

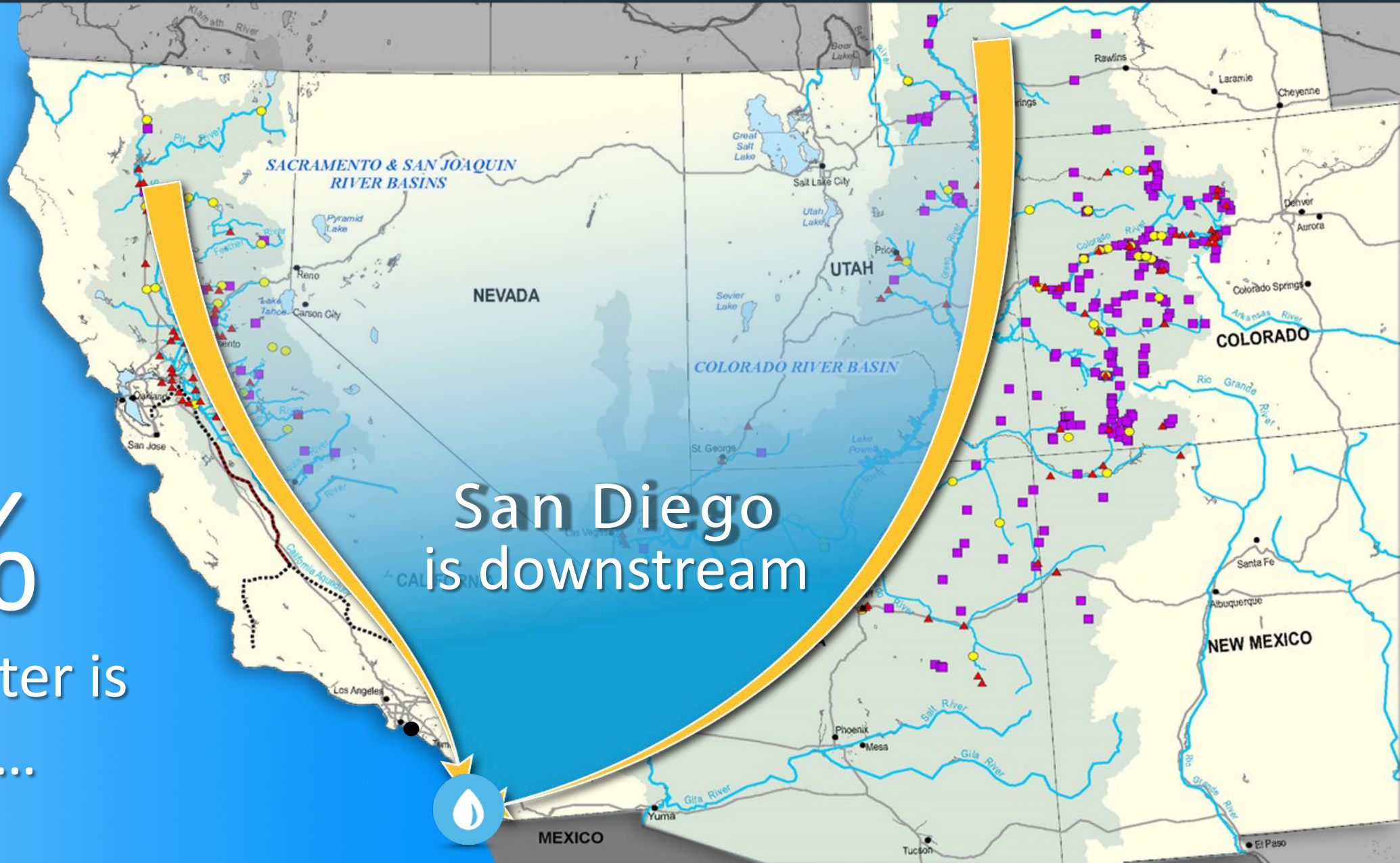
Pure Water San Diego Program

Brent Eidson, Public Utilities Department

SD San Diego's Water Supply

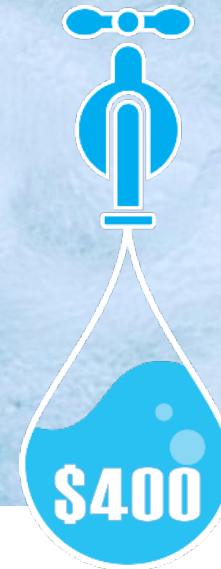
85%
of our water is
imported...

San Diego
is downstream



SD We Face Numerous Water Challenges

Imported water cost per acre-foot



2000

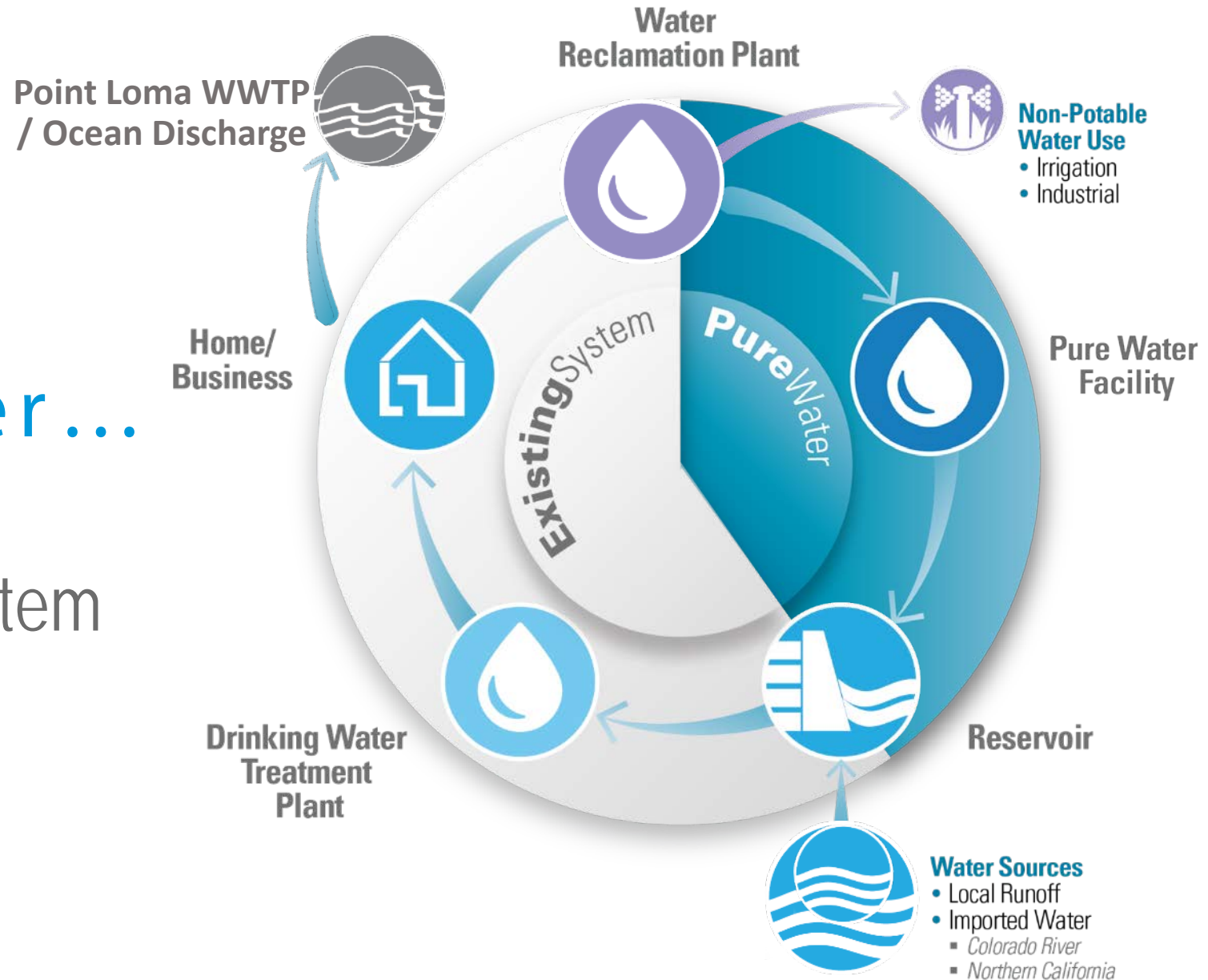


2016

- Limited local & imported supplies
- Population growth
- Bay Delta constraints
- Natural disaster risk
- Rising imported water costs
- Recurring drought

SD San Diego's Water Supply System

Existing Pure Water...
System...
Completes Our
Primarily a
Water Cycle
Single-Use System



SD Pure Water Runs a Successful Demonstration Facility

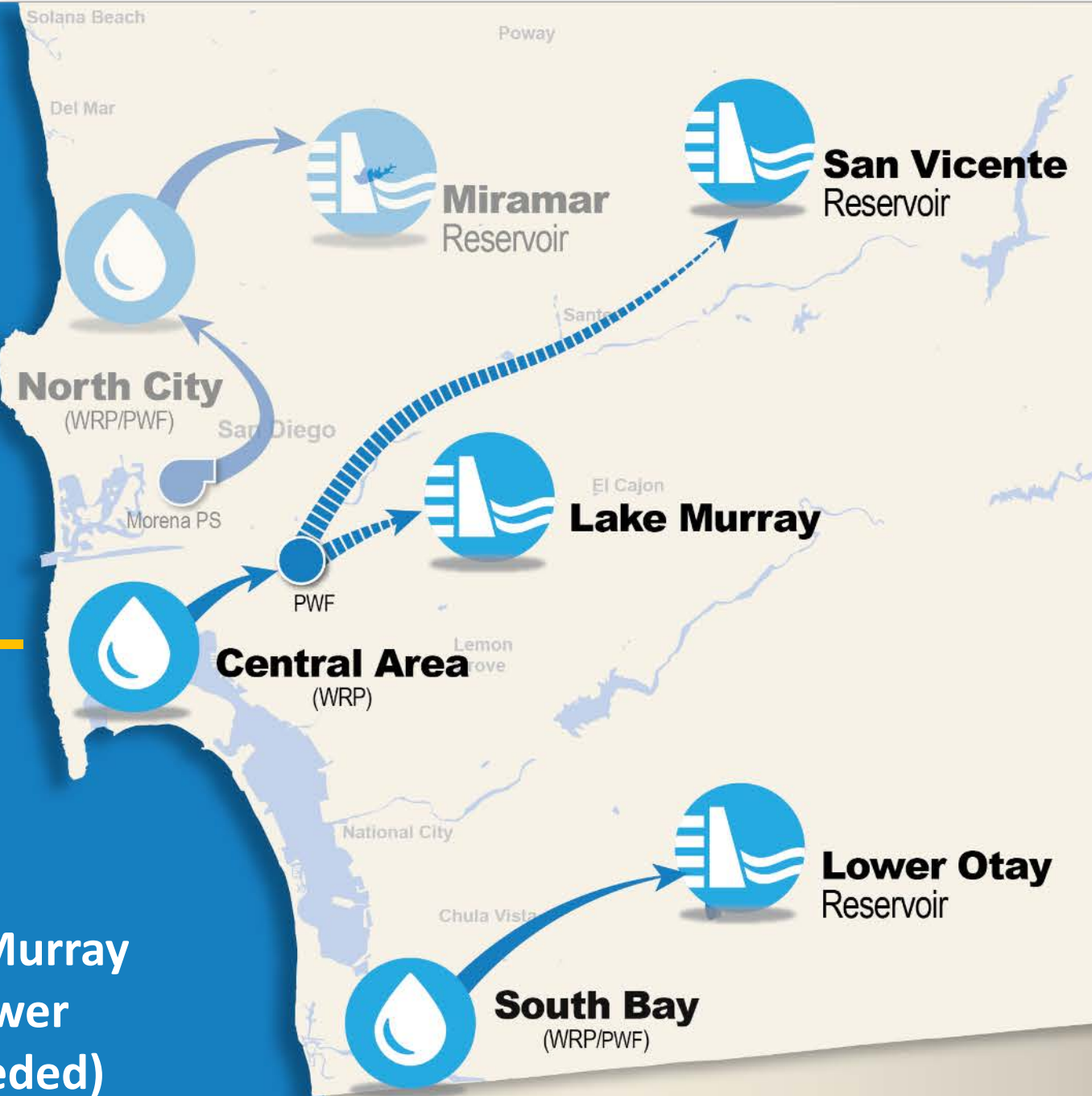


- 28,000 lab tests: **Met all standards**
- Water quality: **Exceptional**
- Energy use: **Renewable**

Pure Water
will produce
1/3
of your water
locally

Phases 2 & 3

- 2035 Completion
- 53 mgd
- Central Area PWF to San Vicente or Lake Murray
- South Bay PWF to Lower Otay Reservoir (if needed)





Public Acceptance: Then and Now

UT

UNION-TRIBUNE EDITORIAL
Yuck!

San Diego should flush “toilet to tap” plan

July 24, 2006

Your golden retriever may drink out of the toilet with no ill effects. But that doesn't mean humans should do the same.

San Diego's infamous “toilet to tap” plan is back once again, courtesy of Water Department bureaucrats who are prodding the City Council to adopt this very costly boondoggle. The project was rightly shelved seven years ago amid a public outcry over potential health hazards and the fact that some of San Diego's least affluent neighborhoods were to be the recipients of the treated wastewater.

Public Opposition

26% of San Diegans
supportive of potable reuse
in 2004.



Edward R. Moss
Publisher
Jeff Light
Editor
January 23, 2011

THE SAN DIEGO
UT
UNION-TRIBUNE

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EDITORIAL

THE YUCK FACTOR: GET OVER IT

As San Diego sprawls above 3.5 million people countywide in just 10 more years, and a projected 4.4 million by 2050, the greatest threat to our economic health and quality of life is an uncertain supply of water. This urban cul-de-sac at the bottom of California is at the tail end of the pipelines that deliver 80 percent or more of our water. That means we are heavily dependent on the mercy of

scaping and industrial processes, then purify and scrub it some more to nearly distilled water standards. The demonstration project is to produce 1 million gallons a day for a year, during which it will be continually monitored and studied, but not distributed for public consumption. If it proves safe and affordable, the city could then consider its expansion to a permanent plant that could pro-

Public Support

73% of San Diegans
supportive of potable reuse
as of 2015.



- "Toilet to Tap"
- Media misinformation
- Water quality concerns
- Technical information
- Diverse population groups
- Cost concerns

SD The Path to Public Acceptance

Community Presentations



Community Events



Stakeholder Interviews



Support Pledges from San Diegans

More than **11,000** people have toured the Pure Water Facility.



SD Pure Water Day Open House



- Engaged 400+ attendees
- Introductory video
- Pure Water Facility tours
- Water tasting station

- Kid Zone
- Video testimonials
- Waterwise Garden tours
- Snow cones and kettle corn

SD Maintaining Public Support



- Pure Water tasting opportunities
- Social media engagement
- Pure Stone San Diego Event



www.purewatersd.org

Sign up for a tour of the demonstration Pure Water Facility!



PureWaterSD



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