Survey & Social Media Results from AZ Pure Water Brew Challenge

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Learning from similar projects

• Orange County Groundwater Replenishment System (GWRS)

• Pure Water San Diego

• The Claude "Bud" Lewis Carlsbad Desalination Plant

• WRRF1302 – Model Communication Plans for Increasing Awareness and Fostering Acceptance of Direct Potable Reuse
Developed New Tools & Resources

Something NEW is brewing in Arizona

All water is recycled... ...join the Challenge!

Water In Arizona – Our Future Depends on It

Arizona currently depends on receiving 39% of its water from the Colorado River. ‘Challenge’ theme – challenge your knowledge and thinking about water, etc.

Drought and climate change could make Colorado River and other water resources less dependable in the future. Even with a strong commitment to water conservation and a history of careful management that has protected Arizona’s water resources, the future is clear – we will eventually need more, reliable, locally controlled water resources.

What will it be? Icebergs from Antarctica? Desalinated ocean water from the Baja? Unlikely, to say the least.

There’s a renewable water source that’s found in every community in Arizona, large and small—wastewater.

The wastewater leaving Arizona homes and businesses is sent to water reclamation facilities where it is cleaned to safe levels – it’s recycled – put in to rivers or used for irrigation or industrial purposes.

This recycled water has been used for decades in Arizona to keep golf courses, parks, and other landscaping green and has stretched water supplies in many desert communities.

It’s only a short step from cleaning wastewater for irrigation purposes to using technology to purify recycled wastewater to create safe, quality drinking water.

That’s what the AZ Pure Water Brew Challenge is all about.

We challenge all residents, community groups, environmental organizations and local businesses to learn more about water issues. Do you support Pure Water? Like us, follow us:

Want to Know More? Visit www.AZpurewaterbrew.org to find out more and sign up to participate in the Challenge.

Contact us

Did you know...

- All water is recycled! It’s recycled by nature.
- The purification process: 45% of water must be pure! That’s more water than our drinking intake.
- purified water is currently used in agriculture, drinking water, communities in the US and around the world.

The water purification process

Using a multi-barrier purification process, we can transform recycled water into SAFE water – A Known Technology!

The result is Safe, Suitable and Sustainable Water Supply.
Recruited Volunteers!

Volunteer Boot Camp

Volunteer roles:
  - Technical Experts
  - Survey Administrators
  - Street Team
  - Runners

Everyone can get involved!
Thank you for volunteering to help The Pure Water Brew Challenge. We couldn’t do it without you!

**OVERVIEW:** During the event participants will be asked to complete a survey before and after they interact with the project and learn about potable reuse and other water issues specific to Arizona. The purpose of the survey is to identify if there is a measurable shift in perceptions after interacting with the project, asking questions, and learning.

Your role will be to encourage individuals to participate in the survey and answer questions. Each survey contains just 5 questions and should take about 3-5 minutes to complete.

**PUBLIC ENGAGEMENT**

**DO THIS!**
- Prepare! Make yourself familiar with the survey questions and format ahead of time.
- Try to get as many respondents as possible.
- Let respondents know that the survey is anonymous.
- Give respondents time to understand the questions and space to answer honestly.
- Have fun! Smile! Enjoy the day.

**AVOID THIS...**
- Try not to influence the participant by over-clarifying questions.
- Avoid prompting respondents with positive or negative questions or comments about water reuse.

**TECHNICAL KNOWLEDGE**

**TIPS FOR ADMINISTERING SURVEYS**

Be careful not to influence opinions. Be aware of you facial expressions and body language. It’s not only what you say that can influence others, but also the expressions and mannerisms you exhibit that can also impact results.

Be patient and make people feel important; no matter what their level of education or view, their perceptions and opinions are instrumental to this project!
Volunteers and Events

54 Volunteers

940 Hours

16 Events

24+ Additional Requests
Survey of Public Perception

- Common Terms
- Familiarity with the Technology
- Sustainability “Ethic”
- Drink the Water/Beer?
- + 2,000 Surveys Completed
Thinking about the water you drink at home, do you most often drink

- b. Tap water that is filtered in your home, either at the sink, through the refrigerator, or through a pitcher
- c. Bottled water
- a. Unfiltered water straight from the tap
- d. Other
- e. N/A
“Here are some reasons other people have given for not usually drinking water directly from the tap. Do any of these apply to you?”

- a. Poor taste or smell of tap water
- b. Safety or health concerns about tap water
- c. It’s more convenient to drink filtered or bottled water
- d. These don’t apply to me
“Before today, did you think that it was possible to further treat recycled water used for irrigation to make the water pure and safe for drinking?”

- a. Yes
- b. No
- c. Don’t know/NA
“Before today, had you heard of advanced treated recycled water?”

43.45% Yes
56.55% No
“How willing would you be to drink purified water made from advanced treated recycled water?”

a. Yes, I’m willing
b. Somewhat willing
d. I don’t know/NA
c. No, not willing
“How willing would you be to drink beer made from purified water?”

This demonstrated roughly a 15% increased shift in participant’s willingness to consume purified water as part of an added-value product, beer, as opposed to purified water consumed directly.
“This was an awesome experience.”

“I believe the science.”

“It is the future in the Southwest.”

“I said not willing to drink beer with this treated water only because I don't drink alcohol period. Use that water for my lemonade and I'm all in!!”

“Love the traveling treatment trailer!”

“It's about time.”
Social Media (May – Nov, 2017)

**Facebook**
- 465 followers
- 163 total posts
  - 1,869 post reactions
  - 92 shares

**Twitter**
- 257 Twitter followers
- 355 tweets from AZPWBC
- 663 tweets from others
  - Content “reach” of ~1.3M additional Twitter “impressions”
Mainstream Media

58 stories total

- 17 print articles
  - 13 in newspapers with 1.6M AZ readers
  - Dec issue of Phoenix Mag
    - 80K homes and 350K readers
- 12 television segments
  - 11 in Phoenix (a top-15 media market) with exposure to hundreds of thousands of viewers
- 3 radio pieces
Longitudinal Media Survey

Observational survey to study fluctuations in behaviors, thoughts, and emotions over a given period of time.

#AZPureWaterBrew vs #NeWater

#ChooseAZBrews vs Pure Water

Toilet to Tap vs Recycled Water

Water Reuse vs Potable Reuse
Longitudinal Media Survey Results

Mainstream Media

2x more positive

Social Media

2x more positive
Almost Famous…

SEASON 3
EPISODE 2
Cheers to water recycling and great beer!

We're among the 26 Arizona breweries who joined the AZ Pure Water Brew Challenge to promote water recycling and help people embrace the water of the future. Using proven technology that involves a 5-step water purification process, the AZ Pure Water Challenge transformed recycled community wastewater into PURE water, which we used to craft a delicious new brew.

PURE water is safe, reliable, sustainable and it makes a great BEER, too!

• Monitored by the Arizona Department of Environmental Quality
• Compliant with State and Federal drinking water standards
• Locally sourced from a drought-proof water supply
• More pure than your average bottled water

Cheers to you for taking the Challenge and raising your pint to water recycling, pure water, and delicious beer!

AZPUREWATERBREW.ORG
#azpurewaterbrew #challengeaccepted

Participating breweries:
- Thunder Canyon Brewery
- 2C2 Brewing Company
- Crooked Tooth Brewing Company
- Copper Rock Brewing Company
- Smirnoff Brewing Company
- Dragonfly Beer Company
- New Japan Brewing
- Cochise Brewing Company
- Cochise Road Brewing Company
- Arizona Wilderness Brewing
- Java Brewing Company
- Paseo Brewing Company
- Hacienda Brewing Company
- Thunder Canyon Brewery
- Two Brothers Tap House
- Oak Creek Brewing Company
- Four Peaks Brewing Company
- WhiskeyHill Brewing Company
- Newton's Brewing Company
- Desert Road Brewing Company
- Greater Mountain Brewing
Lessons Learned

• In the age of digital technology, instant communication is expected!

• Dedicated Team for Social Media

• Consumer Incentives

• Utilize firms with dedicate resources, marketing teams, professionals!
Questions?

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