



**American Water Works
Association**

Public Affairs Advisory

6666 West Quincy Avenue
Denver, CO 80235-3098
T (303) 794-7711
F (303) 795-1989
www.awwa.org

The Authoritative Resource on Safe Water®

Public Affairs Advisory

TO: AWWA Leadership
All Utilities

FROM: Jack W. Hoffbuhr

DATE: May 25, 2007

Who:	<i>U.S. News and World Report</i>
What:	Prominent water infrastructure article
When:	Already posted online at www.usnews.com

U.S. News and World Report magazine will feature a story in its next issue – distributed on May 27 – that focuses on the challenge of America’s aging water infrastructure. The article, “A National Water Crisis Is on the Verge of Gushing,” highlights the state of the nation’s water infrastructure due to the age of water pipes. The article may be the cover story of the next issue (according to the magazine, the cover has not been finalized), and it is already prominently placed on the magazine’s website at www.usnews.com.

The article discusses the dramatic costs involved in infrastructure repair and replacement and explores possible funding mechanisms. AWWA’s consistent position is that water infrastructure should be locally funded and locally managed, and that water needs are best served by utilities that are self-sustaining through rates and local revenue streams. Federal assistance is most effective in the form of low-interest loans.

It is possible that utilities may receive calls from local media regarding the state of local water infrastructure. Attached are some possible talking points, which are mirrored in AWWA’s ongoing “Only Tap Water Delivers” campaign.

Please contact Greg Kail, senior public affairs manager, at 303-734-3410 or gkail@awwa.org if you have questions.

###

Suggested Water Infrastructure Talking Points

- We are all stewards of the water infrastructure generations before handed down to us.
- The miles of water pipes below are streets represent an enormous public trust built and paid for by earlier generations.
- Much of North America's water infrastructure was constructed during three periods: the late 1800s, the Roaring 1920 and during the Post World War II baby boom. Many of those pipes will need to be replaced in the next few decades.
- In the United States alone, the estimated cost of replacing water infrastructure in the next 20 years will top \$250 billion, according to a 2001 study by the American Water Works Association.
- We are at a turning point. It's time for our community to reinvest in our drinking water infrastructure so we can hand it on to our children and grandchildren.
- Water will cost more in the future as we reinvest in these systems, but it will remain a bargain. Only tap water delivers public health protection, fire protection, support for the economy and the overall quality of life.
- Across North America, utilities are trying to raise the conversation about the value of buried water infrastructure "above ground."

###