

Presentation on Value of Water Coalition

Radhika Fox

CEO, US Water Alliance

Director, Value of Water Coalition

Association of Metropolitan Water Agencies

Savannah, GA

October 12, 2015



Our Members



Our Goals

1. Increase understanding and appreciation about the value of water with public officials, business and civic leaders, media, and customers.
2. Drive support for sustainable water resource strategies and investment in water infrastructure
3. Foster collective action among diverse organizations who view water as fundamental to America's economic strength, environmental sustainability, and community well-being.

Website: A Resource on the Value of Water

Value of Water COALITION

Home Resources About Us Media Events Blog Get Involved

ESSENTIAL

Find Out About Water's Value

We are a coalition of public and private water agencies, business and community leaders, and national organizations united in communicating the importance of water to the economic, environmental, and social well-being of America.

Imagine a Day Without Water
October 4-6, 2015

Value of Water Coalition Announces Imagine a Day without Water
The Value of Water Coalition today announced a national advocacy and educational event to take place October 4-6, 2015.

View Edit

What is the value of water?

Essential. Reliable. Invaluable. Water—it's the thread that weaves together our daily lives. It keeps our communities healthy, our cities running, and our economies growing. Water is a cup of coffee, the produce aisle, better production, increased exports, and greater American strength. While essential, water infrastructure is largely invisible. Few people realize what it takes to treat and deliver drinking water every day or how wastewater is cleaned so that it can be safely reused or returned to the environment. The high quality of life we enjoy in America would not be possible without water and the infrastructure

64,240 gallons
HOW MUCH WATER THE AVERAGE AMERICAN USES IN A YEAR
Source: WATER DOC

Together we are the solution.

The Value of Water Coalition builds national will for investment in water infrastructure and water resources. We are an alliance of public and private water agencies, community and business leaders, and national organizations, united in communicating the importance of water to the economic, environmental and social well-being of America. With one voice, we educate and engage the public on the importance of clean, safe, and reliable water and help ensure quality water service for future generations.

68,873
THE NUMBER OF DRINKING WATER AND WASTEWATER SYSTEMS IN THE U.S.
Source: EPA

[Learn more About Us >](#)

Join our mailing list for the latest updates!

Your email address

What we're thinking.

ch2m.
Innovating with Nature: CH2M Celebrates 10 Years of Sustainability Reporting

dc water is life®
A Stronger Plan for a Greener DC
George Hawkins, General Manager,

How Far Cleveland Water Has Come
Radhika Fox, Director, Value of Water

Feds Should Help Us Fix Water Infrastructure
Representative Paul Tonko, D-New York

Robust Digital Presence

The Value of Water
Non-Profit Organization

Timeline

6,523 likes · 7 this week

39 were here 0 this week

330 post reach this week

Want More Phone Calls?

Get people near The Value of Water to call you today.

Promote Local Business

ABOUT

1250 24th St NW Suite 300
Washington, District of Columbia

Add phone number

Add Price Range

http://thevalueofwater.org/

Promote Website

Create Call to Action

The Value of Water
@TheValueofWater

Without water we'd be unable to put out the nearly 400,000 house fires every yr. Download now!
thevalueofwater.org/mediakit/previ...

WHAT'S THE VALUE OF WATER?

There are nearly 400,000 house fires in the U.S. each year, and over half come from their own kitchen.

Most of us never think about how water gets to us. It's in the sink, the shower, the toilet, the lawn, and the fire hydrant. It's all there, but it's not always obvious. It's all there, but it's not always obvious. It's all there, but it's not always obvious.

Water - Essential. Reliable. Inexpensive.

Learn how water works for you. Visit TheValueofWater.org.

#ValueofWater Value of Water COALITION

RETWEETS 6 FAVORITES 2

4:51 PM - 7 Aug 2015

The Value of Water
@TheValueofWater

You wouldn't want your kids coming back from school with a D. So why let our water infrastructure get away with it?

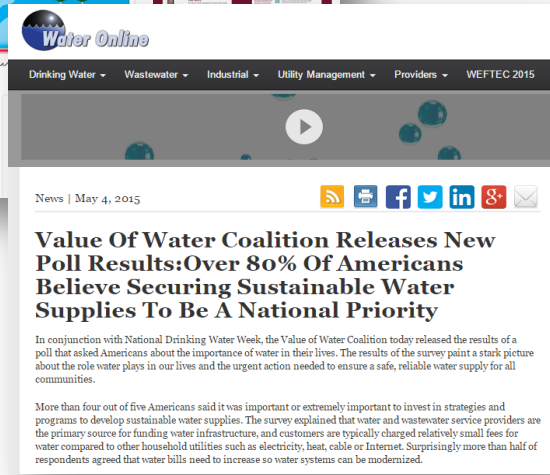
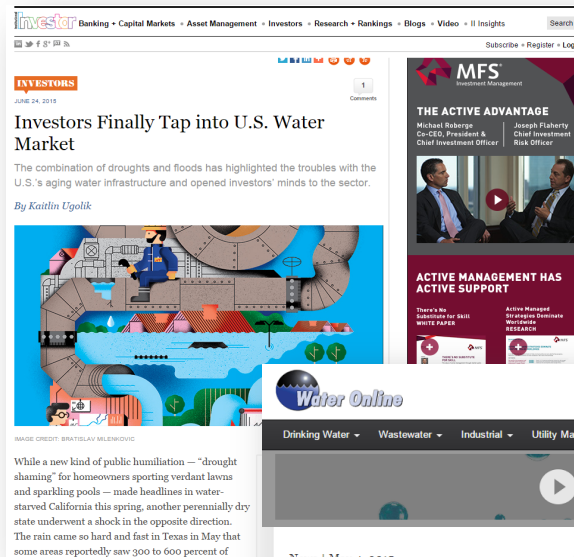
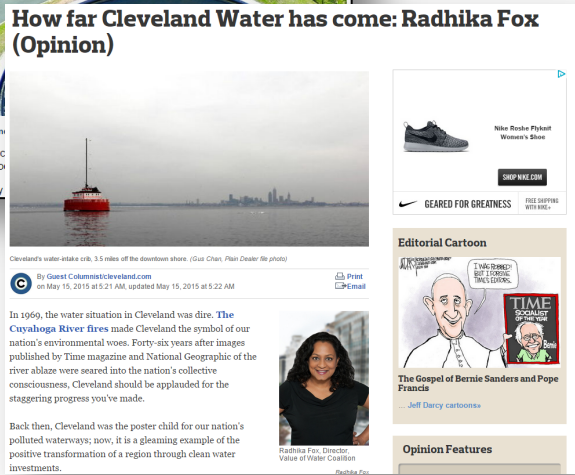
American Society of Civil Engineers graded the nation's water infrastructure a D.

Imagine a Day Without Water
October 6-8, 2015

RETWEETS 15 FAVORITES 5

5:52 PM - 21 Sep 2015

Earned Media on Behalf of Water Sector



Elevating Water in the National Infrastructure Discussion



Objectives: Imagine A Day Without Water

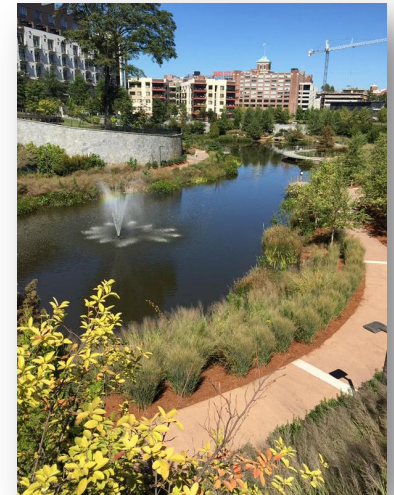
- **Elevate the importance of investment in water** through a national education campaign that is rooted in local communities.
- Create an **organizing vehicle** that activates water organizations, city and municipal leaders, schools, and other community cornerstones
- **Make it human, personalize the issue.** Connect to people's personal relationship to water as mechanism to educate about the systems and utilities that make it happen

Highlights from Imagine A Day Without Water

- **185:** Official Participating Organizations
- **6 million:** Social Media Reach
- **588,282:** Thunderclap Reach
- **2.8 million:** Listeners reached through Radio Tour
- Robust media coverage (TV, radio, op-eds, and articles in major news publications)
- High profile surrogates carrying our message (mayors, CEOs of businesses)
- Engagement by non-water voices (school districts, aquariums, car washes)

Atlanta

- Press Event and Tour to spotlight rock quarry that will be converted into a reservoir that will hold 30 day supply of water
- Mayor Reed, Atlanta Department of Watershed Management, Atlanta Falcons



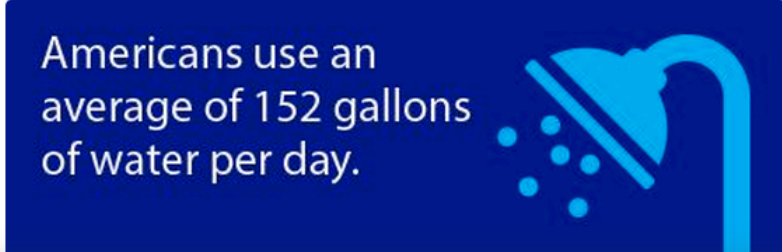
Los Angeles

- Spotlights partnerships with local schools to develop “One Water” curriculum
- LA Mayor Eric Garcetti, Los Angeles Department of Water & Power, LA Sanitation, School Board, and other leaders



Social Media Impact

Retweeted 37 times
look for **EPA WaterSense** @EPAwatersense · Oct 7
We use a LOT of water in the US. Take a moment and imagine your day without any of it. Be smart and #ValueWater.



Mayor Krysti Kovarik @MayorKovarik
Follow

Great event to raise awareness.
#ValueofWater

Atlanta Watershed @ATLWatershed
Could you imagine a day without water? @KasimReed @JMacrinaDWM @radhikafox @kvanzahall #ValueofWater

RETWEET 1 FAVORITE 1

11:55 AM - 7 Oct 2015

Philadelphia Water @PhillyH2O
Follow

Have you seen our [Philly.com](#) Op-Ed and latest news? #CleanWatersPHL #ValueWater [conta.cc/1NmZ6bD](#)



The Value of Water Retweeted
Carlos A. Gimenez @MayorGimenez · Oct 5
Join the Imagine a Day Without Water conversation, Oct. 6-8 #ValueWater @MiamiDadeWater [ow.ly/T1Hea](#)



RETWEETS 10 FAVORITES 3

2:30 PM - 5 Oct 2015 · Details

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PA American Water raising infrastructure awareness with 'Imagine a Day Without Water' photo contest



Imagine a Day Without Water

October 6-8, 2015

By Pennsylvania American Water, For The Times Herald

POSTED: 10/06/15, 4:34 PM EDT | UPDATED: 2 DAYS AGO 0 COMMENTS

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FOX 11 Good Day LA Experts and Other Guests

Mayor Eric Garcetti wants you to 'Imagine A Day Without Water'





Mayor Eric Garcetti stopped by Good Day LA to talk to Steve Edwards and Araksya Karapetyan about the state's water crisis, and what the city of Los Angeles is doing about it.

By: Jeffrey Thomas DeSocio

POSTED: OCT 08 2015 07:57AM PDT
UPDATED: OCT 09 2015 08:32AM PDT

Imagine a day without water

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Stores > Win A Gift Card >

Latest News Video

Toolkit: What's the Value of Water?



WHAT'S THE VALUE OF WATER?

Mornings wouldn't be the same without water. Most of us never think about how water gets to the tap or where it goes after it swirls down the drain. Luckily, we don't have to. Pumps, treatment plants, and pipes bring us clean water and carry our wastewater away.


But our water systems are aging. They need investment to continue delivering life's most essential resource. We need water to make a cup of coffee and most everything we do in life. All day, every day.

Water—Essential. Reliable. Invaluable.

Learn how water works for you. Visit TheValueofWater.org.

#ValueWater | Value of Water COALITION

Presented in cooperation with the Value of Water coalition



WHAT'S THE VALUE OF WATER?

Without clean water, soccer uniforms would never make it through the season.

Most of us never think about how clean water gets to us or where our dirty water goes. Luckily we don't have to. Pumps, treatment plants, and pipes bring us clean water and carry our wastewater away.

But here's a dirty secret about our water systems: They're aging. They need investment so they can continue to deliver life's most precious resource. All day, every day.

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Value of Water

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WHAT'S THE VALUE OF WATER?

When nature calls, you want open stalls.

Most of us never think about what happens to the water we flush. Luckily, we don't have to. Pumps, treatment plants, and pipes remove and clean wastewater so it can be returned to the environment or safely reused.

Clean water systems are one of the greatest public health achievements in history. But they're aging. They need investment to continue delivering life's most essential resource. All day, every day.

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WHAT'S THE VALUE OF WATER?

There are nearly 400,000 house fires in the U.S. each year, and water that flows from hydrants is our best defense.

Most of us never think about how water gets to us. Luckily, we don't have to. Pumps, treatment plants, and pipes bring us clean water and carry away wastewater. All day, every day.

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Half Page Ads



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Full Page Ads



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Value of Water
COALITION

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Bus Shelter Ads



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When nature calls, you want open stalls.

Bill Stuffers



SPLASHING AROUND A POOL, TOSSING A WATER BALLOON, A COOL SHOWER ON A HOT DAY— WATER IS ONE OF LIFE'S GREAT PLEASURES.

Most of us never think about how water gets to us or where it goes when it swirls down the drain. You don't have to, because we do. We run the treatment plants, pumps, and pipes that deliver clean water and safely carry away used water. But those systems are aging. Many parts need to be fixed, upgraded or replaced to continue providing life's most essential resource. System failure is not an option. We need water to grow food, run factories, and just about everything else – including have fun at the pool.

Your water and wastewater bills pay for investments that guarantee clean, safe water is available where and when you want it. All day, every day.

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#ValueWater



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Splashing around a pool, tossing a water balloon—
water is one of life's great pleasures.

Billboards



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Three Year Strategic Roadmap



Strategic Roadmap 2016–2018

September 2015

Value of Water
COALITION

9/24/15 Version
for Adoption at the
9/29/15 All Coalition
Meeting

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@TheValueOfWater

www.facebook.com/thevalueofwater