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Nemchik
September 8, 2015

Contact: Hilary

(928) 699-8838
nemchik.bb2016@gmail.com

**DISTRICT 1 CITY COUNCIL CANDIDATE BARBARA BRY RELEASES
A PLAN TO USE INNOVATION FOR CONSERVATION**

***Bry Outlines a Five Point Plan for Conserving San Diego's Water Supply, Bolstering the
Local Economy, and Saving Taxpayers Money***

San Diego, CA – Barbara Bry released a five-point plan for conserving San Diego's water supply, bolstering the local economy, and saving taxpayers money. Bry proposes implementing the 5 R's – *Reduce, Recapture, Recycle, Rates and Reinvent* – to ensure all San Diegans have access to clean, reliable water.

“With a more self-sufficient water supply, San Diego would be able to provide more economic stability for all residents of our City,” Bry said. “All San Diegans depend on access to a reliable, affordable supply of water. Our ability to keep attracting world-class companies, and the jobs that come with them, hinges on our ability to provide consistent prices and high quality water. Our working families deserve the peace of mind of knowing that their water is clean and that their rates are not going to skyrocket.”

The plan discusses ways San Diego can better address long-term water sustainability, from improved storm water capture to expediting the wastewater recycling Pure Water program.

Bry pledged her support for cost-savings initiatives for taxpayers that are also environmentally conscious. For instance, by recycling wastewater and turning it into pure drinking water, the City will avoid having to spend nearly \$2 billion to upgrade the Pt. Loma treatment plant and will be using a resource already readily available. Bry also pledged her support for everyone to have access to a basic “lifeline” supply of water at an affordable cost while also incentivizing conservation.

Drawing from her experience in the innovation economy, Bry recommends that we establish a *Water Innovation Zone*, which would support economic growth by promoting San Diego as a national hub for innovative water research and development. San Diego-based companies such as Qualcomm, Underground Solutions, DockOn, and Novatel Wireless are already creating

technologies to conserve water. The Water Innovation Zone would build on these efforts and connect City Hall to our universities, research institutes, schools, and neighborhoods. This innovation zone would include a state of the art testing center to ensure safe, clean drinking water for all our residents, a research facility to adopt the latest water testing and conservation techniques, a water management program to upgrade our wastewater conservation efforts, and an education outreach component to share the knowledge. This would be financed through federal and state grants and at no cost to the City.

For her Conservation through Innovation plan, Bry sought feedback from a group of stakeholders and leaders in the environmental community. Bry will continue to solicit ideas from San Diego residents and industry experts and use them to inform her policy plans, which will be released throughout the campaign.

Support from water and environmental leaders:

“We need forward thinking solutions to address our current water predicament, and Barbara’s plan offers practical approaches to conservation, utilizing new technologies and also preparing to effectively capture fresh water from potential weather events like El Niño,” said Stewart Halpern, board member of San Diego Coastkeeper and businessman.

“The City Council needs someone with Barbara’s entrepreneurial outlook to address our water supply issues. Whether it’s leveraging local scientific expertise to create a *Water Innovation Zone*, or encouraging conservation through rate incentives, Barbara’s 5R water plan can help address one of our City’s most pressing concerns,” said Jan Chatten Brown, environmental attorney.

“Barbara fully understands the importance of making San Diego as sustainable and self-sufficient as possible when it comes to our water supply. I’m confident that she will be a leader on water policy when she is elected to the City Council,” said Cary Lowe, former Chairman of the San Diego City Council Water Policy Implementation Task Force.

Barbara Bry’s bio:

A resident of San Diego for more than 30 years, Barbara Bry has been an entrepreneur in both the technology and non-profit sectors. Bry was co-founder of Atcom/Info, which developed early versions of the software that provides Internet access in public places. She was also on the founding team of ProFlowers.com, a pioneering ecommerce company based in San Diego. Additionally, she served as the first associate director of CONNECT, and is the founder of Athena San Diego, the leading organization for women in the San Diego tech and life science community.

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Paid for by Barbara Bry for City Council District 1, 2016
2223 Avenida De La Playa #206, La Jolla, CA 92037 - ID#1377265