



American Water Works
Association

Dedicated to the World's Most Important Resource™

Putting AWWA Communications to Work for You

Deirdre Mueller
AWWA Sr. Communications Manager

Communications Department

- Four Staff Members
 - Three Communications Generalist
 - AWWA Connections Editor
- External and Internal Communications



Public Affairs Council

- Media and Stakeholder Relations Committee
- Section Communications Committee
- Consumer Outreach Committee
- Conference Committee
- Awards Committee



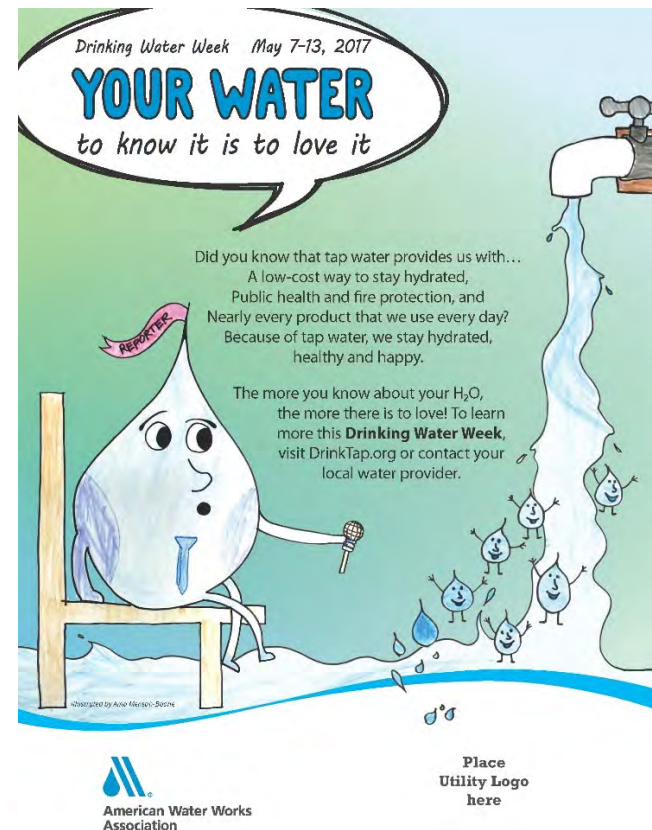
Public Outreach Support

- Events/Observances
- Campaigns
- Toolkits
- Awards
- Social Media
- AWWA Reports
- More!



Events/Observances

- Drinking Water Week
- Imagine a Day Without Water
- World Water Day
- Fix A Leak Week
- Check www.DrinkTap.org for full listing



Participate in Campaigns

EAU CANADA

THE UNITED STATE(S) OF WATER

Ongoing access to clean, safe water is critical to our economy, health, and way of life. Although we live in different parts of the country, Americans are united in our dependence on water and the infrastructure that connects, protects, and supports it.

THE COST OF CLEAN
Water is clean, keeping it clean, safe, & flowing is not. We must invest in our systems.
\$4.8 billion to maintain water infrastructure systems.

WHAT HAPPENS WHEN WE INVEST?
We could gain over \$20 billion in annual economic activity and generate 1.3 million jobs by meeting U.S. water infrastructure infrastructure needs.

GOING GREEN, SAVES GREEN
\$200,000: The amount of \$ saved by treating 100 gallons of wastewater with green & traditional infrastructure.

VALUE OF WATER
60% of Americans are in need of paying more to meet water infrastructure needs.
\$2.1 billion in water infrastructure investments.

THE THREE R's
Every drop is cleaned, reused, recycled, & returned to the environment.
The average American uses 100 gallons of water each day.
30 billion gallons of water are treated each day by U.S. water treatment plants.

AGE AT-A-GLANCE
Average age in 65-70 years old.
800,000 miles of water pipes.
700,000 miles of wastewater pipes.

RETURN ON INVESTMENT
Every new water sector job adds another \$3.68 to the economy.
Every \$1 spent on infrastructure generates \$6 in return.

WHERE'S THE WATER?
The average American uses 100 gallons of water daily.

THE SOUTH
Ongoing access to clean, safe water is critical to our economy, health, and way of life. Although we live in different parts of the country, Americans are united in our dependence on water and the infrastructure that connects, protects, and supports it.

THE EAST
Ongoing access to clean, safe water is critical to our economy, health, and way of life. Although we live in different parts of the country, Americans are united in our dependence on water and the infrastructure that connects, protects, and supports it.





- AWWA is a founding member.
- AWWA members receive access through our membership.
- www.thevalueofwater.org



Fly-In



Use Toolkits

- Public Communications Toolkit
 - Communicating About Lead
 - Communication About Monochloramines
 - Water Conservation Communications Guide

LEAD COMMUNICATIONS

Lead Communications

Frequent and transparent communication is key to keeping our communities safe from lead in pipes and plumbing. This package helps utilities communicate with confidence by providing adaptable outreach documents, samples from colleagues across North America and off-the-shelf AWWA tools. Learn more from [Lead in Drinking Water: Talking to Your Community](#).

REACH YOUR CUSTOMERS



TELL THE WHOLE STORY




Leverage AWWA Reports/Projects

- State of the Water Industry Report
- Buried No Longer
- Affordability Issue Brief
- Hydraulic Fracturing
- Water and Wastewater Rate Survey



Advisories

- Public Affairs
- Legislative
- Regulatory
- Security



ALERT!
TO UTILITY MEMBERS

Public Affairs Advisory

Who: Wall Street Journal
What: Request for source water assessments
Why: Follow-up story to West Virginia contamination incident


AWWA has learned that the Wall Street Journal has contacted many utilities throughout the United States by email requesting "all available [source water assessments](#) or protection plans." The request will likely inform a news analysis about the causes and implications of the Jan. 10 West Virginia water contamination event.

The request may be problematic for some states and utilities due to the fact that many source water assessments include sensitive information from a security perspective. States are required by EPA to provide summaries of the assessments, but in the post-9-11 era, some have protected parts of the full reports from the public view. AWWA encourages utilities to be as transparent as possible, consistent with their need to protect security-sensitive information.

State source water assessments were a requirement of the 1996 Safe Drinking Water Act, and the information was to be available to the public ([see 1997 EPA guidance](#)). Following the events of 9-11, a [2001 memo](#) from the EPA Office of Ground Water and Drinking Water to EPA Water Management Division Directors clarified requirements. It read in part:

"... it is prudent at this time to provide assessment information to the public in a format that ensures that it is available yet secure. As noted above, the name of the water body or aquifer serving as a community's supply and the general source water protection area boundaries could be made widely available. Other more specific information could be made available using a process which meets the dual goals of public disclosure and public safety. The statute permits procedures which would ensure that information being released was going only to those governmental agencies, water suppliers and stakeholders working to secure and protect water supplies."

When communicating with media about source water assessments, utilities are also advised to note that source water assessments are just one input in a water utility's overall source water protection approach. Source water protection is frequently addressed in emergency response plans, treatment upgrades, facility expansions and in other capital improvement plans. Water utilities should be prepared to provide other examples of how they monitor source water risks and how they engage the public in protecting our shared water resources.



Newsletters

AWWA
CONNECTIONS™



WATER SERVICES
INSIDER®



WATER UTILITY
INSIDER®



Web and Social Media

- Social Media
 - LinkedIn
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
 - YouTube

Drinktap.org



Opportunities

- 'Best of the Best' Taste Test
- Public Communications Achievement Award
- ACE Speaking Opportunities



Call me, maybe

Media Relations Support

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Questions?

