



Olivenhain Municipal Water District Recognized for Recycled Water Community Outreach

Encinitas, CA—The WaterReuse Association of California recognized Olivenhain Municipal Water District as its 2022 award recipient for Recycled Water Community Outreach. The award was presented at WaterReuse’s annual conference in San Francisco.

OMWD’s community outreach campaigns are intended to educate customers on the importance of water use efficiency, new supply development, and water reuse as a means to address future water supply challenges. To this end, recycled water is a focal point for OMWD’s public outreach campaigns.

“Every drop of recycled water used on our landscapes replaces a drop of imported drinking water,” said OMWD Board Secretary Bob Topolavac. “With the state now in its third consecutive dry year, it is more critical than ever to be promoting the benefits of recycled water to new potential users to expand the use of this sustainable water supply.”

WaterReuse previously recognized OMWD as California’s Agency of the Year in 2005 and again in 2019. Since that time, OMWD has expanded its recycled water distribution system such that it now meets 14 percent of its demands with recycled water.

Beyond its borders, OMWD encourages a regional approach to recycled water infrastructure. It is the lead agency of the North San Diego Water Reuse Coalition, a group of nine North County agencies that coordinate across jurisdictional boundaries to connect recycled water sources with demands. By working together on the North County Regional Recycled Water Project, these agencies expect to reduce potable water use by nearly 11 billion gallons per year by 2035.

Formed in 1990, the WaterReuse Association is a nonprofit organization whose mission is to advance the beneficial and efficient uses of high quality, locally produced, sustainable water sources for the betterment of society and the environment through advocacy, education and outreach, research, and membership.

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Olivenhain Municipal Water District is a public agency providing water, wastewater services, recycled water, hydroelectricity, and operation of Elfin Forest Recreational Reserve. Organized in 1959, OMWD currently serves approximately 87,000 customers over 48 square miles in northern San Diego County.

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