

**AGENDA  
REGULAR MEETING  
GROUNDWATER REPLENISHMENT SYSTEM STEERING COMMITTEE  
(A Committee of Orange County Water District  
and Orange County Sanitation District Directors\*)  
OCWD Boardroom 18700 Ward Street, Fountain Valley  
Monday, July 10, 2017, 5:00 p.m.**

\* Orange County Water District Notice: The GWRS Steering Committee (SC) meeting is being noticed as a joint meeting with the Orange County Water District (OCWD) Board of Directors and Orange County Sanitation District (OCSD) Board of Directors for the purpose of strict compliance with the Brown Act and it provides an opportunity for all Directors to hear presentations and participate in discussions. The SC has been delegated limited authority by the OCWD and OCSD Boards of Directors. Agenda items requiring Board approval will be placed on future OCWD and/or OCSD Board meeting Agendas. OCWD Directors receive no additional compensation or stipend as a result of simultaneously convening this meeting.

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**VISITOR PARTICIPATION**

Time has been reserved at this point in the agenda for persons wishing to comment for up to three minutes to the Board of Directors on any item that is not listed on the agenda, but within the subject matter jurisdiction of the District. By law, the Board of Directors is prohibited from taking action on such public comments. As appropriate, matters raised in these public comments will be referred to District staff or placed on the agenda of an upcoming Board meeting.

At this time, members of the public may also offer public comment for up to three minutes on any item on the Consent Calendar. While members of the public may not remove an item from the Consent Calendar for separate discussion, a Director may do so at the request of a member of the public.

**CONSENT CALENDAR (ITEM NO. 1)**

All matters on the Consent Calendar are to be approved by one motion, without separate discussion on these items, unless a Board member or District staff request that specific items be removed from the Consent Calendar for separate consideration.

**1. MINUTES OF PREVIOUS MEETING**

RECOMMENDATION: Approve Minutes of the April 10, 2017 GWRS Steering Committee meeting as presented

**END OF CONSENT CALENDAR**

**INFORMATIONAL ITEMS**

- 2. GWRS OPERATIONS UPDATE**
- 3. UPDATE ON GWRS FINAL EXPANSION**
- 4. QUARTERLY OUTREACH REPORT [APRIL-JUNE 2017]**
- 5. UPDATE ON OUTREACH FOR GWRS WATER BOTTLING AND THE 10 YEAR ANNIVERSARY OF THE GWRS**

6. WATER CONSERVATION POTENTIAL AT BREA, CARBON CANYON AND FULLERTON DAMS

**DIRECTORS' ANNOUNCEMENTS/REPORTS**

**GENERAL MANAGERS' REPORT**

- Next GWRS Steering Committee meeting – October 9, 2017

**DETERMINATION OF ITEMS (IF ANY) TO BE AGENDIZED FOR FUTURE OCWD BOARD MEETING AND/OR OCSD BOARD MEETING**

**ADJOURNMENT**

In accordance with the requirements of California Government Code Section 54954.2, this agenda has been posted for viewing at the guard shack and in the main lobby of the Orange County Water District, 18700 Ward Street, Fountain Valley, CA not less than 72 hours prior to the meeting date and time above. All written materials relating to each agenda item are available for public inspection in the office of the District Secretary. Backup material for the Agenda is available at the District offices for public review and can be viewed online at the District's website: [www.ocwd.com](http://www.ocwd.com).

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the District Secretary at (714) 378-3233, by email at [jdurant@ocwd.com](mailto:jdurant@ocwd.com) by fax at (714) 378-3373. Notification 24 hours prior to the meeting will enable District staff to make reasonable arrangements to assure accessibility to the meeting.

As a general rule, agenda reports or other written documentation has been prepared or organized with respect to each item of business listed on the agenda, and can be reviewed at [www.ocwd.com](http://www.ocwd.com). Copies of these materials and other disclosable public records distributed to all or a majority of the members of the Board of Directors in connection with an open session agenda item are also on file with and available for inspection at the Office of the District Secretary, 18700 Ward Street, Fountain Valley, California, during regular business hours, 8:00 a.m. to 5:00 p.m., Monday through Friday. If such writings are distributed to members of the Board of Directors on the day of a Board meeting, the writings will be available at the entrance to the Board of Directors meeting room at the Orange County Water District office.



**MINUTES OF THE MEETING**  
**GROUNDWATER REPLENISHMENT SYSTEM STEERING COMMITTEE**  
**Monday, April 10, 2017**

OCSD Director Sebourn called the Groundwater Replenishment System Steering Committee meeting to order in the Boardroom at the District office. Following the Pledge of Allegiance to the flag, the Secretary called the roll and reported a quorum.

**Committee Members**

Greg Sebourn - Chair  
Roger Yoh - Vice Chair  
James Ferryman  
Cathy Green  
Steve Jones (Absent)  
Phil Anthony

**Alternates**

Donald Wagner (Absent)  
Phil Hawkins  
Tim Shaw  
Denis Bilodeau  
James Vanderbilt (Absent)  
Dina Nguyen (Absent)

<b>OCWD Staff</b>	<b>OCSD Staff</b>
Mike Markus	Jim Herberg
Bill Dunivin	Jennifer Cabral
Christina Fuller, Assistant District Secretary	<b>Others</b>
	Debbie Burris - DDB Engineering

**CONSENT CALENDAR**

The Consent Calendar was approved upon motion by Director Green, seconded by Director Ferryman and carried [6-0] as follows.

*[Yes – Sebourn, Ferryman, Green, Hawkins, Shaw, Bilodeau/No - 0]*

1. Minutes of Previous Meeting

**The minutes of the GWRS Steering Committee meeting held January 30, 2017 are approved as presented.**

**INFORMATIONAL ITEMS**

2. GWRS Operating Budget Summary

Director of Water Production Mehul Patel reminded the Committee that the Joint Exercise of Powers Agreement between OCWD and OCSD governs the operation of the Groundwater Replenishment System (GWRS) and requires OCWD to prepare and submit its annual operating budget for the GWRS to OCSD. He stated that as part of this agreement is a requirement to report the OCWD annual budget for operations, maintenance, and capital expenditures for the GWRS to OCSD. Mr. Patel reviewed the Water Production department work plan and a proposed Fiscal Year 17-18 line-item department budget. He stated the budget would be submitted to the OCWD Board of Directors for its consideration at the April 2017 Board meeting.

Director Yoh arrived during discussion of the following item.

3. GWRS Operations Update

Executive Director William Dunivin stated the average daily average production for the quarter January through March 2017 was 82.40 mgd. He advised that OCSD staff is working to optimize flow availability while OCWD staff works on operational strategies to make as much water as possible. He reported the GWRS treatment plant has been operating satisfactorily. Mr. Dunivin stated that OCWD recently replaced the membranes in six RO subunits this fiscal year with the work being completed at the end of March 2017 and replacement of these membranes should result in improved water quality as well as lower RO operating energy costs. OCSD General Manager Jim Herberg updated the committee on the Steve Anderson Lift Station (SALS) output.

4. Update on GWRS Final Expansion

GWRS Program Manager Sandy Scott-Roberts reported The GWRS Final Expansion Project has been approved by both the OCSD and OCWD Board of Directors. She stated that both agencies have issued Request for Proposals (RFPs) for the design phase of the GWRS Final Expansion Project.

5. Quarterly Outreach Report [January – March 2017]

Mr. Patel advised the outreach report is included in the packet. OCSD's Public Affairs Supervisor Jennifer Cabral provided a report of activities related to GWRS bottled water outreach.

\*Director Anthony arrived at the end of the meeting.

**ADJOURNMENT**

There being no further business to come before the Committee, the meeting was adjourned at 5:30 p.m.

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OCSD Director Greg Sebourn, Chair



## **AGENDA ITEM SUBMITTAL**

**Meeting Date:** July 10, 2017

**To:** GWRS Steering Committee

**From:** Mike Markus/Jim Herberg

**Staff Contact:** W. Dunivin/M. Patel

**Budgeted:** N/A

**Budgeted Amount:** N/A

**Cost Estimate:** N/A

**Funding Source:** N/A

**Program/Line Item No.:** N/A

**General Counsel Approval:** N/A

**Project Report Approved:** N/A

**CEQA Compliance:** N/A

**Subject:** **GWRS OPERATIONS UPDATE**

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### **SUMMARY**

Operation of the Groundwater Replenishment System (GWRS) commenced on January 10, 2008. The GWRS operations update will be discussed at Committee.

### **RECOMMENDATION**

Informational

### **DISCUSSION/ANALYSIS**

Since startup in 2008 GWRS continues produce water that meets regulatory requirements. The quality of the secondary effluent received from the Orange County Sanitation District (OCSD) continues to meet all water quality requirements while operating in the nitrified/denitrified (NDN) mode. The GWRS Microfiltration (MF) and Reverse Osmosis (RO) treatment processes have benefited in overall operational improvements as a result of OCSD's efforts to successfully maintain stable operation in the NDN mode.

The average daily average production for the quarter April through June 2017 was 88.58 mgd. OCSD staff is working to optimize flow availability while OCWD staff works on operational strategies to make as much water as possible. The GWRS treatment plant has been operating satisfactorily.

OCWD completed the replacement of MF modules in 21 of the original MF treatment cells during the 2015/16 and 2016/17 fiscal years. Also, an order for the 5 remaining treatment cells was placed in June 2017 for delivery of all MF modules by September 2017 or sooner. These five cells contain membranes first installed in January 2011 and are near their end of life. To date installation has been completed in all treatment cells containing membranes originally installed in 2008. The installation of these MF modules should improve MF water quality while also helping improve cleaning frequencies for the MF process. While staff is replacing the MF modules they are also replacing the stainless steel permeate header piping in each treatment cell to resolve an ongoing issue with welds failing. The new headers provided by Evoqua have been modified to hopefully resolve this issue.

The GWRS effluent production for the months of April through June 2017 is shown in the following tables:

**GWRS EFFLUENT PRODUCTION  
(January – March 2017)**

	<b>April 2017 (million gallons)</b>	<b>April 2017 (acre feet)</b>
Mira Loma, Kraemer/Miller Basin Recharge, Mid Basin Injection, Artic, and Canyon Power	1631.14	5,007.59
Seawater Intrusion Barrier	744.00	2,284.07
<b>Total</b>	<b>2,375.14</b>	<b>7,291.66</b>

	<b>May 2017 (million gallons)</b>	<b>May 2017 (acre feet)</b>
Mira Loma, Kraemer/Miller Basin, Recharge, Mid Basin Injection, Artic and Canyon Power	1,785.50	5,481.49
Seawater Intrusion Barrier	969.72	2,977.05
<b>Total</b>	<b>2,755.22</b>	<b>8,458.54</b>

	<b>June 2017 (million gallons)</b>	<b>June 2017 (acre feet)</b>
Mira Loma, Kraemer/Miller Basin Recharge, Mid Basin Injection, Artic and Canyon Power	1,968.63	6,043.66
Seawater Intrusion Barrier	958.88	2,943.77
<b>Total</b>	<b>2,927.51</b>	<b>8,987.43</b>

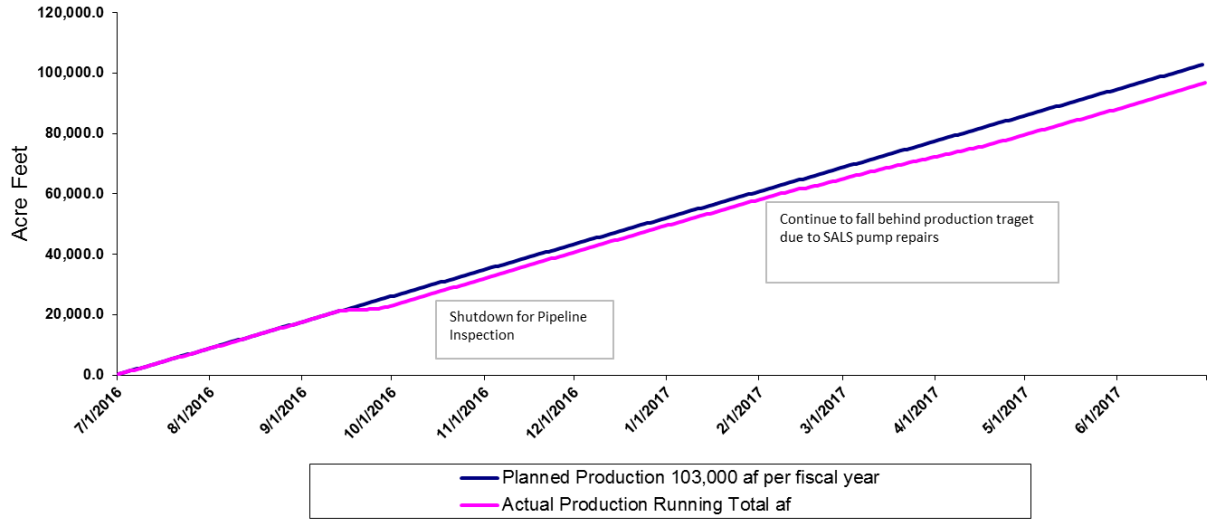
The following graph shows the 2016/2017 fiscal year production compared to the fiscal year production target of 103,000 acre feet (af). As of June 30, 2017 the end of the GWRS Fiscal Year production was 96,893.86 af which is 6,106.14 af below our target production of 103,000 af for the 16/17 fiscal year. The reduction in flow caused by the Orange County Sanitation District Steve Anderson Lift Station issues and full plant shutdown in September to inspect the GWRS final product water pipeline and conduct other preventative maintenance tasks accounts for being below our target production. The Orange County Sanitation District had all, but one pump in the Steve Anderson Lift Station (SALS) fail which limited feed flow to OCWD by 20 mgd from mid-February 2017 late May 2017. At this time OCSD is able to operate SALS at near full capacity. OCSD staff will provide and update on SALS at the July 10, 2017 GWRS Steering Committee meeting.



# GWRS ACTUAL PRODUCTION TO TARGET PRODUCTION

Fiscal Year  
July 1, 2016 to June 30, 2017

103,000 acre feet planned





## **AGENDA ITEM SUBMITTAL**

**Meeting Date:** July 10, 2017

**To:** GWRS Steering Committee

**From:** Mike Markus/Jim Herberg

**Staff Contact:** S. Scott-Roberts

**Budgeted:** N/A

**Budgeted Amount:** N/A

**Cost Estimate:** N/A

**Funding Source:** N/A

**Program/Line Item No.:** N/A

**General Counsel Approval:** N/A

**Project Report Approved:** N/A

**CEQA Compliance:** N/A

**Subject: UPDATE ON GWRS FINAL EXPANSION PROJECT**

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### **SUMMARY**

The GWRS Final Expansion Project has been approved by both the Orange County Sanitation District (OCSD) and Orange County Water District (OCWD) Board of Directors. Both agencies are progressing in the design phase of the GWRS Final Expansion Project.

### **RECOMMENDATION**

Informational

### **DISCUSSION/ANALYSIS**

The GWRS Final Expansion Project is the build-out capacity of the GWRS facility that treats secondary effluent from OCSD to drinking water standards for groundwater replenishment water. The current GWRS facility produces 100 MGD of purified water. The build-out treatment capacity increases the water production to a total of 130 MGD. OCSD/OCWD recently completed a joint effluent reuse study (SP-173) which analyzed the project components required to facilitate the GWRS Final Expansion Project. With the study complete, both agencies have issued Request for Proposals (RFP) for the design phase of the GWRS Final Expansion Project.

To increase the amount of water produced from the GWRS facility, additional secondary effluent from OCSD must be conveyed to GWRS. With an analysis of average raw wastewater inflows to OCSD's two treatment plants, both OCSD Plant No. 1 and Plant No. 2 secondary effluent is required to meet the 130 MGD GWRS production goal. Therefore, new secondary effluent conveyance facilities are required at OCSD Plant No. 2 to convey the secondary effluent to GWRS. These conveyance facilities include an effluent pump station, a flow equalization tank and a pipeline. In addition, recommendations from the SP-173 study showed that the segregation of the Santa Ana Regional Interceptor (SARI) trunk flows to OCSD Plant No. 2 is feasible as part of the GWRS Final Expansion Project. Currently SARI flows are not permitted to be recycled through GWRS due to the industrial and treatment facility discharges that currently flow in the SARI trunk sewer. Therefore, in addition to the conveyance facilities, the OCSD Plant No. 2 headworks facilities will segregate the SARI trunk flows and treat these

flows separately for discharge to the ocean outfall. This project is referred to as the Headworks Modification Project.

The Advanced Water Treatment Facility is the GWRS facility made up of the microfiltration, reverse osmosis and UV treatment processes. The AWTF will need to be expanded to treat the additional 30 MGD of secondary effluent to meet the build-out water production goal of 130 MGD total. With all of the above considerations, the GWRS Final Expansion Project includes the following projects:

- Advanced Water Treatment Facility Expansion Project
- P2 Effluent Pump Station Project
- P2 Flow Equalization Tank Project
- P2 Pipeline Rehabilitation Project
- P2 Headworks Modification Project

OCWD is responsible for the costs of all the projects listed above for the GWRS Final Expansion Project. However, OCSD will manage the design and construction of the P2 Headworks Modification Project. OCSD has entered into an agreement with CDM Smith for the design of the Headworks Modification Project. OCWD is planning on recommending issuing an agreement to one of the two top ranked firms (Black & Veatch; Brown and Caldwell/CDM Smith) for the design of the GWRS Final Expansion Project at the July 19, 2017 Board of Directors meeting.

## **PRIOR BOARD/COMMITTEE ACTIONS**



## AGENDA ITEM SUBMITTAL

**Meeting Date:** July 10, 2017

**To:** GWRS Steering Committee

**From:** Mike Markus

**Staff Contact:** E. Torres/G. Ayala

**Budgeted:** N/A

**Budgeted Amount:** N/A

**Cost Estimate:** N/A

**Funding Source:** N/A

**Program/Line Item No.:** N/A

**General Counsel Approval:** N/A

**Engineers/Feasibility Report:** N/A

**CEQA Compliance:** N/A

**Subject:**     **QUARTERLY OUTREACH REPORT [APRIL-JUNE 2017]**

### SUMMARY

Outreach for OCWD and the GWRS continues with a major focus to build and maintain support, as well as field media interest and media coverage. The following is a report of activities from April through June 2017.

Attachment(s): 2017 GWRS second quarter news clip report

### RECOMMENDATION

Informational

### DISCUSSION/ANALYSIS

#### Tour Update

From April through June 2017, OCWD conducted 54 tours for nearly 1,258 guests. Below is a monthly breakdown that shows the number of tours and guests:

Month	# of Tours	# of Guests
April	20	622
May	21	335
June	13	301

Following is a list of groups that toured the GWRS during this quarter:

- Fairmont Elementary School
- Huntington Beach High School
- United States Society on Dams Conference
- Public Tour (three tours)
- AWWA Conference
- Cal State Fullerton Nursing Program (multiple groups)
- Orange Coast College
- Junior Ambassadors

- Cal State Long Beach Nursing (multiple groups)
- Los Angeles Sanitation District
- Fountain Valley Police Department
- Jordan High School
- Orange County Association of Realtors
- Orange High School
- Huntington Beach CERT
- Cal Poly Pomona
- Orange County Sanitation District
- Golden West College
- NextGen Climate
- Santiago Community College
- Edison High School
- Citrus College
- Pegasus School
- West Coast University Nursing Program
- American University of Health Sciences School of Nursing
- ACWA/JPIA
- Chinese delegation
- University of California, Irvine
- City of San Diego
- Cal Tech
- National Water Research Institute
- Korean delegation
- Univerisdad Autonoma de Baja California Sur
- Godinez High School (multiple groups)
- League of Women Voters Central Orange County
- Homeschooled Middle & High Schoolers
- University of San Francisco Nursing
- South Coast Repertory
- Vanguard University
- North Orange County Chamber of Commerce
- Cal State Fullerton Nursing Program
- Orange Coast College Ecology Class

### **Upcoming Tours:**

- Adult Transition Program, Huntington Beach Unified High School District, July 6 & 26
- Public tour, July 7 & August 4
- Orange County Health Agency, July 11
- Stepping Up College Awareness Program, July 12
- Calvary Chapel, July 17
- University of San Francisco, July 20
- American Chemistry Council/Water Quality & Health Council, July 21
- International Water Association, July 27
- Azusa Pacific University, August 1
- STEM Quest PBL Institute, August 2
- West Coast University, August 4
- UCI Exchange Student Program, August 17

- Chinese delegation, August 30

### **Speakers Bureau:**

As part of OCWD's standard to forge and maintain long-term, positive and proactive relationships with members of the community and be transparent about its operations and programs, OCWD board members and staff participate, regularly, at community events and speak before civic groups. Below is a listing of speakers bureau engagements. (Note: The GWRS is mentioned in the majority of OCWD speakers bureau presentations.)

- Katella High School, April 4
- University of Nebraska-Lincoln: water and natural resources seminar, April 5
- Sustainable Remediation Forum (SURF34), April 6
- Garden Grove City Council, April 11
- California Environmental Health Association 67th Annual Educational Symposium, April 12
- Water Resources Research Center: brown bag seminar, April 13
- American Chemical Society National Meeting, April 17
- Yorba Linda City Council, April 18
- Downtown Disney Earth Day, April 22
- Global Water Summit, April 23-25
- AAEE Webinar, April 26
- UCLA CoastAlong, April 29
- California Spain Water Summit, May 3
- Kiwanis Club of Greater Anaheim, May 4
- International Association of Plumbing and Mechanical Officials (IAPMO), May 9
- Serrano Water District, May 9
- City of Orange, May 9
- Covenant Presbyterian Church, May 11
- Centennial Park Neighborhood Association Meeting, May 11
- EWRI World Environmental & Water Resources Congress, May 21
- Newport Beach Sunrise Rotary Club, May 23
- Rotary Club of Anaheim, May 31
- ESP Magnet High School, June 2
- KPCC Seeing Green, June 6
- OC Coastkeeper WHALES Program, June 6 & 9
- 5th Annual OC Food, Wine and Music Festival, June 24
- City of Tustin, June 20
- City of Fullerton, June 21
- Fountain Valley 60th Anniversary Parade, June 24
- City of Seal Beach, June 26

### **Upcoming Speakers Bureau:**

- Disneyland 2017 Transportation Fair, July 20
- City Engineers Association of Orange County, August 7
- City of La Palma, October 3
- Groundwater Foundation National Conference, October 24



**Media:**

- There were 208 global news hits for the GWRS. This number includes same source stories that ran in multiple media outlets. The news clips report for this quarter is attached.

**Awards:**

- In May, Mike Markus received the Environmental & Water Resources Institute (EWRI) Pioneers in Groundwater Award which recognizes and honors an individual with pioneering contributions in the teaching, research and/or practice of groundwater science and engineering. Only one award is given per year.

**Press Releases, Notices and Publications:**

- The following press releases were issued for this quarter and mentioned or featured the GWRS:
  - [First Bottle of Purified Recycled Water Debut in North America](#)
  - [OCWD General Manager Recognized for Innovative and Pioneering Work in Sustainable Groundwater Management](#)
  - [OCWD Honored for Environmental Stewardship by Join Muir Association](#)
  - [H2O Learning Center Exhibit at OCWD Honored with International Design Communications Award](#)
- Staff issued weekly editions of OCWD'S Water Lines, which frequently contained articles that mentioned or features the GWRS <https://www.ocwd.com/news-events/ocwd-in-the-news/>
- The April issue of OCWD's e-newsletter, Hydrospectives, featured a story about the GWRS. <https://www.ocwd.com/news-events/newsletter/2017/april-2017/>
- The May issue of OCWD's e-newsletter, Hydrospectives, included mention of the GWRS. <https://www.ocwd.com/news-events/newsletter/2017/may-2017/>
- The June issue of OCWD's e-newsletter, Hydrospectives, featured a story about the GWRS. <https://www.ocwd.com/news-events/newsletter/2017/june-2017/>

Outlet/Publication	Country	Circulation : Unique Visitors	Circulation: Potential Viewership	Date	Headline
The Los Angeles Independent	United States	241	0	06/30/17	O.C. officials visit Hollywood to give away bottles of recycled water
Treatment Plant Operator Magazine	United States	0	0	06/28/17	News Briefs: Public Gets Access to Potable Recycled Wastewater
SGV Tribune.com	United States	31,655	94,965	06/24/17	Here's what Redditi had to say about purified toilet water, polling on Metro Gold Line, giving shade trees
Whittier Daily News	United States	35,185	105,555	06/24/17	Here's what Redditi had to say about purified toilet water, polling on Metro Gold Line, giving shade trees
Pasadena Star-News (AP)	United States	56,609	169,827	06/24/17	Here's what Redditi had to say about purified toilet water, polling on Metro Gold Line, giving shade trees
LAist	United States	396,247	396,247	06/23/17	Orange County Wants You To Know It's Perfectly OK To Drink Recycled Toilet Water
焦點匯網	China	0	0	06/23/17	加州水資源局將免費派發回收水嗎？
FOX21 News.com	United States	15,479	15,479	06/22/17	Toilet To Tap: Would you drink recycled wastewater?
NBC Los Angeles	United States	547,273	1,094,546	06/22/17	Toilet To Tap: Water Put to the Taste Test
WBTV 3 News	United States	315,850	2,526,800	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
KXXV-TV ABC	United States	32,826	328,260	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
WLOX-TV	United States	154,677	1,546,770	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
WALB.com	United States	199,788	1,997,880	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
KAIT ABC-8	United States	111,095	999,855	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
KLTV 7 News	United States	174,885	1,748,850	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
Raycom News Network	United States	0	0	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
Tucson News Now	United States	265,049	2,650,490	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
Mississippi News Now	United States	187,684	1,886,976	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
FOX 8 WVUE	United States	190,339	1,903,390	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
KTRE ABC-9	United States	38,429	384,290	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
KSLA News 12	United States	230,145	2,301,450	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
14 News	United States	150,371	1,503,710	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
WFXG FOX 54	United States	21,295	212,950	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
WTOL.com	United States	284,743	2,847,430	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
WSFA 12 News	United States	157,534	1,575,340	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
Liv5News.com	United States	237,970	2,379,700	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
WECT TV 6	United States	184,911	1,849,110	06/22/17	County bottles reclaimed 'toilet' water to boost appeal
WREG.com	United States	437,781	4,377,810	06/22/17	Toilet To Tap: California company asks residents to give it a try
MySuncoast.com	United States	28,986	28,986	06/22/17	County bottles reclaimed 'toilet' water in promotion
La Opinion	United States	859,933	859,933	06/22/17	Beberías agua reciclada obtenida del inodoro?
世嘉新聞網-北美華文新聞 - 華商資訊	United States	324,542	324,542	06/22/17	加州回收廁所水 免費派發
The Korea Times - Washington DC	United States	141,630	141,630	06/22/17	미주 화장실 물보 - 양분물수 정화해 마셔요
The Korea Times - New York	Korea	0	0	06/22/17	정화물수 정화해 마셔요
Long Room	United States	0	0	06/21/17	From Toilet To Tap: Would you drink recycled wastewater?
Free Republic	United States	1,049,059	1,049,059	06/21/17	From Toilet To Tap: Bottles Of Purified Recycled Wastewater Handed Out In Hollywood
Abc7.com	United States	1,826,347	1,826,347	06/21/17	From Toilet To Tap: Bottles Of Purified Recycled Wastewater Handed Out In Hollywood
Abc7.com	United States	0	0	06/21/17	OC's toilet to tap, drinking water, a touch, sell even on a hot day
DMN Newswirel	United States	14,571	43,713	06/21/17	EWL Hollywood Boulevard tourists, shoppers given recycled toilet water to beat the heat
WAFB.com	United States	209,946	1,044,730	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KLTV 7 News	United States	174,885	1,748,850	06/21/17	First Bottles of Purified Recycled Water Debut in North America
TulsaCW.com	United States	5,091	45,819	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KPTV FOX 12	United States	346,272	2,423,904	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WandTV.com	United States	20,815	166,520	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Kuam News	United States	17,721	159,489	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WMC Action News 5	United States	282,014	2,538,126	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WMBF News	United States	103,048	927,432	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WSFA 12 News	United States	157,534	1,575,340	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WAFF 48 News	United States	219,349	1,974,141	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KRGV.com	United States	49,642	397,136	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KOAM-TV	United States	42,753	85,506	06/21/17	First Bottles of Purified Recycled Water Debut in North America
NBC12 - WWBT	United States	239,906	2,150,154	06/21/17	First Bottles of Purified Recycled Water Debut in North America
NBC29 WWIR	United States	25,768	206,144	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WTOG.com	United States	118,183	1,063,647	06/21/17	First Bottles of Purified Recycled Water Debut in North America
The CW Providence - WLWC	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WFXG FOX 54	United States	21,295	212,950	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KMIR News	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WBRC FOX6 News	United States	68,763	618,867	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KFMB-TV CBS-8	United States	294,647	2,946,470	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WIS News 10	United States	282,108	2,538,972	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Telemundo Midland/Odessa	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KXXV-TV ABC	United States	32,826	328,260	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WKMY.com	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
FOX29 Lake Charles	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Oklahoma's Own	United States	290,130	2,321,040	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WAVE 3 News	United States	326,531	2,938,779	06/21/17	First Bottles of Purified Recycled Water Debut in North America

ABC6 News	United States	18,299	164,691	06/21/17	First Bottles of Purified Recycled Water Debut in North America
NBC-2.com	United States	360,099	2,880,792	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KTVN Channel 2	United States	179,809	1,798,090	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KAIT ABC-8	United States	111,095	999,895	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Telemundo Amarillo	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KUSI News	United States	176,806	1,414,448	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KFVS 12	United States	69,504	625,536	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WLOX-TV	United States	162,546	1,462,914	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KCBDB NewsChannel 11	United States	154,677	1,546,770	06/21/17	First Bottles of Purified Recycled Water Debut in North America
9&10 News	United States	79,253	634,024	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WDAM - Channel 7	United States	144,604	1,301,436	06/21/17	First Bottles of Purified Recycled Water Debut in North America
NewsOn6.com	United States	108,520	976,680	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KHQ Right Now	United States	278,775	2,230,200	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WTVM.com	United States	149,273	1,343,457	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WBTV 3 News	United States	77,030	693,270	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KULR-8	United States	315,850	2,526,800	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Erle News Now	United States	70,269	562,152	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KFEV The Home Team	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KMOV.com	United States	38,908	350,172	06/21/17	First Bottles of Purified Recycled Water Debut in North America
FOX5 Vegas.com	United States	423,579	3,388,632	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WFLX Fox 29-TV	United States	287,779	2,014,453	06/21/17	First Bottles of Purified Recycled Water Debut in North America
ABC-7.com	United States	19,684	177,156	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WV Illustrated	United States	31,165	249,320	06/21/17	First Bottles of Purified Recycled Water Debut in North America
The Valley's CW	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WFMY TV-21	United States	123,948	1,115,532	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Missppr News Now	United States	187,664	1,688,976	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KLKN-TV ABC-8	United States	15,058	135,522	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KFBB.com	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KTV 4 News	United States	51,093	153,279	06/21/17	First Bottles of Purified Recycled Water Debut in North America
NewsWest 9	United States	92,403	831,627	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KTEN.com	United States	36,786	331,074	06/21/17	First Bottles of Purified Recycled Water Debut in North America
NewsChannel 10	United States	31,031	279,279	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KSWO-TV 7	United States	58,579	527,211	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WVAways.com	United States	100,533	804,264	06/21/17	First Bottles of Purified Recycled Water Debut in North America
FOX 8 WYUE	United States	190,339	1,903,390	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WISL-TV	United States	37,019	185,095	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KPLC 7 News	United States	75,336	678,024	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KSLA News 12	United States	230,145	2,301,450	06/21/17	First Bottles of Purified Recycled Water Debut in North America
YourOhioValley.com	United States	115,199	921,592	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KCTV 5	United States	326,811	2,287,677	06/21/17	First Bottles of Purified Recycled Water Debut in North America
HomeTownStations.com	United States	24,589	221,301	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Fox 21 Dalmarva	United States	572	5,148	06/21/17	First Bottles of Purified Recycled Water Debut in North America
14 News	United States	150,371	1,503,710	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KEYC News 12	United States	30,388	273,492	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Tucson News Now	United States	265,049	2,650,490	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WALB.com	United States	199,788	1,997,890	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KTRE ABC-9	United States	38,429	384,290	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WeAreWV Proud.com	United States	34,198	273,584	06/21/17	First Bottles of Purified Recycled Water Debut in North America
FOX 14 TV	United States	39,966	39,966	06/21/17	First Bottles of Purified Recycled Water Debut in North America
FOX19-WXIX TV	United States	259,486	2,335,374	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WPSD Local 6	United States	21	84	06/21/17	First Bottles of Purified Recycled Water Debut in North America
LiveNews.com	United States	237,970	2,379,700	06/21/17	First Bottles of Purified Recycled Water Debut in North America
NBC Right Now - KNDO/KNDU	United States	14,286	128,574	06/21/17	First Bottles of Purified Recycled Water Debut in North America
ABC FOX Montana	United States	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WBOC.com	United States	136,166	1,225,494	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WECT TV 6	United States	184,911	1,849,110	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WOWK-TV	United States	129,511	1,156,599	06/21/17	First Bottles of Purified Recycled Water Debut in North America
WTOL.com	United States	284,743	2,847,430	06/21/17	First Bottles of Purified Recycled Water Debut in North America
KALZ-TV, NewsChannel 6 Now	United States	23,706	213,354	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Cleveland 19 News	United States	145,258	1,307,322	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Trade Show Marketing - Mediawebsi	United States	1,758	3,516	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Denton Record-Chronicle - Media	United States	1,758	3,516	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Morningstar	United States	2,153,933	15,077,531	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Ticker Technologies	United States	57,893	115,786	06/21/17	First Bottles of Purified Recycled Water Debut in North America
ProfiQuotes.com	United States	3,857	3,857	06/21/17	First Bottles of Purified Recycled Water Debut in North America
PR Newswire	United States	2,472,065	4,944,130	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Apparel Search - Mediawebsite.net	United States	1,758	3,516	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Northwest Cable News - Mediawebsi	United States	1,758	3,516	06/21/17	First Bottles of Purified Recycled Water Debut in North America
GEO.ca	Canada	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
PublicityInsider.com - Mediawebsi	United States	1,758	3,516	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Dallas Morning News - Mediawebsi	United States	469,105	11,258,520	06/21/17	First Bottles of Purified Recycled Water Debut in North America
StreetsInsider.com	United States	316	1,264	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Stock Market - WallstreetSelect	United States	1,255,799	1,255,799	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Advin	Germany	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America
The Railway Record	United States	78,802	78,802	06/21/17	First Bottles of Purified Recycled Water Debut in North America
Finanzen.ch	Switzerland	0	0	06/21/17	First Bottles of Purified Recycled Water Debut in North America

Indo-Asian News Service	India	5,703	11,406	06/20/17	First Bottles of Purified Water Debut in North America
Orange County Register	United States	771,681	3,858,405	06/21/17	Hollywood residents will get the chance to drink purified toilet water, from Orange County
Central Valley Business Times	United States	646	646	06/21/17	First bottles of purified recycled water debut
760 KFMB AM	United States	3,717	29,736	06/21/17	AM 760 KFMB- Talk Radio Station - San Diego, CA - First Bottles of Purified Recycled Water Debut in North America
Water Online	United States	84,852	254,556	06/21/17	WE&RF To Receive \$4.5M Grant From California State Water Board For Recycled Water Research
WDRB 41 Louisville	United States	334,649	2,677,192	06/21/17	First Bottles of Purified Recycled Water Debut in North America - WDRB 41 Louisville News
Spoke	United States	121,691	730,146	06/21/17	First Bottles of Purified Recycled Water Debut in North America - Spoke
AP (Housed)	United States	141,358	282,716	06/21/17	Orange County Agencies Hand Out Free Samples to Promote Technological Advancements for Safe, Reliable New Water Sources
Southern California Public Radio	United States	286,523	286,523	06/21/17	From toilet to tap, Would you drink recycled wastewater?
American Infrastructure Magazine	United States	0	0	06/21/17	Would you drink purified toilet water?
Press-Telegram (AP)	United States	40,916	81,832	06/21/17	Would you drink purified toilet water? Hollywood residents will get the chance Wednesday
Daily Breeze	United States	228,631	457,262	06/21/17	Would you drink purified toilet water? Hollywood residents will get the chance Wednesday
Los Angeles Daily News (AP)	United States	612,292	1,224,584	06/21/17	Would you drink purified toilet water? Hollywood residents will get the chance Wednesday
SGV Tribune.com	United States	31,655	94,965	06/20/17	Would you drink purified toilet water? Hollywood residents will get the chance Wednesday
Whittier Daily News	United States	35,185	105,555	06/20/17	Would you drink purified toilet water? Hollywood residents will get the chance Wednesday
Pasadena Star-News (AP)	United States	56,609	169,827	06/20/17	Would you drink purified toilet water? Hollywood residents will get the chance Wednesday
The Tyee	Canada	75,425	75,425	06/18/17	Two Enviro Students Suggest: Time to Embrace Toilet to Tap
California Water News Daily	United States	0	0	06/11/17	Pioneers in Groundwater Award presented to Orange County Water District General Manager
PublicCEO	United States	0	0	06/06/17	With the Drought Waning, the Future of Desalination is Murky
Voice of San Diego	United States	60,524	60,524	06/05/17	Disney Reduced Ecological Footprint By Saving Water, Recycling
CleanLink	United States	67,379	67,379	05/15/17	A Highly Readable Discussion of Water Issues
The Heartland Institute	United States	23,066	23,066	05/15/17	Orange County tries new pathways for water resilience: model for other water-stressed regions
EnvironmentGuru	United States	3,277	6,554	05/15/17	The value of water independence
The Water Blog - World Bank Blogs	United States	0	0	05/15/17	Possidon tries a new face, but facts unchanged
EnvironmentGuru	United States	3,277	6,554	05/13/17	Call-out for water sustainability innovations to nominate for international prize
Orange County Register	United States	771,681	3,858,405	05/13/17	Orange County Water District pioneers water recycling
Orange County Register	United States	771,681	3,858,405	05/12/17	Call-out for water sustainability innovations to nominate for international prize
Australian Water Association	Australia	736,055	736,055	05/11/17	Orange County Water District pioneers water recycling
News Enterprise	United States	0	0	05/11/17	Call-out for water sustainability innovations to nominate for international prize
焦點星島網	China	0	0	05/10/17	Orange County Water District pioneers water recycling
同花顺金融服务平台	China	9,974,002	9,974,002	05/10/17	Call-out for water sustainability innovations to nominate for international prize
重承權	China	0	0	05/10/17	Call-out for water sustainability innovations to nominate for international prize
Press-Telegram (AP)	United States	40,916	81,832	05/05/17	WRD's recycled wastewater plant half-way finished, using from a 5-acre field in Pico Rivera
Los Angeles Daily News (AP)	United States	612,292	1,224,584	05/05/17	WRD's recycled wastewater plant half-way finished, using from a 5-acre field in Pico Rivera
Pasadena Star-News (AP)	United States	56,609	169,827	05/05/17	WRD's recycled wastewater plant half-way finished, using from a 5-acre field in Pico Rivera
Whittier Daily News	United States	35,185	105,555	05/05/17	WRD's recycled wastewater plant half-way finished, using from a 5-acre field in Pico Rivera
SGV Tribune.com	United States	31,655	94,965	05/05/17	WRD's recycled wastewater plant half-way finished, using from a 5-acre field in Pico Rivera
Daily Breeze	United States	228,631	457,262	05/05/17	WRD's recycled wastewater plant half-way finished, using from a 5-acre field in Pico Rivera
San Bernardino County Sun (AP)	United States	43,071	43,071	05/05/17	Don't drain water from the Mojave Desert: Letters
Redlands Daily Facts	United States	42,966	42,966	05/05/17	The world may begin to do more but consume less
Los Angeles Times	United States	14,924,745	89,548,470	04/24/17	How Disneyland has reduced its ecological footprint by saving water, recycling
Orange County Register	United States	771,681	3,858,405	04/20/17	Savior or Albatross? Proposed desalination plant could decrease South Bay's dependence on imported water, but has raised environmental concerns
Easy Reader News	United States	9,837	9,837	04/19/17	臺灣王 王要取新政策並宣佈大學開放新政策
中國職工聯合會	China	0	0	04/19/17	OCWD unite: Replenish the Aquifer with the winter's fabulous snow!
Orange Juice Blog	United States	6,452	6,452	04/19/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
FOX29 Lake Charles	United States	0	0	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
Sports - Times Union	United States	0	0	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
Seattlepi.com	United States	955,934	955,934	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
Times Union	United States	509,805	509,805	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
San Antonio Express-News	United States	751,988	751,988	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
Chron.com	United States	13,259,888	13,259,888	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
StanfordAdvocate.com	United States	128,791	128,791	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
DMN Newswirel	United States	14,571	43,713	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
University Chronicle	United States	0	0	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
NewsDog	China	0	0	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
Press Release Rocket	United States	0	0	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
Military Technologies News	Poland	525	2,625	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
Money	Canada	414	1,656	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
Benzinga	United States	339,612	2,037,672	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
PRWeb	United States	637,793	637,793	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
StreetInsider.com	United States	469,105	11,258,520	04/13/17	Sharon Klyne & Mike Markus Examine Southern California Water Issues
The Acorn	United States	11,013	11,013	04/12/17	Agencies ready to move on sewer recycle
Santa Barbara News-Press(AP)	United States	1,360	2,720	04/09/17	Letters: Opinion: Water woes in Santa Barbara
Los Angeles Wave	United States	13,756	13,756	04/07/17	Local Water Reliability Projects Earns Engineering Honors



## AGENDA ITEM SUBMITTAL

**Meeting Date:** July 10, 2017

**Budgeted:** Yes

**Budgeted Amount:** \$126,000 (cost shared between OCWD and OCSD)

**To:** GWRS Steering Committee

**Cost Estimate:** \$126,000 (cost shared between OCWD and OCSD)

**Funding Source:** General Fund

**Program/Line Item No.:**

1012.56012.9900

**From:** Mike Markus

**General Counsel Approval:** N/A

**Engineers Report Approved:** N/A

**Staff Contact:** E. Torres/J. Cabral/A. Dunkin

**CEQA Compliance:** N/A

**Subject: UPDATE ON OUTREACH FOR GWRS BOTTLED WATER AND THE 10TH ANNIVERSARY OF THE GWRS**

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### SUMMARY

The Groundwater Replenishment System (GWRS) is a historic water infrastructure project that has had a significant impact globally on the public acceptance of water reuse for drinking water purposes. In January 2017, the GWRS Steering Committee and boards of the Orange County Water District (OCWD) and Orange County Sanitation District (OCSD) approved an outreach program related to the bottling of GWRS water and the commemoration of the 10th anniversary of the GWRS. Staff will provide an update of recent and future outreach efforts.

#### Attachment(s):

- GWRS exhibit booth
- GWRS bottled water media kit box

### RECOMMENDATION

Agendize for the July 19 OCWD Board meeting: Take action as appropriate.

### PURPOSE OF ADDITIONAL GWRS OUTREACH

In January 2017, OCWD and OCSD approved a GWRS outreach program that would take place February 2017 through March 2018. Staff set out to achieve the following goals:

- Reinforce OCWD & OCSD as leaders in water reuse
- Secure additional media coverage and stakeholder attention
- Bring GWRS “taste tests” to policy makers beyond Orange County; to a wider range of population segments, including millennials, throughout California and the

U.S.

- Reinforce how safe advanced purified water is to support/advance other regional/global projects
- Support efforts to secure funding and support for the final expansion of the GWRS and other OCWD and OCSD water and wastewater projects
- Commemorate the 10<sup>th</sup> anniversary of the GWRS
- Support industry efforts to pass state regulations for Direct Potable Reuse (DPR)

## APPROACH

With the assistance of Dick Jones Communications, staff has been implementing an outreach plan that utilizes a balance of traditional and nontraditional media tactics to draw more impressions on social media and in national media outlets.

### The following is an update of recent activities:

- Created an exhibit booth for statewide tabling events that mimics a traditional lemonade stand (See attached photos)
- Tabled at the following events:

Date	Event and location	Approx. number of bottles distributed/tastings
March 20, 2017	WaterReuse Association, CA Section, San Diego	500
April 18, 2017	Thank you Reception for State Legislators, Sacramento	40
April 22, 2017	Earth Day, Downtown Disney, Anaheim	1,000
April 29, 2017	Coast Along (AKA Ecochella), UCLA, Westwood (LADWP also participated)	180
June 6, 2017	KPCC's Seeing Green, Pasadena	85
June 21, 2017	GWRS Bottled Water Media Kick-off, Hollywood and Highland, Hollywood	1,200
June 24, 2017	5 <sup>th</sup> Annual OC Food, Wine & Music Festival, Dana Point	1,500

- Created a media kit and box to ship bottles to selective media (See attached photos) (Approx. 35)
- Captured on-camera interview between OCWD Director Anthony and OCSD Director Ferryman regarding the inception of the GWRS

- Distributed GWRS bottles to OCWD and OCSD board members and staff (Approx. 750)
- Distributed additional GWRS bottles to consultants/firms who have worked on the GWRS, WaterReuse California Section for advocacy purposes, legislators and a limited number of guests who have visited the GWRS (Approx. 150)

To date, approximately 5,430 GWRS bottles have been distributed. There are approximately 10,570 in stock.

**The following is a list of activities staff and Dick Jones Communications will be working on in the next phase of the outreach program:**

- Create short (30 seconds to three minute) monthly digital video segments for social media related to the roadshow events and bottling
- Evaluate social media impact of recent activities and make adjustments as needed to help meet outreach goals
- Target additional media with large social media following, including late-night television, radio, Snapchat, podcasts, and celebrity partners
- Distribute water to elected officials and policy makers in Washington, D.C. and Sacramento; use as tool to gain additional State Revolving Fund program funding for California projects.
- Create a micro-website on the GWRS web pages featuring roadshow map
- Create a selfie station add-on to GWRS booth
- Explore social media paid boosts
- Continue to research additional tabling events with an emphasis on college campuses and/or events frequented by millennials
- Partner with other water agencies, companies that use recycled water, consultants, and elected officials on events, social media and/or media outreach
- Plan GWRS 10th Anniversary event/media
- Redesign GWRS tour bags
- Research bottling options for 2018
- Table/distribute water at the following events:



<b>Date</b>	<b>Event and location</b>	<b>Estimated number of bottles distributed/tastings</b>
July 20, 2017	Disneyland Resort 2017 Employee Transportation Fair, Back Lot, Disneyland, Anaheim	1,000
July 20, 2017	Soquel Creek Water District Community Open House to discuss its proposed Pure Water Soquel Project, Soquel Creek, Santa Cruz	75 (no tabling; providing water to Soquel staff)
July 23, 2017	11 <sup>th</sup> Annual International Conference on Water Reclamation and Reuse, Long Beach	500 (to be placed in guest welcome bags)
August 12 or 13, 2017	BrunchCon, The Reef, Downtown Los Angeles	1,500
Aug 26 or 27 2017	626 Night Market, Arcadia	1,500
October 11, 2017	7 <sup>th</sup> Annual Central Coast Sustainability Summit, University of California, Santa Barbara (speaking engagement on panel)	250
November 18, 2017	UCLA vs. USC Football Game, Los Angeles Coliseum OR other collegiate sporting events/camps	2,000

## **10-YEAR ANNIVERSARY COMMEMORATION**

The GWRS Steering Committee previously decided that rather than hosting a traditional or large event to commemorate the 10<sup>th</sup> Anniversary of the GWRS that the districts should focus on more outreach and social media exposure.

The 10th anniversary of the GWRS is January 10, 2018, which is six months out. At this time, staff would like to confirm that it is still the wish of the committee to proceed in this manner and not host an event on site at the GWRS.

Should the committee wish to host an event in January 2018, staff recommends an ad-hoc committee be created to plan such an event.

## **PRIOR RELEVANT ACTION (S)**

12/7/2016, M16-00 Authorize \$15,000 in the Public Affairs Department budget for the initial testing and bottling of GWRS water, with the cost of the bottling and testing to be shared

between OCWD and OCSD; and Authorize the General Managers of OCWD and OCSD to approve the label for the first-run GWRS water bottles.

ATTACHMENT:  
GWRs BOTTLED WATER BOOTH



## ATTACHMENT

### PRESS KIT SENT TO LOCAL MEDIA GARNERED EXTENSIVE COVERAGE OF THE GWRS BOTTLING EFFORTS

