

Water Supply Replenishment Executive Seminar

The Executive Seminar is a great way for utility managers to immerse themselves in the important issues inherent in proposing Water Supply Replenishment. The Executive Seminar is a full-day collaborative workshop designed to create the following benefits:

Understanding - Helping utility managers clearly understand the public perception challenges that come with proposing Water Supply Replenishment, and the root causes behind these challenges.

Tools - Providing utility managers with trust-building tools that will enhance the utility's reputation, and ensure that Water Supply Replenishment gets fair consideration.

Taking Action - Creating a list of specific challenges facing the local utility, and specific strategies for addressing those challenges.

Major Topics

Fundamental Principles of Perception and Trust
Being Clear About Value and Demonstrating Integrity

- Investing in Water Reliability
Making a Compelling Case for Investment in New Water Supply
- Creating Water Quality Confidence
Establishing the Utility as the Trusted Source of Quality
- Turning Conflict and Opposition into Assets
Embracing Conflict and Developing Relationships with Opponents
- Ensuring a Good Policy Decision
Covering Policy Makers with a Strong Foundation of Support
- Creating a Strategic Plan and Timeline
Planning a Multi-Year Dialogue with Your Community
- Applying the Principles and Tools to Your Community
Assessing Specific Community Risks and Identifying Appropriate Utility Responses

These topics will be addressed in a collaborative environment, and will cover the application of tools developed by the WaterReuse Foundation. Tools include case studies, sample communications, white papers, and simple checklists for implementing best practices.

