



THE CITY OF SAN DIEGO
PUBLIC UTILITIES

MEDIA CONTACT:

Alma Rife

Office: (619) 533-5477

Cell: (619) 980-9560

AGRife@sandiego.gov

February 6, 2014

San Diego Public Utilities Department Honored with Outreach Award *AWWA recognizes water purification communications excellence*

SAN DIEGO – The American Water Works Association (AWWA) has awarded the City of San Diego with the 2014 Public Communications Achievement Award. The City received the award for representing excellence and achievement in the field of public affairs for its Water Purification Demonstration Project's public outreach program. The City will receive the award during the Opening General Session at AWWA's 2014 Annual Conference & Exposition (ACE14) on June 9 in Boston.

The City's Demonstration Project explored and confirmed the feasibility of purifying recycled water for use in supplementing 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.

AWWA's Public Communications Achievement Award recognizes AWWA members and/or organizations for significant accomplishments in communication-educating the public, promoting awareness and understanding of water issues, establishing media relations, implementing community involvement programs, and inspiring others to model behavior with the public that builds trust and credibility.

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

Advanced Water Purification Tour
Image available upon request



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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. The San Diego City Council unanimously adopted the report findings in April 2013. Preliminary tasks for implementing water purification are currently underway. If implemented, water purification would have the benefit of supplementing San Diego's limited local water supply and reducing its dependence on imported water.

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