Building a Constituency for Water

Partnership with the Philadelphia Water Department

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A collaborative effort of various associations representing the U.S. water and wastewater sector called WaterEUM (http://www.watereum.org/) cuts to the core of why high customer satisfaction is the most important goal for utilities like PWD:

Customer satisfaction is important to water utilities to minimize customer complaints and associated costs, maintain customer goodwill, and increase customer support for utility improvement initiatives.

But most importantly, improving customer satisfaction is just the right thing to do. PWD's employees are also...
Take our new 2018 Customer Survey
Help Make the Philadelphia Water Department Better!
www.PWDsurvey.com | Text @WATER to 39242 | Scan the QR Code on the back

All participants have a chance to win a $100 gift card!
The Philadelphia Water Department (PWD) partners with the University of Pennsylvania
to find out what people in Philadelphia think about PWD and the services it provides.

HELP MAKE PHILADELPHIA WATER BETTER!
Engaging residents from every ZIP Code
3 years

6 surveys

18 focus groups

8,000+ residents
40% of Philadelphians say they drink bottled water most often while at home.
Importance to Philadelphia Water Department

Drinking Tap Water

Customer Satisfaction
Negative Implications of Residents NOT Drinking Tap Environmental
Negative Implications of Residents NOT Drinking Tap Water

Financial
Negative Implications of Residents Not Drinking Tap Water

Concerns over BPA's potentially toxic effects led manufacturers to develop a range of similar-looking alternatives. But mounting research suggests these, too, may pose health risks.

Photograph by David McNew, Getty Images

Science & Innovation | EXPLAINER

Why 'BPA Free' May Not Mean a Plastic Product Is Safe

Alternatives to the now infamous compound keep popping up. But researchers aren’t convinced they’re any better for us.
Who is drinking bottled water?
A Higher Proportion of **Less Educated, Female and Minority** Residents Drink Bottled Water Most Often

City-wide Average (Drinking Bottled Water) = 39%

- **Education**
  - HS or less: 50%
  - Some college/Assoc Deg: 43%
  - College Degree: 21%
  - Beyond College: 15%

- **Gender**
  - Female: 46%
  - Male: 31%

- **Race**
  - Black: 56%
  - Latino/Hispanic: 40%
  - Other/mixed: 42%
  - White: 21%
A Higher Proportion of **Lower Income** Residents Drink Bottled Water Most Often At Home

City-wide Average (Drinking Bottled Water) = 39%
Financial, health, and environmental implications are disproportionately experienced by lower income, less educated, minority, and female residents.
Trust in PWD is Related to Drinking Water Choices

City-wide Average (Drinking Bottled Water) = 39%

Trust: 27%
Don't Trust: 57%
What are the reasons you drink bottled water most often at home?

- I don’t like the taste of tap water: 53%
- Bottled water is more convenient: 44%
- I’m concerned about lead/heavy metals in the water: 37%
- I’m concerned about the safety of PWD water: 37%
- I’m concerned about the safety of the city's pipes and infrastructure: 35%
- I'm concerned about the quality of PWD water (odor, clarity): 30%
- I'm concerned about the safety of pipes at home: 26%
- I'm concerned about fluoride in the water: 23%
- I saw what happened in Flint, Michigan: 17%
- Other: 6%
- I never have/wasn't raised that way: 4%
What opportunities change behavior and encourage people to drink more tap?
Knowledge of water safety, improvement in water taste and verification of pipe safety may encourage residents to choose tap water more often.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>If I knew my water was safe</td>
<td>53%</td>
</tr>
<tr>
<td>If the taste was better</td>
<td>47%</td>
</tr>
<tr>
<td>If the pipes in my home were checked for safety</td>
<td>30%</td>
</tr>
<tr>
<td>If the water mains on my street were new</td>
<td>25%</td>
</tr>
<tr>
<td>If I read the Water Quality report</td>
<td>20%</td>
</tr>
<tr>
<td>If I had a reusable water bottle</td>
<td>11%</td>
</tr>
<tr>
<td>Nothing would encourage me to drink tap water more</td>
<td>10%</td>
</tr>
<tr>
<td>If there were more places around the city I could refill a water bottle</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>If someone I trust told me it was okay</td>
<td>4%</td>
</tr>
</tbody>
</table>
Rebrand Philly Tap Project

William Penn Foundation Funded

➢ The Water Center at Penn
➢ ImpactED
➢ Philadelphia Water Department
➢ PennEnvironment & Policy Research Center