



Legislation and Communications Committee

Update on Outreach for Pure Water Southern California

Item 6a
August 19, 2024

Update on Outreach for Pure Water Southern California

Subject

Outreach for Pure Water Southern
California

Purpose

To provide an update on outreach for Pure
Water Southern California

Pure Water Southern California Program Area

- Millions of people impacted by 40+ miles of new infrastructure
- Up to 20 jurisdictions
- Over 180 languages spoken
- Community with diverse backgrounds and economic situations



Outreach Aligns with Program Progress

2015-16 Program Feasibility Report

- Outreach Planning
- Messaging & Strategies
- Presentations

2017-19 Demo. Facility Construction

- Learning Center
- Exhibits
- Tour Program
- Communication Materials

2020 -24 Environmental Planning Phase

- Expand Outreach
- CEQA Outreach & Support
- Partnerships
- Program Renaming & Rebranding

2023-24 State Funding for Program Development

- Program Management Outreach Collaboration
- City/Jurisdictional Outreach
- Engagement with property owners stakeholders

Partnership and Collaboration



MWD and LACSD Outreach Staff



West Basin MWD
Water Harvest



USGV MWD
Water Fest



LACSD Earth Day

Partnership with Community- Based Organizations

Allows us to leverage
trusted community
networks to enhance
culturally relevant outreach
and address diverse
community needs



Grace F. Napolitano Pure Water Southern California Innovation Center



Group & Public
Tours



Student Tours



Virtual Tours



Events



April 2024 At-a-Glance

Week 1

- Congressional Tour
- Carson Economic Development Commission Tour
- Cal Poly Virtual Tour
- MA Work Group
- Azusa City Briefing

Week 2

- LADWP Water Club Tour
- Eastern MWD Tour
- LACSD Earth Day Event
- Loyola Marymount Tour

Week 3

- UCLA Tour
- Occidental College Tour
- Loyola Marymount Tour
- LANI Forum with LADWP
- Bellflower City Council

Week 4

- Long Beach Utilities Tour
- United Arab Emirates Tour
- Groundwater Resources Assoc. Tour
- Parks Elementary Tour
- SBCC Earth Day Event



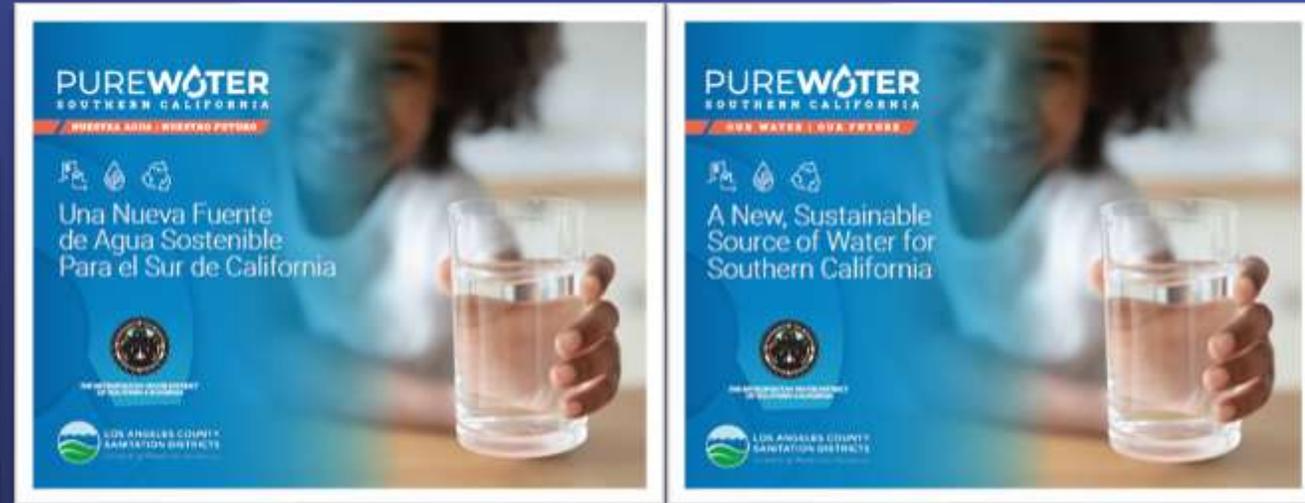
Meeting People Where They Are



E-newsletter



Social Media



Bilingual Materials



Community Events

Results of Our Outreach Efforts

Tours

11,000+
Participants

Events and Meetings

37,000
Attendees

Website

40,000
Users

Social Media

Hundreds of
thousands of
impressions

News

Millions
of Readers
and
Viewers



Millions of People Reached to Date

Pure Water Southern California

Future Outreach

- Continued Community Outreach and Engagement
- Expand Partnerships
- Workforce Development Opportunities
- Continue Preparing for Draft EIR Outreach
- Community Benefits Program
- Refine Outreach Messaging Based on Research
 - 2024 Public Opinions, Attitudes on Water Reuse



SETTING THE STANDARD

Commitment to Water Quality

Metropolitan and the Sanitation Districts are committed to delivering high-quality water that protects public health. At the program's demonstration plant, the Grace F. Napolitano Pure Water Southern California Innovation Center, the agencies are studying a unique purification process that could increase efficiency in water recycling and improve water quality. The center features a three-step process that removes pharmaceuticals, pesticides, viruses, bacteria and other particles to produce highly purified water that meets or exceeds all water quality standards.



Our Water | Our Future

Water is too precious to use just once. That's why The Metropolitan Water District of Southern California is partnering with the Los Angeles County Sanitation Districts on Pure Water Southern California, a regional water recycling program that would purify and reuse cleaned wastewater that currently flows into the ocean. At full scale, Pure Water Southern California would produce 150 million gallons of purified water each day.

By delivering a new, climate-resilient supply of locally available water, Pure Water Southern California would benefit the 19 million people living within Metropolitan's service area. It also would become one of the world's largest water recycling programs.

