



A Service of The City of Cincinnati

**GREATER CINCINNATI
WATER WORKS**

GCWW Canned Water Project

Public Safety and Quality of Life Committee

March 24, 2026



GCWW Canned Water Project



Purpose –

- Recent EPA regulation requires utility to provide alternate source of water to customers if water service disrupted for 24 hours or longer
- Requires 1 gallon of water per person each day
- Canned water allows GCWW to keep inventory available instead of relying on purchase of water via grocery suppliers



And there are other benefits...



GCWW Canned Water Project

Other Benefits –

- Promotes GCWW's clean, safe water
- Supports local business (*canning company*)
- Supports local artists (*through future label designs*)
- Helps environment (*100% recyclable*)
- Provides free water for selected community events



GCWW Canned Water Project

Advantages of Third-Party Canning --

- Avoid large capital and annual operating expenditures
- Aluminum cans recyclable
- No negative health or environmental concerns like plastic
- Versatile label designs
- Build on community partnerships
- Many breweries already work with others to can beverages



GCWW Canned Water Project



Current Partnership --

Modern Water



GCWW Canned Water Project



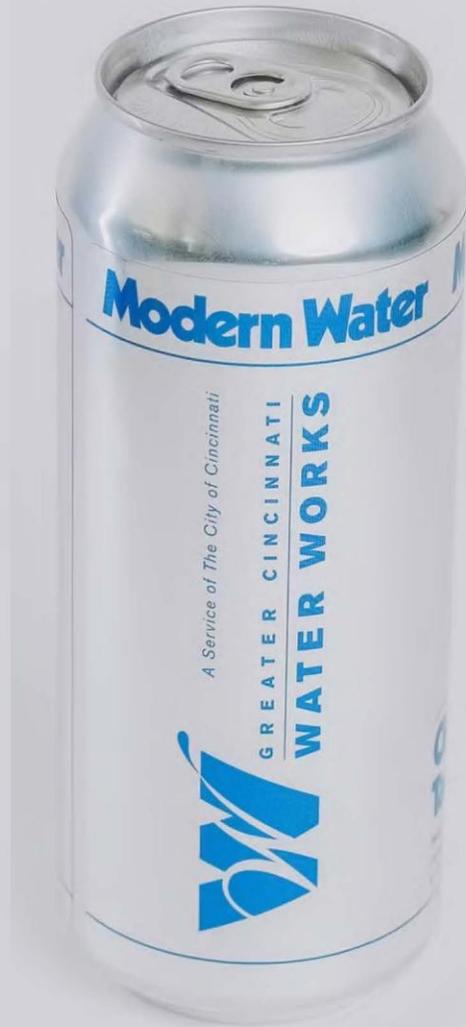
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First Edition –

- Recently produced
- 125 cases planned (3,000 cans)
- 80 cases ready to go (1,920 cans)
- 24 cans per case
- Production cost – Approx. \$15,000





The Collaboration Can.

Modern Water x Greater Cincinnati Water Works teamed up to create canned Cincinnati Tap Water.

The illustration of Fountain Square is by local artist, Evan Verrilli, it is canned in Cincinnati at the Urban Artifact brewery— this collaboration is the combined effort of multiple small Cincinnati businesses— now ready to hydrate Cincinnati locals.

When at home, use your tap.

On the go, grab a can.

Whatever you do, drink Cincinnati water.

GCWW x Modern Water - Landing Page



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Still to Come—

- Select local artists to design future labels
- Draft policy for supplying cans to community events
- Legal determination on charging of fee
- Promotional campaign to begin in spring



GCWW Canned Water Project



Launch Plan –

- March 2026: Introduce to Council Committee (*soft rollout*)
- April 2026: Public Launch (*hard rollout*)

Campaign theme – “Practice Random Acts of Hydration”

- Social media campaign (Facebook, X, Instagram)
- Media release/schedule interviews
- Willy Water gives out cans at Fountain Square
- Storefront display at 1125 Walnut Street, OTR
- Outreach to ArtWorks and Black Art Speaks

