



water is life



MORE THAN 180 PROVIDING FREE WATER
DC LOCATIONS BOTTLE REFILLS



Available on the App Store

FIND A MAP OF CURRENT LOCATIONS AT
TAPITWATER.COM/DC

TapIt
tapitwater.com

dc
water is life®

More locations coming soon...

Tap versus Bottled Water

- Quality = Tap
- Affordability = Tap
- Accessibility = Bottled

Think Positive.
Green UDC. Grab a reusable water bottle and fill up for free at the fountain.

BOTTLED WATER
Not safer than tap water – less stringent regulations and minimal testing.

TAP WATER
Monitored 24/7, 365 days a year – we collect 10,000 samples and conduct more than 30,000 tests per year.

HALF EMPTY HALF FULL

UNIVERSITY OF COLUMBIA SUSTAINABILITY INITIATIVE dc water is life

TapIt™

- Network providing free water bottle refills
- Restaurants, cafés and other businesses
- Non-filtered/Filtered, Chilled/Room Temp



water is life

TapIt™

Benefits:

- Improves public access
- Promotes tap water quality
- Reduces bottled water costs & waste
 - Potomac Trash Treaty
 - Anacostia Trash TMDL
- Encourages reusable bottles
- Supports local businesses
- Leverages utility-business partnerships



Free iPhone App
Download Now



Vote With Your
Donations

Find Water On The Go

State:

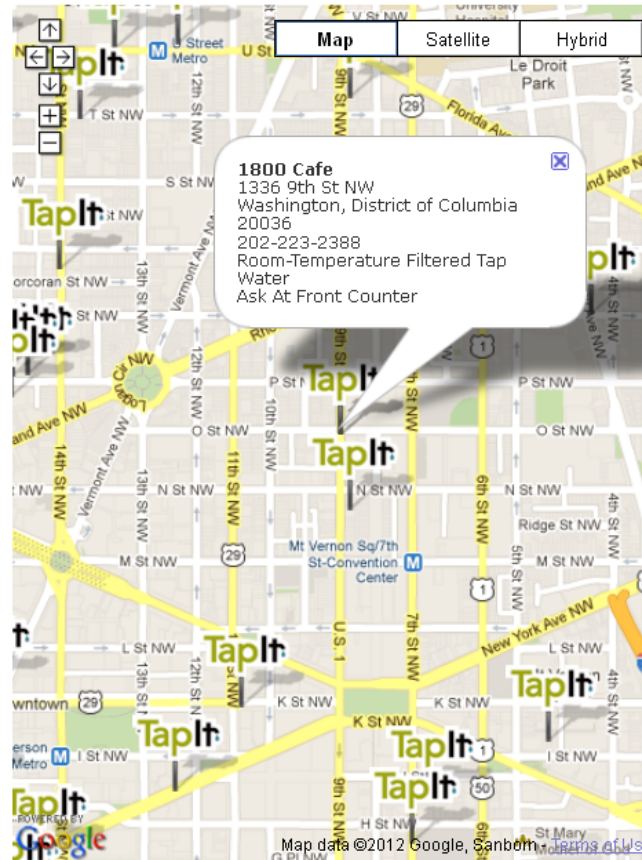
City:

Street Name:

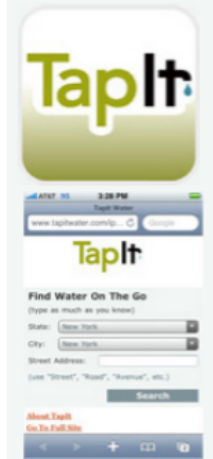
(use "St", "Rd", "Ave", etc.)

Showing 1 - 10 of 190 Results.

- 1800 Cafe** | Partner Shown
 1336 9th St NW
 Washington, District of Columbia
 20036
 202-223-2388
- 18th Amendment** | View Partner
 613 Pennsylvania Avenue, SE
 Washington, District of Columbia
 20003
 -
- 1905 Bistro Bar** | View Partner
 1905 9th Street NW
 Washington, District of Columbia
 20001
 202-332-1905
- Acacia Gourmet** | View Partner
 325 Pennsylvania Avenue SE
 Washington, District of Columbia
 20003
 202-543-2266
- Acqua Al 2** | View Partner
 212 7th Street SE



NOW also via the
[iPhone App Store](#)
and [tapitwater.com](#)
on your
smartphone's
browser!



[User FAQ](#)
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[Print Washington DC Map](#)



DC WATER
LAUNCHES TAPIT NETWORK

JUNE 1, 2011 • 1 PM
COLUMBIA HEIGHTS PLAZA
INTERSECTION OF 14TH ST NW & PARK ROAD NW

TapIt  tapitwater.com

dc  DCWATER.COM



- Distribute bottles
- Partner promotion
- Social media
- DC Water website
- Customer newsletter
- Public events
- Media
- Bloggers

www.tapitwater.com/dc





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**FREE
WATER BOTTLE
REFILLS
HERE**

TapIt is a network of local businesses providing tap water refills on the go. Visit here or any TapIt location to refill your reusable water bottle for free.

Join DC Water and local businesses to promote our clean tap water, protect the environment and save you money.

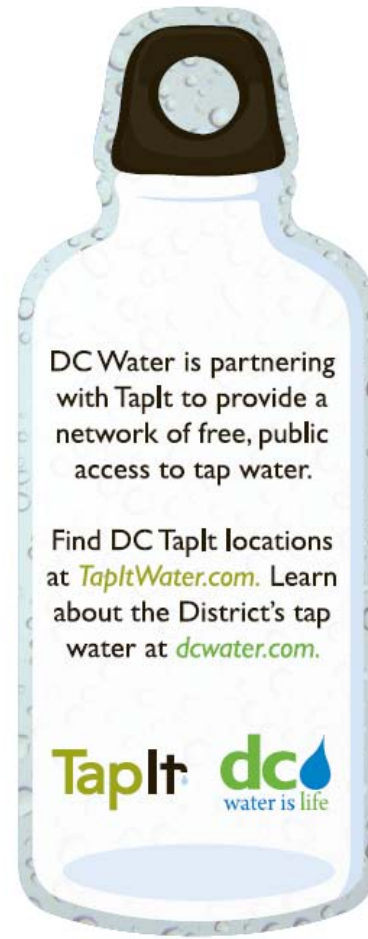
Find TapIt locations at tapitwater.com/dc or download the iPhone app. Learn about your local tap water at dcwater.com

Available on the **App Store**

TapIt dc water is life



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Paste a link here...

Find Water On The Go - TapIt Water

www.tapitwater.com/dc



TapIt Network: REFILL YOUR BOTTLE with clean sustainable water on the go.

2 SAVES

0 SHARES

297 CLICKS

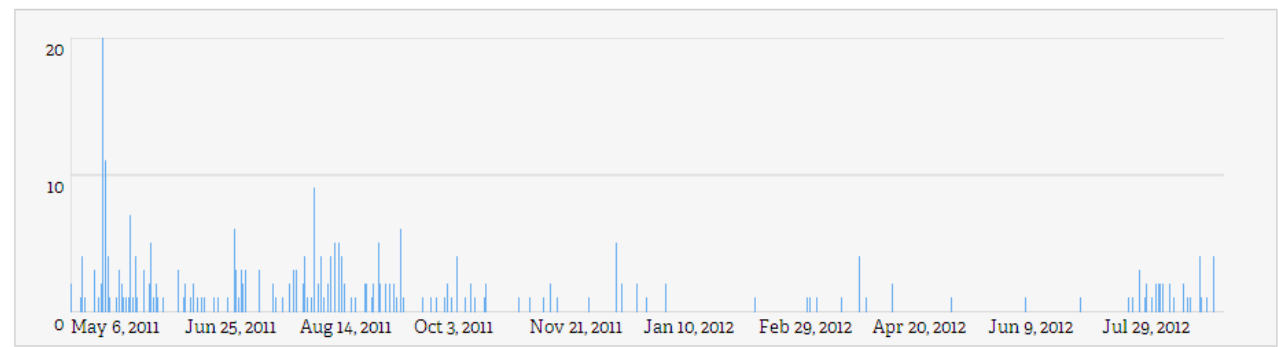


GLOBAL STATS USER'S STATS

bit.ly/lhoKVH COPY

297 clicks on this bitmark

Total



All times are in UTC-4

Referrers

Locations: 4 Countries



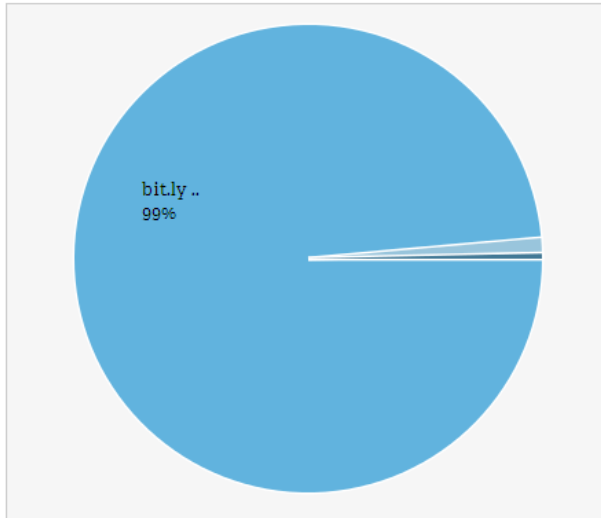


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www.tapitwater.com/dc

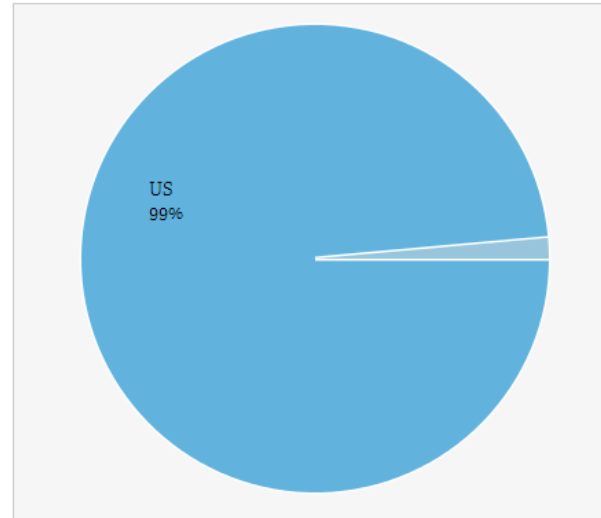
All times are in UTC-4

Referrers



Referrer	Click(s)
bit.ly QR Code	283
Email Clients, IM, AIR Apps, and Direct	3
bit.ly	1

Locations: 3 Countries



Country	Click(s)
United States (US)	209
United Kingdom (GB)	3
Others	75



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Unique Partnerships





water is life



capcitydiner: What goes great with breakfast? A nice glass of @dcwater.
<http://t.co/RqgwFbG1>



Lauren Centrella

@LaurenCentrella

Follow

Nothing quite this tasty comes out of my tap from home from @dcwater. (cc @MeridianPint) pic.twitter.com/isiMakR7

Reply Retweet Favorite



Regional TapIt Campaign

- Goal = 600 Locations by November '13
 - 125 Large
 - 40 Medium
 - 25 Small
- 352 Total Locations
 - 209 (MWWCOG)
 - 143 (DC Water)



City of
Rockville
Get Into It



Metropolitan Washington
Council of Governments



Service Authority



City of
Falls Church
Virginia



DEPARTMENT OF
ENVIRONMENTAL
SERVICES



LOUDOUN WATER





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Our "Whitening for Life" Program

WELL+BEING

STAY FIT. EAT RIGHT. LIVE SMART.

Refill Water Bottles for Free at Local Businesses (Poll)

DC's new TapIt network provides free water-bottle-refilling stations throughout the city

By *Emily Leaman*



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- Comcast Spotlight TV/Xfinity ads
- Social Media

FREE
WATER BOTTLE
REFILLS
on the go...

TapIt

Free App available on the iPhone® App Store.
Visit www.mwcog.org/tapit For More Information

Metropolitan Washington Council of Governments and your local utility are partnering with TapIt to bring together a network of businesses to provide easy public access to drinking water. So grab your reusable water bottle and use TapIt to find free refills on-the-go, anywhere in the DC region!

Logos at the bottom include: Rockville, Service Authority, Fairfax Water, Leesburg, dc water is life, Loudoun Water, and WSSC.



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QUESTIONS?

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DC Water

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