



THE CITY OF SAN DIEGO
PUBLIC UTILITIES

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City of San Diego Honored with Community Outreach Award *WateReuse Association recognizes water purification communications excellence*

SAN DIEGO – The WateReuse Association’s California Section has awarded the City of San Diego the 2014 Recycled Water Community Outreach/Public Education Program of the Year Award. The award recognizes the City for its water purification education and outreach program. The City accepted the award at the 2014 WateReuse California Annual Conference Awards Luncheon on March 17 in Newport Beach.

The Water Purification Demonstration Project explored and confirmed the feasibility of purifying recycled water for use in supplementing local drinking water supplies. The outreach program includes presentations, tours of the Advanced Water Purification Facility, event participation, stakeholder interviews, social media engagement, informational materials and research surveys. The San Diego City Council unanimously adopted the project report in 2013. The City is now working on the next steps, which include the development of an implementation plan for an initial full-scale facility and conducting further studies.

The WateReuse Association’s Recycled Water Community Outreach/Public Education Program Award pays tribute to agencies that demonstrate a significant and wide-reaching community outreach and/or public education program that informs the community about the presence and benefits of recycled water as an alternative water source. In addition, the award recognizes agencies that have demonstrated how the program has garnered an enhanced appreciation, support, promotion, and use of recycled water on a local or regional level.

San Diego’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 of San Diego’s water purification efforts, visit purewatersd.org. Members of the public are encouraged to tour the 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. To request a presentation, visit www.purewatersd.org/presentations or call (619) 533-6638.

**WateReuse California Recycled
Water Community Outreach/Public
Education Program Award**

Image available upon request



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The City of San Diego has limited local water supplies and must import 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. 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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