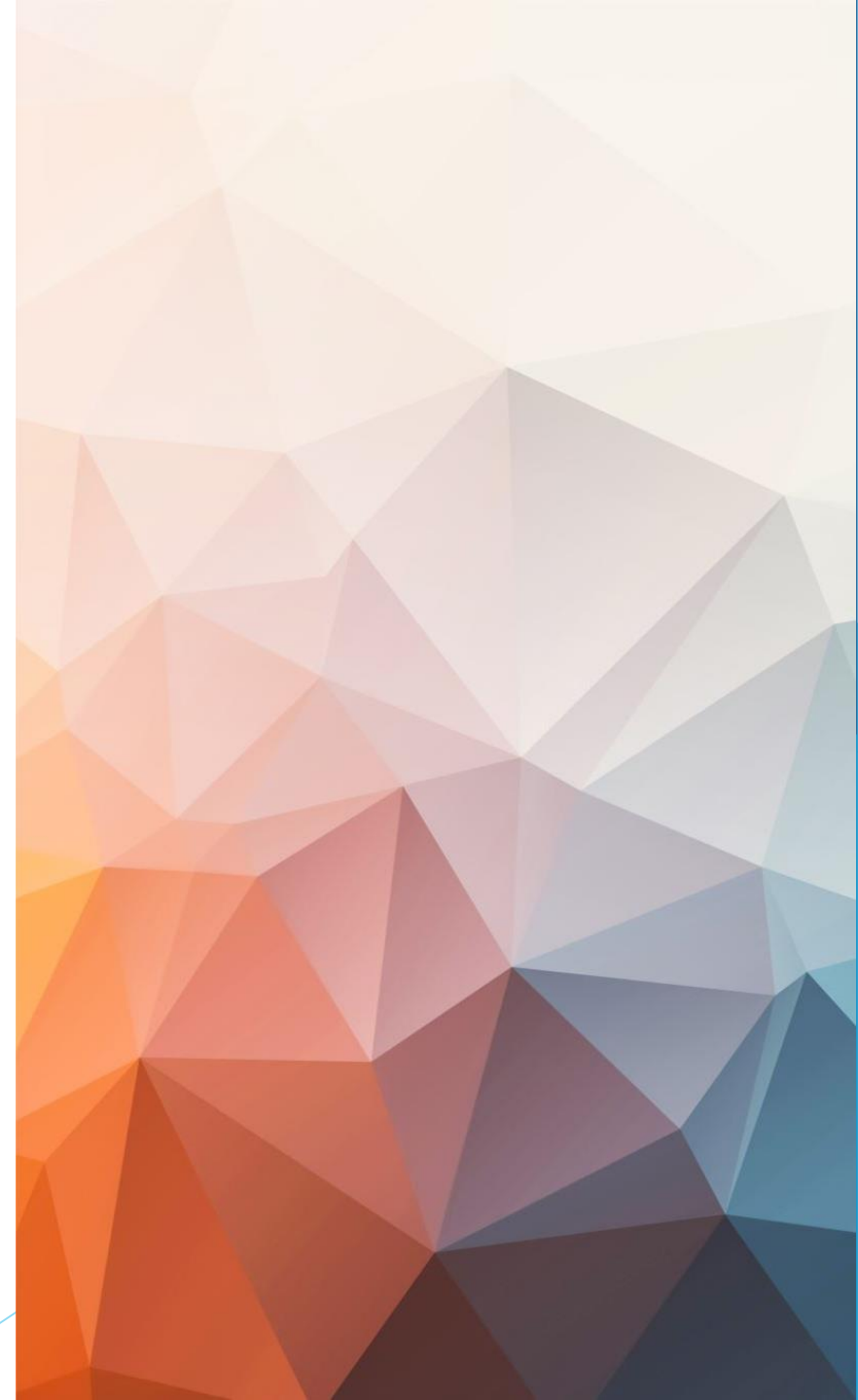
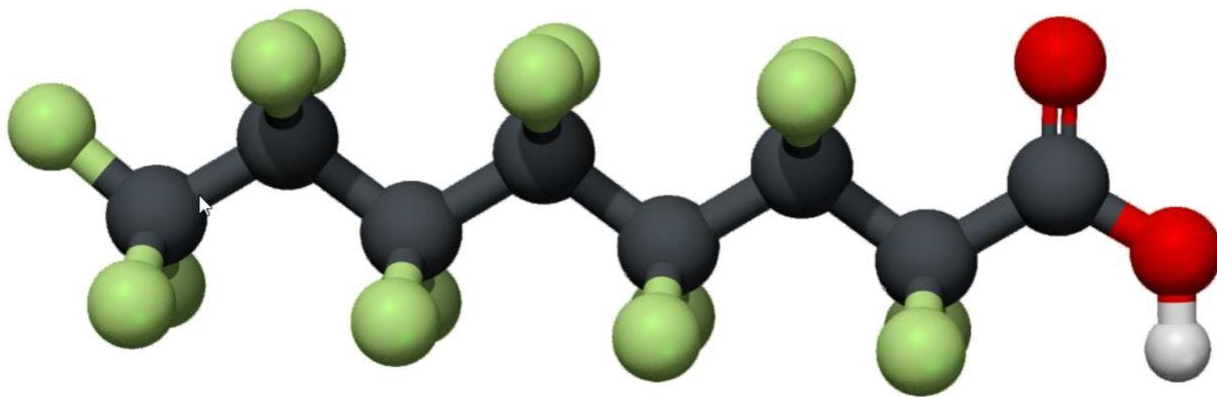


Water Environment Federation

PFAS Blueprint for Water Utilities
Coming in 2023!



WEF Focus on PFAS

- ▶ www.wef.org/pfas
- ▶ PFAS Task Force created in March 2021
 - ▶ Coordinated “One PFAS Approach” similar to a “One Water” focus to protect public health and the environment
- ▶ Goals and Objectives: #2 Educate
 - ▶ Included developing a draft “Roadmap” on how municipalities, utilities, and companies can evaluate and respond to PFAS related policy
- ▶ Residuals & Biosolids Committee took the lead (since solids management is the most impacted)

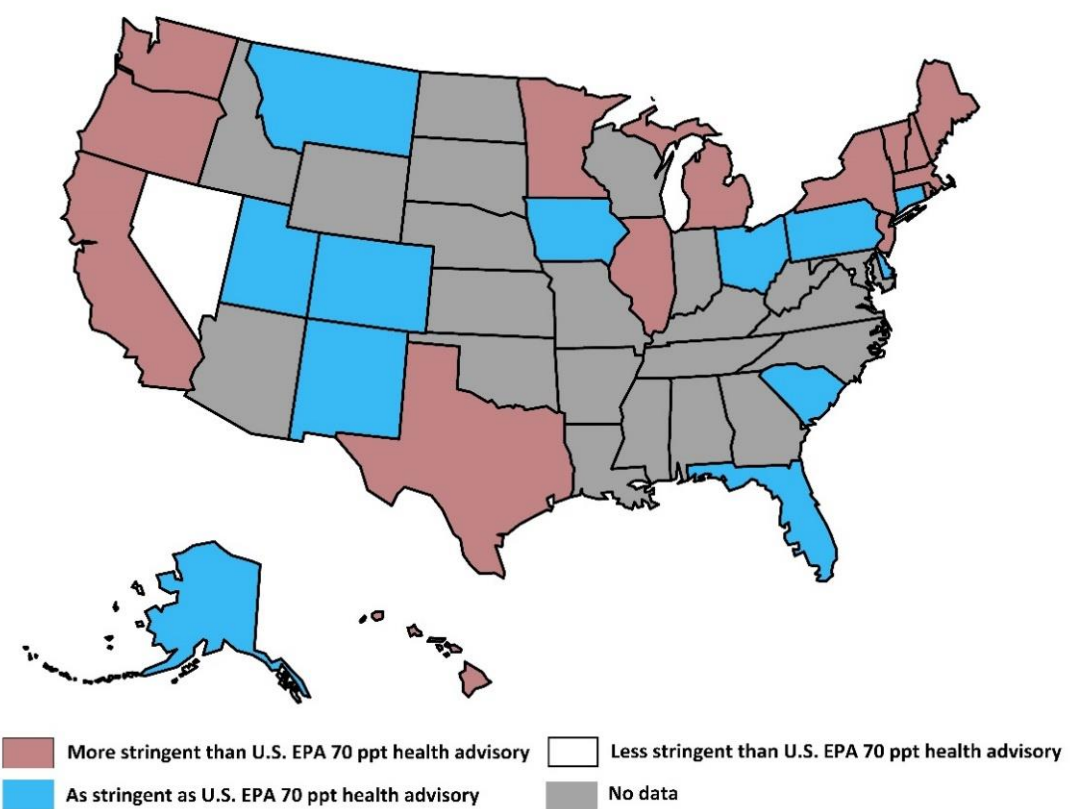


PFAS Blueprint for Water Utilities



Blueprint Document Content

- ▶ Current Regulations
- ▶ Current Research
- ▶ Communications Planning specific to PFAS
- ▶ Funding
- ▶ Key Actions
- ▶ Templates, Checklists, Links for More Detailed Information



Summary of Key Actions

Action	Level of Effort	How Long?	Cost?	Notes
Develop conceptual sewer model for PFAS flows	Minimal	2 months	Low -- staff time	
Survey commercial/industrial customers	Minimal	2 months	Moderate – staff time	See Sample Questionnaire in Appendix A
Conduct sampling and analysis in collection system, influent/effluent, sludge/biosolids	Moderate	6 months	Major staff and/or consultant time; Major laboratory costs	
Implement source control program	Moderate	1 year	Major -- staff and/or consultant time	

Summary of Key Actions continued. . .

Action	Level of Effort	How Long?	Cost?	Notes
Create a strategic plan for communicating with customers and other stakeholders	Moderate	Continuous	Major – staff time Moderate – media and materials costs	Message planning required
Pilot new technologies	Major	1 year	Major – staff time in review and managing; pilot costs could be covered by technology provider	See Appendix for helpful checklists!
Review/Update or Create a Solids Master Plan	Moderate	1 year	Major – staff and/or consultant time	

With PFAS, Communication is Critical

- ▶ [Crisis & Emergency Risk Communication \(CERC\) | CDC](#)
- ▶ PFAS Blueprint includes examples of good communications, putting risks in perspective
- ▶ NEWEA/NEBRA bill staffers ([PFAS Outreach Materials - NEWEA](#))
- ▶ Communicate cost impacts
- ▶ Develop support for future investments and cost increases if needed

Water quality Professionals deliver safe water for Families and the environment, Addressing contaminants that modern living adds to the water cycle.

How can you help limit or manage contaminants before they enter the water cycle? Talk to your local water quality professional about **PFAS**.

SAFETY. SCIENCE. SOLUTIONS.

NEWEA
National Environmental Water Association

nebra
New England Water Resources Association

The infographic features a photograph of a young child drinking from a red cup. The background is green with white and yellow text.

The Six Principles of CERC

Throughout these chapters, six principles of effective emergency and risk communications are emphasized:

- 1 Be First:** Crises are time-sensitive. Communicating information quickly is crucial. For members of the public, the first source of information often becomes the preferred source.
- 2 Be Right:** Accuracy establishes credibility. Information can include what is known, what is not known, and what is being done to fill in the gaps.
- 3 Be Credible:** Honesty and truthfulness should not be compromised during crises.
- 4 Express Empathy:** Crises create harm, and the suffering should be acknowledged in words. Addressing what people are feeling, and the challenges they face, builds trust and rapport.
- 5 Promote Action:** Giving people meaningful things to do calms anxiety, helps restore order, and promotes some sense of control.³
- 6 Show Respect:** Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport.

Fully integrating CERC helps ensure that limited resources are managed well and can do the most good at every phase of an emergency response.

Madison Metropolitan Sewerage District
PFAS Initiative

About PFAS ▾ Results What We're Doing What You Can Do ▾ News & Updates Contact

DOING OUR PART FOR PFAS

Across the nation, communities and public entities are struggling with how to best address the issue PFAS, or per- and polyfluoroalkyl substances, in our environment.

Learn more about what Madison Metropolitan Sewerage District is doing to address PFAS in wastewater and beneficial biosolids and the role individuals and businesses have in helping reduce PFAS use and contamination.

The screenshot shows a website with a dark blue background and white text. The title 'DOING OUR PART FOR PFAS' is in large, bold, white letters. Below it, there is a paragraph of text in white. The top of the page has a navigation menu with several items.

Blueprint References & Resources

- ▶ Regulations
- ▶ Research
- ▶ Source Identification and Sampling
- ▶ Source Control
- ▶ Communications
- ▶ Solids Management
- ▶ New Technologies
- ▶ Economics and Funding
- ▶ Links for additional information



New Technology Vetting

- ▶ Staying on top of the latest technologies
- ▶ Participating in studies, providing samples
- ▶ Piloting new technologies
- ▶ “Checklist” for assessing new technologies

New Technology Assessment Form

* This is a suggested template form for utilities to fill out when evaluating proposals to implement new technology at wastewater treatment utilities – each utility should customize this form for its own use *

Please describe your request by completing the following sections below:

Date -

Technology -

Vendor/Proposer Name (Requester) -

General information

Vendor	<input type="text"/>
Contact person	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>
Website	<input type="text"/>
Date of initial contact	<input type="text"/>
Technology category (solids, energy, etc.)	<input type="text"/>
Coordinate with other utility programs staff (specific plant name, team name, etc.)	<input type="text"/>

Brief description of technology proposal:

Evaluation Criteria

1. Level of technology development (circle one)
 - a. Full-scale operation
 - b. Pilot/demonstration-scale testing
 - c. Bench-scale testing

Questions?

- ▶ Save some for the upcoming Panel Discussion!



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