

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)





NORTH  
TEXAS  
MUNICIPAL  
WATER  
DISTRICT

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# WHY INFRASTRUCTURE SHOULD MATTER TO WATER RATEPAYERS

WATERSMART INNOVATIONS    OCTOBER 6, 2016

PRESENTED BY DENISE HICKEY  
North Texas Municipal Water District

VALERIE SALINAS-DAVIS  
EnviroMedia

DALLAS ★  
FORT WORTH ★

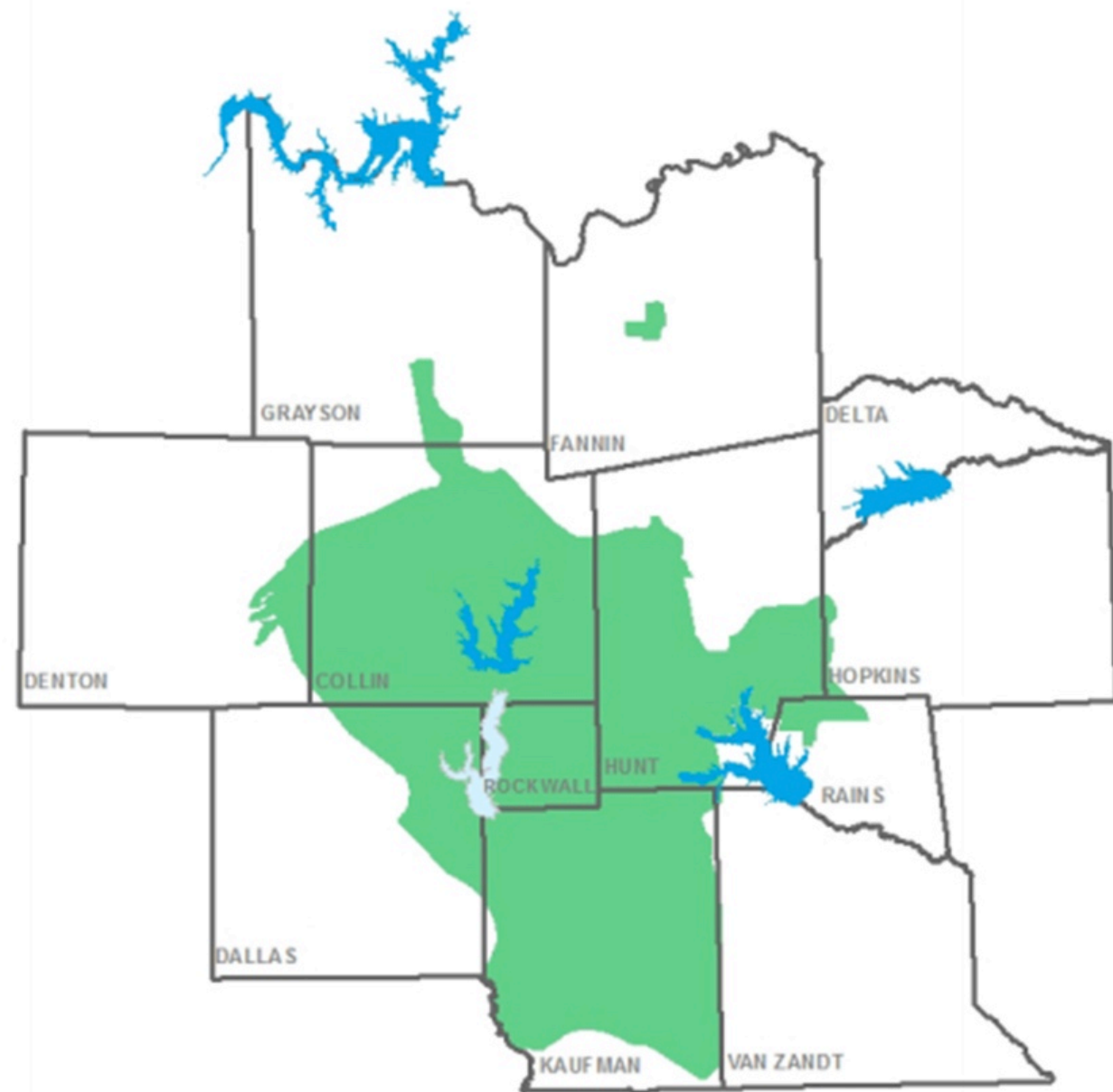


**TEXAS**



# Regional Provider

Water – Wastewater – Solid Waste



*Serve area nearly twice the size of Rhode Island*



## BY THE NUMBERS



SERVE **90** COMMUNITIES

Service area of 2,200 square miles in 10 counties

Serving 1.6 million people in one of the fastest-growing regions in the country

### DID YOU KNOW?

**14**

WATER PUMP STATIONS

**6**

WATER TREATMENT PLANTS  
806+ MGD (million gallons/day) capacity

**566**  
MILES

WATER TRANSMISSION PIPELINES

**250+**  
MILES

LARGE-DIAMETER WASTEWATER PIPELINES

**14**

WASTEWATER TREATMENT PLANTS

**151+**  
MGD

WASTEWATER TREATMENT CAPACITY  
MGD (million gallons/day)



**3** TRANSFER STATIONS  
up to 3,295 tons of solid waste/day

**800,000+** tons/year accepted at landfill



## News Coverage

### [#infrastructurematters hashtag on Twitter](#)

<https://twitter.com/hashtag/infrastructurematters>

4h ago @99acresIndia tweeted: "#InfrastructureMatters: National #Highwa.." - read what others are saying and join the conversation.

### [#infrastructurematters - Twitter Search](#)

<https://twitter.com/search?q=%23infrastructurematters> Twitter

11h ago @99acresIndia tweeted: "#InfrastructureMatters: Centre set to de.." - read what others are saying and join the conversation.

### [Infrastructure Matters | US Water Alliance](#)

[uswateralliance.org/resources/blog/infrastructure-matters](https://uswateralliance.org/resources/blog/infrastructure-matters)

Apr 21, 2016 - Infrastructure matters. It matters—in big ways and in small—to our country, our economy, our quality of life, our safety, and our communities.

### [#InfrastructureMatters | Facebook](#)

<https://www.facebook.com/hashtag/infrastructurematters?source=feed...>

View about #InfrastructureMatters on Facebook. Facebook gives people the power to share and makes the world more open and connected.

The image features a complex network of stylized pipes in various shades of blue and grey, set against a white background. The pipes are arranged in a grid-like pattern with several 90-degree turns. A prominent horizontal blue banner is centered across the middle of the image, containing the text '#WaterInfrastructureMatters' in white, bold, sans-serif font. The banner has a thin white underline at its base. The overall aesthetic is clean and modern, representing water infrastructure.

**#WaterInfrastructureMatters**

A stylized illustration of a network of pipes. The pipes are shown in two colors: a vibrant blue and a muted grey. They are arranged in a complex, interconnected pattern with various 90-degree and 180-degree turns. A prominent horizontal blue banner is centered across the middle of the image, containing the text '\$4.8 Trillion' in a large, white, bold, sans-serif font. The background is plain white, which makes the pipes and the banner stand out clearly.

**\$4.8 Trillion**



# AGE OF PIPES?

*Value of Water Coalition\**

**48%**

*underestimated*

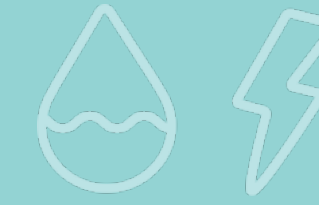
**52%**

*guessed older  
or got it right*

**AVERAGE AGE:**

**47**





# INFRASTRUCTURE REPAIRS

1  
/2

OF  
AMERICANS  
SAY

“UNFAIR”

# *Water*

**AMERICA'S MOST ESSENTIAL  
BUT NEGLECTED RESOURCE**



# WHY?

OUT OF SIGHT. *Out of Mind.*



The image features a complex network of blue pipes of various sizes and orientations, including horizontal, vertical, and curved sections. The interior of the pipes is filled with a light blue liquid, and there is a significant amount of brown, granular sediment or debris accumulated within the pipes, particularly in the bends and lower sections. A solid blue rectangular banner is positioned horizontally across the middle of the image, containing the text "31 out of 100" in a large, white, sans-serif font.

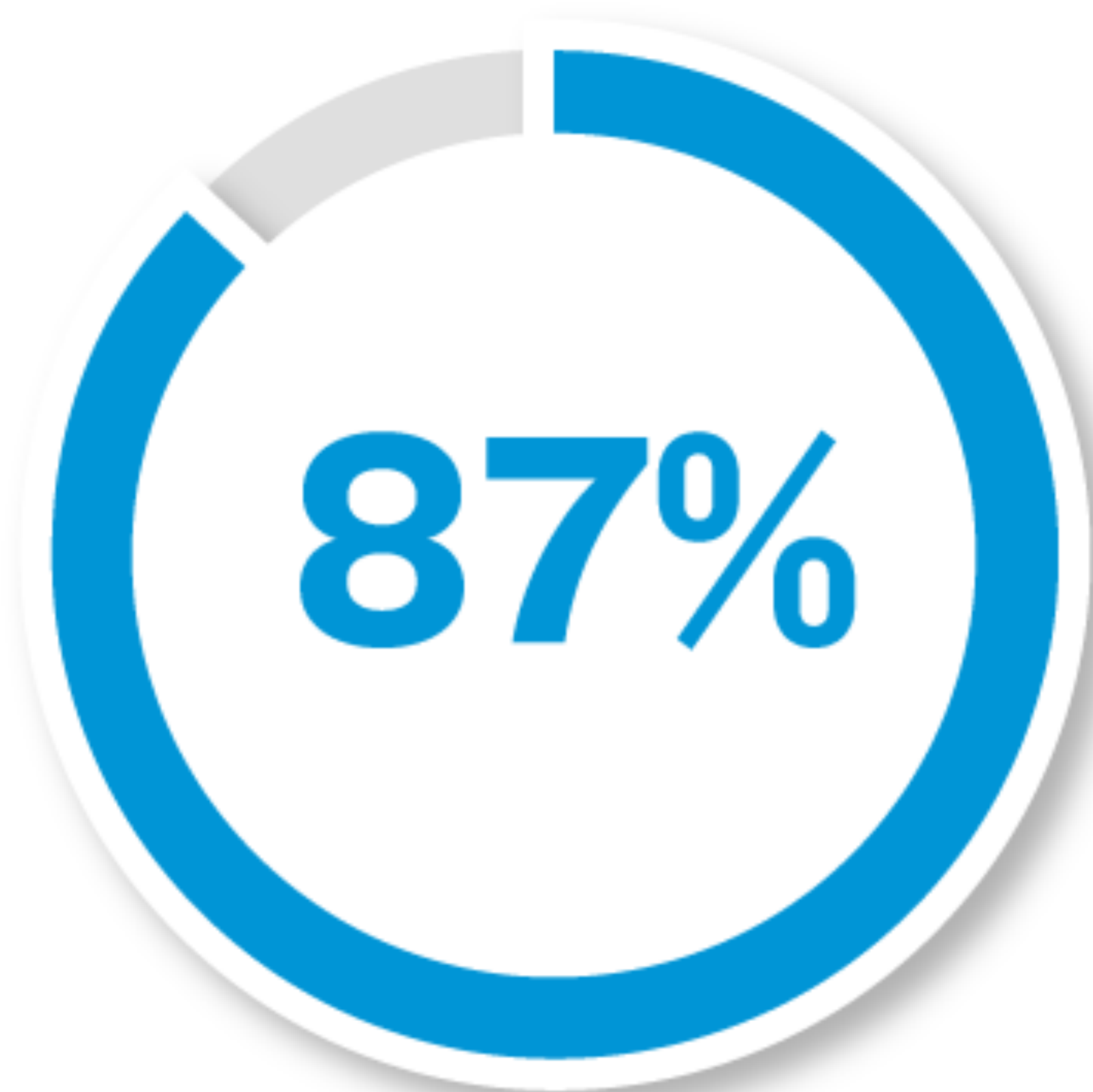
**31 out of 100**



**NORTH  
TEXAS  
MUNICIPAL  
WATER  
DISTRICT**



**of Texans said they definitely know the natural source of their drinking water.**



**are more willing  
to conserve once  
they know.**

**WATER**



**IQ**

SM



# WHAT'S THE VALUE OF WATER?

Mornings wouldn't be the same without water.

Most of us never think about how water gets to the tap or where it goes after it swirls down the drain. Luckily, we don't have to. Pumps, treatment plants, and pipes bring us clean water.

But our water systems are aging. They need investment to continue delivering life's most essential resource. We need water to make a cup of coffee and most everything we do in life. All day, every day.

Water—Essential. Reliable. Invaluable.

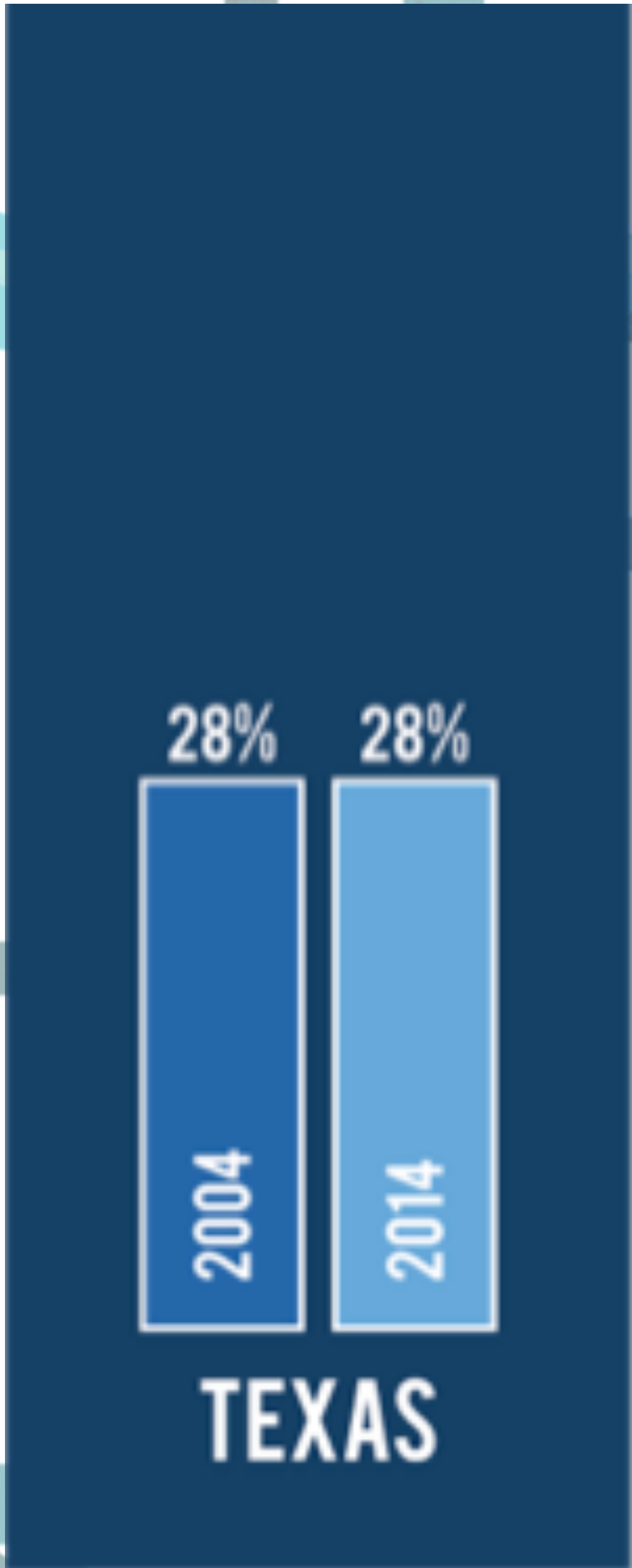
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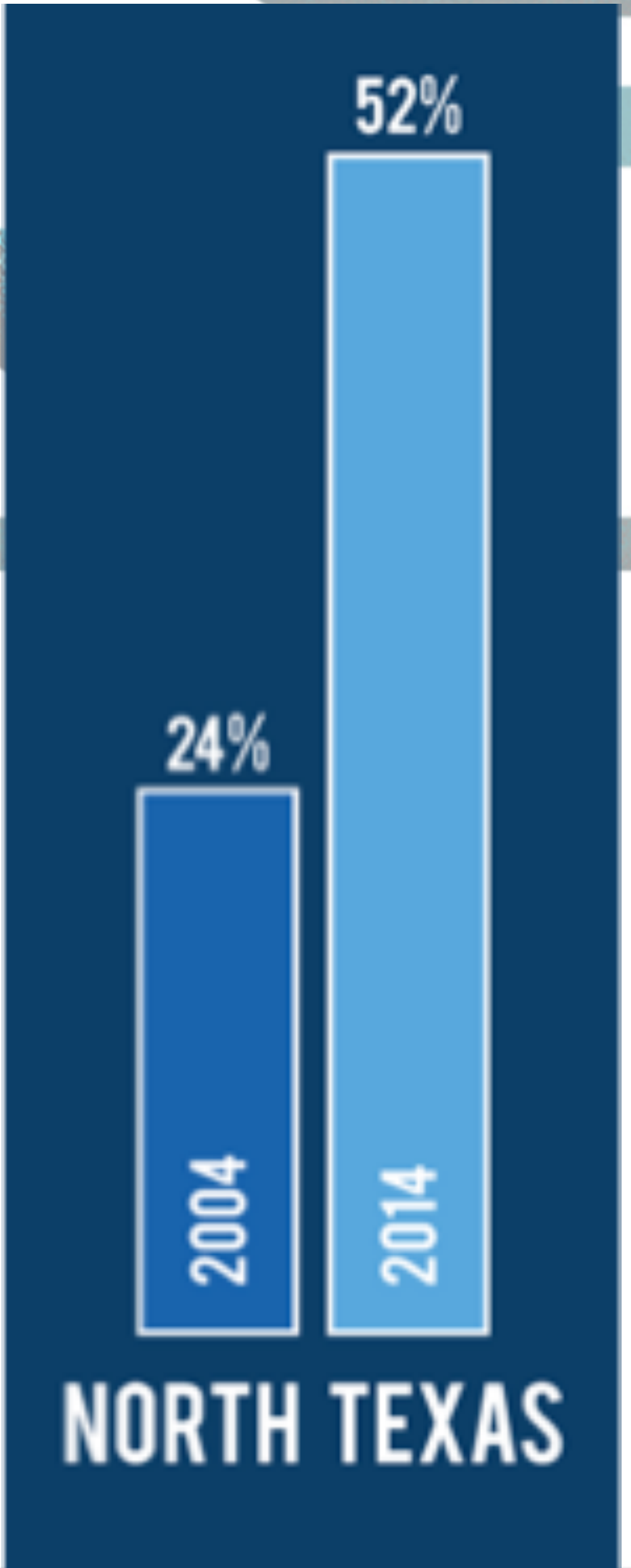
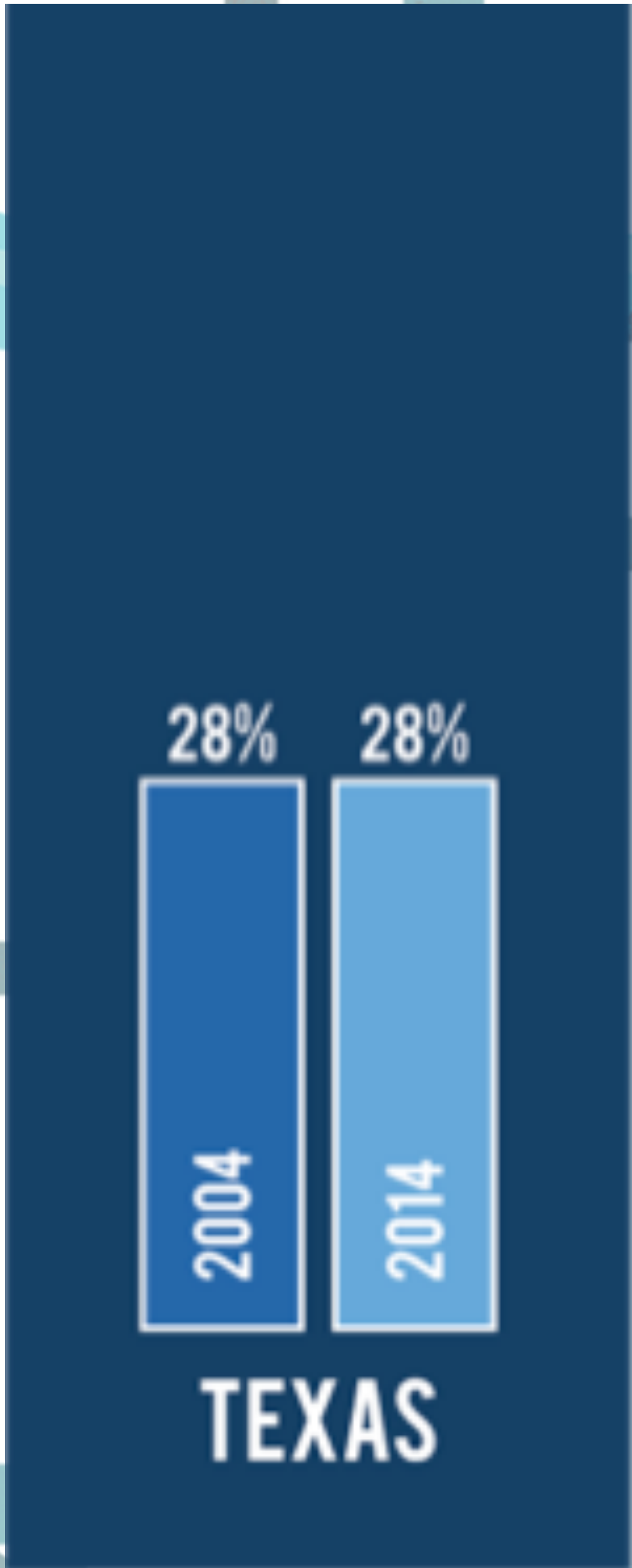
**Learn how water works for you.  
Visit [TheValueofWater.org](http://TheValueofWater.org).**

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#ValueWater







**SIMPLER INSURANCE  
IS HEALTHIER INSURANCE.**

**Seton Insurance**  
GROUP HEALTH PLAN  
PROVIDENCE | Seton

# Commentary: Why infrastructure matters to water ratepayers

**OPINION** By Valerie Salinas-Davis and Carole Baker - Special to the American-Statesman



Posted: 12:00 a.m. Thursday, May 19, 2016

It's "Infrastructure Week," and a nonpartisan coalition of public- and private-



**“North Texans admitted they don’t know much about their water infrastructure. They were astounded to learn the average American consumes 80 to 100 gallons of water every day.”**

# Focus Groups

- December 2015
- Males and females with children, \$80k HHI, a sprinkler system
- Females ages 35-63
- Males ages 43-63

# Objectives

- Vet trends found in recent quantitative market research (Baselice & Associates, September 2015), including a male skew\* for yard care and higher campaign awareness.
- Gauge understanding of not just where household water comes from but the whole water infrastructure. Also, get insight on conservation habits and perceptions of the price of water bills.

*\*78% male v. 28% female control sprinkler system; 46% male v. 35% female "Water IQ" awareness; potential to move more males from saving water "most of the time" (53%) to "all of the time" (21%).*

# Lawn Maintenance

- Not surprisingly, the men are primarily responsible for lawn maintenance. While women know where the sprinkler system control boxes are, the men are the ones who set it and control the watering schedule.
- Only three females participated in lawn care (primarily gardening), and all were less familiar with the sprinkler system control box.

# Paying the Water Bill

- Men are primarily responsible for paying the water bills.
- They pay closer attention to the cost and amount of water used than women do, often comparing their month-to-month and year-to-year averages.\*

*\*Note that quantitative research showed 79% read water bill to see how much they're spending v. 58% read bill to see how many gallons they use.*



# Water Awareness

- Both groups had good awareness of Lavon Lake as a primary water source. However, there is still a strong misperception that more water is used indoors than outdoors,\*\* and both groups grossly underestimated how much water is consumed by households. They were surprised the average is 80-100 gallons per person per day.
- People in both groups acknowledged they don't know enough about their water infrastructure as they could, and are sensitive to the rising costs of their water bills.\*\*\*

*\*\*Consistent with quantitative research that showed 79% believe they use more water indoors than outdoors.*

*\*\*\*Note that quantitative research showed that 76% agree the wholesale cost of 1/4 penny per gallon is a good value. Also, 40% said rising costs have changed water use; 79% read water bill to see how much they're spending v. 58% read bill to see how many gallons they use.*

# Water Infrastructure

- Both groups were receptive to watering less as a way of life due to drought.
- Everyone was sensitive to rising water costs (especially the women), and they were receptive to proactive education about why water costs what it does.
- Because residents are becoming more sensitive to water costs and admit to not understanding the water infrastructure, NTMWD must tell the value of water story more frequently and more consistently at every opportunity.

DO YOU

KNOW?

**WATERING LESS  
MEANS MORE**



Logo: NORTH TEXAS MUNICIPAL WATER DISTRICT  
WATER IQ

**OUTFRONT**

**U+HAUL**

**MOVING & STORAGE**

**24hr Access**

**FOR SALE**  
34000 sq. feet of Used Modular office buildings  
Make an offer - Can remodel for any need  
offices@morganusa.com or call 972-864-7345  
LAND RD NORTH LEFT AT McCREE

PROPANE RILLS



A billboard advertisement for water conservation. The billboard is mounted on a black metal structure against a background of a blue sky with white clouds. The billboard itself is divided into two horizontal sections: a top blue section and a bottom light green section. In the top left corner, a green watering can with a yellow handle is shown pouring water. The main text, "WATERING LESS MEANS MORE", is written in large, white, distressed-style capital letters across the blue section. The bottom green section contains two logos in the lower right corner: the North Texas Municipal Water District logo (a stylized plant in a square) and the Water IQ logo (a water drop with ripples).

**WATERING LESS MEANS MORE**



NORTH  
TEXAS  
MUNICIPAL  
WATER  
DISTRICT



A billboard for water conservation is set against a blue sky with white clouds. The billboard has a blue top section with a white scalloped border and a light green bottom section. A green hose with a yellow nozzle is positioned at the top left, spraying water onto the blue section. The main message is written in large, white, bold, sans-serif capital letters. In the bottom right corner, there are two logos: one for North Texas Municipal Water District and one for Water IQ.

**WATERING LESS MEANS MORE**



**QUESTIONS?**





**CHANGE STARTS HERE**