



**San Diego County
Water Authority**

Market Development and Technical Assistance



Conservation Action Committee

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Presented by:

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Market Development and Technical Assistance

Scope of Work

- Strategic Marketing Plan
- Technical Reference Materials
- Case Studies
- Presentations & Workshops
- On-Site Inspections
- Customer Information Line (858) 514-1720

Benefits of Recycled Water

- Available even in times of drought
- Reliable, locally controlled water supply
- Environmentally sensible use of a limited resource
- Uses less energy than imported potable water
- Decreases amount of treated wastewater discharged into the ocean



Recycled Water is Quality Water

- Tested to insure water quality criteria are met
- Stringent health department regulations apply to recycled water and its use
- Strictly monitored
- Used throughout California and the U.S.
- No health-related problems have been attributed to recycled water
- Used at high-profile sites such as Torrey Pines Golf Course, Legoland, Olympic Training Center



What Market Research Reveals

- More information = stronger support
- The need for water must be clearly articulated
- The customer's #1 motivation is saving money
- Customers want PR and hands-on assistance
- “Yuck Factor” must be squarely addressed
- Primary benefit to public is greener landscapes and saving drinking water

What is Needed to Expand Reuse?

- Awareness of critical water supply situation
- Funding for capital and retrofits
- Information about issues and benefits
- Customer & public acceptance
- Connections should be easy for customers
- Technical assistance is essential
- Support from industry associations

SDGWA Supports Recycled Water

- \$200 acre foot incentive and funding assistance
- Support of market development & technical assistance
- Brackish Groundwater Recovery assistance
- SDG&E Water Energy Partnership
- IRWP Prop 50 \$800,000



Your Feedback Will Help

- Do you know a site appropriate for a case study?
- Are you aware of an agency that needs technical assistance?
- Which other organizations should we reach?
- Suggestions for expanding recycled water in SD?
- Upcoming Workshops
 - Golf Course Superintendents May 7
 - Commercial & Industrial April 16

Questions?

**Information Line:
(858) 514-1720**



