

210291

MEMORANDUM



To: Public Works Committee
From: Brian Jack, Utilities Superintendent
Through: Carl Goldsmith, Director of Public Works *cg*
Date: August 5, 2021
Subject: ISAWWA Water Ambassador Program

One of the directions of the IL Section of American Water Works Association's Strategic Plan is Raising the Public Awareness of Water. In 2020, ISAWWA developed the Water Ambassador Program for water utilities in Illinois to work toward this goal of public awareness of the value of water.

The program is an initiative to elevate public perception, knowledge, and consumer education of the water industry. This program aims to accomplish these goals by presenting a new communication platform of educational and promotional content in a manner that is relevant, engaging, and consistent among the program participants.

Participating members of the program will communicate content to their community members and consumers through social media, web-site postings, bill inserts, newsletters, and community events. Content will include simple items like info-graphics and short videos posts to facility/plant tours and educational programs like the Public Works Citizens Academy. Each month will promote a different water theme. The cycle of the program will be annual and awarded to the successful utility in March of each year.

There are three levels of the program a utility can achieve depending on the level of participation and content shared; bronze, silver, and gold. Staff will be working to achieve the gold level of certification for the inaugural year and beyond to maintain the gold level.

Upon successful award, the utility will receive a "Water Ambassador" street sign that can be posted in the community (similar to the Tree City USA sign) with subsequent sticker logos for years of certification. Along with the street sign, a proclamation to be read at a public meeting to acknowledge the successful certification of the program.

This program kicked off in July of 2021 and Lombard will be part of the "Inaugural" class of first year participants. Follow Lombard's social media accounts to see past and future posts for this program. The first shared content was an info graphic for July regarding water conservation. Please see enclosed info graphic and power point for more information regarding this program. If you have any questions, please feel free to reach out to me at jackb@villageoflombard.org or via phone at 630-620-5709.

Simple Things We Can Do To Conserve Water



STEP ON IT:

Step on the lawn, if the grass springs back, it doesn't need water.



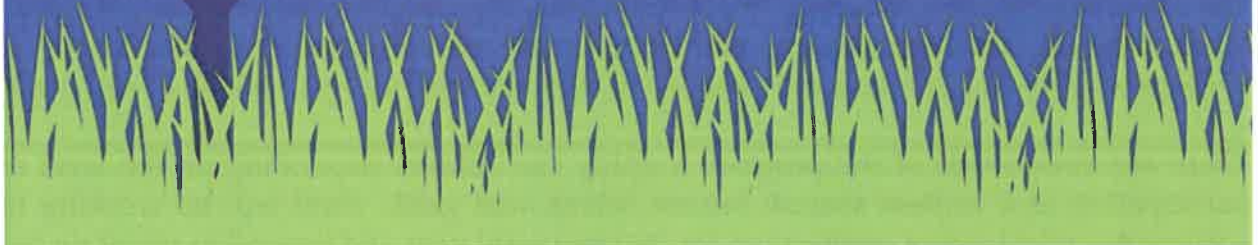
LEAVE IT LONG:

Longer grass promotes a more drought-resistant lawn, reduced evaporation, and fewer weeds.



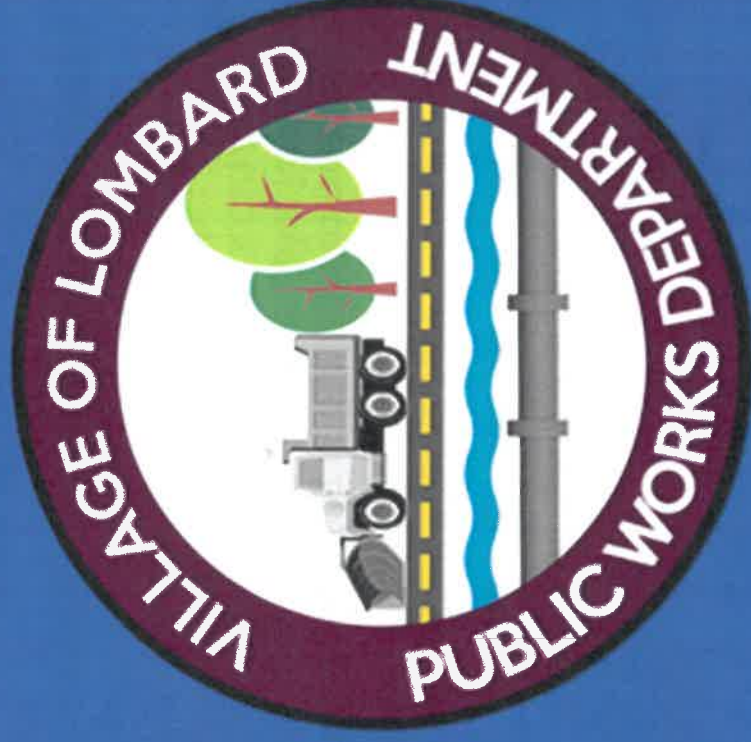
TAKE A SPRINKLER BREAK:

Grass isn't really meant to be bright green in the summer.



Questions?

For more information contact:
Brian Jack, Utilities Superintendent
jackb@villageoflombard.org
(630) 620-5709



Infrastructure Condition

Good Condition

- Water Meter Replacement Program Completed 2019
- Central Pump Station Rebuilt 2019
- Highland Ave Water Tower Rehabed 2020
- Civic Center Reservoirs Rehabed 2021
- North Ave Standpipe pumping station rehab for 2023/2024
- Developing water main lining program future CIP

Notables

- 2020 Non-Revenue Water 9.6%
 - IDNR requirement to be under 10%
- 357 remaining Lead Service Lines
- 1.5 MG New Water Tower planned for Butterfield Corridor
- IDNR proposing reduction in average daily withdrawal for the Lake Michigan water allocation permit to coincide with current and future water consumption based on population growth and water conservation mitigations and the CMAP on to 2050 plan



Infrastructure Condition



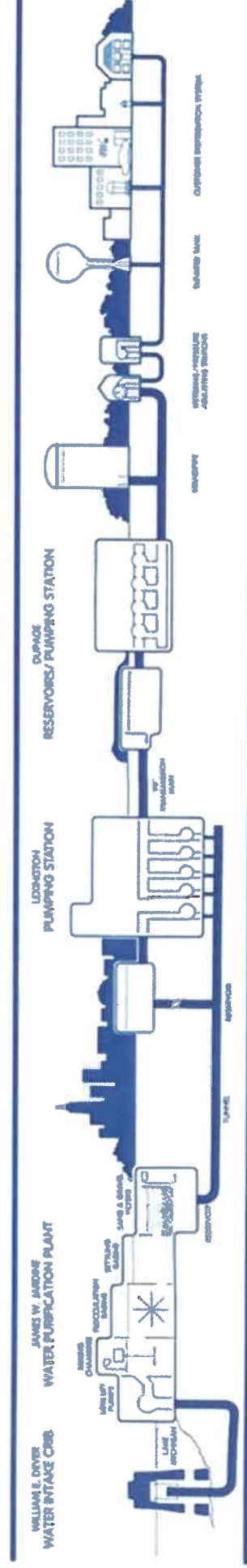
Local Infrastructure

- Water Storage
 - 1.6 MG Standpipe (North Ave)
 - 1.0 MG Elevated Spheroid (Highland Ave)
 - 3.0 MG Underground Reservoirs (Civic Center)
 - Central Pumping Station (St. Charles Rd)
 - 3 Emergency Back-up Wells
 - Future 1.5 MG elevated spheroid Butterfield Rd
- 184 Miles of water main 4" – 20" in diameter
- 15,270 water service connections
- 13,567 water meters
- 2,884 fire hydrants
- 3,327 water valves



Source & Treatment

- Source - Lake Michigan; Jardine Water Purification Plant, Chicago
- Purchases finished water from DuPage Water Commission
- Maintain disinfection levels by adding minimal chlorine



Overview of Water Infrastructure



2011.6 & 11.6.2011

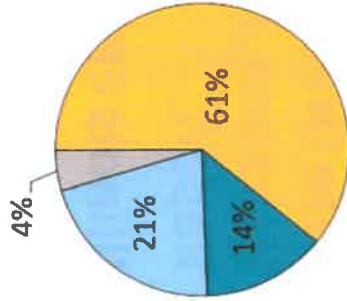
Regulations

- **Safe Drinking Water Act:** requires regular water quality testing (bacteria, lead, pesticides, etc.) and annual Consumer Confidence Report
- **Illinois EPA:** monitoring generally matches Federal requirements with some additions to strengthen public health protection
- **Illinois Dept. of Natural Resources:** oversees Lake Michigan allocation and regulates water withdrawals from other surface waters
- **Other:** such as Illinois Dept. of Public Health and, in some cases, Illinois Commerce Commission

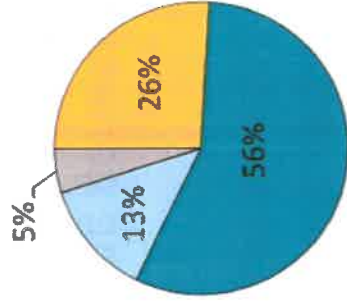


Illinois Water Sources

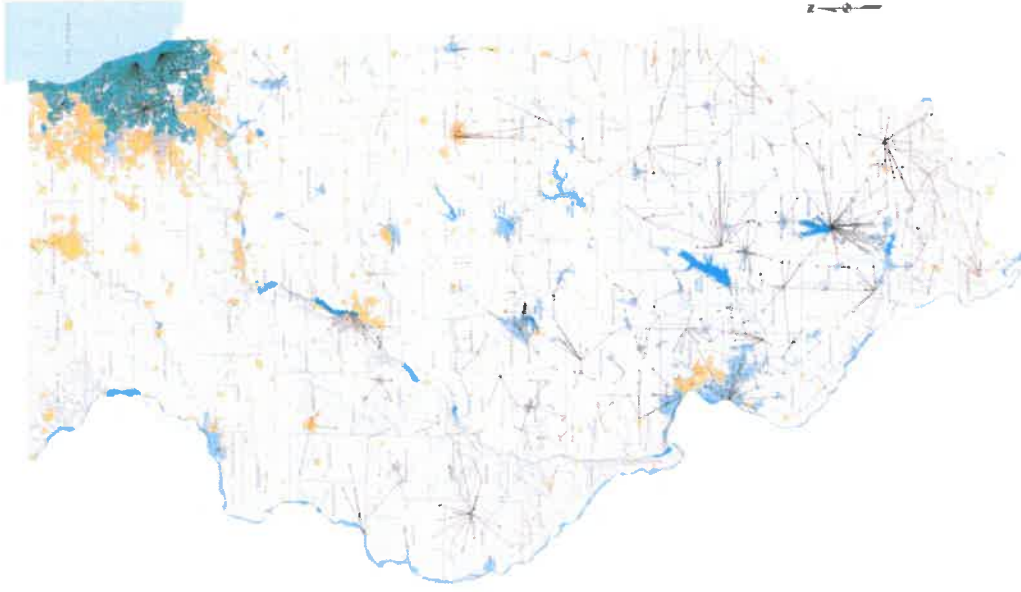
Percentage of Municipalities



Percentage of Municipal Population



- Groundwater
- Lake Michigan Water
- Inland Surface Water
- Mixed Water Sources



Explanation of Symbols

- County Boundary
- Major River | Stream
- L Lake | Reservoir

Purchase Network

- Municipal Node
- Water Purchase

Public Water Distributors

- Lake Michigan
- Inland Surface Water
- Groundwater
- Mixed Source

Municipal Water Use

- Lake Michigan
- Inland Surface Water
- Groundwater
- Mixed Source



Water Sources & Regulations



STANDARD #4

CELEBRATIONS / WILD CARD

- ❖ Required for all **GOLD Award Level** (6 occasions)

Objective: Advance visibility of the industry



2020 Water and climate change



STANDARDS TO COMPLETE



(1x)

ELECTED
OFFICIAL
EDUCATION



(2x)

CONSUMER
EDUCATION:
INDUSTRY
UNDERSTANDING



(2x)

CONSUMER
EDUCATION:
VALUE OF
WATER

(6x)



INDUSTRY RELATED
EVENTS &
CELEBRATIONS/
WILDCARDS



Standards
1 & 2



Standards
1, 2 & 3



Standards
1, 2, 3, & 4

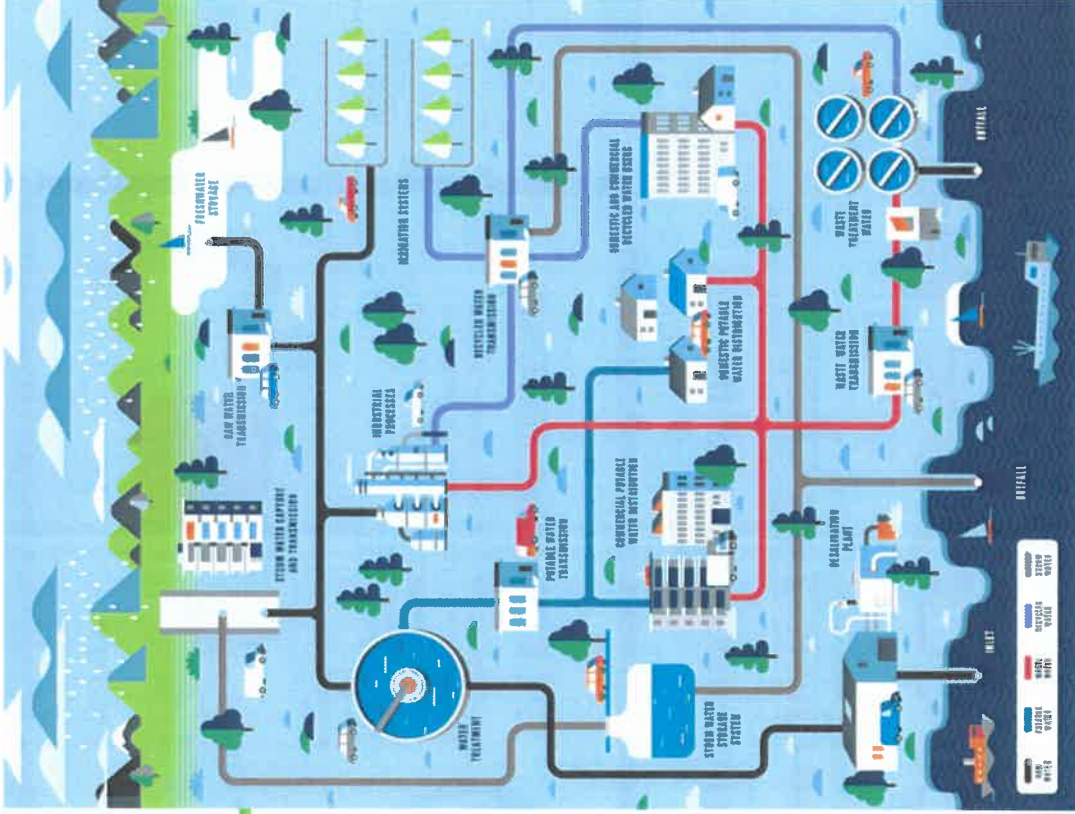
www.isawwa.org/page/waterambassador

STANDARD #3

CONSUMER EDUCATION: INDUSTRY UNDERSTANDING

❖ Required for all **GOLD** and **SILVER** (two occasions)

Objective: Improve consumer understanding of water systems



STANDARDS TO COMPLETE



(1x)

ELECTED OFFICIAL EDUCATION



(2x)

CONSUMER EDUCATION: VALUE OF WATER



(2x)

CONSUMER EDUCATION: INDUSTRY UNDERSTANDING



INDUSTRY RELATED EVENTS & CELEBRATIONS/ WILDCARDS



Standards 1 & 2



Standards 1, 2 & 3



Standards 1, 2, 3, & 4

STANDARD #2

CONSUMER EDUCATION: VALUE

❖ Required for all Award Levels (2 occasions)

Objective: Improve consumer understanding of the value of water.



**TAP WATER
COSTS LESS THAN A
PENNY
A GALLON**

THE BEST DEAL AROUND

On average, a gallon of California tap water costs less than a penny. When compared with the cost of other products we use every day, tap water is clearly one of the best deals around.

A GALLON OF		A GALLON OF		A GALLON OF	
	\$54.00		\$11.00		\$2.00 - \$10.00
					
			\$3.51		\$3.82

*Prices based on California averages. The average cost for bottled water varies greatly, based on brand and size!

STANDARDS TO COMPLETE



(1x)

ELECTED
OFFICIAL
EDUCATION



CONSUMER
EDUCATION:
INDUSTRY
UNDERSTANDING



(2x)

CONSUMER
EDUCATION:
VALUE OF
WATER



INDUSTRY RELATED
EVENTS &
CELEBRATIONS/
WILDCARDS



Standards
1 & 2



Standards
1, 2 & 3



Standards
1, 2, 3, & 4



STANDARD #1

ELECTED OFFICIAL EDUCATION

❖ Required for all Award Levels

Objective: Create informed public officials with a growing knowledge and understanding of their utility.

❖ Standard Achieved by any one of the following:

- ✓ Distribute **“Water 1-2-3”** in welcome packet to new officials. - or -
- ✓ **Annual presentation** to Village Board - or -
- ✓ **Tour** of Water Plant



STANDARDS TO COMPLETE



(1x)
ELECTED OFFICIAL EDUCATION



CONSUMER EDUCATION: VALUE OF WATER



CONSUMER EDUCATION: INDUSTRY UNDERSTANDING



INDUSTRY RELATED EVENTS & CELEBRATIONS/ WILDCARDS



Standards 1 & 2



Standards 1,2 & 3



Standards 1,2,3, & 4



Standards to Complete

Standard 1 – Elected Official Education (REQUIRED for all levels)

Standard 2 – Consumer Education: Value of Water (REQUIRED for all levels)

Standard 3 – Consumer Education: Industry Understanding (REQUIRED for Silver & Gold levels)

Standard 4 – Industry Related Events & Celebrations / Wild Card (REQUIRED for Gold level)



WATER AMBASSADOR PROGRAM

accessing Content



Water Amb May Post

Celebrate May by highlighting the following. Don't forget, participants targeting GOLD earn 6 lines over the year, plus complete their AMBASSADOR WEBPAGE!

The month of May includes the following event:

May 16 - 20: PUBLIC WORKS WEEK

1. SOCIAL MEDIA POST RECOMMENDATIONS

- Join me today in celebrating the reliability of our Public Works Departments, which ensure that our infrastructure is maintained and to provide reliable and safe drinking water to our communities. [Attach infographic]
- Imagine having to go down to the well to get water for your morning coffee – it is often easy to forget the impact that world-class infrastructure has on our daily lives. Give a “thumbs up” to a Public Works employee this week! [Attach infographic]
- 24-hours a day, 365 days a year, Public Works employees are on the job ensuring that water is pumped, sewage is collected, roadways are clear, and stormwater drains. It is this infrastructure that allows the economy to function efficiently and is embedded in the function of nearly every business and product produced in the United States. [Attach infographic]

May 14 - 20: PUBLIC WORKS WEEK

1. SOCIAL MEDIA POST RECOMMENDATIONS (Facebook, Twitter, Instagram, etc):

- Join me today in celebrating the reliability of our Public Works Departments, which ensure that our infrastructure is maintained and to provide reliable and safe drinking water to our communities. [Attach infographic]
- Imagine having to go down to the well to get water for your morning coffee – it is often easy to forget the impact that world-class infrastructure has on our daily lives. Give a “thumbs up” to a Public Works employee this week! [Attach infographic]
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WATER AMBASSADOR PROGRAM

HOW WILL IT WORK?

- ❖ Objective is to **magnify our industry “voice”** by communicating a consistent message among participants
- ❖ ISAWWA will host a website landing page with content available for each topic/month:
 - ❖ Social Media content
 - ❖ Infographics
 - ❖ Video links
 - ❖ Bill inserts
- ❖ Participants may create custom content

PROGRAM CONTENT

Members access water education tools and content to add to your established communication channels.



BILL INSERTS



NEWSLETTERS



SOCIAL MEDIA



VIDEO LINKS



WEBSITE POSTS



INFOGRAPHIC



ISAWWA WATER AMBASSADOR PROGRAM

HOW WILL IT WORK?

- ❖ Similar to “Tree City USA” program
- ❖ Annual self-certification
- ❖ Content provided for participants
- ❖ Open to public and private utilities
- ❖ Intended to provide a **consistent voice**
- ❖ Intended to be **EASY**
- ❖ Intended to address **4 Standards**



OUR GOAL

Elevate public perception, knowledge, and consumer education for the water industry.



PERCEPTION



KNOWLEDGE



CONSUMER
EDUCATION



Water Ambassador Program

- **Goal:** Elevate public perception, knowledge, and consumer education for the water industry
- **Program Content:** Members access water education tools and content to add to your established communication channels
- **Recognition:** Certification stickers are awarded to place on a Water Ambassador sign at the entrance to each community



Standards
1 & 2



Standards
1,2 & 3



Standards
1,2,3, & 4



ISAWWA*

- **American Water Works Association (AWWA)** is a non-profit, scientific and educational society providing resources and services, such as:
 - Offer education to water professionals
 - Advocate for safe and sustainable water
 - Collect and share knowledge
 - Create volunteering opportunities
- **Illinois Section AWWA** – based in St. Charles, IL – aims to ensure safe and sustainable water for Illinois

- *Brian Jack, Utilities Superintendent
 - Current Chair-Elect of ISAWWA
 - Member of the Water Efficiency Committee for ISAWWA





Water Ambassador Program Elected Official Education

Village of Lombard

Brian Jack, Utilities Superintendent

August 5, 2021

