



WaterReuse Association
Northern California Chapter Meeting – Agenda
 Friday, December 6, 2013, 9:00 AM to 1:00 PM
 O’Shaughnessy Conference Room (2nd Floor)
 525 Golden Gate Ave., San Francisco, CA 94102

Public Outreach for Recycled Water Programs

8:30 – 9:00	Refreshments
9:00 – 9:15	Welcome Steve Ritchie and John Scarpulla, San Francisco Public Utilities Commission
9:15 – 9:45	Design of the Dual Plumbed 49er Stadium Nina Hawk, City of Santa Clara, Adrian Clarke, GHD and Chad Johnson, Turner-Devcon Joint Venture
9:45 – 10:15	Recycled Water: Educating the Next Generation of Water Users Kathy Machado, Santa Clara Valley Water District
10:15 – 10:45	Break
10:45 – 11:15	The Communication Challenge at our Doorstep - Direct Potable Reuse (DPR) is Coming Mark Millan, Data Instincts
11:15 – 11:45	Communicating About Potable Reuse: One Size Does Not Fit All Sara Katz, Katz & Associates
11:45 – 12:00	California Section Chapter Business Update Curtis Lam, HydroScience Engineers WaterReuse Northern California Chapter Vice President
12:00 – 1:00	Lunch & Networking
1:00 – 2:00	Optional Tour: Living Machine
Location:	San Francisco Public Utilities Commission O’Shaughnessy Conference Room (2nd Floor) 525 Golden Gate Ave., San Francisco, CA 94102

Program Sponsors:



DIRECTIONS

Getting to 525 Golden Gate Avenue, the headquarters building of the San Francisco Public Utilities Commission Public Transportation

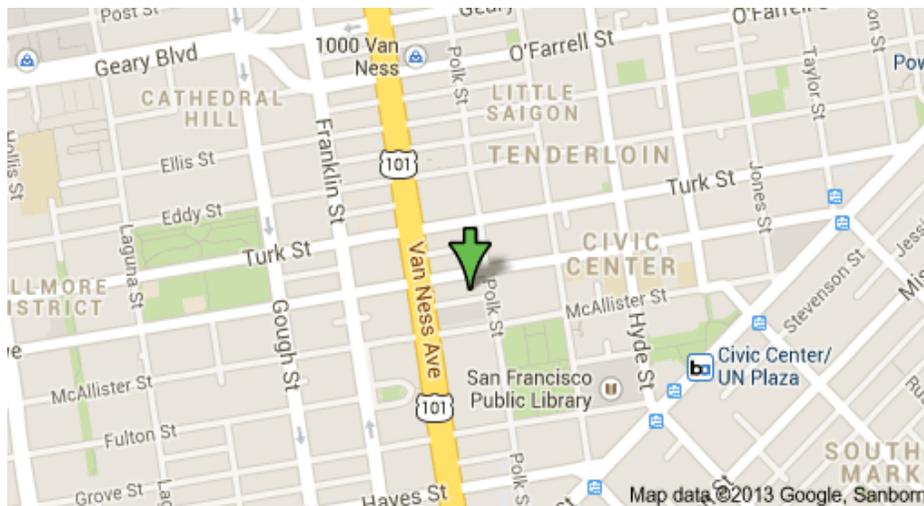
- The San Francisco Public Utilities Commission (SFPUC) is located at 525 Golden Gate Ave., San Francisco, CA 94102.
- The SFPUC is wheelchair accessible.
- The closest accessible BART station is at the Civic Center Station at United Nations Plaza and Market Street.
- Accessible MUNI bus lines serving this location are: 5-Fulton, 19-Polk, 21-Hayes, 31-Balboa, 47-Van Ness and 49-Mission/Van Ness. Accessible MUNI Metro lines are F-Market, J-Church, K-Ingleside, L-Taraval, M-Ocean View, N-Judah and T-Third Street stops at Van Ness Avenue and Civic Center.
- For more information about Muni accessible services visit transit.511.org call 5-1-1 Transit.

Driving

- From the East Bay take 80 West, exit the 9th St./Civic Center exit, stay on 9th, when it crosses Market St., it becomes Larkin St. Turn left on McAllister St., right on Polk St. The SFPUC will be on the left side of the street, on the corner of Polk St. and Golden Gate Ave.
- From the South Bay take 101 North, exit Mission St. turn right, left on Van Ness Ave., right on Golden Gate Ave. The SFPUC will be on the right side of the street, on the corner of Golden Gate Ave. and Polk St.
- From the North Bay take 101 South, exit Lombard St., left on Lombard St., right on Van Ness Ave., left on Golden Gate Ave. The SFPUC will be on the right side of the street, on the corner of Golden Gate Ave. and Polk St.

Parking

- Street parking is available on Golden Gate Ave. and Polk St.
- The Civic Center Plaza Garage is located at 355 McAllister St. underneath the Civic Center Plaza between Dr. Carlton B Goodlett Pl. and Polk St.
- Parking information can also be found at: http://en.parkopedia.com/parking/san_francisco/



SPEAKERS

Steven Ritchie, SFPUC, Assistant General Manager of Water Enterprise

Steve is Assistant General Manager of the Water Enterprise, responsible for overseeing water system operations and planning from Hetch Hetchy through the Regional Water System to the City Distribution Division and the management of lands and natural resources.

Steve was the Manager of Planning from 1995 to 1998. Prior to his current assignment, he managed the South Bay Salt Pond Restoration Project, a multi-agency effort to restore 15,100 acres of valuable habitat in South San Francisco Bay, while providing for flood risk management and public access.

Steve has worked at management positions at the San Francisco Bay Regional Water Quality Control Board (1987-1995), the CalFed Bay-Delta Program (1998-2000), and URS consultants (2000-2004). He has a B.S. and M.S. in Civil Engineering from Stanford University.

John Scarpulla, SFPUC, Water Resources Planner

John Scarpulla is a Water Resources Planner with the San Francisco Public Utilities Commission (SFPUC), where he specializes in non-potable reuse systems and green infrastructure. Mr. Scarpulla was the project manager for the Living Machine at SFPUC headquarters, which treats and recycles the building's wastewater for toilet flushing purposes. He also works on district-scale planning efforts for water and wastewater infrastructure. Previously, Mr. Scarpulla worked at the Sierra Club as a Sustainable Land use Consultant in San Mateo and Santa Clara counties. He holds a BS from Santa Clara University, and a MURP from San Jose State University.

Nina Hawk, City of Santa Clara, Assistant Director of Water & Sewer Utilities

With over 10 years of environmental and utilities management experience, Ms. Hawk manages one of the largest recycled water retailer programs in the South Bay region at the City of Santa Clara. Ms. Hawk has a BS in Civil and Environmental Engineering, a Masters of Public Administration and holds several state and industry specific certifications and licenses. Ms. Hawk works for the City of Santa Clara's Water as the Assistant Director of Water & Sewer Utilities managing the City's potable water, recycled water and sewer collections systems.

Adrian Clarke, GHD, Service Group Manager-San Jose

Mr. Clarke has over eleven years of experience with GHD in civil engineering and construction management and is currently Project Manager responsible for the civil engineering improvements around Levi's Stadium. GHD provided engineering design for all utilities serving the stadium, grading, LID, a sanitary sewer pump station and improvements to the Great America parking lot and Valley Transit Authority light rail. Besides managing design projects, Mr. Clarke is also in charge of GHD's San Jose office.

Chad Johnson, Turner-Devcon Joint Venture, Engineering/Commissioning Manager

Mr. Johnson is responsible for Levi's Stadium engineering and commissioning efforts which also encompasses the recycled water and potable water systems. His involvement with the stadium started with the mechanical and plumbing schematic design in 2009 to draft the system layouts and design descriptions for initial approval by the city, 49ers operations and other authorities. The project delivery is design-build where a design development package was compiled for bid and the balance of the engineering was completed by the respective mechanical and plumbing contractors. Besides managing the engineering, Mr. Johnson managed the permit process for air emissions, water supply, wastewater, food service, etc. Mr. Johnson is part of the Turner-Devcon Joint Venture (TDJV) team with 18 years of experience and accredited professional for US Green Building Council as well as a registered Professional Engineer in California and New York.

Kathy Machado, SCVWD, Education Outreach Coordinator

Kathy, a Sacramento native, graduated from Dominican University and obtained a master degree in educational administration from Sacramento State while beginning her career as an educator. Kathy taught middle grade students for nine years, was principal of elementary schools for twelve years and is in her nineteenth year at the Santa Clara Valley Water District. Her job there as education outreach coordinator has provided her with the opportunity to develop an award-winning program recognized throughout the state. Kathy is a master teacher, song-writer and magician.

Mark Millan, Data Instincts, Public Outreach Consultants

Mark Millan is the principal of Data Instincts – a professional consultancy specializing in public information, public outreach, and public involvement for implementing recycled water and desalination projects from pre-design, the EIR process, construction and completion. His recent work has included projects in King County, Washington, and in the California cities of Novato, San Mateo, Redwood City, San Francisco, Santa Cruz, Santa Rosa and Windsor.

Mark has over thirty years of experience in marketing and public relations, with the last twenty focusing on water related projects and issues. From 2004 to 2011 Mark served nationally as chair of the WateReuse Association's Public Education and Outreach Committee and in 2007 and 2011 was awarded the WRA President's Award for outstanding service.

Sara Katz, Katz & Associates, Bid & Proposal Manager

Sara Katz founded Katz & Associates in 1986 after tenures with former California Governor Pete Wilson and San Diego Mayor Susan Golding. With her team of communication professionals, Sara manages community relations, public involvement and public affairs strategies for her clients. Since beginning her career in public affairs in the 1980s, Sara has developed a recognized specialty in developing communication programs for local, state and federal public agencies. Her experience includes public outreach and involvement programs for major public works projects, social awareness programs and controversial public policy issues. Sara's wealth of experience ranges from issues management, coalition building and facilitation to strategic planning, media strategy and crisis management.

Sara's experience with water and wastewater programs includes work in California, Nevada, Texas, Georgia, Florida and Sydney, Australia. Other areas of expertise include air transportation, land use planning, redevelopment, mass transit, energy, schools and consumer protection. Sara's wealth of experience ranges from issues management, coalition building and facilitation to strategic planning, media strategy and crisis management. Recent client experience includes the Port of San Diego, Southern Nevada Water Authority, the US Army Corps of Engineers – Omaha and Kansas City Divisions, San Francisco Public Utilities Commission (Water Department) and the El Paso Water Utilities. A frequent conference speaker and published writer, Sara is past chair of the AWWA Public Involvement Committee.

Curtis Lam, HydroScience Engineers, Principal

Curtis Lam is the Vice-President of the Northern California Chapter of the WateReuse Association, and a Principal with HydroScience Engineers in Berkeley, CA. He has worked for over 20 years as a civil engineer in northern California and specializes in recycled water system planning and design. Curtis served as the Chair for the 2013 WateReuse California Annual Conference. Curtis also has both an M.S. and B.S. in Civil and Environmental Engineering from the University of California at Berkeley.