



Public Education and Outreach Working Group 2022 Goals and Mid-year Review

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“SEIZE THE OPPORTUNITIES”

Consortium Communication, Outreach, and Education Plan Overview

To “inform” membership, participants and the public through:

- Internal interactions and communications including GAB, General Membership, & TSC
- Web site access for internal and external communications – background information, Consortium information and reports, pod-casts, videos

Outreach and Education Strategy

- **Full Toolbox**

- Scoping Meetings
- Website – Public Access
- Education Workshops
 - Higher Ed Alliance
 - Subject Matter Experts
- Community Partnerships
- Podcasts (under development)

2022 Public Education and Outreach Approach

- Scouting Meeting
- Agenda for Breakout Sessions following Overview
 - NM Produced Water Data Portal (Mike Hightower)
 - Consortium Produced Water Treatment Projects (Deborah Dixon)
 - PW Reuse Health & Toxicology Studies & Results (Steve Hightower & Rose Galbraith)
 - Permian Basin Socio-economic and Ecological Cost/Benefit Model (NMSU)
 - Bench Scale Demonstration of PW Treatment Approaches (Pei Xu)

Handouts: FACT Sheets and Flyer

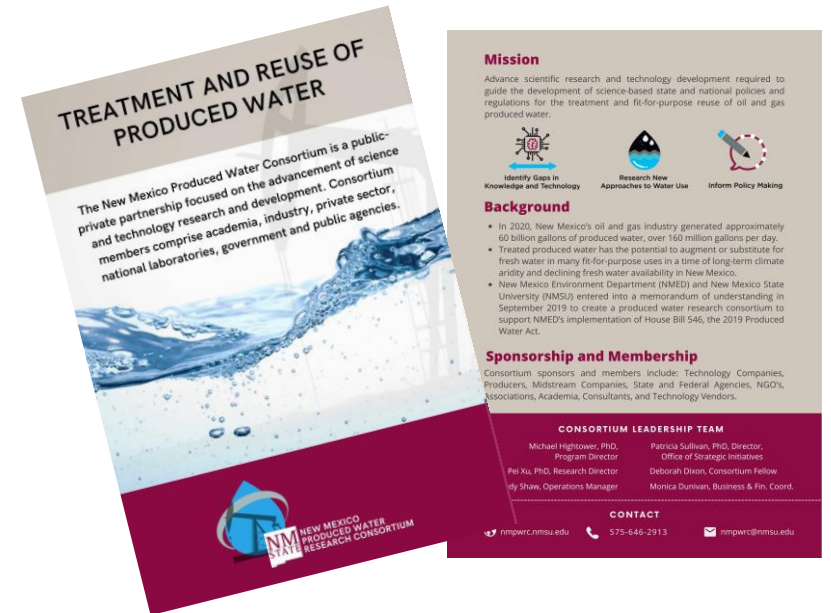


“SEIZE THE OPPORTUNITIES”

Public Education Continuous Improvement

- Website Design updates for easier public access
- General email for Additional Input: nmpwrc@nmsu.edu
- Expand and Use listserv for Updates and Communications

<http://nmpwrc.nmsu.edu>



Enhanced Public Education/Access

Podcasts

- Goal: To Simplify Message
- Same Interviewees Each Episode
- Guests to Incorporate Expert Subject Matter
- Each 20 minutes +/-
- References to Supporting Charts and Tables
- Post on NMPWRC Website

Podcast Story Board

Series 1: Introduction + 6 Episodes

1. What's the Problem?
2. Lessons Learned -> One Possible Solution
3. Treatment Determines Use Which Determines Treatment
4. Human Health & Safety of Treated PW
5. Environmental Health and Safety of Treated PW
6. Why Now Is the Right Time

Podcast Story Board

Series 1: Podcasts 4 and 5

Consortium Risk and Toxicology Analysis Approach

- Complete chemical analysis of produced water and treated produced water on a recurring basis. (NMSU/EPA)
- Evaluation of Treated Produced Water by:
 - Recurring Whole Effluent Toxicity Testing: (NMSU/EPA)
 - Huma Health Cell Line Testing: (EPA)
 - Soil and Plant toxicology testing on Greenhouse Plants from NMSU and Texas A&M using treated PW. (NMSU/EPA)
 - Identify an appropriate fir-for-purpose use of the treated PW based on the chemical composition of the water.
 - Continuous monitoring for evidence of soil, plant or aquatic toxicities over time.

Podcast Story Board

Series 1: Podcasts 4 and 5

The New Plan

By

Dr. Josh Butler, PhD

Dr. Bryan Hedgpeth, PhD



“SEIZE THE OPPORTUNITIES”

2022 Progress & Goals

WG = 15 Representatives from Technical WG's, State of NM & PWRC

- Enhanced website to support better public outreach
 - New Platform = Cascade
 - Completed posting of all Consortium documents, presentations, and background Information to date
 - Maintained Consortium working files protected area
- 2022 Public Education Workshop Planning Goals
 - Permian Basin – Hobbs: May 24 and 25
 - Summer/Fall
 - Espanola
 - ABQ
 - NMOGA - October
- Expanded Outreach Materials
 - Podcasts (June – November)
 - Introduction
 - Six 20 minute podcasts

Questions?

Access our resources and learn more at:
<https://nmpwrc.nmsu.edu> (or search **NMPWRC**)

Email: NMPWRC@nmsu.edu