

# Only Tap Water **Delivers**<sup>SM</sup>

A grassroots and media campaign  
to help utilities and public officials communicate  
about the value of tap water service



American Water Works  
Association

## Background

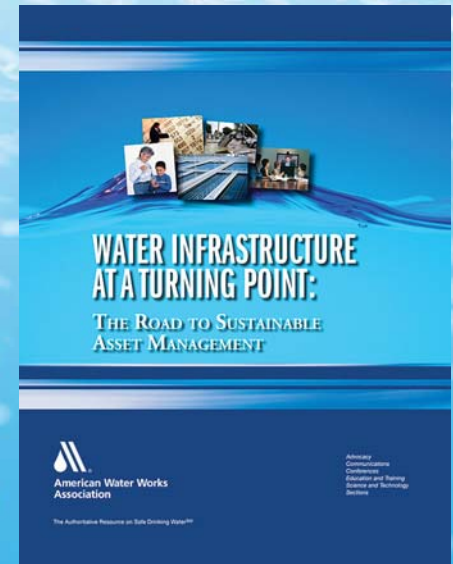
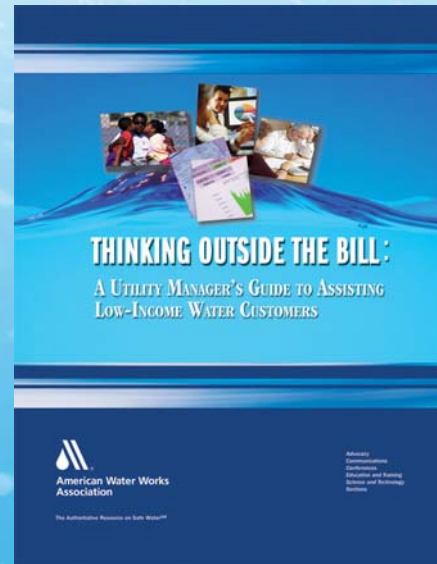
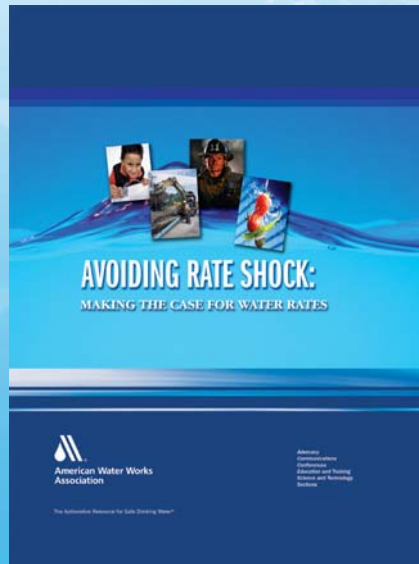
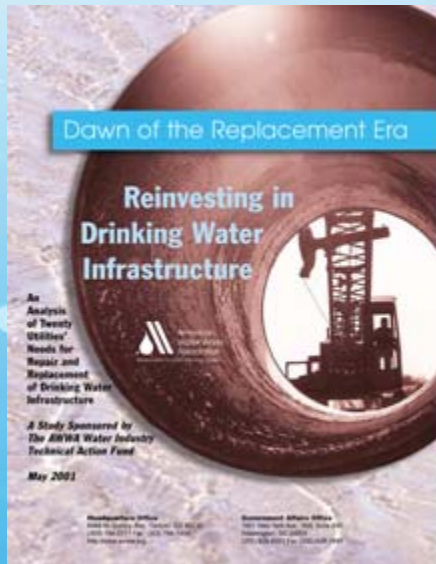
- May 2001: AWWA publishes Dawn of the Replacement Era, defining problem of aging infrastructure and funding gap
- April 2003: In Journal column, AWWA executive director Jack Hoffbuhr urges promotion of value of water in four areas -- public health protection, fire protection, support for economy, quality of life
- April 2004: AWWA Avoiding Rate Shock report helps utilities communicate with elected leaders and stakeholders to build community support for necessary rate increases
- June 2004: Press release and ACE04 speech announce 'marketing value of water' as incoming President Katie McCain's major theme during 2004-05
- December 2004: McCain publishes "Value of water critical message for customers" in E-Mainstream

## Background (continued)

- January 2005: Communicating value of water incorporated into AWWA Strategic Plan, with goal to “engage the public, elected officials, and key decision makers about the value of water.”
- April 2005: During spring meeting, AWWA Public Affairs/Water Utility councils focus on need to help utilities, elected officials communicate value of water
- May 2005: Press release highlighting value of water distributed during Drinking Water Week
- June 2005: Video on value of water and water service opens ACE05 at general session
- March 2006: Only Tap Water Delivers launches in D.C. at Water Matters! Fly In

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## AWWA Reports that Support Campaign



## **AWWA Supporting Reports**

- **Dawn of the Replacement Era (2001):** Defines the problem of aging infrastructure and need to reinvest
- **Avoiding Rate Shock (2004):** Finds that people ‘undervalue’ water; helps utilities communicate with elected leaders and local stake holders to build community support for reasonable rate increases
- **Thinking Outside the Bill (2004):** Provides innovative ideas on how to soften the impact of rate increases on low-income customers
- **Water Infrastructure at a Turning Point (2006):** Provides language to help utilities communicate need for asset management strategies to public officials, consumers

## **Campaign Objectives**

- Encourage community investment in water service and resources.
- Provide utilities with tools that help them communicate with consumers and decision-makers about the value of water service.
- Encourage and equip public officials to speak about the importance of investing in water service and resources.
- Elevate the value of water service in the minds of consumers.

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## **Primary Message**

Only Tap Water Delivers ...

- a. Public health protection
- b. Fire protection
- c. Support for the economy
- d. Quality of life

## **Secondary Messages**

- We are all stewards of the water infrastructure and resources generations before handed down to us.
- Our water bills pay for both the a) stewardship of our water resources and b) the processes to get safe and reliable water to you.
- Conservation and new technologies like reuse and desalination can help manage water resources issues, but they require community investment.
- In the future, we will pay rates that more accurately reflect the true cost of water service.

## **Campaign Strategies**

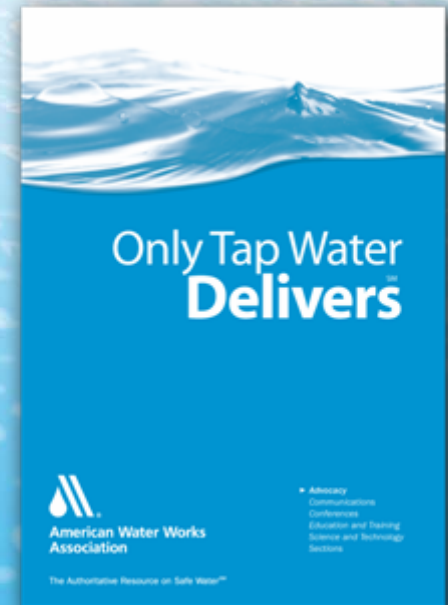
- Provide utilities with common vocabulary and materials to communicate with public officials, consumers on value of tap water service, need for reinvestment
- Leverage media interest in water quality issues to initiate public conversation about what “only tap water delivers”
- Raise public awareness with consumer materials, ads
- Partner with organizations with a stake in smart water management

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## Materials

### Distribution of CD/DVD to utilities

- Introductory document on how to use materials
- Talking Points
- PowerPoint
- Speech
- Video
- Radio PSA
- Executive summaries from AWWA/AwwaRF reports
- Consumer handouts
- Ads for placement by utilities



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## Timeline

- Launch to membership, Congress, selected media and partners (March 2006)
- Availability of Web materials (April utility advisory)
- Public launch to consumers (Drinking Water Week 2006 made some materials available to utilities, partnered with EPA at DC event)
- First three ads made available to utilities on request (May 2006)
- Display and materials at ACE 2006
- Mail full CD/DVD to all AWWA member utilities (August 2006)

## Sample Consumer Ads

- **Goal**  
Get rate-payers' attention and cause them to reflect on the value of tap water service
- **Concept**  
Personification of infrastructure: "If only our water infrastructure could talk to us."

*Available in English and Spanish*

# I want to be here for you.

If only our water infrastructure could talk to us. The corner hydrant might remind us that only tap water protects us against the threat of fire, and that the pipes below our streets need constant attention to keep life-saving water flowing at the right pressure, 24/7, without fail.

We are all stewards of the water infrastructure generations before handed down to us, and our water bills keep that system strong and reliable. For more information about what your tap water delivers, visit [*insert utility web address here*].

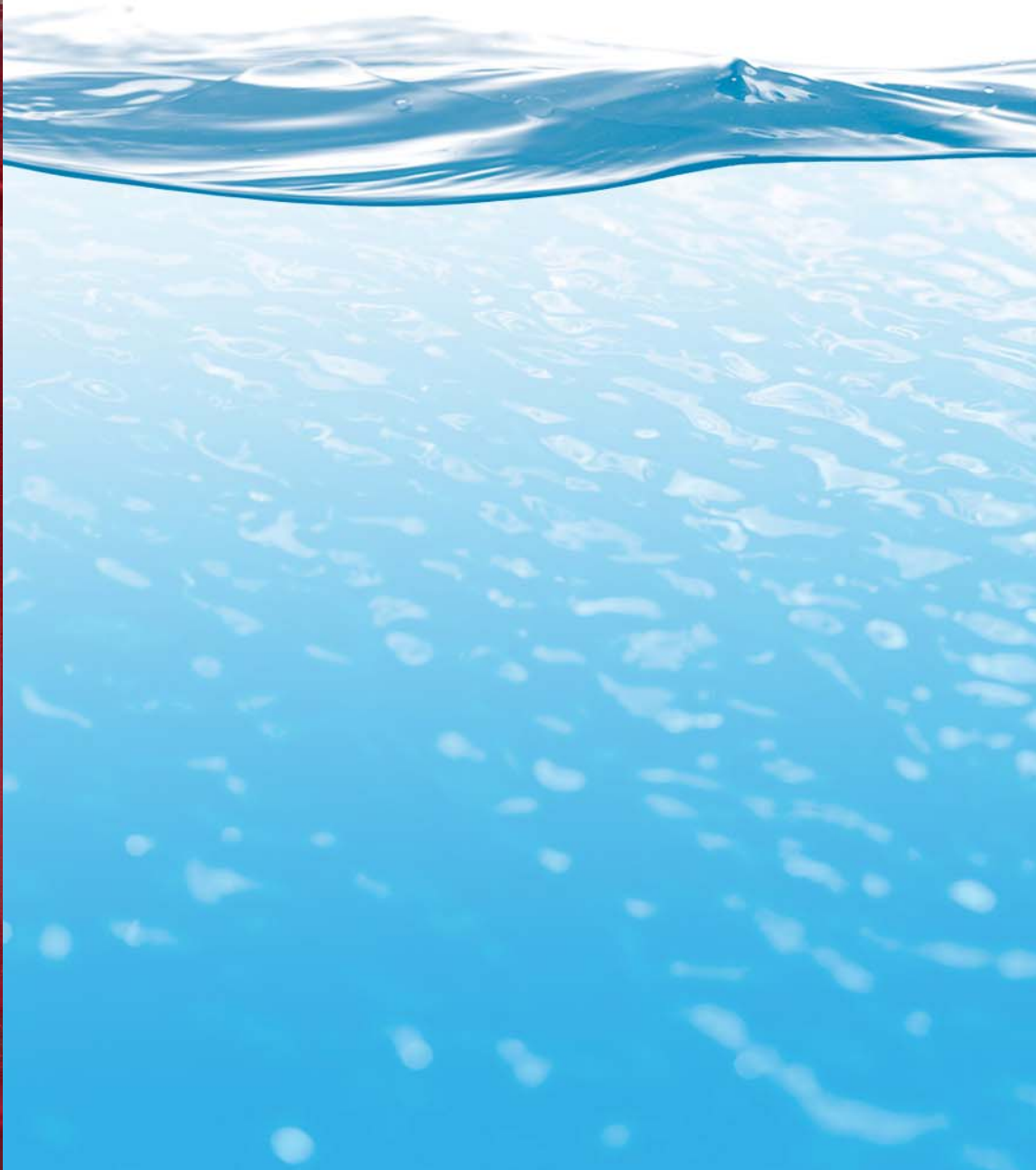
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I'm not  
so easily  
replaced.



If only our water infrastructure could talk to us. The pipes running below our streets might remind us that they carry the very lifeblood of our community. Tap water keeps us healthy, fights fires, supports our economy and provides us with the high quality of life we enjoy.

We are all stewards of the water infrastructure generations before handed down to us, and our water bills keep that system strong and reliable. For more information about what your tap water delivers, visit *[insert utility web address here]*.

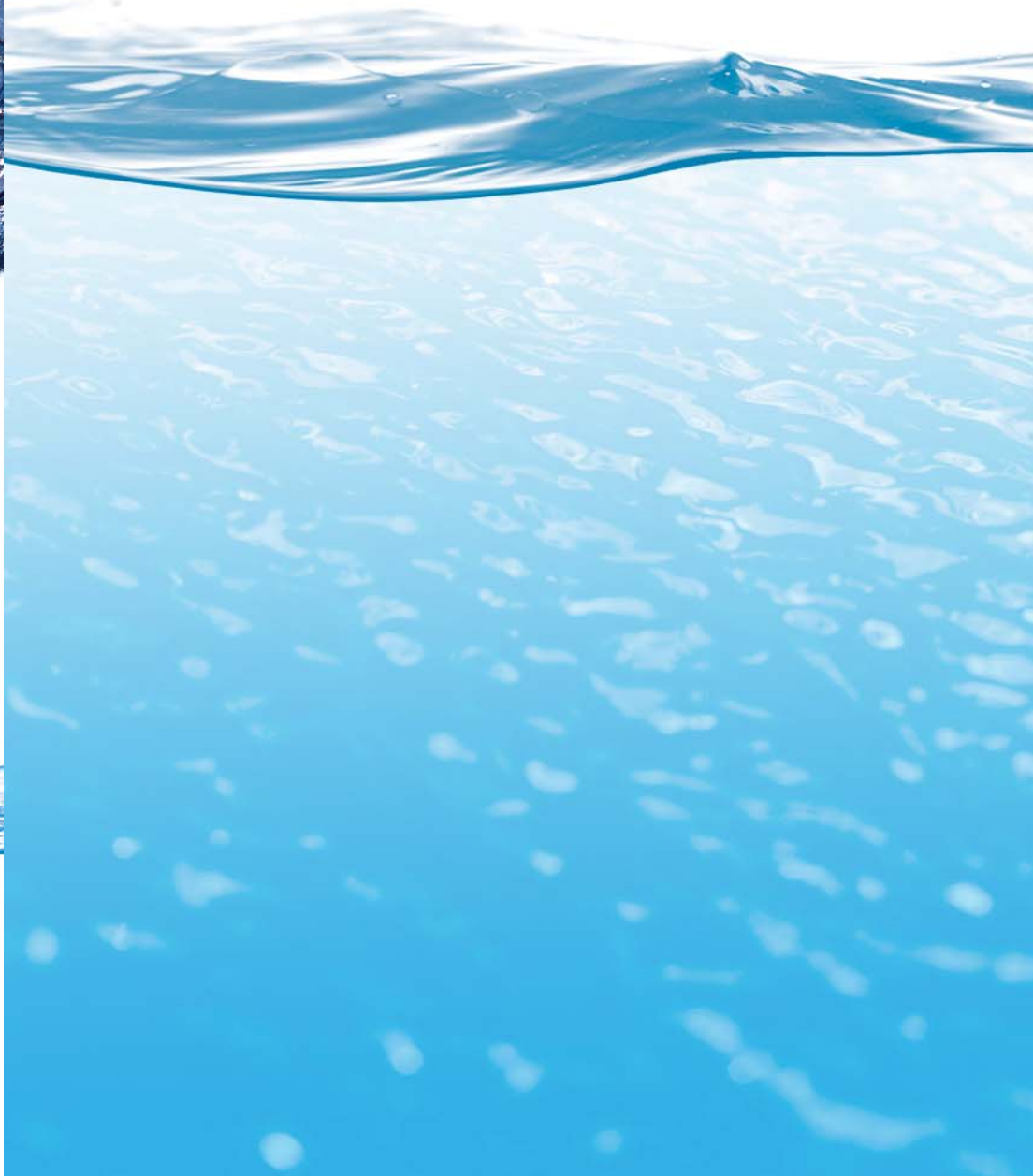
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Do you know  
how often you  
turn me on?

If only the water faucet could talk to us. It might remind us how often we turn to it for safe water to drink, to wash our clothes, to prepare our food, to provide us with the everyday quality of life we enjoy. It might remind us that the water pipes below our streets make so many everyday conveniences possible.

Our water bills pay to keep our community tap water safe, reliable and there for us — 24/7 without fail. For more information about what your tap water delivers, visit *[insert utility web address here]*.



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**More than 120 utilities have begun using campaign in some form**

City of Durham, N.C, Department of Water Management.; City of Reedsburg, Wis; City of Ann Arbor, Mich.; Miami Dade Water and Sewer Authority; City of Redmond, Wash.; Greer, S.C., Commission of Public Works, City of Albion, Neb.; Lakeview, CA, Irrigation District; Aqua Maine, Inc.; Mt. View-Edgewood Water Co.; Skyline County Water District; City of Woodland; City of Orange, N.C.; Monroeville Water Works; City of Airway Heights; Medford Water Commission; Anchorage Water & Wastewater Utility; Annapolis Water District; Stoughton Utilities; City of Corpus Christi Water Dept.; Easton Suburban Water Authority; City of Schertz Public Works; Palo Alto Park Mutual Water Company ; Austin Water Utility; Moorhead Public Service; City of Newton; Greenwood Utilities; Georgia Association of Water Professionals; City of Fort Lauderdale; Collier County Government, FLA; Grand Junction, CO.

## **Public Presentations**

### ➤ **Presentations Completed**

Water Matters! Fly-In, U.S. Conference of Mayors HQ, U.S. EPA HQ, National Association of Water Companies (NAWC), National Association of Clean Water Agencies (NACWA), Water and Wastewater Equipment Manufacturers Association (WWEEMA), Water Utility Management Conference, Detroit Metropolitan Council of Governments, AwwaRF workshop on Value of Water, AWWA sections including Arizona, West Virginia, Texas, Pacific Northwest, Puerto Rico.

### ➤ **Presentations Scheduled**

ACE06: PIAF, Public Officials Committee, Young Professionals, Public Affairs track session, Opening General Session; following ACE: National Association of Utility Regulatory Commissioners (NARUC), Section Summer Workshop

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**Questions?**

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