Growth Opportunities In The One Water And Alternative Onsite Water Reuse Movements

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Innovative Water Solutions LLC

15th Annual Conference
25th Anniversary
Las Vegas, Nevada
One Water promotes the management of all water within a specific geography — drinking water, wastewater, rainwater, stormwater, groundwater, surface water, and greywater — as a **single resource**, a resource that must be managed holistically, viably and sustainably.
The OLD Way...
The ONE WATER Way...
# Traditional vs. One Water Approach

<table>
<thead>
<tr>
<th>Management</th>
<th>Traditional Approach</th>
<th>One Water Approach</th>
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</thead>
<tbody>
<tr>
<td><strong>Overall Approach</strong></td>
<td>Integration by accident challenged by physical and institutional silos</td>
<td>Physical and institutional integration by design</td>
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<tr>
<td><strong>Stakeholder Collaboration</strong></td>
<td>Outreach after pre-selected solution</td>
<td>Engage early and often to identify solutions</td>
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<tr>
<td><strong>Infrastructure Selection</strong></td>
<td>Conventional materials concrete, metal or plastic</td>
<td>Mimic nature with green materials - soil, vegetation, or natural systems</td>
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<td><strong>Stormwater Management</strong></td>
<td>Convey away from urban area</td>
<td>Harvest as a new supply source</td>
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<tr>
<td><strong>Wastewater Management</strong></td>
<td>Treat to dispose in the environment</td>
<td>Treat to reuse water and recover nutrients and energy</td>
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<tr>
<td><strong>Water Demand Management</strong></td>
<td>Invest in new supply sources and new infrastructure</td>
<td>Prioritize local control by reducing demands (conservation) and reusing supplies</td>
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<tr>
<td><strong>Technology and Solutions</strong></td>
<td>Rely on proven technologies and siloed engineering solutions to deal with individual components of the water cycle.</td>
<td>Seek diverse solutions, innovative technologies and ecological strategies that encourage coordinated decisions by water managers, urban designers and landscape architects</td>
</tr>
</tbody>
</table>

*Source: Taffler, Kennedy Jenks Consultancy*
One Water Approach

#1 Reliable and Resilient Water Utilities

#2 Thriving Cities

#3 Competitive Business and Industry

#4 Sustainable Agricultural Systems

#5 Social and Economic Inclusion

#6 Healthy Waterways

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Population Growth

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Climate Change

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Climate Change

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Complex!
Simple!
One Water Projects: Municipal-Scale

- Water, wastewater, rainwater, stormwater master plans
- Urban water management plans
- Integrated regional water management plans
- Conjunctive use and supply reliability plans
- Water use efficiency (water conservation) plans and programs
- Groundwater management plans
- Stormwater management plans / projects
- Water rate studies and rate structure development and support
WHAT'S IN IT FOR ME?
One Water Projects: Site or Building Scale

• This scale of project is what makes up the totality of the One Water paradigm
• Ultimately, you will become the designer or installation contractor of these systems
• Without YOU, One Water would just be a concept
• New AND Retrofit projects
One Water Projects: Site or Building Scale

• Green infrastructure
• Water efficiency upgrades
• Irrigation system installations or upgrades
• On-site Non-potable Water Systems
  • Rainwater / Stormwater harvesting systems
  • Graywater reuse systems
  • AC condensate recovery systems
  • Blackwater treatment systems
US Water Alliance partnered with the Water Research Foundation

Established the National Blue Ribbon Commission as a coalition of public health agencies and water/wastewater utilities advancing the safe, practical, and sustainable implementation of onsite non-potable water systems
Retrofit Opportunities

Property Assessed Clean Energy (PACE) programs to help property owners finance renewable energy, energy efficiency, water efficiency, and resiliency upgrades to homes and businesses.
So How Do I Get There?

• Become the Go-To expert
• Get a license
• Go back to school
• Attend conferences
• Take Continuing Education Classes
• Partner with other companies
• Hire for growth
Become the Go-To Expert

- Start presenting
- Organize local workshops
- Host Lunch-and-Learn event for architecture and engineering firms
- Connect with local influencers on social media
TED Talks are influential videos from expert speakers on a variety of subjects, given at TED Conferences around the world.
Services with State Licensing

• Backflow Prevention Device Testing
• Cross Connection Testing
• Irrigation System Design / Installation
• Water Treatment
• Plumbing
• Septic System Design / Installation
Other Services or Licenses

• ASSE Series 211xx Rainwater Catchment Systems Certifications
  • Series 21110 – Installation
  • Series 21120 – Designer
  • Series 21130 – Inspector

• Landscape Design / Installation

• System Maintenance
At least when it comes to marketing...

• Preemptive marketing

• Test the local market

• But have a goal !!

➢ Define approximate goal

➢ Execute path towards approximated goal

➢ Measure deviation and re-iterate to make changes to goal
Hyde Park, Austin Project
Stormwater Management + Rainwater Collection
Questions?

Thank you!
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