

Communicating the Value of Water and Wastewater Delivery Services

Getting Customer Buy-in for Infrastructure Investments

Sonia Brubaker

March 31, 2016

US EPA

I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all. First, how much do you personally worry about ... ?

	Great deal	Fair amount	Only a little/Not at all
	%	%	%
Pollution of drinking water	59	25	16
Pollution of rivers, lakes, and reservoirs	52	31	17
Contamination of soil and water by toxic waste	52	28	19
Maintenance of the nation's supply of fresh water for household needs	49	31	19
Air pollution	45	31	24
The loss of tropical rain forests	42	26	32
Extinction of plant and animal species	37	28	34
The "greenhouse effect" or global warming/ Global warming	34	26	40

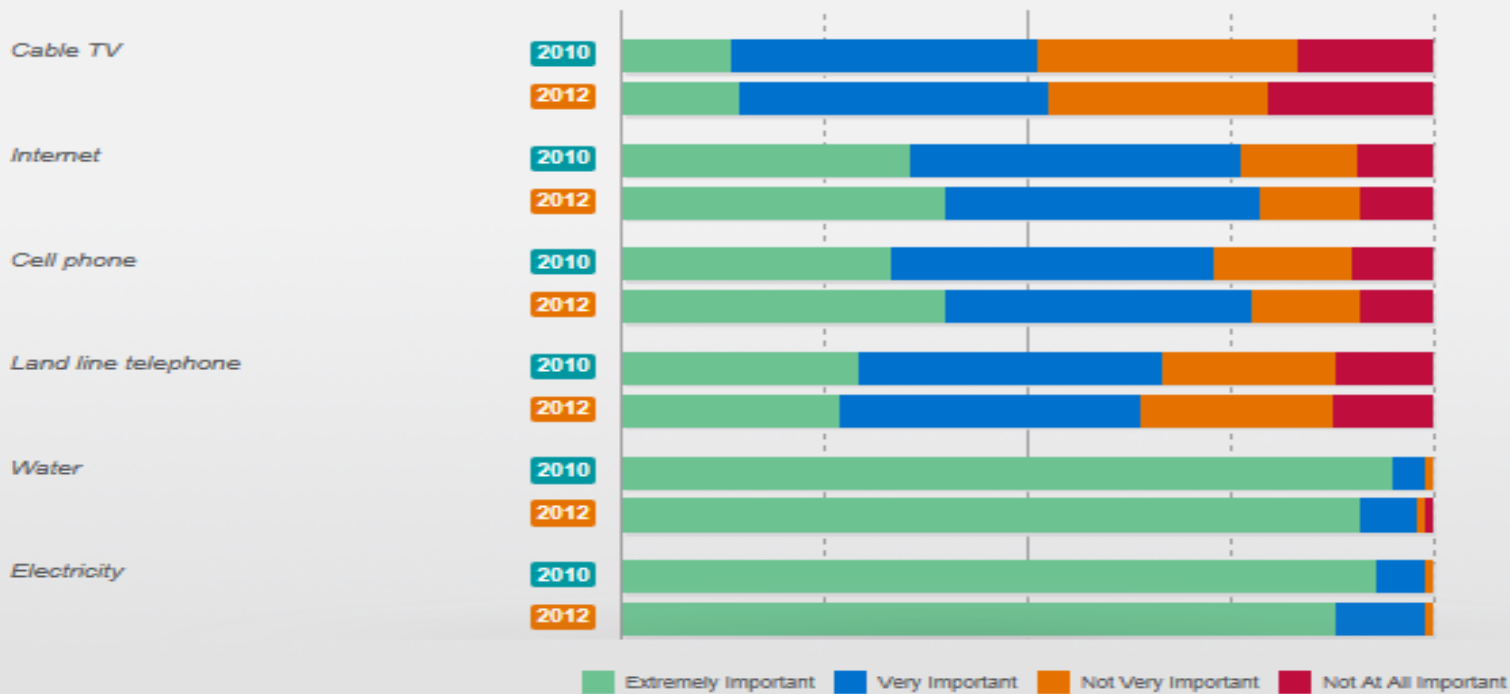
March 5-8, 2009

GALLUP POLL

Gallop Poll, 2009

QUESTION 10-17

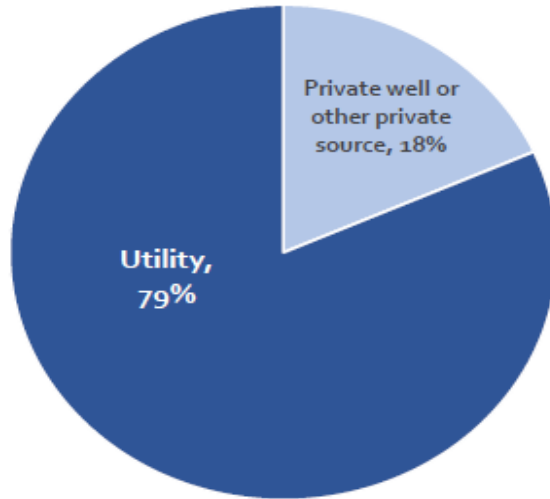
Please tell me how important this service is to you.



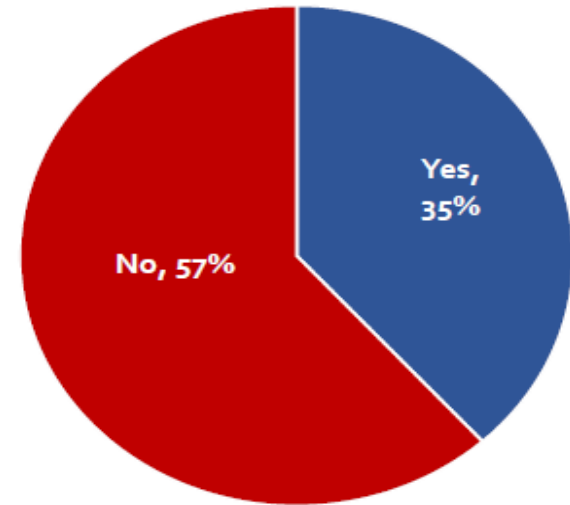
GENERAL WATER AWARENESS

It is startling to discover that 57% simply cannot state their yearly water bill. The varied payment systems across the country – quarterly, yearly, monthly, condo or homeowner's association make it difficult for consumers to quantify the cost of water.

Water Source

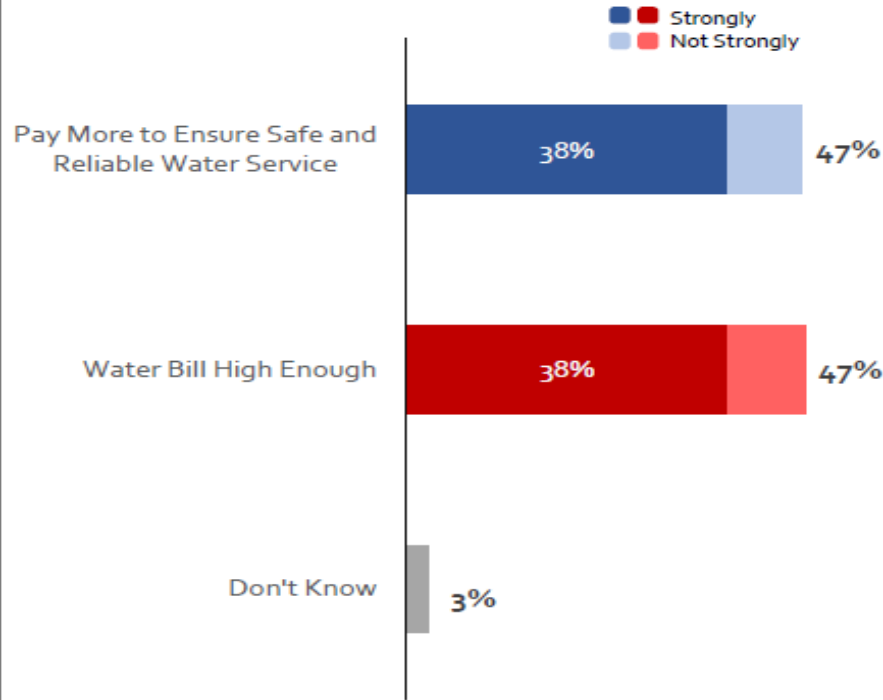


Water Bill Knowledge



INITIAL PAY MORE ON WATER BILL

Initially, respondents are almost entirely split on their willingness to pay a higher bill, regardless of whether they know the cost of their bill. Notably, younger adults (of both genders) express a much higher willingness, as do those with more education and higher incomes.



	Strong Pay More	Pay More	Bill High Enough	Strong High Enough
Men 18-39	39%	51%	44%	29%
Men 40-59	31%	39%	52%	40%
Men 60+	33%	30%	56%	49%
Women 18-39	45%	60%	35%	28%
Women 40-59	44%	49%	46%	40%
Women 60+	37%	44%	45%	39%
White	40%	49%	44%	35%
Black	35%	41%	54%	46%
Hispanic	40%	52%	44%	34%
Republican	36%	46%	48%	37%
Independent	38%	47%	45%	35%
Democrat	39%	46%	48%	40%
H.S. Or Less	36%	43%	50%	41%
V-Tech/Some Coll.	36%	45%	48%	42%
College Grad.	40%	49%	44%	33%
Post Graduate	42%	54%	42%	29%
Under \$40K	37%	44%	50%	42%
\$40K To \$75K	45%	53%	41%	33%
Over \$75K	39%	50%	46%	34%
Urban	38%	48%	48%	39%
Suburban	37%	49%	45%	34%
Medium/Small Town	43%	51%	46%	39%
Rural	30%	37%	48%	36%
Know Water Bill Costs	39%	48%	48%	40%
Don't Know Water Bill	36%	46%	48%	37%

I'm now going to read you two statements and please tell me which statement comes closest to your own view.

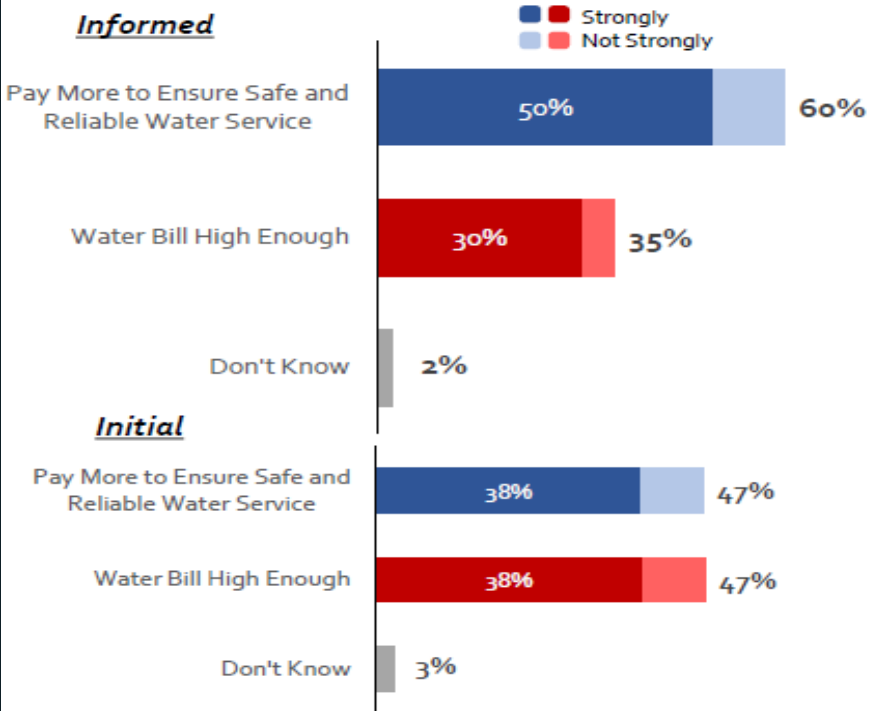
I would be willing to pay a higher water bill to improve and modernize the water systems in my local community in order to ensure safe and reliable water and wastewater service.

OR

My water bill is high enough and I would not be willing to pay more to improve and modernize the water systems in my local community.

INFORMED PAY MORE ON WATER BILL

After delivering additional information, there is an obvious shift in the general willingness to pay a higher water bill, to include a majority who are very willing. This shift is evident among all subgroups, but the overall initial patterns, particularly of age and education, largely remain.



	Initial		Informed	
	Pay More	Bill High Enough	Pay More	Bill High Enough
Men 18-39	51%	44%	61%	34%
Men 40-59	39%	52%	54%	39%
Men 60+	39%	56%	52%	45%
Women 18-39	60%	35%	77%	22%
Women 40-59	49%	46%	61%	36%
Women 60+	44%	45%	60%	33%
White	49%	44%	61%	34%
Black	41%	54%	60%	37%
Hispanic	52%	44%	67%	30%
Republican	46%	48%	58%	39%
Independent	47%	45%	61%	33%
Democrat	46%	48%	63%	34%
H.S. Or Less	43%	50%	57%	38%
V-Tech/Some Coll.	45%	48%	58%	37%
College Grad.	49%	44%	65%	30%
Post Graduate	54%	42%	62%	34%
Under \$40K	44%	50%	61%	36%
\$40K To \$75K	53%	41%	68%	27%
Over \$75K	50%	46%	59%	37%
Urban	48%	48%	65%	34%
Suburban	49%	45%	66%	30%
Medium/Small Town	51%	46%	60%	37%
Rural	37%	48%	49%	38%
Know Water Bill Costs	48%	48%	60%	37%
Don't Know Water Bill	46%	48%	62%	34%

Now knowing what you do, which statement comes closest to your own view.

I would be willing to pay a higher water bill to improve and modernize the water systems in my local community in order to ensure safe and reliable water and wastewater service.

OR

My water bill is high enough and I would not be willing to pay more to improve and modernize the water systems in my local community.

Communication Matters

- The type of information that is communicated - the messages we use are important!
- The way it's communicated - images, stories, media used
- Affects how people respond
 - What resonates?
 - What motivates?
 - What brings attention to your issues?



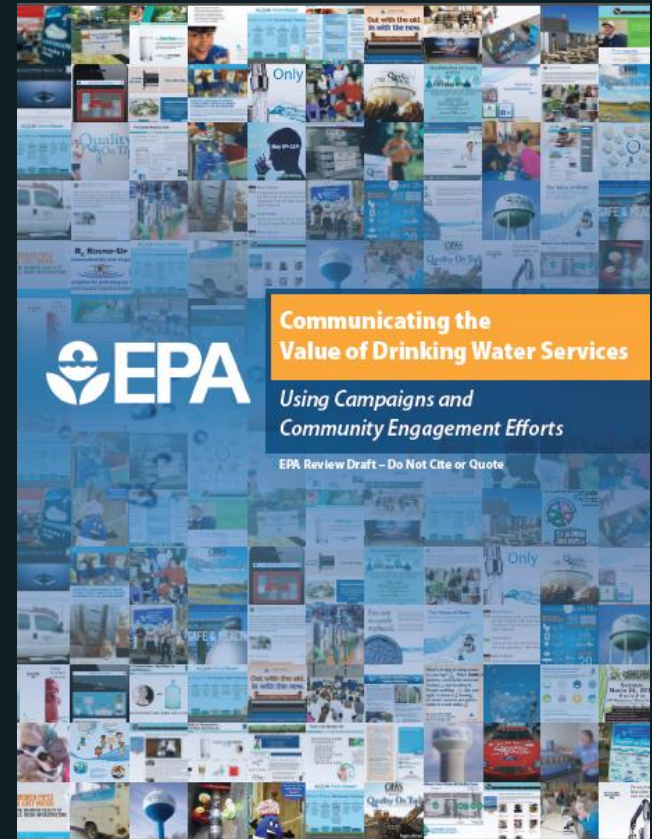
Public Awareness and Outreach Initiatives

- Value of Water Campaigns
- Local Initiatives

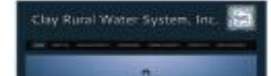
Outreach Strategies:

- Print Ads
- Bill stuffers
- Op-Eds
- Social Media
- Community Events

http://www2.epa.gov/sites/production/files/2015-06/documents/epa810s15001_0.pdf



Communicating the Value of Water



EPA Review Draft - Do Not Cite or Quote



UNITED WATER

"Tap Talks on Tuesdays"
Summer 2014

Water works. Because we do.



Mary R Byrnes

Jan 11th, 12:01pm

Congratulations to the UW of New Rochelle guys who worked thru the night to get the water main breaks on Huntley Road, Eastchester fixed and water service restored. They worked thru the night ! Great job!



United Water

Jan 11th, 1:31pm

Thanks for the note! I will be sure to send along to the crew. They will surely appreciate it - after having worked those long, cold hours.



Mary R Byrnes

Jan 11th, 5:15pm

Good...tell them it was from the lady with the coffee



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



I want
to be here
for you.



Only Tap Water
Delivers

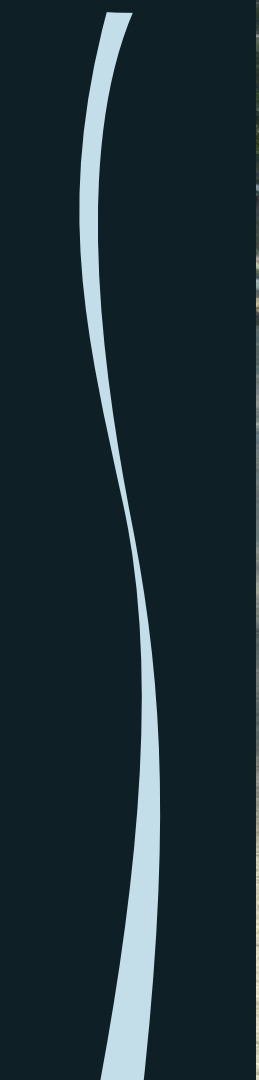


Remove. Replace. Repeat.

So water is always there
when you need it.

amwater.com





 **Your water bill
at work.** 

Another system improvement by



**NEW JERSEY
AMERICAN WATER**



CALIFORNIA TAP WATER: The BEST DEAL AROUND

Association of California Water Agencies
Leadership
Agency
Information



The Best Deal Around

On average, a gallon of California tap water costs two-tenths of a cent. When compared with the cost of other products we use every day, tap water is clearly one of the best deals around.

A Gallon of **TAP WATER**
\$0.002

A GALLON OF



\$45.00

A GALLON OF



\$16.00

A GALLON OF



\$11.35

A GALLON OF



\$4.00

A GALLON OF



\$2.49

(*Prices based on California averages.)



Western MWD
@BeingWaterWise

Follow



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



910 K Street, Ste. 100 • Sacramento CA 95814
www.acwa.com • 916.4414545

V. cool tap #water nutritional info label from the Sacramento Suburban Water District!
@AWWAACE pic.twitter.com/Ig2Qje5j

Reply Retweet Favorite

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 area cable TV bill.



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



Clay Rural Water System Board of Directors

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- Tom Manning, Sec.-Treas.
- Duane Holoch, Director
- Vic Hendriks, Director
- Randy Erickson, Director
- Craig Nelson, Director
- Jim Schurdevin, Director
- Randy Huot, Director

STAFF

- Greg Merrigan, Manager
- Donna Henriksen, Office Mgr.
- Janice Lyso, Accounting
- Tom Hollingsworth, Operations Supervisor
- Phil Iverson, Operator
- Mike Schuldt, Operator
- Rob Ganschow, Operator

CONTACT INFORMATION

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Wakonda, SD 57073
Phone: (605) 267-2088
Fax: (605) 267-2085
Email: office@clayruralwater.com
Website: www.clayruralwater.com

OFFICE HOURS:

Mon.-Fri. 8:00 am to 4:30 pm
For after hours emergencies call:
(605) 670-1019



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Clay Rural Water System is an equal opportunity provider and employer.



A Message from the System Manager

Greg Merrigan
Manager

Meeting Demands

2013 will go down as another successful year for your water system. Overall water sales will be just behind the record set in 2012. Improvements made over the past five years have really paid off as we were able to keep up with peak demand periods once again.

Weather plays a big role in water use for rural water systems. We must be prepared for the peaks caused by hot, dry weather. We rely on our engineers and staff to identify areas of concern in the system and come up with solutions. Our Board of Directors has long been committed to growing and expanding the system to provide water service to new members and meet peak use periods. We have access to a number of funding agencies that provide reasonable financing terms for expansion and improvement projects. Collectively these resources have allowed us to grow and meet the demands of our members.

When original water system construction was completed in 1980, 1,000 members were receiving water. We now have over 2,300 members. A rural water system is all about rural residents coming together to gain access to better quality water. We have been able to expand the original footprint of the water system significantly to serve new members while increasing capacity internally for existing members whose water needs have increased. [phSeeten nose]

Budget, Rates

The 2014 Budget will be adopted in late December. Preliminary figures indicate rates will stay the same for 2014. We have a number of smaller capital projects planned that will be funded internally. A steady increase in water sales the past two years has helped stabilize rates.

Contact Info

We occasionally make a request that you furnish us with up-to-date contact info so that we may contact you in the event of a water outage. If you have dropped your land-line in favor of a cell phone only, please let us know so that we may keep you informed of any activities that may cause an interruption in your service. We do not share your personal information.

Web Payment Options

We will soon be offering phone and web-payment options to the list of ways you can pay your water bill. You will be able to access these new options sometime after January 1. Watch our web page for availability of these new services - www.clayruralwater.com.



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.

2013 Board of Directors District Election, Annual Meeting Dates Set

The Clay RWS Board of Directors has established the dates of the 2014 District Elections and Annual Meeting.

District Elections will be held (if needed) in each of the System's three voting districts on March 7. See page 14 of this issue of QOT for more information.

The 2014 Annual Meeting will be an open house format similar to the 2013 meeting. The meeting will be held April 10 from 4:00 p.m. to 7:00 p.m. at the Wakonda water treatment plant and at the Wynstone water treatment plant (located west of McCook Lake, SD). Members will be able to register for door prizes, pick up a copy of the system annual report, vote on any matters before the membership and tour the water treatment plants.

An official notice for the annual meeting will be mailed in March.



Current members of the Board of Directors are (front, L to R): Tom Manning, Sec.-Treas.; Bob Wood, President; Glen Gilbertson, Vice-President; Craig Nelson, (back) Jim Schurdevin, Randy Erickson, Vic Hendriks, Duane Holoch and Randy Huot.

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.



SEASON'S GREETINGS
From the Board of Directors and Staff of the Clay Rural Water System

QUARTERLY CALENDAR

December 25
Office Closed in Observance
Of Christmas Holiday

December 27
Monthly Board Meeting
9:30 a.m., System Office

January 1
Office Closed in Observance
Of New Year's Day

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

February 27
Monthly Board Meeting
7:30 p.m., System Office

March 7
District Elections (if required)
Separate Notice to be
Mailed

Name Scramble CONTEST

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

One member listed in the last issue of QOT called in and claimed their water credit.

Water Bill Payment Options

Members can pay their water bill with automatic bank transfer or credit card (\$3.00 per \$100.00 fee assessed). Contact the water system office for details.

WHAT'S THE VALUE OF WATER?

Mornings wouldn't be the same without water.

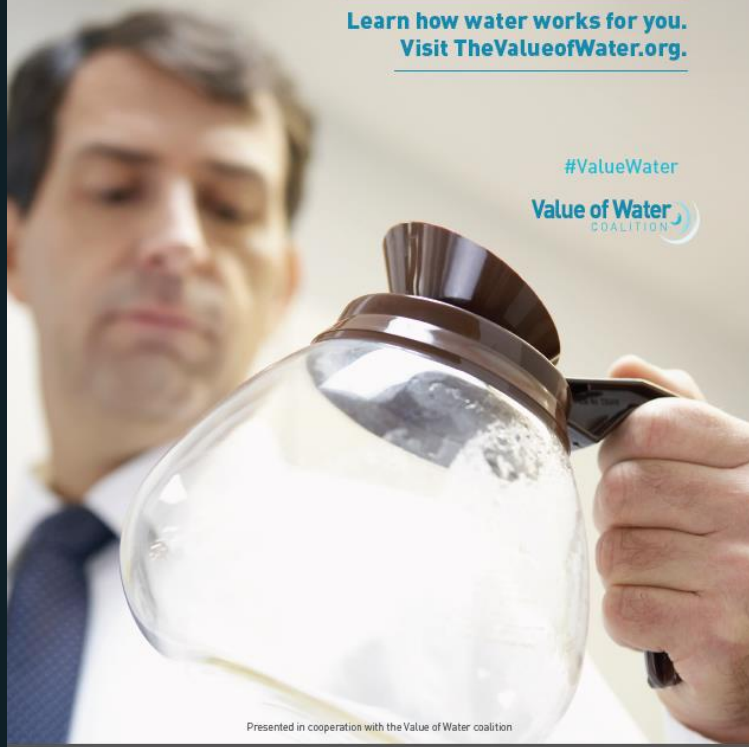
Most of us never think about how water gets to the tap or where it goes after it swirls down the drain. Luckily, we don't have to. Pumps, treatment plants, and pipes bring us clean water.

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. Irvaluable.

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

#ValueWater



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.

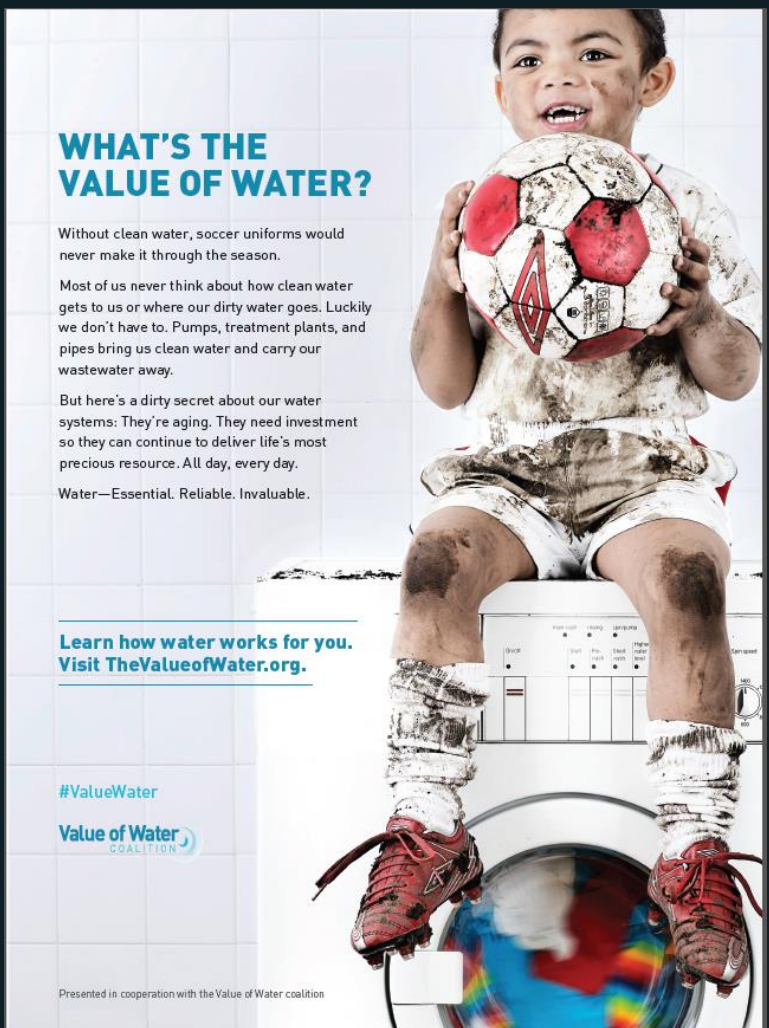
Most of us never think about how clean water gets to us or where our dirty water goes. Luckily we don't have to. Pumps, treatment plants, and pipes bring us clean water and carry our wastewater away.

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.

Water—Essential. Reliable. Irvaluable.

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

#ValueWater



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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.

Water—Essential. Reliable. Invaluable.

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

#ValueWater



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You're My Top Priority

"Your #2 is my #1."

— San Francisco Sewer System



As your sewer system, I take my job seriously. That is why public health is my first priority.

I make it my mission to [collect sewage](#), aka crap from toilets and sinks, from the homes and businesses within the 49 square miles of San Francisco. Along with [stormwater captured through the 23,000 catch basin](#) around the City, I treat this [combined flow of wastewater](#), as we like to call it, at one of my treatment plants before I release it out into the Bay and Ocean. I do all this so you can continue to enjoy the beautiful beaches, marinas and piers around San Francisco, while our [ecosystems continue to flourish](#).

And I Mean No One

“No one deals with
more crap than I do.”

— San Francisco Sewer System



Every day, I deal with about 80 million gallons of crap. This crap comes from the homes of the over 800,000 people who live in San Francisco as well as all the hotels and businesses. I collect the [crap from your toilet and sink](#) along with [stormwater from streets](#), which together we call [wastewater](#). Through my 1,000 miles of pipe, located underneath San Francisco's streets and legendary hills, I transport this wastewater to [one of my treatment plants](#). You don't have to deal with it or see it, but I do...every day, 24 hours a day, 7 days a week.



Download SF Sewers: **You Can't Live A Day Without Me** Now!

Written & Performed by

Leamon Abrams, Kalle Burton, Desmond Hatter

Shawna Gates, Tricia Hutcherson, Michelle Peters, and Jean Walsh

On March 25th, the San Francisco Public Utilities Commission (SFPUC) released "You Can't Live a Day without Me", a rap song about the City's sewer system. Lyrics were written and performed by [summer youth interns](#) as a way to help introduce a younger audience to the importance of a functioning sewer system and the Sewer System Improvement Program. The video was filmed and edited by San Francisco's youth through

<http://sfwater.org/index.aspx?page=915>

The cost of a flush

Ever wonder? Where does the money go, anyway? Watch this short animation and see where the pennies and the water go!



<https://alexrenew.com/learn-with-us/the-cost-of-a-flush>

Thank You!

Sonia Brubaker

Program Manager

Water Infrastructure and Resiliency Finance Center

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www.epa.gov/waterfinancecenter