

The CW Tea



Monthly Newsletter from CWT Training Academy

Budget Season: Why Investing in Municipal Staff Training and Development Really Pays Off

As municipal budget season approaches, departments across city and county governments face tough decisions about how to allocate limited resources. Infrastructure needs, equipment upgrades, and community programs often compete for funding. Yet one area that should remain a top priority—regardless of fiscal constraints—is staff training and professional development. Training is often viewed as a discretionary expense, but in reality, it's a strategic investment in the municipality's most valuable asset: its workforce. Cross training and skill enhancement promotes efficiency in operations.

Enhancing skills and knowledge of existing staff can allow for multiple check boxes to be achieved at the same time. Technology can also be an enhancement to investigations, maintenance operations and reporting. Exploring how technology can be incorporated into operations and administration should be investigated to improve efficiencies.

As budget discussions begin, department leaders should build training costs into their proposals—not as optional add-ons, but as essential components of efficiency in light of budget constraints. Training on new skills, technical workshops, leadership development programs, safety training, and cross-department collaboration sessions that minimize time off task should be sought out. Professional development conferences, such as the upcoming Municon, are excellent opportunities to collaborate with other municipalities facing similar issues and keep staff sharp and engaged.

This newsletter focuses on ways you can invest in your staff training and development through online, in-person, and innovative new ways to connect, as well as sales and discounts for municipal courses.

We hope to see your crews soon!

Nathan Hardebeck, Owner of CWT and CWT Training Academy



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WASHINGTON STATE MUNICIPAL STORMWATER CONFERENCE

**MAY 20-21
VANCOUVER, WA**

**MUNICON
2025**



FEATURING!



**CWT
Training
Academy**

**REGISTER AT:
[WWW.WASTORMWATER
CENTER.ORG/MUNICON-
2025/](http://WWW.WASTORMWATERCENTER.ORG/MUNICON-2025/)**

MUNICON TOPICS

EDUCATION AND OUTREACH

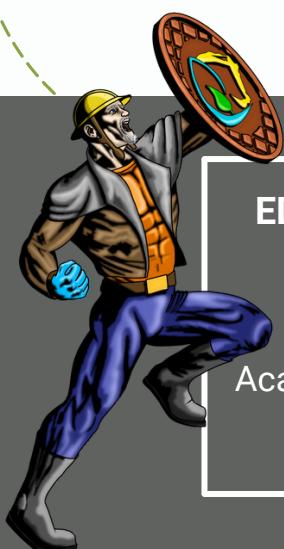
Meet the CWT
Academy Stormwater
Defenders!

BMP DESIGN AND RESEARCH

Learn about 6PDD,
bioswales, BMP sizing,
and more

PERMIT COMPLIANCE

Hear the latest from
policymakers and your
peers on compliance



Municon promotes broad communication, coordination, and sharing of valuable municipal tools and approaches to stormwater management from permittees and professionals across the state. Over five conferences Municon has delivered 181 presentations in 27 tracks attended by more than 2,100 stormwater management professionals.

Strategies for Addressing Budget Constraints

TIPS FOR MUNICIPAL BUDGET SEASON



PRIORITIZE ESSENTIAL SERVICES

Identify and protect core services that directly impact community well-being, specific to your local government's needs.

SEEK FUNDING, SPONSORSHIP AND PARTNERING OPPORTUNITIES

Explore diverse sources of funding, including leveraging collaboration with other local governments and partners.

PROMOTE EFFICIENCY

Optimize resource utilization and explore innovative solutions to reduce costs. Set program performance goals helps determine where efficiencies are lacking or thriving.

ENGAGE THE COMMUNITY



Hosting public meetings and providing surveys or media releases to incorporate the thoughts and ideas of your citizens can help gain momentum for projects or services.



EMBRACE TECHNOLOGY

Utilize technology to improve efficiency and streamline operations. While not a solution for everything, technology can streamline a previously clunky paper system.

PLAN FOR LONG-TERM SUSTAINABILITY

Develop a proactive approach to budgeting that considers long-term financial health. Consider life-cycle costs and net environmental benefit.



OPEN House

JOIN US FOR THE STORMWATER DEFENDER HEADQUARTERS OPEN HOUSE

OUR
MISSION IS
YOUR
MISSION!



PUT US TO
WORK FOR
YOU!

May 20, 2025 5:00p Networking Event

This event will provide you the opportunity to learn how the Stormwater Defenders and PUDLE Outreach can support your program. You can get your picture with a Defender, look through outreach materials, discuss customizable options, peruse the Stormwater Geek Wear Collection, and most importantly, explore the virtual headquarters at this networking event.

Unable to attend in person? No problem - Register along with others around the country to visit the open house! This is your opportunity to help shape this first-of-its-kind virtual space.

We can't wait to take you on a tour of the Stormwater Defenders Headquarters during this fun and influential Open House!

If not able to attend MuniCon, but still want to participate, please register at:

WWW.STORMWATERDEFENDERS.COM

7am PST - 5pm
PST each day
This is a NO
COST event.

CAN'T ATTEND THE MUNICON NETWORKING EVENT?

**JOIN THE VIRTUAL OPEN HOUSE
MAY 14-28! RSVP BY VISITING:**

WWW.STORMWATERDEFENDERS.COM



**THIS FIRST-OF-ITS-KIND event is an example of how you might
INCORPORATE the HEADQUARTERS into your
K-12 AND PUBLIC OUTREACH PROGRAM**

WWW.PUDLEOUTREACH.COM/WAVEMAKERS

**Meet the Defenders and Learn how they are fighting the
battles of stormwater pollution!**

Headquarters will provide you the opportunity to explore ways you can engage visitors with customizations of content that are important to your message.

This isn't just for kids either, this platform allows for virtual conferences and events, meetings and educational opportunities of all kinds.



**STORMWATER DEFENDERS
K-12 EDUCATIONAL PROGRAM**



This is an interactive opportunity where you can:

- Explore the characters rooms
- Interact with other participants
- Participate in games and activities
- Take **free** trainings
- Get discounts on future trainings or PUDLE materials
- Help shape the future of the Stormwater Defenders

FREE SCHEDULED SHOWINGS ON THE MAIN STAGE

Date	12:00 EST	12:00 PST
5/14-15	Hydromulch Discussion with Damon Sump	Building Your Public Works Maintenance Career
5/16-17	Erosion Control BMPs	Municipal Outreach and Education with John Loyd
5/18-19	LMS and Educational Programs with Tiffany Willyerd	Introduction to the Stormwater Plan
5/20-21	Clean Water Act Discussion	Career Development and Stormwater
5/22-23	Materials Management with Paul Kemp	Spill Control and Response Discussion
5/24/25	Navigating the Change Road - Glenn Akramoff	Hydrology Modeling with Joseph Brascher Jr.
5/26-27	5 Rules of Stormwater Management with Nathan Hardebeck	LID Overview

EPA ANNOUNCES PFAS ACTIONS

On April 28, 2025, EPA Administrator Lee Zeldin announced a broad set of actions to address contamination from Per- and Polyfluoroalkyl Substances (PFAS), also known as "forever chemicals." Exposure to many PFAS has been linked to adverse health outcomes including cancer, kidney and thyroid problems – as well as fertility and immune system problems. The plan includes appointing a dedicated PFAS lead within the agency, implementing effluent limitation guidelines (ELGs) for PFAS manufacturers and metal finishers, and advancing testing strategies under the Toxic Substances Control Act (TSCA). The initiative also calls for annual updates to PFAS disposal guidance, new air emission monitoring methods, and improved scientific research to close existing knowledge gaps.

Policy, Compliance, and Regulatory Corner



Helping you navigate change in 2025

The announcement established a “polluter pays” liability framework to prevent costs from falling on passive receivers such as local water utilities, and emphasized stronger enforcement through the Clean Water Act, TSCA, and the Safe Drinking Water Act, while expanding PFAS tracking under the Toxic Release Inventory (TRI); however, doesn’t articulate a timeline for action. Further, the announcement does not touch on last year’s landmark EPA standard on PFAS in drinking water. Soon, the EPA must decide whether the rule should stand or be rewritten, although the Safe Drinking Water Act prevents new rules from being looser than previous ones.

SPOTLIGHT ON: Illicit Connections

Illicit stormwater connections are unauthorized or improper links between non-stormwater sources—such as sanitary sewer lines, industrial waste, or household plumbing—and the stormwater drainage system. These connections can introduce pollutants like sewage, chemicals, or grease directly into local waterways without treatment, posing serious risks to public health and the environment.

Identifying and eliminating illicit connections is a critical component of municipal stormwater programs, as required by regulatory frameworks like the MS4 (Municipal Separate Storm Sewer System) permit. Illicit Discharge Detection and Elimination (IDDE) is an element of all municipal stormwater permit programs; as such, regular inspections, staff training, and skill development are critical to preventing and addressing these harmful discharges.

CWT Training Academy offers several training courses in illicit connection and discharge detection and elimination. Hone your skills by visiting www.cwtacademy.com today!



Introducing: PUDLE Outreach!

"Helping you Create Ripples of Change"



PUDLE (Preventing Unauthorized Discharge thru Learning and Education) Outreach provides educational materials and programs to inspire behavior change and improve awareness of environmental issues. Many of our offerings are customizable, presenting engaging artwork, programs, services and materials to help you develop a message customized for your target audience highlighting your unique climatology or watershed focuses.

PUDLE Outreach believes that together, we can make demonstratable improvements in water quality by raising the awareness of the public - both young and old!

PUDLE Outreach encourages people of all ages to become Stormwater Awareness Stewards, provides materials, tools, and inspiration, and believes these **Ripples of Change will make waves over generations as today's youth lead us in facing environmental issues challenging our communities.**

CWT Academy has done the heavy lifting for you with Wavemakers!

We have created a baseline of tools and resources to help build a foundation that you can make your own, if desired. We want to empower you and your program to help recruit the next generation into implementing new BMPs and increase the science and technology of stormwater management to protect our water resources. Put us to work for you!

The content and curriculum we provide for modification, branding, or customization. We understand the complexities of stormwater and that the curriculum you want to provide may vary based on your geographical region, educational focus, or water quality criteria.

**Give the Stormwater Defenders
YOUR VOICE and YOUR MESSAGE.**



THE PUDLE FAMILY

The PUDLE Family is a collection of services that can be utilized to develop a program for any business, municipality or school district awareness, education, or outreach program.



PUDLE Gear

On-Demand store full of apparel and merch!

PUDLEGear.com



PUDLE Gear Custom

Take our designs from our art gallery and brand them for your team, event or customers.

PUDLEGearCustom.com



Stormwater Defenders

Superheroes for all ages to incorporate into K-12 programs, or can be used just for fun!

StormwaterDefenders.com



CWT Academy

The PUDLE Family is also a part of the CWT Training Academy so that there are opportunities for youth to adults to have fun and build career opportunities in the stormwater industry.

CWTAcademy.com

UPCOMING EVENTS

Trainings, conferences, fun, and other happenings to keep you in the know in 2025

Municipal Stormwater Sale!

Get 15% off
STORM-E School, PSCIC, & CUNO100.
Use code **MS425** at checkout **May 1-31.**



We are booking our public, private, in-person, and virtual courses and trainings for 2025 now! Reach out to info@cwtacademy.com or visit cwtacademy.com to check out all of our event offerings

Come see CWT!!

Other Events and Happenings

- Ohio Stormwater Conference
May 8-9, Sandusky, Ohio
- Washington Municipal Stormwater Conference
May 20-21, Vancouver, Washington (see flyer)
- Managing Stormwater in Oregon Conference
June 18, Portland, Oregon
- AWWA Annual Conference and Expo (ACE)
June 8-11, Denver, Colorado
- WEF/WEAT Collection Systems and Stormwater
July 15-18, Houston, Texas
- US Water Alliance One Water Summit
July 8-11, Pittsburgh, Pennsylvania
- StormCon 2025
August 26-28, Orlando, Florida

