

Appendix H: Public Outreach and Education

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Community Events: Events Database

A list of events in which the Demonstration Project team participated.



WATER PURIFICATION DEMONSTRATION PROJECT COMMUNITY EVENT INVOLVEMENT (OCTOBER 2010 – OCTOBER 2012)

- **Little Italy Festa** (Sunday, October 10, 2010)
- **Executive Square Green Fair** (Friday, October 29, 2010)
- **13th Annual San Diego Multicultural Festival** (Saturday, January 15, 2011)
- **Vietnamese Tet Festival** (Friday, January 28 - Sunday, January 30, 2011)
- **San Diego Chinese New Year Fair**
(Saturday, February 12 - Sunday, February 13, 2011)
- **Heritage Weekend Festival and Parade** (Saturday, February 26, 2011)
- **Science Festival Expo** (Saturday, March 26, 2011)
- **Lao New Year** (Saturday, April 02 - Sunday, April 03, 2011)
- **EarthFair** (Sunday, April 17, 2011)
- **Qualcomm Earth Day Fair** (Friday, April 22, 2011)
- **City of San Diego's Take Your Daughters and Sons to Work Day**
(Thursday, April 28, 2011)
- **Sally Ride Science Festival** (Saturday, May 14, 2011)
- **Scripps Ranch Green Fair** (Sunday, May 15, 2011)
- **RiverFest** (Sunday, May 15, 2011)
- **City of San Diego's National Public Works Week**
(Monday, May 16 - Friday, May 20, 2011)
- **Fiesta Del Sol** (Saturday, August 13 - Sunday, August 14, 2011)
- **Mira Mesa Street Fair** (Saturday, September 17, 2011)
- **Politifest** (Saturday, September 17, 2011)
- **Filipino American Arts & Culture Festival (FilAm Fest)**
(Saturday, October 01, 2011)
- **Wesley Methodist Church's Health Fair** (Saturday, October 08, 2011)
- **Serra Mesa Community Fair** (Saturday, October 15, 2011)
- **Girl Scouts World of Water Workshop** (Saturday, October 22, 2011)
- **SDSA High Tech Fair**
(Tuesday, February 07 - Wednesday, February 08, 2012)
- **Greater San Diego Science and Engineering Fair**
(Wednesday, March 21, 2012)
- **San Diego Science Festival Expo Day** (Saturday, March 24, 2012)
- **Rolando Street Fair** (Sunday, March 25, 2012)
- **Qualcomm Earth Day Event** (Wednesday, April 18, 2012)
- **Linda Vista Multicultural Festival** (Saturday, April 21, 2012)
- **EarthFair** (Sunday, April 22, 2012)
- **City of San Diego Celebrate the Earth** (Monday, April 23, 2012)
- **Scripps Research Institute Employee Fair** (Wednesday, April 25, 2012)
- **Take Your Sons and Daughters to Work Day** (Thursday, April 26, 2012)
- **BD Biosciences Earth Day Fair** (Friday, April 27, 2012)
- **Logan Heights Library Earth Day Event** (Saturday, April 28, 2012)
- **Clairemont Garden Tour & Expo** (Saturday, May 05, 2012)
- **Fiesta de los Penasquitos** (Sunday, May 06, 2012)
- **Scripps Ranch Community Fair** (Sunday, May 06, 2012)
- **Allied Gardens SpringFest** (Saturday, May 12, 2012)
- **Juneteenth Celebration** (Saturday, June 16, 2012)
- **San Diego Horticultural Society** (Monday, August 13, 2012)
- **Mira Mesa Street Fair** (Saturday, September 15, 2012)
- **Filipino American Arts & Culture Festival (FilAmFest)**
(Saturday, October 06, 2012)

Community Events: Event Welcome e-blast

A template for the e-blast sent to Demonstration Project booth visitors at community events.

Having trouble viewing this email? [Click here](#)

You're receiving this email because you have expressed interest in the City of San Diego's Water Purification Demonstration Project. Please [confirm](#) your continued interest in receiving email from us. To ensure that you continue to receive emails from us, add purewatersd@sandiego.gov to your address book today.

You may [unsubscribe](#) if you no longer wish to receive our emails.

	<p>Water Reuse Program</p> <h1>Water Purification Demonstration Project</h1>
<p>Quick Links</p> <p>Water Purification Demonstration Project</p> <p>City of San Diego</p> <p>Sign up for emails</p> <p>Forward email to a friend</p>	<p>The City of San Diego Public Utilities Department</p>
<p>Contact Us</p> <p>(619) 533-7572</p>    	<p>June 26, 2012</p>
<p>Water Purification Demonstration Project</p> <p>The City of San Diego's water resource strategy includes planning, conservation, recycled water, groundwater, water reuse, and watershed and resource protection to help meet future water needs.</p>	<p>Dear [NAME],</p> <p>Thank you for visiting our City of San Diego Water Purification Demonstration Project booth at the [EVENT] on [DATE]. As part of the City's effort to provide a local and sustainable water supply, the Demonstration Project is examining the use of water purification technology to provide safe and reliable water for San Diego's future.</p>  <p>Based on the information card you completed at the event, we have added you to our project's email list. We will keep you updated about the latest happenings with the Water Purification Demonstration Project. Your information will be used only for this project's outreach. Please be sure to add us to your safe senders so you can continue to receive our emails. If at any time you are no longer interested in learning about our project, please click "Unsubscribe" at the bottom of our emails.</p>
 	<p>Sincerely, Danielle Thorsen Community Outreach Specialist San Diego Public Utilities Department 600 B Street, Suite 600 San Diego, CA 92101 Office: (619) 533-6606 DThorsen@sandiego.gov</p>
<p>Learn More</p>	
<p>Tour the Advanced Water Purification Facility to get a closer look at water purification in action. Sign up for a tour at purewatersd.org/tours.shtml.</p> <p>Can't make it out for a tour? Email purewatersd@sandiego.gov to request a Demonstration Project presentation for your group or to ask any project-related questions.</p>	
<p>The Demonstration Project has been funded in part by grants from the U.S. Bureau of Reclamation and from a Proposition 50 grant administered by the California Department of Water Resources.</p>	

AWP Facility Tour Program: Tour Flier (full page)

A Site to See



Tours Available

Explore San Diego's first water purification testing facility on a guided tour.

Experience the water purification process:

- See how wastewater becomes purified water
- See what other places are already drinking purified water
- See the comparison of purified water, drinking water, and recycled water

Signing up is easy:

- Email your request to PureWaterSD@sandiego.gov
- Call (619) 533-4631
- Register online at www.PureWaterSD.org/tours.shtml



Scan this code to connect to our tour page!
How? Use your smartphone with a QR code reader. Open the code reader app and scan the code using your phone's camera.



Can't tour in person?

- View a virtual tour online at www.PureWaterSD.org
- Schedule a presentation for your organization — email PureWaterSD@sandiego.gov or call (619) 533-6638

AWP Facility Tour Program: Tour Flier (half page)

Open for Tours

Water Purification | Demonstration Project



Tours Available

Explore San Diego's first water purification testing facility on a guided tour.

Experience the water purification process:

- See how wastewater becomes purified water
- See what other places are already drinking purified water
- See the comparison of purified water, drinking water, and recycled water

Signing up is easy:

- Email your request to PureWaterSD@sandiego.gov
- Call (619) 533-4631
- Register online at www.PureWaterSD.org/tours.shtml

Can't tour in person?

- View a virtual tour online at www.PureWaterSD.org
- Schedule a presentation for your organization — email PureWaterSD@sandiego.gov or call (619) 533-6638



THE CITY OF SAN DIEGO



The City of San Diego Public Utilities Department

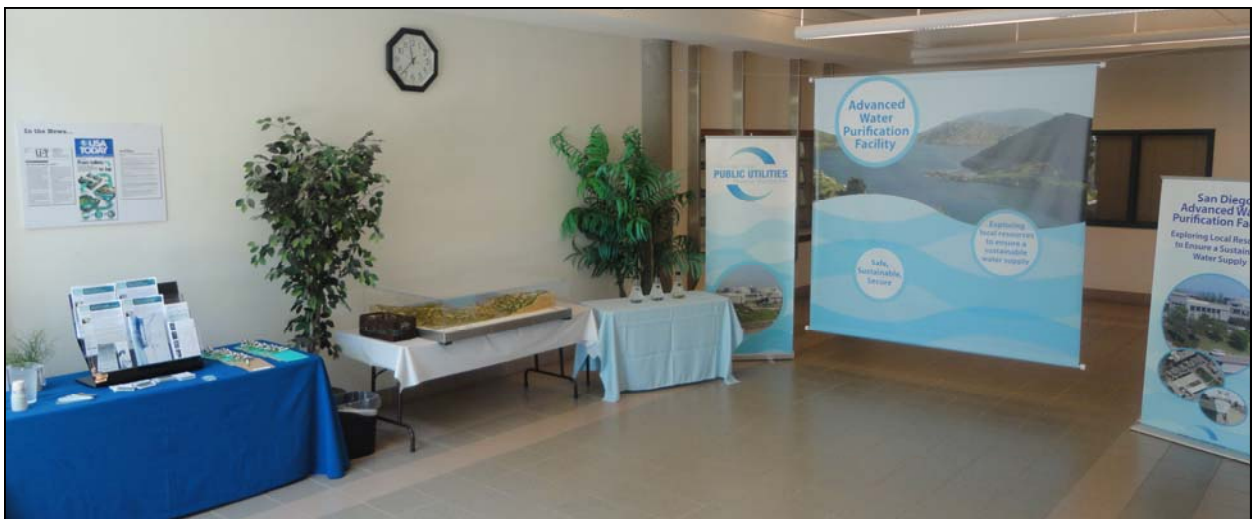
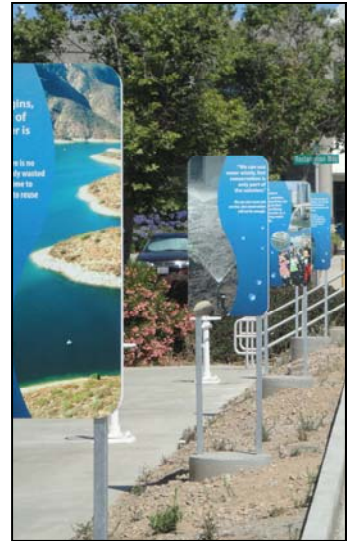
(619) 533-7572 • www.PureWaterSD.org

Printed on recycled paper.

This information is available in alternative formats upon request.

AWP Facility Tour Program: Facility Graphics and Layout

AWP Facility Layout and Graphics



AWP Facility Tour Program: Tour List

List of tours from June 2011 through December 2012.

**AWP Facility Tours
(June 2011 - December 2012)**

Date	Time	Tour Group	Attendance
06/06/11	All day	Independent Advisory Panel	29
06/08/11	8:30 - 9:30 a.m.	Public Utilities Executive Staff	15
06/09/11	10 - 11 a.m.	Public Utilities Staff	9
06/09/11	11 a.m. - 12 p.m.	Public Utilities Staff	9
06/29/11	9 - 10 a.m.	American Assembly & Water Reliability Coalition	6
06/29/11	10 - 11 a.m.	American Assembly & Water Reliability Coalition	7
06/29/11	11 a.m. - 12 p.m.	American Assembly & Water Reliability Coalition	8
06/29/11	1 - 2 p.m.	American Assembly & Water Reliability Coalition	4
06/29/11	2 - 3 p.m.	American Assembly & Water Reliability Coalition	2
07/05/11	10 - 11 a.m.	Elected officials and water industry members	4
07/05/11	11 a.m. - 12 p.m.	Elected officials and water industry members	6
07/05/11	2 - 3 p.m.	Elected officials and water industry members	2
07/06/11	10 - 11 a.m.	Elected officials and water industry members (Councilmember Alvarez)	10
07/06/11	11 a.m. - 12 p.m.	Elected officials and water industry members	4
07/07/11	10 - 11 a.m.	Elected officials and water industry members	4
07/07/11	2 - 3 p.m.	Elected officials and water industry members (Councilmember Faulconer)	15
07/08/11	All day	Recycled Water Study	10
07/12/11	10 - 11 a.m.	Elected officials and water industry members	12
07/12/11	11 a.m. - 12 p.m.	Elected officials and water industry members	5
07/12/11	1 - 2 p.m.	Elected officials and water industry members	5
07/12/11	3:30 - 4:30 p.m.	Mayor's Office	13
07/14/11	10 - 11 a.m.	Elected officials and water industry members	11
07/14/11	1 - 2 p.m.	Elected officials and water industry members	4
07/14/11	2 - 3 p.m.	Elected officials and water industry members	11
07/19/11	10 - 11 a.m.	General public	9
07/19/11	11:30 a.m. - 12:30 p.m.	General public	10
07/20/11	11 a.m. - 12 p.m.	Elementary Institute of Science	16
07/21/11	10 - 11 a.m.	General public	18
07/21/11	11:30 a.m. - 12:30 p.m.	General public	4
07/23/11	11 a.m. - 12 p.m.	National University	14
07/26/11	10 - 11 a.m.	General public	14
07/26/11	11:30 a.m. - 12:30 p.m.	General public	6
07/27/11	5 - 6 p.m.	CWEA	13
07/27/11	6 - 7 p.m.	General public	11
07/28/11	10 - 11 a.m.	General public	9
07/28/11	11:30 a.m. - 12:30 p.m.	SABIT Group	13
08/02/11	10 - 11 a.m.	General public	19
08/02/11	11:30 a.m. - 12:30 p.m.	General public	12
08/04/11	10 - 11 a.m.	General public	10
08/04/11	11:30 a.m. - 12:30 p.m.	General public	10
08/04/11	2 - 3 p.m.	Councilmember Lightner	9
08/09/11	10 - 11 a.m.	General public	13
08/09/11	6 - 7 p.m.	General public	13
08/11/11	10 - 11 a.m.	General public	13
08/11/11	11:30 a.m. - 12:30 p.m.	General public, IEA	21
08/16/11	10 - 11 a.m.	General public	5
08/16/11	11:30 a.m. - 12:30 p.m.	General public	6
08/17/11	10 - 11:30 a.m.	WateReuse Association	30
08/18/11	10 - 11 a.m.	General public	12
08/18/11	11:30 a.m. - 12:30 p.m.	General public	6
08/20/11	11 a.m. - 12 p.m.	General public	17

**AWP Facility Tours
(June 2011 - December 2012)**

Date	Time	Tour Group	Attendance
08/22/11	3 - 4 p.m.	Councilmember Gloria	2
08/23/11	10 - 11 a.m.	General public	12
08/23/11	11:30 a.m. - 12:30 p.m.	General public	12
08/25/11	10 - 11 a.m.	General public	13
08/25/11	11:30 a.m. - 12:30 p.m.	General public	7
08/30/11	10 - 11 a.m.	General public	14
08/30/11	11:30 a.m. - 12:30 p.m.	General public	15
08/31/11	3 - 4:30 p.m.	Ambler Tours	47
08/31/11	5 - 6 p.m.	Audubon Society	12
09/01/11	8:30 - 9:30 a.m.	U.S. Bureau of Reclamation	5
09/01/11	10 - 11 a.m.	General public	13
09/01/11	11:30 a.m. - 12:30 p.m.	General public	5
09/02/11	9 - 10 a.m.	U.S. Bureau of Reclamation	5
09/06/11	10 - 11 a.m.	City of San Diego staff	9
09/06/11	1 - 2 p.m.	City of San Diego staff	14
09/06/11	9 - 10 a.m.	City of San Diego staff	8
09/06/11	11 a.m. - 12 p.m.	City of San Diego staff	10
09/08/11	11:30 a.m. - 12:30 p.m.	General Public	8
09/09/11	4:15 p.m.	Water Education Foundation	42
09/13/11	10 - 11 a.m.	General public	6
09/14/11	9 - 10 a.m.	Kipp Elementary School	65
09/14/11	11:30 a.m. - 12:30 p.m.	Home school group	21
09/15/11	9:30 - 11 a.m.	Kipp Elementary School	36
09/15/11	11:30 a.m. - 12:30 p.m.	General public	1
09/15/11	6 - 7 p.m.	General public	4
09/19/11	2 - 3 p.m.	Home school group	5
09/20/11	10 - 11 a.m.	General public	16
09/20/11	1 - 2 p.m.	Scripps Intitute of Oceanography	17
09/22/11	10 - 11 a.m.	General public	10
09/22/11	11:30 a.m. - 12:30 p.m.	General public	16
09/24/11	11 a.m. - 12 p.m.	General public	7
09/27/11	9 - 10 a.m.	City of San Diego staff	11
09/27/11	10 - 11 a.m.	City of San Diego staff	11
09/27/11	11 a.m. - 12 p.m.	City of San Diego staff	20
09/27/11	1 - 2 p.m.	City of San Diego staff	5
09/29/11	10 - 11 a.m.	General public	10
09/29/11	11:30 a.m. - 12:30 p.m.	General public	5
10/03/11	11 a.m. - 12 p.m.	City of San Diego staff	11
10/04/11	9:30 - 11 a.m.	High Tech High School	41
10/06/11	10 - 11 a.m.	General Public	6
10/08/11	11 a.m. - 12 p.m.	General Public	10
10/08/11	12:30 - 1:30 p.m.	Elementary Institute of Science	7
10/11/11	9 - 10 a.m.	Asian Business Association	6
10/13/11	10 - 11 a.m.	City of San Diego staff	11
10/17/11	10 - 11 a.m.	San Diego County Grand Jury	10
10/17/11	11 a.m. - 12 p.m.	Coachella Valley Water District	5
10/18/11	6 - 7 p.m.	Boy Scouts Den	17
10/19/11	1 - 2 p.m.	Mesa College Sustainability Class	13
10/19/11	3 - 4 p.m.	Thomas Jefferson School of Law Environmental Class	12
10/20/11	10 - 11 a.m.	General Public	3
10/27/11	10 - 11 a.m.	General Public	5

**AWP Facility Tours
(June 2011 - December 2012)**

Date	Time	Tour Group	Attendance
11/01/11	9:30 - 11 a.m.	Pacific Beach Elementary School	42
11/03/11	11:30 a.m. - 12:30 p.m.	General Public	6
11/05/11	10 - 11 a.m.	General Public	5
11/05/11	11:30 a.m. - 12:30 p.m.	Cub Scouts	32
11/08/11	10:30 a.m. - 12:30 p.m.	King-Chavez High School	59
11/09/11	10 - 11 a.m.	Assemblymember Fletcher and General Public	7
11/09/11	11 a.m. - 12 p.m.	Home school group	26
11/09/11	1 - 2 p.m.	UCSD Medical School and United Utilities	18
11/10/11	10 - 11 a.m.	SDSU Water Quality Investigation class	11
11/10/11	11:30 a.m. - 12:30 p.m.	Southwestern College class	14
11/17/11	11:30 a.m. - 12:30 p.m.	General Public	5
11/29/11	10 - 11 a.m.	General Public	10
11/29/11	11:30 a.m. - 12:30 p.m.	General Public	9
11/29/11	2 - 3 p.m.	La Jolla Village Greening Taskforce	21
12/02/11	11 a.m. - 12 p.m.	City of Los Angeles and General Public	4
12/02/11	12:30 - 1:30 p.m.	Catfish Club	13
12/08/11	10 - 11:30 a.m.	Pacific Beach Elementary School	42
12/10/11	10 - 11 a.m.	General Public	17
12/10/11	11:30 a.m. - 12:30 p.m.	Boy Scouts Den and Girl Scouts Troop	19
12/13/11	9:30 - 10:30 a.m.	Mexican government delegation	6
12/28/11	10 - 11 a.m.	Council District 4 staff	5
12/29/11	9:30 - 11:30 a.m.	Indian Nationals	2
01/09/12	10 - 11 a.m.	Conservation Action Committee	24
01/10/12	9:30 - 11:30 a.m.	San Diego Community College Older Adult Program	62
01/12/12	11:30 a.m. - 12:30 p.m.	Scripps Research Institute Toastmasters and Public	13
01/13/12	1:30 - 2:30 p.m.	Councilmember Emerald and Assemblymember Block's staff	10
01/17/12	10 - 11 a.m.	General Public	7
01/18/12	10 - 11 a.m.	UCSD Medical School	7
01/21/12	10 - 11 a.m.	Association of Hazardous Materials Professionals (PSW CHMM)	8
01/21/12	11:30 a.m. - 12:30 p.m.	416th Civil Affairs Battalion (Airborne)	25
01/24/12	11:30 a.m. - 12:30 p.m.	Allied Gardens Optimist Club and General Public	11
01/26/12	1:30 - 2:30 p.m.	California Water Environment Association and General Public	8
01/27/12	9:30 - 10:30 a.m.	Santa Clara Valley Water District	4
02/07/12	10 - 11 a.m.	General Public	10
02/09/12	10 - 11 a.m.	General Public	6
02/09/12	11:30 a.m. - 12:30 p.m.	General Public	1
02/11/12	10 - 11 a.m.	General Public	21
02/11/12	11:30 a.m. - 12:30 p.m.	Society of Women Engineers and General Public	13
02/21/12	10 - 11 a.m.	Iraqi Delegation	6
02/23/12	10 - 11 a.m.	General Public	7
02/28/12	11:30 a.m. - 12:30 p.m.	Francis Parker Upper School AP Environmental Science Class	17
03/01/12	10 - 11 a.m.	General Public	5
03/10/12	10 - 11 a.m.	Cuyamaca College	34
03/10/12	12 - 1 p.m.	Mensa Playgroup	17
03/15/12	11:30 a.m. - 1:30 p.m.	American Society of Mechanical Engineers	10
03/16/12	9 - 10 a.m.	Council President Young and Councilmember Zapf	4
03/16/12	11 a.m. - 12 p.m.	Point Loma Rotary Club	17
03/16/12	1 - 2 p.m.	Assemblymember Toni Atkins	2
03/20/12	10 - 11 a.m.	City of San Diego staff	17
03/20/12	11 a.m. - 12 p.m.	City of San Diego staff	17
03/22/12	11:30 a.m. - 12:30 p.m.	General public	4

**AWP Facility Tours
(June 2011 - December 2012)**

Date	Time	Tour Group	Attendance
03/27/12	10 - 11:15 a.m.	White Sands La Jolla	11
03/29/12	10 - 11 a.m.	General Public	4
03/29/12	11:30 a.m. - 12:30 p.m.	General public	11
04/02/12	9:30-10:30	Public Utilities Mentorship Group	11
04/03/12	10 - 11 a.m.	San Diego Job Corps	33
04/03/12	11:30 a.m. - 12:30 p.m.	General public	8
04/05/12	10 - 11 a.m.	General public	6
04/11/12	6 - 7 p.m.	General public	6
04/12/12	10 - 11 a.m.	SDSU Osher Institute	23
04/12/12	11:30 a.m. - 12:30 p.m.	General public	5
04/14/12	10 - 11 a.m.	Boy Scouts	18
04/14/12	11:30 a.m. - 12:30 p.m.	Presbyterian Windjammers	16
04/24/12	11:30 a.m. - 12:30 p.m.	General public	10
04/26/12	10 - 11 a.m.	UCSD Pharmacology Lab	14
05/01/12	10 - 11 a.m.	SCAP Water Issues Committee	10
05/01/12	11:30 a.m. - 12:30 p.m.	National University	9
05/01/12	1:30 - 2:30 p.m.	Brazilian delegates	2
05/03/12	3 - 4 p.m.	Bureau of Reclamation & Senate Committee	4
05/12/12	10 - 11 a.m.	Girl Scouts	14
05/12/12	10:30 - 11:30 a.m.	General public	9
05/12/12	11 a.m. - 12 p.m.	General public	9
05/12/12	12:30 - 1:30 p.m.	General public	6
05/17/12	10-11 a.m.	Comision Estatal de Servicios Publicos de Tijuana	14
05/22/12	10-11 a.m.	Environmental Health Advisory Board	7
05/24/12	10-11 a.m.	All Hallows Academy	24
05/25/12	9:45-10:45 a.m.	Congressman Bob Filner	2
05/29/12	9:30-10:30 a.m.	Lincoln High School	16
05/29/12	11 a.m.-12 p.m.	All Hallows Academy	28
05/31/12	10-11 a.m.	SDCWA and Member Agency Officials	14
06/03/12	1:30-3:30 p.m.	WateReuse Conference Attendees	30
06/05/12	11:30 a.m. - 12:30 p.m.	General Public	16
6/12/2012	10-11 a.m.	General Public	6
06/14/12	11:30 a.m. - 12:30 p.m.	General Public	10
06/20/12	6 p.m. - 7 p.m.	Sustainability Committee	18
06/21/12	11:30 a.m. - 12:30 p.m.	General Public	6
06/23/12	10-11 a.m.	General Public	15
06/26/12	11-12 p.m.	General Public	8
07/16/12	12:30 - 1:30 p.m.	Assemblymember Atkins Stakeholder	8
07/16/12	1:30 - 2:30 p.m.	SDCWA Mentorship Group	8
07/18/12	11-12 p.m.	Retirement Club	16
07/19/12	9:30 -10:30 a.m.	General Public	21
07/20/12	10 a.m. - 1 p.m.	CUWA Board	8
07/21/12	10-11 a.m.	General Public	4
07/24/12	6-7 p.m.	General Public	3
07/26/12	11:30 a.m. - 12:30 p.m.	Councilmember DeMaio staff and General Public	5
08/07/12	11:30 a.m. - 12:30 p.m.	EMWD and General Public	14
08/10/12	11:30 a.m. - 12:30 p.m.	International Symposium	16
08/16/12	11:30 a.m. - 12:30 p.m.	Torrey Pines Ski Club	9
08/18/12	10-11 a.m.	Girl Scouts	13
08/18/12	11:30 a.m. - 12:30 p.m.	General Public	6
08/22/12	6:30 p.m. - 7:30 p.m.	Coalition of Neighborhood Councils	12

**AWP Facility Tours
(June 2011 - December 2012)**

Date	Time	Tour Group	Attendance
08/27/12	3-4 p.m.	Australian delegates and Councilmember-elect Kersey	3
08/29/12	11:30 a.m. - 12:30 p.m.	Women's Environmental Council	15
08/30/12	3 - 4 p.m.	South Jordan, Utah, & Councilmember Alvarez's staff	10
09/13/12	10-11 a.m.	San Diego Christian Home School Group	27
09/13/12	11:30 a.m. - 12:30 p.m.	General Public	6
09/22/12	11:30 a.m. - 12:30 p.m.	General Public	14
09/26/12	9:30 a.m. - 10:30 a.m.	Kipp Adelante Preparatory Academy	33
09/26/12	10:30 a.m. - 11:30 a.m.	Kipp Adelante Preparatory Academy	28
09/26/12	11:30 a.m. - 12:30 p.m.	Kipp Adelante Preparatory Academy	24
09/26/12	1 p.m. - 2 p.m.	General Public	4
09/27/12	11:30 a.m. - 12:30 p.m.	Olympian High School	12
09/29/12	8 a.m. - 9 a.m.	Healthy Hair Project and Business Bootcamp	25
09/29/12	9:30 a.m. - 10:30 a.m.	SDSU Dept of Geography Water Resources class	11
10/06/12	11 a.m. - 12 p.m.	Cuyamaca College	22
10/09/12	8:30 - 11:30 a.m.	CA-NV AWWA Conference	25
10/09/12	2 - 5 p.m.	Profs. Mujeriego and Asano	2
10/11/12	1 p.m. - 2 p.m.	EMTS (Public Utilities employees)	30
10/11/12	2 p.m. - 3 p.m.	EMTS (Public Utilities employees)	18
10/17/12	11 a.m. - 12 p.m.	UCSD Medical Students	12
10/18/12	10 a.m. - 11 a.m.	Intetnational Society of Automation EXPO	5
10/18/12	11:30 a.m. - 1 p.m.	Kearny High School AP environmental science class	42
10/25/12	3 - 4 p.m.	San Jose Silicon Valley Chamber of Commerce	27
10/26/12	9:30 - 10:30 a.m.	San Diego County of Educators	18
10/30/12	10 - 11:30 a.m.	Serra High School AP Environmental Science class	32
11/01/12	10 - 11:30 a.m.	Serra High School AP Environmental Science class	51
11/02/12	10 - 11 a.m.	Museum School, 6th grade class	32
11/03/12	10 - 11 a.m.	Sustainable Scripps Ranch	9
11/08/12	10 - 11:30 a.m.	SDSU Water Quality Investigation class	19
11/09/12	9:45-11:15	Museum School, 7th grade class	29
11/09/12	11:30 a.m. - 12:30 p.m.	SDSU ASCE members	5
11/14/12	9:30 a.m. - 10:30 a.m.	California Association of Resource Conservation District conference attendees	9
11/14/12	11 a.m. - 12 p.m.	General Public	5
11/28/12	2 p.m. - 3 p.m.	General Public	4
11/28/12	3:30 p.m. - 4:30 p.m.	Girl Scouts	15
12/04/12	10:30 - 11:30 a.m.	California Department of Public Health	18
12/07/12	11:30 a.m. - 12:30 p.m.	UCSD and Public Utilities staff	6
12/08/12	10 a.m. - 11 a.m.	Girl Scouts	14
12/13/12	10 a.m. - 11 a.m.	Public Utilities Staff	6
12/13/12	11 a.m. - 12 p.m.	Public Utilities Staff	7

Total number of tour attendees:

3244

AWP Facility Tour Program: Tour Thank You e-blast

A template for the e-blast sent to AWP Facility tour guests following their visit.

Having trouble viewing this email? [Click here](#)

You're receiving this email because you have expressed interest in the City of San Diego's Water Purification Demonstration Project. Please [confirm](#) your continued interest in receiving email from us. To ensure that you continue to receive emails from us, add purewatersd@sandiego.gov to your address book today.

You may [unsubscribe](#) if you no longer wish to receive our emails.

	<p>Water Reuse Program</p> <h1>Water Purification Demonstration Project</h1>
<p>Quick Links</p> <p>Water Purification Demonstration Project</p> <p>City of San Diego</p> <p>Sign up for emails</p> <p>Forward email to a friend</p>	<p>The City of San Diego Public Utilities Department</p>
<p>Contact Us</p> <p>(619) 533-7572</p>    	<p>Dear (Contact First Name),</p>
<p>Water Purification Demonstration Project</p> <p>The City of San Diego's water resource strategy includes planning, conservation, recycled water, groundwater, water reuse, and watershed and resource protection to help meet future water needs.</p>	<p>Thank you for visiting the City of San Diego's Advanced Water Purification Facility on [DATE]. As you witnessed firsthand during the tour, the City's Water Purification Demonstration Project is examining the use of water purification technology to provide safe and reliable water for San Diego's future.</p>
 	 <p>Visit our Facebook page to view your group's photo from the tour. If you were unable to join us for your scheduled tour on [DATE], we hope you will join us for an upcoming tour by registering at purewatersd.org/tours.shtml.</p> <p>If you have friends or family who may be interested in learning more about this potential source of water, please encourage them to register for a tour at purewatersd.org/tours.shtml. We also welcome you to email us at purewatersd@sandiego.gov to request a presentation about the project for your group or organization.</p> <p>Want to support a full-scale water purification project in San Diego? Contact us to learn more.</p> <p>Thank you again for your interest in the Demonstration Project. We hope that you found the tour to be valuable and informative.</p>
<p>The Demonstration Project has been funded in part by grants from the U.S. Bureau of Reclamation and from a Proposition 50 grant administered by the California Department of Water Resources.</p>	<p>Sincerely, Marsi A. Steirer Water Purification Demonstration Project Director City of San Diego, Public Utilities Department</p>

[Forward email](#)



This email was sent to dhorsen@sandiego.gov by purewatersd@sandiego.gov | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

City of San Diego | Public Utilities Department | 600 B Street | Suite 600 | San Diego | CA | 92101

AWP Facility Tour Program: Feedback Form



Tour Survey

Date: _____

Thank you for attending today's tour. Please take a moment to give us feedback that will help us improve our tour program. Check the box that best applies under each question.

1) How informative was the tour?

Not informative Informative Very informative

2) Before the tour, how would you rate your understanding of the water purification process?

Poor Fair Good Excellent

3) After taking the tour, how would you rate your understanding of the water purification process?

Poor Fair Good Excellent

4) How would you rate your tour experience overall?

Poor Fair Good Excellent

5) What was the most valuable information you gained from the tour?

6) This tour would have been even better if...

7) Additional comments or questions:

8) Your ZIP code: _____

9) Organization(s) to which we should offer a tour or presentation:

Contact: _____

AWP Facility Tour Program: Feedback from Tour Guests

A sampling of quotes from the feedback tour guests emailed following their tour experience.

AWP Facility Tour Feedback Excerpts

Thank you and your staff for your forward looking needs of our environment.

It gives me hope that there are young people like yourselves that understand the pressing issues of saving limited resources.

Thank you so much for the free tour of the Water Purification Demonstration Project. My husband and I enjoyed it very much and are looking forward to having some of your lovely water in our tap water...

I want to thank you for an excellent tour this morning. The leaders were very knowledgeable, clear, and friendly. The demonstration project is quite impressive, and I now understand why we San Diegans should welcome well-treated water being added to the San Vicente Reservoir.

Although I personally am very familiar with the project most of our members were not and I think they learned a lot. You did an excellent job of explaining the project.

[J]udging from our informal discussion immediately after the tour- I would say it was very much appreciated. Much valuable information was shared, presented clearly, on a subject of utmost importance to the public's health.

Thank you SO much for having us! The consensus is that the students enjoyed the field trip. I'm a bit surprised considering it was educational. Just goes to show that the people on your end did a great job in relating it to the audience.

I think ALL schools should be made aware of and encouraged to tour your facility.

What a great tour you put on Thursday ... I've been for recycling of the water since the Ron Coss days. Hearing about it is fine, but actually seeing it work is amazing. The tour guides all did such a great job, really shows the pride in work. kudos to the whole gang up there.

Prior to the presentation, I hadn't considered where the upstream, land locked cities dump their treated sewer water. Seeing so many treatment plants along the feeders to Southern California water source made me realize the water treatment proposed for San Diego, is in fact already in place.

AWP Facility Tour Program: Feedback Analysis

TOUR FEEDBACK REPORT



July 2011–
December 2012

Advanced Water Purification Facility

An analysis of responses from Advanced Water Purification Facility tour participants to question and comment prompts on a self-administered post-tour survey card.

BACKGROUND AND PURPOSE

The Advanced Water Purification (AWP) Facility is the centerpiece of the Water Purification Demonstration Project's outreach efforts. Since its opening in June 2011, the AWP Facility has hosted tours for individuals both local and international.

Prior to the end of every tour, participants are encouraged to fill out a survey card in order to determine what aspects of the tour are successful and what aspects need refinement. Based on the results, the outreach team can then adjust the tour experience to reflect the needs of the participants and promote a better understanding of the AWP Facility and the Demonstration Project as a whole.

The survey card includes four quantitative questions (1-4) in which the participants must choose from scaled, pre-selected responses and three open-ended questions (5-7) in which the participants are free to answer in their own words. Additional demographic and outreach suggestion questions (8-9) conclude the survey card. A sample of the card is provided below.

Tour Survey

Date: _____

Thank you for attending today's tour. Please take a moment to give us feedback that will help us improve our tour program. Check the box that best applies under each question.

1) How informative was the tour?

Not informative Informative Very informative

2) Before the tour, how would you rate your understanding of the water purification process?

Poor Fair Good Excellent

3) After taking the tour, how would you rate your understanding of the water purification process?

Poor Fair Good Excellent

4) How would you rate your tour experience overall?

Poor Fair Good Excellent

5) What was the most valuable information you gained from the tour?

6) This tour would have been even better if...

7) Additional comments or questions:

8) Your ZIP code: _____

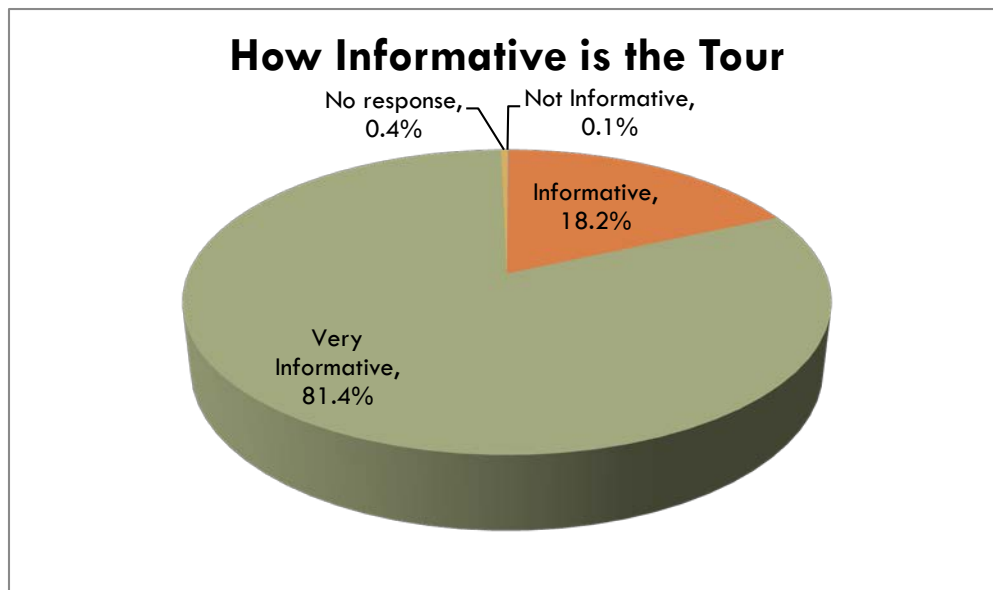
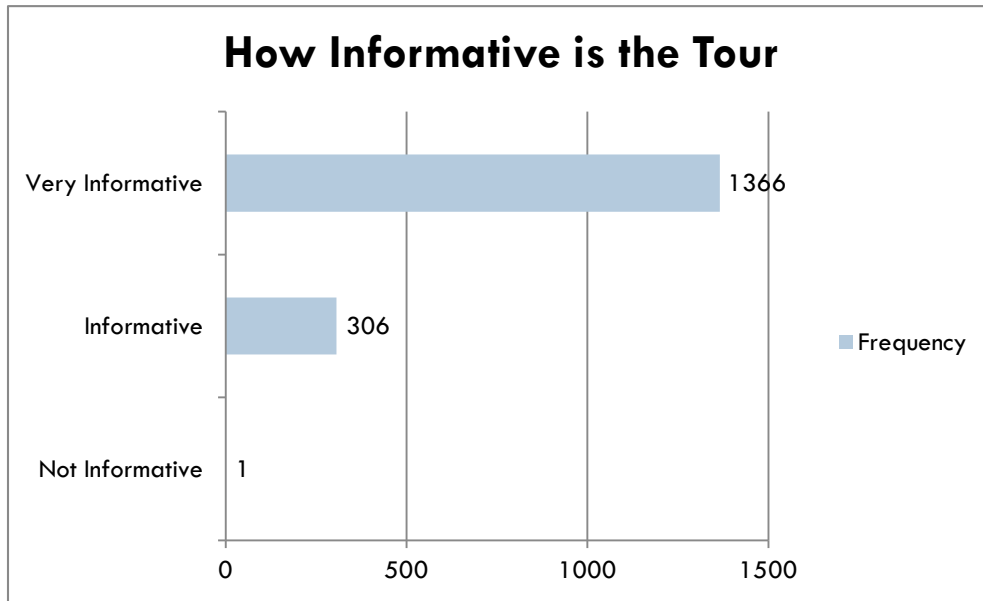
9) Organization(s) to which we should offer a tour or presentation:

Contact: _____

Thank you. We value your feedback.

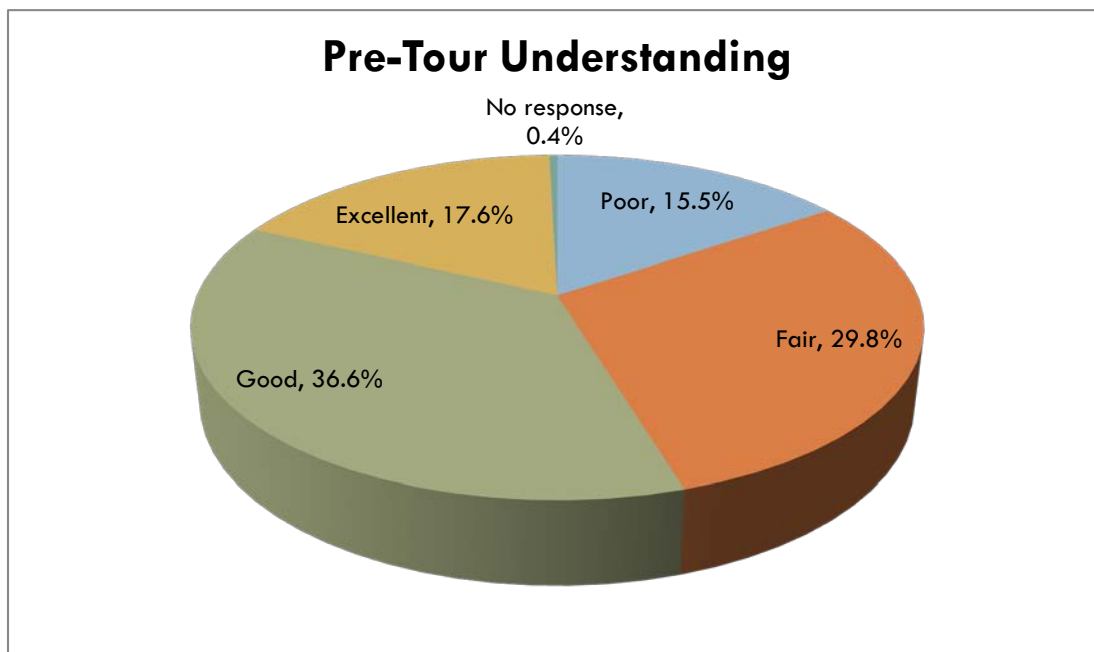
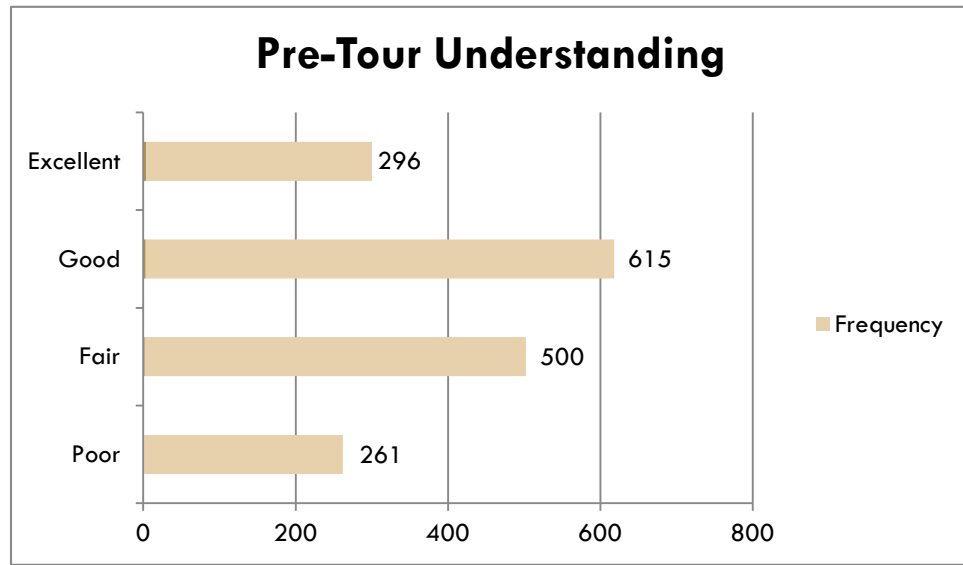
QUESTION ONE, 'HOW INFORMATIVE WAS THE TOUR?'

JULY 2011 - DECEMBER 2012 CUMULATIVE RESULTS



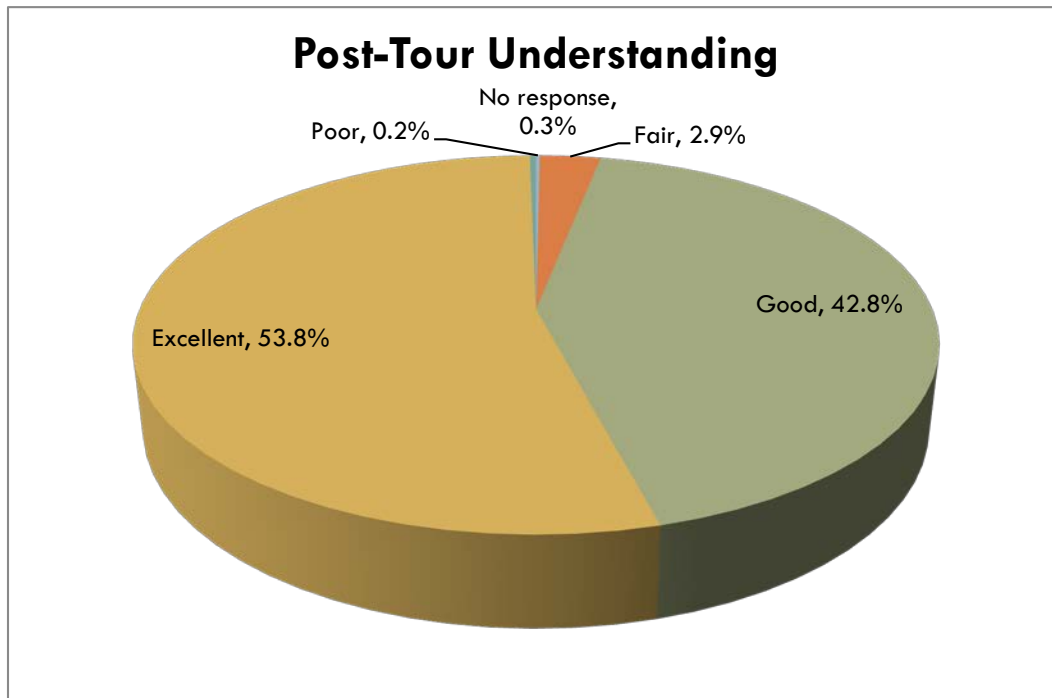
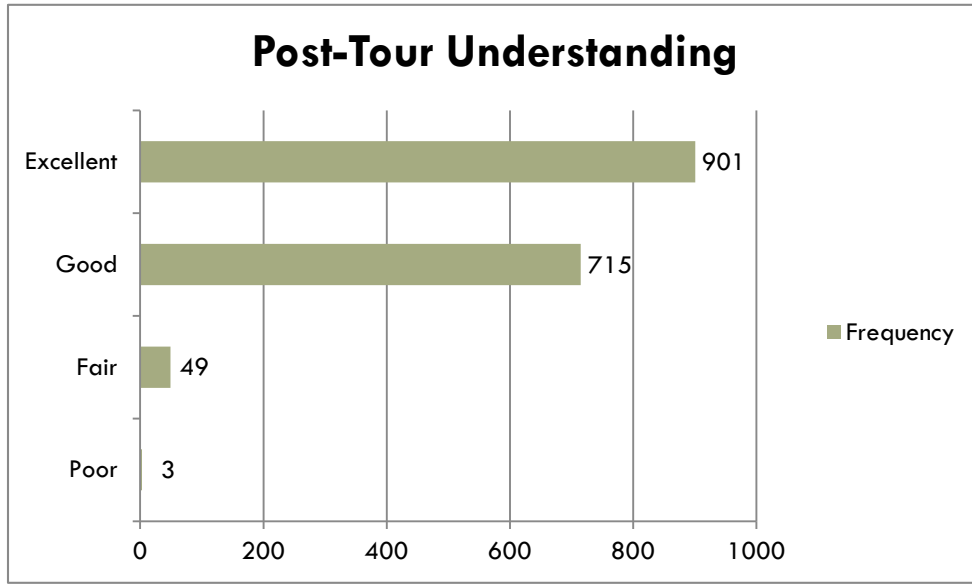
QUESTION TWO, 'BEFORE THE TOUR, HOW WOULD YOU RATE YOUR UNDERSTANDING OF THE WATER PURIFICATION PROCESS?'

JULY 2011 - DECEMBER 2012 CUMULATIVE RESULTS



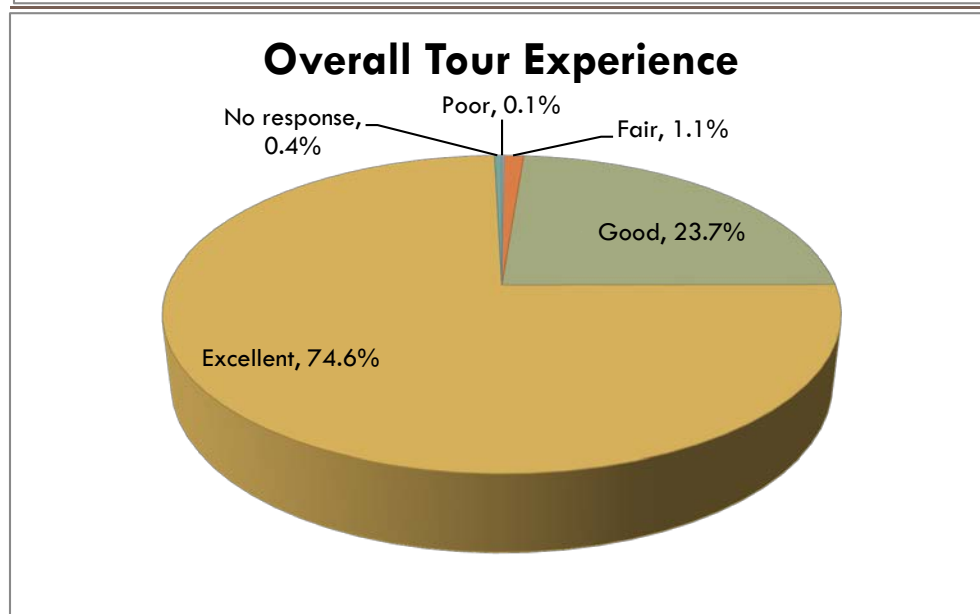
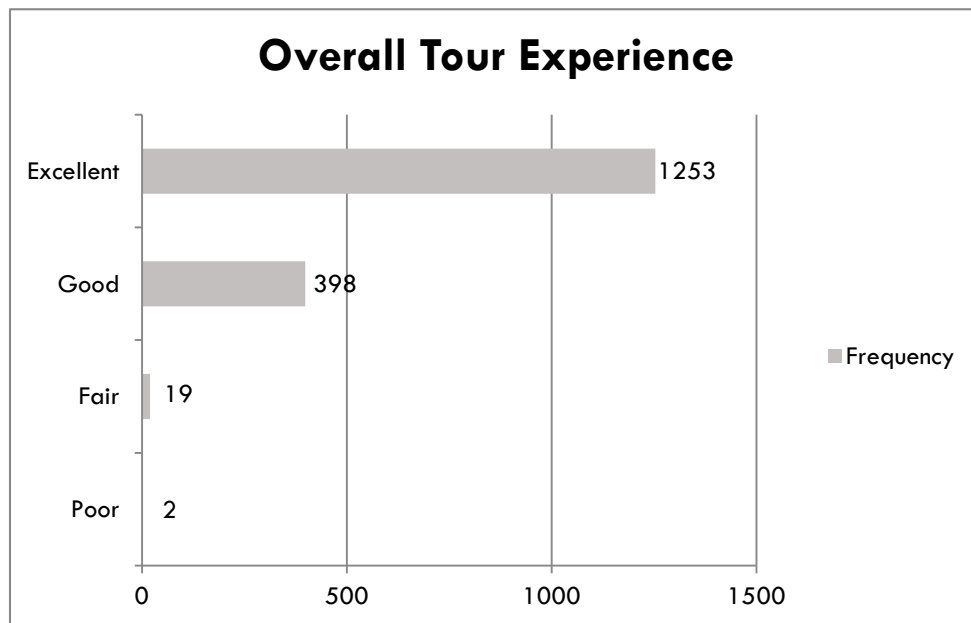
QUESTION THREE, 'AFTER TAKING THE TOUR, HOW WOULD YOU RATE YOUR UNDERSTANDING OF THE WATER PURIFICATION PROCESS?'

JULY 2011 - DECEMBER 2012 CUMULATIVE RESULTS



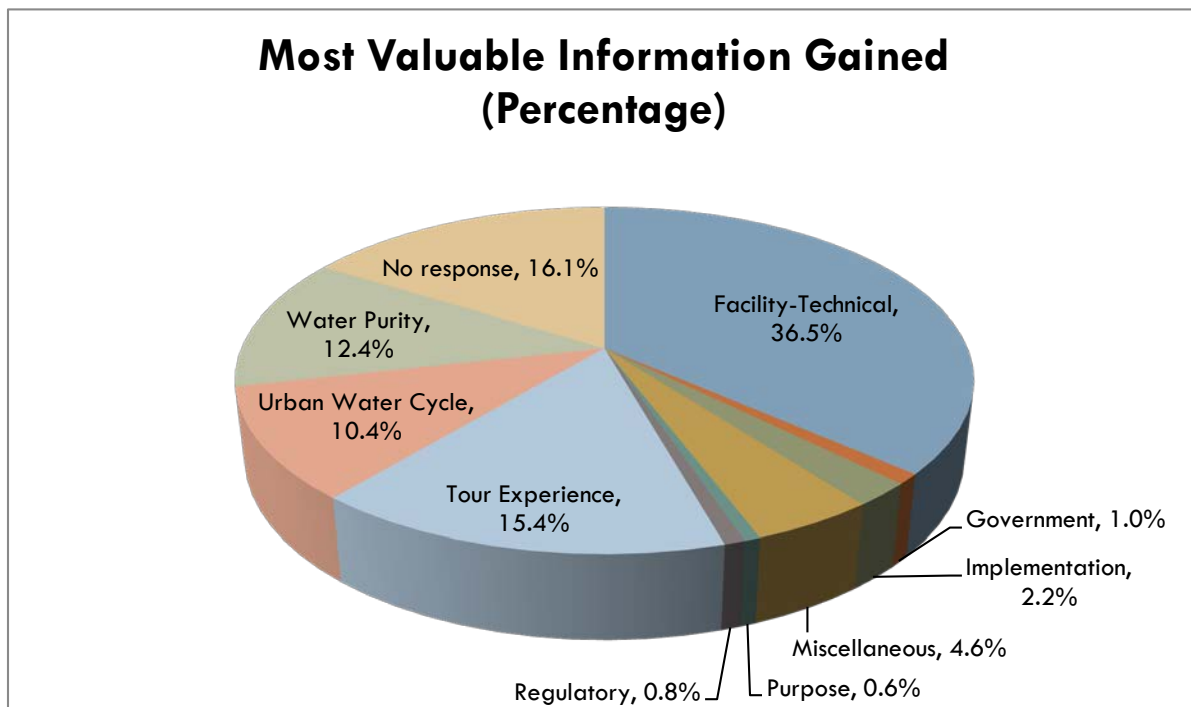
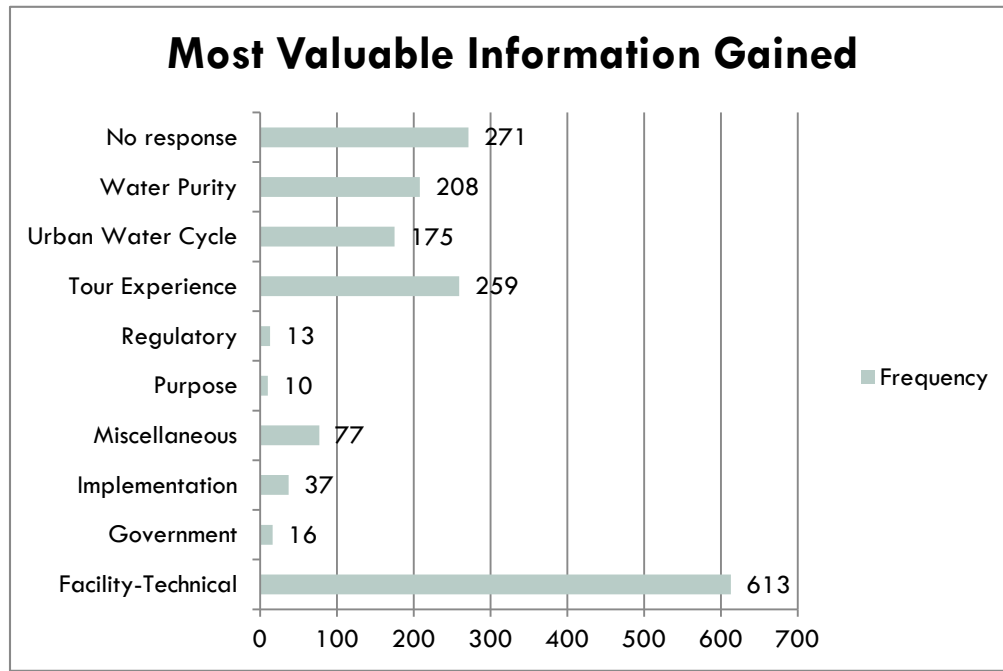
QUESTION FOUR, 'HOW WOULD YOU RATE YOUR TOUR EXPERIENCE OVERALL?'

JULY 2011 - DECEMBER 2012 CUMULATIVE RESULTS



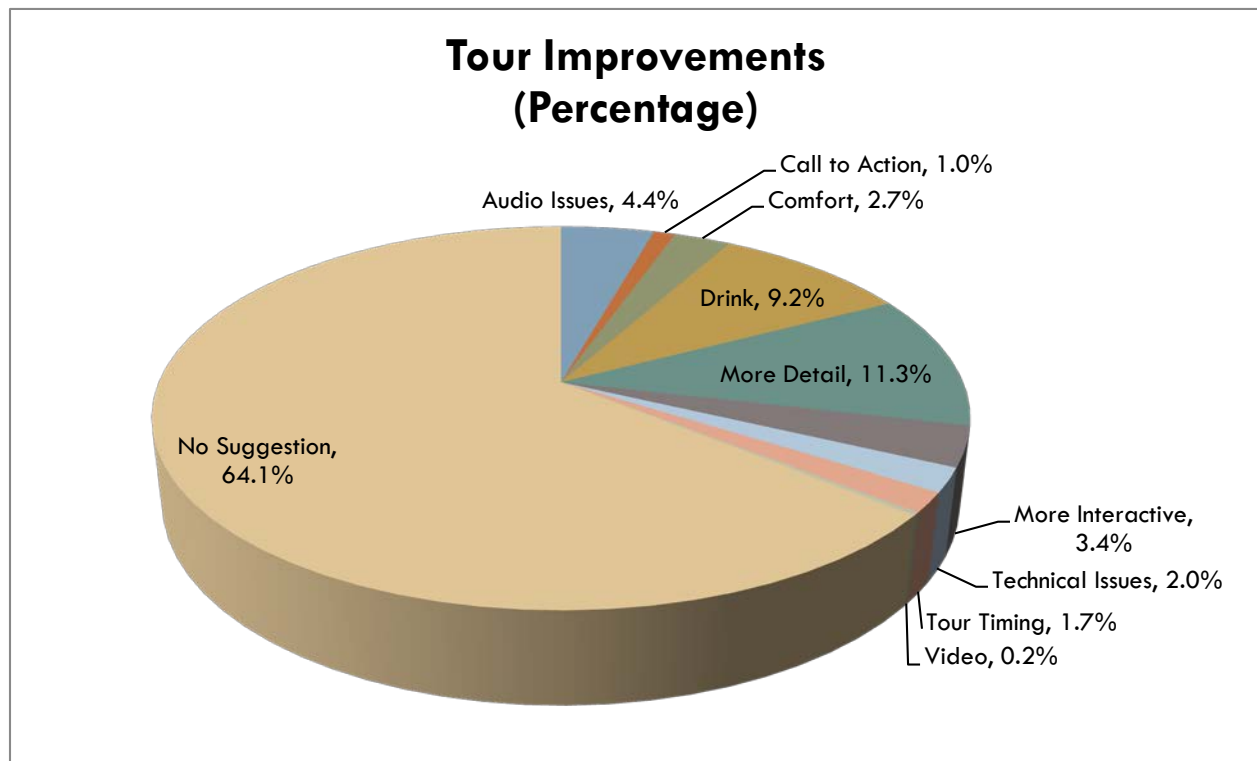
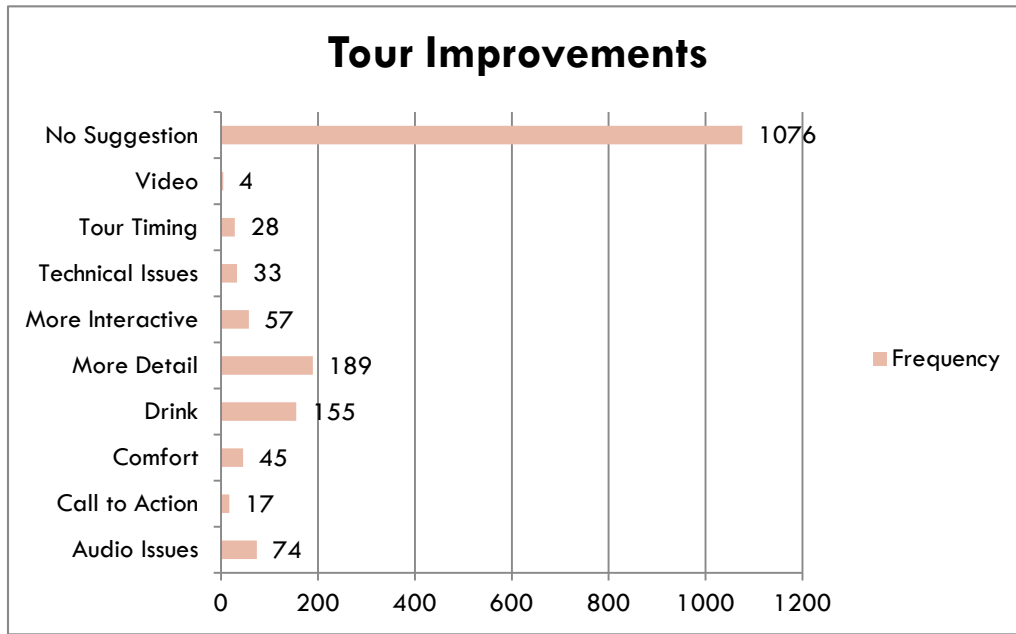
QUESTION FIVE, 'WHAT WAS THE MOST VALUABLE INFORMATION YOU GAINED FROM THE TOUR?'

JULY 2011 - DECEMBER 2012 CUMULATIVE RESULTS



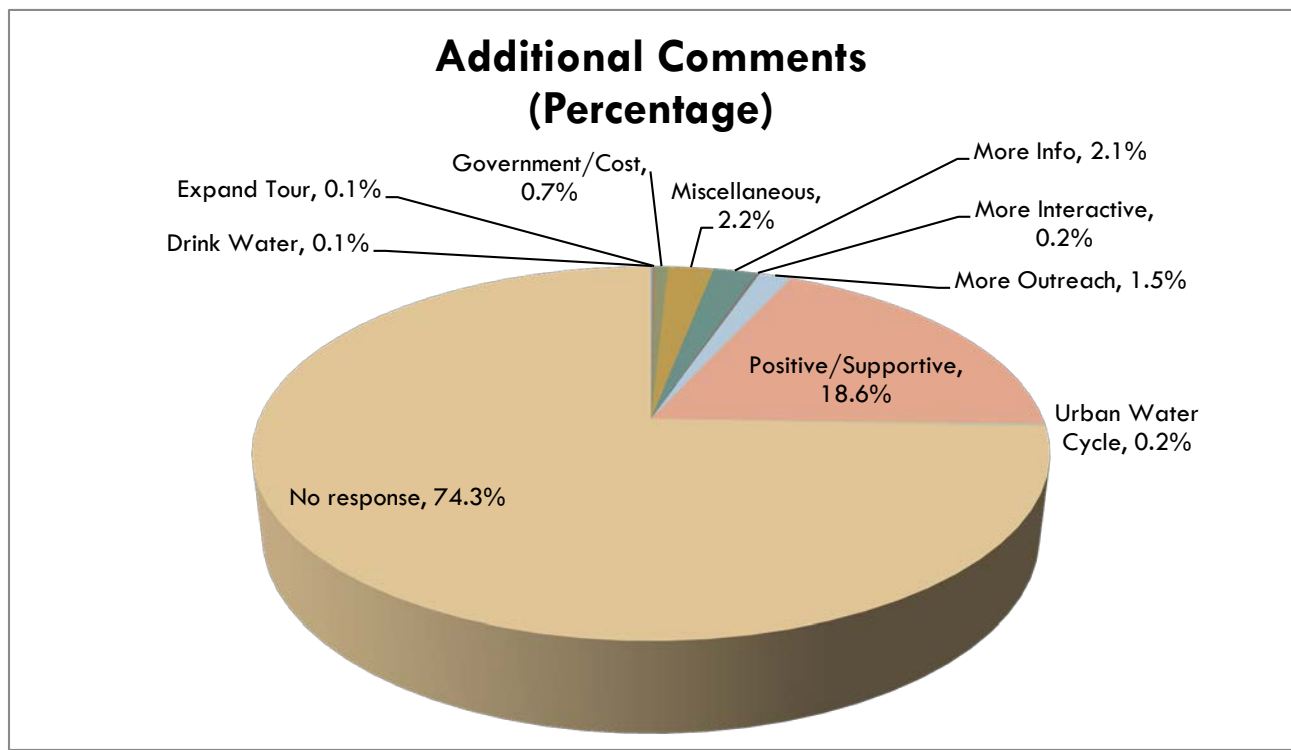
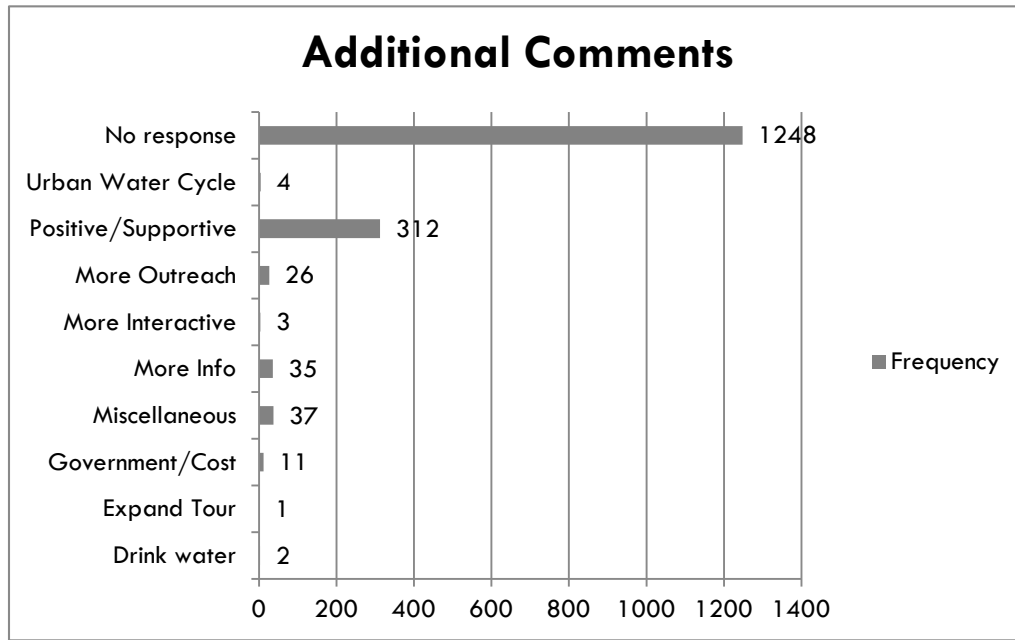
QUESTION SIX, 'THIS TOUR WOULD HAVE BEEN BETTER IF...'

JULY 2011 - DECEMBER 2012 CUMULATIVE RESULTS



QUESTION SEVEN, 'ADDITIONAL COMMENTS OR QUESTIONS'

JULY 2011 - DECEMBER 2012 CUMULATIVE RESULTS



SUMMARY OF RESULTS

QUESTIONS 1-4

The first set of questions (1-4) is quantitative and feature scaled, pre-selected answers from which tour participants could choose from. These questions aimed to measure tour participants' feelings on the informational content of the tour as well as their overall tour experience. Questions two and three measured participants' pre-tour and post-tour understanding of the water purification process to gauge if the tour experience served to heighten their understanding.

Between July 2011 and December 2012, a vast majority of those who participated in the tour of the AWP Facility rated the tour as "very informative." Only one response out of 1,679 responses characterized the tour as "not informative."

In evaluating their existing knowledge, 54 percent of participants characterized their pre-tour understanding of water purification as either "good" (36.6 percent) or "excellent" (17.6 percent) while nearly 97 percent of respondents characterized their post-tour understanding as "good" (42.8 percent) or "excellent" (53.8 percent). The numbers show a positive correlation between the tour experience and a rise in understanding of the water purification process.

The vast majority of participants (nearly 75 percent) rated their tour experience as "excellent."

QUESTIONS 5-7

The second set of questions (5-7) is qualitative or open-ended and participants answered them in their own words. Their responses were then assigned categories based on content (see Tour Feedback Report Appendices A, B, and C) in order to analyze any trends in their responses.

The majority of participants stated that the most valuable information they gained from the tour was knowledge of the water purification process and being able to see, up close, the water purification equipment functioning.

When asked how they would improve their tour experience, the majority of participants gave either no suggestion or general positive feedback.

When asked for additional comment, the majority of participants offered either no response or general positive feedback.

Overall feedback, both quantitative and qualitative, was positive and encouraging from the beginning of the tour program. In analyzing the monthly trends, the numbers showed no major issues to reconcile and no cause for major tour improvements. Participants generally found the tour to be educational, interesting and a positive experience.

APPENDIX A - EXPLANATORY KEY FOR OPEN-ENDED QUESTION #5

‘WHAT WAS THE MOST VALUABLE INFORMATION YOU GAINED FROM THE TOUR’

Response Category	Definition
Water Purity	Any mention of the purity, safety or clarity of the product water
Tour Experience	Includes mentions of “downstream,” videos, guide knowledge and any mention towards the overall tour as an educational experience
Facility-Technical	Any mention of the actual equipment and/or knowledge gained by seeing and interacting. Also refers to the mention of the process of water purification
Government	Any mention of government (particularly the City) involvement with the project
Urban Water Cycle	Any mention of the water cycle (natural or urban), where our water comes from, where it goes, recycled water, reclamation, etc.
Implementation	Any mention of implementation or timeline for the project, long-term planning, cost-savings of implementation
Regulatory	Any mentions of regulations or policies
Purpose	Learning of the purpose for the Demonstration Project or of a full-scale project
Miscellaneous	Does not fall in a category or is not a relevant response

APPENDIX B – EXPLANATORY KEY FOR OPEN-ENDED QUESTION #6

‘THIS TOUR WOULD HAVE BEEN BETTER IF...’

Response Category	Definition
Audio Issues	Any mention of problems hearing the tour guides due to PA speaker volume or jets flying overhead
Comfort	Any preference for bigger or smaller tour groups. Any mention of preference for refreshments.
Drink	Requests to drink IPR finished water and/or compare it with other waters (bottled, distilled, etc.)
Technical Issues	Mentions of concerns or incidents of operational or tour procedure issues.
Video	Any mention of the videos viewed during the presentation phase of the tour
Tour Timing	Any mention of the speed of the tour or length of the tour
More Detail	Requesting more information on contaminants, Orange County IPR, project costs, job creation, urban water cycle and environmental impact
More Interactive	Any mention of eliminating portions of the tour, use of language that is too technical or requesting a more hands-on experience
Call to Action	Any mentions of political involvement, social issues or informing the public to “take action”
No Suggestion	No response, unrealistic suggestions and/or positive feedback.

APPENDIX C - EXPLANATORY KEY FOR OPEN-ENDED QUESTION #7

'ADDITIONAL COMMENTS OR QUESTIONS:'

Response Category	Definition
Positive Supportive	Complimentary messages or messages that express satisfaction with the tour and encouragement for the project
Urban Water Cycle	Any mention of the water cycle, natural or urban, where our water comes from, where it goes, RW, reclamation, etc.
Gov't/Cost	Any mention of government, regulation or any other governing body or organization involved with the project, or any desire for more information about cost
More Outreach	Comments that request the tour be given to more people or more widely promoted
More Info	Mention of wide variety of more information requested
Expand Tour	Any mention of the tour being longer or actually touring the whole reclamation plant
Drink Water	Mention that they wanted to taste the finished product water
Miscellaneous	Any other response that did not fit in another response category
More Interactive	Mentions of ways to improve the tour to be more engaging or "hands-on"
No Response	"No comment" or left blank