

Appendix H: Public Outreach and Education

Section 4: Social Media, Conferences and Awards

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Social Media Editorial Calendar

A sample of the December 2012 editorial calendar used to determine Facebook and Twitter postings. Editorial calendars were produced monthly beginning in October 2011.

Water Purification Demonstration Project Social Media Message Calendar: December 2012

Dec.	Facebook & Twitter
1	x
2	x
3	There is no water to waste, just wasted water. Make a conscious effort to conserve water in your home or business. Some simple tips to save water: http://www.sandiego.gov/water/pdf/conservation/waystosavewater.pdf
4	The Demonstration Project welcomes representatives from the California Department of Public Health to the AWP Facility. We have given over 130 presentations to groups around San Diego. If you would like to schedule a speaker to educate your group on the future of San Diego water, email purewatersd@sandiego.gov or call the hotline at (619) 533-6638.
5	"In time and with water, everything changes" Leonardo da Vinci
6	Brackish water? Advanced oxidation? Decode these and other water purification terms here: http://www.sandiego.gov/water/waterreuse/pdf/100908wpdglossary.pdf
7	While the daily recommended amount of water is eight cups per day, not all of this water must be consumed in the liquid form. Nearly every food or drink item provides some water to the body.
8	x
9	x
10	"Water is the basis of life and the blue arteries of the earth! Everything in the non-marine environment depends on freshwater to survive." –Sandra Postel
11	Water treatment has been around since ancient civilizations. Brush up on a brief history of drinking water treatment at http://www.epa.gov/ogwdw/consumer/pdf/hist.pdf
12	The Demonstration Project welcomes students from Madison High School to the AWP Facility.
13	Interested in getting involved with the WPDP? Check out the Public Involvement page of our website to learn how: http://bit.ly/RoG3le
14	In the world of water, we are all downstream: past, present and future.
15	x
16	x
17	[Provide update about the final report.]
18	"Water is the lifeblood of our bodies, our economy, our nation and our well-being"-Stephen Johnson, former EPA administrator
19	Find answers to frequently asked questions about the quality of your water. http://www.sandiego.gov/water/quality/faqs.shtml
20	"In an age when man has forgotten his origins and is blind even to his most essential needs for survival, water along with other resources has become the victim of his indifference." – Rachel Carson
21	Wishing you and yours a very happy holiday season and a happy new year! See you in 2013.
22-31	x

Facebook

The screenshot of the Demonstration Project's Facebook page was taken in January 2013.



WATER PURIFICATION DEMONSTRATION PROJECT FACEBOOK PAGE (WWW.FACEBOOK.COM/SANDIEGOWPDP)

The screenshot shows the Facebook page for the "City of San Diego's Water Purification Demonstration Project". The page header includes the Facebook logo, a search bar, and navigation links for "Home" and "City of San Diego's Water Pu...". Below the header is an "Admin Panel" with options like "Edit Page", "Build Audience", "Help", and "Show". The main content area features a large cover photo of the water purification facility with a "Change Cover" button. Below the cover photo is the page title "City of San Diego's Water Purification Demonstration Project" and a profile picture of a water filter. The page has 126 likes and 12 people talking about it. The "About" section lists the organization as "Government Organization · Water Filtration & Treatment" with the address "4949 Eastgate Mall, San Diego, CA." and phone number "(619) 533-6431". Navigation tabs for "About", "Photos", "Likes", "Map", and "Join My List" are visible. The "Recent Posts by Others" section shows three posts: one from Coastal Environmental Rights Foundation about a letter to the California Coastal Commission, one from Darlene Garvais about an exhibit at Balboa Park, and another from Coastal Environmental Rights Foundation about Marsi's coverage of the project. On the right side, there is a "See Your Ad Here" section with an advertisement for the project and an "Advertise Your Page" button.

Twitter

The screenshot of the Demonstration Project's Twitter page was taken in January 2013.



WATER PURIFICATION DEMONSTRATION PROJECT TWITTER PAGE (WWW.TWITTER.COM/PUREWATERSD)

The screenshot displays the Twitter profile for the Water Purification Demonstration Project (@PureWaterSD). The profile header includes the account name, bio, location (San Diego, CA), and website (http://www.purewatersd.org). The bio states: "The Water Purification Demonstration Project-exploring the use of water purification technology to ensure a sustainable future water supply for San Diego". The profile shows 552 tweets, 127 following, and 133 followers.

The left sidebar contains navigation options: Tweets, Following, Followers, Favorites, and Lists. Below this is a grid of six photos showing various events and people. The 'Who to follow' section lists three users: Mat Kostirnsky (@kostirnsky), HootSuite (@hootsuite), and Torey Van Out (@CapitolAlert). The 'Trends' section lists several hashtags including #LetsGoPlaces, #FacebookGraphSearch, #confessionnight, #MiddleSchoolMemories, #RMA20, #FallLikeYourBestFriend, #atish, #FB, and #hi.

The main content area shows a list of tweets:

- WPDP @PureWaterSD** (1h): Projects similar to the #WPDP include the Prairie Waters Project in Aurora, CO. See their water purification process: bit.ly/VCS8SqP
- WPDP @PureWaterSD** (23h): "To take anything for granted, is in a real sense, to neglect it and that is how most of us treat water" –Robert Raikes
- Orange County's GWRS @GWRSnews** (10 Jan): Happy 5th Anniversary to the Groundwater Replenishment System! More than 102 billion gallons of ultra-pure water produced! #CaWater
- SD Public Utilities @SDPubUtilities** (10 Jan): Join @SDPubUtilities Cathy Pieroni and @sdewa Ken Weinberg for this free event on SD's water future bit.ly/VmRKsT #cawater #water
- WPDP @PureWaterSD** (10 Jan): A large part of San Diego's imported water supply is from the Colorado River. Learn about this important water source: bit.ly/1nk95U

YouTube

The screenshot of the Demonstration Project's YouTube page was taken in January 2013. A snapshot of the project's YouTube video analytics is also included.



WATER PURIFICATION DEMONSTRATION PROJECT YOUTUBE PAGE (WWW.YOUTUBE.COM/PUREWATERSD) AND ANALYTICS

The screenshot shows the YouTube channel page for PureWaterSD. At the top, the YouTube logo is on the left, a search bar in the center, and an 'Upload' button on the right. Below this is a dark navigation bar with 'Channel Settings', 'Analytics', and 'Video Manager' buttons. The channel header features the name 'PureWaterSD', a profile picture, and statistics: 21 subscribers and 3,476 video views. Below the header is a 'Browse videos' section with a search bar and tabs for 'Uploads', 'Playlists', 'Feed', and 'Comments'. The main content area displays a grid of video thumbnails with titles and view counts. On the right side, there is an 'About PureWaterSD' section with a description, website link, and channel details. Below that is a 'Featured Channels' section with three channel recommendations.

Channel Header:
PureWaterSD
21 subscribers
3,476 video views

Navigation:
Channel Settings | Analytics | Video Manager
Browse videos | Search Channel

Video Grid:

- The Yuck Factor (Testimonial)**
45 views | 5 months ago
- Support for the Demonstration P...**
25 views | 5 months ago
- The Science Behind Water Purific...**
41 views | 5 months ago
- The Benefits of Water Purificatio...**
37 views | 5 months ago
- The Advanced Water Purification ...**
2,161 views | 1 year ago
- Marsi Steirer on California Water ...**
261 views | 1 year ago
- Tour San Diego's AWP Facility**
910 views | 1 year ago

About PureWaterSD
City of San Diego's Water Purification Demonstration Project
PureWaterSD.org
by purewatersd
Date Joined: Nov 23, 2011
Country: United States

Featured Channels

- City of San Diego Public Util... (8 subscribers)
- Think Blue San Diego (10 subscribers)
- The City of San Diego (33 subscribers)

[Send feedback](#)



WATER PURIFICATION DEMONSTRATION PROJECT YOUTUBE PAGE ([WWW.YOUTUBE.COM/PUREWATERSD](http://www.youtube.com/purewatersd)) AND ANALYTICS

YouTube

Upload ▾
purewatersd

DASHBOARD

▶ VIDEO MANAGER

▶ CHANNEL SETTINGS

▶ ANALYTICS

Overview

Views reports

Views

Demographics

Playback locations

Traffic sources

Audience retention

Engagement reports

Subscribers

Likes and dislikes

Favorites

Comments

Sharing

Annotations (Beta)

▶ INBOX

← purewatersd

Send feedback

Overview Download report

Content

Geography

Date range

11/23/11 - 12/3... ▾

purewatersd CHANNEL

Videos: 7 - Created: Nov 23, 2011 - Lifetime views: 3,467

Nov 23, 2011 - Dec 31, 2012

Performance

3,121
VIEWS

1,536
ESTIMATED MINUTES WATCHED

21
SUBSCRIBERS NET CHANGE

Engagement

15
LIKES

0
DISLIKES

5
COMMENTS

4
SHARES

10
FAVORITES ADDED

0
FAVORITES REMOVED

Top 10 videos Browse all videos

Video	Views ↓	Estimated minutes watched	Likes
1. The Advanced Water Purification Process	1,917	1,152	10
2. Tour San Diego's AWP Facility	882	226	5
3. Marsi Steirer on California Water with Huell Howser	201	59	0
4. The Yuck Factor (Testimonial)	41	26	0
5. The Science Behind Water Purification Process (Testi...	32	41	0
6. The Benefits of Water Purification (Testimonial)	26	27	0
7. Support for the Demonstration Project (Testimonial)	22	7	0

Send feedback

Conferences: Conference List

A list of conferences at which the Demonstration Project team presented project information

**Water Purification Demonstration Project
Conference Involvement (March 2010 - December 2012)**

Conference	Location	Date	Abstract Title	Topic	Presenter
2010 WaterReuse California Annual Conference	San Diego, CA	March 7-9, 2010	City of San Diego's Indirect Potable Reuse/Reservoir Augmentation Demonstration Project	General	Marsi
AWWA ACE 10	Chicago, IL	June 20-24, 2010	Managing Water Resources in a Sustainable Manner	General	Marsi
25th Annual WaterReuse Symposium	Washington, D.C.	Sep. 12-15, 2010	Developing a Model Solution for Sustainability through Water Reuse	Technical	Marsi
2011 Utilities Management Conference	Denver, CO	Feb. 8-11, 2011	City of San Diego Water Purification Demonstration Project	Technical	Marsi
2011 WaterReuse California Annual Conference	Dana Point, CA	March 20-22, 2011	Evaluating the Feasibility of a New Local Water Supply for San Diego	Technical	Anthony
AWWA ACE 11	Washington, D.C.	June 11-12, 2011	Changing Public Perception with Education and Information	Outreach	Marsi
AWWA ACE 11	Washington, D.C.	June 11-12, 2011	Is Advanced Purified Water Feasible?	Technical	Marsi
26th Annual WaterReuse Symposium	Phoenix, AZ	Sept. 11-14, 2011	Development of a Comprehensive T&M Plan	Technical	Jay
26th Annual WaterReuse Symposium	Phoenix, AZ	Sept. 11-14, 2011	Changing Public Perception with Education and Information	Outreach	Marsi
ACWA's 2011 Continuing Legal Education for Water	San Diego, CA	Sept. 22-23, 2011	City of San Diego Water Purification Demonstration Project	Outreach	Marsi
WEFTEC 11	Los Angeles, CA	October 15-19, 2011	City of San Diego Water Purification Demonstration Project	Technical	Joseph
2011 Potable Reuse Conference	Hollywood, FL	Nov. 13-15, 2011	City of San Diego Water Purification Demonstration Project	Outreach	Marsi
2011 Potable Reuse Conference	Hollywood, FL	Nov. 13-15, 2011	"Seeing is Believing" for the Water Purification Process	Outreach	Patsy
2011 Potable Reuse Conference	Hollywood, FL	Nov. 13-15, 2011	Performance & Reliability Monitoring of Advanced Water Treatment Unit Processes for Indirect Potable Reuse—A Stepping Stone for Potable Reuse	Technical	Jay
ASCE Region 9 Annual California Infrastructure Symposium	Sacramento, CA	February 28, 2012	City of San Diego Water Purification Demonstration Project	General	Marsi
2012 WaterReuse California Annual Conference	Sacramento, CA	March 25-27, 2012	City of San Diego Advanced Water Purification Facility Tour Experience	Outreach	Marsi
2012 WaterReuse California Annual Conference	Sacramento, CA	March 25-27, 2012	City of San Diego Update of the Water Purification Demonstration Project	Technical	Anthony
Ozwater'12 (Australian Water Association)	Sydney, Australia	May 8-10, 2012	Overcoming Barriers to the Acceptance of Potable Reuse as an Alternative Water Source	Outreach	Marsi
16th Annual Water Reuse & Desalination Research Conference	San Diego, CA	June 4-5, 2012	Development of a Three Dimensional Hydrodynamic Model to Assess Indirect Potable Reuse/Reservoir Augmentation in San Vicente Reservoir	Technical	Jeff
16th Annual Water Reuse & Desalination Research Conference	San Diego, CA	June 4-5, 2012	Practice What You Find: Tailoring Outreach Efforts Based on Research Findings	Outreach	Marsi
16th Annual Water Reuse & Desalination Research Conference	San Diego, CA	June 4-5, 2012	Evaluation of Performance Monitoring Methods for AWP Processes: City of SD AWP Demonstration Project	Technical	Bill/Jay
AWWA ACE 12	Dallas, TX	June 10-14, 2012	City of San Diego Advanced Water Purification Facility Tour Experience	Outreach	Marsi
AWWA ACE 12	Dallas, TX	June 10-14, 2012	City of San Diego Update of the Water Purification Demonstration Project	Technical	Marsi
AWWA ACE 12	Dallas, TX	June 10-14, 2012	Comparing Multiple MF/UF and RO Systems for Indirect Potable Reuse in Side-by-Side Comparison	Technical	Greg W.
Western Coalition of Arid States (WESTCAS) 2012 Annual Conference	San Diego, CA	June 18-20, 2012	San Diego Water Purification Demonstration Project	General	Marsi
WaterReuse Foundation Webcast - Panel Discussion	Marsi's office	June 26, 2012 at 2PM	WaterReuse Association Webcast - Accelerating the Progress of Potable Reuse	Outreach	Marsi
CA-NV AWWA Desalination Committee Workshop	Foster City, CA	August 21, 2012	San Diego Water Purification Demonstration Project	Outreach	Alma
CA-NV AWWA Desalination Committee Workshop	Fountain Valley, CA	August 23, 2012	San Diego Water Purification Demonstration Project	Outreach	Alma
27th Annual Water Reuse Symposium	Hollywood, FL	September 9-12, 2012	"Seeing is Believing" for the Water Purification Process	Outreach	Marsi
27th Annual Water Reuse Symposium	Hollywood, FL	September 9-12, 2012	Evaluation of Performance & Reliability of Advanced Water Purification Processes: City of San Diego Advanced Water Purification Demonstration Project	Technical	Jay D.
California Lake Management Society	San Diego, CA	Oct 4 - 5, 2012	San Diego's Water Purification Demonstration Project: Changing Public Perception of IPR/RA	Technical	Marsi
CA-NV AWWA 2012 Annual Fall Conference	San Diego, CA	Oct. 8 - Oct 11, 2012	The City of SD's Water Purification Demonstration Project	Outreach	Marsi
CA-NV AWWA 2012 Annual Fall Conference	San Diego, CA	Oct. 8 - Oct 11, 2012	A Comparison of Operating Conditions and Performance of Indirect Potable Reuse Facilities for San Diego's Demonstration Plant	Technical	Greg W./Jen T.

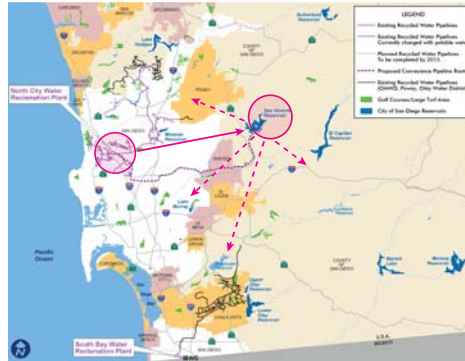
Conferences: Conference Poster

Poster displayed at various conferences

Water Purification | Demonstration Project

The City of San Diego is evaluating the feasibility of using advanced water treatment technology on recycled water for augmentation of supplies in a local reservoir. The newly purified water would undergo additional treatment before it is added to the drinking water supply. The intent of the Water Purification Demonstration Project is to establish the technical, water quality, environmental, public outreach, regulatory, and funding requirements necessary to implement a full-scale project.

Demonstration Project Concept



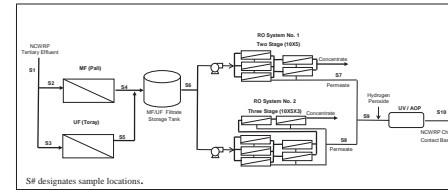
Advanced Water Purification (AWP) Facility

- Operating in accordance with a Testing & Monitoring Plan.
- Equipment selected is scalable for future full-scale facility.
- Purified water used to supplement recycled water system.



Ultraviolet Light/Advanced Oxidation Process (UV/AOP)

- RO permeate feeds UV/AOP.
- Hydrogen peroxide 30% is injected upstream of UV at 3 mg/L.
- UV system utilizes low pressure/high output lamps.
- Single reactor, 72 lamp configuration.



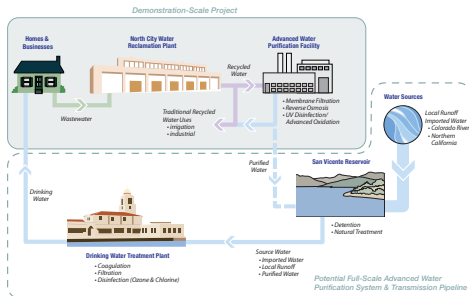
AWP Facility Process Schematic



Water Quality

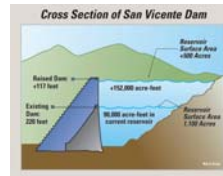
- Purified water tested for more than 300 compounds.
- Compounds tested have regulatory limits for meeting drinking water standards.
- Tested for compounds under consideration for regulation, including chemicals of emerging concern.

City of San Diego's Water Purification Demonstration Project Purification Process



San Vicente Reservoir Limnology and Detention Study

- Construction timeline: 2009 – 2013
- 3D model of San Vicente was developed to evaluate the hydrodynamic & water quality effects of using purified water to augment the reservoir.
- Augmentation would improve water quality.



Public Outreach & Education

- Speakers Bureau
- Website/Social Media
- AWP Facility Tours



Membrane Filtration

- Microfiltration & ultrafiltration situated side-by-side to test effectiveness prior to reverse osmosis.
- Pressurized hollow fiber membranes.
- MF nominal pore size of 0.10 microns.
- UF nominal pore size of 0.02 microns.



Reverse Osmosis (RO)

- RO set to test two configurations, 0.5 MGD side-by-side to quantify trade-offs:
 - Greater rejection and lower feed pressure
 - Comparison of 2-stage vs. 3-stage configurations
- RO Train 1 has lower pressure membranes (2-stage).
- RO Train 2 has higher pressure and higher rejection membranes (3-stage).
- Energy recovery devices.



Quarterly Results

- Exceptional overall water quality
- Purified water met drinking water standards



Water Purification Demonstration Project Tasks

- Operate and test a 1 MGD demonstration-scale Advanced Water Purification Facility.
- Conduct a limnology and reservoir detention study of the San Vicente Reservoir.
- Conduct an energy and economic analysis.
- Conduct a public outreach and education program.
- Define regulatory requirements for a potential full-scale project.



Visit: www.purewatersd.org

www.facebook.com/SanDiegoWPDP

@PureWaterSD

YouTube PureWaterSD

Awards

Photographs of the WateReuse Association awards won by the Demonstration Project in 2011 and 2012

WaterReuse Awards

