

AWWA and Water Utility Sustainability

ECOBUILD AMERICA
PERSI Workshop: Advancing Practices for
Sustainable Infrastructure

December 8, 2010



Presentation Agenda

- Who is AWWA?
- The Sustainability Initiative
 - Mission and definition
 - Short-term activities
 - Long-term activities
- Available resources
- Other related activities



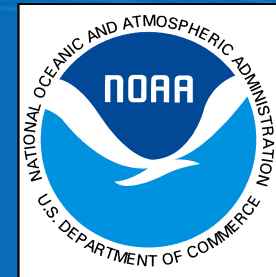
American Water Works Association (AWWA)

- An international nonprofit and educational society
 - Largest and oldest organization of water professionals in the world
- 55,000 members over full spectrum of water community:
 - Treatment plant operators and managers
 - Scientists
 - Manufacturers
 - Academicians
 - Regulators
- More than 4,600 utilities that supply water to roughly 180 million people in North America
- www.awwa.org



Government Affairs Office (Washington, DC)

- Develop action programs to initiate, evaluate, respond, and comment on legislative, regulatory, and other matters which directly affect water utilities



AWWA's Commitment to Water Utility Sustainability

- What does it mean to water utilities?
- 2009: AWWA Sustainability Ad-Hoc Committee formed
- Mission:
 - AWWA will establish a leadership position among drinking water professional associations on the issue of sustainability.
 - AWWA will develop products and services that help members become more sustainable, and identify functional units that will be responsible for developing them.
 - AWWA will collaborate, as appropriate, with other leading associations to develop these products and services.



AWWA's Sustainability Ad Hoc Committee

- Members (13 plus 1 AWWA staff):
 - Chair: Andrew DeGraca, TEC Vice-Chair
 - Board of Directors
 - MAC, PAC, TEC, and WUC
- Goals:
 - Define sustainability
 - Review and catalog current and past activities
 - Identify short- and long-term needs for members of AWWA



AWWA Definition of Sustainability

- Sustainability means providing an adequate and reliable water supply of desired quality -- now and for future generations -- in a manner that integrates economic growth, environmental protection and social development.



Short-Term Activities for AWWA

- ACE 2010 and 2011
- Website: www.awwa.org/sustainability
- Specialty conference (Sustainable Water Resources in April 2010)
- AWWA Journal article
- Webcast (later today)
- WITAF 660
- Group to execute: Sustainability Initiatives Coordinating Committee



AWWA Sustainability Webcast



- Learning objectives:
 - Define the concept of sustainability within water utilities
 - Identify the major components of a sustainability program and discuss how two different water utilities prioritized the characteristics of their program
 - Understand the ideas, plans, and tools available to assist water utilities in the development and implementation of sustainability programs.
- Speakers:
 - Cheryl Welch, Strategic Planning Coordinator, Tualatin Valley Water District
 - Dr. Mark LeChevallier, Director, Innovation & Environmental Stewardship, American Water



WITAF 660: Sustainability Rating Tool

- Purpose is to craft an approach for developing a sustainability rating tool for drinking water utilities
- CH2M Hill selected as contractor in July
- Diverse project steering committee
 - Public & private utility representatives, consultants
- Approach to climate change (adaptation and mitigation) is anticipated to be included in tool
- Report expected in January 2011



AWWA Sustainability Committees

- Sustainability Initiatives Coordinating Committee
 - Some members from original ad-hoc
 - Charged with tracking the progress of each initiative and reporting back to the Executive Committee as needed
- Climate Change and Sustainability Technical Advisory Workgroup
 - Policy and advocacy
 - Diverse membership



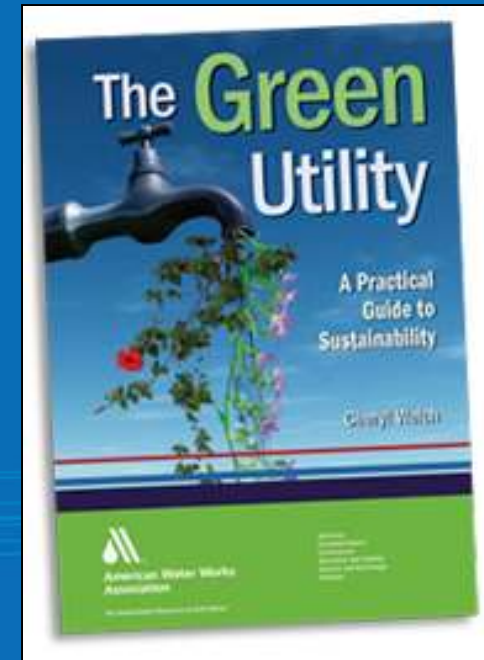
Long-Term Activities for AWWA

- White Paper (related to Green Utility book by Cheryl Welch)
- "G"-Series Standard
- Certificate and Award Program
- External Standard Setting (ISO, NSF)
- Business Practices
- External PR Campaign
- Policy Statement



The Green Utility: A Practical Guide to Sustainability

- Provides ideas, plans, and tools to make it easy for a water utility to:
 - Reduce negative effects on the environment,
 - Maximize positive impact in the community, and
 - Keep delivering water at a cost that reflects its value and allows everyone to receive all they need
- Meant to inspire and encourage utilities to quickly take important steps to “go green”



Integrating into Public Relations Campaigns



Resources for Water Professionals | High School/Votech | College | Military Second Career | Advanced Science

Welcome to **Work for Water!** It's the place where students and job seekers can explore green careers, and utilities will find a clearinghouse of resources for recruiting in the wonderful world of water. Developed by the **American Water Works Association** and **Water Environment Federation**, the world's leading technical experts on drinking water and water quality, this site is packed with resources to find jobs or prepare for rewarding careers in protecting public health and the environment. Learn about what it takes to work for water and get a great job for a great cause!

High School/Votech

College

Military Second Career

Advanced Science

Drinktap.org

Powered by:

American Water Works Association

The Authoritative Resource on Safe Water®

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People Behind the Water
Your Water Utility

Home



How can I tell if I have leaks in my home plumbing system?
Click here for the answer.

Prepping for winter!

12/02/2010: As we head into winter many homeowners face the expense and inconvenience of frozen water pipes, or high energy bills. Below are a few reminders on how you can prep this winter to help protect your home and your pocketbook. [Read full post](#)

Utilities! Interested in linking to DrinkTap on your homepage? [Click here!](#)

Your Water Utility

The best way to find out more information about your drinking water is to contact your local utility. The more you know about your water utility, the better position you will be in to contribute positively to the quality of your drinking water. Begin by asking your utility these questions:

- What is the source of the drinking water supply? (river, lake, aquifer, etc.)
- How are state standards different from those at the federal level? More comprehensive?
- Does the utility monitor for unregulated contaminants, particularly those likely to be found in the area?
- How is the water treated?
- What is the utility track record for complying with Maximum Contaminant Levels and all monitoring and reporting requirements of the Safe Drinking Water Act (SDWA)?

[Click to find your utility here!](#)

If you cannot find your utility, please let us know by [submitting a link](#).



AWWA Policy Statement

- Triple-bottom line approach:
 - Economic, environmental, and social elements
- Recognition of locally specific characteristics
- Consider stewardship responsibilities for physical, natural, and human capital assets
- Financial sustainability: Full cost-of-service rate structure; system optimization; asset management program
- Environmental sustainability: Water efficient technologies, energy/water conservation programs, green infrastructure
- Social sustainability: Community engagement, workforce development programs, water footprinting

Statements of Policy on Public Water Supply Matters

Asset Management

Assignment of the Continuing Education Unit and Professional Development Hour

Climate Change

Cross Connections

Developing and Managing Water Resources

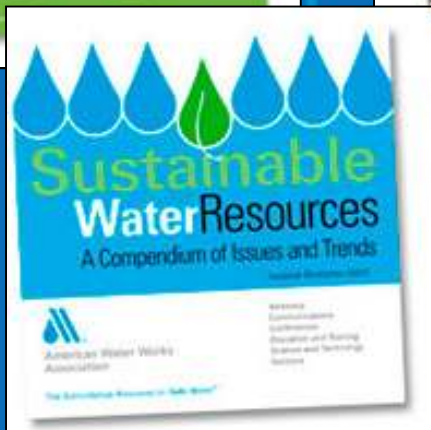
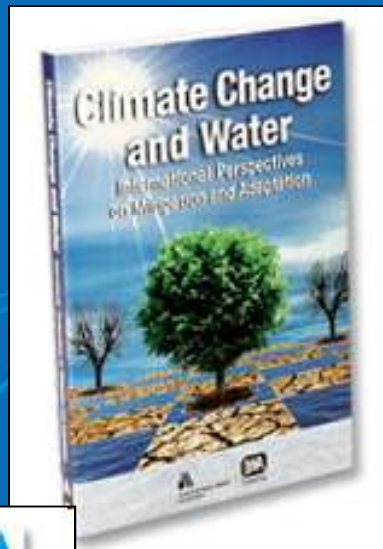
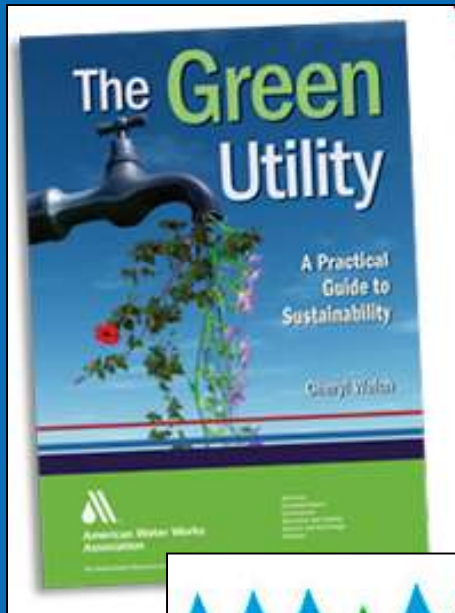
AWWA Official Documents

- > [AWWA Articles of Incorporation](#)
- > [Bylaws of AWWA](#)
- > [Governing Documents](#)
- > [Strategic Plan](#)



AWWA Books & Resources on Sustainability

- www.awwa.org/sustainability



Sustainability Initiatives Coordinating Committee	AWWA Resources	Utility Resources	Global Resources
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Sustainability means providing an adequate and reliable water supply of desired quality – now and for future generations – in a manner that integrates economic growth, environmental protection and social development.

Why is AWWA promoting sustainability?

Sustainability is increasingly referenced as part of the every-day operation of water utilities; however, there is still some confusion about what being a sustainable utility actually means.

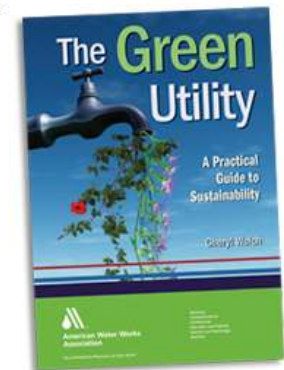
What has AWWA done to promote sustainability?

AWWA established a Sustainability Ad Hoc Committee in 2009 to develop a strategy for AWWA to respond to the water industry's growing interest in the topic of sustainability. The committee adopted a Sustainability Strategy that defined the term (above) and called for creation of this website as a clearinghouse of relevant resources to support the following mission:

AWWA will establish a leadership position among drinking water professional associations on the issue of sustainability. AWWA will develop products and services that help members become more sustainable, and identify functional units that will be responsible for developing them. AWWA will collaborate, as appropriate, with other leading associations to develop these products and services.

What is AWWA's path forward to promote sustainability?

Because sustainability is a cross-cutting



New from AWWA! Order your copy of The Green Utility from the Bookstore today!



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