

How to Develop an Effective Public Outreach Program for Water Reuse

**Provided by: The Joint CWEA and CSAWWA
Water Reuse Committee**

Free for CWEA and
CSAWWA Members
\$10 for Non-Members

WEBINAR

**When: May 16, 2019
12:00 pm - 1:00 pm**

REGISTRATION

[https://www.chesapeakewea.org/
upcoming_cwea_webinars.php](https://www.chesapeakewea.org/upcoming_cwea_webinars.php)
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Presentation #1 ***Key Factors for Implementing a Successful Potable Reuse Program***

By: Ufuk Erdal, PhD, PE, Senior Vice President and
National Technical Director for Water Reuse, Arcadis

This presentation discusses the key factors (e.g. deployment of public education and outreach programs, pilot testing, coordination with regulatory agencies, further research requirements, source control and identification and implementation of robust and cost effective treatment technologies) for implementing a successful potable reuse program. The participants will also learn current regulator framework and widely used treatment trains for potable reuse applications

Presentation #2 ***A Critical Component of Public Outreach: Economic Drivers Make the Case for Reuse***

By: Marilyn Hall, AICP, Senior Water Resources Planner, Athens-Clarke County



Athens, Georgia developed a hydrologic and economic “Risk-Based Assessment” model to evaluate the risk of entering drought conditions requiring strict water reductions and the economic impacts of entering such conditions. Results showed that reuse was a critical component to improve drought resiliency by avoiding industrial/commercial water restrictions. The County Commission approved the recommendations that included non-potable reuse, potable reuse, additional conservation, and new storage.