Value of Water Across Generations

NACWA Water Week, Washington DC
April 2015
More information about

• WATER AS AN ISSUE

• WATER VALUES

• TALKING ABOUT WATER
  … Across Generations
  … On Capitol Hill
Water as an issue

How important an issue?
Water as a national infrastructure priority

Choose one area for federal government investment:

46% Providing clean water
42% Maintaining roads, bridges, highways
7% Modernizing airports

2004 Luntz Research Study
Water as a regional/local infrastructure priority

Urgent/high priority for regional/local government infrastructure related investments:

55%  Pipes and systems for drinking water
54%  Roads, highways and bridges
51%  Pipes and facilities for wastewater
46%  Alternative energy systems
39%  Buses, light rail, streetcar
33%  Natural areas
26%  Sidewalks, crosswalks
22%  Community centers
Water values
Water values

**Public health and safety** – top priority; high concern about children, pets, and wildlife

**Purity** – treat water as little as possible; concern about long-term environmental and personal health consequences of water treatment

**Reliability** – adequate supply to meet the needs of today and the future

**Cost** – low rates
Water values

**Economic growth** – clean, reliable water necessary for business; both supply and waterways

**Recreation** – safe for swimming, fishing, and other recreational activities

**Natural beauty** – preserving it for their area

**Legacy** – resource for future generations
Talking about water
Talking about water

1) Link to VALUES

Public health and safety
Purity
Reliability
Cost
Economic growth
Recreation
Natural beauty
Legacy
2) Don’t use “INFRASTRUCTURE”

Confusion about the word
Hard to connect to values
Talking about water

3) Make it LOCAL

Elevates importance (motivation)

Starting too broad (people feel individual action can’t make a difference)

Mention specific waterways
Talking about water

4) Tell the story about using rate payer money wisely

Connect the dots; show how you are being efficient, not wasteful

It’s about repair and maintain

Get the word out early about life expectancy of pipes, systems, etc.

Conservation programs
Talking about water

5) Mention partnerships

Small businesses
Nonprofits
Other governments
6) Use effective messengers

University scientists, “experts”
Small business owners
Moms
Youth

Government officials/politicians???
Talking about water

7) Use multiple communication sources

- Billing inserts
- Newsletters
- Website
- Social media (for alerts, emergencies)
Talking about water

8) Know your changing demographics and communications

Growing Latino population
Aging population
Differences in values and beliefs across generations
Across Generations
Defining our generations

Greatest Generation
Pre-1945

Baby Boomers
1946-1964
Defining our generations

Gen X
1965-1980

Gen Y
1981-2000
Defining our generations

Gen Z
Connected from Birth
2001-
## Generations by the numbers

<table>
<thead>
<tr>
<th>Silent + Greatest</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Gen Y</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 70+</td>
<td>51-69</td>
<td>35-50</td>
<td>15-34</td>
<td>14 &lt;</td>
</tr>
<tr>
<td>40 million</td>
<td>70 million</td>
<td>65 million</td>
<td>90 million</td>
<td>???</td>
</tr>
<tr>
<td>5% workforce</td>
<td>38% workforce</td>
<td>32% workforce</td>
<td>25% workforce</td>
<td>-----</td>
</tr>
</tbody>
</table>
# Definitive events

<table>
<thead>
<tr>
<th>Silent + Greatest</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Gen Y</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>War rationing</td>
<td>Cold War</td>
<td>Gulf War</td>
<td>9/11 attacks</td>
<td>Global warming</td>
</tr>
<tr>
<td></td>
<td>Vietnam War</td>
<td>Berlin wall</td>
<td>War on terror</td>
<td></td>
</tr>
<tr>
<td>Defined gender roles</td>
<td>Moon landing</td>
<td>PCs</td>
<td>Wallstreet bailout</td>
<td>Mobile devices</td>
</tr>
<tr>
<td></td>
<td>Woodstock</td>
<td>Dot com</td>
<td></td>
<td>The cloud</td>
</tr>
<tr>
<td>Nuclear families</td>
<td>Family-oriented</td>
<td>Latchkey kids</td>
<td>Nurtured kids</td>
<td>Scheduled kids</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Divorce rate rises</td>
<td>Lower marriage rate</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Cold War
- Vietnam War
- Gulf War
- Berlin wall
- 9/11 attacks
- War on terror
- Global warming
- Moon landing
- Woodstock
- PCs
- Dot com
- Wallstreet bailout
- Mobile devices
- The cloud
- Latchkey kids
- Divorce rate rises
- Nurtured kids
- Lower marriage rate
- Scheduled kids
# Technology and communication

<table>
<thead>
<tr>
<th>Silent + Greatest</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Gen Y</th>
<th>Gen Z</th>
</tr>
</thead>
</table>

- Automobile
- Television
- Personal Computer
- Tablet, smartphone
- ???
- ???
Water values

Public health and safety
Purity
Reliability
Cost
Economic growth
Recreation
Natural beauty
Legacy
Economic growth

Environment

DHM Research
National Study:
Values & Beliefs
Across Generations

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Economic Growth</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 35</td>
<td>22%</td>
<td>62%</td>
</tr>
<tr>
<td>35-50</td>
<td>25%</td>
<td>53%</td>
</tr>
<tr>
<td>51-60</td>
<td>33%</td>
<td>55%</td>
</tr>
<tr>
<td>70+</td>
<td>24%</td>
<td>51%</td>
</tr>
</tbody>
</table>
## Voting behavior (Oregon)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Votes</th>
<th>Turnout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 60-70</td>
<td>393,500</td>
<td>80%</td>
</tr>
<tr>
<td>Ages 18-30</td>
<td>385,500</td>
<td>45%</td>
</tr>
</tbody>
</table>

80% new voters are Independent
On Capitol Hill
WATCH THOSE VERBALS AND NONVERBALS ACROSS GENERATIONS

“Gosh, if you had the chance to sit down with a veteran staffer who has been on the Hill beyond 20 years, they will have been in a lot of meetings related to infrastructure—been through multiple funding battles. They may not care at all about generalities and be thinking, ‘Let’s get real, how do you see a path forward. Look at the environment we’re in and give me a way to engage my boss that will really be useful.’”

“If it is a younger person, a newer staffer, it will likely require more background.”
GROUP SIZE IS IMPORTANT

“There was one meeting with 12 community bankers. We ended up in the hallway which is a terrible place to have a meeting. Three is a good size.”
Talking about water on Capitol Hill

BE ON POINT; YOU MAY NOT HAVE MUCH TIME

“Budgeted for 30 minutes but you sit out front for a little while, all your group doesn’t show up on time, the staffer is late, the boss comes back and kicks you out of the office. Yeah, 20 minutes on average.”

“We see a lot of people here. The ones that stick in your mind are the ones who are on point. They know what they want, everyone is going to have their particular role, and the meeting is going to be managed so it doesn’t become a sprawling mess. Or one individual in the group hijacks it and talks about the one time they saw the Congressman while on their paper route.”
Talking about water on Capitol Hill

DON’T LEAD WITH HANDOUTS OR WAIT UNTIL THE END

“Handouts at the beginning can be distracting. Do it perhaps as part of the ask.”

“Some people wait to the very end and give the packet as they’re shuffling out. That’s going right into the recycling bin. If I didn’t look it over while I was with the group then forget it. I have more meetings stacked up.”
Talking about water on Capitol Hill

THE ASK

“Don’t forget making The Ask and give them a chance to respond.”

FOLLOW-UP IS CRITICAL

“Repeat The Ask. Include a link to supportive information. So much of the business here is done electronically.”
Discussion

Radhika Fox | rfox@thevalueofwater.org
Mark Jockers | jockersm@cleanwaterservices.org
Adam Davis | adavis@dhmresearch.com
Su Midghall | smidghall@dhmresearch.com