



# 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

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**How important an issue?**

# Water as a national infrastructure priority

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**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

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**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

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# Water values

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**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

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**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

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# Talking about water

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## 1) Link to VALUES

**Public health and safety**

**Purity**

**Reliability**

**Cost**

**Economic growth**

**Recreation**

**Natural beauty**

**Legacy**

# Talking about water

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## **2) Don't use “INFRASTRUCTURE”**

**Confusion about the word  
Hard to connect to values**

# Talking about water

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## **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

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## **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

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## **5) Mention partnerships**

**Small businesses**

**Nonprofits**

**Other governments**

# Talking about water

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## 6) Use effective messengers

**University scientists, “experts”**

**Small business owners**

**Moms**

**Youth**

**Government officials/politicians???**

# Talking about water

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## **7) Use multiple communication sources**

**Billing inserts**

**Newsletters**

**Website**

**Social media (for alerts, emergencies)**



# Talking about water

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## **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





<b>Silent + Greatest</b>	<b>Boomers</b>	<b>Gen X</b>	<b>Gen Y</b>	<b>Gen Z</b>
<b>Pre-1945</b>	<b>1946-1964</b>	<b>1965-1980</b>	<b>1981-2000</b>	<b>2001-</b>
Age 70+	51-69	35-50	15-34	14 <
40 million	70 million	65 million	90 million	???
5% workforce	38% workforce	32% workforce	25% workforce	-----

# Definitive events

<b>Silent + Greatest</b>	<b>Boomers</b>	<b>Gen X</b>	<b>Gen Y</b>	<b>Gen Z</b>
<b>Pre-1945</b>	<b>1946-1964</b>	<b>1965-1980</b>	<b>1981-2000</b>	<b>2001-</b>
War rationing	Cold War Vietnam War	Gulf War Berlin wall	9/11 attacks War on terror	Global warming
Defined gender roles	Moon landing Woodstock	PCs Dot com	Wallstreet bailout	Mobile devices The cloud
Nuclear families	Family-oriented	Latchkey kids Divorce rate rises	Nurtured kids Lower marriage rate	Scheduled kids



# Technology and communication

Silent + Greatest	Boomers	Gen X	Gen Y	Gen Z
Pre-1945	1946-1964	1965-1980	1981-2000	2001-
Automobile	Television	Personal Computer	Tablet, smartphone	???
				???



# Water values

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**Public health and safety**

**Purity**

**Reliability**

**Cost**

**Economic growth**

**Recreation**

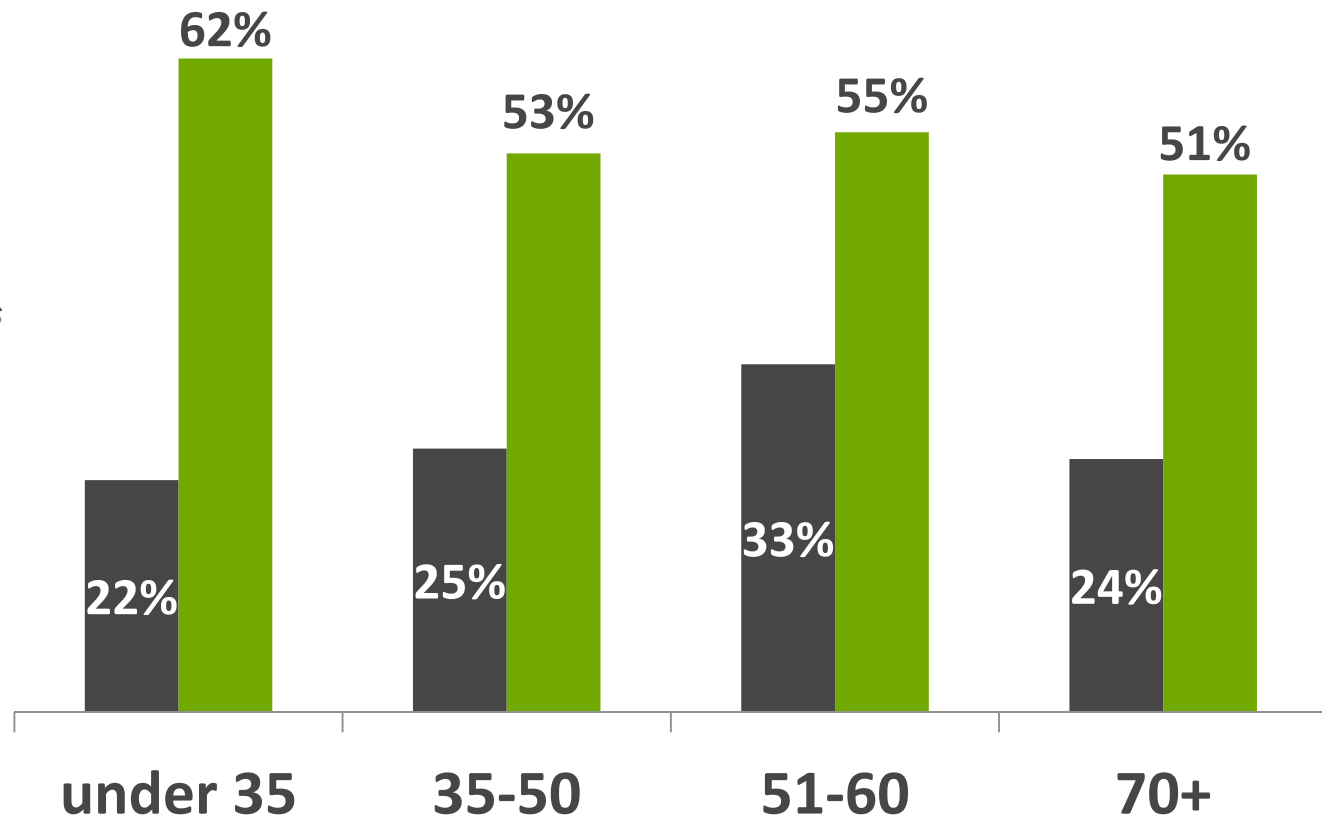
**Natural beauty**

**Legacy**

## Economic growth

## Environment

DHM Research  
National Study:  
*Values & Beliefs  
Across Generations*



# Voting behavior (Oregon)

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## November 2014 voter turnout

AGES 60-70	393,500	80%
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AGES 18-30	385,500	45%
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**80%** new voters are Independent

# On Capitol Hill





# Talking about water on Capitol Hill

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## 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.”

# Talking about water on Capitol Hill

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## 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

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## 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

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**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

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## 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

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