



# The National Association of Water Companies

## WATER IS YOUR BUSINESS

THE UNSEEN CHALLENGES ERODING OUR ECONOMIC FOUNDATION

WHAT YOU NEED TO KNOW 

May 20, 2013

## Water Is Your Business

# A Time for Action



- USGS: 1.7 trillion gallons of **treated water** per year lost from leaking U.S. water distribution systems
  - 16% of our drinking water never reaches the tap
- U.S. GAO: at least 36 states will face water shortages by the end of this year
- Water infrastructure investment = jobs, economic growth and lower long-term costs



# Engaging Approach

**OUR PIPES ARE UNDERSERVED**<sup>6.7</sup>

DEFERRED MAINTENANCE & DELAYED PIPE REPLACEMENT ARE HAVING A REAL IMPACT

**1980 2000 2010**

45% OF ALL PIPES ARE IN POOR SHAPE.

WHAT ARE WE LOSING? ▾

This graphic features a close-up photograph of a pipe opening that is heavily clogged with rust and debris. The background is a dark, textured blue. The text is in white and yellow, with the years 1980, 2000, and 2010 highlighted in red boxes.

**THE COSTS ARE REAL**<sup>3.8</sup>

650 BREAKS/DAY

16% OF TREATED WATER NEVER REACHES THE TAP

\$2.6B IN LOST WATER

AND THAT'S JUST THE START ▾

This graphic has a dark green background. It contains three white-bordered boxes. The first box shows a water tap with a drop of water and the text '650 BREAKS/DAY'. The second box contains the text '16% OF TREATED WATER NEVER REACHES THE TAP'. The third box shows a television set with a drop of water and the text '\$2.6B IN LOST WATER'. A red button with white text is at the bottom.

- Latest web technology and innovative digital design
  - Highly visual, interactive, one-page web experience that propels visitors through a single path
  - Simple, declarative and impactful language
- Leverage popular social media platforms and maximize “shareability”
  - Facebook and Twitter allow multiple touchpoints
  - Floating share module follows visitors throughout experience
- Heavy use of footnotes and references



# Compelling Narrative



- Safe and reliable water service is essential to the survival of every individual, family, and business
- More than half the country will face water shortages in 2013 due to our aging and rapidly deteriorating water infrastructure
- Each \$1 billion invested in water infrastructure:
  - Creates 28,000 jobs
  - Contributes to \$3.46 billion in economic growth
  - Lowers costs because of modernized technology



# Creating a Community

## MAKE WATER YOUR BUSINESS

### FOLLOW US ON TWITTER

Follow @waterisyourbiz

RT @NormanNews: Inhofe secures victory For Oklahoma Water Infrastructure <http://t.co/RxWkswwUnl>

@chamberbcic blogs about the campaign and why now is the time to make #water your business. Join us! <http://t.co/1czkpm8AvD>

RT @chamberbcic: New national campaign shows that #water is your business <http://t.co/f33AMEt3a> #infrastructure

### LIKE US ON FACEBOOK

Like

### GET UPDATES

JOIN OUR EMAIL LIST

Email Address

Zip Code

SUBSCRIBE

SHARE THIS SITE



- **Short-term goal:** Engage community and business leaders in conversations on infrastructure
  - Identification of external stakeholders (other advocacy groups, member companies, etc.)
  - Arm them with a stakeholder toolkit (messages, talking points, social media posts)
- **Long-term goal:** Community of “advocate ambassadors” actively involved in seeking solutions



# Clear Results

7,500

Visits since launch

380

Shares on social media

46%

Twitter growth

185%

Facebook growth

190

New email subscribers

## BloombergBusinessweek

Bloomberg News

### Water Leaks Strain Commodity Value as Web Campaign Begins

By Randall Hackley



**Michael Deane**  
Executive Director, National Association of Water Companies

HUFF POST BUSINESS

### The Need for a National Conversation about Water Infrastructure



**U.S. Chamber** @uschamber

Following

We must address decaying U.S. #water #infrastructure NOW. Make Water Your Business! [bit.ly/VIstWs](http://bit.ly/VIstWs)

Reply Retweeted Favorite More

18 RETWEETS 5 FAVORITES



**Charles Fishman** @cfishman

Following

Water system in US is 30 times the length of interstate (& in much worse shape) ~best factoid from @uschamber 'Water Is Your Business' cmpgn

Reply Retweet Favorite More

9 RETWEETS



Business Civic Leadership Center  
HOW BUSINESS MAKES A DIFFERENCE

### National Campaign Shows that Water Is Your Business