

Participation and Reach

Over 1,200 organizations and individuals came together to participate in Imagine a Day Without Water, including municipal water and wastewater agencies, mayors, city councils, governors, businesses, community organizations, labor unions, state and federal agencies, and others.

On Twitter, the #ValueWater hashtag was used over 3,000 times, reaching an estimated audience of **24 million**. Thousands of other social media users saw Imagine a Day Without Water content on Facebook and LinkedIn. Dozens of videos were uploaded to YouTube, earning thousands of views.

National Forum for Imagine A Day Without Water

The Value of Water Campaign hosted the National Forum, featuring water innovators including **Tom Barrett**, mayor of Milwaukee; **Byron Brown**, mayor of Buffalo; and **Wade Crowfoot**, California secretary for Natural Resources. Watch the recording [here](#).

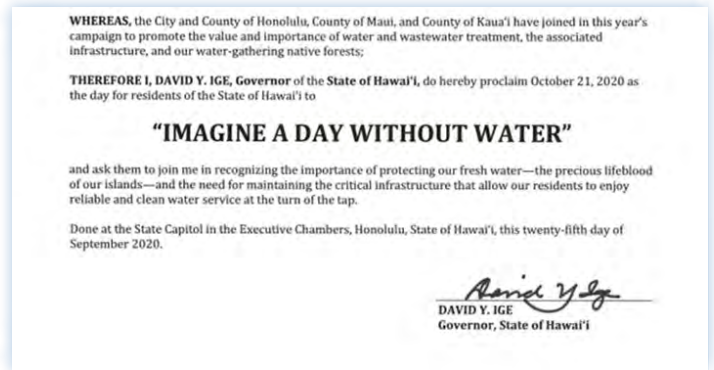


Engagement by Public Officials

Across the United States, governors, mayors, and city councils signed resolutions, issued proclamations, and joined the conversation on social media.

Two State Proclamations

Oregon Governor **Kate Brown** and Hawaii Governor **David Ige** issued statewide proclamations recognizing the value of water and declaring October 21 as Imagine a Day Without Water.



Artist-in-Residence Benny Starr Celebrated the Value of Water

US Water Alliance Artist-in-Resident **Benny Starr** produced a **music video** that showcases *A Water Album* alongside spoken word on the need for an inclusive water future.



National Poll on Water's Importance in Solving the Climate Crisis

The Walton Family Foundation released national poll results in tandem with Imagine a Day Without Water that show almost universal agreement among Americans that the nation needs to take immediate action on protecting water and addressing climate change. Read the poll results [here](#).

Student Engagement

- **The City of Charlottesville**, in partnership with **Albemarle County Service Authority** and **Rivanna**, hosted an “What Water Means to Me” themed art contest.
- **City of West Palm Beach** partnered with Mandel Public Library to highlight children’s books on the value of water.
- **DC Water** announced the release of the new children’s book “Wendy, Where Does Our Wastewater Go?” and held a virtual story time for children.
- **New Jersey American Water** launched “The Flow of H2O,” a three-part educational series that explains the effect of pollution on watersheds.
- **Houston Water** hosted a student essay contest and awarded fourth-grader Elizabeth Diaz for her essay about how a day without water would impact her dog, Luca.


A promotional poster for the 2020 Youth Art Contest. The top section features the text "2020 Youth Art Contest" and "Imagine a Day Without Water" written in a purple, cursive font. A hand is shown drawing a blue water drop with a pencil. Below this, the theme "THEME: WHAT WATER MEANS TO ME" is displayed in bold black letters. The bottom section shows a row of colorful pencils and logos for Albemarle County Service Authority, Charlottesville, and Rivanna Water & Sewer Authority. A red circular badge on the right says "Accepting Entries: Oct 21st - Nov 23rd". At the bottom, the website "charlottesville.gov/artcontest" is listed in white text on a dark red background.

Pinned Tweet

DC Water @dcwater · 15m

This year for #ImagineADayWithoutWater we're thrilled to announce our children's book, "Wendy, Where does Our Wastewater Go?" Click the card to join us Friday, 10/23 for a virtual Storytime & a chance to win a free copy.

Remember, a day w/out 💧 includes wastewater too!



0:30 the function of water and wastewater systems. dc water is life

Can You Imagine?
dcwater.com

KC Water @KCMOWater · 19h

We had a great discussion with Girl Scout Troop 2228 this afternoon about #ImagineADayWithoutWater and other fun water quality lessons. #ValueWater



10

Alameda County WD @AlamedaCountyWD · 33m

Today's the day! We're going LIVE on Facebook bit.ly/31utZqj w/Anna the steelhead trout & ACWD friends at 11 am for our first-ever virtual tour, recognizing Imagine a Day Without Water! See our fish passage projects along Alameda Creek! #ValueWater #AnnasAdventures




Join me today on Facebook Live at 11 am to 12 pm for a virtual tour of ACWD's fish passage projects!

Anna
The Steelhead Trout

0:01 | 7 views

MWD of SoCal @mwdh2o

Can you #ImagineADayWithoutWater? These #SoCal kids can – they used their creativity to depict what life might look like without this precious resource. Here are just some of the 100+ submissions we received for the 2021 student #waterart calendar. @TheValueofWater



FOOTHILL MUNICIPAL WATER DISTRICT

SAVE WATER
SAVE LIVES

SINEAD
11TH GRADE
CRESCENTA VALLEY HIGH
LA CRESCENTA

0:49 | 125 views

Dozens of Organizations Hosted Virtual Events

- **Metropolitan Water Reclamation Districts of Greater Chicago** Commissioner **Debra Shore** participated in a virtual panel discussion with the Smart Museum and Sweet Water Foundation on the dimensions of water as the source of all life.
- **Milwaukee Metropolitan Sewerage District** celebrated Milwaukee's water with the virtual event Great Water, Great Coffee, featuring **Karren Dettmer** of **Milwaukee Water Works** and **Kevin Shafer**, MMSD's executive director.
- **Water Environment Federation** celebrated the release of the documentary Brave Blue World on Netflix!

Media Highlights

Dozens of videos, podcasts, and blogs were created and shared, featuring educational content, original songs, interviews, and more. Here are some of the highlights:

Videos

- The Academies of Loudoun, "[Imagine a Day Without Water](#)," Oct. 21, 2020, video.
- amwatercorp, "[Imagine a Day Without Water—2020](#)," Oct. 20, 2020, video.
- ASCE Government Relations, "[Imagine a Day Without Water 2020](#)," Oct. 20, 2020, video.
- Austin Water, "[A Day Without Water, Can you Imagine?](#)" Oct. 22, 2020, video.
- BeaverWaterDistrict, "[Oct. 21, 2020—Lane Crider, CEO, Beaver Water Districts 'Imagines a Day Without Water' #ValueWater](#)," Oct. 20, 2020, video.
- BG Municipal, "[A Day without Water 2020](#)," Oct. 21, 2020, video.
- City of Stuart Florida, "[Imagine a Day Without Water October 21st, 2021](#)," Oct. 21, 2020, video.
- City of Hardeeville, "['Imagine a Day Without Water' October 21, 2020 Educational Video](#)," Oct. 21, 2020, video.
- Cobb County Water System, "[A Water Tale: Jake and the Three Spirits](#)," Oct. 20, 2020, video.
- Columbus Water Works, "[Imagine a Day Without Water](#)," Oct. 19, 2020, video.
- CTAHR, "[A Day Without Water – Jack](#)," Oct. 20, 2020, video.
- Fort Smith, Arkansas, "[Imagine a Day Without Water](#)," Oct. 21, 2020, video.
- Garney Construction, "[Imagine a Day Without Water](#)," Oct. 12, 2020, video.
- Great Springs Project, "[Imagine a Day Without Water 2020](#)," Oct. 21, 2020, video.
- Heartland Conservation Alliance, "[Imagine a Day Without Water with Council Member Ryana Parks-Shaw](#)," Oct. 21, 2020, video.
- KCMO Water, "[We Asked Our Water Utility Friends from Across the Nation to Imagine a Day Without Water](#)," Oct. 20, 2020, video.
- KHON2 News, "[Imagine a Day Without Water](#)," Oct. 19, 2020, video.
- Lily Anne Phibian, "[Water Works. Today. Tomorrow. For Life](#)," Oct. 7, 2020, video.
- Little Rock Water Reclamation Authority—LRWRA, "[Imagine a Day Without Water 2020: Central Arkansas Water](#)," Oct. 20, 2020, video.
- Little Rock Water Reclamation Authority—LRWRA, "[Imagine a Day Without Water 2020: Little Rock Zoo](#)," Oct. 20, 2020, video.
- Little Rock Water Reclamation Authority—LRWRA, "[Imagine a Day Without Water 2020: Lost Forty Brewing](#)," Oct. 20, 2020, video.
- Lynchburg Water Resources, "[Imagine a Day Without Water \(Water Wonders, Ep. 27\)](#)," Oct. 21, 2020, video.
- Madison Water Utility, "[Imagine a Day Without Water](#)," Oct. 21, 2020, video.
- Milwaukee Water Works, "[Great Water, Great Coffee Milwaukee, Imagine a Day Without Water](#)," Oct. 21, 2020, video.
- NY Water Environment Association, "[NYWEA Imagine a Day Without Water 2020](#)," Oct. 20, 2020, video.

- Palm Beach County Water Utilities Department, “[Imagine a Day Without Water 2020](#),” Oct. 20, 2020, video.
- Palmdale Water District, “[‘Imagine a Day Without Water’ 2020 Featuring the City of Palmdale](#),” Oct. 21, 2020, video.
- PGC Sprout, “[Imagine a Day Without Water—Prince George’s County](#),” Oct. 19, 2020, video.
- sacdou, “[Tour of the Sacramento Water Treatment and Distribution Process](#),” Oct. 21, 2020, video.
- SCVWD, “[Chair Hsueh Imagine a Day Without Water 2020](#),” Oct. 20, 2020, video.
- Shockey Consulting Services, “[Imagine a Day Without Water](#),” Oct. 21, 2020, video.
- StormwaterGO, “[How Important is Water in 2020?](#)” Oct. 20, 2020, video.
- TohoWaterAuthority, “[Imagine a Day Without Water 2020](#),” Oct. 21, 2020, video.
- US Water Alliance, “[Benny Starr Performs for Imagine a Day Without Water 2020](#),” Oct. 21, 2020, video.
- US Water Alliance, “[Leaders from Smaller Cities Talk About What Imagine a Day Without Water Means to Them](#),” Oct. 19, 2020, video.
- VeraAqua VeraVita, “[Imagine a Day Without Water 2020 | Vera Aqua Vera Vita Team Roundtable](#),” Oct. 21, 2020, video.
- VolusiaCountyInfo, “[Volusia County ‘Imagine a Day Without Water’](#),” Oct. 21, 2020, video.
- Walnut Valley Water District, “[Imagine a Day Without Water 2020](#),” Oct. 19, 2020, video.
- WaterMattersTV, “[A Day Without Water](#),” Oct. 21, 2020, video.

Podcasts

- Bob Crossen, “[Value of Water Series: One Water with Radhika Fox](#),” Oct. 9, 2020, in *Talking Under Water*, produced by *Water Quality Products*, podcast, MP3 audio.
- The H2Duo, “[Election in Real Life: What Your Vote Means to the Water Industry](#),” Oct. 21, 2020, in *Water in Real Life*, produced by The H2Duo, podcast, MP3 audio.
- Stormwater|GO, “[Saving Stormwater – Rhett K. Kerby](#),” in *Saving Stormwater*, produced by Stormwater|GO, podcast, MP3 audio.
- Talk City Greensboro, “[Imagine a Day Without Water](#),” Oct. 12, 2020, produced by Talk City Greensboro, podcast, MP3 audio.

Blogs and Press

- Water Street, “[\(We Don’t Want You To\) Imagine a Day Without Water](#),” *Water Street* (blog), American Water, Oct. 20, 2020.
- Newsha Ajami and Joseph W. Kane, “[The Hidden Role of Water Infrastructure in Driving a COVID-19 Recovery](#),” *The Avenue* (blog), *Brookings Metropolitan Infrastructure Initiative*, Oct. 20, 2020.
- Christian Annexy, “[Delivery Methods and Securing the Value of Water](#),” *Water & Wastes Digest*, Oct. 9, 2020.
- Alandria Barker, “[Students Invite to Participate in ‘Imagine a Day Without Water’ Video Contest](#),” *Rutherford Source*, Sep. 8 2020.
- Michael Butler, “[No Need to Imagine ‘Day Without Water’](#),” *TheChattanooga.com (Chattanooga, TN)*, October 12, 2020.
- City of Durham Department of Water Management, “[Imagine a Day Without Water Video Challenge](#),” City of Durham, City of Durham, nd.
- Bob Crossen, “[Editorial Letter: No Water, Big Problem](#),” *Water & Wastes Digest*, Oct. 9, 2020.
- Lauren Del Ciello, “[Editorial Letter: Can You Imagine?](#)” *Water Quality Products*, Oct. 1, 2020.
- Joseph Danyluk and Paula Silva, “[US Cities Recognize the Value of Water on Imagine a Day Without Water](#),” *Jacobs*, Oct. 21, 2020.

- Beth Farnsworth, “[Santa Barbara and Montecito Enter Historic Water Supply Agreement](#),” *KEYT News* (Santa Barbara, CA), Oct. 20, 2020.
- Andrew Farr, “[‘Imagine a Day Without Water’ Advocacy Day Returns this Week](#),” *Water Finance & Management*, Oct. 19, 2020.
- Justin Freeman, “[‘Imagine a Day Without Water’ Observed on Oct. 21 in Northwest Arkansas & Nation](#),” Rogers-Lowell Area Chamber of Commerce, Oct. 21, 2020.
- Raymond Garcia, “[PWD Has its Eye on a Future with No Water](#),” *Antelope Valley Press* (Palmdale, CA), Oct. 16, 2020.
- The Garden Island, “[Imagine a Day Without Water](#),” *The Garden Island* (Lihue, HI), Oct. 5, 2020.
- “[Essay Contest Asks Students to ‘Imagine a Day Without Water’](#),” *Grants Pass Live Rogue* (Grants Pass, OR), Sept. 14, 2020.
- Rebecca Gold Rubin, “[Imagine a Day Without Water: Pure Water Soquel Working with Community to Ensure that Day Never Comes](#),” *TPG Online Daily* (Aptos, CA), Oct. 10, 2020.
- John Hammer, “[City Asks You to Imagine a Day Without Water](#),” *Rhino Times* (Greensboro, NC), Oct. 9, 2020.
- Noah Hertz, “[Volusia Asks Residents to ‘Imagine a Day Without Water’](#),” *The West Volusia Beacon* (Volusia, FL), Oct. 14, 2020.
- “[Hamilton Township Brings Awareness to ‘Imagine a Day Without Water’ Campaign](#),” *Insider NJ*, Oct. 20, 2020.
- Katie Johns, “[Editorial Letter: The Value of Water](#),” *Storm Water Solutions*, Oct. 12, 2020.
- KHON2, “[State Wants Residents to Imagine a Day Without Water](#),” *KHON2* (Honolulu, HI), Oct. 15, 2020.
- John Kimberling and Paul Kimmell, “[Their View: A Brave, Blue World throughout Local Water Conservation](#),” *Moscow-Pullman Daily News* (Moscow, ID), Oct. 20, 2020.
- “[Can You Imagine a Day Without Water?](#),” Leigh County Authority, Leigh County Authority, nd.
- Chris Lykins, “[Water Restrictions Going Back into Place for New Braunfels](#),” *The Herald-Zeitung* (New Braunfels, TX), October 16, 2020.
- AJ McWhorter, “[Participate in ‘Imagine a Day Without Water’ Next Week](#),” *EIN Presswire* (Honolulu, HI), Oct. 15, 2020.
- Karen E. Menard, “[Imagine a Day Without Water. Join the Nationwide Movement on October 21st](#),” Texas AWWA, Aug. 7, 2020.
- Mark Mirko, “[Lakes Running Dry, Crops Threatened and Storms Without Rain: Striking Images Capture what the Drought Looks like in Connecticut](#),” *Hartford Courant* (Hartford, CT), Oct. 17, 2020.
- Madison Neal, “[International Code council Joins Sixth Annual ‘Imagine a Day Without Water’](#),” International Code Council, Oct. 21, 2020.
- Traci Peterson, “[Arlington’s Value of Water Contest Begins Sept. 8, 2020](#),” MyArlingtonTX, City of Arlington Texas, Sept. 3, 2020.
- “[Imagine a Day Without Water 2020](#),” PGH20, Pittsburgh Water and Sewer Authority, Oct. 21, 2020.
- Public Service Commission, “[PSC: Participates in Imagine a Day Without Water](#),” *Wis Business* nd.
- Laine Roberts, “[Can You Go a Day Without Water?](#),” Greensboro North Carolina, City of Greensboro, Oct. 7, 2020.
- Craig Rudy, “[Column: Commit to a Sustainable Water Future](#),” *Sun Port Charlotte* (Port Charlotte, FL), Sep. 18, 2020.
- “[Map Tells Tennessee Story as Part of ‘Imagine a Day Without Water’](#),” TN Department of Environment and Conservation, TN Department of Environment and Conservation, Oct. 20, 2020.
- Stephanie Threinen, “[Commentary: Imagine a Day Without Water](#),” *Austin American-Statesman* (Lakeway, TX), Oct. 20, 2020.
- John Veneri, “[Board of Water Supply ‘Imagine a Day Without Water’](#),” *KHON2* (Honolulu, HI), Oct. 19, 2020.
- Rhiannon Voest, “[Big Bear Lake DWP Offers ‘The Value of Water’ Art and Video Contest](#),” *KBHR Big Bear News* (Big Bear Lake, CA), Sep. 30, 2020
- “[Americans See Urgent Need to Protect Water Amidst Climate Change in New Walton Family Foundation Poll](#),” Walton Family Foundation, Walton Family Foundation, Oct. 20, 2020.