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to our customers. As a side benefit, we will be able to add greater efficiencies to our operations, while helping to protect the environment.

Short-term, the North San Diego Water Reuse Coalition has identified the opportunity to increase recycled water use by more than 30,000 acre-feet per year by 2025. Long-term, the project could potentially produce more than 45,000 acre-feet (12.2 billion gallons) of recycled water each year by 2035.

This regional approach also makes the coalition a stronger candidate for state and federal grants. And, this approach is already working. To date, the North San Diego Water Reuse Coalition has been awarded nearly \$5 million in state funding for recycled water infrastructure.

**What This Means to Business and Industry**

The benefits of an increased, reliable supply of water to meet even the most ambitious demands of northern San Diego County’s growing economy cannot be understated. More than 7,000 jobs for contractors, operators and technicians will be created. Salinity issues, once thought a concern in recycled water, will be minimized due to advanced water treatment technologies. And those businesses requiring the highest quality water for their irrigation or manufacturing purposes

will only need to work with their water retailer to receive abundant, sustainable supplies.

From a dollars-and-cents perspective, recycled water, on average, is approximately 15% less costly than potable water to end-users. In addition to contributing supply reliability for the region’s 3.2 million residents, saving money on water supply is a win-win for businesses.

**Helping to Maximize Return on Investment**

Water retailers will be responsible for constructing the transmission pipelines for recycled water in the public right-of-way. Individual businesses will be responsible for onsite connections and internal infrastructure improvements. Rebate programs for onsite work will help businesses increase their return on investment.

**What You Can Do Now**

Forward-thinking companies are already incorporating recycled water into their business strategies. It’s cost-effective, better for the environment, and the responsible step to take for our growing region. We urge you to speak to your local retailer and to support the North San Diego Water Reuse Coalition.

*“With the January 17, 2014 declaration by Governor Brown of a statewide drought, the Palomar Energy Center (owned and operated by the San Diego Gas & Electric Company) is glad to be using reclaimed water supplied to it by the Rincon del Diablo Municipal Water District rather than using potable water. And while water is essential to the operations of this 565 MW combined-cycle gas fired plant (the plant can use 3,500,000 gallons of water per day under peak load), electricity is also essential to the movement and treatment of both drinking water and wastewater. This use of reclaimed water in the production of energy seems to be a sustainable way to move our region forward.”* — Grant Frost, Manager of Environmental Strategy and Sustainability, San Diego Gas & Electric



Fact Sheet



The Business Case for Recycled Water Use

Water rationing. Mandatory cutbacks. Extraordinary water conservation measures. Local governments throughout California have been forced to implement these tactics to survive past and current statewide drought emergencies. What tomorrow holds is still unknown.

Fortunately, due to the foresight of our regional water and wastewater providers, northern San Diego County has been spared from these difficulties...for now.

But with our regional economy and growing population dependent upon a reliable supply of water, what will be the impact of the next great drought on our area? Will the same water conservation and management strategies we have practiced in the past be successful in the future? How can we protect ourselves against other potential water supply interruptions?

Increasing our alternative water sources holds the most promise. Specifically, expanding our water recycling efforts will ensure drought-proof supplies are available in the future. The premise is simple: match supply with demand. Transform a continuous supply of wastewater into a reliable source of recycled water to meet our growing demand for irrigation, industrial, and potable uses.

It’s a tried-and-true strategy for increasing the amount of a reliable and drought-proof water supply to northern San Diego County. In addition, our efforts will also further reduce the discharge of wastewater into the ocean and further reduce overall greenhouse gas emissions by decreasing imported water supply volumes and the amount of energy required to transport it from Northern California or the Colorado River.

- Reliable
- Drought-Proof
- Environmentally Responsible
- Cost-Effective





# Facts about the North San Diego Water Reuse Project

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- Adds **72 million gallons** of recycled water per day to San Diego County's water supply portfolio at full build-out
- Reduces impact of inevitable water supply shortages on San Diego County's **\$191 billion economy**
- Creates more than **7,000 jobs**, according to Council of Economic Advisers estimates
- Serves as **green infrastructure** by reducing wastewater flows to the Pacific Ocean, offsetting water imports from the Colorado River and the California State Water Project
- Crosses jurisdictional boundaries of 10 public agencies and Marine Corps Base Camp Pendleton, demonstrating **efficiency in government**
- Constructs 90 miles of recycled water pipe, improvements at 9 treatment plants, and 7 potable reuse sites to serve a cumulative demand of more than 30,000 acre-feet per year by 2025

*"4S Ranch has approximately 160 landscaped acres. We've been using reclaimed water to irrigate the property since the community was established in 2001. Our water budget is over half a million dollars a year. Using reclaimed water versus potable water has been a huge cost savings for us. As a result, we've been able to keep HOA assessments lower than anticipated. I would absolutely recommend using reclaimed water. The ROI is quick and companies will reap the benefits for years and years to come."*

Rebecca Soto CCAM-LSM, CMCA, AMS  
General Manager  
4S Ranch Master Association



San Elijo Joint Powers Authority  
Advanced Water Treatment Facility

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## Imported Water is an Expensive, Unreliable Source

San Diego County is a semi-arid region, home to more than 3.2 million residents. Defense, tourism, manufacturing, agriculture, technology and biotechnology industries lead a \$191 billion regional economy that is dependent upon a reliable supply of water.

Yet, more than 80% of our region's water is imported from Northern California and the Colorado River. The troublesome fact is that imported water is one of the most unreliable resources available, subject to drought and other water supply shortages. Supplies pumped from Northern California are also at risk due to legal and environmental constraints; the California Aqueduct and ancillary pipelines are subject to the devastation of major earthquakes.

And, quite literally, San Diego County is at the end of the pipeline and the most vulnerable.

In addition, the cost of transporting water hundreds of miles from Northern California to San Diego County borders on prohibitive due in large part to the amount of energy required. According to studies, the State Water Project is

currently the single largest energy consumer in California, accounting for approximately 3% of the state's total electricity consumption.

## An Innovative Regional Approach to Water Supply is Being Proposed

Traditionally, water and wastewater agencies have adhered to strict district or city boundaries to provide service. Duplication of effort was routine. Economies of scale could not be realized. Frustration was commonplace as water agencies struggled to provide the quantity and quality of recycled water their customers sought. Fortunately this has not been the case in northern San Diego County.

Today, North County agencies are expanding efforts to regionalize facilities. A coalition of 11 northern San Diego County agencies is exploring a new regional approach to increase local supplies and reduce demand for imported water. Our combined efforts will maximize recycled water use, establish a more efficient, interconnected distribution system and, by building new water reclamation facilities where they're needed, will increase the supply of recycled water available



Public parks benefit from  
lower-cost recycled water.