



Pure News

Welcome to Pure News, a newsletter about Pure Water San Diego, the City of San Diego’s 20-year program to address the need for a safe, secure and sustainable local water supply.

Pure Water San Diego Partners with USD Students to Inform San Diegans

City of San Diego Wins U.S. Water Prize

The Pure Water San Diego team wanted a fresh approach to raising awareness about this important program and new local water supply, so the City of San Diego Public Utilities Department invited 29 University of San Diego (USD) students enrolled in a Small Group Communications class in Fall 2014 to participate in a hands-on effort to inform San Diegans. Two important audiences for this effort were young adults between the ages of 18 and 26 years old and women between the ages of 30 and 40 years old.

On April 13, 2015, the City of San Diego Public Utilities Department was awarded the U.S. Water Alliance’s 2015 U.S. Water Prize.

The Water Prize is a highly-regarded award created to elevate organizations that have made an outstanding contribution to the advancement of strategies that promote the value of water and power of innovating for water sustainability.

The City was recognized for the Water Purification Demonstration Project, which confirmed the feasibility of water purification in San Diego and has enabled the City to move forward with Pure Water San Diego. The Water Alliance acknowledges San Diego for being “a trailblazer in reservoir augmentation” and for “helping develop standards for potable reuse across the country.”

Public Utilities Director Halla Razak accepted the award at the ceremony at National Geographic headquarters in Washington, D.C. The ceremony was attended by hundreds of water industry leaders throughout the United States.

USD students first surveyed San Diegans to assess their knowledge about local water sources and recycled water, as well as to learn what information resonates with their demographic. Based on their survey results, they then worked in teams to produce short videos that explained the Pure Water San Diego program in a fun, engaging and dynamic way. Check out the videos below to see what they came up with!



(Continued on page 3)

(Continued on page 2)

Local Physicians and Health Care Providers Learn about Safety of Pure Water

The City of San Diego Public Utilities Department recently partnered with the San Diego County Medical Society to present a panel of experts discussing the Pure Water San Diego program so that local physicians and health care providers could learn more about the science of this new, local drinking water supply. Panel members included:

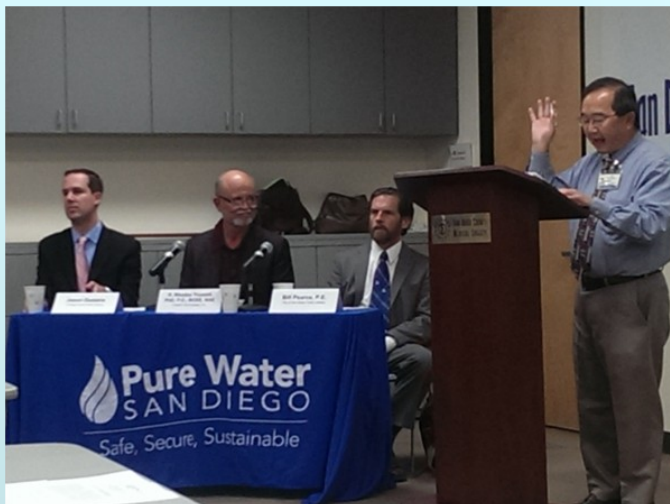
- Jason Dudakis, Director of Health & Regulatory Affairs for the Orange County Water District
- Bill Pearce, P.E., Senior Civil Engineer for the City of San Diego Public Utilities
- R. Rhodes Trussell, PhD, Founder of Trussell Technologies, Inc.

Dr. Trussell provided an overview of the history of potable reuse in the United States, which now has 13 water purification facilities in operation providing over 400 million gallons of drinkable water per day. Dudakis presented on the Orange County Groundwater Replenishment System (OGWRS), which has safely produced 70 million gallons of purified water per day since 2008 through:

- **Membrane Filtration** that filters water through tiny, straw-like hollow fibers that remove bacteria, protozoa, and suspended solids
- **Reverse Osmosis** that pushes water through semi-permeable membranes, removing remaining salts, dissolved minerals, viruses, and organic compounds (including pharmaceuticals)
- **Ultraviolet Light Disinfection/Advanced Oxidation** that uses ultraviolet light, similar to extremely concentrated sunlight, along with hydrogen peroxide to form powerfully reactive molecules to destroy any trace organics

Pearce discussed the City's Pure Water program and the Advanced Water Purification Facility that demonstrates the same proven technologies being used at the Orange County project. He also shared San Diego's long-term goals for water purification, which include an initial 15-million gallon per day water purification facility by 2023 and a plan to reach 83 million gallons per day by 2035.

Following the presentation, the panel of experts addressed several questions regarding the more than 400 chemical compounds that are regularly tested for and the regulations in place to ensure the water is safe for public consumption. The physicians and health care providers in attendance were very receptive and supportive of Pure Water San Diego and can now share what they learned with their colleagues and patients.



Panel of Experts (from left to right): Jason Dudakis, R. Rhodes Trussell, Bill Pearce, and Mitsuo Tomita, M.D.

City of San Diego Wins U.S. Water Prize (continued)



Public Utilities Director Halla Razak discusses U.S. Water Prize win and City's achievements in an interview with Water World Magazine.

The Coca-Cola Company and the Electric Power Research Institute were fellow 2015 winners.

The City is honored to be a Water Prize winner and continues its dedication to water sustainability innovation and to pursuing cutting edge technology to increase San Diego's water independence.

Pure Water San Diego Partners with USD Students to Inform San Diegans (continued)

In addition to the videos, each team created an infographic to visually convey the key messages of the Pure Water San Diego program. Here are a few of their creative designs!



Lastly, the students created a social media hashtag (#) for their chosen demographic and asked survey participants to write down what Pure Water means to them in a few key words. The students then took photos of the participants holding up a sign with their hashtag included. At the end of the semester, the students presented their videos, infographics and outreach recommendations to a panel of judges that included the following community leaders and USD alumni:

- Chanelle Hawken, San Diego Chamber of Commerce
- Sara Kent, Coastal Environmental Rights Foundation
- Brent Eidson, City of San Diego Public Utilities
- Sara Katz, Katz & Associates
- Daniel McArdle-Jaimes, Katz & Associates

		
<p>CREATE A SOCIAL MEDIA HASHTAG (#)</p>	<p>18-26 YEAR-OLD DEMOGRAPHIC</p>	<p>30-40 YEAR-OLD WOMEN DEMOGRAPHIC</p>
	<p>#WeDrinkPure #DrinkUpSD #IdTapThat</p>	<p>#BeTheBestDrinkTheBest #ClearTheFear #NeverThirsty</p>

Thank you to the USD students, USD professor Dr. Leeva Chung and the panel of judges for their hard work and commitment to the continued advancement of Pure Water San Diego! The City of San Diego Public Utilities Department is working to identify additional opportunities to partner with other local universities to develop even more creative, engaging and fun ways to spread the word about Pure Water.

What's New in...Youth Education

The next generation of San Diegans will make decisions about future water supply solutions, which is why the City has a strong focus on telling youth about the long-term benefits that Pure Water San Diego will provide and showing them the Advanced Water Purification Facility. Here are some recent youth-oriented events Pure Water staff has attended.

Porter Elementary School Career Fair – March 12, 2015

While students don't have to determine what they will do with the rest of their lives when they are 10 or 11 years old, it's a great time to start thinking about what career fields might be of interest. In March, staff participated in Porter Elementary School's Career Fair to demonstrate the water purification process to 5th grade students and to get them thinking about careers in water, whether it be as an engineer, a water resources manager, a teacher, a chemist or many other options. It was a great opportunity to have a dialogue with students about San Diego's water supply and what the City will do to address the water challenges it faces.

YMCA "I Love Water" Fair – April 2, 2015

Four different YMCAs participated in the YMCA Spring Break Camp "I Love Water" Fair in early April at Pacific Beach Middle School. More than 100 campers rotated through stations that taught them about San Diego's water. At the Pure Water station, students talked about all the ways they use water every day and participated in a hands-on activity that showed them how water purification technology cleans recycled water to produce safe drinking water.



Pure Water staff demonstrated how the water purification process cleans recycled water to Porter Elementary School students (left) and YMCA campers (right).

 @PureWaterSD



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