

Appendix H: Public Outreach and Education

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Speakers Bureau PowerPoint Presentation

Slides from the regular presentation are included. Other variations of the presentation include a video and a shortened version.



THE CITY OF SAN DIEGO
PUBLIC UTILITIES
DEPARTMENT



Water Purification Demonstration Project



www.purewatersd.org



What you should know...

- San Diego needs to develop local, reliable sources of water.
- The Water Purification Demonstration Project is examining the use of advanced purified water.
- The purified water goes through multiple advanced treatment steps.
- No purified water is added to the drinking water system during the Demonstration Project.

www.purewatersd.org



Water Supply Challenges



- Rising costs of imported water
- Pumping restrictions
- Population growth
- Earthquakes

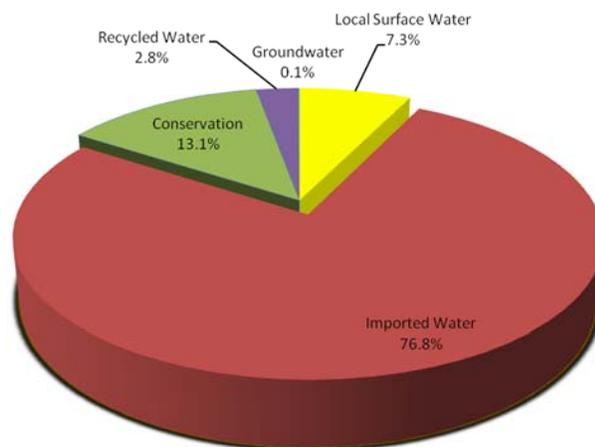


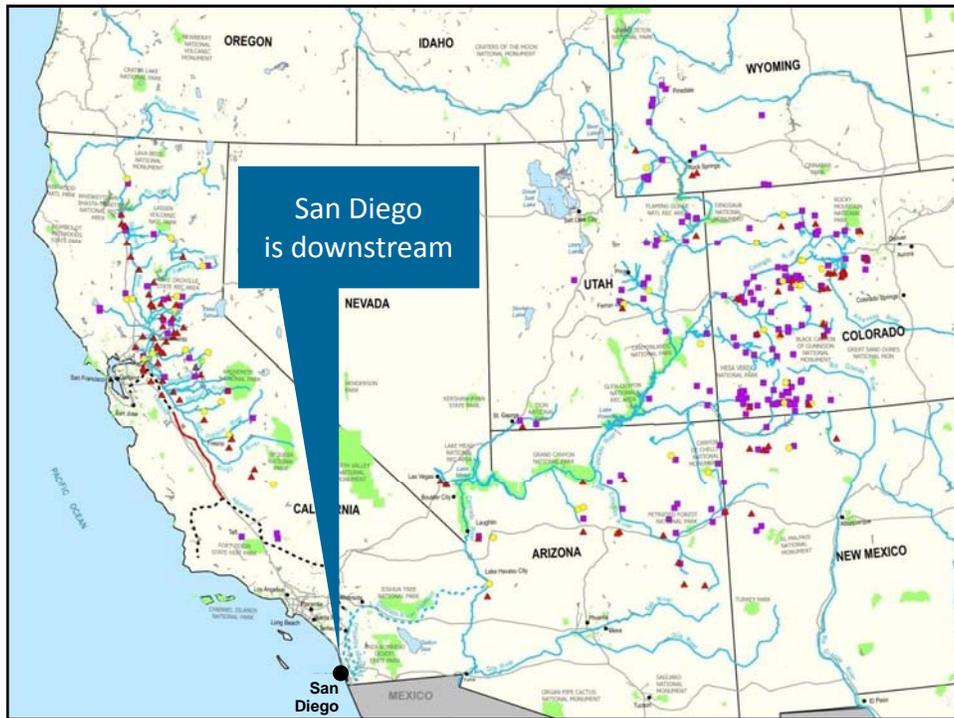
**SAN DIEGANS
WASTE
NO WATER**
ALL DAY. EVERY DAY.

www.purewatersd.org



WATER SUPPLY: FY 2012 SEVEN YEAR HISTORICAL AVERAGE







What is being done...



- Water Conservation
- Groundwater Development
- Recycled Water
- The Water Reuse Program

www.purewatersd.org



Project Components



- Operate 1 MGD facility
- San Vicente Reservoir study
- Define regulatory requirements
- Conduct energy and economic analysis
- Public education and outreach

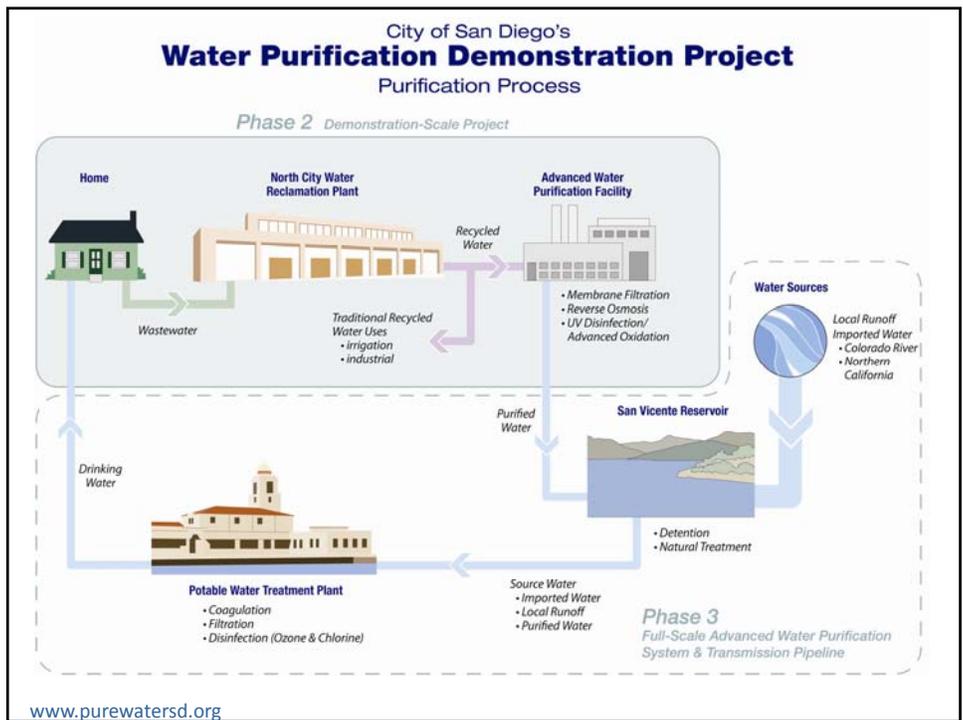
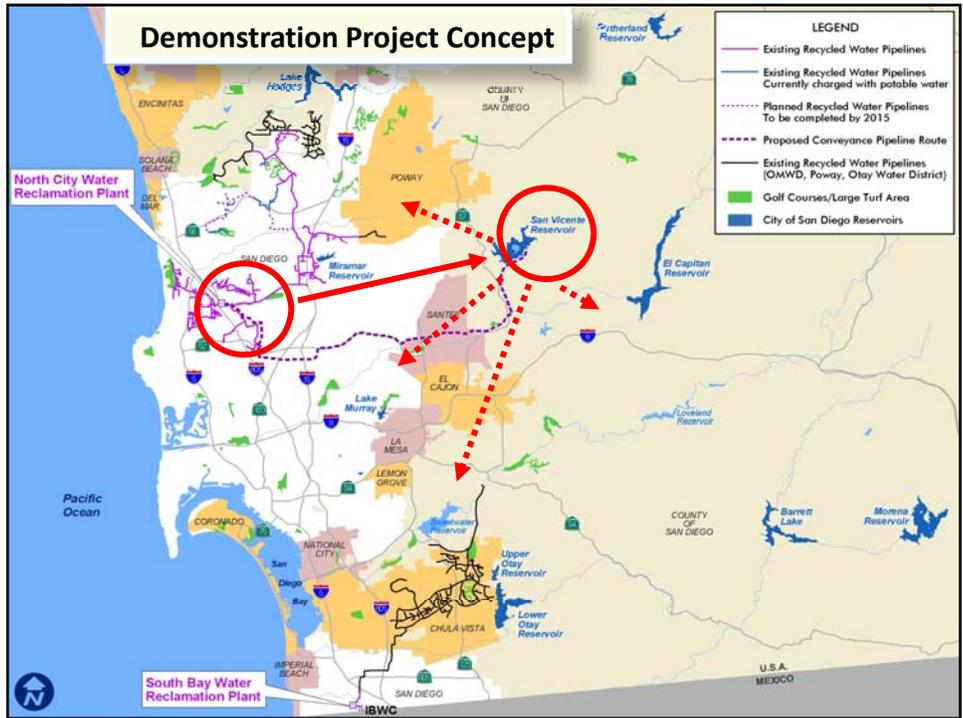


Outcomes

- Validate treatment process
- Gain regulatory approval
- Evaluate cost
- Public acceptance



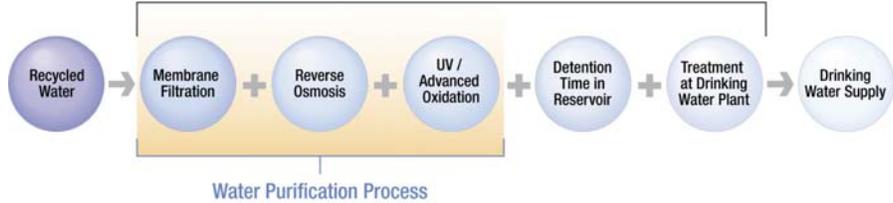
www.purewatersd.org





Water Purification Process

Multi-Barrier Water Purification Steps



Microfiltration & Ultrafiltration



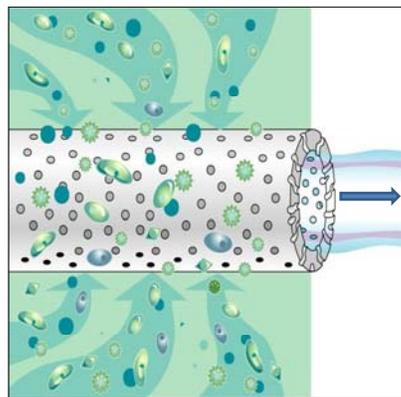
Reverse Osmosis



Ultraviolet Light / Hydrogen Peroxide



Membrane-filtration: Step One

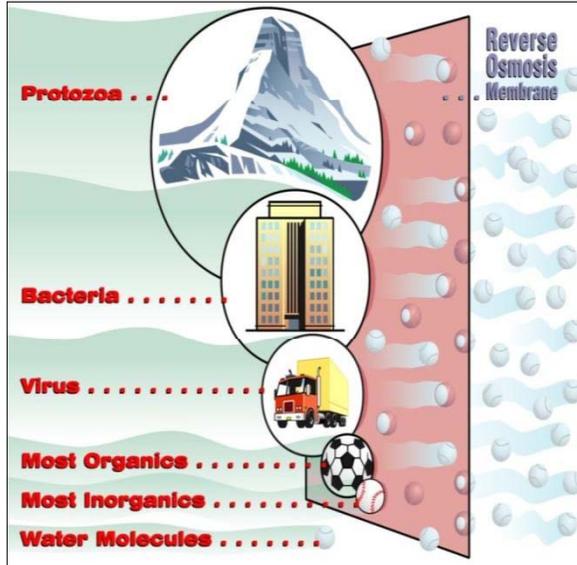


- Hollow fiber with holes in the sides
- Used to make baby food, purify medicines, fruit juices and more
- Excellent pre-filter before reverse osmosis





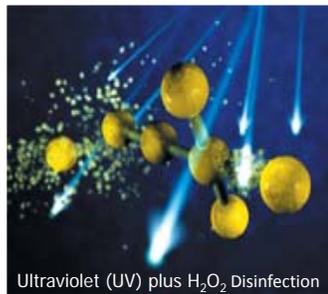
Reverse Osmosis: Step Two



- Same technology used by bottled water companies
- Forces water under high pressure through sheets of plastic membrane
- Demineralizes and purifies water



Ultraviolet Light plus H₂O₂: Step Three



- High-intensity light and hydrogen peroxide
- Creates advanced oxidation reaction, essentially destroys anything in the water



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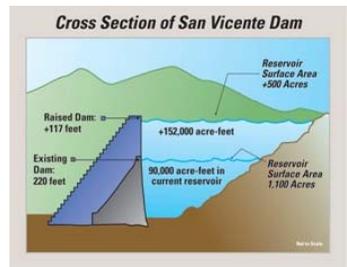
Water Purification: a proven technology



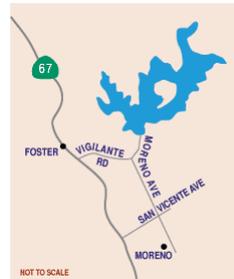
Upper Occoquan Service Authority
Leader in Water Reclamation and Reuse



San Vicente Limnology and Reservoir Detention Study



- Dam to be raised 117 feet
- Currently 90,000 acre-feet
- After dam raise 242,000 acre-feet
- Construction duration 2009 – 2013
- Augmentation would improve water quality





Project Benefits

- Local and sustainable supply of drinking water
- Increased use of recycled water
- Decreased dependence on imported water
- Less energy than imported water
- Improved quality of reservoir water
- Positive impact on environment

www.purewatersd.org



Independent Advisory Panel



Panel included:

- Ph.D's (9)
- Experts in water quality & treatment technology
- Experts in regulatory issues
- Local stakeholders
- O. C. Groundwater Replenishment System management



Public Outreach & Education



- Speakers Bureau
- Community Events
- Facility Tours



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Open for Tours - A Site to See

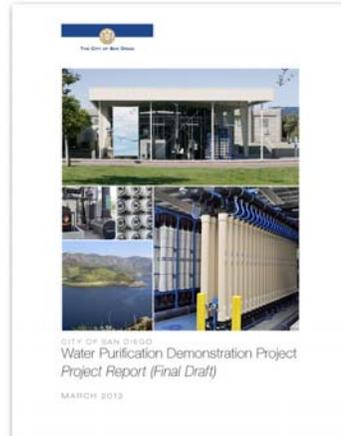


Register online at www.PureWaterSD.org



Final Report

- Results of the Demonstration Project will be available in a comprehensive report.
- City Council will decide whether to accept the report, which could pave the way for the development of a full-scale water purification project in San Diego.



Water Quality Results

- Exceptional overall water quality, met all project treatment goals
- Purified water met all drinking water standards
- Equipment at each step in the treatment process is performing properly





WRC

WATER RELIABILITY COALITION

WWW.SDWATERSUPPLY.COM



- BIOCOM
- Building Industry Association of San Diego
- Building Owners and Managers Association, San Diego Chapter
- Citizens Coordinate for Century 3
- Coastal Environmental Rights Foundation
- Empower San Diego
- Endangered Habitats League
- Environmental Health Coalition
- Friends of Infrastructure
- Industrial Environmental Association
- National Association of Industrial and Office Properties
- San Diego and Imperial Counties Labor Council
- San Diego Audubon Society
- San Diego Regional Economic Development Corporation
- San Diego Coastkeeper
- San Diego County Apartment Association
- San Diego County Taxpayers Association
- San Diego Regional Chamber of Commerce
- San Diego River Park Foundation
- Surfrider Foundation, San Diego Chapter
- Sustainability Alliance of Southern California
- Utility Consumers' Action Network



Turning the Tide

2008...

...2011

The San Diego Union-Tribune.

UNION-TRIBUNE EDITORIAL
No toilet-to-tap

Special water rate hike unwarranted

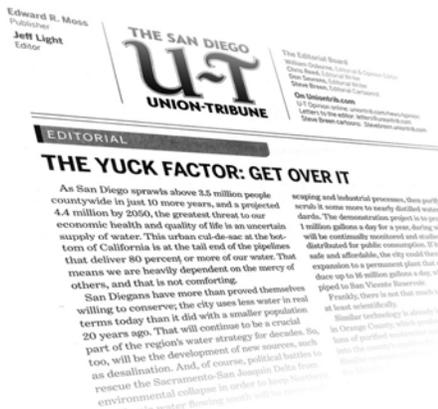
September 8, 2008

High gasoline prices, rising food costs and upwardly adjustable mortgage payments may be sapping your paycheck, but they have not deterred the City Council from voting today on a special water rate hike for the infamous toilet-to-tap scheme.

At issue is an untested process to take sewage effluent, treat it heavily and then dump it into the San Vicente Reservoir, the source of much of San Diego's drinking water. This would mean, quite literally, taking your toilet water and returning it to your tap. Yet advocates of the plan abhor the apt toilet-to-tap sobriquet, preferring instead to call it "indirect potable reuse."

But no matter what euphemism you employ, the project is a colossal waste of ratepayer dollars and, just as important, fraught with serious public health concerns.

Over Mayor Jerry Sanders' well-justified veto, the City Council is rushing headlong to build a \$1.2 billion toilet-to-tap demonstration plant that may or may not meet the approval of the California Department of Health, which must sign off on it. Toward that end, the City Council will vote today on a special water rate increase of 2.3





Information

Visit: www.purewatersd.org
 Email: purewatersd@sandiego.gov
 Call: (619) 533-7572

Speakers Bureau Flier

Schedule your presentation today!



City of San Diego

Water Purification Demonstration Project

Did you know?

The City of San Diego imports approximately 85 to 90 percent of its water supply and recent court ordered restrictions have reduced the amount of water that reaches San Diego.

What is being done?

San Diego's Water Purification Demonstration Project is examining the use of advanced water purification technology on high quality recycled wastewater to provide a safe, local and sustainable water supply for the future.

We would like to make a presentation to your group

The presentation will include:

- ◇ San Diego's need for a local, reliable water supply
- ◇ The purpose of the Water Purification Demonstration Project
- ◇ The advanced water purification process
- ◇ The potential use of advanced purified water for Reservoir Augmentation in the future



Recycled Wastewater

Please contact the Speakers Bureau Program to schedule a presentation



City of San Diego
Public Utilities Department

Speakers Bureau Program

Phone: (619) 533-6638

Email: purewatersd@sandiego.gov

Visit www.purewatersd.org for more information.

Speakers Bureau Completed Presentations

(March 2010 – December 2012)

A list of the groups that received Demonstration Project speakers bureau presentations.



WATER PURIFICATION DEMONSTRATION PROJECT SPEAKERS BUREAU (MARCH 2010 – DECEMBER 2012)

TOTAL COMPLETED PRESENTATIONS **132**
(Through December 2012)

COMPLETED PRESENTATIONS

WaterReuse Association (CA Section)	March 9, 2010
Independent Rates Oversight Committee	May 10, 2010
American Water Works Association	June 21, 2010
Industrial Environmental Association	July 8, 2010
U.S. Bureau of Reclamation	July 13, 2010
SD County Water Authority Capital Improvement Program	July 13, 2010
Tierrasanta Community Council	July 21, 2010
Johnson & Johnson	July 28, 2010
Mt. Zion Baptist Church, Missionary Department	August 4, 2010
San Diego Metro Wastewater Joint Powers Authority	August 5, 2010
Otay Mesa Property Owners	August 5, 2010
Fox Canyon Neighborhood Association	August 10, 2010
Otay Mesa Nestor Community Planning Group	August 11, 2020
Greater Golden Hill Planning Group	August 11, 2010
SD County Water Authority General Managers	August 17, 2010
Otay Mesa Community Planning Group	August 18, 2010
Pacific Beach Town Council	August 18, 2010
Catfish Club	August 20, 2010
Serra Mesa Community Council	August 25, 2010
SD County Water Authority Board	August 26, 2010
San Carlos Area Council	September 1, 2010
Rancho De Los Penasquitos Town Council	September 2, 2010
Normal Heights Community Planning Group	September 7, 2010
Rancho De Los Penasquitos Planning Board	September 8, 2010
Serra Mesa Recreation Council	September 8, 2010
Tierrasanta Recreation Council	September 9, 2010
La Jolla Town Council	September 9, 2010
Redwood Village Community Council	September 13, 2010
Allied Gardens Recreation Council	September 13, 2010
Lake Murray-San Carlos Recreation Council	September 15, 2010
SD County Medical Society	September 15, 2010



WATER PURIFICATION DEMONSTRATION PROJECT SPEAKERS BUREAU (MARCH 2010 – DECEMBER 2012)

Allied Gardens Kiwanis Club	September 16, 2010
BOMA San Diego, Government Affairs Committee	September 20, 2010
Mission Valley Community Council	September 21, 2010
San Diego Community Planners Committee	September 28, 2010
Public Utilities Executive Team	September 29, 2010
SD Coastkeeper's Legislative Summit	September 30, 2010
City Heights Area Planning Committee	October 4, 2010
Miramar Ranch North Planning Committee	October 5, 2010
Ocean Beach Planning Board	October 6, 2010
City of San Diego Public Utilities Department, Employee Services and Internal Controls	October 7, 2010
East Village Business Improvement District	October 7, 2010
Southeastern San Diego Planning Group	October 11, 2010
University Community Planning Group	October 12, 2010
North Bay Community Planning Group	October 20, 2010
Peninsula Lions Club	October 20, 2010
Rancho Bernardo Community Planning Group	October 21, 2010
East Village Community Action Network	October 21, 2010
Ocean Beach Community Development Corporation	October 26, 2010
California Water Environment Association	October 28, 2010
South County Economic Development Council	October 29, 2010
National Association for the Advancement of Colored People	November 4, 2010
Clairemont Town Council	November 4, 2010
Mission Bay Park Committee	November 9, 2010
La Jolla Shores Association	November 10, 2010
Rolando Community Council	November 16, 2010
Olivenhain Municipal Water District	November 17, 2010
Del Mar Rotary	November 18, 2010
San Diego Metro Wastewater Joint Powers Authority	December 2, 2010
U.S. Environmental Protection Agency/ Australian Government Representatives	December 6, 2010
Mission Valley Planning Group	January 5, 2011
La Jolla Community Planning Association	January 6, 2011
Pacific Beach Kiwanis Club	January 13, 2011
El Cerrito Community Council	January 20, 2011



WATER PURIFICATION DEMONSTRATION PROJECT SPEAKERS BUREAU (MARCH 2010 – DECEMBER 2012)

Customer Care Solutions	January 25, 2011
Del Cerro Action Council	January 27, 2011
Barrio Logan Project Area Committee	February 16, 2011
Point Loma High School	February 25, 2011
SD County Water Authority, Conservation Action Committee	March 14, 2011
Uptown Planners	April 5, 2011
Blacks in Government	April 6, 2011
Girl Scouts Eco-Action Workshop	April 9, 2011
Black American Political Action Committee	April 16, 2011
American Society of Civil Engineers, Pipeline Group	April 21, 2011
Point Loma Rotary	April 29, 2011
Fairmount Park Neighborhood Association	May 19, 2011
Point Loma Kiwanis Club	June 7, 2011
Allied Garden Optimist Club	June 9, 2011
Del Mar Mesa Planning Group	June 9, 2011
Sunrise Optimist Club	June 14, 2011
San Ysidro Planning Group	June 20, 2011
La Jolla Kiwanis Club	July 8, 2011
Elementary Institute of Science	July 20, 2011
Ramona Kiwanis Club	August 6, 2011
Del Mar/Solana Beach Optimist Club	August 17, 2011
Ocean Beach Town Council	August 24, 2011
City of San Diego Engineering and Program Management	August 30, 2011
Torrey Pines Rotary	August 31, 2011
La Jolla Golden Triangle Rotary	September 2, 2011
Jamacha Community Council	September 12, 2011
San Diego County Water Authority "Water Talks"	September 13, 2011
Bankers Hill Neighborhood Association	September 19, 2011
Scripps Institute of Oceanography Symposium	September 20, 2011
ACWA Continuing Legal Education Workshop	September 22, 2011
El Cajon Lions Club	October 3, 2011
6th Annual Joint ACWA Regions Fall Event	October 19, 2011
SD County Water Authority Board	December 8, 2011
CONVAIR/220 Amateur Radio Club	December 14, 2011
SDSU, College of Extended Studies	January 6, 2012



WATER PURIFICATION DEMONSTRATION PROJECT SPEAKERS BUREAU (MARCH 2010 – DECEMBER 2012)

American Society of Civil Engineers, General Members	January 24, 2012
St. Therese Academy, 6th Grade Class	March 14, 2012
Mission Lions Club	March 19, 2012
Assembly Water Parks & Wildlife Committee Hearing	March 20, 2012
Sweetwater Valley Civic Association	April 4, 2012
San Diego Therapeutic Recreation Services	April 6, 2012
University Heights Community Association	May 3, 2012
U.S. International Boundary and Water Commission Citizen's Forum	May 10, 2012
City Heights Town Council	June 5, 2012
Coalition of Neighborhood Councils	June 11, 2012
Emerald Hills Town Council	June 12, 2012
Skyline-Paradise Hills Community Planning Committee	July 10, 2012
Industrial Environmental Association, Water Committee	July 12, 2012
Coalition of Neighborhood Councils	July 23, 2012
Broadway Heights Community Council	July 26, 2012
San Diego Green Building Council	August 15, 2012
Mira Mesa Community Planning Group	August 20, 2012
Eco Rotary Club Solana Beach	August 30, 2012
African American Genealogist Research Group	September 8, 2012
The Palavra Tree	September 11, 2012
San Diego County Water Authority, Water Planning Committee	September 27, 2012
Rancho Bernardo Recreation Council	October 3, 2012
Carmel Mountain Ranch Community Committee	October 10, 2012
Chollas View Neighborhood Council	October 23, 2012
Annual Environmental Summit Conference	October 23, 2012
The Southern California Water Dialogue	October 24, 2012
La Jolla Village Community Council	October 24, 2012
Skyline Hills Recreation Council	October 25, 2012
UCSD Occupational/Environmental Health Class	October 30, 2012
San Pasqual/Lake Hodges Planning Group	November 1, 2012
Cuyamaca College Water Resources Management Class	November 26, 2012
International Right of Way Association	November 28, 2012
Madison High School Engineering Classes	December 4, 2012