

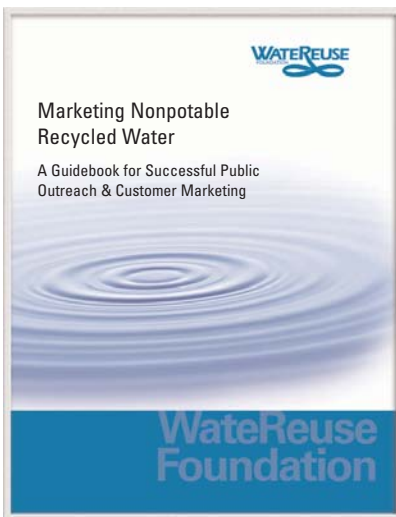
# Project PROFILE



[www.WateReuse.org/Foundation](http://www.WateReuse.org/Foundation)

Advancing the Science of Water Reuse and Desalination through Research

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



**Product Number: 03-005-01**  
**WRF Subscribers: \$15**  
**WRA Members: \$25**  
**Others: \$45**

**Project Number**  
WRF-03-005

**Principal Investigator**  
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TRG & Associates

Hundreds of recycled water projects in communities throughout California, Arizona, Texas, Nevada, and Florida have been implemented over the past 75 years—some with community involvement and support and some without.

In the past 10 years, with unparalleled growth and water demand in some areas of the country, as well as increased public scrutiny of public works, some recycled water projects have been met with opposition and

controversy, especially where outreach was not implemented.

Public outreach and marketing should no longer be an option or afterthought, but an integral component of every recycled water project to ensure that the public understands and supports reuse. Building the infrastructure necessary for a recycled water system requires large capital investments; therefore, every agency should ensure that ratepayers are aware and knowledgeable about how tax dollars are benefiting their community.

The research conducted as part of the Guidebook demonstrates that once people know what recycled water is, how it is used, and that it is safe, they wholeheartedly support its use.

### 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.

# Order Form



Yes! Send me \_\_\_\_\_ cop(ies) of the WaterReuse Foundation research report entitled *Marketing Nonpotable Recycled Water: A Guidebook for Successful Public Outreach & Customer Marketing* (Product No. 03-005-01, WRF Subscribers: \$15, WRA Members: \$25, Others: \$45)

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## About the Foundation

The mission of the WaterReuse Foundation is to conduct and promote applied research on the reclamation, recycling, reuse, and desalination of water.