

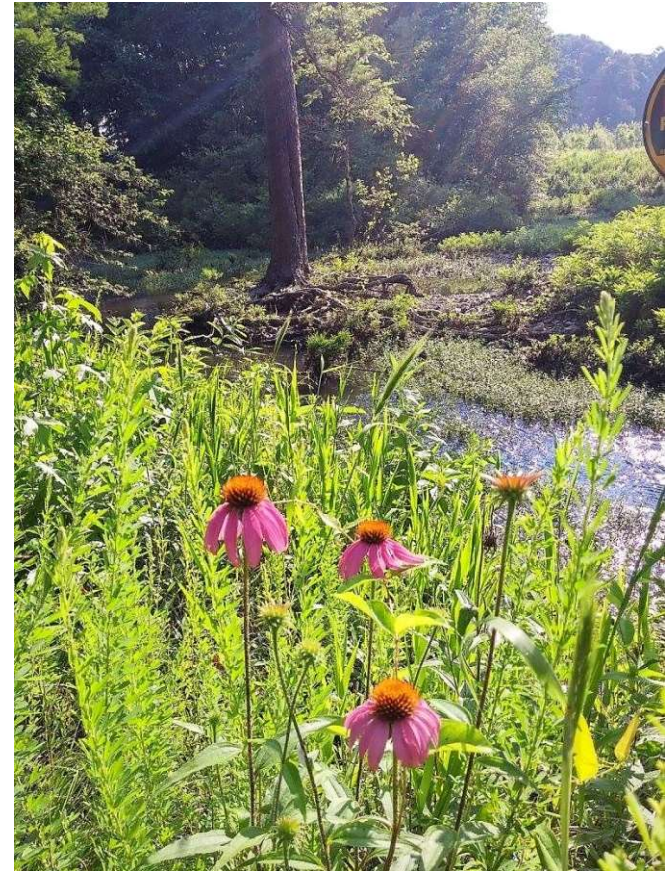
AWWMA 2021



Jane Hurley

H₂O Outreach Specialist

Central Arkansas Water





Telling the Story of Your Water: What's it Worth and Who Needs to Know?

Jane Hurley

November 4, 2021



Imagine a Day Without Water

October 21, 2021





Our Purpose



- Protect Public Health
- Enhance the quality of life
- Protect the environment
- Support the economy
- Serve as responsible stewards of a valuable resource

Our Voice - keywords



- Essential
- Reliable
- Infrastructure
- Economy
- Safety

Places to engage:

- Community events
 - 5Ks and Festivals
 - Library programs
 - Trivia/game nights
- Partner organizations
 - 4-H
 - Game and Fish events
 - Chambers of Commerce
 - Museums, State Parks





Our Voice – talk about:



- Your history
- Your people
- Your community
- Yourself
- Hard things







2,500 MILES

CAW's Tank #2



Conversation starters







MAINTAIN YOUR DRAIN!

Don't pour
grease down
the drain!



NORTH LITTLE ROCK
WASTEWATER UTILITY 501-945-7186



Tell Your Story → Gain Trust

Put a
Face
Behind
the
Brand



Tell Your Story → Gain Trust



APPLY AT WWW.LRWRA.COM/CAREERS

WE ARE HIRING!

Project Engineer



LITTLE ROCK
Water Reclamation Authority
THE WATER. THE POWER. THE FUTURE.

CLOSES 6/18/21 4:00 PM

APPLY AT WWW.LRWRA.COM/CAREERS

WE ARE HIRING!

Inspector



LITTLE ROCK
Water Reclamation Authority

CLOSES 6/30/21 4:00PM

APPLY AT WWW.LRWRA.COM/CAREERS

WE ARE HIRING!

Part-time Environmental Assessment Division Assistant



LITTLE ROCK
Water Reclamation Authority

CLOSES 5/21/21 4:00PM

APPLY AT WWW.LRWRA.COM/CAREERS

WE ARE HIRING!

Utility Worker



LITTLE ROCK
Water Reclamation Authority
THE WATER. THE POWER. THE FUTURE.

CLOSES: 5/21/2021 4:00 PM

APPLY AT WWW.LRWRA.COM/CAREERS

WE ARE HIRING!

Storekeeper



LITTLE ROCK
Water Reclamation Authority

CLOSES 6/18/21 4:00PM

APPLY AT WWW.LRWRA.COM/CAREERS

WE ARE HIRING!

Crew Leader



LITTLE ROCK
Water Reclamation Authority
THE WATER. THE POWER. THE FUTURE.

CLOSES 6/4/21 4:00 PM











Engage → Build Ambassadors

- Immerse local residents in the day-to-day
- Started w/ class size of about 15 – Became popular and has now doubled.
- Full day. Forest to Faucet.



Engage → Build Ambassadors



Citizen's Water Academy



Engage → Build Ambassadors



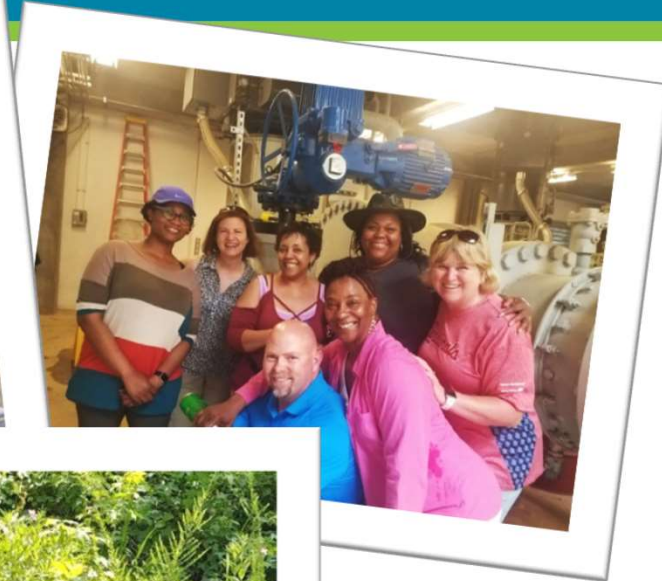




Educate → Build Ambassadors



Educate → Build Ambassadors



Educate → Build Ambassadors

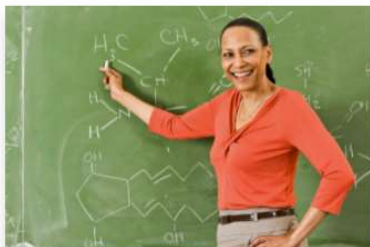


A State-wide Professional Development Program for Arkansas Middle and High School STEM Teachers

The goal of the STRIVE program is to prepare and empower the future STEM workforce of Arkansas by increasing middle and high school students' awareness of the diversity of jobs requiring STEM skills and helping our students become more prepared to work in those jobs. While many programs work with the students themselves, STRIVE focuses on working with Arkansas STEM teachers, providing opportunities for teachers to become immersed in an organization for a short period during the summer to see first-hand how diverse and far-reaching the skills they teach in their classroom related to the real world. The summer placement is dovetailed with training and support in how to incorporate these experiences into their classroom, promoting approaches such as inquiry and problem-solving learning.

Teacher Applications for STRIVE 2022

Click the Links Below to Learn More



2022 Teacher Plan



2022 Business Partner Plan



Teachers' Videos



Business Locations 2021





Students



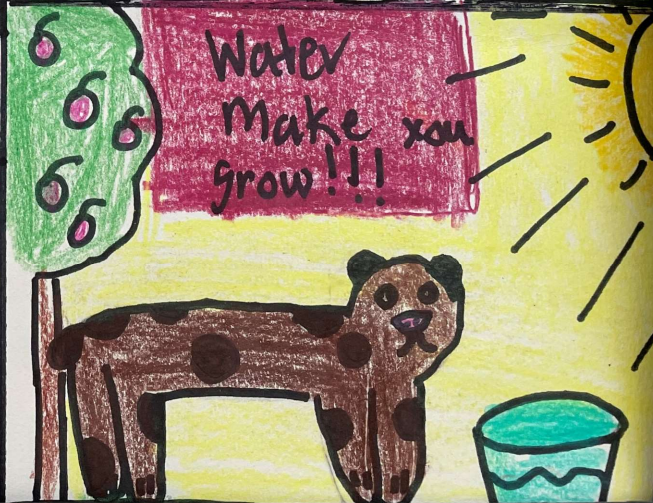








Water is strong and healthy, water help us









Water is
more
valuable
than gold!



Tell Your Story → Gain Trust

~~“I work for the water company.”~~



Tell Your Story → Gain Trust

“I’m part of a team that ensures safe, affordable, high-quality water is available whenever you need it.”



Tell Your Story → Gain Trust



Tell Your Story → Gain Trust

“I make sure your drinking water is treated above industry standards and ensure water towers stay full so when you turn on the faucet, water is there for your morning shower and coffee.”



Tell Your Story → Gain Trust



Tell Your Story → Gain Trust

“I work to make sure we are innovative with financing options so we keep water rates affordable for the community we serve.”



Speaking of Greener Pastures...

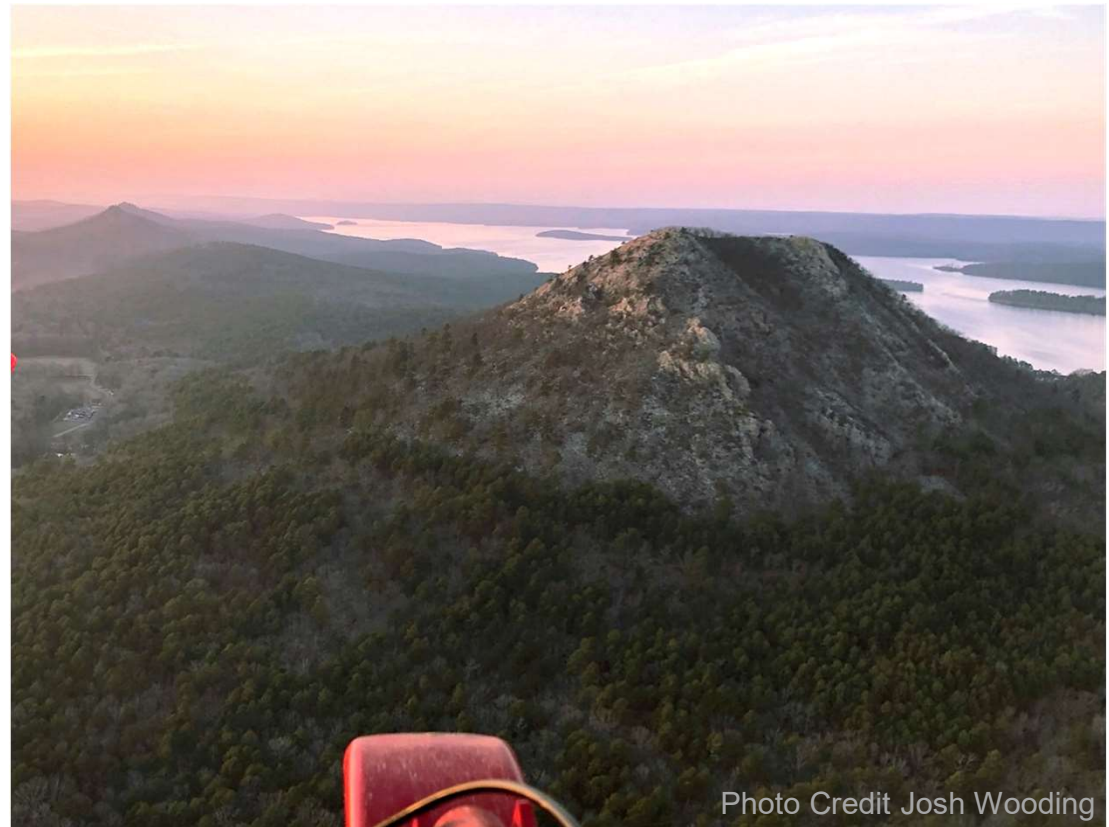




Received **First Ever** Certified
Green Bond for Protection of
Forest Lands as Water
Infrastructure *(October 2020)*



WORLD
RESOURCES
INSTITUTE



Green/Gray Bond- *October 2020*



- ◆ First-ever in the world certified to protect forests for water quality
- ◆ \$10 million for watershed protection
- ◆ \$21.8 million for gray infrastructure upgrades that support water delivery system efficiencies
- ◆ Three years to draw on funding (interest free period)

Green/Gray Bond- *October 2020*

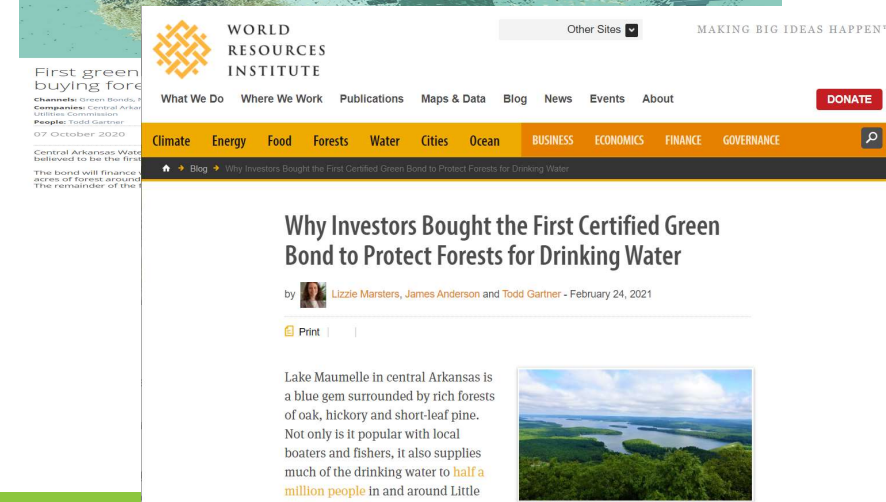
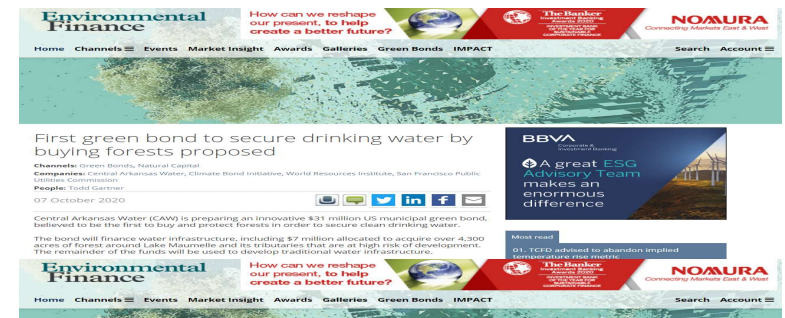


Climate Bonds

ABOUT | STANDARD | CERTIFICATION | MARKET INTEL | POLICY | TRANSITION FINANCE | RESOURCES | TRAINING | COUNTRIES | GET INVOLVED | GET CONNECTED | CONFERENCE

Central Arkansas Water Bond: First of a kind in US Green Munis:
Gray & Green Water Infrastructure

- Positive Media Attention
- More bids than traditional competitive bond offering
- Provides immediate matching funds
 - ▣ Improves grant ranking/competitiveness
 - ▣ Demonstrates Willingness to sellers
- Opened private bridge loan opportunity at <2% interest



Enabling Factors



IMPACT AWARD WINNERS



Utility Bill

P.O. Box 8100
Little Rock, AR 7

CUSTOMER SERVICE
FOR CUSTOMER
INFORMATION
REV

METER
NUMBER(S)
2740

CURRENT
Month

Water
Finance
Sales
Fed. Service

TOTAL

TOTAL A



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Healthy Watersheds Protection

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[Basic Information and FAQs](#)

2019 Healthy Watersheds Consortium Grant Awards

Arkansas: Unlocking Private Finance to Protect Central Arkansas' Drinking Water – \$220,000 over two years to Central Arkansas Water (CAW) to work with World Resources Institute and Encourage Capital to unlock private capital for Lake Maumelle watershed source water protection by leveraging current watershed fees, grant funding, and carbon credits for better access to Program Related investments (PRI) and green bonds. The project will explore a new potential model for other utilities to address their source water protection funding challenges.

Looking Forward



Has become the **FIRST** Water Utility in the world to obtain **SFI Certification** (2021)



**SUSTAINABLE
FORESTRY
INITIATIVE[®]**

NEWS » EUROPE » IRELAND

Scientists discover tap water produces a protective shield against microplastics



Trinity College Dublin

+ Follow



SE

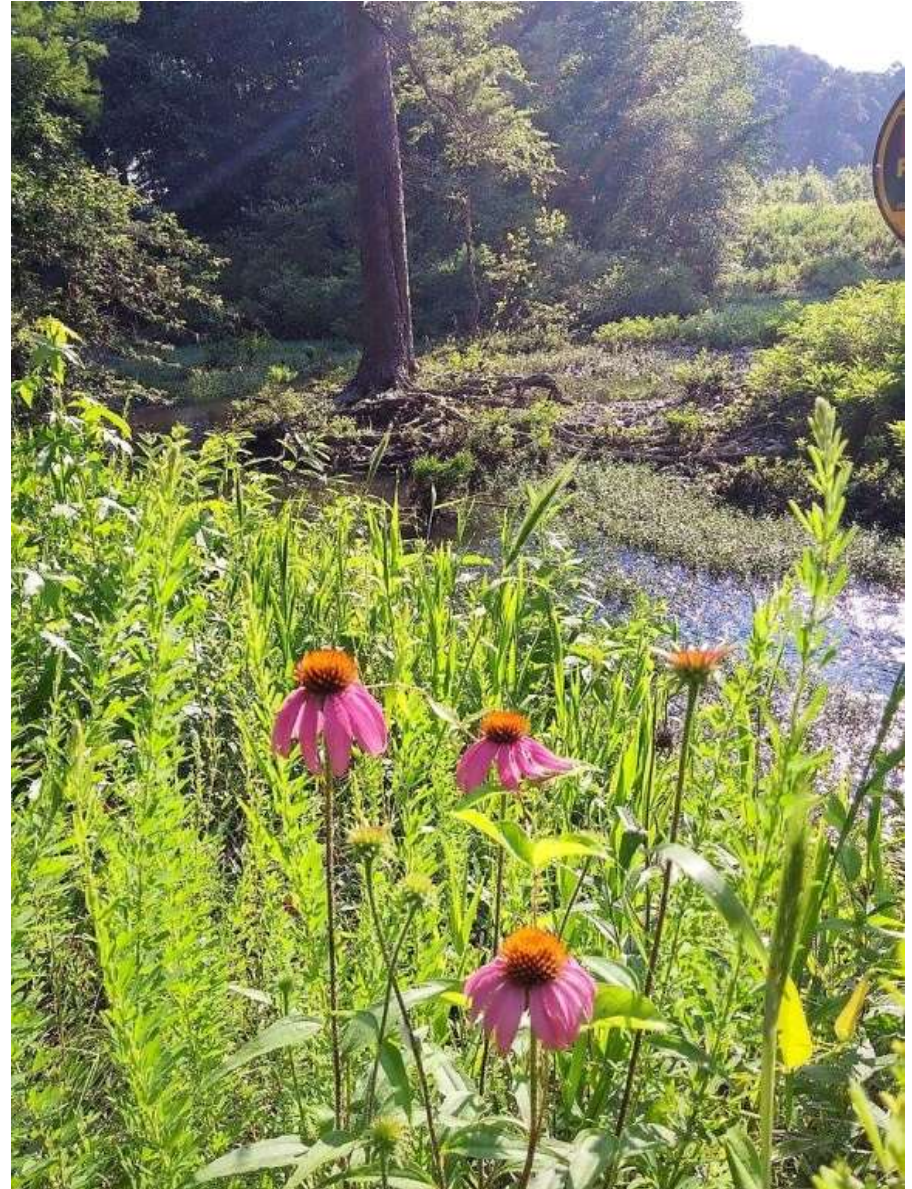
Elektra

Connecting you to
your chemical dosing
pumps, wherever you



www.seko.com
For more information

Jane.Hurley@carkw.com



Our Purpose



- Protecting public health and the environment
- Enhancing the quality of life
- Supporting the economy
- Serving as responsible stewards of a valuable resource
- Being a voice for water

Our Voice - keywords



- Essential
- Reliable
- Infrastructure
- Economy
- Safety
- LIFE

#1 Songs about water



- Raindrops Keep Falling on My Head – 1969
- Set Fire to the Rain – 2011
- Sittin' on the Dock of the Bay – 1968
- The Tide is High – 1980
- Moody River – 1961

#1 Songs about water

- I Love a Rainy Night – 1980
- Bridge Over Troubled Water – 1970
- Black Water – 1975
- Laughter in the Rain – 1975
- The River - 1992