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Marketing Nonpotable Recycled Water: A Guidebook for Successful Public Outreach & Customer Marketing

Principal Investigator

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Objectives

The goals of this project were:

- To develop marketing strategies for water agencies to use and increase the demand for nonpotable recycled water;
- To develop strategies to improve communication about the value, public's perception, and benefits associated with water reuse; and
- To develop marketing strategies and tools to address issues such as public perception, trust in municipal agencies, the nature of the market, cultural values, and the status of competing public and political issues.

Benefits

Using this Guidebook, agencies will be able to structure and tailor a public outreach and customer marketing program that will not only address concerns, but also generate support for recycled water use in their community. The Guidebook also includes two CD-ROMs of "templates" for a brochure, newsletter, fact sheet, and PowerPoint presentation, all of which can be designed specifically for an agency.

Highlights

- The Guidebook features research and case studies, which have determined that with adequate information and education, the public supports nonpotable recycled water for landscape irrigation, agriculture, and industrial uses.
- Every agency embarking on a recycled water project should include an element of public outreach to ensure community and stakeholder support.
- Customer marketing ensures that the recycled water users are satisfied with a high quality, safe product that has numerous benefits.
- The Guidebook provides background information, numerous case studies and research, and a framework for designing a public outreach program.