

Communicating the Value of Water to Your Customers

February 26, 2014

Tools & Materials Resources

WEF: Water's Worth It

www.waters-worth-it.org

AWWA: Communications Tools

www.awwa.org/resources-tools/public-affairs/communications-tools.aspx

Oregon ACWA: Education Committee Resources

www.oracwa.org/r-com-education.html

EPA: Water is Worth It

<http://water.epa.gov/action/cleanwater40>

Other Resources

American Rivers – connecting people to their drinking source

www.americanrivers.org/rivers/about/where-does-my-water-come-from

EPA: Big picture economic value of water

water.epa.gov/action/importanceofwater/upload/Importance-of-Water-Synthesis-Report.pdf

Value of Water Coalition

<http://thevalueofwater.org>

Earth Economics – communicating the value of investing in natural infrastructure for water source protection

[www.eartheconomics.org/FileLibrary/file/21st%20Century%20Utility/EE_US_Endowment Watershed Rates 2012.pdf](http://www.eartheconomics.org/FileLibrary/file/21st%20Century%20Utility/EE_US_Endowment_Watershed_Rates_2012.pdf)

www.wri.org/publication/natural-infrastructure

Branding for Water and Wastewater Utilities

utilitybranding.net