

000001

REQUEST FOR COUNCIL ACTION  
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER (FOR AUDITOR'S USE ONLY) 601  
7/18

TO: Council President Peters 2. FROM (ORIGINATING DEPARTMENT): Water Department 3. DATE: 7/3/2007

4. SUBJECT: Informational Presentation Regarding the Planned Fluoridation of Imported Treated Water by the Metropolitan Water District of Southern California

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.) JIM BARRETT, WATER DIRECTOR 619.533.7555 6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.) ALEX RUIZ, ASST WATER DIR 619.533.6692 7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	41500				9. ADDITIONAL INFORMATION / ESTIMATED COST: This is an informational item only.
DEPT.	760				
ORGANIZATION	010				
OBJECT ACCOUNT					
JOB ORDER					
C.I.P. NUMBER					
AMOUNT	\$0.00				

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	<i>[Signature]</i>	7/5/07	8	DEPUTY CHIEF	<i>[Signature]</i>	7/5/07
2	EAS	N/A		9	COO	N/A	
3	-			10	CITY ATTORNEY		
4	LIAISON OFFICE			11	ORIGINATING DEPARTMENT		
5	-			DOCKET COORD: _____ COUNCIL LIAISON: _____			
6	-			<input checked="" type="checkbox"/> COUNCIL PRESIDENT <input type="checkbox"/> SPOB <input type="checkbox"/> CONSENT <input checked="" type="checkbox"/> ADOPTION <i>Sp m...</i> <input type="checkbox"/> REFER TO: _____ COUNCIL DATE: 7/18/07			
7	-						

11. PREPARATION OF:  RESOLUTION(S)  ORDINANCE(S)  AGREEMENT(S)  DEED(S)

Request that an item be included on the agenda for the Special Council meeting of 7/18/07 entitled: Informational Presentation Regarding the Planned Fluoridation of Imported Treated Water by the Metropolitan Water District of Southern California

11A. STAFF RECOMMENDATIONS: Accept the Report

12. SPECIAL CONDITIONS:  
COUNCIL DISTRICT(S): ALL  
COMMUNITY AREA(S): ALL  
ENVIRONMENTAL IMPACT: THIS IS NOT A "PROJECT" AND IS THEREFORE NOT SUBJECT TO CEQA PURSUANT TO STATE CEQA GUIDELINE SECTION 15060(C)(2)  
HOUSING IMPACT: N/A  
OTHER ISSUES: N/A

**EXECUTIVE SUMMARY SHEET**  
CITY OF SAN DIEGO

DATE ISSUED: July 3, 2007 REPORT NO: N/A  
ATTENTION: Special City Council Meeting,  
Docket of July 18, 2007  
ORIGINATING DEPARTMENT: Water Department  
SUBJECT: Informational Presentation Regarding the Planned  
Fluoridation of Imported Treated Water by the Metropolitan  
Water District of Southern California  
COUNCIL DISTRICTS: All  
CONTACT/PHONE NUMBER: Jim Barrett, Water Department Director (619) 533-7555

REQUESTED ACTION: This is an informational item. No action is required.

STAFF RECOMMENDATION: Accept the report.

EXECUTIVE SUMMARY:

On October 1, 2007, the City of San Diego will begin receiving fluoridated imported treated water from the Metropolitan Water District of Southern California (MWD) through the San Diego County Water Authority (CWA). The MWD is currently constructing facilities to fluoridate their entire treated water supply and will commence fluoridation on October 1, 2007.

The Water Department is working closely with MWD and CWA on a public outreach program to inform residents and notify local health agencies, pharmacists, dentists and physicians as prescribed by State law. A number of outreach efforts are being planned or are under consideration, including a press conference, special web page on the City's website, water bill inserts and bill messaging to all customers, a Frequently Asked Questions (FAQ) sheet, video PSA, as well as other efforts. Current plans are to begin public outreach in August, 2007.

FISCAL CONSIDERATIONS: None.

PREVIOUS COUNCIL and/or COMMITTEE ACTION: On April 11, 2000, the City Council adopted Resolution R-292983, which authorized the City Auditor and Comptroller to accept grant funds from the California Dental Association (CDA) for the purpose of funding the fluoridation of the City's Water System; and directing the City Manager to return with an implementation plan to for Council's consideration. The CDA subsequently withdrew this funding and no further action has been taken to date.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: The County Water Authority is coordinating with the Metropolitan Water District and retail water agencies in a public outreach effort necessary to inform customers of the pending introduction of fluoride to MWD's treated water supply.

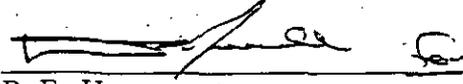
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KEY STAKEHOLDERS AND PROJECTED IMPACTS: It is anticipated that some customers will express concern over the introduction of fluoride by MWD in their treated water supply.



7/9/07

J. M. Barrett  
Water Department Director



R. F. Haas  
Deputy Chief of Public Works