

RESERVOIR CENTER

2022 ANNUAL REPORT

DEAR FRIENDS,

Water is life. Yet major water challenges — water scarcity, water affordability and resilience of infrastructure to climate change — continue to escalate around the world.

We partnered with other water sector leaders to develop the Reservoir Center for Water Solutions and find innovative ways to help communities overcome these challenges together. Over the past six months, we convened local, state and national agencies, water utilities, nonprofits, private companies, members of Congress and the Washington, D.C. community to brainstorm new approaches, drive action, educate and raise awareness. We collaborated through:

- Seminars on climate resiliency and policy with live broadcast discussions featuring utility leaders from across Europe and attendees of COP27 in Egypt.
- Career development panels with students and young professionals interested in pursuing careers in water and sustainability.
- An interactive session featuring a diverse group of female water leaders sharing their experiences in the sector, with a discussion broadcast live from World Water Week in Stockholm.

- Two informational webinars on the Bipartisan Infrastructure Law, focusing on available resources to small and underserved communities.
- Park and river cleanups to benefit the local Anacostia watershed.

As we look ahead to 2023, the Reservoir Center will continue to serve as a hub dedicated to overcoming the greatest water challenges of our time.

This collaboration happens because of our 39 partners who've joined us on this journey to date and the many individuals who make the Reservoir Center possible — people like you. I'm so inspired by what you have accomplished, and grateful that you are joining us in this important mission. Thank you.

Sincerely,

Patrick Decker

President and Chief Executive Officer
of Xylem

THANK YOU TO OUR PARTNERS



FACILITY USAGE

The mission of the Reservoir Center is to advance the shared interests of the water sector through collaboration and constructive dialogue to make progress towards overcoming global water challenges. Over the last six months, we gathered members of the water community, both in person at our DC facility and online, for events and discussions supporting this goal. Our three strategic pillars, as listed below, provide our framework for action.

CONVENE

Create a shared space for collaboration and innovation

IDEATE AND DRIVE ACTION

Host programs that drive action in the water sector

EDUCATE AND ELEVATE

Facilitate community outreach and water-sector education



Over the past year the Reservoir Center hosted local, state and national agencies, municipal utilities, nonprofits, private companies, members of Congress and the DC community for events including:

- Two service projects to benefit the local community and watershed
- One social and networking activity
- Two informational webinars on current events in the water sector
- Three career development events with students and young professionals
- One curated dialogue with experts on pressing sector issues
- Hosted 24 of out 39 partners and almost 700 people in the building

1,427

Total
Visitors

238

Average Visitors
per Month

31

Event
Inquiries

90

Hot Desk and Conference
Room Requests

39

Total Number
of Partners

YOUTH PROGRAM

Mission: Engage young people from around the world in events that facilitate dialogue, education, and connection in solving the world's water challenges. Youth have played a critical role in driving the climate movement forward, and our top priority is making sure that youth voices are included in the Reservoir Center's global conversations around water.



RISING WATER PROFESSIONALS

Mission: Build a group of early to mid-career, water-passionate individuals that represent a cross-functional, diverse and inclusive community to address local, national and global water challenges. This community will pursue solutions in the water sector including, affordability, availability, water equity, climate change, pollution, public health and inadequate investment in water infrastructure. This will be accomplished through regular events where creative ideas will be shared in a social environment.



RESERVOIR TIMELINE

1/26/22

Unlocking Access to Infrastructure Bill Funding

This webinar focused on the array of resources available to small and disadvantaged communities to realize the promise of the Infrastructure Investment and Jobs Act.

4/23/22

Park Cleanup & Networking

The Rising Water Professionals and the Friends of Reservoir joined together at Kenilworth Aquatic Gardens for a park cleanup followed by a networking event.



5/16/22

United For Infrastructure – Lead With Infrastructure

To celebrate a decade of “Infrastructure Weeks,” this sold-out kickoff event featured a panel discussion between some of the water industry’s key leaders.

6/16/22

Official Launch and Celebration

The grand opening of the Reservoir Center for Water Solutions to the global water community!



11/06/21

Fall Fun River Cleanup

The Friends of Reservoir along with the Anacostia Riverkeeper and Anacostia Watershed Society gathered for a weekend cleanup in Anacostia Park.



2/10/22

Ice Skating and Networking

The Rising Water Professionals hosted an ice skating event followed by a networking event for young professionals in the DC area.



5/11/22

Lessons from the Front Lines

This follow up from our earlier webinar provided valuable insights from experts who’ve worked with water utilities and understand the challenges that disadvantaged and underserved communities face every day.

5/25/22

Affiliate Partner Sneak Preview

We hosted an exclusive sneak preview for our affiliate partners before the official opening of the Reservoir Center.



RESERVOIR TIMELINE

7/14/22

Careers Development Opportunities as a Result of the BIL

The Rising Water Professionals hosted a panel of water experts from utilities, academia and consulting firms to discuss career opportunities that will arise in the coming years from the newly passed Bipartisan Infrastructure Law (BIL).



10/04/22

Cybersecurity Dialogue

Co-hosted with the Aspen Institute, this invitation-only discussion brought together a diverse array of water sector and critical infrastructure experts to recommend appropriate actions to improve cybersecurity in the water sector.



11/16/22

Water And Climate – What Cop27 Means For You

A cross-section of water stakeholders met during the global conference to discuss the importance of water in COP27 discussions, as well as the latest trends for climate resilience and mitigation in the water sector.

6/21/22

Mobilizing Innovation to Advance Climate Resilience in the Water Sector

This conference identified the global barriers that prevent the advancement of innovation and technology within the water sector in order to achieve a more climate-resilient world.



8/31/22

Empowering the Next Generation: Closing the Gender Gap

An interactive session with a diverse panel eager to share their experiences working in water. This event featured a discussion broadcast live from World Water Week in Sweden.



10/17/22

Careers for Change

Local university students and those early in their career met and discussed opportunities with peers and professionals making a positive impact on climate change.

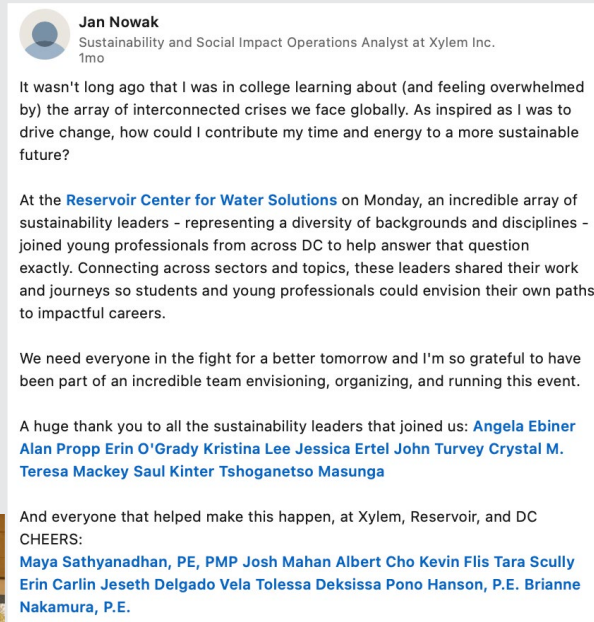


12/8/22

Rising Water Professionals Year-End Happy Hour

Rising Water Professionals gathered to celebrate a successful year of building a broader water community through their involvement, ideas and engagement.

POSTS HIGHLIGHTING OUR COMMUNITY



BUILDING A COMMUNITY

Our goal for 2022 was to build online awareness and a community for the Reservoir Center before and after its grand opening, while increasing support and awareness for its mission, impact, offerings and those of its affiliate partners.

Content Areas of Focus

Reservoir
Center Events

Building Information
and Opportunities

Affiliate Partner
Objectives and Events

Community and
Industry Impact

Water
Industry News

Social Snapshot

Launched: March 2022 | **Schedule:** 2-3 posts per week | **Platforms:** LinkedIn and Twitter



LinkedIn

172

LinkedIn Total
Number of Posts

Averaged around
15 posts per month

7.45%

LinkedIn
Engagement Rate

Exceeds industry
standard of 2%

553

LinkedIn Total
Followers

Grew from
268 in May



Twitter

2.74%

Twitter
Engagement Rate

Exceeds industry
standard of 1%

195

Twitter Total
Number of Posts

Averaged around
16 posts per month

Monthly Community Email

Launched March 2022

52.6%

Average
Click-Through
Rate

Join our Community



Reservoir

ING ROOMS
TION
ESS ROOM
SPACE
OFFICES

Reservoir
CENTER FOR WATER SOLUTIONS

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