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TO: Chairperson Joe Martin and Members of the Utilities Committee

FROM: Chris Shaw, Utilities Director

DATE: September 26, 2013

RE: *Project Information Releases Regarding the Regulatory Upgrade and Process Improvement Project at the Appleton Water Treatment Facility*

BACKGROUND:

The Appleton Water Treatment Facility (AWTF) is engaged in the final design and planning for regulatory upgrades and enhanced process improvements. The combined project has been titled the Regulatory Upgrade and Process Improvement Project (RUIP).

This project is a result of considerable preliminary work that included conceptual analysis of treatment train alternatives and the formation of a Technical Advisory Group (TAG). The TAG was comprised of state and federal regulators, technical experts, City representatives including the Utilities Committee Chairperson. The primary charge of the TAG was to forecast industry alternatives that would meet and exceed the EPA's Long Term II Enhanced Surface Water Treatment Rules for water quality and aesthetics, while providing the greatest value for consumers.

The RUIP adopts the TAG recommendation and will incorporate an ultraviolet light process and eventually transition away from the current ultrafiltration membranes. This level of change in water treatment is best served by informing the residents and wholesale water customers its serves.

PROJECT INFORMATIONAL RELEASES:

The TAG as well as AWTF staff are recommending Project Information Releases to communicate water quality changes, project status and costs. AWTF staff and CH2M HILL engineers have created informational releases which have been shared with the Utilities Committee for these purposes.

Currently, the following destinations are being explored for landing informational releases:

- The City of Appleton website
- Consolidate with water bill or create bill stuffer
- Article in Apple Source
- Media release simultaneous with contract award
- Media release when RUIP is commissioned

In addition to the project informational releases, a number of other opportunities exist to communicate project successes including advertisements, social media venues, etc. The limitations to these further developments include existing Utility staff levels and the 2014 AWTF budget.