Arizona Water Reuse Symposium

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Tweet Us @PureWaterSD!

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

#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 IS DOWNSTREAM
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

• 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

1. **Wastewater** from Homes & Businesses flows to the **Water Reclamation Plant**.
2. **Recycled Water** is treated in the **Advanced Water Purification Facility** with processes such as Membrane Filtration, Reverse Osmosis, UV Disinfection, Advanced Oxidation, and Ozone/Biological Activated Carbon Filters.
3. **Purified Water** is then used in the **Drinking Water Treatment Plant** for Coagulation, Filtration, and Disinfection (Ozone & Chlorine).
4. **Drinking Water** is stored in the **Reservoir**.
5. Water Sources include Local Runoff, Imported Water (Colorado River), and Northern California.
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
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

Legend:
- Proposed Purified Water Pipeline Alignments
- Full Scale AWP Facility
- Water Treatment Plant
- City of San Diego
- County of San Diego

- San Vicente Reservoir
- Miramar Reservoir & Water Treatment Plant
- Full Scale AWP Facility at North City
- Alvarado Water Treatment Plant
- Central Area Treatment Facility
- Lower Otay Reservoir
- Otay Water Treatment Plant
- South Bay Treatment Facility
Pure Water San Diego Saves Money

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

About $250 million in ratepayer savings

Secondary treatment – no new local water

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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

293 Community Presentations

2,150 Support Pledges from San Diegans

90 Community Events

238 Stakeholder Interviews

Nearly 7,400 people toured the advanced water purification facility.
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

Like us on Facebook
Follow us on Twitter

Pure Water San Diego

Thirstin’ for Knowledge?

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

1. Take It
2. Post It
3. Tag It #H2OAware AND @PureWaterSD

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
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

Mayor backs plan to increase use of recycled water

Creating a Drought-Proof Water Supply
Questions?

• Visit our website: PureWaterSD.org

• Register for tours: PureWaterSD.org/tours

• Join our mailing list or sign a support card

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Back-up Slides
USD Videos

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