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October 24, 2016

Jeanine Townsend, Clerk to the Board  
State Water Resources Control Board  
1001 I Street, 24th Floor  
Sacramento, CA 95814

Subject: DRAFT REPORT TO THE LEGISLATURE ON THE FEASIBILITY OF DEVELOPING  
UNIFORM WATER RECYCLING CRITERIA FOR DIRECT POTABLE REUSE

Members of the SWRCB,

Toward the end of the hearing held on October 6<sup>th</sup>, a few concerns were expressed regarding the subject of public outreach and engagement. As you may be aware, significant work in this area has been undertaken by agencies considering potable reuse projects and by the WateReuse Research Foundation (WRRF), now known as the Water Environment & Reuse Foundation (WE&RF), since May 6, 2016.

In early 2015, the WRRF published a guidance booklet entitled, *Helping People Understand Potable Reuse. A Flexible Communication Plan for use by Public Information Professionals*. This work was derived from the more extensive research effort, *Model Communication Plans for Increasing Awareness and Fostering Acceptance of Direct Potable Reuse* (WRRF-13-02). Available at: <https://watereuse.org/water-reuse-101/fact-sheets/>

As one of its co-authors, it was our intent and hope that these documents would inform and guide communities considering potable reuse projects in a transparent and robust manner, addressing the very concerns expressed by those commenting at the hearing.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Mark Millan".

Mark Millan  
Principal, Data Instincts