

# EQUINOX•CENTER

- **Healthy Environment**
  - **Strong Economy**
- **Vibrant Communities**

**Marion Paul, Executive Director**  
**[www.equinoxcenter.org](http://www.equinoxcenter.org)**

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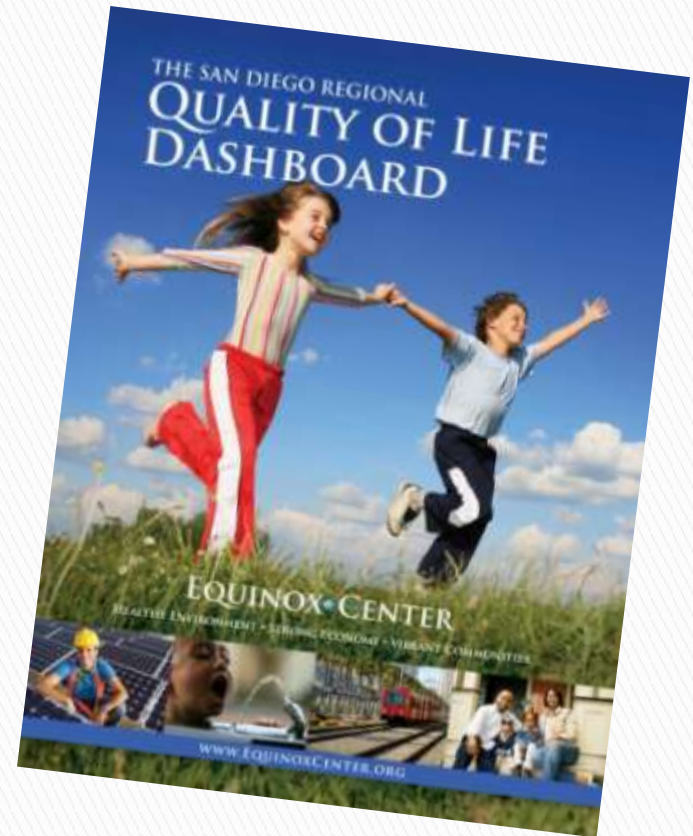
The San Diego region will add 650,000 people by 2030.

Equinox researches and advances innovative solutions to balance our regional growth with our finite natural resources.



# Plan of Work 2010–2011

- [San Diego Regional Quality of Life Dashboard](#)
  - Measures 13 critical sustainability factors and focuses attention on region's important issues like land use, parks, water, transportation and energy
- [Measuring What Matters to San Diego](#)



# H2Overview

- ▶ San Diego's most critical sustainability issue is water.
- ▶ Use water more efficiently
- ▶ Create a more diversified, local, reliable water supply





# H2Overview Reports

- ▶ Water Pricing Strategies (Oct 2009)
- ▶ Assessing the Options (July 2010)
- ▶ Potential of Purified Recycled Water (July 2010)
- ▶ Desalination (pending–Oct 2010)
- ▶ Conservation: How low can we go? (pending–Feb 2011)
- ▶ Final Report: Best practices and recommendations



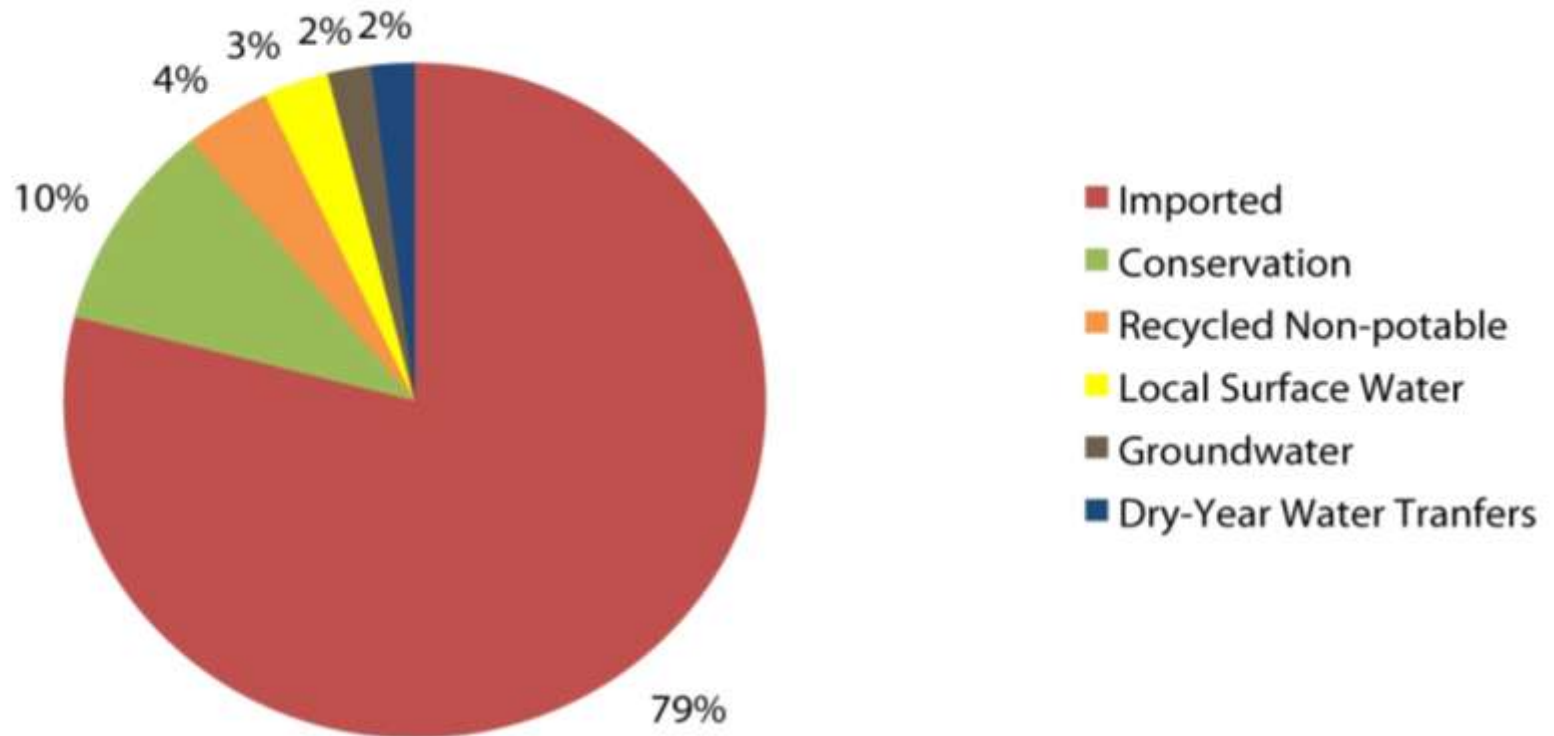
# H2O Overview

## San Diego's Water Sources: *Assessing The Options*

**Author:** Chief Economist Dr. Lynn Reaser,  
Fermanian Business and Economic Institute of PLNU

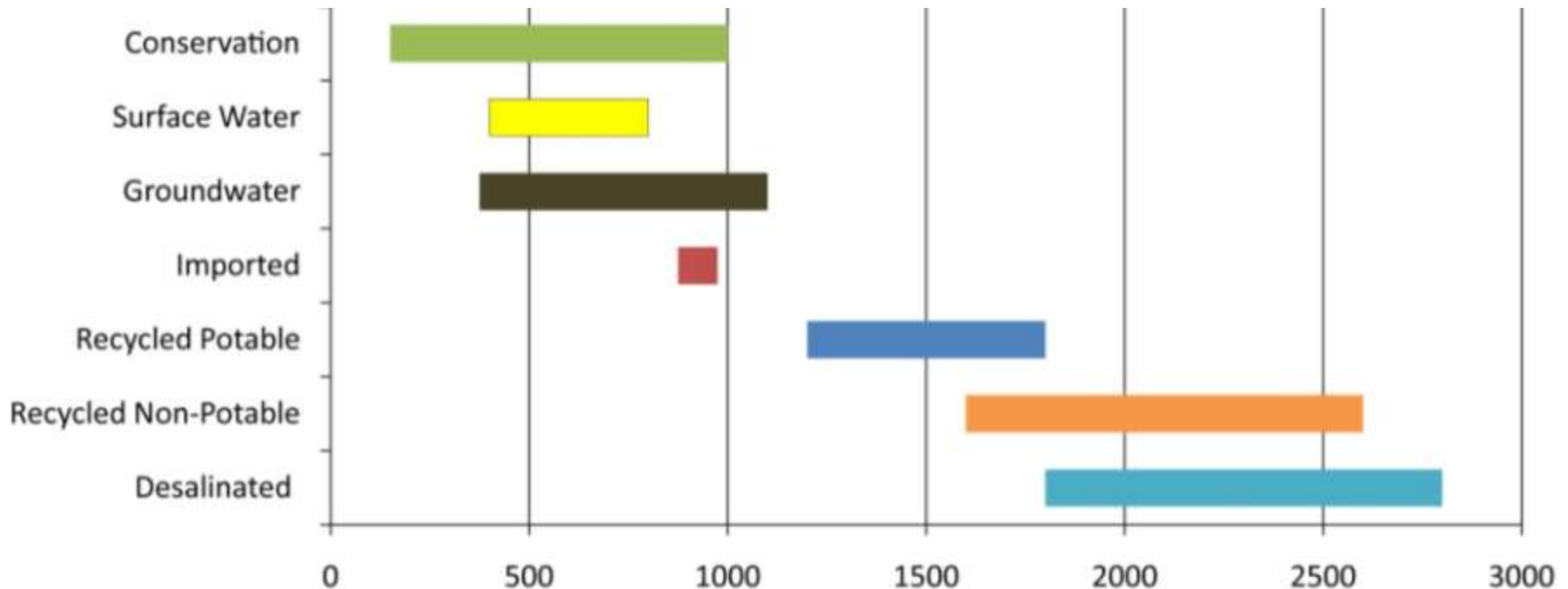
- Compares 7 different water sources in San Diego County with a focus on **marginal cost** and **energy analysis**
- Presents a matrix as a **discussion tool** to help the public consider the many factors in every water choice

# Sources of San Diego County's Water Supply, 2010e



# Marginal Costs for Water, 2010e

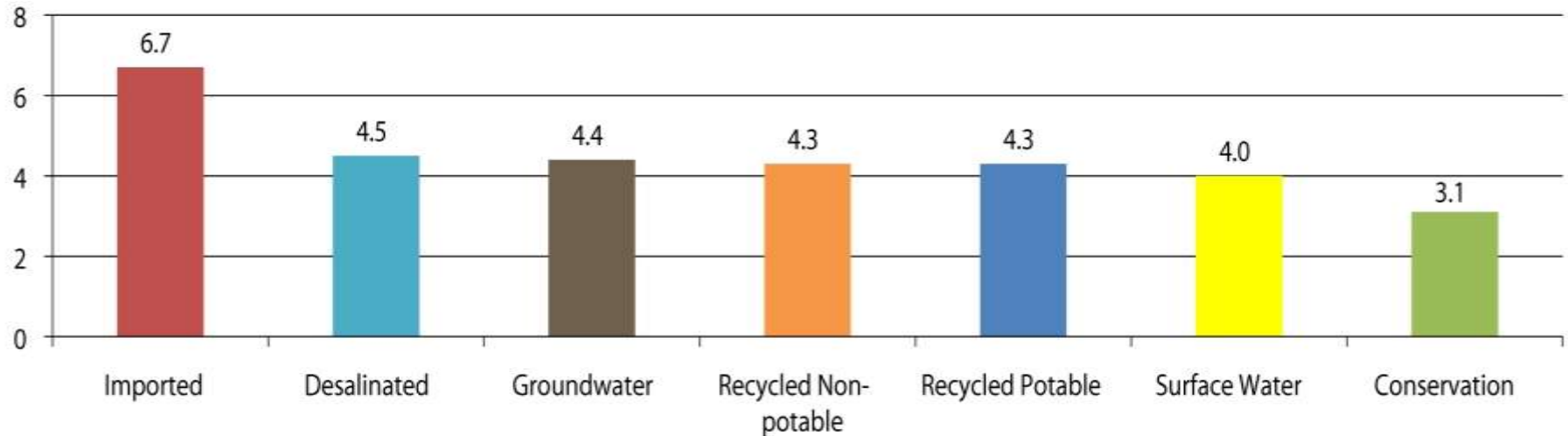
Dollars per acre foot





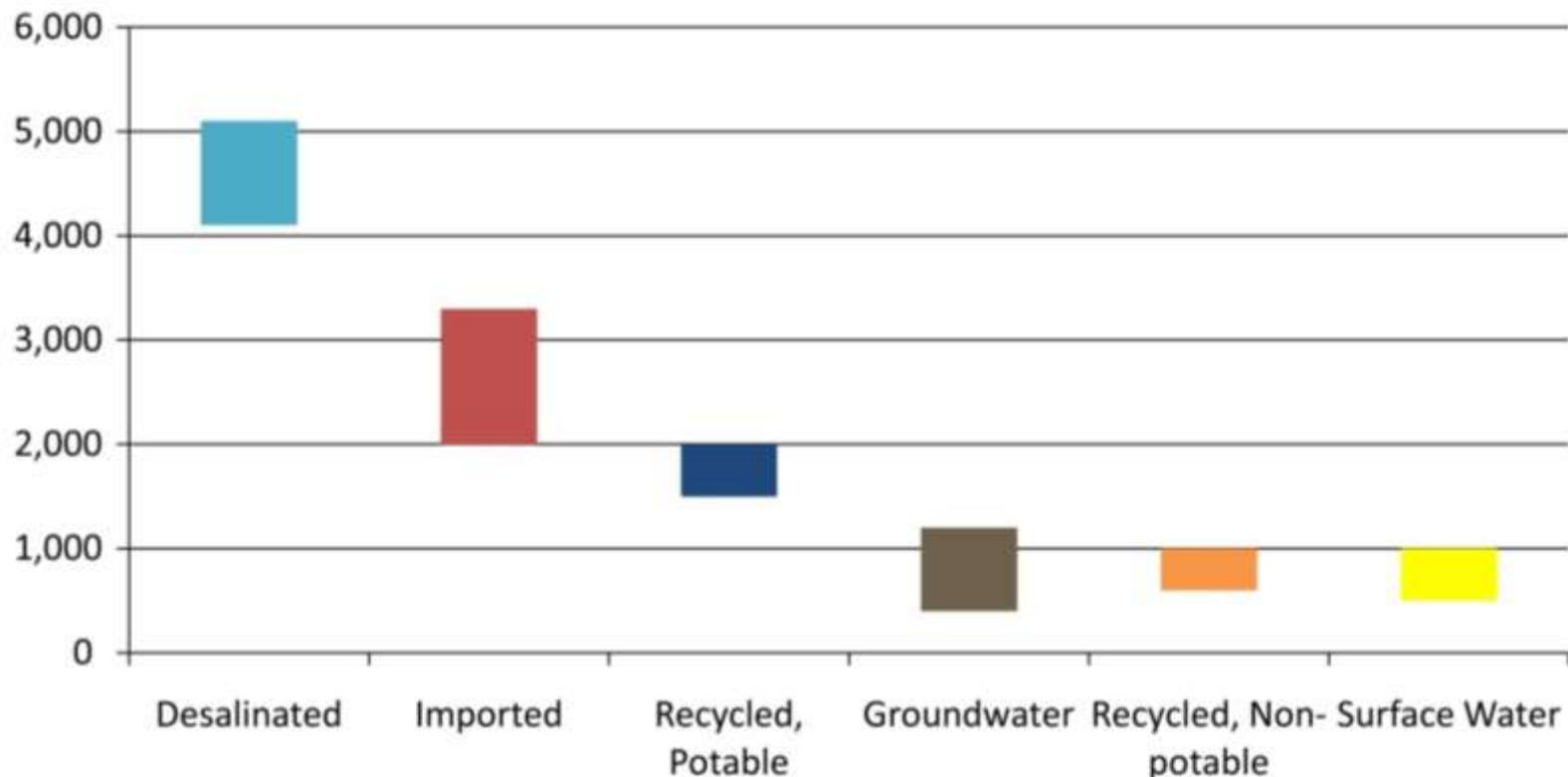
# Projected Real Cost Increases, 2010-2030

Average annual percent change



# Energy Usage by Water Source, 2010e

kWh per acre foot



# Key Factors in Water Sources

- Marginal Cost
- Energy/Intensity
- Legal/Regulatory
- Technical
- Health/Safety
- Social Acceptance
- Environment
- Availability
- Reliability

# Matrix Decision Tool

Allows factors to be weighed based on current conditions and how they are expected to develop over next 20 years.

Study's Decision Matrix is equally-rated for discussion purposes.

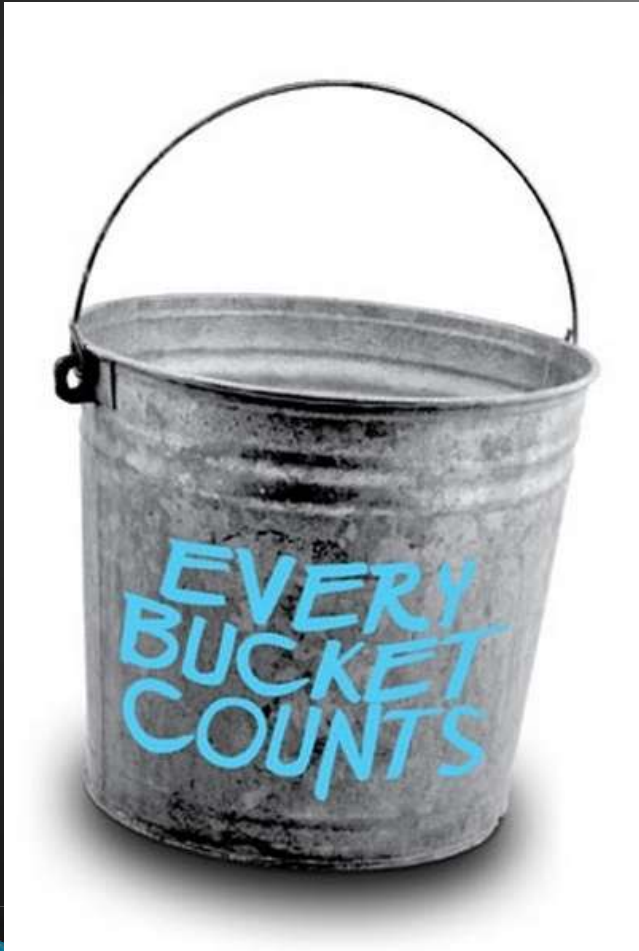
Each water district will have different water source rankings based on its site-specific resources and priorities.



# Conclusion of Assessing the Options

- Overdependence on imported water not sustainable
- Value of a diversified water portfolio
- Water problem cannot be solved only from supply side
- Conservation holds further promise
- Study needed on demand side for more effective pricing

# More than Diversify, *Optimize*



➤ The question should be:

How can we assure we will have enough water for all of our region's needs, with equitable pricing, in the most environmentally sensitive way?



# The Future of Water for SD County



- More regional dialogue and communication on water supply and demand across sectors, including more community leaders (non-water professionals)
- 24 water districts will need to collaborate more going forward to build local supplies
- When there are tough choices, stakeholders will have to consider the common good – our shared future – for ultimate water security



Together, we can create the  
future we want to see.



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