

Communications and Public Relations Committee Meeting



Welcome/Introductions

Jamie Samons

Chair, NACWA Communications & PR Committee

Public Affairs Manager, Narragansett Bay Commission

Lance LeComb

Co-Chair, NACWA Communications & PR Committee

Manager of Public Information, Metropolitan St. Louis Sewer District

Agenda for Today's Meeting

- Welcoming Remarks/Introductions
- Briefing on EPA's Initial Integrated Planning Workshop in Atlanta
- NACWA/APWA Money Matters Interim PR Priorities
- NACWA Member Case Studies on Need for Integrated Planning Framework
- Discussion/Next Steps
- Adjourn

Briefing on EPA's Initial Integrated Planning Workshop in Atlanta

Chris Hornback, Senior Director of Regulatory Affairs,
National Association of Clean Water Agencies



Questions?



NACWA/APWA Money Matters Campaign Interim PR Priorities

Julia Anastasio, Director of Sustainability,
American Public Works Association



PR Priorities and Outreach Efforts

1. Template op-eds with key news hooks for municipal leaders to share their utility's case study with local media outlets
 - EPA's Draft Integrated Planning Approach Framework
 - Introduction and progress of key federal/state integrated planning/affordability legislation
 - EPA's series of Workshops and follow-up from these discussions

PR Priorities and Outreach Efforts (cont.)

2. Partnering organizations, and their member agencies, should use various tools and events to beat the drum on regulatory prioritization
 - Newsletters, publications and op-eds
 - Meetings, Fly-Ins, conferences and presentations
 - Websites and social media outlets
 - Local/Regional chapter outreach

PR Priorities and Outreach Efforts (cont.)

3. Address the ratepayers directly through new or existing social media capabilities

- Facebook
- Blogs
- Twitter
- LinkedIn

Next Steps

Keep your national organizations – like NACWA/APWA – posted of any successes so we can share them with your fellow agencies and key stakeholders to guarantee momentum

Questions?



Balancing Clean Water Act priorities– getting the conversation started

NACWA PR & Communications Committee

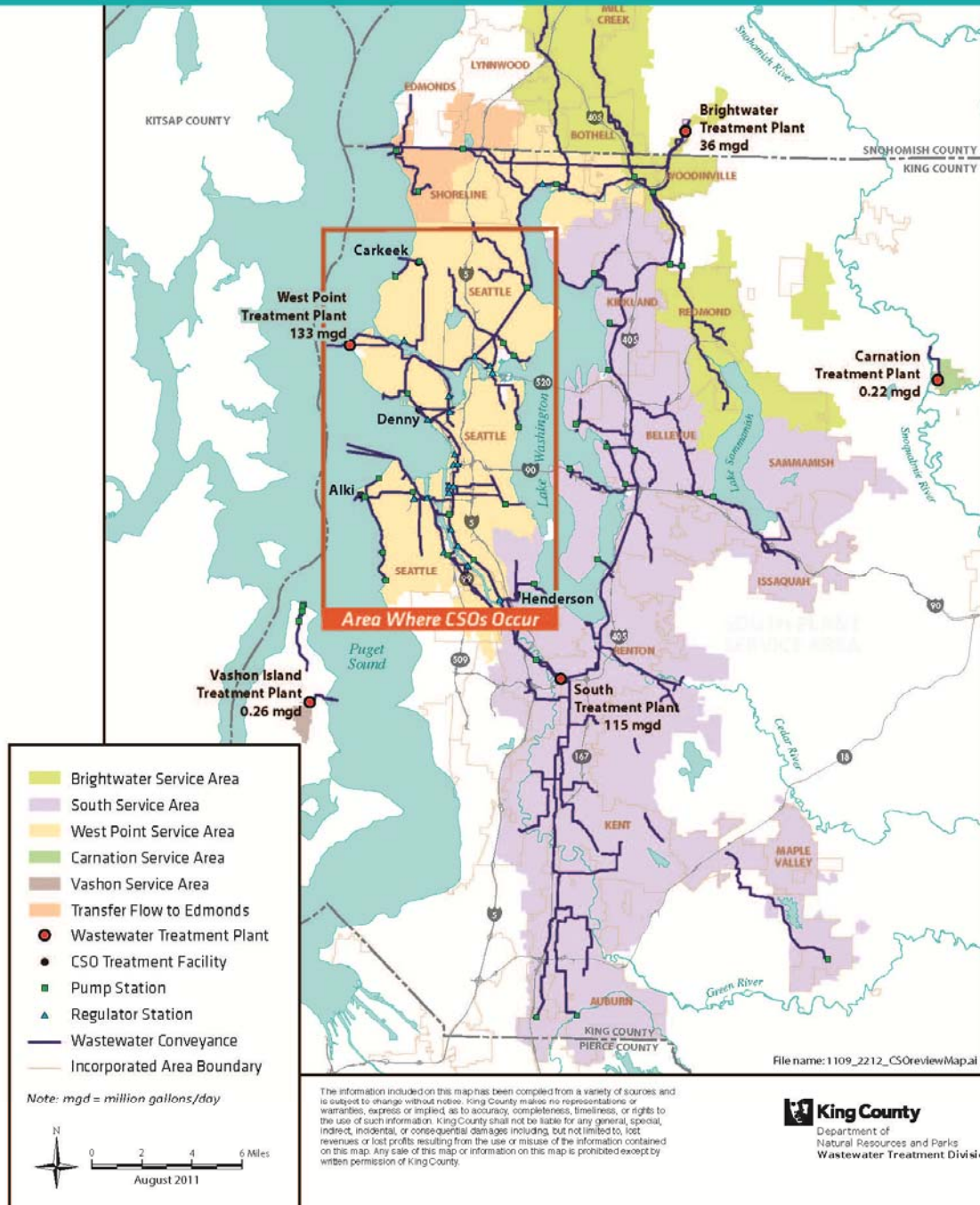
February 2, 2012



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

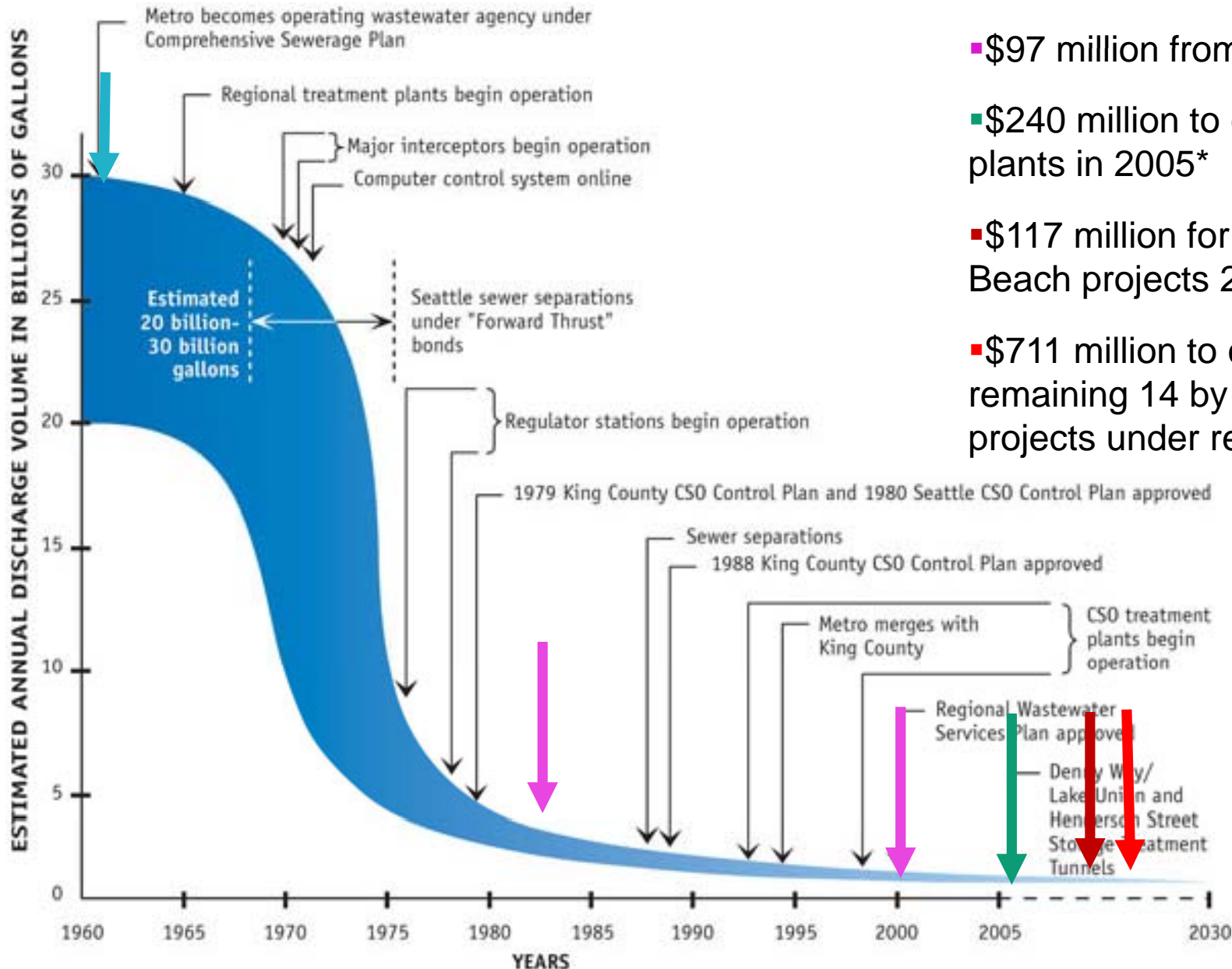
King County Wastewater Service Areas



About our system

- 34 agency customers; 1.5 million people
- 420 square mile service area
- 3 regional treatment plants treating 175 mgd (average)
- 4 wet weather treatment plants
- Two rural plants
- 361 miles of conveyance pipe
- 43 pump stations
- 19 regulator stations
- 119 wet tons biosolids (year)
- 307 million gallons reclaimed water
- Methane for electricity and natural gas
- 38 CSO outfalls

Long history of investment

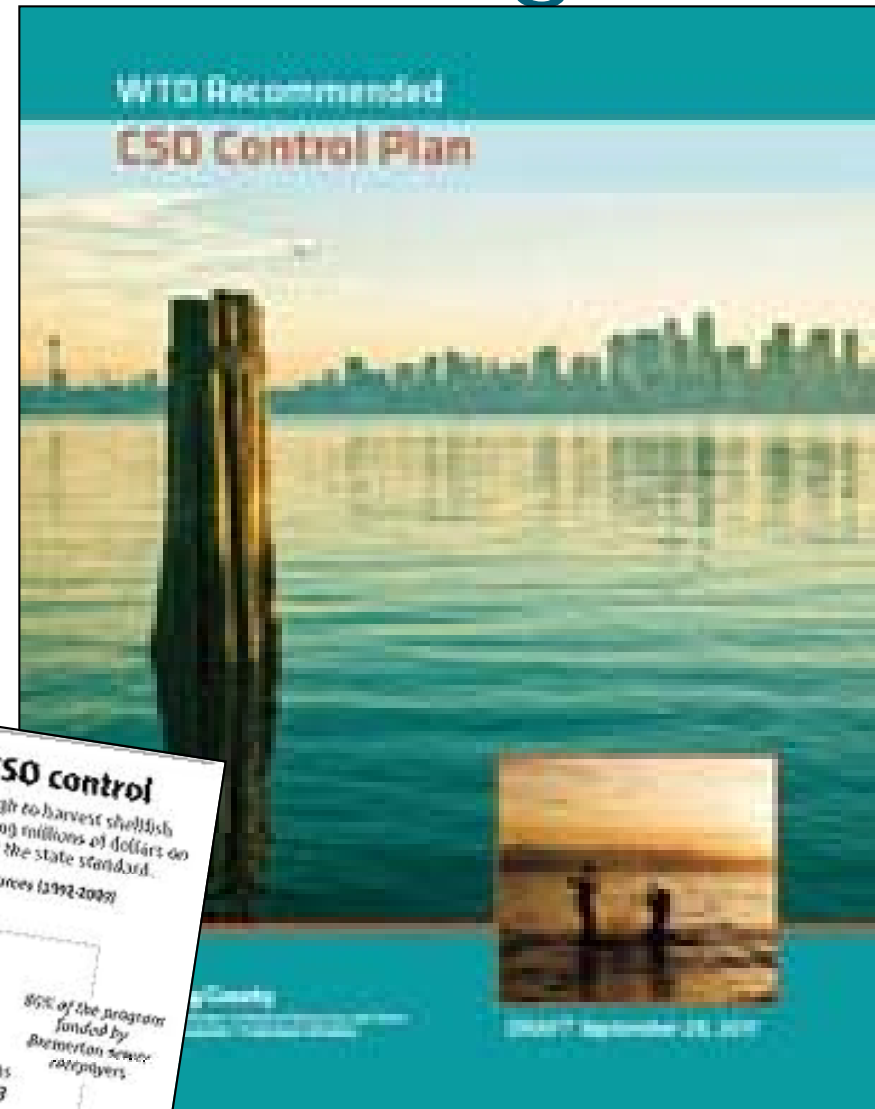


- \$97 million from the 1980s-2000*
- \$240 million to complete two CSO plants in 2005*
- \$117 million for four Puget Sound Beach projects 2011-2013
- \$711 million to control the remaining 14 by 2030 through nine projects under recommended plan

*Equiv. to 2006 \$
@ 3% inflation/yr

Planning and media coverage

- King County released Recommended CSO Control Plan, Fall 2011
- Seattle Times coverage focuses on program cost, priorities



The Seattle Times

Costly sewer program may have little benefit

Seattle and King County propose spending more than \$1.3 billion on combined sewer overflows, raising rates that already are among the highest in the country. Yet it will make little difference to the water quality.

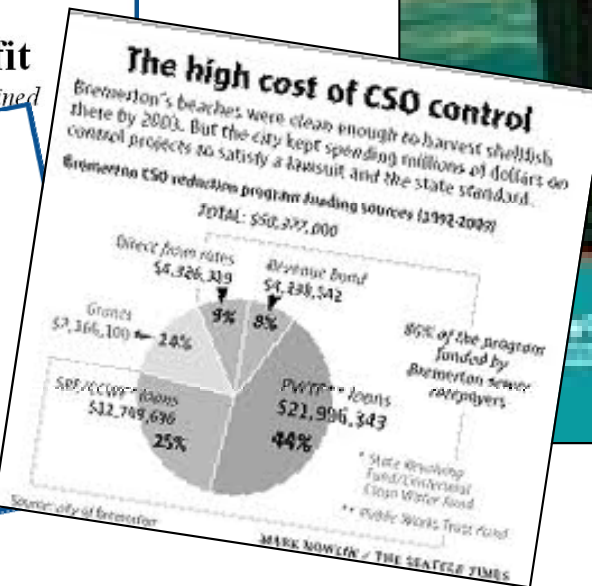
By Lynda V. Mapes

The Seattle Times

Last sewer-outflow pollution worth \$1B to stop?

By Lynda V. Mapes

With billions of dollars at stake, local and state officials around the country are questioning the cost and benefit of continued work to control combined sewer overflow (CSO), including here in Seattle, where more than \$1.2 billion in ratepayer dollars are on the table.





Questions?

Annie Kolb-Nelson
Communications Specialist
King County WTD, a Clean-Water Agency
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King County WTD CSO Control Program
<http://www.kingcounty.gov/csocontrol>

Thank You!



water is life

Integrated Planning: Communicating the Concept and the Need

NACWA PR & Communications Committee
February 2, 2012

1. Gain trust (public and media).
Honesty, Transparency,
Expediency, Relationships
2. Meet your audience where the are.

- Change public perceptions.
 - From undervalued to valued: water and sewer service is currently taken for granted.
 - Wastewater treatment plants are “cleansers” of water, not “polluters.”
- Educate the public on funding sources.
 - Ratepayers bear the brunt: in DC one in five people lives below the poverty line.
 - These federal mandates come unfunded.

Why do we need an Integrated Planning Approach?

- Limits of technology
- Return on investment
- Better use of funding and resources to address other sources of nutrients

Media are finally telling the story
Environmental mandates may
not be solving the biggest problems first



Money Matters:

- Affordability.
- Re-prioritize projects for the best outcome for the environment, soonest.
- Revisit/modify Clean Water Act/consent decrees.



water is life

Questions?

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Discussion & Next Steps

