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December 2016

Pure Water Day Open House A Success!



On Oct. 22, more than 400 people attended the City of San Diego's **Pure Water Day Open House** at the North City Water Reclamation Plant. The event included tours of the demonstration Pure Water Facility, tastings of the purified water, an interactive Kid Zone and scavenger hunt, tours of the new North City Waterwise Garden, a succulent planting station, free snow cones and kettle corn, and more!

The demonstration Pure Water Facility hosted a record 20 tours over five hours. Guests walked through the facility where they met tour guides at each treatment barrier and saw the technology up close. At the end of the tour, participants had the opportunity to taste the purified water and tell us what they thought of the water. Many guests were pleasantly surprised at how much they enjoyed the water. Check out a few of the reactions we captured in the video below.



Click [here](#) to watch the video testimonials from Pure Water Day Open House.

The Kid Zone was a big hit among families! Kid Zone activities included educational games, face painting and more. After tasting the purified water, guests were able to plant and take a succulent home in their biodegradable Pure Water tasting cup. An interactive scavenger hunt led participants through the entire event in search of prizes.

The Pure Water Day Open House attracted attention from local media as well. Check out PUD Director Halla Razak visiting CW6 with samples of the

The City of San Diego's water resource strategy includes conservation, recycled water, groundwater, water reuse, and watershed and resource protection to help meet future water needs.

purified water [here](#). One of the news anchors remarked that the purified water "tastes great!"

If you missed our Open House, we invite you to come taste the Pure Water for yourself on a free tour! Learn more and register [here](#).

EPA Announces Tentative Approval of Point Loma Permit

The City of San Diego's commitment to clean water was recently recognized when the U.S. Environmental Protection Agency (EPA) and the San Diego Regional Water Quality Control Board announced their tentative approval of a modified permit for the Point Loma Wastewater Treatment Plant (Point Loma). The tentative decision is an acknowledgment of the City's investment in the Pure Water San Diego Program, which will divert millions of gallons of wastewater every day to water recycling facilities and decrease flows to the ocean.



Point Loma treats the majority of the San Diego region's wastewater, approximately 155 million gallons per day. The EPA requires the City to renew its permit to operate Point Loma every five years, and since 1995, has granted San Diego modified permits that allow the City to avoid expensive and space-prohibitive upgrades to the plant. The City's expansive industrial source control, advanced primary treatment, deep ocean outfall, and robust ocean monitoring program surpass the required environmental protections for ocean water quality and biology.

With the comprehensive water recycling strategy provided by the Pure Water Program, ocean discharges will eventually be reduced by 50 percent and San Diego will produce a local drinking water supply equivalent to one-third of its future drinking water needs by 2035.

Support from Mayor Faulconer, local environmental groups and regional business advocacy organizations continue to be key to securing the tentative permit approval. The U.S. EPA and the San Diego Regional Water Quality Control Board are accepting comments on the Tentative Decision until 5 p.m. on December 21, 2016. Please consider submitting a letter of support before the deadline.

It is anticipated that the EPA and the Regional Board will conduct the permit approval hearing in early 2017. The Coastal Commission's hearing on the permit occurs after Regional Board approval and is expected to be held in spring 2017.

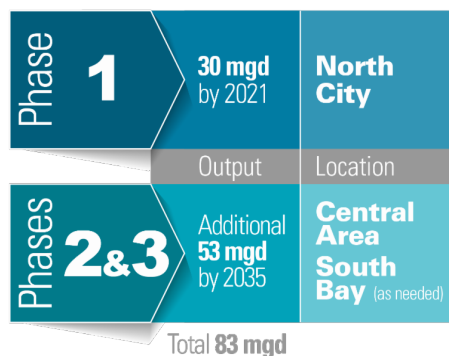
City Council Approves Next Steps in Program Implementation



On Oct. 25, the San Diego City Council unanimously voted to approve two contracts for the design of new infrastructure for the Pure Water Program, and to accept the Pure Water Program Environmental Impact Report (PEIR). As part of their approval, the Council also endorsed the City's plan to expedite the program implementation, which will provide more local water, sooner, for San Diego residents.

The approved contracts are for the design of the new Morena Pump Station and Pipeline, and for the expansion of the North City Water Reclamation Plant. You can learn more about those projects [here](#).

The PEIR was prepared in accordance with the California Environmental Quality Act (CEQA) to inform public agency decision-makers and the public of the significant environmental effects that could result if the project is approved and implemented, identify possible ways to minimize the significant effects, and describe reasonable alternatives to the project. The PEIR is available for review [here](#).



As part of the accelerated program schedule, 30 million gallons of purified water will be produced at the North City Pure Water Facility, which will come online in 2021. This is double the amount of water and two years sooner than the original goals set for Phase 1. The purified water produced at this Phase 1 facility will be piped to the Miramar Reservoir to blend with imported water sources, before being cleaned

further at a drinking water plant and then sent to homes and businesses. By 2035, 83 million gallons of water will be produced locally to supplement San Diego's water supply, which is equivalent to one-third of San Diego's future water needs.

Public Utilities Recognized with Two National Awards



Click [here](#) to watch a video about PUD's award-

The City of San Diego Public Utilities Department (PUD) was recently recognized with two national awards. The first is the **Utility of the Future Today**, which celebrates the progress and exceptional performance of wastewater utilities. The City received this recognition for its forward-thinking efforts to implement the Pure Water Program, which will provide one-third of San Diego's water supply by 2035.

The recognition came from a partnership of water sector organizations including the National Association of Clean Water Agencies, the Water Environment Federation, the Water Environment & Reuse Foundation, the Water Reuse Association and the U.S. Environmental Protection Agency.

The second award is the **Association of Metropolitan Water Agencies Sustainable Water Utility Management Award**, which recognizes member utilities that have made a commitment to sustainable water management. This award was for PUD's work on the Pure Water Program, along with its successful efforts in areas of economic, social and environmental endeavors.

PUD maintains numerous award-winning community outreach and water conservation programs and has identified and implemented energy and carbon management strategies, including resource recovery, that increase utilization of renewable resources for energy production.

"I'm proud of the work the Department has done together and I look forward to the future with excitement," said Public Utilities Director Halla Razak. Learn more about how PUD received both of these awards in the video above.

Pure Water Honored for Community Engagement Efforts



The City of San Diego was awarded two **Edward L. Bernays Silver Awards of Merit** by the Public Relations Society of America (PRSA) San Diego/Imperial Counties Chapter for its demonstration Pure Water Facility tour program and high school Media Days event.

To date, close to 11,000 people have toured the City's demonstration Pure Water Facility,

which uses proven technology to clean recycled water to produce one million gallons per day of safe, high-quality drinking water. Free public tours allow participants to learn about and see the technology in person and taste a sample of the purified water. Register for a tour [here](#).

The Media Days event hosted approximately 100 local high school journalism students over two days. Students toured the demonstration Pure Water Facility and produced news stories reporting on the Pure Water Program. Students also attended educational workshops where they learned about careers in journalism and water, as well as storytelling and photography tips.

The Bernays Awards were open to all agencies and organizations in San Diego and Imperial counties. They recognize the finest public relations campaigns and tactics in a range of categories including media relations, community relations and public affairs. The Silver Bernays Awards honor entire public relations campaigns and assessments include research, planning, execution and evaluation of a campaign or program.

Pure Water: A Look Back at 2016

Program Milestones

2016 has been another milestone year for the Pure Water San Diego Program. Here are a few accomplishments we are proud of this year:

- The Pure Water Program's Environmental Impact Report was approved and certified.
- Thirty percent design for the North City Pure Water Facility and North City Pump Station and Pipeline were completed.
- 2016 Global Water Award for Water Reuse Project of the Year

Pure Water in the Community

We made it our goal to engage San Diegans about their future water supply! We did so through presentations, community events, facility tours, informational materials, social media and media coverage. More than 120 tours of the demonstration Pure Water Facility were given to 2,100 people in 2016! The tour program hit a milestone in June 2016 when the facility welcomed its 10,000th tour participant.



City staff gave 76 presentations to more than 2,600 members of the San Diego community. More than 4,000 people visited the Pure Water San Diego booth at 35 community events. Booth visitors had the opportunity to speak to staff, compare beakers containing recycled water, tap water and purified water, and play the "Water You Know" quiz.



Pure Water San Diego has been funded in part by grants from the U.S. Bureau of Reclamation and from Proposition 50 and 84 grants administered by the California Department of Water Resources.