

# ISSUE: We Need More Attention to Future Areas of Focus to Protect YOUR Water

## Public Education

Much more needs to be done to inform the public about water. The public expects to turn the tap on and get clean water.

Today, water is viewed as a certainty, rather than as a commodity that must be monitored, conserved, and maintained. Educating consumers about water is increasingly needed.

## Low-Income Ratepayers

How can water be priced to reflect the true value of service without hurting those struggling to pay their water bill? Many utilities across the country have lifeline programs to help low-income customers with their water and sewer bills, but many still struggle. Federal intervention could standardize these lifeline practices and help ensure affordability.



**GOOD NEWS!**

Small communities receive targeted federal assistance, like loans. However, despite the availability of this assistance, small systems still struggle.

One solution is to combine small-system service areas so that one system serves more people and reduces costs while enabling better, more focused training.

## Small Systems

## Public-Private Partnerships

Increasing the use of P3s in the water sector has the potential to deliver needed projects more quickly, increase efficiency, and reduce costs. Federal action to encourage municipalities to evaluate P3s, could also help.

Legislative changes may be required to provide municipalities with a full range of delivery for addressing their water needs.

Emerging technologies have the potential to deliver cleaner water at a lower cost. Many such innovations are available today, but are difficult for the water industry to incorporate. Although there is an upfront cost in implementing these new technologies, the benefits may be realized long into the future.

## Technological Innovations