



Arizona Water Reuse Symposium



John Helminski
Assistant Director
City of San Diego Public Utilities

July 27, 2015

Tweet Us @PureWaterSD !



Pure Water San Diego

@PureWaterSD

Working to provide a safe, reliable and local drinking water supply for San Diego through the use of proven water purification technology.



Pure Water San Diego @PureWaterSD · Jul 14

San Diego likely to become model for other cities exploring water recycling. bit.ly/1CAI3Qm #PureWaterSD



Pure Water San Diego @PureWaterSD · Jan 28

Pure Water San Diego: A Video Created by USD Students: youtu.be/JtrTy9ZJtc?a via @YouTube



#PureWaterSD

San Diego Water/Wastewater Facts



Provide services to
 8th largest US city
 & surrounding
 area

1.3M water &
 2.5M wastewater
 customers from
 15 agencies

Regulated by
 Federal & State
 agencies

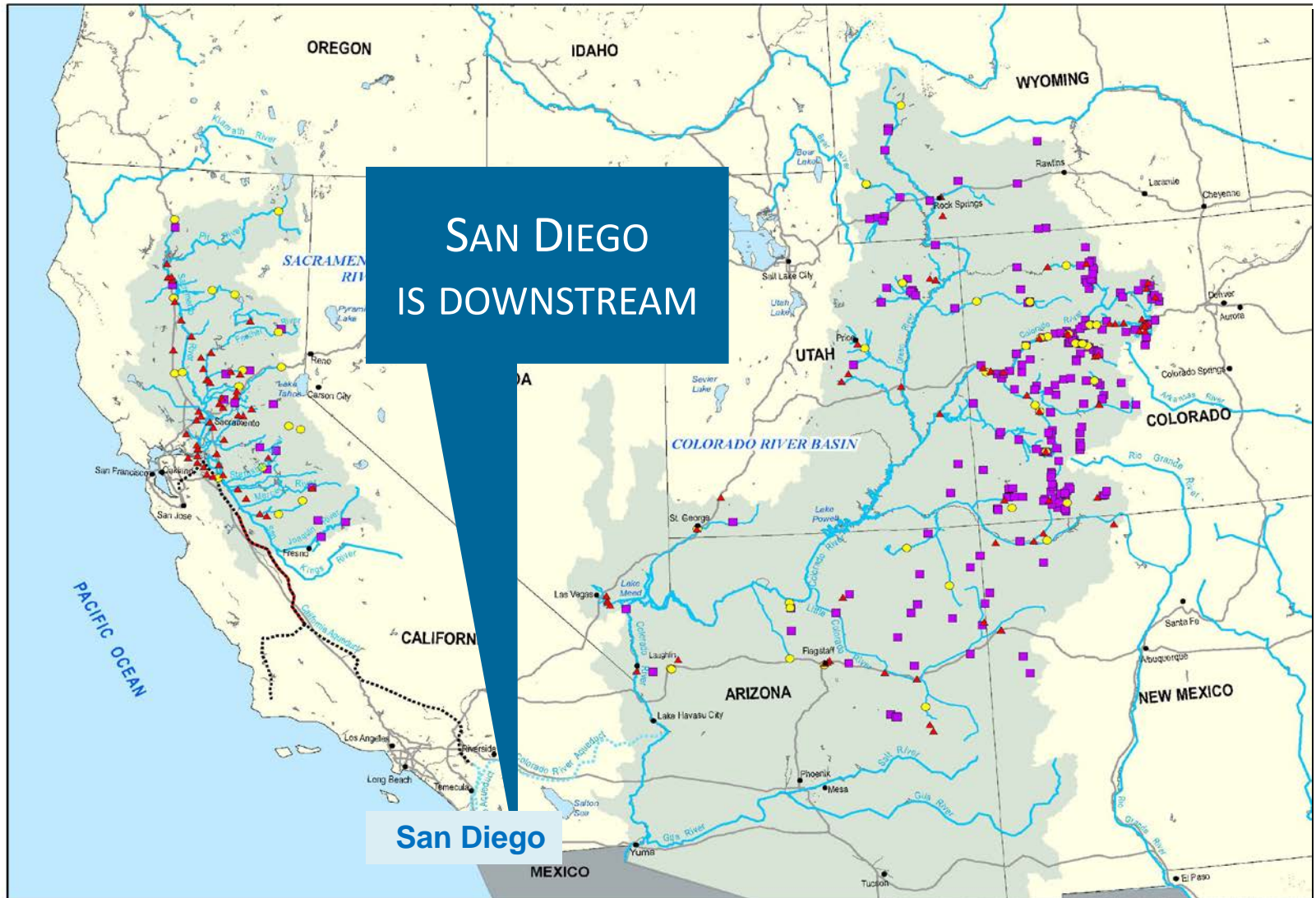
USEPA,
 State Water
 Resources
 Control Board

~\$1B invested in
 systems over last
 5 years

More than
 \$412M planned
 capital projects
 over next 2 years

Annual purchase
 of imported
 water (\$209M)
 and facility
 construction and
 maintenance are
 biggest costs

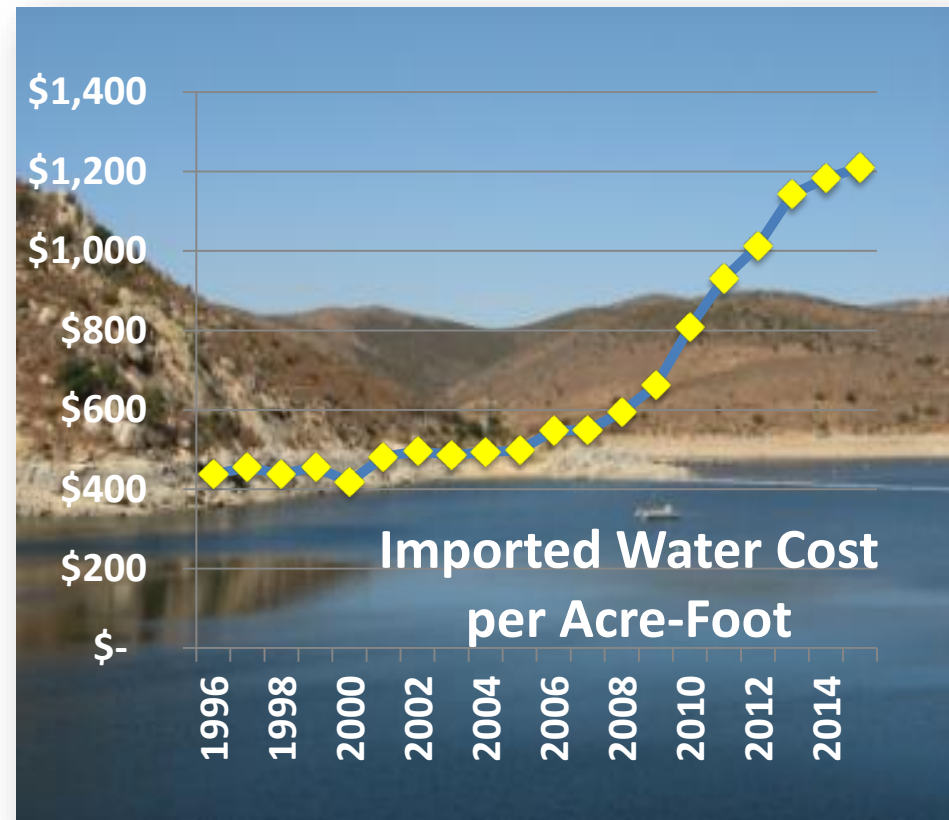
85% of Our Water is Imported



San Diego

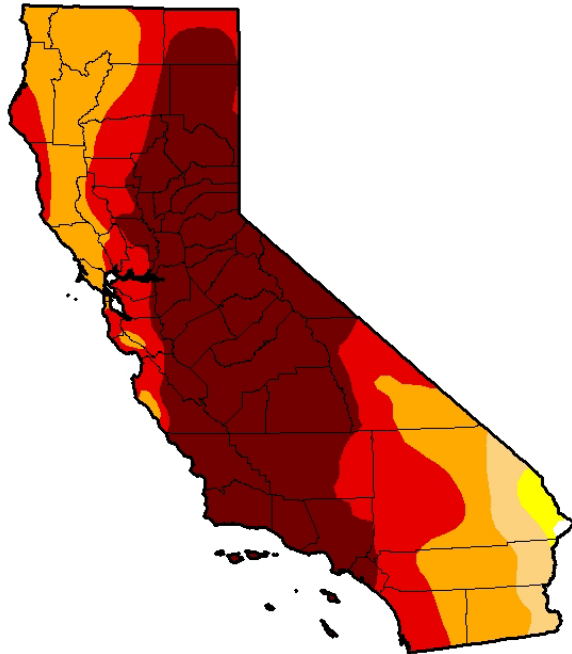
Numerous Water Challenges

- Limited local & imported supplies
- Population growth
- Bay Delta constraints
- Natural disaster risk
- Rising imported water costs
- Recurring drought

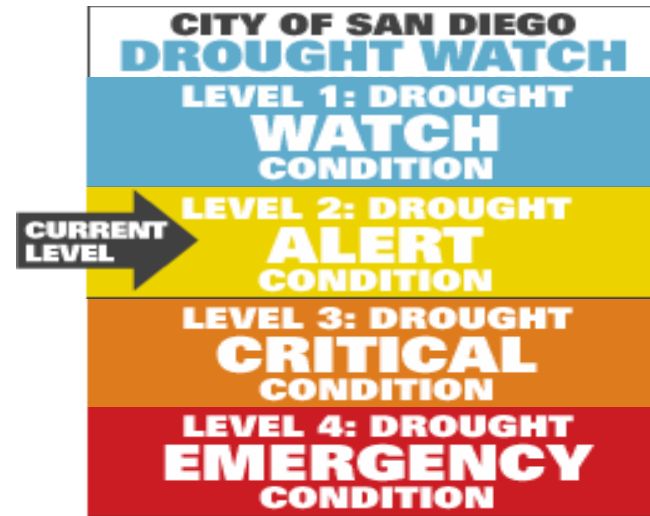
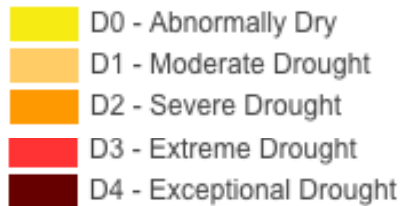


2011-2015 Drought

U.S. Drought Monitor
 6/30/15



Intensity:



- ***It's time to get serious about the California drought*** – San Diego Union Tribune, 3/23/15
- ***California snowpack at lowest level on record*** – USA Today, 4/1/15
- ***California approves big fines for wasting water during drought*** – LA Times, 4/15/15
- ***Drought forces California into first mandatory rules to save water*** – Reuters, 5/05/15

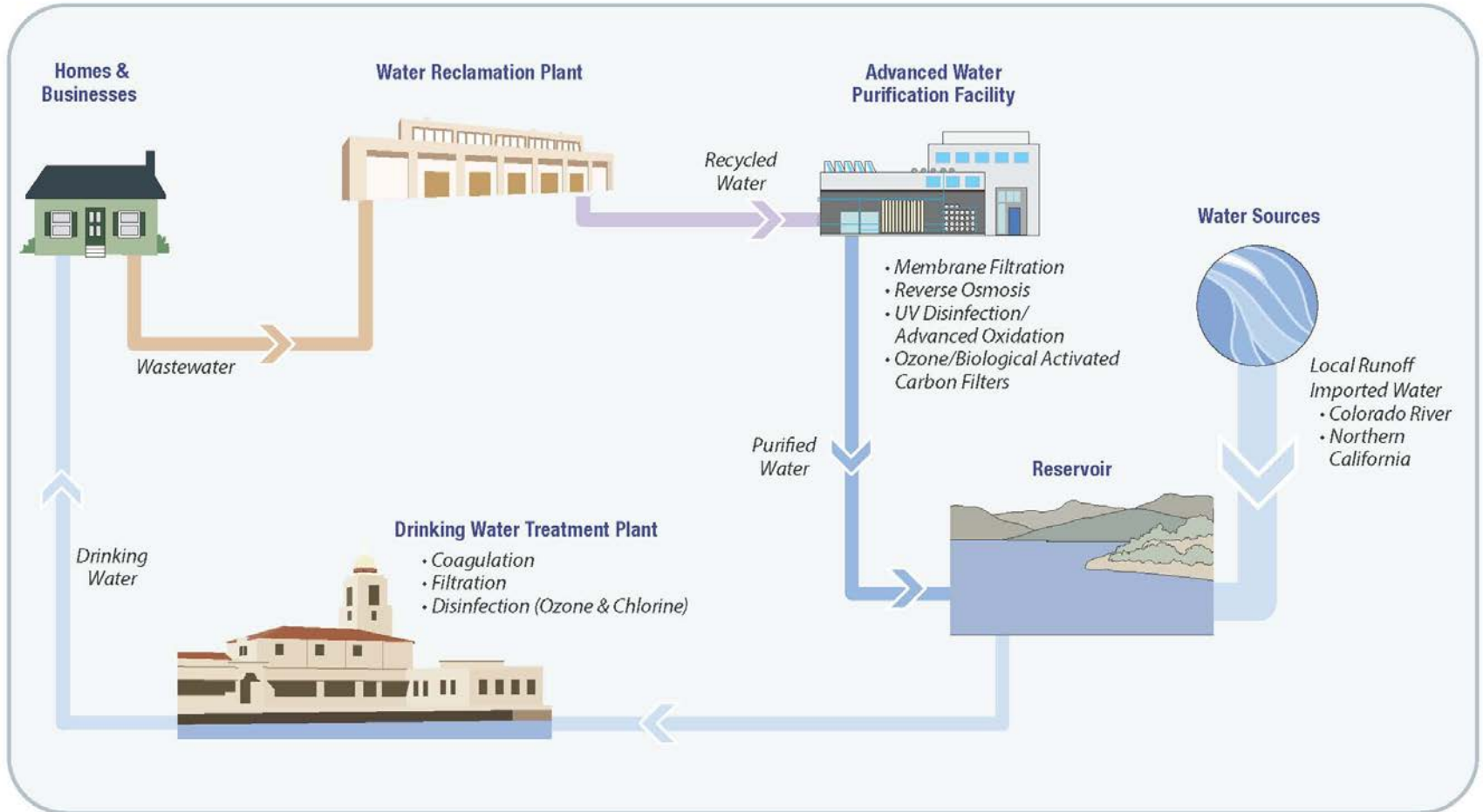
What is Pure Water San Diego?

Pure Water San Diego is a phased multi-year program that:

- Uses proven technology to produce a safe, sustainable, and necessary high quality water supply
- Is drought-proof and locally-controlled to significantly improve our water reliability
- Is a cost-effective investment for San Diego's future water needs



Here's How It Will Work



Pure Water San Diego Has Been Successfully Demonstrated

1 million gallon per day Demonstration Project

- Conducted 9,000 lab tests – Met all standards
- Exceptional water quality – Comparable to distilled water
- Energy use is comparable to imported water

Microfiltration & Ultrafiltration



Reverse Osmosis

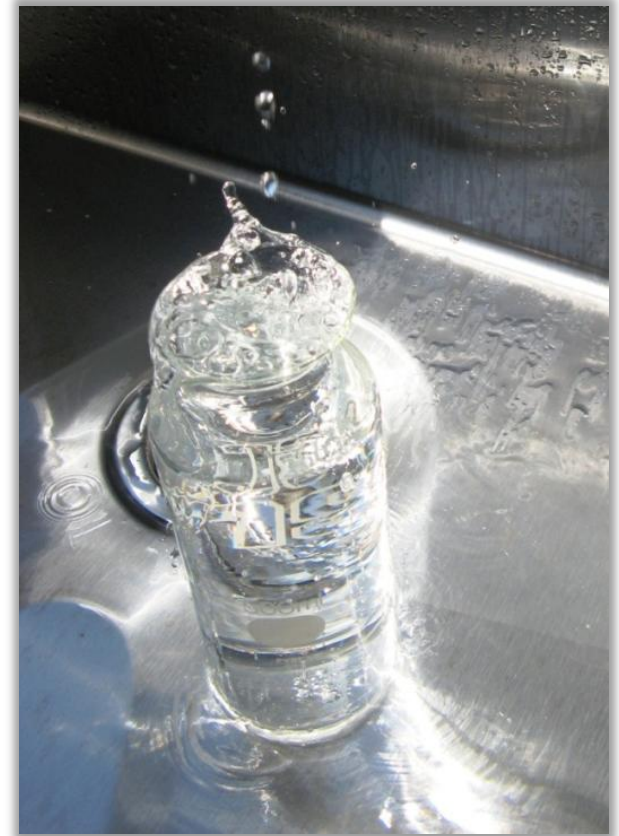


Advanced Oxidation/UV Light & Hydrogen Peroxide



State & Federal Regulators Are Supportive

- September 7, 2012, California Department of Public Health approved the San Vicente Reservoir Augmentation Concept
- February 12, 2013, the Regional Water Board supported the City's efforts to develop the San Vicente Reservoir Augmentation Project



Developing Our Local Water Supply

**Initial
Phase
2021**

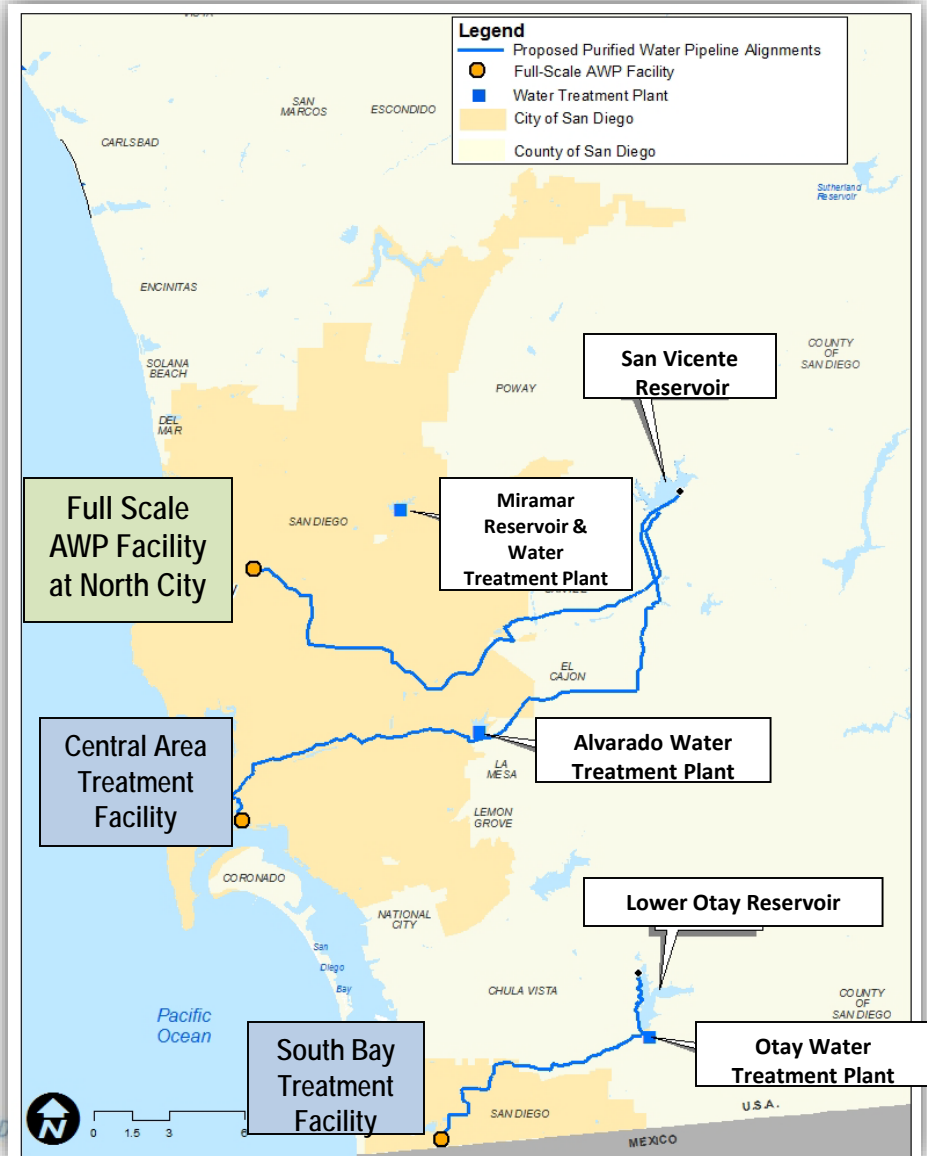
15 MGD

Wastewater will be purified at North City Plant and delivered to San Vicente or Miramar Reservoir

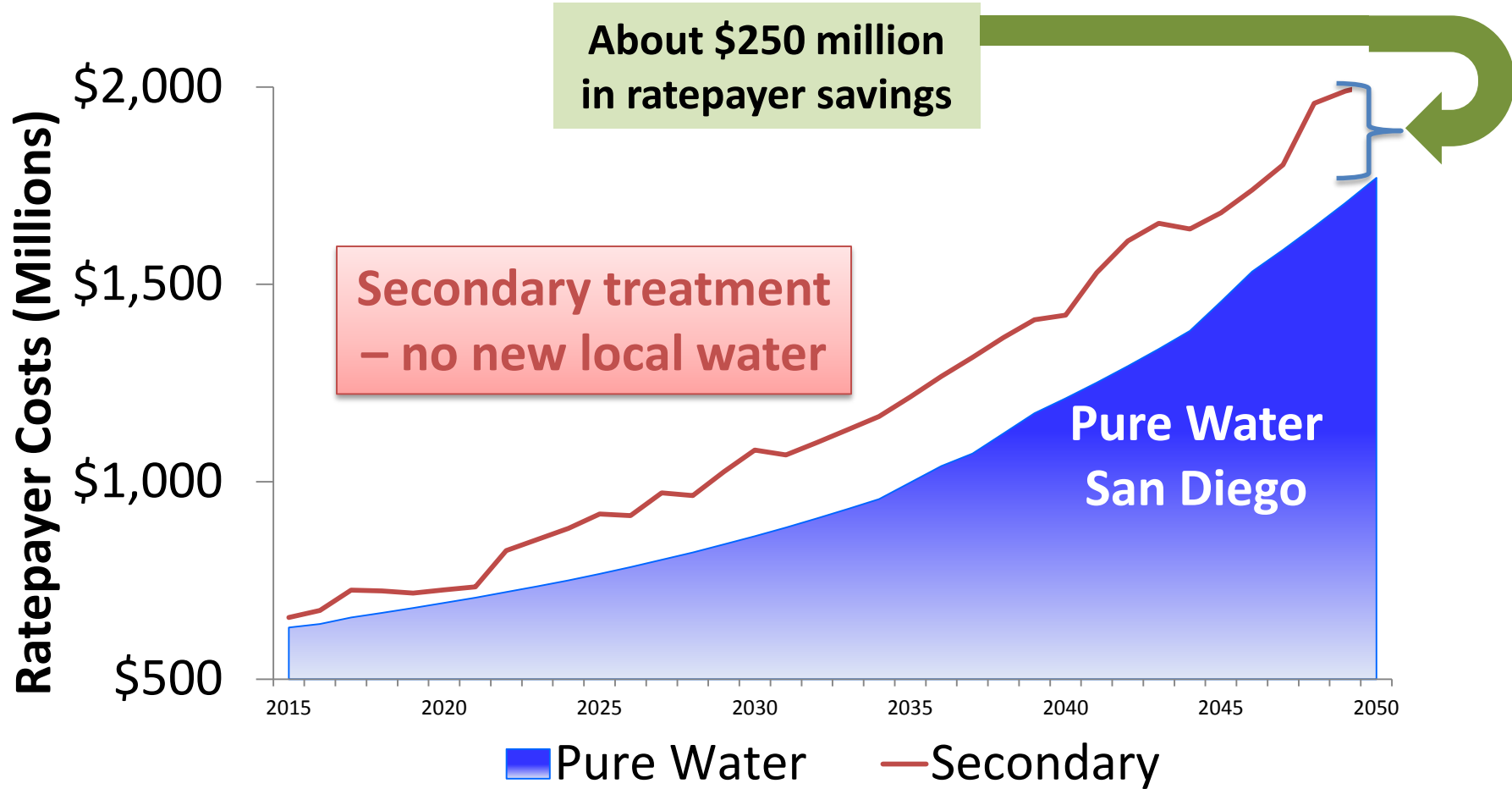
**Long
Term
2035**

83 MGD

Wastewater will be purified at the Central Area Treatment Facility and South Bay Plant and delivered to San Vicente and Otay Reservoirs



Pure Water San Diego Saves Money



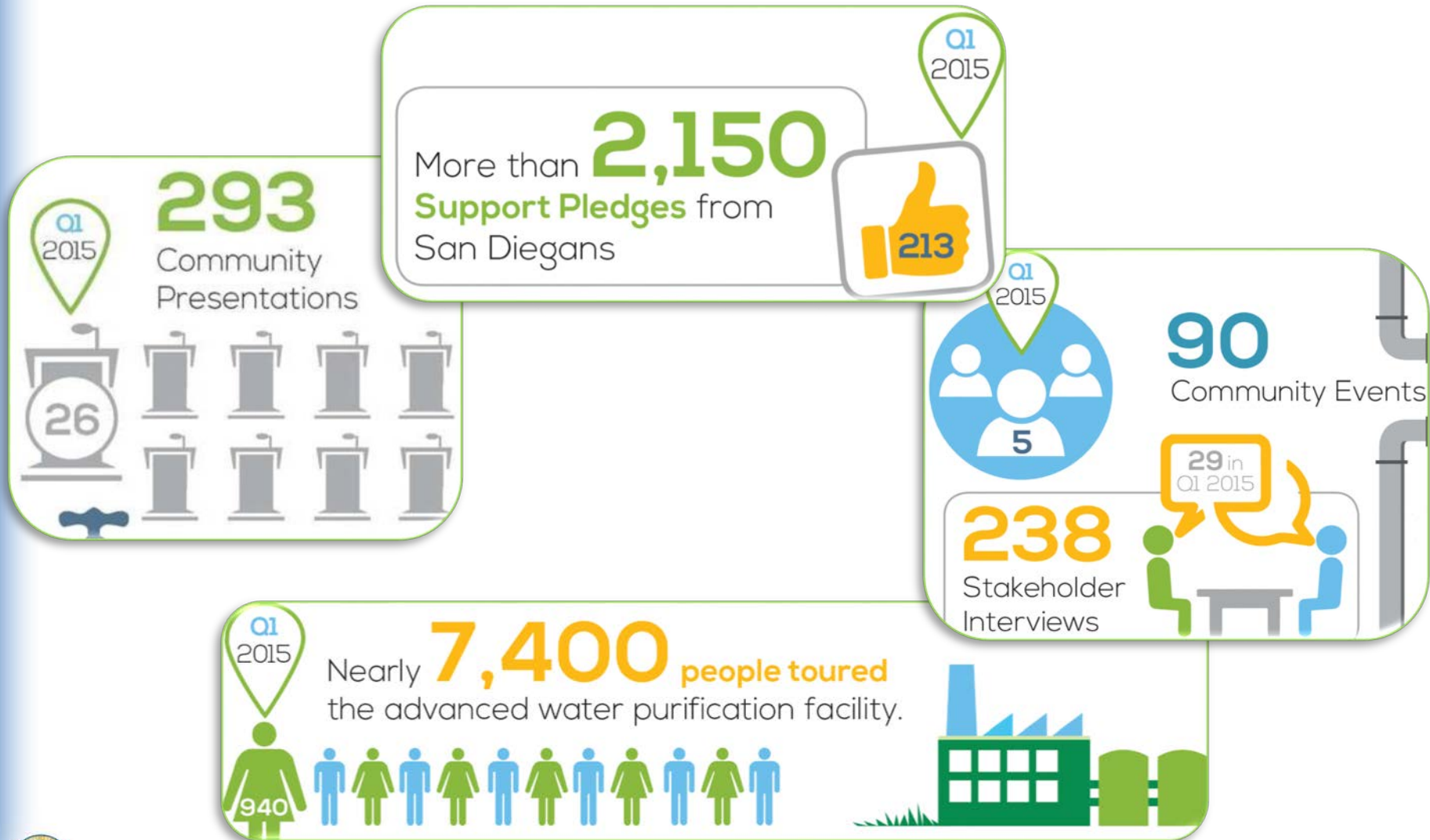
Pure Water is estimated to cost from \$1,700 to \$1,900 per acre foot

Who Supports Pure Water?

- Elected Officials
 - City Council Point Loma permit application approval, Nov. 18, 2014
- Environmental Groups
- Wastewater Participating Agencies
- Professional Engineering Community
- Water Reliability Coalition
- Business Community
- Independent Rates Oversight Committee

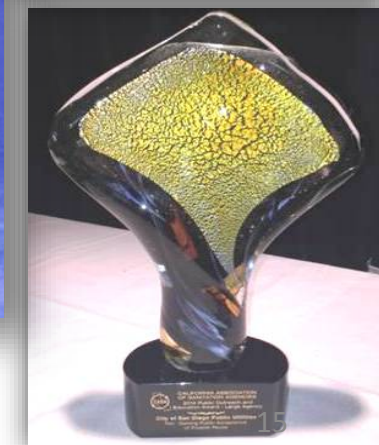
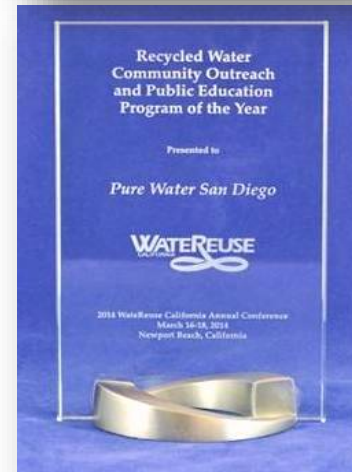


Public Outreach Program Highlights - Q1 2015/Overall through March 2015



Recent Awards & Recognition

- 2015 U.S. Water Alliance Water Prize
- 2015 California Association of Sanitation Agencies Public Outreach and Education Achievement Award
- 2014 Public Relation's Society of America's Silver Bernay's Award
- 2014 Water Reuse Association CA Community Outreach & Public Education Program of the Year Award

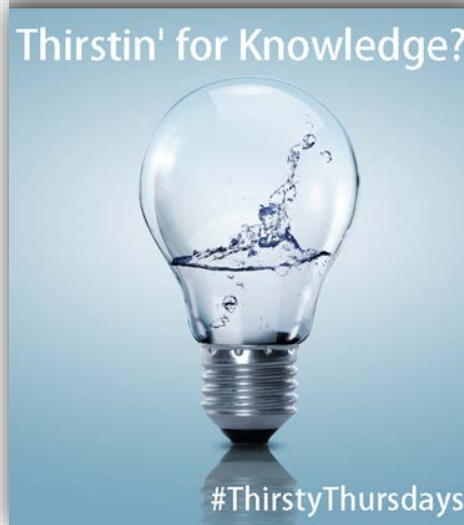
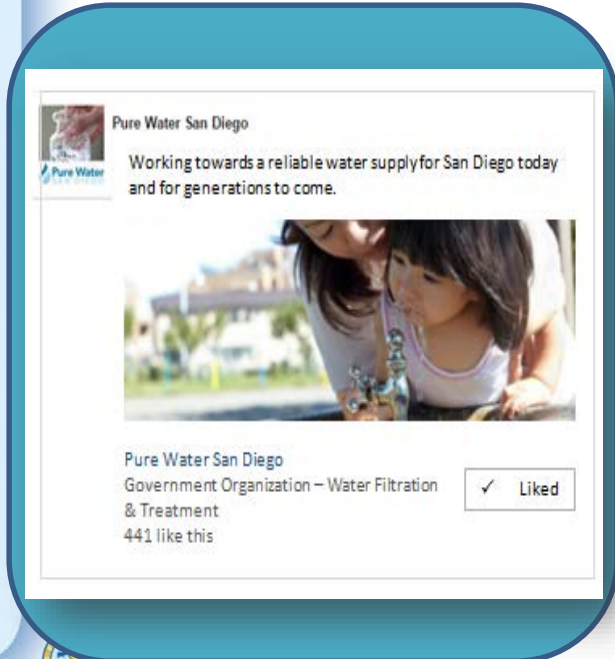
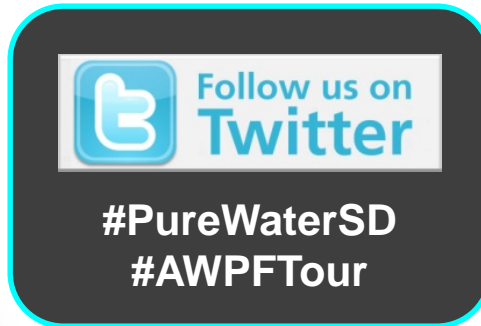


Social Media

- Facebook ads: 150%+ “likes” increase
- Contests and interactive Content



Pure Water San Diego



WATER AWARENESS MONTH
SELFIE CONTEST
 SHOW US HOW WATER AWARE YOU ARE!

Water is always on our mind here in San Diego, but May is officially **Water Awareness Month!** We are showing our support and raising awareness of our most precious resource with a selfie campaign. Submit a **SELFIE** of yourself with something that is showing water conservation, water storage or infrastructure, smart water use, or recycled water. All entries with the hashtag **#H2OAware** will be entered into a drawing to win a **FREE Pure Water San Diego canvas tote.**

It's as easy as 1-2-3!

- 1 Take it
- 2 Post it  
- 3 Tag it **#H2OAware** AND **@PureWaterSD**

 **#H2OAWARE**  



Water Wise Landscapes! #H2OAware

Turning off the water when I brush my teeth! #H2OAware

Multicultural Outreach/Engagement

- Multicultural consultants
- Stakeholder interviews
- Group tours/presentations
- Community events



Youth Connection

- Project SWELL
- San Diego Youth Commission
- Boy Scouts/Girl Scouts of San Diego
- Children's AWP Facility Tours
- Community Events Catered to Kids



USD Partnership



- Invited 30 students to participate in a community education strategy effort
- Students worked in teams to survey a target demographic and develop:
 - Infographic that tells the Pure Water story
 - Video that explains the Pure Water San Diego Program in a fun, engaging and dynamic way
 - Hashtags to advance in social media



USD Video

- Target Demographic: Women ages 30-40



USD Video

- Target Demographic: Men and Women ages 18-26



VideoScribe

Tour Program

- Tours continue to be a staple of the outreach program
- Nearly 8,000 people have taken the tour
- “Seeing is Believing”



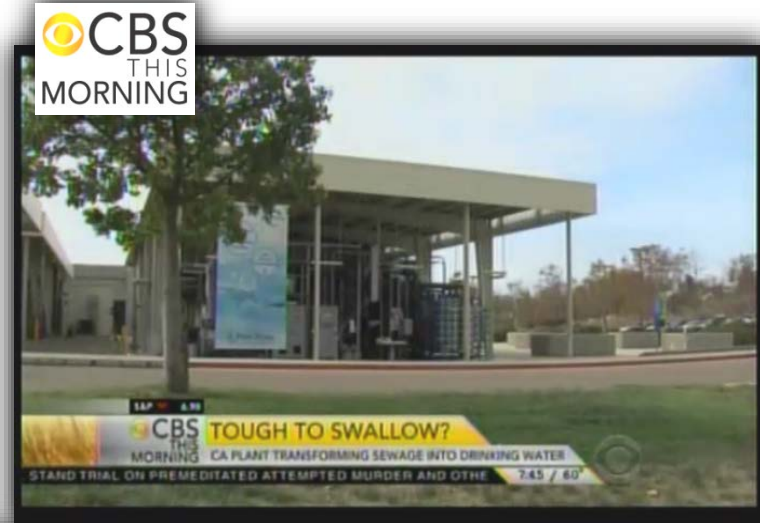
Pure Water Working Group

- 25 members representing a diverse group of San Diego organizations
- 8 meetings in 2014 to develop recommendations for City Council
- Meeting topics included San Diego's water portfolio, program costs, the Point Loma waiver, outreach, IPR/DPR regulations

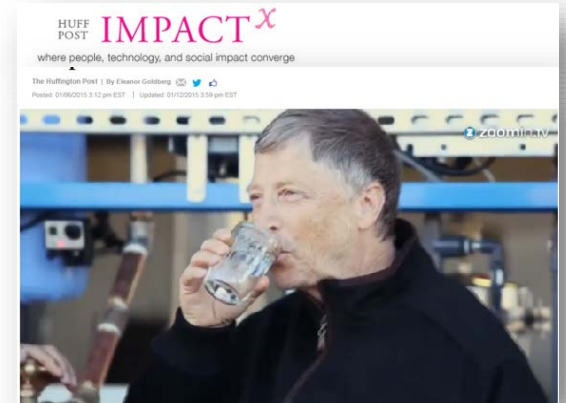


Pure Water in the News

- National television morning news
- Associated press coverage
- National print coverage



Pure Water in the News



San Diego City Council says 'yes' to recycling waste water for drinking

BY: City News Service, 10News Digital Team
POSTED: 7:11 AM, Nov 18, 2014
UPDATED: 8:31 PM, Nov 18, 2014



Questions?

- Visit our website:
PureWaterSD.org
- Register for tours:
PureWaterSD.org/tours
- Join our mailing list or sign
 a support card



Pure Water San Diego




@PureWaterSD





purewatersd





THE CITY OF SAN DIEGO





Please check all that apply:

I support the Pure Water San Diego Program.

I would like to receive updates about Pure Water San Diego.

I would like a presentation given to my organization.

Please send information to:

Name: _____ Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

purewatersd@sandiego.gov · (619) 533-7572 · www.purewatersd.org

Back-up Slides

USD Videos

- Target Demographic:
Women ages 30-40
- Target Demographic:
Men and Women
ages 18-26

