



METRO TAC AGENDA
(Technical Advisory Committee to Metro JPA)

TO: Metro TAC Representatives and Metro Commissioners

DATE: Wednesday, July 15, 2015

TIME: 11:00 a.m. to 1:30 p.m.

LOCATION: MWWD, 9192 Topaz Way, (MOC II Auditorium) – Lunch will be provided

****PLEASE DISTRIBUTE THIS NOTICE TO METRO COMMISSIONERS AND METRO TAC REPRESENTATIVES****

1. Review and Approve MetroTAC Action Minutes for the Meeting of [June 17, 2015](#) (**Attachment forthcoming**)
2. Metro Commission/JPA Board Meeting Recap (Standing Item)
3. **ACTION:** Consideration and Possible Action- Point Loma Digester Roof Systems Replacement and Repairs - Change Order 3 (Mike Faramarzi) (**Attachment**)
4. **ACTION:** Consideration and Possible Action- Common Area Improvements at Point Loma Wastewater Treatment Plant (Mike Faramarzi) (**Attachment**)
5. Metro JPA Strategic Plan Update 2015 (Greg Humora) (**Attachment**)
6. Metro Wastewater Update (Standing Item)
7. Metro Capital Improvement Program and Funding Sources (Standing Item) (Tung Phung)
8. Financial Update (Standing Item) (Karyn Keese)
9. MetroTAC Work Plan (Standing Item) (Greg Humora) (**Attachment**)
10. Point Loma Permit Renewal (Standing Item) (Greg Humora) (**Attachment**)
11. Review of Items to be Brought Forward to the Regular Metro Commission/Metro JPA Meeting (**August 6, 2015 if needed**)
12. Other Business of Metro TAC
13. Adjournment ([To the next Regular Meeting, August 19, 2015](#))

Metro TAC 2015 Meeting Schedule

January 21	May 20	September 16
February 18	June 17	October 21
March 18	July 15	November 18
April 15	August 19	December 16

ATTACHMENT 1

MetroTAC Action Minutes of
June 17, 2015
(forthcoming)

ATTACHMENT 3

Point Loma Digester Roof
Systems Replacement and
Repairs – Change Order 3

METRO JPA/TAC
Staff Report
Date: 07-15-15

Project Title: Point Loma Digester Roof Systems Replacement and Repairs - Change Order 3

Requested Action: Authorizing an increased expenditure not to exceed \$61,048 from Metro Sewer Utility Fund 700001, to Brazos Urethane Inc., for Change Order 3, bringing the total contract amount to \$813,530.04 for the additional repairs on Digester C1 roof coating system at Point Loma Wastewater Treatment Plant.

Recommendations: Approval

Metro TAC:

IROC:

Prior Actions:
(Committee/Commission,
Date, Result)

Metro TAC – Approved on 4/16/14

Metro Commission – Approved on 5/01/14 with a total project cost of \$757,595.

Fiscal Impact: Total cost for Change Order 3 is \$61,048. Funds are available in the FY16 Metro Sewer Utility Fund 700001.

Is this projected budgeted? Yes ☒ No ☐

Cost breakdown between
Metro & Muni:

Original Contract \$721,595.60 (R-308996)

Change Order 1 \$30,886.44 (R-308996)

Change Order 2 \$0.00 (no cost)

Change Order 3 (This Request) \$61,048.00 (100% Metro)

Total Contract \$813,530.04

Fiscal impact to the Metro
JPA:

\$20,451.08 (33.5% Metro JPA)

Capital Improvement Program:

New Project? Yes ☐ No ☒

Existing Project? Yes ☒ No ☐ upgrade/addition ☒ change ☐

Previous TAC/JPA Action: This project was approved by Metro TAC and Metro Commission on April 16, 2014 and May 1, 2014, respectively.

Additional/Future Action:

City Council Action:

(NEW) Background: This construction project with Brazos Urethane Inc., for the repair and replacement of the existing roof insulation and coating system on Digesters 7, N1 and N2, and repair of the delaminating (bubbles & blisters) roof coating system on Digesters C1 and C2 was previously approved and awarded by the Council in June 2014.

The original scope of work for Digester C1 was to remove and replace approximately 1,000 SF of damaged roof area where blisters and bubbles were evident. During the repair of the digester roof, severe cracks were discovered throughout the roof that could potentially deteriorate the roof insulation and corrosion of the steel roof if not repaired. It was determined that the Digester C1 roof needs to be re-coated to protect the roof system from corrosion.

This project will repair cracks throughout the digester roof, applying epoxy primer sealer, applying a second coat using acrylic elastomeric coating, and lastly applying high build two-component polyurethane coating to protect the membrane coating from chemicals, abrasion, and ultraviolet light.

This action is to execute Change Order No. 3 with Brazos Urethane Inc., in an amount not to exceed \$61,048.

(NEW) Discussion: *Provide information on decisions made to advance the project*

Based on current condition of digester C1 roof and significant cracking of the roof insulation and coating, a decision was made to rehabilitate the roof system to provide safe and reliable working and operating condition.

(NEW) Bid Results: N/A

ATTACHMENT 4

Common Area Improvements at Point Loma Wastewater Treatment Plant

**METRO JPA/TAC
Staff Report
Date: 07-15-15**

Project Title: Common Area Improvements at Point Loma Wastewater Treatment Plant

Requested Action: Authorizing the expenditure in the amount \$48,525 from Metro Sewer Utility Fund 700001, to Delmar Environmental & Construction Services Inc., for site preparation and improvements of the Common Area.

Recommendations: Approval

Metro TAC:

IROC:

Prior Actions:
(Committee/Commission,
Date, Result)

N/A

Fiscal Impact: Total estimated cost for this construction contract is \$48,525. Funds are available in the FY16 Metro Sewer Utility Fund 700001.

Is this projected budgeted? Yes ☒ No ☐

Cost breakdown between
Metro & Muni: \$48,525 (100% Metro)

Fiscal impact to the Metro
JPA: \$16,256 (33.5% Metro JPA)

Capital Improvement Program:

New Project? Yes ☐ No ☒ N/A ☐

Existing Project? Yes ☐ No ☒ Upgrade/addition ☒ Change ☐

Previous TAC/JPA Action: N/A

Additional/Future Action:

City Council Action:

Background: The Public Utilities Department owns and operates the Point Loma Wastewater Treatment Plant (PLWTP). This construction contract will provide improvements to the south central location of the Treatment Plant also known as the Common Area. The construction consists of site preparation and improvements of approximately 3,000 square feet area which will include placement of decomposed granite as surface material, placing barriers along the edge of the cliff, concrete swale, and a short retaining wall to enhance the architectural feature of the facility. This project was advertised on January 29, 2015 and bid opening on March 3, 2015. There were fourteen (14) bid packages received which Delmar Environmental & Construction Inc. was the apparent low bidder.

This action is to award the contract to Delmar Environmental & Construction Inc., for the improvements of the Common Area which has been selected through the City soliciting competitive bids. The total estimated cost for this project is \$70,000, of which \$48,525 is for

construction and \$21,475 for project contingency and administration cost.

Discussion: Based on the existing condition of the Common Area which is hard to maintain and keep it clean, it was decided to restore the area to provide safe and suitable environment for the facility.

Bid Results: The project was advertised on January 29, 2015 and bid opening on March 3, 2015. There were fourteen (14) bid packages received which Delmar Environmental & Construction Inc. was the apparent lowest bidder.

ATTACHMENT 5

Metro JPA Strategic Plan Update 2015

2015-2013 STRATEGIC GOALS

Strategic Goal 1 >>>

Oversight of METRO System Management and Operations

The METRO JPA and METRO TAC must continue their oversight of the City of San Diego's management and operation of the METRO System on behalf of the Participating Agencies' ratepayers. .

Strategic Initiatives

Oversight of Service and Billing Oversee City of San Diego Public Utilities Department to ensure that services provided to METRO member agencies are is high quality, efficiently delivered, <u>professional</u> and accurately billed. Assigned To: <u>METRO TAC and</u> Finance Committee	Continuing
Oversight of Costs and Rates Oversee the City of San Diego's METRO wastewater programs, including <u>Pure Water</u> , sewer fees, <u>and</u> recycled water rates and the Bid to Goal program to protect the interests of METRO member agencies. Assigned To: <u>METRO TAC and</u> Finance Committee	Continuing
Oversight of Capital Improvements <u>and Maintenance Operations</u> Oversee the City of San Diego's METRO wastewater system capital improvement program (CIP) <u>and maintenance operations</u> , from planning through construction , to protect the investment of METRO member agencies. Assigned To: METRO TAC	Continuing
Audit Process Maintain the integrity of the annual audit of the City of San Diego to ensure that only METRO wastewater costs are billed to METRO member agencies. <u>Conduct a full system audit every three years (next in 2016)</u> Assigned To: <u>METRO TAC and</u> Finance Committee	Continuing

Strategic Goal 2 >>>

Oversight of the City of San Diego's Water Reuse Planning ([Pure Water San Diego](#))

As the City of San Diego expands the scope of its wastewater operations to include the [Pure Water San Diego program](#)~~Water Purification Demonstration Project and reservoir augmentation plan~~, the scope of oversight provided by the METRO JPA and the METRO TAC expands, as well.

Strategic Initiatives

Oversight of ~~Renewal of~~ USEPA [Modified Permit](#)~~Waiver~~ for Pt. Loma

Maintain ongoing technical, financial and regulatory analyses of the ~~strengths, weaknesses, opportunities and threats associated with the renewal permit~~ process (~~SWOT analysis~~) and provide comments to the City of San Diego, METRO Commission and METRO JPA as needed. ~~Focus on key questions shown on page 27. Maintain~~[Request](#) METRO JPA involvement in the City's negotiations with environmental groups. [Focus on the following issues:](#)

- [1. Permit application and processing](#)
- [2. Definition of secondary equivalency at Pt. Loma](#)
- [3. Regulatory change to accept secondary equivalency at Pt. Loma](#)
- [4. A facility plan for Pure Water](#)
- [5. A cost allocation plan for Pure Water](#)
- [6. An outreach plan for Pure Water](#)

Assigned To: METRO TAC, [FINANCE COMMITTEE](#) and [METRO JPA](#)

[Continuing](#)~~Ne~~
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Oversight of Post-2015 [Permit](#)~~Waiver~~ Planning

Maintain ongoing technical, financial and regulatory ~~SWOT~~ analyses and provide comments to the City of San Diego, METRO Commission and METRO JPA as needed. ~~Focus on key questions below.~~

Assigned To: METRO TAC

[Continuing](#)~~Ne~~
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Oversight of Recycled Water Pricing Study

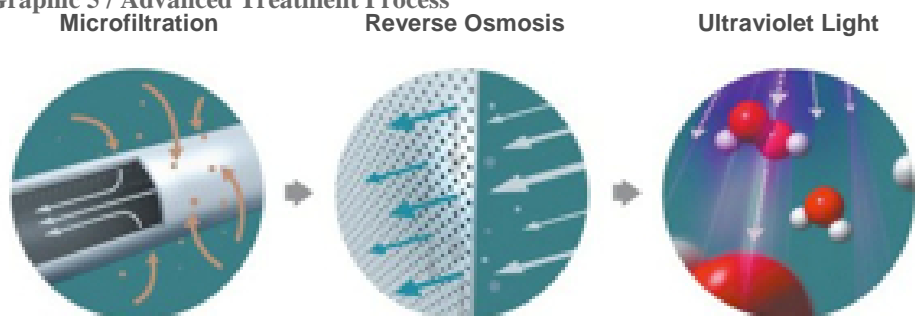
Maintain ongoing technical, financial and regulatory ~~SWOT~~ analyses and provide comments to the City of San Diego, METRO Commission and METRO JPA as needed. ~~Focus on key questions below.~~

Assigned To: METRO TAC














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<p>Oversight of Recycled Water Optimization Study</p> <p>Maintain ongoing technical, financial and regulatory SWOT analyses and provide comments to the City of San Diego, METRO Commission and METRO JPA as needed. Focus on key questions below.</p> <p>Assigned To: METRO TAC</p>	New
<p>Participate in San Diego Integrated Regional Water Management Planning Group</p> <p>Cooperate with this group of agencies, which is already developing integrated regional water management strategies and projects, has administrative support from the San Diego County Water Authority, and has access to Proposition 84 grant funds.</p> <p>Assigned To: METRO JPA and METRO TAC</p>	Continuing w
<p>Oversight of Water Purification Demonstration Project</p> <p>Maintain ongoing technical, financial and regulatory SWOT analyses and provide comments to the City of San Diego, METRO Commission and METRO JPA as needed. Focus on key questions below.</p> <p>Assigned To: METRO TAC</p>	Continuing w
<p><u>Monitor Potable Reuse Regulatory Development</u>Oversight of Reservoir Augmentation Project</p> <p><u>Regulations do not currently exist for some of the planned potable reuse projects in the region. Without regulatory guidance, permitting and acceptance of projects will be challenging. Potential pathways are in place for some regulatory adoption. We must monitor, participate and advocate where appropriate for regulatory adoption.</u> Maintain ongoing technical, financial and regulatory SWOT analyses and provide comments to the City of San Diego, METRO Commission and METRO JPA as needed. Focus on key questions below.</p> <p>Assigned To: METRO TAC <u>and METRO JPA</u></p>	Continuing w

Graphic 5 / Advanced Treatment Process



San Diego IRWM Program 2011 Report Card on 2007 IRWM Plan

			
Highest level of progress		Substantial level of progress	
			
Moderate level of progress		Plan targets have not been priority	
Objective A Maximize public involvement		Objective F Reduce negative effects on waterways and watersheds	
Objective B Manage data effectively		Objective G Reduce pollutants and stressors	
Objective C Further water quality science management		Objective H Protect habitat and open space	
Objective D Develop diverse water resource mix		Objective I Optimize water-based recreation	
Objective E Operate reliable infrastructure system			

Key Questions / Water Reuse

Do San Diego's plans

- Ensure fair rates for Participating Agencies?
- Show concern for the environment?
- Reflect regionally balanced decisions?

~~Will water reuse strategies include~~

- ~~Distributed treatment?~~
- ~~On-site, packaged treatment?~~
- ~~In-pipe treatment?~~
- ~~Natural treatment?~~
- ~~Title 22 recycled water?~~
- ~~Groundwater recharge?~~
- ~~Reservoir recharge?~~
- ~~Direct potable reuse?~~
- ~~Stormwater reuse?~~
- ~~Graywater reuse?~~

Can costs be reduced by

- Integrated planning?
- Integrated development?
- ~~Integrated administration?~~
- Using existing facilities?
- Using non-METRO facilities?
- Minimizing conveyance distances?
- Minimizing pumping?
- ~~Not installing new purple pipe?~~
- New technology?
- Process improvement?
- Design improvement?

Is San Diego seeking input from

~~Residents?~~

~~Business community?~~

~~San Diego County Water Authority?~~

~~SANDAG?~~

~~Non-METRO wastewater agencies?~~

~~Orange County GWRP?~~

~~West Basin Water District?~~

~~Irvine Ranch Water District?~~

~~CA Dept. of Public Health?~~

~~State Water Resources Control Board?~~

~~Congressional representatives?~~

~~Legislative representatives?~~

Is the goal of the region to

~~Spend as little as possible to make the Pt. Loma Wastewater Treatment Plant EPA-compliant?~~

Decrease reliance on imported water?

Save money through an integrated approach ~~to sewer, stormwater and flood control?~~

Achieve environmental goals?

Strategic Goal 3 >>>

Develop and Maintain Key Partnerships

The leaders of San Diego County's business community and environmental community are concerned about the reliability of the region's imported water supplies and are advocating the development of ~~indirect~~ potable reuse. They want to see water, wastewater and stormwater agencies integrate their efforts. The METRO JPA and METRO TAC should ~~should consider~~ participatinge in these regional efforts.

Strategic Initiatives

~~Market-Based Approach-~~

~~High tech companies purify water for manufacturing. Can these companies treat their wastewater? Could it be advantageous for them to do so? What other industries could treat their wastewater? What volume could this strategy offload from Pt. Loma?~~

~~Assigned To: METRO TAC~~

New

Orange County Tours

Take key partners on guided tours of the Orange County Groundwater Replenishment Project to show them successful, working models of groundwater recharge and indirect potable reuse. Consider public affairs staff from Participating Agencies as guides.

Assigned To: METRO TAC

New

Speakers Bureau

Endorse and explain [Secondary Equivalency at Pt. Loma](#) and ~~the City of San Diego's~~ [Pure Water San Diego](#) indirect potable reuse planning at meetings of the ~~Indirect Potable Reuse Coalition~~, local and regional business groups, San Diego County Board of Supervisors, city councils, water district boards, legislators and congressional representatives. Solicit advocates. Consider public affairs staff from Participating Agencies to prepare presentations.

Assigned To: METRO JPA and METRO TAC

Continuing
New

Media Outreach ~~With Regional Media Leaders~~

Endorse and explain [Secondary Equivalency at Pt. Loma](#) and ~~the City of San Diego's~~ [Pure Water San Diego](#) indirect potable reuse planning to owners, publishers and editors of San Diego County's print, television, radio and online media. ~~Until plan is completed,~~ [P](#)rovide progress reports. Request support. Consider public affairs staff from Participating Agencies to prepare presentations.

Assigned To: METRO JPA and METRO TAC

Continuing
New

Regulatory Partnerships

[Support](#) ~~Present and explain~~ [Secondary Equivalency](#) and ~~the City of San Diego's~~ [Pure Water San Diego](#) indirect potable reuse planning ~~at~~ the Regional Water Quality Control Board and San Diego County Department of Environmental Health. Utilize data from, and invite officials to tour Orange County GWRP.

Assigned To: METRO JPA and METRO TAC

Continuing
New

Environmental Stakeholders Partnerships

Relationships have been forged with stakeholders from the environmental community. They are in support of Secondary Equivalency and Pure Water San Diego. Continue to work with them and maintain their support and retain them as allies. Their influence is essential to the success of these programs.

Assigned To: METRO JPA and METRO TAC

Continuing

Regional Governance (On Hold)

Assess feasibility and appropriateness of implementing, governing and managing a distributed treatment plan and regional wastewater management plan in partnership with the City of San Diego. Assess the issues and opportunities associated with activating the Special Act District formed by the legislature in 1992.

On Hold Continuing

Strategic Goal 4 >>> Develop Customer Relationships

~~Water and wastewater agencies often consider developing customer relationships optional, and unimportant to their mission of providing water quality, water reliability and sanitation. This malaise, however, leads to customer cynicism and opposition to rate setting and investment in infrastructure. The METRO JPA and METRO TAC should avoid this mistake.~~

Customer relationships are important. Support from stakeholders should be maintained. Strive to enhance the public understanding of the importance, complexity of our business. Tell our story and what we are trying to achieve.

Strategic Initiatives

Visual Information

Create technical illustrations to show the safety of advanced water purification~~treatment~~. Visual information can be used in print, presentations, and on the web. ~~Focus on key questions below.~~
Assigned To: METRO TAC

Continuing New

Financial Transparency

Regional wastewater agencies have difficulty explaining sewer collection and treatment costs to their customers. Developing a simplified, visual explanation of costs is necessary in order to explain cost savings. ~~Focus on key questions below.~~

Assigned To: METRO TAC and Finance Committee

Continuing New

Website & Social Media

Use ~~Develop new~~ website ~~and Facebook page~~ to effectively communicate advantages of [Secondary Equivalency at Pt. Loma and Pure Water San Diego](#) ~~City of San Diego's plans for offloading Pt. Loma and indirect potable reuse. Use Google Translation to allow viewer to convert pages into their preferred language. Use Twitter to push residents, supporters and media to website for news and new content. Focus on key questions below.~~

Assigned To: METRO TAC

Continuing
~~No~~
~~w~~

[San Diego and Padre Dam Demonstration Project Tours](#) ~~Orange-County Tours~~

[Promote tours of the demonstration projects](#) ~~Promote guided tours of the Groundwater Replenishment Project and the Santa Ana River Watershed in Orange County. Consider utilizing public affairs staff from Participating Agencies as guides.~~

~~Assigned To: METRO TAC~~ [Assigned To: METRO TAC and METRO JPA](#)

Continuing
~~No~~
~~w~~

“What Not To Flush” Public Outreach

Combine information about fats, oils and grease, information about other products that should not be flushed, and information about water reuse to create a single public outreach campaign that raises awareness of water reuse. Consider utilizing public affairs staff from Participating Agencies. [Provide outreach tools for all Participating Agencies](#)

Assigned To: METRO TAC

Continuing

Key Questions

How do residents

Know when a large infrastructure project is a good value?

Know that a regional approach is better than local control?

ATTACHMENT 9

MetroTAC Work Plan

MetroTAC
2014/15 Work Plan
June 2015 (Revised Per Metro TAC)

MetroTAC Items	Description	Subcommittee Member(s)
JPA Website Update	5/13: The Metro TAC would like to update the current website as it is outdated. A review of the current website and its limitations will be on the Metro TAC agenda in the next couple months. 9/13: Greg & Karyn have been working with Vision Internet to finalize a scope of work and contract. These will go to the JPA for approval at their October meeting. 1/14: The contract has been negotiated and approved and Vision has started on the framework for the website. 3/15: New website has launched.	Greg Humora Karyn Keese Lori Peoples
Ebola Protocol for Protection of Wastewater Staff	11/14: Members of Metro TAC discussed their concerns over protecting their wastewater crews from exposure to viruses such as Ebola. A recent panel of AWWA experts came to a conclusion that there are no current guidelines available from the CDC. Ann Sasaki stated that she will find if San Diego has a protocol on this and report back. It was suggested that ADS might have a protocol and should be contacted. SCAP has not released anything as well. 12/14: Tom Howard reported that the CDC has provided guidelines and will provide a copy of it to be included in the December minutes. 3/15: continued guidelines are being released.	Mike Obermiller Tom Howard
SDG&E Rate Plan	SDG&E has submitted a Rate Plan that would not only change some rate structures but will also shorten the off peak hours for users such as utilities. BBK will continue to monitor and update Metro TAC and Commission/JPA members on protest measures.	Paula de Sousa
PUD Industrial Waste Program Update	9/13: A performance audit was performed on the PUD's IWCP. The audit produced two findings and made 8 recommendations. PUD has hired Brown & Caldwell to perform a fee study and assist implementation of an updated program. A subcommittee of the Metro TAC was formed to work with PUD staff and the consultant.	Roberto Yano Ed Walton
Management of Non-Dispersibles in Wastewater	9/13: Eric Minicilli handed out a position paper prepared by the NEWEA. <i>6/15 Chairman Humora provided attached from SCAP.</i>	Eric Minicilli
2013/14 Transportation Rate Update	5/13: PUD staff is proposing slightly revising the methodology and increasing the transportation rate. Subcommittee met with PUD staff on 6/12/13 to review calculations. 9/13: PUD staff is having the rate methodology reviewed by engineering staff. They should be meeting with Metro TAC subcommittee within the next month. 5/14: PUD staff has met with subcommittee and will be presenting the current proposal at May Metro TAC. 5/14: Metro TAC approved 2014 transportation rate w/caveat that PUD staff hires a consultant to review/revise methodology for 2015.	Al Lau Dan Brogadir Karyn Keese

MetroTAC Items	Description	Subcommittee Member(s)
PLWTP Permit Ad Hoc TAC	<p>6/13: Ad Hoc created by JPA at their special June workshop. Goal: Create regional water reuse plan so that both a new, local, diversified water supply is created and maximum offload at Point Loma is achieved to support federal legislation for permanent acceptance of Point Loma as a smaller advanced primary plant. Minimize ultimate Point Loma treatment costs and most effectively spend ratepayer dollars due to successful coordination between water and wastewater agencies.</p> <p>Ad Hoc has been meeting all month and has developed a Concept Paper. Ad Hoc will be giving presentations to PAs City Councils/Board of Directors during July 2013. 9/13: Greg Humora, Leah Browder, and Scott Tulloch have given presentations to most of the governing bodies of the PAs in addition to meeting with environmental groups, San Diego staff and City Council members. A position paper, as well as a presentation, has been prepared. A resolution of support has been adopted by the governing bodies of the PAs. 1/14: The AdHoc outreach group continues to meet with stakeholders and City staff in development of the Program. <i>Milestones are included in each month agenda packet</i></p>	<p>Greg Humora Leah Browder Mark Watton Scott Tulloch Rick Hopkins Jim Smyth Karyn Keese</p>
IRWMP	<p>Bob Kennedy attended the Regional Advisory Committee (RAC) meeting of April 3, 2013. Minutes from this meeting are attached. 6/5/13: Bob Kennedy attended Meeting #43. Minutes are attached to this work plan. The Final 2013 San Diego IRWM Plan has been completed and is available to download at http://sdirwmp.org/2013-irwm-plan-update. 1/14: Bob Kennedy continues to attend RAC meetings and reports back to Metro TAC. 5/14: Bob Kennedy presented minutes from meeting #49 & #50 to Metro TAC 9/14: Meeting No. 52 minutes included in October 2014 Metro TAC agenda. 12/14: Meeting No. 53 minutes included in December Metro TAC agenda.</p>	<p>Bob Kennedy Greg Humora</p>
Fiscal Items	<p>The Finance committee will continue to monitor and report on the financial issues affecting the Metro System and the charges to the PAs. The debt finance and reserve coverage issues have been resolved. Refunds totaling \$12.3 million were sent to most of the PA's. 10/26/11: 2010 will be the first year where the PAs will be credited with interest on the debt service reserve and operational fund balances. Interest will be applied as an income credit to Exhibit E when that audit is complete.</p>	<p>Greg Humora Karen Jassoy Karyn Keese</p>
Recycled Water Revenue Issue	<p>Per our Regional wastewater Agreement revenues from SBWTP are to be shared with PA's. 4/11: City has agreed to pay out revenue to Wastewater Section and PA's credit will be on the Exhibit E adjustments at year end Open issues: Capacity reservation lease payments and North City Optimized System Debt service status. 12/11: Letter sent to San Diego regarding outstanding recycled water revenue issues. 1/14: Karyn Keese continues to meet with City staff to determine the basis of the water department's administrative charges. 4/13: Need Metro TAC member for subcommittee 6/15: <i>Recycled revenues from South Bay to be dispersed to PAs by end of Fiscal Year 2015.</i></p>	<p>Karyn Keese</p>
Water Reduction - Impacts on Sewer Rates	<p>The MetroTAC wants to evaluate the possible impact to sewer rates and options as water use goes down and consequently the sewer flows go down, reducing sewer revenues. Sewer strengths are also increasing because of less water to dilute the waste. We are currently monitoring the effects of this. 2/2011: wastewater revenues are declining due to conservation and flow reductions and agencies are re-prioritizing projects to be able to cover annual operations costs</p>	<p>Eric Minicilli Bob Kennedy Karyn Keese</p>

MetroTAC Items	Description	Subcommittee Member(s)
"No Drugs Down the Drain"	The state has initiated a program to reduce pharmaceuticals entering the wastewater flows. There have been a number of collection events within the region. The MetroTAC, working in association with the Southern California Alliance of Publicly-owned Treatment Works (SCAP), will continue to monitor proposed legislation and develop educational tools to be used to further reduce the amount of drugs disposed of into the sanitary sewer system. 8/2010: County Sheriff and Chula Vista have set up locations for people to drop off unwanted medications and drugs. 4/11: Local law enforcement has taken a proactive role and is sponsoring drug take back events. 3/11: TAC to prepare a position for the board to adopt; look for a regional solution; watch requirements to test/control drugs in wastewater. 10/26/11: A prescription drug take back day is scheduled for 10/29/11. Go to www.dea.gov to find your nearest location. 4/12: East County to host a prescription drug take back 4/28/12. 4/27/13 is scheduled to be a county wide take back day. Locations can be found on the DEA website. 5/14: There was a county-wide drug take-back program on 4/26/14. All sheriffs' offices in San Diego County now take-back drugs on a daily basis. 9/14: Measures are being taken through the Attorney General's office to require Drug Stores to take back unused drugs on a national level.	Greg Humora
Strength Based Billing Evaluation	3/20/13: Brown and Caldwell presented their draft results to Metro TAC. This has been added as a standing item to the Metro TAC agenda for discussions on the recommendations. 9/13: This item is complete. 1/14: City staff provided Metro TAC with draft adjustments back to 2004 based on B&C's review of the North City Plants flows. 2/14: The City provided the Finance Committee with draft adjustments back to 1998.	Karyn Keese
Grease Recycling	To reduce fats, oils, and grease (FOG) in the sewer systems, more and more restaurants are being required to collect and dispose of cooking grease. Companies exist that will collect the grease and turn it into energy. MetroTAC is exploring if a regional facility offers cost savings for the PAs. The PAs are also sharing information amongst each other for use in our individual programs. 3/11: get update on local progress and status of grease rendering plant near Coronado bridge	Eric Minicilli
Padre Dam Mass Balance Correction	11/11: Padre Dam has been overcharged for their sewage strengths since 1998. Staff from City of San Diego presented a draft spreadsheet entitled Master Summary Reconciliations Padre Dam Mass Balance Corrections Calculation. Rita Bell and Karyn Keese were elected to review the documentation and report back to Metro TAC. 2/12: Audit complete. Item added as Standing to Metro TAC agenda. 4/12: This issue is scheduled as a standing item and discussed at each Metro TAC meeting until it is resolved. Currently Metro TAC is focusing on the statute of limitations. 2/13: The PAs have received a joint letter from Padre Dam/City of San Diego. The PA's attorneys group continues to meet on this issue. 3/13: The attorney's group has requested an extension to 4/23/13 to respond to San Diego's letter. 5/13: The attorney's group has submitted a letter to Padre Dam and San Diego. 1/14: City of San Diego has submitted an offer to the attorney's group. The attorney's group met in January to discuss. 2/14: Edgar Patino has prepared a spreadsheet of all open financial issues. Karyn Keese is currently reviewing it. The spreadsheet has been given to the attorney's group. 5/14: Metro TAC will meet with the PA attorney group at the May meeting. 9/14: PA Attorney group has submitted a letter to San Diego and Padre Dam outlining a proposed settlement. 3/15: Numbers have been agreed upon but are unaudited. Attorney's are working on the Protocol. 6/15: <i>Final reconciliation has been approved and checks/bills will be sent by the end of 2015 fiscal year.</i>	Rita Bell Karyn Keese

MetroTAC Items	Description	Subcommittee Member(s)
Waiver and Recycled Water Study Implementation	11/12: Metro TAC requested a timeline from City staff including milestones for the waiver process. The waiver is due no later than 7/30/15. However, the application needs to be submitted six months prior to the July date (2/1/15). Preparation of the waiver will begin in the early part of FYE 2014. 2/13: City staff has met to start coordination of the waiver process. Staff in attendance included Roger Bailey, Marsi Steirer, Guann Hwang, Steve Meyers, and Allan Langworthy. 5/13: Scott Tulloch has briefed Metro TAC and the Metro Commission/JPA on the waiver's history and secondary equivalency. A JPA workshop to be held in June to further discuss. Scott Tulloch is preparing a briefing paper for the Commission's use.6/13: JPA workshop held and PLWTP Steering Committee and Ad Hoc TAC were appointed.	Greg Humora Leah Browder Scott Tulloch Karyn Keese
City of San Diego Recycled Water Pricing Study	San Diego is working on a rate study for pricing recycled water from the South Bay plant and the North City plant. Metro TAC, in addition to individual PAs, has been engaged in this process and has provided comments on drafts San Diego has produced. We are currently waiting for San Diego to promulgate a new draft which addresses the changes we have requested. 10/26/11: draft study still not issued. 5/13: Recycled Water Study to be on July 2013 Metro TAC agenda per PUD staff.6/24/13: Recycled Water Pricing Study goes to IROC. 7/10/13: Recycled Water Study goes to NR&C 9/13: PUD has hired Black & Veatch to review the study	Karyn Keese Rita Bell
Pure Water Program Cost Allocation	A small working group was formed to discuss options to allocate PLWTP offset project costs among the water and wastewater rate payers; Concepts will be discussed at TAC and JPA Board in near future.7/12: Subcommittee to meet with PUD staff & consultants to review TM 8 and economic model.8/12: Subcommittee has meet with City staff and consultants. Economic model has been received. City will not pursue cost allocations until Demonstration Project is complete due to staffing constraints. 6/13: Ad Hoc TAC has started work on cost allocation concept. 5/14: Cost allocation workgroup will meet in May. 6/14: Cost allocation group has met twice.7/14: <i>Cost allocation group continues to meet on a every two week basis.</i>	Greg Humora Leah Browder Scott Tulloch Rick Hopkins Roberto Yano Kristen Crane Al Lau Bob Kennedy Karyn Keese
Board Members' Items		
Rate Case Items	1/12: San Diego is in the process of hiring a consultant to update their rate case. As part of that process, Metro TAC and the Finance Committee will be monitoring the City's proposals as they move forward. 6/12: San Diego hired Black & Veatch as their rate consultant. 2/13: Preliminary results were reported at the IROC Meeting of 2/19/13. Karyn Keese will be working with the IROC Finance Committee to review details. 3/13: Karyn Keese attended a joint workshop with IROC to review the draft revenue requirement for the Rate Case. 4/13: Next meeting with IROC on the rate case is 5/20/13. 5/13: Next special meeting with IROC is June 24, 2013. 6/13: San Diego is only moving forward with Water Rate Case due to needed rate increase. Wastewater does not appear to need a rate adjustment for two years.	Karyn Keese
Exhibit E	Metro TAC and the Finance Committee are active and will monitor this process. Individual items related to Schedule E will come directly to the Board as they develop. 2/13: 2010 and 2011 audits are ongoing. 3/13: The 2010 audit is complete and has been presented to Metro TAC & the Finance Committee. Will move forward to Commission at 6/13 meeting. 2011 field work is complete. 2012 sample selected.9/13: 2012 preliminary fieldwork is complete. Waiting for PUD's answers to questions. 5/14: Fieldwork for all audits is complete (including 2013). True-ups have not been completed since 2008 due to the Padre Dam and North City billing issues.	Karen Jassoy Karyn Keese

MetroTAC Items	Description	Subcommittee Member(s)
Future bonding	Metro TAC and the Finance Committee are active and will monitor this process. Individual items related to bonding efforts will come directly to the Board as they develop. 10/26/11: San Diego is issuing an RFP for a cost of service study to support a future bond issue potentially in mid-2013. Kristin Crane to sit on the selection panel. 2/13: San Diego's preliminary rate case does not show the issuance of additional debt until FY 2018.	Karen Jassoy Karyn Keese Kristen Crane
Changes in water legislation	Metro TAC and the Board should monitor and report on proposed and new legislation or changes in existing legislation that impact wastewater conveyance, treatment, and disposal, including recycled water issues	Paula de Sousa
Border Region	Impacts of sewer treatment and disposal along the international border should be monitored and reported to the Board. These issues would directly affect the South Bay plants on both sides of the border. 2/12: This Item does not have a champion. Should we remove?	<i>Who should take over?</i>
SDG&E Rate Case	5/14: BBK prepared a draft letter for all PAs to send regarding SDG&E's latest proposal to the PUC regarding the change in off-peak hours. BBK will continue to monitor.	Paula de Sousa
Metro JPA Strategic Plan	6/12: Chairman Ewin to establish a subcommittee to monitor the progress of strategic plan initiatives.	<i>Who should take over?</i>

Completed Items	Description	Subcommittee Member(s)
City of San Diego Revised Procurement Process	8/12: San Diego City Engineer James Nagelvoort reported on recent changes to San Diego's procurement process to move projects through more quickly. Technically any CIP projects under \$30 million may no longer need to be reviewed by the Metro TAC or JPA prior to City Council approval. Chairman Humora requested San Diego prepare a summary of the recent changes and the decision points for consideration of the TAC at the September meeting. 10/4: Metro Commission requests further review by TAC to recommend an appropriate level for CIP's to be brought forth to the Commission. 11/12: MetroTAC recommended leaving the thresholds as they are today and therefore everything will go through TAC and then to the JPA for formal action. The policy will be placed on the JPA website. The Metro Commission approved the policy at their November 2012 meeting. San Diego's CIP will become a standing item on the Metro TAC agenda.	Metro TAC
State WDRs & WDR Communications Plan	The Waste Discharge Requirements (WDRs), a statewide requirement that became effective on May 2, 2006, requires all owners of a sewer collection system to prepare a Sewer System Management Plan (SSMP). Agencies' plans have been created. We will continue to work to meet state requirements, taking the opportunity to work together to create efficiencies in producing public outreach literature and implementing public programs. Project complete: 5/10. 2/12: State has proposed new WDR regulations. Metro TAC will not reopen but Dennis Davies will stay on top of the issue.	Dennis Davies

Completed Items	Description	Subcommittee Member(s)
Ocean Maps from Scripps	Schedule a presentation on the Sea Level Rise research by either Dr. Emily Young, San Diego Foundation, or Karen Goodrich, Tijuana River National Estuarine Research Reserve Project complete: 5/10	Board Member Item
Secondary Waiver	The City of San Diego received approval from the Coastal Commission and now the Waiver is being processed by the EPA. The new 5 year waiver to operate the Point Loma Wastewater Treatment Plant at advanced primary went into effect August 1, 2010. Project complete 7/10	Scott Huth
Lateral Issues	Sewer laterals are owned by the property owners they serve, yet laterals often allow infiltration and roots to the main lines causing maintenance issues. As this is a common problem among PAs, the MetroTAC will gather statistics from national studies and develop solutions. 4/11: There has been no change to the issue. We will continue to track this item through SCAP and report back when the issue is active again. Efforts closed 3/11	Tom Howard Joe Smith
Advanced Water Purification Demonstration Project	San Diego engaged CDM to design/build/operate the project for the water repurification pilot program. 2/8/11: Equipment arrived 3/2011; tours will be held when operational (June/July 2011 timeframe). 2/12: Tours are available. San Diego whitepaper on IPR distributed to Metro TAC members. Closed 4/18/12	Al Lau
SDG&E Rate Case	SDG&E has filed Phase 2 of its General Rate Case, which proposes a new "Network Use Charge" which would charge net-energy metered customers for feeding renewable energy into the grid as well as using energy from the grid. The proposal will have a significant impact on entities with existing solar facilities, in some cases, increases their electricity costs by over 400%. Ultimately, the Network Use Charge will mean that renewable energy projects will no longer be as cost effective. SDG&E's proposal will damage the growth of renewable energy in San Diego County. A coalition of public agencies has formed to protest this rate proposal. 2/12: PUC has not accepted SDG&E's filing. Metro TAC move to close this item. Will continue to monitor this. 8/19: Karyn to check with Paula regarding latest SDG&E issues.	Paula de Sousa
Metro JPA Strategic Plan	2/2011: committee to meet 2/28/11 to plan for retreat to be held on 5/5/11 Retreat held and wrap up presented to the Commission at their June Meeting. JPA strategic planning committee to meet to update JPA Strategic Plan and prepare action items. 1/12: Draft strategic plan reviewed by Board and referred to Metro TAC for input. MetroTAC has created a subcommittee to work on this project. 2/12: Metro TAC has completed their final review. Forwarded to Commission. 4/12: Adopted at April 2012 Metro JPA Meeting. Project complete.	Augie Caires Ernie Ewin

Completed Items	Description	Subcommittee Member(s)
Recycled Water Study	As part of the secondary waiver process, San Diego agreed to perform a recycled water study within the Metro service area. That study is currently underway, and MetroTAC has representatives participating in the working groups. TM #8 Costs estimates are out and PAs provided comments on TM#8 and have asked for a technical briefing. 10/16/11: Final draft of report is due out in November 2011.1/12: Final draft of report is due in March 2012.3/12: Final draft available for comments until 3/19/12 4/12: PUD staff to give presentation to Metro JPA at their May meeting. 5/12 PUD staff presented the Recycled Water Study to the Metro JPA at their May meeting. Metro JPA approved the Study as a planning document. Study to move forward to SD City Council in July 2012 with letter of support from JPA. 7/12: City of San Diego approved the Recycled Water Study; Study submitted on time to Coastal Commission. Final report uploaded to JPA website.11/12: San Diego received a letter from the Coastal Commission. Metro Commission consensus was that based on the tone of the Coastal Commission letter the region may be seeing some time line changes relative to San Diego's projections on the implementation of IPR and that the MetroTAC needs to manage all aspects including the Coastal Commission and multiple issues such as desalination water, Coastal Commissions attitude at this point and pending IPR programs we have heard about.	Scott Huth Al Lau Scott Tulloch Karyn Keese
IRWMP	4/12: Metro TAC received a presentation from Cathy Pieroni (City of San Diego) on the Integrated Regional Water Management Program (IRWMP). Group is still relatively informal but plans to become more structured during its upcoming 2 year plan update. There is a governance & finance work group that starts in the 3rd quarter of 2012 and at that point the JPA role will be examined. Padre Dam and Chula Vista are regular participants. 9/19: Cathy Pieroni gave an update. Recommendation by IRWM to the RAC to include a seat for the Metro JPA. Bob Kennedy will attend the October 3, 2012 meeting representing the JPA. 11/12: At their November 2012 meeting the Metro Commission unanimously appointed Bob Kennedy of Otay Water District as primary and Metro TAC Chairman Greg Humora as alternate to the IRWMPRAC. 2/13: On February 6, 2013 Bob Kennedy attended the IRWMP meeting. Metro JPA has been added as a permanent member of the Water Quality subcommittee of the RAC. The City of San Diego presented an overview of the Recycled Water Study. Next meeting scheduled for April 3, 2013. Closed 4/12 as the Metro JPA has become a member.	Bob Kennedy Greg Humora
Role of Metro JPA regarding Recycled Water	As plans for water reuse unfold and projects are identified, Metro JPA's role must be defined with respect to water reuse and impacts to the various regional sewer treatment and conveyance facilities 2/12: Scott Huth removed as member due to new position. JPA/Metro TAC needs to appoint a new representative. 4/13: Scott Tulloch added to this subcommittee. Metro TAC member needed. 5/13: Greg Humora added to this work group.6/13: This group was formalized by the JPA as the PLWTP Ad Hoc Technical Advisory Committee.	Greg Humora Karyn Keese Scott Tulloch
San Diego Wastewater 50th Anniversary Celebration	5/13: Cheryl Lester presented the draft plan for the Anniversary celebration. She requested Metro Commission/JPA participation. Commission Parks will represent the Commission/JPA. 9/13: The celebration was a big success and was well attended.	Sherryl Parks
SDG&E Rate Case	8/19: Karyn to check with Paula regarding latest SDG&E issues.11/12: Sophie Akins from BBK will present updated information to Metro TAC.	Paula de Sousa

Completed Items	Description	Subcommittee Member(s)
Salt Creek Diversion	9/2010: OWD, Chula Vista and San Diego met to discuss options and who will pay for project; Chula Vista and OWD are reviewing options. 2/2011: OWD and PBS&J reviewed calculations with PUD staff; San Diego to provide backup data for TAC to review. This option is also covered in the Recycle Water Study.10/26/11: Back-up information has still not been received from staff. 8/12: San Diego to conduct business case evaluation and add to Capital Improvement Program as recommend by Metro Commission to San Diego City Council on July 17, 2012 in support of the Recycled Water Study.5/14: PUD staff has prepared and presented a Business Case. This has been discussed at the March, April, & May Metro TAC meetings. 5/14: Metro TAC agreed with PUD staff recommendation that this project should not be pursued at this time. Otay abstained from the vote.	Roberto Yano Bob Kennedy Karyn Keese Rita Bell

Metro TAC Participating Agencies Selection Panel Rotation

Agency	Representative	Selection Panel	Date Assigned
Padre Dam	Neal Brown	IRWMP – Props 50 & 84 Funds	2006
El Cajon	Dennis Davies	Old Rose Canyon Trunk Sewer Relocation	9/12/2007
La Mesa	Greg Humora	As-Needed Piping and Mechanical	11/2007
National City	Joe Smith	MBC Additional Storage Silos	02/2008
Otay Water District	Rod Posada	As-Needed Biological Services 2009-2011	02/2008
Poway	Tom Howard	Feasibility Study for Bond Offerings	02/2008
County of San Diego	Dan Brogadir	Strategic Business Plan Updates	02/2008
Coronado	Scott Huth	Strategic Business Plan Updates	09/2008
Coronado	Scott Huth	As-needed Financial, HR, Training	09/2008
PBS&J	Karyn Keese	As-needed Financial, Alternate HR, Training	09/2008
Otay Water District	Rod Posada	Interviews for Bulkhead Project at the PLWTP	01/2009
Del Mar	David Scherer	Biosolids Project	2009
Padre Dam	Neal Brown	Regional Advisory Committee	09/2009
County of San Diego	Dan Brogadir	Large Dia. Pipeline Inspection/Assessment	10/2009
Chula Vista	Roberto Yano	Sewer Flow Monitoring Renewal Contract	12/2009
La Mesa	Greg Humora	Sewer Flow Monitoring Renewal Contract	12/2009
Poway	Tom Howard	Fire Alarm Panels Contract	12/2009
El Cajon	Dennis Davies	MBC Water System Improvements D/B	01/2010
Lemon Grove	Patrick Lund	RFP for Inventory Training	07/2010
National City	Joe Smith	Design/Build water replacement project	11/2010
Coronado	Scott Huth	Wastewater Plan update	01/2010
Otay Water District	Bob Kennedy	RFP Design of MBC Odor Control Upgrade/Wastewater Plan Update	02/2011
Del Mar	Eric Minicilli	Declined PS 2 Project	05/2011
Padre Dam	Al Lau	PS 2 Project	05/2011
County of San Diego	Dan Brogadir	RFP for As-Needed Biological Services Co.	05/2011
Chula Vista	Roberto Yano	North City Cogeneration Facility Expansion	07/2011
La Mesa	Greg Humora	confined space RFP selection panel	10/2011
Poway	Tom Howard	CROSS's for both Water and WW	10/2011
El Cajon	Dennis Davies	Independent Accountant Financial Review & Analysis – All Funds	01/2012

Updated 11/2012

EXP

Lemon Grove	Mike James	MBC Dewatering Centrifuges Replacement (Passed)	01/2012
National City	Joe Smith	MBC Dewatering Centrifuges Replacement (Passed)	01/2012
Coronado	Godby, Kim	MBC Dewatering Centrifuges Replacement (Passed)	01/2012
Otay Water District	Bob Kennedy	MBC Dewatering Centrifuges Replacement (Accepted)/Strategic Planning Rep	01/2012
Del Mar	Eric Minicilli	New As Need Engineering Contract	02/2012
Padre Dam	Al Lau	PA Rep. for RFQ for As Needed Design Build Services (Passed)	05/2012
County of San Diego	Dan Brogadir	PA Rep. for RFQ for As Needed Design Build Services (Cancelled project)	05/2012
Chula Vista	Roberto Yano	As-Needed Condition Assessment Contract (Accepted)	06/2012
La Mesa	Greg Humora	New programmatic wastewater facilities condition (Awaiting Response)	11/2012
Poway	Tom Howard		
El Cajon	Dennis Davies		
Lemon Grove	Mike James		
National City	Joe Smith		
Coronado	Godby, Kim		
Otay Water District	Bob Kennedy		
Del Mar	Eric Minicilli		
Padre Dam	Al Lau		
El Cajon	Dennis Davies		
Lemon Grove	Patrick Lund		
National City	Joe Smith		
Coronado	Scott Huth		
Otay Water District	Bob Kennedy		
Del Mar	Eric Minicilli		
Padre Dam	Al Lau		
County of San Diego	Dan Brogadir		
Chula Vista	Roberto Yano		
La Mesa	Greg Humora		

ATTACHMENT 10

Point Loma Permit Renewal

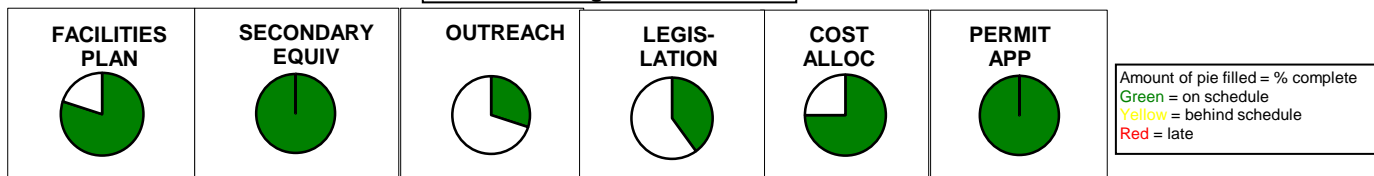
Point Loma Permit/Potable Reuse KEY MILESTONE DATES



07/06/2015

DATE	TASK	FOLLOW UP ACTION/STATUS
January	Begin outreach to regulators, legislators, key stakeholders and public	San Diego signed contract with Katz Assoc. 5/14
01/23/2014	San Diego meet with JPA on cost allocation. 1) Agree on methodology 2) Insert construction costs from facilities plan	San Diego to look at comparing PR facilities construction through secondary to secondary at Point Loma.
February	First draft of legislative language	Draft prepared
03/05/2014	San Diego (Ann, Brent, Bob, Allan) meet with EPA staff	Pure Water program was well received by EPA
10/08/2014	City of San Diego Environmental Committee	Consideration of Pt Loma Permit
10/16/2014	Metro Commission - VOTE on Supporting Permit	
11/18/2014	City of San Diego City Council Meeting	Consideration of Pt Loma Permit and Side Agreement. Passed 9-0
2015		
January	Submit NPDES Permit to the Environmental Protection Agency	Submitted!
	Prepare proposed lang for administrative fix to Clean Water Act	
	Be ready to provide lang for legislative fix to Clean Water Act	
05/07/2015	Cost allocation meeting	
05/15/2015	Stakeholders meeting	
05/20/2015	Present Phase 1 of cost allocation to Metro TAC	
06/04/2015	Metro JPA Strategic Planning Meeting at Pt Loma	
06/23/2015	Stakeholders meeting	
07/01/2015	Water Reliability Coalition Potable Reuse Media Training	
07/15/2015	Cost allocation meeting	
08/18/2015	Stakeholders meeting	
December	Finalize Phase 2 of cost allocation	
December	Begin drafting updated wastewater disposal agreement	

Milestone Progress Dashboard





Pure Water/Potable Reuse

Message Workshop

July 1, 2015

Workshop Goals

- ✓ Understand key messages
- ✓ Deliver effectively
- ✓ Practice Q&A

Message Management

GOAL

Deliver strong, consistent and concise key messages that inform the public and protect the integrity and reputation of the organization.

Message Plan Contents

- All issues/topics
 - 3 Key Messages
 - Supporting facts and data
- Messages are NOT spin
- Messages summarize issues
- Messages must be backed by facts
- Facts are NOT messages

Messages: Q&A Planning

- All the (nasty) things people can ask
- Goal – never to be asked a question you haven't heard before
- Review and practice in words comfortable for you
- Result – an updatable “bible” for spokespersons

Why Focus on Messages?

- Helps audience understand
- Cuts through the clutter
- Prevents others from creating messages for you

Effective Messages Are....

- Grounded in research
- Brief and to the point
- Stated in natural language
- Ideally limited to three
- Supported by the facts
- A framework for an interview
- Key to soundbites and takeaways

Statewide Potable Reuse Messages

- Potable Reuse provides a safe, reliable and sustainable water supply.
- Using purified recycled water is good for the environment.
- Potable reuse provides a locally controlled, drought-proof water supply.
- Water reuse – including potable reuse – happens naturally all over the planet.

Key Messages

1. Pure Water uses **proven technology** to produce **safe, reliable** and a high quality water supply for San Diego.

Key Messages

2. Pure Water is **drought proof** and **locally-controlled** to significantly improve our water **reliability**.

Key Messages

3. Pure Water is a **cost effective investment** for San Diego's future water needs.

Optional Key Message

- Pure Water San Diego eliminates the need for expensive upgrades to the Point Loma Waste Water Treatment Plant.

(For select audiences only)

The Message Track

**Cost-
effective
investment**

Transition

**Proven
technology/safe/
sustainable**



Transition

Transition

**Locally controlled &
drought proof**

Packaging Your Response

- Always lead with key message
- Get all in by hook or crook
- Reinforce with facts, examples, statistics
- Limit answers to 30 seconds

How to Bridge

- Redirect, Focus and Reinforce
- Pick a Phrase
- Answer the Question
- Then Bridge Back to Your Messages

Sample Bridging Techniques

- What is more important is ...
- The key point is ...
- That's a good question ...
- On the other hand ...
- The real question/issue is ...

Handling Questions

Handling Questions

- Repeat the question/rephrase if needed
- Talk to the intended audience
- Work in a key message
- Don't be afraid to say "I Don't Know"
- Don't "Over-Answer"

Attack the Premise

“Is this being done to address water needs or to avoid paying more to treat our wastewater?”

Attack the premise

“First and foremost this project is being done to address San Diego’s water needs. Pure Water San Diego is a cost effective investment that produces a safe.....”

Underscore the Purpose

“ Why can’t we just continue to import our water as we have done for so many years?”

Underscore the Purpose

“Imported water costs have doubled since 2005 and are expected to double again by 2020. Pure Water (Potable Reuse) is a cost effective and locally controlled, drought-proof water supply.”

Affirm Position

“Are there other ways to meet our future water needs besides Pure Water San Diego?”

Affirm the agency's position

“The City has and continues to consider all water supply options, but Pure Water San Diego provides a locally controlled and drought-proof water supply. It is also one of the most cost-effective options to meet our future water needs.”



Helpful Information

“If I don’t like this program, who can I speak with to voice my opposition?”

Provide helpful information

“The San Diego City Council makes the ultimate decision on implementing this program. You can contact your councilmember to have your voice heard. If you have general or technical questions about Pure Water, there is a great deal of information on our website at purewatersd.org”

Set the Record Straight

“Is this the same Toilet to Tap program you tried to sell to us years ago?”

Set the record straight

“It’s a disservice to describe this as toilet to tap. Pure Water (Potable Reuse) uses proven purification technology to produce a safe and high quality water supply. This is the exact same technology that has been successfully used in Orange County since 2008 and currently provides water to nearly 600,000 people.”



Hostile or Emotional Individuals

- ◆ Oil Your Back (don't take it personally)
- ◆ Allow for Venting
- ◆ Acknowledge Feelings
- ◆ Demonstrate Empathy (not sympathy)
- ◆ Verify Understanding

If the individual is *CALM*....



*Provide
Information/Develop
Solutions*

If the individual is *STILL ANGRY*....



*Try
Again*

Conflict Management Behaviors

- Acknowledge emotions
- Avoid right-wrong paradigm
- Listen as well as you speak
- Put yourself in their shoes
- Move from positions to interests
- Reframe inflammatory statements
- Understand and respect values

Questions?



Public Attitudes Toward Potable Use of Recycled Water

*Key Findings from Survey and Focus
Group Research*

July 1, 2015



Fairbank,
Maslin,
Maulin,
Metz &
Associates

330-211

FM3

2014 Telephone Survey Methodology

- Telephone survey of 1,200 randomly-selected voters:
 - *600 in the City of San Diego*
 - *600 in the Santa Clara Valley Water District*
- Interviews were conducted via landline and cell phones
- Survey conducted June 4-11, 2014
- Interviews in English and Spanish
- The margin of sampling error is +/-2.8% at the 95% confidence level
 - *Margins of error for population subgroups will be higher*
 - *Some percentages do not sum to 100% due to rounding*
- Selected comparisons to statewide June 2014 survey conducted for the California Water Foundation

2015 Focus Group Methodology

- FM3 held a total of four focus groups with different groups of residents of the San Diego County Water Authority service area, as detailed below:

Date	Location	Profile
May 18	Flagship Research	Latinos
May 18	Flagship Research	Republicans
May 19	Taylor Research	Seniors
May 19	Taylor Research	Chaldean-Americans

- Aside from these criteria, respondents were recruited to reflect the demographic diversity of their community
- Participants who initially supported recycling water for household use were screened out of participation
- Limits were placed on the number of participants “very familiar” with recycled water
- Those with family members who worked in market research, advertising, or water-related fields were excluded from the sessions



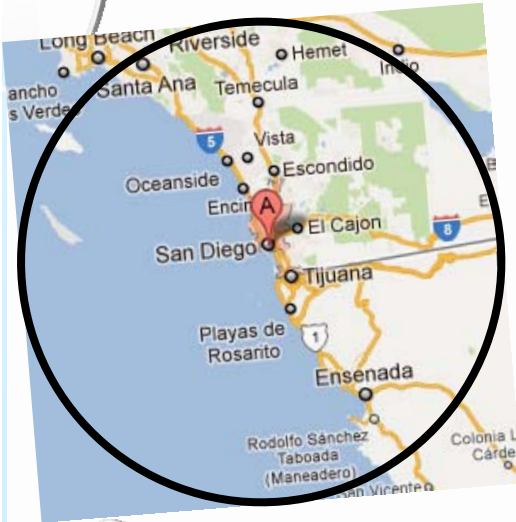
CAUTION

- » Focus groups do not measure directly the frequency by which opinions and attitudes may exist within a particular universe of people.
- » In addition, these sessions were specifically designed to include only *opponents* of potable reuse.
- » Accordingly, the results of these focus groups may be considered suggestive of the attitudes of San Diego County residents, but cannot be considered to represent their views with any kind of statistical precision.
- » However, they do provide great insights into language, core values and the “why” behind overall views.



Issue Context

Participants were generally pleased with the direction of the region, but concerned about the economy and the impacts of growth.



LATINO MALE:

Everywhere you see downtown they're renovating and it's just getting bigger. The pace just speeded up. L.A. was different, fast-paced, and San Diego was moderate to slow. But it's catching up. We're not there, but it's growing fast.

REPUBLICAN MALE: In some areas there is growth, but there's a lot of moving pieces and there's a lot of things yet to be determined. I think a lot of the growth is speculative and a lot of it is just kind of hectic. There's a lot of moving pieces and a lot of neighborhoods going in different directions. Just a lot of different things happening at once.

- In initial discussion about overall issues facing the region, there was a broad consensus that growth and development is moving rapidly again, which sparked some resentment from participants.
- For many participants, the clearest manifestation of the impact of growth was increased traffic congestion as well as a rising cost of living – affordability concerns appeared particularly acute in the Latino group.
- Participants were generally dismayed about a lack of preparation and planning for growth, and its impacts on water and infrastructure.
- A number of other issues were frequently mentioned, including schools and immigration.

Participants had little awareness of where their water came from.

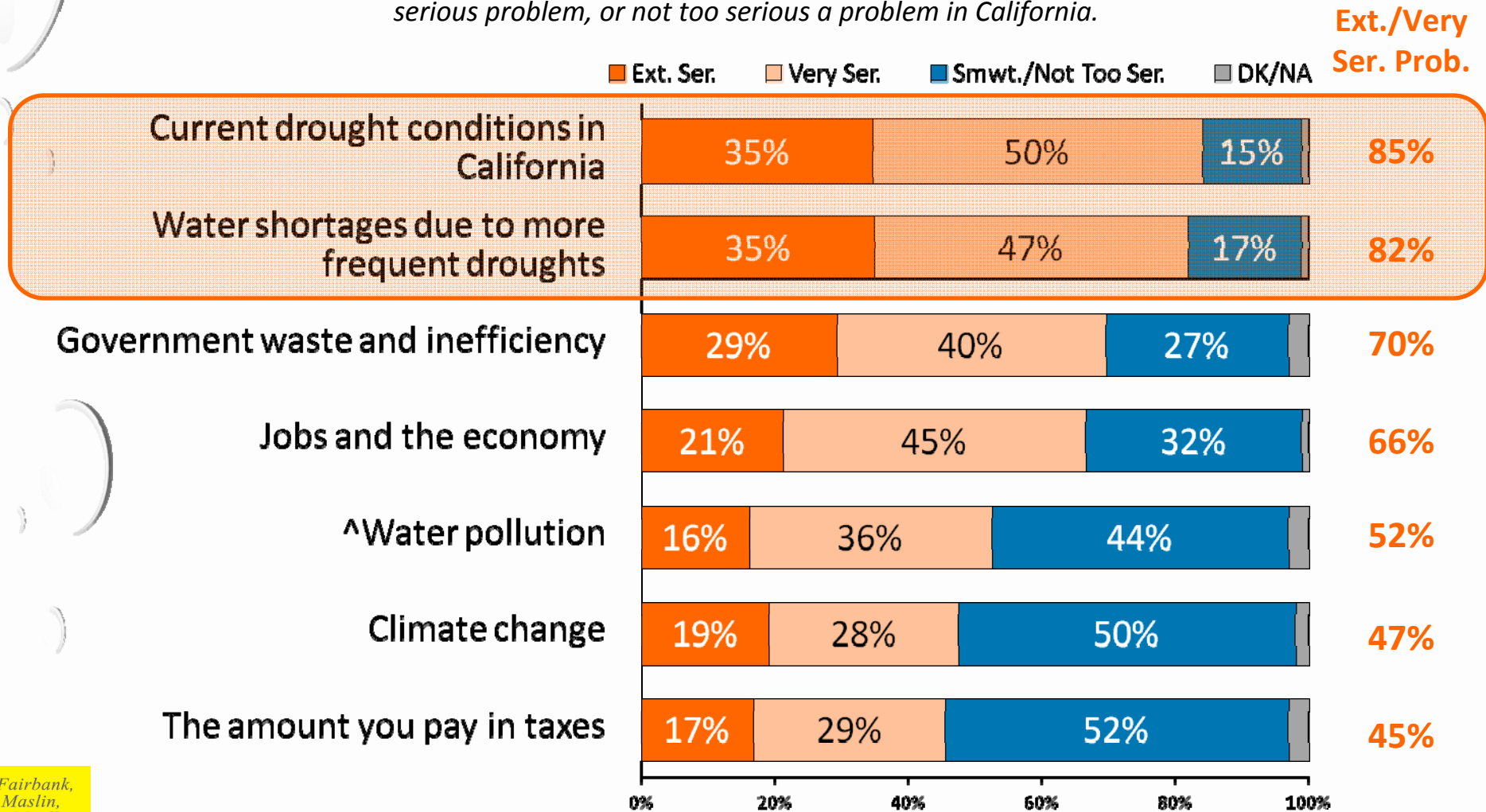
- Participants were asked whether they could identify where their water came from; most freely admitted that they could not and had never given it much thought.
- Others understood pieces of the puzzle, and mentioned the Colorado River, northern California, and other sources of imported water.
- Few seemed to have much latent concern about the region's reliance on imported water.
- Seniors seemed to have somewhat greater understanding of the region's water sources.

CHALDEAN MALE: The only thing I think about is when I took a field trip to the water district. That's all I think about. I just think of big pools and piping everywhere.



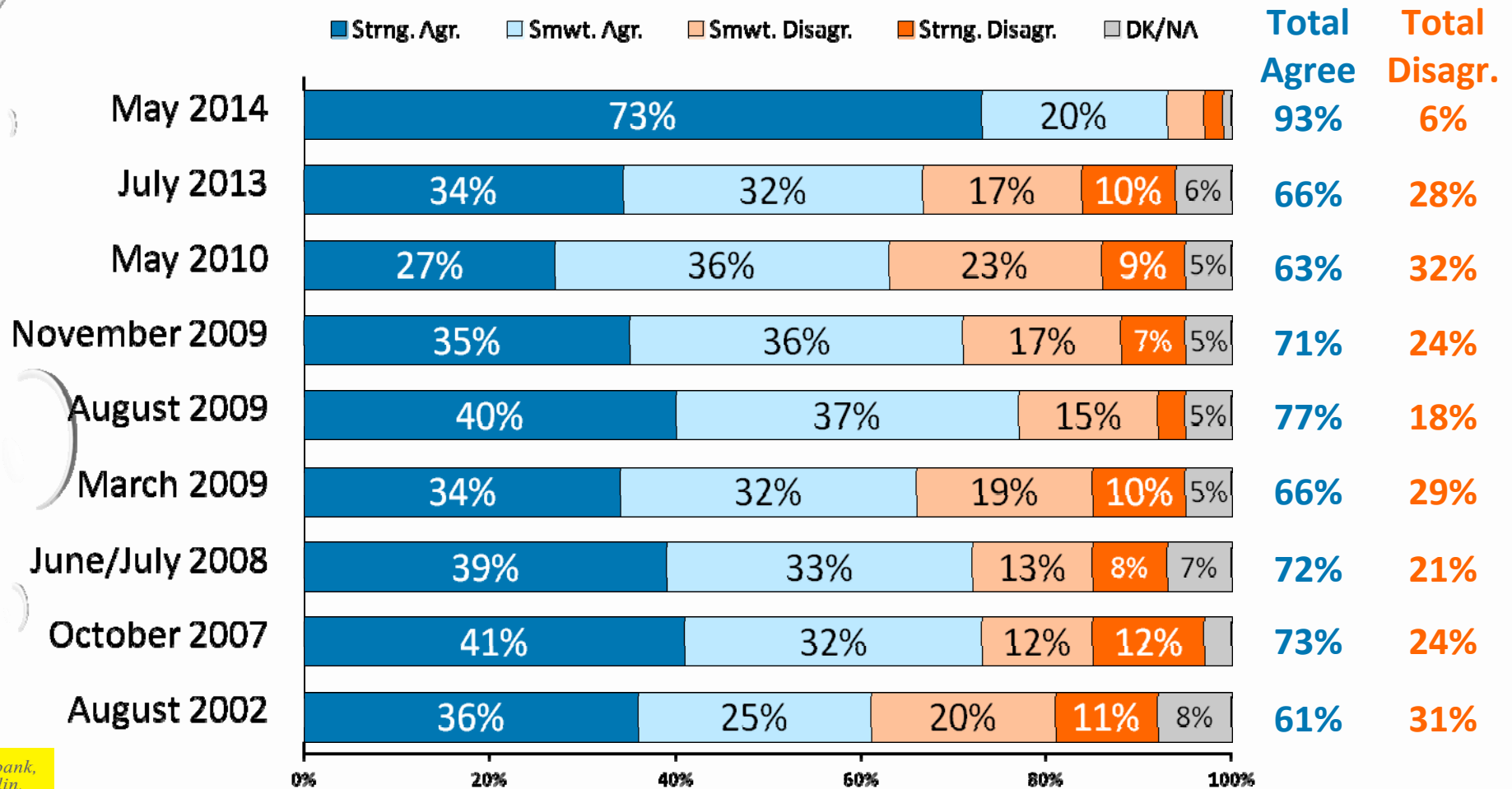
The drought and water shortages remain major concerns for voters across the state.

I'd like to read you some problems facing California that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in California.



The consensus that California is in a severe drought is greater than at any time in the past decade.

"California is currently in the middle of a severe drought."



However, the drought was not a visceral concern for most focus group participants.

- Strikingly, most participants did not appear to attach much urgency to current drought conditions – despite ample polling data illustrating great concern in the broader population.
- Most seemed to think that California moved in and out of cycles of drought, and that the current experience is part of that pattern.
- A handful did see a more severe problem – raising the specter, for example of a new Dust Bowl.

LATINO MALE: It's more well-known. Previous droughts – I can't remember one that has been so advertised in the media. Everywhere you go it's "conserve water." Even if you go to a public place, they won't serve you water unless you ask. It's big enough to advertise to get in everybody's head. So you open the faucet and you think about it.

CHALDEAN MALE: I think it's waves. Some people don't seem to be concerned. Like the place I live, it's raining one day and the next day they're fixing the fountain or running their sprinklers still while it's raining. So it's in waves, but people -- it doesn't seem to bother them.

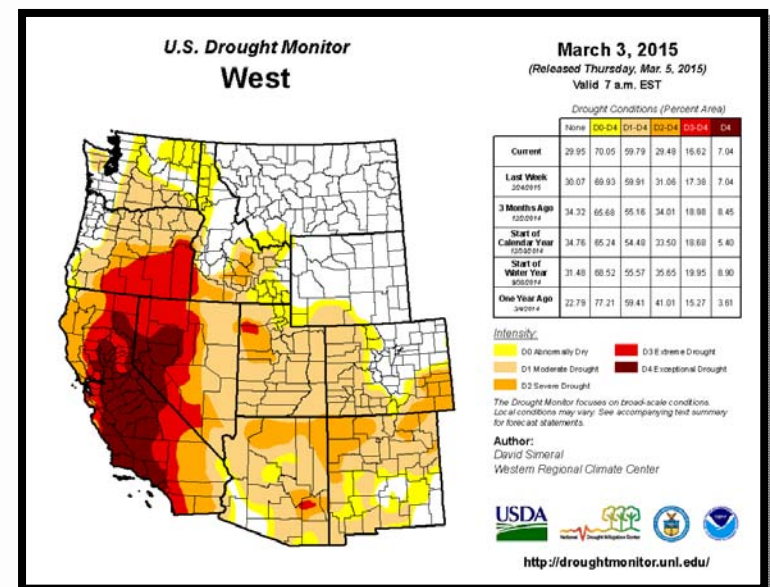
REPUBLICAN FEMALE: We still have beautiful golf courses, don't we? They have beautiful green grass.



Few were able to cite major ways that the drought had impacted them.

- Participants expressed an intellectual understanding of the importance of conservation, and had clearly received messages about reducing their water use.
- Yet at the same time, few seemed to have undertaken major changes in their behavior, or undergone notable hardships due to the drought.
- A handful did note that the drought might constitute a “new normal” which would require significant alterations in the way that the state manages its water supplies.

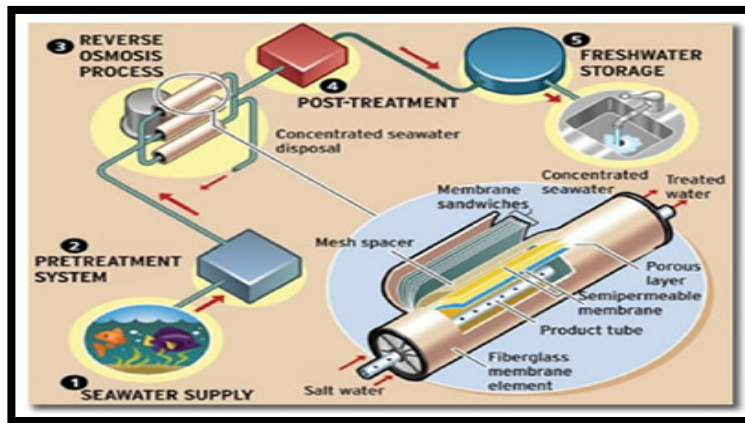
REPUBLICAN MALE: The water bill has gone up a little bit, but other than that it hasn't really hit me. I think that's the point where real change or a real responsibility for saving our water or being a little more thrifty about water will come. If I lived somewhere out on the Grapevine or somewhere where agriculture was important to me and important to my community, then I'd have a different view because I could probably see it on a day-to-day basis.



When pressed for solutions, desalination came up more often than recycling water.

SENIOR MALE: They so easily do away with desalination, and the reason I say that is because being that I was in the Navy for 10 years; three trips to Vietnam. I was on an old, old ship...and our duties were we took fresh water to the Vietnamese and all the ships that came tied up alongside of us, we made the fresh water. And it was never a problem.

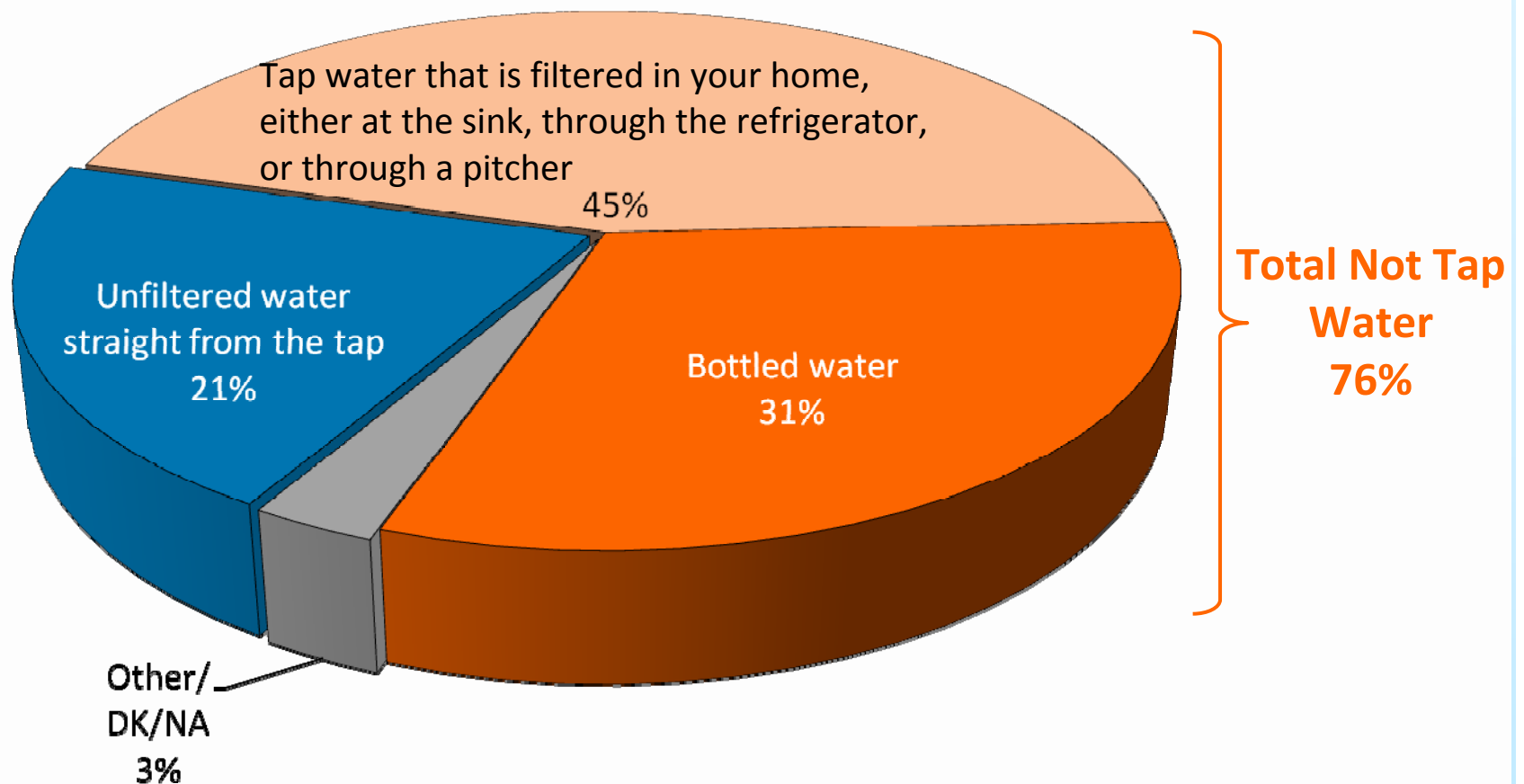
SENIOR FEMALE: Actually desalination is one of the things that I have probably been more in favor of than others. My concern...is that if you take the salt out of the water so that we can use the water, does the concentrated salt in the ocean then start affecting the fish and all of those things in the ocean?



- When asked about potential solutions for the drought, many pointed to growth and said that there must be stricter controls on new building in the face of limited water supplies.
- Desalination came up repeatedly, with many arguing that if brought to scale it could represent a complete solution to the problem.
- Only a handful volunteered recycled water as a potential strategy for addressing the drought.

Most voters do not drink water straight from the tap.

Thinking about the water that you drink at home, do you most often drink?



In the focus groups, concerns revolved around taste and potential contaminants.

CHALDEAN MALE: It doesn't taste good and I just don't think it's healthy for you. My parents growing up always told me the water is bad here, so I've learned that the water is bad here. Then you start paying attention and you're like "It does kind of taste weird." Even when I shower I'm like "Okay, my hair is going to fall out." So I grew up thinking that way.

LATINA FEMALE: I don't trust the pipes it's coming out of. I don't trust the water itself. I feel better if it's filtered and it doesn't taste good. I can tell the difference in the taste between tap water and bottled water.

SENIOR FEMALE: I don't know exactly how to describe it. To me it's like foul. It just tastes foul and that's a hard thing to explain.

- No more than a few reported drinking unfiltered water straight from the tap.
- Most used some type of water filter, but a sizable minority also reported drinking bottled water.
- Few could articulate any *specific* problem with the water. General issues with taste, odor and appearance dominated participants' concerns.
- However, many also cited safety concerns about a number of potential contaminants, ranging from rust to bacteria to chemical contaminants or fluoride.

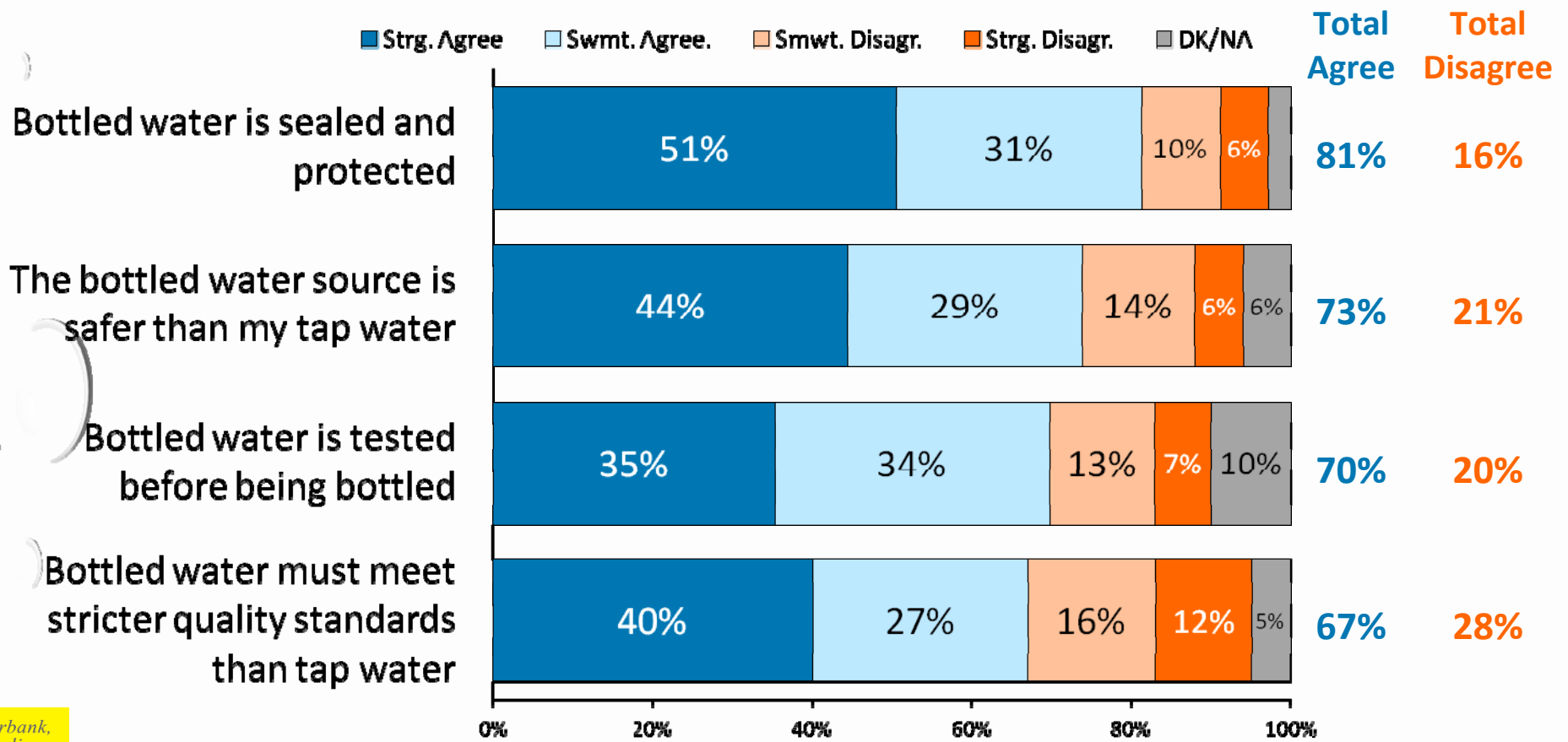


VS.



Bottled water drinkers have a number of misperceptions of its quality.

I am going to read you a list of reasons why people think bottled water is safer than their tap water. Please tell me whether you agree or disagree with the following statements.



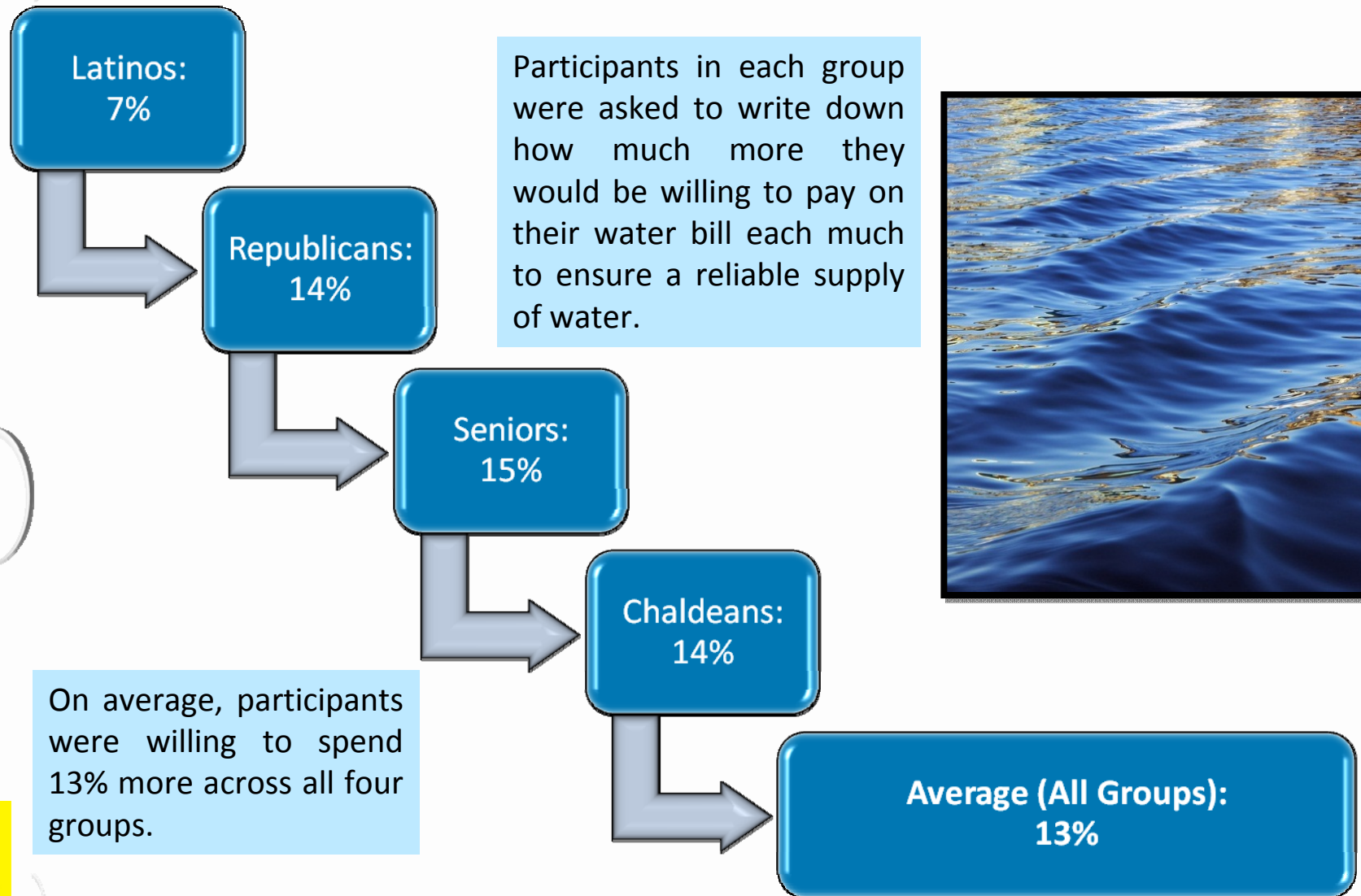
Most expressed satisfaction with their water agency; there was little latent concern about water bills.

- Most participants had positive feelings toward their water agency; most found their service reliable and did not remember notable disruptions.
- Few saw what they currently paid for water as upsetting, though when asked some saw it as too high. Most were entirely comfortable with rates – though tiered rates struck some as unfair.

LATINA FEMALE: I think it's one of those things you don't think about, you just use it. It's not like electricity where sometimes it will go off or anything like that. It's always there. It's never not been there so you never think about it. You just pay the bill and move on.



Initially, participants were willing to pay about 13% more on each water bill to secure a reliable supply.

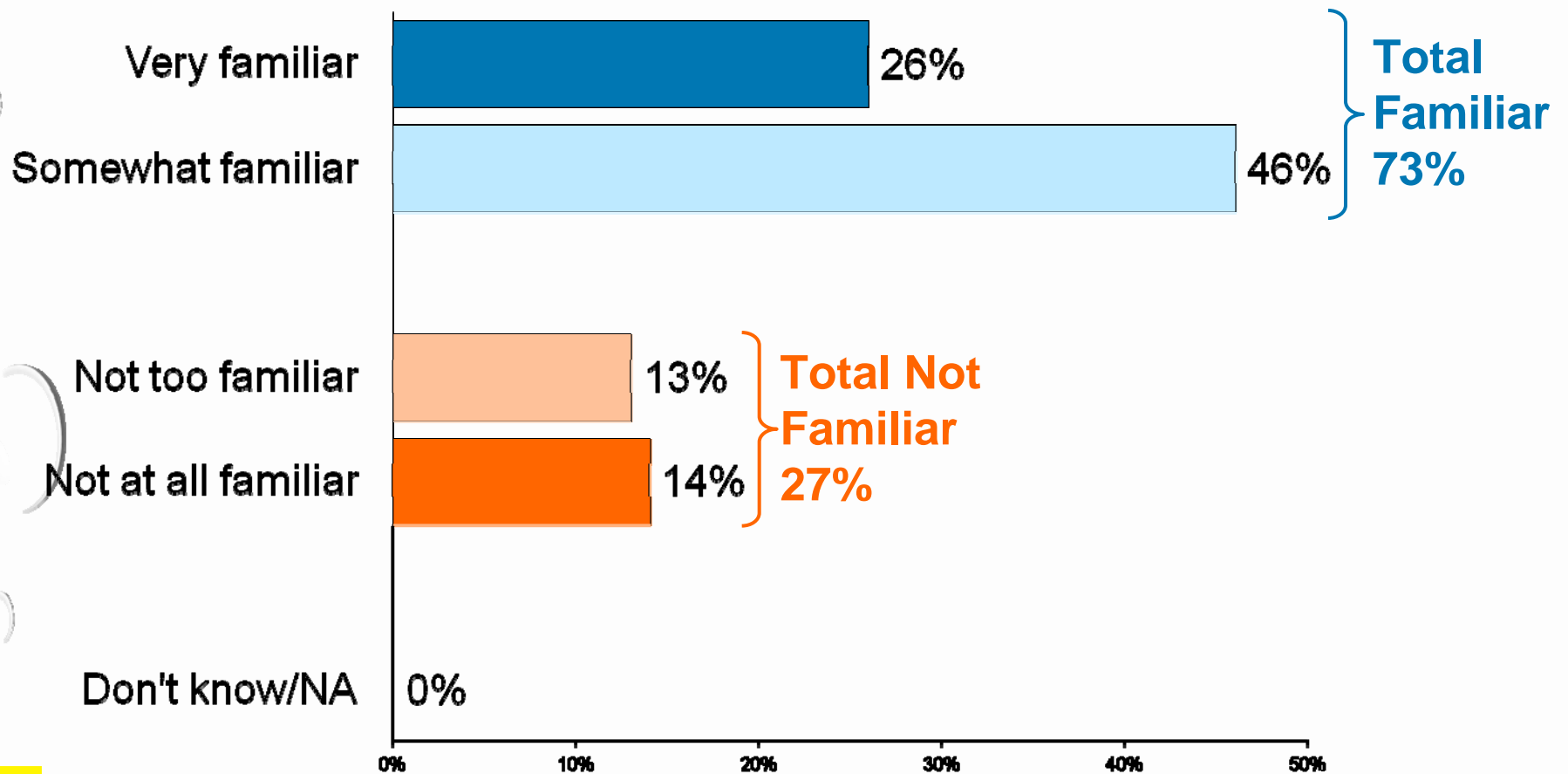




Attitudes Toward Recycled Water

Most voters are at least somewhat familiar with recycled water.

Are you familiar with the concept of recycled water?



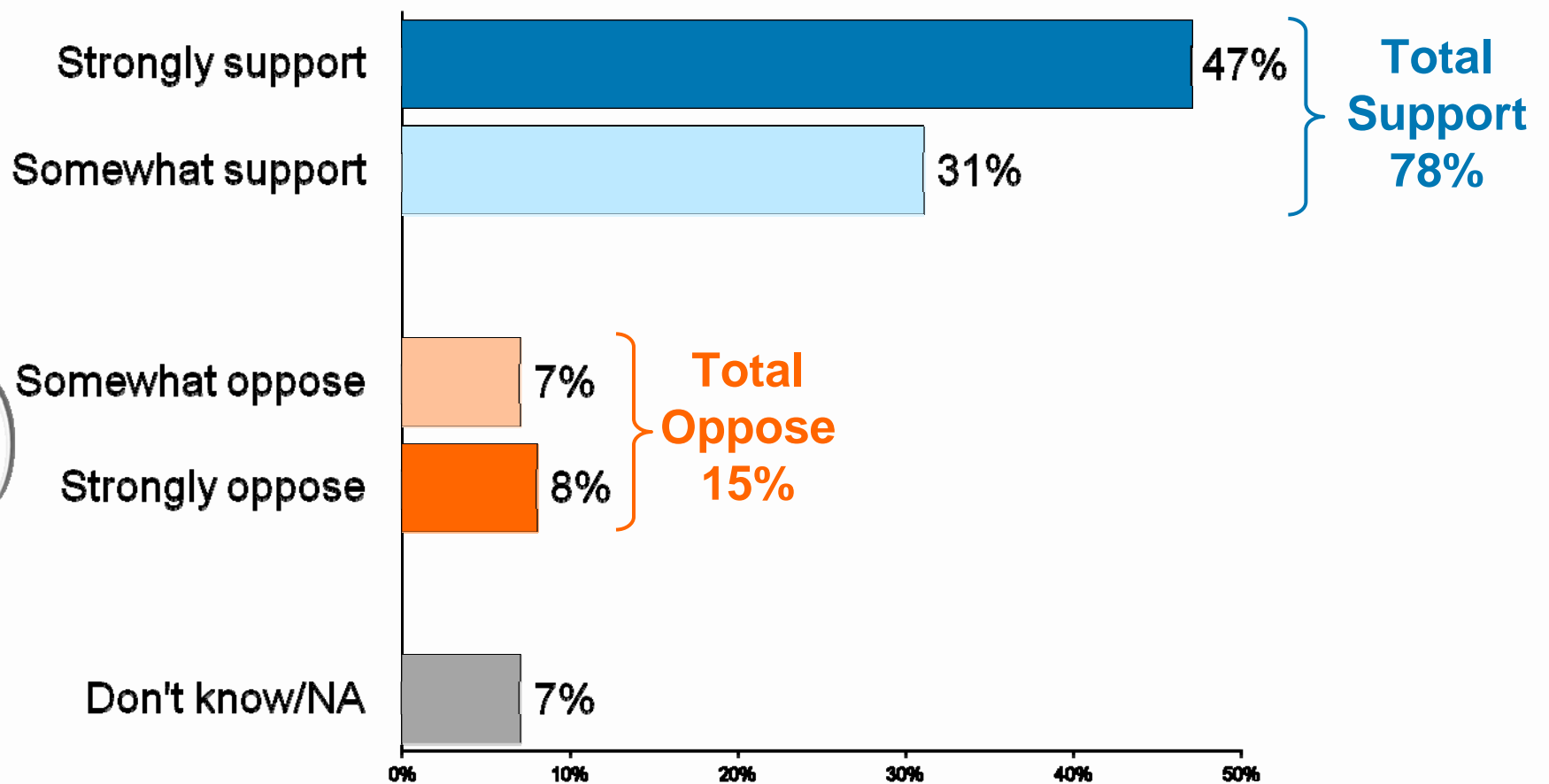
Mind-Mapping “Recycled Water”

An initial “mind-mapping” activity asked participants to write down any associations they had with “Recycled Water.” Some of the most common language they used is shown to the right, with the font reflecting the frequency with which it was used.



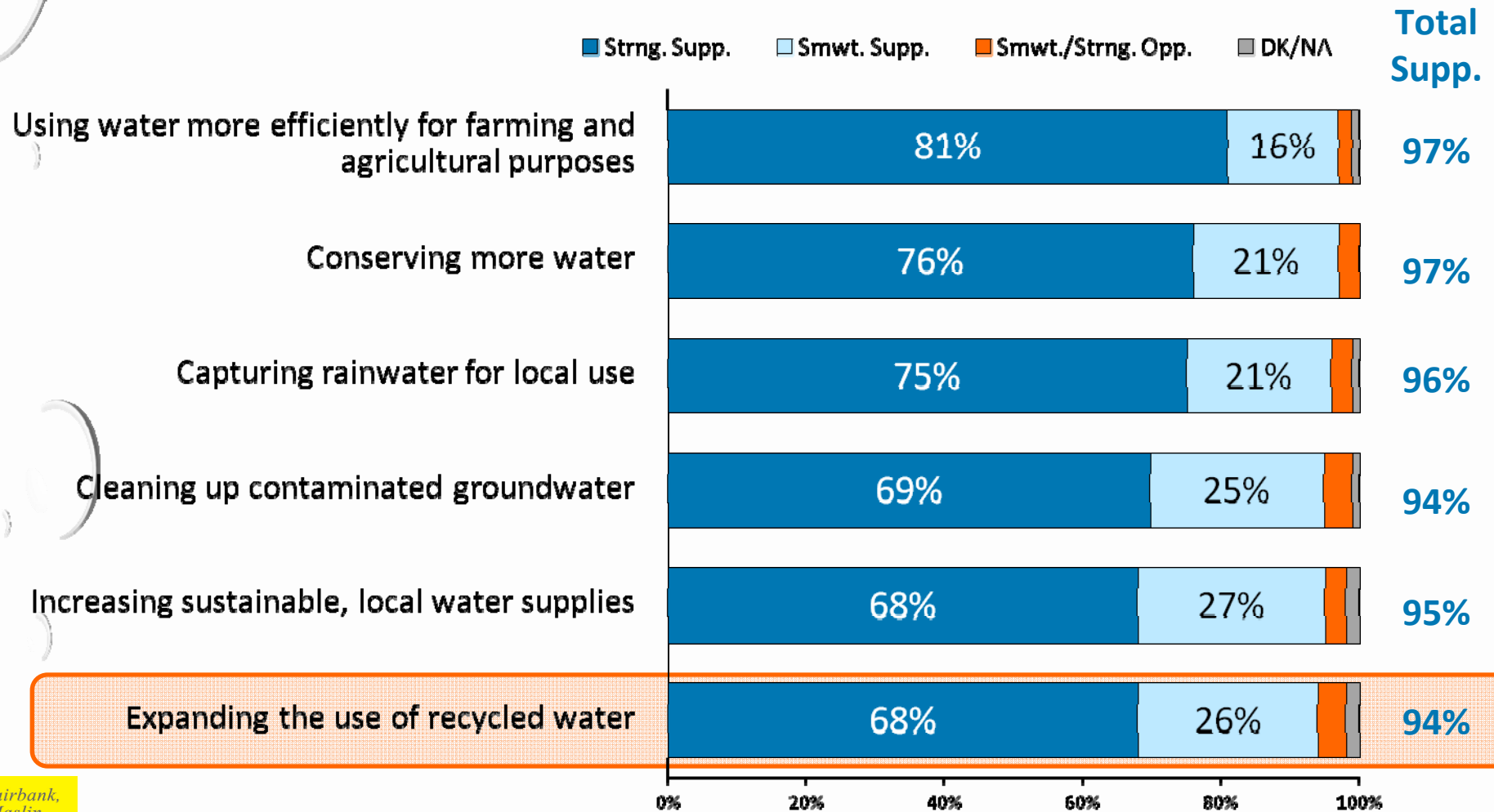
Among those familiar with recycled water, most support its use.

Do you support or oppose recycling water for local reuse on a community-wide scale?



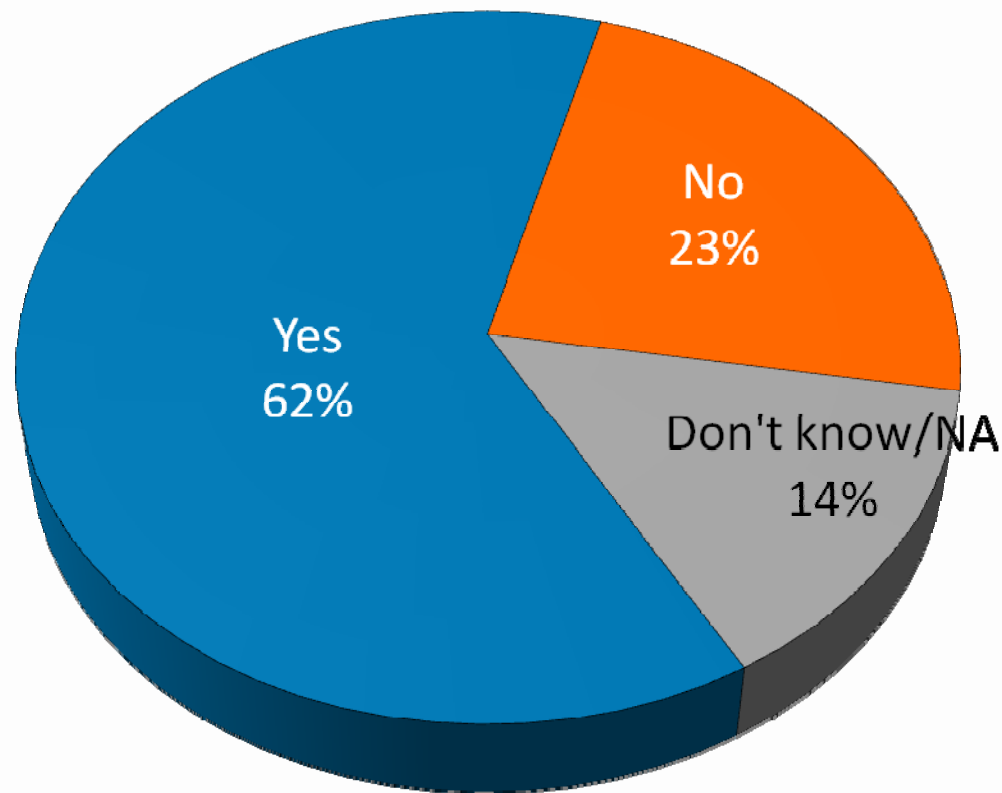
Voters statewide rank expanded use of recycled water among their highest priorities.

*I'm going to read several different approaches to addressing California's water supply issues.
Please tell me whether you generally support or oppose each approach.*



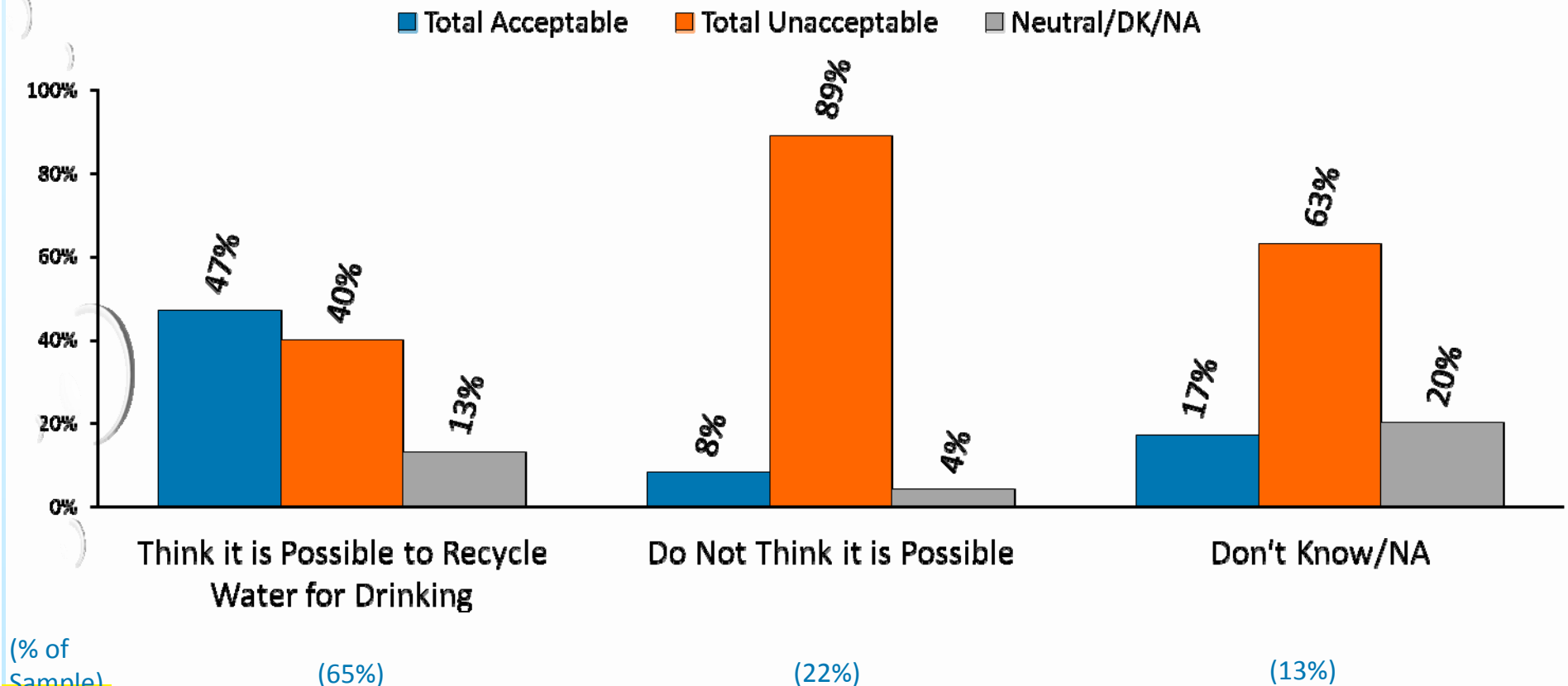
Voters are confident that it is *possible* to treat recycled water to drinking water quality standards....

Do you believe that it is possible to further treat recycled water used for irrigation to make the water pure and safe for drinking?



... but even those who believe that do not necessarily accept the idea of potable reuse.

Acceptability of Recycled Water for Drinking by Belief in its Feasibility



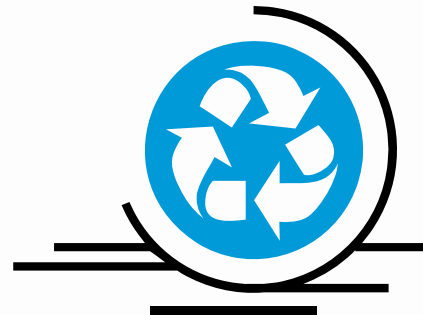
Participants were generally favorable toward recycled water in concept, but found it distasteful.

- Most participants had some familiarity with recycled water.
- Their associations were generally positive; they liked the idea of more efficient use of water, and saw landscaping and non-potable uses as completely appropriate.
- However, most found the subject unpleasant. The term “toilet to tap” came up regularly, and participants indicated that it was difficult to think about the original source of the water.

SENIOR FEMALE: What if the whole filtering system broke down, would they be honest enough to tell us or let us keep using it and drinking it?...It's thrifty, it's wise, it's useful, it's necessary, but my feeling word was “ambivalent” because I think for some purposes. The blanket toilet-to-tap thing I disagree with, but if there's a way to funnel the toilet to tap into irrigation and non-drinking and save the first-use water for drinking, than I would be all in favor of it. People flush drugs down the toilet, among other things. I'm not convinced that any amount of filtering gets it all out.

LATINO MALE:
It's just the thought of where it came from, that's what's going to mess with everybody. Like I don't want to drink poop water.

REPUBLICAN FEMALE:
In Northern California, I was reading in the paper where there are some faucets, and they go to turn their faucet on and there is no water. If that's the route we're headed down, I would much rather take a risk that we know that we can trust them. Maybe not for our kids but our grandkids. We have to start thinking ahead at some point.



Participants overwhelmingly favored non-potable uses, but drew a line at household use.



- As shown below, participants were asked to indicate whether they found various uses of recycled water to be “acceptable.”
- While there was near-unanimity about irrigation and industrial uses, only a handful were initially comfortable with household uses – even those that did not involve drinking.

LIST OF USES FOR RECYCLED WATER	LATINOS	GOP	SENIORS	CHALDEANS	TOTAL RATING THE USE AS “ACCEPTABLE”
Irrigation	9	9	10	6	34
Industrial uses (like machinery, factories, etc.)	10	10	10	4	34
Household uses (laundry, showers, dishwasher) but not drinking	0	2	2.5	1	5.5
Drinking water	0	0	1	0	1

Participants were aware of recycled water being used for non-potable purposes, and generally did not object.

- Most participants had seen recycled water in use in various locations – many were familiar with “purple pipe” or signs designating recycled water as “not for drinking.”
- Many saw this as not only appropriate, but as the only real appropriate source of water for such uses.
- Conscious of the state’s water shortage, many did not want to see fresh water used for purposes where recycled water would suffice.

SENIOR FEMALE: You go places like the wild animal park and the zoo and they say that the majority of the water they use is recycled water. I think that especially corporations and big businesses should be required to have some sort of system so that they use recycled water. But not that we’re going to drink it.



REPUBLICAN MALE: Every time you see where it says recycled water, it says, “Do not drink.” I agree with watering the freeways and all the commercial landscape. If we’re using fresh water now we’ve got to cut that off. Catalina has been having salt water in their toilets for 50 years.

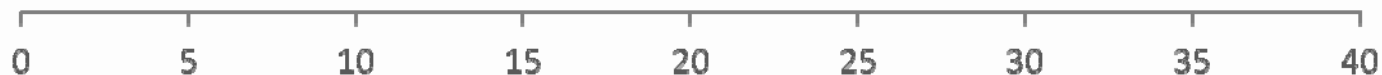
Initially, participants opposed potable reuse by more than two to one.

Potable reuse of recycled water refers to the process of taking wastewater that comes from the sewer system; treating and purifying it to high standards; and then adding it back to groundwater, reservoirs, or mixing it with other water sources. From there, it is treated again, as all water supplies are, before being sent to homes and businesses for all purposes – including drinking.

Total Support
12

Total Oppose
26

■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose



The GOP and Chaldean groups were somewhat more accepting.

- Many of the GOP participants seemed to take a practical approach to the issue, arguing that potable reuse made financial and logistical sense.
- The Chaldean group was younger, which may have contributed to its higher level of acceptance; several immigrants noted that water quality in Iraq was so bad that recycled water would still be an improvement; and in general, there was a high degree of confidence in American technology and ingenuity.

POSITION	LATINOS	REPUBLICANS	SENIORS	CHALDEANS	TOTAL
Strongly Support	0	0	2	2	4
Somewhat Support	0	4	1	3	8
TOTAL SUPPORT	0	4	3	5	12
Strongly Oppose	7	3	2	2	14
Somewhat Oppose	3	2	5	2	12
TOTAL OPPOSE	10	5	7	4	26

A Sampling of Initial Comments About Potable Reuse

REPUBLICAN MALE: Mine is a question of trust. I'm not willing to take a chance of spreading disease by some type of accident or malfeasance. These have already happened. I'm not trying to change anybody's minds here, but in the Eastlake Industrial Park, somehow multiple purple pipes were switched with regular pipes and it spread through and people drank it and a lot of people got sick. So you can tell me all you want about how safe we are and my answer to you is "San Onofre." Best atomic engineers on the planet and how long did those new things last?...What I'm getting at is I do not trust government or private industry for that matter, to continually maintain what they originally say: "This water is going to be safe."

CHALDEAN MALE: I think if it's treated and purified back to the high standards, I would [support it]. I think you just have to get past the part of where it came from originally. If you didn't know it came from the sewer line or it came from the toilet, you would drink it no problem, especially if it's purified that well. And for any use, I think it's fine.

SENIOR MALE: A mistake or lapse in the process could be disastrous, possibly contaminating a source like a reservoir for a very long time. The end result would be several steps backward. If it is 100% successful, it would be a great advantage.

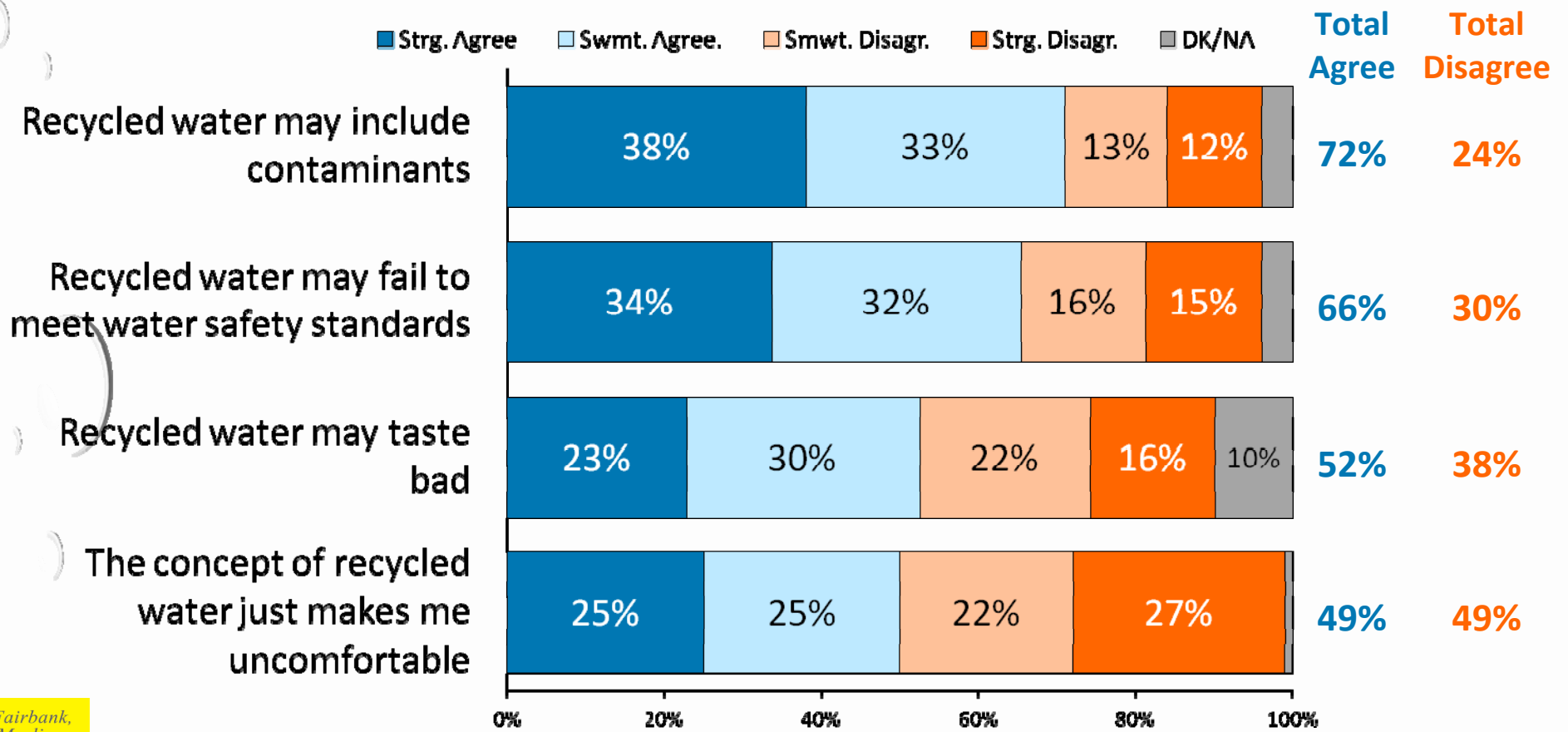
CHALDEAN MALE: I just wouldn't know the health risk in the future or the present. I'm kind of picky about my drinking water, like I only drink spring water. I don't even drink the purified, like Dasani....So with it being recycled, I would never touch it.

SENIOR FEMALE: One, it just disgusts me, just on a gut level. Two, I already mentioned the overuse of bottled water and I think that would increase and I don't want to see that happen. And I really question whether we've looked at all of the alternatives. It's like this is the only place we're looking and maybe there's another alternative that would be better, but we just haven't looked there yet.

LATINA FEMALE: My head just can't conceptualize something being complete wastewater, and then the chemicals that would be involved. At that point, okay -- your water tastes fine, your water tastes clean, but look at all the stuff that's in it to get it to this point. So it almost feels like you're harming yourself, no matter what.

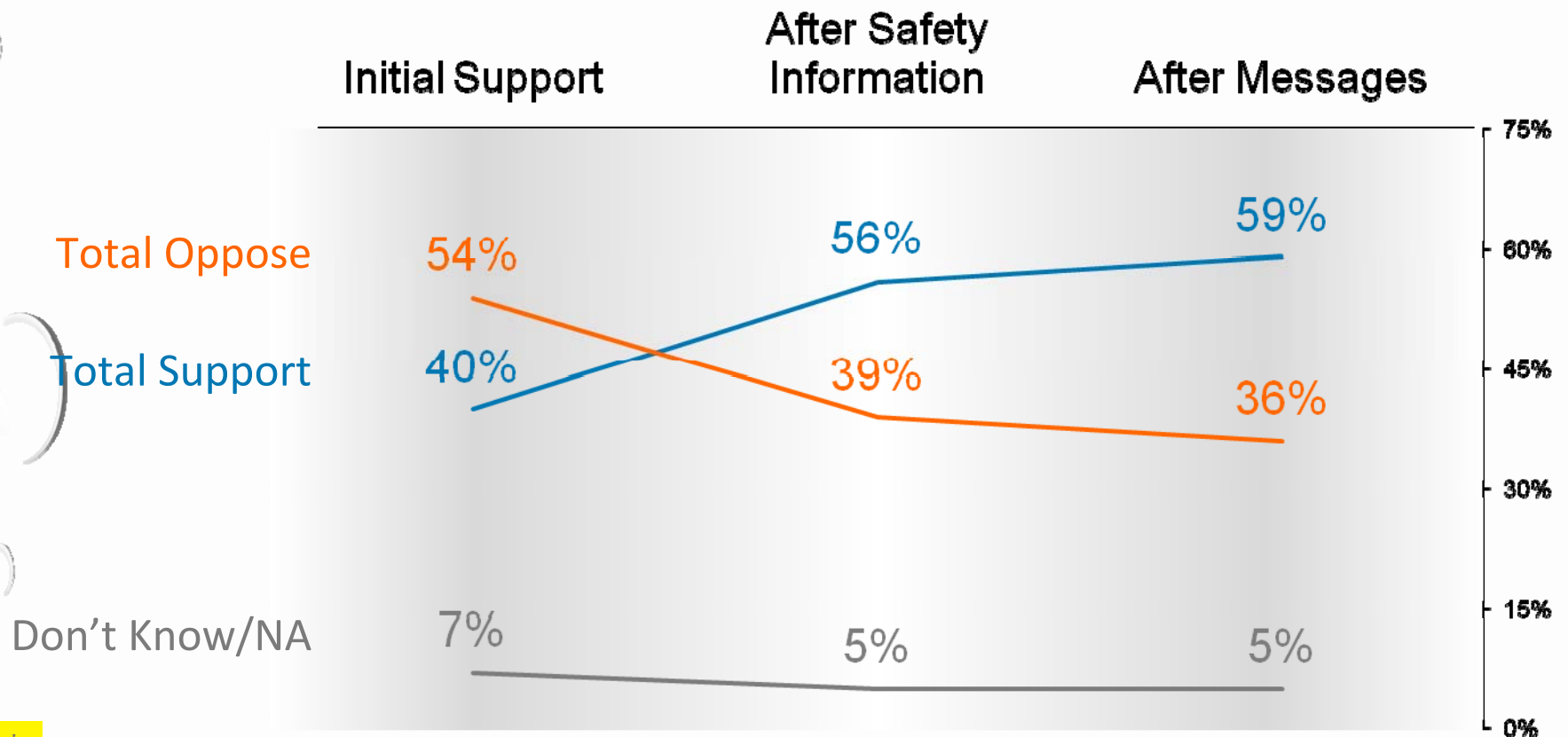
In the survey data, safety concerns drive reservations about direct potable reuse.

I am going to read you a list of concerns some members of the public have expressed about direct reuse of recycled water for drinking. Please tell me whether you personally agree or disagree with that concern.



Though they are initially opposed, voters quickly become more comfortable with direct potable reuse after information about safety.

Do you support or oppose direct reuse of recycled water in your community for all household purposes, including drinking?

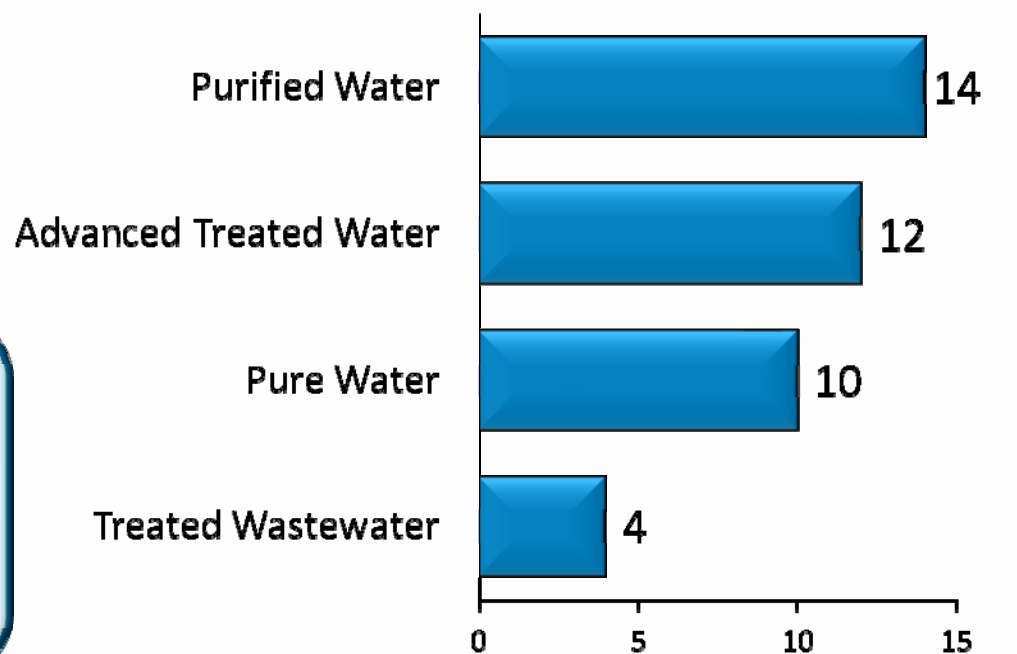


Participants were split on the best term for recycled water, but rejected “treated wastewater.”

- Participants were asked to choose the most appealing of four terms to describe potable reuse – their preferences are graphed below.
- A reference to “wastewater,” even in the context of treatment, was rejected.
- “Purified water” implied water that had been cleaned to a high standard – whereas for some, “pure water” was water that had not been touched.
- “Advanced treated water” was reassuring to some, and raised suspicious for others.

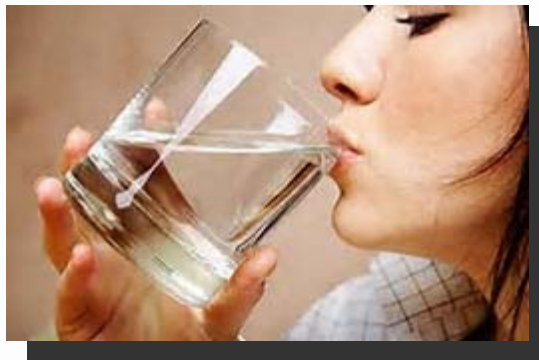
REPUBLICAN FEMALE: “Purified” makes me think it’s been treated and “pure” water doesn’t make me think of water being treated. It just makes me think there’s water there.

CHALDEAN MALE: It seemed like more care is taken to clean the water rather than pure. You say “pure water,” I’m thinking spring water. You say “purified” I’m thinking there’s a filtration system, regardless of where it came from.



Some participants in the Chaldean group were torn between terms, and thought “treated wastewater” was most realistic.

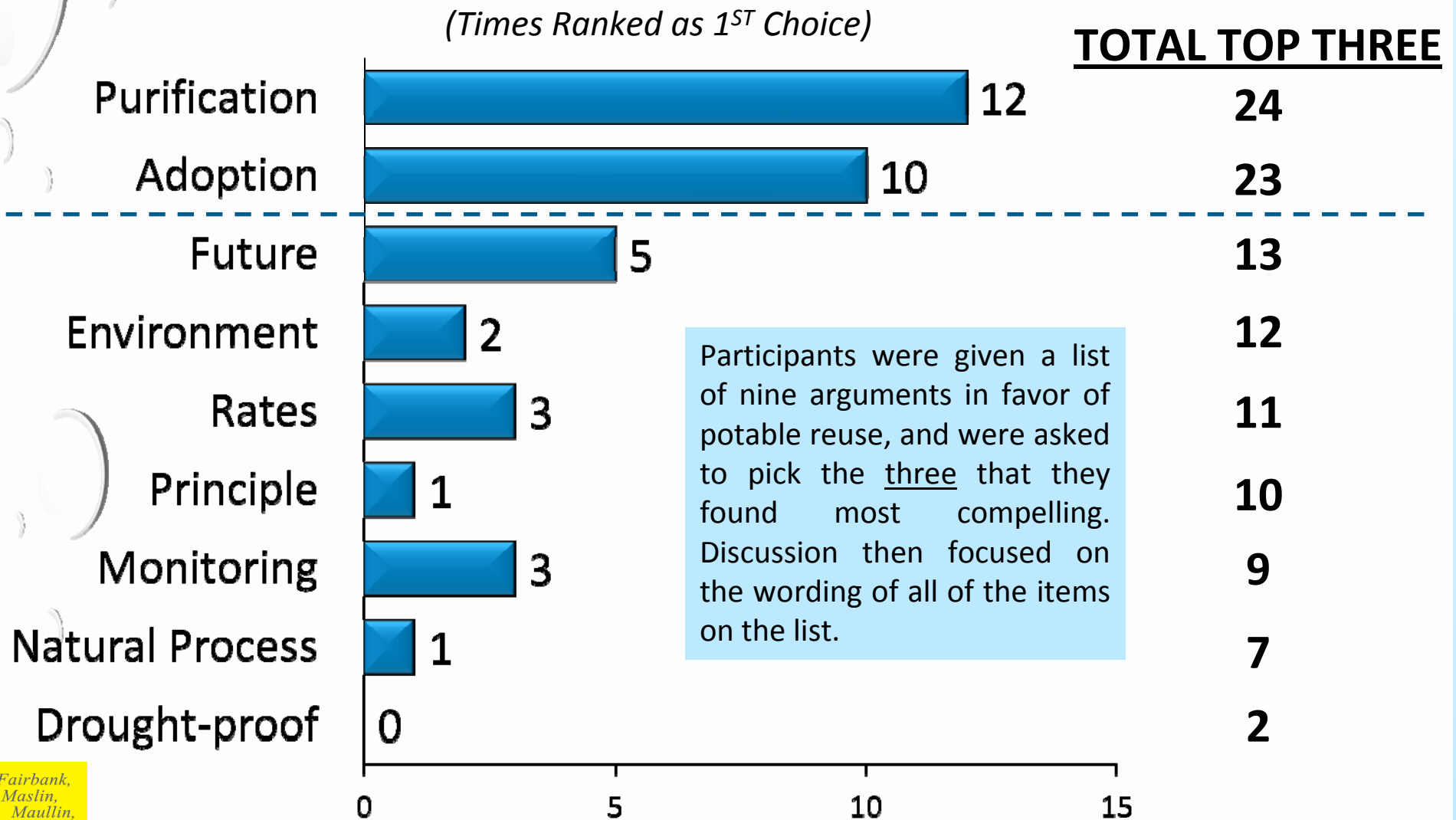
TERM	LATINOS	REPUBLICANS	SENIORS	CHALDEANS	TOTAL
Purified Water	2	7	2	3	14
Advanced Treated Water	2	2	5	3	12
Pure Water	6	0	2	2	10
Treated Wastewater	0	0	0	4	4





Messaging

Participants drew clear distinctions between the messages tested.



The preference for the same top messages was generally present across all four groups.

(Times Ranked as 1ST Choice)

MESSAGE	LATINOS	REPUBLICANS	SENIORS	CHALDEANS	TOTAL
Purification	3	1	4	4	12
Adoption	3	2	3	2	10
Future	0	3	1	1	5
Environment	0	1	1	0	2
Rates	2	0	0	1	3
Principle	0	0	0	1	1
Monitoring	2	1	0	0	3
Natural Process	0	0	1	0	1
Drought-proof	0	0	0	0	0

The strongest argument focused on safety.



K

(PURIFICATION) Thanks to advances in modern technology, it no longer matters where water comes from. The water purification process uses state-of-the-art multi-stage technology, including microfiltration, reverse osmosis and ultraviolet light. This process cleans water to a very high standard, and ensures that drinking water produced is safe and free of harmful chemicals and toxins. The purification process produces water that is purer than bottled water.

LATINO MALE: I like the whole filtration system. It also said there's no chemicals and toxins, "is safe and free of harmful chemicals and toxins," so that was a plus. And then the same thing, "produces water that is purer than bottled water." The more you tell me about all this filtration – like the one that says it's going through this process and this process and this process, and they say it's chemical-free. That's a plus for me.

- The assertion that the process produces water purer than bottled was critical.
- References to the three-stage treatment process also stood out.
- Directly addressing lingering concerns about chemicals was also significant for many participants.

Messaging about use of recycled water in other communities stood out.

G

(ADOPTION) Several California communities already use advanced purification processes to produce potable reuse water suitable for drinking and household use – including Orange County since 2008. They have been taking advantage of the more reliable and diverse water supply that recycled water provides, and there have been no health problems whatsoever from this use of potable reuse water.

LATINA FEMALE: There hasn't been any health problems, which is a great plus. No one has gotten sick.

SENIOR MALE: I have grandchildren, eight-year-old twins that live in Orange County and they've been drinking this water their whole life. No problems at all. We went through a lot to get them here and they're great. They live in Costa Mesa.

- Many participants were impressed by the fact that other communities already had potable reuse in place; it implicitly answered some of their concerns about the practicality and safety of the idea.
- The fact that Orange County – a nearby community – had experience with potable reuse was also critical.

A generational message also held appeal.



H

(FUTURE) We need to consider all options to ensure a reliable and locally-controlled supply of water for ourselves and future generations. In order to make sure our children and grandchildren have a reliable supply of water, we need to make investments today to make sure it is there.

- A generational message was appealing, because participants were cognizant that the state and region's water needs were not likely to diminish over time.
- Some participants seemed to have greater confidence that challenges around potable reuse could be worked out successfully over a longer time horizon.

CHALDEAN FEMALE: Just the fact that in order to make sure our children and grandchildren have a reliable supply. I underlined "to make investments today," to make sure it's there. Even though I'm still not convinced.

An environmental message was attractive, but at a more intellectual level.

J

(ENVIRONMENT) Using potable reuse water is good for our environment. The more potable reuse water we use, the less we have to take out of rivers and streams, and our scarce groundwater supplies. That's good for rivers, streams, and the fish, plants and wildlife that rely on them.

LATINO MALE: I liked the fact that we're not taking it out of the rivers and streams and not taking from our wildlife and all that. Because there's a lot of endangered species nowadays.

REPUBLICAN MALE: It was the idea that it's not just good for one use, but that it's environmentally responsible in a number of ways. It's going to be an enhancement to the community, not just our drinking water but to other parts of the natural resources.

- Participants valued the idea of protecting the environment, and recognized that some aspects of the environment are threatened or at risk.
- At the same time, the environmental message seemed to lack emotional urgency with these participants.

Participants wanted to believe rates would fall, but were skeptical.

I

(RATES) With the economy just coming out of a recession and many families having a hard time making ends meet, we need to make the most of our existing water resources. Over time, importing water from other parts of the state will get more and more expensive. Making better use of existing local water supplies through potable reuse may keep rates lower than they would be if we continue to rely so heavily on imported water.

- While not currently very concerned about rates, participants realized they would likely rise.
- Avoiding that was a high priority for many.
- However, some were skeptical that potable reuse would really result in much rate difference.

SENIOR FEMALE: It's also very speculative. I'm not sure that it's going to be cheaper than importing it because we're talking about a facility that's going to have a treat all this and the maintenance of the facility. It could actually end up costing more.

LATINO MALE: The number one thing, to avoid further rate increases. That hits all of us and hits us in the pocketbook, so it's going to hurt. And if the rains don't come it's going to keep on going up and up and up. With the economy kind of recovering a little bit but not so much, we're still \$4 gas and all that, it's hard to get where we're supposed to be. So I think we need to do something now to avoid further increases.

A message centered around recycling didn't take off.

(PRINCIPLE) We all recycle as often as we can – glass, plastic, paper, and even yard waste. It's the right thing to do. For the same reason, we should reuse as much of our limited water supplies as we possibly can. Water is too valuable to be used just once.

- Participants agreed with the message in principle.
- However, the message did not seem particularly compelling in moving opinions.



A few participants rated monitoring as highly important.

N

(MONITORING) California's drinking water standards are among the strictest in the nation, and water from potable reuse would comply with those standards. Potable reuse water would be continuously tested with online sensors. And the quality of the potable reuse water, once it has been purified, will be monitored by the State of California Division of Drinking Water.

- While relatively few rated this message highly, a handful felt strongly about it.
- A lack of familiarity with the State Division of Drinking Water hampered some of the message's appeal.
- However, reminders about the state's high water quality standards and about continual monitoring were helpful.

REPUBLICAN MALE: What turned me off was "monitored by the State of California Division of Drinking Water." Our past Public Utilities Commission, the president of that is now being indicted for something....And so I have no idea who the State of California Division of Drinking Water, what they're going to do.

LATINA FEMALE: "N" came up as the number one for me only because it again talked about what the standards are, what California's standards are and the fact that it was constantly being monitored and tested, and so to me that was a tiny little bit reassuring to know that it was constantly being tested. Because you figure that if something goes wrong, they will be aware and there will be some adjustments made.

A message about the natural process of recycling didn't move many.

M

(NATURAL PROCESS) The amount of fresh water on the planet does not change. Through nature, all water has been used and reused since the beginning of time across every river system in the world. Using advanced technology to produce potable reuse water merely speeds up a natural process – and in fact, the water produced through advanced purification meets a much higher standard of quality than what occurs naturally.

CHALDEAN FEMALE: I think it's not confusing, just not clear like the other ones. It just has so much.

CHALDEAN MALE: This was interesting to me because it says a much higher standard of quality than what occurs naturally. I liked that it says that.

- Some participants found this concept appealing and thought-provoking, as they did in response to the video.
- However, that was a distinct minority position.

Drought messaging had surprisingly little impact.

O

(DROUGHT-PROOF) Potable reuse water could supply as much as ten percent of our local drinking water supplies, even in the face of a drought. Potable reuse water is a drought-proof way to help ensure a reliable supply of water to meet local needs, independent of climate change or weather in other locations.

SENIOR MALE: I think the 10% is not very compelling. That's the first thing I noticed about that.

CHALDEAN MALE: I think the fact that it just states to prevent drought through potable uses. It doesn't talk about how safe it is. That's why I didn't pick it at all. I could care less about what "O" is stating....I'm more concerned about the safety of it.

- As noted earlier, these participants seemed less drought-sensitive than others.
- In addition, the "ten percent" figure really under-whelmed people and seemed like a distinctly minor contribution to the state's water needs.

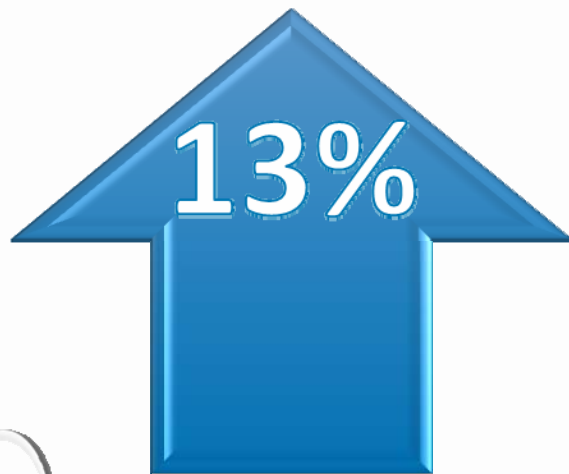
Collectively, the messages led to an impressive increase in support for potable reuse.

POSITION	INITIAL POSITION	AFTER POSITIVE MESSAGES	CHANGE
Strongly Support	4	9	+5
Somewhat Support	8	18	+10
TOTAL SUPPORT	12	27	+15
Strongly Oppose	12	5	-5
Somewhat Oppose	14	9	-7
TOTAL OPPOSE	26	14	-12

SENIOR FEMALE: We need the water. [Potable reuse] is going to come...whatever we say, it's coming. We have no control over it so it just needs to be. When I saw the reverse osmosis and the ultraviolet and I know how they work, so that really sold me.

CHALDEAN FEMALE: I was kind of still torn...but I think I'm more convinced with all the information I was given.... It's really not fair for us to be selfish and think about us today. Like the future generations, the economy and environmentally safe, it's like I just got to psychologically do it for everybody's welfare.

However, willingness to pay for water supply improvements *declined* with the introduction of potable reuse.



Initial Average
Monthly
Willingness to
Pay for Water
Supply
Expansion



Average
Monthly
Willingness to
Pay After
Discussion of
Potable Reuse

LATINO MALE: We should be getting a discount here because we're not bringing it in from other places. I understand that there's a process that we have to go through and make it filtered, but come on. Look what you're serving us?

REPUBLICAN MALE: I went from 10% to 5%, just with the basic thinking being that I would want to see some sort of cost reduction or a reduction in the percentage increase if we were going with this alternative solution.

This decline was evident in all groups with the exception of the seniors.

Groups	Initial Average Monthly Willingness to Pay for Water Supply Expansion	Average Monthly Willingness to Pay After Discussion of Potable Reuse
Latinos	7%	6%
Republicans	14%	11%
Seniors	15%	15%
Chaldean-Americans	14%	9%
Averages (All Groups)	13%	10%

Spreading the Word

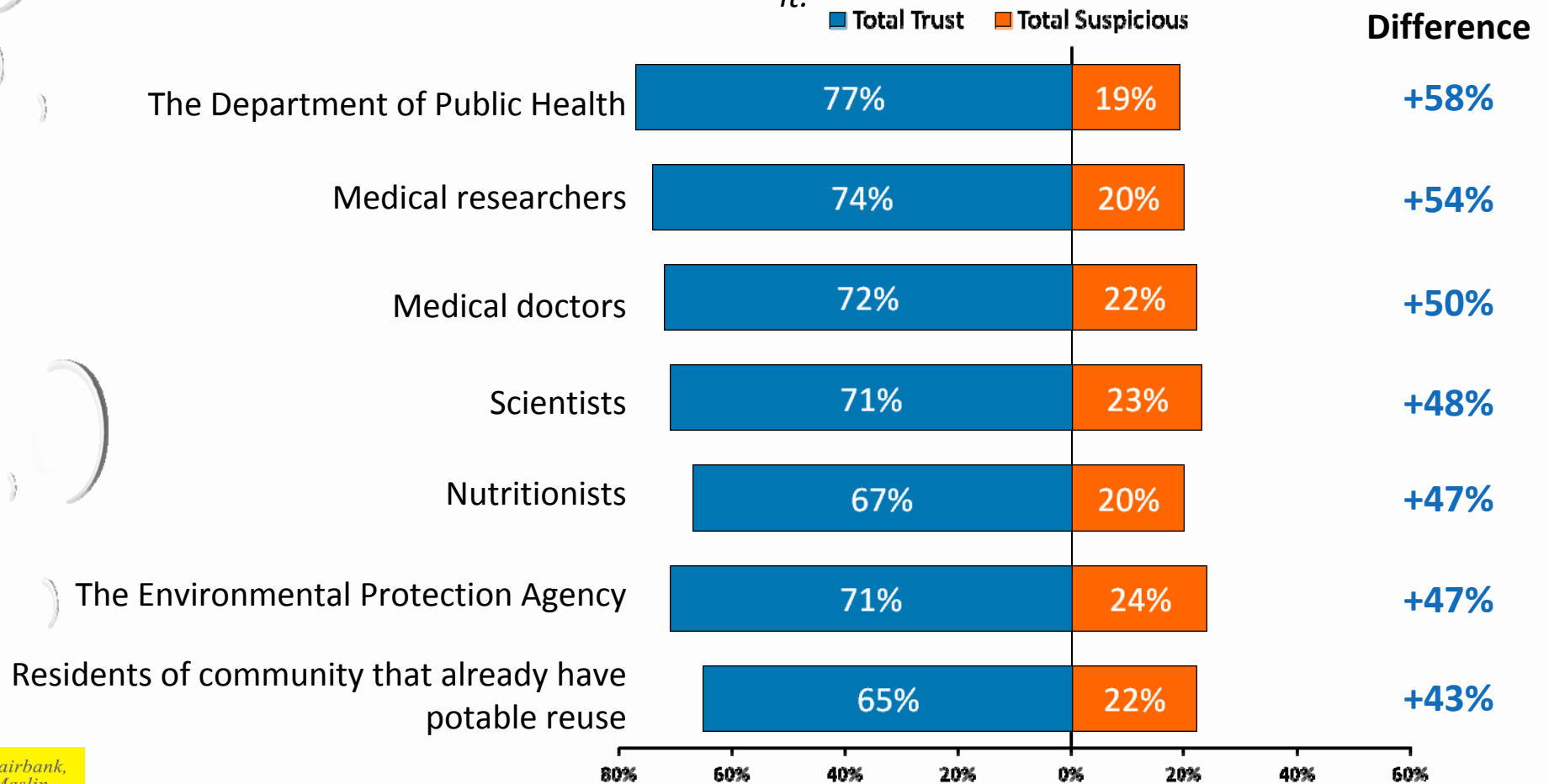
- Participants consistently expressed a desire for more information about potable reuse, and specified some ways they would like to receive it:
 - ✓ They wanted to hear from experienced authorities – water agencies, scientists, and regulators
 - ✓ Learning more from communities that are already using potable reuse was key
 - ✓ Many said mass messages on TV or in the mail were the best ways to reach them
 - ✓ Having a detailed website was important
 - ✓ Participants were divided on whether they would pay attention to bill inserts
 - ✓ Chaldeans said organizations within their community would play an important role
 - ✓ Chaldeans also noted the key role of the young in helping to build confidence among older members of their community

SENIOR FEMALE: When you talked about people in the community who are using it, my skepticism would say you've picked out the ones who are in favor of it. So maybe what I would put a little more faith in is if there were a random large-scale survey of peoples' satisfaction with the water in places like that and then I might be more willing to say, "It sounds like it."

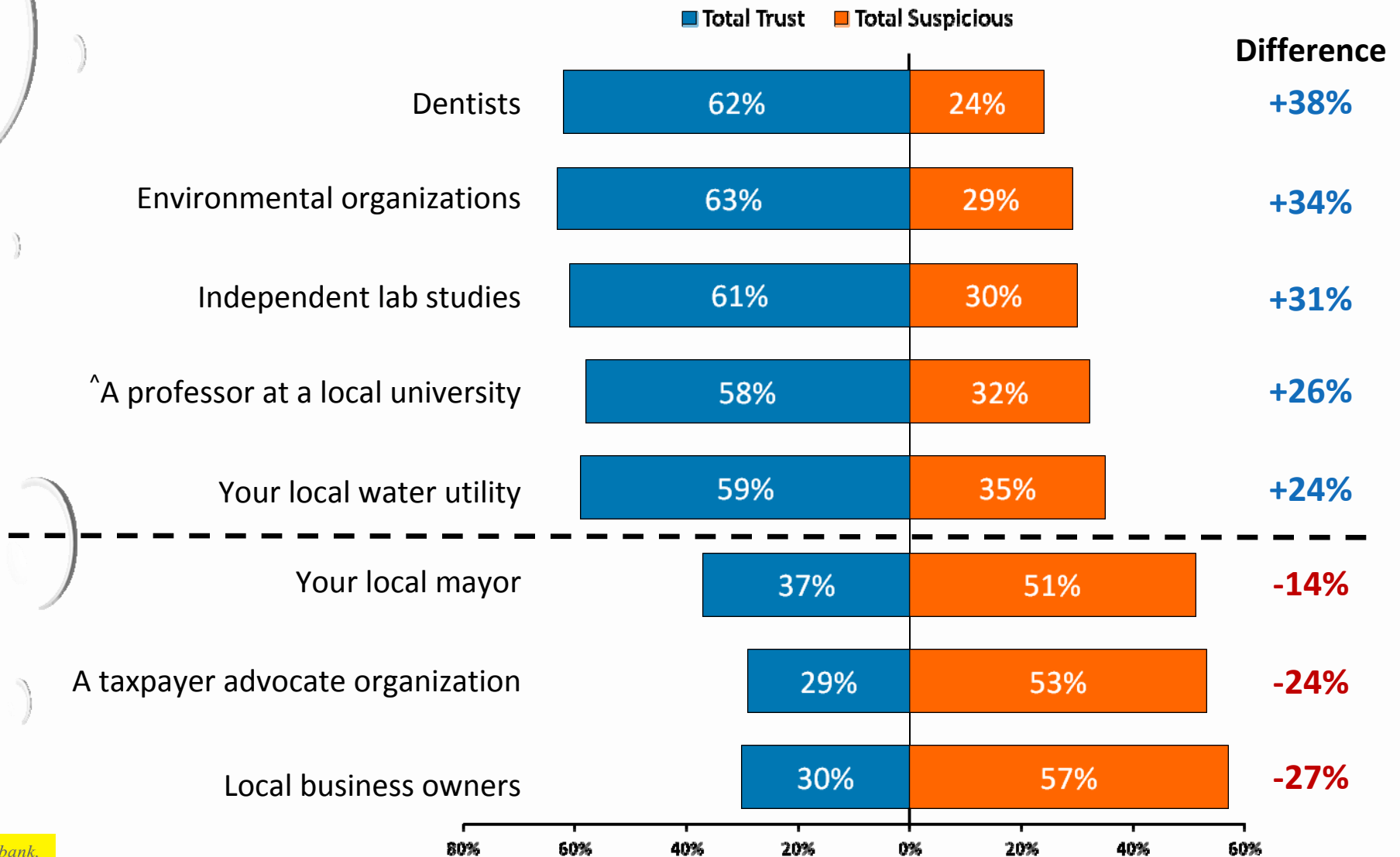
LATINO MALE: How about the people who are actually doing the process itself? Scientists, the engineers, the people who are on the front lines.

Top messengers are generally those with scientific expertise.

I am going to read you a list of people and organizations that may provide information about recycled water. Please tell me if you would generally trust that person's or organization's opinion on this issue, or if you would be suspicious of it.



Those with a political or economic perspective are less credible.





Communications Recommendations

Communications Recommendations

- **DO** understand that voters who are uncomfortable with potable reuse may not be highly concerned about the drought.
- **DO NOT** assume that the public will be willing to pay a lot more for recycled water; in fact, they may expect rate reductions.
- **DO** leverage substantial public acceptance of non-potable reuse; the public believes it has been implemented effectively.
- **DO** consider use of the term “purified water....”
- But **DO NOT** use language that incorporates “wastewater.”
- **DO NOT** talk about potable reuse providing ten percent of our water supply; it strikes many as too low.
- **DO** emphasize the three-stage process for making wastewater safe to drink, both in words and visuals.
- **DO** highlight successful potable reuse in other communities, most prominently Orange County.

Communications Recommendations (Cont.)

- **DO** emphasize provisions in place to monitor water quality – continually.
- **DO** underscore the need to act now in order to ensure an adequate supply of water for future generations.
- **DO** use comparisons to bottled water – many think it has a high standard of purity.
- **DO NOT** rely on messaging about the broad principle of recycling.
- **DO** position water agencies as key messengers on this issue – voters trust them.
- **DO** err on the side of presenting the public with more information rather than less: detailed, well-sourced, credible information is capable of moving the public, even given strong initial opposition.

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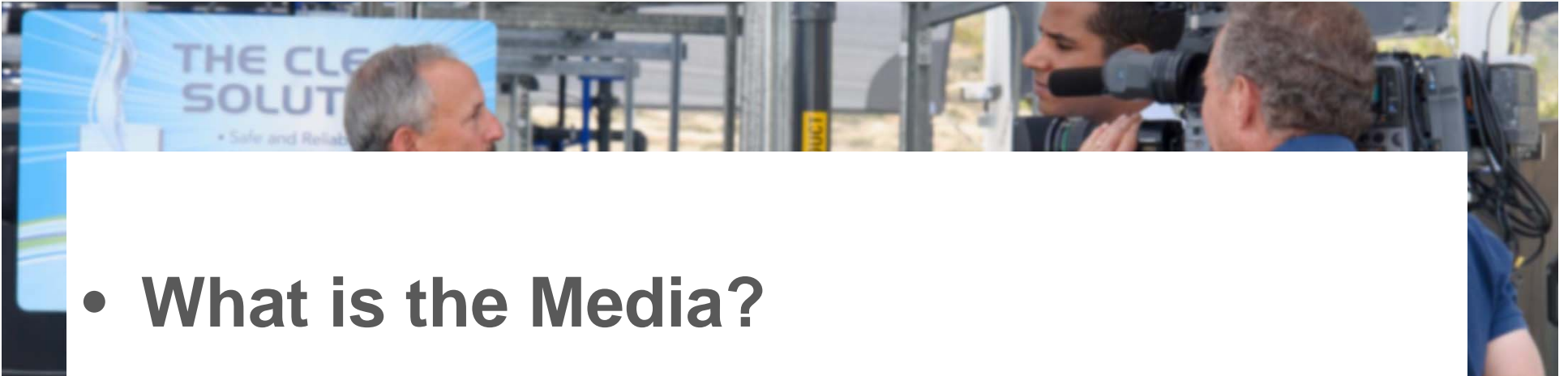
NV5

Water Reuse Media Tips

July 1, 2015
Gabriela Dow



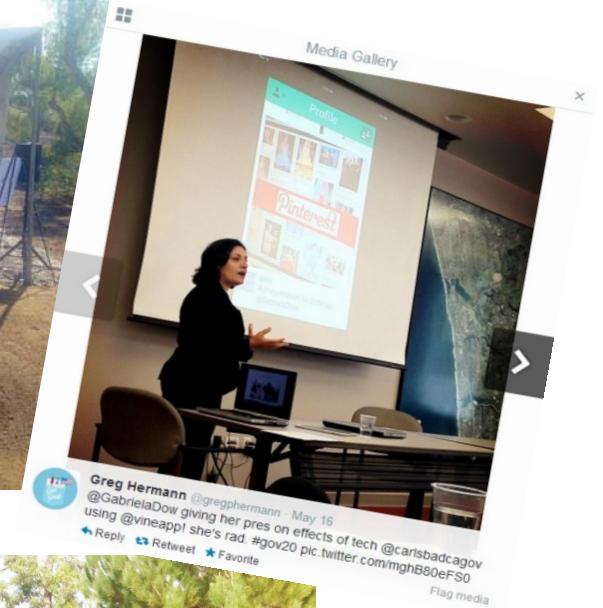
N V 5 Water Reuse Media Tips



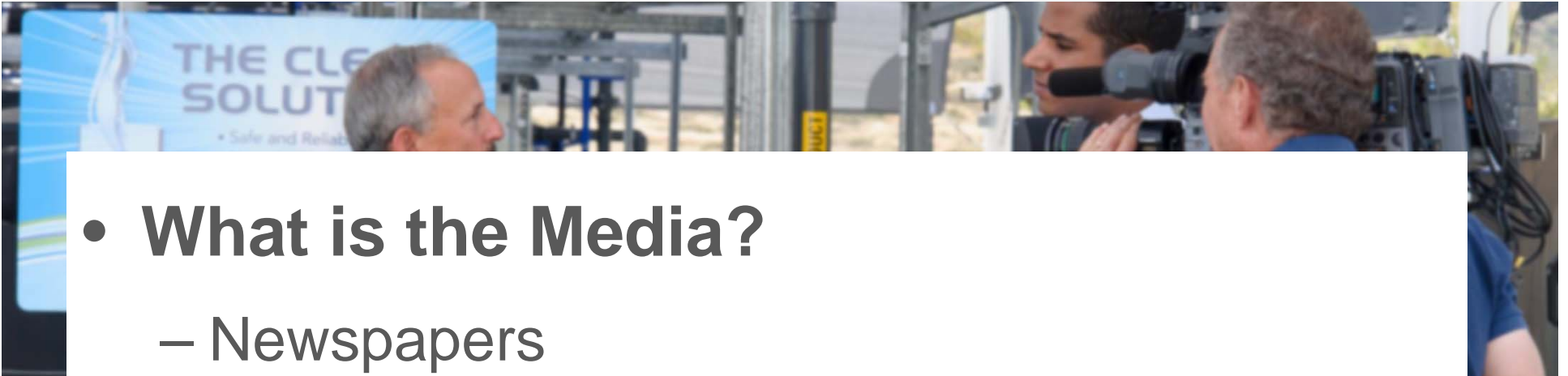
- **What is the Media?**
- **Interview strategies**
- **Water reuse media clips**

NV5 Water Reuse Media Tips

Background...

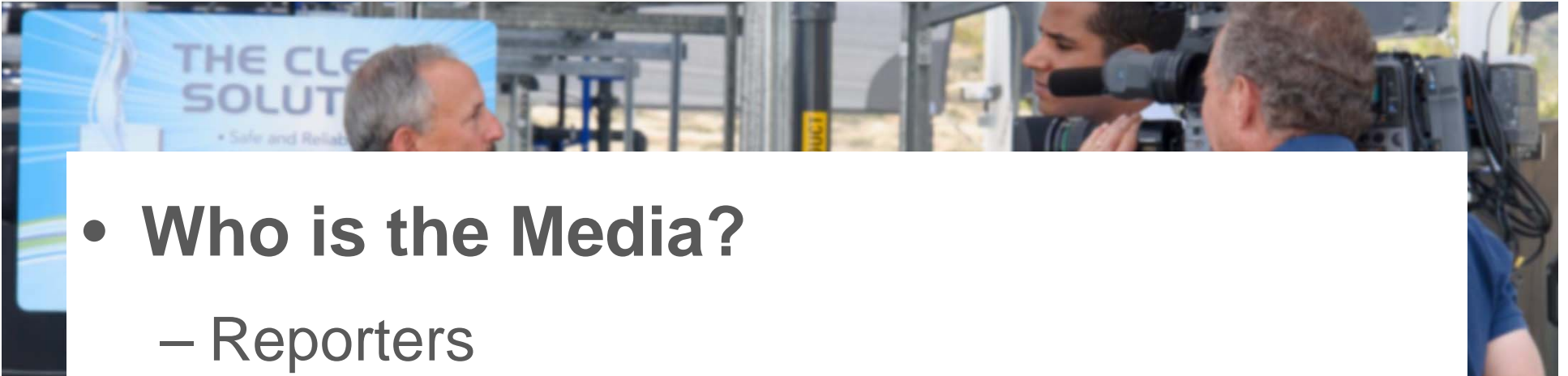


N V 5 Water Reuse Media Tips



- **What is the Media?**
 - Newspapers
 - Television
 - Radio
 - “Electronic news”
 - Digital media
 - Social media
 - Comment sections

N V 5 Water Reuse Media Tips



- **Who is the Media?**
 - Reporters
 - Editors
 - Producers
 - Writers
 - Bloggers
 - The public
 - Periscope, Meerkat apps

N V 5 Water Reuse Media Tips



- **Interview strategies**
 - Control
 - Negotiate
 - Select
 - Prepare
 - Follow-up

NV5 Water Reuse Media Tips

They control... You control...

- Decision
- Location
- Interviewee
- Messages
- Messages
- Messages



NV5 Water Reuse Media Tips

You can't negotiate...

- Passion
- Expertise
- Experience



NV5 Water Reuse Media Tips

Who do you select?

- Authority
- Trained
- On-message
- Jargon-free
- Match for the medium



N V 5 Water Reuse Media Tips

How do you prepare?

- Media outlet details (other interviews?)
- Be sensitive to deadlines
- Live or taped? By phone?
- Front-page or side column?
- Can responses be provided via email?
- Background info (for you *and* the reporter)
- Rehearse key messages. Rehearse again.

N V 5 Water Reuse Media Tips



- **Effective Communications**
 - Bridging (“What I can tell you...”)
 - Redirecting (“The real question is...”)
 - Focusing (“What’s important here is...”)
 - Reinforcing (“That’s a great question...”)
 - Repeating (key messages to fit any question)

N V 5 Water Reuse Media Tips



- **Communication Etiquette**
 - Not a conversation. Repetition is not rude.
 - Avoid jargon, consider the audience.
 - There is NO “friendly conversation”
 - Follow-up.

NV5 Water Reuse Media Tips

Avoid surprises,
or being “bitten”

Understand the
nature of the
media / reporters

BBC Sign in News Sport Weather Shop Earth Travel

NEWS

Home Video World **US & Canada** UK Business Tech Science Magazine Ent

US & Canada

Man captures photo of raccoon 'riding an alligator'

🕒 16 June 2015 | [US & Canada](#)



A man walking in a national forest in central Florida has captured a rare image of a raccoon appearing to ride on the back of an alligator.

WFTV

N V 5 Water Reuse Media Tips

The mic is ALWAYS on!



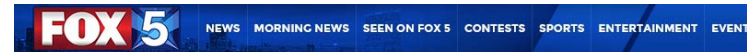
NV5 Water Reuse Media Tips

Water reuse media clips



Posted: Apr 10, 2015 10:56 AM PDT
Updated: Apr 11, 2015 10:57 AM PDT

Video Report By Matt Johnson, Reporter [Connect](#)



New source of drinking water tested in East County

POSTED 5:21 PM, APRIL 10, 2015, BY [SHARON CHEN](#). UPDATED AT 05:23PM, APRIL 10, 2015

[f FACEBOOK](#) [TWITTER](#) [REDDIT](#) [PINTEREST](#) [in LINKEDIN](#) [EMAIL](#)



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