Marketing drought-proof water supply

Meenakshi Ganjoo
Program Administrator

Santa Clara Valley Water District

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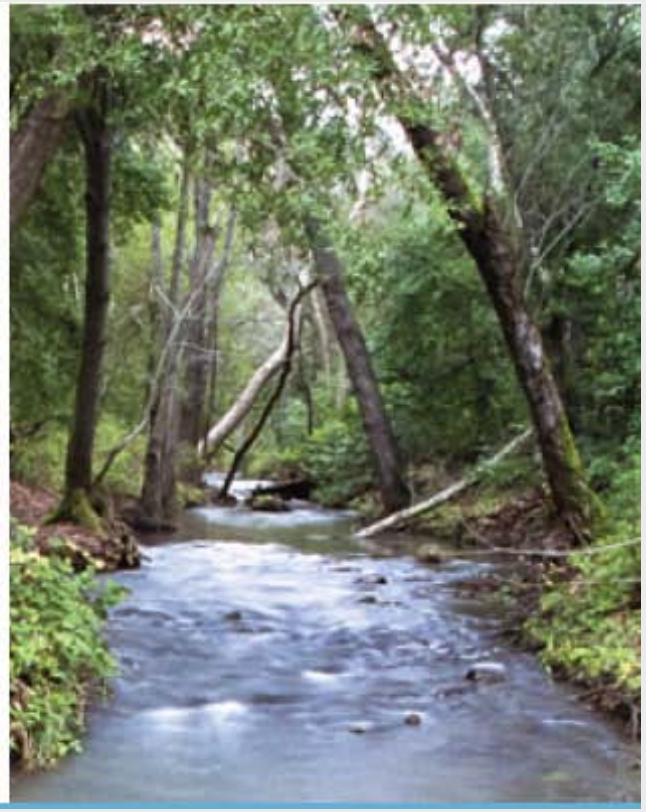
A comprehensive mission



SAFE, RELIABLE WATER

FLOOD PROTECTION

HEALTHY CREEKS & ECOSYSTEMS

Santa Clara Valley Water District

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

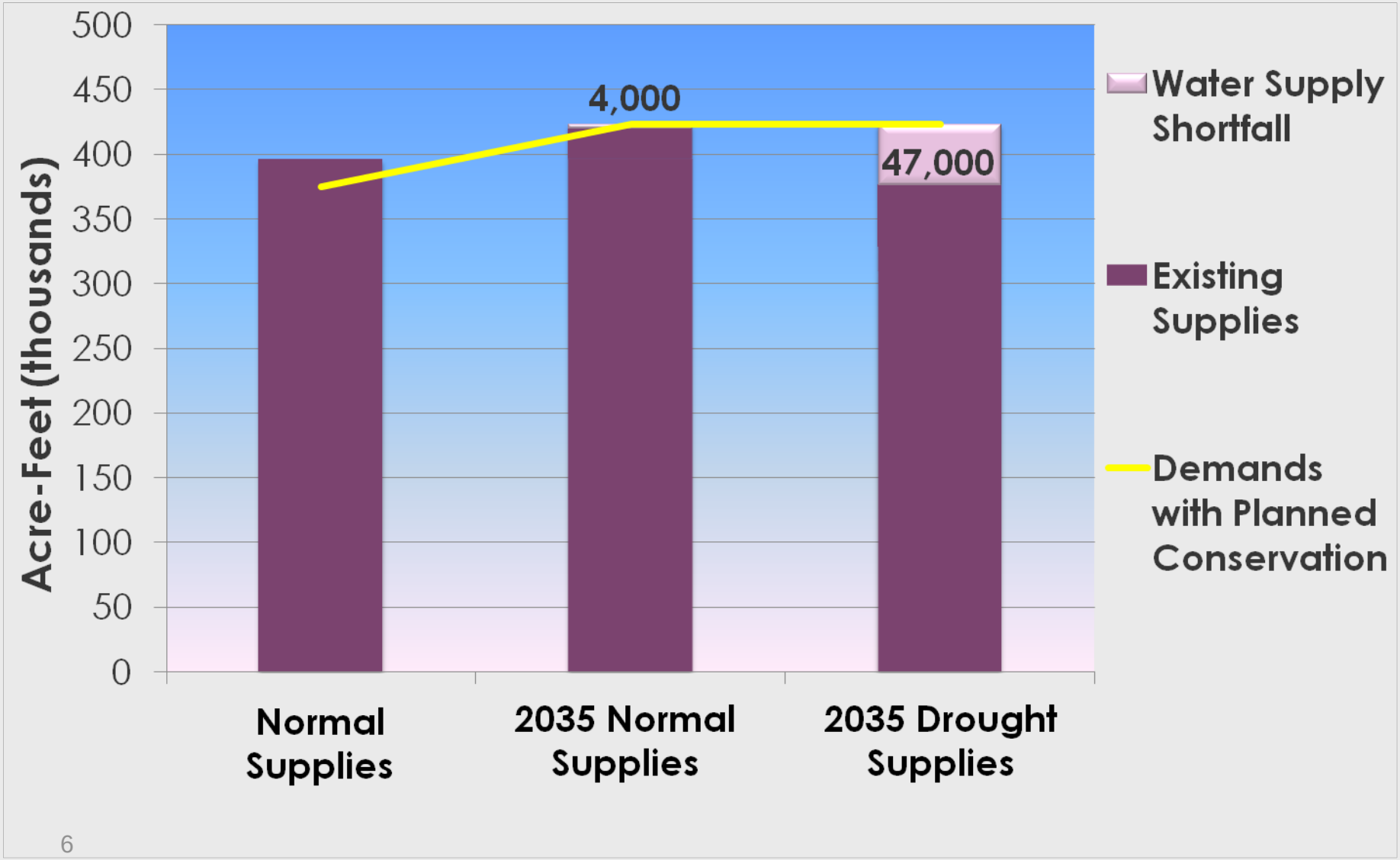
Santa Clara Valley Water District

121 billion gallons annually

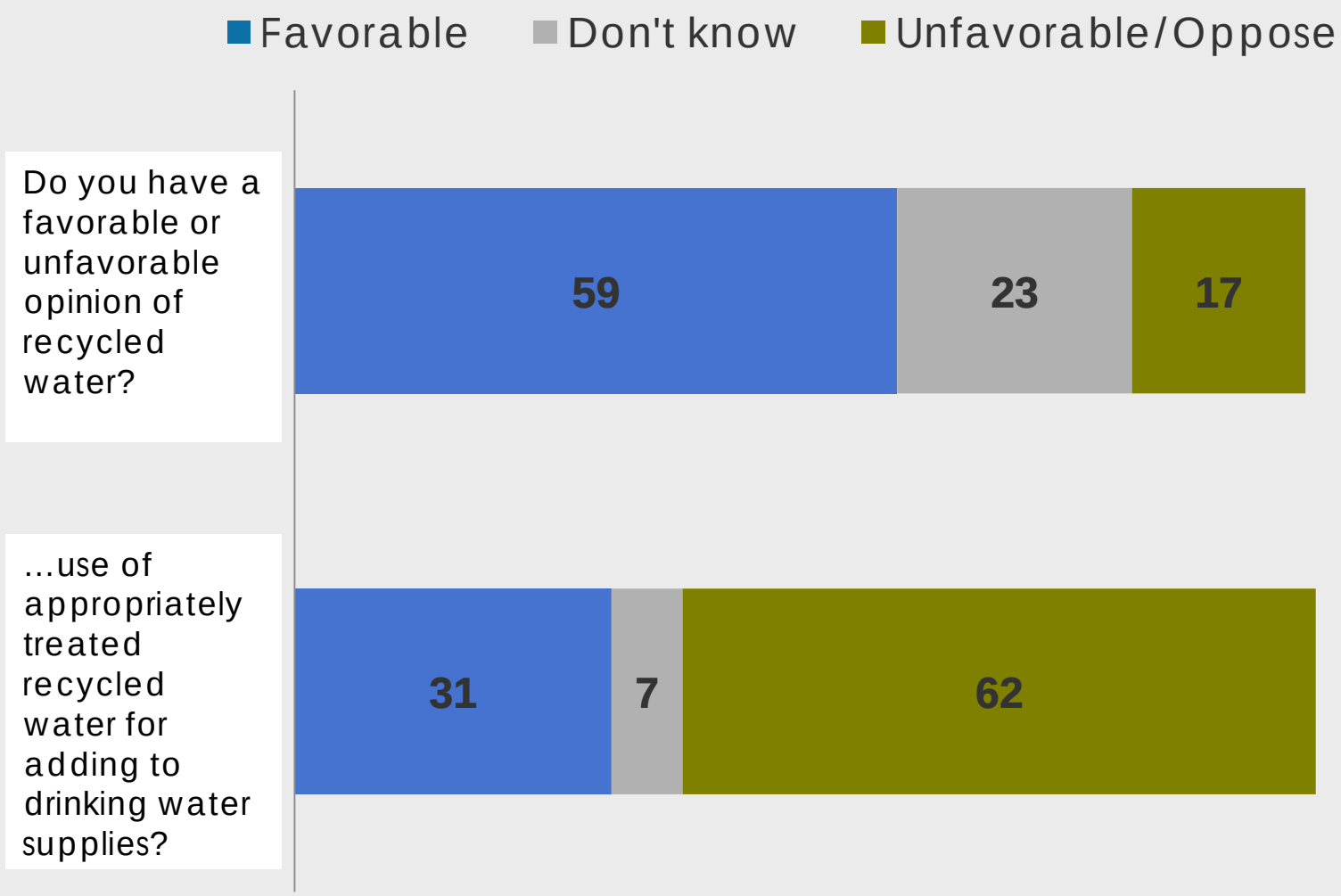
55% imported - Delta watershed & Hetch-Hetchy
30% local - groundwater and reservoirs
5% non-potable recycled water

10% conservation savings

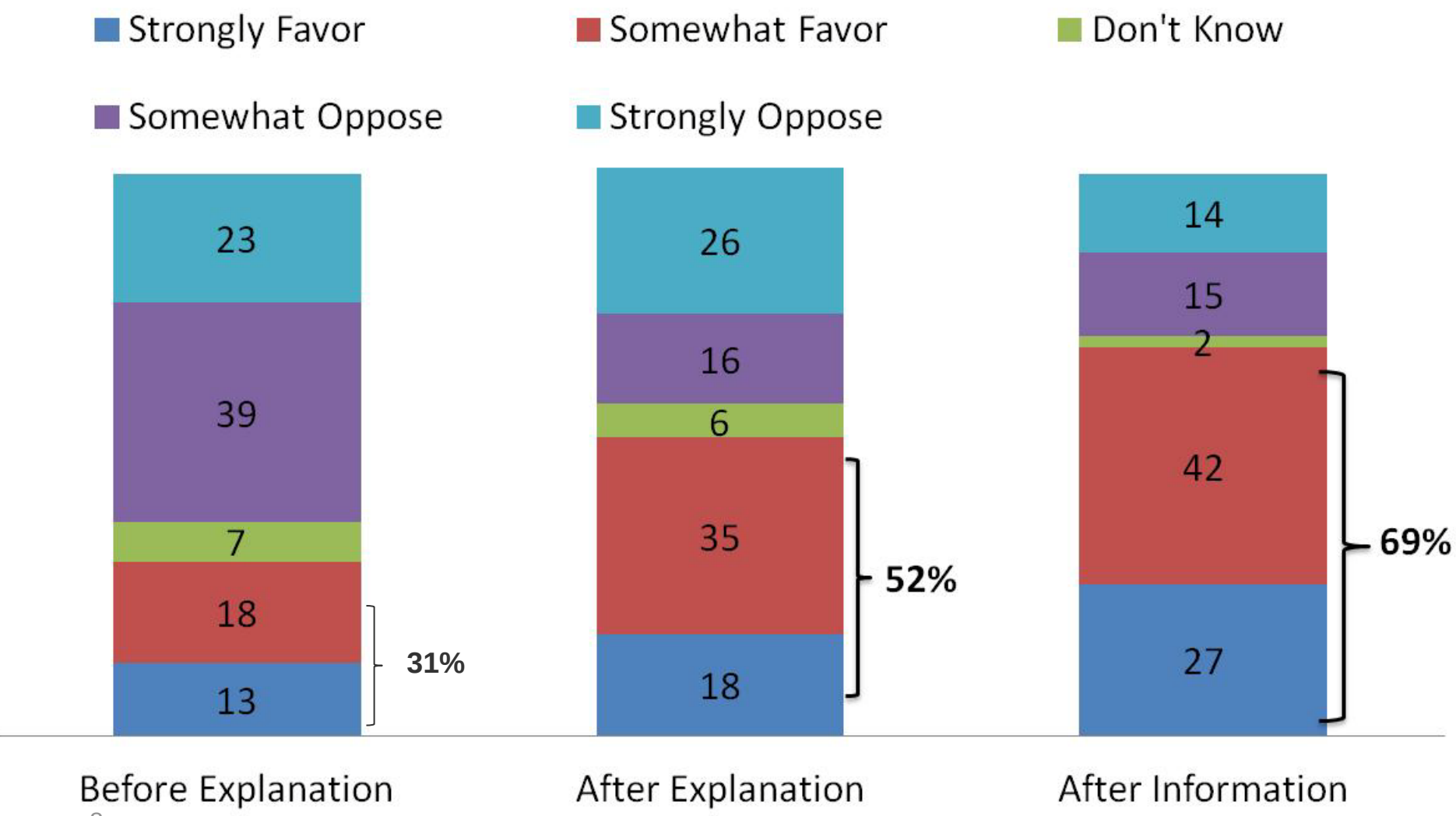
Growing water demand to create shortfalls



Many recycled water uses strongly supported

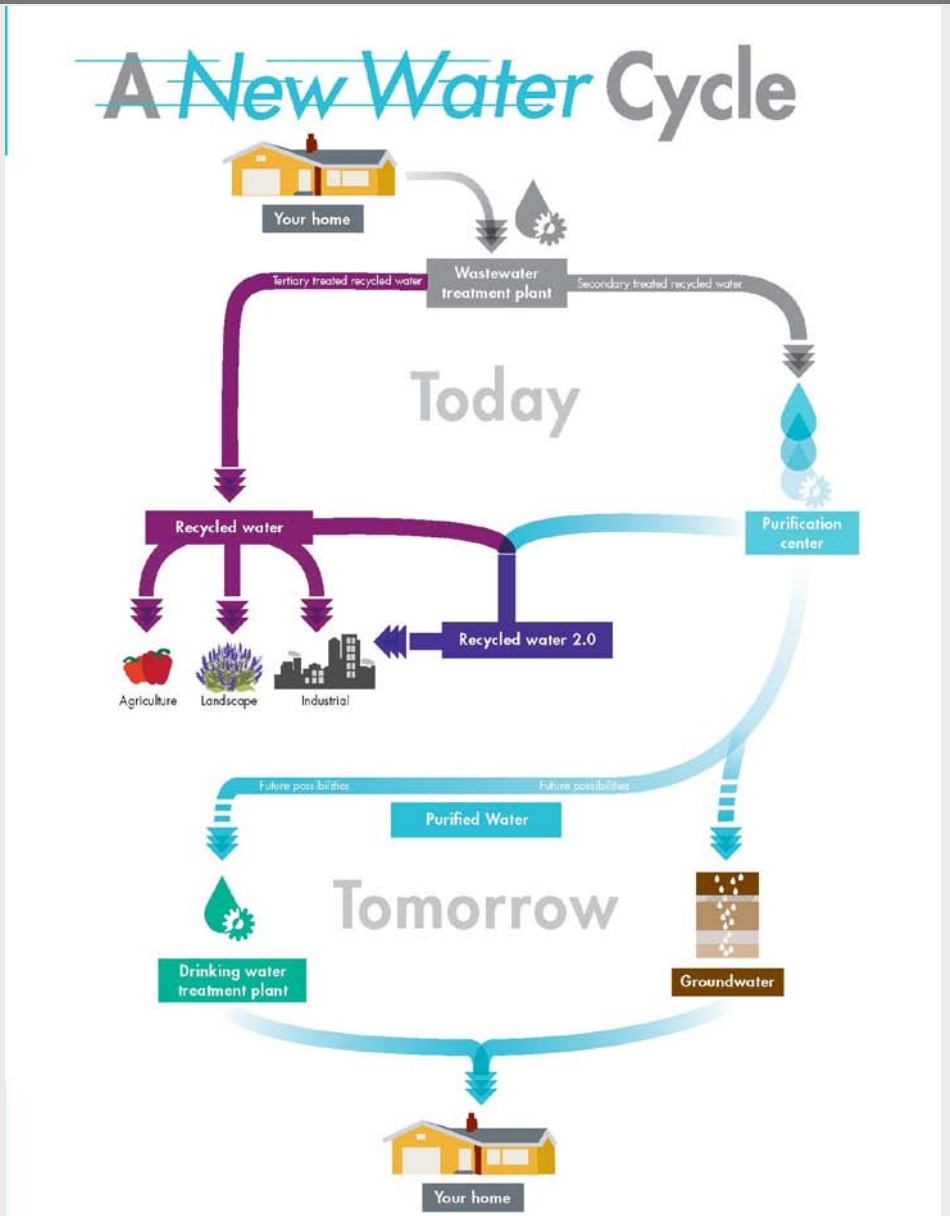


Education = greater acceptance



Roadmap to increase public engagement

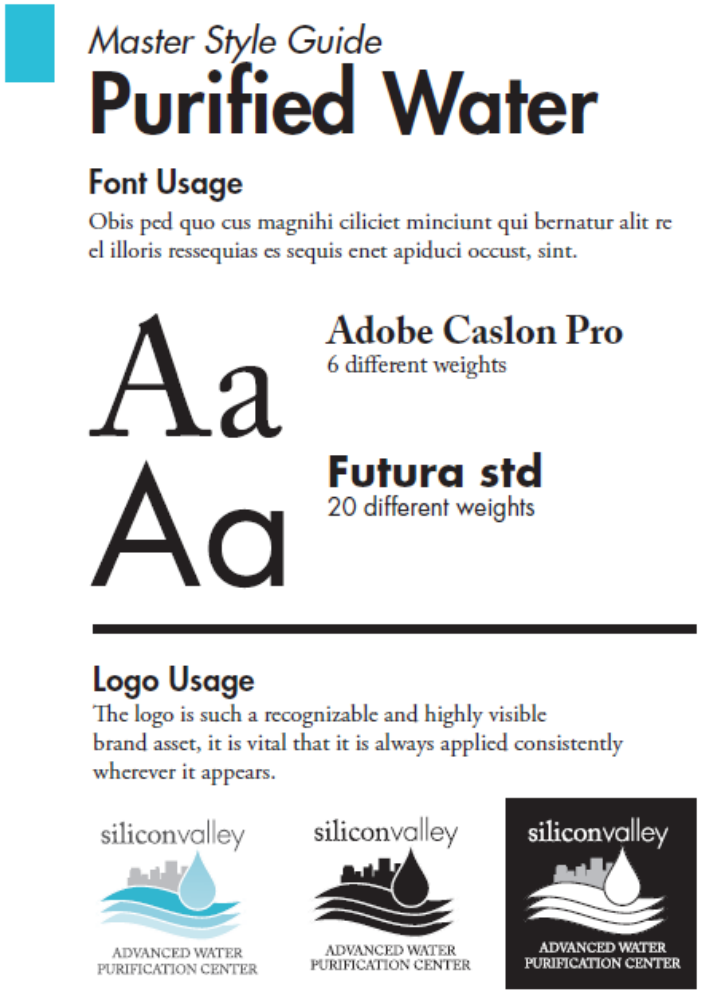
- Tours
- Website
- Media relations
- Speakers bureau
- Outreach materials
- Social media
- Video
- Stakeholder outreach



Building a brand

Guidelines for:

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



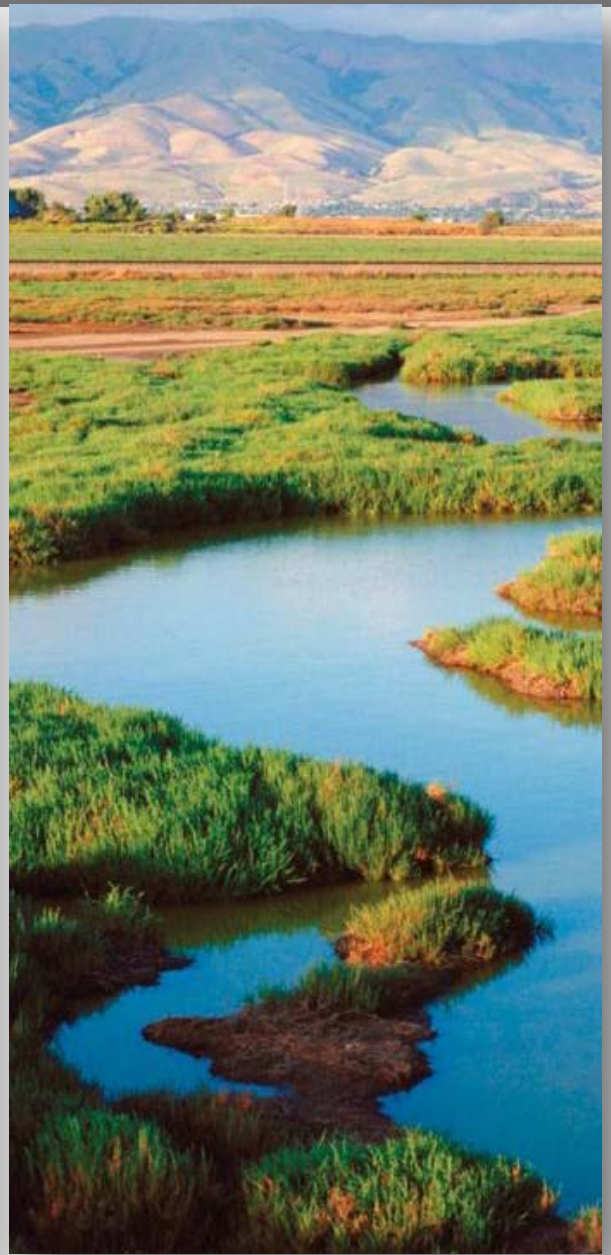
Building a brand -- key messages

Microfiltration
0.1 micron

Reverse Osmosis
0.0001 micron

Ultraviolet Light

Building a brand -- key messages



Building public support

- **Tours**
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www.purewater4u.org

- Tours
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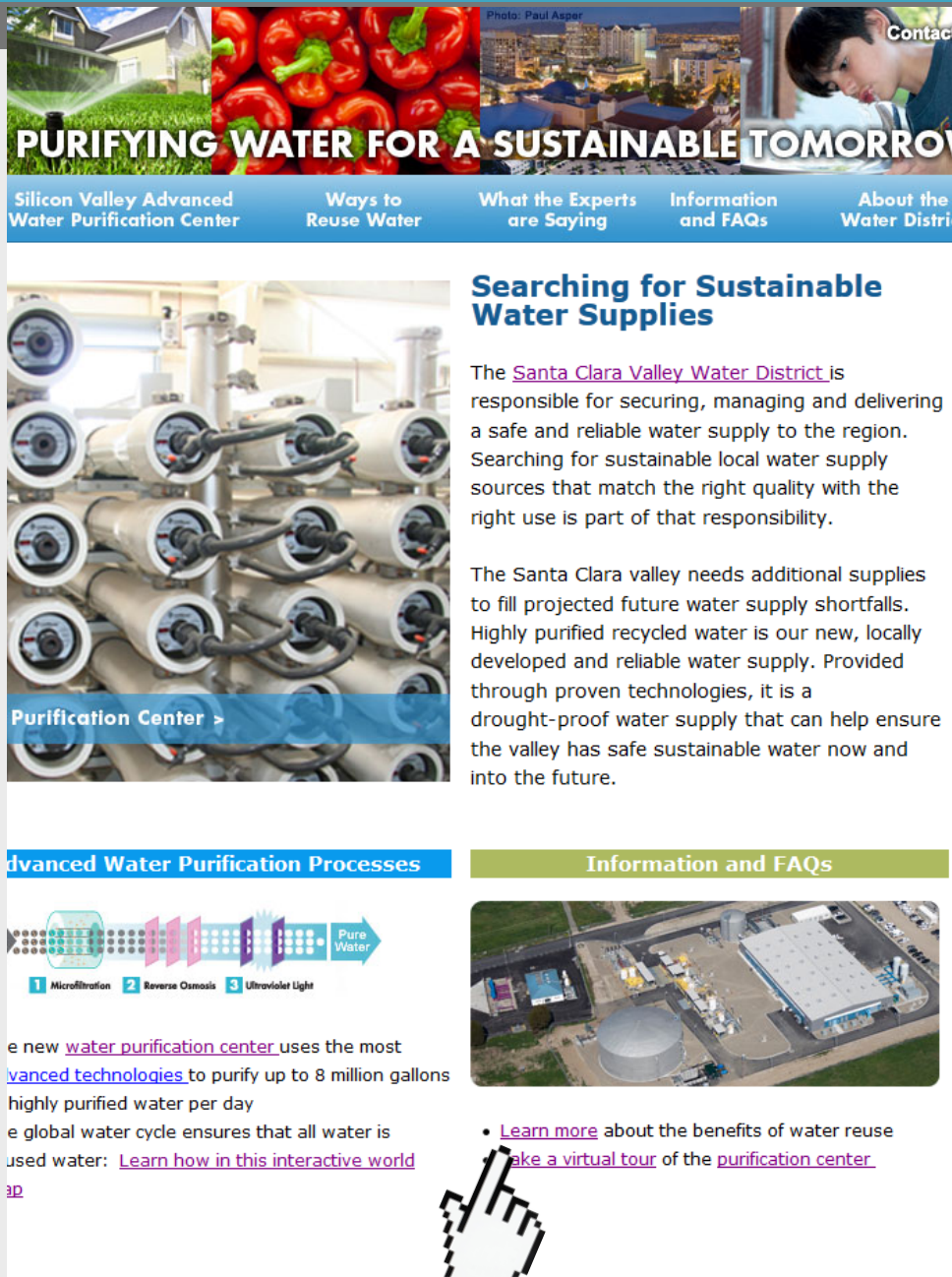
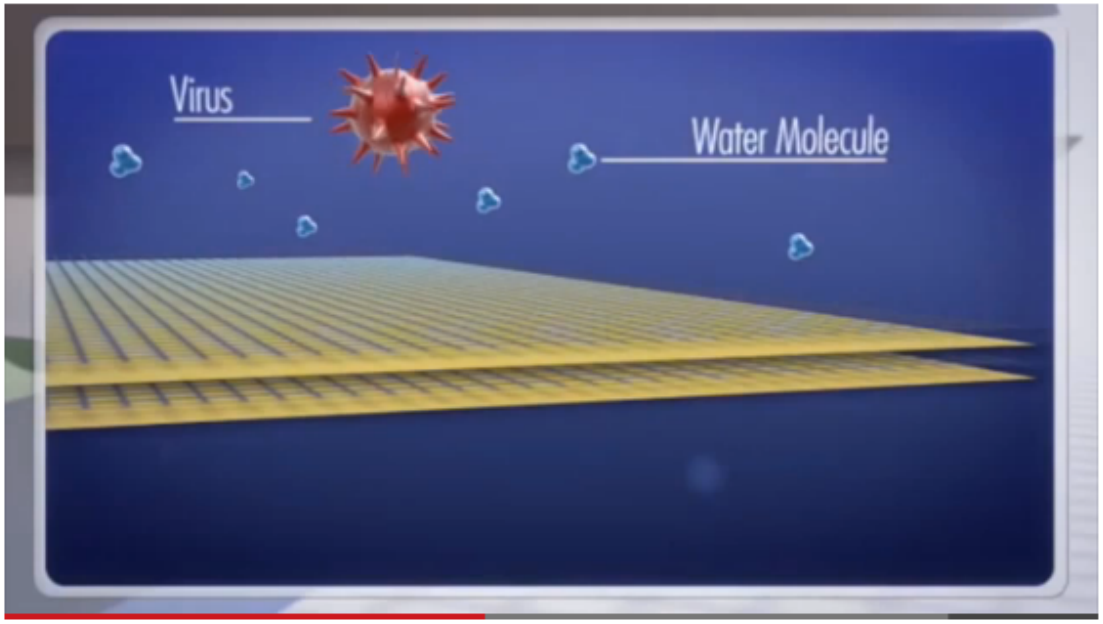


www.purewater4u.org – virtual tour

www.purewater4u.org – 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.

www.purewater4u.org – FAQs

Frequently Asked Questions

News and Publications

Interactive World Map

Downstream

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!

Frequently Asked Questions About Advanced Water Purificati

- **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?**

www.purewater4u.org – global view

Building public support

QUEST The Science of Sustainability

Water Food Energy Climate Biodiversity More Topics

Water Recycling Comes Of Age In Silicon Valley

Audio Report by Amy Standen for QUEST Northern California

Cupertino COURIER

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Clean & Clear

Water treatment plants undergo

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 Coun
virtually limitless water is the new $68 million sewage treatment plant
water won't be going into homes due to the stigma regarding recycle

Robin Wilkey ♥ Become a fan

robin.wilkey@huffingtonpost.com

Like

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

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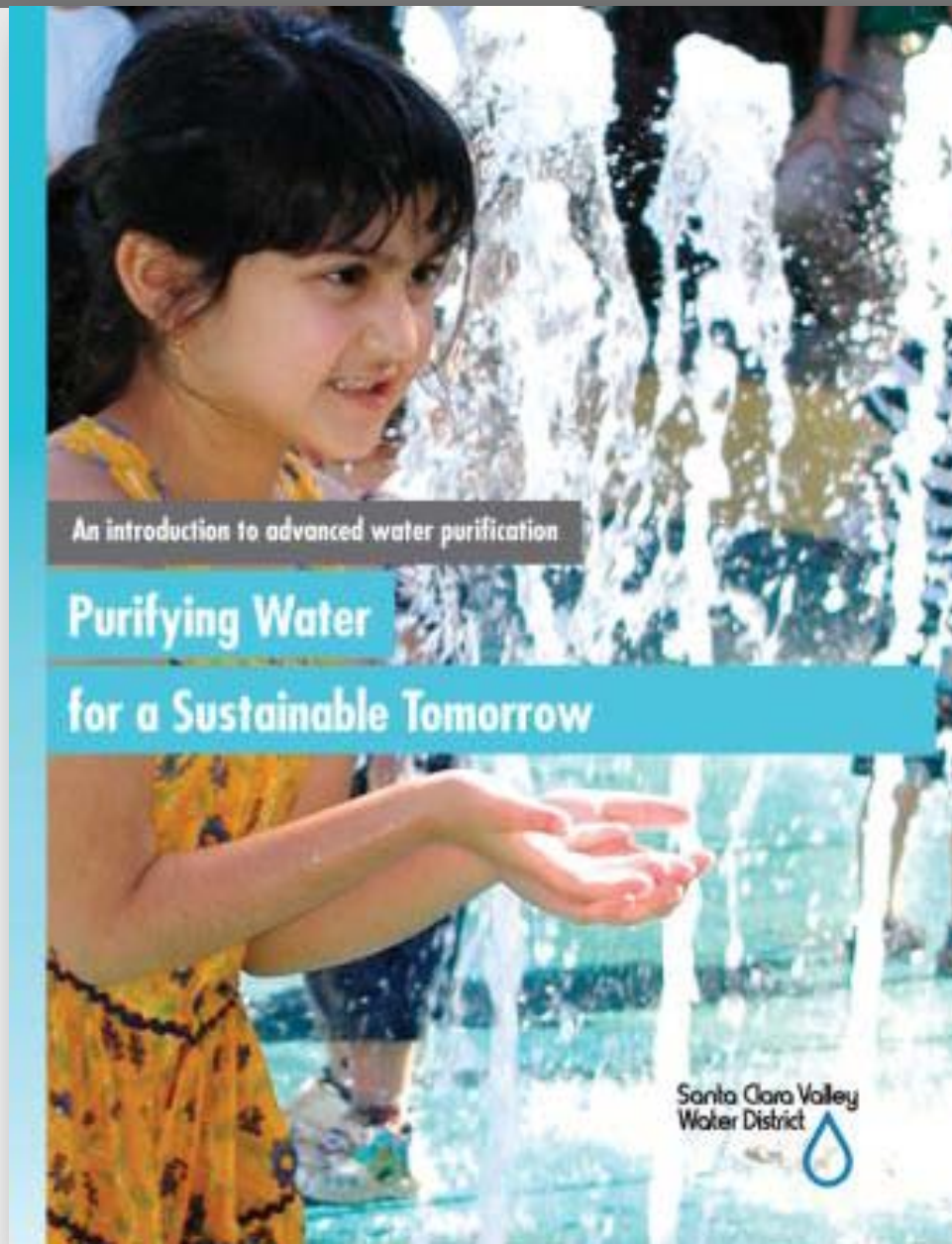

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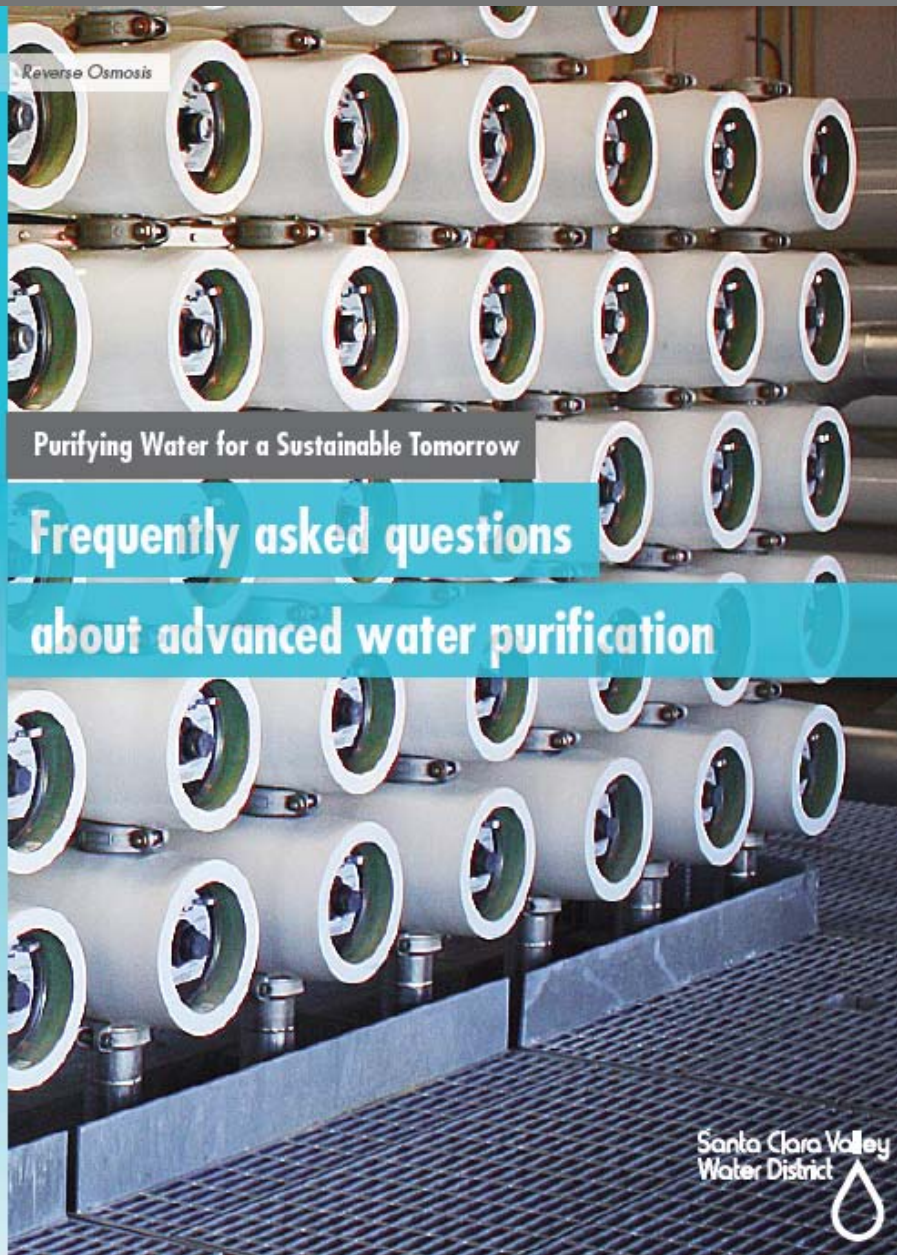

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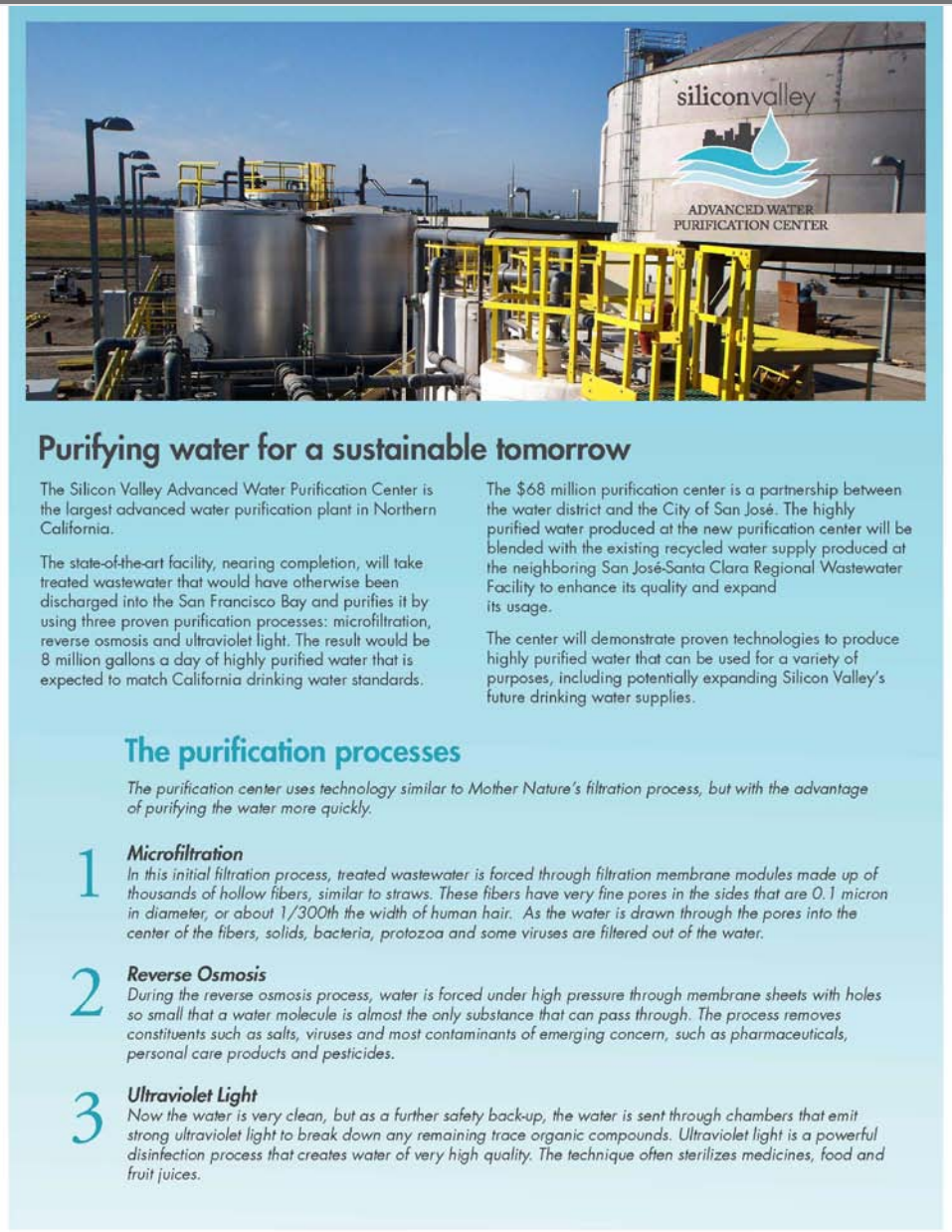

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Key message card

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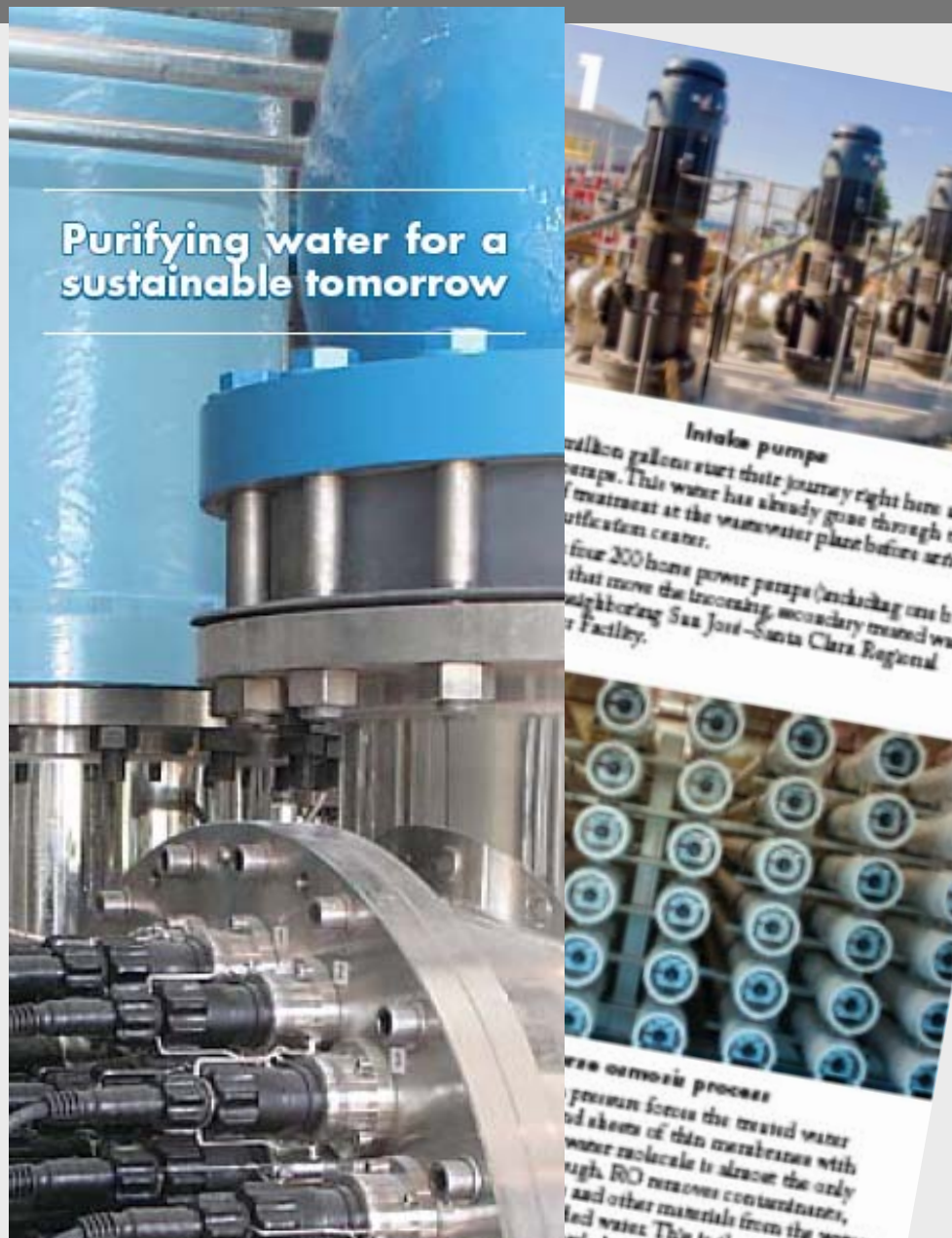

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CreaTV30 San Jose

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Silicon Valley Advanced Water Purification Center reaches major milestone

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