I love tap water:
- Zero calories
- Zero sugar
- Tastes great
- Saves money
- It's good for you
- It's good for the planet
- Eco-friendly
- Safe and accessible
- Take the pledge today
Did you know...?

- Tap water has more stringent health regulations than bottled water.
  - The Environmental Protection Agency allows absolutely no traces of fecal e-coli bacteria in tap water, while some bottled water companies are allowed to have small percentages.
  - City water is regulated and screened **100 times a month**, whereas bottled water is screened only **4 times a month**.
Berkeley’s Tap Water is highest quality

- San Franciscans and other Bay Area residents enjoy some of the nation's highest quality drinking water

- Our primary source of water is the pristine Sierra snowmelt from the Hetch Hetchy reservoir in Yosemite National Park

- Bottled water companies are exempt from testing for common pathogens that cause diarrhea and certain important toxic or cancer-causing chemicals such as phthalate

- 22 percent of the bottled waters tested violated strict applicable California state limits for bottled water in at least one sample, most commonly for arsenic or certain cancer-causing "synthetic" organic compounds.

- Every year, our tap water is tested more than 100,000 times to ensure that it meets or exceeds every standard for safe drinking water.
Waste

- Approximately **90%** of water bottles are NEVER recycled and end up in landfills, rivers, streams, and oceans.

- More than **1 billion** water bottles are winding up in the trash in California each year.

- 3 million empty water bottles go into the trash EVERY DAY and an estimated **$26 million in unclaimed** California Refund Value (CRV) deposits annually.
Toll on the Environment

- The manufacturing of bottled water is an energy-intensive process:
  - Approximately 1.5 million barrels of oil (enough to run 100,000 cars for a whole year) are used to MAKE plastic water bottles.
  - TRANSPORTING these bottles burns even more oil.

- Every liter of bottled water could power a 100-watt lightbulb for up to 10 hrs.

- on average, we drink 110 L per person per year. (That’s 18 days of electricity)

- By eliminating your intake of plastic water bottles, you can power a 110 lightbulbs.

- 1 water bottle: Takes ¾ water, ¼ oil (in terms of energy used to make it).
How Much Are You Spending?

- If you choose to get your recommended eight glasses a day from bottled water, you could spend up to **$1,400 annually**. The same amount of tap water would cost about **49 cents**.

- Most of the price of a bottle of water is for its bottling, packaging, shipping, marketing, retailing and profit.

- The explosion of the bottled water industry is in part due to marketing strategies of bottled water companies that try to convey images of pristine sources, purity, and safety.

- Thirty years ago, bottled water barely existed as a business in the United States. Last year, we spent more on Poland Spring, Fiji Water, Evian, Aquafina, and Dasani than we spent on iPods or movie tickets ($15 billion).
You Decide.

- Where is your water coming from?
- How did it get to you?
- Is it worth the money, energy cost, and waste?

Take the Pledge!

uhs.berkeley.edu/tapwater
Sources

• http://www.nrdc.org/water/drinking/bw/exesum.asp
