeline



# Public Outreach Objectives For EIR

- Ensure **compliance** with CEQA
- Communicate **accurate**, easily understood information about proposed project, available information, and comment opportunities
- Ensure open and **transparent** process
- Build on past outreach efforts while incorporating **new ways** and opportunities to provide information
- Continue to broadly **raise awareness** of project purpose and need, and water system in general





# Public Outreach and Communication To Date

- EIR Public Involvement Plan
  - Core Messages
  - Audience Identification
  - Communication Opportunities
- Advertisement, News Releases and Information Repositories
- Comment Opportunities
- Informational Materials (English/Spanish)
- Animated Video
- Online Presence (website and social media)
- Presentations

The image displays a screenshot of the Palmdale Water District website and a Spanish-language informational flyer. The website header includes the Palmdale Water District logo, the name "PALMDALE WATER DISTRICT", the tagline "SINCE 1918", and contact information: "Contact Us | 661-947-4111". A navigation menu lists: HOME, ABOUT, GOVERNANCE, CUSTOMER CARE, CONSERVATION, EDUCATION, NEWS. A Facebook feed is visible, showing a post from "Palmdale Water District" with 566 likes, titled "Palmdale Water District Regional Recharge and Recovery Project".

The flyer, titled "PALMDALE REGIONAL GROUNDWATER RECHARGE AND RECOVERY PROJECT", features the headline "RECYCLING: AS OLD AS THE EARTH ITSELF!". It includes the following text:

**WHAT IS WATER REUSE?**  
For the customers of Palmdale Water District, recycled water describes the reuse of water from our homes, businesses, and industries, that has been treated through three different processes to remove contaminants and impurities to ensure public health.

**WHAT IS RECYCLED WATER USED FOR?**

- As of now, recycled water is used locally primarily to irrigate crops, with a small portion used to irrigate parks and landscaping.
- This water has other valuable uses, such as indirect potable reuse, where recycled water is used to replenish the groundwater basin, creating a new water supply for all to use.
- One of PWD's goals is to utilize any available recycled water for groundwater replenishment as part of the optimal blend of

A circular diagram labeled "WATER REUSE" shows the cycle from "Water Reuse" to "Recycled Water" and back to "Water Reuse".

**Projecto Regional de Recuperación y Reabastecimiento de Aguas Subterráneas de Palmdale**  
**HOJA DE COMENTARIOS**

Gracias por asistir a la reunión pública del Proyecto Regional de Recuperación y Reabastecimiento de Aguas Subterráneas de Palmdale. Si tiene algún comentario sobre el alcance y el contenido del Informe de Impacto Ambiental, favor de proveerlo a la conclusión de esta reunión.

Los comentarios deben ser matasellados el 20 de julio para ser considerados en el boletín de prensa que será presentado durante la reunión pública de dirección correspondiente proporcionada a

**\*\* POR FAVOR A**

Below the text is a form with three lines for input. To the right of the flyer is a video player showing a close-up of a water filter or component, with a play button overlay.

## Core Messages

- At the current rate of consumption, our water supply could be running at a deficit by 2021. Planning ahead and accomplishing this project will ensure a future water supply.
- Ensuring a safe, healthy, reliable and locally controlled water supply is critical to Palmdale's present and future prosperity.
- Palmdale Water District is taking a leadership role in water resource planning and management through water banking and reuse.
- Public involvement is a critical part of the project development and the environmental review process.

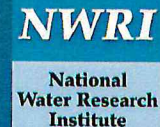


## Current Status

- Draft EIR Comments Received
- Project Modifications Underway
- Blue Ribbon Panel Nearing Completion
- Opportunities to bring project updates to stakeholders
- Opportunities to share PWD's recommended project and experience with other agencies, utilities

### Blue Ribbon Panel: Independent Advisory Panel

- Expert peer review
- Objective, third-party analysis
- Recycled water regulation compliance
- 4 experts – decades of experience
- On-going meetings; 2 of 3 complete



# Priorities Going Forward

- Hold our own in drought dialogue
- Increase outreach to key target audiences
  - Elected Officials
  - Community Leaders
  - Business/Industry/Employers
  - Multicultural Leaders & Groups
  - Public Health Interests
  - Civic Groups
- Follow potable reuse – stay current
- Invite and respond to questions and comments

**PALMDALE REGIONAL GROUNDWATER RECHARGE AND RECOVERY PROJECT**  
RELIABLE WATER THROUGH WATER BANKING AND REUSE

**THE CEQA PROCESS AND PUBLIC INVOLVEMENT**  
Environmental Impact Report

Palmdale Water District (PWD) has prepared a Draft Environmental Impact Report (EIR) as required by the California Environmental Quality Act (CEQA). The Draft EIR identifies potentially significant project impacts to biological and cultural resources, geology and soils, hydrology and water quality, and noise from the Palmdale Regional Groundwater Recharge and Recovery Project.

Public participation is essential to the CEQA process. On July 11, 2015, PWD held a public scoping meeting to gather input on the types of environmental issues, mitigation measures, and alternatives to address in the EIR. Now, with the Draft EIR complete, the second public review period occurs from Nov. 25, 2015 to Jan. 11, 2016. PWD encourages the public to review the environmental analysis and provide comments to inform development of the Final EIR which will be complete in the spring of 2016.

**Planning for Our Future Water**

The Palmdale Water District (PWD) recognizes the future challenges of our area in the Antelope Valley. Water reliability is an important issue that will impact the entire community long-term. Growth, job creation, and industry rely heavily upon water as a part of the minimize this current and impending is: that will help replenish groundwater aquifers for dry year recovery using a Project (SWP) water.

The Antelope Valley Groundwater Basin water supply but has been "overdrafted" removed than is being put back help rebuild

**PWD's Water Resources**

The PWD relies upon three sources of water: Imported water from the SWP, surface water, and groundwater.

**WATER REUSE CALIFORNIA**

California

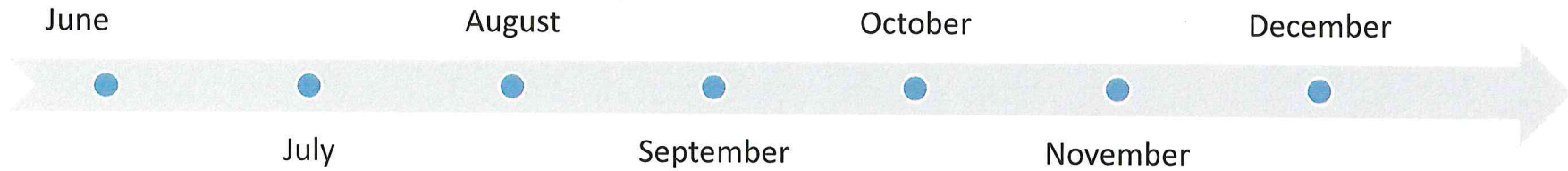
**PDM's Water Resources**

The PWD relies upon three sources of water: Imported water from the SWP, surface water, and groundwater.

Source	Volume (MGD)
Groundwater	1.0
Surface Water	1.0
SWP	1.0
TOTAL	3.0

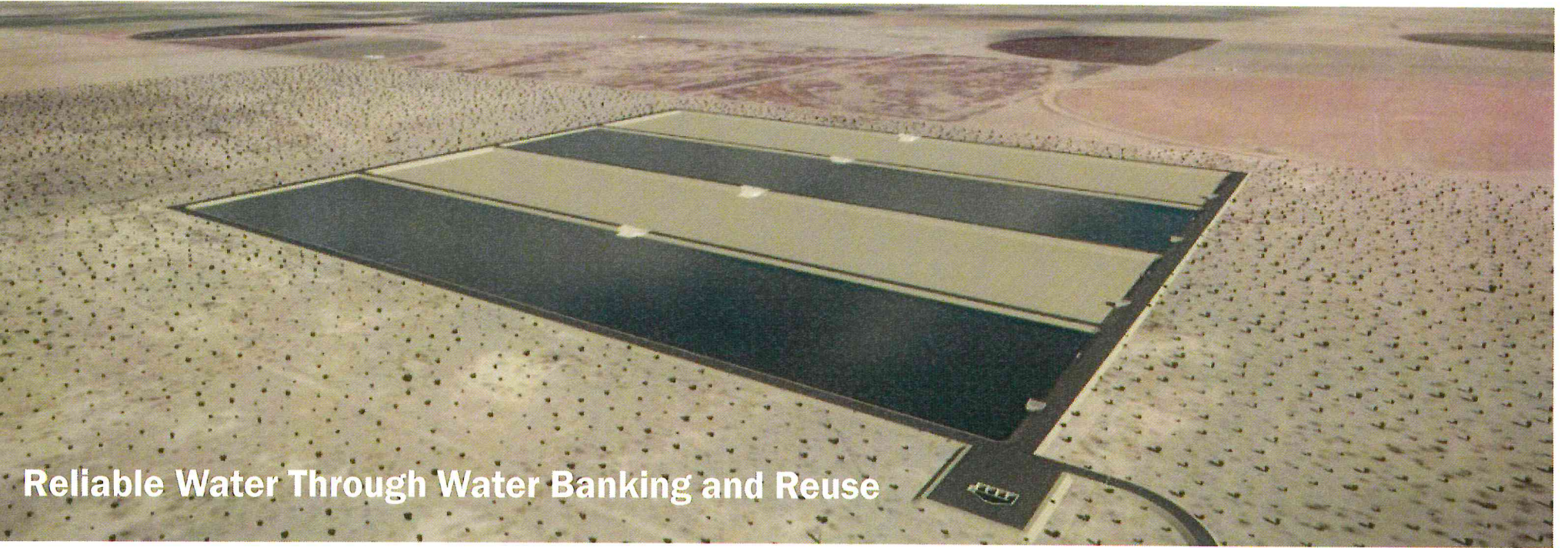
APR - JUN 2015  
1.000 MG  
1.000 MG  
1.000 MG

# Specifics



- Share updated public outreach and involvement plan internally
- Update messages to reflect project stage
- Keep community up to date
- Update and translate materials
- Incorporate Blue Ribbon Panel results and industry research
- Increase social media
- Update video
- Schedule electronic project updates
- Conduct one-on-one meetings
- Conduct community outreach and events
- Increase Speakers Bureau
- Provide Tours
- Prepare media and trade publication articles
- Consider branding

**Questions?**



**Reliable Water Through Water Banking and Reuse**

