



San Diego County
**Taxpayers
Association**



Water Reliability Coalition

Advocating for a Water Secure San Diego Region

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Natural Resources & Culture Committee
September 28, 2011

San Diego Water Reliability Coalition



- Broad-based affiliation of environmental, consumer, business, labor and technical organizations that have come together to support exploration of Indirect Potable Reuse (IPR) as a potential strategy to develop a safe, reliable, sustainable & cost-effective local water supply
- Shared vision of a water-secure San Diego region



Friends of Infrastructure

- BIOCOM
- Building Industry Association
- Building Owners and Managers Association
San Diego Chapter
- Citizens Coordinate for Century 3
- Coastal Environmental Rights Foundation
- Endangered Habitats League
- Environmental Health Coalition
- Empower San Diego
- Friends of Infrastructure
- Industrial Environmental Association

- National Association of Industrial and Office Properties
San Diego Chapter
- San Diego and Imperial Counties Labor Council
- San Diego Audubon Society
- San Diego Coastkeeper
- San Diego County Taxpayers Association
- San Diego Regional Chamber of Commerce
- San Diego Regional Economic Development Corporation
- San Diego River Parks Foundation
- Surfrider Foundation, San Diego Chapter
- Sustainability Alliance of Southern California
- Utility Consumers' Action Network

WRC Beliefs about Potential for IPR



- Provides a locally controlled, drought-proof, safe and clean water supply
- Enhances reliability by diversifying supply sources, reducing the city's reliance and vulnerability to costly outside sources
- Improves regional sustainability by limiting water diversions from other California ecosystems
- Decreases wastewater discharges and spurs proper upgrades and use of existing assets
- Allows opportunities for local companies to manufacture essential parts, contributing to local job growth

Value of the WRC



- IPR has long and controversial history in San Diego
- Lessons learned from Orange County
- Support City staff's public outreach efforts
- Coalition can support varied aspects of IPR
- WaterReuse Award (March, 2010) for advocacy efforts to support water reuse, particularly indirect potable reuse

Where we've been



- “The project is a colossal waste of ratepayer dollars and, just as important, fraught with serious public health concerns.”
 - San Diego Union-Tribune Editorial, 9/08/2008
- "I'll oppose any effort to bring about toilet-to-tap. There is neither the money nor the public will to support such a program."
 - San Diego Mayor Jerry Sanders, 9/13/2007

Public Perception: From Wary to Winning



- When surveyed in 2005, 28 percent of respondents favored advanced treated recycled wastewater as an addition to the supply of drinking water
- What a difference 5 years makes: in an August 2011 San Diego County Water Authority poll, respondents favored such use of recycled water by 67%
- Likewise, the poll demonstrates that after being presented with facts about IPR the public is much more inclined to support it (more than $\frac{3}{4}$)

Where we are



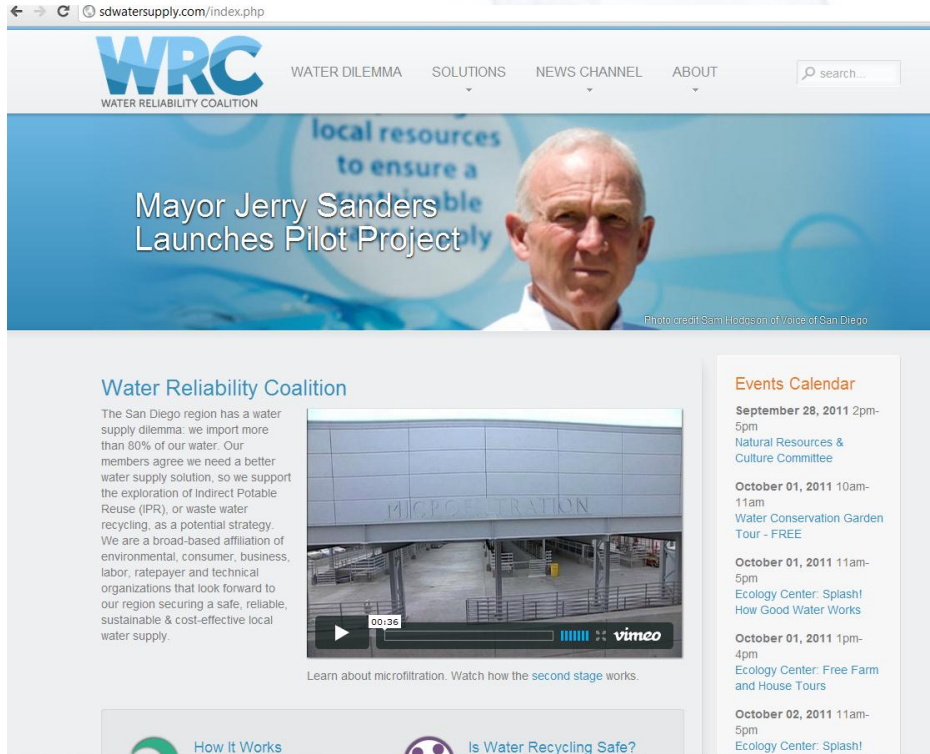
- “I support the pilot project. My concern has been and will always be that that water is safe. We're still concerned about the pharmaceutical uses, but I'm certainly not going to quibble with scientists and demagogue this issue. I think that there is some work to be done and I think that we need to find out how it's diluted and how that works in a reservoir system. I think that's important.”
 - San Diego Mayor Jerry Sanders, voiceofsandiego.org, 2/09/2010
- Similar efforts in years past were dubbed by critics, including this editorial page, as “toilet-to-tap” technology. But this editorial board has come to accept the latest science – and real-life experience – that says this water would likely be the purest and safest water in the system
 - San Diego Union-Tribune, 1/23/2011

How we can help



- Resources & Partnerships
 - New media campaign (facebook, twitter, website)
 - Assistance to City staff, councilmembers
 - Rapid response
 - Trusted community partners
 - Statewide reach

Launch of new website



www.sdwatersupply.com

News Channel

SEP 23 Water Purification Demo Project Earns WaterReuse Award

The WaterReuse Association has recognized San Diego's Water Purification Demonstration Project (Demonstration Project) for the "2011 WaterReuse Public Education Program of the Year Award" at its 26th Annual Symposium in Arizona. Along with examining the use of advanced water purification technology to potentially provide safe and reliable water for San Diego's future, the City of San Diego Public Utilities Department has embarked on a program to educate residents about the Demonstration Project by offering free public tours of the Advanced Water Purification Facility, speaker presentations to interested groups and opportunities to learn about the Demonstration Project at community events throughout San Diego.

"The Mayor and City Council requested that we develop and implement a comprehensive public education and outreach program for this demonstration project and that's exactly what we have done," said Roger Bailey, Director of the City's Public Utilities Department. "We are truly honored to be recognized for our ongoing work to increase community awareness of this potential new water supply," added Bailey.

See the full press release from the San Diego Public Utilities Department [here](#).

SEP 23 BIOCOM - Long Time Supporter of IPR

"BIOCOM firmly believes that a reliable source of water is critical for both research and manufacturing in the life science industry. An adequate guarantee of water is a major factor for companies as they make their decisions to locate their facilities in the San Diego region. BIOCOM has been a long time supporter of exploring and expanding Indirect Potable Reuse (IPR) technology.

Over the years water has become increasingly scarcer with a diminished supply to Southern California as the cost has risen. Other regions are competing for the same water supply and San Diego's rapid growth increases yearly demand. The implications for supply and affordability of water in San Diego make finding other solutions, such as IPR, imperative."

BIOCOM is a founding member of the Water Reliability Coalition.

- Explains dilemma, solutions
- Provides access to news, partners, events, information resources





Thank You!

www.sdwatersupply.com

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