



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: April 29, 2011

TO: Natural Resources and Culture Committee - Agenda of May 18, 2011

FROM: Roger S. Bailey, Director of Public Utilities

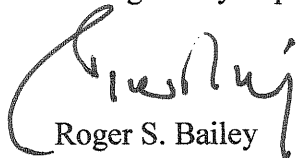
SUBJECT: Monthly Update on Indirect Potable Reuse/Reservoir Augmentation Demonstration Project

On April 20, 2011, 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-8A).

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

- During this reporting period, outreach staff participated in three community events: the Lao New Year Festival at Market Creek Plaza on April 2, Earth Fair at Balboa Park on April 17 and the Qualcomm Earth Day Fair on April 22. The Lao New Year event drew roughly 2,500 attendees, most of whom were Laotian Americans from surrounding communities. The Earth Fair drew approximately 60,000 attendees, of which roughly 1,100 participants interested in recycled water and the Demonstration Project visited the project booth. During their lunch break, nearly 1,000 Qualcomm employees and affiliates came together to celebrate Earth Day. In an effort to minimize the distribution of paper materials guests with smart phones were able to scan a posted bar code and immediately access project materials online. Several hundred attendees were excited about the new technology and took advantage of the option.
- As part of the Urban Water Cycle Tour program, a final tour of the Alvarado Water Treatment Plant and three tours of the Point Loma Wastewater Treatment Plant were conducted. All together, ten tours of the two plants were held for project stakeholders. Tour attendees included city officials and staff, members of the Independent Rates Oversight Committee and the Water Reliability Coalition. The program will continue throughout the year with tours of the Advanced Water Purification Facility (AWPF) upon its completion in June. Reservations for future tours will be made available on the project website.

- The spring edition of the *Pure News* project newsletter was delivered to nearly 1,000 interested parties. The publication included: progress of the AWPf, San Diego's water supply challenge despite winter rainfall, advanced water purification technology information, community events and the opportunity to schedule a tour of the new facility. Both the Winter 2010 and Spring 2011 newsletters can be found on the project website.
- The Speakers Bureau has completed 76 presentations to date and continues to schedule presentations for community planning groups, neighborhood associations, civic organizations, multi-cultural groups and any groups recommended by City Council offices. Following each presentation, guests are invited to attend upcoming tours of the AWPf. A list of upcoming presentations available to the public can be found on the project website. The website also includes a list of completed presentations, the latest project information, and upcoming citywide community events.
- Staff was invited to participate in the Girl Scouts San Diego Eco-Action Program on April 9 to discuss the Demonstration Project and the role it plays in the future of San Diego's water supply. The scouts received a 20 minute presentation followed by a question and answer session. This presentation is part of an on-going effort to increase project awareness among San Diego middle and high school students.
- The San Diego County Water Authority (CWA) commissioned a countywide poll measuring the public's knowledge and opinion of water issues. The random survey, which questioned 821 adults in late March and early April, is part of a series of public-opinion polls CWA has conducted since 2004. The poll gauged the public's attitudes toward supply diversification efforts, water conservation, and recycled water. An additional set of questions regarding the behavior toward advanced water purification technology was also part of the survey. The add-on questions were commissioned by the City's Public Utilities Department and probed only city residents. Research findings are currently being analyzed by project staff.
- On April 14, project management met with the Regional Water Quality Control Board to provide a status update. Additional meetings will be held to work toward defining regulatory requirements for a full-scale project.



Roger S. Bailey
Director of Public Utilities

cc: Marsi A. Steirer, Deputy Director