REBRANDING: CLEAN WATER PROFESSIONALS

Valerie Lucas, PE
Executive Director
We are starting a grassroots cleanwatermovement working with utilities across KY & TN to clean up our collective story.
Why now?
WEF estimates 220,000 water job openings every year from now until 2026.
Water Research Foundation projects that in the next 10 years roughly one-third of all current water utility workers will retire.
And, currently, only 15% of the water workforce are women.
The US EPA Clean Water Needs Survey shows a combined need of $9 billion for clean water projects in Kentucky and Tennessee.
Investing in Essential Clean Water projects is a critical part of recovering from the COVID-19 pandemic.
Each job in Water Infrastructure construction adds 3.68 jobs to the economy.
So how do we attract new and diverse talent to our sector?
Perhaps it's time to own our awesomeness.
it’s time to tell a new story.
The only way to change how they talk about us is to change the way we talk about ourselves to others.
Help us leverage our work for the good of our communities.

Become a Clean Water Partner today.

#cleanwatermovement
Clean Water Partners commit to a culture shift.
what used to be...  is now...

wastewater treatment plant.................................water resource recovery facility (WRRF)
wastewater industry........................................................water sector
wastewater jobs................................................................water quality careers
wastewater utility.................................................................clean water utility
wastewater operators.......................................................clean water operators
effluent wastewater........................................................reclaimed water
Through these partnerships, our sector will be reminded of our purpose and passion to provide clean water for all.
A “clean water” title is all encompassing and focuses on our vision. We’re all passionate about clean water and want to be more clearly visible to those outsiders that want to learn and engage in what we do.

Michelle Hatcher
Director of Water Management
Franklin, TN
What sparked your passion for water?

I first became interested in civil engineering in middle school. Doing meaningful work and contributing to the greater good were criteria I wanted my future career to meet. I have really found my niche in wastewater. It's all about providing an essential service to society and protecting the environment.

Everyday is a learning experience and another opportunity to make an impact!

- Emily Epperson
Lexington Fayette Urban County Government
• Launch at WPC19
• Official name change at Annual Meeting 2020
• Roadshow Presentation featured at WEFMAX, KSA, TNSA, AWRA
• Onboarding Folder
• Promotional Materials:
  ◦ Stickers
  ◦ T-Shirts (delivered 30 t-shirts to each of our Clean Water Partners)
• Monthly email to members
• Website
• Training resources
• Social media guide & posts
• Campaign & rebranding nationally recognized

The Clean Water Movement TO DATE
Clean Water Movement PROGRESS

Adopting New Naming Conventions for Plants

City of Murray, KY
Bowling Green Municipal Utilities
First Utility District of Knox Co

Kick-Off Meetings & Education at BGMU

I knew we had turned a corner when I overheard a phone call answered as “Water Recovery Facility” by an individual several weeks after our kick-off meeting. I knew at that point the message had been taken to heart.

- Doug Kimbler, BGMU

Updating Language on Public-Facing Websites

"First Utility District is in the beginning stages of several upgrades to our Water Resource Recovery Facility (previously called a wastewater plant)."
• How can we gain a greater adoption of the clean water movement?

• What things can be done within organizations to help with adoption of clean water language?

• How do we measure success?
CONTACT INFORMATION

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