

# Recycled Water Outreach and Acceptance

Governor's Blue Ribbon Panel on Water Sustainability

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# Messaging

- Amending behavior
- Building trust
- The most effective interventions:
  - combine several policy tools (e.g., information, persuasive appeals, and incentives) to address multiple barriers to behavior change;
  - use strong social marketing, often featuring a combination of mass media appeals and participatory, community-based approaches;
  - address multiple targets (e.g., individuals, communities, and businesses)

Source: Thomas Dietz, Gerald T. Gardner, Jonathan Gilligan, Paul C. Stern, and Michael P. Vandenbergh  
“Household actions can provide a behavioral wedge to rapidly reduce US carbon emissions”, PNAS November 3, 2009 vol. 106 no. 44

# Key Elements in Acceptance of Recycled Water

- Trust
- Transparency
- Best Management Practices and Risk Management
- Education

# Trust

- Trust = willingness to accept risk
- Corporate messaging is often viewed as “untrustworthy”
- Communication needs to be “repetitively credible”
- "The goal can't be to create a kind of psychological house of mirrors so that people end up seeing exactly what you want. The goal has to be to create an environment that allows them to be open-minded." You can't do that just by publishing more scientific data.
- Acceptance “depends to a large extent on the assumptions made about which benefits, costs, and risks to the community are considered in the framing of the economic analysis and how they are valued.”

Sources: Everbridge, “What’s Fueling Public Distrust?”, webinar 20 May 2010

Christopher Joyce “Belief In Climate Change Hinges On Worldview”, NPR, 23 February 2010

Nyree Stenekes, Hal K. Colebatch, T. David Waite and Nick J. Ashbolt

“Risk and Governance in Water Recycling: Public Acceptance Revisited”, Science Technology Human Values 2006; 31; 107

# Trust

- The most common reasons given for non-acceptance of potable recycling as lack of faith in institutions, politicians, and those in charge.

Source: Nyree Stenekes, Hal K. Colebatch, T. David Waite and Nick J. Ashbolt  
“Risk and Governance in Water Recycling: Public Acceptance Revisited”, Science Technology Human Values 2006; 31; 107

# Building Trust

- Ensure compliance is a leading indicator, not lagging
  - High Reliability Organization
    - F O R C E D
  - Move from *discrete compliance* to a program of *continuous compliance* through a combination of Condition-based assessments and Performance Permitting
- Transparency in Operations
  - Demand reporting mechanisms and practices to ensure transparency
  - Direct ties to regulatory agency and academic evaluations of systems
- Public participation
- Best management practices
- Ensure risk is managed appropriately

# Transparency

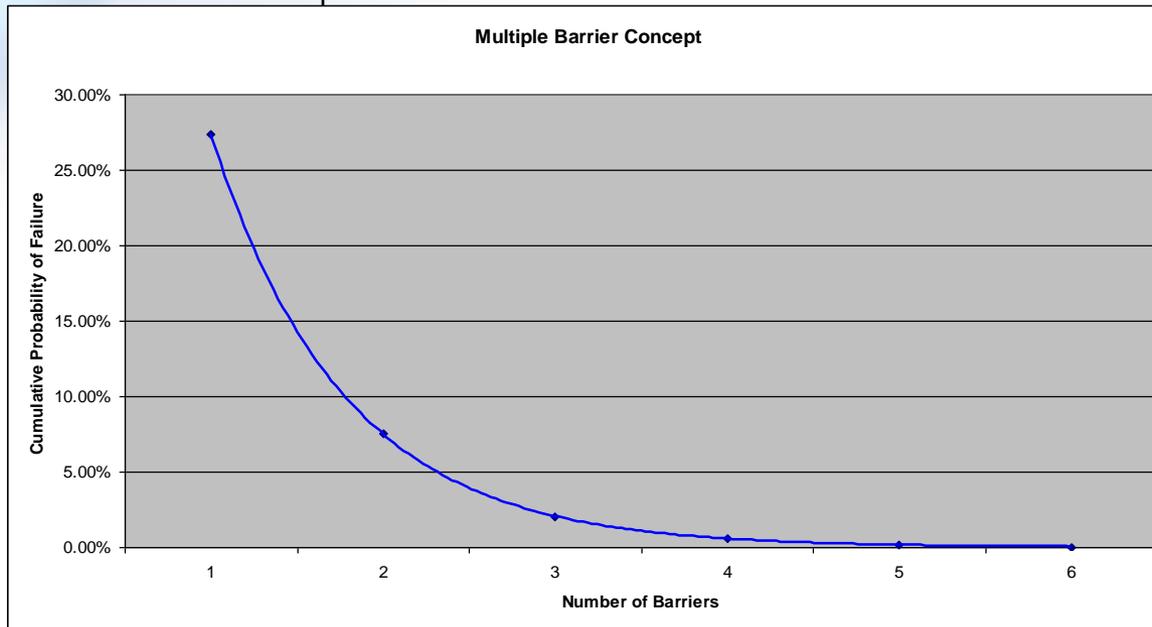
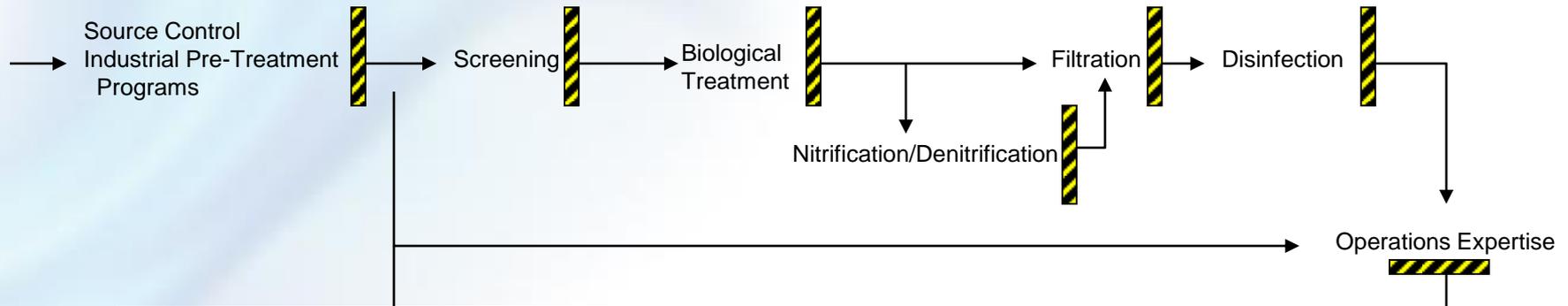
- Supports trust
- Encourages participation
- Promotes “buy-in”



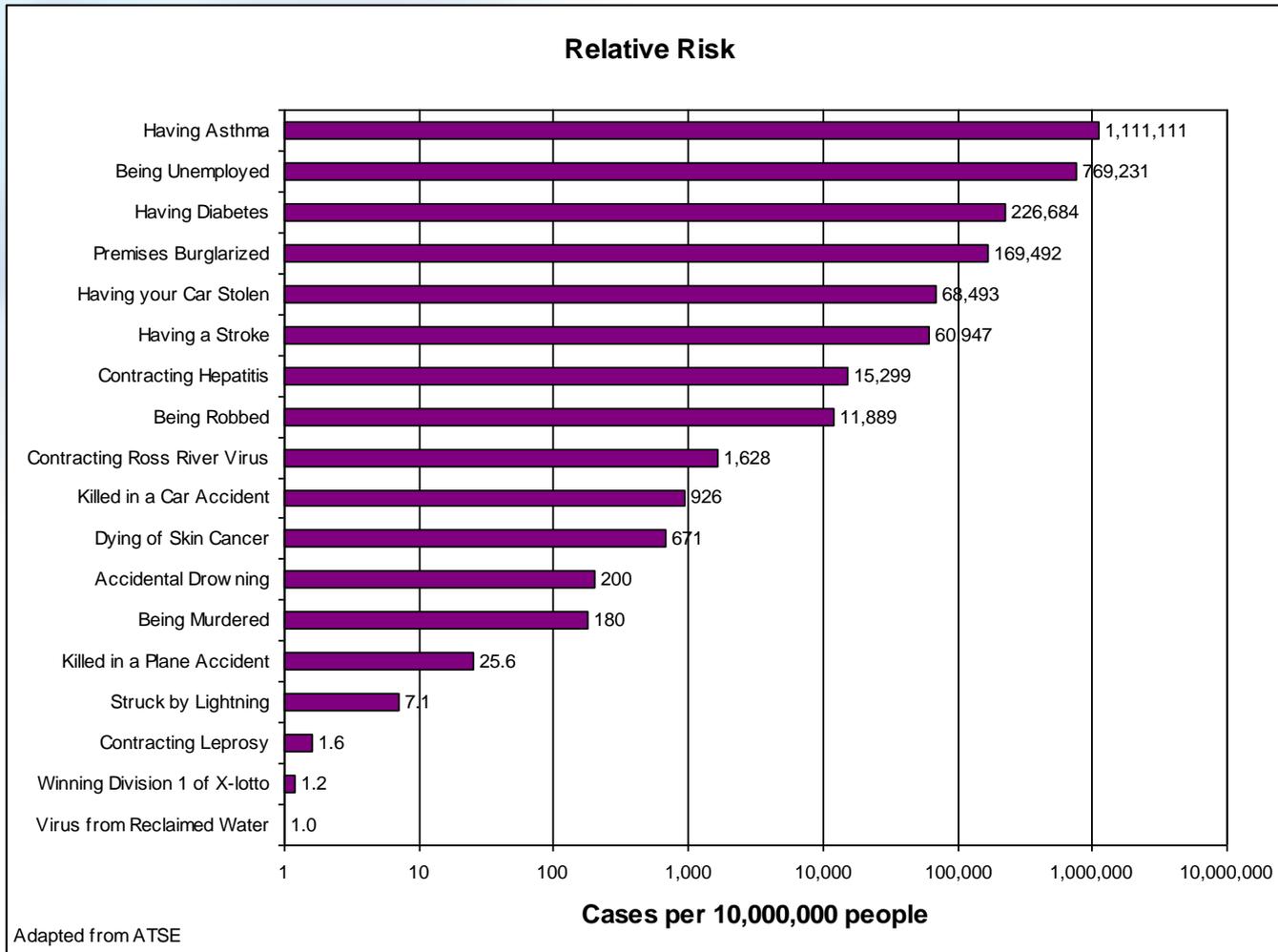
# Best Management Practices and Risk Management

- QMRA
- SHHRA
- HAACP Reviews
- Multiple Barriers

# Multiple Barriers



# Relative Probability



Source: Australian Academy for Technological Sciences and Engineering

# Outreach

Recycling water can seem expensive, until you run out.



The writing's on the wall.



**What's a reliable**

Nothing's more essential than water. And nothing's more costly than running out. In the face of growth-driven demands, climate change, and an added network of water infrastructure, we're turning to recycled water for irrigation. It adds 20% to 30% to consumption by 40%. That's why we're investing in water recycling. To learn more about water recycling, visit [www.gwresources.com](http://www.gwresources.com).



**Water that shapes communities.**

Desert living requires a deep respect for water. That respect forms the backbone of every community Global Water serves. We partner with developers to create lasting neighborhoods with renewable water systems. By reclaiming residential wastewater, we're able to provide more water for public use, taking more from the environment. And when water conservation works this well, both communities and deserts stay in great shape.

**We turn your water use into a water source.**

Here in Arizona, providing water begins with protecting it. That's why, as the state's fastest growing private water utility, we're so committed to water reclamation and reuse. By cleaning and treating the water that goes down your drain, we make it useful again for things like irrigating neighborhood parks, schools, and golf courses. And that makes every drop go a lot farther. Because even in the Desert Southwest, there's more than enough water for all of us, as long as we all become smarter about conserving it.



a meter.

At Global Water, one of our biggest investments is in water meters. By providing smart meters, we're able to provide additional information on water usage, making additional demands on water resources more manageable. And that's valuable for all our customers.



# Global Water Center



# Education



"We used to think that energy and water would be the critical issues for the next century. Now we think water will be the critical issue."

— *Mostafa Tolba*  
 Former Head of the United Nations Environment Program

"Historically speaking, land is war and water is peace. With water you can make policies because you can transfer it, which you cannot do with land."

— *Shimon Peres*  
 Former Prime Minister, State of Israel



# Education



# Education



- The Water Crisis
- Resource Guy and Resource Gal
  - LEED
  - Recycled Water

<http://www.gwresources.com/community-outreach.php>

# Demonstration



# Summary

- Trust and Clarity
- Participatory communications are key
- Providing a non-technical point of view is imperative
- Transparency
- Fairness in process