

CORONA VIRUS

Market Impact Report

Understanding COVID-19's Impact on the
Residential & Commercial Water Quality Market





LAUREN DEL CIELLO

On March 11, 2020, the World Health Organization (WHO) declared the coronavirus, also known as COVID-19, a pandemic. Following the declaration, nations across the world and states across the U.S. began instituting shelter-in-place orders to slow the spread of the virus. Water treatment professionals were deemed essential personnel and continued providing services throughout the pandemic when possible, albeit in new ways, focusing on employee and customer health first and foremost.

From March 20 to April 29, 2020, WQP surveyed its audience on the market impact of COVID-19. The results of that market impact survey are detailed in the following pages, as well as conversations with industry leaders on the pandemic across a variety of mediums, including print, podcast and video. The sum of all of those questions and conversations boils down to one clear point: COVID-19 is having and will continue to have a sizeable impact on the water quality industry, from supply and demand to workflow and continuing education. A majority (50.1%) of survey respondents anticipated COVID-19 would have a sizeable impact on the residential and commercial water quality industry, while 7.3% even predicted a severe impact.

Of course, the over-arching impact of the pandemic on the water industry is more granular than such a broad assessment. Impact will vary from small water treatment dealerships to large product manufacturers or water well contractors. We break down some of those facets in Q&As with association leadership and marketing professionals in the latter half of this report. An important consensus, however, is that employee and customer safety needs to be businesses highest priority moving forward.

“The biggest points: Follow the local ordinances and guidelines, both state and local; follow the CDC guidelines on social distancing; and wash your hands and use protective gear if you need to,” said David Loveday, global government affairs director for the Water Quality Association (WQA).

On an optimistic note, industry leaders we surveyed seem to agree that the water industry is a resilient and essential industry that can position itself for success and growth down the line by the strength of its professionals’ responses to the current pandemic.

“In this industry, the glass is half full, not half empty. We’re going to get through it, we’re going to get through it together, and we’re going to be better than ever,” said Dale “DataDale” Filhaber, president for Dataman Group Direct, a marketing firm that specializes in water treatment business growth.

Regardless of what facet of the industry you operate in, I think we can all agree that the market impacts of COVID-19 are continuously evolving as we face new challenges. After all, who among us anticipated a pandemic of this magnitude interrupting our normal day-to-day lives in such a profound way at this time? For that reason, we also break down how responses to two key questions (severity of impact and affected business aspect) altered between March and April. We may not know what the future holds, but WQP will continue to work to provide resources to help you and your business, just as we have for 25 years. Be well, readers.

A handwritten signature in black ink that reads "Lauren Del Ciello".

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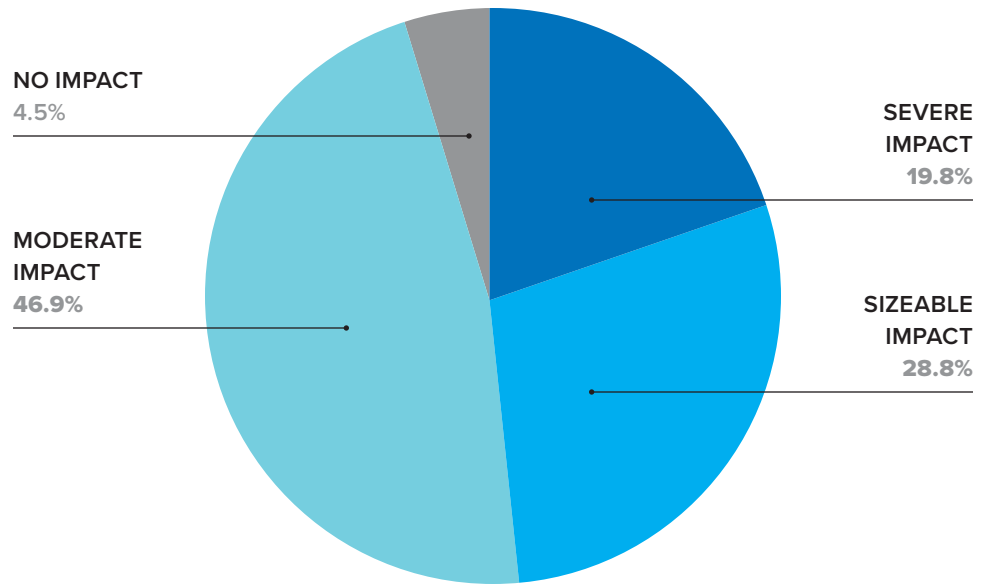
EXECUTIVE SUMMARY

Sizeable Impact

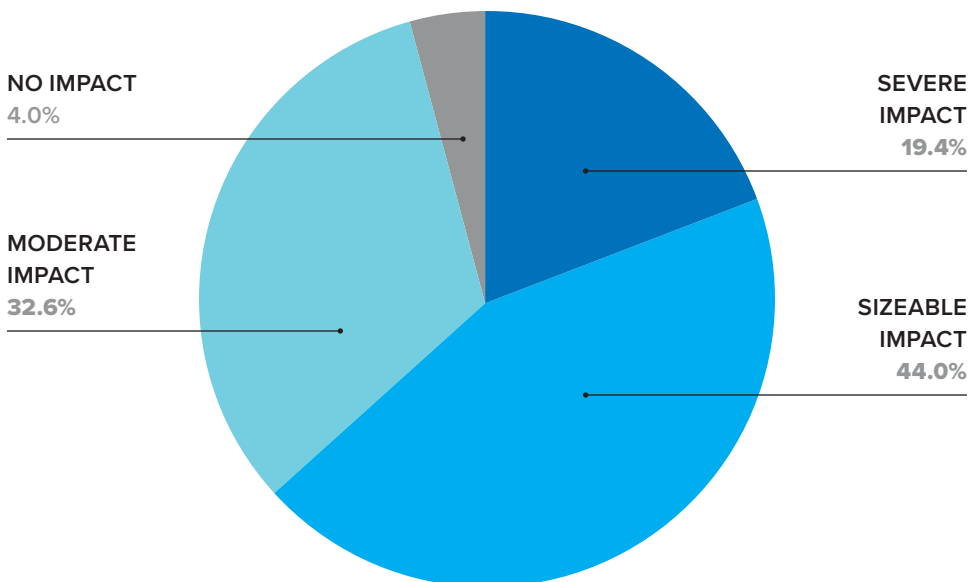
SEVERITY OF IMPACT ON BUSINESS (MARCH VS. APRIL)

The WQP Coronavirus Market Impact Survey ran from March 20 to April 29, 2020, with 111 respondents in March and 175 respondents in April, for a total of 286 respondents. 46.9% of respondents in March anticipated COVID-19 to have a moderate impact on their business, while 44% of respondents in April anticipated a sizable impact. This demonstrates how attitudes regarding severity of impact shifted over time. It is also important to note that respondents expecting a severe business impact both months remained relatively constant, hovering around 19%.

MARCH



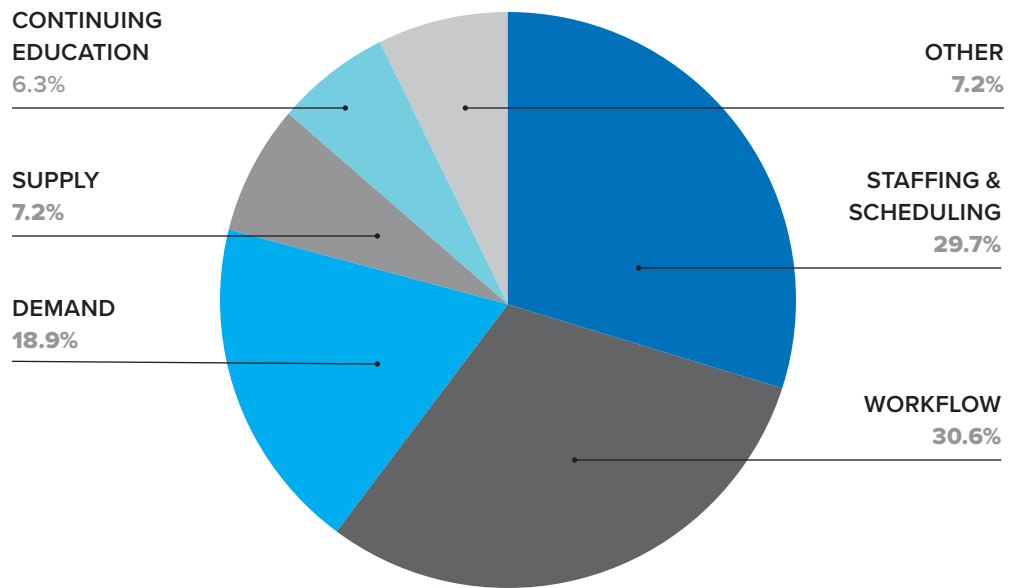
APRIL



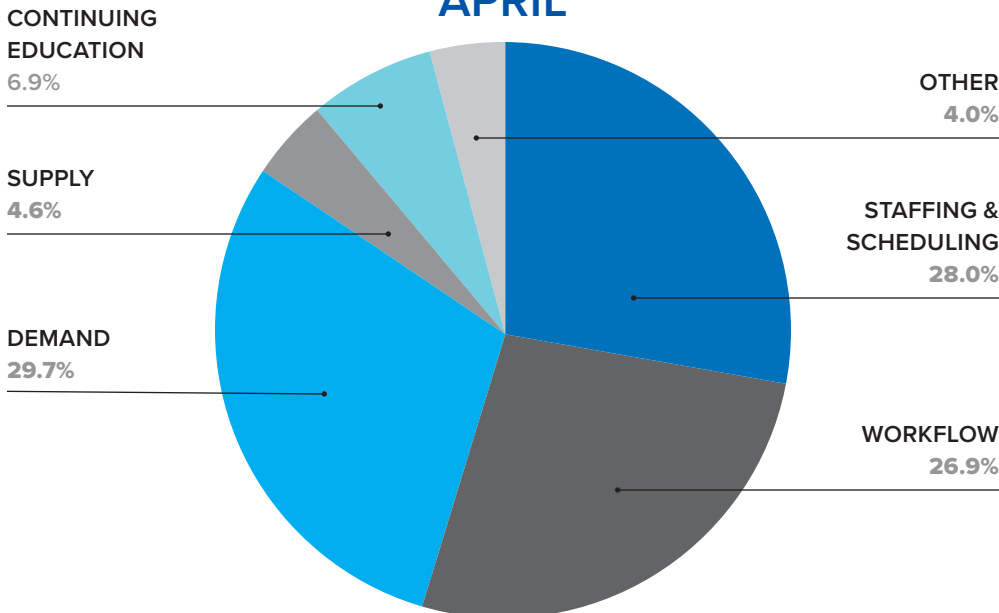
AFFECTED BUSINESS ASPECT (MARCH VS. APRIL)

WQP also compared month-over-month what aspect of their organization respondents expected to be most severely impacted. Workflow and staffing and scheduling were large concerns both months of the survey, while supply and demand was an increasing concern in April and likely beyond. Other write-in responses included revenue, late payments, delivery of equipment, canceled meetings and certification renewal slowdowns.

MARCH

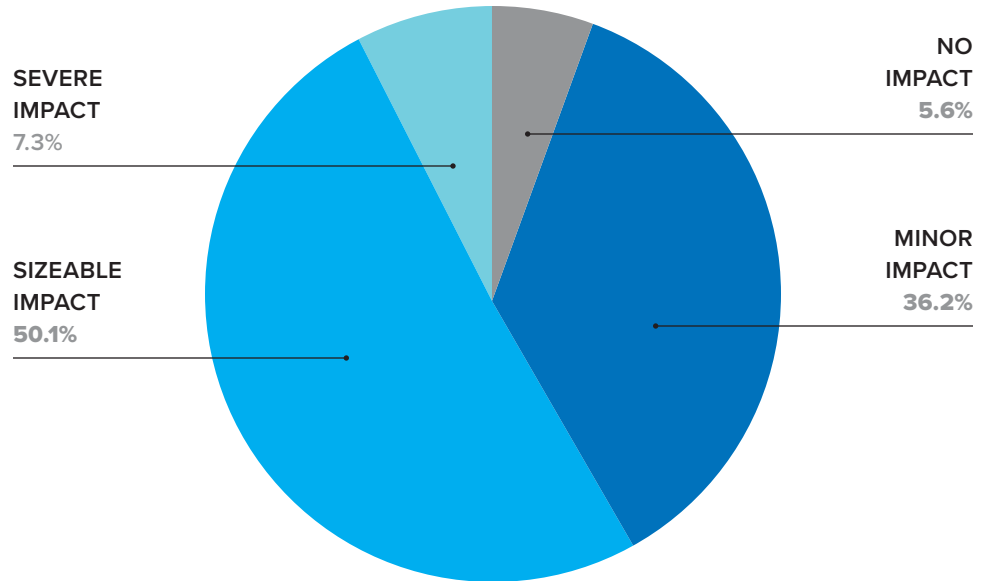


APRIL

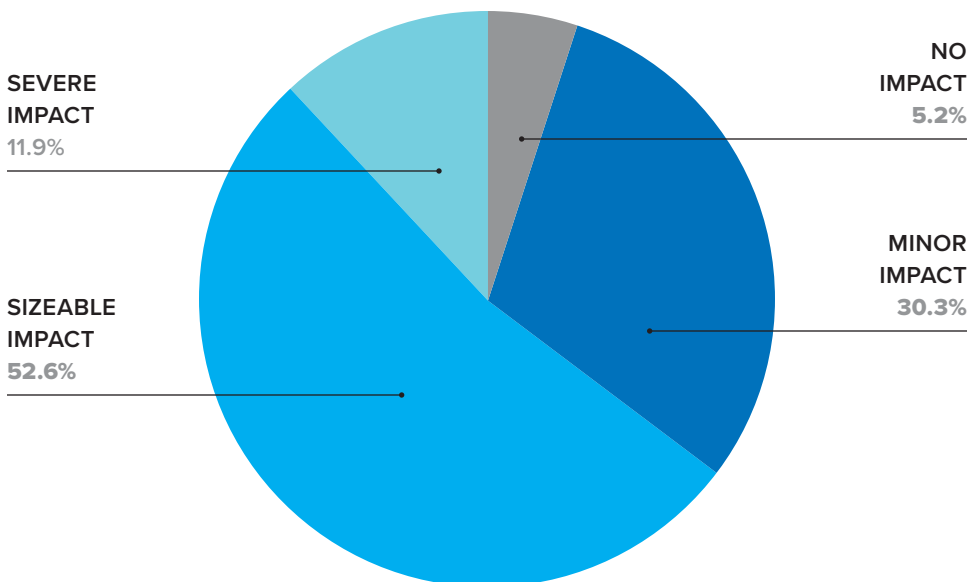


INDUSTRY IMPACT OF CORONAVIRUS

When WQP asked respondents to look beyond their own organization to the larger impact of the coronavirus on the water quality industry, the majority of respondents (50.1%) anticipated the pandemic would lead to a sizeable impact on the industry. The second most common response was a minor impact (36.2%), which suggests the water quality industry anticipates high resiliency to the long-term ramifications of the pandemic.



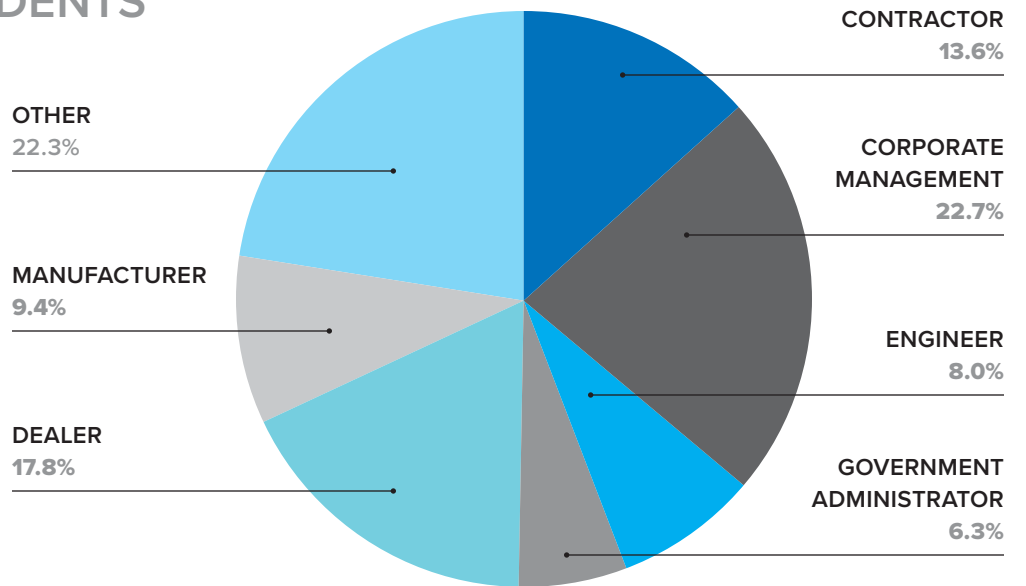
IMPACTED WORKFLOW OF CORONAVIRUS



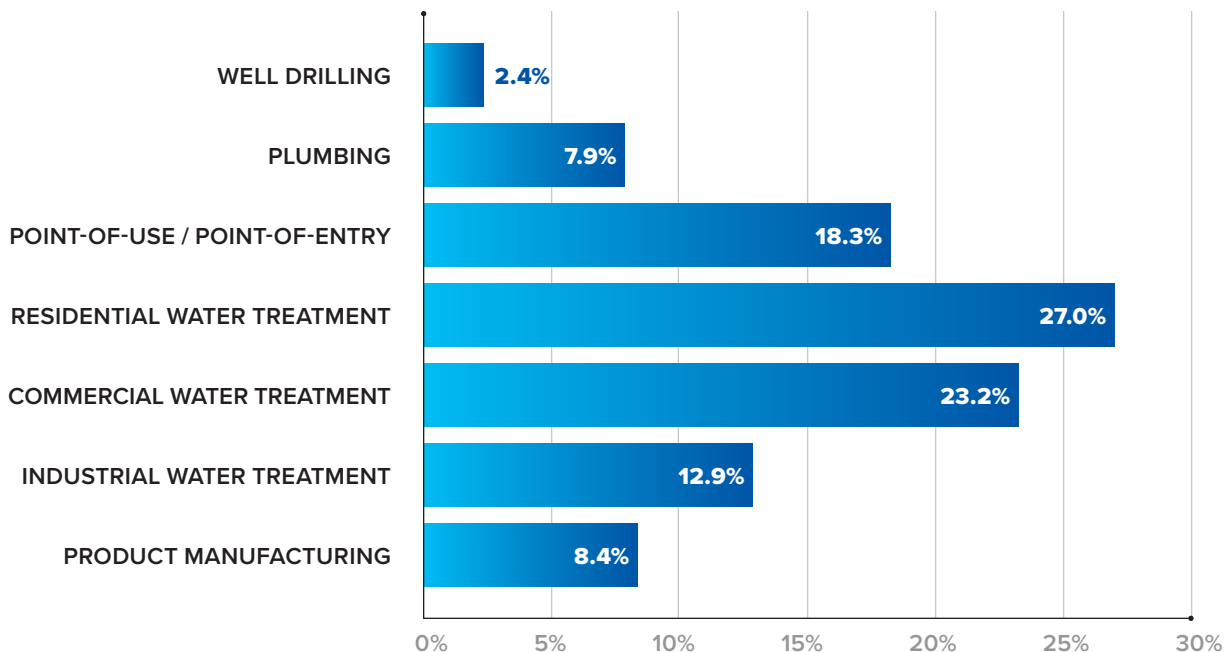
The majority of respondents (52.6%) pointed to a sizeable impact on their workflow as a result of the coronavirus. The industry has been challenged to adapt business practices by increasingly leveraging remote communications and prioritizing both customer and employee safety throughout the pandemic and shelter-in-place orders. Likewise, in-home service work has slowed or been altered to utilize PPE whenever possible.

JOB TITLES OF RESPONDENTS

Respondents job titles ran the gamut, but dealers and corporate management were the two most reported roles. Other write-in responses included consultant, lab manager, book keeper, general manager, distributor, sales representative and association.



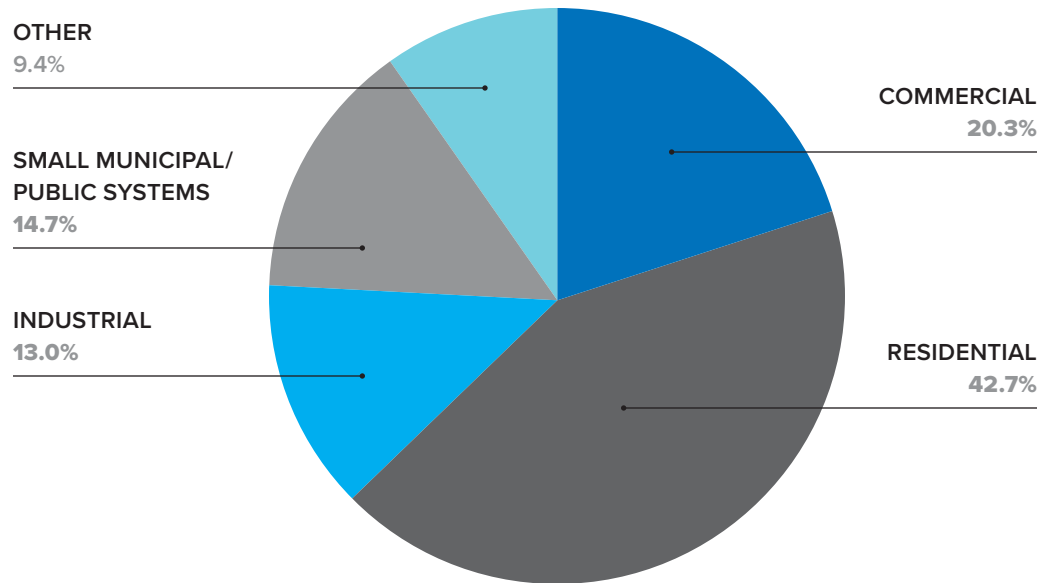
TYPE OF BUSINESS OF RESPONDENTS



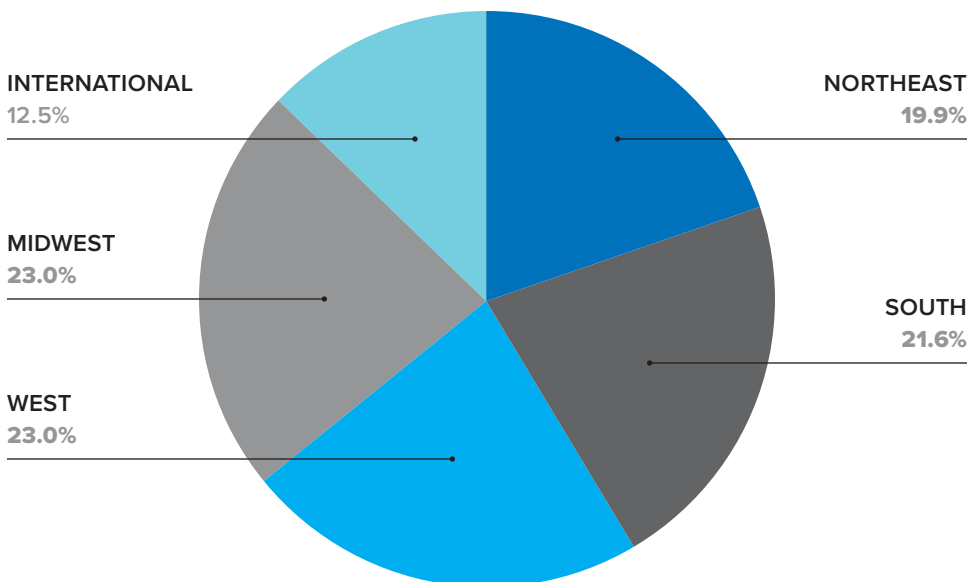
The survey asked respondents in a check all that apply question to identify their company's primary business activity. Various aspects of the water quality industry were well-represented, but residential and commercial water treatment were the primary business activities selected most often at 27% and 23.2% respectively.

MARKET SEGMENTS OF RESPONDENTS

This question echoed the results of the previous question on primary business activity, indicating the majority of respondents do business in the residential and commercial market segments, though small municipal/public systems and industrial were represented at 14.7% and 13% respectively. Other write-in responses largely included both commercial and residential markets.



RESPONSES BY REGION



Respondents were relatively evenly divided between the regions of the U.S., with 12.5% of respondents indicating they are located internationally.

WQA GLOBAL GOVERNMENT AFFAIRS DIRECTOR DAVID LOVEDAY TALKS COVID-19

Editor's note: The following Q&As have been edited for grammar, clarity and length. A longer version is available on wqpmag.com.

LAUREN DEL CIELLO: During COVID-19 concerns, what are considered essential roles right now and how do WQA members fit into that?

DAVID LOVEDAY: Several states have put in place shelter-in-place orders around the country. Each governor has done a little bit differently, but one thing that seems to be consistent with their orders is that they are relying on the U.S. Department of Homeland Security (DHS) guidelines to determine what are essential businesses. The guidelines do not call out businesses by name, but they put them in categories. So we reviewed that and we found that manufacturers and dealers fall in several of those places that are essential businesses. Again, health and safety is most important, and health and safety and water is very important and has been called out in those guidelines.

COVID-19'S IMPACTS ON THE WATER QUALITY INDUSTRY

DEL CIELLO: Right now as of March 24, 2020, what are some of the biggest obstacles you're seeing for the residential/commercial water treatment industry as related to COVID-19 concerns and shelter-in-place orders?

LOVEDAY: It's going to be how to deal with customers in their homes. One of the things that we're asking members not to do, for example, in shelter-in-place is no door-to-door [sales]. But what I'm hearing from members is that they're very busy.

Phones are ringing off the hook. People want filtration put in homes. So our biggest thing we would tell our members is make sure health and safety is number one, make sure it is essential. If it is not essential, delay it for a couple of weeks until the orders or things settle down. There seems to be plenty of business going around with the filtration issues right now. ROs (reverse osmosis) and things like that. Very busy right now. The biggest challenge I think in the next few weeks is to see how the supply chain works.

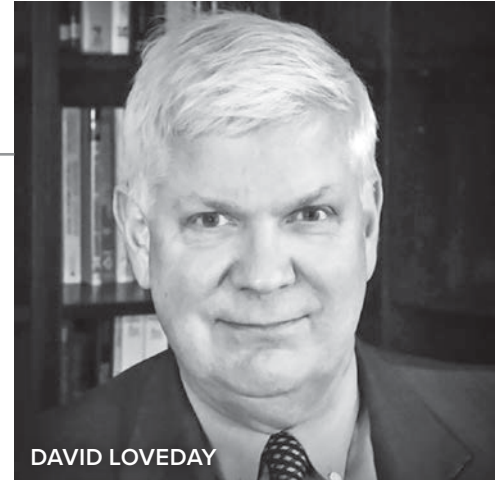
DEL CIELLO: Are there any other concrete steps that dealers and manufacturers can take both to remain safe and also work to ensure customer safety?

LOVEDAY: I would go to our website on a regular basis. We are in communication with the Department of Labor, with the Department of Commerce and with the EPA on different aspects of this, so we're moving forward. As a stimulus package comes out of Congress, we'll see how that affects small businesses and what the breakdown is. We'll evaluate that and get that information out as fast as possible. If people have any questions, contact WQA, and we'll certainly try to find an answer for them. But we're in contact with the federal government. As you said, that is moving very fast every day. The biggest points: follow the local ordinances and guidelines, both state and local; follow the CDC guidelines on social distancing; and wash your hands and use protective gear if you need to.

PREPARING FOR THE FUTURE AFTER COVID-19

DEL CIELLO: How can the water quality industry potentially learn from these experiences to create an even more resilient future?

LOVEDAY: I think we're showing it right now. I think our members are stepping up right now. Clean, safe water is essential to communities both for municipal areas and



DAVID LOVEDAY

just as important for the 40-plus million Americans that are on private well water. We have to keep that water safe and clean. So I think our members are stepping up. They understand the importance of clean drinking water. I think it's all about health and safety. If it is not essential, put it off for a few weeks. At the same time, at WQA we're still moving forward. We're preparing the virtual [WQA] Convention [& Exposition]. We have the virtual opening general session next week. We're going to do education virtually for the next few weeks. As we move forward on dealing with this, we're still trying to be as normal as possible and continue normal business of the association.

DEL CIELLO: It will be interesting to see what kind of impact this has on the role remote work plays in the water industry. It will be interesting to see the ripple effects that has through the next few years and how we rise to meet that.

LOVEDAY: I think you're 100% right. I still think the face-to-face convention is going to be important, but you make a very good point about education. There can be some opportunities and some things we learn and be able to improve. The only other thing I'd like to stress is that WQA is working very closely with state and regional associations and they have been terrific. They are vital to communicating with members and communicating with local officials. So we've been working very closely with them too.

PMI CEO / EXECUTIVE DIRECTOR KERRY STACKPOLE TALKS COVID-19

LAUREN DEL CIELLO: What exactly are considered essential workers and how do PMI members fit in with that?

KERRY STACKPOLE: Our members are working diligently to maintain their production lines and their production facilities in full operation. The good news is because we're talking about factories, our members have the ability to do social distancing, and in most cases, they can make adjustments to accommodate employees to make sure that they do keep that social distance and certainly continue to fill the pipeline. In that same vein is plumbers who are also identified as essential service providers.

EMERGENCY PREPAREDNESS & THE WATER INDUSTRY

DEL CIELLO: Have you spoken to anyone who felt they had a pretty solid emergency preparedness plan to help prepare them for this situation?

STACKPOLE: A number of members have reported that they had emergency action plans in place in the event of a range of problems. You would not necessarily think you were going to deal with a pandemic, but in many cases, our manufacturers deal with different kinds of risks and different kinds of crises on a regular basis. Many of them have emergency action plans in place to help them deal with what's at hand. That was a question in one of our earlier surveys and so we asked "Does your company have an emergency response plan in place to prepare your company and your employees?" About 70% of the members said they did. Another 20% or so said they are developing one right now.

So it's clear that for the most part our folks have been used to dealing with or thinking about what are the worst case scenarios that could impact their businesses and it comes in forms. If you think back to just a year ago, the imposition of tariffs on the Chinese government

was a great example where, again, you have to kind of pull out your emergency plan and say, "Okay, our supply chain is now going to be severely limited. What do we do?" I think for most manufacturers having scenario plans in place is not an uncommon idea.

OPEN COMMUNICATION CHANNELS DURING A PANDEMIC

DEL CIELLO: You talked about how social distancing is possible in the plants, but what other steps can manufacturers take to remain safe right now and also to effectively communicate with their customers and keep those communication lines open?

STACKPOLE: I think one of the things that our members are doing, and we're seeing on a pretty regular basis at this point now, is companies are creating COVID-19 response teams, so that they have a group of people who are meeting on a regular basis to deal with and address and communicate to their employees what's going on, what the latest updates are and how the company is responding. This is a high-level communications issue and now where many of the manufacturers have basically sent the people who can work from home, they've sent them home so they can work from their kitchen table or wherever they have resources. But do you still have people coming in and out of the factory? Those folks need regular and consistent communications. So I think that if you're a manufacturer or if you're service provider, having a group of folks designated as your COVID-19 response team is really important so that you have consistent communication. Because, to your point, there's a lot of unknowns, and the landscape is shifting every day.

The good news is the kinds of agencies and people you want to talk to can be found at any number of the associations in the water industry that you might belong to or if you're a member of PMI or any of the other groups out there.



DEL CIELLO: I want to end the interview on hopefully a bit of a positive note because I think there's a lot that we can learn from these experiences. How can the plumbing industry potentially learn from these experiences?

STACKPOLE: I think the trick here is to keep track of the lessons you're learning as you go. A lot of folks joke about it, but keeping a journal of what your experiences are and what bumps you ran into are really a great resource to have. I know people say, "Well, you don't start writing journals in the middle of a fire," and I don't disagree with that, but if you could find some quiet time to keep some notes and track the things that got in your way during this pandemic, then I think that that's certainly one of the things that folks can take away.

It's frankly one of the reasons I like the idea of having a response team because in that sense you've got all the issues sort of center-focused. Those folks are going to be well-positioned to turn around when this all comes to a conclusion and reveal what they've learned. So I think it's tracking what the bumps have been, tracking the things that have gotten in your way during this time and then utilizing those as part of your planning going forward. Most of us would never think of a pandemic among the emergencies you might have in a plant. You might not think of a pandemic, but now that we have it there's certainly a lot of lessons here.

NGWA PRESIDENT MERRIT PARTRIDGE TALKS COVID-19

WHAT COVID-19 MEANS FOR THE WATER WELL INDUSTRY

LAUREN DEL CIELLO: What are the biggest obstacles the water well industry is facing during COVID-19 concerns and shelter-in-place orders?

MERRITT PARTRIDGE: Safety. Keeping folks in our industry and our customers safe is a priority. Since the water well industry is an essential service, we can continue to operate. However, it is not business as usual. Operating during these times pose risk most water well companies are not used to. Companies should be more focused than

ever on the safety of their employees due to COVID-19.

STEPS FOR WATER WELL CONTRACTORS TO REMAIN SAFE

DEL CIELLO: What steps can water well contractors take to remain safe and also work to ensure customer safety during this turbulent time?

PARTRIDGE: NGWA has published a “Contractor COVID-19 Checklist: Steps to Stay Safe.” We have outlined several ways contractors can protect their employees and their customers. For instance: Only do the calls



that need to be done. Sanitize hands on the way in and on the way out. Limit interaction with the customer as much as possible. Wear nitrile latex gloves and dispose after the call.

DEL CIELLO: How can water well workers effectively communicate with customers during this time regarding safety and service availability?

PARTRIDGE: Communication is critical. Asking questions emphasizes your priority to not only your safety but also the safety of your customers. There are some questions we recommend asking customers prior to performing any work: Have you or anyone in your home been out of the country or traveled extensively in the last 30 days? Is anyone in the home immune compromised? Is anyone in the home running a fever? Does anyone in the home have a cough? If “yes” is the answer to any of the above questions, you may reconsider working with that customer.

DEL CIELLO: How can the water well industry potentially learn from these experiences?

PARTRIDGE: The long-term effects on our businesses remains to be seen. However, adapting to natural disasters and adverse economic situations is something the water well industry is good at. This pandemic does present a whole new set of challenges, but as long as there is a demand for water, our services will be needed...even in dire situations. We should be grateful for that.

TALKING UNDER WATER EPISODE 24: COVID-19'S IMPACT ON THE WATER INDUSTRY



In this episode of Talking Under Water: One Water, One Podcast, Water Quality Products Managing Editor Lauren Del Cielo, Storm Water Solutions Managing Editor Katie Johns and Water & Wastes Digest Senior Managing Editor Bob Crossen host the podcast's first-ever completely remote episode. Crossen shares news on the cancellation of the AWWA ACE 20 Show, originally scheduled to take place in June in Orlando. He and Johns also discuss

their COVID-19 business impact survey results before diving into an interview with Nicole McLellan and Art Umble from Stantec to discuss the coronavirus's impact on the water industry from the perspective of an engineering firm. Listen to the full episode at bit.ly/tuwccovid.

DATAMAN GROUP DIRECT PRESIDENT DALE “DATADALE” FILHABER TALKS COVID-19

LAUREN DEL CIELLO: First off, you had mentioned to me that your office is very busy lately and businesses and dealers seem to be marketing pretty heavily. What kind of factors do you attribute to this trend so far?

DALE “DATADALE” FILHABER: First of all, there are two pieces here. We look at ourselves as advisors and consultants for many of the companies we work with and a lot of the companies wanted to know how to communicate during a crisis situation because the way a company communicates during a crisis really shapes how their customers and prospects and employees think about them. So everything that we talk about in terms of marketing at this particular time really has to start with that in mind. And I think that’s a very important piece in the messaging and how we look at marketing.

CUSTOMER COMMUNICATION DURING A PANDEMIC

DEL CIELLO: What kinds of concrete actions can dealers or a small businesses take to keep honest communication channels open while also still protecting their own safety?

FILHABER: Of course, I want to bring also the Water Quality Association (WQA) piece into this because one of the things that WQA continues to talk about is ethical marketing and how during all of the different crises the water industry continues to flow through. I think one of the things that’s very important about marketing during this time is not to create fear. People are scared enough. What you want to do is create reassurance because your people—whether it’s customers, employees or prospects—want to know what your company is doing and how you are planning to keep them healthy and safe.

I think it’s really important to provide factual information because a customer’s experience is made up from the marketing, to the in-home sales presentation, to how the

product works in their home, and how they’re going to talk about it to other people, and how it is serviced. It’s a whole experience thing in terms of how the water industry products protects and creates a healthy environment. So I think that that’s part of the message that the industry needs to evoke.

DEL CIELLO: It’s so important to stress scare tactics are not the way we need to be communicating right now. That’s not how we’re going to get to our end goals together.

FILHABER: That’s right. And I think the word “together” is really important. Again, that’s a reassuring word. In marketing, there are some words that work better than others. Some words that are more reassuring. Some words that convey a better idea. So marketing at this time is really important.

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STRATEGIZING MARKETING FOR THE LONG TERM

DEL CIELLO: For those who may be staying inside and practicing social distancing right now, how can they use this time to position their business for success when eventually and hopefully we returned to a normal state?

FILHABER: One of the things that I’ve



been doing is working on my own website because this is the time where you can go page-by-page. Now the Dataman Group website has 738 pages, give or take, and my job at this point is going to go through each page to make sure everything is current and up-to-date. Every link connects and that I’ve done as good a job as I can for SEO and how to be found when somebody goes online. So I think that’s really important for business owners to do.

That’s part of putting together their entire marketing plan because when the all clear sounds and businesses need to get up and running again, they need to make sure that they have their marketing in place and ready to turn on just like a faucet. Because when the economy switches up and people start wanting to do business again and you know it’s full steam ahead, businesses need to be ready. I think marketing is a really important opportunity for people to take the time to focus on right now.

DEL CIELLO: Good advice. It can absolutely be a time to focus on long-term strategy. My last question for you is how can businesses potentially learn from these experiences to create an even more resilient future?

FILHABER: First of all, this is the water industry. In this industry, the glass is half full, not half empty. We’re going to get through it. We’re going to get through it together. And we’re going to be better than ever.

COMMERCIAL WATER

BY LAUREN DEL CIELLO

COVID-19 & COMMERCIAL DRINKING WATER QUALITY CONCERNS: ADDRESSING DRINKING WATER QUALITY CONCERNS FOLLOWING PROLONGUED BUILDING CLOSURES

Commercial buildings across the U.S.—including schools, office buildings, hotels, resorts, restaurants, childcare facilities and more—have closed their doors for a prolonged period of time amid shelter-in-place orders due to the coronavirus, also known as COVID-19. As some states begin to ease shelter-in-place orders and reopen commercial facilities, water quality concerns are essential to consider and mitigate. Do you have a water management program in place?

WHAT ARE THE BIGGEST DRINKING WATER QUALITY THREATS?

The two biggest drinking water quality threats commercial building managers should consider as buildings begin to reopen following prolonged closures are disinfectant residuals and corrosion of metals, according to Erica Walker, director of policy and programs for 120Water.

“Disinfectant residuals can be depleted as stagnant water sits in plumbing,” Walker said. “This produces more favorable conditions for the growth of organisms and bacteria like legionella, which can lead to a pneumonia like illness called Legionnaires’ disease.”

Legionnaires’ disease is a type of pneumonia caused by *legionella* bacteria, which spreads through mist and can be contracted from water systems at commercial buildings under certain circumstances. Symptoms include coughing, shortness of breath and high fever. The disease primarily impacts older or immunocompromised individuals, according to the U.S. Centers for Disease Control and Prevention (CDC). Water maintenance plays a significant role in preventing the spread of the bacteria and disease. Particularly, warm water and longer

stagnation periods can contribute to the growth of the bacteria.

An additional concern associated with disinfectant residuals is a buildup of byproducts. Longer stagnation periods provide a longer contact time for disinfectants to interact with organic matter in the water. This can lead to the buildup of disinfectant byproducts which is a probable carcinogen, according to Walker.

The second water quality concern building managers should consider when reopening buildings following prolonged closures due to



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COVID-19 concerns is the potential corrosion of metals. Ordinarily, water utilities work to ensure that corrosion control chemicals continuously flow through most drinking water pipes in regular use to protect lead pipes and lead drinking water fixtures from eroding. However, in prolonged periods of building closure, many pipes and fixtures may be at a heightened risk due to a lack of exposure to these chemicals. That risk is compounded by the fact that many drinking water fixtures in use are composed of up to 8% lead, a standard that was only recently

lowered in 2014. “Corrosion is a bit like a tea bag,” is a simple metaphor Walker often uses to unpack the risk of lead corrosion for those who may not be familiar with the threat.

“As lead sits with the aging water, it is just more likely to come into solution,” Walker explained, “Like tea leaves sitting in water.”

WHAT GUIDELINES EXIST FOR REOPENING BUILDINGS?

So how can building managers mitigate these water quality threats and how can water treatment professionals work in partnership with them to ensure safe drinking water as commercial buildings across the country begin to reopen? While there are currently few national or industry guidelines in place for buildings reopening after extended shutdowns, there are a number of resources and tools available to help buildings effectively reopen and protect their drinking water systems.

Andrew Whelton, associate professor of civil, environmental and ecological engineering at Purdue University is part of a team funded by the U.S. National Science Foundation under a rapid response effort to help create guidances for safely restoring water to medical, residential and commercial buildings following extended shutdowns. Whelton and his peers are working to provide educational support to building managers, water utilities, plumbing associations and community members regarding this topic, as well as developing flushing plans for primary schools and office buildings. He does not, however, anticipate this pandemic will increase the development of emergency response plans for reopening buildings.

“Building owners generally do not have emergency response plans,” Whelton said.

“The majority of building owners—excluding healthcare facilities which generally understand their building water systems—the majority of building owners do not think about their building’s water systems safety when they leave it for a weekend or come back after a week. State and federal agencies generally do not consider building reopening as a core public health mission, but they should.”

Despite this lack of awareness, Whelton does anticipate the vast quantity of commercial building systems now facing a need for a comprehensive water management plan may trigger a national discussion on these drinking water quality concerns that may have been previously lacking. He also points to the many partners in the water industry his team has collaborated with throughout this process, including the American Society of Plumbing Engineers (ASPE) and IAPMO, among others, as key catalysts in these conversations.

“These individuals and these organizations who lead in the plumbing and public health sectors are key to helping make the next giant leap in public safety in responding to this pandemic,” Whelton stressed.

Additionally, water utilities can play an important role in ensuring building owners are aware of the potential risks associated with water stagnation. Point-of-use (POU) and point-of-entry (POE) providers can also partner with building owners both in prevention measures and as final barrier solutions in the event of increased contaminant risks.

Walker pointed to system flushing as a key element of water quality risk mitigation following periods of building closure, but stressed that information surrounding flushing best practices is continuously evolving and it



ANTON GVOZDIKOV / STOCK.ADOBE.COM

is important to be aware of new research on the topic. As far as preparing for the future, building managers and water professionals can take steps to prepare their systems to be more resilient in the face of potential future closures. Walker recommended that, moving forward, all facilities establish a water management plan, including a flushing plan; complete an inventory of plumbing materials; and conduct baseline lead and copper testing.

“I think with those three things: a water management plan, an inventory of plumbing materials, and a sense of where lead concentrations or sources might be in the building, and a flushing plan if something like this happens, you can sort of layer all that information together,” Walker said.

The CDC does have guidance for building water systems following a prolonged shutdown. They recommend eight steps to take before a business or building reopens. The eight steps are listed below and more information can be found via the CDC’s coronavirus building water systems guidance page:

1. Develop a water management program.
2. Ensure your water heater is properly maintained, and the temperature is correctly set.
3. Flush your water system.
4. Clean all decorative water features.
5. Ensure hot tubs/spas are safe for use.

6. Ensure cooling towers are clean and well-maintained.
7. Ensure safety equipment is clean and well-maintained.
8. Maintain your water system.

Additional resources for re-opening building water systems following prolonged shutdowns can be found at the Purdue University Center for Plumbing Safety, NSF International and the American Water Works Association.

While the future—from this summer even into 2021—may remain unclear, the need for pre-emptive measures to ensure clean and safe drinking water quality remains absolutely vital. Water continues to be an essential resource and water treatment professionals stand as unsung heroes consistently working to protect this precious resource. Communication surrounding these issues is so important as we adapt to a new normal, now, more than ever.

“Water is a foundation of livable communities,” Whelton said. “And when disasters strike, it’s important to understand how those systems could be affected, take action to prevent the impact and then make certain that they can be brought back to safe use rapidly.”

Lauren Del Ciello is managing editor for WQP. Del Ciello can be reached at ldelciello@sgcmail.com.

HOW HAVE CUSTOMERS RESPONDED TO COVID-19 CONCERNS?

Want to know the revised delivery schedule

Hoping we are still doing service calls

Wondering if they can catch it by drinking their water

Request zero contact at service sites

Looking for assistance on water safety

Afraid that COVID-19 can be transferred by water works

Some are facing issues paying for service while they are unemployed

New sales reduced by 85%

Service reduced by 50%

Many have shut down buildings

Plans are all on hold

Feeling helpless

Becoming aware of their power in controlling water after it reaches their home

Afraid to let you in their homes for service and afraid to spend money on new sales

Depression is an issue

Most are working remotely

Want to have the proper PPE to protect themselves and customers

Some are planning to scale up once the all-clear sounds

Scared! Uncertainty is creating frustration and confusion for many

New installation services are booking at 25-30% of the normal rate

Showing either a lack of concern or just short of panic

Hesitant to have service pros in their home despite assurances of PPE diligence

Spending is in a holding pattern and a lot of people are price shopping

High demand for disinfectant products

Pushing off maintenance and postponing all non-essential water treatment

*RESPONDENTS ANSWERED IN THEIR OWN WORDS. RESPONSES HAVE BEEN TRIMMED FOR CLARITY.

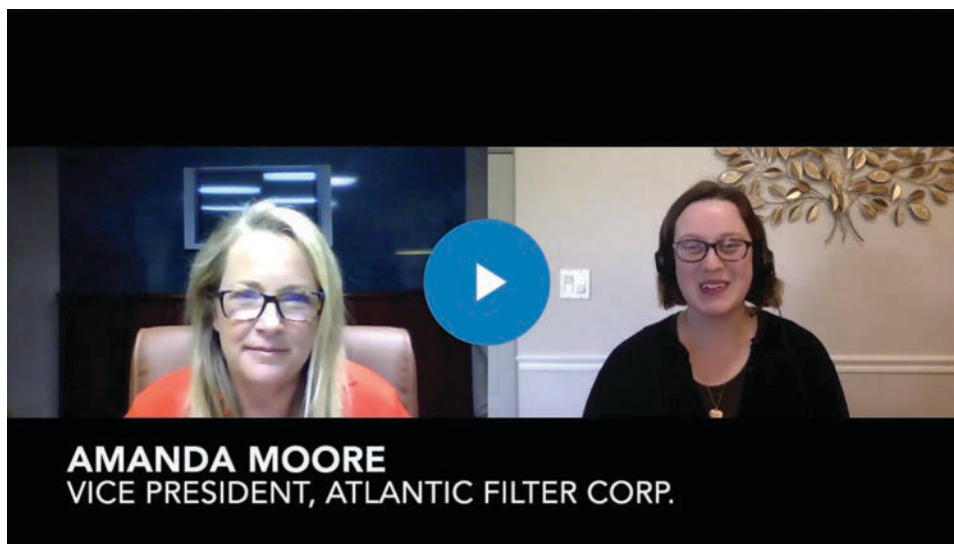
CHECKING IN

As COVID-19 concerns and shelter-in-place orders forced water quality professionals to shift their business practices and create innovative ways to connect, WQP launched Checking In: A Video Series With WQP. The series checks in with industry leaders and shares lessons on how the water industry is stepping up amid the pandemic. Watch the first few episodes below, and stay tuned for more episodes by subscribing to WQP's Video Alerts at bit.ly/wqp-ews.



EPISODE 1:

In this episode of Checking In: A Video Series with WQP, WQP Managing Editor Lauren Del Ciello speaks to Chris Boyd, general manager of building water health for NSF International, on reopening building water systems following prolonged closures.



EPISODE 2:

In this episode of Checking In: A Video Series with WQP, WQP Managing Editor Lauren Del Ciello speaks to Amanda Moore, vice president for Atlantic Filter Corp., on balancing priorities during a pandemic, as well as the importance of ethics.



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