



Marketing drought-proof water supply

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Program Administrator

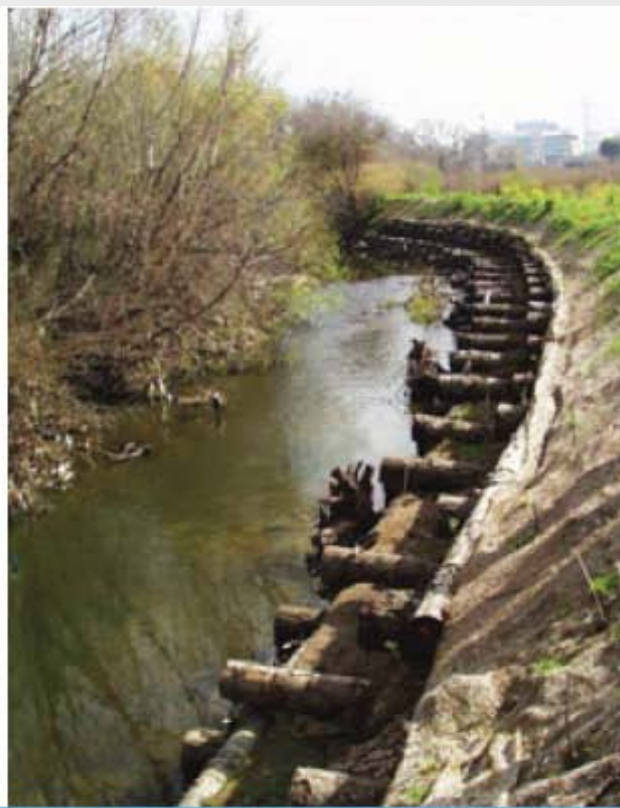
Feb. 21, 2014



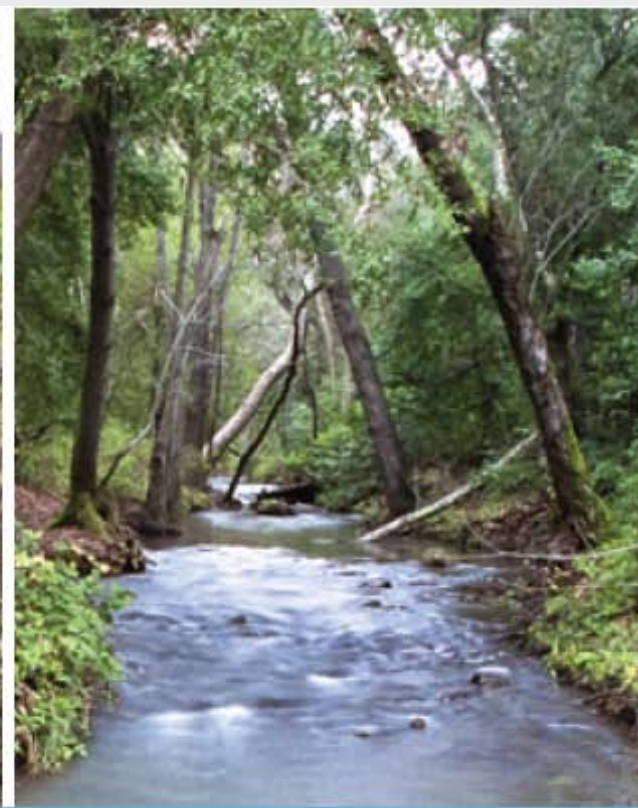
A comprehensive mission



SAFE, RELIABLE WATER



FLOOD PROTECTION



**HEALTHY CREEKS &
ECOSYSTEMS**

We serve Silicon Valley

2,000,000 people

15 cities

12 water retailers

4,700 Direct well owners

Fast facts

- 10** dams and surface water reservoirs
- 3** drinking water treatment plants
- 1** advanced water purification center
- 3** pumping plants
- 1** state-of-the-art water quality laboratory
- 140** miles of large transmission pipelines
- 275** miles of streams
- 400** acres of groundwater recharge ponds

Diversified portfolio for a reliable supply



121 billion gallons annually

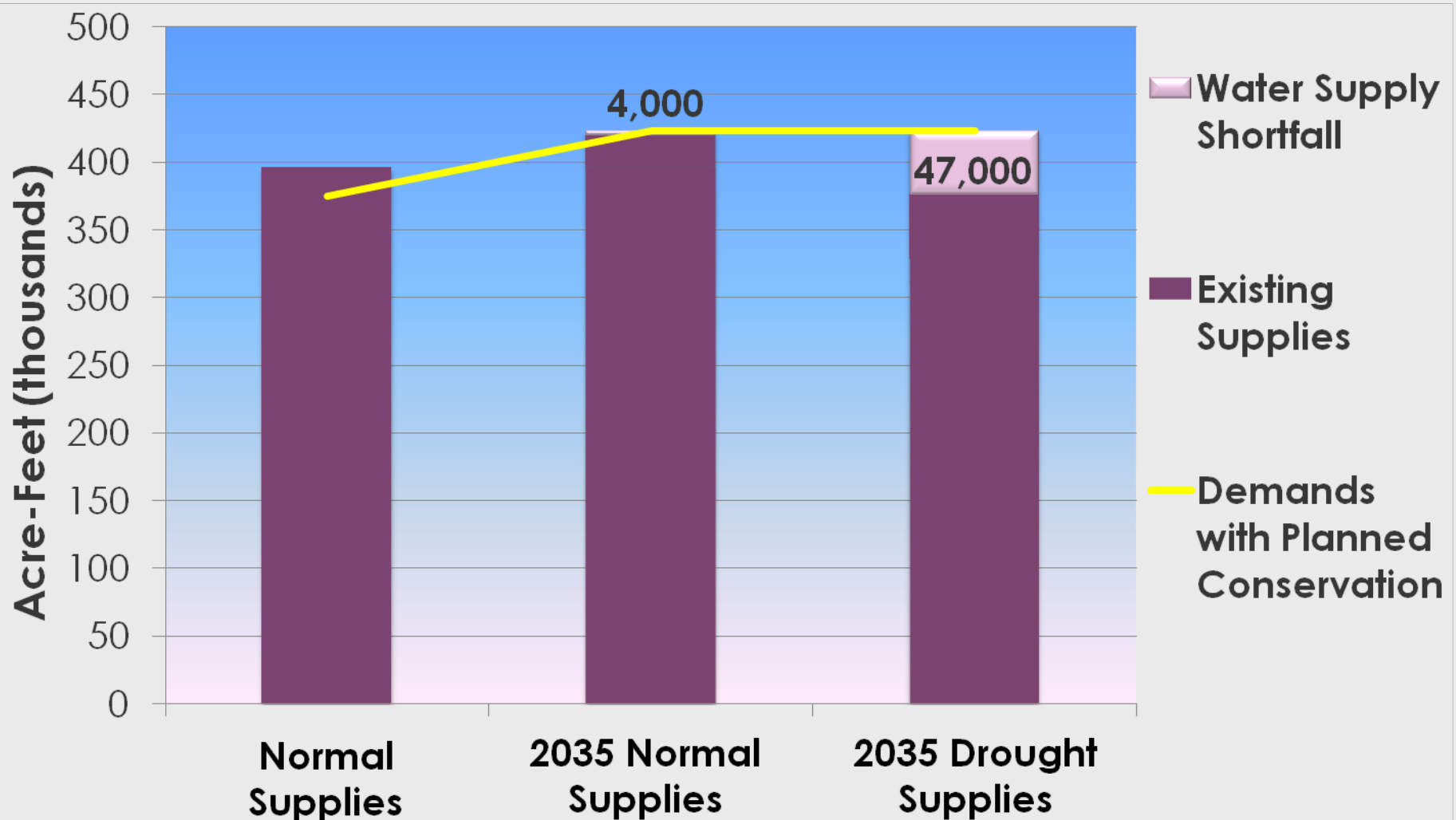
55% imported - Delta watershed & Hetch-Hetchy

30% local - groundwater and reservoirs

5% non-potable recycled water

10% conservation savings

Growing water demand to create shortfalls



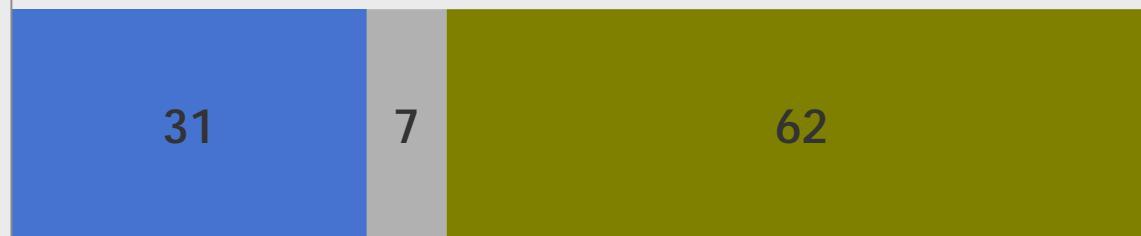
Many recycled water uses strongly supported

■ Favorable ■ Don't know ■ Unfavorable/Oppose

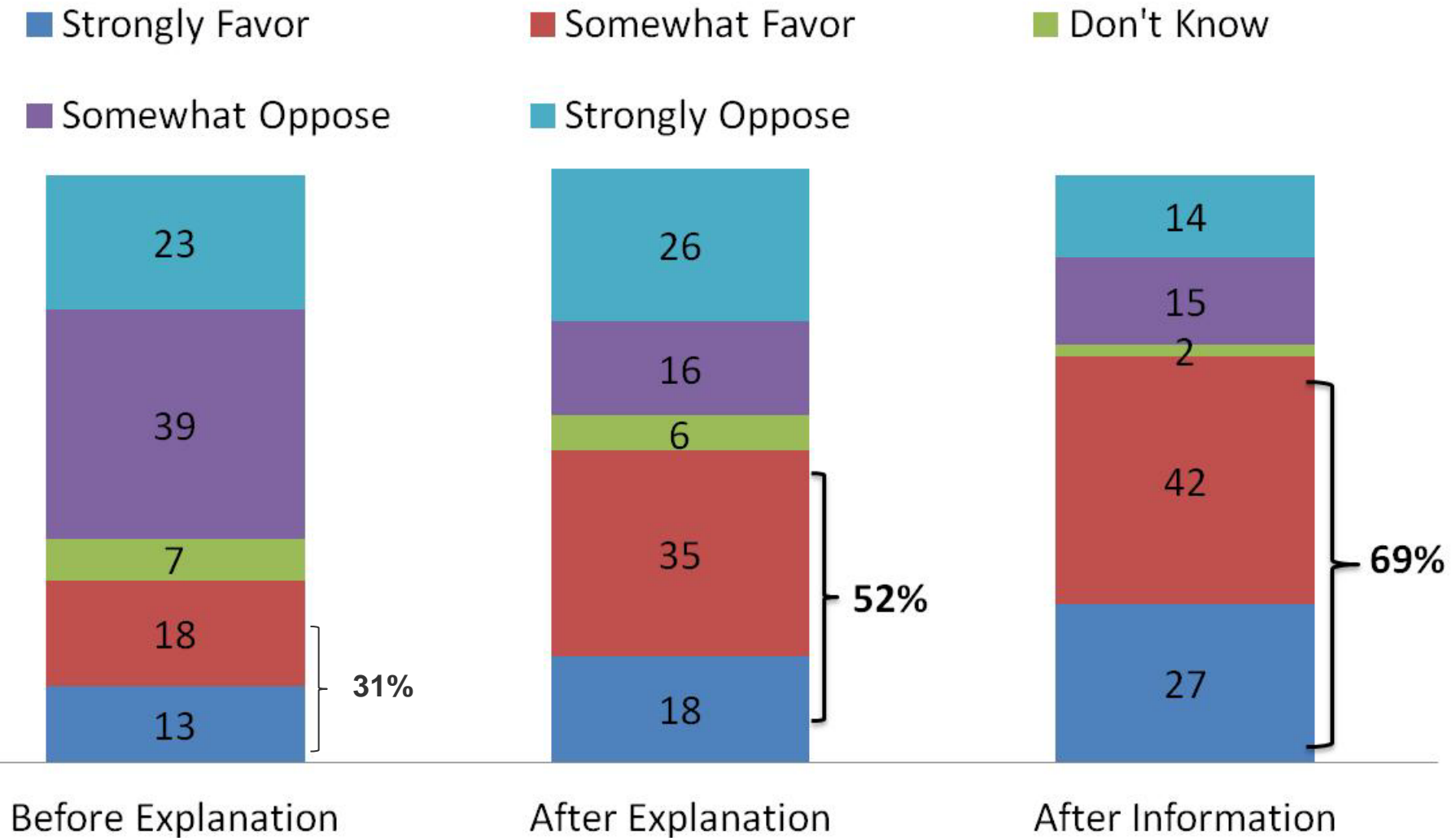
Do you have a favorable or unfavorable opinion of recycled water?



...use of appropriately treated recycled water for adding to drinking water supplies?

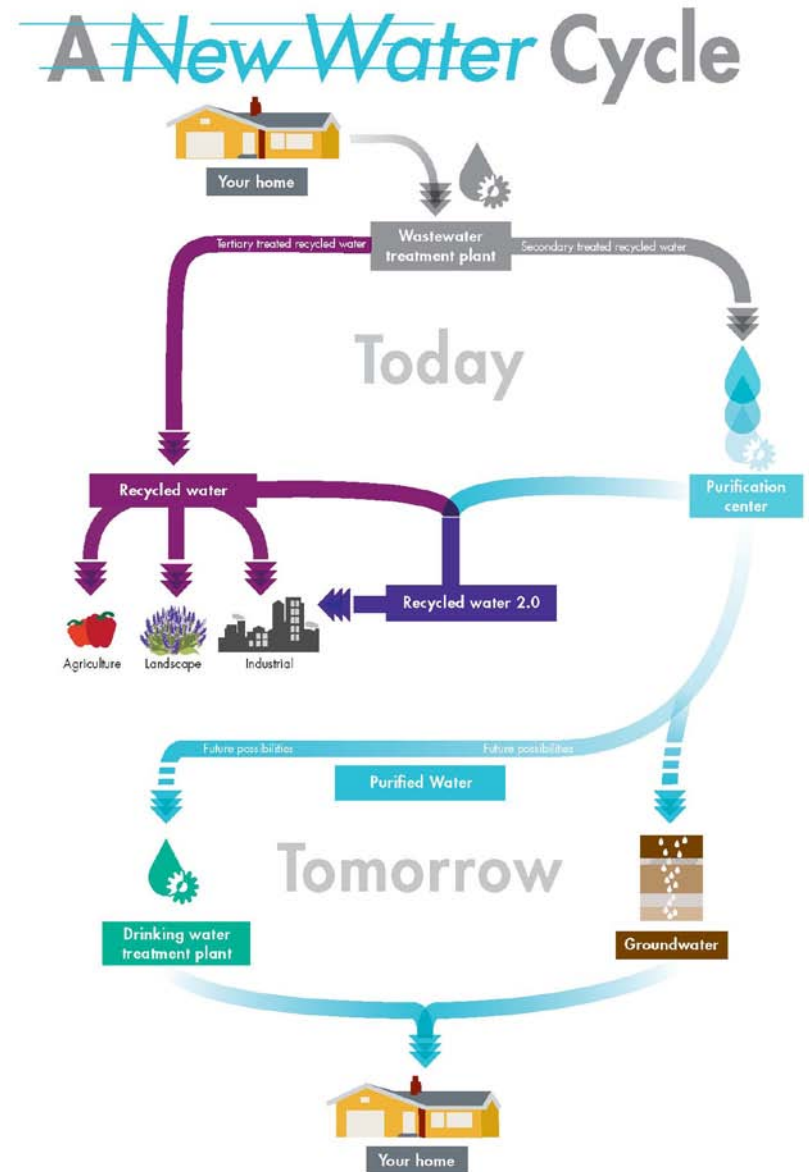


Education = greater acceptance



Roadmap to increase public engagement

- Tours
- Website
- Media relations
- Speakers bureau
- Outreach materials
- Social media
- Video
- Stakeholder outreach



Building a brand

Guidelines for:

- Logo usage
- Tagline
- Key messages
- Fonts
- Colors
- Imagery
- Illustrations



Master Style Guide

Purified Water

Font Usage

Obis ped quo cus magnihi ciliciet minciunt qui bernatur alit re el illoris ressequias es sequis enet apiduci occust, sint.

Aa

Adobe Caslon Pro

6 different weights

Aa

Futura std

20 different weights

Logo Usage

The logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

siliconvalley



ADVANCED WATER
PURIFICATION CENTER

siliconvalley



ADVANCED WATER
PURIFICATION CENTER

siliconvalley



ADVANCED WATER
PURIFICATION CENTER

Building a brand -- key messages



Microfiltration
0.1 micron

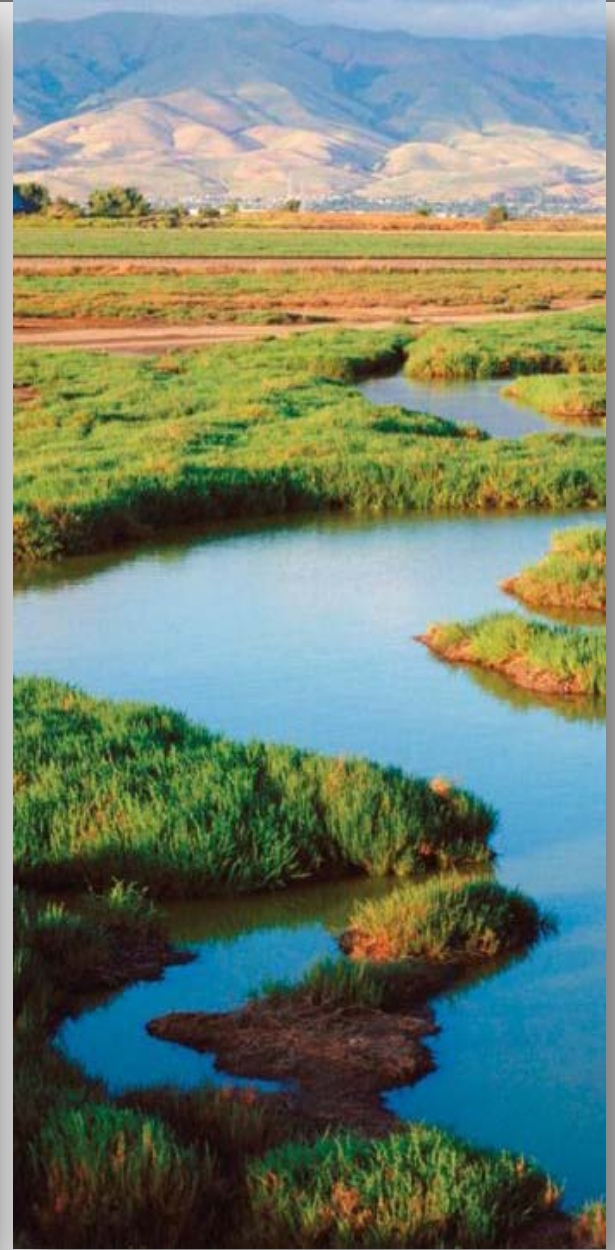


Reverse Osmosis
0.0001 micron



Ultraviolet Light

Building a brand -- key messages



Building public support

- **Tours**
- Website
- Media relations
- Outreach materials
- Speakers bureau
- Social media
- Video
- Stakeholder outreach



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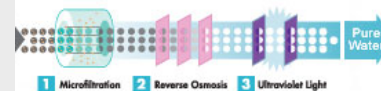


Searching for Sustainable Water Supplies

The [Santa Clara Valley Water District](#) is responsible for securing, managing and delivering a safe and reliable water supply to the region. Searching for sustainable local water supply sources that match the right quality with the right use is part of that responsibility.

The Santa Clara valley needs additional supplies to fill projected future water supply shortfalls. Highly purified recycled water is our new, locally developed and reliable water supply. Provided through proven technologies, it is a drought-proof water supply that can help ensure the valley has safe sustainable water now and into the future.

Advanced Water Purification Processes



The new [water purification center](#) uses the most [advanced technologies](#) to purify up to 8 million gallons of highly purified water per day. The global water cycle ensures that all water is used water: [Learn how in this interactive world map](#)

Information and FAQs



- [Learn more](#) about the benefits of water reuse
- [Take a virtual tour](#) of the [purification center](#)



Advanced Water Purification Processes

Purification Center Location

Purification Center Virtual Tour

Sign Up!

Keep up to date with recycled water and other water-related issues!

Sign-up for our emails:

Email *

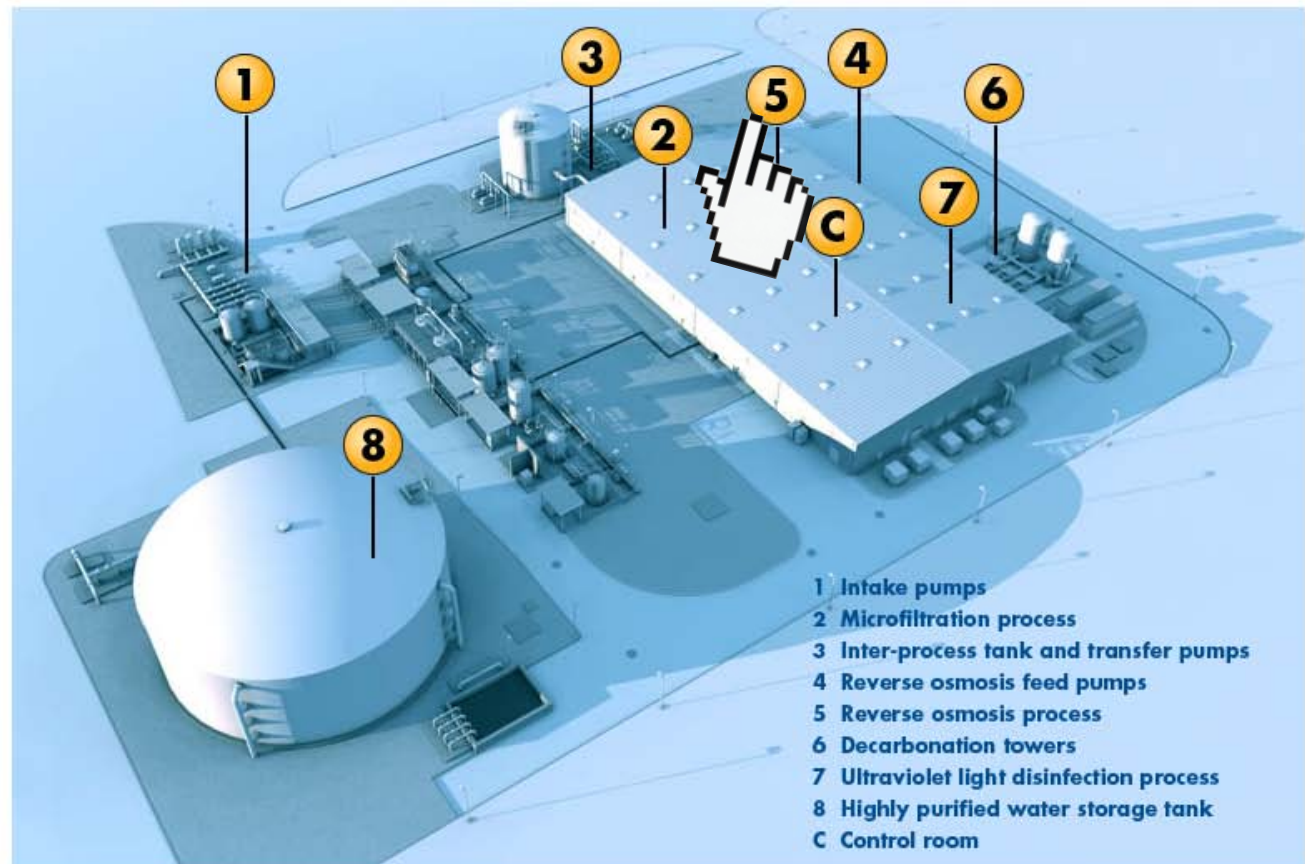
Submit

You can find us on

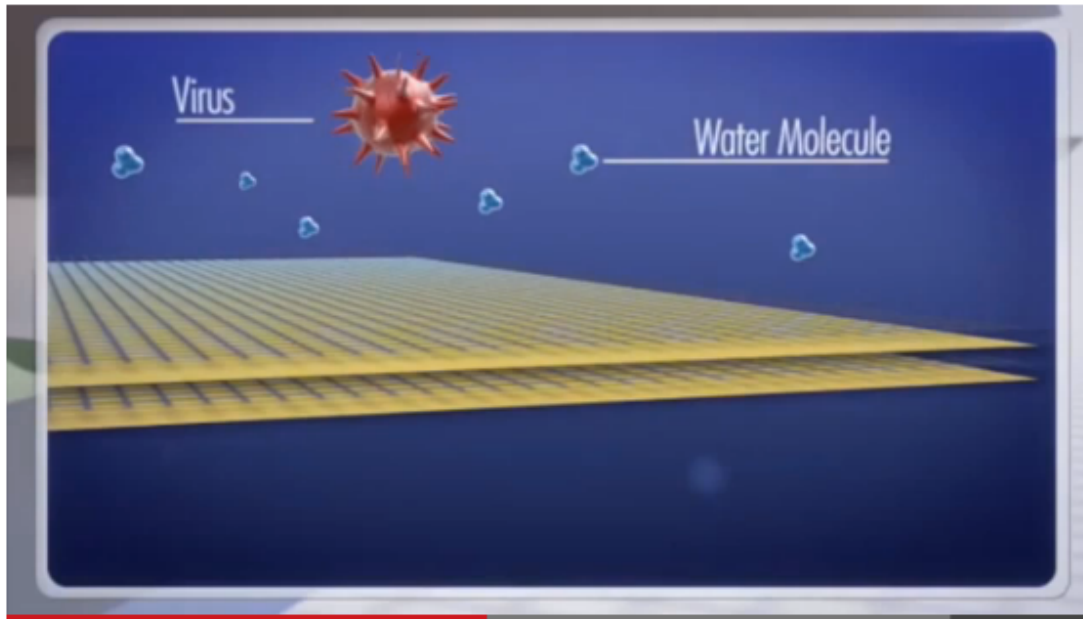


[Contact Us!](#)

Silicon Valley Advanced Water Purification Center Virtual Tour



Tour Stop 5: Reverse osmosis process



In this process, high pressure forces the treated water through tightly wound sheets of thin membranes with pores so small that a water molecule is almost the only substance to pass through. Reverse osmosis (RO) removes contaminants, viruses, pesticides, salts and most contaminants of emerging concerns, such as pharmaceuticals, personal care products and pesticides, producing highly purified water. This is the same process that is used by some bottled water companies, baby food manufacturers and for kidney dialysis. There are 240 RO pressure vessels currently installed that will produce 8 million gallons per day of high-quality water.



Frequently Asked Questions

[News and Publications](#)

[Interactive World Map](#)

[Downstream](#)

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Frequently Asked Questions About Advanced Water Purification

► Is recycled water already used in the county?

▼ Why do we need to expand the use of recycled water?

The water district is responsible for securing, managing and delivering a safe and reliable water supply to the region. Searching for sustainable local water supply sources that match the right quality with the right use is part of that responsibility.

The Santa Clara Valley needs additional supplies to fill projected future water supply shortfalls. Highly purified recycled water is one new, locally developed and reliable water supply. Provided through proven technologies, it is a drought-proof water supply that can help ensure the valley has safe sustainable water now and into the future.

By using water that would typically be released into the San Francisco Bay, we also benefit from local resource. Freshwater discharge to the Bay can also impact sensitive salt marsh habitat.

Recycled water is a locally controlled source, unlike imported water.

► What specific steps is the water district taking to expand recycled water use?

► Why can't we just conserve enough water to meet future needs?

► Will we be drinking recycled water in the future?

► Isn't recycled water already part of our drinking water supply?

► Is recycled water safe for use?

► What are the three phases of advanced water purification?



PURIFYING WATER FOR A SUSTAINABLE TOMORROW

[Home](#) [Purified Water and the Water Cycle](#) [Silicon Valley Advanced Water Purification Center](#) [Ways to Reuse Water](#) [What the Experts are Saying](#) [Information and FAQs](#) [About the Water District](#)

[Frequently Asked Questions](#)
[News and Publications](#)
[Interactive World Map](#)
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You can find us on



[Contact Us!](#)

Interactive World Map

[Read this first!](#)



- Communities reusing water through advanced technologies – creating a drought-proof, sustainable drinking water supply
- Communities currently demonstrating advanced water purification technologies
- Just a few of the many communities that are downstream of wastewater treatment plants

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Building public support



news ▶ U.S. ▶ around the nation

Here, Drink A Nice Glass Of Sparkling Clear Wastewater



[Listen to the Story](#)

All Things Considered



'TOILET-TO-TAP' WATER PURIFYING HITS CALIFORNIA

'Cleaner than all of our other water sources'

Published: 07/23/2013 at 2:26 AM

(SANFRANCISCO.CBSLOCAL) — The source for Santa Clara County's virtually limitless water is the new \$68 million sewage treatment plant. The water won't be going into homes due to the stigma regarding recycled water.



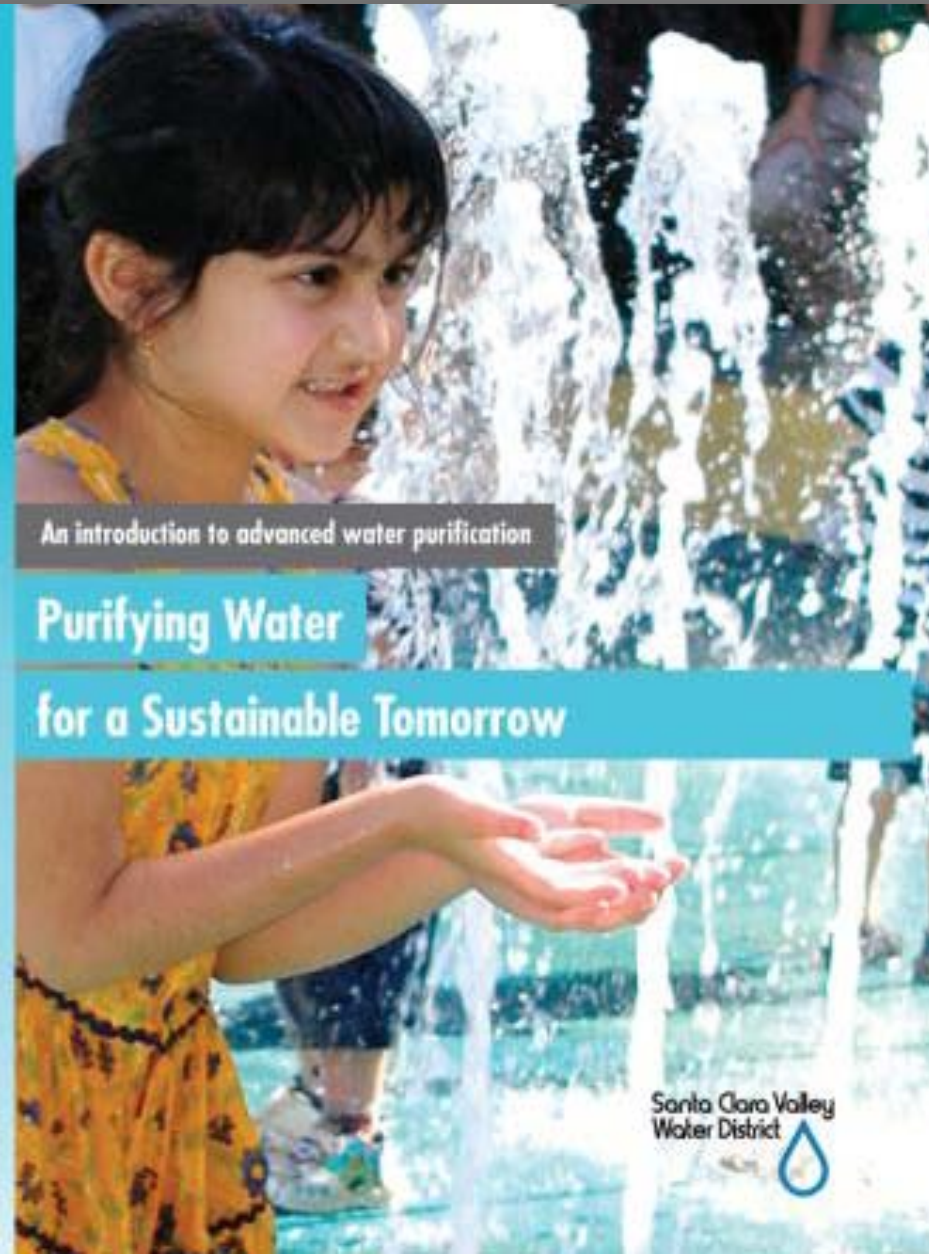
Robin Wilkey ♥ Become a fan
robin.wilkey@huffingtonpost.com



Silicon Valley Advanced Water Purification Center To Turn Sewage Into Drinkable Water (VIDEO)

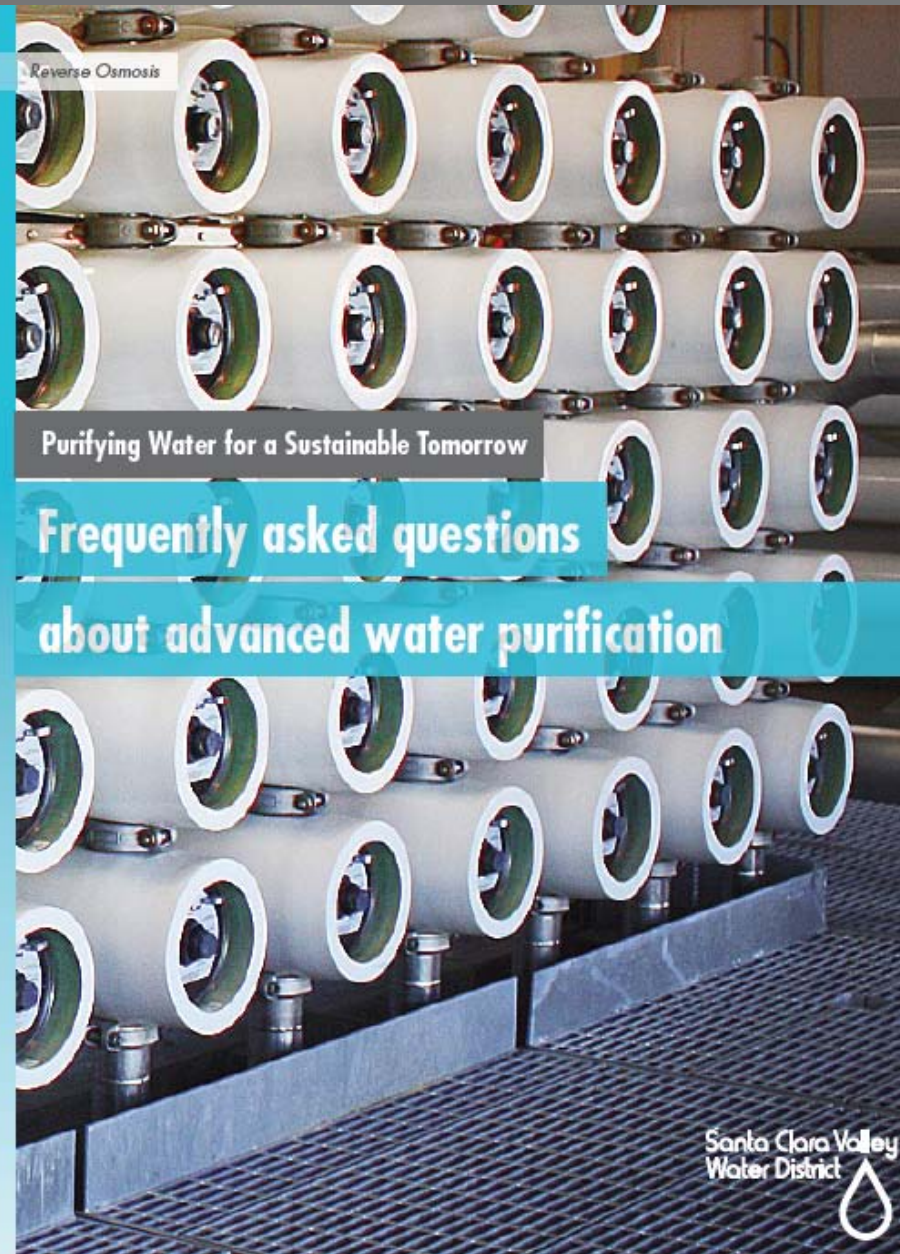
Building public support...cont.

- Tours
- Website
- Media relations
- **Outreach materials**
- Speakers bureau
- Social media
- Video
- Stakeholder outreach



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Purifying water for a sustainable tomorrow

The Silicon Valley Advanced Water Purification Center is the largest advanced water purification plant in Northern California.

The state-of-the-art facility, nearing completion, will take treated wastewater that would have otherwise been discharged into the San Francisco Bay and purifies it by using three proven purification processes: microfiltration, reverse osmosis and ultraviolet light. The result would be 8 million gallons a day of highly purified water that is expected to match California drinking water standards.

The \$68 million purification center is a partnership between the water district and the City of San José. The highly purified water produced at the new purification center will be blended with the existing recycled water supply produced at the neighboring San José-Santa Clara Regional Wastewater Facility to enhance its quality and expand its usage.

The center will demonstrate proven technologies to produce highly purified water that can be used for a variety of purposes, including potentially expanding Silicon Valley's future drinking water supplies.

The purification processes

The purification center uses technology similar to Mother Nature's filtration process, but with the advantage of purifying the water more quickly.

1

Microfiltration

In this initial filtration process, treated wastewater is forced through filtration membrane modules made up of thousands of hollow fibers, similar to straws. These fibers have very fine pores in the sides that are 0.1 micron in diameter, or about 1/300th the width of human hair. As the water is drawn through the pores into the center of the fibers, solids, bacteria, protozoa and some viruses are filtered out of the water.

2

Reverse Osmosis

During the reverse osmosis process, water is forced under high pressure through membrane sheets with holes so small that a water molecule is almost the only substance that can pass through. The process removes constituents such as salts, viruses and most contaminants of emerging concern, such as pharmaceuticals, personal care products and pesticides.

3

Ultraviolet Light

Now the water is very clean, but as a further safety back-up, the water is sent through chambers that emit strong ultraviolet light to break down any remaining trace organic compounds. Ultraviolet light is a powerful disinfection process that creates water of very high quality. The technique often sterilizes medicines, food and fruit juices.

Building public support...cont.

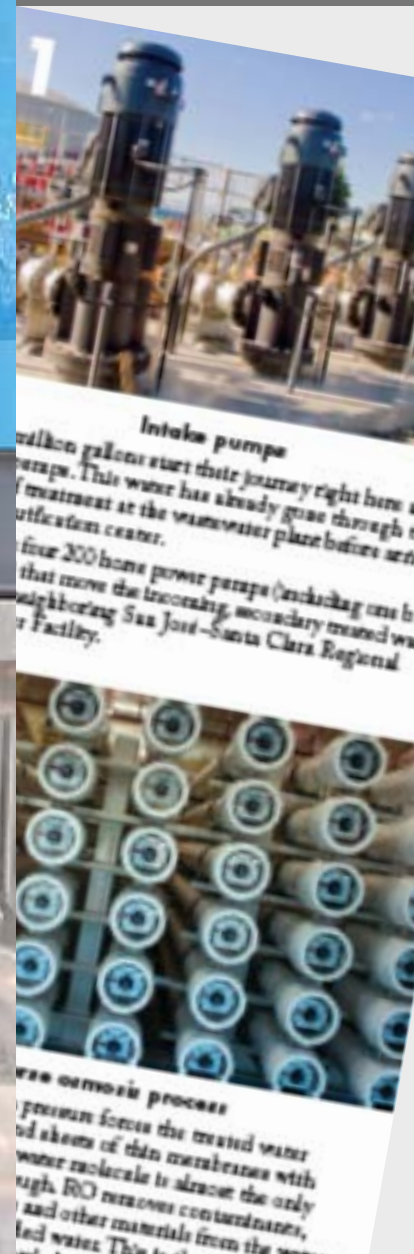
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Key message card

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Building public support...cont.

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People Behind Your Water: Tour the Advanced Water Purification Center



Building public support...cont.

- Tours
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Marketing drought-proof water supply

www.purewater4u.org

Santa Clara Valley
Water District



Providing Silicon Valley
safe, clean water for a healthy
life, environment and
economy