

# Only Tap Water **Delivers**<sup>SM</sup>

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



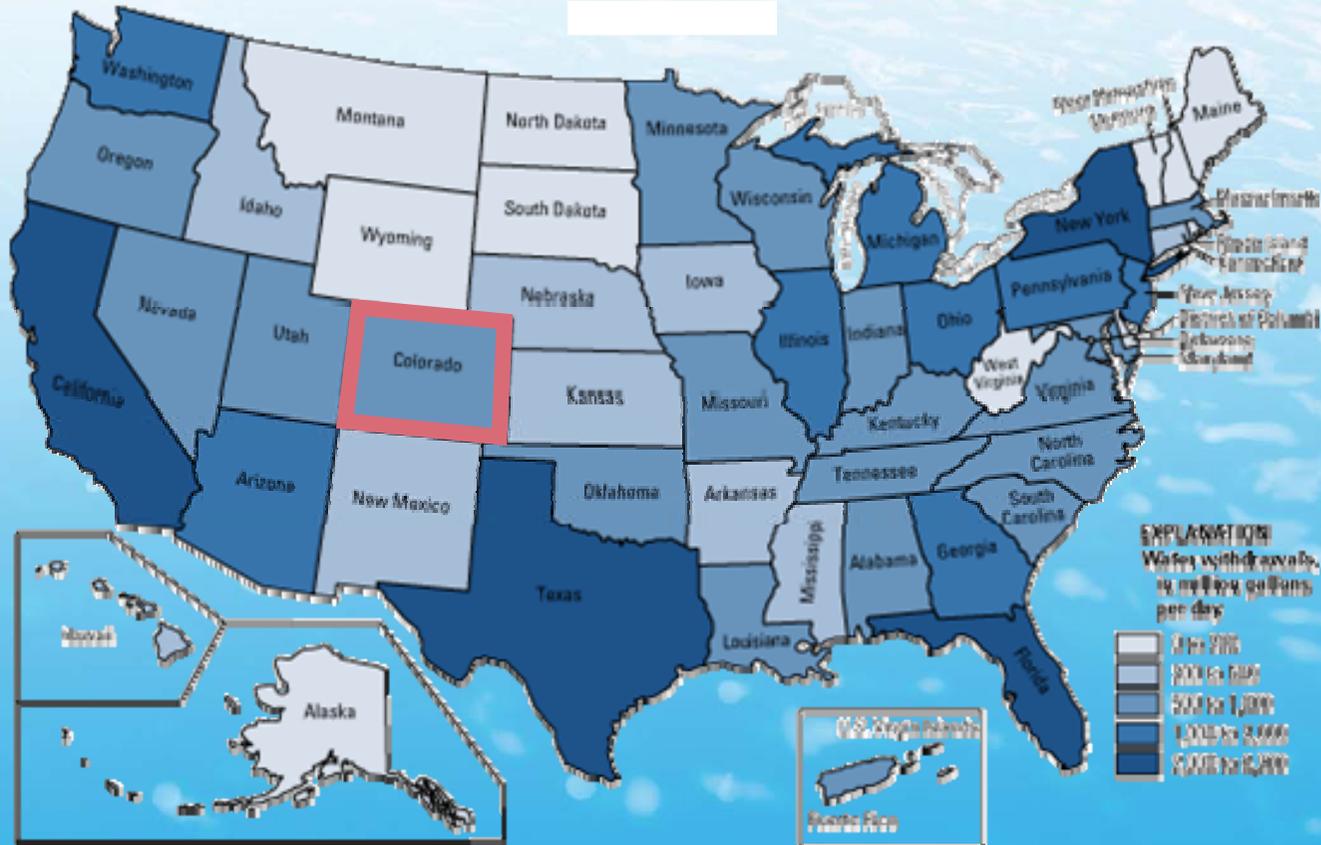
American Water Works  
Association

Only Tap Water **Delivers**<sup>SM</sup>

## 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.”

# Only Tap Water Delivers<sup>SM</sup>



# Only Tap Water **Delivers**<sup>SM</sup>

## Denver, Colorado



# Only Tap Water <sup>SM</sup> Delivers

## 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



# Only Tap Water **Delivers**<sup>SM</sup>

## 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



# Only Tap Water **Delivers**<sup>SM</sup>

## 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

# Only Tap Water **Delivers**<sup>SM</sup>

## 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.

# Only Tap Water **Delivers**<sup>SM</sup>

## Primary Message

Only Tap Water Delivers ...

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

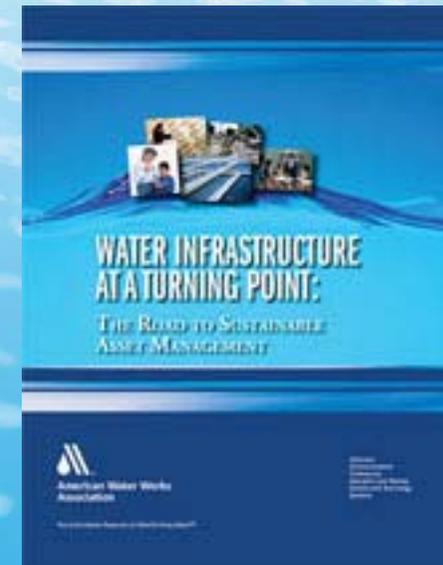
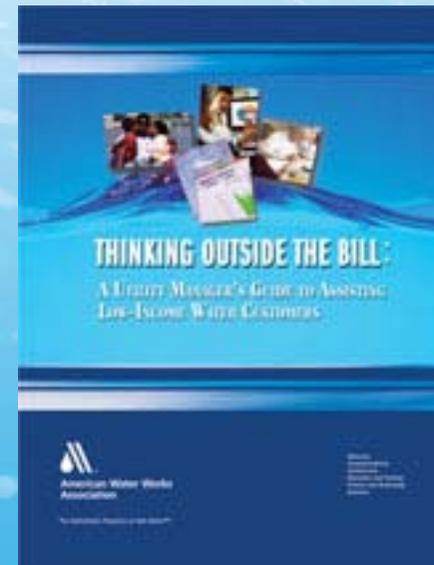
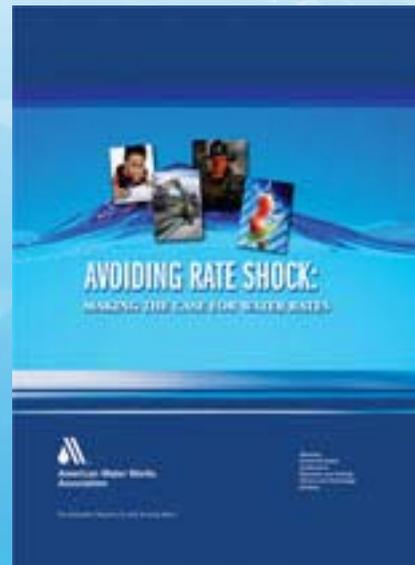
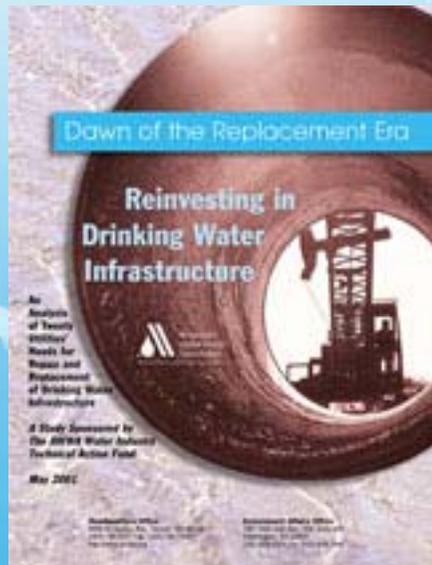
# Only Tap Water **Delivers**<sup>SM</sup>

## 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.

# Only Tap Water <sup>SM</sup> Delivers

## AWWA Reports that Support Campaign

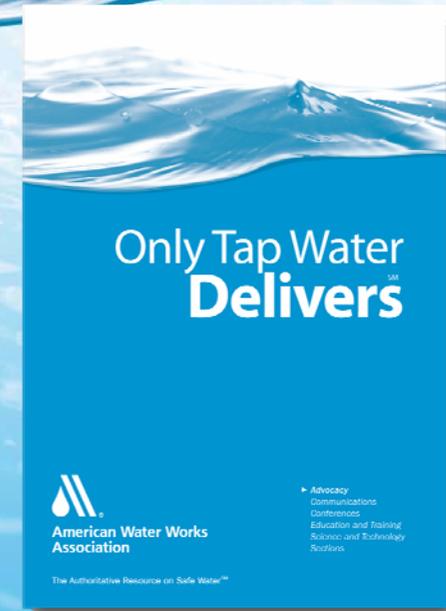


# Only Tap Water **Delivers**<sup>SM</sup>

## 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



# Only Tap Water **Delivers**<sup>SM</sup>

## 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**

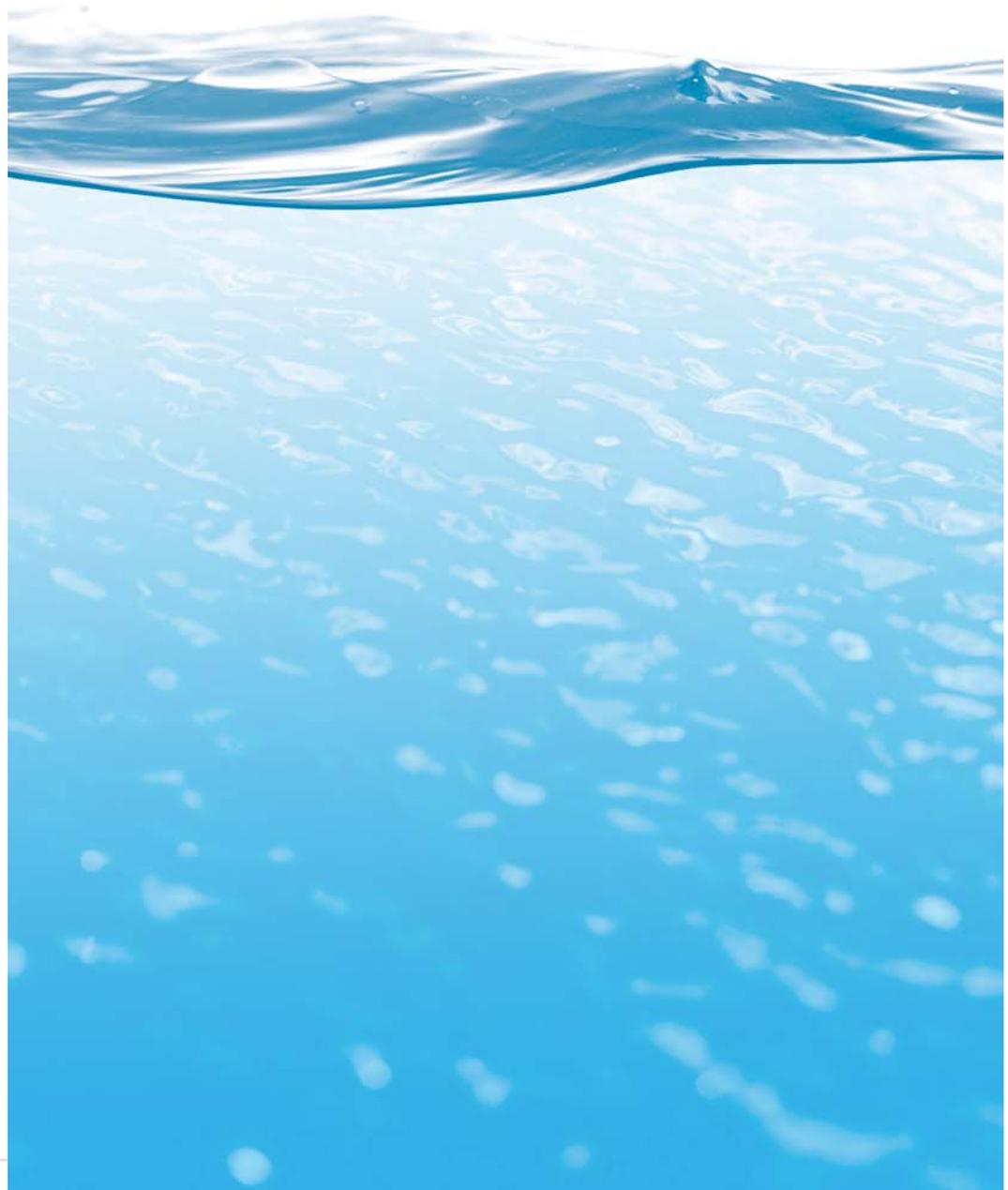


Presented in cooperation with

 American Water Works Association



# Only Tap Water **Delivers**<sup>SM</sup>



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



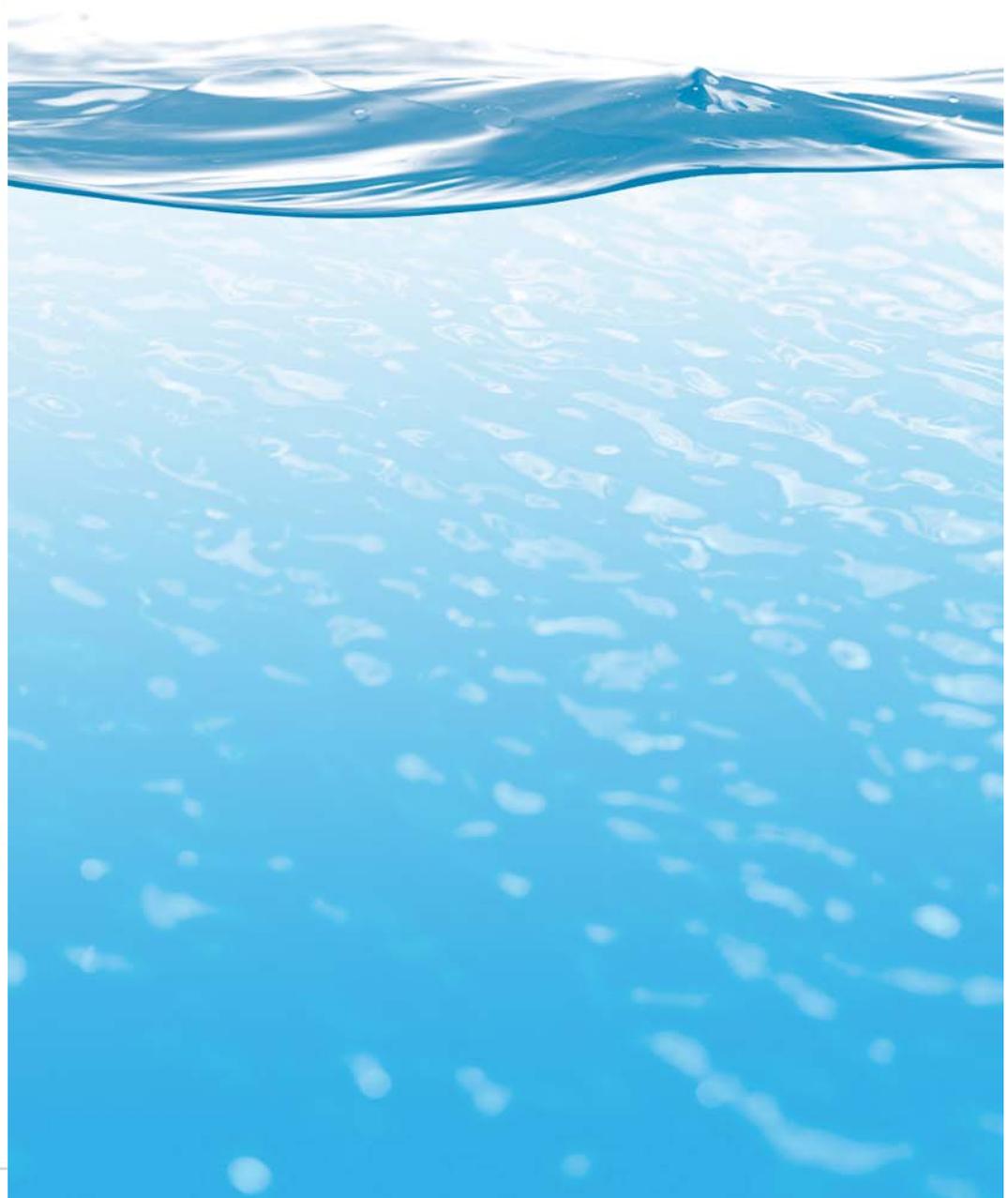
Only Tap Water **Delivers**



Presented in cooperation with

 American Water Works Association

Only Tap Water **Delivers**<sup>SM</sup>





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



Only Tap Water  
**Delivers**

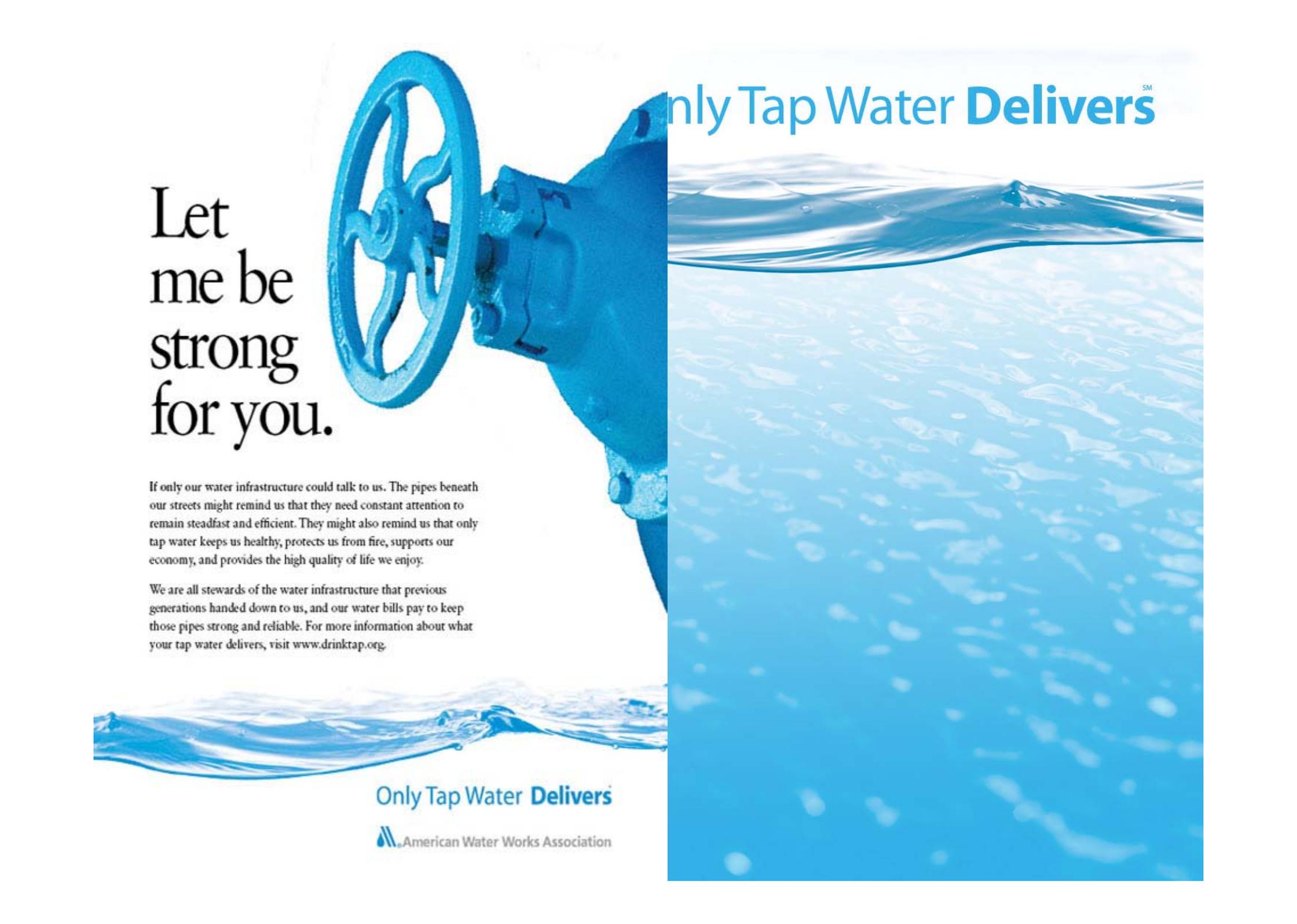


Presented in cooperation with

 American Water Works Association

Only Tap Water **Delivers**<sup>SM</sup>





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](http://www.drinktap.org).

Only Tap Water **Delivers**

 American Water Works Association

Only Tap Water **Delivers**<sup>SM</sup>



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]*.



Only Tap Water  
**Delivers**

 American Water Works Association



Only Tap Water **Delivers**<sup>SM</sup>



Only Tap Water **Delivers**<sup>SM</sup>

**Some examples of campaign uses**

# Only Tap Water Delivers<sup>SM</sup>

## Newsletters and Water Quality Reports



**On Tap**  
A Community Newsletter from the Central Texas Water District

**Only Tap Water Delivers**

Do you know how often you turn me on?

**TARANTULA RUN**  
OCTOBER 28TH  
Mark Your Calendar!

Only Tap Water Delivers

2005 Annual Drinking Water Quality Report

**FORT WORTH WATER**

**Only Tap Water Delivers...**

...public health protection  
In a world where 2 million people die every year from preventable waterborne disease, our water systems ensure we can drink from virtually any public tap with a high assurance of safety. Our water treatment and distribution systems protect us from bacteria, reporting and non-radiation contaminants that can have immediate or long-term health effects.

...fire protection  
One of the primary purposes of water systems is the suppression. Before any water systems were constructed, catastrophic fires were a constant threat to our cities. Today, homes and businesses without access to public water systems often face prohibitive insurance rates. To protect against fire, water systems must be maintained with vigilance to ensure consistent pressure and availability.

...support for the economy  
New businesses or growing developments do not succeed without a safe and sustainable water supply. For existing businesses, tap water is usually critical to day-to-day operations, and often is a primary expense in the products they create. As populations grow, particularly in arid climates, the value of water is magnified. Communities have to invest strategically to make sure and conserve.

...the overall quality of life we enjoy  
Tap water is a successful resource — low mortality rates, economic diversity, productivity and public health — are in water ways related to include to safe water. In North America, we take for granted that safe water is always available to drink, to wash our clothes, to water our lawns and for a myriad of other purposes. When water service is interrupted, we're all reminded of the extraordinary value of water resources and service.

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

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

PRESCRIBED  
STANDARD  
OF PRACTICE  
FWD  
FORT WORTH, TEXAS  
FORWARD 05/05

**WATER** words **AQUA.**

**EXPERIENCE COUNTS WHEN IT COMES TO WATER**  
Experience counts when it comes to water. Our 27 licensed employees throughout the water system bring to bear to our customers the experience of our 27 water systems throughout the state. The licensed water system operators have 447 years of combined service.

**SWIM SAFELY THIS SUMMER**  
Summer's here, so it's important to take extra care to keep your family safe. The American Red Cross offers the following water safety tips:

- Never to swim. The best thing anyone can do to stay safe is not around the water in the first place. Always enter with a buddy or two.
- The American Red Cross has swimming courses for all ages and abilities. To enroll in a swim course, contact your local Red Cross chapter.
- Never to swim unaccompanied by a lifeguard.
- Read and obey all rules and posted signs.
- Children or inexperienced swimmers should take precautions, such as wearing a U.S. Coast Guard-approved personal flotation device while around the water.
- Watch out for the dangerous "red flag" — the wind, rain, cold, hot or heavy sun, low water level, low-lying structures, etc.

**DISCOVER WHAT ONLY TAP WATER DELIVERS**  
It's not the technology, beauty and water infrastructure — it's the water itself. It's the water that makes the difference between a good life and a great one. It's the water that makes the difference between a good life and a great one. It's the water that makes the difference between a good life and a great one.

These messages are part of a new initiative, Water Words Initiative (WWI), campaign aimed at inspiring us to consider what "Only Tap Water Delivers" is all about.

The campaign highlights the value of water service for public health and fire protection, support for the economy and overall quality of life. It also encourages customers' responsibility of water resources, water conservation and to ensure that they continue to serve future generations.

The program is built off a series of WWI reports that have defined the growing concern over aging water infrastructure. I found, some cities in the United States will need to invest approximately \$277 billion over the next 20 years to upgrade and maintain the nation's water infrastructure.

Agas takes a proactive approach to capital investments, which helps the company avoid the type of public health issues that face communities that are unable to invest in these infrastructure. As part of its ongoing capital improvement programs, Agas will invest nearly \$2 million to be implemented this year. Program includes replacing aging lines and upgrades to its treatment facilities.

We urge you to consider what only tap water delivers at the core of a good life. We have a great product. We provide quality, reliable water for your home. We're proud to be the water and the safety and business in your community.

For more tips, visit [www.redcross.org](http://www.redcross.org)

# Only Tap Water **Delivers**<sup>SM</sup>

## Bus Shelter Ads (Miami, Florida)



# Only Tap Water <sup>SM</sup> Delivers

## Postage Meter Stamp (Anchorage, Alaska)



# Only Tap Water <sup>SM</sup> Delivers

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



# Only Tap Water Delivers<sup>SM</sup>

## Water Bottle Label (Edmonton, Alberta)



The image shows a water bottle label with a blue background and white text. The label is divided into three main sections. The left section features a close-up image of water splashing and the text 'Only Tap Water Delivers'. Below this is a list of benefits: 'PUBLIC HEALTH • FIRE PROTECTION • SUPPORT FOR THE ECONOMY • QUALITY OF LIFE'. The middle section contains two paragraphs of text: '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](http://epcor.ca/tapwater)' and 'This bottle contains EPCOR tap water and for less than 1¢ you can refill this bottle 14 times.' Below the text is a circular logo for '100% Recycled Plastic for Water'. The right section features the EPCOR logo, which consists of the word 'EPCOR' in a bold, sans-serif font, with a stylized sun/wave symbol in the letter 'O', and the website 'epcor.ca/tapwater' written vertically to the left of the logo.

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](http://epcor.ca/tapwater)

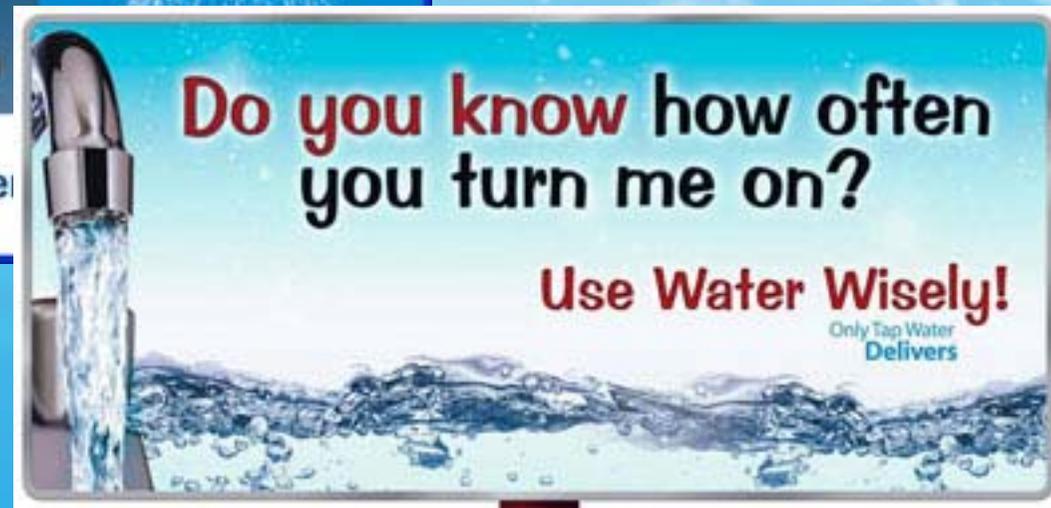
This bottle contains EPCOR tap water and for less than 1¢ you can refill this bottle 14 times.

100% Recycled Plastic for Water

**EPCOR**  
epcor.ca/tapwater

# Only Tap Water **Delivers**<sup>SM</sup>

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



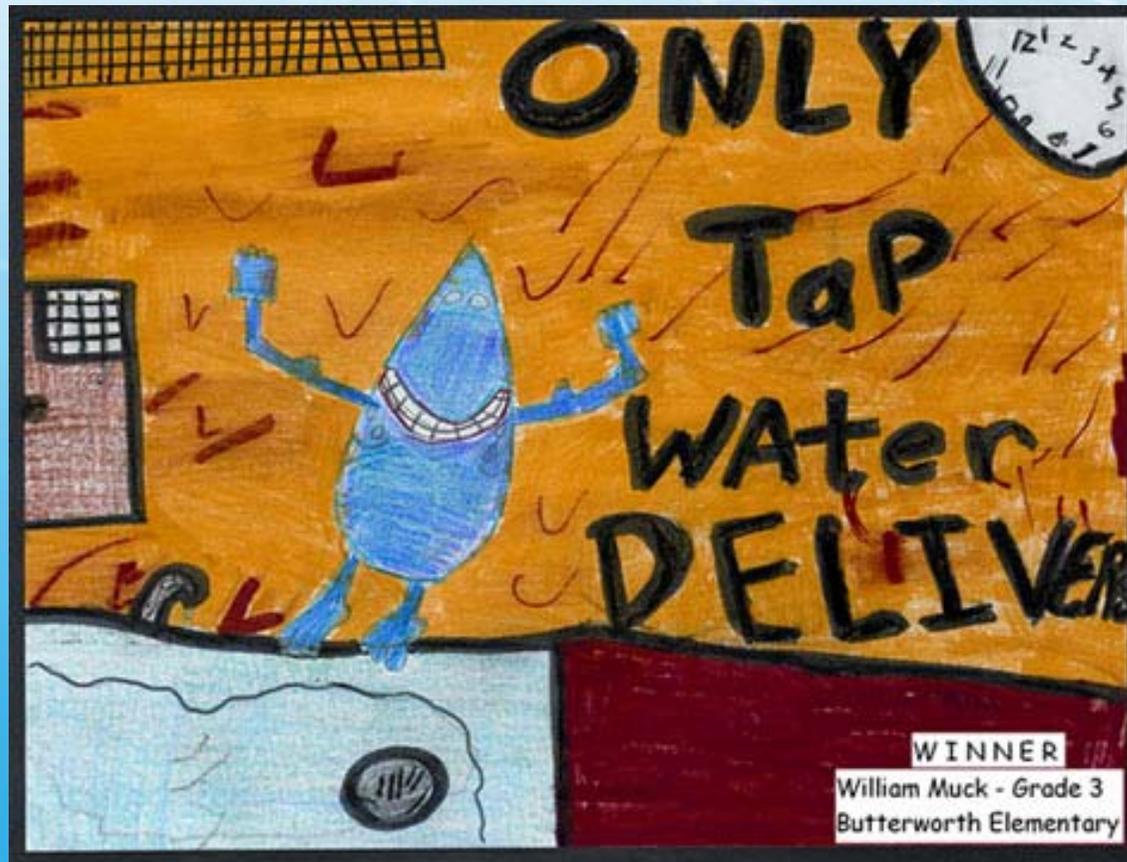
# Only Tap Water <sup>SM</sup> Delivers

AWWA Sections outside 'Today Show' during Drinking Water Week



# Only Tap Water Delivers<sup>SM</sup>

Drinking Water Week Art Contest, Moline, Illinois



# Only Tap Water **Delivers**<sup>SM</sup>

## *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.”

# Only Tap Water Delivers<sup>SM</sup>

## 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





Only Tap Water **Delivers**<sup>SM</sup>

*Questions?*

*Greg Kail  
AWWA Director of Communications  
gkail@awwa.org*