we've got a messy reputation

maybe it's time to...

#clean up our language

what used to be...
wastewater treatment plant
wastewater industry
wastewater jobs
wastewater utility
wastewater operators
effluent wastewater

is now...
water resource recovery facility (WRRF)
water sector
water quality careers
clean water utility
clean water operators
reclaimed water

no more dirty talk. it's time to start talking the same way we work:

C L E A N

it starts with us.

• Do you feel like there is a stigma around our work?
• What words would you use to describe our work in water?
• You play a pivotal role in our progress. People are listening. Will you commit to leading by example with clean water language?

#cleanwatermovement