

**Item Title:** Resolution Recognizing "Imagine a Day Without Water" in Wake County

**Specific Action Requested:**

**That the Board of Commissioners approves the attached resolution recognizing the "Imagine a Day Without Water" Campaign to share a vision of the worth of clean, available water with the residents of Wake County.**

**Item Summary:**

At the Wake County Water Partnership Meeting on August 29, 2017, the committee recommended that Wake County participate in the "Imagine a Day Without Water" campaign that occurs every fall.

Each year, "Imagine a Day Without Water" creates public awareness of the value of water through efforts made by participants. These efforts can include hosting an open house at a water or wastewater plant, partnerships with schools and businesses, ribbon cuttings, news media outreach, proclamations and resolutions, and social media campaigns. Their website, [imagineadaywithoutwater.org](http://imagineadaywithoutwater.org), gives additional ideas about each of these categories of outreach, including a video that may be shared, examples of memes, resolution templates, and more. This year the campaign will be held on October 12.

In 2016, "Imagine a Day Without Water" achieved a new bar for national public awareness for water. Nearly 500 organizations, companies, and municipalities across the country engaged in "Imagine a Day Without Water"— and drove unprecedented water-focused media and social media coverage in national and local markets.

Participating organizations included all members of the Value of Water Campaign, joined by municipal water agencies; mayors, governors, and members of congress; breweries and coffee shops; manufacturing and trade associations.

In its second year, "Imagine a Day Without Water" activated stakeholders and generated coverage through several strategic channels, including a national satellite TV and radio tour, local events and programming, press and social media, digital content creation, and a petition to policymakers at all levels of government.

**Attachments:**

1. Presentation
2. "Imagine a Day Without Water" Resolution