

Get Inspired on How Grow Awareness Among the Public and Decision Makers about the Value of Water

AN INTERACTIVE PRESENTATION ON THE VALUE OF WATER TOOL KIT

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Value of Water Campaign

- Coordinated by the US Water Alliance.
- Educate and engage the public on the importance of clean, safe, and reliable water and help ensure quality water service for future generations.
- Raising awareness about the importance of water and the often invisible water challenges threatening our country (i.e. old infrastructure, etc.).
- Building national will for investment in water infrastructure and water resources.
- Spearheaded by top leaders in the water industry.

US Water Alliance

- ONE WATER movement
- Businesses, Utilities, Environmental Groups
- US Water Prize
 - Sustainable water management/future
- One Water Summit
 - June 27-29, New Orleans

Private Companies:

American Water
Black & Veatch
Brown & Caldwell
Carollo Engineers
CDM Smith
CH2M
Dow Chemical Company
Greeley & Hansen
Hatch
Hazen and Sawyer
Jacobs
MWH Global - Stantec
River 2 Tap, Inc.
Tetra Tech, Inc.
Veolia North America
WSP | Parsons Brinckerhoff
Xylem



Goals of the Coalition

- Educate
- Convene
- Cultivate

What is the Value of Water?

- Essential. Reliable. Invaluable.
- It's the thread that weaves together our daily lives.
- It keeps our communities healthy, our cities running, and our economies growing.
- While essential, water infrastructure is largely invisible.
- Few people realize what it takes to treat and deliver drinking water every day or how wastewater is cleaned so that it can be safely reused or returned to the environment.
- The high quality of life we enjoy in America would not be possible without water and the infrastructure that fuels it.

64,240
gallons

HOW MUCH WATER THE AVERAGE
AMERICAN USES IN A YEAR

Source: WATER.ORG

\$4.8 trillion

NEEDS TO BE INVESTED IN WATER
INFRASTRUCTURE OVER THE NEXT
TWENTY YEARS TO MAINTAIN A STATE OF
GOOD REPAIR

Source: AMERICAN SOCIETY OF CIVIL ENGINEERS

Our Infrastructure is at Risk

- One of the crowning achievements of the 20th century was building reliable water and wastewater systems.
- Since then, public and private utilities across the country have been putting people to work to construct, operate, and maintain the water and wastewater infrastructure that Americans rely on daily.
- After working around the clock for more than 100 years, this infrastructure is aging and failing.
- In America today, a water main breaks every 2 minutes.

Water and You

- Average American – 176 gal per day / 66,240 gal per year
- 40% of Water in America used to produce food and beverages
- At home
 - 17% - Showering
 - 27 % - Toilet
 - 15% - Facets
 - 15% - Washing Machine
 - 14% - Leaks
- If Water \$ = Soda \$, your bill would increase by 10,000%

More fun facts...



32

GALLONS OF WATER
TO MAKE ONE
GLASS OF WINE

Source: Science Media Center 2009



1,230

GALLONS OF WATER
TO YIELD
ONE BEEF STEAK

Source: Science Media Center 2009



19

GALLONS OF WATER
TO GROW
ONE APPLE

Source: Science Media Center 2009

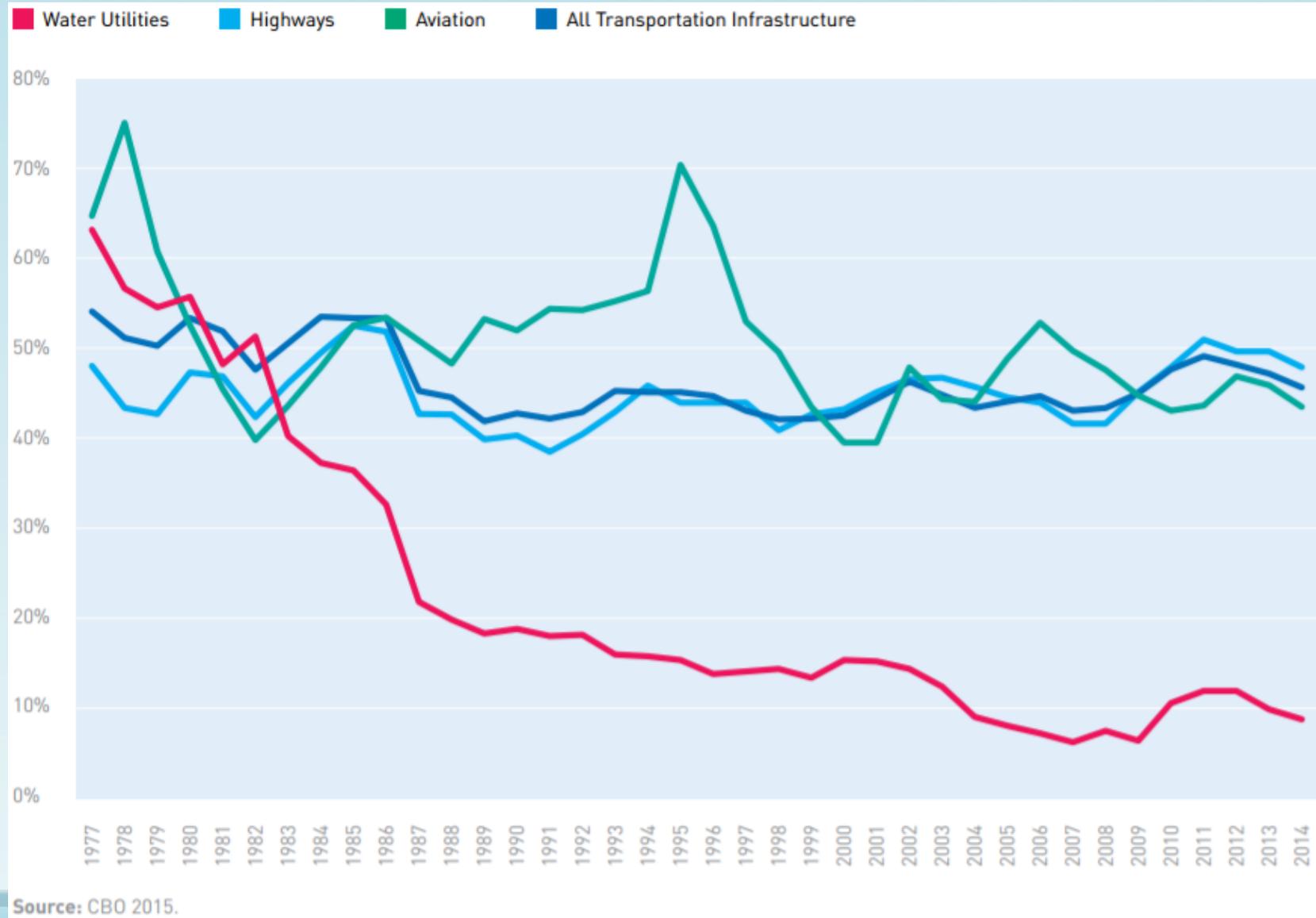


2,110

GALLONS OF WATER
TO MAKE
ONE PAIR OF SHOES

Source: Science Media Center 2009

Federal Contribution to Total Infrastructure Spending



Source: CBO 2015.

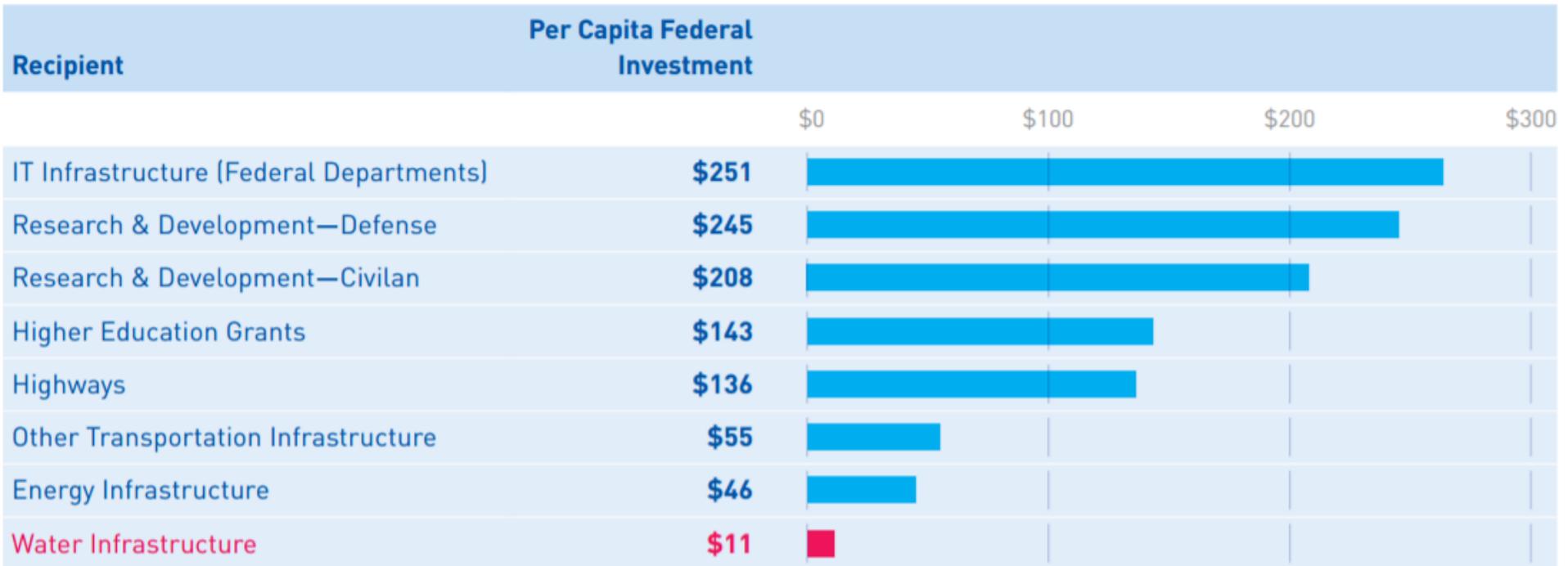
1977 Federal Contribution to Total Infrastructure Spending Per Capita



2014 Federal Contribution to Total Infrastructure Spending Per Capita



Annual Federal Investment Per Capita



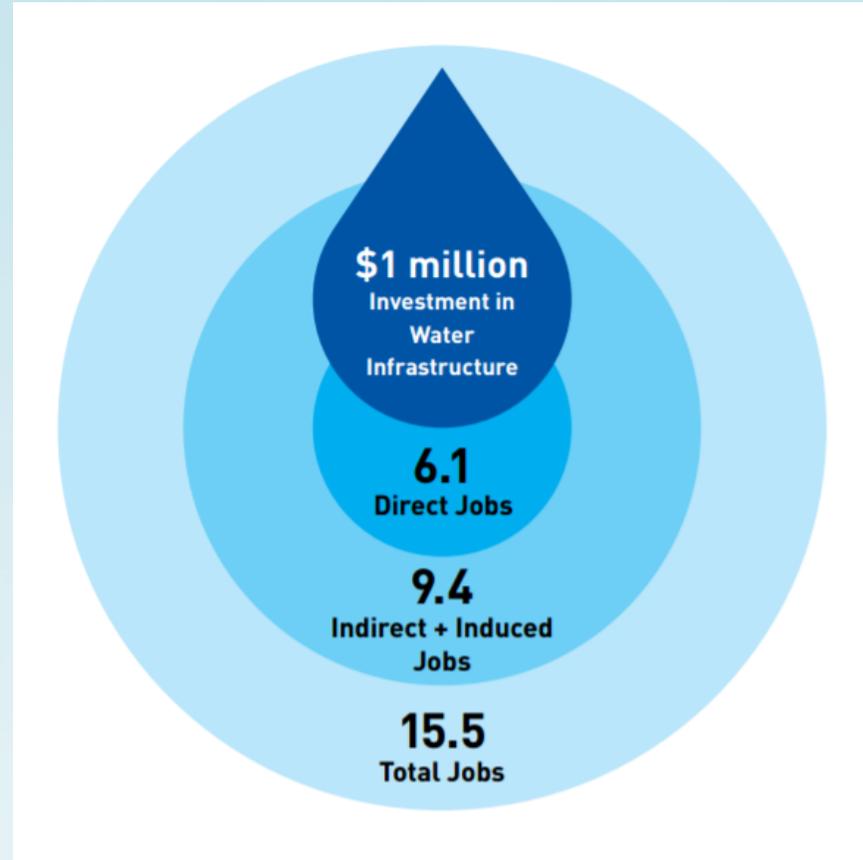
Values expressed in 2014 dollars. Source: CBO 2015, CBO 2013, GAO 2016.

Industries Most Dependent on Water Utilities

Industry	Gallons /\$1000 sales	Gallons /Job
Junior colleges, colleges, universities, and professional schools	4,700	563,600
Other basic organic chemical manufacturing	1,100	2,116,500
Dry-cleaning and laundry services	700	48,300
Car washes	600	33,700
Wineries	400	141,600
Hotels and motels, including casino hotels	400	48,300
Paper mills	300	284,200
Breweries	300	328,000
All other food manufacturing	300	111,300
Plastics material and resin manufacturing	300	505,300
Full-service restaurants	300	14,100
Other aircraft parts and auxiliary equipment manufacturing	300	90,200
Metal coating and nonprecious engraving	300	71,100
Other concrete product manufacturing	300	59,900
Pharmaceutical preparation manufacturing	300	473,200

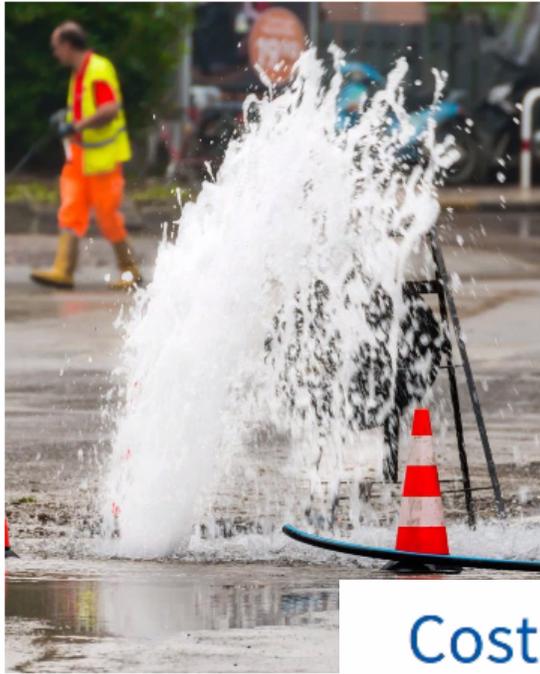
Source: IMPLAN 2015, USGS 2014.

Ripple Effect of Water Investment



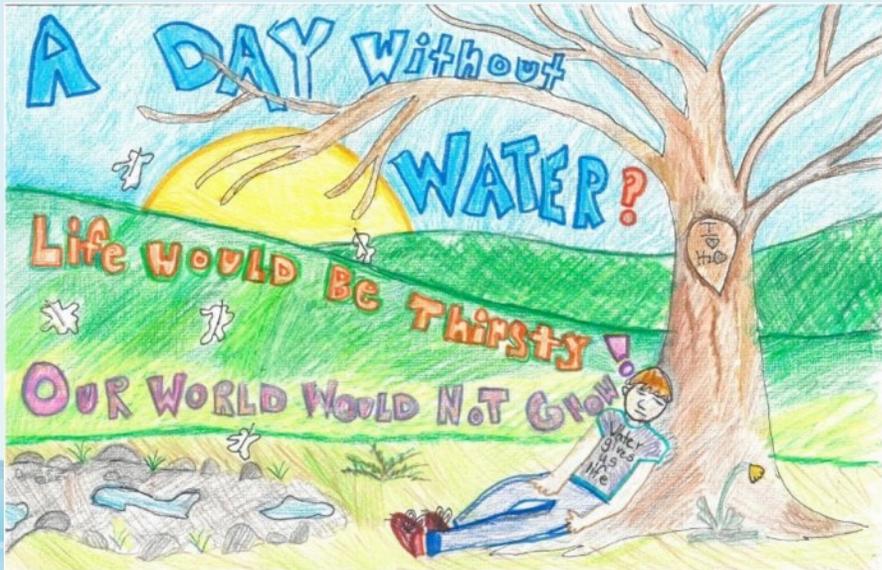
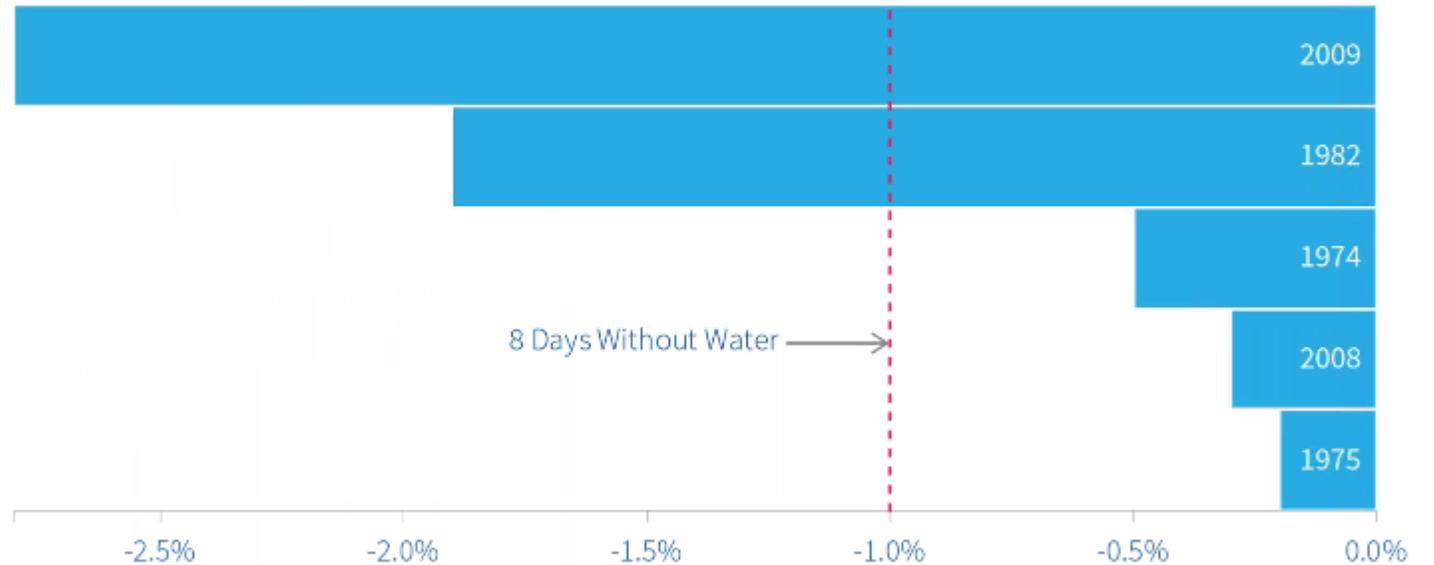
Day without Water

- A one-day disruption in water service represents loss of \$43.5 billion in sales and \$22.5 billion in GDP

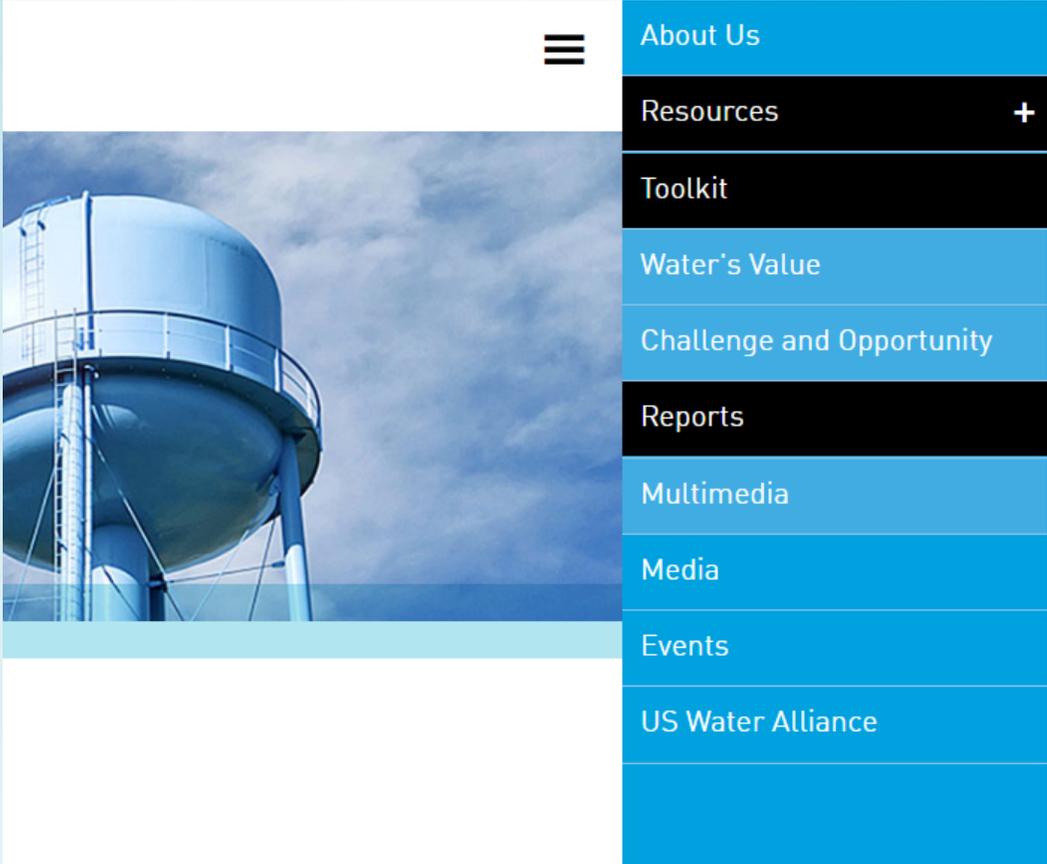


Imagine a Day Without Water
October 12, 2017

Costs of Service Disruption



Thevalueofwater.org





WHAT'S THE VALUE OF WATER?

Splashing in a pool, tossing a water balloon—water is one of life's great pleasures.

Most of us never think about how water gets to us or where it goes when it swirls down the drain. Luckily, we don't have to. Pumps, treatment plants, and pipes bring us clean water and remove wastewater.

But our water systems are aging. They need investment so they can continue to deliver life's most precious resource. All day, every day.

Water—Essential. Reliable. Invaluable.

Learn how water works for you. Visit TheValueofWater.org.

#ValueWater | Value of Water COALITION

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**SPLASHING IN A POOL,
TOSSING A WATER
BALLOON- WATER IS ONE
OF LIFE'S GREATEST
PLEASURES.**

**THERE ARE NEARLY
400,000 HOUSE FIRES IN
THE U.S. EACH YEAR, AND
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WHAT'S THE VALUE OF WATER?

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WHAT'S THE VALUE OF WATER?

Mornings wouldn't be the same without water.

Most of us never think about how water gets to the tap or where it goes after it swirls down the drain. Luckily, we don't have to. Pumps, treatment plants, and pipes bring us clean water.

But our water systems are aging. They need investment to continue delivering life's most essential resource. We need water to make a cup of coffee and most everything we do in life. All day, every day.

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MORNINGS WOULDN'T BE THE SAME WITHOUT WATER.

WITHOUT CLEAN WATER, SOCCER UNIFORMS WOULD NEVER MAKE IT THROUGH THE SEASON.

WHAT'S THE VALUE OF WATER?

Without clean water, soccer uniforms would never make it through the season.

Most of us never think about how clean water gets to us or where our dirty water goes. Luckily we don't have to. Pumps, treatment plants, and pipes bring us clean water and carry our wastewater away.

But here's a dirty secret about our water systems: They're aging. They need investment so they can continue to deliver life's most precious resource. All day, every day.

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Conclusions

- Water infrastructure is fundamental to our nation's economic health.
- By keeping water infrastructure in a state of good repair, we strengthen our economy.
- Investments in water infrastructure generate highquality jobs, increase the competitiveness of American businesses, and lead to a significant injection of economic activity throughout the nation.
- Investments in water systems during the prior century helped to drive economic growth, improve public health, and protect the nation's waterways.
- As infrastructure ages and capital needs escalate, we must uphold our commitment to the nation's water infrastructure.

Thevalueofwater.org

Questions?

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