



**water is life**

and infrastructure makes it happen™

# The Challenge...

Infrastructure investment has declined dramatically;  
community challenges continue:

- Aging systems
- Costly upgrades
- Regulatory demands
- Growing populations



*In 10 years, water pollution levels may deteriorate to those observed in the 1970s if we do not invest in our infrastructure.*

*(2004 Gap Analysis) U. S. Environmental Protection Agency*

# What it is.....

An education program...  
designed to inform and to  
motivate the general public,  
ratepayers, and elected officials to  
invest in water and wastewater  
infrastructure.

# Target Audiences - Internal

- WEF Member Associations
- Allied Organizations / Professions
- Water & Wastewater Utilities



# Target Audiences - External

- General Public / Ratepayers
- Funding Decision Makers
- Business Leaders
- Opinion Leaders
- Civic Leaders
- Reporters



# Major Themes...

- Taps into aspects of life: our health, prosperity, safety, quality of life
- Makes connections between life and water infrastructure
- Conveys the need to invest in our neglected infrastructure



# 13 Pilot Utilities...

- City of Tulsa, Tulsa, OK
- City of Corpus Christi Wastewater Dept., Corpus Christi, TX
- Columbus Water Works, Columbus, GA
- City of Rifle Utility Department, Rifle, CO
- Hallsdale-Powell Utility District, Knoxville TN
- Pima County Wastewater Management Dept., Tucson, AZ
- Town of Exeter, Exeter, NH
- Town of Orangetown, Orangeburg, NY
- Metropolitan Sewer District, Cincinnati, OH
- Summit County Dept. of Env. Services, Cuyahoga Falls, OH
- San Francisco Public Utilities Commission, CA
- Town of Tonawanda, Tonawanda, NY
- Water Pollution Control Authority, Stamford CT

# WEF Provides the Tools

- *Centerpiece brochure*
- *Folder*
- *Fact sheets*
- *FAQs*
- *Talking points*
- *PowerPoint presentations*
- *How-to guide*



# WEF Provides the Tools

- *Media kits*

  - Sample press releases, op-eds & letters to editor*

- *Campaign models*

  - Bill stuffers*

  - Sample display ads / PSAs*

- *Topic brochures & Case studies*

- *Bookmarks & buttons*

- *Website: [WaterIsLife.net](http://WaterIsLife.net)*





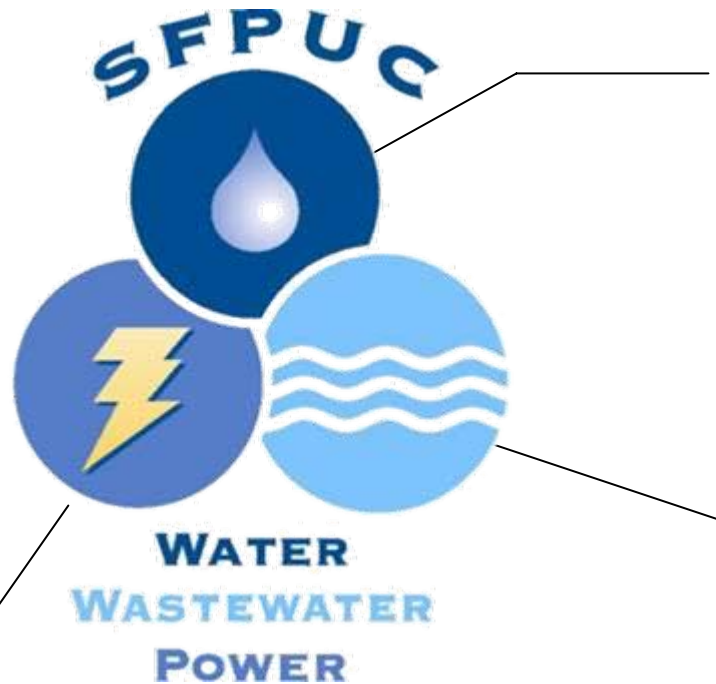
# Sewer System Master Plan

San Francisco Public  
Utilities Commission

***“The city under  
the City needs to  
be fixed.”***



# SFPUC's Three Enterprises



## Water Enterprise (Drinking Water)

- Hetch Hetchy Water System
- 1,250 Miles of Water lines, 14 Reservoirs
- Water Quality Facilities in Sunol and Millbrae

## Wastewater Enterprise

- Combined Waste/Stormwater System
- 3 Main Treatment Plants
- 900 miles of sewer lines (70% >70 yrs.)

## Power Enterprise (Hydroelectric Power)

- MUNI, SFUSD, S.F. Airport, S.F. General Hospital
- Modesto and Turlock Irrigation Districts

# What is SF's Sewer System Master Plan?

- Long-term response to San Francisco's wastewater needs for the next 30 years
- Estimate of funding requirements
- Fair and open planning process to involve public in developing solutions



## 2006 – What's the Problem?

- **Old Infrastructure**
- **Seismic Reliability**
- **Flooding**
- **Biosolids**
- **Overflows into the Bay and Ocean**
- **Southeast Treatment Plant**

# Master Plan Public Outreach (Pre-Workshops)

- Citywide Survey and Focus Groups (November 2005)
- 50 community/neighborhood organization presentations on master plan issues & process (January – March 2006).
- Citywide Master Plan mailer (370,000) with comment card.
- Received more than 8,500 comment cards, 70% with contact information.
- Launched [www.sfsewers.org](http://www.sfsewers.org)
- Nearly 200 MUNI, transit shelter & billboard ads with “city under the City” message.
- Extensive media coverage of sewer system needs and master plan (*Chronicle*, KTVU, KRON, Bay Guardian)
- \$250,000 education program

# Master Plan Public Workshops

- Held 3 initial public workshops on sewer system needs, challenges and master plan process:
  - 3/23, Sunset District
  - 3/25, Southeast
  - 3/28, Civic Center
- More than 150 residents attended the workshops.



# Master Plan Public Outreach (Summer 2006)

- Monthly Citizens Advisory Committee Wastewater Subcommittee Public Outreach Updates
- Meetings with Technical Advisory Committee
- Sewer System Master Plan Newsletter
- Educational/Library Kiosk Master Plan Displays
- Continuing community organization presentations
- Monthly public wastewater treatment plant tours
- [www.sfsewers.org](http://www.sfsewers.org) & ongoing media education

# Contacts

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