

Annual Report 2016



**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

**15,000**

Followers on social media

**500**

Number of organizations that participated in Imagine a Day Without Water

**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

**6,000,000**

Viewers and listeners reached through radio and TV interviews



# 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.

▼ US Water Alliance CEO and Value of Water Campaign Director Radhika Fox with Camden Mayor Dana Redd at an Infrastructure Week press conference to announce a public-private partnership with American Water.



## 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.



▼ US Representative Paul Tonko addresses the audience at a congressional briefing hosted by the Value of Water Campaign and the National League of Cities, "Securing our Water Future: 21st Century Solutions for 21st Century Cities".  
*Source: National League of Cities.*



## 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!**



▲ Syracuse Mayor Stephanie Miner speaks at an Imagine a Day Without Water event.

## 2016 Poll

In early 2016, the Value of Water Campaign worked with national pollsters to survey 1,000 American adults on their attitudes and concerns about water. The poll found that Americans are deeply concerned with the state of the water infrastructure that we all rely on. Initially, respondents were evenly split (47/47) on their willingness to personally spend more on their water bills for increased investment in water systems. Once poll respondents were educated about the litany of water issues facing communities, 60 percent of Americans are in favor of paying more to invest in water infrastructure. When asked about the catastrophe in Flint, Michigan, 95 percent of respondents said it was important or very important for public officials to invest in water systems so no other community undergoes a water crisis like Flint experienced.

▼ Snehal Desai, Dow Water & Process Solutions Global Business Director, Value of Water Campaign member and US Water Alliance Board Director, speaks at the kick-off event for Infrastructure Week at the US Chamber of Commerce. *Source: US Chamber of Commerce.*



## 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.



**Imagine a Day Without Water**  
September 15, 2016

## Imagine 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.



# Accelerate

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.

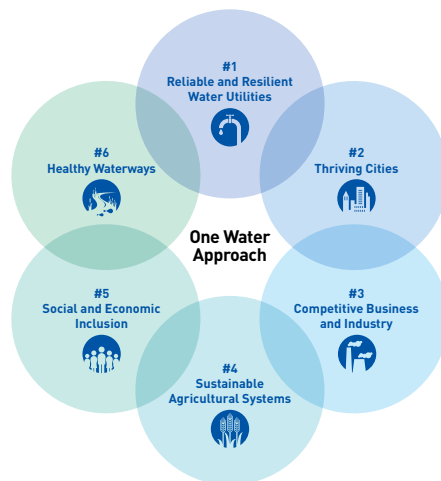
Around the country, water leaders are advancing one water approaches: using advanced technologies to recover nutrients and energy from wastewater; utilizing green stormwater approaches to address flooding and subsidence, while beautifying neighborhoods; watershed level planning and collaboration to address 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.

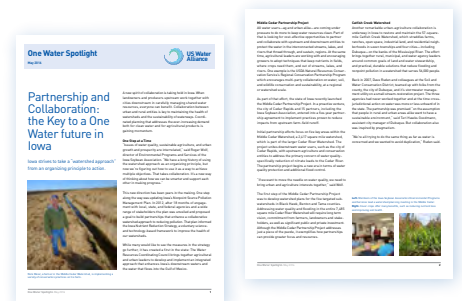
At its heart, the One Water approach is about diverse stakeholders coming together to advance common-ground solutions to our water challenges. The roadmap was conceived and developed largely by US Water Alliance members as part of the One Water Council, who know that to succeed requires stretching out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



## One Water Hub

In 2016, the US Water Alliance launched our One Water Hub—a strong suite of programming that supports network building and knowledge exchange for our members. Through the One Water Hub, Alliance members learn from each other, share best practices for one water management, and elevate their own achievements through our robust, best-in-class communications platforms.

- **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.

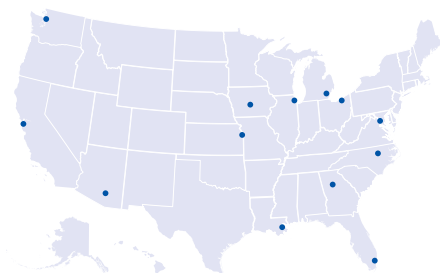
### One Water for America: Crafting a National Policy Framework

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.



#### One Water for America Listening Sessions

▼ Listening Session locations in 2016



## 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 nutrients pollution and other 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.

▼ 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.

▼ Highlights from the 2016 One Water Summit in Atlanta, GA.



## 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.**

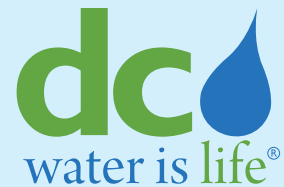
—George Hawkins, CEO, DC Water



## US WATER PRIZE 2016

### 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.



**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

# Leaders Circle

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 and Staff

# Save These Dates in 2017

## 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*
- George Hawkins, *Chief Executive Officer and General Manager, DC Water*
- Erik Meyers, *Vice President, The Conservation Fund*
- Andy Richardson, *Chairman and Chief Executive Officer, Greeley & Hansen*
- Kevin Shafer, *Executive Director, Milwaukee Metropolitan Sewerage District*
- Susan Story, *Chief Executive Officer, American Water*
- Cindy Wallis-Lage, *President, Water Business, Black & Veatch*
- Roger Wolf, *Director of Environmental Programs and Services, Iowa Soybean Association*

## Staff

- Radhika Fox, *CEO*
- Megan Demit, *Program Associate*
- Emily Feenstra, *Deputy Director*
- Abigail Gardner, *Communications Director*
- Judson Greif, *Deputy Director*
- Madison Heuston, *Communications Associate*
- Danielle Mayorga, *Program Manager*
- Fiona Murray, *Program Manager*
- Zoë Roller, *Program Manager*
- Suzi Warren, *Program Associate*

## May 15–19

**Infrastructure Week 2017**

[infrastructureweek.org/](http://infrastructureweek.org/)

## June 27–29

**One Water Summit 2017**

**New Orleans**

[uswateralliance.org/summit](http://uswateralliance.org/summit)

## October 12

**Imagine a Day Without Water 2017**

[imagineadaywithoutwater.org](http://imagineadaywithoutwater.org)

hosted by the Value of Water  
Campaign



One Water, One Future.

To learn more, visit us at:

[www.uswateralliance.org](http://www.uswateralliance.org)

[@WaterAlliance](https://twitter.com/WaterAlliance)

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