

NEWEA's Approach to Local Legislative Advocacy and a Conversation on PR



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NEWEA ADVOCACY TOOLKIT

PREPARED BY
THE NEWEA GOVERNMENT AFFAIRS COMMITTEE
JANUARY 2020

- Developed for the new committee member/ advocate
- Result of a strategic planning session

Resources:

- Links to position papers
- Links to videos
- Handouts
- Talking points
- Graphics, statistics
- Representatives on key congressional committees



Key Tips For Reaching Out

- ✓ **Know the facts:** To gain and maintain credibility, it is critical that you have the all of the facts on both sides of any issue.
- ✓ **Have a clear and concise message:** Government officials, the press and the general public do not have time for long-winded conversations or documents—you need to get to your point quickly and concisely.
- ✓ **Nurture relationships and work collaboratively:** Advocacy is a joint venture—you need to find your allies and work with them. Be sure you and your allies have consistent data and the same messages.
- ✓ **Make your voice heard!** Advocacy is not the place for being shy. Make sure you spread the word.
- ✓ **Say “thank you”:** Always thank everyone who helped you achieve your victory!

Find Your Elected Officials

- ✓ <https://www.Whitehouse.gov/Contact/>
Write-or-call
- ✓ <http://www.Senate.Gov/Senators/Contact/>
- ✓ <http://www.House.Gov/Representatives/Find/>
- ✓ <http://www.Whoismyrepresentative.com>
- ✓ <https://www.Govtrack.us/Congress/Members/map>

WEF WATER ADVOCATES TOOLKIT SUMMARY

[HTTP://CQRCENGAGE.COM/WEF/HOME](http://CQRCENGAGE.COM/WEF/HOME)

THIS PAGE SUMMARIZES THE KEY POINTS IN THE WEF WATER ADVOCATES PROGRAM GUIDANCE. GO TO THE ABOVE WEBSITE FOR MORE DETAILED INFORMATION.





Tips for Writing Your Legislator

1. Begin by stating that you are a constituent.
2. Personalize your letter. Handwritten letters have the most impact. In making your case on the issue, use personal examples.
3. Make a strong connection between the issue and your local community.
4. If the legislator has supported your issues in the past, acknowledge this.
5. Keep your letter brief — one to one and a half pages at the most.

Tips for Calling Your Legislator

1. **Plan:** Before you make the call, plan what you are going to say. Your phone call will be very brief, so keep your message simple and to-the-point.
2. **Message:** Think about a key point or personal story that supports your position.
3. **Call Local:** If your legislator is in your home district on specific days or on weekends, call when he or she is in your home district.
4. **Staff or Message:** Be prepared to talk to one of the legislator's staff or to leave a message instead.

Make sure you get the staff person's full name.

5. **Call Back:** Call more than once. As you monitor the issue, call back to ask for specific support or action as appropriate to the process.

Keep the Momentum Going

1. **Influence Policy** by generating personal contacts with state legislators or members of Congress.
2. **Maximize Voter Turnout:** Grassroots organizing is the most effective way to engage in voter engagement efforts.
3. **Energize:** Grassroots organizing creates a sense of energy, excitement, and momentum.
4. **Provide a Personal Touch:** Grassroots puts a "human face" on an issue.
5. **Win:** Organizations and campaigns that ignore grassroots organizing have been losing more and more in recent years.





NEWEA
WORKING FOR WATER QUALITY

THE UNITED STATE(S) OF WATER



THE NORTHEAST*

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.

WE NEED WATER

The average person living in the Northeast uses 114 gallons of water per day.



LOTS OF NEW TECHNOLOGY EXISTS

The New England Patriots' home, Gillette Stadium, uses recycled water for flushing.



WE RELY ON REGULAR SERVICE



New York City, which has the largest engineered water system in the nation, supplies 1 billion gallons of water to 9 million people and cleans 1.3 billion gallons of wastewater each day.

PROVIDING WATER ISN'T FREE



People who live in the Northeast pay an average of \$4.45 per 1,000 gallons for drinking water and \$5.05 per 1,000 gallons of wastewater that they use. In some cases, the true value of water can be as high as 100 per 1,000 gallons**.

WHAT WE CAN SAVE



6 billion gallons of water, wastewater and sewerage is lost each year in the U.S. to faulty, aging or leaky pipes.

WE CAN DO THIS



60% of Americans say they are willing to pay more for water.

DID YOU KNOW?



Wastewater contains about ten times the amount of energy required to treat it—enough to meet the electricity needs of Chicago, Dallas, Houston and New York City.

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.



\$4.6 billion to maintain water & wastewater systems.

WHAT HAPPENS WHEN WE INVEST?

We could gain over \$200 billion in annual economic activity and generate 1.3 million jobs by meeting U.S. water & wastewater infrastructure needs.



GOING GREEN, SAVES GREEN

30%-60% the amount of \$ saved by meeting wastewater as its source with green & traditional infrastructure.



VALUE OF WATER



60% of Americans are in favor of paying more to invest in water infrastructure.

\$2 to \$4 return for U.S. public health from early clean water investments.

THE THREE R's

Every drop is cleaned, reused, recycled, & returned to the environment.

The average American sends between 60-100 gallons of wastewater to the system each day.

34 billion gallons of water are reused each day by U.S. water reclamation plants.



AGE AT-A-GLANCE



Average age is 60-130 years old.

800,000 miles of water pipes

700,000 miles of wastewater pipes

RETURN ON INVESTMENT

Every new water sector job adds another \$100 to the economy.

Every \$1 spent on infrastructure generates \$2 in return.

WHERE'S THE WATER?

The average American uses 100 gallons of water daily.



American Water Works Association



Water Environment Federation

* Northeast includes New England, New York City, New Jersey, Delaware, Maryland, Pennsylvania, and Washington, D.C.
** Source: U.S. Environmental Protection Agency, "The Value of Water: A National Assessment of the Economic Benefits of Clean Water," 2000.

Correspondence:

- Example letters on key issues
- Thank you notes
- Press releases

EXAMPLE LETTER



U. S. Environmental Protection Agency (USEPA)
Office of the Administrator – 1101A
1200 Pennsylvania Avenue, NW
Washington, DC 20460
Submitted electronically at <http://www.regulations.gov>

June 25, 2018

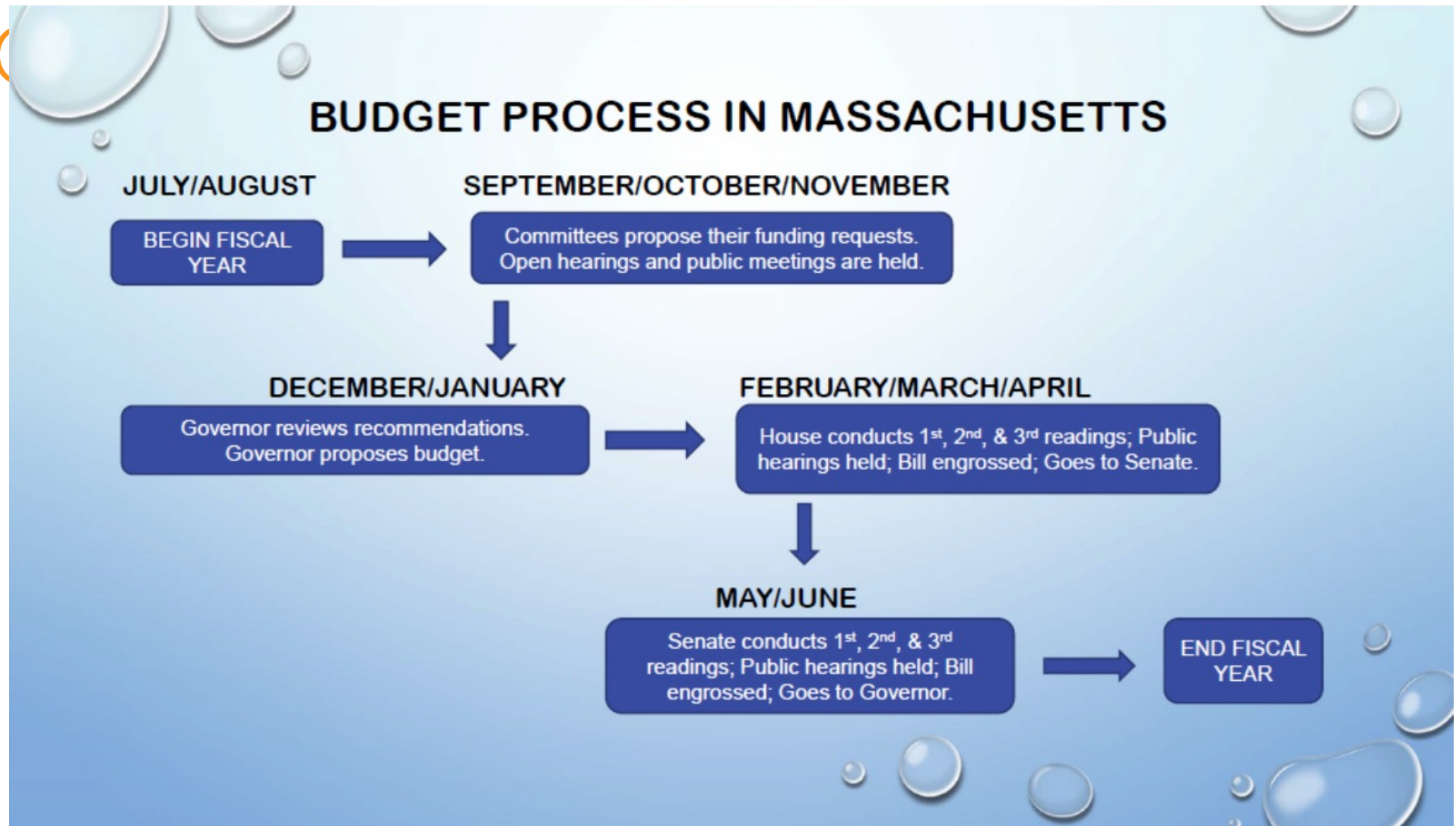
Re: Comments on PFAS, EPA Docket ID: EPA-OW-2018-0270

Greetings,

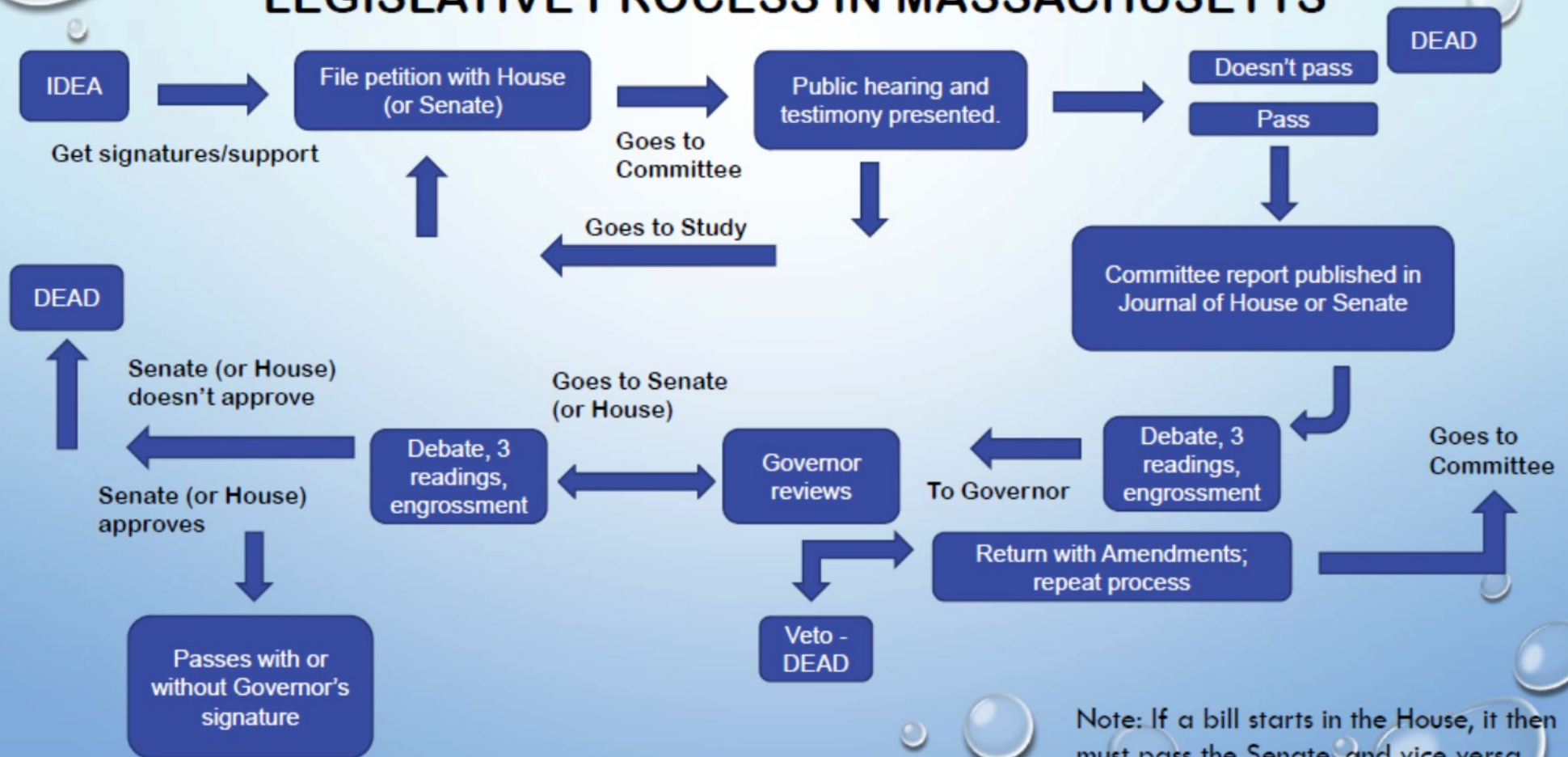
We are writing to provide perspective regarding poly- and perfluorinated alkyl substances (PFAS). Our comments pertain to federal and state regulatory policies and responses to the widespread presence of PFAS in the environment, including in drinking water, wastewater, and wastewater residuals (e.g. biosolids, septage, etc.).

Clean, safe water is critical to this region's citizens, businesses, economy, and quality of life. Our organizations represent hundreds of professionals in the water quality field in New Hampshire and surrounding states, who work on drinking water, wastewater, and wastewater residuals management, in both the public and private sectors. Our members include environmental stewards working every day on the front lines to protect both public health and the environment.

Budget and Legislative Process



LEGISLATIVE PROCESS IN MASSACHUSETTS



Start a Conversation About PFAS!

Synthetic chemicals
in household
cleaning **P**roducts,
firefighting **F**oam,
food packaging,
clothing, and beauty
products **A**re driven
by consumer demand
for **S**afer living.

Are you making informed
choices? Talk to your local
water quality professional
about **PFAS.**



**SAFETY.
SCIENCE.
SOLUTIONS.**



Materials Developed:

- 5 Posters/Messages to engage legislators, customers, and the general public.
- 5 Bill Stuffers/1-Pagers (customizable)
- Suggested Donations for use:
 - \$200 (Individual Utility)
 - \$500 (Privately Held Company or State Association)
 - \$1,000 (Regional Association)
 - \$2,000 (National Association)



For more information about the campaign or to access the materials, go to:

<https://www.newea.org/pfas-campaign-partner/>

Water quality
Professionals
deliver safe water
for **F**amilies and
the environment,
Addressing
contaminants that
modern living adds
to the water cycle.

How can you help limit or manage
contaminants before they enter the
water cycle? Talk to your local water
quality professional about **PFAS.**



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