



Legislation and Communications Committee

Update on Outreach for Pure Water Southern California

Item 6a

October 13, 2025

Item 6a Update on outreach for Pure Water Southern California

Subject

Pure Water Southern California Outreach

Purpose

To provide an update on the latest outreach activities in support of the Pure Water Southern California

What Guides our Outreach: Mission & Objectives

PURE WATER SOUTHERN CALIFORNIA OUTREACH TEAM CHARTER

1. OUR OUTREACH MISSION STATEMENT

Our mission is to conduct extensive outreach to communities that may receive the new purified recycled water and/or be impacted by construction of Pure Water Southern California, inform them of the program, respectfully seek their input, and build trust and positive relationships along the way. Our efforts will be broad and inclusive, encompassing diverse audiences and ensuring all communities have access to program information and involvement opportunities.

2. OUR VISION FOR SUCCESS

- A dedicated, collaborative, multi-disciplinary project team
- Provision of accurate, easy-to-understand information about the project
- An effective response team to promptly address questions and concerns
- Deliver project elements with public support
- Confidence from member agencies
- Broad community awareness and engagement
- Extensive community member and project partner collaboration

3. OUR TEAM VALUES

EQUITY **RESPONSIVE**
EMPATHY **TRANSPARENT**
RESPECT **PATIENCE** **INCLUSIVE**
PROACTIVE **COLLABORATIVE**

4. OUR COMMITMENT

We commit to the implementation of this charter and to continuous improvement as a team for the success of Pure Water Southern California.

We commit to a collaborative environment that fosters effective communication with respect and transparency.

We commit to performing our duties with inclusivity and openness to garner trust and understanding, and to working nimbly to accommodate changing perceptions and project phases.

We commit to working internally with all internal stakeholders to overcome challenges, celebrate milestones and support each other.

We commit to fostering innovation and creativity, and to being forward-thinking and open to new ideas.

**DIVERSITY,
EQUITY, AND
INCLUSION**

Fostering a diverse, equitable, and inclusive community outreach program is both a goal and an integral part of carrying out our mission. We will engage with underserved communities to listen, communicate transparently, and involve residents and community members impacted



Conduct extensive broad and local outreach

Seek input, build trust, and establish relationships along the way

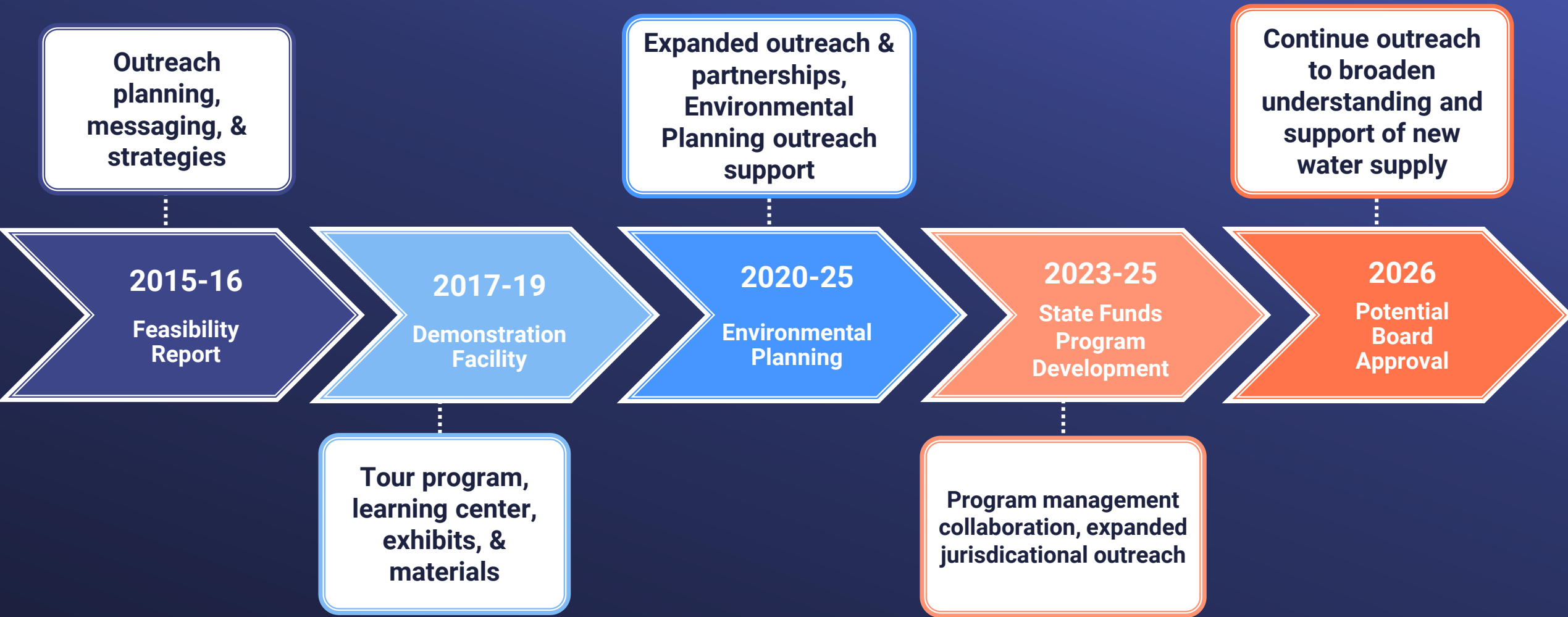


Ensure communities have multiple ways to access program information

Enhance public awareness, engagement and trust



10 years of Outreach: Aligned with Program Progress



Results of Our Outreach Efforts



TOURS

12,000+

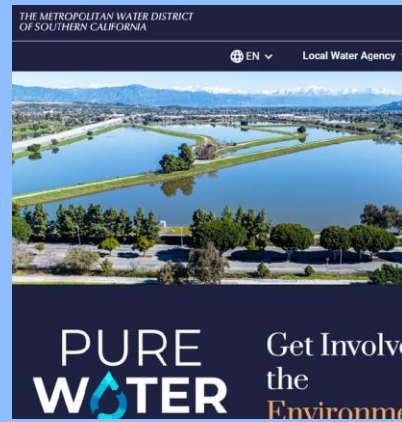
participants



EVENTS, MEETINGS, CONFERENCES

37,000+

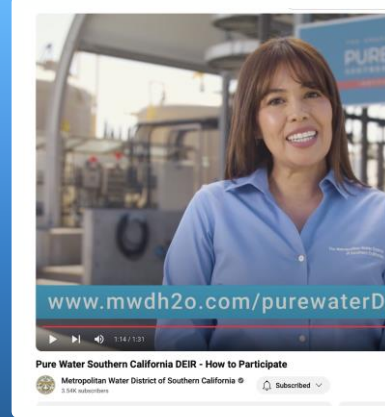
participants
and attendees



WEBSITE

40,000+

users



SOCIAL MEDIA

Hundreds of
thousands

of views and
impressions



NEWS

Millions

of readers

Millions of People Reached to Date

Partnerships that Amplify our Outreach

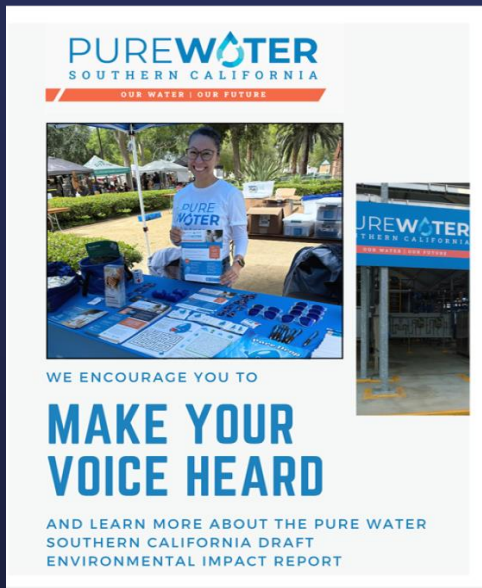
- Leverage trusted community networks
- Enhance outreach efforts and deepen engagement
- Better understand & address diverse communities
- Make a bigger impact— Together



**LOS ANGELES COUNTY
SANITATION DISTRICTS**
Converting Waste Into Resources



Outreach Highlights



Draft EIR Public Engagement: Supporting the Environmental Review Process

- **Duration:**
 - 61-Day Public Review Period (May 14 – July 14)
- **Objectives:**
 - Comply with CEQA public outreach requirements
 - Raise awareness about the review and comment period
 - Create opportunities to learn, ask questions and share input
 - Provide clear and accessible information about the program and review process

How we Engaged

Strategy	Tools/ Resources	Reach
Public Information Meetings	<ul style="list-style-type: none"> 3 virtual meetings 	100+ combined attendees
Community Events	<ul style="list-style-type: none"> 6 local community events 	Hundreds of attendees
Presentations	<ul style="list-style-type: none"> 30+ meetings/tours 	Hundreds of attendees
Media	<ul style="list-style-type: none"> 16 ads in local newspapers 3 E-newsletters 1 press release 	Thousands of readers
Web	<ul style="list-style-type: none"> Dedicated website Online Comment Portal 	Thousands of visitors
Social Media in f i y x	<ul style="list-style-type: none"> Daily/weekly posts, stories, and reels 	Thousands of impressions
Outreach Materials	<ul style="list-style-type: none"> 6 bilingual print/digital fliers, postcards and fact sheets 2 bilingual videos Partner Toolkit 	Broad distribution



#PureWaterSocal #DraftEIR

Who we Engaged



**PROGRAM
PARTNERS**



**LOCAL
STAKEHOLDERS
NEAR PROGRAM
AREA**



**BROADER
SOUTHERN
CALIFORNIA
REGION**



**METROPOLITAN
SERVICE AREA
COMMUNITIES**



**COMMUNITY-
BASED
ORGANIZATIONS**



**ENVIRONMENTAL
ORGANIZATIONS**



Results of DEIR Outreach



39
Total public
comments

4
State Agencies

5
Organizations

13
Regional & Local
Agencies

17
Individuals

Outreach Highlights



Our Water | Our Future

Engagement with Regulators on Public Acceptance Efforts

Joined regular meetings with regulators to review current efforts towards public acceptance

- State Water Resources Control Board (SWRCB)
 - Division of Drinking Water (DDW)
- National Water Research Institute (NWRI)
 - Independent Scientific Advisory Panel (ISAP)

Feedback:

- Establish an advisory council
- Establish public acceptance metrics

Pure Water Southern California Public Outreach

Future Outreach

- Broaden community outreach and public engagement
- Expand partnerships
- Support workforce development opportunities
- Development of potential community benefits program
- Continue partnering with regulators on public acceptance efforts
- Expand outreach to align with potential program approval and implementation

