



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: January 14, 2011

TO: Natural Resources and Culture Committee - Agenda of February 2, 2011

FROM: Roger S. Bailey, Director of Public Utilities

SUBJECT: Monthly Update on Indirect Potable Reuse/Reservoir Augmentation Demonstration Project

On December 1, 2010, the Public Utilities Department provided an update on the Indirect Potable Reuse/Reservoir Augmentation Demonstration Project (Demonstration Project) to the City Council's Natural Resources and Culture Committee (ITEM-10A).

This is a monthly progress report on development of the individual tasks budgeted within the Demonstration Project. The following activities have occurred since the December update:

- At year's end, the Speakers Bureau had completed 60 project presentations and began scheduling presentations for 2011, incorporating potential groups suggested by council offices and community members. The list of presentations completed in 2010 is available on the project website at www.purewatersd.org.
- An electronic update (E-Update) promoting the Demonstration Project's public outreach and education program was sent via email to 630 interested parties in November. This was followed in December by the inaugural project newsletter, Pure News, scheduled to be released quarterly to the project's interested parties list.
- Tours of city water treatment facilities key to the Demonstration Project's advanced water purification process began in January. Identified business and community leaders are participating in the tours to learn the role each facility plays in the urban water cycle. Participants will be touring the Alvarado Water Treatment Plant, Point Loma Wastewater Treatment Plant and the Advanced Water Purification Facility, upon completion.
- Under the direction of San Diego State University professor Dr. David Dozier, a public relations research methods class was tasked with gauging San Diegan's knowledge of the city's water supply situation and their acceptance of the City's efforts to add advance

purified water to the potable water supply. The research included 63 face-to-face, in-depth interviews and 626 telephone surveys to city residents using random digit dialing. The findings are being evaluated by staff and will be used to enhance the project's public outreach and education program.

- On December 9, members of the project outreach team met with Elementary Institute of Science (EIS) Program Director, Brandon Everett, to evaluate partnership potential and discuss the inclusion of scientific and informational elements of the Demonstration Project into the EIS curriculum. Project ideas will be presented to EIS for review in January.
- On December 13, staff presented the Public Outreach Implementation Plan and metrics to the IROC Public Outreach, Education & Customer Service Subcommittee. The documents were developed to track completed tasks by month.
- Design consultants Camp Dresser McKee (CDM) are nearing completion of the one-million-gallon-per-day Advanced Water Purification (AWP) facility design drawings. Final design of the facility is anticipated to be complete by February 2011, followed by equipment procurement and installation slated to begin in March 2011. Plant operations are expected to begin in May and tours of the AWP facility are scheduled to begin in June.
- On January 10, 2011, City staff and CDM presented the Advanced Water Purification Facility design to the IROC Environmental & Technical Subcommittee (E&TS). The scope of work, design drawings, and draft testing and monitoring plan were provided to the E&TS members as informational items.



Roger Bailey
Director of Public Utilities

cc: Marsi A. Steirer, Deputy Director