

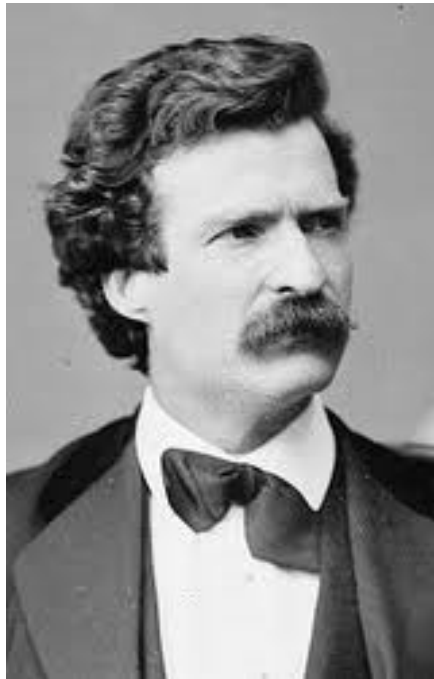
Creating the Industry of the Future: Making the Business Case for Optimizing Industry-wide Dissemination of Best Practices

NACWA 2014 Winter Conference
February 3, 2014

Andrew Kricun, P.E., BCEE
Executive Director/Chief Engineer
Camden County Municipal Utilities Authority
Camden, New Jersey



“It is noble and good to do the right thing...



but it is even better to get ten other people to do the right thing...and much easier too.”

Mark Twain



Proposition:

Our clean water industry should do the right thing, and also tell other people about it too,...

By creating “The Industry of the Future,” an industry that optimally disseminates its best practices throughout its members.



- The non-competitive nature of the water and wastewater industry increases opportunities for knowledge sharing and collaboration.
- Basic similarities among water and wastewater treatment systems also increase the probability that similar problems have already been faced...and resolved by colleagues in the industry.



Benefits— Save the Planet

- Water and wastewater utilities have a significant obligation/opportunity to improve water quality and minimize collateral environmental impacts, like carbon footprint or odors. We can, and should, maximize the positive difference we can make.
- Optimizing dissemination of best practices industrywide results in a “multiplier” effect of the benefits realized from the best practices already implemented by the “best in class” utilities.



Benefits— Self Interest

- When more utilities adopt best practices, and a tipping point is reached, the best practices become the norm and the “best in class” utilities are no longer outliers . . . and their innovative programs are easier to promote and implement.
- Consultants who have assisted in the identification of new best practices, processes, equipment, etc. have an obvious self interest in seeing those ideas optimally disseminated.



Suggestion— Create a “Waterpedia” of Best Industry Practices

- The “Waterpedia” would be a website-based compendium of successful and sustainable clean water utility practices
- The Waterpedia’s practices would be cross-categorized by:
 - Type of practice/problem solved
 - Type of utility (wastewater or potable water)
 - Size of treatment plant
 - Type of treatment plant
 - Location (due to climate impacts)



Features of the Waterpedia (cont'd)

- The Waterpedia website's search engine would also allow the utility manager to search the compendium via keywords, such as "cost savings," "energy savings," "environmental improvement," "sustainability," etc.
- The Waterpedia could be populated by
 1. Summaries of best practices culled regularly from national conferences like NACWA, WEF, AWWA, etc., and
 2. Practices submitted by utility managers to a review committee for inclusion
- The Waterpedia would also include a comprehensive list of links to best practices compilations such as the USEPA's *Ten Attributes of Effective Utility Management Sustainability Practices* and NACWA's *Utility of the Future* handbook.



Dual Purposes of the Waterpedia

Utility managers can either:

- Search for a specific solution to a specific problem they have, or
- Search generally for performance improvement and/or cost saving opportunities



Other Opportunities for Dissemination of Best Practices

- Conferences
- Webcasts
- Outreach to U.S. Conference of Mayors, and similar agencies
- Increased recognition/incentives from regulatory agencies and funding agencies (SRF's) for implementing best practices



Another Related Opportunity- Creating the Customers of the Future

- Ratepayer Education- “Water Is Life”, “Full Cost Pricing,” etc
- Environmental Education- Converting the ratepayers of the future into the environmentalists of the future



Conclusion

- NACWA, and its best in class clean water agencies, should take the lead in creating “The Industry of the Future,” an industry that disseminates its best practices as widely, quickly, and effectively as possible.
- We should do this because the very nature of our business gives us the opportunity to make a significant positive difference, and optimal dissemination of best industry practices will maximize the difference we make.
- Creation of a “Waterpedia” could be an effective and relatively low cost way to accelerate dissemination of best practices.



Thanks For Listening!

Andrew Kricun, P.E., BCEE
Executive Director/Chief Engineer
Camden County Municipal Utilities Authority
andy@ccmua.org

