

# Application of DE&I Initiatives to Drive Successful Community Outreach

NEWWEA Annual Conference

January 23, 2023



# Agenda

**1 DE&I and Water**

**3 Developing an  
Equitable Program**

**2 DE&I in the  
Water/Wastewater Industry**

**4 Closing Remarks**

# DE&I and Water

# Diversity, Equity, and Inclusion

*Diversity of People & Perspectives*

Diversity

Inclusion

*Inclusion via Power,  
Voice & Organizational  
Culture*

Equity

*Equity in Policy,  
Practice & Position*

## How does it relate to Water?

- Access to Clean Water and Wastewater Services
- If water is for everyone, so is the water industry

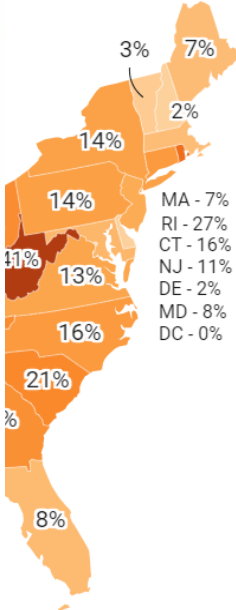
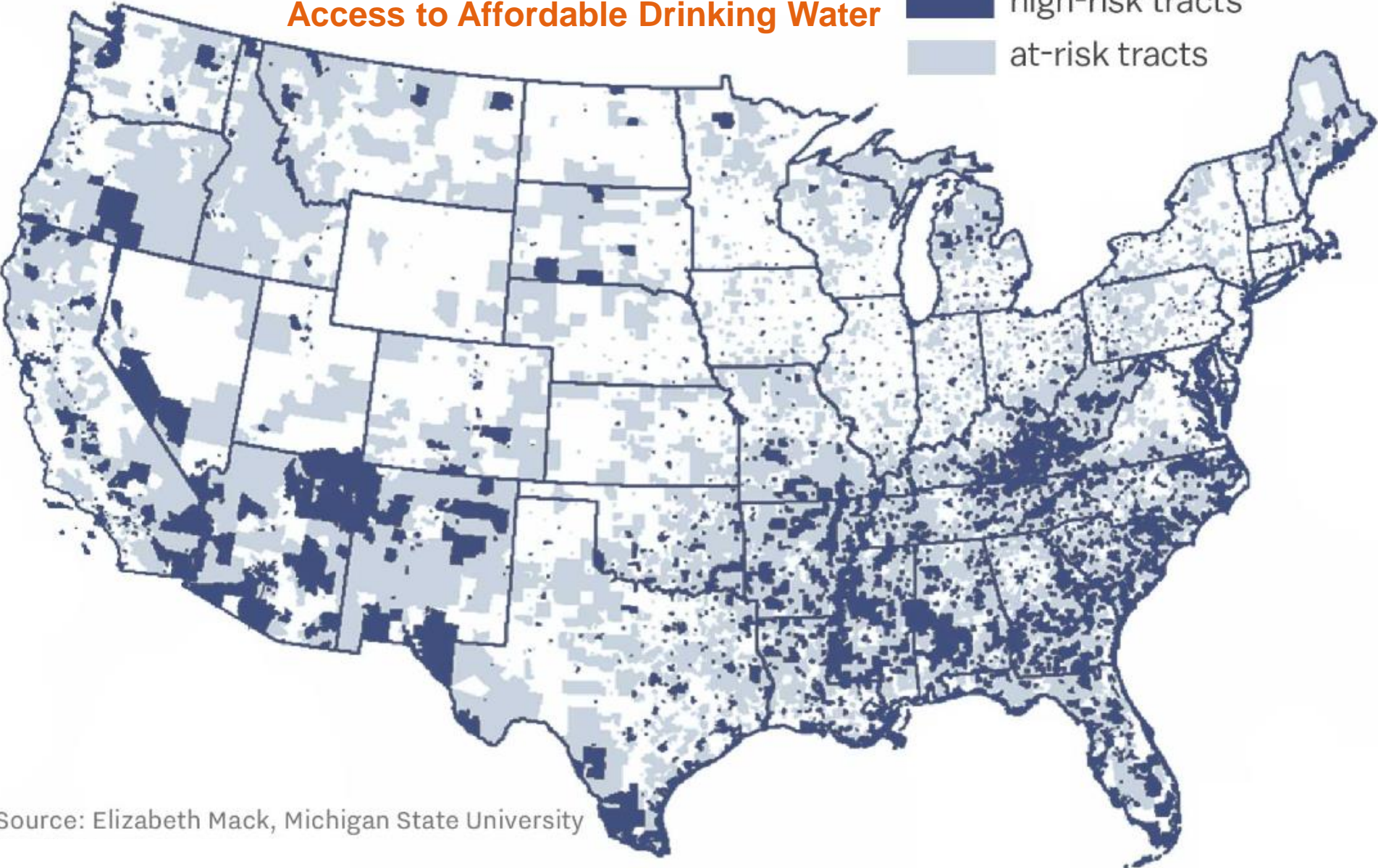
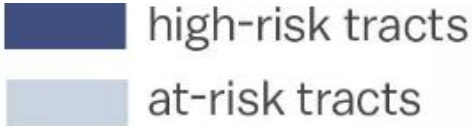




# Distressed Communities Index



## Access to Affordable Drinking Water



### Distrib

- Prosperous
- Comfortabl
- Mid-tier
- At Risk
- Distressed

Source: Ecor

Source: Elizabeth Mack, Michigan State University

# Inequities around Water Access

## Root Causes

- Race and Class
- Socio-economic Status

## Existing Barriers

- Legacy discrimination and bias in planning and zoning
- Disparity in regulatory enforcement of water policies
- Critical data gaps and budgetary constraints for agencies
- Distrust in the political discourse





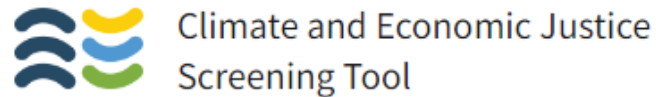
# Federal Action on Environmental Justice

- **Justice40 Initiative:** 40% of certain Federal Investments directed to disadvantaged communities



Climate Change, Energy, Health, Housing, Pollution, Transportation, Workforce  
**Clean Water and Wastewater**

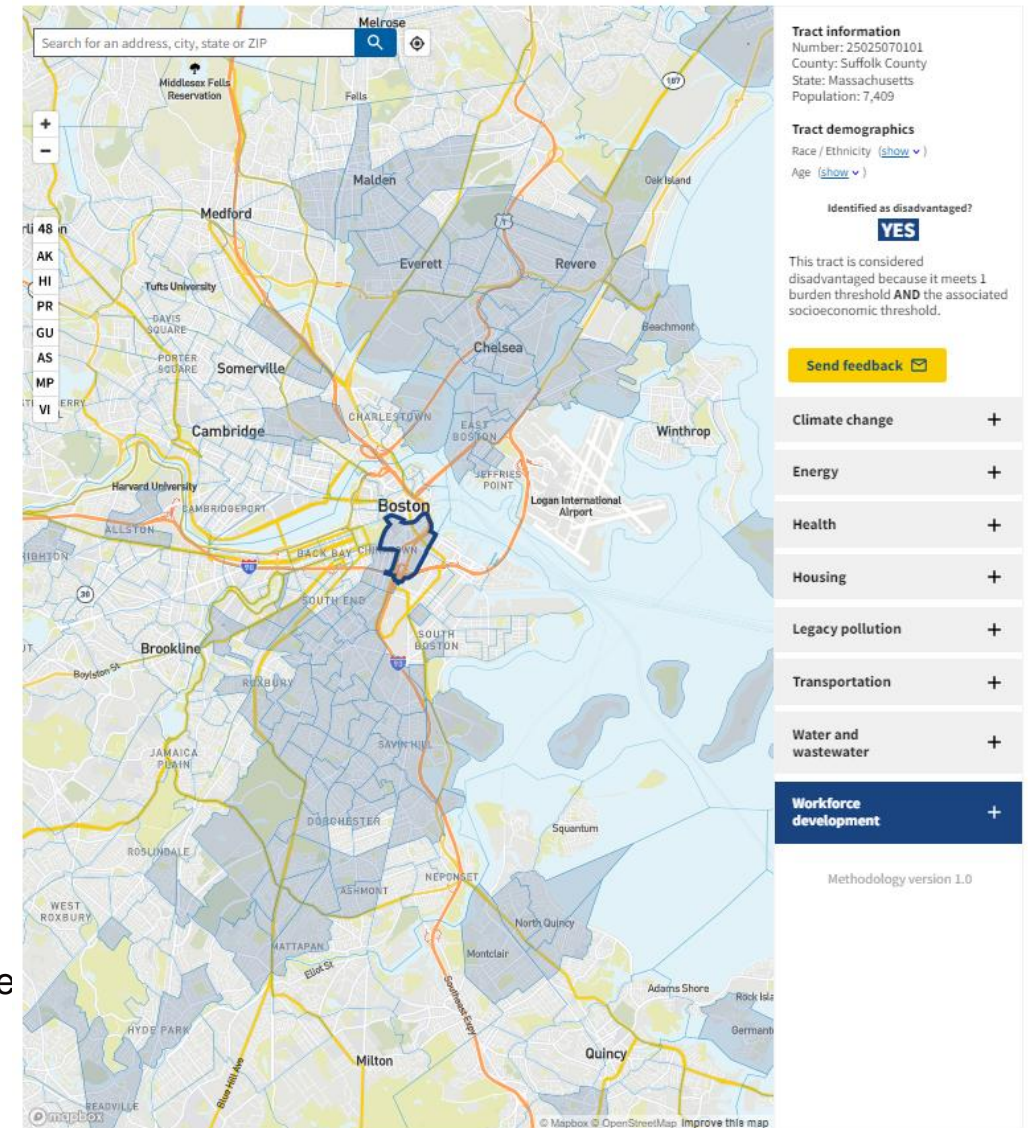
- **Climate & Economic Justice Screening Tool:** Help federal agencies identify underserved communities to implement Justice40 Initiative goals



- **Environmental Justice Scorecard:** Track agencies performance on environmental justice
- **Climate Law included \$3 Billion in Equity Block Grants**
- EPA announced \$100 million in Environmental Justice Grants under:



- **EJCPS** : Collaborative Problem-Solving Cooperative Agreement Program
- **EJG2G** : Government- to-Government Program



# DE&I in the Water/Wastewater Industry



# Water Workforce DE&I Conversations

- Lack of Diversity in the Workforce
- Improving workplace DE&I has become a top priority in the water sector
- Groups and networks to create greater equity and opportunities
  - ❑ Ethnicity & Heritage
  - ❑ Age
  - ❑ Gender
  - ❑ LGBTQIA+
  - ❑ Access and Neurodiversity

## Why DE&I is important to our industry?



**NO PEOPLE.  
NO WATER.**

# Developing an Equitable Program

# Environmental Justice Criteria in New England States



Connecticut  
Department of Energy & Environmental Protection

CT.gov Home / Department of Energy & Environmental Protection / Environmental Justice / Environmental Justice Communities

- How Do I... >
- About Us >
- Energy >
- Environmental Quality >
- Natural Resources >
- Outdoor Recreation >
- Public Utilities Regulatory Authority (PURA) >

Search Department of Energy & Environmental Protection

by Keyword

## Environmental Justice Communities

The applicable facilities must be located in a municipality on the [Connecticut Department of Economic and Community Development \(DECD\) list of distressed municipalities](#) (also listed here below) or in a defined census block ([see new map link below](#)) to be considered under section 22a-20a of the General Statutes and the Environmental Justice Policy.

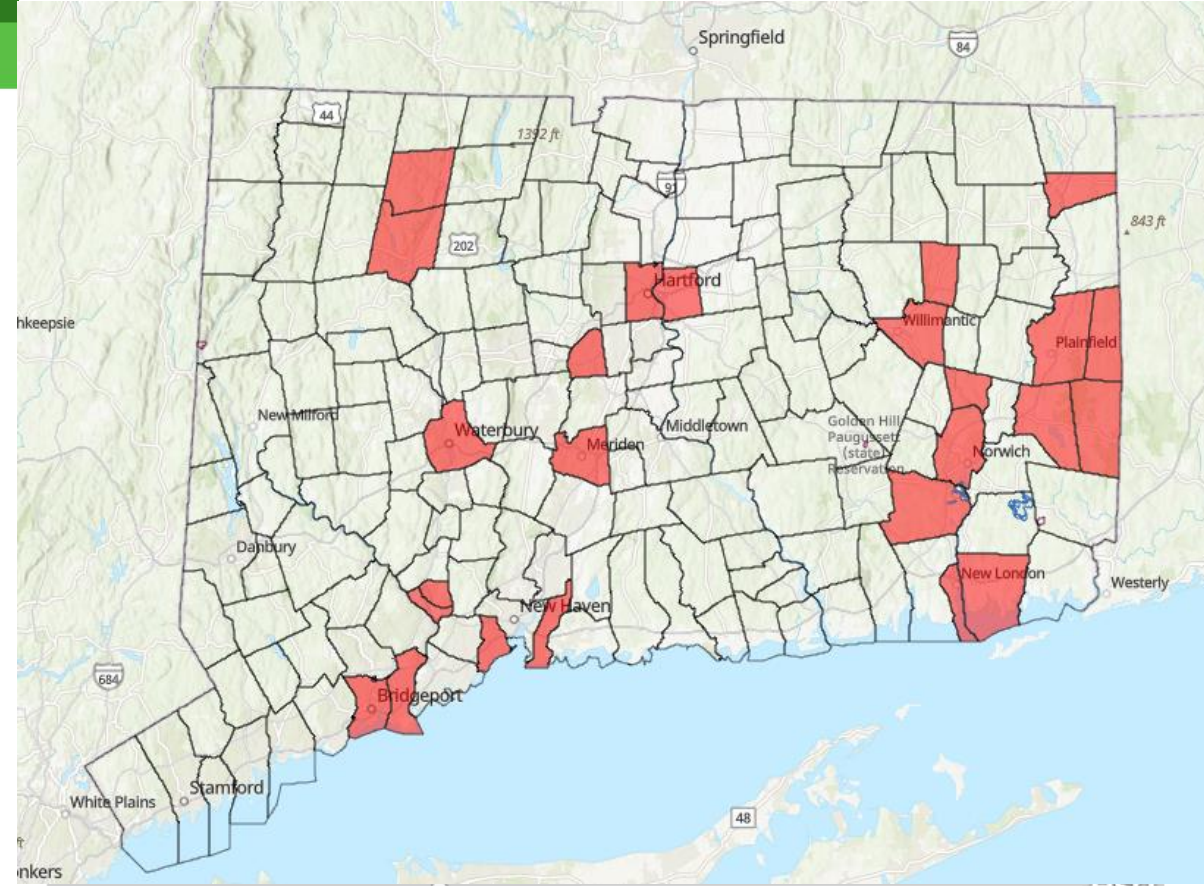
View the [DECD Methodology](#) (listed below) used to determine the rank of the 169 CT towns with respect to distressed municipalities.

### DECD List of Distressed Municipalities

2022 Distressed Municipalities List			2022 Distressed Municipalities List		
Ranked by Score			In town alphabetical order		
Windham	1,447	1	Ansonia	1,391	2
Ansonia	1,391	2	Bridgeport	1,301	10
New London	1,368	3	Bristol	1,151	23
Norwich	1,363	4	Chaplin	1,251	13
Hartford	1,344	5	Derby	1,231	14
Sprague	1,342	6	East Hartford	1,288	11
Griswold	1,329	7	East Haven	1,206	17
Waterbury	1,315	8	Griswold	1,329	7
New Britain	1,304	9	Groton	1,175	22
Bridgeport	1,301	10	Hartford	1,344	5

## Interactive Map

To find out if a property is located in an Environmental Justice area, please type the address in the search bar below.



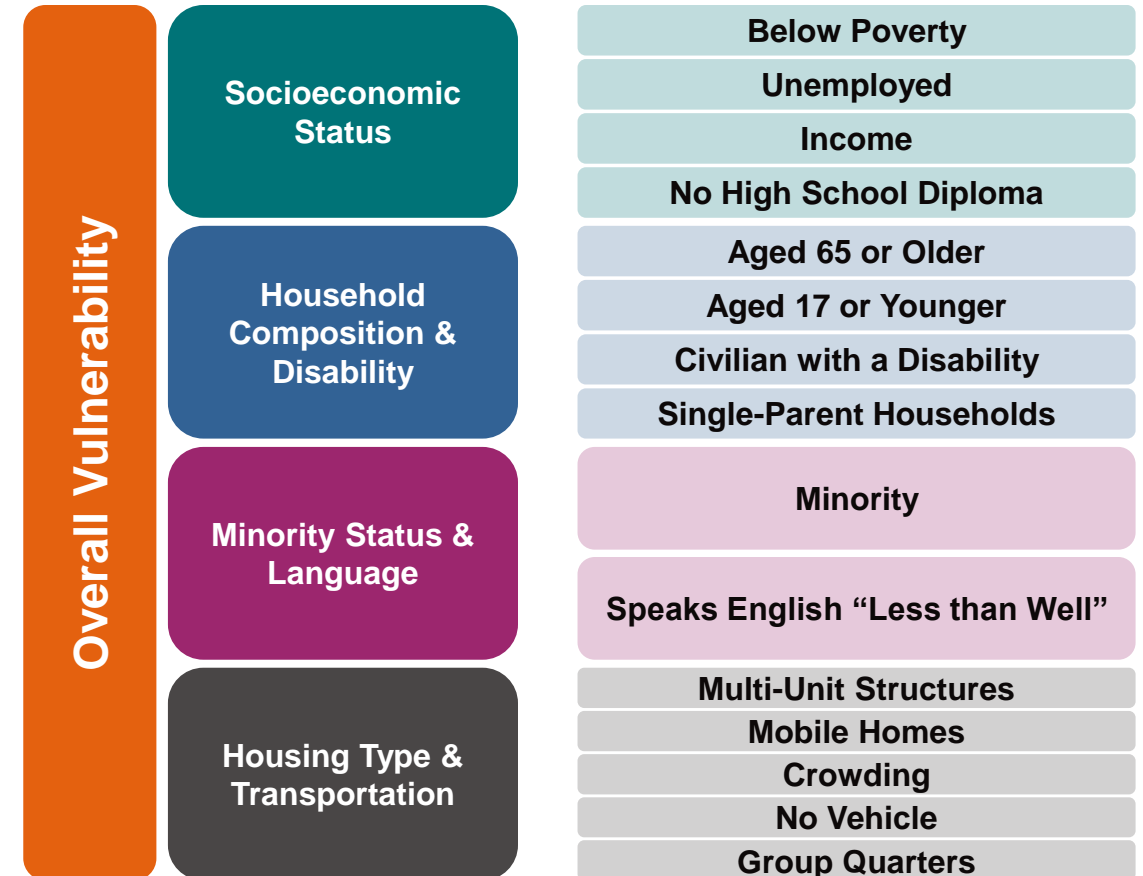
[View larger map](#)

**Printable Statewide Map of EJ Areas**



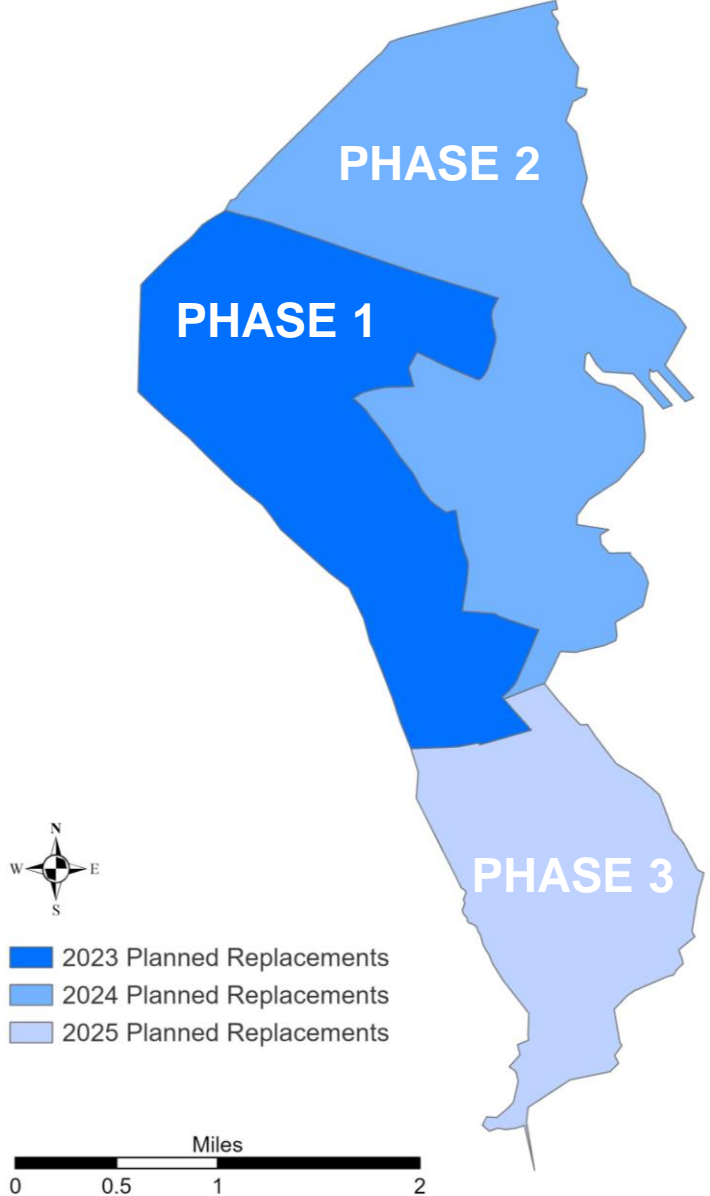
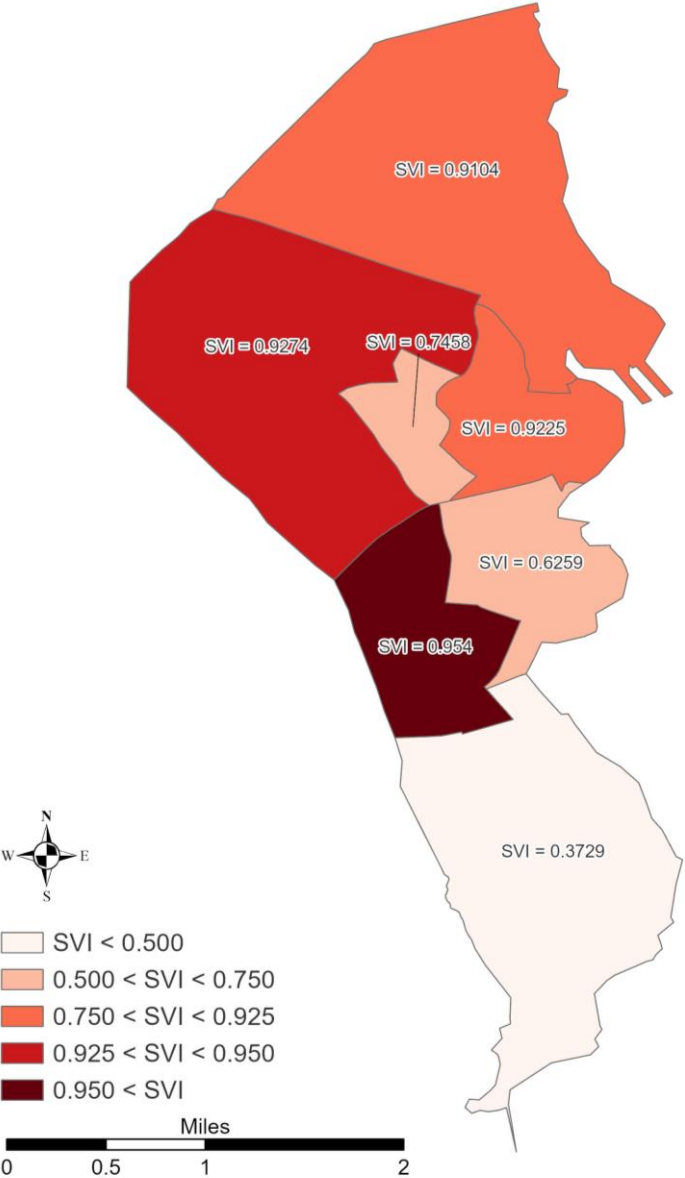
# Social Vulnerability Index (SVI)

- SVI indicates the relative vulnerability of every U.S. Census tract based on 15 social factors
- Uses the American Community Survey (ACS) from 2014-2018 (5 years)
- Rankings for summary themes and overall social vulnerability
- Tract rankings are based on percentiles
  - Range from 0 to 1
  - Higher values indicate greater vulnerability



Source: CDC SVI Documentation 2018

# 2018 Social Vulnerability Index (SVI) – New London, CT



# PUBLIC OUTREACH MATERIALS



## A Guide to Managing Lead in Your Drinking Water

The City of Appleton treats, tests, and distributes high quality drinking water to you and the community. Water provided by the City of Appleton is lead-free when it leaves our treatment plant. City owned water mains distribute water throughout the community from the treatment plant. After water leaves the city water main, its quality may change as the water flows through the water service lines, in-home plumbing, and fixtures that may contain lead. The City of Appleton takes the issue of lead in drinking water very seriously. Please review this fact sheet to help you identify potential sources of lead in your home, learn how lead can affect your health and, most importantly, how to maintain high quality water and reduce exposure to lead.

### Potential Sources of Lead

Lead is a naturally occurring material used in many residential and industrial products, meaning we may be exposed to it at work or at home. Historically, lead was considered a good material for plumbing because it easily forms into different shapes and resists leaks. For this reason, many homes may have lead-containing service lines, plumbing, and kitchen or bath fixtures. Lead may also be found in paint and other products, especially in older homes. See the illustration below for more information.

### Exposure to Lead Can Affect Your Health

Exposure to lead in drinking water can cause serious health effects in all age groups. Infants and children can have decreases in IQ and attention span. Lead exposure can lead to new learning and behavior problems or exacerbate existing learning and behavior problems. The children of women who are exposed to lead before or during pregnancy can have increased risk of these adverse health effects. Adults can have increased risks of heart disease, high blood pressure, kidney or nervous system problems.

- 1 Appleton provides a source of drinking water that is routinely tested to verify it is safe. Additionally, Appleton water mains are not made of lead.
- 2 The service line consists of a portion owned by the customer and portion owned by the City. Either portion could be made of lead.
- 3 Homes may contain lead piping and lead solder.
- 4 Your plumbing fixtures and faucets could contain lead.
- 5 Other potential sources of lead in a home include lead-based paint, dust, soil, jewelry, and some plastics.



## Lead Service Line Replacement Program Guide

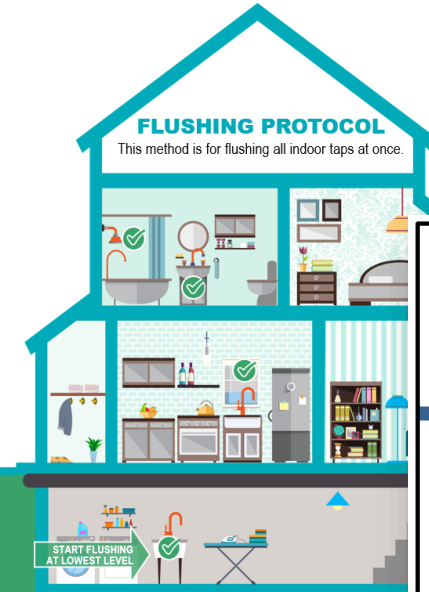


## Frequently Asked Questions

Issue Version: 12/21/21

The City of New London is committed to providing a safe source of drinking water to its residents, and our staff works hard to keep that commitment. The City of New London treats, tests, and distributes high quality drinking water to you and the community. Water provided by the City of New London is lead-free when it leaves our treatment plant. The City water mains that distribute water throughout the community are made mostly of iron. After water leaves the City water main, its quality may change as the water flows through the water service lines and in-home plumbing and fixtures that may contain lead. The City of New London takes the issue of lead in drinking water very seriously and is proactively advancing a program for lead service line education, inventory, and replacement.

Because property owners in New London own their water service lines from the curb box valve at the property line into the house, there is a shared responsibility to manage lead exposure. We are ready to work with you to answer your questions about water quality and help reduce lead exposure.



### FLUSHING STEPS

- 1 AERATOR**  
Remove aerators from all faucets that will be flushed. If the aerator cannot be removed, skip that faucet when flushing.  
When the aerators are removed, there is an increased chance of water spray or spills.
- 2 FAUCET**  
Starting at the lowest level of the home, turn on all cold water taps to the fully open position. This includes bathtubs, laundry sinks, and kitchen sinks. Bathroom sinks are optional if the bathtub is flushed.
- 3 30 minutes**  
Once all taps are open, set a timer for 30 minutes.
- 4 MONITOR**  
Monitor the water during the flush. Make sure the water does not overflow.

**SKIP FAUCET IF:**

- Location has a dedicated filter (to be bypassed).
- Location has an aerator that cannot be removed.

## Please read this important notice about service work on your water line

The City of South Bend is performing repairs on the water line that connects your home to the City water main. We will make every attempt to limit disruptions, but you may notice increased noise or minor interruptions to your water service while the work is being completed. Work will be performed Monday through Friday between 8 a.m. and 5 p.m. and is expected to be completed within 3 - 5 business days.

Today's Date: \_\_\_\_\_

- Water service work will begin within 72 hours
- Work is in progress and should be complete in approximately \_\_\_\_ days
- Water service work is complete



If you have questions about your water service or the maintenance work, please call 574-235-9464.

Para discutir esta informacion en espanol, por favor llame al 311.



# Seeking Out Those 'Not In The Room'

## Proven Strategies to Engage Owners and Residents



1  
Active  
Conn

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citizens ar  
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Call us with Questions: (655) 912-1000

Questions@Utility.com



Section 2  
**Magnet and Penny Test**  
Click here for Spanish version  
Haga clic aquí para la versión en español

# Closing Remarks



## What we've learned will lead to successful DE&I

- Hold ourselves accountable
- Advisory Committee Selection
- Consider potential barriers
- Directly engage residents
- Be Flexible





## Contact Us



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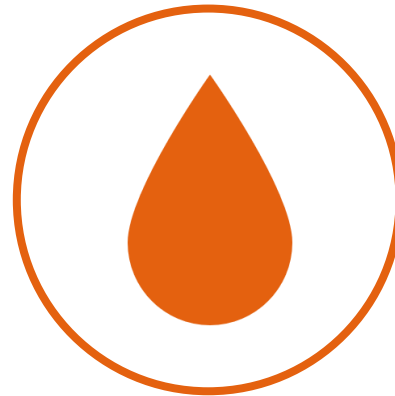
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**Arcadis.** Improving quality of life.

# The Quest for Water Equity



Ensure all people have  
**ACCESS** to clean, safe,  
affordable water services



Maximize the community and  
economic benefits of water  
infrastructure **INVESTMENT**



Foster community  
**RESILIENCE** in the face of a  
changing climate

Source: US Water Alliance

