

# Public Perceptions/Acceptance Working Group

Report to:  
Blue Ribbon Water Panel  
May 7, 2010



# Goal

- Make recommendations for enhancing public acceptance of the use of reclaimed and recycled waters through public education, outreach and other strategies

# Public Perceptions Update

- Meeting Monthly-Fourth Friday
  - Approximately 40 members
  - Meetings average 16 in person; 10 by telephone
  - Next Meeting May 21
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# Presentations on:

- Survey of Public Perceptions Regarding Water Reuse in Arizona – Dr. Channah Rock, U of A
- Project WET – Kerry Schwartz, WRRC
- Tucson Reclaimed Water Outreach – Karen Dotson, Tucson Water
- Southern California Wastewater Reuse Programs: Case Studies – Carol Erwin, BOR

# Issue Identification Matrix

<b>Focal Area</b>	<b>Goal</b>
Common Terminology	Consistency
Relationship of Reclaimed Water to Overall Water Picture	Understand Interdependence
Water Quality and Constituents of Concern	Raise Awareness and Provide Information
Types of Potential Uses and Safety	Create Public Confidence in Use of Reclaimed Water
Public Education	Build a Constituency for Increased Use of Reclaimed Water

Questions?

