

National Water Research Institute

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NWRI Releases White Paper on Benefits of Direct Potable Reuse

NWRI is pleased to announce the publication of “Direct Potable Reuse: Benefits for Public Water Supplies, Agriculture, the Environment, and Energy Conservation,” a 20-page NWRI White Paper that focuses on the role that direct potable reuse (DPR) could have in the management of water resources in the future.

DPR involves the introduction of purified municipal wastewater into a water treatment plant intake or directly into the water distribution system. Water researchers and practitioners are interested in DPR because it can provide a reliable and sustainable local water supply.

The NWRI White Paper was prepared by Edward Schroeder, George Tchobanoglous, Harold L. Leverenz, and Takashi Asano of the University of California, Davis. In it, the authors point out that the potential benefits accrued for agriculture, environmental preservation and enhancement, and energy conservation through the application of DPR may be even more important than its ability to provide an alternative supply of water.

They illustrate these benefits with a case study based on Southern California, which demonstrates that DPR can stabilize water supplies for a large urban population and major agricultural region, as well as result in energy savings ranging from \$50 to \$87 million per year.

To download the NWRI White Paper, please visit www.nwri-usa.org.

Hold Your Next Conference or Workshop with NWRI

NWRI is seeking partners to hold conferences or workshops on topics in water, wastewater, and water resources.

We are experts in event planning, having held over 60 conferences, workshops, symposiums, and short courses with over 200 collaborators from around the globe. Our events are streamlined, cost-effective, and well-organized. The purpose is to provide training and information to address relevant issues in the water industry.

Our services include:

- Experienced event planning and management (such as venue search and contract, speaker solicitation and travel, sponsor solicitation, and program development).
- Registration (including online registration and tracking).
- Promotion (announcements, press releases, brochures, and more).

- Professional staffing (including the planning team, onsite support team, graphics, and communications).

For more information about holding a conference or workshop with NWRI (including a conference brochure), please visit <http://www.nwri-usa.org/conferences.htm>. For direct inquiries, please contact Jeff Mosher, NWRI Executive Director, at jmosher@nwri-usa.org or 714-378-3278.

Nomination Deadline for NWRI Clarke Prize – March 1

NWRI is accepting nominations for the Nineteenth Annual Athalie Richardson Irvine Clarke Prize for excellence in water research. The deadline for nominations is March 1, 2012.

NWRI established the Clarke Prize in 1993 to award outstanding individuals who are significantly and actively contributing toward any of the following areas: the discovery, development, improvement, and/or understanding of the issues associated with water quality, quantity, technology, or public policy.

The Prize, which includes a medallion and \$50,000 award, is one of only a dozen prizes that awards scholarly and practical achievements in water research. The 2011 recipient was engineer Mark R. Wiesner, Ph.D., P.E., of Duke University, who was selected because of his groundbreaking efforts and leadership in improving water quality through advancements in membrane and nanotechnology research (download his Clarke Lecture at www.nwri-usa.org/laureates.htm).

Additional information about the Clarke Prize, including nomination procedures, may be found at www.nwri-usa.org/nominations.htm.

Use the Consumer Confidence Report to Build the Utility Brand

The Utility Branding Network (UBN) can help water utilities use the Consumer Confidence Report (CCR) to build confidence in tap water and public trust in the utility.

The UBN has a 2-page tool and checklist called, “Using the Consumer Confidence Report to Build a Positive Brand,” that can be downloaded at <http://www.nwri-usa.org/pdfs/UBNCCRChecklist.pdf>.

Below is an example of the helpful information provided in the UBN tool:

Become the “Source of Quality” - The objective of the CCR should be to increase confidence in the water. However, we have another important branding objective: to establish the utility as the trusted source of quality. This is important because people tend to associate water quality with its physical source (“Water from a mountain spring is best”). Consumers need to understand that investment, competency, and diligence on the part of the utility are what make water fit for drinking and other uses. This source of quality brand reflects the importance of appropriate investment and the local utility’s values. This brand is especially important when implementing new sources of water, such as recycled water and brackish groundwater.

The Utility Branding Network is committed to ensuring that water and wastewater agencies are trusted and that the rate-setting process fully funds utility operating costs and needed capital investments. The Network is managed by NWRI on behalf of water and wastewater agencies. To become a member of the Network, please contact Jeff Mosher at jmosher@nwri-usa.org. For more information about the Utility Branding Network, please visit www.utilitybranding.net.

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