



Solutions Spotlight Stormwater, FOG & Pretreatment

Region 8 Pretreatment Association Annual Conference
Cheyenne, Wyoming | October 12-14, 2021



Digital Transformation in the Wastewater Sector



Reilly Kirk

Cheyenne, WY - October 2021

Region 8 Pretreatment Association

R8PA

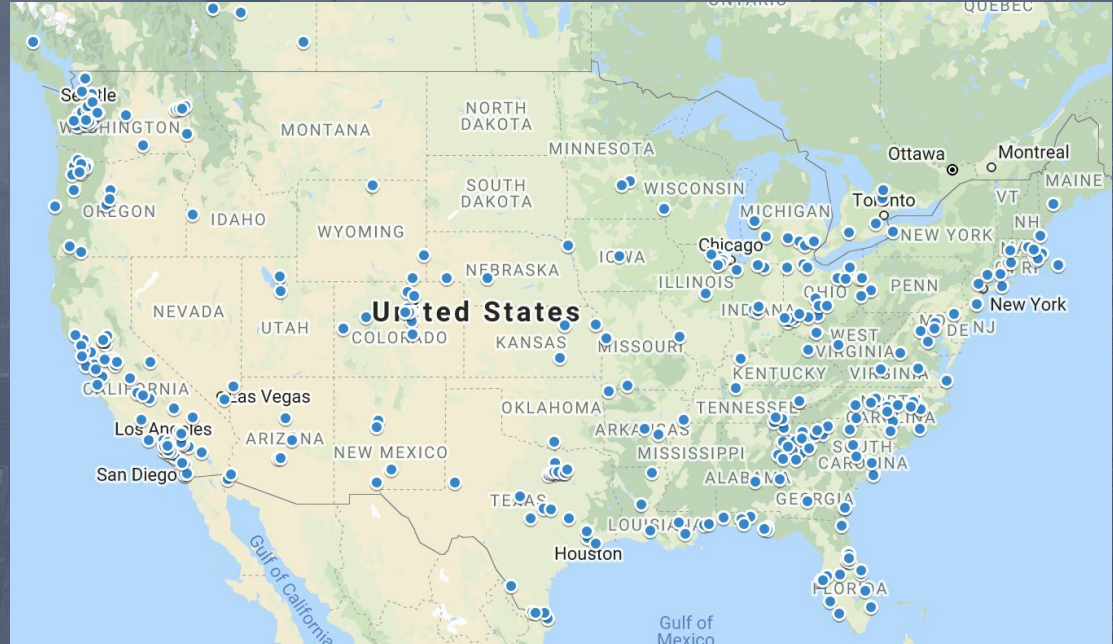




Protecting Human Health & the Environment

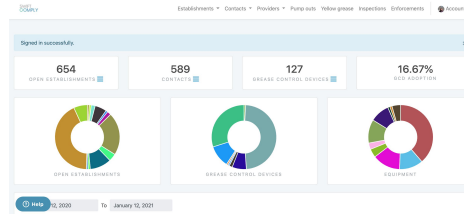
400+

Municipalities in 42 states prefer SwiftComply to manage their FOG and Backflow programs



- Designed & Built by domain experts
- Flexible and Customizable solutions designed to scale
- Continuous development process based on feedback loop from Users
- Customer Success Organization

FOG & Hauler Services

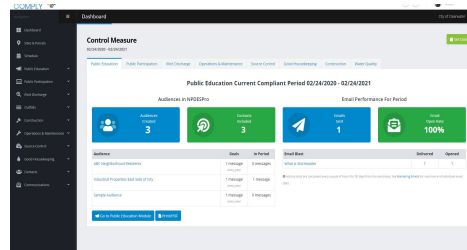


Pretreatment

Name	Business address	Reporting frequency	Rate	Inspected on	Updated on
CA 0718011	1011 Park & Middle, CO 80501	1 month	Compliant	January 10, 2021	1/14
CA 0718011	George Ave	900 Baseline Rd	12 weeks	Not Inspected	December 09, 2020
CA 0718011	Parry's Auto Shop	900 Baseline Rd	12 weeks	Not Inspected	December 09, 2020
CA 0718011	Mark's Wash	2001 First Parkway, Baseline, CO 80501	1 week	Not Inspected	December 11, 2020
CA 0718011	Parry's Auto Shop	900 Baseline Rd	12 weeks	Not Inspected	December 11, 2020



Stormwater



Backflow

Type	Serial Number	Compliant
RP	88462	X
DC	812346	...
RP	824704	...
RP	111819	X
DC	11233468	X
RP	1204	X
RP	1204	X
RP	1204123	X

Leveraging Industry Experience



Mick O'Dwyer

Wastewater Engineer with 10+ years FOG program manager experience

FOG



Bill Lease

Cross connection solutions expert with 20+ years experience.

Backflow



Jeff McInnis

Civil Engineer & certified Stormwater professional 28+ years industry experience

Stormwater



Morgan Crowell

Pretreatment, Stormwater and Backflow with 10 years water quality experience



Eric Snell

Pretreatment/CROMERR, FOG and Backflow Solutions 20+ years experience

Pretreatment



What We'll Cover

- Why Digitization is more important than ever
- The Benefits & Challenges of Going Digital
- How Digitization Improves Community Engagement



Shaun Odom

Pretreatment Coordinator
TriCo Regional Sewer Facility



Aaron Moore

Inspector II
South Placer Municipal
Utility District



Morgan Crowell

Industrial Permitting & Compliance
City of Bend



Derik Caudill

Pretreatment Coordinator
South Fort Collins Sanitation
District



Tanya MacFarlane

Senior Engineering Technician
The City of Bellevue



Mary Morse

Senior Environmental
Program Manager
City of San Jose

89%

of all the companies have a digital-first strategy or are planning to adopt one



\$2.3 trillion by 2023

of investment in digital transformation

statista 

40% of spending

in 2019 was on digital transformation
(increased in 2020)

Forbes

SWIFT
COMPLY



**DIGITIZED
OPERATION**



**DIGITIZATION
PROCESS**







Morg



A man with a beard and glasses, wearing a dark jacket, is sitting at a desk in an office. The desk is cluttered with stacks of papers, folders, and a printer. Behind him is a cubicle wall with a map and some papers. To the left, there are framed certificates on the wall and a white electric fan. A teal banner with the name 'AARON' is overlaid on the bottom left of the image. A white rectangular box is overlaid on the bottom right of the image.

AARON

Reasons and Barriers to Digitization

- Paper based processes and piles of files oppose efficiency
- Centralized data management provides an overview at a glance
- Ability to specialize staff is hugely beneficial and pays off in the long run





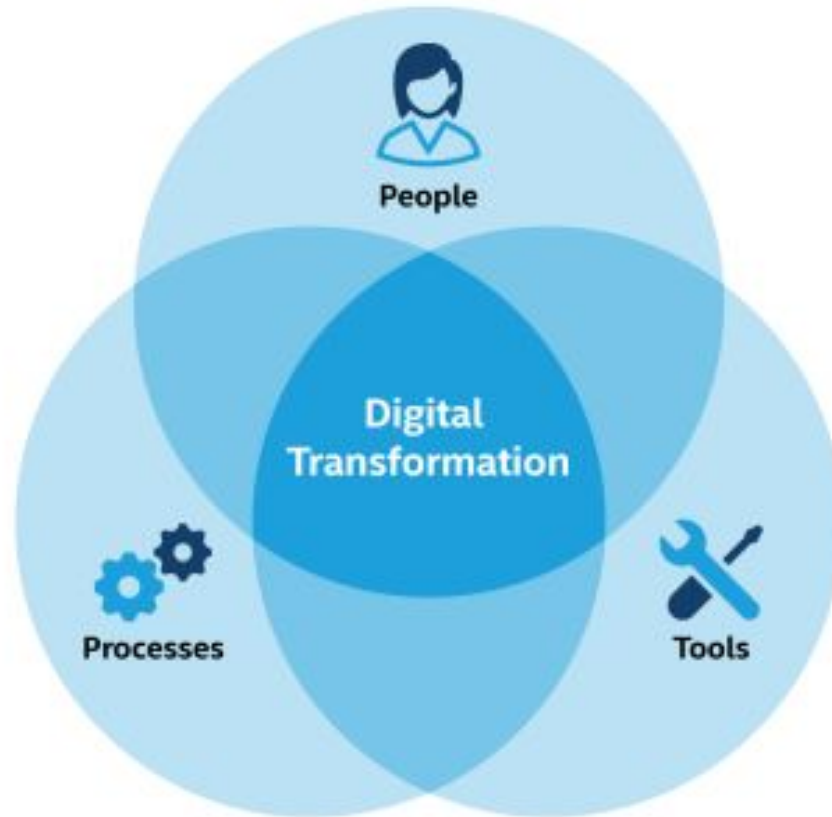




Efficiencies gained

- Data is instantly accessible
- Bring your office on the field
- Seamlessly share information between teams and programs

Organizational changes



*“We currently report on 4,000 assets. We believe there are **potentially 2,000 more** than need to report annually.”*

“Our staff resources were misused to do mostly clerical tasks. I will now be able to refocus them on surveys and enforcement.”

“So our team can execute its mission, protect health and environment.”

Source: Municipality in Alaska

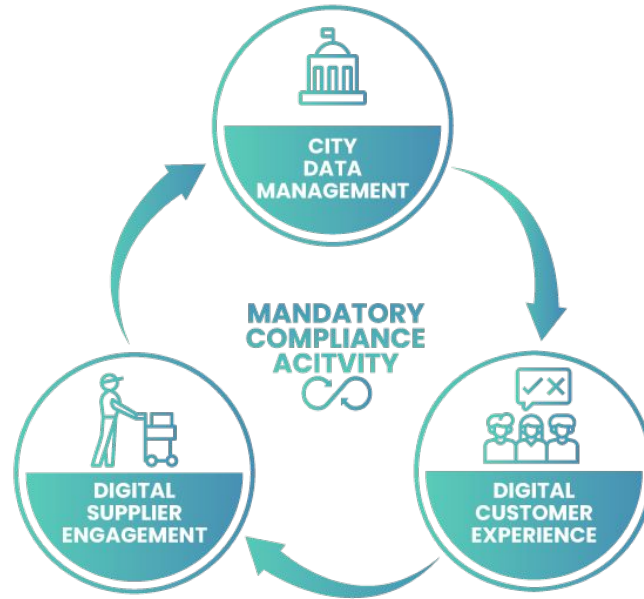
Re-focus Staff Activity

“My job is to protect health; entering paper test is not letting me achieve our goals.”

Source: Municipality in Washington



Improve Community Engagement



Make compliance as clear and as easy as possible,
for all stakeholders (Industrial Users, Food Services Establishments, Haulers)



Prepare for Digitization - Start a Survey

2021 Outreach Survey: Survey Execution

January 2021 - March 2021: surveyed both FSEs and Haulers



Mass emailer to the FSE's that enrolled in SwiftComply.

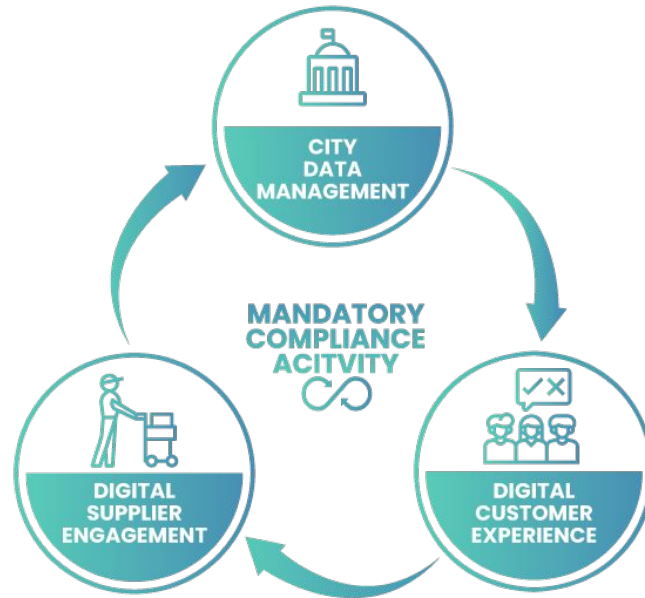
Phone Survey for the SJ Haulers.



Improve Community Engagement

Hauler's

- 36% want to help customers comply
- 64% would utilize more with more training
- 21% saw far fewer record requests from customer



Food Establishment's

- 73% were online
- 70% said using is "easy" or "very easy"
- 60% stay in compliance
- 47% do it to protect the environment

Digitization – What Did We Learn?

- More effective
- Better transparency for compliance
- Increased community engagement



“When digital transformation is done right, it’s like a caterpillar turning into a butterfly.”

- George Westerman -

MIT principal research scientist and author of *Leading Digital: Turning Technology Into Business Transformation*





Thank You!

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