

On behalf of the Water Reliability Coalition, I am here to communicate our strong support for Pure Water San Diego, which is a critical component to the NPDES permit application strategy. The Coalition represents 26 organizations including Labor, local environmental organizations, and numerous business groups including the Regional Chamber and EDC.

We support Pure Water San Diego because:

- Pure Water provides one of the most cost-effective and environmentally friendly options to enhance our local water supplies.
- Pure Water provides a locally and municipally controlled source of safe, local drinking water.
- Pure Water enhances supply reliability by diversifying supply sources, reducing vulnerability to outside sources, and reducing reliance on expensive imported water.
- Pure Water provides supply even during extended periods of drought. This is not our first drought and won't be the last. We must invest in reuse now to be better prepared in the future.
- Pure Water will address one third of San Diego's demand for water, freeing up more supply for others in the region.

- Pure Water may help avoid the need for a very expensive \$2 billion upgrade to the Point Loma Wastewater Treatment facility.

We cannot weigh in on the detailed specifics of the permit application because we have not seen it. However, because Pure Water San Diego will be part of the permit strategy, as we understand it, we wanted you to be aware of our strong support for the water diversification and reliability program.

More messaging you could add:

COST-EFFECTIVE AND RELIABLE

- Pure Water is a proven, cost-effective, high water quality alternative, which enhances local water supplies at a lower cost than water transfers (especially as these prices continue to rise), other water enhancement alternatives (like desalination), and 'purple pipe' non-potable reuse.
- Pure Water is a reliable source for enhancing local water, as demonstrated by similar water reuse projects locally in Orange County and internationally in Singapore and Australia.

REGIONAL ECONOMIC BENEFITS

- Reliability of supply is invaluable to the regional economy. Our three traded economies (military, innovation, tourism) and local agriculture all need dependable source of water to survive and grow.
- The San Diego region is a leader in water technology (membrane development and manufacturing). Pure Water allow us to reinvest in local companies.
- Pure Water help keeps ratepayer money local.

- Pure Water projects would create well-paying permanent and temporary construction jobs.

SAFETY

- Pure Water will meet or exceed all state and federal water quality standards.
- Pure Water technology has been proven in other locations and is safely supplying drinking water to millions of people.

ENVIRONMENTAL BENEFITS

- Pure Water offers many environmental benefits, decreasing wastewater discharges to the ocean, providing an energy-efficient alternative to water imports, and reducing the strain of imports from sensitive ecosystems like the Colorado River and San Joaquin Delta.
- Pure Water will improve local water quality by reducing discharge of wastewater to the ocean.