



Communications and Legislation Committee

Update on Outreach and Research for Pure Water Southern California

Item 6-a
October 10, 2022

Research on Public Attitudes in Project Area

Conducted four focus groups,
an online QualBoard, and a survey =
1,000+ participants

Only 13% of
participants drink
tap water
straight from tap

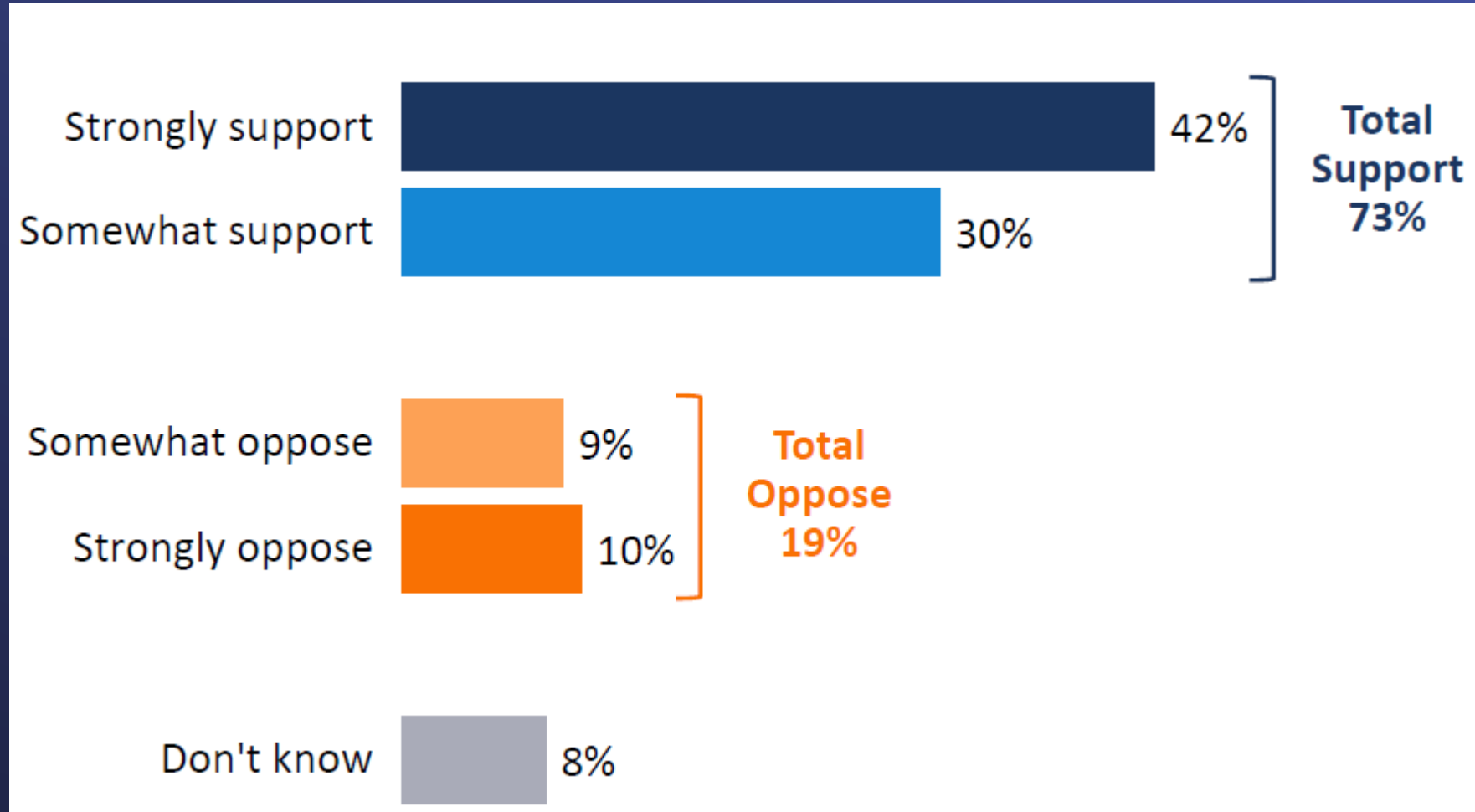
Most had no idea
where their
drinking water
came from

Residents are
most comfortable
with using
recycled water for
non-potable uses
(80% acceptable)
versus
as drinking water
(36% acceptable)

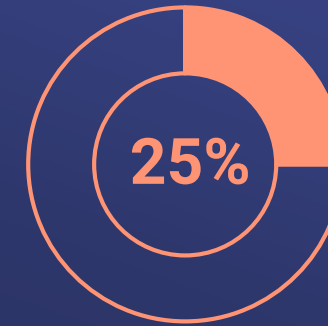
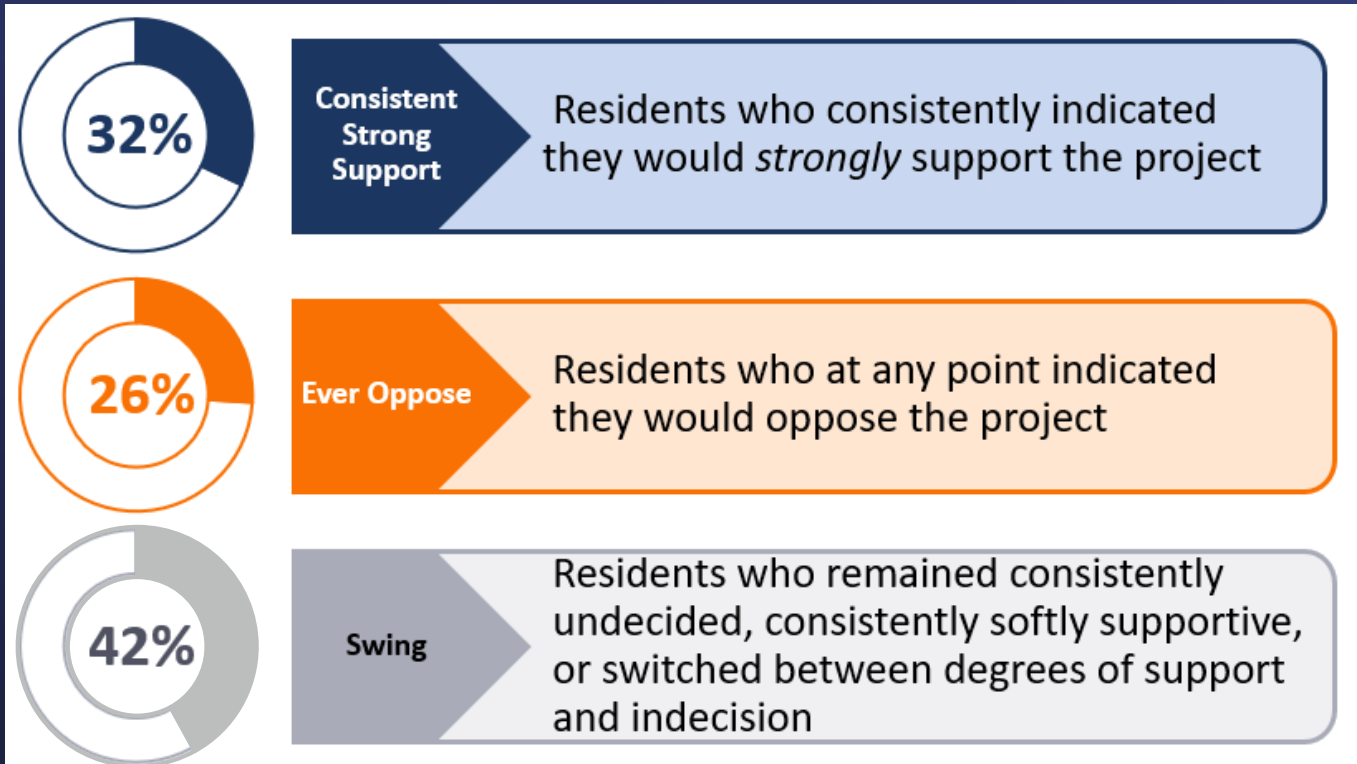
Acceptance
levels had
dropped
significantly
since last survey
conducted in
2017

Support for Pure Water Southern California

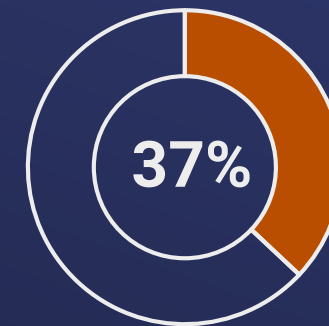
After reading a description of the program to participants, nearly $\frac{3}{4}$ support the program



Identifying Persuadable Residents



One-quarter of residents become at least one degree more supportive after messaging.



Nearly two in five residents support the program after initially saying potable reuse was “unacceptable.”

Messages that Resonate

Messages ranked by most
convincing



47%
Future

We need to make investments in new, local water supplies today to ensure a reliable supply of water for future generations.

46%
Environmental

The more recycled water we use, the less we have to take out of rivers and streams, and the less wastewater ends up in the ocean.

44%
Water supply

This program creates a local supply of water that is drought-proof and reliable in case of emergencies like earthquakes.

43%
Adoption

Many California communities already use recycled water. There's no reason LA County can't benefit from recycled water, too.

42%
Principle

We already recycle glass, plastic, paper, even yard waste. We should recycle as much of our limited water supplies as we possibly can.

41%
Groundwater

This program will produce high-quality water that can refill groundwater basins.

41%
Purification

This process cleans water to a very high standard and ensures that drinking water produced is safe and free of harmful chemicals.

Qualitative Research

Interviewed Community-Based Organizations

Survey participants rated community organizations of which they are members as their most trusted source of information

What the organizations shared:

- Inflation and cost of living is front of mind
- Go to people; don't expect them to come to you
- Language justice is important
- Trust takes time

Enhance Program Brand and Messages

Outreach Activities

- New logo and brand
- Public-friendly visuals
- Webpage revise



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA



Share Information About Program and Public Scoping Period

Outreach to Support Scoping Period

Notice of Preparation released on Sept. 30, beginning a 45-day scoping period for public comment



Print and digital newspaper ads



Postcards



E-blast



Flyers



Social media



Webpage

Outreach to Support Scoping Period

Meet People Where They Are

- Opportunities to Comment and Learn More at Community Events
- Partnerships with Community-Based Organizations

This is a screenshot of a web-based comment form for the Pure Water Southern California project. The header includes the organization's logo and the title "Questions". Below this, there are instructions for users to provide input, such as "Your input is requested" and "Please provide your comments:". A large text area is provided for comments. At the bottom, it states "Comments are due by November 14, 2022." and provides a QR code for more information.This is a screenshot of a physical comment card for the Pure Water Southern California project. The card is titled "Tarjeta de comentarios de alcance de EIR" and "QUEREMOS SABER DE USTED.". It contains text in Spanish explaining the project and the importance of public input. At the bottom, there are fields for "Nombre" (Name), "Organización" (Organization), "Dirección" (Address), and "Correo electrónico" (Email). There is also a section for "¿Le gustaría ser agregado a nuestra lista de correo electrónico para este proyecto?" (Would you like to be added to our email list for this project?) with "Sí" (Yes) and "No" (No) options.

Outreach to Support Scoping Period

Resources on How to Participate



ENVIRONMENTAL REVIEW PROCESS

PUREWATER
SOUTHERN CALIFORNIA

Environmental Impact Report (EIR) Scoping Process
How to Participate

YES!

YES!
You!
Yes, you! And your family, neighbors, and friends are encouraged to participate in Pure Water Southern California's EIR scoping process. You have knowledge of your community, potential local impacts and concerns that we want to be sure are considered. Your perspective and input matters.

What is Pure Water Southern California?

Pure Water Southern California is a water recycling program that would provide a new sustainable supply of water for the region.

Pure Water Southern California would produce up to 150 million gallons of purified water daily – enough for 1.5 million people. It is a partnership between The Metropolitan Water District of Southern California and the Los Angeles County Sanitation Districts.

The next major step for Pure Water Southern California is completing its environmental review. The environmental review process will allow Metropolitan and the Sanitation Districts to explore community concerns and input.

How Much Time Do I Have?

Submit your scoping comments by **November 14, 2022**.

Where Can I Get More Information?

Please visit our website at www.mwdh2o.com/purewater. You may also email us at purewater@mwdh2o.com or call 213-217-7262.

Get Involved

PUREWATER
SOUTHERN CALIFORNIA

LOS ANGELES COUNTY SANITATION DISTRICTS
Conserving Water. Improving Lives.

Many Ways to Provide Comments



Virtual Public Scoping Meetings:

- Wednesday, October 12 at 6 p.m.**
Link: tinyurl.com/y7a2ywzf
Webinar ID: 810 6969 9346
Passcode: 597534
- Tuesday, October 18 at 12 p.m.**
Link: tinyurl.com/2p8a7d7s
Zoom Webinar ID: 839 5360 4332
Passcode: 694052
- Thursday, October 27 at 7 p.m.**
Link: tinyurl.com/ydapxbr4
Zoom Webinar ID: 891 1986 7166
Passcode: 474825
- Saturday, October 29 at 10 a.m.**
Link: tinyurl.com/44n4n2ma
Zoom Webinar ID: 885 1593 1052
Passcode: 129639

EIR Scoping Comments

We want to hear from you during scoping. Use this form to provide your input on the project's environmental impact. We will consider your comments as we develop the scope of the EIR.

Comments are due by November 14, 2022.

Name *

First Name Last Name

Organization (optional)

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LOS ANGELES COUNTY
SANITATION DISTRICTS
Converting Waste to Resources

Get Involved

