

## Meeting Summary

DATE: November 5, 2010

FROM: Jerry M. Salsano

TO: Coquina Coast Representatives (via email only)

CC: Staff and Interested Parties (via email only)

SUBJ: Coquina Coast Seawater Desalination Alternative Water Supply Project Business Teleconference Summary, October 20, 2010

### Purpose

Conduct business as required to accomplish the Coquina Coast Seawater Desalination Alternative Water Supply Project PDR. The meeting agenda is at Attachment 2.

### Action Items

Person/Agency	ACTION ITEM(s)	Due/Status
SJRWMD	Seek STAG funds for Phase 2 of the project at this time, with the option to pursue funds for subsequent design or construction phases.	Ongoing
Suppliers	Examine how conservation is treated on Supplier websites and consider increasing the prominence of that process.	Ongoing
Pirnie	Attend the October 15, 2010, meeting of the DWSP Water Conservation Subgroup and present at 10/20 teleconference.	Complete
Dialogue	Amend Social Media Policy to: <ul style="list-style-type: none"> <li>Change material removal from "sole discretion of consultant" to include "with the Partners retaining the right of reversal for items pulled down".</li> <li>For responses to tweets, add "by the appropriate member of the project team"</li> <li>Start Twitter account immediately</li> </ul>	ASAP
Fitzgerald	Convey to Governance Team Stan Niego's, suggestion that a strategy could be employed to take out options on multiple tracts early in the process to mitigate the potential for speculation. The MOA could be modified to allow such for the benefit of the Suppliers.	ASAP
Partners	Provide data request information to Pirnie. The team also discussed the actual content and makeup of the demand data. There was general agreement that, as a minimum, the utilities should provide: system-wide numbers and residential per-capita numbers.	ASAP
Pirnie	Provide bullet list of project points for partners' use with their lobbyists.	ASAP

**Note:** The author prepared this work product from notes taken during the meeting or teleconference. The work product is not intended to be verbatim text of the conversations, but a summary of the important points covered. If an addressee finds that an error in fact was made please contact the author and corrections will be made with a revised version circulated.

Person/Agency	ACTION ITEM(s)	Due/Status
Pirnie	Move forward with proposed Seawater Desalination Forum and fix following typographical error: Page 3, paragraph 2, sentence 3: Change to reflect that Coquina Coast does not involve co-location.	ASAP
Partners	Provide Pirnie additional comments on Draft Requirements Letter Report	10/25/10
Pirnie	Add text to Draft Requirements Letter Report further explaining the causes for demand reduction from Phase 1. Add caveat that projections are based on expect gains from demand-side management and presuming ground water availability as currently permitted. Include recognition of the potential consideration and use of emerging treatment technologies	10/29/10
Fitzgerald	Provide partners SJRWMD study on the effectiveness of conservation strategies (Currently in draft form, with no firm plans for publication)	TBD
Pirnie/SKM	Provide partners common operating pressure data on most recent RO plants.	TBD
Pirnie/Suppliers	Meet to discuss further issues and timing of conservation and demand data following 10/15 Water Conservation subgroup meeting.	TBD
Suppliers	Take action as and when appropriate to publicly notice site options in order to minimize/avoid land speculation.	TBD
Team	Post final signed version of Phase 2A MOA to project website.	TBD

## Welcome and Introductions

The teleconference started at 9:00 a.m. Richard Adams, Chairman, Palm Coast, welcomed the attendees.

**Public Comments**—none.

## Draft Social Media Policy review

Michelle Robinson observed that there is currently a push to employ social media for public information. The proposed draft policy is designed employ a stepwise approach to employing social media for the Coquina Coast project.

Principals from the policy:

*Guiding principles for social media implementation include:*

- *Open, transparent communications*
- *Accuracy*
- *Active listening and respectful conversations*

Objectives from the policy:

- *To be the first and best source of information on the Coquina Coast Seawater Desalination project by communicating the about the project, study findings, key milestones and other issues that may affect the project.*
- *To encourage public participation in the project by noticing public meetings.*
- *To notify stakeholders when reports and other information have been posted to the project web site.*
- *To provide links to interesting and useful information on seawater desalination.*
- *To listen to and understand any concerns or suggestions voiced by stakeholders via social media.*

The Pirnie/Dialogue team recommends that initial social media presence be on Twitter. The team would not initiate another platform without approval from Suppliers. Content would be limited to anything that has been approved or published. Other content would not be linked to Twitter without prior Party approval. Hot items might require a fast approval process to be effective.

Michelle covered the objectionable material section of the draft policy. Two key elements were the use of offensive acronyms and the fact that all Twitter input becomes public record. The team discussed the procedure and authority to take down offensive or objectionable material with the result that “sole discretion of consultant” would be amended to include “with the Partners retaining the right of reversal for items pulled down”. **ACTION ITEM**

Regarding responses to tweets, the team agreed that responses would be provided as quickly as possible during normal business hours “by the appropriate member of the project team” which Michelle will add. **ACTION ITEM**

An email comment received prior to the meeting cautioned about the limited ability to comment using Twitter due to the 140 character limit. Michelle noted that the project Twitter account will be set up to offer the option to comment by direct email and that there would be links to the project email address as well.

Ed Garland asked if St. Johns River Water Management District (SJRWMD) would be included in the review process. There was some discussion on this, and agreement that it would be handled similarly to Phase 1. During Phase 1 draft and final deliverables did not require SJRWMD approval. However, with respect to media relations issues the SJRWMD would be consulted for comment prior to release of significant media messages for the project.

Richard Adams asked about use of any video arising out of the project and Michelle responded that video would be used only with the prior approval of those people in the video.

Ray Sharp asked, regarding public records request issues, about the plan to handle them. The team agreed that the process would be the same as Phase 1, leaving elevation of an issue and response to the discretion of the respondent.

Richard noted two typographical errors:

Page 1:

- To be the first and best source of information on the Coquina Coast Seawater Desalination project by communicating ~~the~~ about the project, study findings, key milestones and other issues that may affect the project.

Page 3

***Platform Abandonment***

The Coquina Coast Seawater Desalination Project may choose to abandon a social media platform for any number of reasons. If and when this does occur, efforts should be made to provide advance notification to followers. Steps should be taken to properly close or inactivate any social media accounts.

Michelle asked when they can start the Twitter account. Team responded immediately.

**ACTION ITEM.**

**Review draft Project Requirements Letter Report**

Chris Hill noted that this is one of several deliverables that the team chose to receive in letter report format instead of technical memorandum. It represents a less costly method of providing interim deliverables. A more comprehensive coverage/format will be employed in the final TM. Chris drew the participants’ attention to Table 2-1, shown here, noting the reduced demands compared to the previous projections. The overall reduction in demand from the previous estimates is about 40%.

**Table Error! No text of specified style in document.-1:  
Projected Water Need Summary**

			Estimated Water Need (MGD)								
Year			2010	2015	2020	2025	2030	2035	2040	2045	2050
Suppliers	Palm Coast	AAD	0.0	0.0	4.0	6.0	9.0	12.0	15.0	18.0	21.0
		Max Day	0.0	0.0	5.6	8.4	12.6	16.8	21.0	25.2	29.4
	Leesburg	AAD	0.0	0.0	0.0	5.0	5.0	5.0	5.0	5.0	5.0
		Max Day	0.0	0.0	0.0	7.5	7.5	7.5	7.5	7.5	7.5
	Subtotal	AAD	0.0	0.0	4.0	11.0	14.0	17.0	20.0	23.0	26.0
		Max Day	0.0	0.0	5.6	15.9	20.1	24.3	28.5	32.7	36.9
Ex Officio	St Johns County	AAD	0.0	0.0	0.0	0.3	2.3	4.1	5.8	8.4	10.9
		Max Day	0.0	0.0	0.0	0.4	2.9	5.1	7.3	10.4	13.6
	DeLand	AAD	0.5	4.1	6.0	7.2	7.8	8.3	8.7	9.0	9.2
		Max Day	0.8	6.6	9.6	11.5	12.5	13.3	13.9	14.4	14.8
	Subtotal	AAD	0.5	4.1	6.0	7.5	10.1	12.4	14.5	17.4	20.1
		Max Day	0.8	6.6	9.6	11.9	15.4	18.4	21.2	24.8	28.4
TOTAL	AAD	0.5	4.1	10.0	18.5	24.1	29.4	34.5	40.4	46.1	
	Max Day	0.8	6.6	15.2	27.8	35.5	42.7	49.7	57.5	65.3	

Looking at the four remaining participants, the overall reductions are not as dramatic. The planned resultant projected plant size is 30 MGD at 2030. This resulted from 5% safety factor and rounded to the next 5 MGD increment. After some discussion the team agreed that they would not use the 5 MGD rounding process but instead round up to some lesser practical increment, resulting in a 15 MGD first phase and a 25 MGD second phase.

Chris went on to compare projected demands developed during Phase 1 to those revised demands now being used in Phase 2A. They are summarized in Table 2-2 of the Draft Letter Report and included below. The team asked that the reduction causes, such as the departure of Marion County and others, be further summarized in paragraph format in the Report. **ACTION ITEM**

Neal mentioned for the record that St. Johns County demands are based fully on achievable reductions based on demand-side management.

Michelle suggested that a caveat be added that projections are based on expect gains from demand-side management and presuming ground water availability as currently permitted. **ACTION ITEM.**

**Table Error! No text of specified style in document.-2:  
Phase I and Phase 2A Water Need Comparison**

			Estimated Water Need (MGD)								
Year			2010	2015	2020	2025	2030	2035	2040	2045	2050
Suppliers	Palm Coast	Phase 1	0.0	0.0	4.0	7.0	10.0	13.0	16.0	19.0	22.0
		Phase 2A	0.0	0.0	4.0	6.0	9.0	12.0	15.0	18.0	21.0
	Leesburg	Phase 1	0.0	0.0	0.0	5.0	5.0	5.0	5.0	5.0	5.0
		Phase 2A	0.0	0.0	0.0	5.0	5.0	5.0	5.0	5.0	5.0
	Total	Phase 1	0.0	0.0	4.0	12.0	15.0	18.0	21.0	24.0	27.0
		Phase 2A	0.0	0.0	4.0	11.0	14.0	17.0	20.0	23.0	26.0
Ex Officio	St Johns County	Phase 1	0.0	0.0	0.0	0.0	4.0	5.2	7.4	9.6	11.7
		Phase 2A	0.0	0.0	0.0	0.3	2.3	4.1	5.8	8.4	10.9
	DeLand	Phase 1	0.5	4.1	6.0	7.2	7.8	8.3	8.7	9.0	9.2
		Phase 2A	0.5	4.1	6.0	7.2	7.8	8.3	8.7	9.0	9.2
	Total	Phase 1	0.5	4.1	6.0	7.2	11.8	13.5	16.1	18.6	20.9
		Phase 2A	0.5	4.1	6.0	7.5	10.1	12.4	14.5	17.4	20.1
TOTAL	Phase 1	0.5	4.1	10.0	19.2	26.8	31.5	37.1	42.6	47.9	
	Phase 2A	0.5	4.1	10.0	18.5	24.1	29.4	34.5	40.4	46.1	
Reduction	Value	0.0	0.0	0.0	0.7	3.7	2.1	2.6	2.2	1.8	
	%	0.0%	0.0%	0.0%	3.6%	13.3%	6.7%	7.0%	5.2%	3.8%	

With respect to water quality requirements Chris noted that those goals remain largely unchanged from those established in Phase 1. Based on team concerns several are more stringent than regulatory requirements. He further noted that no Fluoride and no corrosion inhibitors will be added.

There were no further comments on the Draft Report from the team during the teleconference. Further comments are requested no later than the morning on 10/25. **ACTION ITEM**

Richard noted that there are several emerging treatment technologies and wants the report to reflect that they may be considered. **ACTION ITEM**

### **Project Conservation Plan—discuss outcome of 10/15/10 SJRWMD meeting**

Chris Hill also covered this topic. The SJRWMD has published the first draft of the conservation plan with the results of the pilot study in which Palm Coast, Leesburg, and St. Johns County participated, among others.

The data show that Palm Coast is at 68 GPD residential with a total usage of 95-100 GPD (total water withdrawn/total population), Leesburg is at 180 GPD residential, and St. Johns County is at 87 GPD residential (billing data, not plant data). A participant asked about how water losses factor in to the usage data. Neal noted that St. Johns County unaccounted for water is at less than 10% historically on an annual average basis.

A discussion ensued about whether Pirnie was seeking different numbers as a result of the study. Chris responded that they don't expect changes and will rely on each utility to provide whatever demands they deem appropriate. Ray Sharp stressed that the demands each utility provided might not align with the study, which was a water supply planning exercise. The Coquina Coast demands represent the best estimate that each utility can provide.

Richard stressed that it is important that the plan recognizes that each utility is serious about improving and managing conservation and should highlight the efforts. Neal agreed and observed that the SJRWMD document contains those data.

### **Seawater Desalination Forum**

Chris noted that the San Diego County Water Authority is on a similar track as Coquina Coast. Our team could talk with them from time-to-time to share data. The Forum proposal summarizes that concept. This is a no-cost proposal on Pirnie's part. They are not billing this work under the Coquina Coast contract. Pirnie would provide the teleconference services to accomplish the Forum. The team supports the effort. With that acknowledgement of that support the San Diego County team will take the proposal to their officials and seek approval as well.

Richard noted a typographical error on page 3, paragraph 2, sentence 3: Change to reflect that Coquina Coast does not involve co-location. **ACTION ITEM**

### **Project Schedule and Upcoming Deliverables**

Chris Hill noted the following major deliverables for Phase 2A (Project and deliverables schedule will be posted to the project website):

- Project Requirements Letter Report
  - Supplier comments due to Pirnie by morning of October 25
  - Pirnie will publish Final Letter report by October 29
- Project Conservation Plan
  - Pirnie will review the utility-provided data and submit a list of required additional data by October 29
  - Pirnie will produce a Draft Conservation Plan outline by November 5
  - Draft Plan publication date is not yet determined.

**Confirm next meeting(s) and agenda(s)**

Next Business Meeting—Wednesday, December 8, 2010, 9:00 a.m., Palm Coast Community Center

<i>Conservation plan outline discussion (Pirnie)</i> .....	<i>20 minutes</i>
<i>Key messages review/update (Dialogue)</i> .....	<i>30 minutes</i>
<i>Schedule update</i> .....	<i>15 minutes</i>
<i>Social media progress update</i> .....	<i>15 minutes</i>
<i>Siting Criteria Development Workshop (Pirnie)</i> .....	<i>remainder of full day meeting</i>

Next Business Teleconference—Wednesday, January 19, 2010, 9:00 a.m.

<i>Item (Who)</i> .....	<i>Duration</i>
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**Member Comments**

Jerry Salsano noted the appointment of Larry Miller, chief engineer to replace Mike Sulayman as the SJCU alternate representative.

Chris suggested to the team members that, because of the siting criteria development workshop, partners may want planners or other staff to attend the December 8 meeting.

**Public Comments**

Jorge Aquilar asked whether there was a planned public meeting and if so when. Chris responded that there was and that it is scheduled for August 10, 2011.

**Adjourn Business Teleconference**—adjourned 10:20 a.m.

**Attachments**

1. Attendance Lists and Appointee Attendance List
2. Agenda

Business Teleconference Attendance List			
Name	Affiliation	Name	Affiliation
Richard Adams	Palm Coast	Brian Megic	Liquid Solutions
Peter Anderson	Whitney Lab, UF	Teresa Monson	SJRWMD
Jorge Aquilar	Food and Water Watch	Ryan Popko	McKim & Creed
Elio Arniella	Halcrow	Ray Pribble	Janicki Environmental
Ed Balchon	Malcolm Pirnie	Tom Richardson	Halcrow
Leonard Carlton	PCL Construction	Michelle Robinson	Dialogue
John Fitzgerald	SJRWMD	Jerry Salsano	Taurant Consulting, Inc.
Glenn Forrest	SJRWMD	Scott Shannon	Malcolm Pirnie
Ed Garland	SJRWMD	Ray Sharp	Leesburg
Chris Hill	Malcolm Pirnie	Neal Shinkre	St. Johns County
Brian Matthews	Palm Coast	Pierre Tristam	FlaglerLive.com

COQUINA COAST SEAWATER DESALINATION ALTERNATIVE WATER SUPPLY PROJECT															
Phase 2A Business Meeting Appointee Attendance															
Meeting (M) / Teleconference (T)	Phase 2A											Transition			
	T	M	T	M	T	M	T	M	T	M	T				
<b>Suppliers</b>	11-Aug-10	8-Sep-10	20-Oct-10	8-Dec-10	19-Jan-11	9-Mar-11	20-Apr-11	8-Jun-11	20-Jul-11	10-Aug-11	14-Sep-11	TBD	TBD	TBD	TBD
City of Leesburg	★	★	★												
City of Palm Coast	★	★	★												
<b>Ex Officio Members</b>															
City of DeLand	★	★													
St. Johns County	★	★	★												

★	Appointed member(s) present
■	Appointed member(s) not present
x	Appointed member(s) not present, with advance notice



## Business Teleconference Agenda

Wednesday, October 20, 2010, 9:00 a.m. – 11:35 a.m.

**This is a TELECONFERENCE only. No meeting venue will be used. To participate dial: 888-808-6959 and enter conference code: 8095331. To assure your attendance is noted please state your name followed by the # sign when prompted.**

<u>ITEM</u>	<u>LEAD</u>	<u>START</u>
• Welcome and Introductions .....	Chair	9:00
• Public Comments .....	Chair	9:05
• Draft Social Media Policy review .....	Dialogue	9:10
• Review draft Project Requirements Letter Report .....	Pirnie	9:25
• Project Conservation Plan.....	Pirnie	9:55
○ Discuss outcome of 10/15/10 SJRWMD meeting		
○ Plan data requirements		
• Seawater Desalination Forum .....	Pirnie	10:55
• Confirm agenda for next meeting(s)/next tasks .....	Chair	11:25
• Member Comments .....	Chair	11:30
• Adjourn Business Meeting.....	Chair	11:35