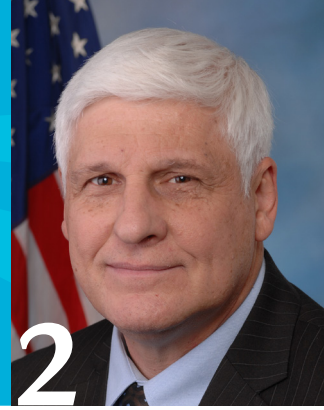


CLEAN WATER ADVOCATE

Rep. Bob Gibbs (D-OH), Chair of the House Water & Environment Subcommittee was among the speakers at the Water Works! Investing Together for a Stronger America press conference in Washington, D.C.



A Clear Commitment to America's Waters



AUGUST/SEPTEMBER 2014

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NACWA, Milk Producers Sign Agreement to Collaborate

NACWA and the National Milk Producers Federation (NMPF) signed a Memorandum of Understanding (MOU) September 9 to promote increased cooperation and communication between the two sectors in their efforts to make watershed-level water quality improvements. The agreement looks to strengthen ties between urban and rural interests on reducing runoff and nutrient pollution, while exploring ways to gain additional environmental benefit.

Likely Focus on Water Quality, Energy Production

NMPF is a trade association working in Washington DC on behalf of dairy producers and the cooperatives they own. The members of NMPF's cooperatives - more than 32,000 dairy producers - produce the majority of the U.S. milk supply. The new NACWA-NMPF agreement encourages clean water agencies and nearby dairy farms and cooperatives to establish communications and work together to identify projects that can benefit both parties and the watershed. No single model was identified for these partnerships, but both organizations believe that many will likely focus on anaerobic digestion of dairy farm manure to generate energy, coupled with nutrient separation technology to better enable nutrients to be removed from the watershed. Partnerships between clean water agencies and dairy farms focused on anaerobic digestion have already been successful on a limited basis, and the MOU seeks to build on these examples and increase collaboration nationwide. In addition to anaerobic digestion, the agreement also envisions partnerships with smaller dairy farms where digestion may not be cost effective. In these cases, the MOU targets improving water quality through the use of nutrient separation technologies and land management practices such as planting grass buffers near streams.

EPA Engaged in Effort

Dairy operations which meet certain thresholds are regulated by EPA as concentrated animal feeding operations or CAFOs. But the land application of manure as a fertilizer may only be governed by state

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Dr. Oz Shines a Light on Flushable Wipes

NACWA's *Toilets Are Not Trash Cans!* campaign continues to address the problems caused by wipes and non-dispersible products. The issue recently received significant media attention, with the problems caused by wipes shown in graphic detail on *The Dr. Oz Show* on September 9. Dr. Oz visited the Newtown Creek Wastewater Treatment Plant of NACWA Member Agency the New York City Department of Environmental Protection. At the plant he saw first-hand how even though wipes may flush easily down the toilet, most are not breaking down before reaching the treatment facility. Back in the studio, Dr. Oz discussed the problem with Cynthia Finley, NACWA's Director of Regulatory Affairs, who explained that the current voluntary flushability guidelines are not stringent enough to protect sewer systems and

CONTINUED ON PAGE 3 »




New Research Reveals Substantial Economic Impact of Water Utility Sector

On September 9, the Water Environment Research Foundation (WERF) and the Water Research Foundation (WRF) released the executive report to a new study exploring the significant impact the water utility sector has on the U.S. economy. As reported in [National Economic & Labor Impacts of the Water Utility Sector](#), the planned operating and capital investments of 30 public water utilities determined that these water, wastewater, and stormwater utilities will contribute approximately \$524 billion to the U.S. economy over the next decade and will support roughly 289,000 permanent jobs.

Study results show that investments by utilities generate similar job impacts as compared to investments in clean energy, transportation,

and healthcare. In addition, these investments generate more jobs per \$1 million than investments in military spending or personal income tax. The total annual employment impact of the water utility sector exceeds the total workforce of many major cities, including New Orleans, Miami, and Pittsburgh and the combined economic contribution by utilities exceeds the gross regional product of metropolitan areas Chattanooga and Santa Barbara.

In addition to the significant number of jobs sustained by the water utility sector, utilities in the study anticipate major workforce replacement hiring needs, with nearly one-third of their existing workforce currently eligible for retirement. The current workforce replacement needs of the water industry sector exceed the nationwide average. 

Key Groups Take Water Works! Message to Capitol Hill

On September 10, water leaders from across the sector were in Washington, DC for a series of events co-hosted by members of The Value of Water Coalition, including NACWA, along with the American Society of Civil Engineers; the Bipartisan Policy Center; Building America's Future; the National Association of Counties; the National League of Cities; the National Urban League; and, the U.S. Conference of Mayors. The events focused on a new report, [National Economic & Labor Impacts of the Water Sector](#), released by the Water Research Foundation and the Water Environment Research Foundation (see related article). The report's findings, and the range of the organizations participating in *Water Works! – Investing Together for a Stronger America*, demonstrated the growing recognition of the water sector's eco-

nommic importance and underscored that investment in our nation's water and wastewater infrastructure puts people to work, spurs economic development, and builds a stronger America. The report's data confirms that 30 utilities from around the country, representing 25% of the U.S. population, will contribute approximately \$524 billion to the U.S. economy over the next decade and support roughly 289,000 permanent jobs. Focusing on the findings of the report, the leaders from a number of NACWA Member Agencies, and others, participated in a number of events and media opportunities – ultimately reaching 2.7 million via radio and satellite TV. At each event and in each interview, the sector leaders showcased the report's

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Karen Pallansch, NACWA President and CEO of Alexandria Renew Enterprises (center) provided introductory remarks at the September 10 press conference. Speakers included (l to r) Reps. Tim Bishop (D-NY), and Bob Gibbs (D-OH), San Diego Mayor Kevin Faulconer, Senator Ben Cardin (D-MD), and National Association of Counties President and Maui County Council Member Riki Hokama.

Leadership Center Celebrates 15 Years of Utility Executive Education

The *Water & Wastewater Leadership Center* is celebrating a milestone in educating utility leaders. For the past fifteen years this intensive, 11-day executive management program has provided over 300 water and wastewater utility leaders with the advanced leadership and management skills needed to meet the challenges of current and future demands with the highest level of service and efficiency.

A joint venture of NACWA, the American Water Works Association (AWWA), the Association of Metropolitan Water Agencies (AMWA), the Water Environment Federation (WEF) – in collaboration with the National Association of Water Companies (NAWC), and the American Public Works Association (APWA) – the Leadership Center convenes annually at the Kenan Flagler Business School at the University of North Carolina at Chapel Hill.

Program curriculum is designed for current and up-and-coming water and wastewater utility leaders. Participants graduate from the program equipped not only with an enhanced skill set, but a path forward in the establishment of strategic career and utility goals that deliver measurable results.

Applications Being Accepted for 2015

The 2015 *Water and Wastewater Leadership Center* will be held March 8-19, 2015. Applications for the program are due Friday, October 31, 2014. Class size is limited. Interested participants are encouraged to apply early. 🌊

The Water & Wastewater Leadership Center provided me with broad exposure to a number of relevant disciplines taught by a top-notch, experienced faculty. The leadership skills and training this program provided are invaluable as we each return to our own utilities with a renewed sense of purpose and a deeper set of professional relationships.

— Mark Kim, 2014 Alumnus, Chief Financial Officer, DC Water

Wipes CONTINUED FROM PAGE 1

recommended that only the 3 Ps – pee, poop, and toilet paper – be flushed. The segment is available on *The Dr. Oz Show* [website](#), broken into [Part 1](#) and [Part 2](#).

Technical Group Wraps Up Work on Flushability & Product Labeling

The technical workgroup comprised of representatives from NACWA, the Water Environment Federation (WEF), the American Public Works Association (APWA), and INDA (the association of the nonwoven fabrics industry) is wrapping up its work on an agreement to address the issues related to flushability and product labeling for wipes. The workgroup, supported in part with NACWA's Targeted Action Fund (TAF), began meeting in May and has made significant progress towards developing a mutual understanding of the problems created by wipes and potential solutions. The status of the workgroup deliberations was presented at WEFTEC during the, *It's a Toilet Not a Trash Can Knowledge Development Forum*. In addition, the session provided an international perspective on problems with wipes; the results of the Maine *Save Your Pipes: Don't Flush Baby Wipes* pilot public education campaign; and, new research on the impacts of wipes on pump clogs. After the workgroup process concludes, NACWA and WEF will work together to develop additional resources for utilities and the public to help encourage responsible flushing habits.



New Controlled Substances Rule Helps Drug Take-Back Programs

NACWA's *Toilets Are Not Trash Cans!* campaign includes other items that are commonly flushed, but may be harmful to the wastewater treatment process and/or water quality. This includes unused pharmaceuticals, which are sometimes flushed by individuals, caregivers, nursing homes, and long-term care facilities because of the lack of access to safe disposal options. To prevent flushing of pharmaceuticals, many utilities have set up, or participated in, drug take-back programs. These programs were often limited in scope, however, because of regulations that restrict handling of controlled substances by anyone other than the prescribed user.

The Drug Enforcement Administration published a new [Disposal of Controlled Substances Rule](#) on September 9, expanding the options available for returning unused controlled substances, including take-back events, mail-back programs, and collection receptacles. Retail pharmacies, manufacturers, and some other entities may now voluntarily administer and maintain mail-back programs and collection receptacles for controlled substances. There is currently no funding provided, however, by either the government or pharmaceutical companies for these programs. NACWA plans to work with other water sector associations to address this lack of critical funding. 🌊

National Clean Water Law Seminar to Address Critical Legal Issues

Registration is now open for NACWA's 2014 [National Clean Water Law Seminar](#). Scheduled for November 19 – 21 in St. Pete Beach, Florida, the Seminar is the only one of its kind offering a thorough examination of key legal and regulatory challenges and opportunities relevant to the municipal clean water community. Featuring some of the nation's leading clean water attorneys and current and former high level U.S. Environmental Protection Agency (EPA) and state regulatory officials as speakers, the *Seminar* is an indispensable tool for clean water practitioners.

This year's program will include new features such as a panel of top EPA and state regulatory officials who will engage in a discussion on the hottest clean water legal and regulatory topics of the day including the Agency's recent rule proposal on CWA jurisdiction; nutrients; water quality standards; total maximum daily loads (TMDLs); and, blending. In addition, a panel of veteran clean water practitioners will share *Confessions of a Middle-Aged CWA* by examining the Act's strengths and weakness, and provide key legal insights for clean water lawyers on what to expect going forward. New introductory primer sessions on the Clean Air Act and biosolids regulations are also planned, along with the always popular Clean Water Act primer.

Integrated Planning, Green Infrastructure Receive Attention

The *Seminar* will include updates and analysis on several significant recurring topics such as integrated planning. With the availability of real-world case studies of communities that are working to implement integrated planning approaches, panelists will discuss the legal implications and lessons learned from these early adopters – as well as explore continuing legal challenges to integrated planning and ways in which the process could be improved.

Another panel will evaluate legal factors associated with green infrastructure projects - especially on private property - such as zoning and land use regulations, easements, maintenance agreements and tax liability. In addition, experts will discuss the latest developments and legal considerations related to funding and financing, stormwater and wet weather enforcement. And, of course, no *Seminar* would be complete without a review of the most important Clean Water Act cases of the past year.

Continuing Legal Education (CLE) credits, including ethics credits, will be available. Make your plans now to join us in Florida! 📍



Proud Members of NACWA

NACWA is focused now, more than ever, on the Power of Association. When NACWA grows its membership, or current members engage in Association initiatives, our shared water quality goals become more of a reality. NACWA is pleased to welcome two new members to the Association.

[Rahway Valley Sewerage Authority, NJ](#)

Represented by James Meehan, Executive Director

The Rahway Valley Sewerage Authority (RVSA) is an autonomous agency that owns and operates a trunk sewer system and a wastewater treatment facility in Rahway, New Jersey. The RVSA currently serves more than 250,000 residents and 3,500 industrial and commercial customers in 14 communities in central New Jersey.

[Water Design-Build Council](#)

Represented by Linda Hanifin Bonner, Executive Manager

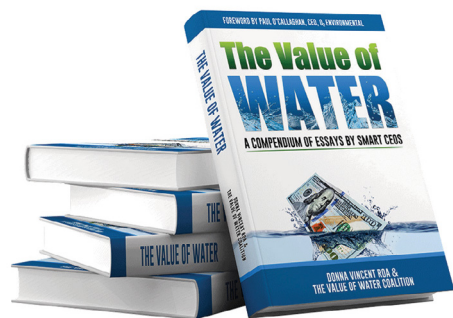
Joining NACWA as a Supporting Affiliate, the Water Design-Build Council is a non-profit corporation dedicated to the promotion of best practices in design-build and construction management at-risk (CMAR) and to facilitate productive and collaborative relationships between service providers and owners.

NACWA encourages members to embrace the power of leadership, advocacy, and collaboration that is inherent in being a NACWA member by including the [Proud Member of NACWA logo](#) on your site or listing the Association as a key partner in your efforts. 📍

Proud Member of
NACWA

Compendium Makes the Value of Water Clear

The recently published, *The Value of Water – A Compendium of Essays by Smart CEOs*, documents insights on the value of water; probes complex issues; informs the conversation about water's future; explores how the value of leadership has resulted in improved business performance; shows that 'business as usual' exploitation of water resources needs to change; and, shares best practices, lessons learned, and calls to action. The book features articles by leading voices



including David St. Pierre (Metropolitan Water Reclamation of Greater Chicago); Karen Pallansch (Alexandria Renew Enterprises); Kevin Shafer (Milwaukee Metropolitan Sewerage District); Tom Sigmund (NEW Water); George Hawkins (DC Water); Bill Gaffi (Clean Water Services); James 'Tony' Parrott (Metropolitan Sewer District of Greater Cincinnati); Harlan Kelly (San Francisco Public Utilities Commission); and, NACWA's Executive Director, Ken Kirk – among other public and private water sector leaders

"It's terrific to see so many perspectives on the value of water, as well as specific examples of how public and private entities are innovating to maximize that value." said Nancy Stoner, Water Program Director and Senior Fellow, Pisces Foundation.

The Value of Water – A Compendium of Essays by Smart CEOs was published in collaboration with the Value of Water Coalition, of which NACWA is a member. The compendium carries forward the Coalition's message that water connects us, grows jobs and opportunity, keeps us safe and healthy, and sustains our environment – and that [Water Works!](#) The book is available for purchase on [Amazon](#) and an electronic version of the book is also [available](#). 📖

Jazzing It Up at WEFTEC'14

NACWA, its leadership, and members had a prominent presence at WEFTEC14 – co-hosting forums, speaking at sessions and workshops, and providing invaluable information and perspectives from the municipal clean water community.

NACWA Joins Forces with WEF on Utility Leaders Morning

The Association, once again, joined forces with the Water Environment Federation (WEF) to convene the *Utility Leaders Morning* on Tuesday, September 30. The morning's events included the Hot Topics Breakfast which included a keynote from the U.S. Environmental Protection Agency's (EPA) Ken Kopocis, Deputy Assistant Administrator for the Office of Water, and President Obama's nominee to head that office. The Breakfast also featured remarks from Andrew Sawyers, Director of the Office of Wastewater Management; Betsy Southerland, Director of the Office of Science & Technology; Benita Best-Wong, Director of the Office of Wetlands, Oceans & Watersheds; and, Peter Grevatt, Director of the Office of Ground Water & Drinking Water. Discussion topics included the recent revisions to the Clean Water State Revolving Fund and the new Water Infrastructure Finance & Innovation Authority (WIFIA) loan guaranty program; the latest developments on integrated planning and affordability; the Waters of the U.S. rulemaking; and, water reuse – as well as EPA's response to the drinking water contamination issue in Toledo.

The *Utility Executives Forum* followed the *Hot Topics Breakfast* which featured the topic of rebranding water utilities as resource recovery facilities. NACWA Board Members, Harlan Kelly, Jr, General Manager of the San Francisco Public Utilities Commission and Tom Sigmund,

Executive Director of NEW Water, Wis., shared their personal perspectives and experiences.

Technical Sessions Showcase Association Expertise & Efforts

Patricia Sinicropi, NACWA's Director of Legislative Affairs provided the Association's perspective of water quality trading, including the drivers and obstacles during the *Water Quality Trading: Real Life Successes and Lessons Learned* panel on Saturday, September 27. NACWA has been working with the National Network on Water Quality Trading to help develop a set of shared principles and recommendations for implementing consistent and rigorous water quality trading programs.

On Tuesday, September 30, the Association's legal efforts were showcased during two technical sessions featuring NACWA's General Counsel, Nathan Gardner-Andrews. The first on stormwater policy, examined legal rulings on stormwater, retention standards, water quality trading and more from the MS4 perspective. The second session was a panel discussion on hot topics affecting municipal utilities. Issues discussed included the latest EPA regulatory activities involving the Waters of the United States jurisdiction proposed rule, criteria development, guidance and directives, integrated planning, developments in legislation important to utilities such as changes to the SRF program and other funding legislation.

NACWA's coalition work with INDA on non-dispersible wipes (see related article) was also on the agenda during the *It's a Toilet Not a Trashcan: Knowledge Development Forum on Non-Dispersibles* technical session on Wednesday morning. 📖

Milk MOU CONTINUED FROM PAGE 1

nutrient management plan requirements, if controlled at all. In certain parts of the country nutrient discharges from the application of manure can be a major contributor to water quality problems. EPA's Office of Water has expressed interest in the MOU as a way to better engage dairy interests on the issue of manure management. Remarking on the significance of the agreement, Ken Kopocis, Deputy Assistant Administrator for Water at EPA noted that the MOU "...is an example of how we can work together to pilot innovative technologies to advance our shared water quality and environmental goals," and that "EPA looks forward to working with NACWA, NMPF and their partners to further these efforts."

As a part of the MOU, NACWA and NMPF will also work together to leverage federal interest from Congress, via the Farm Bill and similar programs, to facilitate watershed-level partnerships and further develop anaerobic digestion capabilities nationwide. One of the first next steps under the MOU is the identification of several potential pilot projects around the country where the principles in the agreement and the power of collaboration can be demonstrated. ♣



Ken Kirk (left) looks on as Jim Mulhern, president and CEO of the National Milk Producers Federation signs the Memorandum of Understanding on September 9 at the National Press Club.



The Necessity of Strangers Author to Keynote Winter Conference

A keynote address by internationally-respected expert on business strategy and innovation, and best-selling author, Alan Gregerman, will kick-off the Association's 2015 Winter Conference in Charleston, S.C. From February 1-4, public clean water agency leaders from across the country will examine issues captured by the theme *Heading Upstream: Ushering in an Era of Collaboration for Water Quality Gains*.

Gregerman's inspiring session, based on his best-selling book, *The Necessity of Strangers*, will discuss the power of connecting with new and different people as the real key to innovation, collaboration, and greater business and personal success. Mark your calendar to make your plans to join us in Charleston for our 2015 Winter Conference. ♣

Celebrating Innovation, Impact, and Influence

Nominations are now being accepted for NACWA's 2015 [National Environmental Achievement Awards](#) (NEAA). The NEAA program honors individuals and Member Agencies that have made significant contributions through outstanding advocacy or innovative projects that positively impact the environment, their utility, their community, NACWA, and/or the clean water industry. This year, the program has been enhanced with the addition of a new *Agency Achievement* category, the *Water Resources Utility of the Future Award* - recognizing demonstrated bold, transformational community leadership in managing valuable resources. Updates were

also made to the *Public Information & Education* e-media category to include social media campaigns. Applications are due Monday, October 20, 2014. ♣



Water Works CONTINUED FROM PAGE 2

findings and sought federal support for three overarching objectives: 1) expanded access to low-cost loan and grant programs to accelerate water infrastructure projects; 2) the leveraging of private financing and partnership opportunities; and, 3) support for workforce development programs that prepare the next generation of workers who will be stewards of our nation's water systems.

Press Conference Features Key National Leaders

A Capitol Hill press conference featured Senator Ben Cardin (D-MD), Chair of the Senate Subcommittee on Water & Wildlife and Reps. Bob Gibbs (D-OH), Chair, and Tim Bishop (D-NY), Ranking Member, of the House Water & Environment Subcommittee. Each praised the new report, citing the importance of water infrastructure investment to their geographic regions – as well as their continued support for federal water infrastructure funding in its various forms, including the State Revolving Funds, new loan guaranty programs, and a clean water trust fund. Also participating in the press conference were San Diego Mayor Kevin Faulconer; National Association of Counties President and Maui County Council Member Riki Hokama; and Karen Pallansch, NACWA President and CEO of Alexandria Renew Enterprises.

Highlights from the afternoon's Congressional Briefing included comments by NACWA Board Members, Julius Ciaccia, Executive Director of the Northeast Ohio Regional Sewer District, and Emily Lloyd, Commissioner of the New York City Department of Environmental Protection. Each noted their successful efforts to raise rates over the past decade and the vital role increased investments are playing in spurring development along the waterfronts of both Cleveland and New York City and sustaining and growing a local job base.

In addition, NACWA, along with several of its Member Agencies and representatives from the private sector, participated in a White House Council on Environmental Quality dialogue on the role of private investment in the public water sector and how to get more private sector money off the shelf and into the public sector. While the discussion was wide-ranging, NACWA made the specific plea that the Administration and Congress not look to private sector funds as an alternative to maintaining the tax-exempt status of municipal bonds or ongoing federal support for the SRFs.

Visit the [Water Works! campaign](#) for additional information and an informative and compelling [video](#).



There are **2 Million Miles** of Aging Pipes Beneath Our Feet

It's time to renew the water systems that connect us all.



WaterWorksCampaign.org

It's all over if we don't
fix what's under.