

# Tap Water Toolkit Implementation

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## *Ideas for Utilities and Others....*

### **Tap only policy**

- Tap only
  - Create a policy that tap water will be served at internal staff meetings or at public meetings whenever possible. Encourage individuals to BYOV (bring your own vessel).
- On Camera
  - During all media interviews and conferences ensure that a glass of water is visible and used by the speaker.

### **Outreach activities**

- Tap water pledge
  - Add a section to your web site that will allow individuals to take the Tap Water Pledge. By volunteering to take the pledge, participants commit to drinking tap water whenever possible, and limiting use of pre-packaged, bottled water. An incentive could be added by indicating participants would be entered into a drawing for a water-themed giveaway prize.
- Taste test
  - Conduct blind taste tests in very public places with your tap water and popular bottled brands. The taste test could be judged by a celebrity and implemented at county fairs, festivals, farmer's markets, etc.
- Endorsements
  - Seek endorsements for tap water from trusted third party individuals and organizations such as dentists, pediatricians, nutritionists, cardiologists, hospitals, etc.
- Consumer Confidence Report
  - Include information about tap water benefits in your Consumer Confidence Report. (See fact sheet for ideas)
- Create profiles of your key staff
  - In publications, include profiles and testimonials of the people who "protect us" by testing and monitoring water supplies.
- Hospitals
  - Create table tents that read: We proudly serve (name of utility) water and ask that they be placed in the cafeterias and restaurants of local hospitals.
- Awards
  - Create an annual award for those who demonstrate the value of tap water. Participants could be eligible for recognition in several categories, including: restaurant with best tap water promotion to customers, individual most responsible for building public trust in tap water, etc.



## Event-based activities

- Portable (potable!) art
  - Produce large levitating faucets for use at events
- Water mascot
  - Create a mascot that looks like a glass of drinking water with plastic exterior that holds a thin layer of blue gel that will slosh around as the mascot walks.
- At running events
  - At running events, encourage sponsors to pass out tap water at cup stations, not bottled water.
  - Provide pitchers or large bottles, along with cups branded with your utility's logo and the theme "Drink in the goodness of pure Washington water."
- At other events
  - Produce banners for use at water venues: water parks, swim meets, water polo tournaments, milk-carton derbies, ferry terminals, hydro races.
  - Provide drinking water for fairs, festivals, etc.
  - Have a booth with the Tap Water Pledge, taste tests, stickers for water bottles, etc.
  - Mascot could appear at some of these events too.



## Specialty items

- Limited edition water bottle
  - Produce durable water bottles with the words "I have carried this bottle since 2007" imprinted.
- Other Specialty Items
  - T-shirt – My body is 60% Washington tap water
  - Hat – My brain is 70% Washington tap water
  - Window cling for retailers – Washington water proudly served here.
  - Magnet for fridges and drinking fountains – Washington water served here.
  - Stickers for water bottles: I've been drinking tap water from this bottle since \_\_\_\_."
  - Drinking glasses or paper cups with sayings on them, such as:
- All the taste, none of the waste.
- Rethink your water ways.
- Tap into goodness.
  - Create a little kids' sippy cup with the tagline.



Lines that were created during the process of identifying a tag line and theme that might have use as headlines or copy in ads, signs, speaking points or articles:

- Fresh from the faucet.
- Tap into freshness.
- H2Oh-so-good.
- Tap into fresh H2O.
- Tap water every time.
- Tap water rules. (Rules as in “kicks butt” and “rules & regulations” for quality)
- For Fresh Water (With image of faucet) Turn Left Here
- Goodness on tap
- Tasty. Safe. And a lot less expensive.
- H2OK
- Get Fresh
- H2Oh my goodness.
- H2Oh my.
- Tap water works.
- Tap water every time.
- Tap into goodness.
- Fresh from the tap.
- Goodness flows from the faucet.
- Freshness from your faucet.
- Get fresh with your faucet.
- Tap into H2O.
- Tap into fresh water.
- Tap water? Why yes.
- Tap water? Yes please.
- Great taste from the tap.
- H2O on tap.
- Tap into top quality.
- Pour over the goodness.
- Gulp down the goodness.
- Thirsty? Turn to the tap.
- Turn to tap water.
- Make it tap water every time.
- Trust in tap water.
- Tap water. Drink it in.
- Washington water:
- We love Washington water.



- Tap into fresh Washington water.
- Washington water? Why yes.
- Wholesome Washington Water. W3
- H2O – freshness flows.
- Freshness flows.
- Pure goodness.
- Pure goodness on tap.
- Tap in.
- Fresh water perfection.
- Essential H2O.
- More than eight glasses a day.
- Turn on the tap.
- It's a tap water turn on. (sassy)
- Water as we know it.
- Drink it in. Fresh from the tap.
- Drink up fresh Washington water.
- Drink in the goodness of fresh Washington water.
- Choose fresh Washington water.
- Choose tap water every time.
- Say yes to tap water.
- Straight from the spout.
- Tap into a purity guarantee.
- You can trust in tap water.
- Why not tap water?
- Goodness – straight from the spout.
- Be a WaterSavor (saver/conservation and savor/goodness)
- Tap your greatest resource.
- Tap a renewable resource.
- Your right to tap water. (can also read as “you’re right” – as in correct)
- Where purified water comes from. (near visual of the faucet)
- We’ll be watching your water. (info about tap water regulations)
- Why tap water rules. (facts about tap water)
- Why Washington water rules. (facts about tap water)
- Tap water passes the test. (facts about tap water)
- Take note of tap water. (facts about tap water)
- Take the tap water test. (test example in kit)
- Take the tap water taste test. (if you organize a taste test)

