Building the
One Water Movement
A Note from the Board Chair and the CEO

Kevin Shafer
Executive Director, Milwaukee Metropolitan Sewerage District; Board Chair, US Water Alliance

Radhika Fox
Chief Executive Officer, US Water Alliance

Water—it’s the common thread that weaves through our daily lives. It nourishes, cleans, and sustains us. It keeps our communities healthy, our cities running, and our economies growing. However, population growth, economic development, income inequality, changing weather patterns, and endangered ecosystems threaten to overwhelm the physical infrastructure and management systems that have previously fulfilled our water needs.

The comprehensive management of our nation’s water resources is one of the defining issues of our time. We must build the will to invest in water resources and infrastructure—for our economies, our environment, and our communities. The US Water Alliance exists to unite diverse interests to advance a sustainable water future for all.

It’s been a remarkable year for the US Water Alliance. Guided by a restructured board of directors and new Chief Executive Officer, the organization has developed a three-year strategy and aligned its programming around that vision. A surge in new members and financial supporters—coupled with new staff with diverse backgrounds and expertise—has enabled us to expand our capacity to take on projects that address the most critical water issues facing the nation. We are furthering our reach and impact, bringing new stakeholders to the One Water table, and building strong partnerships for progress.

At the Alliance, we are changing the way the nation views and values water. With the incredible support of our donors and the deep talent of our members, even our most audacious goals are achievable. We have been able to stretch into new arenas and tackle cutting-edge issues. We launched our One Water Roadmap to catalogue the best strategies to move towards a more integrated and sustainable way of managing water resources. Our 2016 One Water Summit doubled in attendees over 2015’s summit. And the Value of Water Campaign, an industry-wide initiative that we are proud to coordinate, continues to be extraordinarily successful in its efforts.

We hope you enjoy reviewing our 2016 Annual Report as much as we’ve enjoyed our One Water movement building this past year. Cheers to an even greater 2017!
Our Work:
Pathways to a Sustainable Water Future

The US Water Alliance advances policies and programs to secure a sustainable water future for all. Our membership includes water providers, public officials, business leaders, environmental organizations, community leaders, policy organizations, and more. A nationally recognized nonprofit organization, the US Water Alliance brings together diverse interests to identify and advance common ground, achievable solutions to our nation’s most pressing water challenges. We:

• **Educate the nation about the true value of water and the need for investment in water systems.** Our innovative education and advocacy campaigns, best-in-class communications and media activities, high-impact events, and publications are educating and inspiring the nation about how water is essential and in need of investment.

• **Accelerate the adoption of one water policies and programs that manage water resources to advance a better quality of life for all.** As an honest broker, we convene diverse interests to identify and advance practical, achievable solutions to our nation’s most pressing water challenges. We do this through national dialogues, knowledge building and peer exchange, the development of forward-looking and inclusive water policies and programs, and coalition building.

• **Celebrate what works and spread innovation in water management.** We shine a light on those who engage in groundbreaking work through story-telling, cataloguing and disseminating best practices, and spearheading special recognition programs that focus attention on how water leaders are building stronger communities and a stronger America.
2016: By the Numbers

- **500**: Number of organizations that participated in Imagine a Day Without Water
- **300**: Average number of registrants for One Water Webinars
- **5,000,000**: Viewers and listeners reached through radio and TV interviews
- **50,000**: Number of times our emails were opened by recipients
- **15,000**: Followers on social media
- **10**: One Water webinars
- **15**: One Water for America National Listening Sessions

**Attendees at One Water Summit 2016**

**15,000**
Followers on social media

**300**
Average number of registrants for One Water Webinars

**50,000**
Number of times our emails were opened by recipients

**450**
Attendees at One Water Summit 2016

**10**
One Water webinars

**15**
One Water for America National Listening Sessions
Educate

The challenges facing our nation’s water infrastructure and water resources are immense. The US Environmental Protection Agency estimates that our nation needs to invest $300 billion in wastewater and $335 billion in drinking water infrastructure improvements over the next 20 years. Additionally, critical watersheds are threatened due to poor water quality, diminished supply, and environmental degradation. Despite these challenges, there is a lack of public awareness and understanding about why investing in water infrastructure and water resources matters.

Through education and advocacy campaigns, strategic communications, media activities, high-impact events, and publications, we elevate the message that water is essential, invaluable, and in need of investment.

Value of Water Campaign

Spearheaded by top leaders in the water industry, and coordinated by the US Water Alliance, the Value of Water Campaign is building public and political will for investment in America’s water infrastructure. With robust, best-in-class communications tools, the campaign works with stakeholders, policy organizations, elected officials, business and labor groups, and more.

The campaign is sponsored by public and private water agencies, business and community leaders, and national organizations committed to raising awareness about the importance of water.

In 2016, the Value of Water Campaign conducted a national poll to measure the public’s views about water issues; served on the steering committee for Infrastructure Week, a national advocacy week that draws attention to the array of infrastructure investment needs in multiple sectors across the country; organized Imagine a Day Without Water; hosted multiple communications workshops and presentations; and garnered significant media attention.

As of January 13, 2017, the Value of Water Campaign supporters include:

- Alexandria Renew Enterprises
- American Society of Civil Engineers
- American Water
- American Water Works Association
- Association of Metropolitan Water Agencies
- Atlanta Department of Watershed Management
- Black & Veatch
- Boston Water and Sewer Commission
- Camden County Municipal Utilities Authority
- CH2M
- DC Water
- Detroit Water and Sewerage Department
- Dow
- Greeley and Hansen
- Hazen and Sawyer
- Hampton Roads Sanitation District
- Kansas City Water Services
- LA Sanitation—City of Los Angeles
- Louisville and Jefferson County, KY Metropolitan Sewer District
- Metropolitan Sewer District of Greater Cincinnati
- Metropolitan Water Reclamation District of Greater Chicago
- MWH Global—now part of Stantec
- National Association of Clean Water Agencies
- National Association of Water Companies
- Northeast Ohio Regional Sewer District
- Philadelphia Water
- Santa Clara Valley Water District
- San Francisco Public Utilities Commission
- Sewerage and Water Board of New Orleans
- Tucson Water
- Veolia
- Water Environment Federation
- Xylem

Thank you!
Infrastructure Week 2016

The Value of Water Campaign was proud to be part of the leadership team for the fourth annual Infrastructure Week, which was May 16–23, 2016. Infrastructure Week is a non-partisan, coordinated week of events and programming across the country that brings together hundreds of organizations across infrastructure sectors, think tanks, elected officials, policy advocates, and more, to elevate Americans’ understanding of the role infrastructure— from passenger and freight transportation, to water, electricity, and broadband networks—plays in their lives and the need for investment.

Other members of the steering committee for Infrastructure Week include the American Society of Civil Engineers, AFL-CIO, Building America’s Future, National Association of Manufacturers, and the US Chamber of Commerce. The Value of Water Campaign participated in several events during Infrastructure Week in Washington, DC, and around the country, including speaking at the national kick-off event at the US Chamber of Commerce in Washington. Additionally, the Value of Water Campaign co-hosted a Congressional briefing with the National League of Cities on how cities are grappling with severe water infrastructure issues.

To celebrate and spotlight innovative solutions to the nation’s water infrastructure crisis, supporters of the Value of Water Campaign hosted a Local Innovators Tour across the country during Infrastructure Week. Participating cities, Camden, New Jersey; Cleveland, Ohio; Norfolk, Hampton, and Alexandria, Virginia; Chicago, Illinois; and, Los Angeles, California, told the story about why water infrastructure matters and demonstrated how utilities are leading the way in revitalizing their infrastructure and securing a more sustainable water future.

Imaginate a Day Without Water

Imagine a Day Without Water achieved a new bar for national public will building for water. Conceived of and organized by the Value of Water Campaign, Imagine a Day Without Water had over 500 participating hundred organizations, companies, and municipalities across the country, driving unprecedented water-focused media and social media coverage in national and local markets.

Participating organizations included all members of the Value of Water Campaign, joined by municipal water agencies; mayors, governors, and members of congress; breweries and coffee shops; manufacturing and trade associations from the Association of Equipment Manufacturers to the US Golf Association; schools and community organizations; regional Chambers of Commerce; national organizations including the National Urban League and others; and the EPA.

Highlights include:
• Social media activities generated over 12 million impressions of the message #ValueWater.
• Former Governor Edward Rendell and former Transportation Secretary Ray LaHood penned an op-ed in The Hill on the importance of investment in water and wastewater infrastructure.
• Robust print and broadcast media coverage in markets across the country. Radhika Fox, Director of the Value of Water Campaign, participated in television and radio interviews spotlighting Imagine a Day Without Water in 25 media markets.
• Mayors and governors issued proclamations and resolutions supporting water.
One water management approaches recognize that all water—drinking water, wastewater, stormwater, groundwater and more—has value. We can manage essential water resources, while also building strong economies, vibrant communities, and healthy environments. We must also ensure that access to safe water and sanitation systems is universal and affordable.

Around the country, water leaders are advancing one water approaches: using advanced technologies to recover nutrients and energy from wastewater; utilizing green stormwater approaches to address flooding and subsidence, while beautifying neighborhoods; watershed level planning and collaboration to address water quality issues; implementing innovative financing and partnership models; and much more. The US Water Alliance serves as an honest broker, convener, and connector bringing together diverse interests to accelerate one water management.

**One Water Roadmap**

The One Water Roadmap is designed to catalogue the best strategies that are being put forward to move towards a more integrated and sustainable way of managing water resources, looking at major stakeholders within the water sector and the unique role that they play—from businesses to water utilities to community leaders and more. This report, developed in 2016, offers a framework for bold leadership towards One Water management in the United States.

The report outlines six arenas for action that offer concrete examples of policies, initiatives, and strategies that advance the One Water approach: Reliable and Resilient Water Utilities; Thriving Cities; Competitive Business and Industry; Sustainable Agricultural Systems; Social and Economic Inclusion; and, Healthy Waterways. Each arena also highlighted several tangible case studies to learn from One Water practices in action.

At its heart, the One Water approach is about diverse stakeholders coming together to advance common-ground solutions to our water challenges. The roadmap was conceived and developed largely by US Water Alliance members as part of the One Water Council, who know that to succeed requires stretching out of comfort zones, engaging new partners, creatively leveraging resources, and much more.

**One Water Council**

This cross-sector collaborative platform engages leaders from across the country each month to advance integrated, sustainable, and inclusive approaches to water management. The council is a venue for Alliance members to learn from each other, ask peer-to-peer questions, tackle timely issues for the water industry, partner on policy development and advocacy, and help shape US Water Alliance programming.

**One Water Webinars**

Our monthly webinars cover hot topics in water. Alliance members are featured as speakers while the webinars are open to non-members, ensuring broad amplification of our member’s work, leadership, and message. In 2016, the Alliance organized ten webinars with an average attendance of more than 300 people for each webinar.

**One Water Spotlights**

In April 2016, the Alliance launched our monthly profile showcasing our members’ innovative water management strategies. Spotlights are sent to more than 15,000 leaders in the public, private, and nonprofit sectors. Since April, there have been eight consecutive Spotlight articles written and published.
Strategic Initiatives

In 2016, we launched several strategic initiatives that set the stage for One Water progress in the coming years.

One Water for America: Crafting a National Policy Framework

With a myriad of challenges facing our water supplies and systems, elected and appointed officials at the local, state, and federal levels have an opportunity to chart a sustainable water path for America through smart and forward thinking policy. The US Water Alliance is working with partners to develop a national water policy framework. Informed by 15 regional listening sessions across the country, we are drawing upon the expertise of innovative leaders who are on the front lines of driving sustainable, integrated, and inclusive water management practices and policies. The policy recommendations and ensuing report that will result from the listening sessions will serve as a call to action to elevate water as a national priority.

An Equitable Water Future for All

Through this project focused on building an equitable water future, the US Water Alliance will explore how water management affects disadvantaged communities, with a focus on advancing programs and policies that will provide sustainable and secure access to water for all Americans for generations to come. The US Water Alliance is conducting a national scan to catalogue the water-related challenges impacting disadvantaged communities and the range of stakeholders, including utilities, community-based organizations, national non-profits, philanthropic organizations, and private companies that are deploying promising strategies for addressing these challenges. The findings from the national scan will inform the development of a clearinghouse and briefing paper.

Establishing an Environmental Utility to Protect Our Nation’s Waterways

The US Water Alliance recently convened leaders from the agriculture, wastewater, drinking water, environmental, academic, and business communities for a blue sky discussion about how we could think and act differently to address the serious water quality challenges that face the Mississippi River Basin as a result of excess nutrients. What emerged from these dialogues was the notion of developing a new statewide (or multi-state) entity that could raise funds and invest them in strategic projects to address water quality challenges at a scale and scope that are difficult to implement in our current water management ecosystem. As a result, the US Water Alliance is working with its members in Illinois, Ohio, and other interested states to develop a policy framework for a statewide environmental utility.

National Blue Ribbon Commission for Onsite Non-potable Water Systems

Water supplies are strained, climates and weather patterns are changing, and populations are moving and growing. The US Water Alliance has partnered with the Water Environment & Reuse Foundation to establish the National Blue Ribbon Commission for Onsite Non-potable Water Systems to progress innovative solutions for water management. Onsite water systems collect wastewater, stormwater, rainwater, and more, and treat it so that it can be reused in a building, or at the local scale for non-potable needs, such as irrigation, toilet flushing, and cooling. These systems are usually integrated into the city’s larger water and wastewater system and contribute to a more resilient and sustainable water management by using alternate water sources, reducing valuable potable water used for non-potable purposes, and minimizing strain on wastewater systems. The commission is comprised of 30 representatives from municipalities, water utilities, and public health agencies from ten states and the District of Columbia.

Listenings Session locations in 2016

Listening Session locations in 2016

US Water Alliance CEO Radhika Fox moderates a mayors’ panel at the 2016 American Water Summit in Miami, FL.
Celebrate

While the challenges facing the water sector are great, our capacity for innovation and problem-solving is greater. There are inspiring examples across the country of sustainable, integrated, and inclusive water resource management. The US Water Alliance celebrates and amplifies these solutions.

One Water Summit 2016

The One Water Summit 2016 took place in Atlanta from June 8–10, and was the nation’s premier gathering of utilities, business leaders, policymakers, environmental advocates, community leaders, and researchers. Attendees participated in thought-provoking discussion and assessed how water drives economic growth, environmental sustainability, and opportunity for all in the United States. Through inspiring plenary sessions, interactive panels, mobile workshops, and caucuses, participants discussed how to accelerate the adoption of integrated, sustainable, and inclusive approaches to water resource management.

Four-hundred fifty attendees from more than 30 States, 16 Regional Delegations, thought leaders from the public and private sectors, water and wastewater providers, community, environmental, and philanthropic organizations, all gathered in Atlanta to discuss our most pressing water challenges and the most promising solutions for accelerating change.

One Water Summit 2016 was outstanding. It was my first time attending the Summit, and I found it to be one of the best gatherings of thought leadership on water. It was inspiring and uplifting to engage in a national summit that is all about solutions, opportunities, and collaboration.

—Dr. Jalonne L. White-Newsome, PhD., Senior Program Officer, The Kresge Foundation

The One Water Summit is totally unique because it brings together voices from not just across the water sector, but beyond it. Everyone has a water story to tell, and we’re only going to solve our big water challenges if we engage partners from ag and business and environmental groups and everyone in between. That is what the One Water Summit does and that is why it can’t be missed.

—George Hawkins, CEO, DC Water

US Water Prize 2016

The US Water Alliance annually awards the US Water Prize to organizations that are leading the way with creative one water solutions. In 2016, our US Water Prize winners were DC Water, Dow, and Emory University.

George Hawkins, CEO and General Manager of DC Water, accepts the US Water Prize at the 2016 One Water Summit in Atlanta, GA.
Our Members

As of January 13, 2017

Public Utilities & Agencies
Albuquerque Bernalillo County Water Utility Authority
Alexandria Renew Enterprises
Atlanta Department of Watershed Management
Boston Water and Sewer Commission
Camden County Municipal Utilities Authority
Cedar Rapids Utilities Department
City of Springfield, Missouri Department of Environmental Services
City of West Palm Beach Public Utilities
Clayton County Water Authority
Clean Water Services
DC Water
DeKalb County Department of Watershed Management
Denver Water
Detroit Water and Sewerage Department
Hampton Roads Sanitation District
Independence Water Pollution Control Department
Johnson County Kansas Wastewater & Stormwater Departments
Kansas City Water Services
LA Sanitation—City of Los Angeles
Los Angeles Department of Water and Power
Louisville and Jefferson County, KY Metropolitan Sewer District
Madison Metropolitan Sewerage District
Madison Water Utility
Metropolitan Council
Metropolitan Sewer District of Greater Cincinnati
Metropolitan Water Reclamation District of Greater Chicago
Milwaukee Metropolitan Sewerage District
NEW Water
Northeast Ohio Regional Sewer District
Philadelphia Water Department
Racine Water & Wastewater Department
San Francisco Public Utilities Commission
Sanitation Districts of Los Angeles County
Santa Clara Valley Water District
Sewerage and Water Board of New Orleans
Tucson Water
Upper Trinity Regional Water District

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—now part of Stantec
River 2 Tap, Inc.
Tetra Tech, Inc.
Veolia North America
Xylem

Non-Profit Organizations & Research Institutions
Alliance for Water Efficiency
American Farmland Trust
American Rivers
American Society of Civil Engineers
Association of Boards of Certification
Association of Clean Water Administrators
Association of Metropolitan Water Agencies
Atlanta Regional Commission
Bay Area Council
Ceres
Cleveland Neighborhood Progress
Cleveland Water Alliance
The Conservation Fund/The Freshwater Institute
Drexel University, Academy of Natural Sciences
Ductile Iron Pipe Research Association
Electric Power Research Institute
Everglades Foundation
Iowa Agricultural Water Alliance
Iowa Soybean Association
National Association of Clean Water Agencies
National Association of Water Companies
National Onsite Wastewater Recycling Association
The Nature Conservancy
New Jersey Future
PolicyLink
River Network
US Water Partnership
Water & Wastewater Equipment Manufacturers Association
Water Environment & Reuse Foundation
Water Research Foundation

Philanthropic Partners
We wish to thank our Philanthropic Partners for their support of the US Water Alliance:

Charles Stewart Mott Foundation
The Joyce Foundation
The Kresge Foundation
Pisces Foundation
Turner Foundation
The US Water Alliance is proud to launch a new level of engagement in 2017—our Leaders Circle. The Leaders Circle is an exclusive group of organizations who are dedicated to advancing a sustainable water future for all. Members of our Leaders Circle work closely with the US Water Alliance to shape the organization’s programming. We thank the inaugural members of our Leaders Circle for support in advancing the mission and strategic priorities of the US Water Alliance.
Board of Directors

• Angela Glover Blackwell, President & Chief Executive Officer, PolicyLink
• Michael Carlin, Deputy General Manager and Chief Operating Officer, San Francisco Public Utilities Commission
• Albert Cho, Vice President for Strategy and Business Development, Xylem
• Julius Ciaccia, Chief Executive Officer, Northeast Ohio Regional Sewer District
• Paul Demit, Senior Vice President, MWH Global
• Snehal Desai, Global Business Director, Dow Water & Process Solutions
• Monica Ellis, Chief Executive Officer, Global Environment and Technology Foundation and Global Water Challenge
• Hank Habicht, Managing Partner, SAIL Capital Partners
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• Fiona Murray, Program Manager
• Zoë Roller, Program Manager
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Save These Dates in 2017

May 15–19
Infrastructure Week 2017
infrastructureweek.org/

June 27–29
One Water Summit 2017
uswateralliance.org/summit

October 12
Imagine a Day Without Water 2017
imagineadaywithoutwater.org

hosted by the Value of Water Campaign
One Water, One Future.

To learn more, visit us at:

www.uswateralliance.org
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