



ALLIANCE FOR WATER EFFICIENCY

WATER EFFICIENCY & CONSERVATION SYMPOSIUM 2025

AUGUST 6-8, 2025 | CHICAGO, IL

Bridges, Not Barriers: Rethinking Public Service Design

Room 404 2:00 – 5:00pm

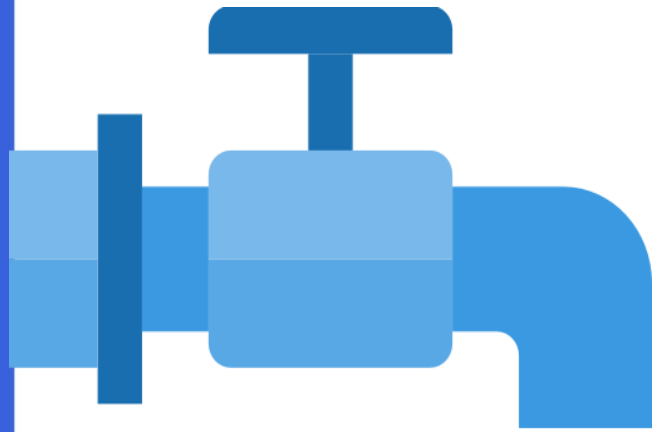


Our Agenda

Time	Agenda Item
Part 1: Setting the Foundation	
2:00	Workshop Welcome & Introduction
2:05	Small Group Discussions
Part 2: Lessons From the Field	
2:35	Case Study Presentations
3:25	Panel Style Q&A
BREAK	
Part 3: Ideas in Practice	
3:45	Equity Impact Assessment – Scenario Lab
4:35	Activity Share-Outs
Part 4: Looking Back, Moving Forward	
4:50	Workshop Debrief & Reflection
5:00	Adjourn



Workshop Goals



**Setting the
Foundation**



**Identifying
the Need**



**Peer-to-Peer
Learning**



**Field
Applications**



Rules of Engagement

- Be **present** and **participatory**
- **Take** space, **give** space
- Critique **ideas** and **concepts**, not people
- Practice an **open mind** and **creativity**!



Part 1: Setting the Foundation



Introduction to Human-Centered Design



INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



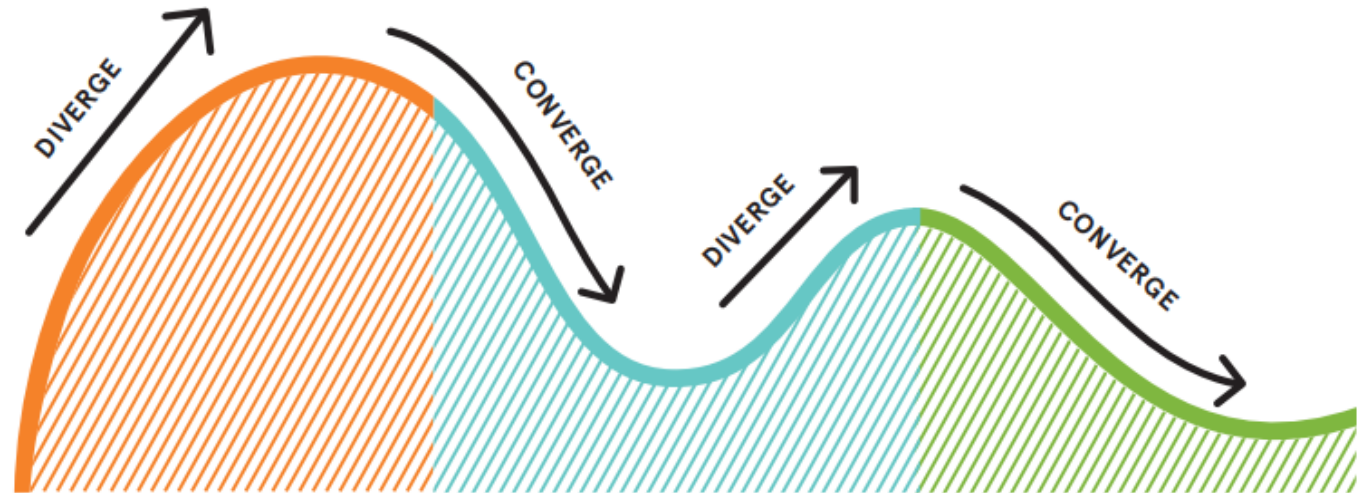
IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.

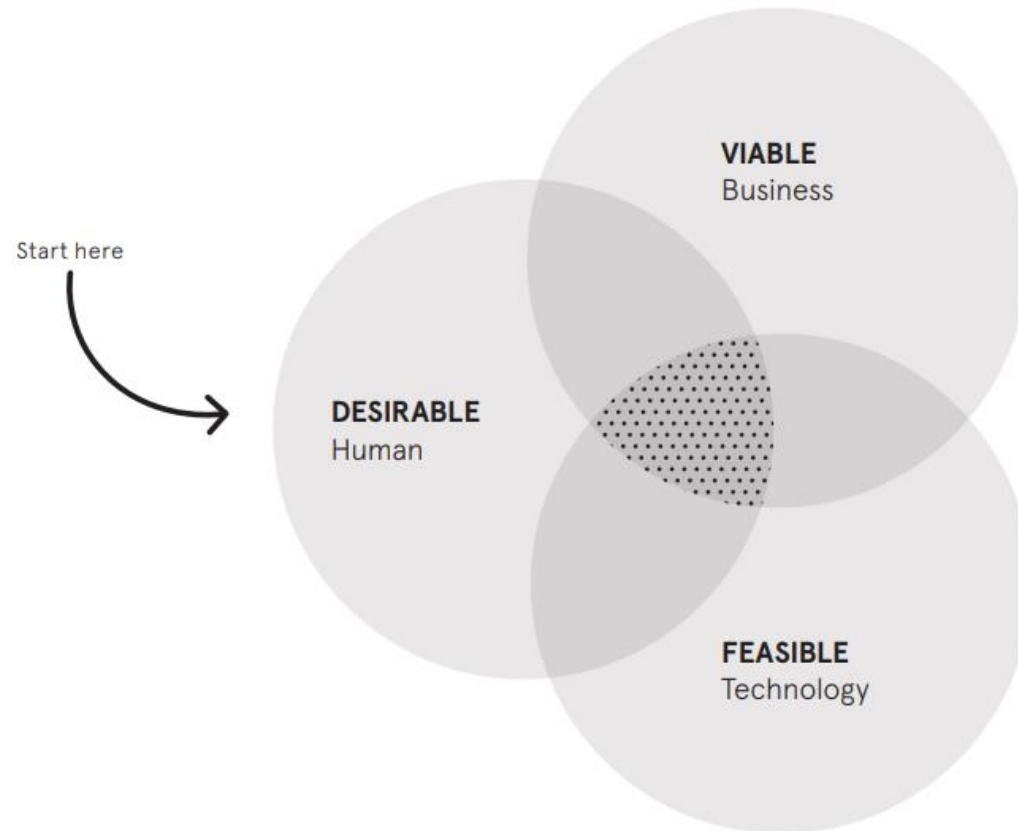


[The Field Guide to Human-Centered Design, IDEO \(2015\)](#)



Introduction to Human-Centered Design

- **Desirability:** what do people need, want, dream of?
- **Feasibility:** what is technically possible within constraints?
- **Viability:** What is economically sustainable?



[The Field Guide to Human-Centered Design, IDEO \(2015\)](#)



Let's Connect The Dots . . .

Why should we use a human-centered design approach?



Equity and Access Issues in Water

1

Racial and economic disparities drive water insecurity

[Closing the Water Access Gap in the United States: A National Action Plan](#)

2

Millions lack access to affordable water

[US EPA's Water Affordability Needs Assessment](#)

3

Barriers to entry in water conservation and efficiency programming

[Advancing Affordability through Water Efficiency – Pacific Institute](#)

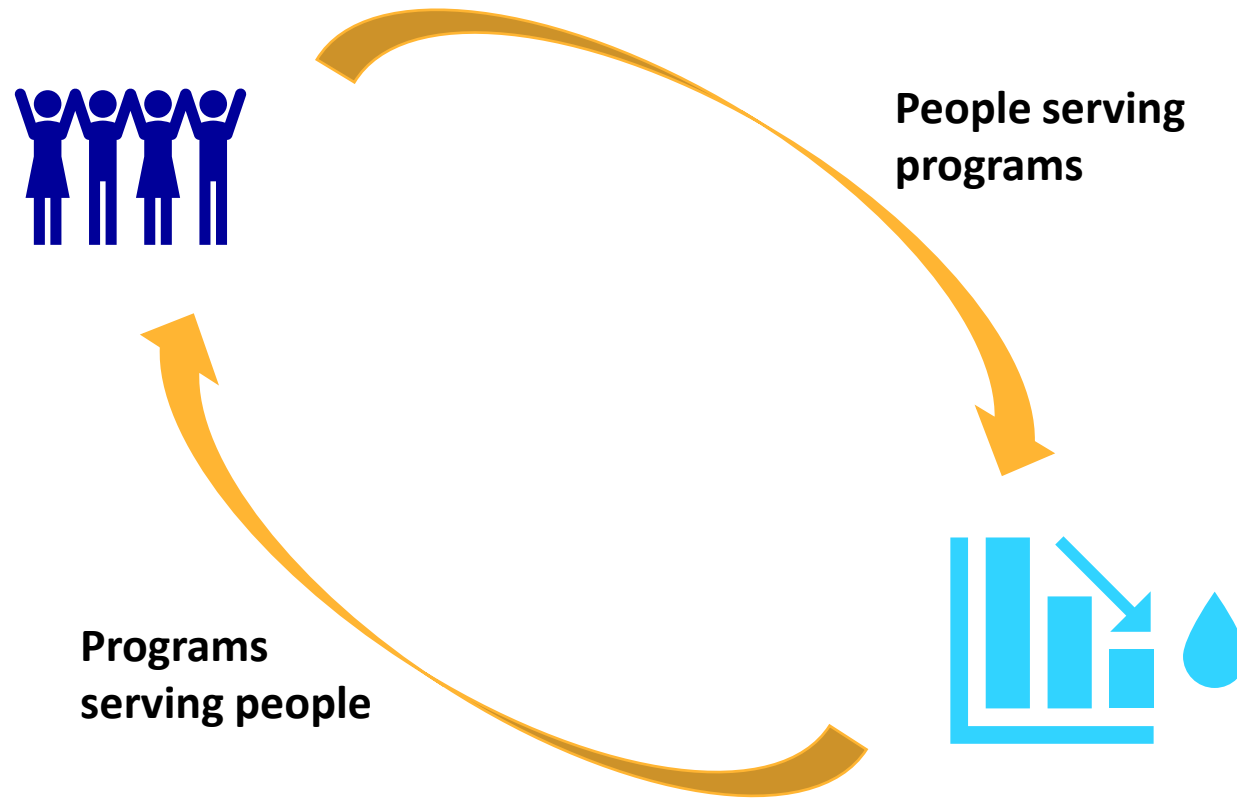
4

Disproportionate needs for support and assistance services

[Low-Income Household Water Assistance Program Implementation and Impact Final Report - Administration for Children and Families](#)



People Drive Water Conservation Success



Discussion Prompts

- What does embracing a human-centered approach mean when designing water conservation and efficiency programs and policies?
- What are some of the biggest challenges or barriers your organization faces in designing more equitable programs or policies?
- What are some of the greatest opportunities for your organization to design more equitable programs or policies?
- What is your organization already doing—or trying—to build equity into your programs and policies?
- What would you like to explore or do differently to better serve your communities?



Part 2: Lessons From the Field

Case Study Presentations




Reimagining Water Savings: Updating a 20-Year-Old Toilet Rebate Program

Jill Greiner, Water Efficiency Program Coordinator, City of Charlottesville, VA

Emerson O'Donnell, Program Manager, WaterNow Alliance, PA

Amy Weinfurter, Director of Strategic Projects, WaterNow Alliance, CA





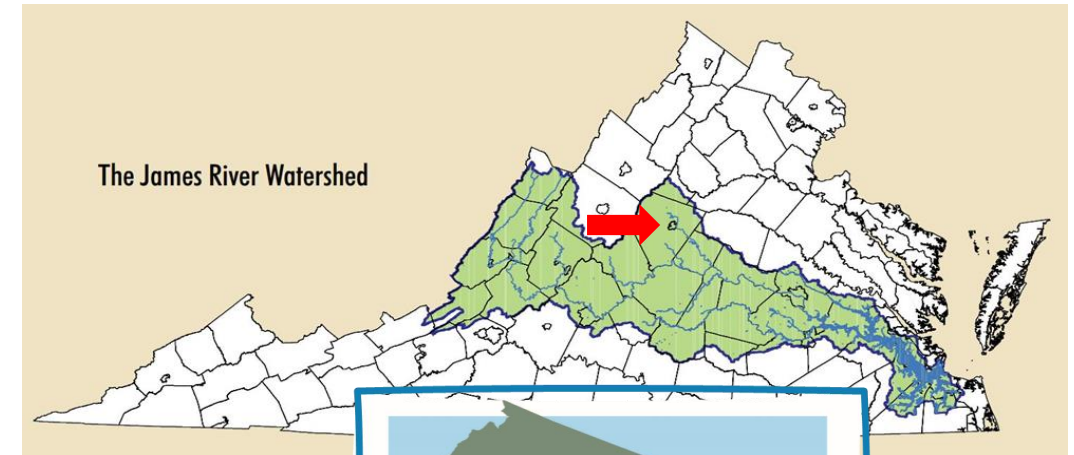
Reimagining Water Savings: Updating a 20-Year-Old Toilet Rebate Program

AWE Water Efficiency & Conservation Symposium
August 6, 2025

City of Charlottesville, VA



- Fixed 10 square mile area
- Population of ~ 48,117
 - Home to University of Virginia



Water by numbers



14,500
CUSTOMERS
SERVED



4.5 million
GALLONS OF WATER
SOLD DAILY



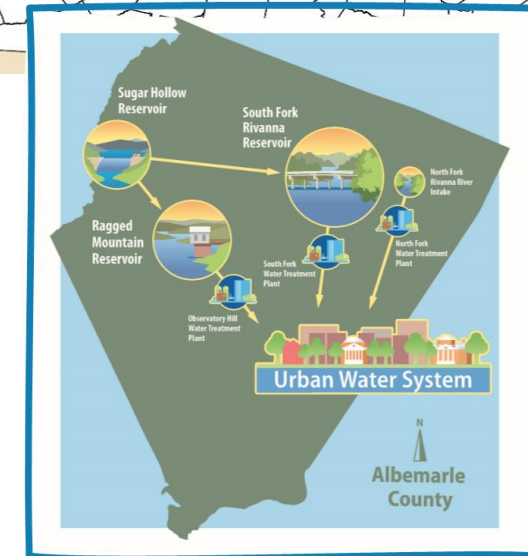
179 miles
OF WATER
LINES



1,198
FIRE
HYDRANTS



3,918
WATER
VALVES

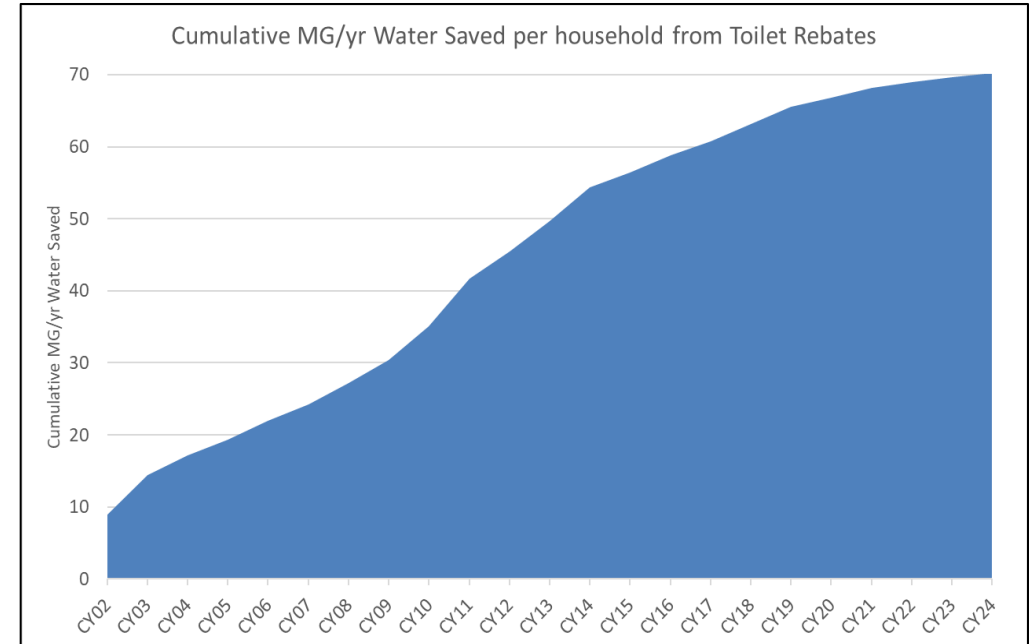


ORIGINAL PROGRAM

To qualify for the rebate, applicants must:

- Be the **home/rental property owner** of a building built before 1994
- Be replacing a toilet of **3.5 gallons per flush (gpf) or higher** with a toilet that is WaterSense certified (**1.28 gpf or less**)
- Have a City of Charlottesville water account that is in **good standing**
- Purchase the replacement toilet(s) after **June 30, 2002**

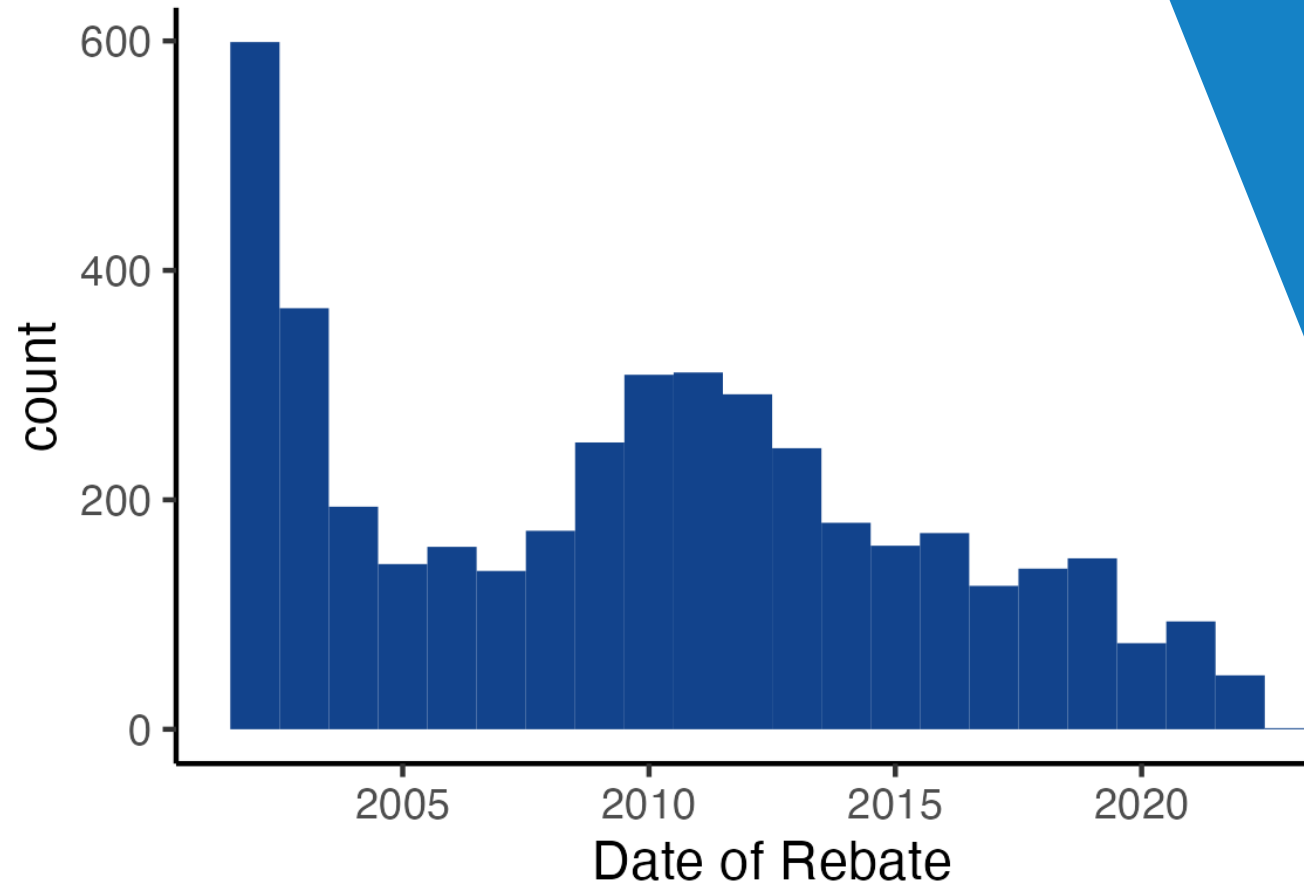
Multifamily and Commercial options available as well.



As of 2024, **7,524 toilet rebates** have been issued and have saved Charlottesville an estimated **70.25 million gallons of water per year.**

GUIDING QUESTIONS

- Has the program reached “market saturation?”
- How can Charlottesville reach new potential participants?
- What needs to be updated?

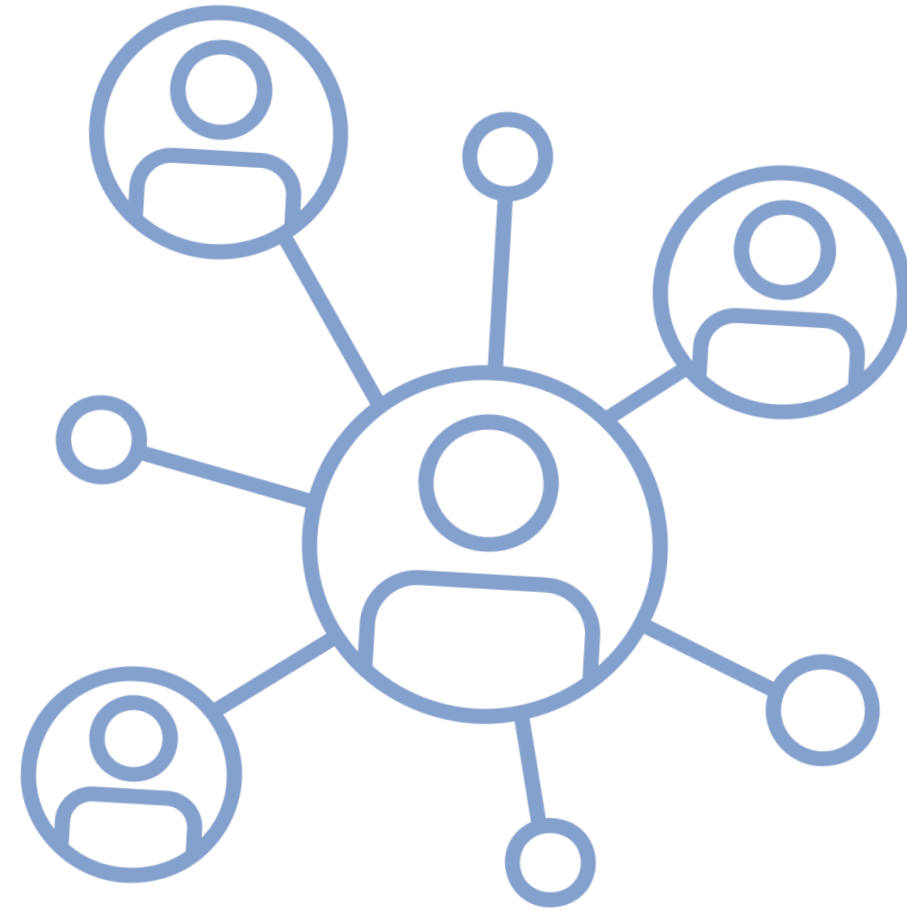


WATERNOW ALLIANCE

WaterNow works to advance transformation in the urban water sector to accelerate the widespread adoption of equitable, climate resilient and environmentally sustainable strategies.

We do this as a national network for local water leaders and decision makers, empowering them with the technical assistance, resources, and tools they need to implement innovative One Water drinking water, stormwater, and wastewater solutions in their communities.

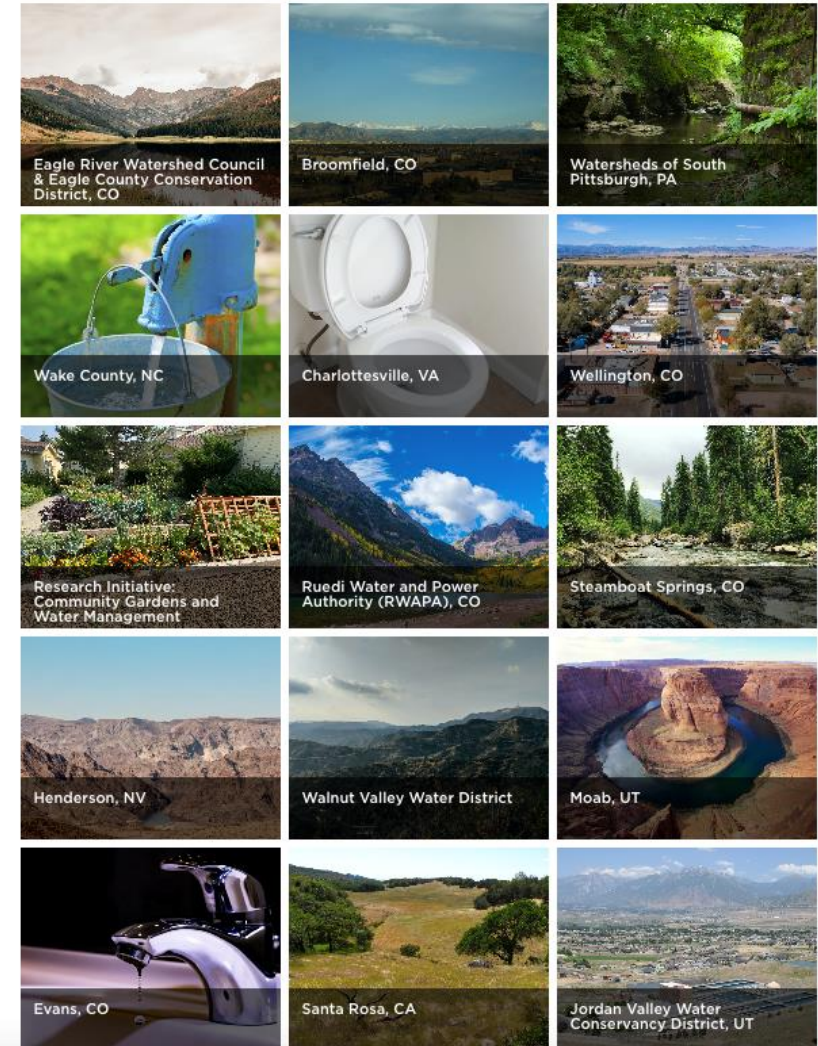
www.waternow.org



PROJECT ACCELERATOR

- ✓ 250 hours of **pro bono technical assistance**
- ✓ Over an ~**6-12 month** period
- ✓ City/Agency identified project, driven by **local priorities**
- ✓ **Jump start** innovative water management initiatives

FEATURED PROJECTS



PROJECT PHASES

Goal: Review and revamp the City's 20-year-old toilet rebate program, with a focus on identifying and removing barriers to low-income and disadvantaged community members' participation.



1. Baseline Research on Current Program and Outreach



2. Analyze Participation Trends



3. Research Toilet Rebate & Direct Install Programs



4. Community Feedback & Partnerships



5. Project Design & Development

BASELINE RESEARCH

Program Participation

Challenges

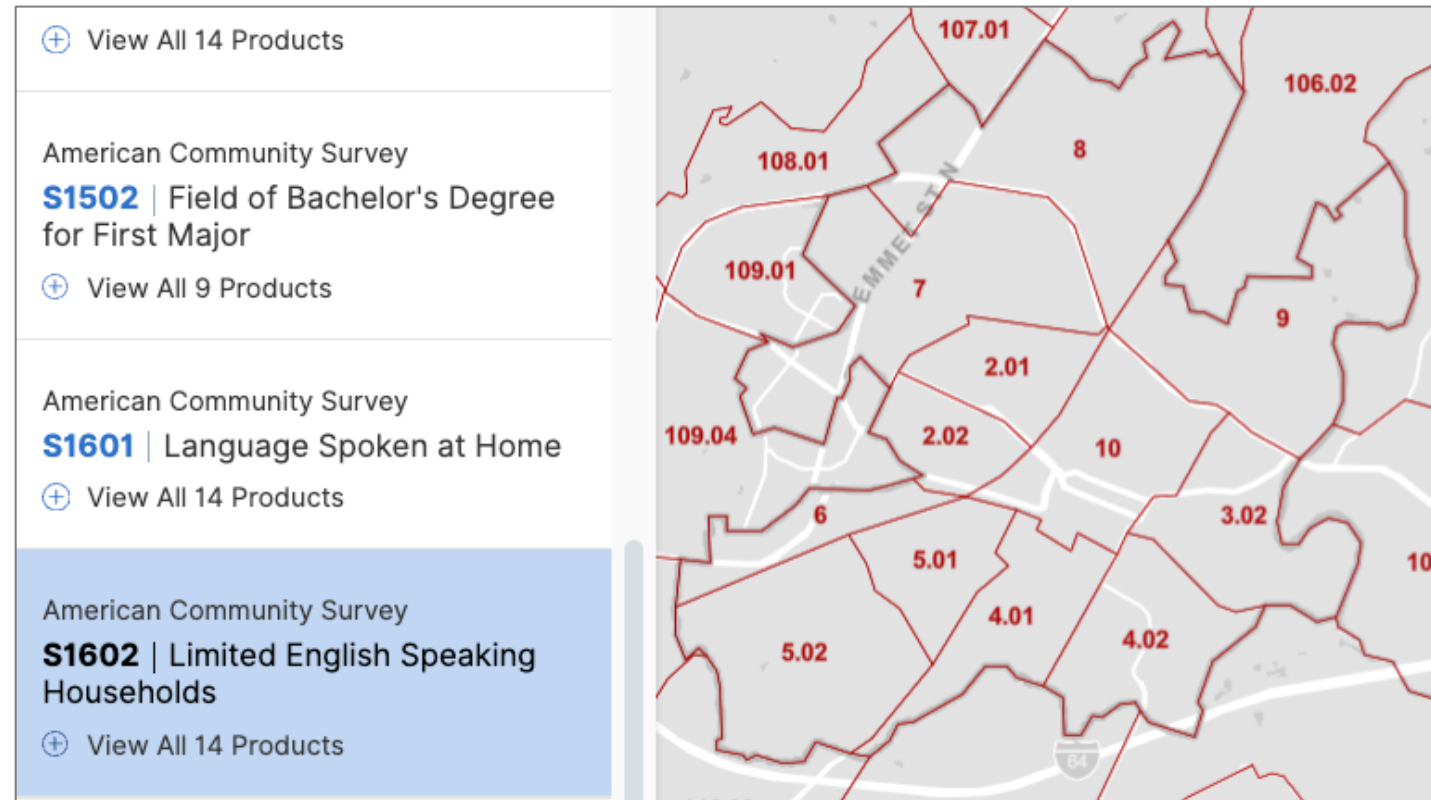
- Gaps in program awareness among customers
- Lack of customer bandwidth and time to participate
- For low-income customers, difficulty covering upfront costs
- Reaching and engaging renters and landlords
- From some residents, distrust or concern around government-led programs

Opportunities

- Multi-lingual support
- Engaging community partners
- Sharing outreach at community gathering places
- Further building on the City's strong outreach strategies:
 - Cross-departmental outreach
 - Targeting outreach to specific locations and demographics

DATA ANALYSIS: INPUTS

- Existing data: **simpler** than creating new datasets
- **Publicly available** data is best option
- Our Sources:
 - Internal rebate participation data
 - US Census Bureau
 - Tax Assessor Data



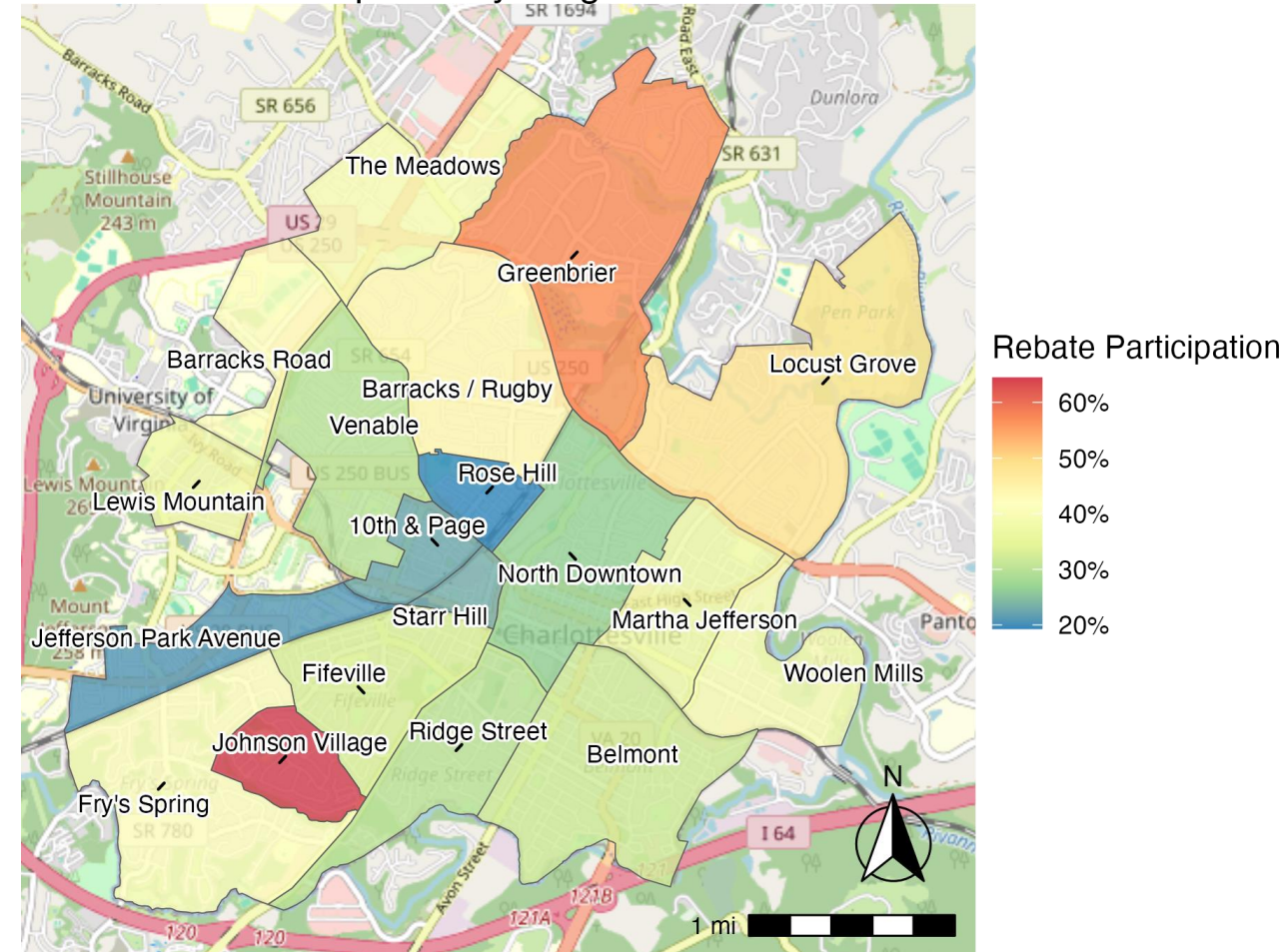
Source: data.census.gov

DATA ANALYSIS: APPROACH

Evaluating market saturation:

1. Calculate **total eligible participants** by neighborhood
2. Compare **number of rebates completed** by number of participants
3. Generate a simple **metric of comparison** across neighborhoods.

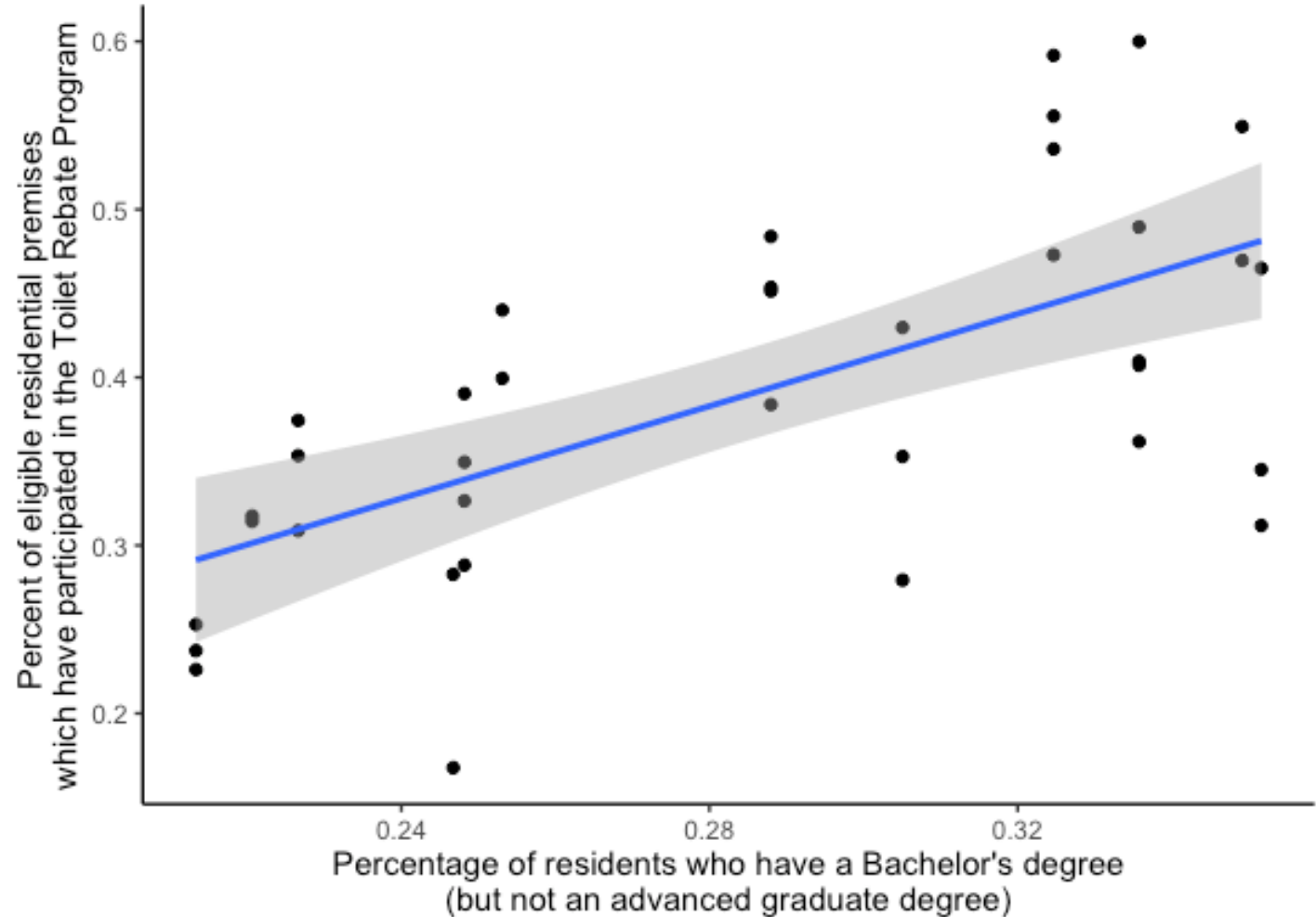
Total Rebate Participation by Neighborhood



REBATE PARTICIPATION TRENDS

Neighborhoods with the highest levels of participation were most likely to have:

- ① Greater percentage of residents with bachelor's degrees
- ① Greater percentage of homes with access to the internet.
- ② Lower percentage of renter-occupied homes



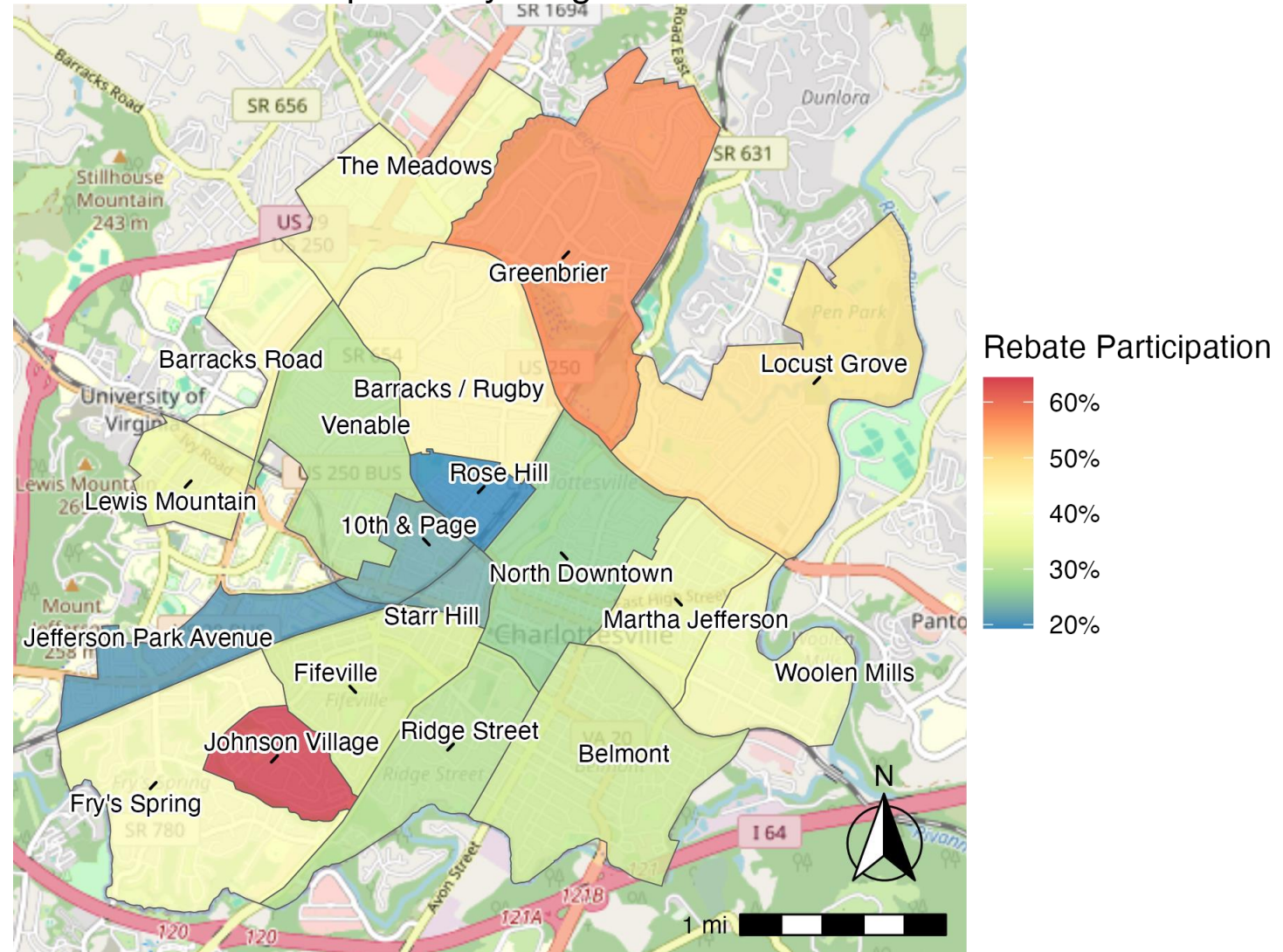
REBATE PARTICIPATION TRENDS

Neighborhoods with the **lowest participation rates** in the Toilet Rebate Program include:

- Rose Hill
- Jefferson Park Avenue
- 10th & Page
- Starr Hill

Across all neighborhoods, participation in the rebate program was dominated by **single-family residential properties**

Total Rebate Participation by Neighborhood

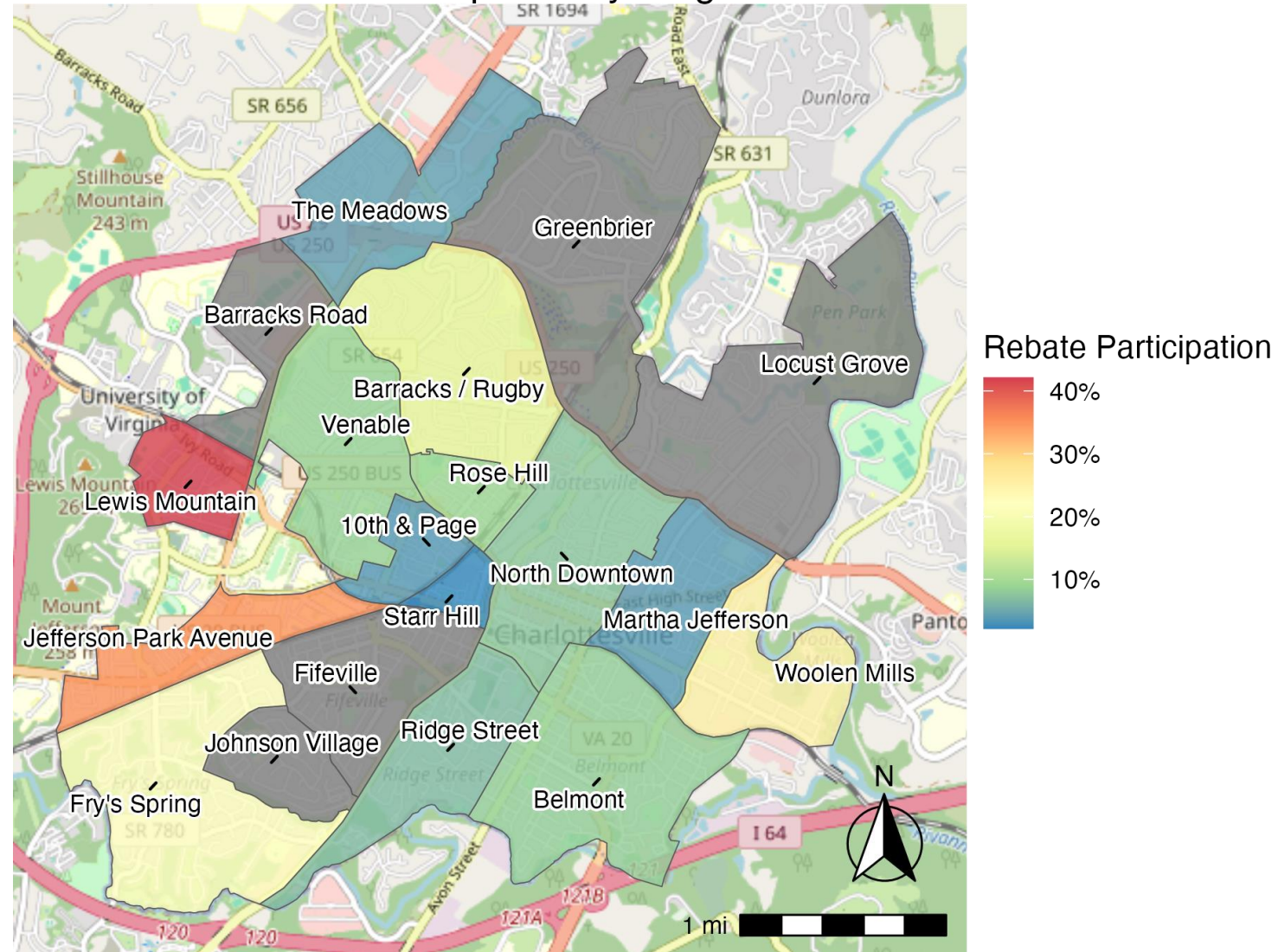


REBATE PARTICIPATION TRENDS: COMMERCIAL

Fewer **commercial or multifamily building rebates** participated, but these participants have more toilets/rebate:

- Median: **8** toilets/rebate
- Average: **22** toilets/rebate
- Max: **212** toilets/rebate

Commercial Rebate Participation by Neighborhood



REVIEWING COMPARABLE PROGRAMS

Overview and Approach

- Checked **111 communities** for the presence/absence of toilet incentive programs
- Reviewed **40 programs** in greater detail
- Conducted **3 informational interviews** (Durham, North Carolina; Cobb County, Georgia; and Westminster, Colorado)



Populations ranged **from just over 5,000** residents to a high of **2.6 million residents**.



The reviewed programs included **8 direct installation** programs.



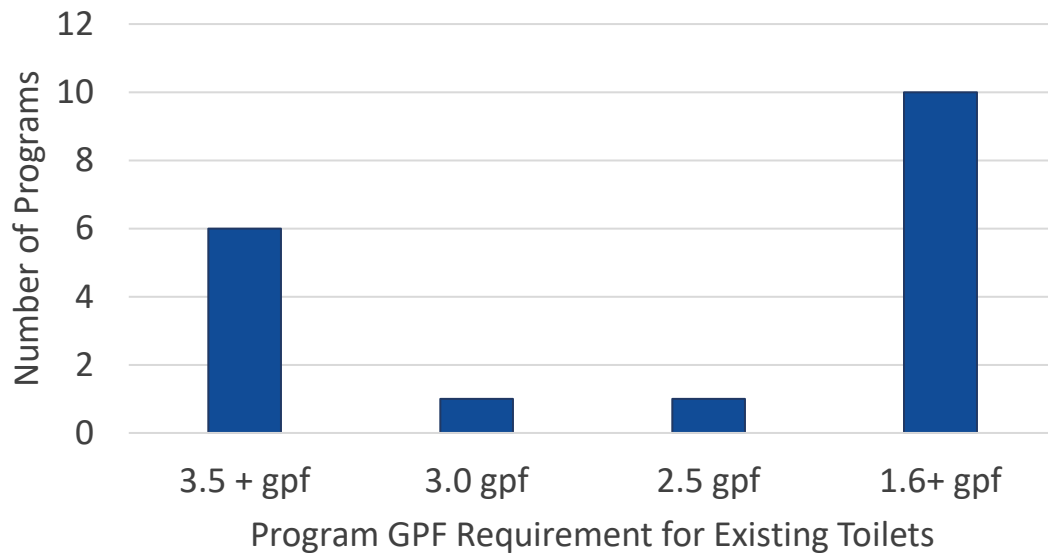
Of the **47 Virginia communities** reviewed, **3 communities** had toilet rebate programs: Albemarle County Service Authority, City of Virginia Beach, & James City Service Authority

KEY FINDINGS: TOILET ELIGIBILITY

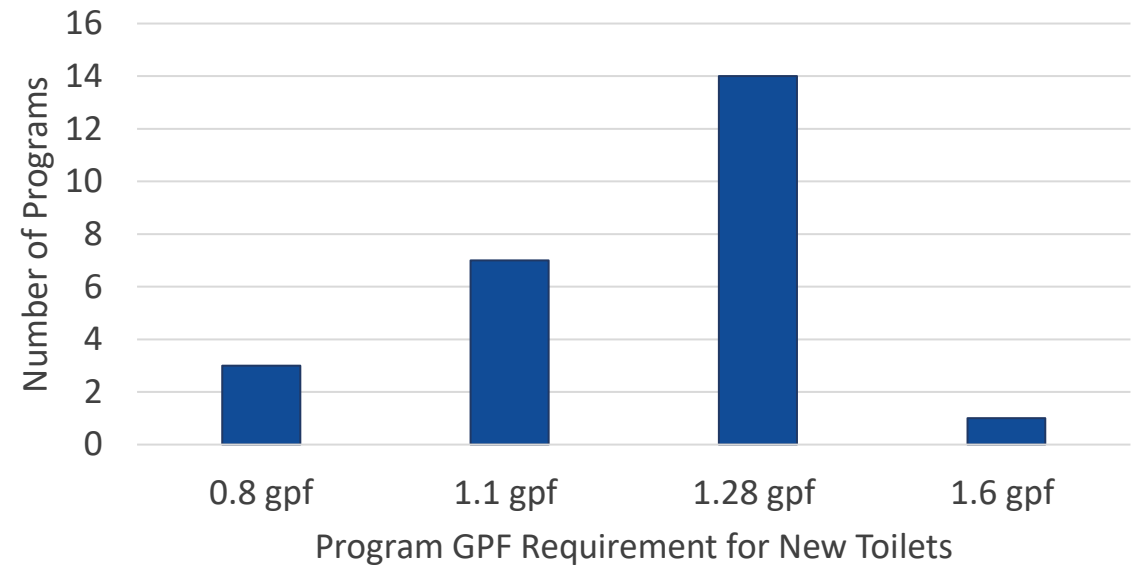
Common rebate program requirements:

- Existing toilets must be either:
 - 1.6 gpf or higher (23%)** or
 - 3.5 gpf or higher (15%, Charlottesville's standard)**
- New toilets needed to be **1.28 gpf or lower (30%)**

Gallon Per Flush (GPF) of Existing Toilet Requirements



Gallon Per Flush (GPF) of New Toilet Requirements



KEY FINDINGS: TOILET ELIGIBILITY



Considering model availability and costs (esp. in light of supply chain disruptions)



Considering older homes and infrastructure (potential volume needs)



Approaches to re-engaging early participants



Exploration of tiered rebate structures



KEY FINDINGS: PARTICIPANT ELIGIBILITY



Engaging renters and
landlords



Identifying trends and
gaps in participation



Bundling programs,
outreach, and
applications



Piggybacking onto
existing programs and
registrations



KEY FINDINGS: OUTREACH & COMMUNICATION

Communicate water savings from efficient toilets (~\$250-\$450/year)

Meet people where they are

Transparency and consistency help build trust

Make information accessible (across language and technology divides)

Engage key neighborhoods, but avoid singling out any single community

Build long-term relationships with communities and community organizations

Harness outreach synergies across City departments

Opportunities to partner with other assistance programs

POTENTIAL STRATEGIES

- WaterNow created a menu of four potential strategies
- Each option was compared to the original program:
 - Expanding Eligibility
 - Increasing the Rebate Amount
 - Adding a Tiered Rebate Structure
 - Creating a Direct Installation Program



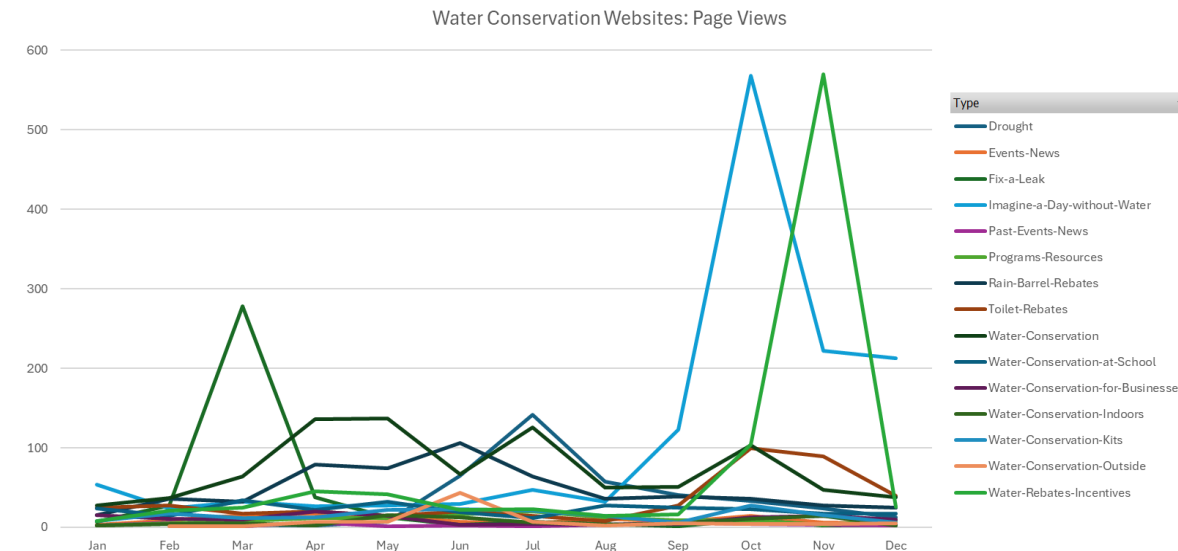
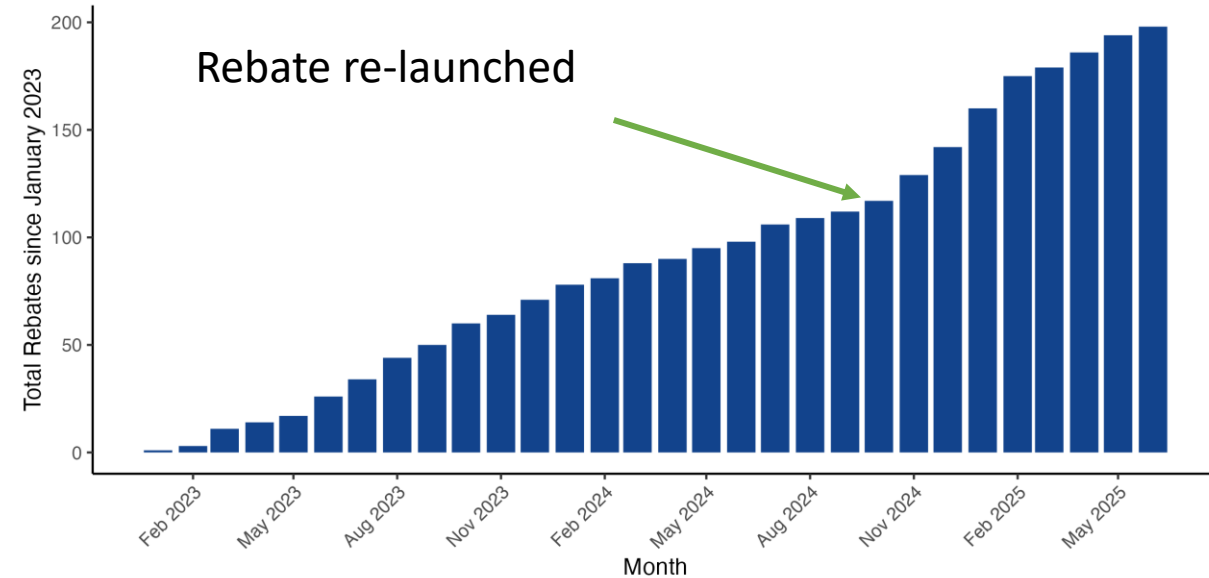
DECISION MATRIX

Scenario	Water Conservation Impact (2024-2034)	Cost/ Toilet	Water Savings/ Toilet (Gallons/ Household/ Year)	Participation	Support for Under-resourced Communities	Administrative Overhead	Key Considerations
Option 1, Existing Toilet Rebate Program	37 MG (assuming 295 participants)	\$165	11,960	Decline	Minimal	Limited	Trends show declining participation in recent years, suggesting potential program saturation and barriers to lower-income customers.
Option 2(a), Toilet Rebate Program: Eligibility Update	63 MG (assuming 876 participants)	\$130	11,960	Peak then Decline	Limited	Average	Expands eligibility, potentially addressing program saturation with minimal program changes or overhead. May significantly increase participation, but with lower water savings than option 2(b), given its inclusion of more efficient toilets.
Option 2(b), Toilet Rebate Program: Increased Rebate	78 MG (assuming 719 participants)	\$177	7,341	Peak then Decline	Limited	Average	Addresses inflation; may encourage low-income customers to participate (though upfront costs will remain a challenge). Impact on participation may be limited, but with high water savings for toilets which are replaced. Overall impact somewhat variable and hard to predict.
Option 2(c), Toilet Rebate Program: Tiered Rebate	78 MG (assuming 913 participants)	\$134	8,654	Peak then Decline	Limited	Average	Expands eligibility while directing greatest financial incentives towards the greatest water savings. Presents a balanced approach between options 2(b) and 2(c).
Option 3, Direct Installation Program	29 MG (assuming 310 participants)	\$551	11,960	Slow, sustained participation	Strong	Moderate	Partnership with AHIP, LEAP, and/or other organizations will be key to reducing administrative overhead. Targets support to income-qualifying customers in greatest need, who are unlikely to replace their toilets otherwise. Lower water savings reflect anticipated limits on participation (due to bandwidth limits on the part of administering agencies).

TAKING ACTION

Since the conclusion of the project:

- Re-launched in October 2024
- Rebate amount increased to \$150 per toilet.
- 1.6 gpf toilets are now eligible for replacement
- In FY2025 (July 2024 – June 2025):
 - 71 rebate applications submitted (34% increase from FY2024)
 - 101 toilets have been replaced (42% increase from FY2024)



MARKETING EFFORTS

- Press release
- TV & radio interviews
- Local magazine newsletter
- Local magazine ads
- Local TV station's digital ads
- Targeted Meta ads targeted at City only and asked for contact info to learn more
- Dedicated email from a family-focused magazine
- Utility newsletters
- Social Media




City of Charlottesville Toilet Rebate Program
City Residents are now eligible for an up to **\$150 rebate** for replacing toilets that use 1.6 gallons per flush or higher with a WaterSense labeled toilet!

Charlottesville.gov/ToiletRebate



Charlottesville Water Conservation
Sponsored · 🌱

City residents are eligible for water saving rebates & free incentives including a rebate for an @EPAWaterSense labeled toilet!



CHARLOTTESVILLE IS FOR WATER

For more tips on ways to save or conserve water, visit Charlottesville.gov/WaterConservation

FORM ON FACEBOOK
City residents are eligible for water saving rebates & [Learn more](#)

NEXT STEPS:

DIRECT INSTALLATION

In partnership with community partners, a *direct toilet installation program* would support income-qualifying customers by replacing toilets of **3.5 gpf** or more with WaterSense certified toilets (**1.28 gpf** or less), and by repairing or replacing **actively leaking toilets**.



Focuses support on low-income customers



Focuses support on repairing or replacing toilets that might not otherwise be replaced



Streamlines process for the City and for the customer by aligning them with other home repair support services

DIRECT INSTALLATION

Community Partners



Administrative Considerations:

- Outreach and communication
- Internal coordination and meeting schedule
- Verifying income eligibility
- Initial site visit and assessment
- Confirmation of toilet repair or replacement recommendation
- Toilet installation or repair
- Payment/reimbursement for installation or repair
- Liability structure

TAKEAWAYS

- Simple, easily available data can tell helpful stories about program participation.
- Understanding customer traits can help with strategic adjustments to outreach and program engagement
- Updating long-standing programs can trigger new waves of participation and water savings!



RESOURCES

Potential GIS Data Sources:

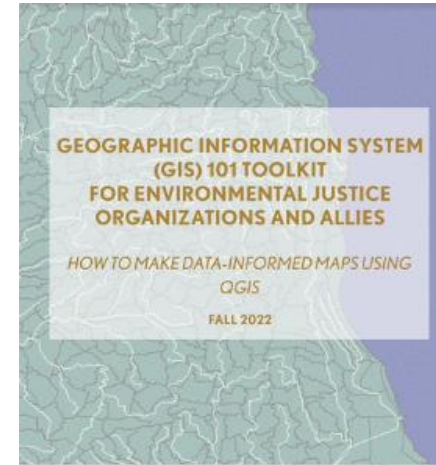
- [US Census Bureau](#)
- [CDC Social Vulnerability Index](#)
- [IPUMS National Historical GIS](#)
- [EPA EnviroAtlas](#)

Guides and Guidance:

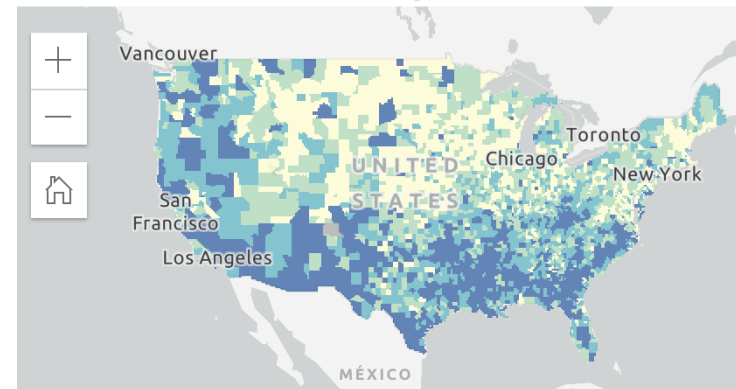
- [Center for Neighborhood Technologies GIS 101 Toolkit](#)

More Resources from WaterNow:

- [Charlottesville Project Overview and Materials](#)
- [Tap Into Resilience Toolkit](#)



CDC Social Vulnerability Index



THANK YOU



[Toilet Rebate Web Page](#)



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Rate Setting & Payment Policies of Municipal Providers for Equitable Access to Drinking Water in Illinois

Deborah A. Carroll, Ph.D.

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Chicago, IL



AUGUST 6, 2025

Rate Setting & Payment Policies of Municipal Providers for Equitable Access to Drinking Water in Illinois

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Director, Government Finance Research Center
University of Illinois Chicago



Water Rate Setting Study (WRSS) Overview

- Appropriation from the Illinois General Assembly for CYs 2021-2024 for two reports: 1) Lake Michigan Service Area, and 2) Remainder of Illinois
- Examines:
 - How municipalities and water districts establish drinking water rates,
 - What factors influence rate adjustments, including state and local policies
 - Whether equity and affordability are integrated into the rate-setting process,
 - How rate-setting varies between economically disadvantaged and economically advantaged communities, and
 - Potential opportunities for increased intergovernmental coordination in rate setting
- Mixed Methods Study
 - Quantitative analysis of secondary data
 - Qualitative and quantitative analysis of primary data
 - Qualitative analysis of in-depth interview data
 - Case studies selected based on typology developed by research team
- Oversight by 16-Member Advisory Committee

Rate Setting

Flat Rate Structure

Households charged the same amount on each water bill

- **Base Charge** is equivalent to total bill since water bills do not vary depending on water usage.

Volumetric Rate Structure

Volumetric charge based on water usage

- **Uniform Volumetric Rate** - A charge based on the volume of water consumed. This uniform usage rate does not change based on amount of water consumed.
- **Variable Volumetric or Block Rate** - A charge based on the per unit of water consumed at various tiers. Tiers are a set charge tied to a range of water consumed by the customer. After the consumer exceeds the upper limit of one tier, the customer will pay the next tier's rate until reaching the maximum tier (consumption level).

Combined Rate Structure

Combination of volumetric rate and fixed fees

- **Volumetric Rate** - These charges are the same as in volumetric rate structure and are combined with a base charge that includes fixed fees.
- **Base Charge** - In addition to the minimum usage base charge in the volumetric rate structure, a base charge may also include one or more **fixed fees**. Fixed fees do not vary across residential customers and may include one or more of the following:

Meter Fee/Tap Fee - Charged to recoup the initial costs of connecting households to water and/or wastewater service and any water meter improvements/replacements.

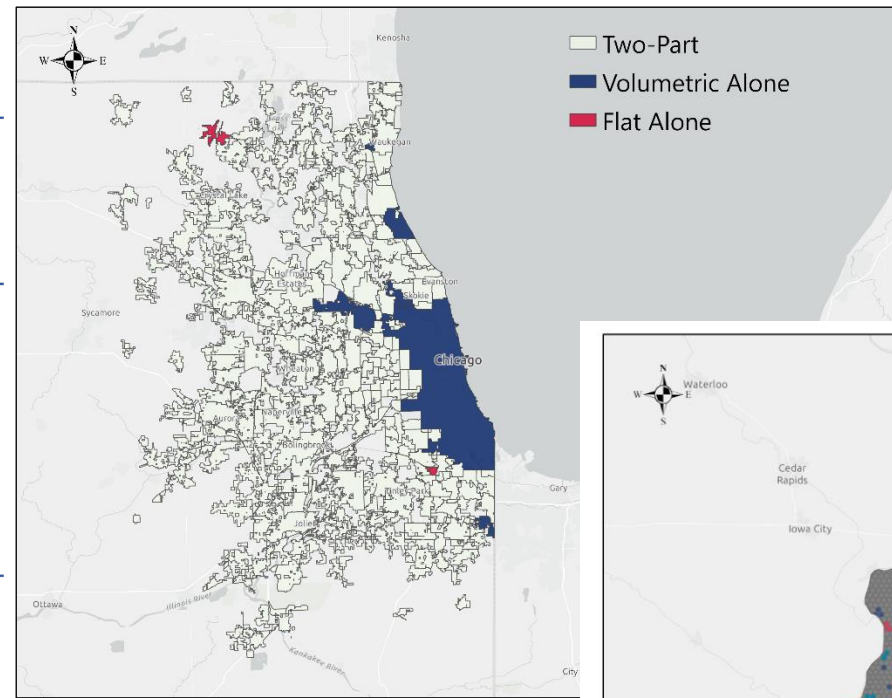
Capital Improvement/Debt Service Fee - Separate, sometimes temporary fee for funding capital improvement projects or financing loans associated with a capital improvement.

Administrative/Billing Fee - Municipalities recoup administrative costs with billing/ service charges on water bills.

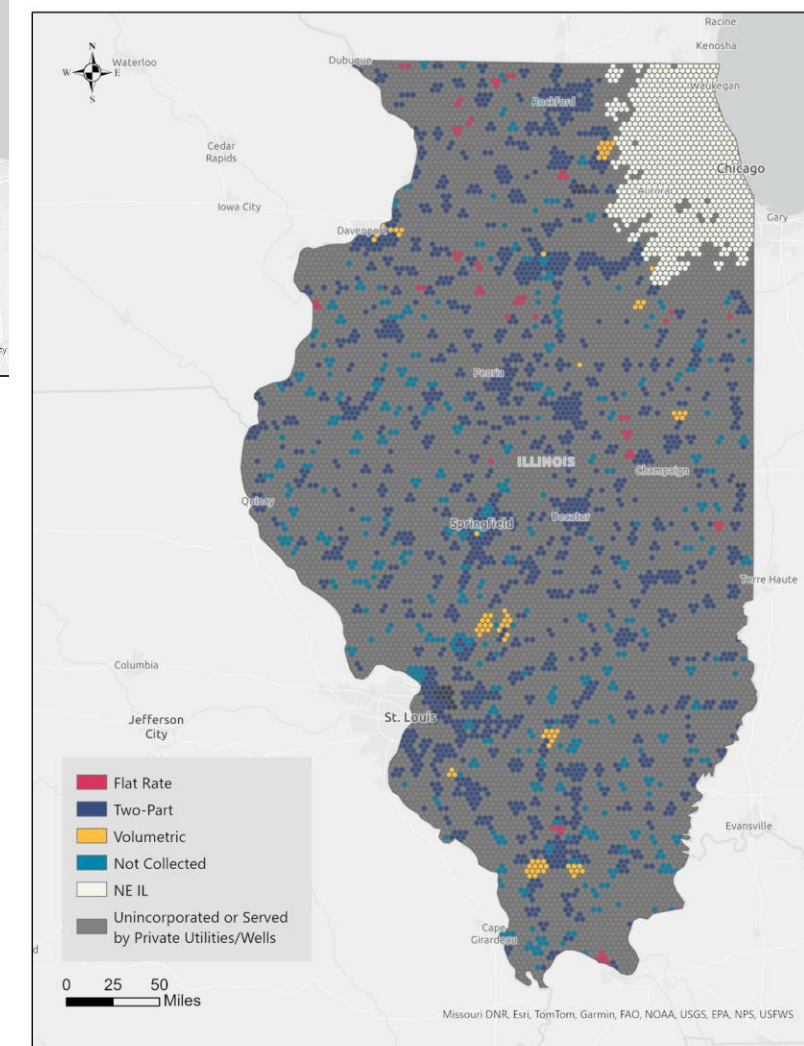
Miscellaneous Fees

Regardless of rate structure, charges unrelated to water provision are often included in water bills

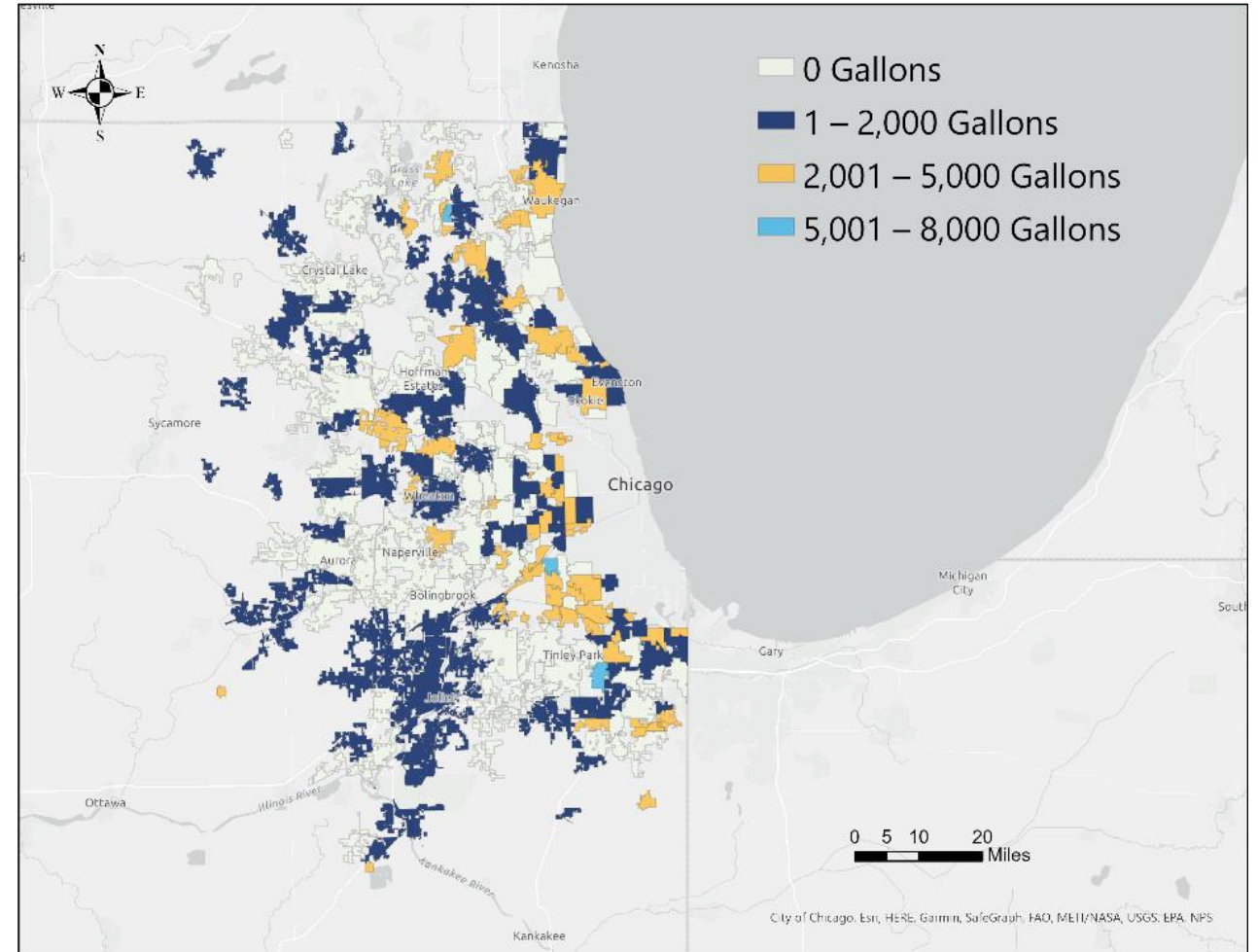
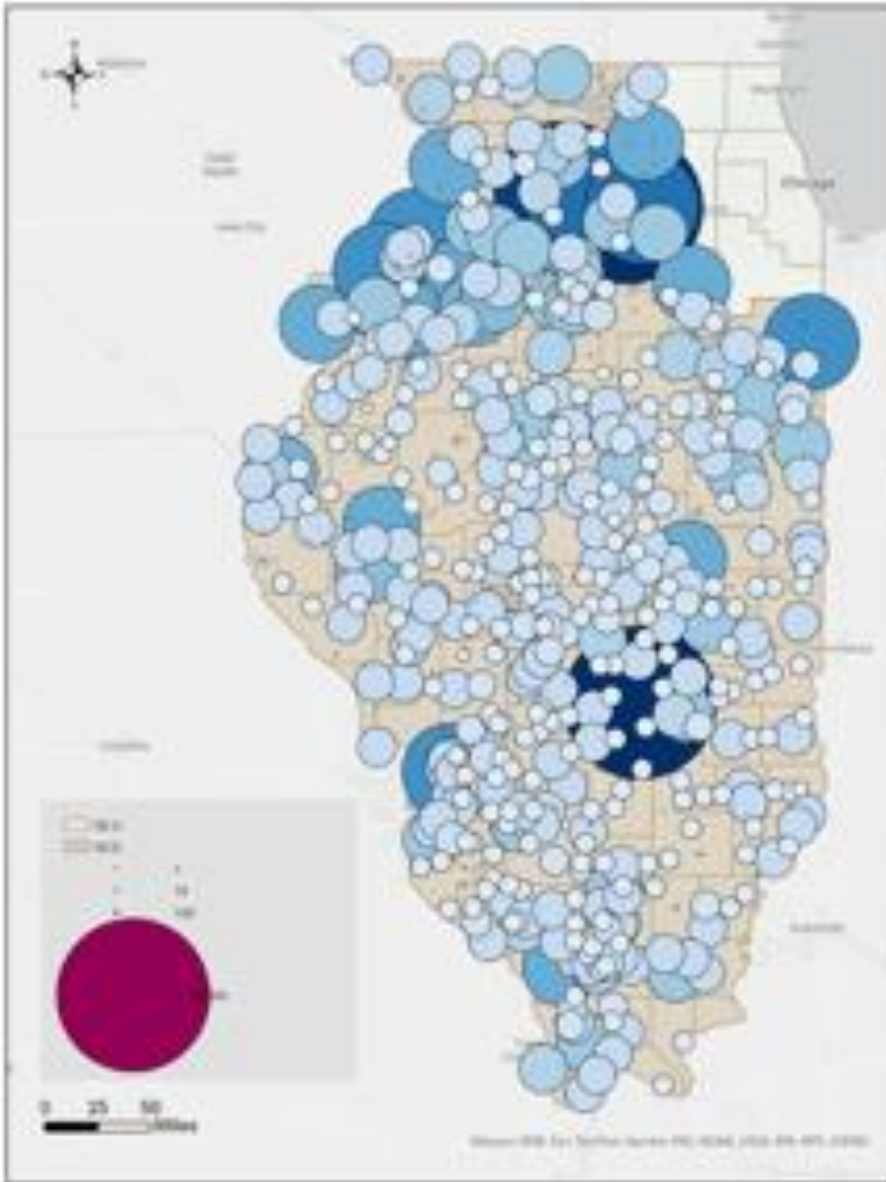
- **Garbage/Refuse Fee:** Municipal garbage/refuse fees are common regardless of whether services are provided by the municipality or contracted.
- **Stormwater Fee:** Charges to cover stormwater services may be included in water bills, typically based on estimates of impervious surfaces.
- **Taxes:** While uncommon, a separate line item for taxes is included in municipal water bills.



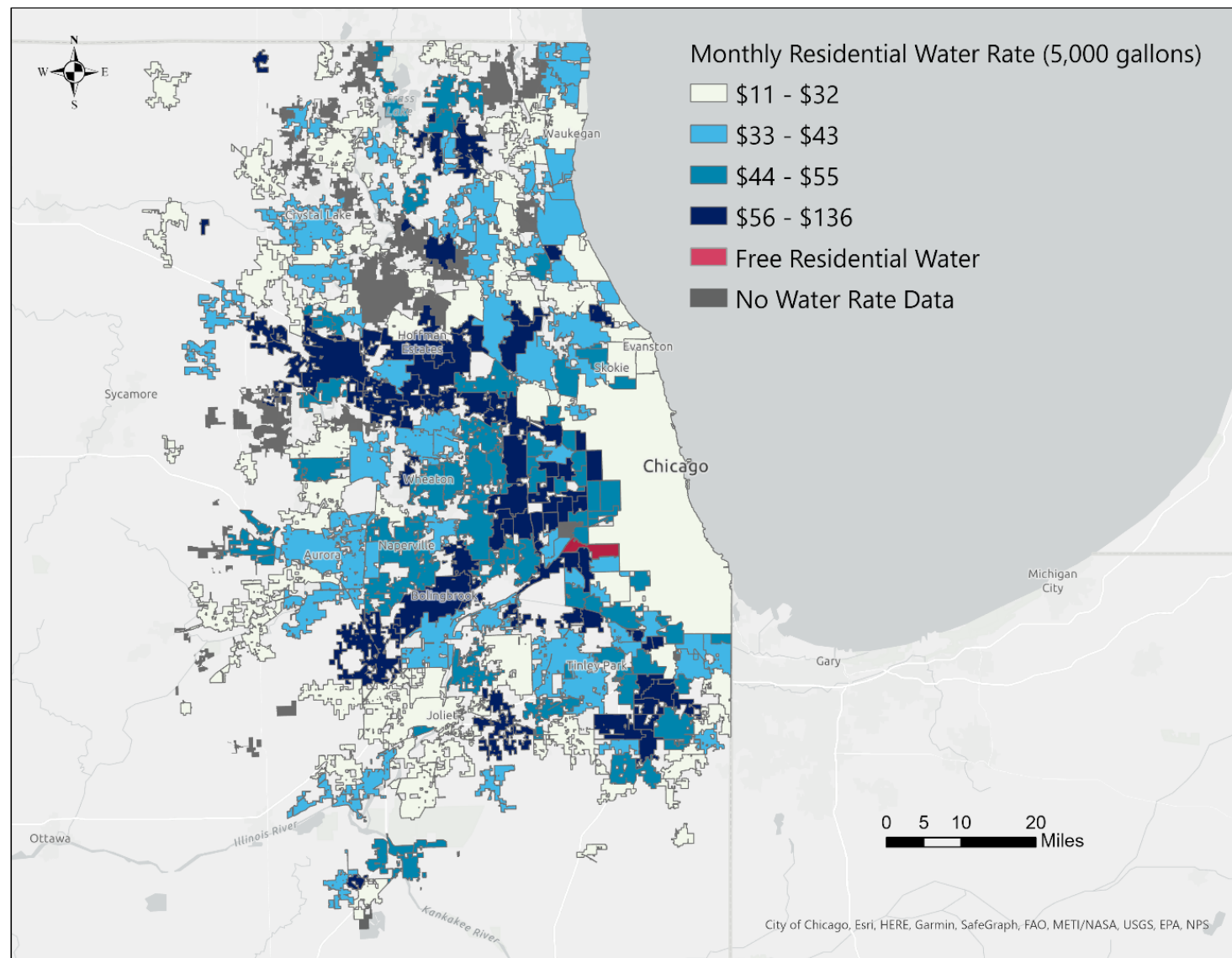
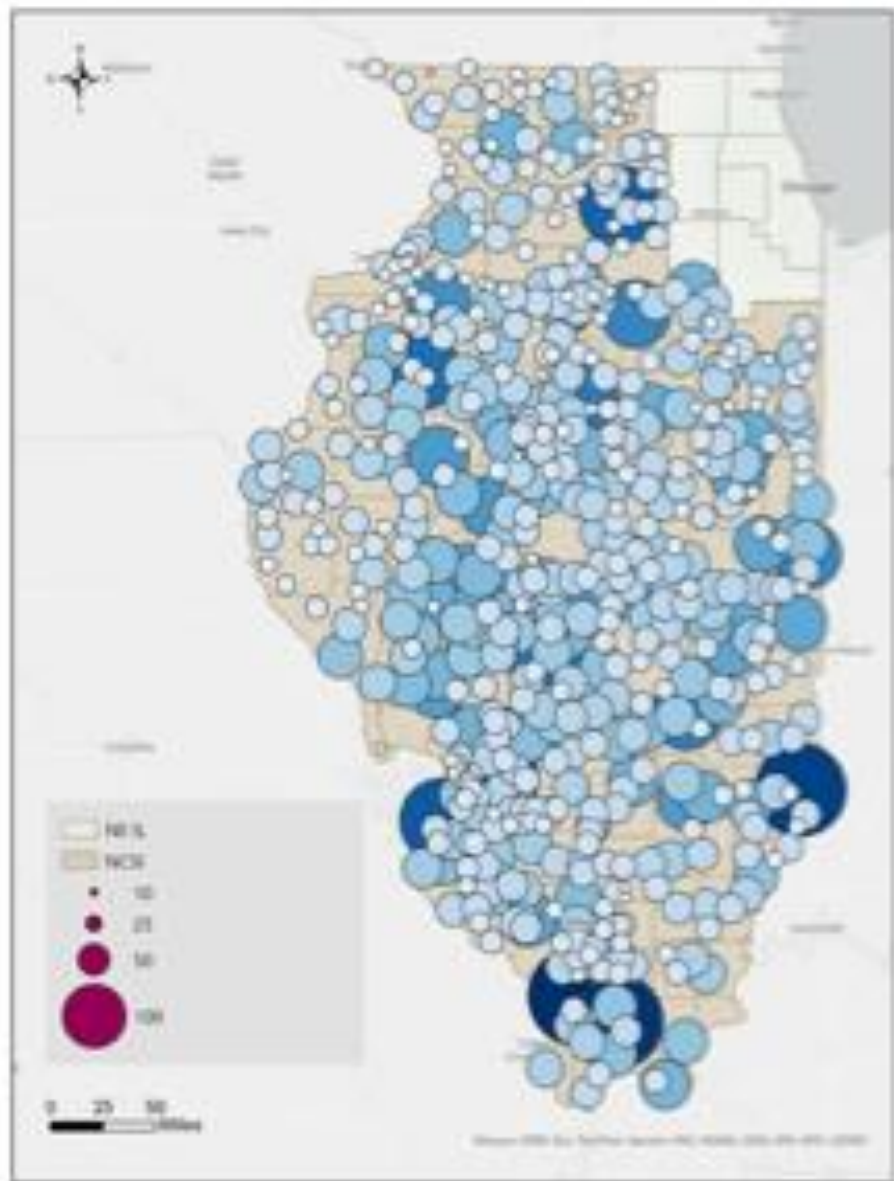
Rate Structures of Municipal Utilities



Water Allowance Covered by Base Charge



Monthly Water Bill Standardized to 5,000 Gallons/Month

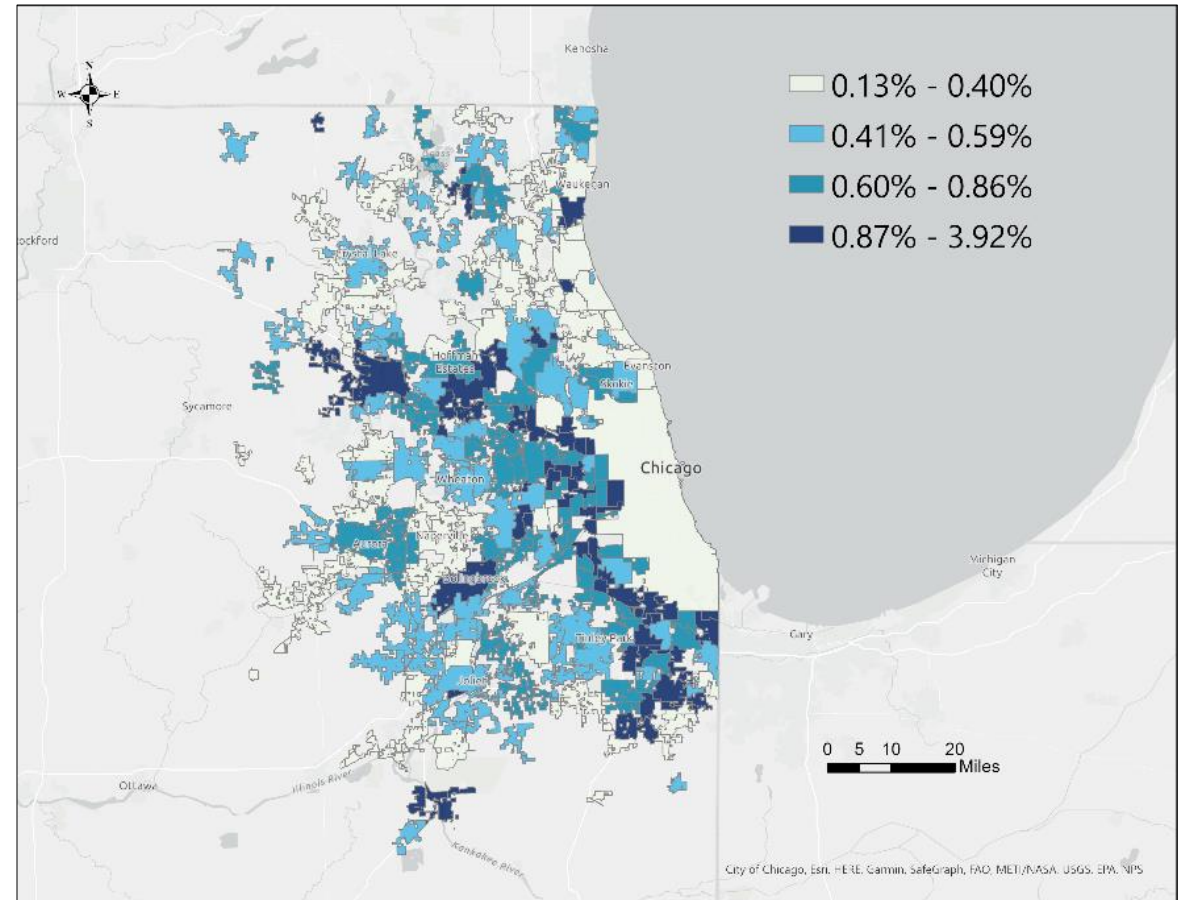
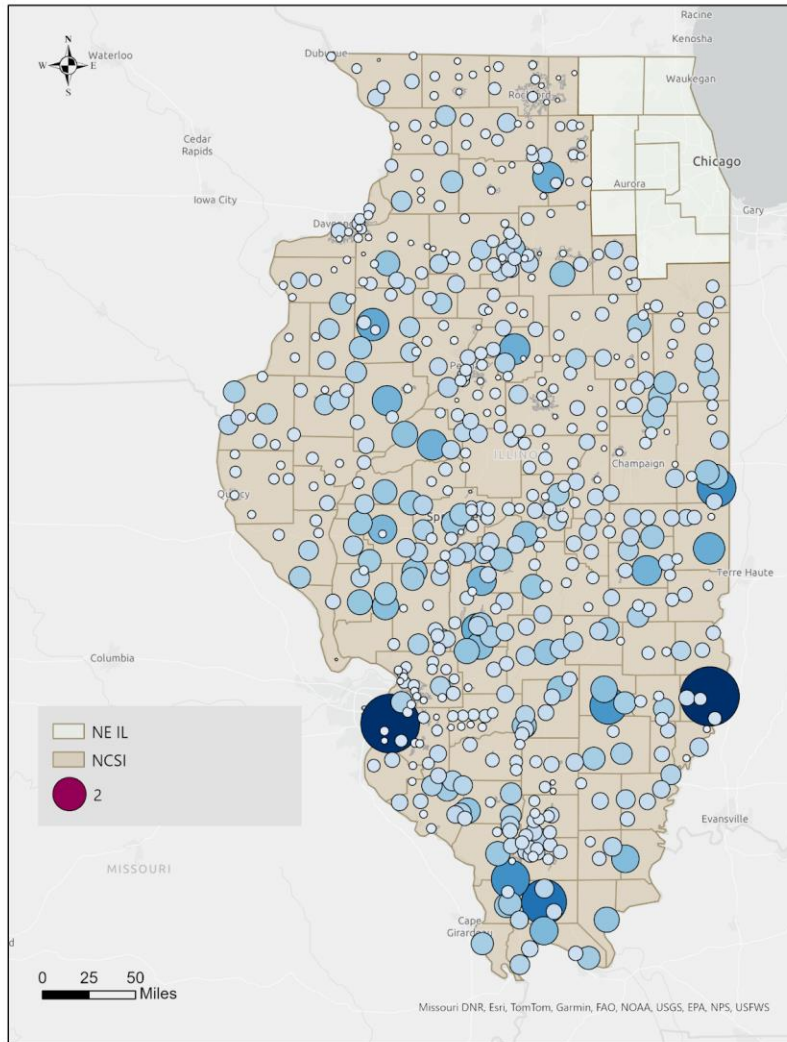


Reasons for Increases in Water Rates

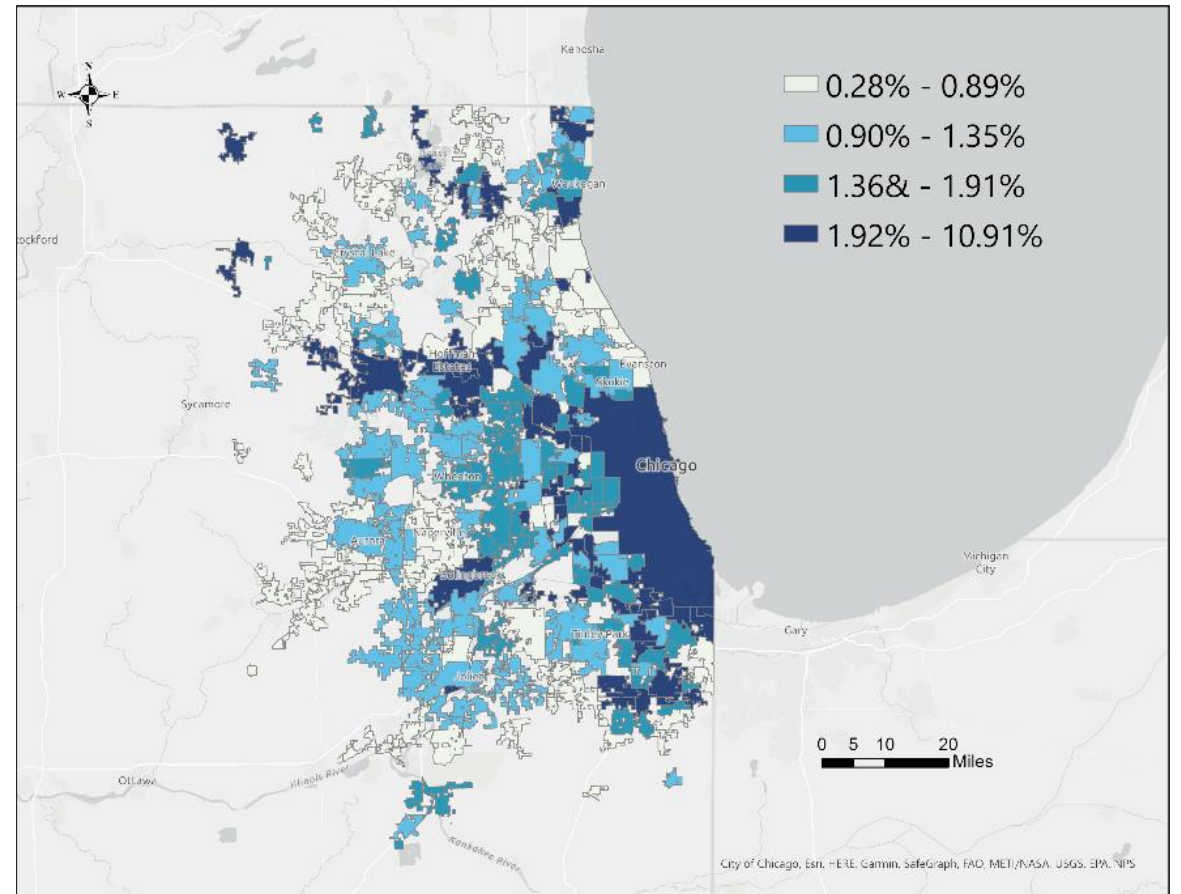
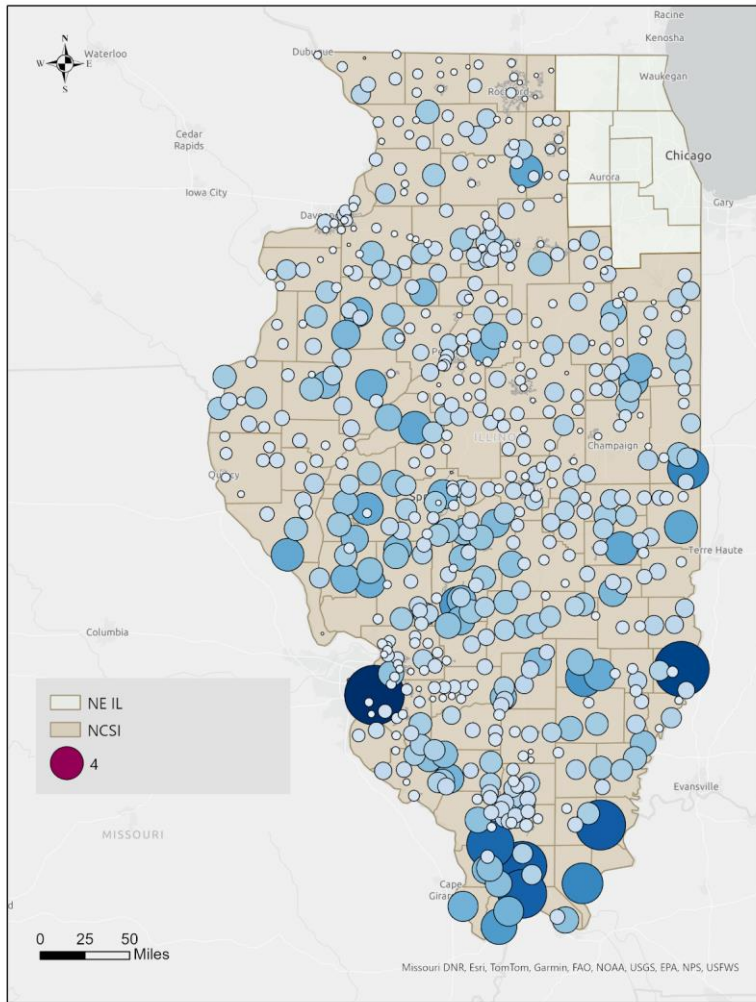
- Infrastructure failures & maintenance
- Paying down debt: “the big driver in the base rate is the debt payment”
- Approaches to achieving incremental increases/avoiding price shocks
 - Reassess rate increases at 3–5-year cycles (often bonds must be paid down in 3 years)
 - Automatic increases of 2-5% annually or tied to inflation
- Technology (e.g., water meters): properly billed and consumption charges rapidly available/communicated with customers
- Political considerations
- Demand changes: efficient appliances and consumer response to water rate increases
- Passing costs along associated with wholesalers: lack of transparency in the rate-setting process
- System operations: inflation & other operating cost shocks

Affordability & Accessibility

Standardized Water Bill as a Percentage of Median Household Income

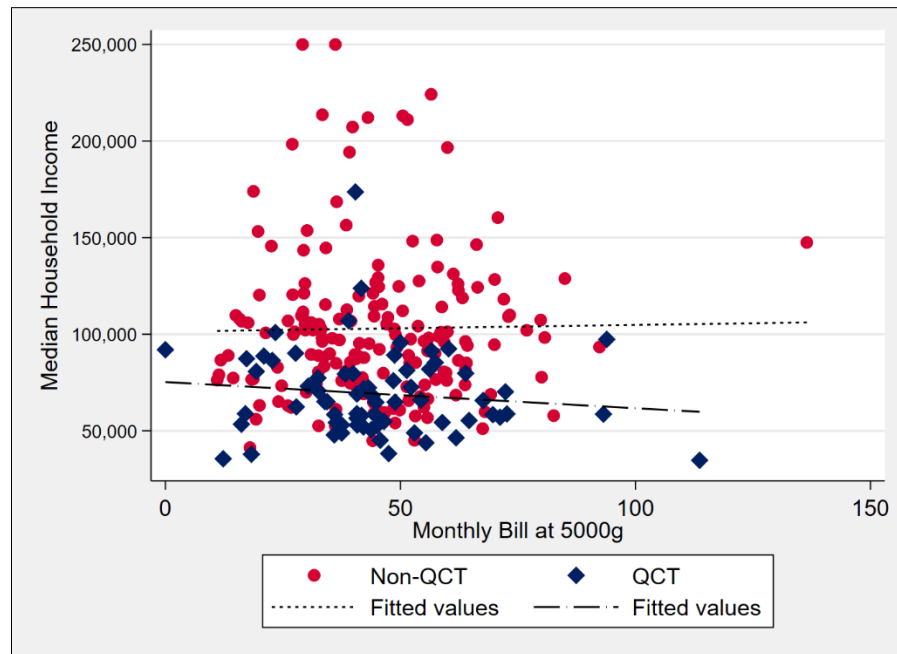


Standardized Water Bill as a Percentage of Household Income at the 20th Percentile

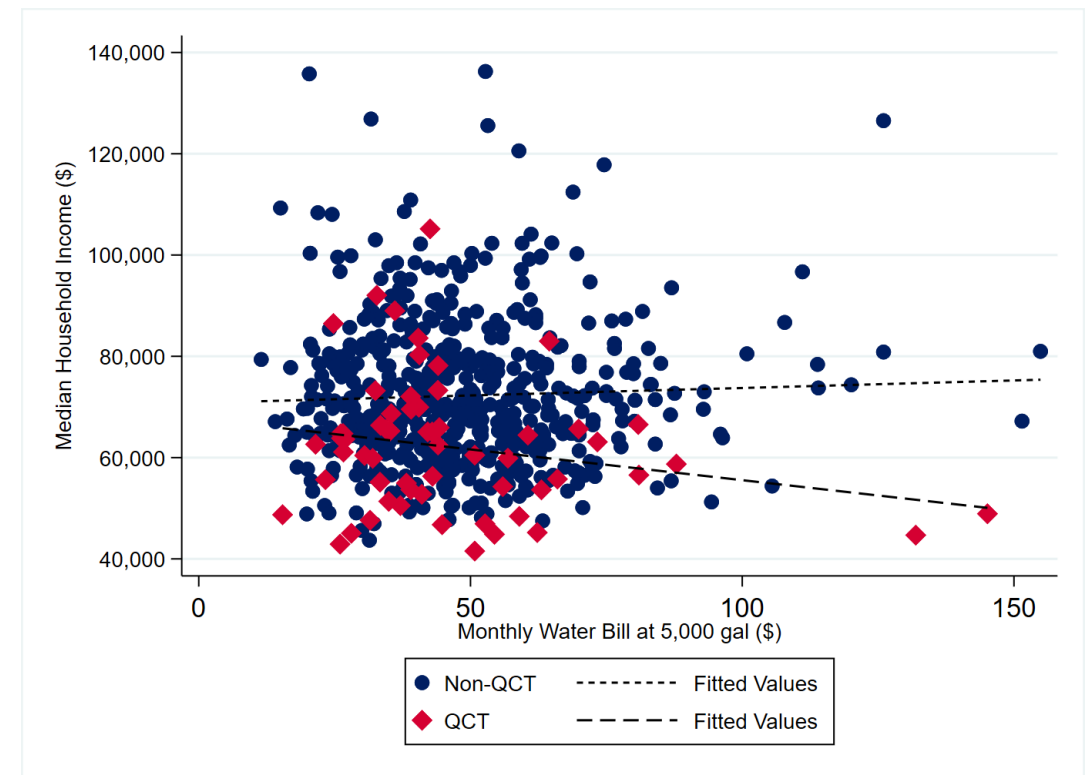


Fitted Regression Lines for Median Household Income and Monthly Water Bills

Lake Michigan Service Area

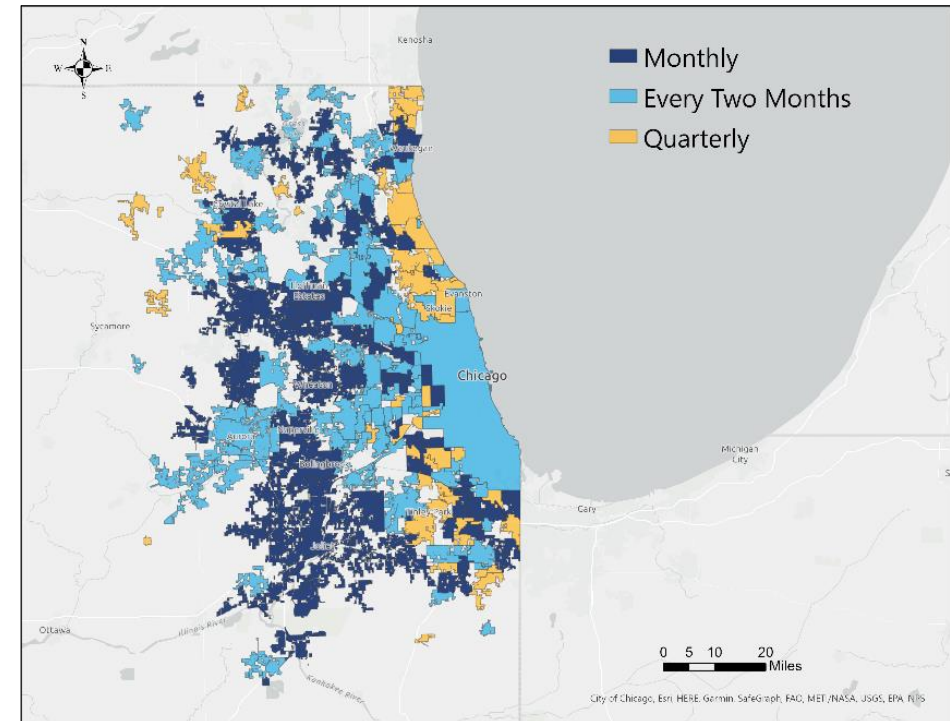
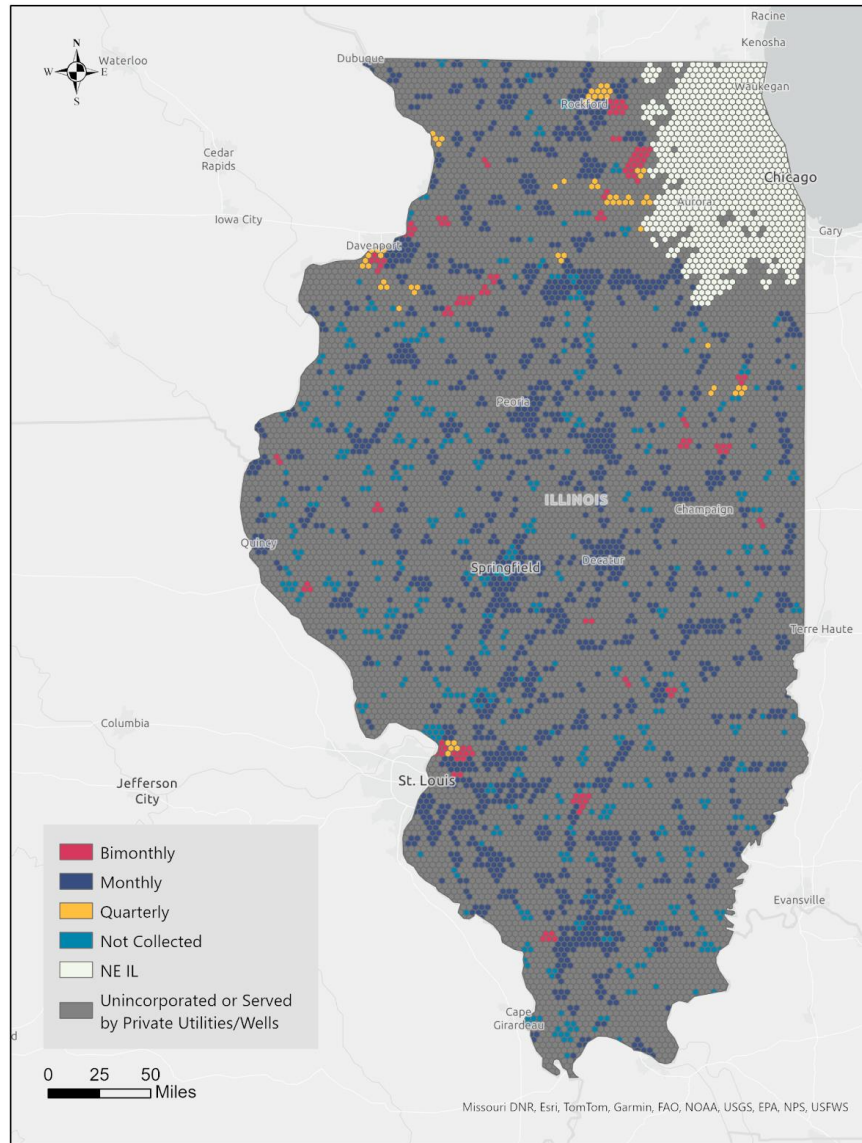


Remainder of Illinois

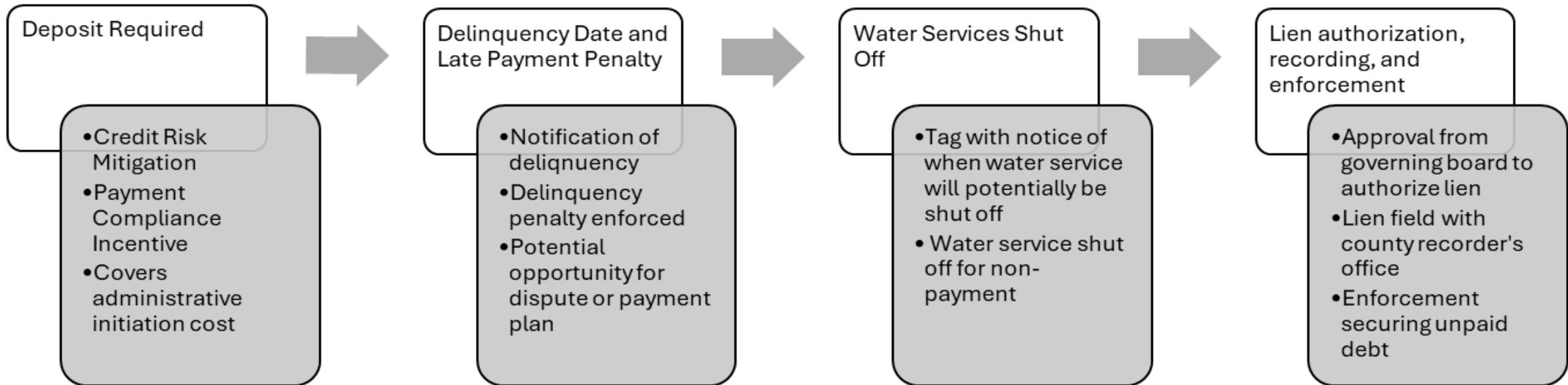


Payment Policies

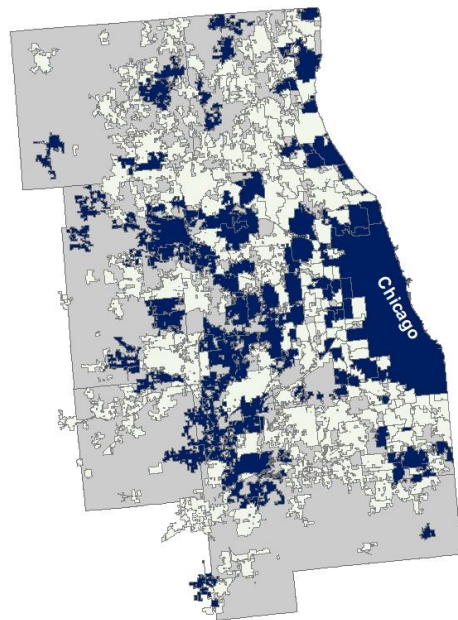
Water Bill Frequency



Typical Process for Penalties for Nonpayment of Water Bills

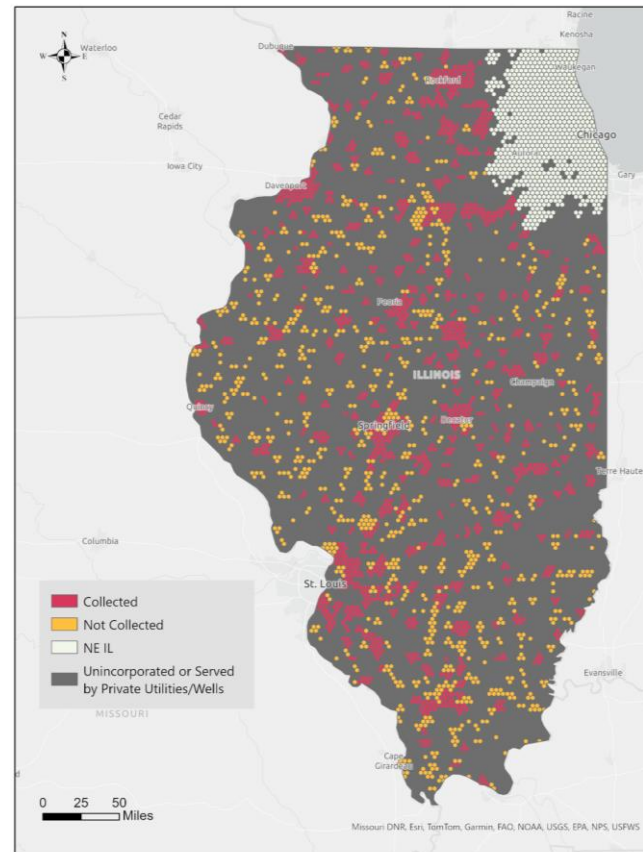


Codes and Ordinances Analysis



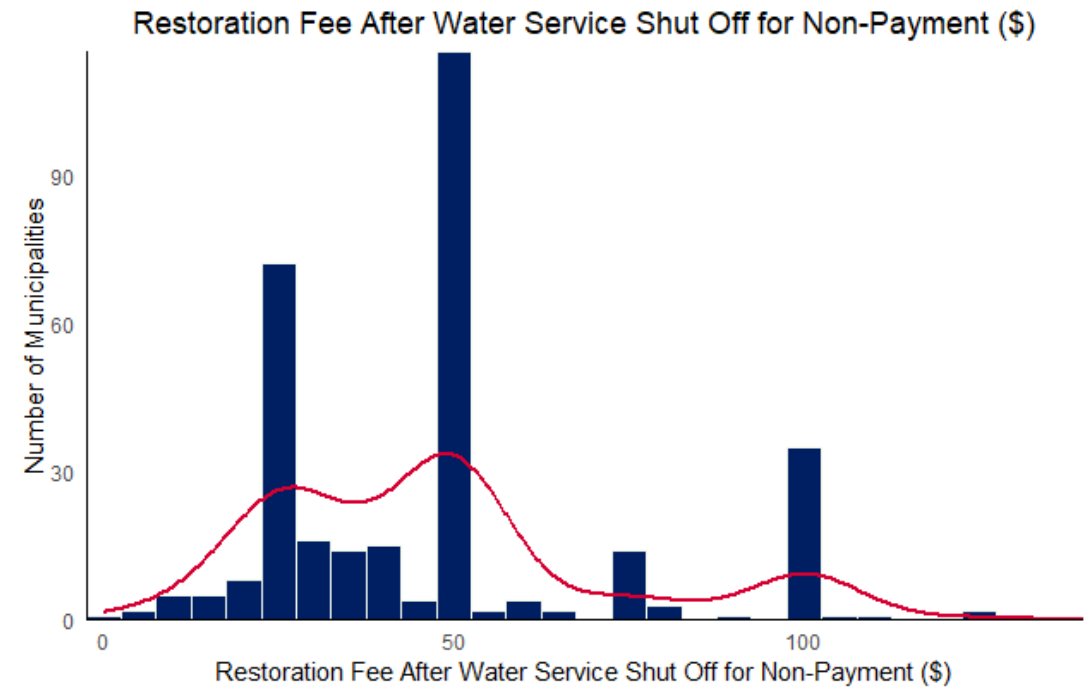
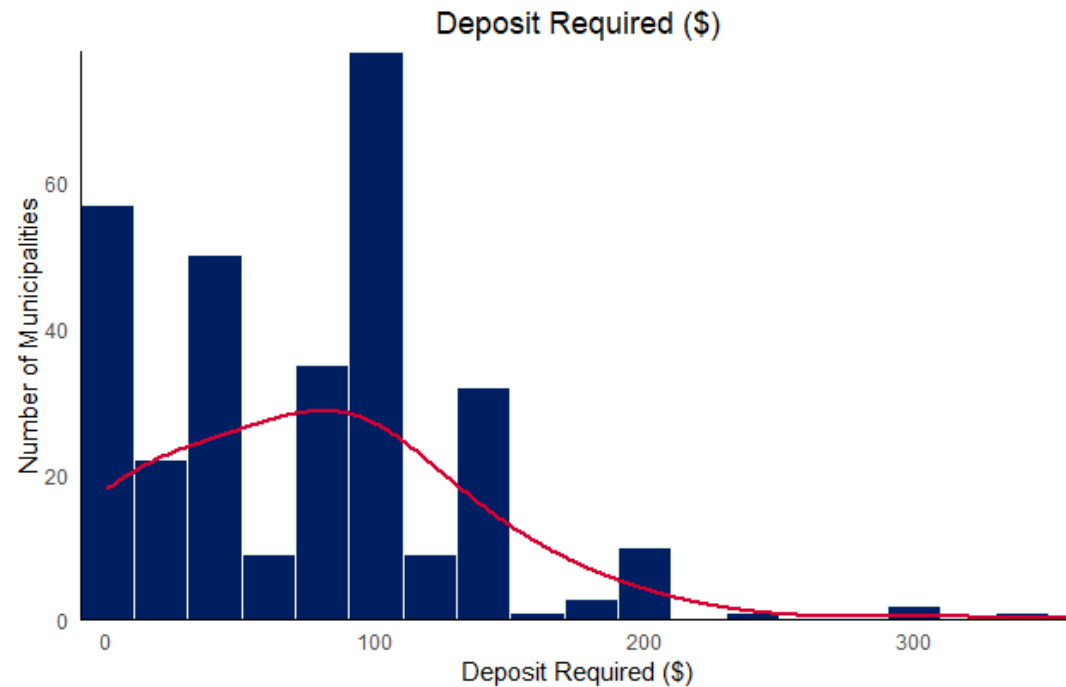
Codified Municipal Ordinances

- Ordinances Not Collected
- Ordinances Codified
- Unincorporated Areas

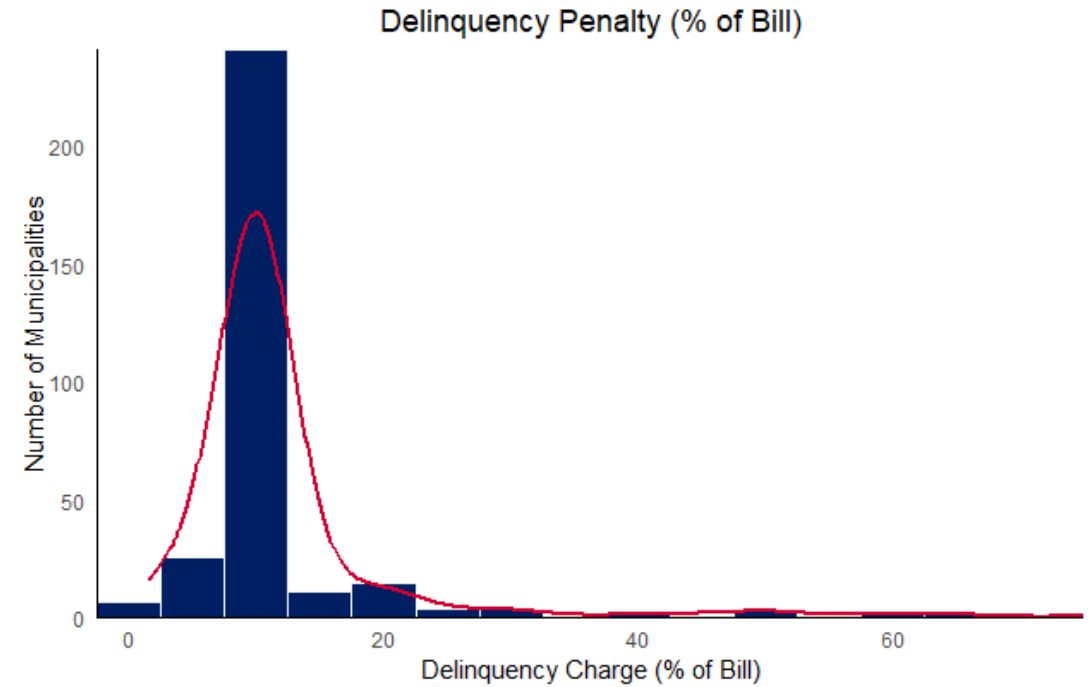
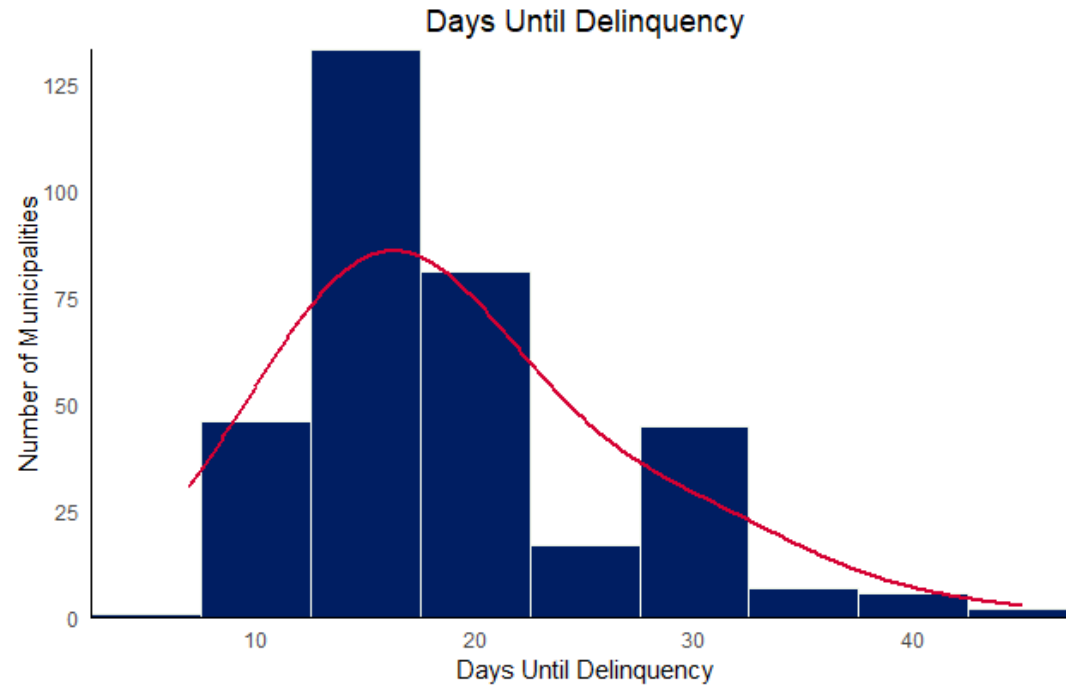


Service Initiation	Penalties
<ol style="list-style-type: none"> 1. Deposit amount required for initiation of water service 2. Deposit criteria (e.g., establishing connection for new households, renters, etc.) 	<ol style="list-style-type: none"> 1. Days after bill until water shutoff 2. Days after bill until considered delinquent 3. First delinquency charge (max. and min.) 4. Days after bill until lien placed on real estate 5. Water reconnection charge after shutoff
Financial Assistance Programs	Procedural Transparency
<ol style="list-style-type: none"> 1. Payment assistance plan available 2. Payment assistance plan eligibility 	<ol style="list-style-type: none"> 1. Description available of the water rate increase process 2. Personnel involved in the rate setting process detailed 3. Formal process described for customers to dispute or correct water bills 4. Description available of how water and sewer funds are managed (e.g., separate or combined)

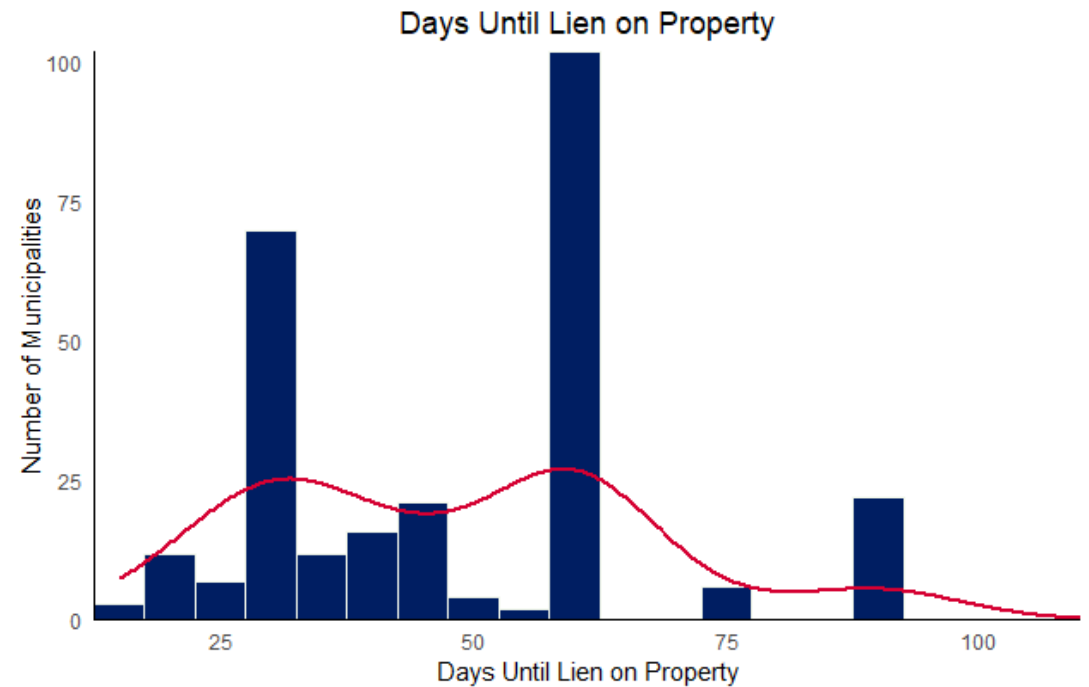
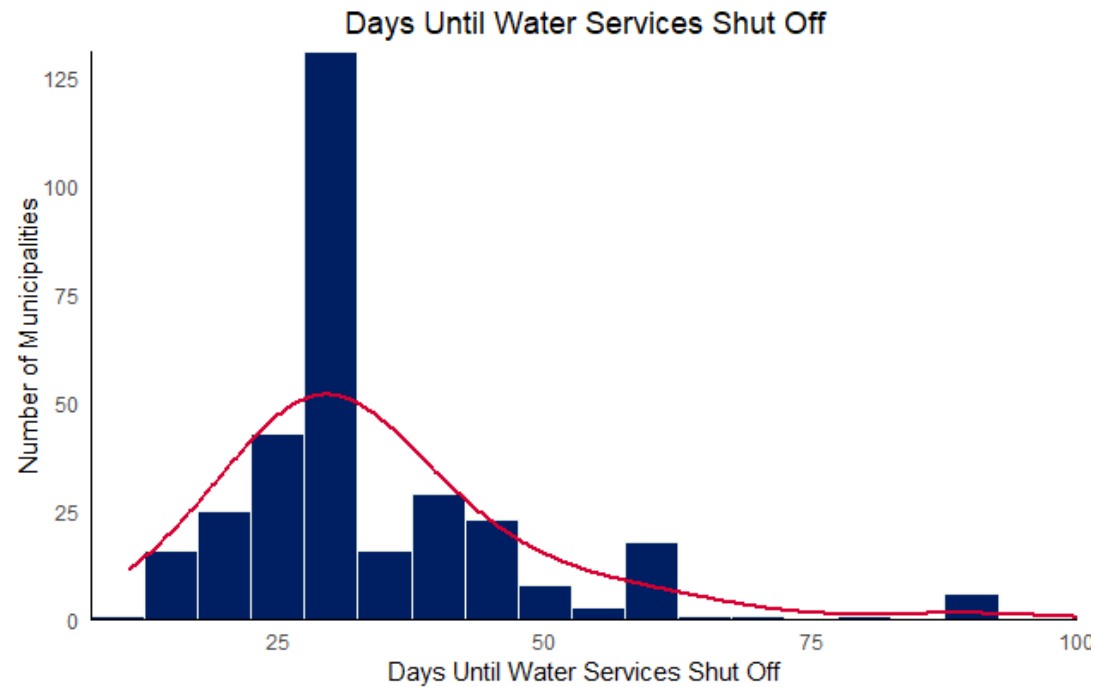
Establishing & Restoring Service



Payment Delinquency



Other Penalties for Nonpayment



Payment Policies Major Findings

Regression #1: Days to Shut-Off

- % poverty weakly (10% level of significance) associated with longer duration until shutoff
- % Black & Latino significantly associated with shorter duration until shutoff
- Municipalities with process for disputing bills allow faster shutoffs

Regression #2: Reconnection Fee (DV)

- Higher rates of household vacancy & manual labor positively associated with higher reconnection fee
- Type of water provider significantly associated with reconnection fee levels

Regression #3: Monthly Bill (DV)

- The higher the household water bill, the sooner customers are considered delinquent
- Higher water bills are less likely to have a payment assistance program
- Control variables for income and race are not statistically significant at 5% level



Government Finance Research Center

- Established July 2018
- **Mission:** to shape and inform public policy and scholarly discourse on government and public finance by identifying, planning, and executing research, providing reports and informed analyses, delivering educational opportunities and technical training, and offering inclusive venues to convene national and local discussions on fiscal and governance issues

On behalf of the GFRC,



Thank You!

Contact: gfrc@uic.edu

Bridging the Gap: Building Pathways to a Career in the Water Sector

José Galván

Supplier Development Specialist, Milwaukee Metropolitan Sewerage
District, WI





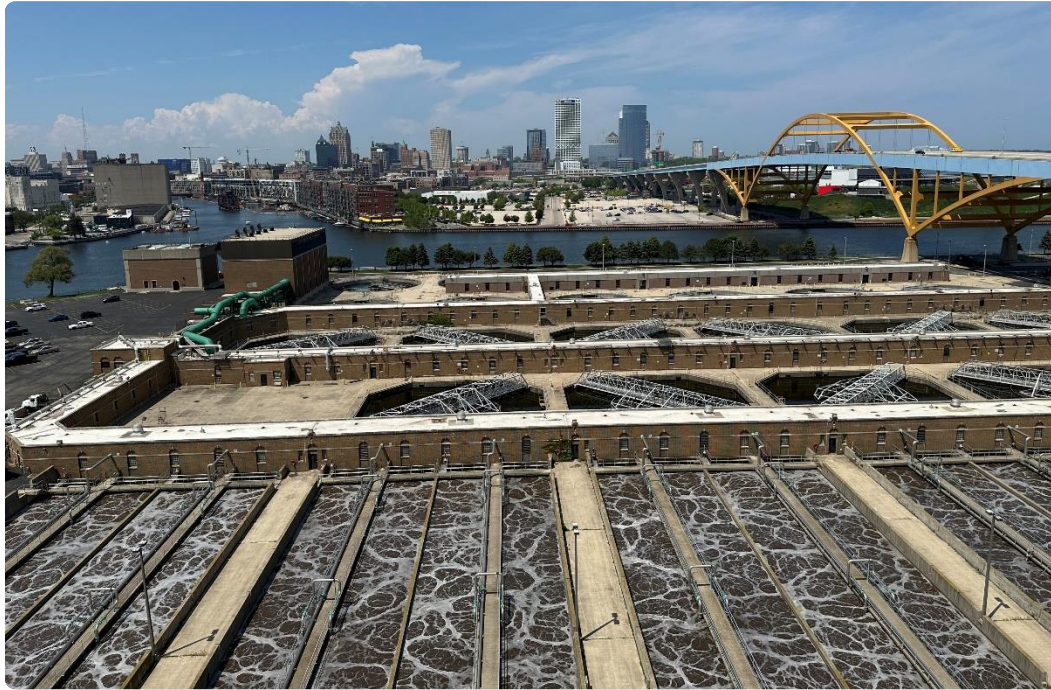
Bridging the Gap: Building Pathways to a Career in the Water Sector

August 6, 2025



WHAT DOES MMSD DO?

Serve 1.1 million customers in
29 municipalities



Water Reclamation



Flood Management

Water Sector Regional Employment

~ 1.6- 2.3% of metro economy

~ 17 key water sector occupations

~ 12,000 – 18,000 jobs

~ 18% employed by utilities

~ 1,400 annual job openings



Water Needs Assessment: Pathways to Employment in a Water Centric City - Center for Economic Development



Building the Future of Water: MMSD's Pathway from Education to Career



Milwaukee Water Equity Task Force

Workforce & Training Workgroup Purpose

- Increase the water career awareness
- Develop equitable recruitment practices
- Support water workforce training w/ wraparound services
- Strengthen employer/educational/workforce connections
- Drive culture change/ensure inclusive cultures
- Develop job forecast for workforce planning purposes
- Share promising practices & learning opportunities
- Understand / share our collective impact

www.mmsd.com/careers/workforce-development/water-equity-task-force | MMSD



Key Barriers For Entry

- Lack of Awareness
- Transportation
- Skills and Certifications Needed
- Characteristics of the Job
- Cultural Barriers
- Lack of Diversity
- Rigid Hiring Practices
- History of Incarceration

• [USWA_Milwaukee20Equity20Roadmap1.pdf](#)



High Priority Focus Areas

- Engage community-based organizations to share water sector career info in neighborhoods w/ effective messaging; “Meet people where they are”
- Develop water sector career pathways
- Evaluate/strengthen existing water workforce training/educational programs
- Advance organizational DEI efforts and creating values-focused cultures
- Ensure equity centered recruitment

A decorative blue watercolor splash graphic is located on the left side of the slide, extending from the top to the bottom. It has a textured, wavy appearance with various shades of blue.

Focus Areas

1. Career Messaging
2. Career Pathways
3. Water Career Education / Training
4. DEI Initiatives/Inclusive Culture
5. Equity Centered Recruitment

Fresh Coast Works Project

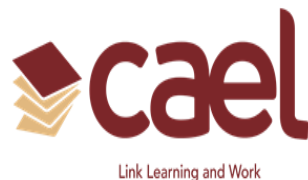
Department of Labor – Community Demonstration Grant

- Career Pathways
- Water Career Videos, Messaging, & Engagement
- Water Career Navigation
- Paid Work Experience



MAPPING KEY CAREERS

Council on Adult &
Experiential Learning



**Focus on the “Feeder”
Positions**

**Identify and create more
“on-ramps”**

MMSD

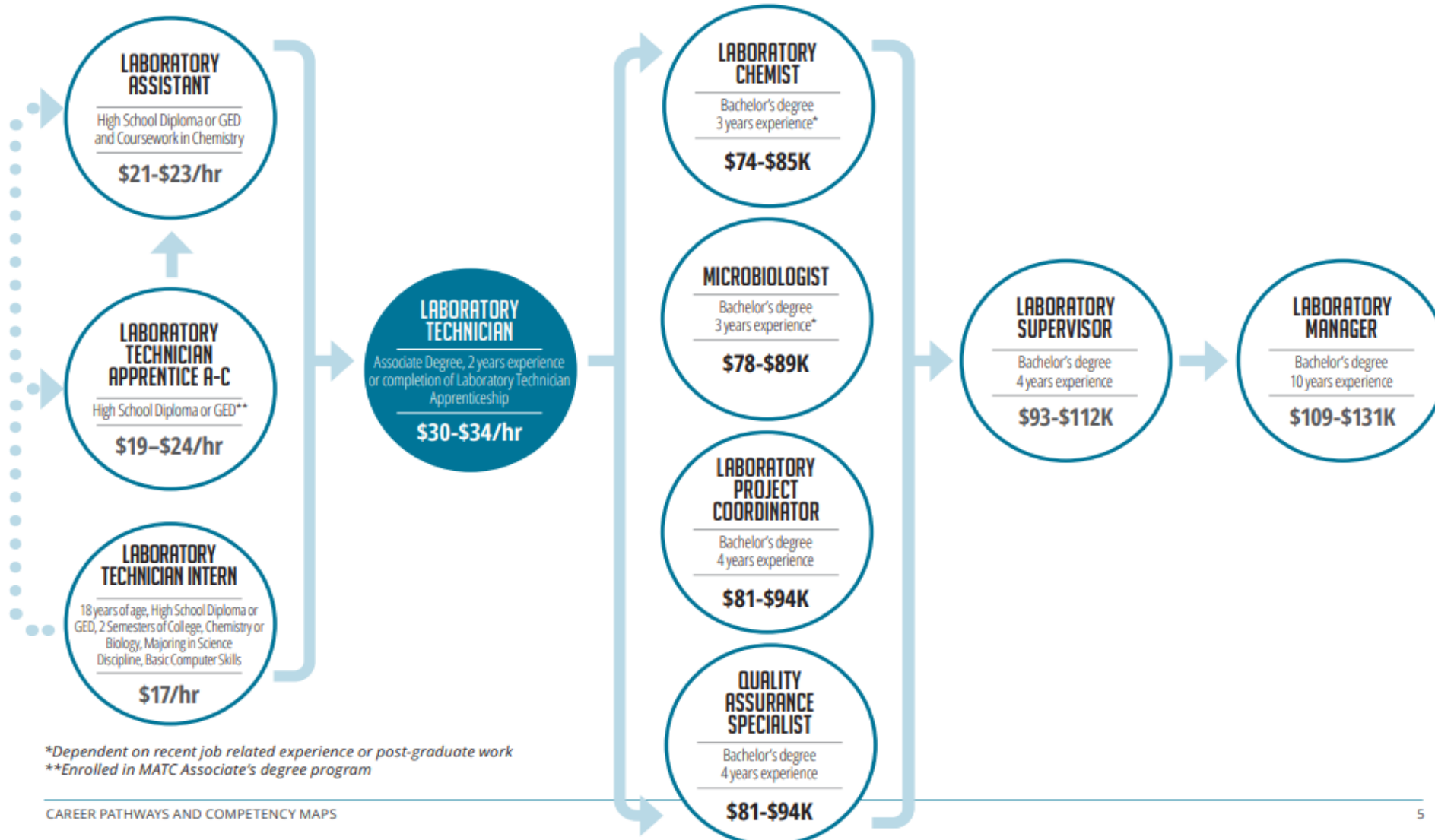
MMSD & Veolia Water Positions	Authorized FTE	Est. Annual Turnover
MMSD		
Lab Techs	11	2
Monitoring/Sampling Techs	14	3
Fresh Water Techs	4	1
Project Surveyors	4	1
Construction Inspectors	9	3
Veolia Water		
Maintenance Laborers	18	2
Wastewater Operators	12	2
Instrument Technicians	13	1
Total	85	14



LABORATORY TECHNICIAN

LABORATORY TECHNICIAN PATHWAY

The pathway below represents a typical career pathway in the ever-changing water sector industry. The highlighted circle represents the occupation in the pathway.



Career Messaging & Career Exploration

“Meet People Where They Are”

- Career Videos
- MMSD.com/Find-Your-Path
- Water Quiz

www.mmsd.com/careers/find-your-path





Workforce Videos

TRUE Skool & SourceTen

What's the hook?
What does my day look like?
Can I see myself in the role?
Can I make a difference in my community?

Water Journeys



Intro To Water



Urban Water Cycle



Flood Management



Water Quality



Green Infrastructure

Reflo

Environmental
Youth
Collaborative

Water Career Navigator

Employ Milwaukee

- Career planning
- Educational planning
- Supportive services

READY TO WORK IN WATER?

Contact a *Water Sector Career Navigator*
and learn how you can find:

- Job Openings in the Water Sector
- Education & Training Programs
- Support for your Professional Development

Get Started on **YOUR**
Future in Water >>>



Fresh Coast Works Ambassadors Overview



Milwaukee Community
Services Corps

- Career Exploration and Training Opportunities
- Hands-on Experiences
- Focuses on conservation science, land stewardship, green infrastructure, and forestry



Key Lessons

Focus on the career “on ramps”

Meet people where they are

Connect interest to *real* opportunities

Bridge the gaps!!

<https://www.mmsd.com/careers/find-your-path>



Career Exploration: Waves of Change

Deep Dive Into Environmental Careers

August 25th – 29th

\$250 stipend for completion

Three tracks:

- Civil Engineering
- Environmental Health & Water Quality
- Blue/Green Trades





CONTACT INFO

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jgalvan@mmsd.com

414.225.2169

www.mmsd.com/careers/workforce-development

www.mmsd.com/procurement/business-development



Part 2: Lessons From the Field

Panel-Style Q&A



Break!



Part 3: Ideas in Practice

Equity Impact Assessment: Scenario Lab



What is an Equity Impact Assessment?

“A systematic examination of how different racial and ethnic groups will likely be affected by a proposed action or decision.” – [The Center for Justice Innovation](#)

“Designed to integrate explicit consideration of racial equity in decisions, including policies, practices, programs, and budgets. It is both a product and a process.” - [Government Alliance on Race and Equity](#)

A process used in decision-making that follows a list of formalized steps to intentionally identify and reduce potential harm for racial/ethnic minorities and other marginalized populations...” – [Michigan Department of Human Health and Services](#)

“...a structured analysis that can be applied to any standard policy- or decision-making process with the goal of identifying the populations likely to be affected and taking steps to close existing racial gaps and/or mitigate unintended consequences.” – [All-In-Cities](#)



Activity Instructions

- Turn to your neighbors, and gather in small groups of 4-5 (5 groups total)
- Designate a team captain for time keeping, note taking, and group share-outs
- Each group will be assigned a program or policy scenario and will complete a short equity impact assessment exercise according to the scenario
- **You will have ~50 minutes to complete the assessment.** Make sure to pace your conversations to get through all components!



Equity Impact Assessment Exercise

Step 1: Program Scenario (5 mins)

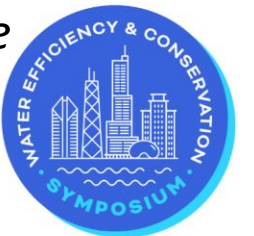
Read through your assigned program scenario and identify the goals and target customers for the program. This goal will inform your responses to the equity impact assessment in Step 2

Step 2: Conduct an Equity Impact Assessment (40 mins)

Using the scenario, walk through each of the following equity impact assessment sections and questions. There are no wrong answers or bad ideas. Feeling stuck? Keep your end goal in mind as you discuss.

Step 3: Decision-Making & Next Steps (5 mins)

After conducting the equity impact assessment, it is time to translate findings into action. This means using what was learned to inform decisions, improve program design, and advance more equitable outcomes moving forward.



Equity Impact Scenario Exercise



Part 3: Ideas in Practice

Group Share-Outs



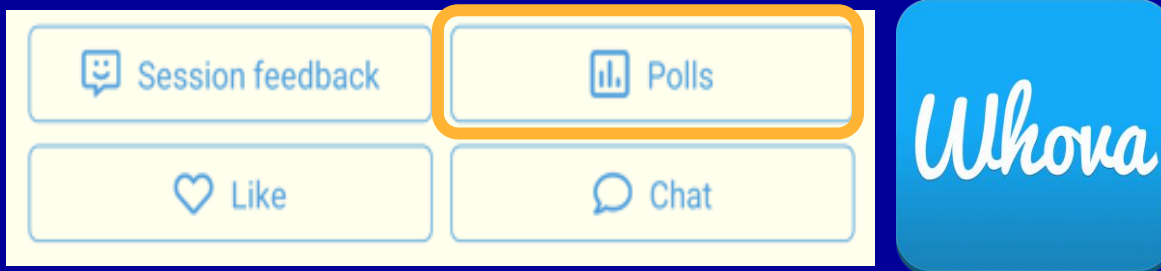
Part 4: Looking Back, Moving Forward



Live Polling

Open your Whova apps to participate in a closing, reflection poll!

Navigate to the Whova app → Go to this session → Click on “Polls” → Select and respond to the question you see displayed on the screen



Share your feedback & reflections with us!

AWE Pre-Symposium Workshop
Reflection Survey



Take a few minutes to complete our post-workshop survey.

- What's sticking with you?
- What was challenging, surprising?
- What gave you pause?
- What lit you up?
- How can AWE better support your work on this topic?



Reminders & What's Next

Thank you all for participating in this session!

- **CEUs:** AWWA CA-NV Water Use Efficiency Practitioner



- **Next:** Welcome Reception (6:00 – 8:00 pm) at Island Party Hut!



Thank You to Our Sponsors





ALLIANCE FOR WATER EFFICIENCY

WATER EFFICIENCY & CONSERVATION SYMPOSIUM 2025

AUGUST 6-8, 2025 | CHICAGO, IL