



**John A. Giachino** • Chair, FWEA Public Education Committee

*Water and wastewater utilities exist to provide safe, clean drinking water and to protect our environment, our natural resources and the health and welfare of the public we serve. Are you doing everything you can to inform your customers of the important job you are doing? Come to the Public Education Session on April 16, 2007 at the Florida Water Resources Conference in Orlando. You will obtain useful, take home information you can immediately employ to effectively convey existing and emerging issues to the general public.*

## **PE TIP SHEET NO. 26:**

# **Engage the Public You Serve - Practical Outreach Techniques**

**BY**

**Tim Madhanagopal, P.E., DEE  
Vice Chair, FWEA Public Education Committee**

The Public Education Committee is very pleased to present a workshop at the Florida Water Resources Conference this year. The theme “Engage the Public You Serve - Practical Outreach Techniques” was selected based on the feedback from the attendees at our last year’s successful C.U.R.E. workshop. Our committee has selected very practical and emerging topics for presentation this year. Our goal is to offer some practical public education techniques we all can apply.

Compounds of Emerging Concerns (CECs) are one of the highly discussed current topics in our industry. The CECs have potential to impact plant operations, reclaimed water, biosolids management and industrial pretreatment. Participants in this session will learn from Ms. Linda Kelly, Managing Director, Water Environment Federation about proper terminology to be used when informing the media or public about CECs.

We deal with water and wastewater rate issues often. Mr. Henry Thomas of PRMG inc. in Orlando will teach us about how to involve the public in the process and minimize the public opposition later.

Mr. Kelvin Baker of North Miami Beach is the winner of the 2006 FWEA PE award in the individual category. He will teach us about the creative outreach programs that are effective in his community. His presentation was well received at the C.U.R.E. workshop.

Seminole County’s Environmental Services Department in central Florida has a very popular and effective outreach program for public participation in potable water conservation efforts. Ms. Debbie Meinert, Seminole County’s Conservation Coordinator, will discuss several of the program’s education initiatives including advertisement design, free informational and conservation items and

interfacing with the local public school student population by presenting educational seminars and activities

We are planning on concluding the workshop with a roundtable discussion. As an added benefit, Continuing Education Units and Professional Development Hours will be awarded to those who complete this workshop.

We hope to see you at this workshop and benefit from the presentations.

If you have any further questions about this workshop, please contact Tim Madhanagopal at (407) 249-6248 or [tim.madhanagopal@ocfl.net](mailto:tim.madhanagopal@ocfl.net).

*You can download a reprint of this and other PE Tip Sheets from the FWEA web site at <http://fwea.cnsusa.com/cms/index.cfm?primarykeylist=,234,248,266,1669,1675>*