



**Blue Ribbon Panel on Water Sustainability (BRP)  
Public Perceptions and Acceptance Working Group Meeting  
DRAFT Notes for March 26, 2010**

- I. Chair Chavez called the meeting to order at 10:30 AM
  - a. Attendance (list attached)
    - i. Present in person: 16
    - ii. Present on phone: 5
  - b. Introduction of Karen Dotson of Tucson Water as co-chair
- II. Recap of February 26 meeting and approval of meeting notes-Meeting notes approved.
- III. Presentations
  - a. Project WET-Kerry Schwartz, Director, Arizona Project WET, University of Arizona
  - b. Tucson Reclaimed Water Outreach-Karen Dotson, Program Coordinator, Tucson Water
- IV. Issue Identification
  - a. At what point is reclaimed water acceptable for use?
  - b. What is public acceptance level for the use of reuse water?
  - c. Increasing the use of reclaimed water vs. the reality that reclaimed water is currently a valued/limited commodity
  - d. Do we have enough reclaimed water to go around now?
  - e. Educating the public and decision makers about the concept of "relative risk"
  - f. Public may not understand the terminology the regulators use
    - i. Concentrations
    - ii. Classes of reclaimed water
  - g. Frame water in terms of quality and what it is used for
  - h. Where does the public go for information about water quality?
  - i. Emerging contaminants
    - i. Education
    - ii. Current public policy
  - j. Message must be simple.
    - i. Scoring water quality-example Energy Star
    - ii. A+ system could work
    - iii. Integrate with drinking water quality nomenclature
    - iv. Formulate a simple or even binary (good vs. bad) system of nomenclature
- V. Is there a public perception issue?
  - a. Is it a regional phenomenon? Does it/shouldn't it vary by community?
  - b. Regional and community values could drive the need and the quality of reclaimed water used in the community.
- VI. Which audience really needs to be educated and persuaded?
  - a. Industry
  - b. Adults
  - c. Children
  - d. Media
  - e. Opinion Leaders/elected officials
- VII. Split target audiences into segments
  - a. Future vs. present targets for education
  - b. Older generation vs. K-12

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- VIII. The WG could support the continuation and expansion of Project WET.
- IX. Next Steps
  - a. Integrate the ideas from this meeting into the Issue Identification Matrix
- X. Next Meeting – April 23
  - a. Case studies- Southern California Wastewater Reuse Programs: Case Studies-Carol Erwin, Area Manager, Phoenix Area Office, US Bureau of Reclamation
  - b. List of future dates for meetings
- XI. Adjourn

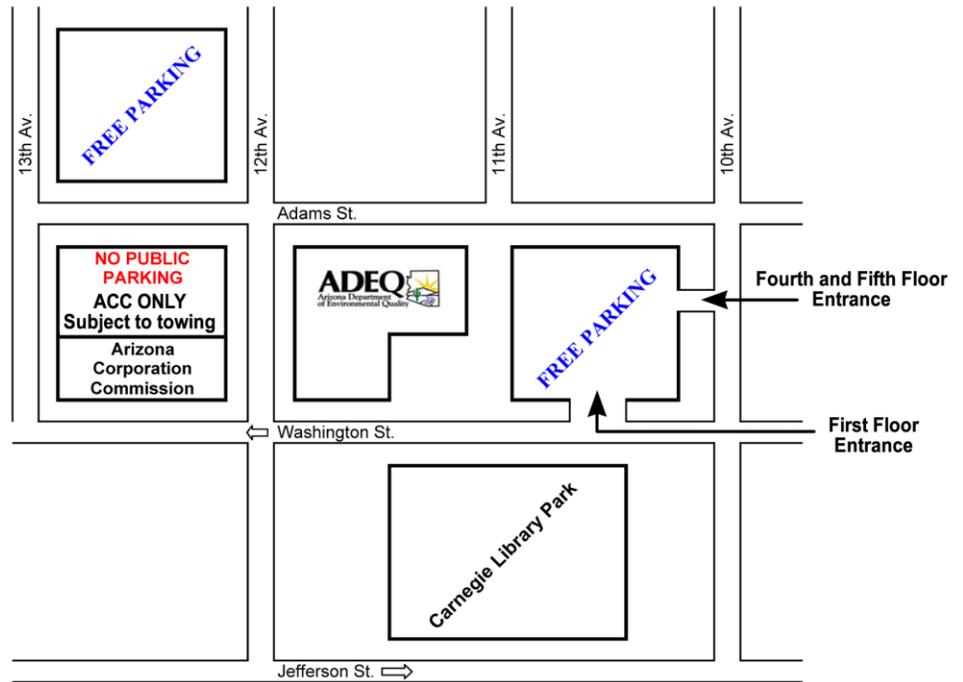
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Updated 12-08