



# The Value of Water

Greg Kail

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Director of Communications  
American Water Works Association



American Water Works  
Association



## Legacy of AWWA



“The confidence must be deserved before public relations work can be successful.”

Daniel T. Smith, Journal AWWA, 1927



# How do we strengthen public trust?

“The only times the community sees or hears from us cannot be when something breaks, there’s a crisis or we need money.”

Kelley Dearing Smith  
AWWA Public Affairs Council Chair



**I'm not so easily replaced.**

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 [\[Insert utility Web address here\]](#).

**I want to be here for you.**

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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 on the fire hose water to drink, to wash our clothes, to prepare our food and to provide us with the everyday quality of life we enjoy. It might remind us that the water pipes below our streets make us 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 [\[Insert utility Web address here\]](#).

**Only Tap Water Delivers**

Presented in cooperation with American Water Works Association

**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.

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**I perform better under pressure.**

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**Let me be strong for you.**

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**Fun Facts About Water and Infrastructure**

- The first municipal water filtration works opened in Paisley, Scotland, in 1832.
- There are more than 56,000 community, and 200,000 individual water systems providing water to the public in the United States.
- Public water suppliers process 43 billion gallons of water per day for domestic and public use.
- Approximately 1 million miles of pipes carry water through the United States and Canada. That's enough to travel from the Earth to the Moon and back—twice!
- In the US, approximately 338 billion gallons of fresh water are needed per day.
- The average person spends less than 1% from personal income for water, wastewater, and water disposal services.

**Only Tap Water Delivers**

**YOU NEED WATER. WATER NEEDS YOU.**

**WATER'S WORTH IT.**

Water is a part of everything. We can't exist without it. It's essential to our health, environment, economy, and quality of life. Everyone has a responsibility to protect it by working together to keep it clean and healthy for today and the future.



**American Water Works Association**

**Water Environment Federation**  
The water quality people

# Coachella Valley / Desert Water



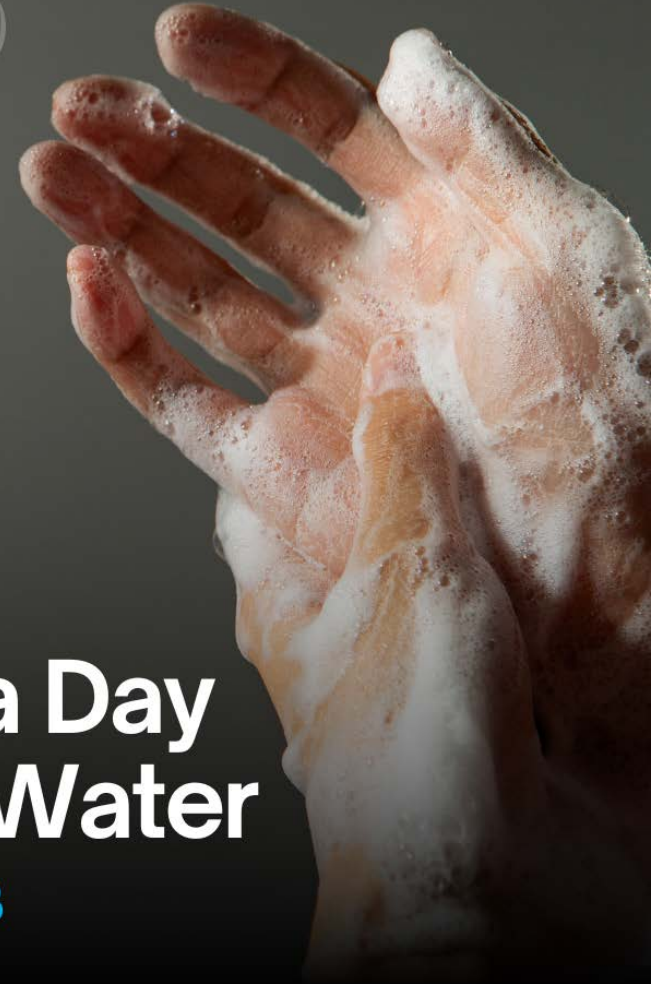
Value of Water  
CAMPAIGN



# Imagine a Day Without Water

October 19, 2023

Value of Water  
CAMPAIGN



# Imagine a Day Without Water

October 19, 2023

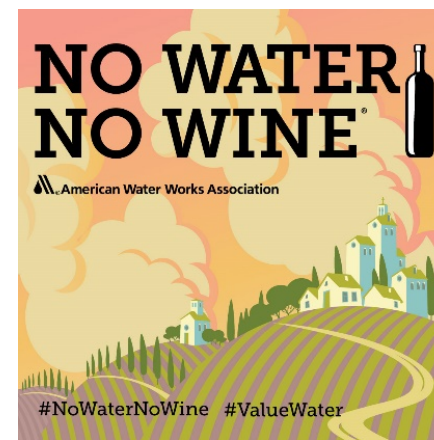
**NO WATER<sup>®</sup>**  
**NO BEER**



 **American Water Works Association**

**#NoWaterNoBeer #ValueWater**

# No Water ...





# Public Perceptions on Tap

Respondents who say they have received communication from their water utility (other than a bill) in the last year report higher satisfaction with their water than those who have not had any communication



85%

satisfied with their water

86%

report their water is safe

84%

report their water quality is excellent/good





# Engaging Trusted Influencers



 **greengirleah and intersectionalenviro**  
alist  
Original audio

 **greengirleah**  2d  
💧 it's #sourcewaterprc  
we can all play a role 1  
#protectthesource aka  
water resources.

Learn more at  
[@americanwaterwork](#)

 **imkevinjpatel**  2d  
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2 DAYS AGO

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Hey Fam,  
Guess what. It's  
Protection Week  
mean? Let me te

The best way to  
drinking water is  
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conserve water,

    
 **19,050 likes**  
7 DAYS AGO

 Add a commen





“Fully engage the broader community in water policy decision-making and service delivery.”

“Build public trust in water service providers so that they are recognized as anchor institutions in every community”



Photos courtesy of Louisville Water



# Thank you!

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