

# 2018



## Year in Review Report

The City of San Diego's Pure Water Program has made great strides in facility and pipeline design, equipment testing and building community awareness over the last several years. This report provides a snapshot of Pure Water's accomplishments and activities that took place in 2018.

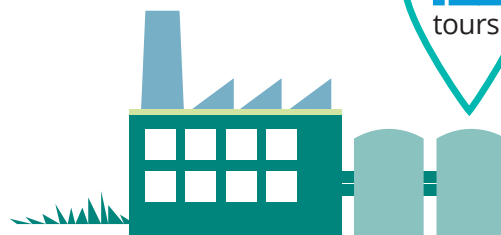
# Pure Water San Diego

## 2018 Public Outreach Program Highlights

More than **2,100** people toured the Pure Water Facility.



**122**  
tours



Presentations to over  
**1,600**  
community members

**38**  
Community  
Events



**214%**  
Growth in  
Instagram Followers



**28**  
Stakeholder  
Interviews



More than  
**680**  
Support Pledges  
from San Diegans



More than  
**2,600**  
youth engaged through tours,  
events and presentations



# Milestones

## April 2018

City Council unanimously approves Environmental Impact Report for Phase 1 projects and contracts for Construction Management consultants.

## May 2018

Pure Water Program partners with Ryan Bros Coffee to host a Bike to Work Day Pit Stop and brew coffee with the purified water from the Pure Water Demonstration Facility.

## June 2018

The City's Public Utilities Department forms four community working groups within the Phase 1 project areas and holds the first of 16 meetings in 2018 to obtain feedback on how to avoid or minimize construction impacts.

## August 2018

Draft Title 22 Engineering Report for the Phase 1 projects is submitted to the Division of Drinking Water and three public hearings are held to provide the public with information about the purified water that will supplement water supplies.

## November 2018

City Council authorizes Mayor Kevin L. Faulconer to execute construction contracts to lowest responsible and reliable bidders for Phase 1 projects.

Pure Water Program receives \$614 million in low-interest loans from the U.S. Environmental Protection Agency's Water Infrastructure Finance and Innovation Act (WIFIA) program.

## December 2018

Design of key Phase 1 projects reach 100 percent completion.







## Bike to Work Day

In May 2018, the Pure Water Program partnered with Ryan Bros Coffee to brew coffee using purified water from the Pure Water Demonstration Facility. The limited-edition coffee was served to bikers during San Diego's Bike to Work Day at Ryan Bros Coffee's flagship store in Barrio Logan. The Pure Water Bike to Work Day pit stop marked the first time a coffee roaster brewed coffee with advanced treated recycled water.

The pit stop was located outside Ryan Bros' flagship store and attracted more than 60 bikers. Riders enjoyed samples of the purified water, giveaways, participated in media interviews and took photos with the Pure Water selfie frame. KUSI News and Fox 5 San Diego covered the partnership during their morning shows.



# Phase 1 Project Outreach

The Pure Water team continued outreach activities to businesses and residents in the communities that will be impacted by construction of the Phase 1 projects.

## Tours for Phase 1 Community Members

More than 200 people visited the North City Water Reclamation Plant on April 7, 2018, to learn more about the future Pure Water facilities and pipelines. Community members had the opportunity to speak directly with City engineers about the upcoming Phase 1 projects that will begin construction in 2019. In addition, City staff guided 11 Pure Water Demonstration Facility tours.

## Phase 1 Working Groups

The Public Utilities Department created project area Working Groups whose members provided informed input and feedback regarding opportunities to avoid, minimize or reduce potential construction impacts. Four Working Groups were convened based on the Phase 1 construction areas: 1) Bay Park/Morena, 2) Clairemont, 3) University City and 4) Scripps Ranch/Miramar. Each Working Group met four times in 2018. In addition to discussions about the operational safety of the Phase 1 pipelines, City staff and consultants presented and asked for feedback on 11 construction topics.

More than 100 recommendations were made by the groups, and a matrix of the recommendations and the City's responses was prepared and distributed for discussion in the fourth meeting of each group. Of these recommendations, 69 percent were adopted or will inform the Construction Outreach Plan and 23 percent are under evaluation. Eight percent were not adopted based on a variety of reasons, including but not limited to, recommendations being outside of the scope of the project, inability to adjust the type or noise level of equipment that is required to complete construction, safety issues created if recommendations were adopted, requirements of the Municipal Code for noise permits, and the need to prioritize construction of the Pure Water Phase 1 projects to ensure all are completed in time for commissioning. The groups will hold additional meetings in 2019. The Pure Water team will keep Working Groups members engaged and informed throughout construction.





## Facility Tours

The Pure Water Demonstration Facility tours remain the centerpiece of the Pure Water Program's outreach efforts by educating the public about the safety and reliability of water purification technology. Tour attendees receive an introductory presentation followed by a walking tour of the facility and an opportunity to taste the purified water. This year, the Pure Water team:

- Welcomed our **16,000<sup>th</sup>** tour participant
- Guided **122** tours for more than **2,100** people
- Hosted international delegates, class field trips, Girl Scout troops, local community groups and water industry professionals



# Engaging Youth and Multicultural Communities

The next generation of San Diegans will be the main beneficiaries of the Pure Water Program, which is why the City continues to place emphasis on engaging youth. Throughout the past year, 2,695 San Diego youth were engaged through tours, events and presentations. In November 2018, the City partnered with Carollo Engineers and the Fleet Science Center Better Education for Women in Sciences and Engineering (BE WiSE) Program to hold a workshop for aspiring female scientists and engineers. More than 30 middle and high school students attended the workshop and toured the Pure Water Demonstration Facility and North City Water Reclamation Plant. Female engineers from the City and Carollo Engineers discussed their careers in water and answered questions from workshop attendees.

Over 670 multicultural community members were engaged at seven events in their communities. Additionally, 17 in-person presentations were made at meetings of community councils, community planning groups and organizations in multicultural communities.





# Online Engagement

The number of Instagram followers increased by 169 percent and Instagram engagement increased by 214 percent.

More than 21,000 people visited [www.purewatersd.org](http://www.purewatersd.org) to obtain program information and sign up for tours and presentations.

Four editions of the Pure News newsletter and two e-updates were all sent to more than 8,300 program stakeholders throughout the year.

There were 89 media articles, television broadcasts, blogs or newsletters featured Pure Water in national, local and online media.

Media highlights included Water Online and News Deeply highlighting Pure Water San Diego while discussing the progress of potable reuse in California. KUSI featured the Pure Water collaboration with local coffee chain, Ryan Bros Coffee, during Bike to Work Day.



NO WATER, NO BEER.

#ValueWater



# Recognition and Industry Presence

## Awards

The Pure Water Program won five awards for its comprehensive public outreach and education efforts, including the Award of Excellence from the Public Relations Society of America – San Diego/Imperial Counties for the Bike to Work Day partnership with Ryan Bros Coffee.

## Conferences

Presentations about the program were given at eight conferences focusing on the challenges of managing implementation of a potable reuse program and the program's successful outreach efforts. Presentations were given at conferences hosted by organizations including WaterReuse, American Water Works Association, Association of Clean Water Agencies and American Planning Association California. Having a presence at such conferences solidifies San Diego's reputation as an industry leader.





# Pure Water San Diego

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purewatersd

Visit [www.purewatersd.org](http://www.purewatersd.org) and sign up for a free tour of the Pure Water Demonstration Facility.



Pure Water  
San Diego



safe, reliable, sustainable

Goal:

producing  
**1/3** of our  
water supply