



REIMAGINING THE

Cadillac Desert

THURSDAY, SEPT. 15, 2016

BEST BEST & KRIEGER LLP

How are Cities Looking at Water?

Shana Epstein, Ventura Water

Expanding Water Resources and Policies

 #BBKCadDesert

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Background



Beyond Drought



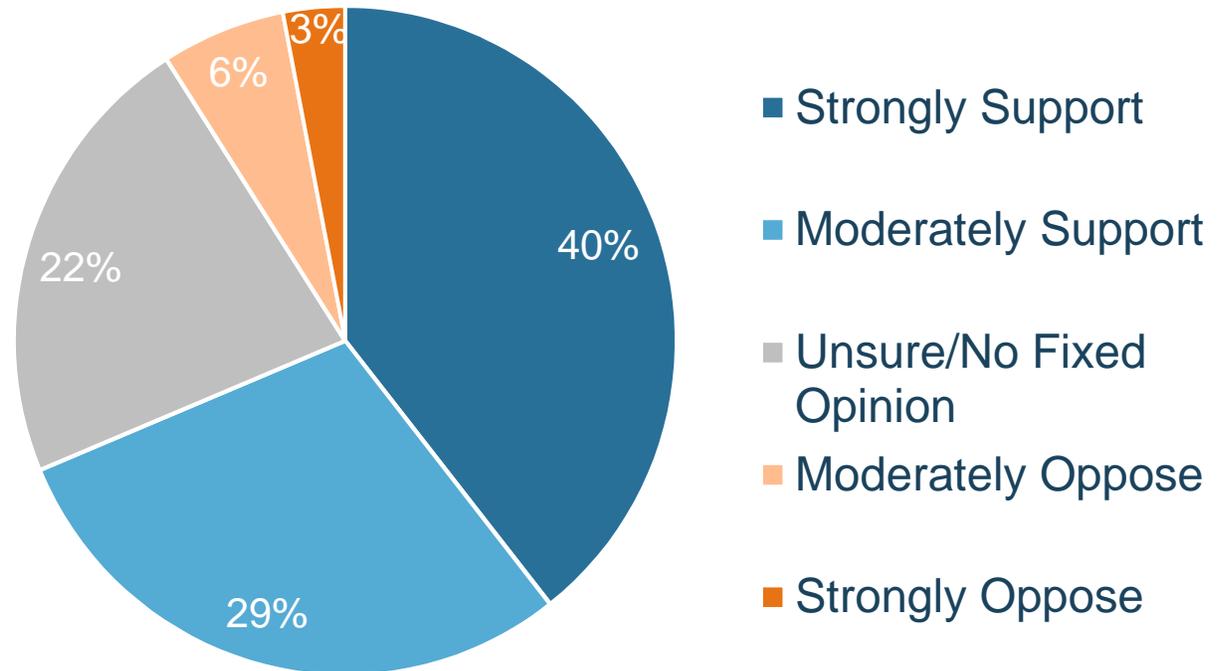
VenturaWaterPure Demonstration Facility



Support for DPR in Ventura



Q: How do you feel about adding DPR water to Ventura's drinking water supply if it was treated to the same quality (or higher) as regular tap water?



★ Generally more support than opposition

Demonstration Testing Informs Future Design and Operation



Cleaning needs for pasteurization



High flux leading to lower equipment costs



Optimum pH and chemicals to minimize fouling

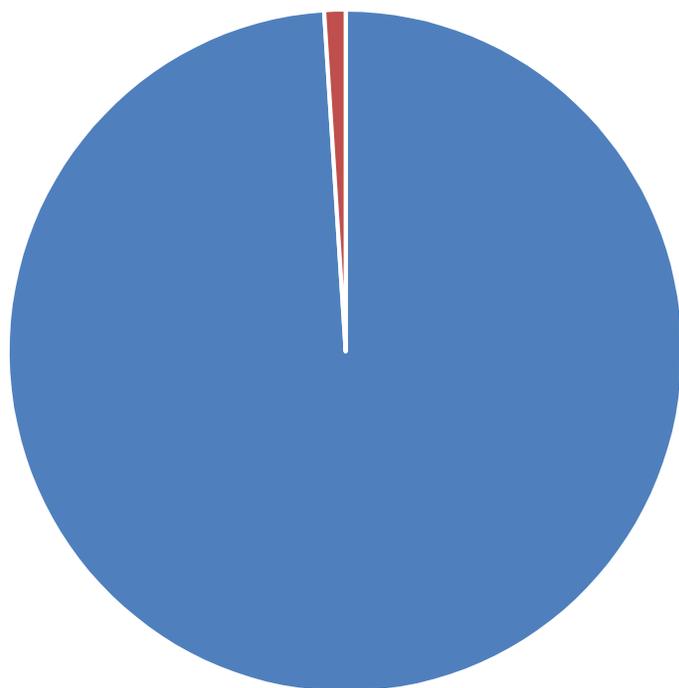


Dose requirements to meet DDW targets



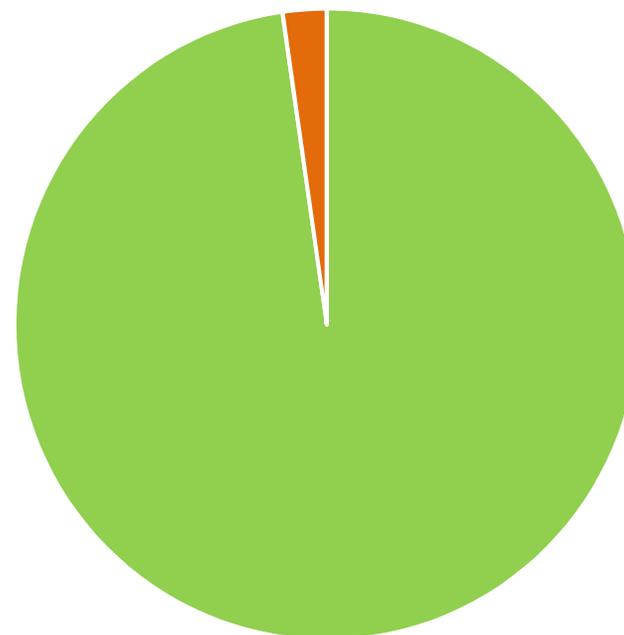
Finished Water Meets All Drinking Water Standards With Very Few Detections of Regulated Chemicals

Drinking Water Standards



- Non Detects (687 out of 690)
- Detected (3) but below regulated levels

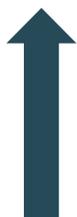
Compounds of Emerging Concern (CECs)



- Non Detects (258 of 264)
- Detected (6) but below health goals

Net Zero Equation

Projected Demand – Historical (Baseline) Use = Demand Offset



Local Demand
Factors – 2013
Comprehensive
Water Resources
Report



- Existing City Customer (meter)
- New Customer (no meter)

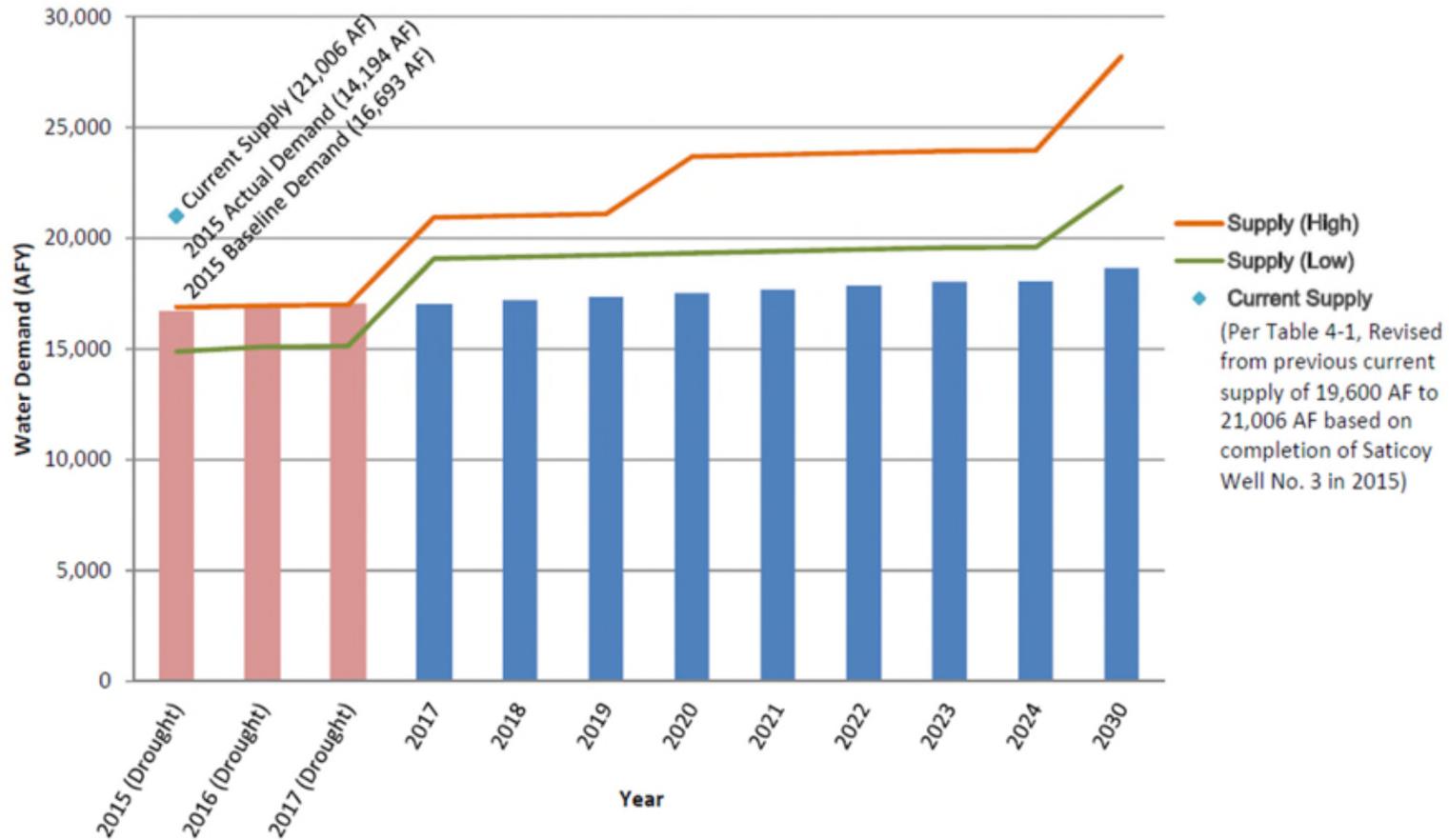


Can Consist of:
Water Rights/
Credit,
Extraordinary
Conservation
Offset, Fee or any
combination of the
three

Potential Results



Demand vs. Supply Comparison



For additional information or questions

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Extra Slides for Q&A

Public Tours and Surveys



Ventura Resident
Survey

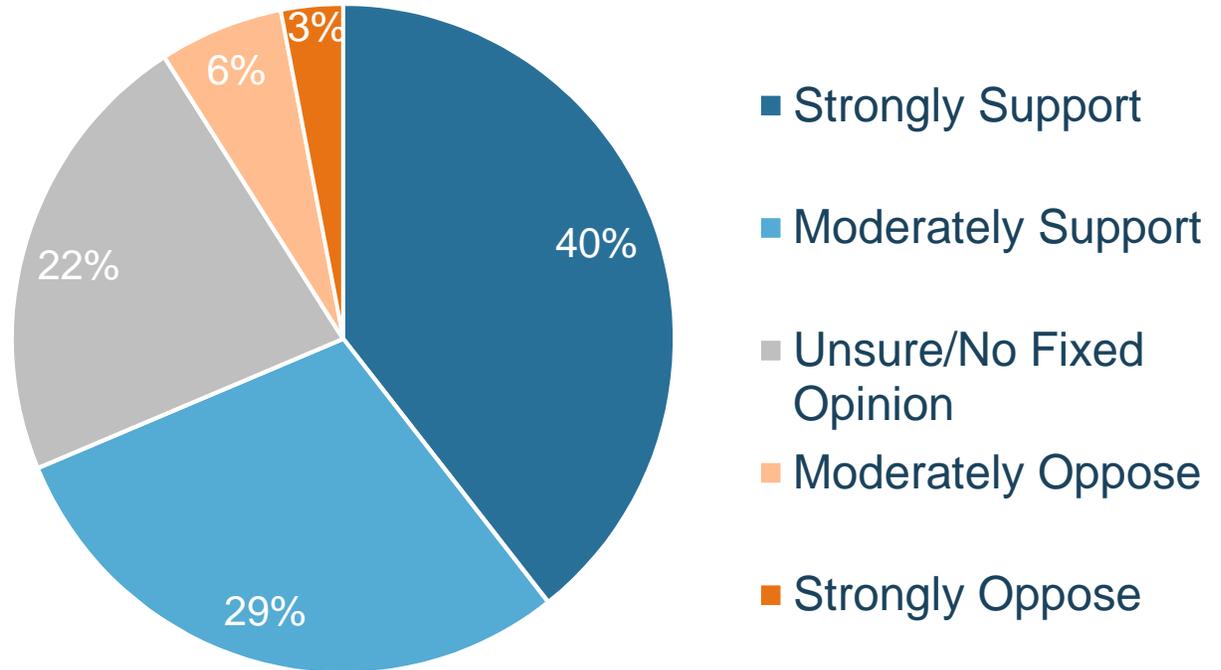


Demonstration
Facility Survey

Support for DPR in Ventura



Q: How do you feel about adding DPR water to Ventura's drinking water supply if it was treated to the same quality (or higher) as regular tap water?

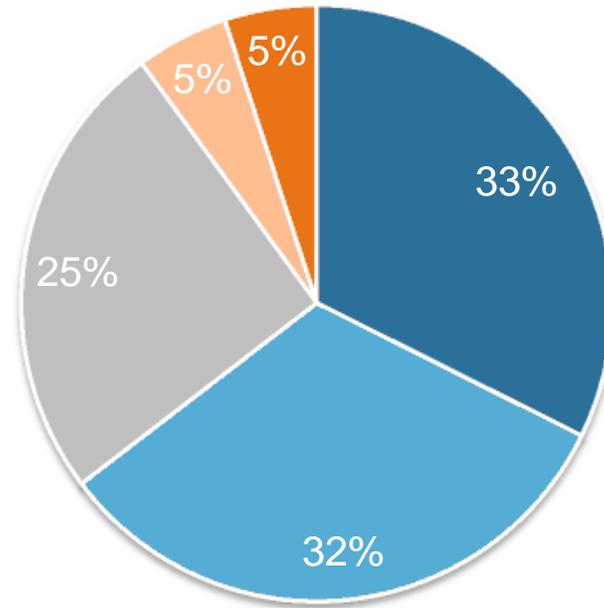


★ Generally more support than opposition

Trust in Ventura



Q. How much would you say you trust Ventura Water to provide safe drinking water?

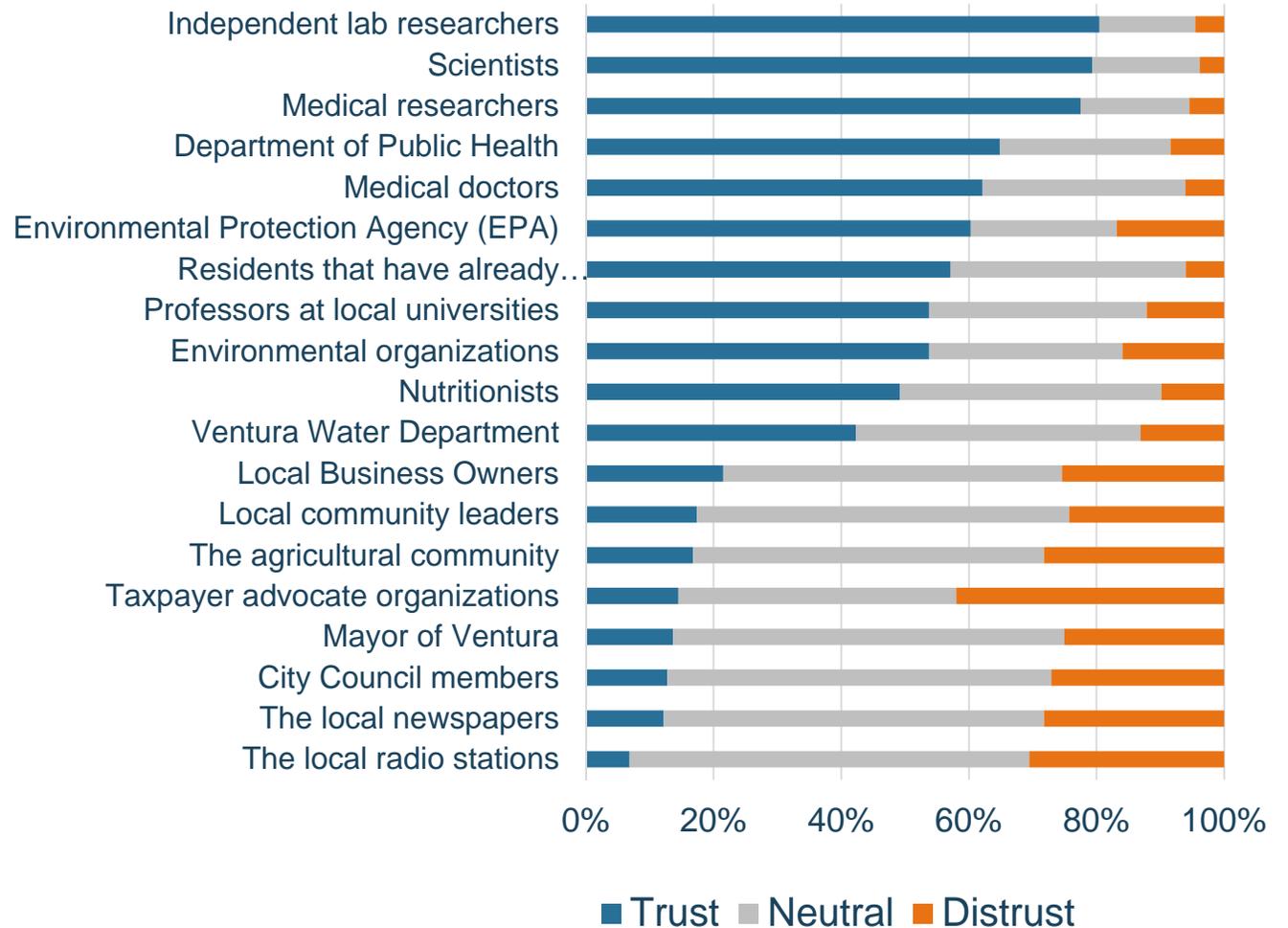


- Highly trust
- Somewhat trust
- Neutral
- Somewhat distrust
- Highly distrust

Trust in Ventura

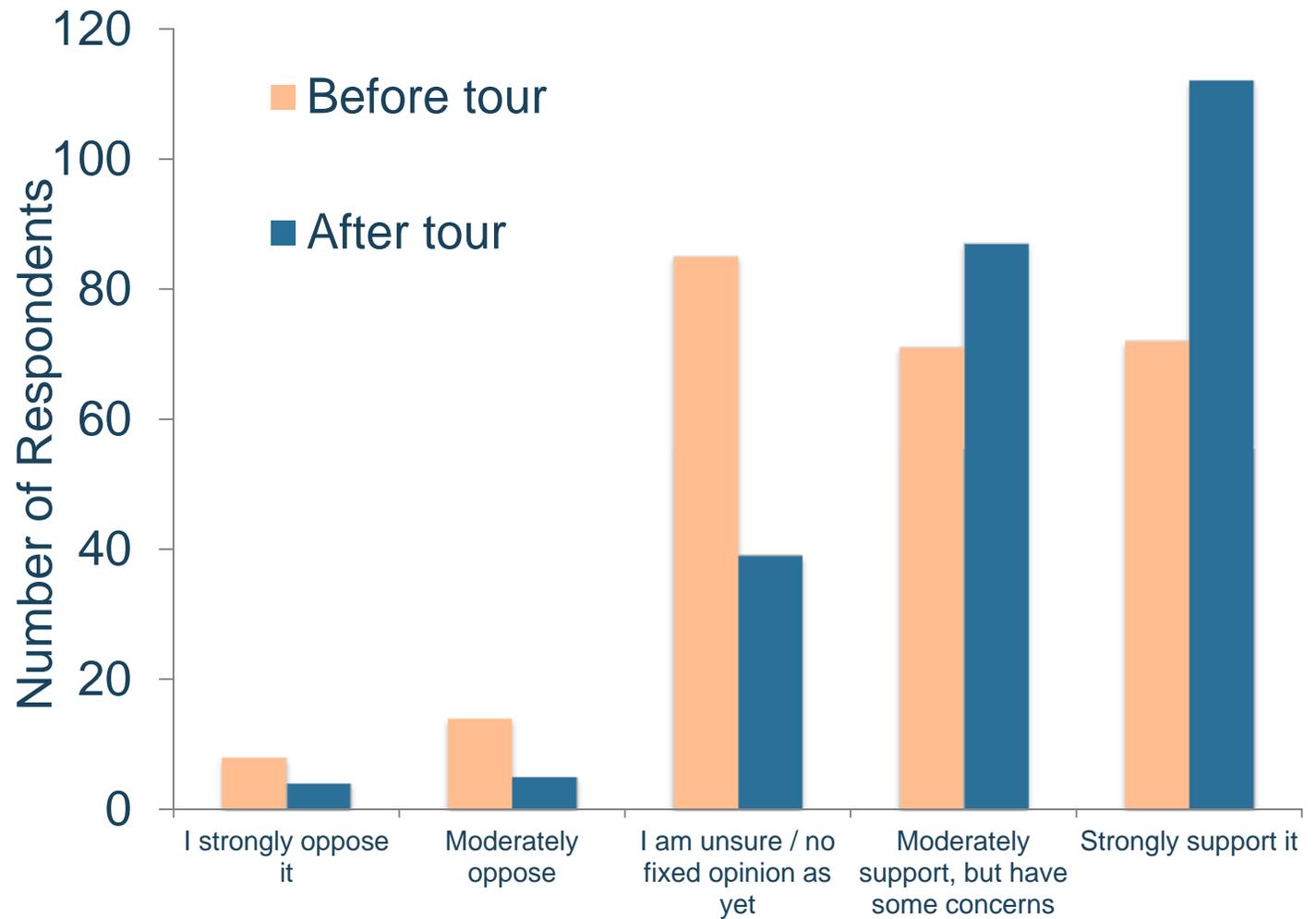


Q: Please tell us whether you would generally trust or distrust each of the following to provide you information about DPR water.





Q: How do you feel about adding DPR water to our drinking water supply?



Post-tour opinion is more supportive

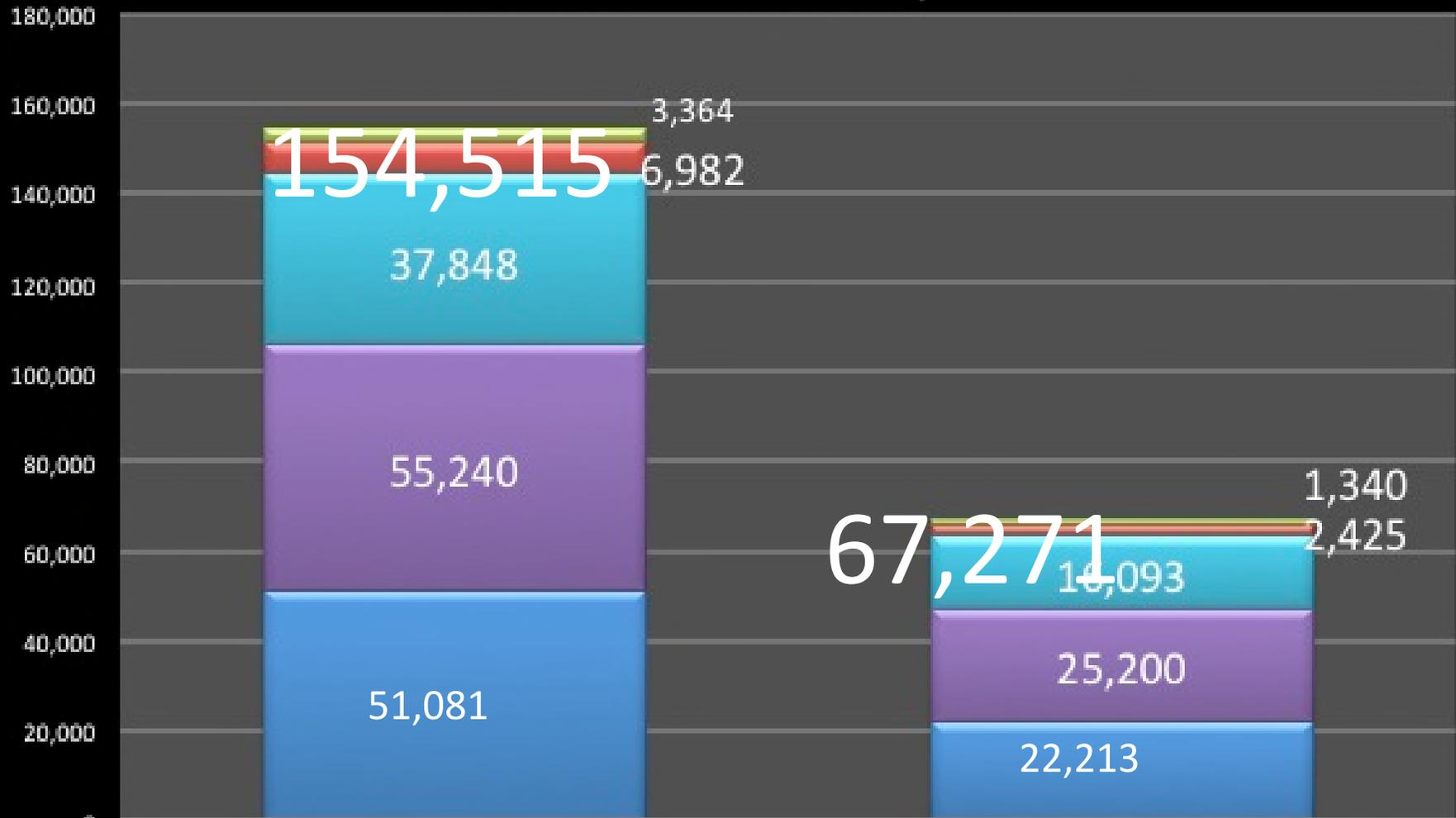


Outreach Strategies

- Website Information
- Social Media
- Media – Pipeline, News Print, Radio, TV
- Staff presentations at community organizations
- Community Special Events (25-30 annually)
- Bill messaging
- Local Radio Advertising
 - KHAY and 103.3 VIBE
 - Kim Pagano Show
- Task Forces and Commission



Social Media Outreach Impressions



Jan-May

■ Youtube Views

■ "Fbook Reach"

■ Blog Views

April-May

■ "Twitter Impressions"

■ Pipeline Views