The US Water Alliance had a great year in 2017, thanks to the strength and active engagement of our members and partners. With guidance and support from our members, we led the way on pioneering initiatives that are transforming the way that the nation views, values, and manages water. From our One Water Summit in New Orleans that drew over 650 attendees, to our groundbreaking report on equity in water, to our collaboration on nutrient reduction and onsite non-potable reuse policy, the US Water Alliance is bringing people together and forging new solutions to our most pressing water challenges.

As we kick off a new year, we need to push harder than ever to make sure that water is front and center in our national dialogue. Water issues are going to be affected at the federal, state, and local level this year. Midterm elections could dramatically reshape the House and Senate, and several critical pieces of water-related legislation are moving in Washington. Gubernatorial races are happening across the country this year, and local elected officials continue to list water infrastructure as a top concern. We need to use our collective voice and influence to help shape the water agenda, at all levels of government.

We are optimistic that, together with our members and partners, 2018 can be the year of water. There are so many important events and initiatives that our network has the opportunity to plug into, from One Water Summit 2018 in the Twin Cities from July 10–12, to our fourth annual Imagine a Day Without Water on October 10. We hope you will join us as we grow the One Water movement.

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

Radhika Fox  
Chief Executive Officer, US Water Alliance
Our Work: Educate, Accelerate, Celebrate

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, agricultural interests, 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 approaches to building public and political will, best-in-class communications tools, high-impact events, media coverage, 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 effectively manage water resources and advance a better quality of life for all. As an honest broker and action catalyst, we convene diverse interests to identify and advance practical, achievable solutions to our nation’s most pressing water challenges. We do this through our strategic initiatives and One Water Hub, which offer high-quality opportunities for knowledge building and peer exchange. We develop forward-looking and inclusive water policies and programs, and we build coalitions that will change the face of water management for decades to come.

- **Celebrate** what works in innovative water management. We shine a light on groundbreaking work through storytelling, analysis of successful approaches, and special recognition programs that demonstrate how water leaders are building stronger communities and a stronger America.
### 2017: By the Numbers

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees at One Water Summit 2017</td>
<td>650+</td>
</tr>
<tr>
<td>Number of social media followers (and growing)</td>
<td>26,000</td>
</tr>
<tr>
<td>Number of people reached monthly via newsletters</td>
<td>3,000+</td>
</tr>
<tr>
<td>Number of cities represented at One Water Summit 2017</td>
<td>168</td>
</tr>
<tr>
<td>Number of social media impressions for Infrastructure Week (#TimeToBuild)</td>
<td>177 million</td>
</tr>
<tr>
<td>Number of cities represented at One Water Summit 2017</td>
<td>168</td>
</tr>
<tr>
<td>Number of states represented at One Water Summit 2017</td>
<td>37</td>
</tr>
<tr>
<td>Number of people served by our utility members</td>
<td>177 million</td>
</tr>
<tr>
<td>Number of people served by our utility members</td>
<td>15,000</td>
</tr>
<tr>
<td>Number of people served by our utility members</td>
<td>750</td>
</tr>
<tr>
<td>Number of organizations that participated in Imagine a Day Without Water</td>
<td>1,250</td>
</tr>
<tr>
<td>Number of social media impressions for Infrastructure Week (#TimeToBuild)</td>
<td>10.5 million</td>
</tr>
<tr>
<td>Number of times The Value of Water Media Kit has been downloaded</td>
<td>10.5 million</td>
</tr>
<tr>
<td>Number of listeners and viewers reached through Value of Water Campaign broadcast interviews this year</td>
<td>45 million</td>
</tr>
</tbody>
</table>
The Value of Water Campaign

The Value of Water Campaign was proud to be part of the leadership team for the fifth annual Infrastructure Week, which was May 15–19, 2017. Infrastructure Week is a non-partisan, coordinated week of events and programming across the country to further educate the public on the role infrastructure plays in our lives—from passenger and freight transportation, to water, electricity, and broadband networks—and the need for investment. More than 300 affiliate organizations joined the week and amplified the message that it’s #TimeToBuild. That message had more than 177 million impressions on social media. Additionally, 1,500 letters were sent to Congress that week demanding investment in infrastructure.
Thank you!

The Value of Water Campaign participated in high-visibility events, including a congressional briefing with the National League of Cities and World Resources Institute that featured the campaign’s poll and economic report findings. Our partners also brought the Infrastructure Week message to their home communities hosting events and open houses, writing blogs and articles, and engaging via social media.

Other members of the Infrastructure Week steering committee include the American Society of Civil Engineers, AFL–CIO, National Association of Manufacturers, and the U.S. Chamber of Commerce.

Imagine a Day Without Water

On October 12, the Value of Water Campaign hosted our third annual day of action, Imagine a Day Without Water. Imagine a Day Without Water is focused on raising awareness about the value of water by asking people to imagine going a day without it. The campaign serves as an organizing vehicle that activates hundreds of water agencies, businesses, elected officials, schools, and other community groups on the same day to demonstrate the importance of water.

Over 750 organizations participated by hosting press events, open houses, and student contests; authoring blogs and op-eds; recording podcasts; issuing resolutions, and more. Robust print and broadcast media coverage reached over 4.5 million viewers and listeners in markets across the US and Canada. Radhika Fox, Director of the Value of Water Campaign, participated in 25 local and nationally-syndicated television and radio interviews. Meanwhile, social media activities generated millions of impressions using #ValueWater.

What’s on Deck for 2018

The Value of Water Campaign members have exciting things in store in 2018. The campaign will continue to build on the collaboration with campaign supporters and lead proven efforts like public opinion research, Infrastructure Week 2018, and the next Imagine a Day Without Water. Campaign members also look forward to finding new ways to strategically work with partners, the media, private sector companies, and the new Congressional Infrastructure Caucus.

2017 Campaign Supporters

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
CH2M
DC Water
Detroit Water and Sewerage Department
DOW
Greeley and Hansen
Hampton Roads Sanitation District
Hazen and Sawyer
KC Water
LA Sanitation
Louisville Metropolitan Sewer District
Metropolitan Water Reclamation District of Greater Chicago
MWH Global – Stantec
National Association of Clean Water Agencies
National Association of Water Companies
Northeast Ohio Regional Sewer District
Philadelphia Water Department
San Francisco Public Utilities Commission
Santa Clara Valley Water District
Sewerage and Water Board of New Orleans
Tucson Water
US Water Alliance
Veolia
Water Environment Federation
Xylem Inc.

Thank you!
One Water Delegations

These are a group of leaders who are connected by geography, issue area, or stakeholder group who attend the One Water Summit together and are often collaborating on a joint initiative or project. Delegations are an effective mechanism to support peer exchange and knowledge building that can translate the learnings from the summit back to home regions or communities of practice. We launched the delegation strategy at the 2016 summit with 16 delegations, and we expanded to 26 delegations at the 2017 summit. In 2018, we will deepen the delegation engagement strategy before, during, and after the next summit.

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. It is a forum for US Water Alliance members that represent diverse interests 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. The Alliance held 10 council meetings in 2017 and one in-person meeting at the One Water Summit. In 2018, we will deepen peer exchange among council members in concert with other strategic initiatives at the Alliance.

One Water Webinars

The US Water Alliance hosts monthly interactive webinars, which cover replicable models and innovative approaches to One Water. Alliance members are featured as speakers while the webinars are open to non-members, ensuring broad amplification of our members’ work, leadership, and message. In 2017, the Alliance organized 10 webinars, which 1,250 people attended.

One Water Spotlights

The US Water Alliance develops and disseminates a monthly case study showcasing members who are driving the One Water movement through innovative partnerships, policies, programs, and financing approaches. Spotlights are sent to more than 15,000 contacts, through our social media channels with over 26,000 followers, and through our public, private, and nonprofit member organizations. Seven Spotlight articles were written and published in 2017.

The Austin One Water Delegation.
Strategic Initiatives

Our strategic initiatives dive deep on the most pressing water challenges of our time, from equity in water, to nutrient reduction, to onsite reuse, and more.

An Equitable Water Future

Through our Equitable Water Future program, we are lifting up and advancing promising practices and policies that foster equitable and sustainable water management.

Framing the Issue: A National Report and Clearinghouse

In June, we released our national framing paper, *An Equitable Water Future*, the most comprehensive briefing paper to date on how water management impacts vulnerable communities in the US. Informed by over 125 interviews with stakeholders, such as utilities, private corporations, community groups, and philanthropies, the paper showcases the exceptional work organizations are doing to make water systems more equitable. The paper was well-received and has inspired *An Equitable Water Future: Opportunities for the Great Lakes Region*, set to be released in the spring of 2018.

In September, the Alliance launched the Water Equity Clearinghouse. A companion to the national briefing paper, the clearinghouse is an online, searchable database. The clearinghouse is a resource for practitioners to learn from each other and build partnerships across sectors and geography.

*An Equitable Water Future: A National Briefing Paper* was the most comprehensive collection to date about how water management impacts vulnerable communities.

Inspiring and Convening: Water Equity at One Water Summit 2017

Water equity was a major theme of One Water Summit 2017. The Water Equity Institute introduced participants to the Alliance’s water equity framework and provided an in-depth look at the challenges, opportunities, promising practices, and successful strategies related to equitable water management. Additional equity-related sessions included community perspectives on equitable water management, workforce development, and institutionalizing water equity. This year, we also included community leaders working on water equity issues in our One Water delegations. They represented critical regions and helped to lay the groundwork for the second phase of *An Equitable Water Future* that we are carrying into 2018. At the summit’s closing plenary, when delegations publicly declared “Commitments to Action,” many included equity in their goals.

Partnering on Implementation: The Water Equity Taskforce

For our next phase of this work we will partner with Alliance members and other stakeholders to support the acceleration of equitable water policies and programs through the Water Equity Taskforce. The taskforce, comprised of cross-sector teams from five cities (Atlanta, Buffalo, Camden, Cleveland, and Milwaukee), is dedicated to building the organizational, policy, and partnership capacity of utilities, community organizations, and others to create a more equitable water future. Each participating city will create a Water Equity Roadmap based on the framework laid out in our national framing paper, participate in webinars and learning exchanges, and disseminate the learnings across our network nationally. We will continue to support these cities as they prioritize issues to tackle in their regions, enabling them to produce concrete outcomes for their communities.
One Water for America Policy Framework

Water policy in America is at a crossroads. Long-term trends like population growth, economic development, changing weather patterns, new energy supply strategies, growing income inequality, and the needs of endangered ecosystems are threatening to overwhelm both the physical infrastructure and management systems that have previously met our water needs. At the same time, acute crises like Flint, Michigan and trio of deadly storms in Texas, Florida, and Puerto Rico have captured the public’s attention and provide for a renewed sense of urgency.

Given the convergence of these long-term trends, short-term crises, and tremendous political opportunities for change, how do we create a new era of water management in America—one that secures economic, environmental, and community well-being? Are we going to commit to a future where everyone can count on reliable and safe water service? Will we truly value water and prioritize investment in the world’s most precious resource? Will we come together as a nation to protect public health and safety, grow strong economies, and sustain our communities?

To answer these questions, the US Water Alliance worked with more than 40 partner organizations to host 15 One Water for America Listening Sessions. These discussions, which took place across the country, engaged more than 500 leaders, including water utility managers, public officials, business executives, farmers, environmental and watershed advocates, community organizations, planners, and philanthropic organizations.

These sessions drew upon the expertise of innovative leaders across the country who are on the front lines of driving sustainable, integrated, and inclusive water management practices and policies. Now is the time to spread and scale these successes to benefit more communities across the country. To that end, we have compiled the strongest, most consistent themes from the One Water for America Listening Sessions into seven big ideas for the sustainable management of water in the United States. These big ideas have been organized into seven policy briefs that present workable solutions at the local, regional, state, and national levels, and provide real world examples of how these solutions are being implemented and producing positive results.

These policy briefs and their accompanying executive summary form the One Water for America Policy Framework—a call to action to accelerate solutions to the water management problems of our age, through the lens of the One Water approach. Coming in 2018, we will release seven policy briefs, each with its own virtual release event. These events will engage the collaborating partners, One Water Council members, and One Water Summit Delegations to access critical networks. The Alliance is also working with state and local government groups to get these policy recommendations into the hands of policymakers across the country to take advantage of the current political window to effect meaningful change and re-center water at the forefront of national, state, and local policy efforts.

Certainly, the challenges we face are great—but as the 500 leaders who engaged in the One Water for America Listening Sessions have shown us—our collective capacity for innovation, integration, and inclusion is even greater. Inspired by the people we met and the thoughtful dialogue we heard, we are more optimistic than ever about our nation’s One Water future.
Addressing Nutrient Pollution in Our Nation’s Waters: The Role of a Statewide Utility

After the US Water Alliance convened leaders from agriculture, wastewater, drinking water, environmental, academic, and business leaders for the Mississippi River Nutrient Dialogues, an idea emerged that we wanted to develop further into a more realized concept—the statewide environmental utility.

The US Water Alliance, together with the National Association of Clean Water Agencies and the Water Environment Federation, released a paper in 2017 on the concept of a statewide institution or utility that would offer new financing, governance, and operational functions to advance state nutrient reduction strategies. To be successful, such an entity would be required to work with the support and participation of agriculture, water utilities, environmental and business interests, and the public. The paper has been well-received, garnering interest in water and agriculture policy circles for its innovative approach and its emphasis on collaboration amongst stakeholders. This is a key part of our work to further develop agricultural-utility alliances and partnerships.

National Blue Ribbon Commission for Onsite Non-potable Water Systems

An exciting innovation in One Water management is the use of smaller onsite systems that collect, treat, and reuse water within individual buildings. In order to advance the use of these systems, share best practices, and foster a supportive regulatory environment, the US Water Alliance launched the National Blue Ribbon Commission for Onsite Non-potable Water Systems in partnership with the Water Environment & Reuse Foundation and the Water Research Foundation in 2016. The commission is chaired by the San Francisco Public Utilities Commission and comprised of 33 representatives from municipalities, water utilities, and public health agencies from 11 states. These representatives are strong proponents of collaboration between municipal utilities and public health agencies to ensure projects protect public health and meet water quality standards.

In 2017, the commission released its first deliverable: A Guidebook for Developing and Implementing Regulations for Onsite Non-potable Water Systems. While interest in onsite water systems has grown, a lack of public health-based state and national standards, permitting processes, and regulatory guidance has hindered implementation. Using risk-based science, the guidebook and accompanying policy templates provide a concrete and actionable framework that states and local municipalities can use for creating, regulating, and managing onsite non-potable projects and programs.
Celebrate

One Water Summit 2017

We annually host One Water Summit, which brings together thought leaders from across a wide set of disciplines to collaborate on solutions to the big challenges in water.

Our summit is the only national event that is dedicated to advancing the One Water movement—an influential platform where top leaders across disciplines come together to debate and advance ideas to secure a sustainable water future.

One Water Summit 2017 was held in New Orleans, surpassing participation in 2016 with over 650 participants, representing 168 cities from 37 states, coming together for three days of field trips, workshops, interactive institutes, plenaries, and networking. One Water Summit covers the full range of water issues—from equity in water management, to best practices for communications and messaging, to building agriculture–utility relationships, to green infrastructure.

We were also proud to welcome 26 One Water delegations from across the country to the summit. One Water delegations are champions for a sustainable water future, building knowledge at the summit that they take back home to effect positive change. Many of them made commitments to action during the summit about what projects or collaborations they would pursue at home to further the One Water movement.

Join us July 10–12, 2018, in the Twin Cities for One Water Summit 2018!

“We were having real, new conversations that took us out of our comfort zones. Many attendees commented that there is no other conference like this one in the water sector—that US Water Alliance has created a forum for real thought leadership.”
—Albert Cho, Vice President, Strategy and Business Development, Xylem Inc.

“Kudos again on the thoughtful—and diverse—frames Alliance staff set for considering water-related issues and more equitable and effective management.”
—Erik Meyers, Vice President, Climate and Water Sustainability, The Conservation Fund

“I liked every aspect of the Summit, including the plenary sessions, the concurrent sessions, and the Green Infrastructure field trip. Learning about the unique challenges for New Orleans was both fascinating and sobering.”
—Brian Walsh, Section Manager, Policy and Planning, Washington State DOH

US Water Prize

Each year, the US Water Alliance awards the US Water Prize to organizations that are leading the way with creative One Water solutions. The challenges in water management are complex, but our capacity for innovation is greater. We celebrate those who are doing hard work and driving progress to serve as an inspiration to others.

In 2017, the US Water Prize was given to a public utility, a private company, and a nonprofit. We also added two new categories in 2017: outstanding journalism on the value of water and outstanding public official. The winners in 2017 were:

• Aurora Water in Colorado for its Prairie Water program to create a more sustainable water supply for a growing population;
• Kohler, for its sustainability work and Net Zero 2035 program;
• Change the Course, for its efforts to restore billions of gallons of water across 35 watershed restoration projects;
• Mark Schleifstein, for his coverage of a range of water and environmental stories for decades at the New Orleans Times-Picayune; and
• Adam Putnam, Agricultural Commissioner of Florida, for his work to secure Everglade’s funding and his contributions to Florida’s comprehensive water plan.

■ Highlights from the 2017 One Water Summit in New Orleans, LA.
Our Members

We thank the following organizations for their 2017 membership in the US Water Alliance.

Public Utilities/Agencies
Albuquerque Bernalillo County Water Utility Authority
Alderwood Water & Wastewater District
Alexandria Renew Enterprises
Atlanta Department of Watershed Management
Austin Water
Boston Water and Sewer Commission
Camden County Municipal Utilities Authority
Cascade Water Alliance
Cedar Rapids Utilities Department
City of Austin Department of Watershed Protection
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
KC Water
LA Sanitation
Los Angeles Department of Water and Power
Louisville and Jefferson County, KY Metropolitan Sewer District
Madison Metropolitan Sewerage District
Madison Water Utility
Marana Water Department
Metropolitan Council

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
Seattle Public Utilities
Sewerage and Water Board of New Orleans
Tucson Water
Upper Trinity Regional Water District

Private Companies
American Water
Atkins
Black & Veatch
Brown & Caldwell
Carollo Engineers
CDM Smith
CH2M
DOW
Greeley & Hansen
Hatch
Hazen and Sawyer
Jacobs
MWH Global – Stantec
River 2 Tap, Inc.
SUEZ
Tetra Tech, Inc.
Veolia
WSP
Xylem

Nonprofit Organizations & Research Institutions
Alliance for Water Efficiency
American Farmland Trust
American Rivers
American Society of Civil Engineers
Association of Boards of Certification
Association of Metropolitan Water Agencies
Atlanta Regional Commission
Bay Area Council
Ceres
Cleveland Neighborhood Progress
Cleveland Water Alliance
The Conservation Fund
Drexel University, Academy of Natural Sciences
Ductile Iron Pipe Research Association
Electric Power Research Institute
Everglades Foundation
Great Lakes Commission
Green Infrastructure Leadership Exchange
Iowa Agriculture Water Alliance
Iowa Soybean Association
National Association of Clean Water Agencies
National Association of Water Companies
Natural Resources Defense Council
The Nature Conservancy
New Jersey Future
PolicyLink
River Network
Science Museum of Minnesota
The Trust for Public Land
Water & Wastewater Equipment Manufacturers Association
Water Environment & Reuse Foundation
Water Research Foundation
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 our Leaders Circle for support in advancing the mission and strategic priorities of the US Water Alliance.
Board of Directors and Staff

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- 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, Trustee, Board of Trustees, Northeast Ohio Regional Sewer District
- Paul Demit, Senior Vice President, Director of Public and Private Sector Business, Atkins
- Snehal Desai, Executive Vice President and Chief Growth Officer, Evoqua Water Technologies, LLC
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- George S. Hawkins, Chief Executive Officer and General Manager (Retired), DC Water
- Erik Meyers, Vice President, The Conservation Fund
- Andy Richardson, Chairman & Chief Executive Officer, Greeley & Hansen
- Kevin Shafer, Executive Director, Milwaukee Metropolitan Sewer District
- Susan Story, President and Chief Executive Officer, American Water Works
- Cindy Wallis-Lage, President, Water Business, Black & Veatch
- Roger Wolf, Director of Environmental Programs and Services, Iowa Soybean Association

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- Zoe Roller, Program Manager
- Emily Simonson, Program Manager
- Suzi Warren, Program Associate

April 15–21, 2018
Water Week
Washington, DC
waterweek.us

May 14–21, 2018
Infrastructure Week 2018
Washington, DC and Nationwide
infrastructureweek.org

July 10–12, 2018
One Water Summit 2018
Hyatt Regency, Minneapolis
uswateralliance.org/summit

October 10, 2018
Imagine a Day Without Water
Nationwide
imagineadaywithoutwater.org
One Water, One Future.

To learn more, visit us at:

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@USWaterAlliance

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