

## Appendix H: Public Outreach and Education

---

### Section 7: Internal Department Communications

<b>Pipeline newsletter articles.....</b>	<b>2</b>
December 2010 .....	2
March 2011 .....	4
April 2011 .....	6
May 2011.....	8
June 2011 .....	10
July 2011 .....	12
August 2011.....	14
October 2011.....	18
January 2012 .....	20
February 2012 .....	23
March 2012 .....	25
April 2012.....	28
November 2012.....	31
December 2012 .....	33

# Pipeline Newsletter Article: December 2010

---

# A Look at New, Local Options for Water

Today, the majority of San Diego's water supply comes from imported sources that are becoming more expensive and less reliable. In 2004, the City launched a three-phased Water Reuse Program (Program) to address the water supply crisis by exploring local solutions for future water supply reliability.

Phase one of the Program was the City's 2005 Water Reuse Study (Study). The Study provided a comprehensive evaluation of all viable options to maximize the use of recycled water produced by the City's two water reclamation plants. In addition, the Study analyzed and re-searched the health effects of various water reuse options. The Study concluded that reservoir augmentation at the City's San Vicente Reservoir is the preferred option for maximizing the use of the City's recycled water supply. Reservoir augmentation is a multi-step process that includes sending the advanced purified water to a reservoir to blend with existing water supplies and then treating the blended water again to be distributed as drinking water. A broad-based group of City residents participated in an American Assembly process to review the Study findings. The American Assembly reached the same conclusion that reservoir augmentation was the most viable use of highly treated recycled water for San Diego, and that it could provide a local, reliable supply of water crucial to the City's future.

Based on the final draft report that summarized the Study results, the City Council commissioned the second phase of the Program: the Water Purification Demonstration Project (Demonstration Project). The purpose of this phase is to further explore the option of reservoir augmentation by demonstrating the project on a small scale. The Demonstration Project, which is currently underway, is examining the use of advanced water purification technology to purify highly treated recycled

wastewater that could potentially be added to the "raw" water (water prior to being treated) in a local reservoir. No purified water will be sent to the reservoir during the demonstration phase.

An Advanced Water Purification Facility is being built and will operate for about one year to produce approximately 1 million gallons of purified water per day. A study of the San Vicente Reservoir is also being conducted to test the key functions of reservoir augmentation and an independent advisory panel of experts is providing oversight on project research. The research

will determine if the purification system satisfies all water quality, safety and

regulatory requirements of the California Department of Public Health, and what will happen if the purified water is added to the reservoir. The Demonstration Project is scheduled to conclude at the end of 2012.

If the Demonstration Project meets regulatory requirements and provides evidence that a full-scale project would be viable, the City may implement a full-scale reservoir augmentation project. This would potentially be the third and final phase of the Water Reuse Program. In this potential phase, the advanced treated water would be added to the San Vicente Reservoir. The blended water from the reservoir would go to a drinking water treatment plant where it would be treated and become part of the City's drinking water supply.

A major component of the Demonstration Project is an extensive education and outreach program, which includes public presentations, the distribution of information at community events and on the project web site, and tours of the Advanced Water Purification Facility once it is completed in the spring of 2011. Visit [www.purewatersd.org](http://www.purewatersd.org) to view informational materials and to learn more about outreach activities related to the Demonstration Project.

## Water Purification Demonstration Project

### 60 Days without a Sewer Overflow and a New Record in Sight

A stretch of 60 consecutive days without a sanitary sewer overflow has Wastewater Collection Division staff on target for another record-breaking year. There were no spills in the entire system from early September through November 4, 2010, a mark unequalled in modern WWC history. The total from 2009 was 38 spills, compared to the benchmark year of 2000 when there were 365 spills system-wide. Look for the full story in the January issue of *Pipeline*.

### Check Out What's New on Department's Intranet Site

A new feature called "Department Fact Sheets" has been added to the Employee Resources section of the Department Intranet: <http://publicutilities>. There are fact sheets on the Department, providing an overview of the complex systems we operate and maintain, on rate-related information that may help our customers better understand why rate increases occur and how to keep their bills down, as well as various programs and resources.

# Pipeline Newsletter Article: March 2011

---

# Serious About Service

Congratulations to the following Public Utilities Department employees for their continued outstanding service to the City.

Edison Lomibao	35	Darlene Morrow-Truver	30
Ahmad Rashada	25	Jimmy Evans	25
Nancy Garcia	25	Kenneth Stanley	25
Rodrigo Rocha	25	Steven Meyer	25
David Schlickman	25	Maureen Brungardt	25
Danilo Manglicmot	25	James Wiley	25
Richard Hopson	20	Karen Anderson	20
Manuel Delao	20	David Koonce	20
Michael Vogl	20	Freddie Wilkins	20
Carmel Wong	20	Walter Cooke	20
Henrietta Crowder	20	Gregory Diaz	20
Josue Bueno	20	Viviana Castellon	20
David Haney	20	David Venable	20
Albert Gatavasky	20	Gonzalo Gonzales	20
Kristen Ikeda	20	Michael Joslyn	20
Cha Moua	20	Victor Van Wey	20
Andre Macedo	20	Kris Witzcak	20
Neil Tran	20	Skyla Wallmann	20
Raul Romero	20	Michael Elling	20
Salvador Sandoval	20	Timothy Labadie	20
Stacy Carey	20	Mitch Dornfeld	20
Curt Deloatch	15	Jacqueline Hall	15
Jennise Milton	15	Harold Harris	15
Virginia Basilan	15	Elvira Baluyot	15
Jose Guerrero	15	Marc Hall	15
Yolanda Reynoso-Martin	15	Margarita Vasquez	15
Zohra Alexander	15	Alejandro Serafico	15
David Marlow	15	Oscar Rafael	15
Reynaldo Sacro	15	Carlos Nunez	15
Nestor Abiva	15	Alberto Ragucos	15
Eddy Mata	15	Rosalito Cataulin	15
Roberto Cuevas	15	David Mills	15
Rae Brown	15	Hector Martinez	15
Navareto Alfaro	15	Laura Gaugh	15
Erica Tilaro	10	Vichai Stanley	10
Norma Quintero	10	Jaime Jacinto Jr	10
Kenneth Hood	10	Danilo Pareja	10
Ellen Hutter	10	Deloris Torres	10
Carmel Honeycutt	10	Maria Carmela De Jesus	10
June Olson	10	Minh Phan	10
Douglas Campbell	10	Greg Schlimme	10
Denise Lopez	10	Dan Daft	10
Mike Daoud	10	Enrique Blanco	10
Li Johnson	10	Irma Bolio	10
Adriano Feit	10	Paul Powell	10
Dellanira Bravo	10	Matthew Tomas	10
William Eames	10		
James Mikulovsky	5	Colette Parker	5
Daniel Sanchez	5	Juan Roman Magdaraog,	5
Reynaldo Novencido	5	Yosef El Talmas	5



THURSDAY, MARCH 3, 2011

## COVER STORY

# From toilets to tap

As water becomes more precious, more drinking water will come from treated sewage. Here's how it works.



### Ultraviolet light

As a precaution, water is exposed to high-intensity UV light and hydrogen peroxide to destroy trace organics.

### Reverse osmosis

Water is pushed through a semi-permeable membrane, removing salts, viruses and pharmaceuticals.

### Microfiltration

Water is pushed through hollow fibers that remove bacteria and protozoa.

Sources: Orange County Water District, PUB (Singapore's water agency), Water technology expert Andrew Benedek, San Diego Public Utilities Department. Reporting by Kathy Chu, USA TODAY; graphic by Karl Gelles, USA TODAY

By Kathy Chu  
USA TODAY

**SINGAPORE** — This island nation is aggressively promoting a solution to the water scarcity that vexes countries worldwide: recycling toilet water to drink.

It's an idea that many people find revolting. But, in Singapore at least, the nearly 5 million residents largely seem to have accepted it as necessary.

"In the past, we had to get water from another country, but what happens if the ties between the two countries are jeopardized?" asks Khaiting Tan, 20, a student at Nanyang Technological University in Singapore. "It's better to be self-reliant."

Once heavily dependent on neighboring Ma-

laysia for its water supply, Singapore is unapologetically recycling sewage and other wastewater in a way that the city-state believes will help make it self-sufficient. The treated water — which Singapore claims is nearly as pure as distilled water — is used largely for industrial purposes, including making semiconductors and powering air-conditioning systems. But increasingly, it's also running out of Singaporeans' taps.

Wastewater has long been recycled for agricultural and industrial purposes. But only a few places in the world, including Singapore, have been bold enough to add it to the drinking water supply. The technology — if it gains wider public acceptance — could change the face of potential water-rights disputes in places such as the Unit-

Please see COVER STORY next page ▶

San Diego's and other cities' Indirect Potable Reuse Projects make the front page, above-the-fold coverage in USA TODAY. To check out the full article, visit the following link: [http://www.usatoday.com/money/industries/environment/2011-03-03-1Apurewater03\\_CV\\_N.htm](http://www.usatoday.com/money/industries/environment/2011-03-03-1Apurewater03_CV_N.htm)

# Pipeline Newsletter Article: April 2011

---



# PIPELINE

PUBLIC UTILITIES MONTHLY UPDATE

April 2011

## Message from the Director

Over the last couple of years, we've been taking a hard look at our department, branches, divisions and programs. During these difficult economic times, it is important for every facet



of the City to be as efficient as possible. The Public Utilities Department needs to streamline and improve. As a result, we are consistently assessing what we do, why we do it, and whether we can do it better.

It's not an easy process, and some choices have been difficult. However, the end result will be an improved Public Utilities Department that better serves our customers.

Already much has been done. Following the merger of Water and Wastewater, an internal study found many ways we could cut costs and work better together. Some recent changes are described in this issue of Pipeline. We overhauled the Department's Rewards & Recognition program (see page 3), and we're redoing the lobby of MOC to provide better customer service (see page 2). An update to the Bid to Goal program can be found on page 4.

More changes will be coming, and we will do our best to keep you informed on a regular basis. I thank all employees for their hard work and their patience. Always, your ideas on how we can function better and more efficiently are important and welcome. Please make your suggestions to your supervisors for consideration.

*Roger Bailey*

## Mark Your Calendars

### April 15 - Tennis Tournament Sign-Up Deadline

Please see story on page 2 of this newsletter for more details about this event.

### April 17 - Earth Fair

The annual Earth Fair will be held in Balboa Park from 10 a.m. to 5 p.m. The event regularly attracts around 70,000 people. If you're among them, stop by the Public Utilities booth and say hello to co-workers from Water Conservation, Wastewater Operations, and the Water Purification Demonstration Project outreach team. Construction & Maintenance will also be providing a water wagon.

### April 28 - Take Your Sons & Daughters to Work

The annual Take Your Sons & Daughters to Work Day will be hosted by the City of San Diego and the National Management Association, City of San Diego chapter. In an effort to promote careers in government, the Public Utilities Department will participate in this event by hosting a booth display of services (programs/operations/equipment) in the Concourse Plaza between 11 a.m. and 1 p.m.

If you would like to attend this event's activities in the Concourse Plaza, you must request pre-approval from your supervisor and utilize annual leave to cover the time you are away from work (excluding your normal lunch break time).

For additional information about Take Your Sons & Daughters to Work Day, contact Margaret Wyatt, Human Resources Section Manager, at 858-29-26467 or 619-961-6696.

# Pipeline Newsletter Article: May 2011

---



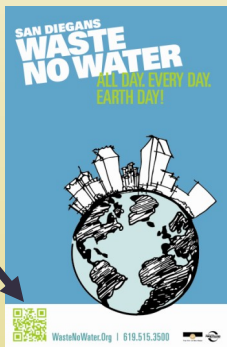
## Take Your Daughters & Sons to Work

In an effort to promote careers in government, the National Management Association hosted the City’s annual “Take Your Daughters & Sons to Work Day,” targeted to girls and boys ages 8 through 12, on Thursday, April 28, 2011. Staff from Wastewater, Conservation and the Water Purification Demonstration Project were on hand to inform visitors of the department’s efforts and initiatives.



## Earth Fair

On April 17, Department staff participated in the annual Earth Fair in Balboa Park. The event drew roughly 60,000 attendees interested in environmental sciences and sustainability practices. Water and Wastewater staff hosted a booth to educate the public on the latest programs, projects, and rebates. In an effort to minimize the distribution of paper materials guests with smart phones were able to scan a posted bar code and access department materials online.



→ = Scannable bar code



# Pipeline Newsletter Article: June 2011

---

# PIPELINE

PUBLIC UTILITIES MONTHLY UPDATE

June 2011

## A Message from the Director



There is always something new and interesting going on in the Public Utilities Department, but what's going on at the North City Water Reclamation Plant this month promises to have a profound effect on our future water supplies. Marsi Steirer, Deputy Director of the Long-Range Planning and Water Resources Division, explains: "We are excited to begin operations this June at the Advanced Water Purification Facility (AWP Facility). Located at the North City Water Reclamation Plant, this facility is part of the City's Water Purification Demonstration Project, which is examining the use of water purification technology on recycled water. Additional

components of the Demonstration Project include a study of San Vicente Reservoir to determine the potential of



augmenting the reservoir with purified water, an analysis of the cost to operate the facility, an independent advisory panel of experts to provide oversight on the entire process, and ongoing public outreach activities. The AWP Facility will operate for one year and will produce approximately 1 million gallons of purified water every day. The process includes three treatment barriers that are being tested and monitored at the AWP Facility: membrane filtration, reverse osmosis and advanced oxidation with ultraviolet disinfection and hydrogen peroxide. Purified water will be added to the recycled water distribution system and not to the drinking water supply during this testing period."



# Pipeline Newsletter Article: July 2011

---



## Message from the Director

Late in June, the Mayor announced that our Department would be absorbing \$8.75 million in costs rather than passing them onto our customers (see announcement below). This means during the next fiscal year, we in the Public Utilities Department are going to have to be even more vigilant in our efforts to continually improve and become more efficient.

We have done great things in the two years since the merger of the Water Department and the Wastewater Department. Our workforce has shrunk significantly. I am well aware that we are being asked to do more with less. Fortunately, our ethic of finding increased efficiencies, of seeking out new ways to do our jobs better and faster, continues to pay off for our Department and for the citizens of San Diego.

We have completed a very successful year and we have many exciting programs on the very near horizon. We continue to reap prestigious local and national awards (check out our awards page at <http://www.sandiego.gov/publicutilities/pdf/100927departmentawards.pdf>), our



Roger Bailey

Field Academy, Management Academy and Mentorship Programs continue to thrive and we keep getting great suggestions through our STAR Program.

Coming up this month, we will launch Customer Care Solutions, an entirely new billing system that will allow us to help customers quicker and with more information and give customers new ways to see and pay their bills. We also are well under way with our Water Purification Demonstration Project. This includes free tours at the Advanced Water Purification Facility at the North City Water Reclamation Plant.

I would like to thank everybody for working hard at finding better and more efficient ways to do our jobs and fulfill our mission to ensure the quality, reliability and sustainability of our water and wastewater services for the benefit of ratepayers and all the citizens of San Diego. It is because of all your effort and ability that we are able to help San Diegans by keeping the cost of water as low as possible.

### MAYOR JERRY SANDERS

#### FACT SHEET

## CITY WILL NOT RAISE WATER RATES ON SAN DIEGANS DESPITE LATEST RATE HIKE BY WHOLESALERS

*Public Utilities Department will absorb additional \$8.75 million cost*

The city will not raise water rates next fiscal year even though the city's water wholesaler voted today to increase the price of water by more than seven percent, Mayor Jerry Sanders announced today. The city will be forced to pay an additional \$8.75 million in wholesale water costs next fiscal year as a result of today's vote by the San Diego County Water Authority, whose rates were hiked by the Metropolitan Water District in Los Angeles.

"The cost of water is an enormous concern for everyone in this city, from the families trying to keep their households solvent to the businesses struggling through the worst economy since the 1930s," the mayor said. "We are doing everything in our power to postpone any future water-rate increases as long as possible."

To prevent any rate increases for Fiscal Year 2012, the city's Public Utilities Department is taking a variety of steps to pay for the increased price of its wholesaler water. These measures include everything from maximizing the use of local water supplies to keeping vacant jobs open as long as possible. San Diego reservoirs are higher than normal because of the wet winter and cool spring, meaning the city has the option of buying less water from its wholesalers.

# Pipeline Newsletter Article: August 2011

---



# PIPELINE

## PUBLIC UTILITIES MONTHLY UPDATE

August 2011



### A Message from the Director

Roger Bailey

As we continue to move forward in this new fiscal year, I would like to reaffirm the importance of customer service. Our jobs exist for the sole purpose of ensuring excellence in the delivery of water, wastewater and recycled water services for San Diego residents and businesses. It's that simple.

We do a tremendous job of this and I cannot thank you enough for taking this role very seriously every day. While we are public servants who derive satisfaction from making a difference in our community, we must continue to raise the bar for ourselves when it comes to customer service.

One of the primary ways we interact with our customers is through our Customer Support Division and the Department's billing system. Providing accurate, efficient and easy billing options for our customers is a crucial part of our service delivery.

I am very pleased to report that we have successfully transitioned to a new Customer Care system based in SAP that is providing many new enhancements for our customers. While most of San Diego was enjoying time with family and friends over the long Fourth of July holiday weekend, a crack team of Department staff, consultants and others were working tirelessly on the final details of a two-year effort to launch the new system. The proverbial switch was flipped at 8:00am on July 5 and the new system is now providing enhanced options for our customers. This project was managed extremely well and that speaks volumes for all of those who dedicated their talents to this significant effort.

Speaking of dedication, another recent coup for the Department was the opening of the Water Purification Demonstration Project. This vital project has been a goal for the Department for several decades. As the Mayor led a press conference for television, radio and print media, with the Advanced Water Purification facility actually purifying water in the background, it was apparent to all present that we are progressing toward developing more sustainable water supplies for future generations of customers. The public will continue to learn more about this project through tours and our active speakers bureau.

Please enjoy reading more about these and other accomplishments, updates and news in this issue of *Pipeline*. Again, thank you for making customer service a priority every day.

*Roger*



**August 11**  
**Junior Lifeguards Enviro Day**  
 Santa Clara Recreation Center  
 7:30am to 7:30pm  
 (sandiego.gov/lifeguards/junior/)



**August 11**  
**Wipeout on ABC Network Television**  
 See Dept Staffer Compete for \$50K  
 8:00pm on Channel 10  
 (abc.com/wipeout)



**August 13 and 14**  
**Fiesta del Sol**  
 Barrio Logan  
 Cesar Chavez Park  
 11am to 7pm  
 (fiestadelsolsandiego.org)



**Throughout August**  
 10 am to 11 am, Monday thru Friday  
 Drip Irrigation Mini Clinics  
 Home Depot - Sports Arena Store  
 (619-224-9200)

Public Utilities staff are participating in or sponsoring each of these vents.

### INSIDE THIS ISSUE:

From Trash to Watts of Cash .....	2
Customer Care Now Live .....	3
Photo Corner .....	4
Check it Out Online .....	6
Water Purification Makes Debut .....	7
Now Accepting Academy Applications .....	8
City Recoups Cleanup Costs .....	10



# Customer Care System Now Live!

## New Department Billing System to Serve as Foundation for Future Billing Citywide

The Customer Support Division successfully activated the Customer Care Solutions system on July 5, 2011. The Customer Care Solutions (CCS) system will allow customers to have more access to their account information, more and easier ways to pay their bills. Additionally, CCS will allow our Customer Care Agents to better assist customers, as they now have SAP applications that will mirror the information viewed by customers through the online customer portal.

For a historical overview of the project and more recent activities, including customer outreach, please access Customer Care Solutions page at [sandiego.gov/publicutilities/ccs.shtml](http://sandiego.gov/publicutilities/ccs.shtml). To access the Customer Care Center, with links to instructional materials and the Public Utilities Customer Portal please access

[sandiego.gov/customer-care/](http://sandiego.gov/customer-care/), or click on the “Pay Your Water & Sewer Bill Online” link from the Customer Care Solutions page, or any of the

Departments internet sites (e.g., Public Utilities Department, Water Department or Metropolitan Wastewater Department).

Many of our Public Utilities Department Employees are also Public Utilities Customers. You are encouraged to enroll in the new Customer Care Solutions system. Our

goal is to get the majority of our customers to an online invoicing and bill payment option, and having you make the switch will greatly help move us towards this target!

Have more questions? Please contact CCS Program Manager Jane Arnold at [JArnold@sandiego.gov](mailto:JArnold@sandiego.gov).



Out with the old...



In with the new...

## We're Getting More "Social"

### PIO Team Adds to Department Social Media Presence

SD Public Utilities has expanded farther into the social media universe. Now all your news and information about “San Diegans Waste No Water” campaign, the Water Purification Demonstration Project and general happenings around the Department are at your fingertips.

#### “Like” us on Facebook with the following pages:

- City of San Diego Public Utilities
- San Diegans Waste No Water
- Pure Water SD (Water Purification Demonstration Project)

#### Follow us on Twitter with the following pages:

- @SanDiegansWasteNoWater
- @PureWaterSD (Water Purification Demonstration Project)



Got it? After you're done with all your “liking” and following, spread the word by tweeting, retweeting and sharing our pages with your friends and family. And if you have no idea what the heck this all means, contact your respective Branch PIOs to get squared away. More social media enhancements coming soon.



# Water Purification Debuts

## Mayor Holds Press Conference to Announce Opening of Demonstration Project

On a hot day at the end of June, media outlets from television, radio and print converged onto the North City Water Reclamation Plant (North City WRP) as Mayor Sanders officially unveiled the Advanced Water Purification Facility (AWP Facility) to the public. Also there to support the unveiling was Councilmember David Alvarez and the Public Utilities Department's own Director Roger Bailey and Deputy Director Marsi Steirer.

Under construction since early 2011, the AWP Facility is the focal point of the City's Water Purification Demonstration Project and was well-received by the attending press. *The Voice of San Diego* said the water produced by the AWP Facility looked "alluring" and is "as clean as mankind knows how to get it." Local blogger and San Diego water watchdog George Janczyn of Groksurf.com called the mood around the AWP Facility "celebratory."

The unveiling coincided with the launch of a tour program at the facility. Starting in early June, North City WRP staff and other select guests served as a test audience for dry run tours. The tour program officially launched in July, starting with tours for stakeholders, community leaders, elected officials and water industry experts. Beginning in mid-July the tour program opened up to guests from the general public.

The tour experience educates visitors about the Demonstration Project with a special focus on the AWP Facility's science of purifying recycled water with membrane filtration, reverse osmosis, and UV disinfection with advanced oxidation. Visitors to the facility are greeted in the lobby of the North City WRP, where they are exposed to informational materials and displays about the



Deputy Director Marsi Steirer holds up a container of purified water as Mayor Sanders, Councilmember Alvarez and Department Director Roger Bailey look on

Demonstration Project. The tour begins with a brief presentation examining San Diego's need for additional water supplies and explaining how water purification could potentially provide San Diego with an independent source of water.

The presentation concludes with a video illustrating just how the technology used at the AWP Facility removes or destroys unwanted materials in the water. Participants then walk through the facility to see the facility equipment up close and view the final product water.

Public Utilities Department staff members are invited to tour the AWP Facility during specially designated City staff open houses. The first of these open house events will take place on September 6. To register, please visit <https://apps.sandiego.gov/ereg/purewatersd/courses.php?grp=staff>. Supervisor approval is required to attend the tours.

Additional City staff open house tours of the AWP Facility will be available on a regular basis through summer 2012. The Demonstration Project staff is looking forward to City employees learning about water purification during the City staff tours.



Associate Civil Engineer Fabiola Amarillas gives an interview in Spanish for Univision Television



Deputy Director Marsi Steirer provides project details for local television



Project signage enhances the public tour experience

# Pipeline Newsletter Article: October 2011

---

# Water Purification Demonstration Project Honored with National Award



Project Director, Marsi Steirer, gleefully accepts award.

The WaterReuse Association recognized the Water Purification Demonstration Project for the “2011 WaterReuse Public Education Program of the Year Award” at its 26<sup>th</sup> Annual Symposium in Arizona. Along with examining the use of advanced water purification technology to potentially provide safe and reliable water, the Department has also embarked on a program to educate residents by offering free public tours of the Advanced Water Purification Facility, speaker presentations to interested groups and opportunities to learn about the Demonstration Project at community events throughout San Diego.

Staff members are encouraged to bring family and friends for a tour. To register, visit [purewatersd.org](http://purewatersd.org), email [purewatersd@sandiego.gov](mailto:purewatersd@sandiego.gov) or call (619) 533-6638. To better accommodate staff, evening and weekend tours are offered monthly.

## San Diego’s Fourth Annual Water For People Fall Luncheon

*Raising funds for worldwide initiatives*

The San Diego Committee of Water For People invites you to its 4<sup>th</sup> Annual Fall Luncheon on Thursday, October 27th from 11:30AM - 1:00PM at the Admiral Baker Golf Course Club House. The Water For People community will gather to celebrate what has become the most distinguished fundraising event for the organization in the California – Nevada area. All are welcome and encouraged to register online at <http://2011wfpluncheon.eventbrite.com>.

Water For People (WFP) is a non-governmental organization founded in 1991 by the American Water Works Association. The international, humanitarian organization focuses on improving the quality of life in developing countries by supporting the development of locally sustainable drinking water resources, sanitation facilities and health and hygiene education programs. WFP now works in rural areas of 11 countries where the need is greatest for water and sanitation solutions.



Water Purification Demonstration Project team member, Jennifer Farrow, traveled to Bolivia to assist in the search for clean water.

# Pipeline Newsletter Article: January 2012

---



# Fifteen Hundred and Counting!

## Catfish Club Member Marks 1,500th Tour Participant at AWP

On December 2, the Water Purification Demonstration Project reached a new milestone when it welcomed its 1,500<sup>th</sup> tour guest to the Advanced Water Purification (AWP) Facility. Lucky number 1,500 was a member of the Catfish Club, a group that provides a forum on topics critical to the success of diversity in San Diego. Including the Catfish Club's visit, Demonstration Project staff has hosted more than 120 tours since opening in July 2011.

The Demonstration Project continues to examine the use of water purification technology on recycled water to determine the feasibility of a full-scale reservoir augmentation project in San Diego. The tour program has proven to be a successful way to inform the public about the science behind the water purification process.

Guests who participate in the AWP Facility tour gain a better understanding of the Demonstration Project and what role the facility plays in this testing phase. People from all over San Diego have visited and many guests have brought their family, friends and co-workers. Various groups from graduate school classes to the Audubon Society to senior citizen organizations to a fifth grade science class have toured the facility. Elected officials, including San Diego Mayor Sanders and San Diego Councilmembers Alvarez, Faulconer, Gloria, and Lightner, have also been among the visitors. It's not just



Members of the Catfish Club take the AWP tour at North City

local folks who visit, though. Because many countries around the globe are interested in water purification technology as a potential solution to water supply issues, international visitors have come all the way from Mexico, Vietnam, Australia and Eurasian countries to see water purification technology in action.

City staff visited the AWP Facility during specially designated tours in the fall. Additional City staff tours will be posted as they become available at <https://apps.sandiego.gov/ereg/purewatersd/courses.php?grp=staff>. For those that have already toured, please encourage friends and family to join a public tour by registering online at [www.purewatersd.org/tours.shtml](http://www.purewatersd.org/tours.shtml) or request a presentation for your organization by emailing [purewatersd@sandiego.gov](mailto:purewatersd@sandiego.gov) or calling (619)533-6638.

## B2G Update

### Auditor Expected on Board in February

The Department is completing several steps in the annual Bid to Goal (B2G) program cycle. Currently, the Department is in the process of selecting an auditor who will review the FY10 B2G goal attainment results, savings calculations, Employee Efficiency Incentive Reserve (EEIR)/Assurance fund activity, and employee eligibility. We anticipate an auditor will be on board in February 2012. After the audit is complete, the Department should be able to begin to process payments. Keep checking the Pipeline for the latest B2G information. If you have any questions, contact Liz Barat at [ebarat@sandiego.gov](mailto:ebarat@sandiego.gov) or 858-292-6474.

## SURVEY

Continued from page 1

them as a tool to identify areas where employees feel we are doing well, as well as identify areas where employees feel we could improve. Next, in spring of 2012, a Peer Review Team comprised of executives from Water and Wastewater utilities around the country will use our Self-Assessment report as a starting point for an in-depth review and benchmarking of our utility.

Detailed information on the QualServe program can be found at the following site: <http://www.awwa.org/Resources/utilitymanage.cfm?ItemNumber=624&navItemNumber=3769>

If you have any other questions, contact Liz Barat at [ebarat@sandiego.gov](mailto:ebarat@sandiego.gov) or 858-292-6474.

## WPDP Video Debuts

### Virtual Tour of Advanced Water Purification Facility Featured

Department PIO staff worked with CityTV to create a new video featuring Deputy Director Marsi Steirer as host and narrator of a virtual tour of the Advanced Water Purification Facility at the North City Water Reclamation Plant.



The video was developed to increase awareness of the Water Purification Demonstration Project, serve as an alternative for those unable to take the actual tour and serve as a catalyst to increase public participation in the project. The video is available on the project page at [purewatersd.org](http://purewatersd.org) (on our website) and is also available on YouTube (search for PureWaterSD).

## “Winning...”

### California Water Environment Association Honors Department

On December 15, the Wastewater Collections Division was bestowed two awards from the California Water Environment Association. One award was for hosting a collection system workshop with the Southern Section Collection Systems Committee of the association, in which 15 cities participated. The second award was given to Deputy Director Stan Griffith for his support and leadership in the wastewater collection field.



From left to right: Denis Pollak CWEA, Stan Griffith Deputy Director, Wastewater Collection Division, Ann Sasaki Assistant Director, Public Utilities Department, Rick Lewis, Bev Stumman, Duane Johnson of CWEA and Michael Rosenberg Principal Water Utility Supervisor, Wastewater Collection Division



## From the Editor's Desk:

**Pipeline** is the monthly internal newsletter of the City of San Diego's Public Utilities Department. The aim of **Pipeline** is to keep employees up-to-date on the people, places and events in our Department. **Pipeline** is distributed to Department staff and others in the City interested in Public Utilities news. The newsletter is produced on a rotation basis by the Department's Public Information Officers.

**January Editor:** Eric Symons

**January Contributors:** Roger Bailey, Liz Barat, Arian Collins, Brian Drummy, Laura Durbin, Kurt Kidman, Terrell Powell, Alma Rife, Michael Rosenberg and Danielle Thorsen.

**February Editor:** Arian Collins

If you have any story ideas and photos for the **February issue of Pipeline**, contact Arian Collins in the Public Information at (619) 527-3121 or email him. **Please provide content by 1/23/12 (the sooner the better).**

**What to Contribute for Future Issues?** We're looking for constructive questions for the Director (which will remain anonymous), photos of the month that relate to the department, staff news, section, division, or department events, spotlights on operations, customer recognition, upcoming partner events, Department fundraisers, interesting factoids and statistics about operations, etc. **This is your staff newsletter so all of your contributions and suggestions are greatly appreciated!**

### Our Mission:

To ensure the quality, reliability, and sustainability of water, wastewater and recycled water services for the benefit of the ratepayers and citizens served.

### Our Vision:

We are an industry leader in the delivery of water, wastewater and recycled water services

### Our Guiding Principles:

- Service Excellence
- Environmental Stewardship
- Fiscal Responsibility
- Continuous Improvement
- Innovative Use of Technology
- Sustainable Growth and Prosperity
- Safe Work Environment
- Dedicated to Employee Development

# Pipeline Newsletter Article: February 2012

---



# AWP Facility Tour Program Gaining Momentum

Nearly 200 people have already toured the Advanced Water Purification Facility in 2012. The tour educates visitors about the Demonstration Project with a special focus on the AWP Facility's science of purifying recycled water with membrane filtration, reverse osmosis, and UV disinfection with advanced oxidation. Some of the groups to visit the AWP Facility in January included the Conservation Action Committee, Santa Clara Valley Water District, San Diego Community College Older Adults Program, the Army Reserves, and UCSD School of Medicine. On Jan. 13, Councilmember Marti Emerald, her staff, and a representative from State Assemblymember Marty Block's office also visited the AWP Facility.

The tours continue to garner positive feedback from attendees. The *San Diego Union-Tribune* covered the tours in the Jan. 22 article "Water purification tour tries to make process crystal clear." A tour guest responded with a letter to the editor stating, "I toured the Advanced Water Purification Facility ... and was impressed with the overall operation and results that I saw... [T]here is no danger or need for 'queasy stomachs' regarding the introduction of purified water into the San Diego water supply."

A UCSD School of Medicine professor who toured with her students on Jan. 18 said, "The students were very interactive, raising many questions and issues. I have found this type of student response is an excellent indicator of the value of the experience. Hopefully the tours and the



*UCSD medical students tour the Advanced Water Purification Facility.*

knowledge that the students acquired will assist them in both their personal lives and in the guidance they provide their patients regarding the important decisions we all will be making in terms of the community's use and reuse of our limited water resources."

## **AWWA QualServe Self-Assessment Survey: Wrap-up and Next Steps**

A big thank you to all employees who participated in the American Water Works Association (AWWA) QualServe Self-Assessment Survey. Your opinion on how our utility performs in various aspects of our industry is valued and appreciated. This month, the survey results will be aggregated into a final report for our Department by AWWA. Our Executive Team will be reviewing the results and using them as a source of data to identify areas where employees feel we are doing well, as well as identify areas where employees feel we could improve. This spring, a Peer Review Team comprised of executives from Water and Wastewater utilities around the country will use our Self-Assessment report as a starting point for an in-depth peer review and benchmarking of our utility. Detailed information on the QualServe program can be found at the following site: [www.awwa.org/Resources/utilitymanage.cfm?ItemNumber=624&navItemNumber=3769](http://www.awwa.org/Resources/utilitymanage.cfm?ItemNumber=624&navItemNumber=3769). If you have any other questions about the Self-Assessment, contact Liz Barat at [ebarat@saniego.gov](mailto:ebarat@saniego.gov) or 858-292-6474.

## **Department Staff Can Take Tour March 20**

Public Utilities Department staff members are invited to tour the AWP Facility during tours specifically designed for City staff on March 20. To register, please visit <https://apps.sandiego.gov/ereg/purewatersd/courses.php?grp=staff>. Supervisor approval is required to attend the tours. City employees are asked to not register for the general public tours in order to conserve space on those tours for community members. For those that have already toured, please encourage friends and family to join a public tour by registering online at [www.purewatersd.org/tours.shtml](http://www.purewatersd.org/tours.shtml) or request a presentation for your organization by emailing [purewatersd@saniego.gov](mailto:purewatersd@saniego.gov) or calling 619-533-6638.

The Demonstration Project will also be featured at the Public Utilities Department's exhibit at the San Diego Science Alliance High Tech Fair on Feb. 7 and 8 from 5 to 8 p.m. in Wyland Hall at Del Mar Fairgrounds. City staff interested in attending the High Tech Fair can learn more and register online at <http://sdsa.org/programs/high-tech-fair/programs/high-tech-fair/programs/high-tech-fair/high-tech-fair>.

# Pipeline Newsletter Article: March 2012

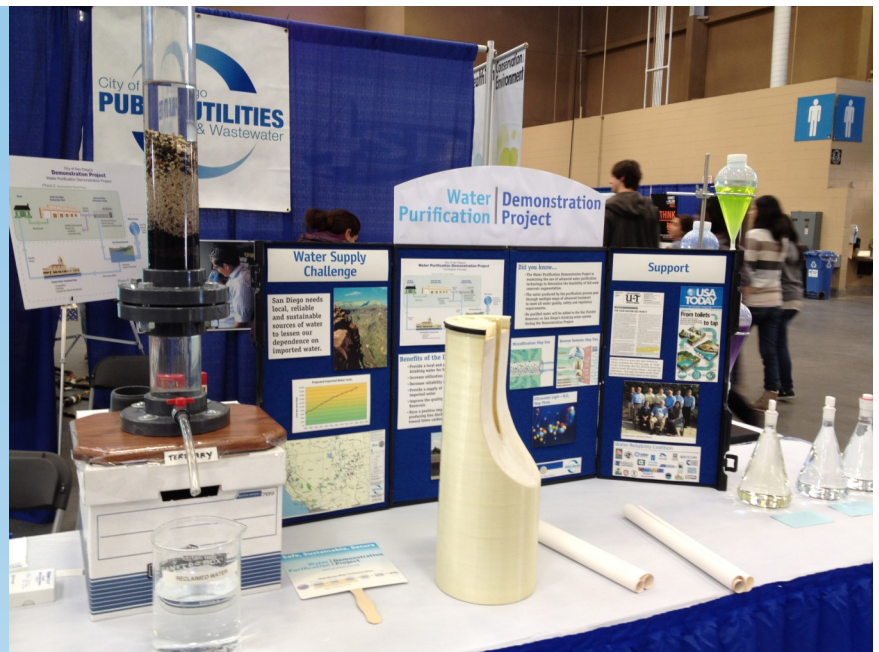
---

# Making a Difference

On February 7<sup>th</sup> and 8<sup>th</sup> members of the Environmental Monitoring and Technical Services Division (EMTS) participated for the fourth consecutive year in the San Diego Science Alliance High Tech Fair. The goal of the fair is to enlighten 7th-12th grade students to the world of science and the possibilities of a scientific career.

The EMTS exhibit featured a demonstration of the recycled water treatment process with discussion of the beneficial reuses of recycled water, and included a real-time view of the role of

microorganisms in the wastewater treatment process. The exhibit showcased the City of San Diego's Water Purification Demonstration Project, which is examining the use of advanced water purification technology to provide safe and reliable water for San Diego's future. The exhibit allows students to explore and enjoy seeing 'real life' applications of what they may be learning in the classroom.



Fair attendees were intrigued by the microorganisms found in the activated sludge treatment process, especially the hard-to-find but amazing, Water Bear. Upon completion of the ten minute presentation, students, parents, and teachers alike expressed support of the Water Purification Demonstration Project's ability to produce high-quality drinking water. Their toilet-to-tap concerns had floated away!

The High Tech Fair is a collaborative effort between the Science Alliance, the San Diego County Office of Education and San Diego City Schools. It includes over 50 exhibitors from local cutting-edge STEM organizations and nearly 3000 students in attendance. EMTS staff members, Victoria Santibanez, Alejandra Molloy, Erica Fitzgerald, Eric Clark, Greg Schlimme, and Doug Campbell, prepared and hosted the exhibit.

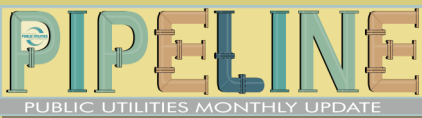


## PARTNERSHIP FOR SAFE WATER DIRECTORS' AWARD



The Otay Water Treatment Plant recently earned its fourth consecutive Partnership for Safe Water Directors' Award. The award program is a nationally recognized effort sponsored by the country's leading drinking water agencies, including the Environmental Protection Agency and the American Water Works Association. The Partnership is a voluntary program in which a water treatment plant strives to provide the safest water possible – not just meet the standards. This award recognizes Otay staff for its hard work and accomplishment in water treatment plant optimization.

Otay operations staff modeling award shirts. From left: Julieanna Piatek, Cory Boyd, Tom Watson, Jeff Cekander, Glenda Evans, Brandon Krumenacker, Julio Gonzalez, Israel Jazo, Jim McVeigh, Jesus Meda, Jamie Garcia, Jim Fisher, Roger Bailey, Ephraim Delarosa, Jonathan McDowell and Gabe Soltero.



## From the Editor's Desk:

**Pipeline** is the monthly internal newsletter of the City of San Diego's Public Utilities Department. The aim of **Pipeline** is to keep employees up-to-date on the people, places and events in our Department. **Pipeline** is distributed to Department staff and others in the City interested in Public Utilities news. The newsletter is produced on a rotation basis by the Department's Public Information Officers.

**March Editor:** Alma Rife

**March Contributors:** Liz Barat, Melissa Oates, Alma Rife, Doug Campbell, Arian Collins.

**April Editor:** Eric Symons

If you have any story ideas or photos for the **April issue**, contact **Eric Symons** at (619) 980-2784 or email him at [esymons@sandiego.gov](mailto:esymons@sandiego.gov). **Please provide content by 3/22/12.**

**What to Contribute for Future Issues?** We're looking for constructive questions for the Director (which will remain anonymous), photos of the month that relate to the department, staff news, section, division, or department events, spotlights on operations, customer recognition, upcoming partner events, Department fundraisers, interesting factoids and statistics about operations, etc. **This is your staff newsletter so all of your contributions and suggestions are greatly appreciated!**

### Our Mission:

To ensure the quality, reliability, and sustainability of water, wastewater and recycled water services for the benefit of the ratepayers and citizens served.

### Our Vision:

We are an industry leader in the delivery of water, wastewater and recycled water services

### Our Guiding Principles

- Service Excellence
- Environmental Stewardship
- Fiscal Responsibility
- Continuous Improvement
- Innovative Use of Technology
- Sustainable Growth and Prosperity
- Safe Work Environment
- Dedicated to Employee Development

# Pipeline Newsletter Article: April 2012

---

# Tweeting, Posting and Uploading, Oh My!

## Department Expands Social Media Presence with YouTube and Twitter

The External Affairs section is continuing to expand our social media presence with the development of a new Department YouTube channel and Twitter account. Through the YouTube channel, which can be searched as SDPublicUtilities, the Public Information staff will be showcasing a series of videos that will focus on Department operations, services and programs. In addition, the channel currently features videos from partner organizations that relate to our services.

The new Twitter account, @SDPubUtilities, is a must to follow for interesting news and tidbits about all things Public Utilities.

Combined, the Department now has three Facebook pages (become a “fan” of City of San



Diego Public Utilities, San Diegans Waste No Water and Water Purification Demonstration Project), three Twitter accounts (same subjects) and two YouTube Channels (SDPubUtilities and Purewatersd).

Check out the new YouTube Channel (from home of course) and follow us on Twitter. While External Affairs staff are constantly monitoring for items to tweet, post, and upload, please share your ideas as well. Simply contact a Department PIO if you have suggestions for content.

We can even post or retweet information and resources from our many partner organizations, so forward content, links, photos, video ideas, etc to a PIO in External Affairs.



*SDPublicUtilities is the address for the Department's new YouTube channel*



*@SDPubUtilities is the address for the Department's Twitter account*



# Busy, Busy Bee!

Testifying Before the State Assembly, Giving Tours and Winning Awards Keeps This DD on the Move



Department Deputy Director Marsi Steirer testified at the March 20 California State Assembly Water, Parks and Wildlife Committee’s informational and oversight hearing on Untapped Potential: Water Reuse for California’s Future Water Supply Reliability. As one of only three California case studies presented at this hearing, the Committee is recognizing San Diego’s leadership promoting potable reuse.

This hearing could lay policy groundwork in support of streamlined permitting of future purified water projects, offering communities across California additional local water supply options.



Deputy Director Marsi Steirer gives Councilmember Todd Gloria and members of his staff a tour of the Advanced Water Purification Facility (one of 42 tours Marsi has given so far).



California WaterReuse Association President Paul Jones stands with Deputy Director Marsi Steirer, who was awarded the WaterReuse Advocate of the Year at the association’s annual conference in Sacramento.

According to the nomination, Marsi “...has been a tireless champion of potable reuse as a valuable local water supply option and has managed to keep the concept alive at city hall despite facing many challenges.

In 2004, Steirer managed the Water Reuse Study, which picked up the pieces from the previous unsuccessful attempt to be the first city in California to augment a surface water reservoir with highly treated recycled water. She managed the successful stakeholder process that resulted in a recommendation that the City move forward with reservoir augmentation.

Undaunted by the political ‘buzzsaw’ she encountered when the final report was released, Steirer worked with City Council members and a broad-based coalition of environmental, business, taxpayer advocacy and technology groups to bring it forth from the life-support phase to a 1 million-gallon-a-day demonstration project.

Steirer is also at the helm of a comprehensive public outreach program and a series of technical studies for the project.”

Congrats Marsi!

# Pipeline Newsletter Article: November 2012

---

# Department wins AMWA 2012 Achievement Award

On October 22<sup>nd</sup>, San Diego Public Utilities won the Platinum Award for Utility Excellence from The Association of Metropolitan Water Agencies (AMWA) at its 2012 annual meeting in Portland, Oregon. Director Roger Bailey accepted the award on behalf of the Department.



Director Roger Bailey accepting the Department's Achievement Award from AMWA President Pat Mulroy

“I was proud to accept this award on behalf of all the employees of San Diego Public Utilities who work hard each and every day to ensure that we are the very best at what we do and are an industry leader. We are truly ‘excellent’.”

San Diego Public Utilities was one of ten national winners—and the only agency in California—to receive the Platinum Award for Utility Excellence while four others won the Gold Award for Exceptional Utility Performance.

“AMWA’s 2012 award winners are industry-leading water systems with innovative managers and dedicated workforces who create sustainable utilities marked by high quality, affordable water, responsive customer service and attention to resource management and environmental protection,” said AMWA President Pat Mulroy, General Manager, Las Vegas Valley Water District. “The accomplishments of these exceptionally well-run public utilities should be a source of pride for the communities they serve.”

The Attributes of Effective Utility Management are industry standards and cover utility performance in areas of product quality, customer satisfaction, employee and leadership development, operational optimization, financial viability, infrastructure stability, operational resiliency, community sustainability, water resource adequacy, and stakeholder understanding and support.

AMWA recognized that the Department prides itself in continual improvement and has established goals, objectives and initiatives that challenge employees to be optimally efficient. During FY2010 and FY2011 additional initiatives regarding Bond Refinancing and State Revolving Fund loans have generated savings of \$107.8M over 30 years.

Through award winning projects, like the Water Purification Demonstration Project, the Department pursues innovative ways of creating new local water supplies to address the increasing demands and needs of the public. Revenue producing initiatives that help alleviate the rates of the citizens are continuously explored, such as the Beneficial Use of Digester Gas Project which has led to the production of a renewable energy source.

“AMWA’s 2012 award winners are industry-leading water systems with innovative managers and dedicated workforces . . . The accomplishments of these exceptionally well-run public utilities should be a source of pride for the communities they serve.”

—Pat Mulroy, AMWA President

These efforts illustrate the Department’s commitment to providing the standard of excellence on which the residents of San Diego depend.



# Pipeline Newsletter Article: December 2012

---

# Last call for Staff to Tour AWP Facility

Public Utilities Department staff members are invited to tour the Advanced Water Purification (AWP) Facility on Thursday, Dec. 13 at 10 a.m., 11 a.m. or 1 p.m. More than 3,000 people have toured the AWP Facility since opening in June 2011. The tour experience educates visitors about the Demonstration Project with a special focus on the AWP Facility's science of purifying recycled water using membrane filtration, reverse osmosis, and UV disinfection with advanced oxidation. The purpose of the Demonstration Project is to determine whether purifying recycled water and adding it to the San Vicente Reservoir is a viable option for supplementing San Diego's local water supplies.



*Long-Range Planning & Water Resources engineer Bill Pearce, left, conducts a tour of the AWP facility.*

The Demonstration Project team is currently preparing a final report on the project's findings. The team has conducted a variety of activities, including constructing and operating a one-million-gallon-per-day AWP Facility, studying the potential effects of adding purified water to the San Vicente Reservoir, conducting a pipeline alignment assessment, determining economic and energy needs, developing regulatory requirements, and educating the public about the water purification process. Findings from the project components will be compiled in a final report, which will be available to the public in early 2013.

As the project winds down, this may be one of the last opportunities for staff to tour the facility. To re-

serve your spot, please visit <https://apps.sandiego.gov/ereg/purewatersd/courses.php?grp=staff>. **Registration closes on Dec. 7.** Supervisor approval is required to attend the tours. City employees are asked to not register for the general public tours in order to conserve space on those tours for community members. For those that have already toured, please encourage friends and family to join a public tour by registering online at [www.purewatersd.org/tours.shtml](http://www.purewatersd.org/tours.shtml) or request a presentation for your organization by emailing [purewatersd@sandiego.gov](mailto:purewatersd@sandiego.gov) or calling (619)533-6638.

