

The Water Reliability Coalition supports ongoing education, outreach and advocacy for the City of San Diego's Pure Water Program for the following reasons:

- Based on the experience of other water agencies and municipalities, we know that it is imperative for success (Orange County made a significant investment early on and continues to make that investment years after the program's implementation).
- We should not take the change in public opinion for granted; without ongoing education, outreach and advocacy, public opinion could quickly swing in the opposite direction.
- The City's commitment to the overall Pure Water program is important for regulators and stakeholders to observe as we approach the expiration of the Point Loma Wastewater Treatment Plant modified permit in the summer of 2015 and enter negotiations for a long-term solution.
- If you read the comments to water reuse stories in the media, you would see that there is still significant misunderstanding about the safety and cost-effectiveness of the recycled, purified wastewater.
- Residents and businesses have not yet been asked to pay for this water supply source. Once the reality of rate increases become known, there will be increased scrutiny. It would NOT be prudent to wait to share the many benefits of water reuse at this early stage. Ongoing education and outreach is key.

Suggestions on communication tactics as part of the education/outreach/advocacy program-

- Increase social media presence/activity
- Maximize earned media potential and ensure that City is responsive to reporter deadlines
- Enhance creative, inspiring messaging and public engagement opportunities
- Integrate messaging that ties the Department's various messaging/initiatives under a common theme of water independence or reliability
 - Conservation campaign
 - Need for investments in new local drought-proof supplies
 - Importance and necessity of ongoing investments needed to maintain our aging system
- Provide at least quarterly reporting at Enviro Committee for accountability and transparency
- Provide opportunity for outreach program to be flexible and adapt to changing circumstances and input from stakeholders
- Increase engagement with the Water Reliability Coalition and other stakeholder groups so that we can best support the City's efforts
- Provide media training for City ambassadors

The above tactics would help the City maximize the effectiveness of the education/outreach/advocacy program.