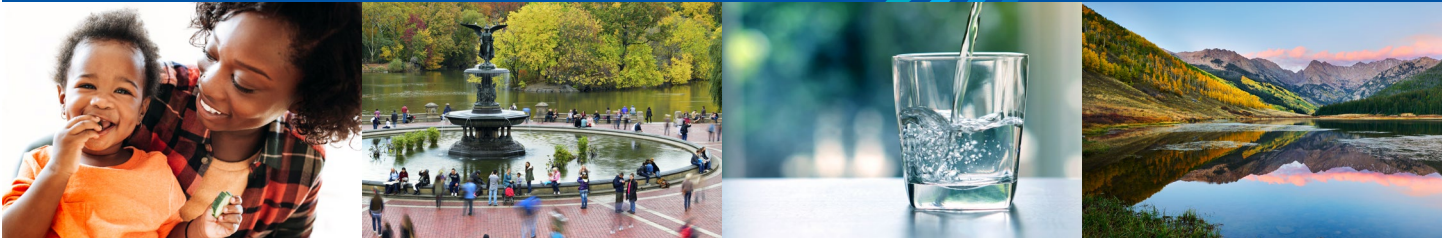


US Water Alliance 2020 Program Highlights



The following is a high-level view of the US Water Alliance's program priorities for 2020. Each of these priorities was chosen in collaboration with our dynamic member network to advance the US Water Alliance's *Three-Year Strategic Framework*.

One Water Council

The One Water Council is a member-only, cross-sector platform that offers a valuable opportunity for peer exchange and knowledge building. The Council provides a platform for members to talk candidly with leaders outside their usual sphere of influence about how to move today's most difficult issues forward. It is a forum for practitioners to learn from each other, ask peer-to-peer questions, tackle timely issues for the industry, partner on policy development, and provide input on the US Water Alliance's priorities. The Council offers peer-to-peer calls, in-person meetings, institutes, and other activities designed to support the implementation of One Water management by Alliance members.

Key Deliverables

- **Monthly Council Meetings.** Provide high quality monthly programming for members to share innovations and workshop pressing issues.
- **In-Person One Water Leadership Institutes.** One Water Leadership Institutes are premier skills-building sessions with experts in the field open only to members. The next institute topics include: Adaptive Leadership, Water Equity, Strategic Communications, Community Benefits Programs, and Building Trust for Water Progress.

One Water Hub

The US Water Alliance is the hub for the One Water movement, providing the tools and resources that our members and allied partners need. Through the Alliance's suite of One Water Hub activities, stakeholders connect with great ideas and one another. The Hub helps innovation spread and take root in communities across the country. The Hub also celebrates leading individuals and organizations driving breakthroughs in the water sector.

Key Deliverables

- **US Water Prize.** Awarded on an annual basis, the US Water Prize is the premier recognition program that celebrates outstanding achievement in the advancement of sustainable, integrated, and inclusive solutions to our nation's water challenges. This year's award ceremony will be held May 12 in Washington, DC, alongside United for Infrastructure's annual week of action and education.
- **Monthly One Water Webinars.** The Alliance hosts monthly webinars on hot topics in One Water management featuring US Water Alliance members and open to anyone to join. These webinars provide a forum for Alliance members to share their innovations with a national audience.
- **One Water Insight Interviews.** These interviews spread the leadership insights from US Water Alliance members to the national One Water network.
- **One Water Delegations.** For the last four years, regional and issue-focused delegations participated in One Water Summit strategically as teams. In 2020, the Alliance is expanding its peer to peer connectivity between delegations, as well as supporting and celebrating delegations as they make progress on their *One Water Commitments to Action*.

Value of Water Campaign

The Value of Water Campaign educates and inspires the nation about how water is essential, invaluable, and in need of investment. Spearheaded by top leaders in the water industry, the Value of Water Campaign builds public and political will for investment in America's water infrastructure. The US Water Alliance is honored to convene and staff the Value of Water Campaign on behalf of important water sector partners. As a best-in-class public will-building platform, the Value of Water Campaign conducts research and public opinion polling, hosts events, generates dynamic earned, paid, and social media, and more.

Key Deliverables

- **Presidential Candidate Forum on Infrastructure.** The Value of Water Campaign is proud to co-host *Moving America Forward: A Presidential Candidate Forum on Infrastructure*. This, and follow-on educational activities, will elevate water infrastructure as a national priority.
- **5th Annual Value of Water Index.** To keep a pulse on public opinion about water infrastructure, the Value of Water Campaign will conduct and release the 5th annual Value of Water Index, a bipartisan national poll, tied to Water Week 2020.
- **Economic Research on the Value of Water.** The Value of Water Campaign is partnering with the American Society of Civil Engineers to conduct research on the economic impact of water infrastructure investment. The findings will be released May 2020.
- **United for Infrastructure: A Week to Champion America's Infrastructure.** The Value of Water Campaign serves as the anchor water partner for United for Infrastructure which will take place from May 11–18. This annual week of education brings stakeholders together from across the country to elevate awareness of—and support for—infrastructure investment.
- **Imagine A Day Without Water.** Scheduled for October 21, *Imagine a Day Without Water* raises awareness about the value of water and the need to invest in water and wastewater infrastructure by asking Americans to imagine a day without life's most essential resource.

An Equitable Water Future

Water is essential to prosperity and progress. The sobering reality is that water challenges disproportionately affect the most vulnerable in America. At the same time, smart and equitable water management can foster opportunity for all people and communities. The US Water Alliance's *An Equitable Water Future* initiative works with water utilities, community organizations, philanthropy, and other stakeholders to develop and implement programs and policies that ensure all people benefit from water management decisions.

Key Deliverables

- **Seven-City Water Equity Taskforce.** The US Water Alliance supports water utilities and community organizations in Atlanta, Buffalo, Camden, Cleveland, Louisville, Milwaukee, and Pittsburgh in advancing equitable water management programs and policies. The Alliance supports cities through learning exchanges, the development of water equity roadmaps, and more, to help these cities accelerate their progress on issues like affordability, workforce development, climate resilience, water quality, and representative decision making.
- **Water Equity Learning and Action Network.** In 2020, the US Water Alliance is launching the *Water Equity Learning and Action Network*, a mechanism to help cities across the country develop and implement water equity practices in their communities. Through bootcamps, regional peer exchanges, and coaching, the Alliance will help 75 communities advance equitable water management over the next three years.
- **Congressional Briefing: Closing the Water Access Gap.** Over two million people in this country live without running water and basic indoor plumbing. The US Water Alliance will hold a congressional briefing on what it will take to close the water access gap in the United States, highlighting strategies for policymakers to advance equitable water access in rural and low-income communities.

Change Leadership for One Water

As water stakeholders work to drive a One Water transformation, they often focus on the “management” of change—the structures, systems, policies that need to shift. Less focus is given to the leadership piece—how to address beliefs, mindsets, and develop the practices and behaviors that help people adapt to change. The US Water Alliance is working to address this gap by developing a One Water Change Leadership framework and supporting our dynamic member network in operationalizing these essential leadership capacities in their work and organizations.

Key Deliverables

- **One Water Change Leadership for Water Utilities: Six Essential Capacities.** This report identifies six capacities that enable the One Water transformation taking root in utilities and organizations across the nation.
- **One Water Leadership Mentoring Connections Program.** The US Water Alliance’s Mentoring Connections Program will connect rising professionals at US Water Alliance member organizations with on-the-ground learning and coaching at 10 utilities across the nation. The purpose is to foster relationships that help these professionals develop the six capacities essential to One Water leadership and problem solving.

Fostering Climate Resilience through One Water Action

Scientists say decision makers have less than a decade to act on climate before global greenhouse gas emissions warm the planet more than 2°C, setting off unprecedented, unpredictable, and *irreversible* impacts. The water sector is already at the forefront of experiencing these impacts—more intense storms, persistent flooding, record drought, sea level rise, impacts on water quality, saltwater intrusion, and more. The US Water Alliance is working with our member network and allied partners to align interests and coordinate climate strategies across utilities, the communities they serve, and city-wide resilience efforts. By centering climate adaptation in a One Water approach, communities can become stronger and more resilient.

Key Deliverables

- **An Equitable and Resilient Future: Utility and Community Action to Address Urban Flooding.** In 2019, the US Water Alliance partnered with the Kresge Foundation to convene a nine-city bootcamp focused on climate resilience, urban

flooding, and the impacts on vulnerable communities. The Alliance will produce a report and conduct three training webinars on urban flooding topics based on bootcamp lessons.

- **Partnership with the National Oceanic and Atmospheric Administration (NOAA).** The US Water Alliance will partner with NOAA to integrate best in class climate resilience and equity approaches at water utilities.
- **Spotlights on Equitable Climate Resilience Practices.** The Alliance will share the practices our members are developing through webinars, participation at Stockholm’s World Water Week, and serving as a supporting partner to the Water Utility Resilience Forum hosted by Association of Metropolitan Water Agencies and the National Association of Clean Water Agencies.

Water, Arts, and Culture

The urgent and multifaceted nature of our water challenges calls for new ways of thinking, acting, and investing. Water leaders are increasingly turning to artists and cultural leaders to help bring visibility to water issues, create more inclusive and imaginative planning processes, and leverage infrastructure investments to provide additional benefits to the communities they serve. In partnership with ArtPlace America, the US Water Alliance released *Advancing One Water Management Through Arts and Culture: A Blueprint for Action*, which included case studies and a seven-point framework for action. From that blueprint, the Alliance will launch an effort focused on building collaborations between the water and arts/culture sectors to forge progress on One Water management.

Key Deliverables

- **Water, Arts, and Culture Accelerator.** The US Water Alliance will build a community of practice that leverages art and cultural strategies for progress on One Water challenges.
- **Five Utility-Artist Collaborations.** The Alliance will kick off the Accelerator by supporting the development of five collaborations between water utilities, artists, culture bearers, and other stakeholders that address a water related climate challenge.
- **Artist in Residence at the US Water Alliance.** The Alliance will model integrated water, arts, and culture thinking by embedding an Artist in Resident at the US Water Alliance who will work with our staff and members to infuse arts and cultural strategies into our projects.

Agriculture-Municipal Partnerships

Agricultural leaders and municipal water managers both recognize the water challenges of today are far beyond the capacity or authority of any one stakeholder or jurisdiction to solve alone. To make progress, urban and rural leaders are coming together to protect source waters, improve water quality, reduce pollution and soil erosion, conserve water, and adapt to extreme weather. The US Water Alliance is working to spread agricultural-municipal partnerships by cataloging best practices and convening across sectors.

Key Deliverables

- **Advancing One Water in Watersheds: The Agricultural-Municipal Partnership Opportunity.** The Alliance will publish a new report showing how agricultural-municipal partnerships have achieved success across multiple, diverse watersheds with case studies and lessons learned to scale up partnership efforts.

Building the Future Water Workforce

The water sector delivers critical services that protect public health and help our communities, natural environment, and economy thrive. At the same time, the sector faces significant challenges recruiting, retaining, and developing a prepared, representative workforce. Candidates are unfamiliar with the water sector and unaware of the many factors that make it a great place to work. The US Water Alliance, the Water Agency Leaders Alliance, and the National Association of Clean Water Agencies, are partnering to better understand how to make the water sector a more appealing place to work and develop strategies to improve water utilities' brand as employers of choice.

Key Deliverables

- **Market Research.** This market research will reveal how the water sector is perceived (or not perceived) by key workforce audiences as well as insights on how to persuasively message to prospective workers.
- **Message Framework and Communications Guidance.** The market research will be used as the foundation to develop a suite of tools and resources to support utilities in maximizing their human resources and communications activities to recruit key workforce audiences.

Enabling One Water Policy

To institutionalize One Water practices, every level of government needs to adopt supportive policies and regulations. The US Water Alliance's *One Water for America Policy Framework* and the *State Policymakers' Toolkit* present policy solutions and real-world examples that are producing positive results. In 2020, the US Water Alliance will build on this work to educate policymakers and provide resources to our members as they develop One Water policy.

Key Deliverables

- **Drinking Water Policy Roundtables and Report.** The US Water Alliance and the Water Foundation are partnering to host regional roundtables on the challenges and innovative community-centered campaigns focused on state drinking water policy. We will synthesize the best thinking into a report that highlights potential state or regional actions on drinking water.
- **Water Policy Education Materials for Presidential Candidates and Campaign Staff.** The Alliance will produce a policy primer for presidential candidates in the 2020 election cycle. This document will discuss the current landscape of water infrastructure and policy, demonstrate the challenges the sector faces, and offer solutions.
- **One Water and State Water Plans.** Water policy at the state level is often directed by plans created by state legislatures, state agencies, and/or state working groups. Yet, only 29 states have such plans. The Alliance will collaborate with state government organizations to better understand the process for developing state water plans, identify the One Water elements of successful plans, and highlight strong examples from existing plans and processes.

For more information about the US Water Alliance's programs and activities, visit: www.uswateralliance.org