

Outreach for the Regional Recycled Water Program

Communications and Legislation Committee Item #6a
November 8, 2021

Outreach Aligns with Program Progress

2016:
Program
Feasibility Report

2017-19: Demo. Facility Construction and Start-up

2021-2024: Environmental Planning Phase

- Outreach Planning
- Communications
 Plan
- Messages
- Strategies
- Presentations

- Exhibits
- Learning Center
- Tour Program
- Brochures
- Social Media
- Website

- Expand Reach
- Engage Stakeholders
- Meet People Where They Are
- CEQA Support and Outreach

Advanced Purification Center

Core of outreach to date



Learning Center



Exhibits



Events



Group and Public Tours



School Tours



Virtual Tours

Additional Early and Ongoing Activities

Digital Tools

- Website
- Social Media
- Videos



Additional Early and Ongoing Activities

Presentations

- Conferences
- Directors/Member Agencies
- Technical Audiences
- Civic and Community Groups



Additional Early and Ongoing Activities

Print Materials

- Brochures
- Fact Sheets
- News/Press



The Regional Recycled Water Program is a partnership between The Wetropolitan Water District of Southern California and the Los Angeles County Sanitation Districts. The program would create a new water supply to help meet the region's needs by providing up to 150 million gallions of water daily or 168,000 acre-feet-year, enough for 1.5 million people. The water could replexish groundwater basins, be used by industries, and potentially be integrated into Metropolitan's existing drinking water treatment and delivery system.

1. Water Supply Benefits: A New Source of Water for Southern California

- Provides a drought-proof supply of water. The program would purify water used from homes, businesses and industries to create a new water supply for the region that is readily available, rain or shine.
- Replenishes groundwater basins. Groundwater basins in the region provide 30% of Southern California's water supply and have seen levels drop to historic lows in recent years. The program would produce a high quality water to refill these basins.
- Creates a local supply of water. New water resources could have imported water supplies from the Colorado River and Sierra Nevada for other uses.
- Increases water resiliency. The program would diversify water supplier and ensure reliability especially due to climate change. It also would prepare the region in case of an earthquake or other entergency that could disrupt these supplies.



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Environmental Planning Phase Outreach Goals

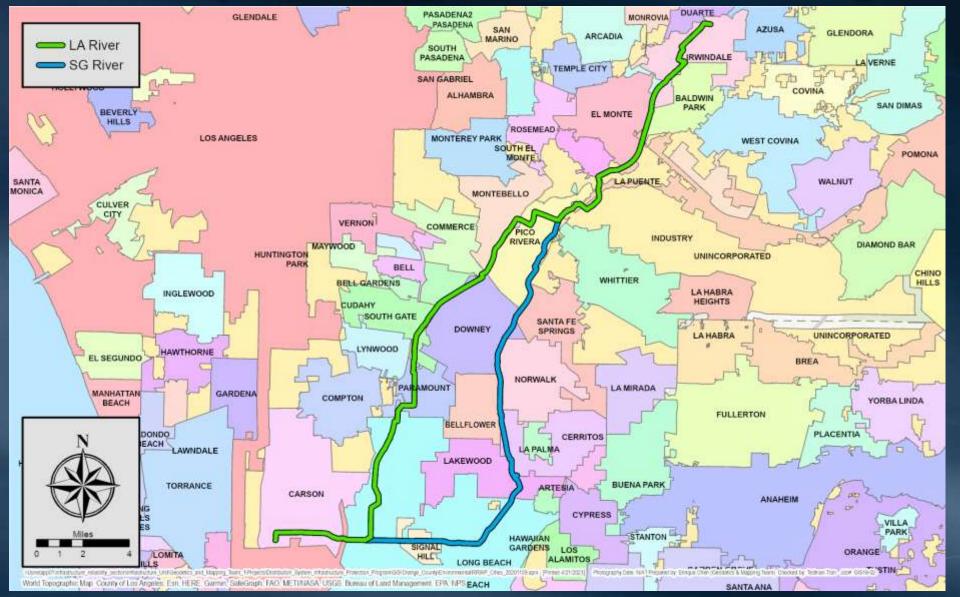
- Raise awareness of program and new water supply
- Reach out to communities affected by project







RRWP Conveyance System Potential Alignments



Outreach Charter



REGIONAL RECYCLED WATER PROGRAM OUTREACH TEAM CHARTER

JULY 2021

I. DUR 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 the Regional Recycled Water Program, inform them of the program, respectfully seek their input, and built 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 address misinformation
- · On-time delivery of project elements
- Confidence from member agencies
- Meet project objectives
- Broad stakeholder, community and project partner awareness

3. DUR TEAM VALUES

RESPECT PATIENCE INCLUSIVE PROACTIVE LISTENING

4. OUR COMMITMENT

We commit to the implementation of this charter and to continuous improvement as a team for the success of the Regional Recycled Water Project.

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 encourage 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 vulnerable communities to listen, communicate transparently, and involve residents and stakeholders impacted by the Regional Recycled Water Project.

Outreach to Spanish-Speaking Audiences



Regional Recycled Water Advanced Purification Center

INTRODUCCIÓN CÓMO FUNCIONA PROCESO BENEFICIOS ESTRATEGIA HITOS RECORRIDOS RECURSOS ALIANZA



UNA NUEVA FUENTE DE AGUA PARA EL SUR DE CALIFORNIA

El agua es demasiado valiosa para usarla una sola vez. Así que el Metropolitan Water District of Southern California está haciendo una inversión importante en un proyecto potencial de reciclaje de agua que reutilizará el agua que, hasta el momento, se desecha al océano.

Registrese para recibir actualizaciones

hispana participen en las fases planificación del programa par dar forma al futuro de los sumi de agua del sur de California."

> IRMA MUNOZ, PRESID MUJERES D



Metropolitan Water District of Southern California was live. April 29 at 4 58 PM 3

ACOMPAÑENOS PARA UN

RECORRIDO VIRTUAL: Thursday, Apr. 29 at 5 pm. Aprenda sobre estainstalación de demostración de últimageneración y cómo podría proporcionar una nueva fuentelocal de agua para el Sur de California.

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428 Views

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Comment.

A Share

UNA NUEVA FUENTE DE AGUA PARA EL SUR DE CALIFORNIA

El Programa Regional de Agua Reciclad residual para producir agua de alta cali eventualmente, convertirse en una de

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Tome un recorrido virtual en vivo por el Centro Regional Avanzado de Purificación de Agua Reciclada

Registrese en MWDh2o.com/AguaReciclada





THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Expanding Our Reach



Member Agency Outreach Working Group



Engage Stakeholders



Meet People Where They Are



CEQA
Outreach and
Support



New Program
Name

Measuring Our Effectiveness

Tours

6,000 participants

Presentations

11,000 attendees

Website

20,000 users

Social Media

Hundreds of thousands of impressions

News

Hundreds of thousands of readers



Total:

Hundreds of thousands of people reached

