Regional Water Campaign Focuses on Value of Safe, Reliable Tap Water

RIVERSIDE, Calif. – Educating customers on the value of safe, reliable tap water is the goal of this year’s annual regional water campaign. The California Tap Water: The Best Deal Around campaign, which is a partnership between Western Municipal Water District, Eastern Municipal Water District, Elsinore Valley Municipal Water District, Rancho California Water District and Corona Department of Water and Power, features printed and online ads, bill inserts, radio, billboards, community and social media outreach.

The magnitude of the outreach demonstrates the vital importance of tap water and the significant value customers realize in having uninterrupted, quality service delivered to their homes and businesses every day. The collaboration between the five water agencies enables the agencies to integrate cohesive messaging to regional residents and pool funds together to reach more customers than if all the districts did their own individual campaigns.

“Water is an essential part of our daily lives, but we don’t really stop to consider how important it is and how valuable it is to us,” said Western Municipal Water District General Manager John V. Rossi. “The average cost for high-quality drinking water from Western and all of the other participating agencies is less than a penny per gallon, which is a remarkable value when you consider the vast and complex infrastructure that’s needed to get water from the source to our homes.”

The incredible value of tap water, Rossi said, is best illustrated compared to the price of other monthly items, such as cable TV ($70); cell phone ($78); electricity ($100); and trash pick-up ($30). The average monthly water bill for a single-family in the Western service area is approximately $63.

The campaign also highlights the incredible value of water at less than a penny a gallon compared to a gallon of gas ($4); a gallon of wine ($45); a gallon of milk ($2.50); and a gallon’s worth of individual bottles of water ($11.35).

Water that comes to the region often comes from far off places, like Northern California or the Colorado River, and due to rising water treatment costs; aging water infrastructure; increasing energy costs; and the cost of developing new supplies, the cost of tap water has increased over the past few years, yet still remains a remarkable value.

The California Tap Water: The Best Deal Around campaign was developed by the Association of California Water Agencies and is available for water agencies across the state to use and educate customers on the value of water.

For more information, visit valueofwaterIE.com.