Summary Memo

On October 21, 2020, the Value of Water Campaign hosted the sixth annual day of action, Imagine a Day Without Water. Imagine a Day Without Water raises awareness about the need to invest in water and wastewater infrastructure by asking Americans to imagine a day without life’s most essential resource. The campaign serves as an organizing vehicle to activate water agencies, businesses, public officials, the media, schools, and nonprofits across the nation.

This year was like no other. The COVID-19 pandemic has altered how people work, connect with others, and go about their daily activities. One thing that remains constant is the critical nature of water infrastructure and the dedication of the workers who keep those systems running.

US Water Alliance staff is pleased to present this summary of results and highlights from the sixth annual Imagine a Day Without Water to supporters of the Value of Water Campaign.
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.
Fifteen City and County Resolutions

- City of Fort Collins, Colorado
- Fayetteville, Arkansas
- Fort Smith, Arkansas
- Grand Junction, Colorado
- Hamilton Township, New Jersey
- Honolulu, Hawaii
- Houston, Texas
- Hubbard, Oregon
- Johnson County, Kansas
- Kalamazoo, Michigan
- Marana, Arizona
- Medford, Oregon
- Napa, California
- Prince George’s County, Maryland
- Torrington, Wyoming
- Woodlands, Texas

Other elected officials participated in the conversation online, including Senator Ben Cardin (D-MD).
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.

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.
- 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.

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.
Imagine a Day Without Water Summary Memo

Value of Water Campaign
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 **Karen 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

Imagine a Day Without Water Summary Memo

Podcasts


Blogs and Press


- Palm Beach County Water Utilities Department, “Imagine a Day Without Water 2020,” Oct. 20, 2020, video.
- Volusia County Info, “Volusia County ’Imagine a Day Without Water;’” Oct. 21, 2020, video.


• Noah Hertz, "Volusia Asks Residents to 'Imagine a Day Without Water,'" The West Volusia Beacon [Volusia, FL], Oct. 14, 2020.


• "Can You Imagine a Day Without Water?," Lehigh County Authority, Lehigh County Authority, nd.


• Public Service Commission, "PSC: Participates in Imagine a Day Without Water," Wis Business nd.


• Craig Rudy, "Column: Commit to a Sustainable Water Future," Sun Port Charlotte [Port Charlotte, FL], Sep. 18, 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