



**US Water  
Alliance**

**Value of Water**  
CAMPAIGN

# The Future of Water: Innovative, Inclusive, Integrated

Scott Berry, US Water Alliance  
**April 25, 2019**



# About the US Water Alliance

**Educate**



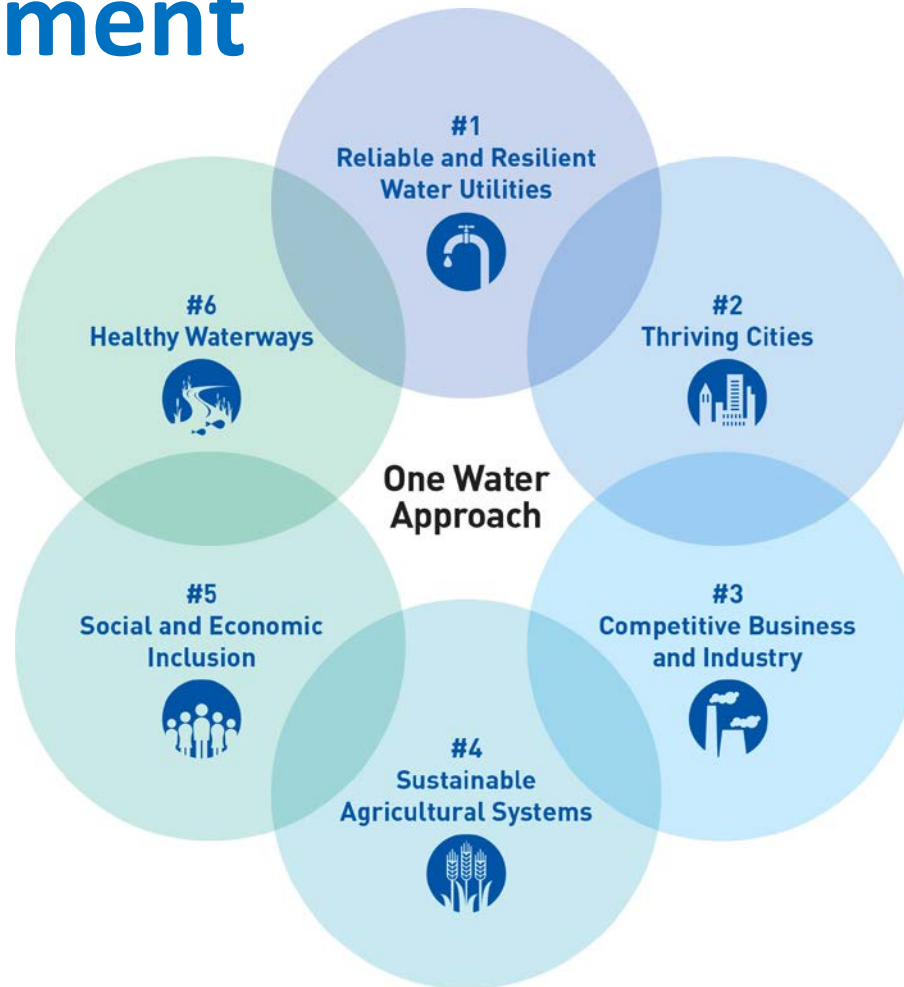
**Accelerate**



**Celebrate**



# One Water: Sustainable Water Management



# Value of Water Campaign Supporters



# Campaign Goals

**Goal #1:** Increase understanding and appreciation about the value of water with public officials, business and civic leaders, media, and customers.

**Goal #2:** Drive support for sustainable water resource strategies and investment in water infrastructure.

**Goal #3:** Foster collective action among diverse organizations who view water as fundamental to America's economic strength, environmental sustainability, and community well-being.

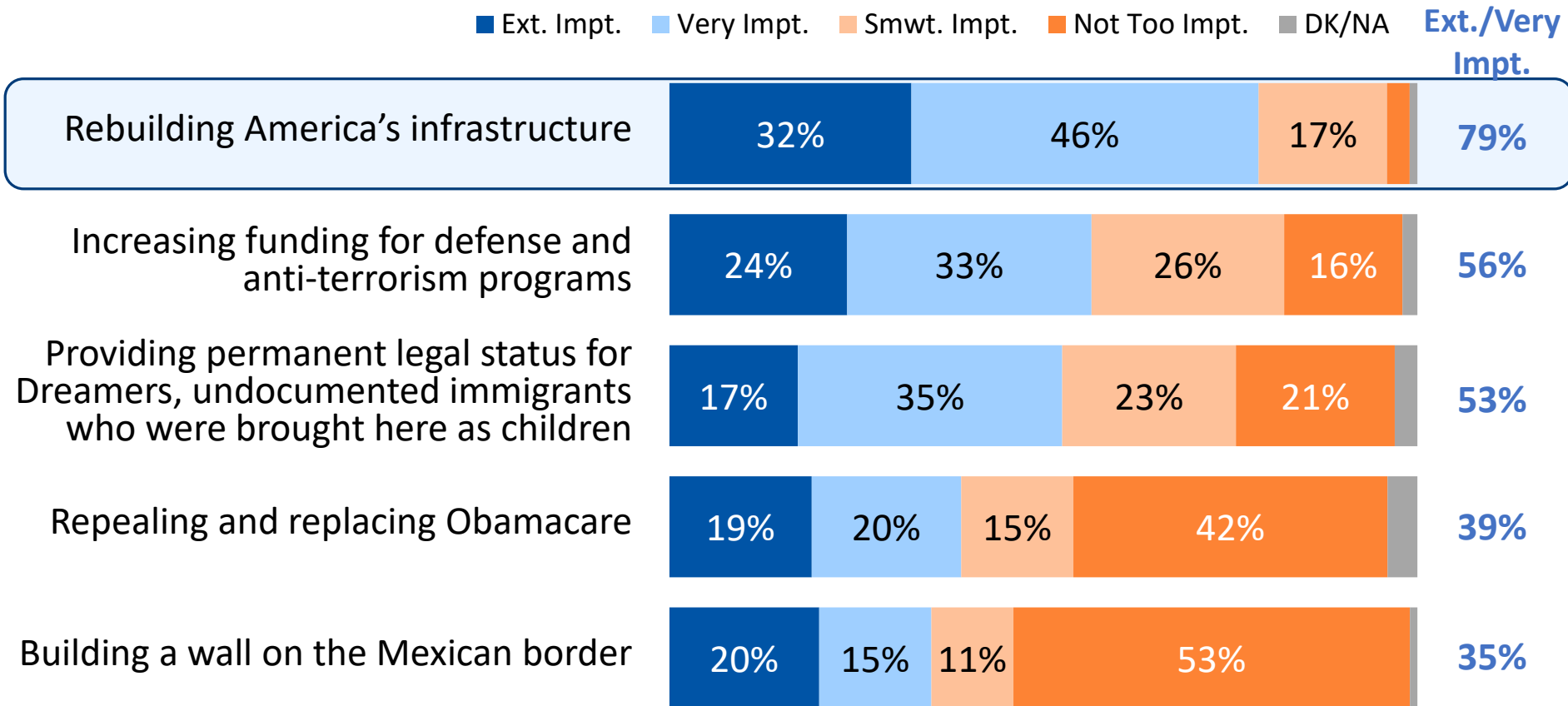
# Campaign Activities

- National Value of Water Index Polling
- Message Testing Focus Groups
- National Economic Study
- Toolkit & Training
- High Visibility Events

# **2019 Public Opinion Poll Results**

## *Fourth Annual Value of Water Index*

# Americans Support Infrastructure Investment More Than Any Other National Issue

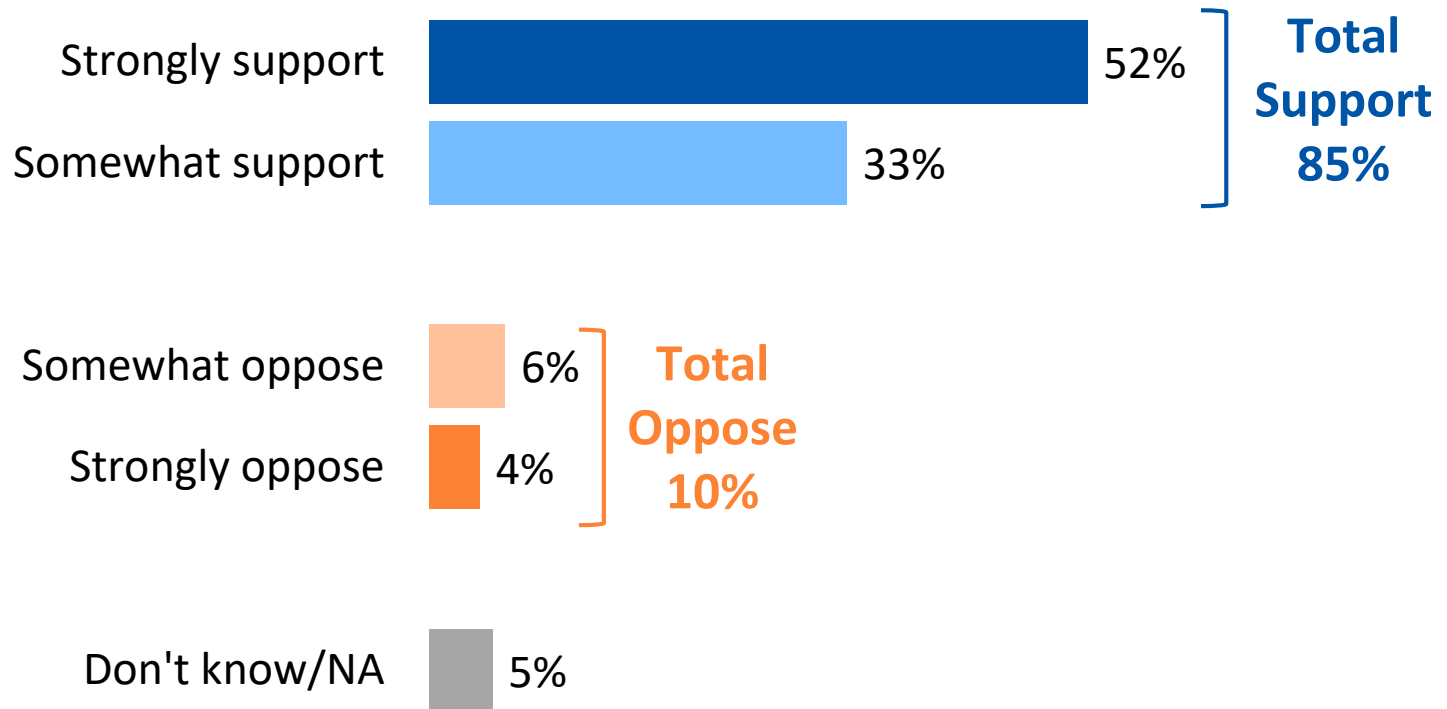




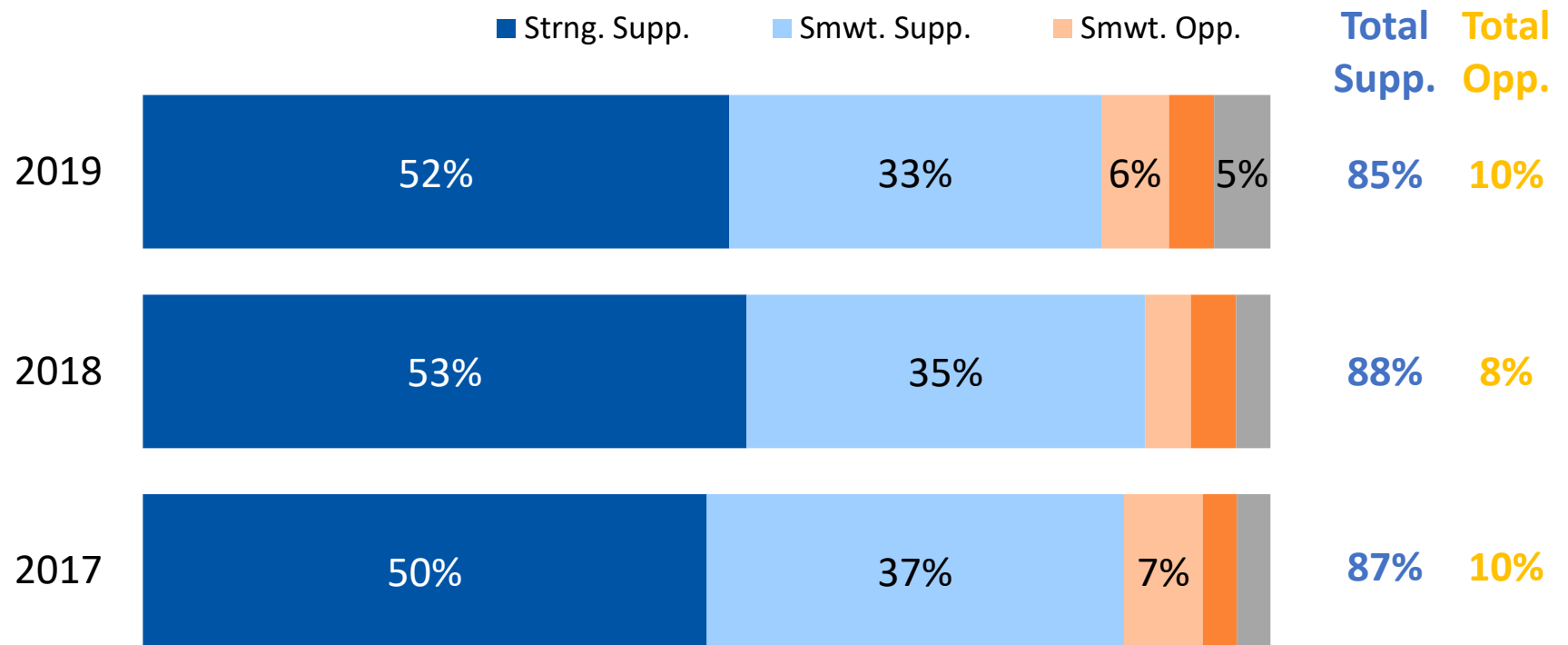
# This Support Has Remained Consistent Year Over Year

Issues	2017	2018	2019	Difference 2018 to 2019
Rebuilding America's infrastructure	67%	80%	<b>79%</b>	<b>-1%</b>
Increasing funding for defense and anti-terrorism programs	49%	54%	<b>56%</b>	<b>+2%</b>
Providing permanent legal status for Dreamers, undocumented immigrants who were brought here as children	--	55%	<b>53%</b>	<b>-2%</b>
Repealing and replacing Obamacare	42%	38%	<b>39%</b>	<b>+1%</b>
Building a wall on the Mexican border	25%	30%	<b>35%</b>	<b>+5%</b>

# Americans Support Water Infrastructure Investment Specifically



# This Support Has Also Remained Consistent Year Over Year

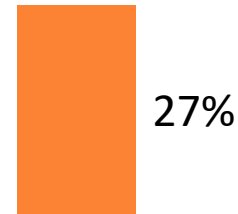


# Voters Support Action NOW

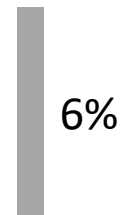
We should invest today in comprehensive replacement, improvements, and upgrades to our water infrastructure, in order to prevent problems from arising



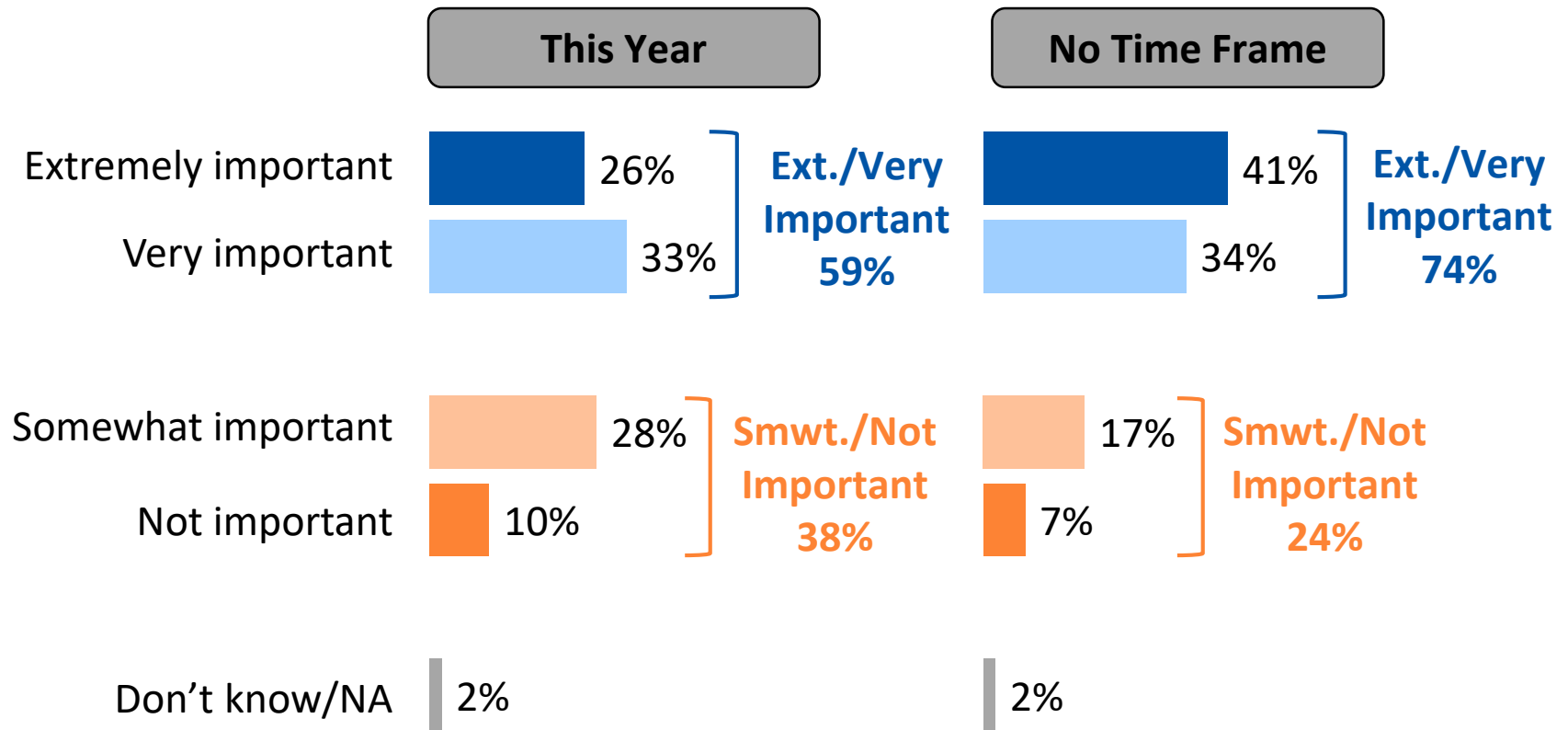
We should largely leave our water infrastructure in place, and simply fix problems and breakdowns as they occur



Both/Neither/Don't Know



# That Translates To Policymakers



# Support Cuts Across Major Demographic Groups

Demographic Groups	Total Support	Total Oppose	DK/NA
<b>Gender</b>			
Men	82%	12%	6%
Women	88%	8%	4%
<b>Age</b>			
18-49	87%	10%	4%
50+	84%	11%	5%
<b>Party</b>			
Democrats	95%	4%	1%
Independents	83%	10%	7%
Republicans	76%	17%	7%
<b>Ideology</b>			
Liberal	94%	4%	2%
Moderate	89%	7%	4%
Conservative	77%	16%	6%

# **One Water for America**

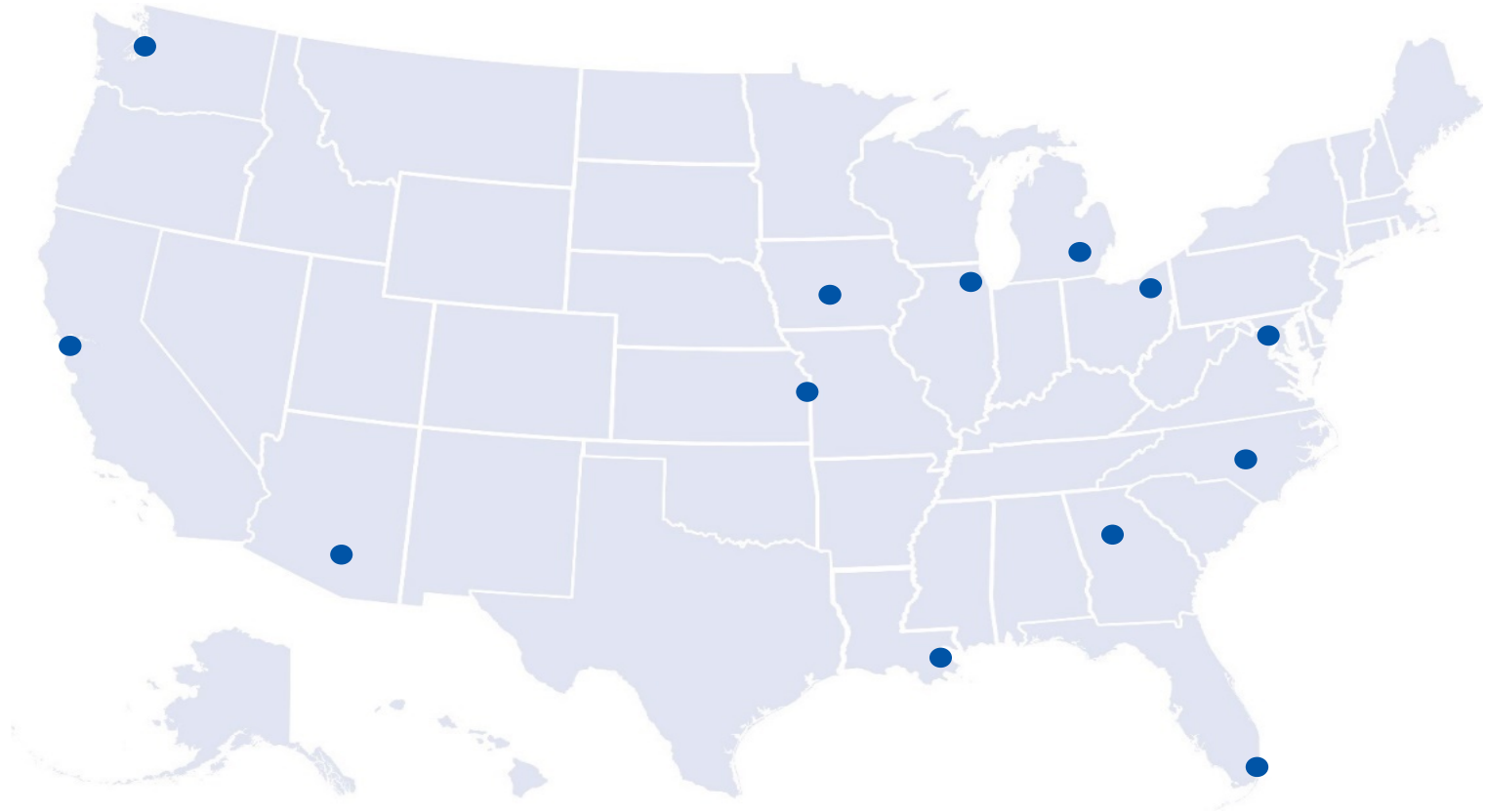
## *State Policymakers' Toolkit*



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

# One Water for America Listening Sessions



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# Seven Big Ideas



**Advance regional collaboration on water management**



**Accelerate agriculture-utility partnerships to improve water quality**



**Sustain adequate funding for water infrastructure**



**Blend public and private expertise and investment to address water infrastructure needs**



**Redefine affordability for the 21st century**



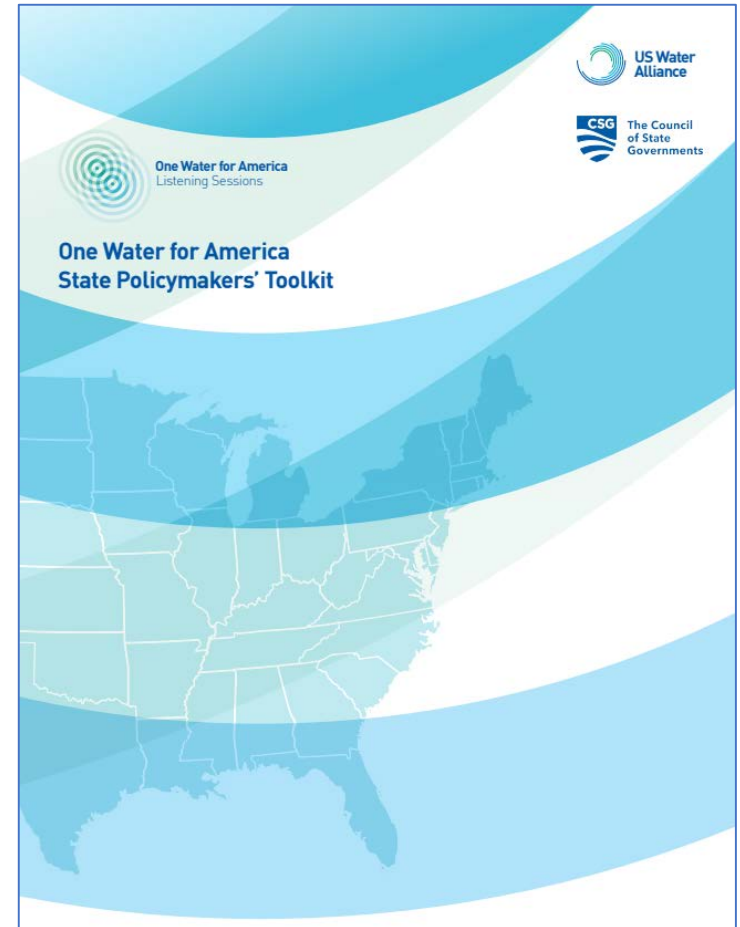
**Reduce lead risks, and embrace the mission of protecting public health**



**Accelerate technology adoption to build efficiency and improve water service**

# State Policymakers Toolkit

- Broad issue overview
- Things to consider when making policy about a specific topic
- Examples of what other states are working on
- Clickable live links within the document



# Questions



**One Water**



**One Future**



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

# Thank you!

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