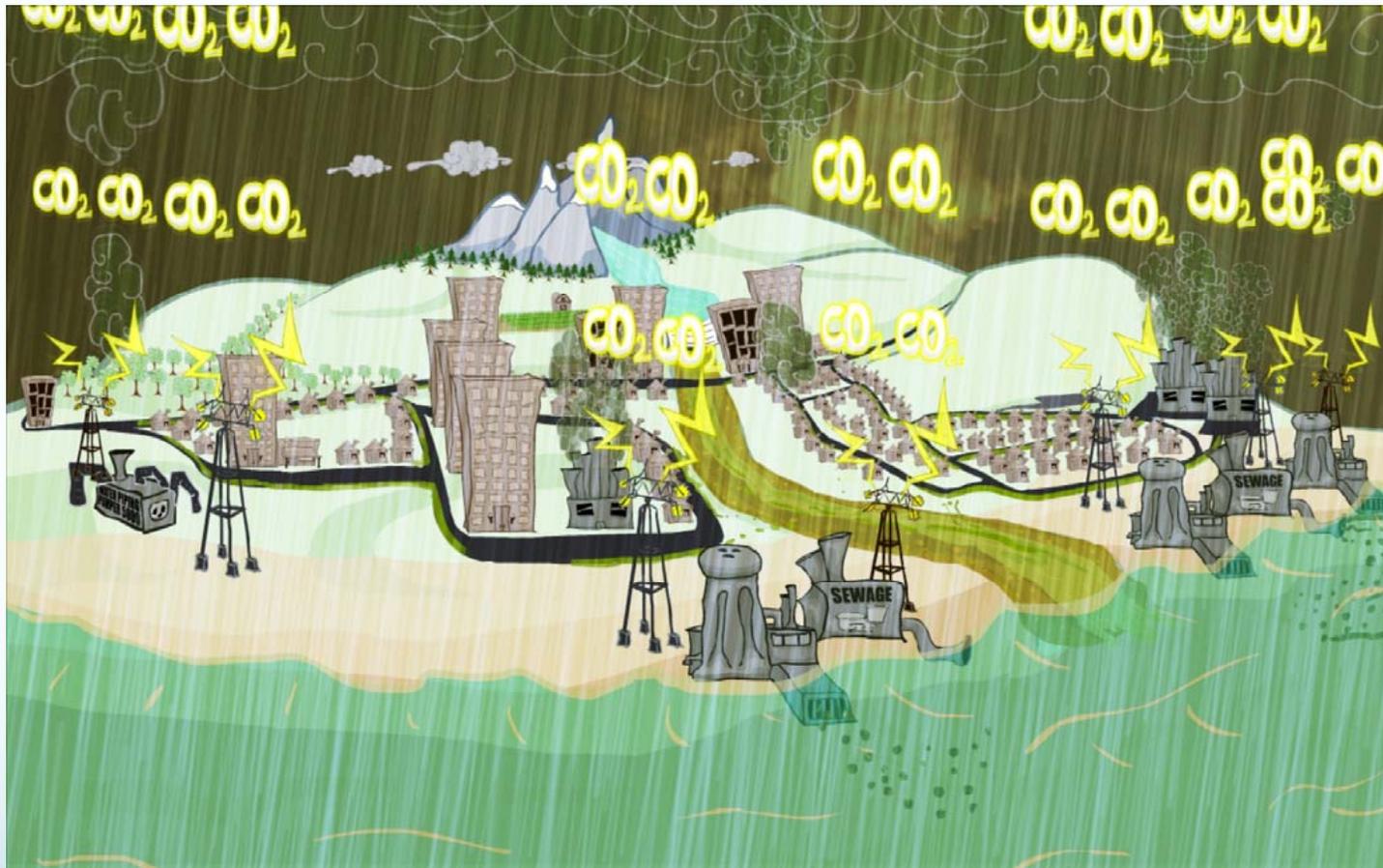


# Influencing Public Acceptance

- **Surfrider’s “Cycle of Insanity”**
- **Coalition of uncommon partners**
- **Prioritization of Water Supply Options**



# *Cycle of Insanity: The Real Story of Water*



Google: "Cycle of Insanity"

<http://www.surfrider.org/programs/entry/know-your-h2o>

# From “Integrated Water Management” to “Know Your H2O”

**200  
municipalities  
discharge into  
the CO River**

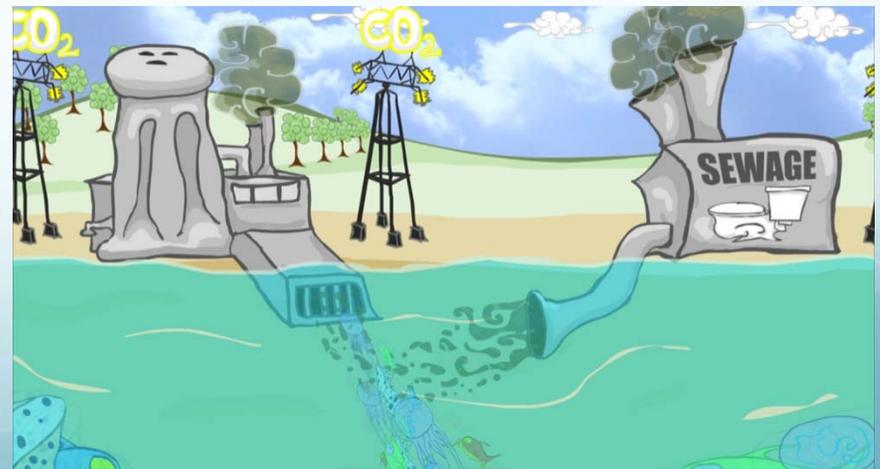
*What Happens in  
Vegas Doesn't stay  
in Vegas*

It's actually toilet to treatment  
to treatment to treatment to  
treatment to treatment to tap

## Desert Denial

Water, it's all recycled!

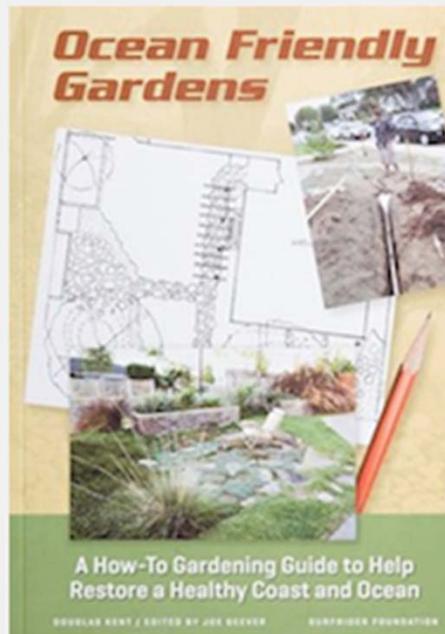
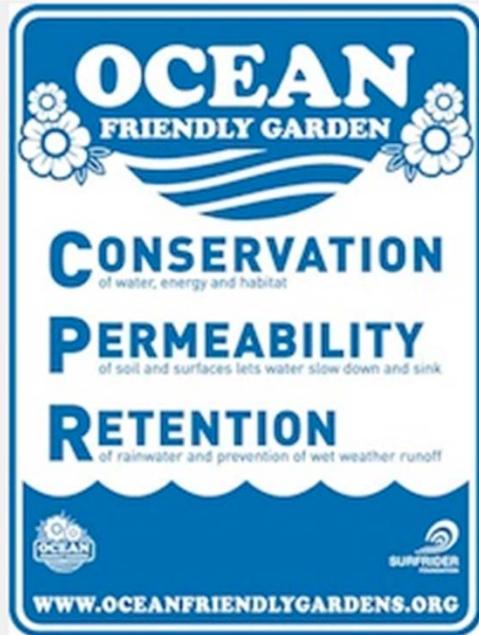
OC is  
already  
drinking it



# Multi-benefit



# Ocean Friendly Gardens



[www.oceanfriendlygardens.org](http://www.oceanfriendlygardens.org)



## “Suits and Surfers” to...

### Coalition Members

BIOCOM

Building Industry Association of San Diego

Building Owners and Managers Association, San Diego Chapter

Citizens Coordinate for Century 3

Coastal Environmental Rights Foundation

Empower San Diego

Endangered Habitats League

Environmental Health Coalition

Friends of Infrastructure

Industrial Environmental Association

National Association of Industrial and Office Properties, San Diego Chapter

San Diego and Imperial Counties Labor Council

San Diego Audubon Society

San Diego Regional Economic Development Corporation

San Diego Coastkeeper

San Diego County Taxpayers Association

San Diego Regional Chamber of Commerce

San Diego River Park Foundation

Surfrider Foundation, San Diego Chapter

Sustainability Alliance of Southern California

Utility Consumers' Action Network



**An uncommon alliance for  
a common goal**

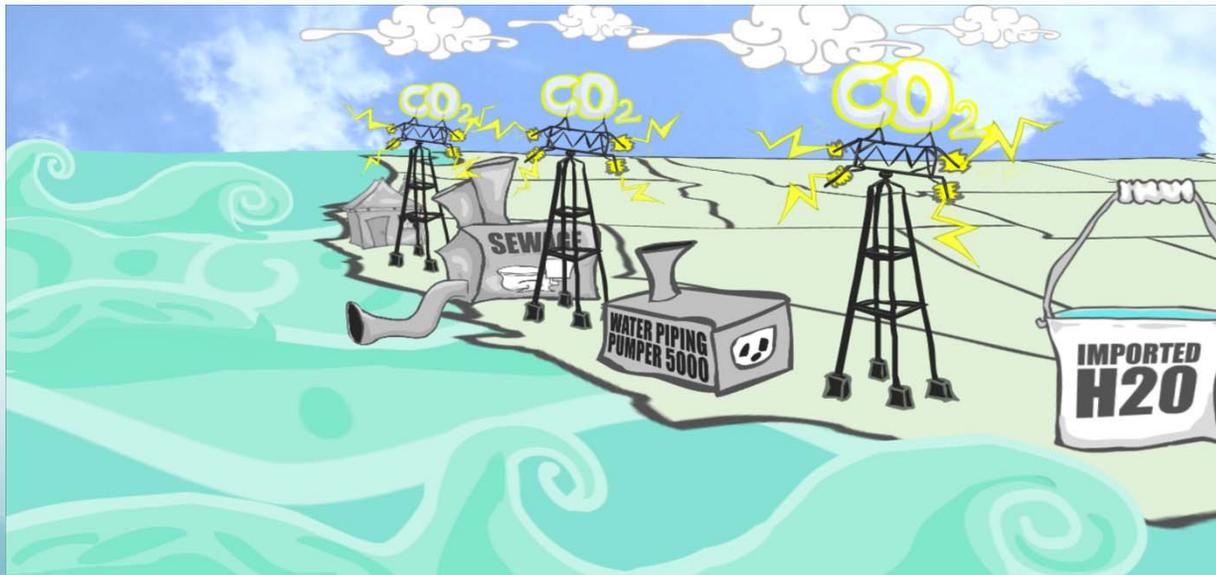
**[www.sdwatersupply.com](http://www.sdwatersupply.com)**

# Prioritization of Water Options

From least **EMBEDDED ENERGY** to the greatest

1) Conservation 2) Water Recycling

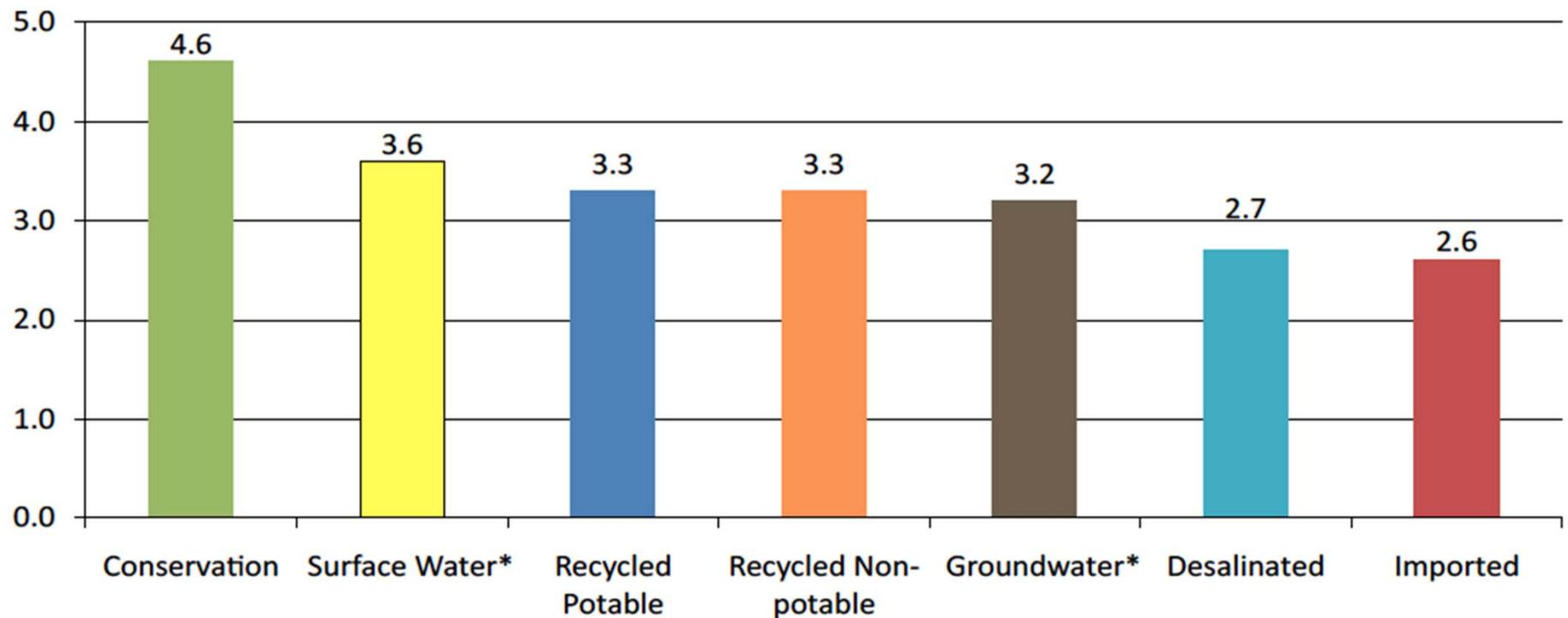
3) Desalination



# EQUINOX CENTER

## *“San Diego County’s Water Sources: Assessing the Options”*

**Total Factor Rating of San Diego County's Water Alternatives**



\*These sources do not have significant local capacity

Source: FBEI

# Conclusion: Know Your H2O

- **Advocating for holistic & multi-benefit reform (including embedded energy reduction)**
- **Public Education of water/energy problems & solutions can drive reform!**

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