



**Blue Ribbon Panel on Water Sustainability (BRP)  
Public Perception and Acceptance Working Group Meeting DRAFT Notes**

- I. Chair Chavez called the meeting to order at 10:30 AM.
- II. Introductions (Present in person: 16, present telephonically: 11). Attendance list attached.
- III. Background
  - a. Reviewed scope of Blue Ribbon Panel on Water Sustainability
  - b. Reviewed scope of Working Group
- IV. Reviewed expected work products
  - a. Development of a common terminology
  - b. Strategy for continuing education and outreach on reclaimed and recycled waters
  - c. Strategy for education and outreach for unregulated, emerging contaminants
- V. Presentation by Dr. Channah Rock, University of Arizona
  - a. Power point presentation: “Survey of Public Perceptions Regarding Water Reuse in AZ: Challenges and Opportunities”, url TBA
  - b. Arizona Water Institute Statewide Survey 2008, url TBA
- VI. Identify Issues
  - a. Public education and building trust in the use of recycled water
    - i. Educate public where potable water comes from
    - ii. Is there a public disconnect on water issues? Does it vary by region?
    - iii. Correcting potential myths
    - iv. Emerging contaminants
      1. Define the issue
      2. Examine current public education approaches
        - a. EPA
        - b. Sierra Club
      3. How is the state addressing the issues?
      4. What role do physicians/pharmacists/others play?
      5. What role do other government entities play?
    - v. Building public support for funding projects and educating on how public money is spent?
    - vi. Understanding and managing scarcity/what can individuals do?
    - vii. Focus on relationship between water and growth
    - viii. Connecting public in their role to quantity and quality
    - ix. Public/Private partnerships-how does that effect perception and trust?
    - x. Private sector vs. public sector utilities-how does that effect perception and trust?
    - xi. The use of events like water fairs
    - xii. Where can the public go to get information about how quality is being tracked?
    - xiii. Identifying preexisting education programs.
      1. *Project Wet*, U of A

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- 2. Ground Water Foundation, Nebraska
    - xiv. How do you measure success?
  - b. Educate decision makers/elected officials
  - c. WG will review case studies on outreach and recycled/reclaimed water; Why do some succeed and others fail?
  - d. Unified message development
  - e. How can we educate the media to communicate facts about these issues more effectively?
  - f. How should reclaimed water be used?
- VII. Reviewed common terminology-Coordinate with other WGs and Blue Ribbon Panel
  - a. Reviewed Blue Ribbon Panel Goal definitions
    - i. Reclaimed Water
    - ii. Recycled Water
    - iii. Beneficial purposes
  - b. Should we define the following terms?
    - i. Emergent contaminants
    - ii. Relative risk/public risk/risk aversion
  - c. Other considerations
    - i. Use terms with built in positive connotations
    - ii. Be sensitive to existing programs
- VIII. Reviewed schedule
  - a. Last Friday of every month
  - b. Upcoming meeting schedule and issues
    - i. March– Issue identification, Terminology, Additional Presentations, Focal Areas and Priorities
    - ii. April – Progress Report to BRP
    - iii. May – Proposed Strategies
    - iv. June - Interim Report to BRP
- IX. Set next meeting date (March 26) and location (ADEQ)
- X. Agenda items under consideration
  - a. Presentations on
    - i. Project Wet
    - ii. Tucson Water
    - iii. Waste water reuse programs in Southern California-outreach case studies
  - b. Continue common terminology development
  - c. What is everyone doing? - Current outreach and education programs for
    - i. Reclaimed and recycled waters
    - ii. Unregulated, emerging contaminants
- XI. Adjourn at 12:05PM