Financial, Environmental, and Social Factors of Water Reuse

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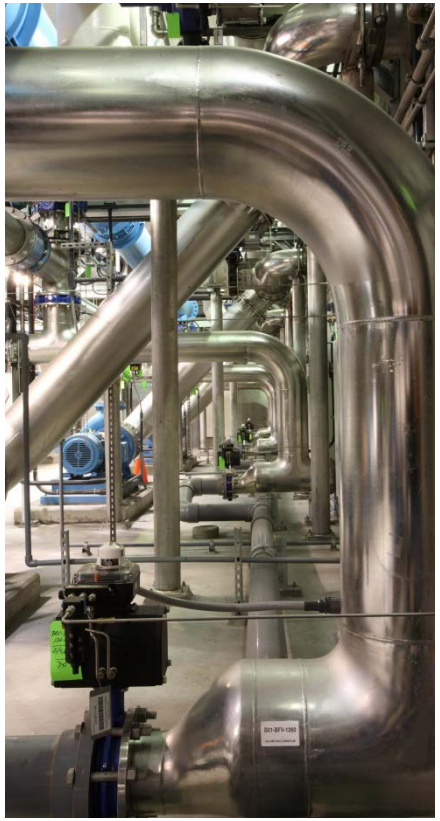
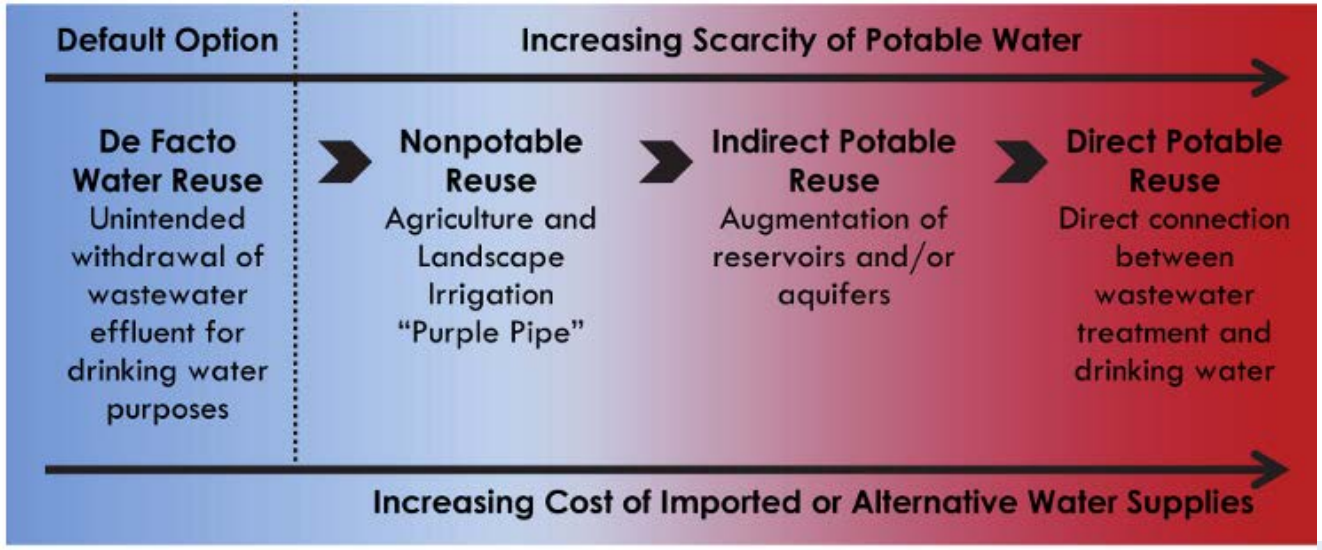
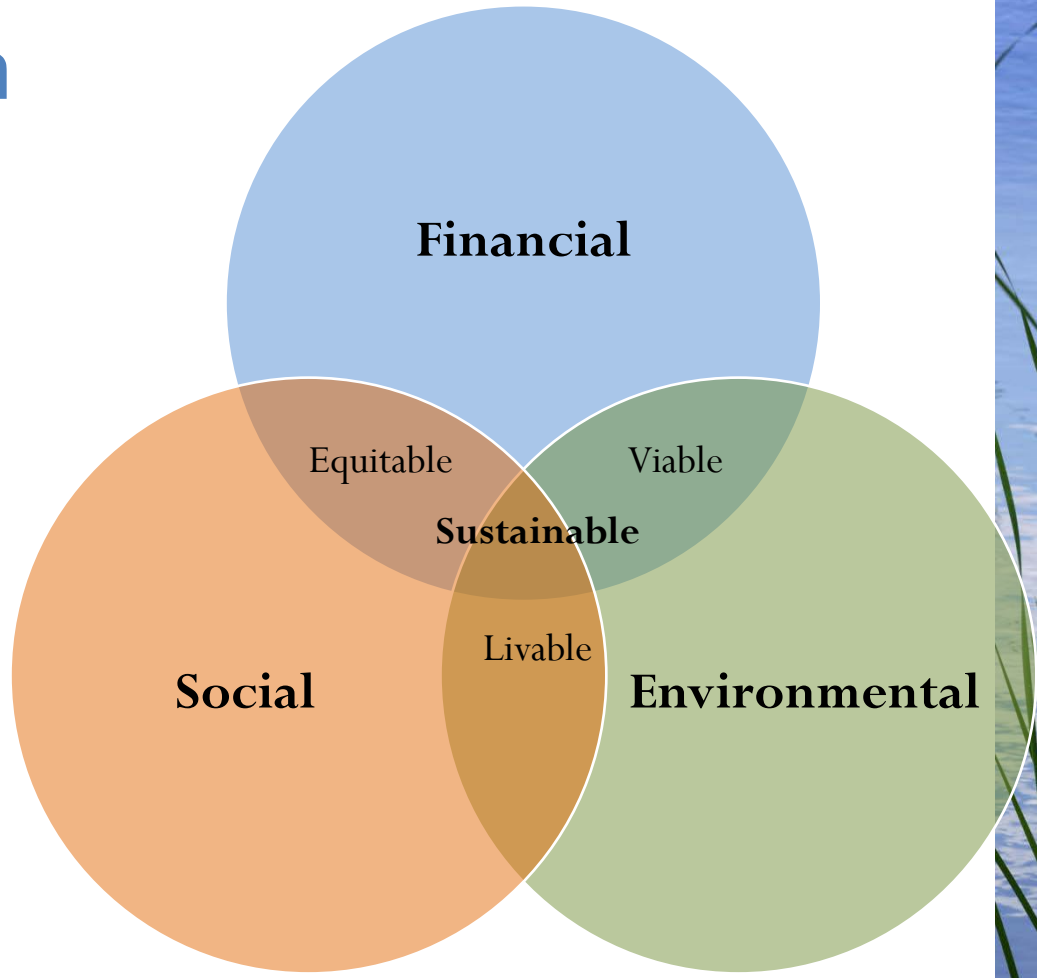


Triple Bottom Line Approach

- Methodology for identifying and quantifying the full financial, environmental, and social costs and benefits of a water supply option
- Ultimate goal of selecting the water supply option based on a Fit-for-Purpose model





Fostering Public Acceptance

- Terminology – define consistent language that is simple enough to understand, yet technical enough to trust
  - Provide positive imagery – "purified water"
- Inform public on "state of water resources"
- Develop "pilot" engagement programs and test effectiveness
  - Water bottling stations
  - Public building use

Triple Bottom Line Research Needs

- Quantify, i.e., define the *dollar value*, of the non-monetary *environmental* and *social impacts* of water reuse compared to traditional sources of water.
- Quantify the economic impact of water scarcity and allocations, including defining the value of diversifying a water supply
- Conduct a full accounting of *energy use* and *GHG emissions* associated with water reuse, along with traditional water sources.
- Identify *low-energy treatment options* to decrease the cost and carbon footprint of water reuse.
- Integrate the need for *climate change adaptation* into a water reuse strategy.

WATEREUSE RESEARCH

Research Needs

- Define impediments to reuse implementation:
  - need to incentivize or streamline projects to make it cost-competitive

- Create accessible informational tools that can assist water reclamation authorities in their dialogs with elected officials, the public, and potential customers of recycled water