

Pure Water Project Outreach Highlights

- Hosted International Delegations
 - Israeli
 - Australian Water Authority
 - Israeli Economic Mission
- Hosted LACMA and VCMA
- Presented to City Councils
 - Westlake Village, Calabasas, Agoura Hills
- Community/Environmental Groups
 - Bay Foundation & U.S. EPA
 - LA WaterKeeper
 - Malibu State of the Watershed
 - ASCE Tech Talk Luncheon



Pure Water Project Outreach Highlights

- Community Events
 - Calabasas Pumpkin Festival, Oak Park Lagoon Opening, Great Race, Love Run, Calabasas Earth Day
- Demonstration Facility Tours
 - 48 Tours, 963 People in last year
- Multiple Articles and Press Releases
 - 6 Articles or Published News Releases since 1/1/24



Pure Water Project Outreach Highlights

- Print Advertising for Pure Water
 - Daily News, LV Enterprise, The Acorn, Calabasas Style 20+ in last year
- Social Media Posts
 - 49 PWP Posts in last year
 - Reach of 16,934 (Unique Users) in last year



Outreach



Outreach

THEACORN.COM MAY 3



Pure Water Project rendering courtesy LVMWD

FUTURE—An artist's view of what the proposed \$365-million pure water treatment plant in Agoura Hills will look like. The plant will recycle sewer water and turn it into about 6 million gallons of drinking water a day for the Las Virgenes-Triunfo districts.

District gets \$42m for Pure Water

The Las Virgenes Municipal Water District recently received a \$42.5-million grant for its proposed Pure Water Project in Agoura Hills. The new purification plant will turn recycled water into drinking water for local residential and business consumers when it is completed in 2028.

The grant comes following a recent agreement developed between LVMWD and Metropolitan Water District of Southern California, the supplier of local water.

Metropolitan created the agreement to provide financial incentives to projects created by its member agencies that promote water recycling, groundwater recovery, and seawater desalination.

The grant will help pay for the plant and provide a long-term cost saving benefit to rate payers, district officials said.

The \$365-million Pure Water Project on Agoura Road, currently in the design phase, is the latest effort by the Las Virgenes Triunfo joint powers authority to improve sustainability and reliability by creating an entirely new source of drinking

water gleaned from the region's sewer effluent that will account for up to 30% of water supply. The water from Metropolitan currently comes to Las Virgenes customers via the state aqueduct from up north.

Locally-sourced water is practically nil, and the Agoura water plant will give the local agency a new supply upon which it can rely.

"The Pure Water Project will be essential to improving the joint power authority's resilience to climate variability, drought, and other factors challenging our water supply," said Jay Lewitt, the joint powers board president. "This funding is absolutely crucial to the success of the Pure Water Project," he said.

"We are grateful to MWD for choosing this project by providing long-term financial assistance that ensures our region is more equipped to handle disruptions to water supply," said David Pedersen Las Virgenes general manager.

—Acorn staff report



COMING SOON



What Matters
Water TV & Podcast



Dawn Taffler David Pedersen Tony Estremera

EPISODE #18

**WASTEWATER TO WONDER:
CALIFORNIA'S CHARGE TO
ADVANCED PURIFIED WATER**

**PROVEN SAFE - CEC'S, WATER QUALITY
AND PROTECTING PUBLIC HEALTH**

FULL CIRCLE PODCAST - EPISODE 007



that after evaluating the state's criteria and analyzing it in detail

Full Episode at
OurPureH2O.com/FullCirclePod



Outreach



Come share some sustainable slices, sorbet and shaved ice featuring Pure Water

- **Pizza by Two Doughs**
- **Sorbet by Tifa**
- **Pure Shaved Ice**
- *Free Admission*
- *Fun Games and Activities*
- *Prizes and giveaways*
- *Family Friendly*

Pure Water Tasting Series presented by the Las Virgenes-Triunfo Joint Powers Authority



Outreach

WaterWorld



- Smart Water
- Asset Management
- Water Utility Management
- Global Thought Leaders

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today for free!

DRINKING WATER TREATMENT

Water is the Foundation of Life: Using Indirect and Direct Potable Reuse to Address Water Scarcity

Tools to address water scarcity, drawbacks, benefits and what each requires

Joe McDermott, PE, Mike McNutt

May 13, 2024

Treated wastewater often held to higher standard than drinking water: Expert

- California has already been using recycled wastewater for decades
- Efforts to treat wastewater for home use have been met with skepticism
- 'Public health has always been the top priority of this'

Focus on Four Tactics



Lacie Wever
Community Outreach & Education Specialist
Hampton Roads Sanitation District (HRSD)

Classroom Education

Demonstration Facility



Mike McNutt
Public Affairs & Communications Manager
Las Virgenes Municipal Water District (LVMWD)

Media Relations

Project Proponents:
medical community



Future Outreach Plans

- Pure Water Short Video
- Full Pure Water Video 2.0
- Special Event (Perhaps Oak Park and/or Beer Event)
- Townhall
- HOA Presentations
- Full Circle Podcast 2nd Edition – Underway Now
- Special podcast episodes
- Maybe an Influencer

