Communicating the Value of Drinking Water Services

Using Campaigns and Community Engagement Efforts
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Understanding the Value of Water

Much of the public trusts that safe drinking water will come out of their taps every day. However, many do not understand the service that water utilities provide in delivering safe water to their communities. Numerous national and state campaigns have been developed to communicate the value of water to increase people’s awareness of the importance of this service. These campaigns cover a number of topics central to water utilities including the costs of replacing aging infrastructure, importance of building the water sector workforce, implications of water availability and/or water quality issues and promoting behavior change to help conserve water.

EPA’s Office of Ground Water and Drinking Water hosted a series of five webinar discussions called “Tap Talks on Tuesdays” in summer 2014 to share how water systems have communicated the value, or importance, of drinking water services to their customers. Speakers included representatives from small, medium and large water systems, state and federal agencies and water sector organizations. The speakers described messaging methods and strategies they have used to effectively communicate the importance of water services to their community’s decision makers and general public.

The water systems and organizations featured hope that by understanding the many factors that contribute to ensuring the delivery of clean and safe drinking water, the public will become more involved and invested in drinking water protection. In the long run, a better-informed, more active community is an asset for water sector staff and decision makers.
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

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

### 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

1. Identify Your Community’s Needs
2. Drought
3. Flood
4. Cost
5. Safety
6. Conduct Surveys and Focus Groups
7. Develop Your Message

- The Best Deal: Lincoln Quality On Tap!
- A Gallon of Tap Water
- Broken Pipes & Lost Water: The Dramatic Reality of U.S. Water Infrastructure
- At about a penny a gallon, water is a great value.
- American Water

- Drinking Water Week
  - May 5th-11th
  - What do you know about your H2O?
  - Be in, get your government to talk about drinking

- Social Media
- Website and Mobile Apps

Engage the community again to increase the value of your message.
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.

www.amwater.com

American Water’s Value of Water Campaign
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Communicating the Value of Drinking Water Services 5
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.

1 Images and stories are powerful communication tools.

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

3 Messages should be clear and concise.
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.
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.

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

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 consumers’ health and increasing industrial costs, and
  - Insufficient water for households and industries threatening property values, the communities’ economy, and our quality of life.

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
    - New York State Department of Environmental Conservation
    - US Environmental Protection Agency

MORE INFORMATION
- For more information about water and wastewater education and outreach committee projects, and learning about water and wastewater systems and utility management, visit:
  - WWEOC’s Website

Interested in a rewarding environmental career? Contact WWEOC for more information.
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

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**Think About a Drink at the Sink**

<table>
<thead>
<tr>
<th>Task</th>
<th>Activity</th>
<th>Unit of Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Think about how much water is used</td>
<td>1 wash cycle</td>
<td>1,500 gal</td>
</tr>
<tr>
<td>2. Think about how much water is used</td>
<td>1 bath</td>
<td>20 gal</td>
</tr>
<tr>
<td>3. Think about how much water is used</td>
<td>1 dish wash</td>
<td>5 gal</td>
</tr>
<tr>
<td>4. Think about how much water is used</td>
<td>1 load of laundry</td>
<td>30 gal</td>
</tr>
<tr>
<td>5. Think about how much water is used</td>
<td>1 minute of showering</td>
<td>2 gal</td>
</tr>
</tbody>
</table>

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**Find the underlined words from the poem**

<table>
<thead>
<tr>
<th>Word</th>
<th>Poem</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEF</td>
<td>I’m New York’s WWEOC</td>
</tr>
<tr>
<td>DQL</td>
<td>Communications and Products</td>
</tr>
<tr>
<td>SWRM</td>
<td>Join the Force</td>
</tr>
<tr>
<td>ED</td>
<td>Join the Force</td>
</tr>
<tr>
<td>DC</td>
<td>Join the Force</td>
</tr>
<tr>
<td>SD</td>
<td>Join the Force</td>
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<td>WP</td>
<td>Join the Force</td>
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<td>UMBW</td>
<td>Join the Force</td>
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<td>T</td>
<td>Join the Force</td>
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<td>G</td>
<td>Join the Force</td>
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<tr>
<td>Z</td>
<td>Join the Force</td>
</tr>
<tr>
<td>T</td>
<td>Join the Force</td>
</tr>
</tbody>
</table>

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**Water and the Environment**

1. Water is used for all kinds of things, from washing clothes to growing plants.
2. Water is also used for drinking, cooking, and cleaning.
3. Water is a precious resource that we need to conserve.
4. There are many ways to conserve water, such as turning off the faucet while brushing your teeth.
5. It is important to think about where our water comes from and how we can use it wisely.

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**Join the Force**

Join the Force if you want to help protect your community’s water and environment. We need more people like you to be a voice for the environment. Join today and make a difference.

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**Communicating the Value of Drinking Water Services**

Source: New York’s WWEOC
American Water Works Association (AWWA)’s Only Tap Water Delivers Campaign


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 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
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
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.

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.

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

"Best Deal Around" graphics communicate that water is cost-effective as compared to other services and products. Source: ACWA
American Water's Value of Water Campaign


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 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
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

**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.

**New York’s WWEOC**

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**New York’s WWEOC**

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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.

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

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
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 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.
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
“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.

“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

“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

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.

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.

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

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

EPA’s WaterSense Program
Veronica Blette
WaterSense Program Manager
blette.veronica@epa.gov
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 conservations 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.
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.

Source: American Water
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.

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.
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.

ACWA’s Value of Water Campaigns

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

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