

# Recycled Water: Public Sentiment

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# Florida's Water Supply

- Floridians use nearly 6.4 billion gallons of water per day
- Estimated 1,000 people moving to the state daily
- Need an additional 1 billion gallons of water per day by 2040
- Our supply is not endless, expanding the use of recycled water is one way we can meet demand.

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# 2020 Timeline

- PRC publishes report in January: “Framework for Implementation of Potable Reuse in Florida”
- Florida Legislature Passed the Clean Waterways Act in March and the Governor signed it in June
- DEP is expected to initiate rulemaking process by the end of the year
- Creation of One Water Florida

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# Research

- Gather a statewide baseline of citizen attitudes and perceptions about recycled water
- Online survey conducted statewide March 2020
- 1,980 respondents
- Results are statistically valid with a  $\pm 2.2\%$  statewide margin of error



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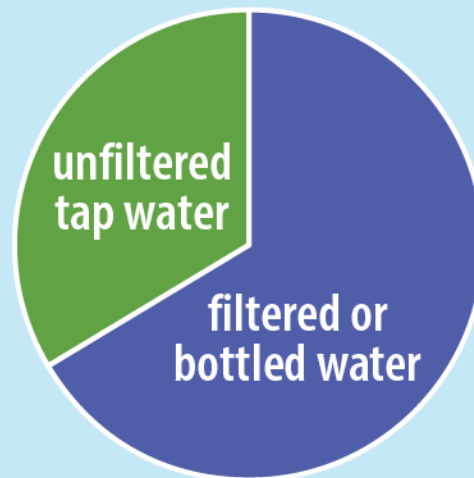
# Drinking Water Behaviors



Nearly  
half of  
respondents

**47%**

**believe**  
that tap water  
is unsafe.



About **2/3** of  
respondents drink  
**filtered or  
bottled water.**

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# Reclaimed Water

Prior to answering questions related to reclaimed water, respondents were provided the following definition:

*Reclaimed water is highly treated wastewater that can be used for irrigation, industrial uses or other non-drinking water purposes.*



75%

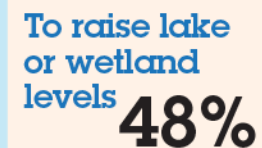
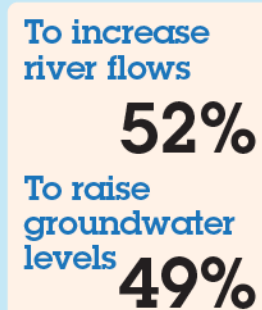
of respondents are familiar with the concept of **reclaimed water**.

Respondents are more likely to agree with using **reclaimed water** for **personal uses** than **environmental uses**.

## Personal Uses:



## Environmental Uses:



40%

of respondents believe it is possible to further treat reclaimed water to standards that make it safe for drinking.

40% Yes

30% No

30% Don't Know

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# Indirect and Direct Potable Reuse

## Indirect Potable Reuse

Prior to answering questions related to potable reuse, respondents were provided the following definition:

*Indirect potable reuse is highly treated wastewater that receives additional natural treatment in an aquifer or a wetland, then is withdrawn and treated all the way to drinking water standards and sent directly to homes and businesses for all purposes.*

*and*

## Direct Potable Reuse

Prior to answering questions related to potable reuse, respondents were provided the following definition:

*Direct potable reuse is wastewater that is treated all the way to drinking water standards and then sent directly to homes and businesses for all purposes.*

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# Statewide Potable Water Reuse Survey Research

## Personal Uses:



69%

68%



64%

66%



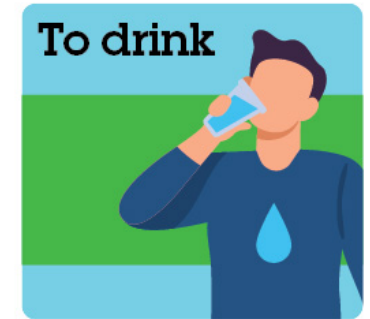
61%

62%



59%

61%



58%

61%

## Environmental Uses:



To raise lake or wetland levels

42%

To raise groundwater levels

41%

To increase river flows

41%



Indirect  
Potable Reuse



Direct  
Potable Reuse

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# Key Research Takeaway – Support for Potable Reuse

When respondents were asked if they support or oppose indirect and direct potable reuse in their community for all household purposes (including drinking) after hearing more about it:



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# Recycled Water: Safely Supplying Florida's Future

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# Questions?



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