

New 'How To' Guidance for Successful RMEs

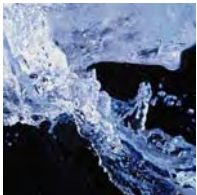


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UNIVERSITY OF
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Institute for
Sustainable
Futures



STONE ENVIRONMENTAL INC



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- Project Steering Committee: Jerry Stonebridge, Todd Danielson, Mike Hines, Bob Freeman, Ed Clerico, Jim Carroll
- Project Team:
 - Cynthia Mitchell, Juliet Willetts, Kumi Abeysuriya (Institute for Sustainable Futures, Sydney, Australia)
 - D. Scott Johnstone (Johnstone Consulting)
 - Amy Macrellis (Stone Environmental, Inc.)

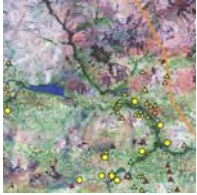


Acknowledgements (cont.)

- Interviewees: Regulators, RME staff, and others
- NOWRA 2008 workshop participants
- Big Thinkers focus group participants
- External reviewers: Dawn Forsythe, David Venhuizen, Bob Himschoot, Ed Corriveau, Tom Ferrero, Beth Strang, Chris Shortt, Sarah West, and Tracy Adams



Outline



1 Project Background and Goals



2 Engagement Process and Findings



3 Fact Sheets - Highlights

4 Next Steps





What is an “RME”?



Courtesy Table Rock Lake Water Quality, Inc.

- Permitted organization with ultimate compliance responsibility
- “Service provider”: other organizations involved in implementing successful management



Why Do We Need RMEs?



Courtesy Southeast Environmental Engineering, LLC

- Distributed infrastructure is a permanent solution *if managed adequately*
- RMEs are a model for successfully managing complex systems



Why Do We Need This Project?



- Good management is essential
- A need remains for more successful RMEs
- Existing information resources are limited



Project Goal



- Provide practical guidance on HOW to become a successful RME



Methods: Engage Industry Members!



- Best guidance = practical experience
- Continuous process through project
- Important elements: 2008 NOWRA workshop, Big Thinkers focus group



Set the Stage: Interviews and Scoping Paper

GUIDANCE FOR ESTABLISHING SUCCESSFUL RMEs: SCOPING PAPER

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2008



- Part of workshop preparation
- Outlined range of institutional/regulatory possibilities
- Distributed to workshop participants prior to workshop



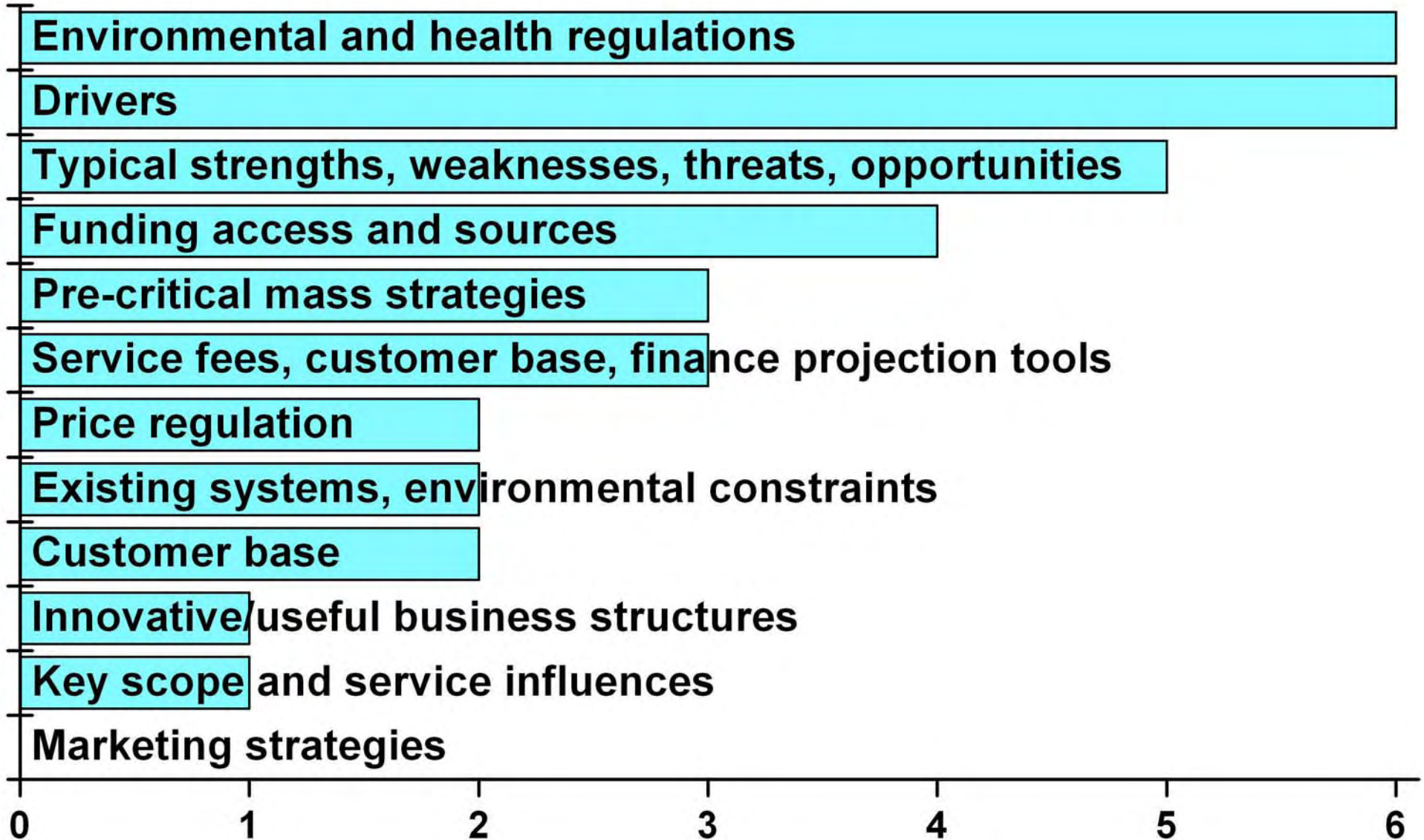
NOWRA 2008: The “Three R’s” Workshop



- Direct focus of outputs
- Collect stories of successes and challenges
- Enable participants to act as change agents
- Understand key similarities and differences between business models

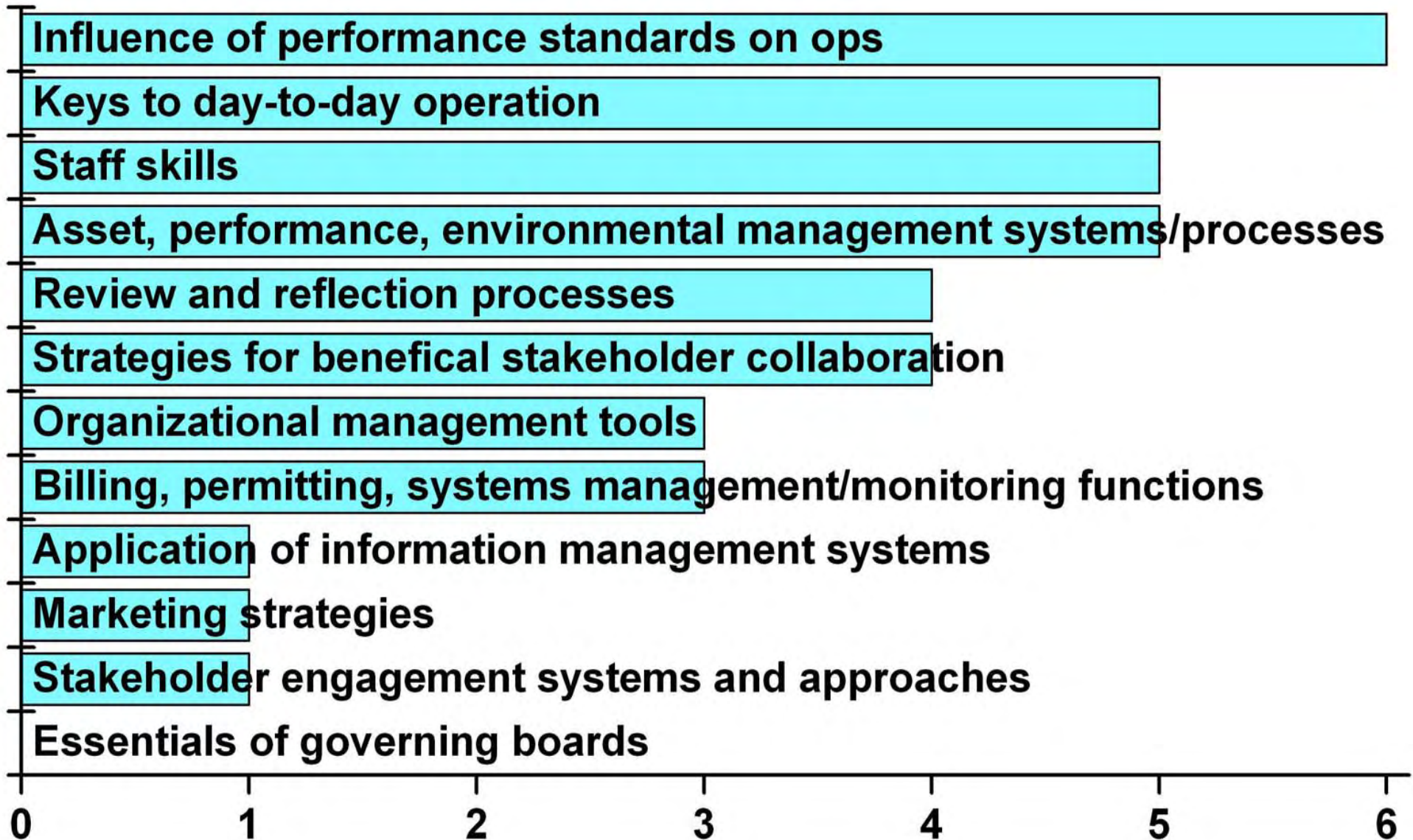


Evaluating the Opportunity: Need-to-Know





Getting Started and Running the Business: Need-to-Know





The Big Thinkers Focus Group



- National leaders inside and outside decentralized field
- Trust between all parties is key
- More lessons in other sectors
- Long-term needs and next steps



The Results: Fact Sheets



- Comprehensive starting point
- Basics, with links to more detailed materials
- Reflect need to reach diverse audiences and knowledge levels
- Good information design essential



The Results: Fact Sheets



- Diverse access points and information topics
- Primarily web-based
- Challenge: Which topics to cover, and how much?



Orientation and Introduction



outline of resources available



- Outline of Resources Available
- What is an RME and Why Do We Need Them?
- Working Within the Local Context



'Which Way Is Up?'

SHEET

3

how regulations work
in this sector



- How Regulations Work
- Business Structures and Models





‘What Does It Mean For Me?’

SHEET

5

operating successfully
as a governmental
organization



- Operating Successfully as a Public Organization
- Operating Successfully as a Private Organization
- Developers, Designers, Home Owner Organizations, and Contractors





‘How Do I...?’

SHEET

10

marketing: making
your services known



- Writing and Updating Your Business Plan
- Projecting Your Financial Requirements
- Marketing: Making Your Services Known



TABLE ROCK LAKE WATER QUALITY, INC.



Next Steps: Get the Word Out



- Communication strategy throughout project
- Get resource on the web
- Encourage others to link to it



Next Steps: Additional Resources

- NRECA for RMEs?
- Create a state-by-state map of regulations, barriers, and opportunities





Next Challenge: Create Demand



- Wastewater treatment should be a public good, yet is experienced often as completely individual
- Even in light of sustainability concerns, mandate seldom exists
- How can big-picture demand be created?



For Additional Information

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