

Appendix H: Public Outreach and Education

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Template Article

The template article regarding the AWP Facility opening was prepared and distributed to local publications in July 2011. Updated variations were produced and distributed to additional publications as needed.

Future of water on public display at San Diego's Water Purification Demonstration Project

by Marsi A. Steirer, Water Purification Demonstration Project Director,
City of San Diego, Public Utilities Department

The City of San Diego opens the doors this summer to a facility that is testing whether it could provide a new local source of water for San Diego. Located in northern San Diego, the Advanced Water Purification Facility is a small-scale, state-of-the-art water purification facility that purifies one million gallons of recycled water every day to a level similar to distilled water quality.

The facility is one component of the City's Water Purification Demonstration Project that is examining the safety and cost of purifying recycled water. If this project is approved to go full-scale, the purified water would blend with the City's imported supplies at San Vicente Reservoir and would become part of the City's drinking water supply. As another component of the Demonstration Project, the City is studying San Vicente Reservoir and the potential effects of adding purified water to it. During the year-long test phase, purified water will not be sent to San Vicente Reservoir or the City's drinking water system; instead, the purified water will be added to the City's recycled water system.

San Diego is testing water purification as a means to develop a locally controlled, supplemental water supply. San Diego's semi-arid region is at the end of pipelines that import water from hundreds of miles away. The City needs to develop local, reliable water sources to lessen its dependence on expensive and limited imported water supplies.

"Our City has been both creative and aggressive in trying to diversify our water supply. The less we rely on importing water from outside San Diego County, the more we control our own destiny," San Diego Mayor Jerry Sanders said. "A locally produced supply of water could be an important option for us."

All wastewater in San Diego undergoes treatment to remove harmful contaminants, making it safe enough to be discharged into the ocean. Some wastewater is diverted to the City's recycled water facilities, where it is further treated and then used for irrigation and industrial purposes. A portion of the recycled water produced at the North City Water Reclamation Plant will be sent to the Advanced Water Purification Facility.

At the facility, the recycled water undergoes the multi-barrier purification process, which includes membrane filtration, reverse osmosis, and advanced oxidation with ultraviolet disinfection and high-strength hydrogen peroxide. The multi-barrier approach of consecutive treatment steps work together to remove or destroy all unwanted materials in the water and produces one of the most pristine supplies of water available anywhere. Each step in the

process also includes continuous water quality monitoring. The City thoroughly examines the safety of the water through laboratory tests and computer analysis to ensure that it meets public health standards.

The data from the Demonstration Project will be thoroughly examined, and the results will determine the safety and cost of a full-scale water purification and reservoir augmentation project. After the test phase is complete, the City Council and Mayor will decide whether to implement a full-scale project.

“This Demonstration Project will provide the answers San Diego needs before taking the next step with purified water,” said Mayor Sanders. “We owe it to our citizens to see if we can come up with an alternative source of local, safe and relatively inexpensive drinking water.”

The same water purification process is already used around the world. Just north of San Diego, Orange County operates the world’s largest water purification plant. The Orange County Groundwater Replenishment System produces up to 70 million gallons a day of ultra clean water to provide safe and reliable drinking water for nearly 600,000 residents. The purified water is produced from secondary-treated wastewater and injected into the county’s drinking water aquifer.

Visitors are welcome and encouraged to tour the Advanced Water Purification Facility through summer 2012. Guests who participate in the AWP Facility tour will gain a better understanding of the Demonstration Project and what role the facility plays in this testing phase. Following an introductory presentation, tour participants will take a walking tour through the facility to view the water purification technology equipment up close. At the end of the tour, guests will view the purified water produced at the facility. To register for a tour, visit www.purewatersd.org/tours.shtml. For more information about the City of San Diego’s Water Purification Demonstration Project, visit www.purewatersd.org, email purewatersd@sandiego.gov, or call (619)533-7572.

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Press Release: Drinking Water Week

This press release was distributed to community publications in May 2012 to publicize the AWP Facility open house tours in honor of national Drinking Water Week 2012.



THE CITY OF SAN DIEGO
PUBLIC UTILITIES

FOR IMMEDIATE RELEASE
May 4, 2012

MEDIA CONTACTS:
Alma Rife
(619) 533-5477

City's Water Purification Demonstration Project Celebrates Drinking Water Week with Open House Tours

City Studying Feasibility of Purifying Wastewater for Drinking Water

SAN DIEGO – The City of San Diego's Water Purification Demonstration Project will commemorate Drinking Water Week 2012 by offering free open house tours of its Advanced Water Purification Facility in northern San Diego on Saturday, May 12. Back-to-back tours will be offered from 10:30 a.m. to 12:30 p.m. Registration for the open house tours closes on Wednesday, May 9. Register for a tour at www.purewatersd.org/tours.shtml.

"Drinking Water Week is a unique opportunity for water professionals and the communities they serve to join together to recognize the vital role water plays in our daily lives," said San Diego Public Utilities Director Roger Bailey. "With limited local drinking water supplies and a reliance on importing approximately 85 percent of its water, San Diego is extremely aware of the need for secure, local drinking water. The Water Purification Demonstration Project plays an important role in exploring advanced technology to augment San Diego's water portfolio."

The Demonstration Project is examining the cost and safety of purifying recycled water as a means to develop a locally controlled, supplemental drinking water supply. The Advanced Water Purification Facility is a small-scale facility that purifies one million gallons of recycled water every day. Currently, the purified water produced at the facility is returned to the recycled water distribution system for irrigation and industrial purposes. If all regulatory requirements are met, funding is identified and approval is granted by Mayor and Council, a full-scale water purification facility could provide San Diego with a new source of local drinking water.

During the facility tours, guests will learn what the Demonstration Project is about and what role the Advanced Water Purification Facility plays in this testing phase. Following an introductory presentation, participants take a walking tour through the facility to view the water purification technology equipment up close and hear more about how the purification process works. At the end of the tour, guests are challenged to decipher samples of purified, recycled and tap water. Since opening in June 2011, more than 2,000 people have toured the facility.

For more information about the Water Purification Demonstration Project, visit www.purewatersd.org or email purewatersd@sandiego.gov.

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Press Release: WateReuse Association Award

This press release was distributed to local publications in September 2012 to publicize the Demonstration Project winning the WateReuse Association's Small Project of the Year Award. A similar release was distributed the previous year when the Demonstration Project won the WateReuse Association's Public Education Program of the Year Award.



THE CITY OF SAN DIEGO
PUBLIC UTILITIES

FOR IMMEDIATE RELEASE
September 18, 2012

MEDIA CONTACT:
Alma Rife
(619) 533-5477

City's Water Purification Demonstration Project
Honored with National Award
Project Receives 2012 Small Project of the Year

SAN DIEGO – Last week, the WateReuse Association honored the City of San Diego's Water Purification Demonstration Project with the "2012 WateReuse Small Project of the Year Award" at its 27th Annual Symposium in Florida. Since the Demonstration Project began in 2009, the City's Public Utilities Department has been examining the use of water purification technology to potentially provide safe and reliable water for San Diego's future. This comprehensive pilot program includes operating a test facility, studying the impact of adding purified water to San Vicente Reservoir, completing a cost and energy analysis, and conducting a public outreach and education program to inform San Diegans about the science of water purification.

"The Demonstration Project is playing an important role in determining whether purified water can be a viable option for supplementing San Diego's limited water supplies," said Roger Bailey, Director of the City's Public Utilities Department. "We are truly honored to be recognized for our ongoing work in exploring new water supply solutions for San Diego," added Bailey.

The award provides industry recognition for successful small (less than five-million-gallons-a-day capacity) projects that have made significant contributions to advancing water reuse. The City of San Diego Public Utilities Department is receiving this award for its continued dedication to water reuse and its successful implementation of the Water Purification Demonstration Project. Last year, the WateReuse Association recognized the Demonstration Project's outreach program as the 2011 WateReuse Public Education Program of the Year.

Members of the public are encouraged to register to tour the Demonstration Project's Advanced Water Purification Facility, which explains the project in more detail and provides an up-close look at the test facility. To register, visit the project website at www.purewatersd.org/tours.shtml. For a presentation to community, civic or business organizations, email purewatersd@sandiego.gov or call (619) 533-6638.

The WateReuse Association is a national, nonprofit organization whose mission is to advance the beneficial and efficient uses of high-quality, locally-produced, sustainable water sources for the betterment of society and the environment through advocacy, education and outreach, research, and membership. Across the United States and the world, communities are facing water supply challenges due to increasing demand, drought, depletion and contamination of groundwater, and dependence on a single source of supply.

Press Release: AWP Facility Tour Group Visits

This is a template of a press release distributed to organizations following their tours of the AWP Facility. These news releases were for publicizing the tour program in organizations' newsletters.



THE CITY OF SAN DIEGO
PUBLIC UTILITIES

FOR IMMEDIATE RELEASE
[DATE]

MEDIA CONTACTS:
Alma Rife
(619) 980-9560

[ORGANIZATION] Tours
City's Water Purification Demonstration Project
City Studying Feasibility of Purifying Wastewater for Drinking Water

SAN DIEGO – [Members of ORGANIZATION] toured the City of San Diego's Advanced Water Purification Facility on [DATE]. Located in northern San Diego, the Advanced Water Purification Facility is a small-scale facility that purifies one million gallons of recycled water every day to a level similar to distilled water quality.

The facility is one component of the City's Water Purification Demonstration Project that is examining the safety and cost of purifying recycled water. If the project is approved to go full-scale, the purified water would blend with the City's imported supply of raw or untreated water stored in the San Vicente Reservoir. After being treated again at the Alvarado Water Treatment Plant, water from San Vicente Reservoir would become part of the City's drinking water supply. As another component of the Demonstration Project, the City is studying San Vicente Reservoir and the potential effects of adding purified water to it. During the year-long test phase, purified water will not be sent to San Vicente Reservoir or the City's drinking water system; instead, the purified water will be added to the City's recycled water system used for irrigation and industrial purposes.

[INSERT QUOTE FROM ATTENDEE]

Since opening in June 2011, more than [ATTENDANCE NUMBER] people have toured the facility. The [ORGANIZATION] is one of many groups that have toured the facility to better understand the science of water purification. On the tour, guests become familiar with the Demonstration Project and what role the Advanced Water Purification Facility plays in this testing phase. Following an introductory presentation, tour participants take a walking tour through the facility to view the water purification technology equipment up close and hear more about how the purification process works. At the end of the tour, guests see for themselves the purity of the water produced at the facility and compare samples of purified, recycled and tap water.

To register for a tour of the Water Purification Demonstration Project, visit the project website at www.purewatersd.org/tours.shtml. For a presentation to your organization, email purewatersd@sandiego.gov or call (619) 533-6638.

Advertisement: Open for Tours (English)

This advertisement was published in the Voice & Viewpoint (June 2011), Giving Back Magazine (July 2011), San Diego Monitor (July 2011), Filipino Press (August 2011) and We Chinese in America Weekend (August 2011).

Water Purification | Demonstration Project

OPEN *for Tours*

The City of San Diego opens the doors this summer to its Advanced Water Purification Facility at the North City Water Reclamation Plant. Join us for a tour of the facility and see how this technology can transform wastewater into one of the purest sources of water in San Diego.

Sign Up Today:

- Visit www.purewatersd.org/tours.shtml to register for a tour.
- Email purewatersd@sandiego.gov or call (619) 533-6638 to schedule a presentation for your organization.



Advertisement: Open for Tours (Spanish)

This advertisement was published in El Latino (July 2011) and La Prensa (July 2011).

Water Purification | Demonstration Project

ABIERTO *para Recorridos*

Este verano la ciudad de San Diego abrira las puertas de las instalaciones del Tratamiento Avanzado de Purificacion de Agua(AWP) en la planta de tratamiento North City Water Reclamation Plant. Acompañanos a recorrer las instalaciones y ver como esta tecnologia puede transformar aguas negras en una de las fuentes de agua mas pura en San Diego.

Apuntense Hoy:

- Visite www.purewatersd.org para registrarse a un recorrido.
- Mande un correo electronico a purewatersd@sandiego.gov o llame al (619) 533-6638 para programar una presentacion a su organizacion.



THE CITY OF SAN DIEGO

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Advertisement: Top 5 Reasons to Tour

This advertisement was published in the Voice of San Diego monthly publication (July 2012).

Top 5 Reasons to Tour San Diego's Water Purification Facility



- 1. It's fun**
- 2. It's free**
- 3. It's educational**
- 4. It makes you think**
- 5. It makes you say "wow"**

Join the thousands who've already seen how wastewater is transformed into purified water.

Water Purification | **Demonstration Project**

Advertisements: Purely Amazing and Spiderman

The “Purely Amazing” advertisement was featured in two Voice of San Diego e-blasts (July 2012). The Spiderman three-panel rotating graphics advertisement was featured on the Voice of San Diego website (June 2012).

Email Advertisement



Web Advertisement

Three-panel rotating graphics



Media Coverage List (2010-2012)

The following document lists all of the known media coverage of the Water Purification Demonstration Project from 2010 to 2012.

Water Purification Demonstration Project Media Coverage (2010-2012)

Category	Article Title	Publication Name/ Organizational Affiliation	Date of Coverage
Online	Public Comment: Sewage Recycling	Voice of San Diego	1/21/2010
TV Online	Toilet to Tap Back on the Drawing Board	San Diego 6 News	1/26/2010
Newspaper	Coalition Has Hand in Water Recycling Plan, Council Advances Recycling Project	San Diego Union Tribune	1/27/2010
Online	Toilet-to-Tap Campaign Approved by Council	San Diego News Room	1/28/2010
Online	City Water Usage Up	Voice of San Diego	2/9/2010
Online	Mayor Supports Sewage Recycling Pilot	Voice of San Diego	2/11/2010
Online	Let's Use the Water We Have	San Diego News Room	3/9/2010
Online	The Future of Indirect Potable Reuse	San Diego News Network	3/10/2010
Online	A Guide to Purified Sewage	Voice of San Diego	4/26/2010
Blog	A Primer/Refresher on San Diego's Water Purification Demonstration Project	GrokSurf's San Diego	7/7/2010
Magazine	Council Approves Wastewater Treatment Project	San Diego Metropolitan Magazine	7/28/2010
Radio	Political Analysis: The Legacy of Toilet-to-Tap	KPBS	8/4/2010
Radio	What Role Could Water Reclamation Play in San Diego's Future?	KPBS	8/5/2010
Online	San Diego's Progress with Water Reuse	San Diego News Room	8/6/2010
Online	San Diego to Test Alternative Water Source	San Diego News Room	8/20/2010
Online	Fact Check: The Real Price of Purified Sewage	Voice of San Diego	9/16/2010
Blog	Should San Diego Ozonate its Wastewater for IPR?	GrokSurf's San Diego	10/5/2010
Newspaper	New Source of Drinking Water Hinges on Pilot Project	San Diego Union Tribune	10/11/2010
Blog	"Toilet to Tap"	3-Waters	1/6/2011
Newspaper	City Engineers Tell La Jollans about Water Purification	La Jolla Light	1/12/2011
Newspaper	The Yuck Factor: Get Over It	San Diego Union Tribune	1/23/2011
Blog	La Jolla Residents Get a Distilled Water Lesson	Distilled Water Company	1/24/2011
Newspaper	From Toilets to Tap	USA Today	3/3/2011
Blog	From Wastewater to Drinking Water	State of the Planet/The Earth Institute	4/4/2011
Newspaper	Wastewater Getting New Life Across the County	San Diego Union Tribune	5/15/2011
Online	The Emotion of Wastewater	The Huffington Post	6/12/2011
Online	Will San Diego's Mayor Drink Purified Sewage?	Voice of San Diego	6/30/2011
TV Online	Year Long Study Will Determine if Wastewater Can Be Properly Treated for Drinking	10 News	6/30/2011
TV Online	Can San Diego Go From Toilet to Tap?	NBC News	6/30/2011
Online	Mayor Kicks Off Pilot Project to Test Possible New Source of Drinking Water	SanDiego.gov	6/30/2011
Online	Water Reliability Coalition Supports Water Purification Pilot Project	San Diego Coastkeeper	6/30/2011
Online	City Tests System of Turning Wastewater into Drinking Water	San Diego News Room	6/30/2011
Online	City to Test System that Makes Wastewater Drinkable	10 News	6/30/2011
Newspaper	San Diego Launches Landmark Water Project	San Diego Union Tribune	6/30/2011
Blog	San Diego Reuse Water Purification Plant Opens	OB Rag	7/1/2011
Newsletter		Emerald News	7/1/2011
Newspaper	Purify "Brown" Water to Solve SD Water Crisis	Daily Aztec/San Diego State University	7/10/2011
Newspaper	City Gives Water Reclamation Plant Tours	San Diego Metropolitan Magazine	7/20/2011

Water Purification Demonstration Project Media Coverage (2010-2012)

Category	Article Title	Publication Name/ Organizational Affiliation	Date of Coverage
Newspaper	City offering tours of water purification plant	La Jolla Light	7/25/2011
Newsletter	Utility Briefs	AWWA Streamlines	7/26/2011
Newsletter	City of San Diego Speculates on Future of New Source of Local Water	ACWA News	7/29/2011
Online	Future of Water on Public Display for San Diego's Water Purification Demonstration Project	WaterTechOnline.com	7/29/2011
Newsletter	San Diego's Pro-active Approach-Tests New Water Facility	SCAP Monthly Update	8/1/2011
Blog	Join us when we tour San Diego's cutting-edge new IPR Demonstration Project	Know Your h2o	8/2/2011
Online	Fact Check: Cleaner Water than Orange County?	Voice of San Diego	8/2/2011
Online	Public Invited to Tour City's Water Purification Demonstration Project	WaterTechOnline.com	8/3/2011
Radio	Recycling Water: A Clear Solution for San Diego	KPBS	8/3/2011
Online	San Diego IPR open to public tours	Desalination and Water Reuse Quarterly	8/4/2011
Blog	Water Recycling: Creating Water So Pure You Can Drink It	San Diego Coastkeeper	8/6/2011
Blog	Breaking the Taboo on "Toilet to Tap"	Ecocentric/TIME Magazine	8/10/2011
Blog	San Diego, Drink It In...	CleanTech Insights	8/26/2011
Blog	Indirect Potable Reuse: It Works!	San Diego Coastkeeper	9/1/2011
Online	Local Experts Discuss Region's Local Water Supply	San Diego News Room	9/14/2011
Online	City's Water Purification Demonstration Project Honored with National Award	SanDiego.gov	9/16/2011
Blog	San Diego's Water Purification Demonstration Project Wins Award	San Diego Surfrider Foundation	9/19/2011
Newsletter	City's Water Purification Demo Project Honored with National Award	San Diego Chapter newsletter/WateReuse Association	10/1/2011
Newspaper	Whets Public's Appetite for More Information	Mission Times Courier	10/7/2011
Online	City Opens Doors to Water Purification Demonstration Project	WaterWorld	10/13/2011
Newspaper	San Diego Frames Water Policy for the Future	San Diego Union Tribune	10/19/2011
Newspaper	A Big Win in the War for Water	San Diego Union Tribune	12/9/2011
Newspaper	City Endorses Plan to Convert Sewage into Drinking Water	North County Times	12/10/2011
Newspaper	Future of Water on Display at San Diego's Water Purification Demonstration Project	U.S. Mayor	12/19/2011
Online	San Diego's Advanced Treatment Facility Viewable on YouTube	Desalination and Water Reuse Quarterly	12/30/2011
Newspaper	Water Recycling Key to U.S. Future	San Diego Union Tribune	1/10/2012
Newsletter	SOS Toastmasters Tours City's Water Purification Demonstration Project	SOS Toastmasters	1/15/2012
Newspaper	Where Toilet to Tap Fears circle the drain	San Diego Union Tribune	1/21/2012
Newspaper	As 'Yuck Factor' Subsides, Treated Wastewater Flows From Taps	New York Times	2/9/2012
Blog	Water Recycling Makes National News	E-Bulletin/California Water Environment Assoc.	2/13/2012
Blog	Spacewater Recycling: Getting Around the Yuck Factor	Water Management:	2/23/2012
Blog	San Diego's Indirect Potable Reuse Proposal Without the Hype	GrokSurf's San Diego	2/27/2012
Blog	Ultra-purified Recycled Water Cleaner Than Imported Water	San Diego Coastkeeper	2/27/2012
Newspaper	Future of Water on Public Display for San Diego's Water Purification Demonstration Project	Mission Valley News/Scoop San Diego	2/27/2012
Blog	San Diego's Indirect Potable Reuse Proposal Without the Hype	Aquaforia.com	2/28/2012
Online	City Officials Put Future of Water on Display at SD facility	SDnews.com	2/29/2012
Blog	San Diego Uses Advance Oxidation to Recycle Wastewater	Spartanwatertreatment.com	2/29/2012

Water Purification Demonstration Project Media Coverage (2010-2012)

Category	Article Title	Publication Name/ Organizational Affiliation	Date of Coverage
Newspaper	City Officials Put Future of Water on Display at SD facility	Beach and Bay Press	3/1/2012
Newsletter	Future of Water on Display for San Diego's Water Purification Demonstration Project	San Diego Chapter newsletter/WateReuse Association	3/1/2012
Newsletter	Future of Water on Display for San Diego's Water Purification Demonstration Project	Alpine community newsletter	3/5/2012
Online	Students Tour City Water Purification Facility	Francis Parker School website	3/5/2012
Newsletter	[Photo with Caption]	District 4 newsletter	3/21/2012
Blog	Future of Water on Display for San Diego's Water Purification Demonstration Project	My Clean Water Act	3/28/2012
Blog	Future of Water on Display for San Diego's Water Purification Demonstration Project	I Love a Clean San Diego	3/28/2012
Newsletter	Recycled Water is Coming to San Diego	District 6 newsletter	4/1/2012
Newspaper	Taking the Waste Out of Wastewater	New York Times/Sunday Review	4/21/2012
Radio	Mares: Recycled Water	Vermont Public Radio/Commentary Series	4/23/2012
Newspaper	City's Water Purification Demonstration Project Celebrates Drinking Water Week with Open House Tours	Scoop San Diego	5/4/2012
Online	Sewage Plan Envisions Massive Expansion of Wastewater Recycling	Voice of San Diego	5/21/2012
Newspaper	Boosting Reservoirs with Purified Wastewater?	San Diego Union Tribune	5/22/2012
Online	Final Draft of San Diego Water Reuse Scheme Published	Desalination and Water Reuse Quarterly	5/25/2012
Newspaper	Bill Seeks to Streamline Recycled Water Regulations	San Diego Union Tribune	5/27/2012
Blog	San Diego: Improving the Flow to use recycled wastewater	Aquaforia.com	5/28/2012
TV	Reusable Water Not Cheaper: Report	NBC San Diego	5/29/2012
Online	Purifying Sewage: Where the Mayoral Candidates Stand	Voice of San Diego	5/29/2012
Newspaper	Recycling Sewage to Drinking Water Could Save City of San Diego Money: Study	North County Times	6/2/2012
Newspaper	Toilet to Tap Helps Conservation Efforts	San Diego Union Tribune	7/14/2012
Online	In San Diego, Recycled Water Quickly Wins Fans (And They Don't Even Have It Yet)	National Geographic Daily News	8/30/2012
TV	Wade in the Water	Larry Himmel's In the Neighborhood/CBS8	8/6/2012
Newsletter	San Diego's Water Purification Demonstration Project Showcases Future of Water, Offers Tours	Let's Talk Plants!/San Diego Horticultural Society	8/6/2012
Newsletter	Tour of the Water Purification Facility	Torrey Pines Ski Club newsletter	9/1/2012
Newspaper	San Diego Monitor News' Business Bootcamp Group Visits AWP Facility	San Diego Monitor	10/5/2012
Newsletter	Take a Pure Tour	Waste No Water Newsletter/City of San Diego Water Conservation	Fall 2012
Journal	Changing Public Perception About Water Purification	AWWA Opflow	12/1/2012
Newsletter	Water Purification Tour	Scripps Ranch Newsletter	12/1/2012
Radio	San Diego Seeks a Swifter Current for Water Recycling	KPBS	12/10/2012

Media Clips

A collection of media clips about the Demonstration Project can be found online at www.sandiego.gov/water/waterreuse/demo/articles.shtml or by visiting www.purewatersd.org and clicking on the “News and Publications” link.