



Communicating the Value of Drinking Water Services

Using Campaigns and Community Engagement Efforts

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Communicating the Value of Drinking Water Services 1

This document summarizes the value of water outreach campaigns and community engagement activities that were presented during the “Tap Talks on Tuesdays” webinar series to raise public awareness of the service that drinking water utilities provide to communities across America on a daily basis. The availability of the campaigns that were discussed are described in the table below.

Availability of Campaigns

Value of Water Coalition's <i>Water Works!</i> Campaign	Available to Everyone
New York's Water and Wastewater Education and Outreach Committee (WWEOC)'s <i>Value of Water</i> Campaign	Available to Everyone
American Water Works Association (AWWA)'s <i>Only Tap Water Delivers</i> Campaign	Available to AWWA Member Utilities
California Water Service Company (Cal Water)'s <i>Behind the Scenes</i> Campaign	Available to Everyone
National Rural Water Association (NRWA)'s <i>Quality on Tap!</i> Campaign	Available to NRWA Member Utilities
Association of California Water Agencies (ACWA)'s <i>Value of Water</i> Campaign	Available to ACWA Member Utilities
American Water's <i>Value of Water</i> Campaign	Available to American Water and its regulated state subsidiaries
Aqua America's WaterSmart	Available to Everyone

Outline for Communicating the Value of Water

This schematic provides an outline that summarizes the steps water systems can follow to define and communicate value of water messages. The graphics used in the summary are a sampling from successful campaigns and community engagement efforts described in this document.

This schematic visually demonstrates how a water system can:

1. Identify its community's needs or issues through surveys, focus groups or other data-gathering techniques.
2. Develop a message and communicate it through campaigns or community engagement efforts including public meetings and events, social media, Web sites and software applications for mobile devices.
3. Continue to engage their community and adjust their communication efforts based on changing needs and issues.

Communicating the Value of Water



"Tap Talks on Tuesdays"
Summer 2014



A majority of U.S. voters say they would pay a little more each month for upgraded water systems that ensure the delivery of clean water.

— Xylem

(National Survey, 2012)

[http://www.xylem.com/
valueofwater/report/index.
html](http://www.xylem.com/valueofwater/report/index.html)



UNC
ENVIRONMENTAL
FINANCE CENTER

Survey on Water Utility Rate Cases

Mary Tiger

Chief Operating Officer, UNC
Environmental Finance Center

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**Association
of California
Water Agencies**
Since 1910
Leadership • Advocacy
Information • Service

ACWA's Value of Water Campaign

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Using Stakeholders to Identify and Develop Messages

Gathering data helps water systems have an accurate picture of their community's needs and priorities. Data gathering can include looking internally, by inventorying assets or performing a financial audit, or by looking externally through conducting surveys or convening focus groups of their stakeholders. Each water system and their community's needs and wants are different. A rural community might have different priorities than an urban community; similarly a small community might have different priorities than a medium or large community. Examples of different data gathering activities were presented during the "Tap Talks on Tuesdays" webinar series and are described below.

Xylem Inc. conducted a nationwide telephone survey of more than 1,100 voting Americans in 2012 to find out what they think should be done about the country's water crisis and who should pay for it. The survey found that 70 percent are willing to pay more to ensure every American has access to clean water and 61 percent are willing to pay a little more money each month to upgrade their water system.

As part of the Water Research Foundation (WRF) "Rate Approval Process, Communication Strategy and Toolkit" project, a number of organizations (Arcadis, ICMA, Raftelis, SCWC, Stratus Consulting and UNC Environmental Finance Center) are conducting research to identify communication strategies, specific messages and tools that water systems could use to gain support during their rate approval process. As part of this effort, two surveys were distributed to approximately 12,000 local government water utilities to gain their perspective on best practices. Survey questions ranged from, "What do elected officials care about (regarding water utility rates?)" to "What messages work?," to "How does public involvement impact the process?," among others to determine the communication strategies that have been effective. The survey results and the status of the toolkit can be found at <http://efc.sog.unc.edu>.

The Association of California Water Agencies (ACWA) has conducted statewide surveys to gauge what Californians think is most important about their drinking water services and how much they trust their water utilities to provide safe drinking water. A sampling of the results includes:

Reliability at Tap: Most important to Californians

75% – Good value for cost of water service

69% – Cost of water = reasonable, especially when compared to other utilities like natural gas, electricity and cable

— ACWA (Statewide Poll, Mid-May 2011)

<http://www.acwa.com/spotlight/value-water>

According to a statewide survey done in 2011, 80% of those surveyed think their local water agency is doing an EXCELLENT / GOOD job and find them more credible than the legislature.

— ACWA

<http://www.acwa.com/spotlight/value-water>

American Water first established customer focus groups in six service areas around the country to determine their customers' perception of water. Feedback from these groups showed that long-term communication strategies were needed to improve public opinion of drinking water services. American Water developed various customer education materials and found that on-the-ground signage is an effective way to communicate with their customers and to focus on local challenges. Their research found that once you explain what is involved in the service, and that the service costs about a penny per gallon of water, the customer realizes the value of the service.



AMERICAN WATER

www.amwater.com



American Water's Value of Water Campaign

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CAMPAIGNS AND PRODUCTS

Value of Water Campaigns and Products

An accurate picture of community needs is essential to develop effective messages.

Images can be powerful communication tools within Value of Water campaigns. Using images in mailers, websites and annual water quality reports can keep the audience engaged with the message and build confidence in the water utility. Photos also keep readers' attention and help explain complex topics to a general reader.

This section provides examples of campaigns presented on the "Tap Talks on Tuesdays" webinar series that have been developed to help water systems communicate the messages that are important to their community.



Source: USEPA

Images and stories are powerful communication tools.



Source: USEPA

Images of water systems can help communicate the need for investment or replacement.



Messages should be clear and concise.

Value of Water Coalition's *Water Works!* Campaign

<http://www.thevalueofwater.org/>

The Value of Water Coalition developed the *Water Works!* campaign to bring together public and private water and wastewater organizations to promote a “one water” perspective across the water sector. This campaign aims to educate the public on the importance of clean, safe and reliable water. *Water Works!* communicates the information through their Web site and also social media outlets, such as Facebook and Twitter. The campaign focuses on the following messages:

- Water connects us;
- Water grows jobs and opportunity;
- Water keeps us safe and healthy; and
- Water sustains our environment.



Value of Water Coalition's *Water Works!* Campaign

U.S. Water Alliance

<http://www.uswateralliance.org/>

A screenshot of the Value of Water Coalition website. The header features the logo on the left and navigation links (Home, The Facts, About Us, Blog, Get Involved, Resources) on the right. The main banner shows a close-up of water being poured from a faucet into a glass, with the word "ESSENTIAL" in large, bold, black letters. Below the banner is a play button icon and the text "Find Out About Water's Value". The content area below the banner has a light blue background and contains three columns of text. The first column describes the coalition. The second column features a small image of people on a water slide. The third column announces 12 new partners. At the bottom, there is a section titled "What is the value of water?" with a short paragraph and a large number "11.2/0 gallons" partially visible.

Value of Water
COALITION

Home The Facts About Us Blog Get Involved Resources

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.

Value of Water Coalition Announces 12 New Partners
As Water Issues Grow More Pressing, the Value of Water Coalition Unites and Reminds America that Water Infrastructure Is Both Exceptional and at Risk

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

11.2/0 gallons

New York State Department of Health and WWEOC

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WWEOC's *Value of Water* brochure provides information about the value of water and what it takes to deliver water and wastewater services. The brochure can be mailed to the public in water bills and distributed to elected officials. An electronic version of the brochure may be posted on Web sites. An interactive, Web-based version provides links to direct users to external content where they can learn more information about drinking water and wastewater.

Source: New York's WWEOC

New York's Water and Wastewater Education and Outreach Committee (WWEOC)'s *Value of Water* Campaign

<http://efc.syracusecoe.org/efc/sub.html?skuvar=251>

New York's Water and Wastewater Education and Outreach Committee (WWEOC) was formed in 2006 in coordination with the New York Rural Water Association to address the need for education on the value of water in New York. WWEOC aims to raise awareness about the value of both water and wastewater services, with the intention of adding prestige to the profession of water and wastewater operators. WWEOC seeks to communicate about both services—with one unified voice.

YOU SHOULD KNOW...

- Drinking water and wastewater services are not free.
- There may be miles and miles of underground pipes in your community delivering water and removing waste.
- Much of our nation's water and wastewater infrastructure is old and deteriorating.
- Water and wastewater main breaks and other disruptions are becoming increasingly common and increasingly expensive to address.
- Significant reinvestment is necessary to prevent:
 - Degraded environmental health and drinking water quality, threatening consumer's health and increasing industrial costs; and
 - Insufficient water for households and industries threatening property values, the communities' economy, and our quality of life.

Average U.S. Household Monthly Utility Costs



STAY INFORMED

Water and wastewater services are a vital part of life. Learn more about your system, and support critical reinvestment in water and wastewater infrastructure by:

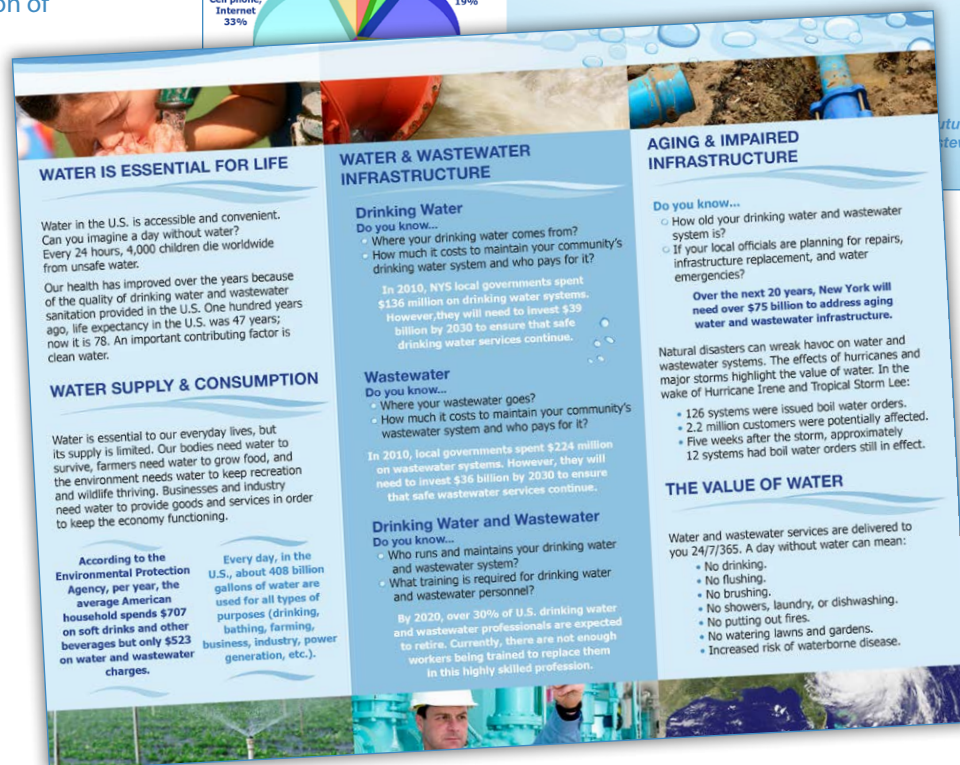
- Obtaining a copy of your local water utility's Annual Water Quality Report
- Contacting your local health department
- Reading information provided by:
 - New York State Department of Health health.ny.gov/environmental/water/drinking/
 - New York State Department of Environmental Conservation dec.ny.gov/chemical/8464.html
 - US Environmental Protection Agency water.epa.gov

MORE INFORMATION

For more information about Water and Wastewater Education and Outreach Committee partners, and funding for water and wastewater systems and utility management, visit: efc.syracusecoe.org/WWEOC
Interested in a rewarding environmental career? Contact a WWEOC Member for more information.

The Value of Water

What's it worth to you and your community?



WWEOC's *Value of Water Children's Activity Booklet* contains education and outreach materials targeted towards children to raise awareness of the value of water. The brochure is intended to educate youth on the history, benefits and conservation of water, as well as to generate interest in water industry careers. The brochure is aimed at 3rd and 4th graders and relates to the Common Core Curriculum in the state of New York. The brochure was reviewed by teachers to determine its effectiveness.

Source: New York's WWEOC

Think About a Drink at the Sink

Think about that water from the sink. Without it we'd have nothing to drink. Our bodies need water to stay alive. Otherwise people would not thrive. Farmers need water for food to grow. Fish and animals also need this H₂O.

Think about that water going down the drain. Without it, wouldn't life be a pain? I know what you're thinking. Without water, there would be no drinking. It wouldn't be logical not to flush. Or goodness forbid, we could not brush!

Think about that water, don't let it drip. Without it, we would not have even a sip. No laundry, dishwashing, or showers. No, without water, certainly no superpowers!

Think about water, what life would be like. Without water treatment, oh what a fright! We lived until age 47 a hundred years ago. Now it's 78 thanks to the good water flow!

Find the underlined words from the poem

M E F J R E Q A R I X
D Q L S W W R N E D C
T R E A T M E N T E Y
P V I D F F P S A U E
E E V N O L H I W R U
Y T P O K O U L R E V
E I D Y W I K S W D B
G D C E T S N S H V E
N Z R C Q X Y G B L M
I S E I D O B W I B G
M N Q F T M R T G W Q
W K B M H K U J Y C E
E R V Y I N S W F V Q
O V Z I A L H P I D A
U S I F H W F L S Z N
I J D R D R A I N W I
G A Y N H B W Y B O M
Z W Z J C T Q N I L A
H S I F Y K R T X F L
S G V W Y T C V Q Z S

Unit Conversions

1 gallon (gal) = 4 quarts
1 quart (qt) = 2 pints
1 pint (pt) = 2 cups
1 cup (c) = 8 ounces (oz)

Activity	# of times	gal	# of gal	# of qts	# of pts	# of cups	# of oz
bath <i>example</i>	1	x 40	40	x 4	160	x 2	320
shower (10 minutes)		x 25		x 4		x 2	
brushing teeth		x 1		x 4		x 2	
washing hands/face		x 1		x 4		x 2	
flushing toilet		x 3		x 4		x 2	
drinking water						x 1	
How much did you use today?							

The Value of Water

What's it worth to you and your community?

Hi! I'm New York Spout and I'm here to help you learn about the importance of water and wastewater systems.

There are over 9,500 public water systems and 600 wastewater treatment plants in New York! These facilities probably serve your community, school, or favorite restaurant.

Water used for drinking comes from groundwater (wells) and surface water (e.g., lakes).

Many of New York's public water systems treat water by filtering and disinfecting. Sometimes an element called "fluoride" is added to help prevent tooth decay.

New York City has the largest unfettered engineered public water system in the world! It serves 9 million people!

Wastewater is ocean salt water. It takes up another 2%, and less than 1% is usable fresh water.

Wastewater and wastewater services are provided to your community.

The largest wastewater treatment plant in New York is Newtown Creek in New York City. It serves over one million people.

Many of New York's public water and wastewater systems are over 100 years old! It will cost billions of dollars to repair and replace this critical infrastructure.

Crossword clues (Hint: use the bold words)

Across

1. fluoride is an _____
6. water under the surface of the ground
7. the Department of _____ oversees public water systems
8. you bathe here
10. abbreviation for the New York wastewater plant overseer

Down

2. clean water goes back into the _____
11. waste matter that goes down the drain
12. wastewater travels through these _____

Fun Facts!

Where does your water come from? Where does your wastewater go?

When you turn the tap on, water comes out. When you flush the toilet, water flows down through the pipes. Do you know how water gets to your tap? The journey is called the water cycle! Use the words in the box at the bottom of the page to fill in the blanks.

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.

1. Water is heated by the sun and evaporates.
2. As it cools, it becomes very small water droplets.
3. When many water droplets come together, they form clouds. When the water droplets become too big, it rains.
4. Rain water looks for the quickest way to the sea and flows into rivers, streams and underground.
5. The water we drink goes through a water treatment plant to be cleaned. It is often cleaned by flowing through sand filters to get rid of dirt. Some chemicals may be added to keep the water clean.
6. Clean drinking water is pumped into storage tanks and through the distribution system, right to your tap.
7. Dirty water goes down the sink or toilet to the sewer.
8. Wastewater goes to the wastewater treatment plant where it is cleaned and then goes back into rivers. The water flows back into the sea where it evaporates into the atmosphere and the cycle begins again.

Condensation
Evaporation
Rain
Rivers
Wastewater
Wastewater treatment
Water distribution
Water treatment

Join the Force

Join the Force! We sure need more people like you to be water and wastewater professionals. Be sure to take classes in science, technology, engineering, and math to prepare for this work. Learning about plumbing, pumps, energy efficiency, and laboratory skills will help too. With a career in water and wastewater, you can help protect your community and the environment!

We are going to join the force! We want to make sure people have clean water to drink and that rivers are protected from contaminated water.

Just imagine having one of the most important jobs in the world...
Draw a picture of how you can help protect your community's water and environment.



American Water Works Association

AWWA's Only Tap Water Delivers Campaign

Jeanne Bennett-Bailey

Chair, AWWA Public Affairs Council

Public Affairs Officer, Fairfax Water

jbailey@fairfaxwater.org

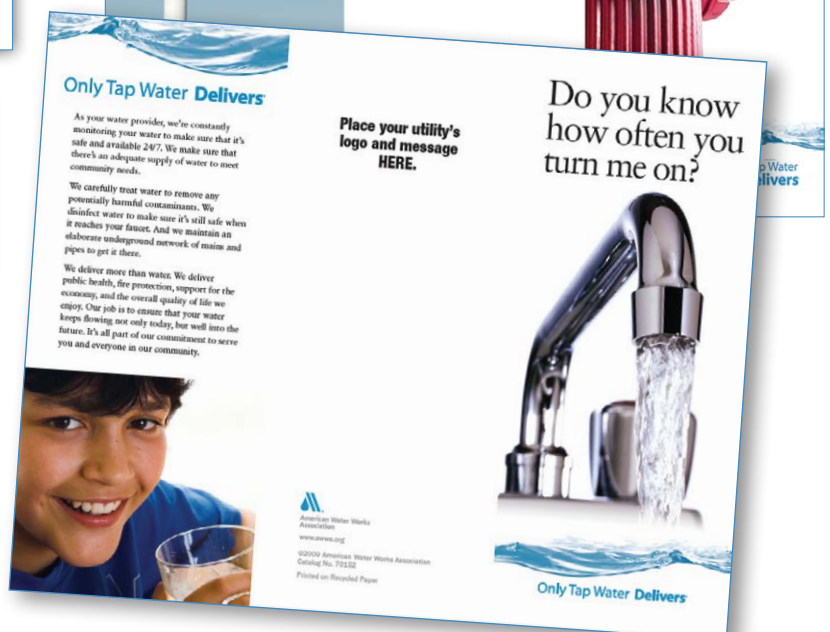
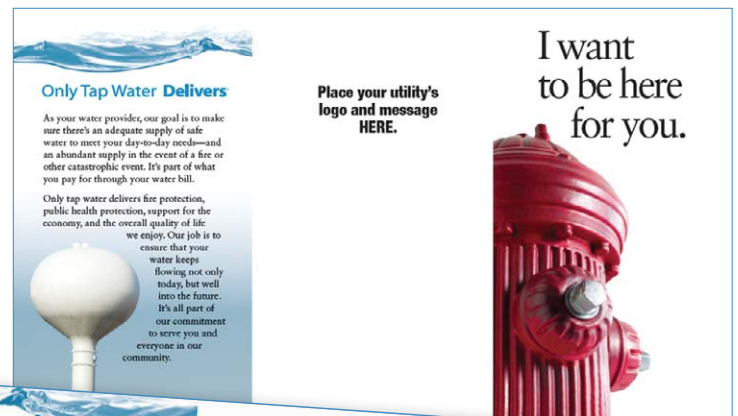
American Water Works Association (AWWA)'s Only Tap Water Delivers Campaign

<http://www.awwa.org/resources-tools/public-affairs/communications-tools/only-tap-water-delivers.aspx>

AWWA started its *Only Tap Water Delivers* campaign in 2006. The campaign focuses on the following messages:

- protecting public health;
- providing fire protection;
- supporting the economy; and
- improving quality of life.

AWWA's *Only Tap Water Delivers* public outreach campaign is available, free of charge, to AWWA utility members to help communicate the value of tap water service and the need for infrastructure investment. The materials are available online and in a CD toolkit and can be adapted to meet local needs. AWWA encourages utility members using the toolkit materials to track their individual campaigns.



AWWA's *Only Tap Water Delivers* toolkit contains a variety of tools, including water bill inserts, print advertisements, children's activities, Op-Ed templates, videos, public service announcements (PSAs), editorial board briefing guidelines and campaign tracking analytics.

Source: AWWA

California Water Service Company (Cal Water)'s *Behind the Scenes* Campaign

<https://www.calwater.com/about/behind-scenes/>

Cal Water developed their *Behind the Scenes* campaign to educate people on the complexity of providing clean, reliable water. The campaign shadowed eight Cal Water employees to highlight their different duties. The goal of the campaign was to educate customers about what it takes to get water from the source to the tap.

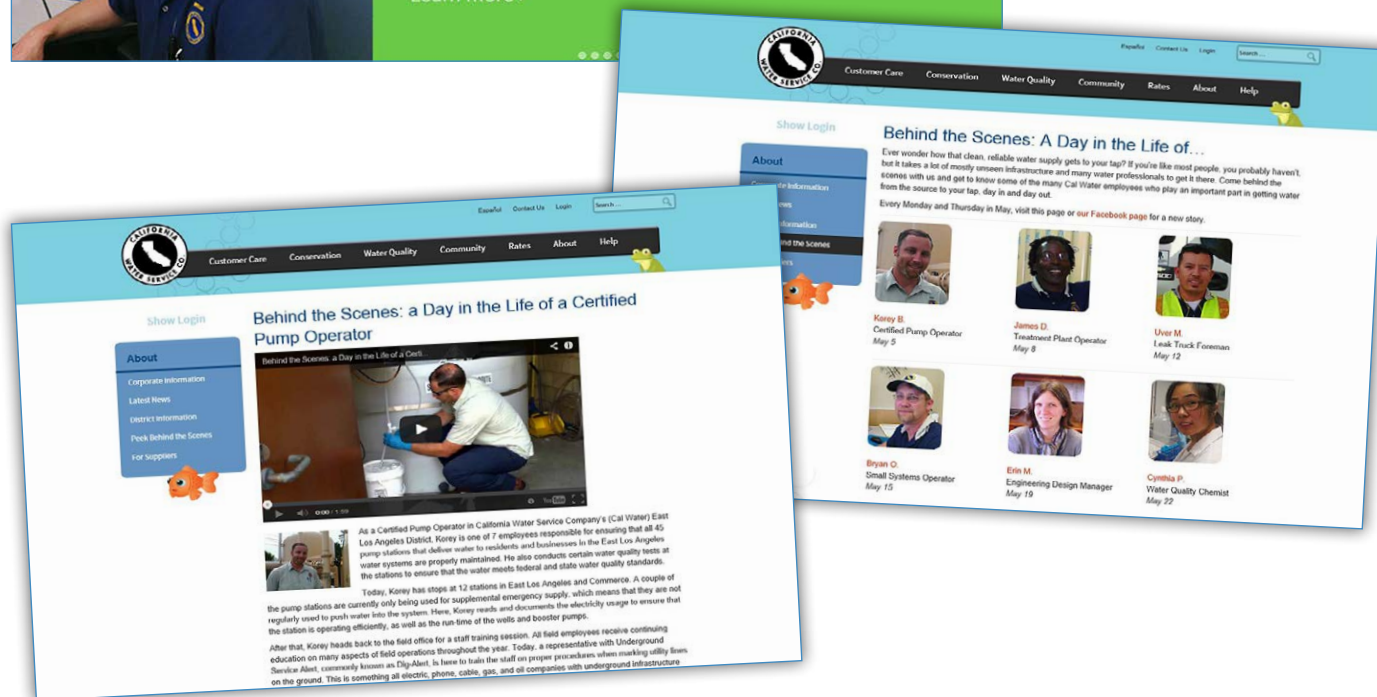


Cal Water's *Behind the Scenes* Campaign

Yvonne Kingman

Corporate Communications
Manager, California Water Service
Company

ykingman@calwater.com



Cal Water spent one day with eight staff members to shoot a video, take photos and discuss their overall job functions. The eight occupations represented different functions in the company. Cal Water believed that the campaign would help customers relate to the people in these careers and better understand how the employees' efforts on the "front line" impact their water service. Districts of different sizes and locations were represented to help customers understand the differences, and similarities, in employee activities in these districts.

Source: Cal Water

NRWA's *Quality on Tap!* Campaign

Michael Harris

Marketing Director, National
Rural Water Association

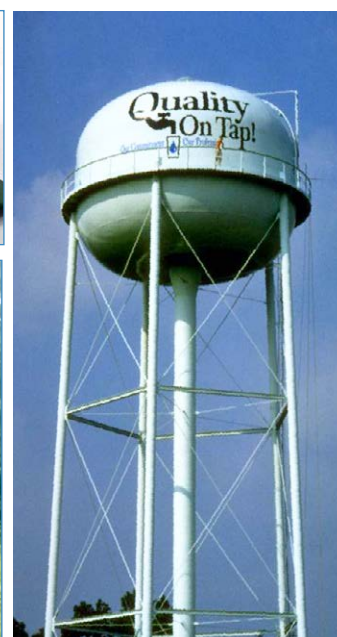
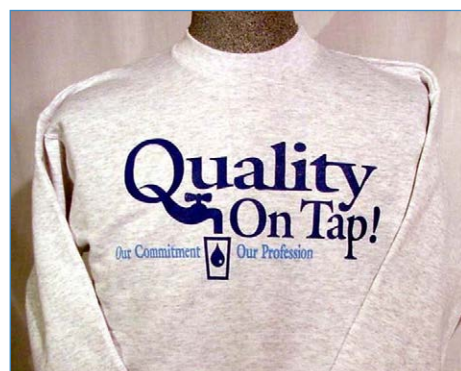
michael@nrwa.org



National Rural Water Association (NRWA)'s *Quality on Tap!* Campaign

<http://nrwa.org/initiatives/quality-on-tap/>

The *Quality on Tap!* campaign is a grassroots public relations campaign for small community and rural utilities. The campaign is free to NRWA members or members of any of NRWA's state rural water affiliates. The campaign aims to assist utilities in promoting their service of providing clean, safe and affordable drinking water to communities. The materials are intended to give utilities the capability to promote the campaign with a small budget.



The *Quality on Tap!* tools include advertisements, sample press releases, question and answer (Q&A) write-ups for newspapers and the *Quality on Tap!* logo.

Source: NRWA

Association of California Water Agencies (ACWA)'s *Value of Water* Campaign
<http://www.acwa.com/spotlight/value-water>



ACWA's Value of Water Campaign

Abby Schneider, Ph.D.

Senior Federal Relations Representative, Association of California Water Agencies

aschneider@ssso.org

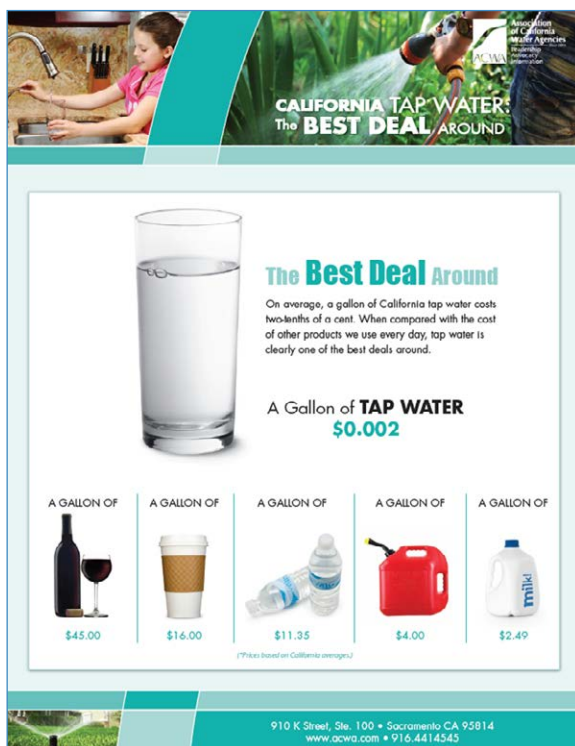
The ACWA *Value of Water* campaign focuses on the costs needed to cover the increasing demand for water delivery services. The campaign was developed for utility members to help communicate that water is a cost-effective service compared to other common services and products. Through messaging, ACWA explains that:

- Many factors affect the cost of water (e.g., treatment costs, infrastructure failures, the number of regulated contaminants, energy costs, invasive species, cost of supplies, etc.);
- Water is a set of services, rather than a product;
- An increase in water rates helps to fund improved reliability in service; and
- Customers get a lot for their money and are paying for a reliable service, not just a product.



But cost to deliver safe, reliable water is rising.

ACWA's customizable toolkit includes a guidance document, sample water bill inserts, a PowerPoint presentation, a checklist for communicating the value of water, a fact sheet and graphics. ACWA has encouraged utility members to use the toolkit to reach out to elected officials, community leaders and the public.



"Best Deal Around" graphics communicate that water is cost-effective as compared to other services and products. Source: ACWA



The campaign uses visuals to show customers how infrastructure upgrades can improve their quality of life (e.g., a new park or boardwalk). Source: ACWA



AMERICAN WATER

American Water's *Value of Water* Campaign

Denise Venuti Free

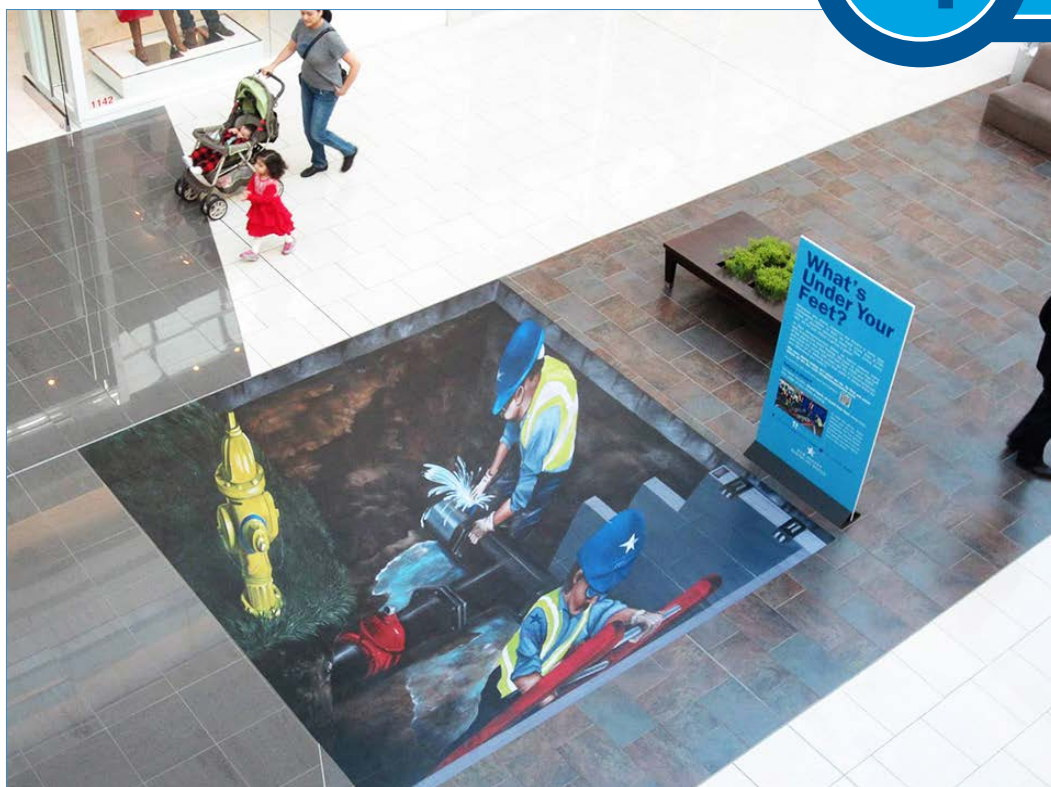
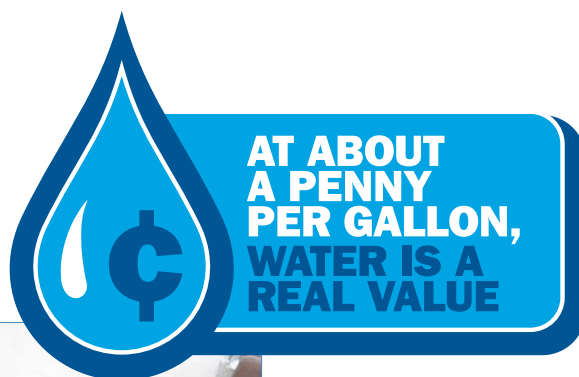
Manager of External
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American Water's *Value of Water* Campaign

<http://www.amwater.com/learning-center/value-of-water.html>

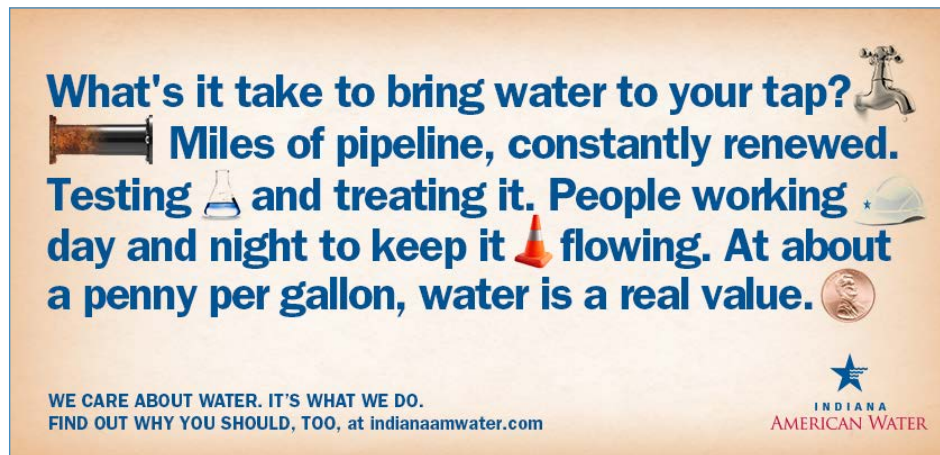
American Water created graphics as part of their *Value of Water* campaign to show customers how infrastructure and people are involved in providing safe drinking water to their tap. The graphics show that water is drawn from rivers, lakes and wells, it is treated and tested and then travels through an extensive pipe system to be available at the tap. The graphics help illustrate that the miles of existing pipeline are constantly being replaced and upgraded and that water specialists, such as scientists, engineers and maintenance crews are working tirelessly to make sure water is always available. Other products from American Water's *Value of Water* campaign demonstrate that water is frequently undervalued in the U.S. These resources drive home the message that water is a great value as compared to other household products that are more expensive and not nearly as essential.



American Water developed a toolbox with campaign materials that included print and online infographics, trade show booths, audio and video spots, 3D street art, bill inserts, public relations and social media toolkits and press releases. Source: American Water



American Water conducted additional focus groups and learned that their communication elements, such as this infographic, were effective in communicating the complexity of water services. American Water reviewed and revised the infographic to include value statements that better account for the varying cost of water at utilities. The value statements included, "At about a penny per gallon, water is a great value" and "Water: quality, care and value delivered in every drop." Source: American Water



American Water developed other tools, including a rebus (an image that uses pictures to represent words or parts of words). Source: American Water



American Water displays this infographic on state websites using an interactive banner. Source: American Water

PUBLIC ENGAGEMENT ACTIVITIES

In addition to campaigns, water systems have engaged in a number of activities to convey the importance of water to the public. Highlighted activities in the “Tap Talks on Tuesday” series included public meetings, events, public interaction, social media and software applications for mobile devices.

Public Events and Interaction

New York’s WWEOC

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York State Department of Health

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WWEOC’s *Value of Water* Campaign Tap Water Taste Contest

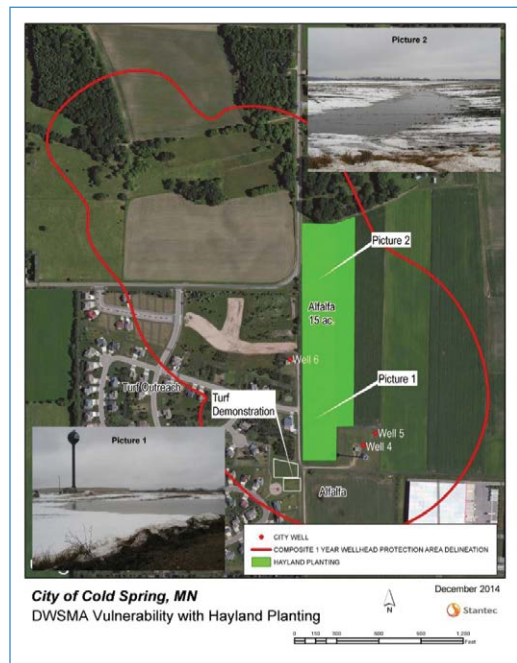
<http://www.health.ny.gov/environmental/water/drinking/>

During Drinking Water Week each year, New York’s Water and Wastewater Education and Outreach Committee (WWEOC) holds their annual Tap Water Taste Contest. The contest is a local, regional and state competition that has been held for over 28 years. The general public serves as judges and participates in blind taste tests featuring samples of water from the competing public water supplies. The utility winner of the local competition goes to the regional competition and the winner of the regional competition goes to the state competition held at the state fair. In 2014, WWEOC’s *Value of Water* brochures were distributed at the contest. WWEOC also posted the results to Facebook and Twitter daily.



Cold Spring, Minnesota, Public Involvement

<http://www.coldspring.govoffice.com/>



Cold Spring encourages farmers to plant alfalfa north and south of the contaminated wells and reach out to homeowners to provide turf management education. As a result of these wellhead protection efforts, Cold Spring has achieved a 28 percent reduction in nitrate levels. Source: City of Cold Spring, Minnesota



ROCORI (i.e., Rockville, Cold Spring, Richmond, Minnesota) Children's Water Festival is an annual festival with more than 350 children in attendance. The festival includes a number of activities, including investigating macroinvertebrates from the area swamps, listening to presentations about water at the science museum and microscopic examination of wastewater treatment plant samples to demonstrate how bacteria can clean water. Source: City of Cold Spring, Minnesota

In 2011, the city of Cold Spring, Minnesota, was experiencing elevated levels of nitrate in their wells (7 to 9 parts per million) and had to shut down two wells due to nitrate contamination, with an additional three wells at risk for contamination. Cold Spring found that engaging with farmers and the public on nitrate reduction helped to reduce nitrates and protect public health.

Additional education activities include working with neighboring utilities to hold an annual Children's Water Festival to get students interested in water topics.



City of Cold Spring, Minnesota

Paul Hoeschen

phoeschen@coldspring.govoffice.com

Neighborhood Lawn Care Festival!

Featuring U of MN Turf Specialist Sam Bauer!

Date: Thursday, May 23, 2013
Time: 6 - 7:30pm
Place: North Pointe Park

Food served from 6:15 - 7:15pm

Chicken sandwiches donated from Gold 'n Pump

BOUNCY HOUSE!

Local businesses gift cards raffle!

All food & activities FREE

Face painting!

Food, fun, raffle, and education!

The City of Cold Spring's Wellhead Team is sponsoring a lawn education festival for North Pointe and Green Meadows! FREE! With elevated levels of nitrate in the city's drinking water, groundwater protection is everyone's responsibility. Applying proper rates of nitrogen fertilizer to lawns is one way you can help!

- Hear the latest recommendations for lawn fertilization & watering, while being environmentally friendly!
- Bring your own lawn fertilizer spreader. If you have one, for a fertilizer spreader calibration demonstration!
- Kids play on the bouncy house or get their faces painted!
- Don't worry about dinner, eat at the park!
- Each adult will receive a raffle ticket for a chance at gift cards from the following businesses:
 - Teals Market
 - Cold Spring Bakery
 - Cold Spring Dairy Queen
 - Werner's Do It Best Hardware
 - Cold Spring co-op's Country Store

The city of Cold Spring's Turf Demonstration and Field Day educates residents about lawn care and nitrogen loss. The city park is divided into plots with a set of lysimeters (instrument that measures drainage, evapotranspiration and storage) under each plot. Fertilizer is applied at different rates in each plot and water is collected from lysimeters to show nitrogen loss from the lawn. A Turf Management Specialist demonstrates the calibration of fertilizer spreaders and the proper application of water and fertilizer. Source: City of Cold Spring, Minnesota

Marshfield, Wisconsin, Groundwater Guardian Program

Cathy Lotzer

Marshfield Utilities, Wisconsin

cathy.lotzer@marshfieldutilities.org

Marshfield Lessons Learned:

- Find a sparkplug to help lead the group and keep momentum. Ask utilities for volunteers!
- Partner with local groups with similar interests (sustainability/green teams, master gardeners, etc.)
- Get the word out, learn what others have done and share your successes.

Marshfield, Wisconsin, Groundwater Guardian Program

<http://marshfieldutilities.org/>

The Marshfield, Wisconsin, Groundwater Guardian Program is sponsored by the national Groundwater Foundation. Marshfield involves various groups in the community to conduct result-oriented activities to get the word out about ground water protection. Beginning in 1997, Marshfield has received a Groundwater Guardian designation each year and has been designated as a Groundwater Guardian "Green Site" annually since 2008. Marshfield has conducted a number of groundwater protection outreach activities, including:

- Rx Round-Up Take Back Program collects unused pharmaceuticals.
- Water education training for teachers (i.e., Project Wet).
- Water festivals for elementary students on how to protect and conserve ground water resources. High school students sometimes lead the water festival activities to foster mentorship.
- Videos and television broadcasts highlighting Groundwater Guardian activities.
- Outreach at state fairs.
- Community rain gardens with signage to communicate the importance and purpose of the gardens.
- Annual Green and Blue Expo to promote water education and conservation, groundwater protection and the overall value of water to adults and children.
- Events use a number of outreach strategies, including a water droplet mascot called "Purific."
- Local Girl Scouts event titled "Let's Keep it Clean" provides the opportunity for girls to obtain two patches from the Groundwater Foundation.





Marshfield Area Girl Scouts presents

Girl Scouts Let's Keep it Clean

Learn about the water you drink and the water that grows your food - groundwater!



Tuesday, July 22nd
1:00PM to 4:00PM
Wildwood Pavilion - Rain or Shine!
Open to ALL levels, activities are level specific
Cost: \$1 per girl, adults attend at no charge
Registration Deadline: July 8th

Girls at all levels will complete 2 activities to earn the "Ask Me About Groundwater" patch. Each troop will receive a copy of the workbook that will allow the troop to complete activities to earn the "Let's Keep it Clean" patch.

  (patch colors vary by level)

This patch aligns with each level's It's Your Planet - Love It! Journey.
Contact your local Marshfield Area troop leader for registration info.

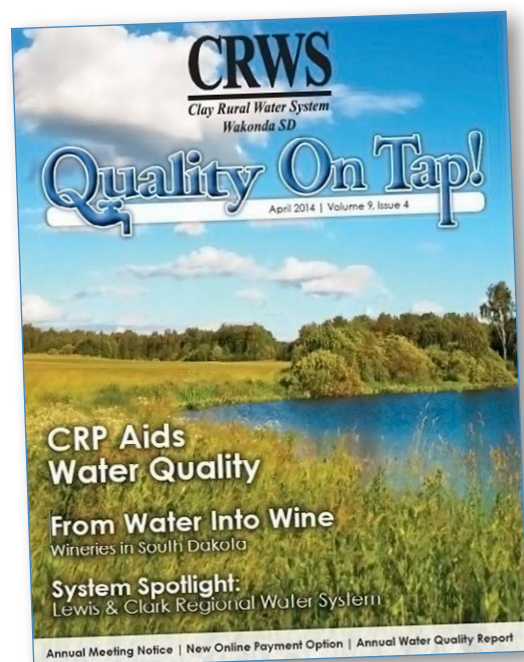
In Partnership with Groundwater Guardians for the Marshfield Area and Marshfield Utilities

Clay Rural Water System, Public Interaction

<http://www.clayruralwater.com/>

Clay Rural Water System (RWS) in South Dakota utilizes the *Quality On Tap!* campaign through a joint publication magazine of 8–12 South Dakota rural water utilities. The magazine reaches 26,000 rural water members and communicates on local utility issues (e.g., annual meetings, construction projects) and common issues across the state (e.g., source water protection, legislative issues, conservation tips).



Clay RWS uses their *Quality On Tap!* magazine to interact with the public through leak rewards and name scramble contests. Members who report a water leak on one of the system pipelines receives a \$10 "Leak Reward." Clay RWS reminds their members that with over 1,000 miles of pipeline in the distribution system, they can play a key role in assisting system personnel in locating water leaks. As part of their "Name Scramble Contest," Clay RWS places the names of three system members throughout each issue of the *Quality On Tap!* magazine. If a member locates their name, they can contact the water system office and receive their \$5 credit. This contest encourages their members to read their *Quality On Tap!* magazine and become more informed about their water system.

Source: Clay RWS

CRWS

Clay Rural Water System
Wakanda SD

Clay Rural Water System,
South Dakota

Greg Merrigan

greg.merrigan@clayruralwater.com

Quarterly Calendar

September 25
Monthly Board Meeting
7:30 p.m., System Office

October 23
Monthly Board Meeting
7:30 p.m., System Office

November 11
Office Closed in Observance
of Veteran's Day

November 25
Monthly Board Meeting
7:30 p.m., System Office

November 27-28
Office Closed in Observance
of Thanksgiving

Name Scramble CONTEST

You could win \$5.00 by looking for your name in our "Name Scramble Contest" in this issue of QOT. Three names of three system members are located randomly throughout each issue. If you find your name, contact the water system office at (605) 267-2088 or via email at greg@clayruralwater.com to receive your \$5.00 credit.

Two members listed in the last issue of QOT called in and claimed their water credit.

Leak Reward

Members who report a water leak on one of the system pipelines will receive a \$10.00 leak reward. With over 1,000 miles of pipeline in the distribution system, members can play a key role in assisting system personnel in locating water leaks.

New Employee

Clay Rural Water welcomed Andy Canschow of Wakanda as a new System Operator in June. Andy replaces Mike Schultz who resigned earlier this year.

Andy is a 2009 graduate of Irene-Wakanda High School and a 2011 graduate of Mitchell Technical Institute with a degree in Wind Turbine Technology. Following graduation he worked for Broadwind Services of Howard traveling the Midwest performing inspection and maintenance on wind turbines. He has experience with computer control systems and working with high voltage and has taken the OSHA – 10 General Industry Safety Course. [dydeT arllIM]

"We are excited to have Andy as a member of our sta", said Clay RWS Manager Greg Merrigan. "His electrical background and heavy equipment experience will be a real plus for us."

CRWS
Clay Rural Water System
Wakanda SD

The mission of the Clay Rural Water System is to provide high quality water service to the members of the corporation at the lowest possible cost, consistent with sound business practice.

Quality On Tap!

October 2014 | 3

“The Safe Drinking Water Act is one of the most successful statutes in the modern era. All of the water in this country and what we drink comes from either a surface water or groundwater source. Water in this country is safe to drink because of the Safe Drinking Water Act.”

—George Hawkins, DC Water

Toast to Tap

DC Water, Metropolitan Washington Council of Governments, Clean Water Action, Association of State Drinking Water Administrators and American Water Works Association hosted “Toast to Tap” in Washington, D.C., on October 2, 2014. This event celebrated the 40th anniversary of the Safe Drinking Water Act and brought together regional water utilities, drinking water organizations and local businesses to engage with the public and highlight the value of drinking water to the DC Metro economy.



Logo from the Toast to Tap event, held October 2, 2014, in Washington, DC.



Ken Kopocis, EPA's Deputy Assistant Administrator for Water, with other regional water leaders toasting to 40 years of the Safe Drinking Water Act at the Toast to Tap event.

“In the 40 years since the Safe Drinking Water Act, over 290 million people a day turn on their tap and know that their water is available and safe to drink.”

—Ken Kopocis,
EPA's Office of Water



Posters displayed at Toast to Tap communicated the amount of water needed to produce common goods.



Water operators filling “Tap It” water bottles at the Toast to Tap event.

Use of Social Media and Mobile Apps

Many avenues of communication are available, including an increasing number of networking and mobile communication opportunities. There are many ways to reach people on a national or local level such as YouTube videos, online tools, creative annual water quality reports, tweets and Facebook messages.

EPA's WaterSense Program

<http://www.epa.gov/watersense/index.html>

EPA's WaterSense program partners with manufacturers, retailers, distributors and utilities to bring WaterSense labeled products to the marketplace and make it easy to purchase water-efficient products. WaterSense also partners with professional certifying organizations to promote water-efficient landscape irrigation practices.

WaterSense helps save water with product labeling and tips for saving water indoors and out. Products with the WaterSense label have been independently certified to perform well; help save water, energy and money; and encourage innovation in manufacturing. Since the program's inception in 2006, WaterSense has helped consumers save a cumulative 757 billion gallons of water and more than \$14.2 billion in water and energy bills.



EPA's WaterSense Program

Veronica Blette

WaterSense Program Manager

blette.veronica@epa.gov



WaterSense frequently posts selfies of their mascot Flo. In this image posted on Facebook, Flo shows that she always saves water when she showers by using a WaterSense labeled showerhead.

Source: EPA's WaterSense Program



WaterSense communicates their accomplishments through yearly reports, regular tweets on Twitter and posts on Facebook, public service announcements and the WaterSense Widget.



It's 2015! Resolve to save water all year.
Learn more...

The WaterSense widget is an epa.gov application that displays water efficiency content directly to external Web pages and provides a link to the WaterSense Web site. Once it's added to a Web page, WaterSense will update the content automatically. Source: EPA's WaterSense Program



Aqua America's WaterSmart Web-based and Mobile Apps

Justin Pizzi

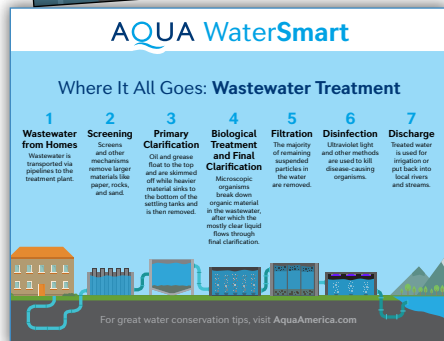
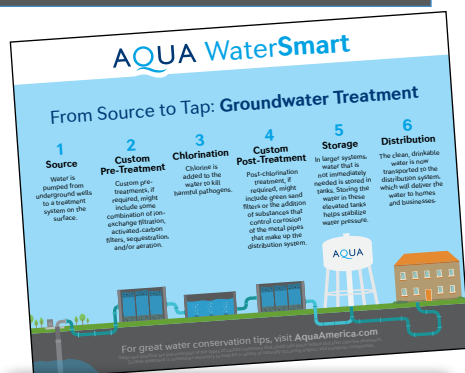
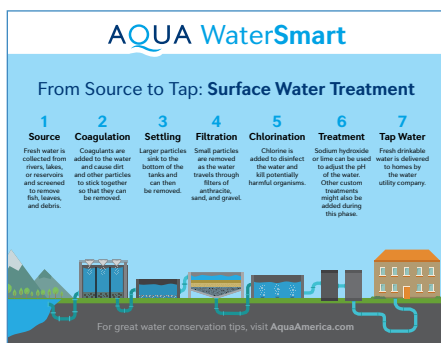
Director of Marketing and Communications, Aqua America

JCPizzi@aquaamerica.com

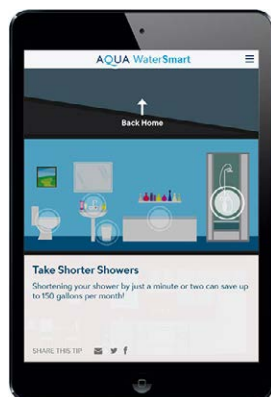
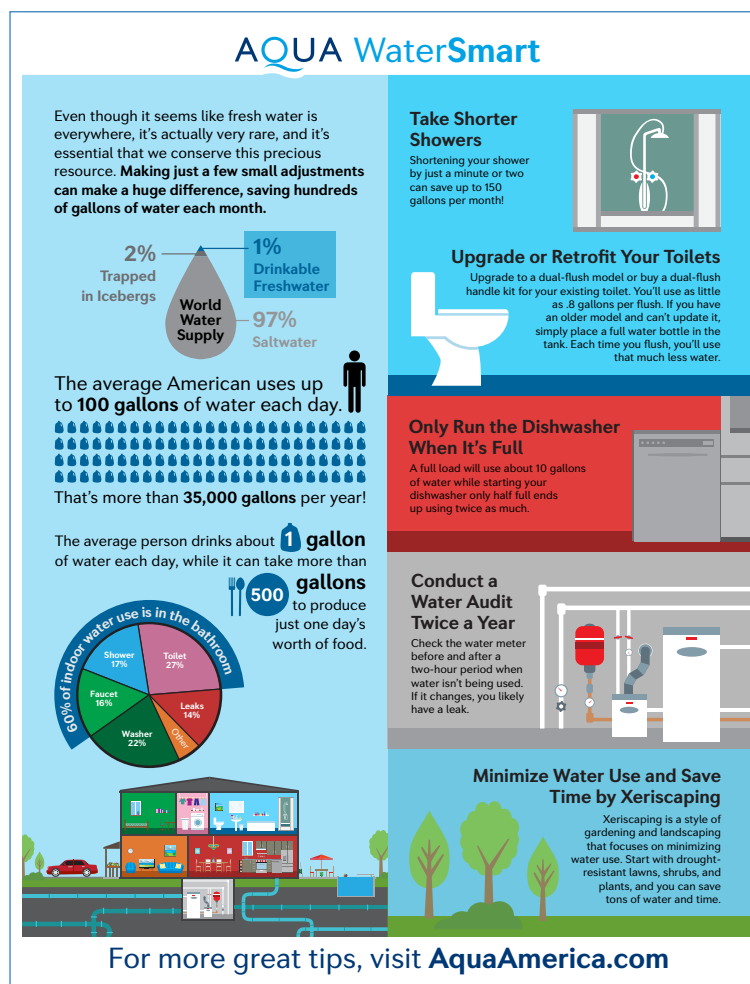
Aqua America's WaterSmart Web-based and Mobile Apps

<https://www.aquaamerica.com/>

Aqua America created *WaterSmart*, an interactive Web-based program as a mobile Web application and accessible on computers. The program contains an infographic with 21 clickable conservation tips for rooms around the house and downloadable PDFs to allow users to easily distribute the infographic. Infographics are available for ground water, surface water and wastewater systems.



Source: Aqua America



American Water Community Outreach and Social Media Competition

<http://www.amwater.com/>

American Water displays 3D street art at community events to bring awareness to water infrastructure buried underground. This 3D street art was highlighted during a contest at the New Jersey's Mayors Conference, where mayors posed with the artwork on Facebook. The mayor with the most votes won \$1,000 towards their charity of choice. Other similar contests have taken place in other states.



American Water's Value of Water Campaign

Denise Venuti Free

Manager of External Communications, American Water

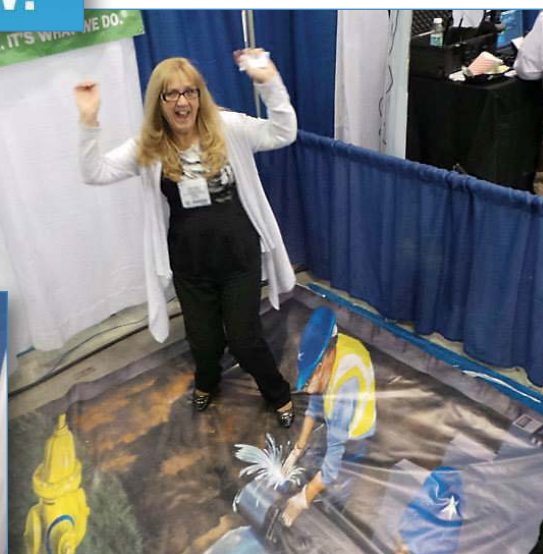
denise.free@amwater.com



NEW JERSEY
AMERICAN WATER
SUPPORT YOUR MAYOR'S
CHARITY OF CHOICE.
VOTE NOW!



Source: American Water



United Water Social Media Campaign

Richard Henning

Senior Vice President,
Communications, Community
Relations and Creative Services

rich.henning@unitedwater.com

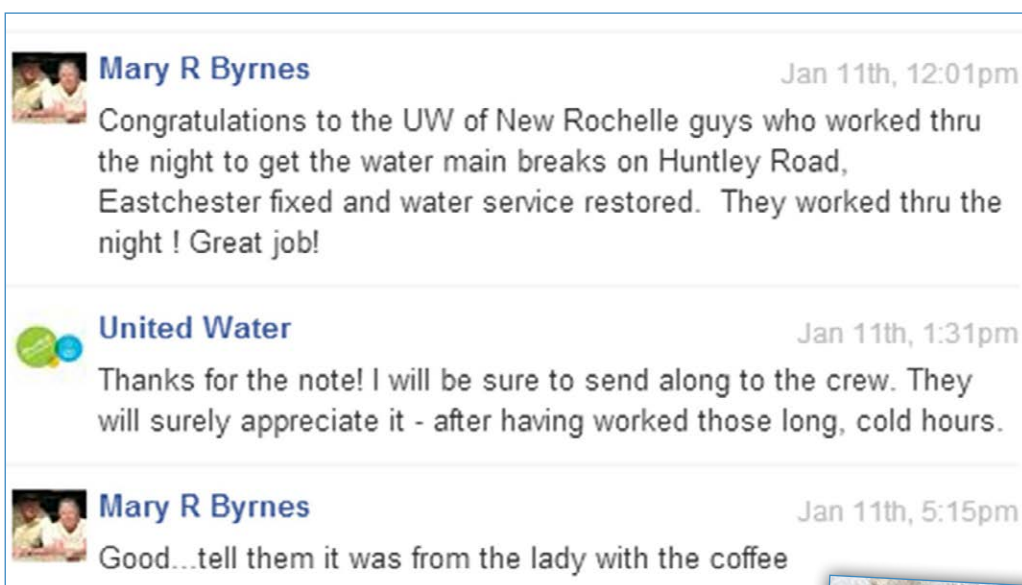
United Water Social Media Communication

<https://www.unitedwater.com/>

United Water uses social media to communicate real-time and detailed information on infrastructure repairs. Employees working on site are provided a camera or mobile device to post information about the work that is occurring. This approach also provides customers with a better understanding of how long repairs take. United Water's social media efforts have fostered a positive relationship with customers and allowed United Water to share the value of the work that they do.



UNITED WATER



Social media has become the primary mechanism for United Water to communicate during emergency events, such as water main breaks and water outages. Source: United Water



Cal Water's Behind the Scenes Campaign

<https://www.calwater.com/>

Cal Water's *Behind the Scenes* campaign was promoted on Cal Water's Intranet, public Web site, Facebook account, Twitter account and in press releases. Cal Water paid to promote their posts on Facebook during this campaign to reach their Facebook page's friends of fans. Facebook posts linked viewers to Cal Water's Web site, which contained the full article, video and pictures.



Cal Water's Behind the Scenes Campaign

Yvonne Kingman

Corporate Communications
Manager, California Water Service
Company

ykingman@calwater.com



California Water Service Company

Posted by Sprout Social [?] · May 1

Happy Water Awareness Month! Do you know how your water gets to you and the people who help make it all possible? Keep an eye out for our Behind the Scenes: A Day In The Life video series every Monday and Thursday in May and get to know Cal Water employees who work hard to make sure you have a safe and reliable supply of water every day!



Unlike · Comment · Share

366 people reached

Source: Cal Water



California Water Service Company shared a link.

Posted by Kurt Gies [?] · May 12

Meet Uver, Leak Truck Foreman in our Visalia District. Uver locates and repairs leaks throughout the service area and handles other underground work such as abandoning service lines, setting valve cans, and digging trenches, all to ensure customers can count on our infrastructure to deliver their water. Read more here: <http://bit.ly/1sEUkc4> | <http://bit.ly/1qwFCX2> #behindthescenes #dayinthelife



Behind the Scenes: Leak Truck Foreman

Sneak behind the scenes with Cal Water and see how we provide our customers with safe and reliable water.

Unlike · Comment · Share

81 8 2 Shares

17,856 people reached

See Results



**Association
of California
Water Agencies**
— Since 1910
Leadership • Advocacy
Information • Service

ACWA's Value of Water Campaigns

Abby Schneider, Ph.D.

Senior Federal Relations
Representative, Association of
California Water Agencies

aschneider@sso.org

ACWA's Value of Water Campaign's Use of Social Media

<http://www.acwa.com/spotlight/value-water>

ACWA encourages members to use a variety of outreach approaches, including social media (e.g., Facebook and Twitter) to communicate the Value of Water campaign.

Only Tap Water Delivers @OnlyTapWater

V. cool tap #water nutritional info label from the Sacramento Suburban Water District!
[@AWWAACE](#)

| TAP WATER FACTS | |
|--|---------------|
| Serving Size: Any size Servings per Property: Nearly limitless | |
| Dependable | % Daily Value |
| Reliable | 100% |
| Safe to drink | 100% |
| Delivered at all hours | 100% |
| Flexible | |
| Water when you want it | 100% |
| Available from every tap (no matter how many) | 100% |
| Use as much as you need | 100% |
| Benefits | |
| Fire protection – fire flows and pressures | 100% |
| Public health – safe to drink | 100% |
| Quality of life – gardens, parks, washing | 100% |
| Supports economy – no water, no businesses | 100% |
| Cost ¹ | |
| Average SSWD residential ¾" metered service | –33% |

¹Average compared to Sacramento.

Padre Dam Municipal Water District
May 31

Did you know? Infrastructure Improvements Cost More Today. The cost to maintain and improve water infrastructure increases with time as the cost of materials increase, the cost of energy increases and progressively stringent regulations are put in place. For example, Padre Dam's West Victoria Reservoir, holding 2.6 million gallons, cost \$76,530 to build in 1962 costs more than \$4.4 million to replace only the roof and pump station today.

Like · Comment · Share

San Francisco Water shared a link.
Friday

Hey San Francisco! Looks like beautiful weather this weekend! Stay hydrated by filling a reusable bottle and taking our great Hetch Hetchy tap water with you while you explore. Check out some of these beautiful places to hike:
<http://sfwater.org/index.aspx?page=91>

San Francisco Public Utilities Commission : Explore
sfwater.org

Like · Comment · Share

These examples of social media posts from ACWA member utilities show different messages systems can communicate to their customers. Source: ACWA

Western MWD @BeingWaterWise

A gallon of coffee=\$16; a gallon of tap water=\$.002. CA tap #water: The best deal around!

Reply Retweet Favorite

9:00 AM - 21 May 12 via HootSuite · Embed this Tweet

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