

# **Water Reuse Study**

## **Public Involvement Activities**

### **Summary**

#### **Speakers Bureau**

From Sept. 18, 2004 to March 31, 2006, there have been 135 presentations. 58 were for groups located in the various City Council Districts, 41 were to groups not specifically identified with a Council District or outside the City limits, and 36 were to non-community groups, advisory groups and at conferences.

#### **Stakeholder Interviews**

From August 9, 2004 to March 31, 2006, there have been 27 stakeholder interviews held where members of the Water Reuse Study team met with community leaders to ask their opinions of the Study scope of work and reuse options under consideration. A proscribed format was used for each interview.

#### **Media Coverage**

As of March 31, 2006, there were 29 newspaper articles about or referencing the Study, 4 television news stories and 1 radio interview.

#### **Stakeholder Group - City of San Diego Assembly on Water Reuse**

The Study has a 67-member stakeholder group, the City of San Diego Assembly on Water Reuse. The participants were selected by the Mayor, Council district offices and chosen from the leadership of community groups known to have an interest in water resource issues. Two American Assembly-style workshops for the stakeholders were held in October 2004 and July 2005. The participants produced statements of opinion at the conclusion of each workshop on the Study options, the evaluation criteria used for analyzing each option and the six strategies outlined in the Final Draft Report. These statements are included in the Water Reuse Study Final Draft Report, March 2006.

#### **Letters and Resolutions of Support**

As of March 31, 2006 there have been 22 letters of support and resolutions of support received from community groups and organizations.

#### **Website Visits**

The Water Reuse Study website was launched August 5, 2004 and resides as a prominent link on the City's Water Department homepage. As of March 31, 2006, there have been 6,933 visits to the Study's website located at [www.sandiego.gov/water/waterreusestudy](http://www.sandiego.gov/water/waterreusestudy)

#### **Electronic Newsletters**

Starting December 2004, an electronic newsletter, "The E-Update," was developed to include news about the Study activities and related recycled water information and posted on the Study's website. The Study's stakeholder group requested the electronic newsletter

as a way for them to stay informed of Study activities. Announcements of the posting of each edition are distributed to approximately 434\* individual e-mail addresses and U. S. mail addresses (\*as of March 31, 2006). The newsletters have been published monthly since inception.

### **Media Briefings**

Meetings were held with the editorial staff of three local, ethnically-oriented newspapers.

### **Informal Opinion Survey**

An informal on-line opinion survey was linked to the Study website when the site was launched August 5, 2004. Paper copies of the survey were distributed at speaking engagements and surveys received were added to the website survey statistics. Although not scientifically valid, the survey was a means to gather public opinion on water recycling.

There have been 432 surveys completed, as of March 31, 2006. Respondents were given the option of indicating residency and 89% provided a zip code. 292 of the total respondents provided a zip code within the City of San Diego, which is 72% of the total respondents.

Of the 312 respondents indicating a San Diego zip code, 191 or 61% answered “yes” to the question “Do you favor using advanced treated recycled water as a drinking water source?” and 121 or 39% answered “no.” These percentages closely match the overall total responses to this question 60% “yes” and 40% “no.”

### **Facility Tours**

As of March 31, 2006, there have been 16 tours given at the North City Water Reclamation Plant, South Bay Water Reclamation Plant and the Advanced Water Treatment Research Facility at the North City Water Reclamation Plant.

### **Miscellaneous Promotions**

- Article in fall 2005 water bill insert newsletter “Waterline,” about the City of San Diego Assembly on Water Reuse Workshop II statement supporting indirect potable reuse options, reaching 265,000 San Diego water customers
- County Registrar of Voters Pamphlet for July 26, 2005, City-wide special election, one-page ad promoting the Water Reuse Study giving website address, mailed to 600,505 registered voters in the City
- A brief article on the Study with photo in the Water Department’s 2004 Consumer Confidence Report (annual water quality information). The article included the Study’s website address for more information. There were 565,744 copies of the Consumer Confidence Report direct mailed in June 2005 to all residents and businesses in the City of San Diego.

- Study's 25-minute educational video, which was created in-house, has been distributed at various community presentations, distributed to interested parties, and has been airing continuously on City Cable Access TV, available on both commercial cable providers serving the City of San Diego since September 2005.

### **Telephone hotline and e-mail account**

The Water Reuse Study has a dedicated information line (619) 533-4631 and an e-mail account [WaterReuseStudy@sandiego.gov](mailto:WaterReuseStudy@sandiego.gov) which are checked and responded to on business days. These were established in June 2004.

### **Telephone public opinion survey**

The Water Department partnered with the San Diego County Water Authority on a scientifically valid telephone survey conducted between May 19 and June 7, 2004. The Water Department added several questions about recycled water to the survey. The City's sub-sample was 406 respondents. Survey conclusions showed that additional information on the indirect potable reuse process provided during the survey could change a respondent's opinion from negative to a positive acceptance of advanced treated recycled water as a drinking water source

### **Focus Groups**

The Study conducted two focus groups to explore perceptions about recycled water held by randomly selected City residents. The groups were coordinated and facilitated by a local research firm and held June 9 and July 27, 2004. Opinions about San Diego's water supplies and recycled water helped identify areas to cover in public information and education efforts, such as the speakers bureau presentations and Study video.