



THE CITY OF SAN DIEGO PUBLIC UTILITIES

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San Diego Public Utilities Department Honored with Public Affairs Award *PRSA recognizes water purification public outreach program*

SAN DIEGO – The Public Relations Society of America San Diego/Imperial Counties Chapter ([PRSA](#)) awarded the City of San Diego Public Utilities Department with the 2014 Edward L. Bernays Silver Award of Merit for Public Affairs for its [Water Purification Demonstration Project's](#) public outreach program. The City received the award during the Edward L. Bernays Awards Ceremony held at The Prado in Balboa Park on October 15 in San Diego.

The City's Demonstration Project confirmed the feasibility of purifying recycled water to supplement local drinking water supplies. The outreach program included presentations, booths at community events, facility tours, informational materials, advertisements and social media. The City Council unanimously adopted the project's findings in April 2013 and set forth directives for implementing water purification in San Diego.

The Bernays Awards were open to all agencies and organizations in San Diego and Imperial counties and are designed to recognize the finest in public relations campaigns, professionals and elements in a range of categories. The Bernays Awards were divided into two categories—Silver, honoring whole PR campaigns, and Bronze, honoring one time PR tactics. Silver Bernays assessments included research, planning, execution and evaluation of a campaign or program.

More than 100 entries were submitted this year. The submissions were judged by 15 members of the Houston chapter of the Public Relations Society of America, six of whom hold an Accreditation in Public Relations (APR) and all of whom have more than five years of experience in the industry.

The City's water purification public outreach program has served as a model to other agencies seeking to implement water purification. Water agencies from as far away as Japan and Australia have visited to learn more about how to best communicate about water purification to the public.

For more information about the City's water purification efforts, visit purewatersd.org. Members of the public are encouraged to tour the City's Advanced Water Purification Facility, which explains water purification in

Edward L. Bernays Silver Award of Merit for Public Affairs

Image available upon request



detail and provides an up-close look at the test facility. To register, visit www.purewatersd.org/tours. If unable to visit the facility, a virtual tour is available online at <http://www.youtube.com/purewatersd>. For a presentation about the City's water purification efforts to community, civic or business organizations, visit www.purewatersd.org/presentations or call (619) 533-6638.

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The City of San Diego has limited local water supplies and must import an average of 85 percent of its drinking water supply. The Water Purification Demonstration Project determined that purified water can safely augment San Diego's drinking water supply following advanced water treatment. Implementation of water purification could account for one third of San Diego's future water supply and would reduce the City's dependence on imported water, keep up with population growth and combat water supply reliability challenges, including recurring drought conditions.

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