

Year in Review Report



Pure Water San Diego

The City of San Diego's Pure Water Program has made great strides in facility and pipeline design, equipment testing and building community awareness over the last several years. This report provides a snapshot of the program's accomplishments and activities that took place in 2017.

2017

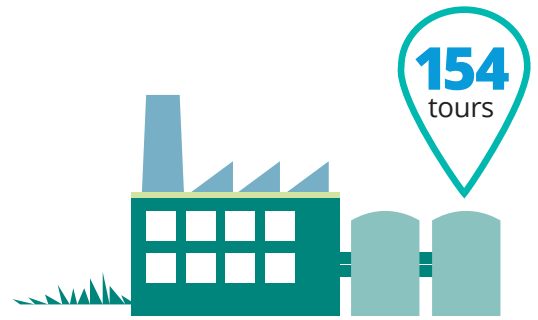


Pure Water San Diego

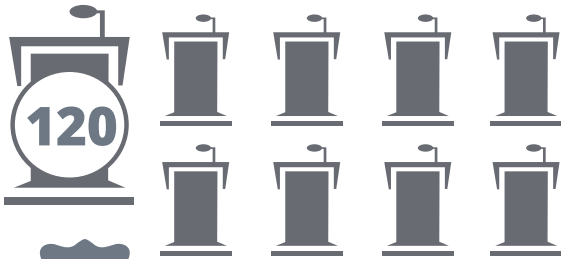


2017 Public Outreach Program Highlights


More than **3,200** people toured the Pure Water Facility.



Presentations to over **4,000** community members



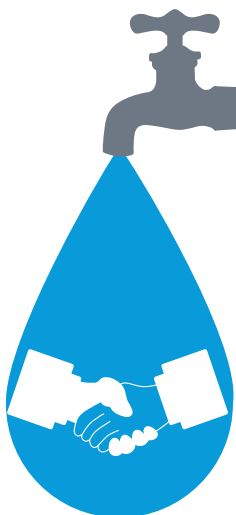
42 Community Events

 **440%** Growth in Instagram Followers

45 Stakeholder Interviews



More than **700** Support Pledges from San Diegans



More than **80** media outlets featured the **Pure Stone** partnership



Milestones

March 2017

Pure Water Program partners with Stone Brewing to present their Full Circle Pale Ale, brewed with 100 percent advanced-treated recycled water from the demonstration Pure Water Facility.



April 2017

The City of San Diego and Stone Brewing receive the 2017 Public-Private Partnership Award from the Water Reliability Coalition.



May 2017

An interactive map is launched on the Pure Water Program website detailing the location, status and purpose of each of the Phase 1 - North City projects.



July 2017

Pure Water Program is selected to apply for a federal loan of \$492 million - giving the City access to lower interest rates and reducing the financial burden for water and wastewater ratepayers.

August 2017

U.S. Environmental Protection Agency renews five-year permit for ocean discharges from the City's Point Loma Wastewater Treatment Plant.



September 2017

Draft of Phase 1 - North City Projects Environmental Impact Report is released for public review and comment.

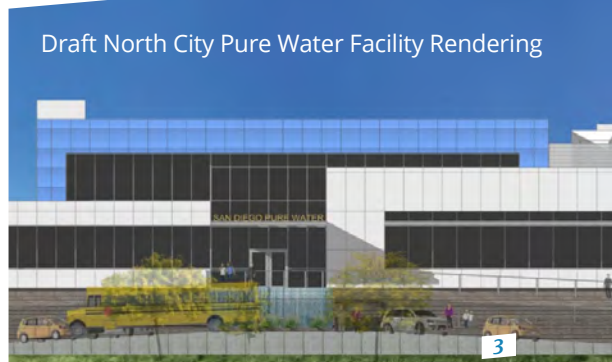
October 2017

Nearly 600 people attend the second annual Pure Water Day Open House.

Draft North City Pure Water Facility Rendering

December 2017

Design of Phase 1 - North City projects are 60 percent completed.







Stone Full Circle Pale Ale

- Brewed with San Diego's "Pure Water"
- Brewed to be refreshingly clean!
- 5.4% ABV, 53 IBUs, Color 21
- Brewed with very generous additions of Riwaka and Wai-iti hops, pale 2 row malt, malted rye, and wheat malt
- Tropical fruit notes from the New Zealand hops and some nice caramel flavors

Thanks to our sponsors who helped make this event possible!



Learn more about Pure Water San Diego at www.purewatersd.org.



Pure Stone San Diego

The Pure Water Program partnered with Stone Brewing to present their Full Circle Pale Ale, brewed with purified water from the demonstration Pure Water Facility. The event marked the first time a commercial brewery produced beer with 100 percent advanced-treated recycled water.

Mayor Kevin L. Faulconer and Pat Tiernan, COO of Stone Brewing, kicked off the Pure Stone event by pouring the first pints of the sustainably-brewed beer.

More than 200 City leaders and elected officials gathered at the event to hoist a glass and taste the beer.

To recognize the importance and significance of the partnership, Mayor Kevin L. Faulconer presented a proclamation that declared March 16, 2017 "Pure Stone Day."

More than 80 local, national and international news outlets covered the innovative partnership, creating quite the buzz.



Pure Water Day Open House

Nearly 600 people attended the second annual Pure Water Day Open House at the North City Water Reclamation Plant on Oct. 21, 2017. The goal of this event was to increase community awareness of the Pure Water Program and the upcoming Phase 1 - North City Projects at a family-friendly event.

A record 21 tours of the demonstration Pure Water Facility were attended by 587 people.

More than 500 passports were given to attendees, which encouraged guests to participate in all of the event's activities to earn a souvenir.





Phase 1 Project Outreach

The Pure Water team marked 2017 by increasing outreach activities to businesses and residents in the communities that will be impacted by construction of the Phase 1 - North City projects in the coming years.

Twenty presentations were provided to more than 600 community members in council districts 1, 5, 6 and 7. Presentations included information on the proposed pipeline alignments and facility locations, work hours during construction, renderings of facilities and traffic control plans.

Thirty people provided input on the public art piece that will be designed for the full-scale North City Pure Water Facility at the “Meet the Artist” event held on June 10, 2017.

The Pure Water Working Group – made up of representatives from local businesses, environmental groups and other San Diego organizations – reconvened on June 29, 2017 to review and provide input on the 30 percent design renderings of the full-scale North City Pure Water Facility.

More than 100 contractors participated in the Contractor Forum held on Aug. 28, 2017 to learn about the timing, scope and how they can bid on upcoming Pure Water construction contracts.



Engaging Youth and Multicultural Communities

More than 430 local students participating in the FIRST LEGO League robotics competition toured the demonstration Pure Water Facility as part of their research to develop a project that provides an innovative solution to a real-world water problem.

Thirty students attended the “Women Working Wonders in Water” workshop on Nov. 4, 2017, where they toured the facility, learned about careers in water, and performed science experiments.

More than 1,000 multicultural community members were engaged at eight events in their communities and 38 in-person presentations were made at community councils, community planning groups and organizations in multicultural communities.





Online Engagement

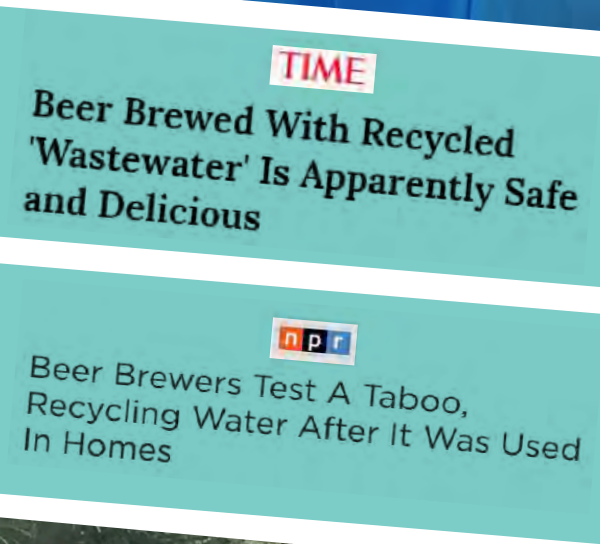
The number of Pure Water Instagram followers increased by 440 percent, Pure Water Twitter followers increased by 14 percent and Pure Water Facebook followers increased by 7 percent.

More than 30,000 people visited purewatersd.org to obtain program information and sign up for tours and presentations.

Three editions of the Pure News newsletter and three e-updates were sent to more than 7,000 program stakeholders throughout the year.

There were 194 media articles, television broadcasts, blogs or newsletters that featured Pure Water in national, local and online media.

Media highlights included *TIME* and *National Public Radio* covering the Pure Stone partnership in March and *Brookings* featuring the Pure Water Program's economic and environmental benefits in May. City staff appeared on a KUSI segment to promote the Pure Water Day Open House alongside a FIRST LEGO League robotics team in October. They also appeared on NBC7 to promote the event.



Recognition and Industry Presence

Conferences

Presentations were given at five conferences focusing on how to successfully manage and implement a potable reuse program and Pure Water's successful outreach efforts.

The 2017 WateReuse Annual Conference held in San Diego included the "Pure Brew Contest," which featured 16 local home brewers who brewed 15 unique beers with the purified water from San Diego's demonstration Pure Water Facility.

Awards

The Pure Water Program won eight awards for its comprehensive public outreach and environmental analysis efforts, from the following organizations:

- California Association of Environmental Professionals
- Public Relations Society of America - San Diego/Imperial Counties
- San Diego American Planning Association
- Water Reliability Coalition





Pure Water San Diego



PureWaterSD



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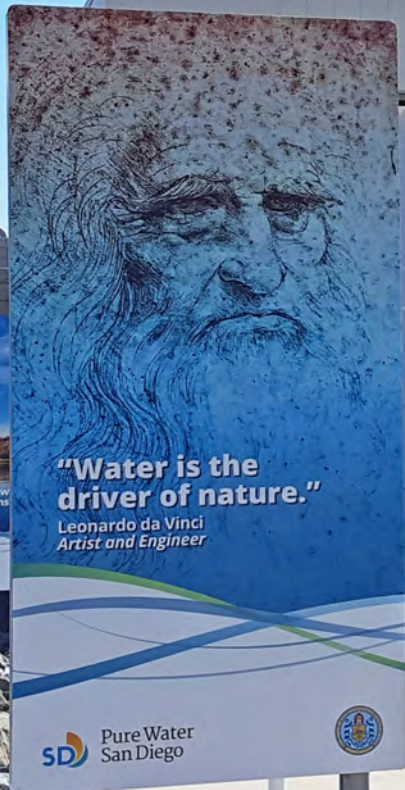
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Pure Water San Diego



safe, reliable, **sustainable**

Goal:

producing
1/3 of our
water supply

Visit www.purewatersd.org and sign up for a free tour of the demonstration Pure Water Facility.