



**American Water Works
Association**



Communicating the Value of Water Messaging Platform

Campaign Goal

The American Water Works Association (AWWA) and the Water Environment Federation (WEF) are working in collaboration with our members and partners in the national Value of Water Campaign to share a unified message about the value of clean, safe water and the importance of investing in the infrastructure that supports it.

AWWA and WEF have co-developed a Communicating the Value of Water toolkit of no-cost public outreach materials to supplement the national Value of Water Campaign messaging platform and public outreach resources.

Messaging Platform Overview and Purpose

A messaging platform is an important foundational component to public outreach and awareness activities. The messages below are intended to help inform, engage, motivate and influence target audiences about the value of clean, safe water and the importance of investing in the infrastructure that supports it.

The language can be used verbatim or as a reference point for developing customized language and messages that meet specific needs. Some statements are intentionally repetitive to reinforce sentiment, language and the value of water brand recognition.

The platform is meant to simplify creating effective messages for communicators. Adhering to a campaign messaging platform maximizes the impact of outreach efforts and allows for significant time efficiencies among staff and consultants. Referencing the messaging platform ensures that communicators can deliver uniform messages quickly, easily and effectively.

Key Messaging Categories

The main value propositions of the Communicating the Value of Water supplementary toolkit are represented in four central categories:

- Personal day-to-day activities/quality of life
- Public health protection
- Environmental protection
- Economic impacts

Target Audience

Primary: customers, ratepayers, public

Secondary: local decision-makers, key influencers and/or lawmakers/politicians

Messaging Platform

- A community without water? Without access to a sustainable water supply, our community is at risk. Service disruptions for failing or inadequate water and wastewater infrastructure directly impacts medical facilities, schools, daycares, and firehouses, just to mention a few. Nearly every aspect of our lives is connected to water. Without clean water and clean water services, our lives would stop.
- The true cost of water. Water is free, but the collection, transport and treatment of drinking water and wastewater is not. Your water/wastewater bill ensures that you and your community have reliable access to clean, safe water.
- Much of the water and wastewater infrastructure in the United States – more than 800,000 miles of drinking water pipe and 700,000 miles of wastewater pipes – is at a crisis point. By strategically investing in these systems, we are helping to maintain our quality of life and protecting our communities from public health and environmental concerns.
- Much of water and wastewater infrastructure in Canada – more than the 150,000 kilometers of drinking water pipes and 150,000 kilometers of wastewater pipes – is at a crisis point. By strategically investing in these systems, we are helping to maintain our quality of life and protecting our communities from public health and environmental concerns.
- Keep it flowing! Your water/wastewater bill supports the ongoing and essential cycle between safe drinking water and wastewater treatment. Your neighbors working in the water sector ensure those services work effectively and in unison to protect your community, your environment, and your quality of life.
- A lasting legacy. Our friends and neighbors who work in the water sector have a passion for their communities and have devoted their entire careers to water safety. They work 24/7, 365 days a year to ensure that you and your family have reliable access to safe, clean water and an effective wastewater system that is protective of public health and our environment. The water sector professionals in your communities are dedicated to securing your quality of life today and to providing a bright future for generations to come.
- We're in this together. Protecting access to clean, safe water and an efficient wastewater system through your water/wastewater bill means that you are a true conservationist. Personal water stewardship and active support of our clean water utilities ensures that our waste can be effectively addressed in our lifetime, without a negative impact on generations to come.
- Let's act now! Join your water and wastewater utility in being a part of the solution. Together, we can ensure clean, safe water is accessible to every community.
- Thinking ahead. Early investments in U.S. water and wastewater infrastructure has had a 23 to 1 return for public health. In some communities, pipes that were installed a century ago are still in

use! We can build on the ingenuity of the past and protect our future by investing in water infrastructure today.¹

- The technology is out there. The water sector is actively researching, developing, and implementing innovative, sustainable treatment processes that produce renewable energy, recovers valuable resources, and provides clean, safe water at the lowest cost possible.
- Water is finite. As we focus on providing the best quality water possible to our communities, we must see its use as a true cycle, from drinking water to wastewater and back again. Innovation focuses on efficiently and effectively treating water in new and different ways to ensure the water we have access to is completely optimized for years to come.
- Resiliency is key! Pressures from population growth, climate change, and urbanization are straining our clean water systems up to or beyond capacity. It's essential that we invest in our water and wastewater infrastructure for sustainable growth, enhanced livability, and a resilient future.
- The business of water. Without access to a sustainable water supply and wastewater services, our economy is at an impasse. Service disruptions, boil water advisories, line breaks and overflows have a huge economic impact on your community.
- Water is a smart investment. In addition to public health and environmental protections, we could gain over \$220 billion in annual economic activity and generate 1.3 million jobs by meeting U.S. water and wastewater infrastructure needs.²
- Going green, saves green. Stormwater is the only growing source of water pollution in many watersheds across the country. We can save 30% to 60% by treating stormwater at its source with green and traditional infrastructure.³

¹ Cutler D, Miller G. 2004. [The role of public health improvements in health advances: the 20th century United States. \[PDF - 50 pages\]](#) National Bureau of Economic Research. Working Paper 10511. Cambridge, MA, USA.

² [The Value of Water Campaign, Economic Impact Analysis \(March 2017\),
http://thevalueofwater.org/sites/default/files/Economic%20Impact%20of%20Investing%20in%20Water%20Infrastructure_VOW_FINAL_pages.pdf](#)
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³ <http://stormwater.wef.org/2015/12/real-cost-green-infrastructure/>