

AWWA Webinar Program: Designing and Evaluating Effective and Ongoing Drought Communications
July 12th, 2023

Webcast Description

Join us for the latest research on effective water use efficiency communications to engage customers and stakeholders in reducing water use in increasingly dry climates. Topics include fighting drought fatigue, funding WUE programs, and tracking key metrics for success.

Through a recent TEC funded research project, the Water Conservation Division Planning, Evaluation and Research Committee hired Katz and Associates to research past and ongoing communication strategies to communicate drought and water shortage. A guidebook was developed that integrates results from an extensive review of case studies, research on nationwide water use efficiency and drought campaigns and in-depth interviews with 16 state and regional water agencies. The guidebook presents a menu of best management practices and key communication strategies that can support utility staff build an actionable case for implementation. The goal of the webinar will be to review the findings captured in this guidebook, highlighting 1-2 agencies that participated as case studies, and direct webinar participants to the full guidebook resource for more in-depth information.

Learning Objectives:

- Understand key insights from current research drought communications strategies.
- Learn best practices on developing and implementing drought communications.
- Identify new communications strategies and better understand the resources needed to leverage them.
- Be able to establish metrics for success in drought communications campaigns.
Take away actionable resources that can help them implement similar programs at their agencies.

Presenter Biography Information:

Barbara Beran, Account Supervisor Katz and Associates

Barbara brings more than eight years of experience in public relations, media relations, and event management for clients in the nonprofit, water, and transportation sectors. Barbara is a media management professional with demonstrated success and a strong record of excellence in media relations, client relationship management, event planning, brand awareness, brand development, and social media. She has also been successful in developing and implementing public relations strategies, strategic partnerships, key message management, and client and vendor relations.

Sheri Trapp, Communications Manager AMWUA – Arizona Municipal Water Users Association

As AMWUA's Communications Manager, Sheri is responsible for developing communication strategies to assist AMWUA with advocating and communicating proposed policies and positions on water issues affecting its members. She develops and oversees short-term and multi-year public relations projects to increase awareness among elected officials and the public about water management issues and policies; to communicate member cities' successes in water management, including conservation, planning, and building and maintaining infrastructure; and to enhance AMWUA's public visibility to promote our members' ability to provide their residents and businesses with water now and for the future. Additionally, Sheri manages all the social media accounts, develops content for the AMWUA website, creates various communication materials such as stories, blogs, and videos, and works with key community partners and media to communicate and strengthen the overall mission of AMWUA. In 2018, Sheri relocated to the Phoenix area from the Canadian Prairies, where she spent 15 years working in media, communications, public relations, and marketing in professional and amateur sports. Before moving south, she was responsible for developing, leading, and managing the entire Communications and Marketing department for the largest sports administration organization in Saskatchewan.

Elise Miller, Communications Coordinator City of Santa Rosa

Elise Miller is the Communications Coordinator for Santa Rosa Water which provides water and wastewater services to nearly 175,000 residents in Santa Rosa, CA. Elise has 18 years of experience working in the water industry and holds a master's degree in public administration from Sonoma State University. For the last 10 years, Elise has been responsible for managing Santa Rosa Water's strategic communications. This includes strategic planning, brand management, education & outreach, marketing, media relations, and crisis communication.

Beth Moore, Public Outreach Coordinator SNWA – Southern Nevada Water Authority & LVVWD – Las Vegas Valley Water District

Beth Moore joined Authority and District in 2007. Moore's responsibilities include coordinating marketing and outreach efforts for the two organizations. Moore graduated from the University of Nevada Las Vegas with a Bachelor's degree in Communications. She was born in Alaska but has lived in Las Vegas for the majority of her life. She is a wife and mother of two boys and enjoys traveling, boating, and spending time with her family and friends.

Charles Bohlig, Manager of Water Conservation EBMUD – East Bay Municipal Utility District

Charles Bohlig has been with East Bay Municipal Utility District since 2004, where he currently is the Manager of Water Conservation. In this role, he creates, implements, and analyzes their incentive programs, administers their transformation into an informational services group, and directs their water budget program. He is also the District's lead on implementing the State's Long Term Framework water conservation plan. He has co-authored two 10-year Water Conservation Master Plans and three Urban Water Management Plans, forecasting water conservation savings to the year 2050. Before joining EBMUD, Charles was an Energy Analysis for Pacific Gas & Electric Company. He has over 30 years of experience in water and energy

resource management and currently serves on the Board for California Water Efficiency Partnership (CalWEP)

**AWWA Webinar Program: Move the Dial on Your Utility's DEI Program, Part 1
August 9th, 2023**

Webcast Description

In this 2-part series, attendees will hear from utility leaders on learn how to adapt and implement strategies to improve diversity, equity, and inclusion at your utility, regardless of size.

In part 1, utility leaders will speak about evaluating organizational readiness for change, determining a baseline understanding of DEI concepts, and using that information to identify objectives and goals for their utility's strategy. The session will cover the importance of leadership buy-in and how to gain it.

Learning Objectives:

- The importance, and know-how, of crafting, developing, and problem-solving DEI strategy at their utilities.
- How to conceptualize DEI adjustments specific to their utility.
- How to identify key elements for developing a DEI strategy for their utility, convert it into a plan, and take action via leadership buy-in and effective and holistic communication.

Presenter Biography Information

Brianna Huber Director of Water Filtration, City of East Moline Executive Director, Her20®

Brianna Huber is the Founder and Executive Director of Her20 and Director of a municipal drinking water utility. Brianna's water industry career began back in 2014, when she took a job as a Chemist/Assistant Department Head at a municipal drinking water utility. Prior to that, she had spent all her professional career on the medical side of public health. In 2019, Briana attended the UN Commission on the Status of Women, where she met women in water and sanitation from around the world. She was able to engage in high-level conversations with other water professionals, UN Delegates, academics, and Parliamentarians about the challenges of women in water and sanitation globally and current efforts to empower them. This, along with other experiences on the international level, led Brianna to found Her2o, whose mission is to SEE women's participation in global water management.

Karen Rentz, Director of Human Resources Toho Water Authority

Karen is the Chief People Officer at Toho Water Authority in Central Florida. Toho is the primary water, wastewater, and reclaimed water provider for Osceola County and also provides services in adjacent counties. She has been with Toho since early 2021 and has more than 25 years of

Human Resources experience. Before Toho, Ms. Rentz spent almost a decade in the state of Florida's University system managing Human Resources and overseeing university wide DEIB [diversity, equity, inclusion, and belonging] programs. She has Human Resources experience at a Fortune 100 company and a large air and ground emergency medical services provider with domestic and international operations. Ms. Rentz has a master's in human resources, is PHR and SHRM-CP certificated, maintains multiple diversity and EEOC certifications, and holds the national PROSCI change management certification.

**AWWA Webinar Program: Move the Dial on Your Utility's DEI Program, Part 2
August 16th, 2023**

Webcast Description

In this 2-part series, attendees will hear from utility leaders on learn how to adapt and implement strategies to improve diversity, equity, and inclusion at your utility, regardless of size.

In part 2, speakers will share the importance of having an education and communication strategy before beginning outreach to the community for workforce development or launching a DEI initiative. They will identify key areas, objectives, and goals to include in overall communication strategies to advance DEI in the utility.

Learning objectives:

- The importance, and know-how, of crafting, developing, and problem-solving DEI strategy at their utilities.
- How to conceptualize DEI adjustments specific to their utility.
- How to identify key elements for developing a DEI strategy for their utility, convert it into a plan, and take action via leadership buy-in and effective and holistic communication.

Presenter Biography Information

Chi Ho Sham, Ph.D. Independent Consultant & Past President of American Water Works Association

Dr. Chi Ho Sham is currently an independent consultant who has been working on drinking water and source water protection for over three decades. He is a strong advocate of diversity and inclusion in the workplace and professional organizations. He has served as the chair of AWWA's Technical & Educational Council and as the Presidential of AWWA from 2021 to 2022.

Brianna Huber Director of Water Filtration, City of East Moline Executive Director, Her20®

Brianna is both the Founder/Executive Director of Her20®, an international 501c3 supporting

women in water and sanitation, and Director of Water Filtration at a municipal drinking water utility. She achieves her primary goal of building the future of water by focusing on four important facets of the water industry: women in water, internships & mentoring, smart water & analytics, and emergency management. She is active on several committees and coalitions, and holds a BA in biology, an MS in Health Science, and an MBA in Business Analytics.

Calvin D. Farr, Jr., PE General Manager/CEO Prince William County Service Authority

Calvin D. Farr, Jr. is the General Manager/CEO for the Prince William County Service Authority (PWCSA), the largest combined water and wastewater utility in Virginia, serving more than 360,000 customers in a growing and diverse community of Prince William County, VA. PWCSA is a nationally recognized model for excellence, sustainability, industry best practices and environmental stewardship. Mr. Farr has 25 years of public and private sector utility industry experience, including water, wastewater, stormwater, and natural gas. Before joining PWCSA, Mr. Farr was the Director of Public Utilities (DPU) for the City of Richmond, VA. DPU serves more than 500,000 customers in the City and the surrounding metropolitan region. Within Virginia, DPU is one of the largest water producers and maintains the largest combined sewer system. The department is also leading the effort to implement a long-term Clean Water Plan to achieve “Cleaner Water Faster” through the RVAH2O Initiative, an innovative partnership between city government and passionate citizens to make progress by reducing pollution and flooding and keeping waters swimmable

AWWA Webinar Program: H2O Talent Flow: Latest Insights for Utility Workforce Development Webinar

August 30th, 2023

Webcast Description

This webinar will focus on workforce development and the Partnership for Safe Water's ethos of excellence. Expert panelists from The Water Research Foundation, US Water Alliance, City of Westminster, and Metropolitan Water District of Southern California will discuss operational challenges and workforce management while sharing the latest in workforce research.

The Water Research Foundation will lead us through workforce research that has been completed to date, joined by the US Water Alliance, highlighting their most recent workforce recommendations (published Aug. 2023). The City of Westminster, CO, and the Metropolitan Water District of Southern California will focus on their workforce and engagement challenges and discuss how the Partnership's framework and culture of excellence helped them create an action plan for success.

Topics will also include effective training programs, staff retention and engagement, and getting buy-in to a culture of excellence.

Learning objectives:

- Access the most up-to-date research on workforce management from the WRF and US Water Alliance.
- Become familiar with issues the current workforce proposes to daily operations
- Understand Partnership utilities' tactics to attract and retain employees.
- Recognize the long-term effects of workforce planning and future operations.
- Access the Partnership for Safe Water and partner resources to address workforce issues.

Presenter Biography Information:

Miriam Hacker Research Program Manager Water Research Foundation

Dr. Miriam Hacker serves as a Research Program Manager at WRF, building bridges between research and practice. Her area of expertise includes the Workforce Management, Water Reuse, and Decentralized Systems Research Areas at the Foundation. Miriam earned her degrees in civil engineering at the University of Washington with an emphasis in construction, energy, and sustainable infrastructure. Her professional experience includes local permitting, stormwater management, network development, and applied research.

Ruthie Redmond Sr. Program Manager, Strategic Initiatives US Water Alliance Ruthie is Senior Program Manager, Strategic Initiatives at the US Water Alliance where she leads work that seeds and supplements various programs and helps innovative policies develop and spread. She has over 12 years of environmental and water policy experience in Texas, Arizona, and California. Her passion for water stewardship stems from both learned and lived experiences, as her family is from a rural central Texas town that has struggled to provide residents with clean drinking water for decades. Ruthie focuses on water policy and practices that integrate the “three E’s” of Sustainability: economy, environment, and (social) equity.

Andrea Song P.E., CWP, PMP Utilities Division Manager City of Westminster | Public Works and Utilities

Andrea is a PE and licensed “A” certified water operator, currently serving as Utilities Division Manager at the City of Westminster, Public Works and Utilities Department. She plans, organizes, directs, and leads the entire utilities operations and maintenance team, which is comprised of Water Treatment and Distribution, Wastewater Collection and Treatment, Reclaimed Water Treatment and Distribution, Utility Billing, and Stormwater. She has 26 years of industry experience that is a combined 11 years as a consulting design engineer and 15 years public utility operations management.

Heather Collins, P.E. Assistant Group Manager, Water System Operations Metropolitan Water District of Southern California

Heather is the Assistant Chief of Operations for the Metropolitan Water District of Southern California. She assists with leading a team responsible for the reliable delivery of high-quality

imported water to southern California. This team includes over 950 employees responsible for operating and maintaining Metropolitan's Colorado River Aqueduct, treatment and distribution facilities; planning and scheduling water deliveries and power operations; and ensuring compliance with water quality, safety, and environmental regulations. Her team also provides in-house manufacturing, construction, emergency response and maintenance engineering services. Heather is the lead on regulatory & permitting efforts for Metropolitan's Pure Water Southern California, a planned 150-million gallon per day, water purification program to beneficially reuse water for groundwater recharge and potential raw water augmentation adding resiliency to Metropolitan's water supply portfolio. Heather is Registered Civil Engineer and licensed Water Treatment Operator, and currently serves as AWWA Association Director, Past Vice-President and a member of the Water Utility Council.

JR Rhoads, Plant Manager Jensen Water Treatment Plant

JR Rhoads is the manager of Metropolitan Water District's Joseph Jensen Water Treatment Plant; a 750 million gallon per day conventional treatment plant that has achieved Phase IV of the Partnership for Safe Water. JR has worked with Metropolitan for nearly twenty years as a process engineer and operations manager specializing in treatment plant optimization and regulatory compliance.

AWWA Webinar Program: All In One Place— Water Project Planning and Funding Clearinghouses

September 6th, 2023

Webcast Description:

The funding gap for providing potable water is overwhelming. Understanding the available funding and how to access it can be equally overwhelming. Learn about tools, strategies, and resources to access funding for source water protection and other drinking water needs.

In brief, the Resilient Strategies Guide introduces drinking water, wastewater, and stormwater utilities to the adaptive planning process. Utilities can use the Guide to identify their planning priorities, vulnerable assets, potential adaptation strategies, and available funding sources. Supplemental to this tool is the FITS, which serves as a one-stop-shop tool that explains how users can integrate various federal funding sources to support activities that protect drinking water sources specifically.

Each of these tools offer self-guided navigation. The MI Water Navigator provides free technical assistance and resources to communities across Michigan in applying for state and federal water infrastructure funding while utilizing a "customer service" style Helpdesk managed by water infrastructure experts from OHM Advisors. The Helpdesk is a platform where public and

private water systems can contact the Helpdesk team for assistance navigating and applying for state and federal funding for water infrastructure projects.

By highlighting these federal tools, we expand the knowledge of these funding sources and can assist in matching eligible projects to funding sources. Though this webinar also highlights a state-specific tool, we hope other state municipalities can utilize the information to find similar funding or be inspired to create a similar clearinghouse of funding resources.

Learning Objectives:

- Find and navigate the EPA's Resilient Strategies Guide and FITS site.
- Find and navigate the Michigan Municipal League Foundation's MI Water Navigator site.
- Understand where to search for additional funding resources.
- Identify resources for funding events, training opportunities, webinars, toolkits, and guides.
- Be able to apply this knowledge to select the funding opportunities best suited for their community.
- Access the Partnership for Safe Water and partner resources to address workforce issues.

Presenter Biography Information:

Joe Fazio, GM, Flume Data Labs

Joe is a 30 year veteran of the computer software industry with deep experience in Product Marketing and Product Strategy. He co-founded two different software companies. At Flume, Joe is currently spearheading Flume's data services practice and is delivering deep analytical insights to its enterprise customers.

Ken Jenkins, Chief Water Resource Sustainability Officer California Water Service

Ken Jenkins is the Chief Water Resource Sustainability Officer at California Water Service Group, a regulated water utility serving two million people in California, Hawaii, New Mexico, Texas, and Washington. He is responsible for long-term water supply sustainability, including water resources, conservation, water loss control, drought response, and climate change. He serves as a Board member of the California Water Efficiency Partnership and graduated from Beloit College with Bachelor of Arts degrees in Economics & Management and Political Science.

AWWA Webinar Program: Presented by Flume: Expanding Water Agency Data and Intelligence with AMI and Monitoring Technologies
September 26th, 2023

Webcast Description:

For water utilities and municipalities looking to better understand residential household water usage, plan for the future, ensure optimal day-to-day operations, and optimize infrastructure and seasonal planning, it's critical to have quality, granular intelligence.

To get these kinds of insights, utilities are well suited by implementing smart metering infrastructure like AMI alongside customer-level monitoring devices like Flume and then using the latest in AI and machine learning to glean meaningful insights from the data. These technologies have also provided customers with the information they need in real-time so that they can easily identify problems and manage their behavior.

In this webinar, we will highlight how utilities should be thinking about data analysis, and how leading water agencies have successfully leveraged insights from leading technologies to improve performance.

Learning Objectives:

- What are customer-installed water monitoring devices and how are they different than AMI?
- What type of rich, fixture-level data can be provided by these devices and how can it be used to improve service?
- How can AMI and water monitoring devices co-exist? (and why they should)
- What benefits do customers get from this technology? (water savings and leak mitigation etc.)
- What have early adopter utilities learned (and continue to learn) from the data from these devices?

Presenter Biography Information

Joe Fazio, GM, Flume Data Labs

Joe is a 30 year veteran of the computer software industry with deep experience in Product Marketing and Product Strategy. He co-founded two different software companies. At Flume, Joe is currently spearheading Flume's data services practice and is delivering deep analytical insights to its enterprise customers.

Ken Jenkins Chief Water Resource Sustainability Officer California Water Service

Ken Jenkins is the Chief Water Resource Sustainability Officer at California Water Service Group, a regulated water utility serving two million people in California, Hawaii, New Mexico, Texas, and Washington. He is responsible for long-term water supply sustainability, including water resources,

conservation, water loss control, drought response, and climate change. He serves as a Board member of the California Water Efficiency Partnership and graduated from Beloit College with Bachelor of Arts degrees in Economics & Management and Political Science.

AWWA Webinar Program: Best Practices in Utility Communications: Tips and Tricks from the Pros
September 27th, 2023

Webcast Description:

Silence is not an option. Need help building a communication strategy or making the case for an investment in communications? Learn from pros in the water community and get tips and tricks to grow the water brand.

Communicating. Telling Your Story. Strengthening Public Trust. There's a growing appreciation in the water industry on the value of strategic communications. But, where do you start? How do measure success? And, how do you make the case for an investment in communications? Communication professionals (and volunteers on the Public Affairs Committee) at four water utilities will share best-practices for a communications strategy. Attendees will see how to make the case for investment in communications, where to start with limited staff, and review examples of strategies that work.

Learning Objectives:

- Identify at least three opportunities in their community for communication strategies
- Use a simple model to develop a communication plan with three key messages
- Articulate the value of proactive and consistent communications
- Scale a communications team

Presenter Biography Information

Doug Shackelford; Dir. of Public Affairs and Communications Central Arkansas Water

Doug Shackelford loves to talk about water. He has that opportunity daily in his role as Director of Public Affairs and Communications at Central Arkansas Water. Shackelford serves as the spokesperson for the utility and oversees all media relations, brand management, education, and community outreach programs

Monica Hoyt Education and Outreach Manager Central Utah Water Conservancy District

After over 25 years as a scientist, Monica has transitioned into science communications. She has worked to bridge the communications gap between water professionals and the general public. Her combination of industry knowledge and practical communication skills come into play as Monica communicates with everyone, from second graders to legislators. With a goal to help Utah's citizens appreciate the science and engineering required for that clean drink of water, she looks forward to the next water conversation.

Mandy Cawby Director of Customer Relations WaterOne

As Director of Customer Relations for WaterOne, Mandy oversees Customer Service, Meter Services, and Communication. Since joining the utility in 2012, her role has been to champion the customer experience in every aspect of WaterOne's business. Mandy's background is in city management. She has a B.S. in Public Relations from Illinois State and is on the PAC