

Only Tap Water **Delivers**SM

- An AWWA Outreach Campaign to Communicate the Value of Tap Water Service
- Greg Kail, Director of Communications
American Water Works Association



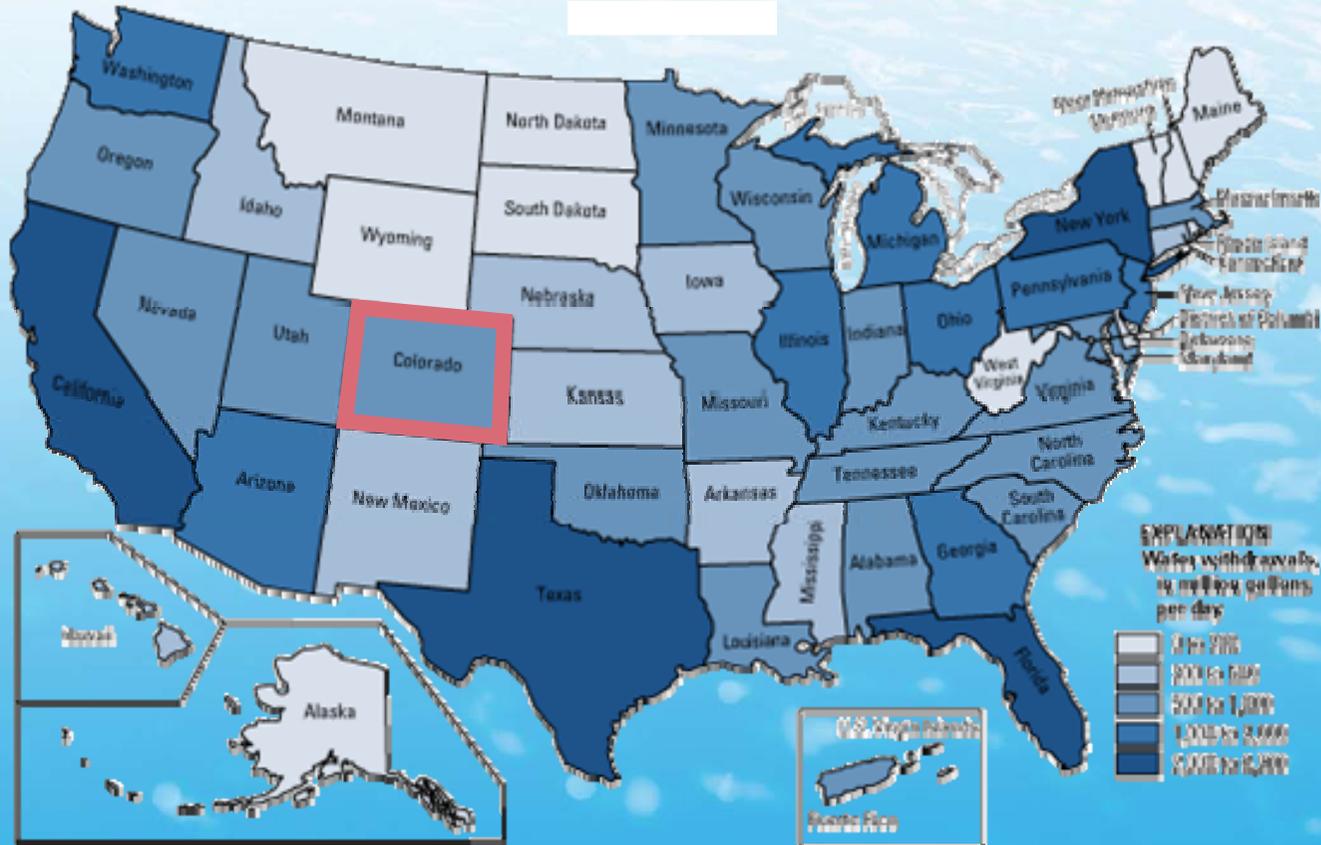
American Water Works
Association

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American Water Works Association (AWWA)

- Very Large (54,000 members)
- Very Old (Founded in 1881)
- 'Utility Members' supply water to more than 180 million people in North America
- 43 "Sections" in United States, Canada, Mexico
- Mission is to "unite the water community to protect public health and to provide safe and sufficient water for all."

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Denver, Colorado



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Why 'Only Tap Water Delivers'?

Aging Water Infrastructure

- Estimated \$334 billion needed over next 20 years
- More visible projects get political support
- Economy is poor; cities have less money



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Why 'Only Tap Water Delivers'?

- AWWA believes tap water rates should reflect the full cost of service, but too often they do not
- Americans spent \$10.6 billion on bottled water in 2009
- Yet they still resist small tap water rate increases



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Other Tap Water Campaigns in North America

- Take Back the Tap (Food and Water Watch)
- Think Outside the Bottle (Corporate Accountability International)
- The Tap Project (UNICEF)
- Water-On-The-Go (New York City)
- I Love Tap Water (University of California, Berkeley)
- Mostly focus on bottled versus tap

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Only Tap Water Delivers Campaign Objectives

- Encourage community investment in water service and resources.
- Provide utilities with tools that help them communicate with consumers and decision-makers about the value of water service.
- Encourage and equip public officials to speak about the importance of investing in water service and resources.
- Elevate the value of water service in the minds of consumers.

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Primary Message

Only Tap Water Delivers ...

- a. Public health protection
- b. Fire protection
- c. Support for the economy
- d. Quality of life

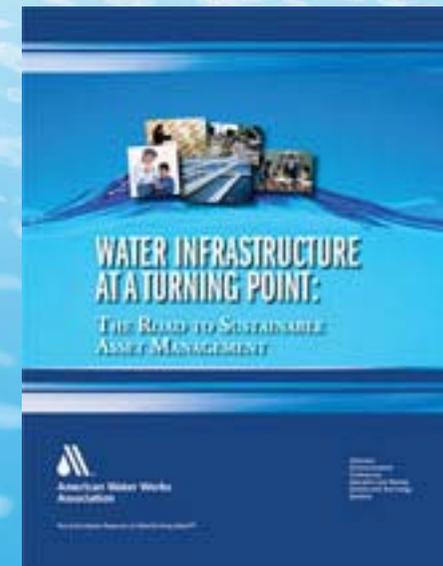
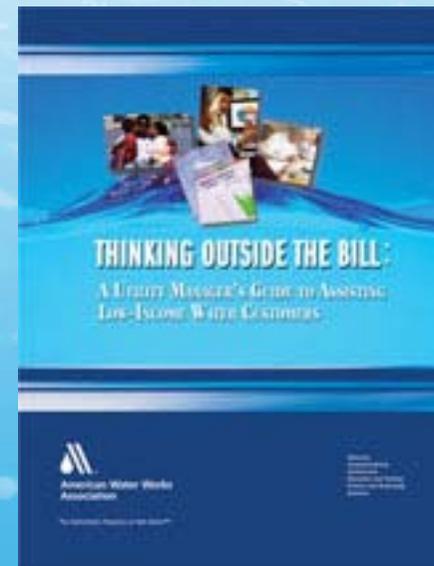
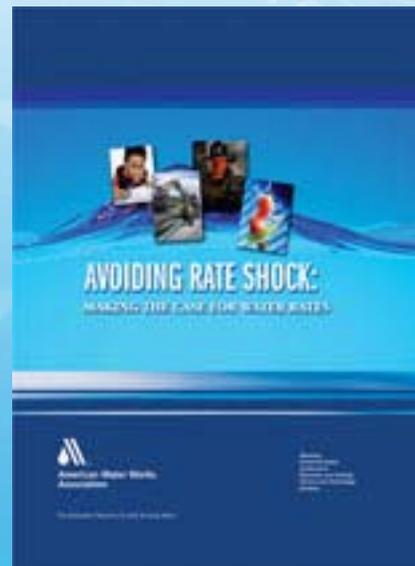
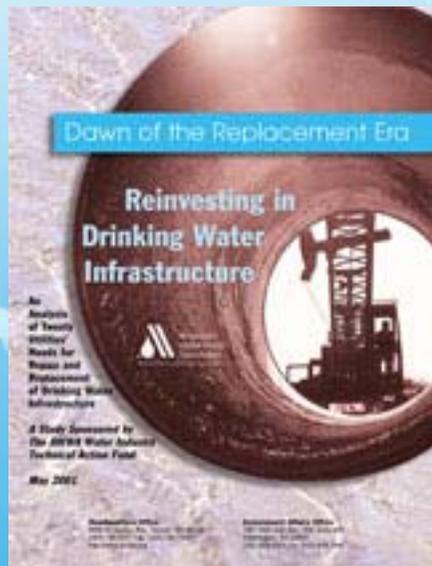
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Secondary Messages

- We are all stewards of the water infrastructure and resources generations before handed down to us.
- Our water bills pay for both the a) stewardship of our water resources and b) the processes to get safe and reliable water to you.
- In the future, we will pay rates that more accurately reflect the true cost of water service.

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AWWA Reports that Support Campaign

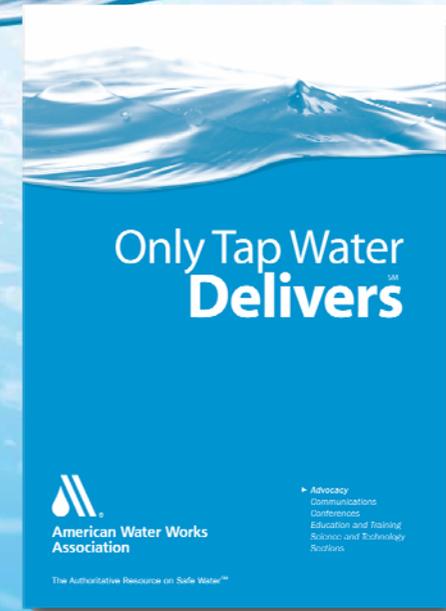


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Materials

Distribution of CD/DVD to utilities

- Introductory document on how to use materials
- Print ads for placement by utilities
- 5-minute video for general audiences
- Three English and Spanish Radio PSAs
- Talking Points
- PowerPoints for general audience and to explain campaign
- Speech
- Editorial Briefing Guidelines
- Consumer handouts
- Executive summaries from AWWA/AwwaRF reports



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Sample Consumer Ads

- Goal
Get rate-payers' attention and cause them to reflect on the value of tap water service
- Concept
Personification of infrastructure: "If only our water infrastructure could talk to us."

Available in English and Spanish

I want to be here for you.

If only our water infrastructure could talk to us. The corner hydrant might remind us that only tap water protects us against the threat of fire, and that the pipes below our streets need constant attention to keep life-saving water flowing at the right pressure, 24/7, without fail.

We are all stewards of the water infrastructure generations before handed down to us, and our water bills keep that system strong and reliable. For more information about what your tap water delivers, visit your website URL here



Only Tap Water Delivers

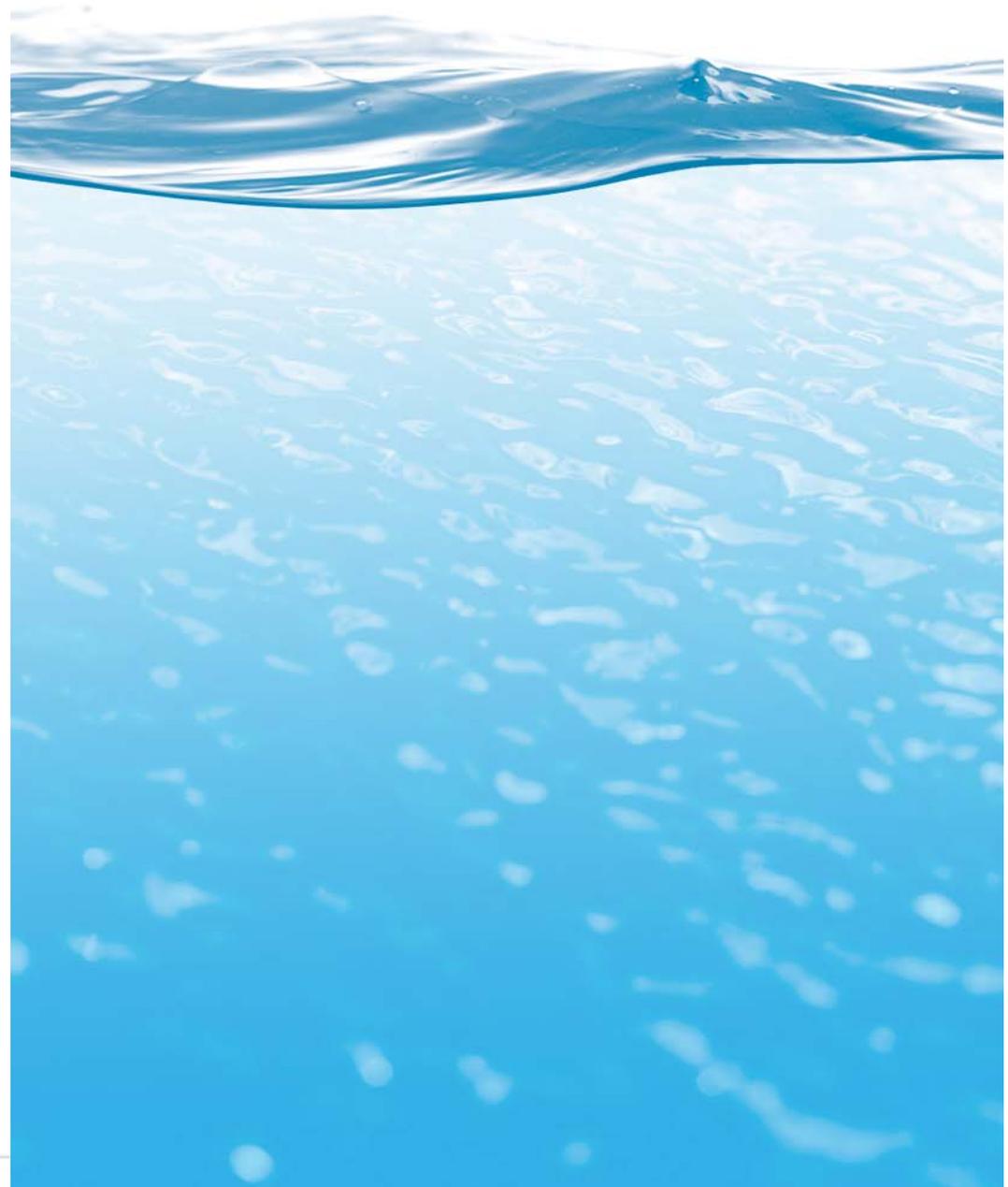


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I'm not
so easily
replaced.



If only our water infrastructure could talk to us. The pipes running below our streets might remind us that they carry the very lifeblood of our community. Tap water keeps us healthy, fights fires, supports our economy and provides us with the high quality of life we enjoy.

We are all stewards of the water infrastructure generations before handed down to us, and our water bills keep that system strong and reliable. For more information about what your tap water delivers, visit your website URL here



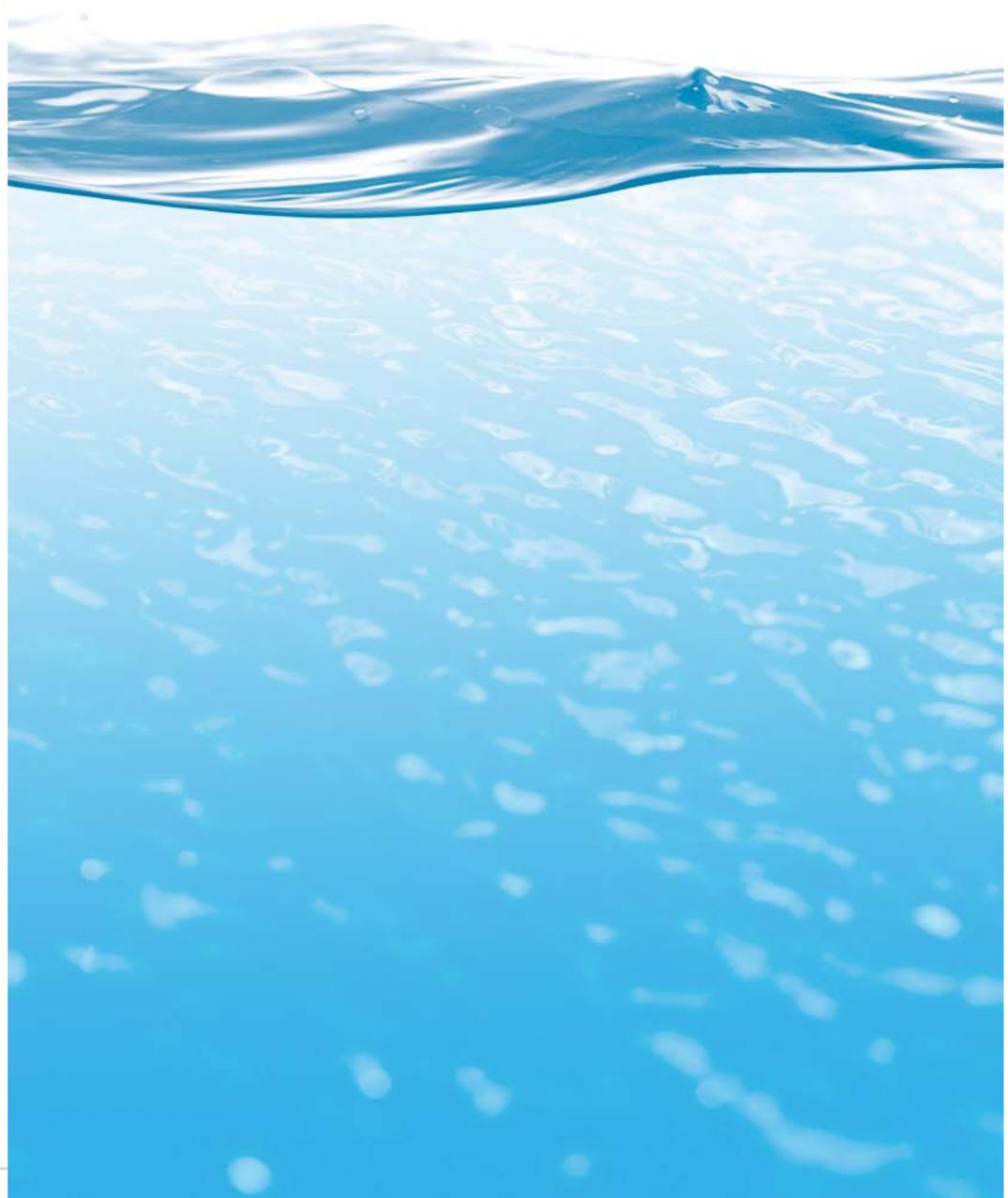
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Do you know
how often you
turn me on?

If only the water faucet could talk to us. It might remind us how often we turn to it for safe water to drink, to wash our clothes, to prepare our food, to provide us with the everyday quality of life we enjoy. It might remind us that the water pipes below our streets make so many everyday conveniences possible.

Our water bills pay to keep our community tap water safe, reliable and there for us — 24/7 without fail. For more information about what your tap water delivers, visit your website URL here



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Delivers

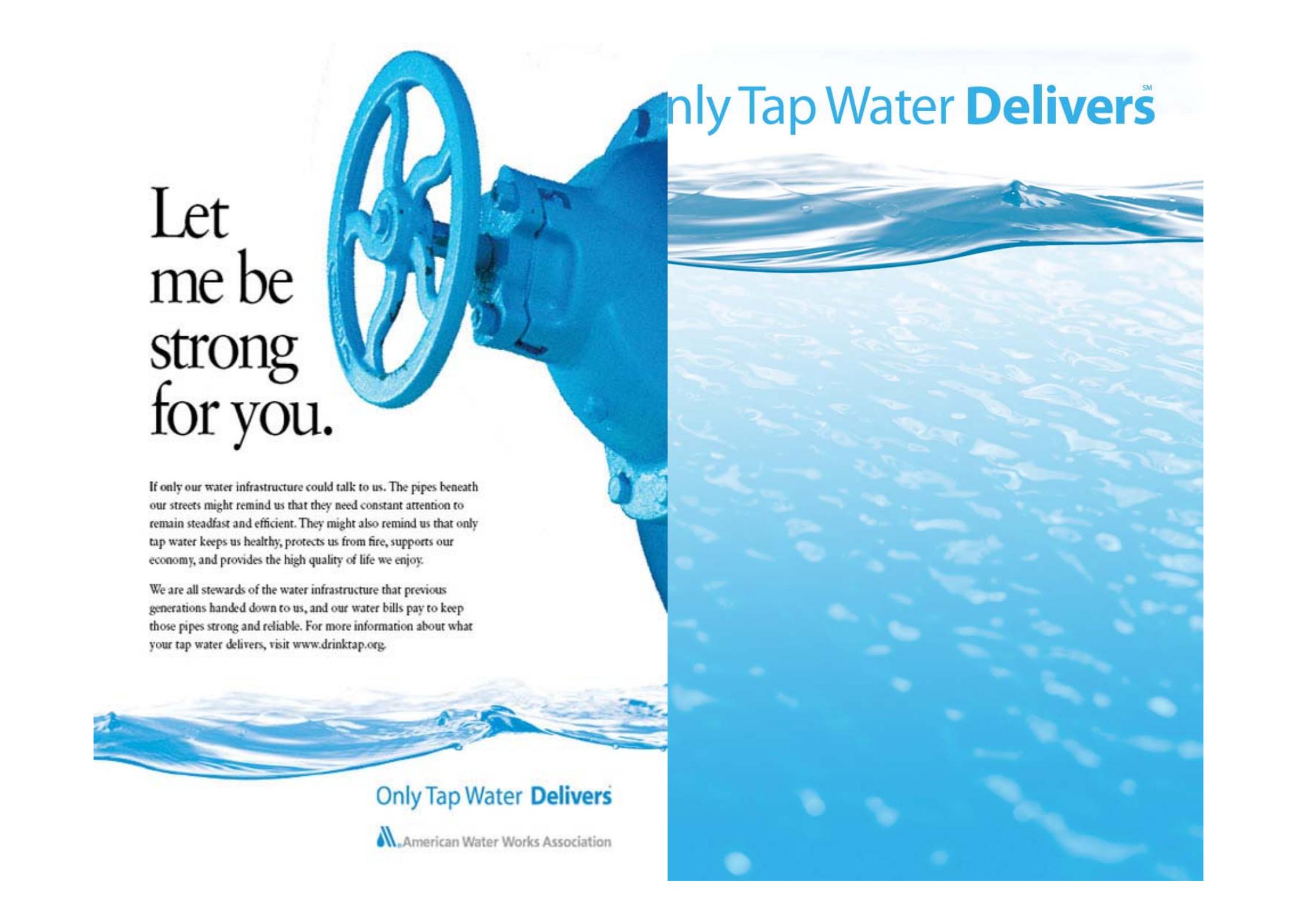


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Let
me be
strong
for you.

If only our water infrastructure could talk to us. The pipes beneath our streets might remind us that they need constant attention to remain steadfast and efficient. They might also remind us that only tap water keeps us healthy, protects us from fire, supports our economy, and provides the high quality of life we enjoy.

We are all stewards of the water infrastructure that previous generations handed down to us, and our water bills pay to keep those pipes strong and reliable. For more information about what your tap water delivers, visit www.drinktap.org.

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I'm more than
just another tall
drink of water.

If only our tap water could talk to us. It might remind us that tap water is more than just a healthy, refreshing drink. It also fights fires, supports our economy and provides us with the high quality of life we enjoy. No other water does all that.

We are all caretakers of the infrastructure that brings us our community tap water—24/7, without fail. Together, let's keep that infrastructure strong and reliable for future generations.

For more information about what your tap water delivers, visit *[insert utility web address here]*.



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A large, high-quality image of a water surface with ripples, serving as the background for the right side of the advertisement.



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Some examples of campaign uses

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Newsletters and Water Quality Reports

On Tap
A Community Newsletter from the Central Texas Water District

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LOS VAQUEROS

TARANTULA RUN

OCTOBER 28TH
Mark Your Calendar!

Do you know how often you turn me on?

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2005 Annual Drinking Water Quality Report

FORT WORTH WATER

Only Tap Water Delivers...

- ...public health protection
- ...fire protection
- ...support for the economy
- ...the overall quality of life we enjoy

New this summer!
No lawn watering
10 a.m. to 6 p.m.
June 1 to September 30
See Page 6 for details!

WATER words **AQUA.**

EXPERIENCE COUNTS WHEN IT COMES TO WATER

SWIM SAFELY THIS SUMMER

DISCOVER WHAT ONLY TAP WATER DELIVERS

Fort Worth Water Department
Public Education Section
2005 Newsletters to Fort Worth, Texas, TX 76102

PREPARED BY STANARD & POSENER, P.C. FORT WORTH, TEXAS 76102

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Bus Shelter Ads (Miami, Florida)



Only Tap Water SMDelivers

Postage Meter Stamp (Anchorage, Alaska)



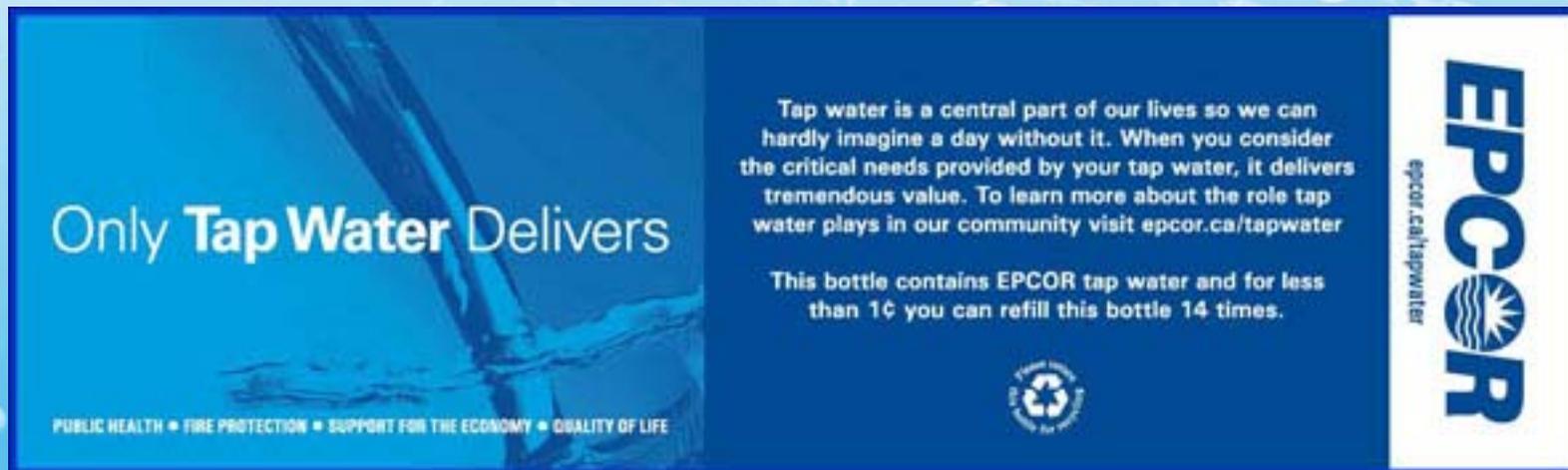
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Fleet Decals (Anchorage, Alaska, North Park, Illinois)



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Water Bottle Label (Edmonton, Alberta)



The image shows a rectangular label for a water bottle, set against a background of rippling blue water. The label is divided into three vertical sections. The left section features a close-up of water splashing and the text 'Only Tap Water Delivers' in white. Below this, a small line of text lists benefits: 'PUBLIC HEALTH • FIRE PROTECTION • SUPPORT FOR THE ECONOMY • QUALITY OF LIFE'. The middle section contains two paragraphs of text in white, followed by a circular logo with a recycling symbol and the text '100% Recycled Plastic for Water'. The right section is white and contains the EPCOR logo, which includes the word 'EPCOR' in large blue letters, a stylized sun/wave icon, and the website 'epcor.ca/tapwater' written vertically.

Only **Tap Water** Delivers

PUBLIC HEALTH • FIRE PROTECTION • SUPPORT FOR THE ECONOMY • QUALITY OF LIFE

Tap water is a central part of our lives so we can hardly imagine a day without it. When you consider the critical needs provided by your tap water, it delivers tremendous value. To learn more about the role tap water plays in our community visit epcor.ca/tapwater

This bottle contains EPCOR tap water and for less than 1¢ you can refill this bottle 14 times.

 100% Recycled Plastic for Water

EPCOR
epcor.ca/tapwater

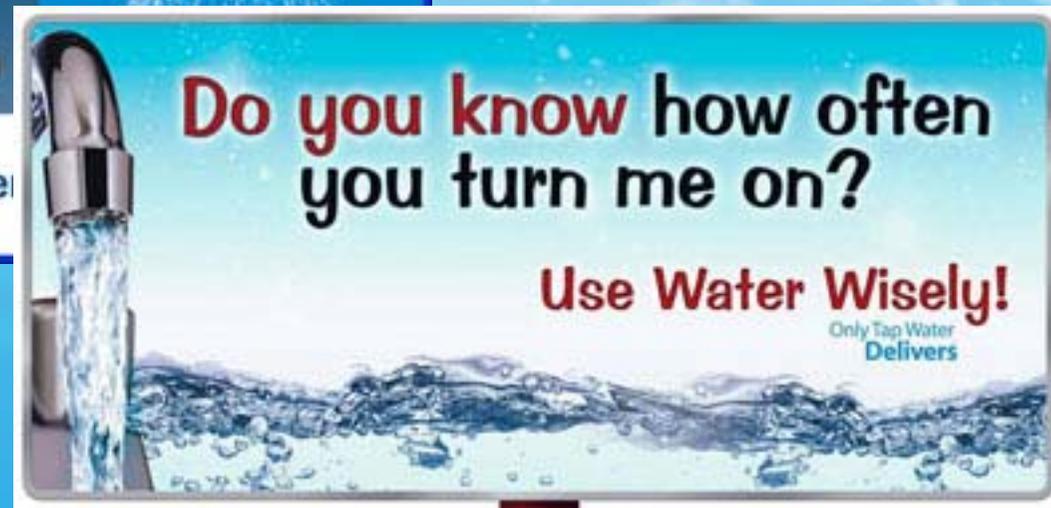
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Billboards (Edmonton, Alberta, Canada; San Angelo, Texas)



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Learn more at epcor.ca/tapwater



Do you know how often
you turn me on?

Use Water Wisely!
Only Tap Water
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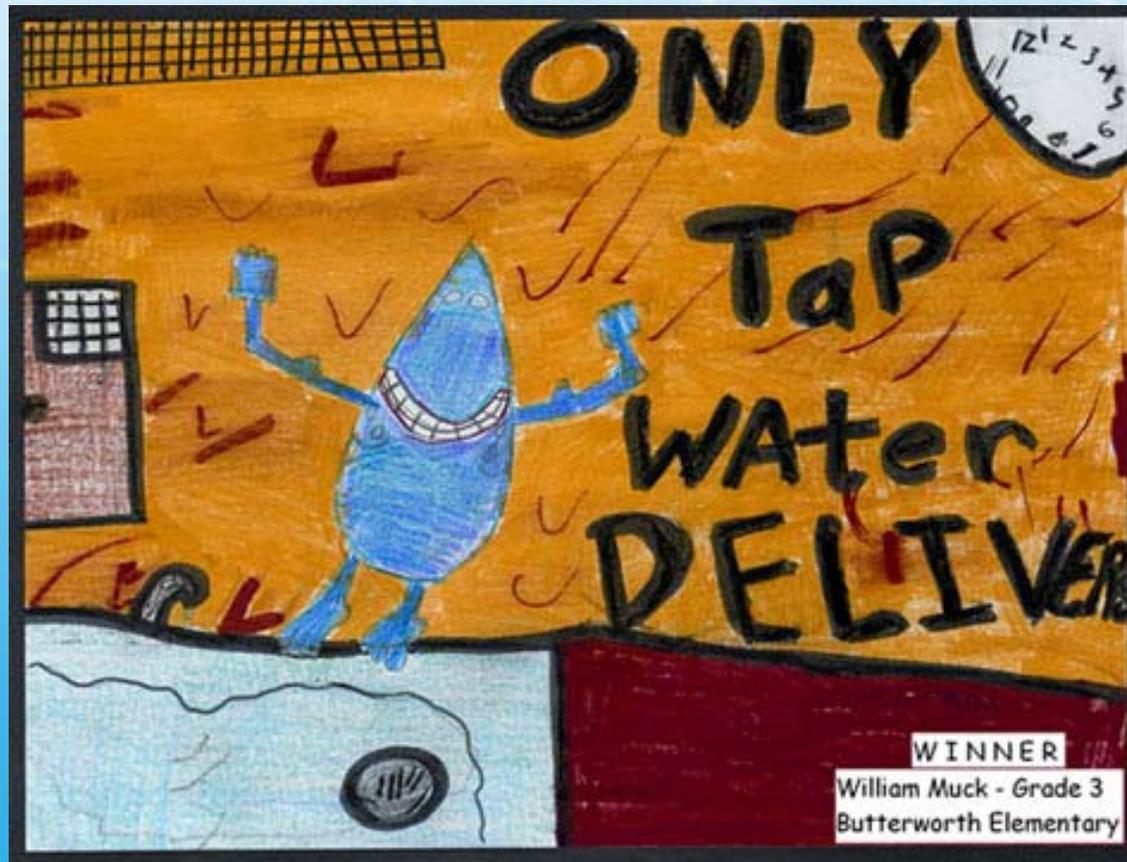
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AWWA Sections outside 'Today Show' during Drinking Water Week



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Drinking Water Week Art Contest, Moline, Illinois



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NY Times Editorial

Keeping cool, clear tap water (Aug. 8, 2007)

“Pipes and tunnels are aging fast with many of these subterranean networks nearly a century old. ... And to get the necessary federal, state and local funds, it will take a lot of public support for a system people blissfully take for granted. The fear is that if too many people convert to bottled water, there would be even less political support for such spending.”

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Items for Purchase

- T-shirts
- Brochures
- Koozies available in units of 100
- 32-ounce water bottles (reasons to fill up with tap water)
- Golf Hats
- Sport bottles





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Questions?

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