

Sign Up Online at www.CleanWaterAmericaAlliance.org to Receive:

Alliance Welcomes New President: Ben Grumbles

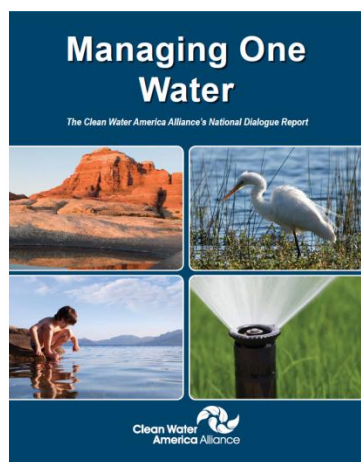
The Clean Water America Alliance (Alliance) welcomes Ben Grumbles, a dynamic water policy professional, as its new President this December. A passionate civil servant, Grumbles served as Director of the Arizona Department of Environmental Quality and is the longest serving Assistant Administrator for Water at the Environmental Protection Agency (EPA).

While serving as the Director of the Arizona Department of Environmental Quality, Grumbles focused on three priority areas: conservation and reuse of water (e.g. wastewater recycling), clean energy and climate change (e.g. solar power, vehicle emissions, uranium mining), and collaboration (e.g. the Colorado River, the Mexican Border, e-waste recycling). While serving as the Assistant Administrator for Water at the U.S. EPA he led its National Water Program from January 2004 - January 2009. He also served as associate administrator for EPA's Office of Congressional and Intergovernmental Relations in 2004, working with mayors, governors, and state and federal legislators.

Prior to EPA, Grumbles worked as a Senior Counsel for the Water Resources and Environment Subcommittee of the U.S. House Transportation and Infrastructure Committee and Environmental Counsel and Deputy Chief of Staff for the Science Committee. He also taught for 10 years at the Environmental Law Program of George Washington University Law School from 1994 to 2004. Ben has a BA degree in English from Wake Forest University in North Carolina, a JD degree from Emory Law School in Georgia, and an LLM (Masters) degree in environmental law from George Washington Law School in Washington, D.C.

Grumbles has served on the Alliance Board of Directors since April 2009 and has chaired the organization's successful national dialogue series which concluded this past September. He succeeds Ken Kirk, who successfully shepherded the Clean Water America Alliance for its first three years before stepping down this December. Kirk leaves the Alliance to continue his role as the Executive Director of the National Association of Clean Water Agencies (NACWA). "New leadership is critical at this time to move the Alliance forward" says Kirk. "I believe strongly in the Alliance's objectives and hope to continue my participation in the Alliance in other capacities going forward."

Hot Off the Press: *Managing One Water* Dialogue Report



The Clean Water America Alliance is pleased to announce the release of its third national dialogue summary report entitled [Managing One Water](#). The report summarizes the national dialogue held in Los Angeles, CA on September 27-28, 2010. With featured speakers Bill Bertera, Executive Director of the Water Environment Federation, and Paul Reiter, Executive Director of the International Water Association, the dialogue focused on what is and is not working today in terms of water management, what the barriers are, and what steps could be taken to better integrate drinking water, wastewater, groundwater, reused water, and stormwater.

The report is a compilation of the thoughts and ideas of over 40 of the nation's leading experts in water policy, including representatives from state water authorities, municipal water and wastewater agencies, engineering firms, academia, energy, industry, green infrastructure interests, agriculture, and conservation. The report highlights many of the recommended solutions to today's water management challenges; some

of which include unifying all water stakeholders behind a single message, demonstrating the linkage between water security and national and economic security, better integrating water programs at the state and federal and state level, and working more closely with other stakeholders from the agriculture, conservation and energy sectors.

The release of *Managing One Water* adds to the momentum gained by the Alliance's previous national dialogues [What's Water Worth?](#) and the [Need for an Integrated National Water Policy](#). All three reports speak to the need for a new national water policy, one that is holistic, flexible and addresses water quantity and quality challenges on a watershed basis. The Alliance will focus much of its efforts in addressing this need in 2011.

Click [HERE](#) to download the report *Managing One Water*.

Water Sector Coming Together to Discuss National Water Policy Framework

Throughout the Alliance's national dialogue series, water leaders agreed that a paradigm shift is needed in the way we manage water resources. They recommended the development of a national water policy framework that focused on the need for integrated and sustainable approaches and provided a clear opportunity for collaboration. They also underscored the need for the water sector to "speak with one voice" on important water policy issues. To address this need, the Alliance is developing a draft water policy framework which will outline broad goals and identify specific actions the nation can focus on to achieve a more sustainable future. The framework will neither be a bottom-up nor a top-down model. It will combine the best of national (though not necessarily federal) policy, guidance and funding while recognizing the importance of local/regional implementation and cost sharing challenges and needs.



The Clean Water America Alliance is hosting a dialogue on January 13, 2010 to seek the valuable input from the water sector on a draft framework for a national water policy. As was the case with the Alliance's national dialogue series, this discussion will be chaired by Ben Grumbles and facilitated by LaJuana Wilcher. The dialogue will feature a keynote address by Peter Silva, Assistant Administrator of Water at the U.S. Environmental Protection Agency and presentations by the Johnson Foundation and the Horinko Group.

The following clean water stakeholders have been invited to participate in the dialogue: American Water Works Association, Association of Metropolitan Water Agencies, Association of State Drinking Water Agencies, Association of State & Interstate Water Pollution Control Administrators, Bay Area Clean Water Agencies, California Association of Sanitation Agencies, National Association of Flood & Stormwater Management Agencies, National Association of Clean Water Agencies, National Association of Water Companies, National Rural Water Association, National Water Resources Association, Water and Wastewater Equipment Manufacturers Association, Water Environment Federation, Water Environment Research Federation, Water Research Foundation, WaterReuse Association, Western Coalition of Arid States, and Wet Weather Partnership.

Over the year to come the Alliance will continue to seek input on its draft framework from water and other stakeholders across the country and hopes to achieve consensus on its content so that the water community can truly begin to speak with one voice. For more information about this January dialogue, please contact Eli Weissman at eweissman@cleanwateramericaalliance.org or 202-533-1807.

Can't Travel - No Problem: Live Streaming of the *Urban Water Sustainability Leadership Conference* is Available

Due to popular demand the [Urban Water Sustainability Leadership Conference](#) will be made available via live-streaming on December 6 & 7. The conference's presentations will be broken down into six 2-hour modules and can be purchased individually for \$35 each, or the whole conference for \$95.



Live streaming will be an opportunity to join the Clean Water America Alliance and guests, by internet, at the University of Pennsylvania, at Philadelphia, as they spotlight urban leaders in water sustainability. Agency leaders, their staff and affiliated experts will share innovations, strategies, and best practices for making green infrastructure the centerpiece of the urban water world. Leaders from the fields of philanthropy, water, sustainability, infrastructure, planning, politics, and science will identify the policy and system changes needed for substantive progress toward water sustainability.

The conference is supported in part by a grant from the William Penn Foundation. It is sponsored by CDM, the Philadelphia Water Department, and Greeley and Hansen. Partners include the Penn Institute for Urban Research, and the Wharton School's Initiative for Global Environmental Leadership.

Live streaming is made possible through a partnership with Pennwell Publishing (WaterWorld) underwritten, in part, by CH2M Hill and AKRF Inc.

31 Days Left to Apply for a 2011 U.S. Water Prize

Don't miss your chance to nominate yourself, an organization, institution or an individual that has taken the initiative, shown innovation, and contributed to greater water sustainability for a 2011 U.S. Water Prize. Individuals, institutions, and organizations whose project or initiative advances holistic, watershed-based approaches to water quality and quantity challenges are encouraged to apply. Initiatives may be in education, public awareness, research, technology, water resource management, or policy development as long as they address issues surrounding water as a finite, reusable and sustainable resource.



Honorees will be celebrated in a special ceremony held on May 9, 2011 in Washington, D.C. Applications will be collected via the website www.USWaterPrize.org. The deadline for nominations is December 31, 2010.

Businesses Get Guide on How to Engage in Water Policy and Management

With water issues among the world's most critical sustainability challenges, businesses are facing increasing water-related risk to their operations. The just-released [Guide to Responsible Business Engagement with Water Policy](#) from the [UN Global Compact CEO Water Mandate](#) provides strategies for companies to turn risk into opportunity by advocating for water management approaches that meet the needs of business, communities, and nature.

Businesses face growing threats to the supply, quality and reliability of their water resources — threats they cannot avoid through internal measures alone, said Jason Morrison, director of the [Pacific Institute's](#) Globalization Program and a coauthor of the guide. According to Gavin Power, Deputy Director of the U.N. Global Compact and head of the CEO Water Mandate, solving water problems will require that all stakeholders, including businesses, take part in the decision-making process.

The report details strategic and practical approaches for companies to engage in water management and policy to help address water security challenges. From encouraging efficient water use across a catchment area to supporting environmentally and socially responsible infrastructure development, business can help mitigate water risk. Within the community, a business can advance public awareness of water issues, help remedy or prevent water resource problems, or fund repairs or upgrades to local water supply systems. Companies can also support research and monitoring, and contribute to the development of effective policy by sharing data. Engaging in participatory platforms or other transparent and democratic processes for water governance underpins each effort.

Siemens Connects with Facebook to Create Water Footprint Calculator

Facebook is used for many things, but can it be used for saving water? Siemens is challenging Facebook users to commit to save 50 million gallons of water annually, through their [Personal Water Footprint Calculator](#), a Facebook application that helps educate the public on the value of water resources and promotes household water conservation. Siemens defines the water footprint as the total amount of freshwater used directly and indirectly by consumers and manufacturers.

Initially released for World Water Day on March 22nd, Siemens had to increase their goal to saving 50 million gallons of water, as their initial goal of 1 million gallons was quickly exceeded. After realizing the popularity of the application, Siemens invested in improvements to make it even more useful. To address this need, Siemens added features to the tool to make it a more personalized experience. The water calculator allows you to input personal information about your household water use, and then shows users their water footprint details, their water-conservation commitments, and water-saving tips tailored just for them.

Siemens hopes this outreach tool will stimulate both consumers and water-intensive producers to implement more sustainable decision-making when it comes to water consumption. As a manufacturer of water treatment technology for communities and industry, Siemens understands the value of water to daily life. By sponsoring this application, they can promote the importance of water that's so clear to them in their daily work, but sometimes not so clear to consumers. The Clean Water America Alliance is proud to have Siemens as a Founding Member and hopes to see more "value-of-water" campaigns from the private sector.



World Water Act Heads for the House

The U.S. House of Representatives may vote soon on the [Paul Simon World Water Act](#) (H.R. 2030/S. 624). The Act, which was passed by the U.S. Senate on September 20, 2010, seeks safe access to water for over a 100,000,000 people worldwide. The Chronicle's Group has just released a [short film](#), co-sponsored by the Clean Water America Alliance, highlighting the worldwide water-access problem the Act would help address.



The Act is named after the late Senate Democrat, Paul Simon, whose involvement in the issue stemmed from concern during the Clinton administration over intelligence reports predicting future regional instability over resource demands not from lack of oil but water. In 2001 the late senator identified flashpoints where the possibility of war and economic crisis were imminent due to conflicts over water rights. It is estimated that 14,000 people die every day in the world from lack of clean drinking water and the situation is getting worse as global population grows. This act is especially important at a time when millions of people in disparate

regions like Bangladesh, India and southern regions of Africa face chronic water shortages due to drought and changing climate.

The Act would amend the Foreign Assistance Act of 1961 to allow the U.S. Agency for International Development (USAID) to establish an Office of Water. The Office would be responsible for assisting in providing sanitation and fresh drinking water in a sustainable manner to people globally, many of whom have never had this access before. The Office would also be required to assess political tensions over water-related issues as they relate to global security and peace and implement a multi-disciplinary approach to expected impacts from climate change over the next 25 years. The U.S. House of Representatives may vote on the Senator Paul Simon Water for the World Act, during the current "lame duck" session.

iPhone App Helps Improve Watershed Stewardship

As California continues its efforts to balance the budget, the state's environmental agencies are feeling the strain. Now the public can now help pick up the slack. IBM is offering [Creek Watch Database](#), an iPhone app which allows users to track the level, flow and volume of debris in their local watershed. The feature was beta tested by the San Jose Watershed Protection Program and the state will use it as a way to improve environmental stewardship.

Here's how it works: You're out for a day enjoying your favorite outdoor space and you cross a body of water. By activating the app, users are directed to take a picture, record the water level (dry, some or full), flow rate (still, slow, fast) and the amount of trash visible (none, some, a lot). Users with more scientific expertise can post additional details and add more pictures. The phone's GPS will pinpoint creek location and upload the information to the State Water Resources Control Board database. According to Christine Robson of IBM's Almaden Research Center in San Jose, "Creek Watch lets the average citizen contribute to the health of their water supply -- without PhDs, chemistry kits, and a lot of time." The reviews from users are positive. Hopefully state and local agencies will continue to encourage public input through innovations like these to help empower communities to improve their water quality and the ecosystem.

