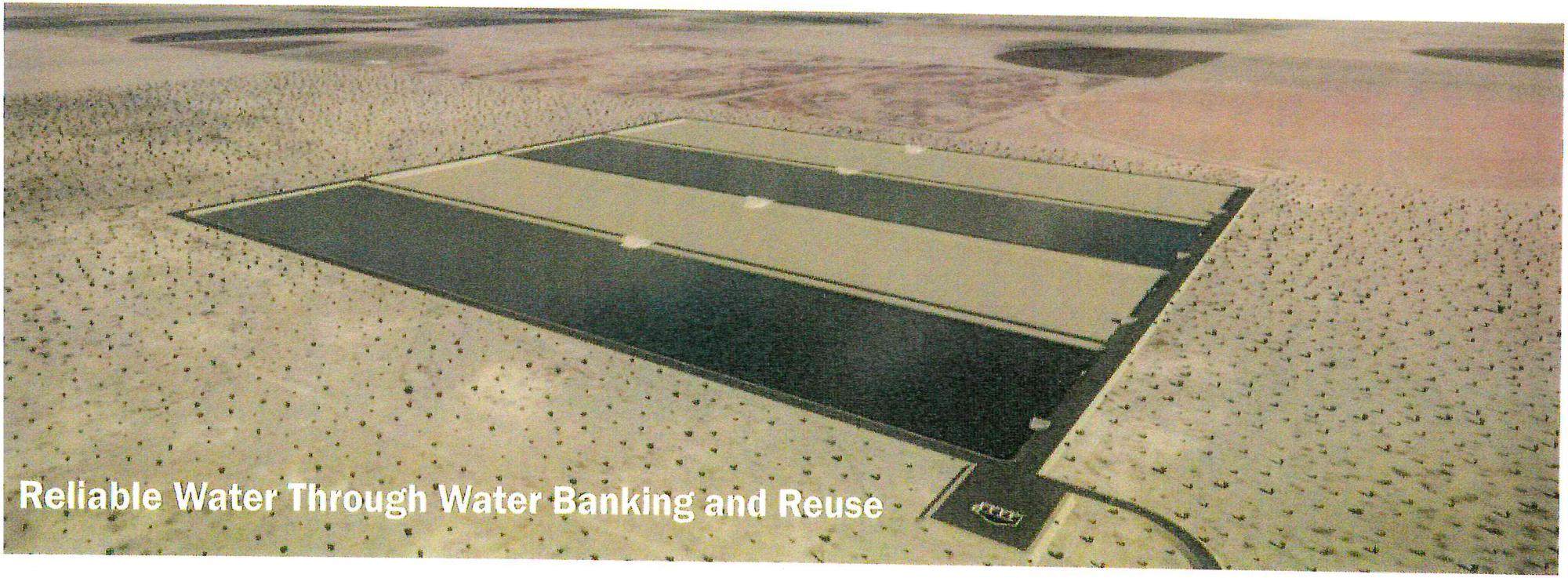
AGENDA
ITEM 7.4

Palmdale Regional Groundwater Recharge and Recovery Project

Community Outreach and Education



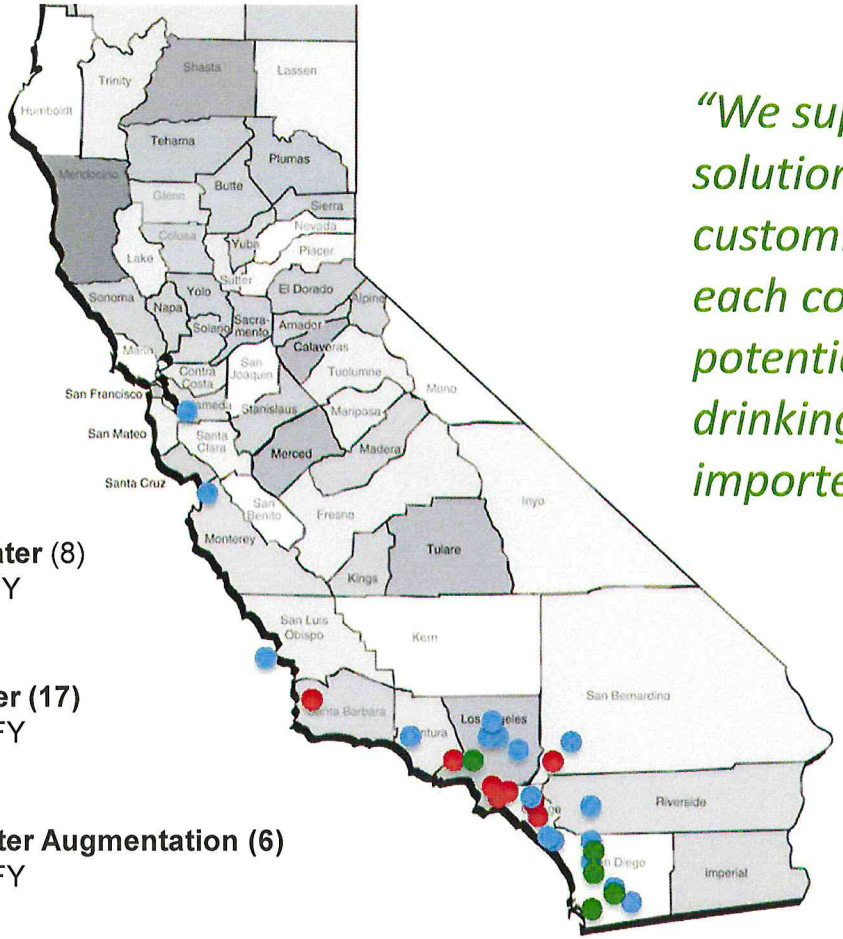
California Emphasis on Recycling/Reuse

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



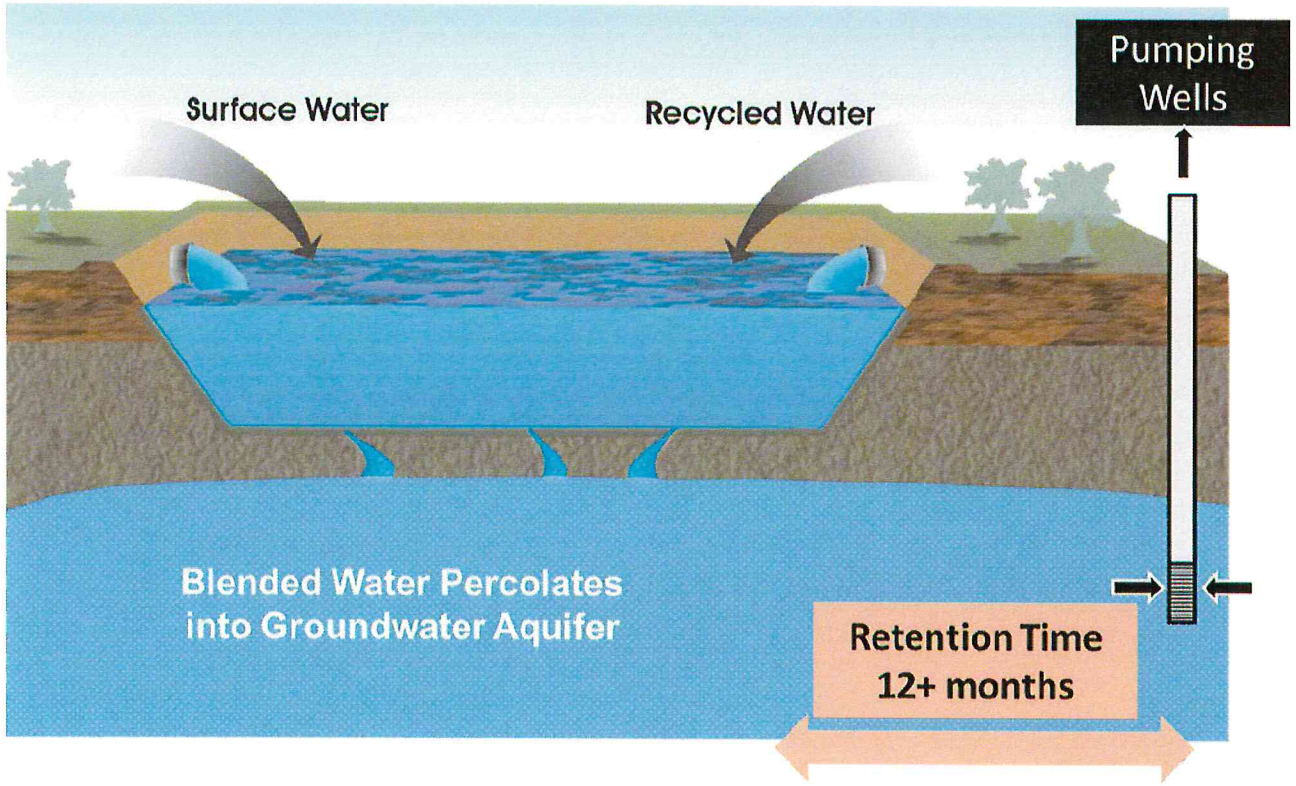
- **Permitted Groundwater** (8)
  Existing ~ 200,000 AFY
  ~ 1.6M People
- **Planned Groundwater (17)**
  Planned ~ 225,000 AFY
  ~ 1.6M People
- **Planned Surface Water Augmentation (6)**
  Planned ~ 100,000 AFY
  ~ 800K People

"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 WateReuse 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



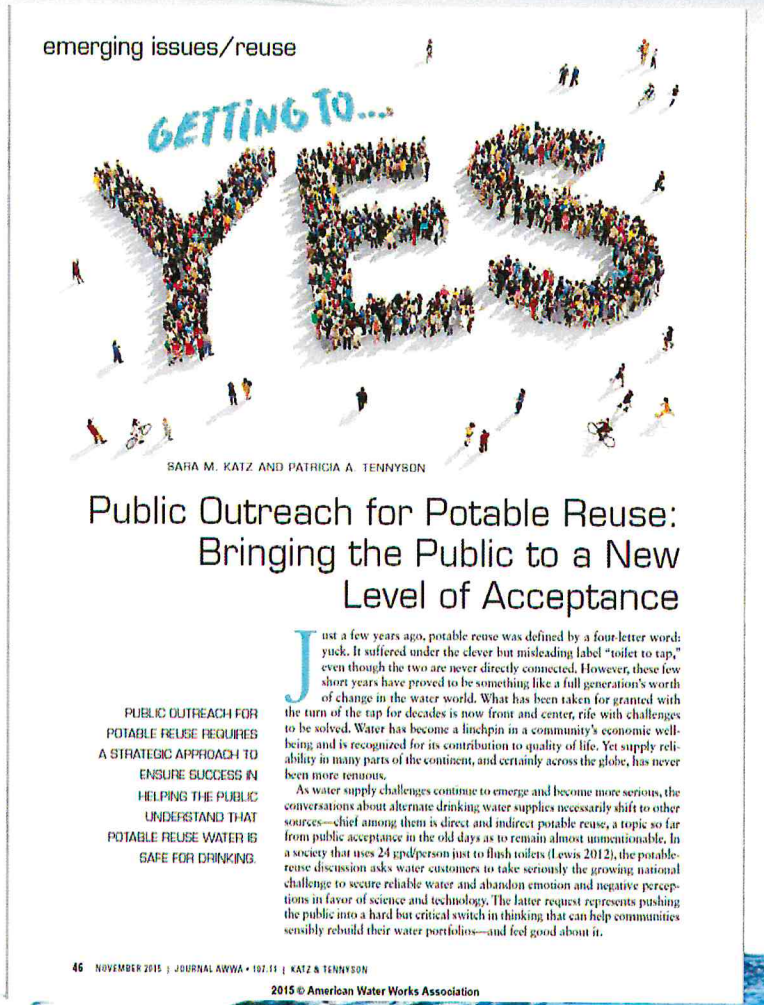
Our Water Experience

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

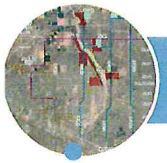
Public Outreach for Potable Reuse: Bringing the Public to a New Level of Acceptance

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

2014  Feasibility Study

2015  Preliminary Design

May 2016  CEQA & Permitting

2016 - 2017  Final Design

2017 - 2018  Construction

California Environmental Quality Act (CEQA) Environmental Impact Report (EIR) Public Participation

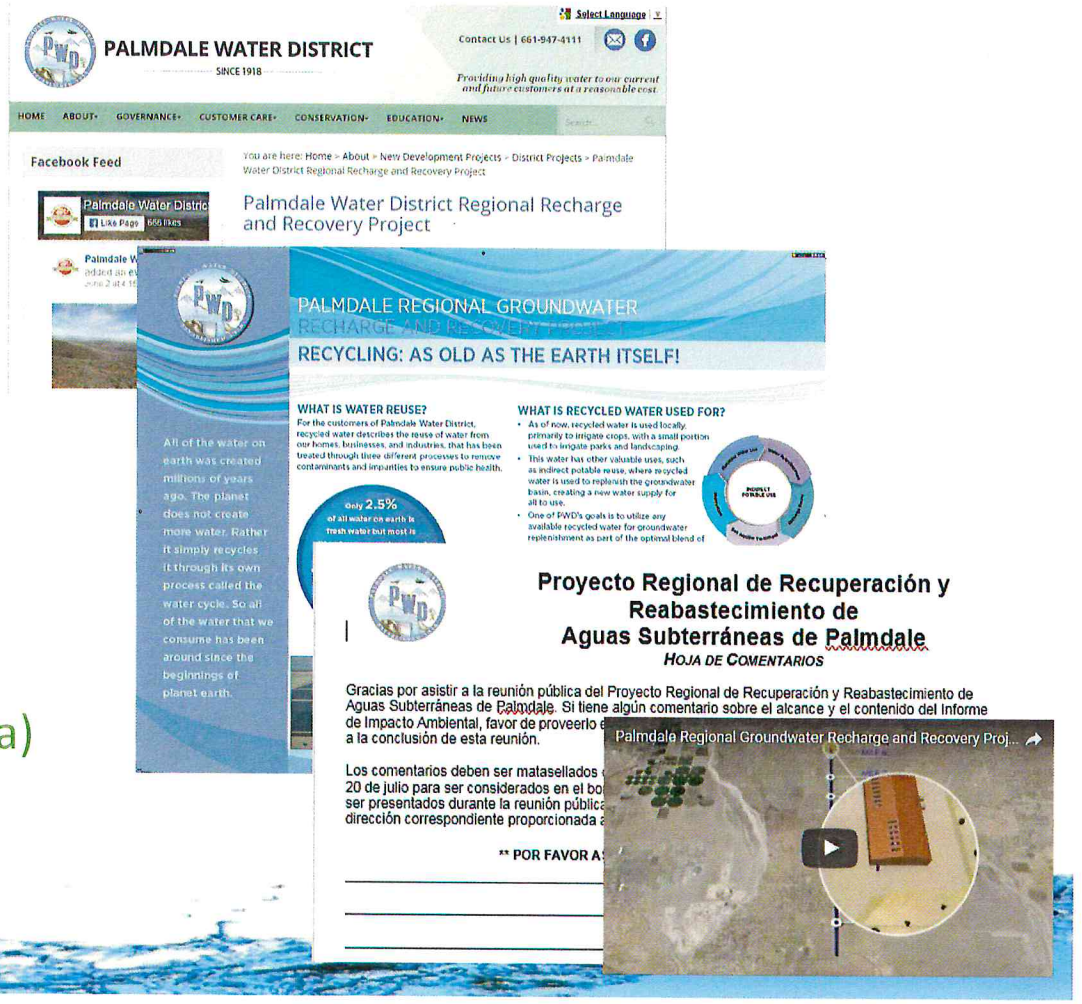
Expanded Project Outreach and Education

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** or 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



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:

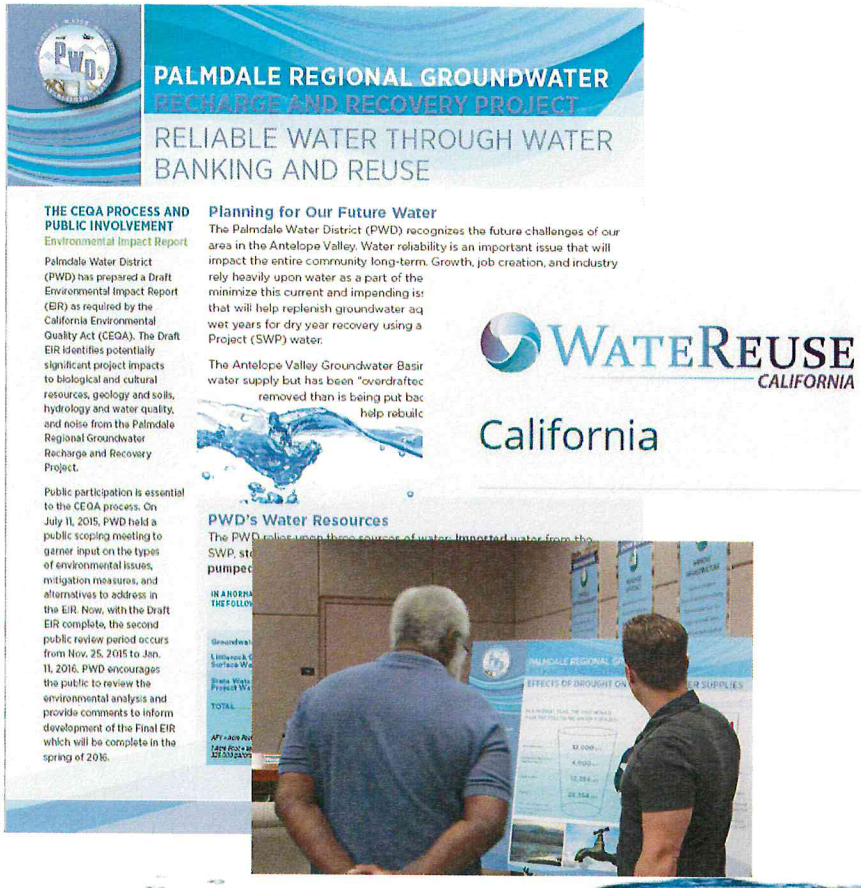
Independent Advisory Panel

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

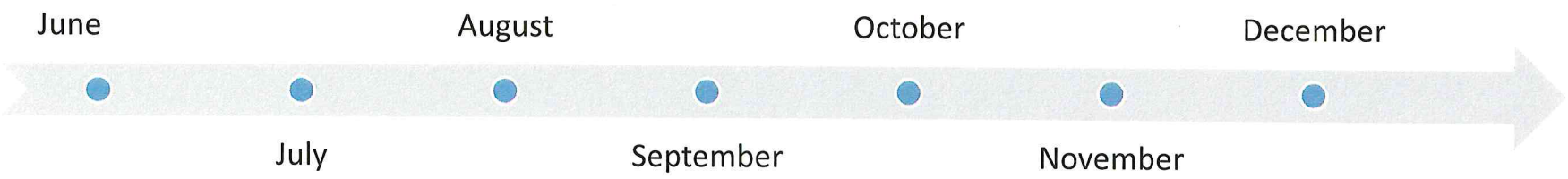
NWRI
National Water Research Institute

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



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?