

Water Ambassador Program

Participation Guide

Program Objectives:

The ISAWWA Water Ambassador Program is an initiative created 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 participants. This program is open to public and private water utilities.

How does it work?

Participating members will access water education tools and content from the ISAWWA website and will communicate the content to their community through social media, web-site postings, bill inserts, and newsletters. Content will include video links, infographics, bill inserts, and information for social media postings. The program cycle will be a calendar year. (See submission form, page 6.)

ISAWWA annual awards and program certification will be determined based on the frequency and method of communications, including completion of the following standards (See Page 2 for listing of Standards).

Water Ambassador **BRONZE** level: Completion of Standards 1 and 2

Water Ambassador **SILVER** level: Completion of Standards, 1, 2, and 3

Water Ambassador **GOLD** level: Completion of Standards 1, 2, 3, and 4

How will your participation be recognized?

- Each successful participant will receive a “Water Ambassador” sign that can be posted at the entrance to their community (similar to a Tree City USA sign). In subsequent years, participants will receive a sticker logo to add to the sign to indicate the number of years awarded the certification.
- Each successful participant will receive a proclamation to be read at a public meeting to acknowledge the status of the community and successful participation in the program.

- Certification will be presented at the ISAWWA Annual Conference WATERCON.

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

Elected officials are typically not familiar with the detailed operation of a public utility and are likely to be engaged with more visible municipal services such as public safety, transportation, and economic development. Standard 1 is intended to provide resources to elected officials to help inform their understanding of the industry and assist them in decision-making.

Complete ONE of the following

- ✓ Conduct an annual tour of the utility's water supply, treatment, distribution and/or storage facilities, as well as a review of the water utility components and operations, with the elected officials.
 - ✓ Provide a copy of "Water 1-2-3: A Guide for Local Officials and Community Leaders" or similar alternative to new elected officials annually. This may be accomplished by including the guide in a welcome packet, distributing hardcopies directly to new elected officials, or providing a link to the online toolkit with an introductory email from the City Manager or Public Works Director.
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Standard 2 – Consumer Education: Value of Water *(REQUIRED for all levels)*

Many consumers are not well-informed about the value of water relative to other commodities, or how much water they use. Standard 2 is intended to communicate a consistent message to consumers about the cost and value of water, which will help impact consumer behavior and improved understanding of water infrastructure costs.

Content for completion of this standard can be accessed on the ISAWWA website.

Complete TWO of the following (no more than one per month):

- ✓ Informational video pinned to municipal website for one month (FYI, December is "Value of Water" month)
- ✓ Infographic pinned to municipal website for one month
- ✓ Infographic included in municipal newsletter for one issue
- ✓ Social media content (infographic, video link, etc.) to all active municipal social media accounts (Facebook, Twitter, Instagram, etc.)
- ✓ Water billing insert

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

Many consumers are not well-informed about the process required to provide safe drinking water to their homes and the capital investment necessary to operate and maintain the infrastructure. Standard 3 will provide consumer education about the scale, reliability, and importance of the municipal water system and the people who help provide drinking water (required for gold and silver certifications).

Content for completion of this standard can be found on the ISAWWA website.

Complete TWO of the following (no more than one per month):

- ✓ Informational video pinned to municipal website for one month (FYI, “Imagine a Day Without Water” is in October, and “Infrastructure Week” is in September)
- ✓ Infographic pinned to municipal website for one month
- ✓ Infographic included in municipal newsletter for one issue
- ✓ Social media content (infographic, video link, etc.) to all active municipal social media accounts (Facebook, Twitter, Instagram, etc.)
- ✓ Water billing insert

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

The messages communicated by our industry have often been fragmented and inconsistent, due in large part to only occurring during an emergency. The result is a lack of understanding and ineffective outreach. Standard 4 will magnify the important voice of our industry by providing an engaging method to communicate its value consistently among member participants. Completion of this standard is required for Gold certification. Participants awarded Gold certification will have reached their stakeholders 10 or more times each calendar year.

Content for completion of this standard can be found on the ISAWWA website. Content is available for each of the listed “Celebration Events,” as well as for each of the “Wild Card” topics.

Complete communications for SIX of the listed topics (no more than one per topic):

Celebration/Event Topics *(post during relevant month)*

- | | |
|--------------------------------|---|
| January | ▪ World Water and Sanitation Day |
| ▪ Water Use it Wisely Campaign | April |
| February | ▪ Earth Day |
| ▪ Engineer’s week | ▪ National Environmental Education Week |
| ▪ National Science Day | |
| March | May |
| ▪ Groundwater Awareness Week | ▪ Drinking Water Week |
| ▪ Fix-a-Leak Week | ▪ Public Works Week |
| ▪ World Plumbing Day | |

June

- National Safety Month
- World Environment Day

July

- Smart Irrigation Month

August

- Water Quality Month
- World Water Week

September

- Protect your Groundwater Day
- Infrastructure Week
- National Coffee Day
- National Preparedness Month

October

- Imagine a Day without Water
- Lead Poisoning Prevention Week
- Sustainability Day

November

- World Toilet Day
- World Standards Week
- World Fisheries Day

December

- Value of Water Campaign

Wild Card Topics *(post during any month)*

- Water Conservation
- Leak Detection
- Water Quality
- The Water Cycle
- How Water Works (treatment and distribution)
- Make your own content

SUBMISSION FORM

*** SUBMISSION IS DUE FEBRUARY 1 EACH YEAR ***

Date: Click or tap here to enter text.

Community Name: Click or tap here to enter text.

Contact Name: Click or tap here to enter text.

Contact E-mail: Click or tap here to enter text.

I am applying for ☐ **Gold** ☐ **Silver** ☐ **Bronze**

Participant Certification:

I have completed the following standards (Check applicable boxes):

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

Complete ONE of the following:

- ☐ Conduct an annual tour of the water works system facilities with elected officials.
- ☐ Provide a copy of “Water 1-2-3: A Guide for Local Officials and Community Leaders” or similar alternative to new elected officials annually.

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

Complete TWO of the following (no more than one per month):

- ☐ Pin an informational video to municipal website for one month (FYI, December is “Value of Water” month)
- ☐ Pin an infographic to a municipal website for one month
- ☐ Include an infographic in a municipal newsletter for one issue
- ☐ Post social media content (infographic, video link, etc.) to all active municipal social media accounts (Facebook, Twitter, Instagram, etc.)
- ☐ Insert a promotional piece in with the billing statement

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

Complete TWO of the following (no more than one per month):

- ☐ Pin an informational video to a municipal website for one month (FYI, “Imagine a Day Without Water” is in October, and “Infrastructure Week” is in September)
- ☐ Pin an infographic to a municipal website for one month
- ☐ Include an infographic in a municipal newsletter for one issue
- ☐ Post social media content (infographic, video link, etc.) to all active municipal social media accounts (Facebook, Twitter, Instagram, etc.)
- ☐ Insert a promotional piece in with the billing statement

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

Complete communications for SIX of the listed topics (no more than one per topic):

Celebration/Event Topics *(post during relevant month)*

January

- Water Use it Wisely Campaign

February

- Engineer’s week
- National Science Day

March

- Groundwater Awareness Week
- Fix-a-Leak Week
- World Plumbing Day
- World Water and Sanitation Day

April

- Earth Day
- National Environmental Education Week

May

- Drinking Water Week
- Public Works Week

June

- National Safety Month
- World Environment Day

July

- Smart Irrigation Month

August

- Water Quality Month
- World Water Week

September

- Protect your Groundwater Day
- Infrastructure Week
- National Coffee Day
- National Preparedness Month

October

- Imagine a Day without Water
- Lead Poisoning Prevention Week
- World Toilet Day
- Sustainability Day

November

- World Toilet Day
- World Standards Week
- World Fisheries Day

December

- Value of Water Campaign

Wild Card Topics *(post during any month)*

- | | |
|---|--|
| <ul style="list-style-type: none">▪ Water Conservation▪ Leak Detection▪ Water Quality | <ul style="list-style-type: none">▪ The Water Cycle▪ How Water Works (treatment and distribution) |
|---|--|