



OneWater Nevada
Our Sustainable Water Future

Regional Reclaimed Water Feasibility Study

Public Outreach Strategies

Northern Nevada Water Planning Commission
October 3, 2018



University of Nevada, Reno



Regional Reclaimed Water Feasibility Study

Purpose

- Determine if Nevada's newly adopted Category A+ for reclaimed water offers additional water management opportunities for the Truckee Meadows Region.



A+ Reclaimed Feasibility Study Questions

💧 **Would A+ Water Offer the Region Benefits?**

- What are the beneficial uses for A+ water?
- What would be the social, economic, and environmental impacts?

💧 **How Can A+ Water Quality be Achieved?**

- Which advanced water treatment technologies are needed?
- How do we ensure A+ water will be a safe, sustainable, and a reliable resource?

💧 **Could A+ Water be Implemented in the Truckee Meadows?**

- Would water rights and water markets be affected?
- How to encourage public engagement?



Importance of Public Outreach

- Necessary component of potable reuse projects or demonstrations
 - Can be the primary challenge
- Important to have a consistent, research based outreach effort
 - “We talked to anyone who would listen to us!” – Orange County GWRS
- Many potable reuse projects have substantial outreach programs




Public Outreach Strategies


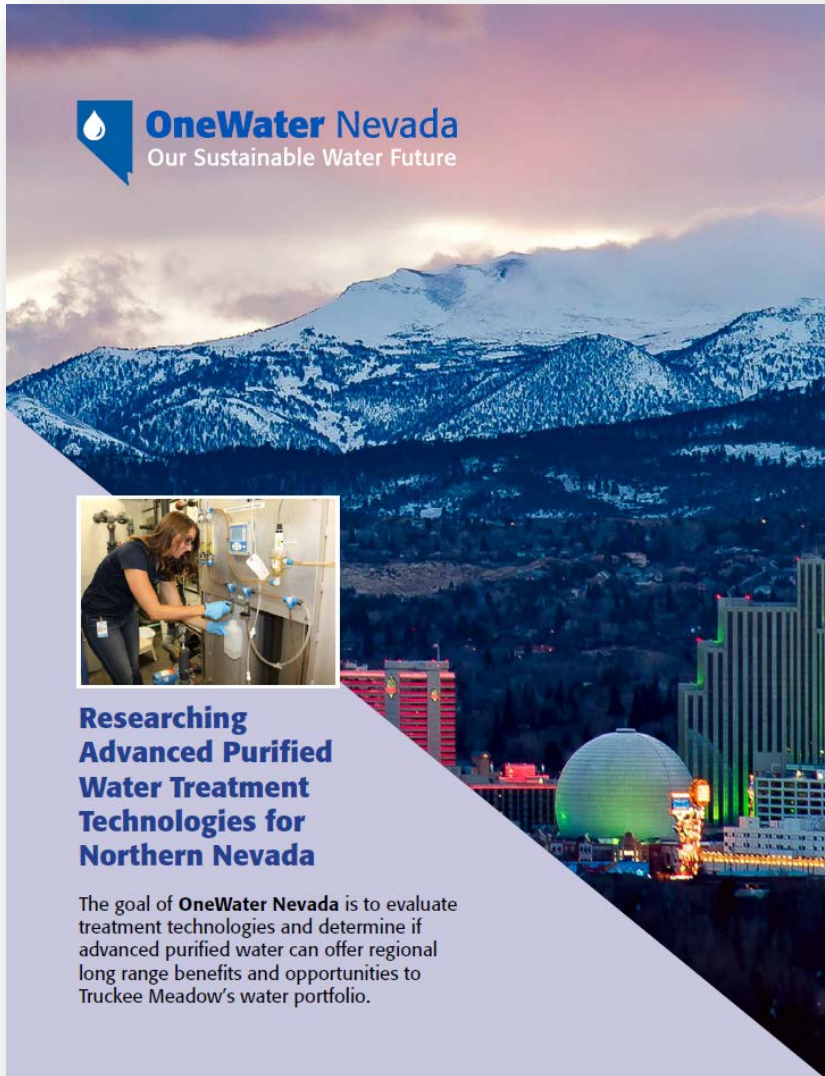
- ◆ Data Instincts assisting and providing guidance in development of outreach strategies, messages, materials and information dissemination
- ◆ \$25,000 funding in February 2018 from NNWPC
- ◆ Developed outreach framework and guidance for public meetings
- ◆ Created OneWater Nevada logo and brand
- ◆ Produced first version of outreach brochure



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**Researching
Advanced Purified
Water Treatment
Technologies for
Northern Nevada**

The goal of **OneWater Nevada** is to evaluate treatment technologies and determine if advanced purified water can offer regional long range benefits and opportunities to Truckee Meadow's water portfolio.



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Scope of Work

- Support public outreach and communication needs for the project
 - Develop outreach material, web content, messaging and public awareness strategies
- Assist representatives in support of the regional program
 - Coordination and communication with regional partners
 - Decision makers and staff education
- Stakeholder relations
 - Relations with interested parties and guidance on public meetings and workshops
- Support funding strategy and initiatives

- Funding in the amount not to exceed \$100,000 for Phase 2 public outreach

