

# Focus on the State of the US Water Industry Top Concerns and Challenges

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- Founded in 1881
- Over 54,000 members representing more than 100 countries
- 43 Sections
- Offices in Denver (HQ) and Washington DC

- Member Engagement and Development
- Organizational Stewardship
- Leadership and Advocacy
- Knowledge Creation and Exchange

# 2011 Survey Approach

- Over 17,000 AWWA key members in various classifications across the industry were invited to participate in this study online and the survey link was included on the AWWA website
- 2,090 water professionals completed the survey in time for publication

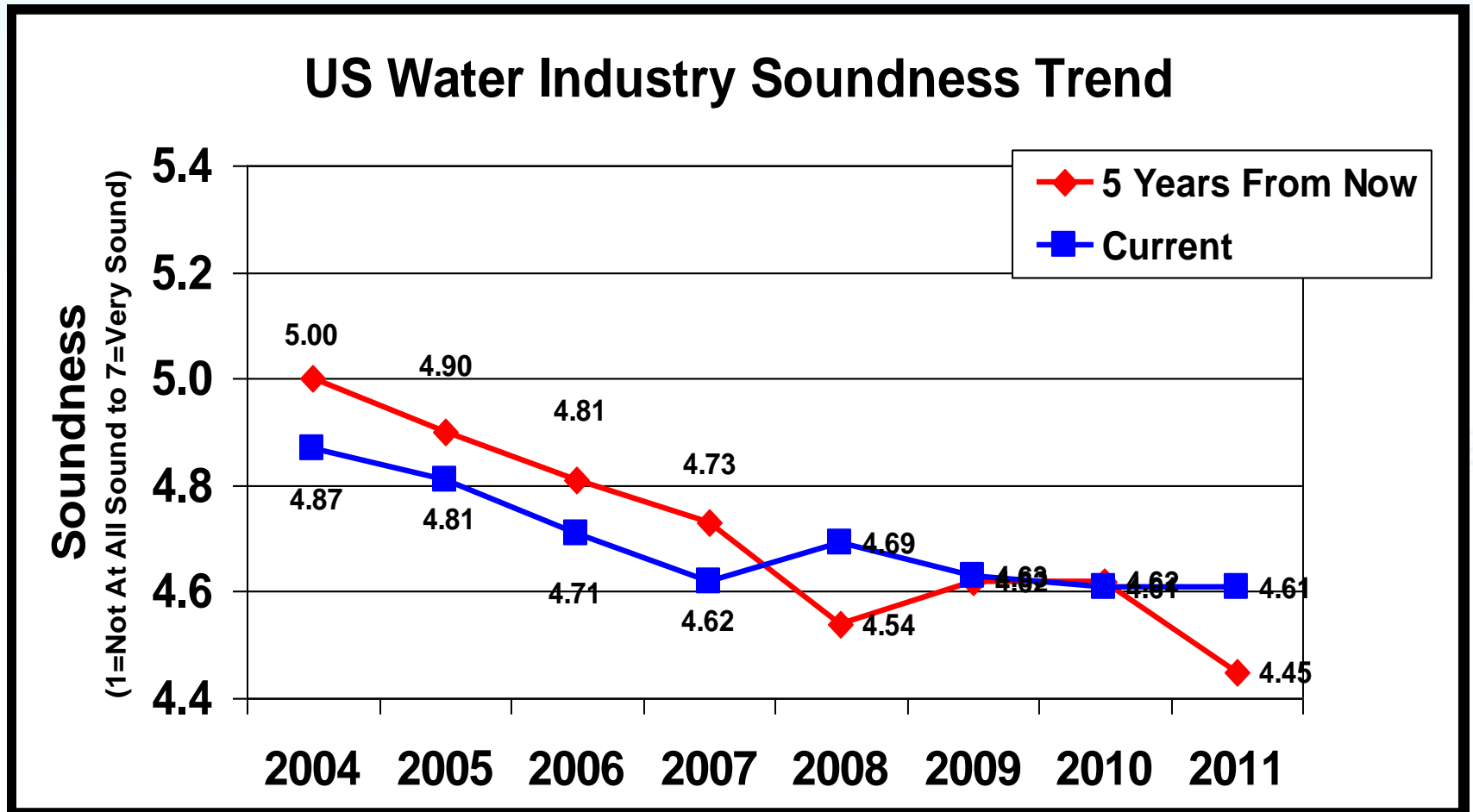


# A Survey in Three Parts

- **Part 1:** Respondents first rated overall industry soundness on a 7-pt scale from 1= Not At All Sound to 7=Very Sound
  - Current Soundness
  - Expected Soundness 5 years in the future
- **Part 2:** respondents were asked to describe in their own words critical issues that are:
  - Facing the industry in the next 1-2 years (near term)
  - Facing the industry in the next 3-5 years (long term)
  - Inadequately addressed
- **Part 3:** Respondents then complete a wide range of scaled questions regarding specifically named issues, opinions and demographics
- **2011 Survey results are not completed**



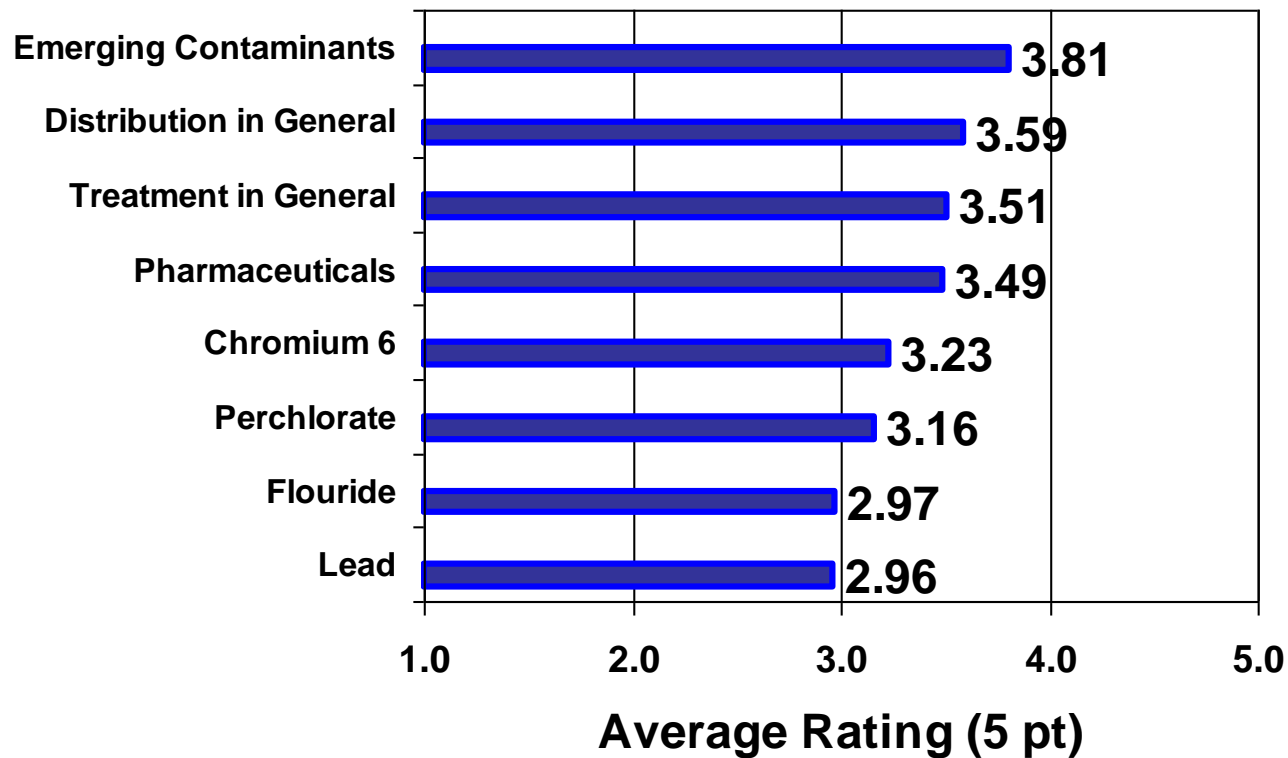
# Perspective on Soundness



# Water Quality Regulations

(2011 Survey)

**Concern About Various Regulatory Issues**  
(1=Not at all Concerned to 5=Very Concerned)



# Trend in Near-Term Concerns

(Importance in 1 – 2 years)

	2004	2005	2006	2007	2008	2009	2010	2011
<b>Regulatory</b>	45	36	40	36	25	24	21	
<b>Security</b>	34	25	17					
<b>Business Factors</b>	33	35	32	29	30	49	34	
<b>Source Water</b>	30	26	24	30	41	27	16	
<b>Infrastructure</b>	26	23	22	27	23	27	25	
<b>Workforce</b>			11	20	12	11	9	
<b>Sample Size</b>	1445	1673	1845	1618	1709	1998	1921	2090

# Trend in Longer-Term Concerns

(Importance in 3-5 years)

	2004	2005	2006	2007	2008	2009	2010	2011
<b>Regulatory</b>	40	31	30	30	21	21	19	
<b>Security</b>	20	14	11					
<b>Business Factors</b>	34	37	33	31	28	37	28	
<b>Source Water</b>	38	33	34	36	45	37	23	
<b>Infrastructure</b>	29	27	27	29	27	30	29	
<b>Workforce</b>			18	22	21	11	15	
<b>Sample Size</b>	1445	1673	1845	1618	1709	1998	1921	2090

# General Survey Conclusions

- Perceptions is that the future will be worse than the present
- Business factors have consistently been a top near term concern
- Infrastructure which is related to business factors has emerged as top of mind as a near term concern
- Long term concerns have consistently been Business Factors and Source Water but Infrastructure has emerged most recently

# Industry Challenges

- Innovation
- Execution
- Communication
- Collaboration



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Thank You

Questions?

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