



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: March 6, 2012

TO: Natural Resources and Culture Committee - Agenda of March 21, 2012

FROM: Roger Bailey, Director of Public Utilities

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

On February 1, 2012, 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-10). This is an update of education and outreach efforts since the last reporting period.

Media

- On February 10, 2012, the Demonstration Project was featured on the front page of the New York Times in a story headlined: "As 'Yuck Factor' Subsides, Treated Wastewater Flows From Taps." The story highlighted the nationwide interest in water purification as part of the solution for limited water supplies, and focused on the positive shift in public perception surrounding water purification technology.

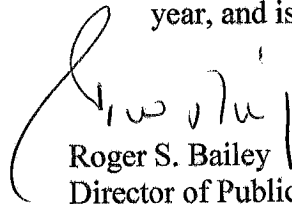
The topic of water purification piqued the interest of the public, as it was the fourth most emailed article on the New York Times website that day. The story also generated coverage in the Las Vegas Sun and was re-printed in more than 30 blogs, including National Geographic's.

Outreach

- Since its inception, 144 tours of the Advanced Water Purification Facility have been conducted with nearly 2,000 participants attending. In February alone, nearly 100 citizens participated in a facility tour. Some of the groups visiting in February included the Scripps Ranch Civic Association, the Society of Women Engineers, and students from the Francis Parker Upper School.

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- To continue the New Year momentum, an e-blast invitation was distributed to nearly 300 prospective stakeholders and community leaders. A template article was included with the electronic message for placement in community newsletters.
- Students from across the county gathered at the 14th annual San Diego Science Alliance High Tech Fair to learn about clean technology and energy, health care, conservation and environmental science, robotics and aerospace engineering. Despite bad weather, 3,000 students attended the two day event at the Del Mar Fairgrounds on February 8, 2012. More than 50 exhibitors took part in the fair, including the City of San Diego. Students visiting the City's booth were educated on San Diego's water supply challenges, the water purification process and also viewed samples of recycled water, potable water and purified water.
- The utilization of online social networking services continues to impact and inform stakeholders of project news and updates. During the month of February, 182 tweets were sent, 67 updates posted on Facebook and 936 guests viewed three project videos on YouTube.
- The March and early April water bill will include an insert featuring the Demonstration Project. The bill insert extends an invitation to the AWP Facility where visitors will learn about the technology, science and research behind water purification. The distribution of 280,000 bill inserts began in early March and will be included in the rate payers' monthly bill. A similar bill insert, ran in June of last year, and is the number one quoted source of referral by tour visitors.



Roger S. Bailey
Director of Public Utilities

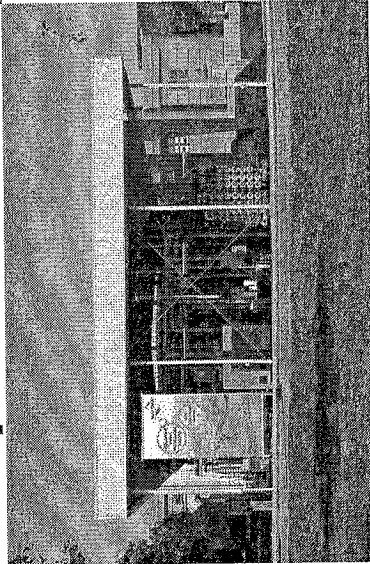
cc: Marsi A. Steirer, Deputy Director

Attachment: Bill Insert

Open for

Tours

Water | Demonstration Purification | Project



The Advanced Water Purification Facility is part of the City's Water Purification Demonstration Project, which is examining the use of advanced water purification technology on recycled water.

Experience the water purification process:

- See how wastewater becomes purified water
- See what other places are already drinking purified water
- See the comparison among purified, drinking, and recycled water

Can't tour in person?

Schedule a presentation for your organization — email: PureWaterSD@sandiego.gov or call (619) 533-6638

Tours Available

Explore San Diego's first water purification testing facility on a guided tour.

Signing up is easy:

- Email your request to PureWaterSD@sandiego.gov
- Call (619) 533-4631
- Register online at www.PureWaterSD.org/tours.shtml

www.PureWaterSD.org



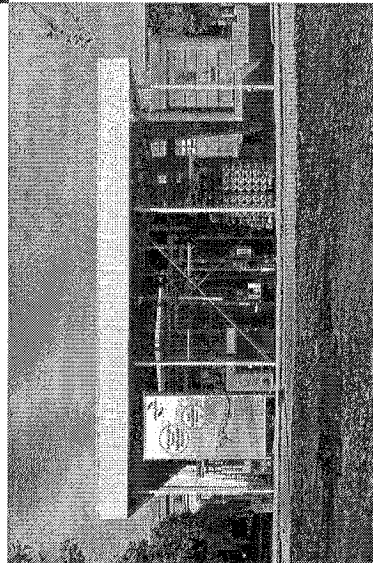
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Abierto al

Publico

Water Purification Demonstration Project



El Tratamiento Avanzado de Purificación de Agua es parte del proyecto de Demostración de Purificación de Agua, el cual esta investigando las tecnologías mas avanzadas para la purificación de agua reciclada.

Conosca por experiencia propia el proceso de purificación de agua:

- Vea como agua de desague se convierte en agua purificada
- Vea en que otros lugares se usa agua purificada como agua potable
- Vea la diferencia entre agua purificada, agua potable y agua reciclada

No puede asistir en persona?

Visite www.purewatersd.org para ver un guia virtual

Programame una presentacion para su organizacion- mande un correo electronic a purewatersd@sandiego.gov o llame al (619) 533-6638

www.PureWaterSD.org

Recorridos disponibles

Explore en San Diego la primer instalacion de prueba de purificacion de agua en una visita con guia.

Apuntense Hoy:

- Visite www.purewatersd.org/tours.shtml para registrarse a un recorrido
- Mande un correo electronico a purewatersd@sandiego.gov o llame al (619) 533-4631

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