change...one drop at a time...

team swill h20

dmba: innovation studio
november 2008

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team swill: CHANGE…ONE DROP AT A TIME

Team Swill is a consultancy devoted to the design, marketing, and strategy of experiential design through product and service. Founding members consist of designers with diverse backgrounds in the areas of architecture and product design, a marketing strategist, and urban planner all joined by a commitment to innovative and sustainable solutions for the urban world of tomorrow.

Goals:

- business
- design
- Sustainability
- community
- education
- experience

members:

gwen armbruster
ingrid dragotta
rowan edwards
jason hui
sara kozlowski

Team Swill Blog: http://teamswill.blogspot.com/

Backpack: http://teamswill.backpackit.com/login

login: teamswill

password: dmba

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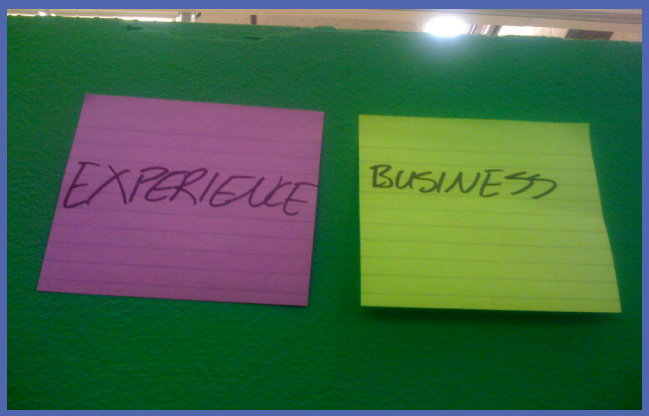
Introduction

our headquarters



design + experience = team swill

Our Vision: Provide **FREE!** Clean Public Water Access & A Means to Carry Water/ Promote a climate for change/

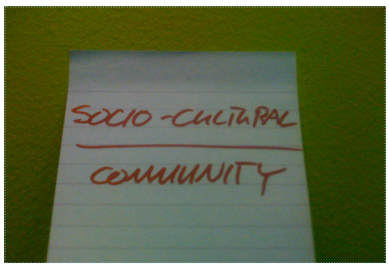
Project Mission: Our mission is to design a system of experience that creates a climate for meaningful change:

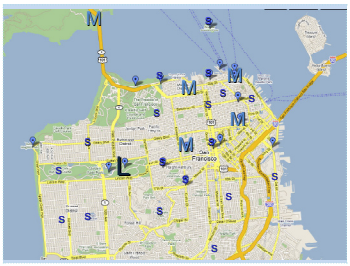
Project Goals: Eliminate Waste and Provide convenient access to public potable water
Build Community/ Educate & Inform

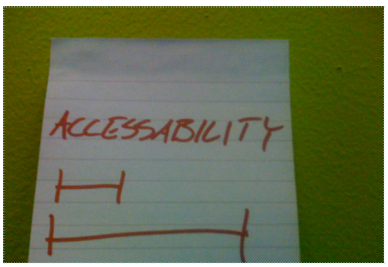
In the United States, the waste problem is enormous and shows few signs of diminishing without concerted and directed effort. Many of the factors that support this model represent the realities of a market economy and change will come about by goodwill, but by exerting pressure on the marketplace. Water is necessary for life and the desire for clean water and convenient access has spawned a system that is not sustainable in the long term. Water must be carefully managed as global demand begins to outpace the availability of fresh water for industry, agriculture and most importantly, clean drinking water. This issue is gaining momentum in the global marketplace but few strategies exist to promote changes that will ensure the ongoing availability of this most essential resource.

Our relationship with water has become so removed and commodified that people have lost touch with the relative scarcity of fresh drinking water and the need to conserve and protect it. Only .007% of all water on the planet is available for drinking but you might not notice that when deciding if you want one liter or two, sparkling or still, flavored or plain, imported or domestic. People drink water because they are thirsty and they buy it bottled because it is convenient.

What would happen if clean drinking water was free and readily available?







San Francisco "Water for Change Initiative"

Project Objective: To create an experiential system for public water access in the city of San Francisco that is free to the public.

In answer to the city of San Francisco's current need for a anti bottled watered initiative, we have conceived of a system consisting of S, M, L public access points placed strategically around SF during our initial implementation.

These access points provide users access to safe, clean free potable water featuring Brita filtration and will put the brand in front of consumers while providing a service to citizens and communities. This partnership will promote a sustainable model that moves away from the wasteful commercial bottling of drinking water.

Fixture and maintenance costs will be funded by two components; a citywide tax imposed on bottled water and point of access bottle vending/ filling stations. Additionally, logo placement, visibility, and signage serves as marketing for Brita and its commercial and non profit partners. Proper maintenance is crucial in any public water program and we would like to assist in creating jobs for the community by designing a program that trains and employs local community members.

Our drop logo and the concept of ***"change... one drop at a time"....*** *Set the tone and throughout the system we will implement our visual language to provide indicators of proximity and direction.*

The free public access system is supported by water/ bottle vending machines placed initially in tourist heavy areas as well as heavy commuter areas to create a continuous revenue stream. Branding and customization are key components. These machines will feature Brita partners Nalgene reusable vessels which can be customized as souvenirs. Distribution will be large scale- about 1000 during first year implementation whereas S-M-L are small scale. Looking ahead, there are several optional components/ design features to these machines including water customization, and flavour watered options. By involving other Brita partners including Kool-aid, and Crystal Lite this option would be an additional sale component. The machines also provide a receptacle for users conveniently deposit used Brita home pitcher filters as this is an identified issue concerning Brita filters.

The installation of water access points within San Francisco will create an ability for residents and visitors to have convenient access to potable water without additional spending associated with commercially bottled water.

Consumption and Crisis

We are in the midst of a global water shortage and water bottle waste epidemic. The numbers are staggering; 9 billion bottles a year are consumed in the US with only 15% of these recycled. For each personal sized disposable bottle, 25% of its volume is oil. Combine this with manufacturing and shipping and we would have enough oil to fuel more than one million vehicles for one year. The water wasted in production can be from 3 to 7 times the amount of the bottle. Bottled water is a thousand times more expensive than tap water costing upwards of $4 per gallon and more than gasoline! Approximately 90% of these costs are in the bottle, lid and label!

Moreover, bottled water is bad for the environment.

About 85% of bottles are disposed of in landfills and take about 700 years before they begin to decompose.

Last year

9 billion gallons

of bottled water
were consumed
in the United States

That's about

13 billion dollars

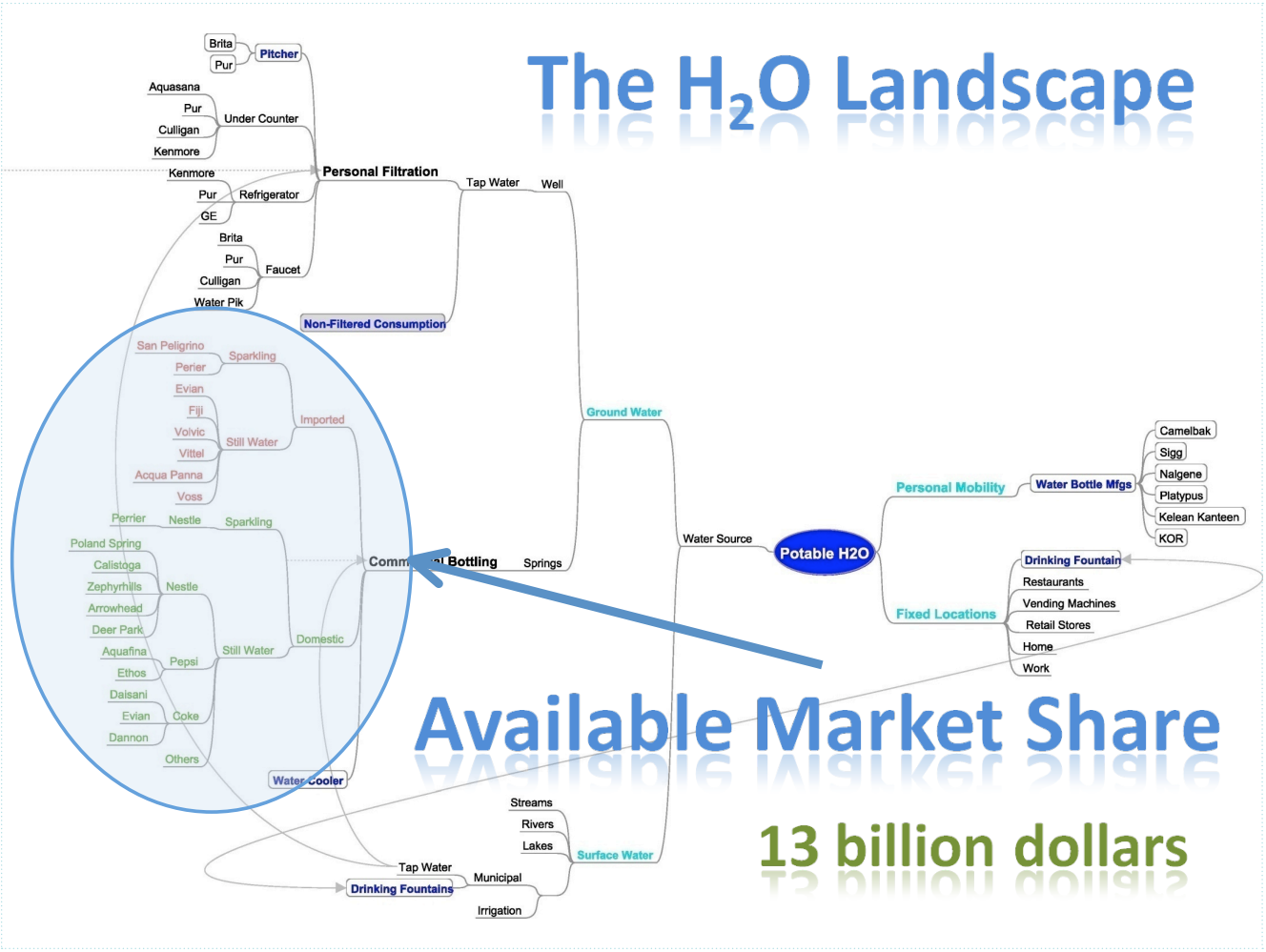
Consumption has
doubled
since 2000

People drink water because they are thirsty and they want to buy it bottled because it is convenient.

Consumer Confusion: 54% of Americans consume bottled water. They like the convenience and the perceived purity of the water bottle, but they are also worried about the implication on them and the environment. Our survey and interview respondents were quite well versed in the variety of options for purifying and carrying personal water, as well of being aware of the negative impacts of the bottle water industry

Commuters: 94% of San Francisco workers, commute to work everyday.

- **Access**
- **Convenience**
- **Portability**
- **Physiology**
- **Personal/ Psychological**
- **Community/ Sociological Convenience**
- **Taste/ Flavor**
- **Potable**
- **Status**



SF Tap is Safe!

Despite ramped misconceptions, bottled water is not safer than tap water. The federal government requires a more rigorous and frequent testing of municipal drinking water than bottled water which is regulated by the FDA under the supervision of less than ten individuals nationwide. Numerous studies reveal tap water quality to be the equal or superior to bottled water. Dr. Leo Trasande of Mount Sanai School of Medicine states that all plastic bottles leach synthetic chemicals into water even those made from polycarbonate.

San Francisco has some of the best city water in the US as well as globally recognized water experts and water activists including, Dr. Rajiv Bhatia Director of the Occupational & Environmental Health, San Francisco Health Dept., and Dr. June Weintraub, Water Quality Specialist, SF Dept of Public health. Hetch Hetchy reservoir in Yosemite National Park supplies 85% of SFPUC tap water. This water source is a highly protected, high quality, mountain reservoir that meets all regulatory requirements.

Public water fountains in San Francisco currently do not serve these needs and are in dwindling supply. The infrastructure of public drinking fountains is not designed with modern day urbanites in mind. The "place making" abilities of city drinking fountains for both personal convenience and for community interaction, education and information are lacking.

Many cities are currently implementing program to promote tap water usage. Chicago has placed a 5 cent tax on every bottle sold. NYC has a strong campaign urging residents to drink tap. Louisville utility gives free refillable bottles to residents to fill with tap. Rome famous for its fountains is promoting its tap water.

By building a more comprehensive water infrastructure that considers the relevance of water as it's core value, SF will be at the forefront of a global move to eliminate the bottle by using tap.

Prototyping Experience

Through research, surveys and customer interviews our team determined that a host of solutions exist to transport and purify drinking water. These products are produced by a handful of major national brands and are generally made from plastic. A traditional take on the water problem might use "sustainable design" to tackle a new marketing angle on the trusty refillable water bottle like the latest offering from KOR; but, the market is saturated.

Clearly another concern with reports of heavy metals, agricultural residues and medications being detected in municipal water supplies, is the purity of drinking water. The Brita pitcher is fairly ubiquitous in terms of water filtration; and according to our research, the dominant and most trusted offering on the market.

Good intentions are often discarded of when the environment is new and different.

Our survey respondents were quite well versed in the variety of options for purifying and carrying personal water, as well of being aware of the negative impacts of the bottle water industry on the environment. People who are aware of the issues need options for access, and those who are not aware need the opportunity to come into contact with information they can use to make their own decisions.

Developing a new container brings nothing to the table in a world filled with containers.

Personas

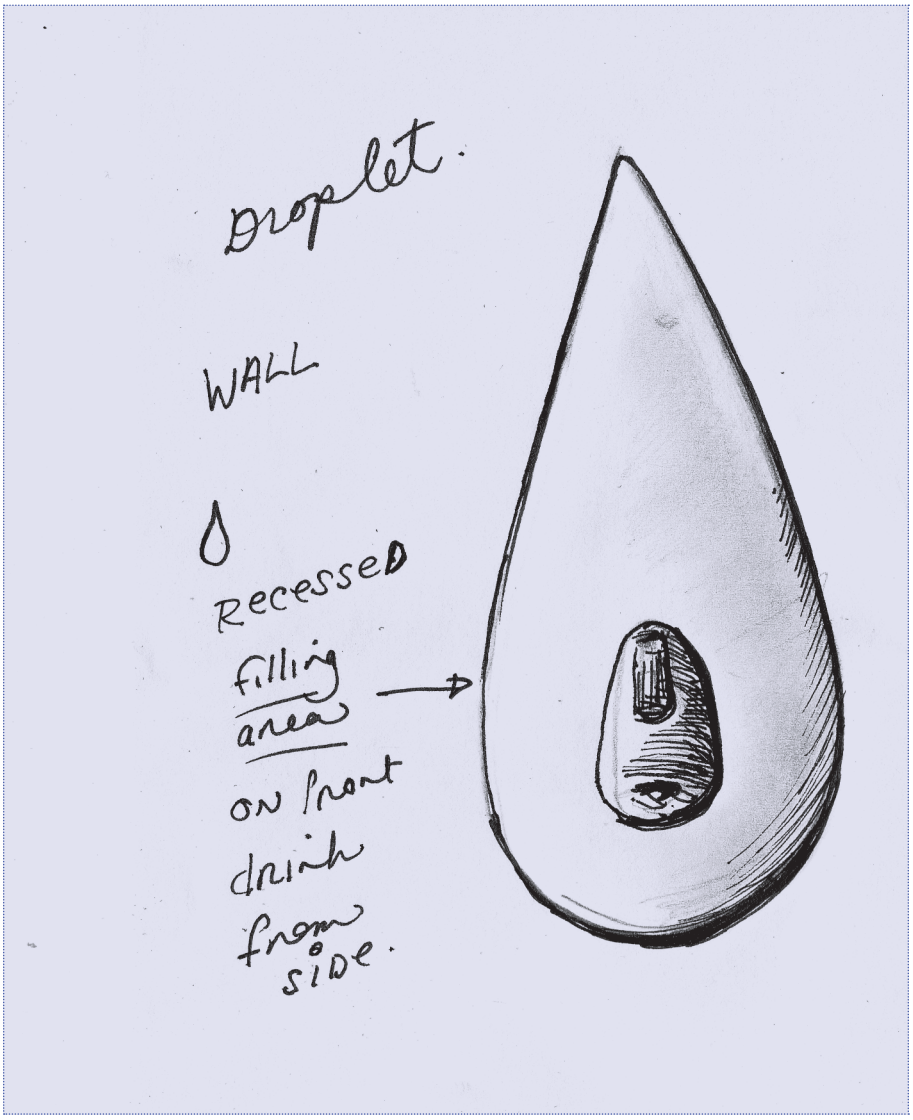
In 2007 San Francisco welcomed an estimated 16.1 million tourists spending an $8.2 billion dollars.

The average hotel room provides, with a charge, two pint sized water bottles. Travelers are also less likely to recycle.

"At home I drink tap water because I know that it is safe. On the road, I am less sure and will usually buy bottled water, even though I know that it is bad for the environment."

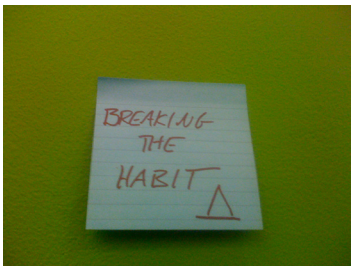
Primary motivations: saving time, convenience, portability, immediate need, enjoyment, social interaction

Secondary motivations: visitors/ cultural upbringing- (international tourism from country's where water is not safe to drink)



Others want to "see it work".

early concept sketch prototype for drinking and filling pod



For Convenience's Sake...

Although tap water costs on average about $.002 per gallon, many San Franciscans continue to be habitual consumers of bottled water due to the needs of convenience, portability, and lifestyle.

Through observational research *we found this group to favor taste and convenience when choosing their potable water source.*

motivations: *saving time, convenience, portability, immediate need, enjoyment, social interaction*

secondary: *perceived safety; cultural upbringing- (international students and tourists from country's where water is not safe to drink)*

who: *international students and tourists*

sure they know that they should and could recycle, tote a SIGG, or refill a container from home with the school supplied filtered water fountain.. these individuals have been brought up never to drink tap water and habitually for the sake of their health will only drink "safe" bottled water. Perhaps these individuals could be educated to drink from the water fountain and the behavior change could be enforced by making the fountain- attractive and fashionable.

my school recently did away with the water cooler and installed a filtration system which is attached to drinking fountains... this was supposed to be part of its green initiative...

the problem????

these fountains are placed adjacent to the bathrooms.. certainly no fun and not conducive to a social gathering of any sort! placed seductively are vending machines, flanking round meeting tables for lazing and gossiping, perhaps even napping.. this is where time is spent and saved, and bonding occurs... and bottles are consumed and wasted.. institutional off in the horizon is the "do gooder" water fountain- so "uncool" to use.

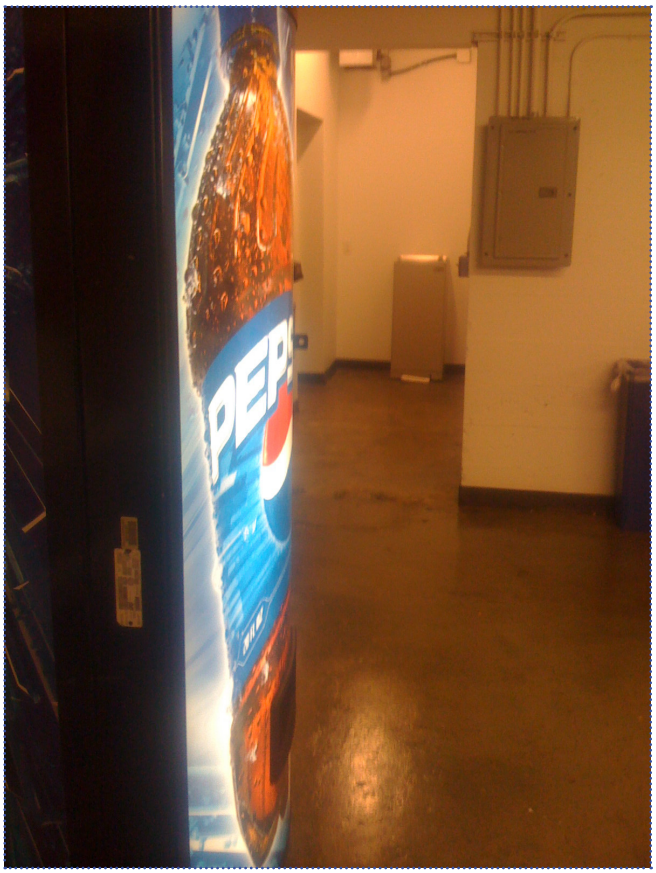
what could be done to change this?

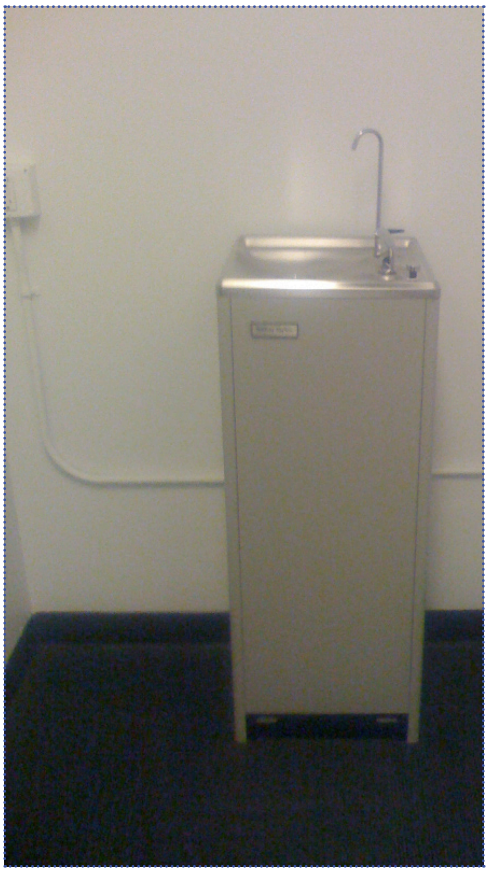
what if the access point was moved away from the bathroom at the sake of being near plumbing and brought closer to a communal area?

what if instead of being painting a dismal shade of beige it was modern like an eames chair or designed by a philippe starkesque type of icon?

Additionally, corporate beverage giants such as Coca Cola and Pepsi convince the public that their water products provide convenience and safety. The packaging, taste, **perceived health benefits, and marketing of branded bottled waters make them appealing to some consumers.**

Ironically, many of these branded bottled waters contain municipal water sold back to the public at thousands of times the cost. i wonder if the catalyst for change could lie in the same place- by seeking authenticity... simplifying people's complicated relationship with water... restoring the function of water access point as social gathering/ watering hole..





Subliminal Souvenirs: Meaning and Experience

The core aspect to the deepest level of experience is meaning, because meaning addresses an individual's relationship to the world and how they fundamentally perceive it. This perception is driven by all they have learned and experienced from their community, so to make change meaningful and persistent we must address change at a community level.

At a basic level, a community is simply a group of people with something in common, and the people that constitute a given community change in different contexts and so does the physical size of the community. For example, a few people might share the need for a drink. A greater number of people share a neighborhood park, and an even larger number of people might share a destination which has drawn them to it.

A single solution cannot address meaning in different scales of community, both in terms of physical space and the number of people that constitute the community, so we have scaled our strategic solutions to respond different physical scales. However, to truly create an experience we need to connect these different solutions through a common thread. In this case, a consistent identity expressed through visual language.

Each location (SML) represents different experiences on different scales. These images help us visualize the possible interpretations of experience and scale. Each site creates and ad-hoc community, but also ties into the larger community that is represented by the overall system that is literally connected by the visual language.

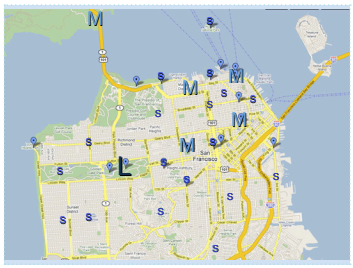

CALISTOGA
Are you thirsty?
Have a drink of water.

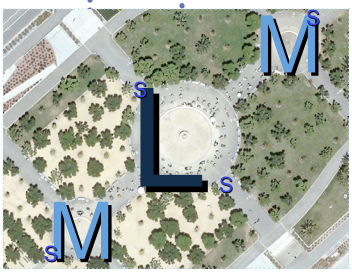
Strategy

We seek to reinterpret the public drinking fountain on several different scales from individual access to community wide interactive experiences.

Our strategy is to employ a multi-pronged approach to inform the community and consumer of the relevance and importance of water and its low or no cost availability, accessibility and convenience. Our main goals are to promote education and community through interaction and experience, while providing high quality drinking water to the public for free.

These public access points will put the brand in front of consumers, provide a service to citizens and communities, and promote a sustainable model that moves away from the wasteful commercial bottling of drinking water. These companies are already undertaking marketing and advertising campaigns that focus on sustainability but they do not propose a real solution and promote change for the better.





The Water For Change Initiative

Access Type	What	Where	Pilot	Longterm
Small	Mini Pods for Upright Filling and Drinking Access	Bustops and Commuter Areas	25	Every Street Corner
Medium	Free Standing Drinking and Filling Kiosk	Prime Tourist Location	5	Neighborhoods as water gardens
Large	Interactive Water Fountain Environment	Proposed Site; Museum of Science	1	Educational Aspects Commission
The Water Trail	Visual Language	Connects S-M-L; street level	immediate proximity	Increase Awareness
Vending Pods	POS Vending for Refillable Vessels and Free Filtered Water		1000	5000+ both inside and outside in high traffic areas

Partnership Strategy

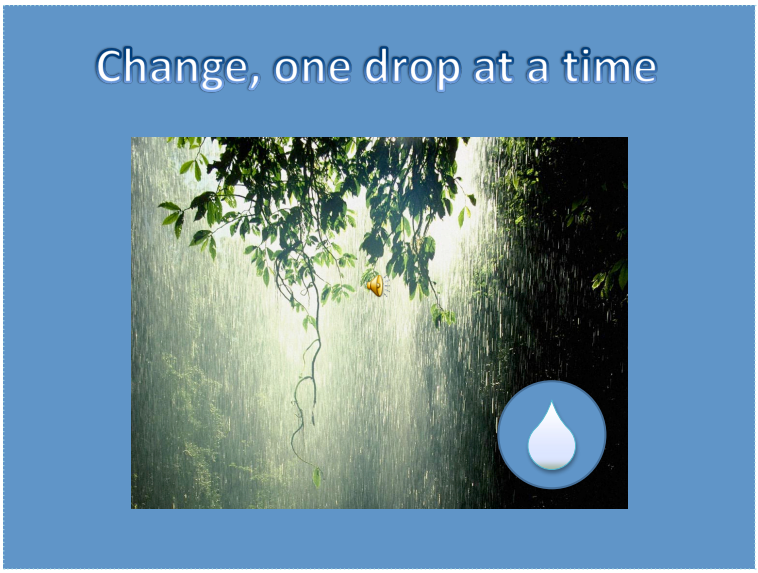
In today's economic climate, we believe partnerships and brand networks build commercial success. From our research we know that the city of SF is currently looking to implement a water program and that to date Brita has the largest market share of any of the water filtration companies, has largest customer awareness, and is already involved in efforts to eliminate bottled water consumption (see filterforgood.com)

Therefore in this initial pilot initiative we commit to the Brita- Nalgene model. These companies are already undertaking marketing and advertising campaigns that focus on sustainability but they do not propose a real solution and promote change for the better.

Brita has an extensive partnership network the most publicly known being Nalgene. In addition, they are also linked, by varying degrees of separation to Crystal Light spelling), Country Time, Kool-Aid (think kids) Northface (think our personas), as well as activist/ awareness organization Blue Planet Run Organization http://blueplanetrun.org/. Brita is also owned by Clorox.

Since city government must be involved in order to provide points of access of outside municipal water sources, we will be aiming to develop a model that financially is lucrative by proposing the bottled water tax and socially beneficial by fostering community, awareness, and sustainability. In partnering exclusively with Brita, we believe there is the highest potential for, financial and commercial success.

Note: The alternative contender would be Brita's main competitor, Pura who employs UV technology which we know to be better in terms of disinfection and more cost effective (see teamswill blog and Dr. Gadjil's creation and partnership http://waterhealth.com/). We also entertained the idea of working with Wellness which is the gourment of water filtration but is also the most expensive.



The Water Trail / Visual Language

The ad-hoc communities created by the S/M/L environments are tied to the larger community in two ways. The first is an overall strategic plan for implementation. The second is a literal and physical connection through sidewalk signage.

The purpose is to create a common and immediately recognizable visual language through symbology and context. The graphical elements seek establish a symbol to bridge gaps in culture and communication and invite/direct people to the access points. Signage should communicate: distance, direction, water and a progression towards the location.

Context is addressed by providing an explanation of the system at the Large scale site(s) and through any advertising/publicity efforts undertaken by the City of San Francisco. A second layer of signage will create a “trail of drops” that link Medium sized sites located at popular tourist destinations. This trail can be followed on foot to provide a walking tour of city landmarks and also provide drinking water at those locations for thirsty walkers.

An analogy for this application is the “Freedom Trail” in Boston that delineates Paul Revere’s historical ride to warn the city of the approaching English military forces. Walking the Freedom Trail is a well known tourist activity and ties the city’s history to the daily experience of thousands of people who incidentally cross the trail in their daily travels.

The trail of drops in San Francisco will serve as a constant reminder of the city’s commitment to the well being of its citizens and progressive attitude towards sustainable practices and exemplifies a responsible leadership role in the global community.


Brita
PIER 39

‘‘Small’’ FIlling Station and Drinking Pod

Upright Filling Access in communter and tourists zones.

Key words: Accessibility and Convenience

1-3 Users

Goal: To provide safe clean access in as places/ points as possible. Upright filling for portable vessels as well as direct drinking access are integrated into an inviting organic design utilizing innovative technologies for self maintenance and disinfection.

How to keep it free: Through advertising for Brita and other members within the Brita Nalgen Network as well as revenue from city imposed bottled water tax.

Location:

Our vision is to provide an access pod at points of frequency akin to firehydrants and the phone booths of the past.

State of the art sensors shut down supply if filter is in need of maintenence and communicates a help message to service center.

fill.
DRINK
concrete
outdoor.

Medium/ Communal FIlling and Drinking Stations

Water as Experience. Urban Contrast. A drinking garden.

Key words: Community and Experience

5-10 Users

Goal: Provide potable water access and create an environment that provides a contrast to the urban landscape linked by the “Water trail”.

Users can drink and fill from this freestanding station of organic design.

Initial Locations:

Fishermans Wharf

Golden Gate Park

Union Square

Powell Street

Golden Gate Bridge

‘‘Large’’ Interactive Water Fountain

The big drop hits. The show. The big experience.

Users: Unlimited

Key word: Experience and Awareness

Celebration of water; pride of good city water

An interactive water experience with an educational component to increase community awareness about the global water cricis.

A tourist destination and community retreat.

Location: Site: Museum Of Science

left: Crown Fountain


buy me
me.
me.
just bottles
thirsty? there's
a fountain BEHIND you.
and ME.
vending.

Vending Kiosks

Keywords: Convenience

Filling stations providing **FREE** filtered water and pos for bottled water vessels by Brita partner, Nalgene.

• Solar Powered.

Initial implementation is 1000 placed in high traffic commuter and tourist locations.

Looking ahead, there are several optional components/ design features to these machines including the sale of inexpensive “disposable” water container made from bio plastic (or other “good” material) that can be directly deposited for a small coin return after use .

Additional possibilities include washable containers and designing a built in disinfection cleaning system. There is also the idea of water customization such as carbonation, re mineralizing for taste or even flavour watered options (for sale). Flavour water could happen by involving other Brita partners (see filterforgood.com and blueplanetrun.org/) This would be an additional sale component. Yet another feature could be to provide a receptacle for user to deposit used Brita home pitcher filters as this is an identified need/ problem concerning Brita filters.

See http://www.takebackthefilter.org/

San Francisco “Water for Change” Initiative

Urban Water Fountain as a Community Watering Holes of varying scales in central San Francisco

Key Business Goals

•Eliminate use of bottled water.

•Provide convenience without waste production.

•Use Urban Water Fountain as an environmentally sustainable concept that can be implemented in other cities.

•Collaborate with corporate sponsorship to address economic viability and water portability.

•Community education (awareness) related to environmental impact of production and consumption of bottled water.

Primary Market(s)

• San Francisco (City): accessibility to pure water.

This is our test market due to research gathered. San Francisco residents are proven to be early adopters of both technological and sustainable products and services. A new concept is best implemented in such an environment in order to gain momentum and an audience.

Tourists and Urbanites

Assumptions & Constraints

•Assumptions:

Traveler in a new city is more likely to purchase bottled water than a Commuter who travels to the city for work.

Everyone needs to drink water.

•Constraints:

Urban Water Fountain is vulnerable to contamination because of public access.

Limited community interest due to city-specific implementation.

Everyone needs to drink water.

Stakeholder Analysis

•Traveler/Tourist (visitors).

•City Dweller.

•Urban Worker.

•Water filtration company/cooler provider (Brita/Calistoga).

Intended Sustainability Outcome

•Eliminate bottle waste.

•Create long-term accessibility to clean water to sustain human/animal life.

•Promote a culture of sustainability.

Solution Criteria

•To appeal to persons concerned about potable drinking water and the environment.

•Provide educational avenues/target marketing to convert persons to eliminate utilization and consumption of bottled water.

•Meet the needs of our stakeholders.

•Evoke awareness, meaning and change regarding individual and community relationship with water.

•Educate re: resource conservation & waste reduction.

•Utilize necessity of water for existence & human right to have access to clean drinking water as an impetus for persons behavioral change.

Access Point	Phase 1 Strategies	Location	Quantity	Cost	2 YR	3-5 YR
Small	Provide accessible water throughout the city through bus	SF Bus stops, BART stops	25	-10K per fountain -1K maintenance fee.	100 SF bus and Bart stops. Parks.	Other US Cities; NYC, Chicago, Philadelphia, Boston. Secondary: Seattle, Portland.
Medium	Community fountain-	Tourist locations	5 top tourist locations	-50K Including installation -$5k per fountain maintenance	10	25 and new cities.
Large	Experience		1	-$5-7.5 million -$75K maintenence	1	New cities
Vending	Nalgene/Sigg bottles	Parks, tourists. SFO; parking garages; BART stations.	1000	$2-5K	5000	Everywhere; Even inside public

Expenses:
-Small: 25
-purchase: $5K
-Installation: $4K
-Maintenance: $1000
Total: $10,000(25)= $250,000

-Medium: 5
-purchase: $50K
-Installation: included
-Maintenance: $10,000
Total: $60,000(5)= $300,000
-Large: 1
-Design and development: $6,000,000
-Maintenance: $75,000
Total: $6,575,000

Total: $7,125,000

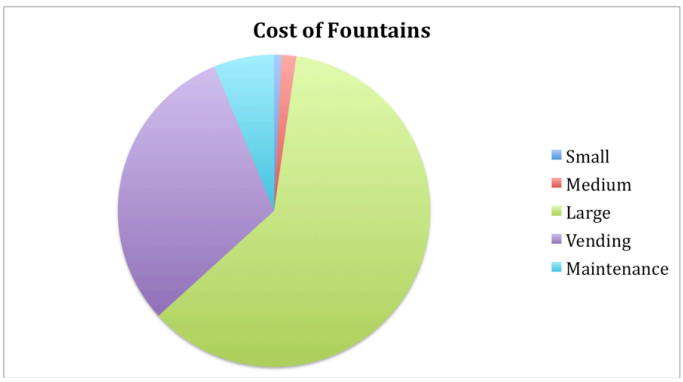
Initial Investment:
-Bottle Ban tax: $500,000
-Tax: $.5 per bottle: estimated sales $5-7.5 million

Total: $8,000,000

Projected Additional Earnings: per 1000
-Vending: per machine
-Profit at 50% margin: $30,000
-Tax (11.25%): $8,437.5
-Advertisement: $2,500 per machine

Total: $40,937,500

How we spend your money:



Phase 1 - Pilot Program: Using San Francisco as our testing market. 2008-2009

Government Initiative: Funding Strategy

In December 2007, San Francisco Mayor Gavin Newsom initiated the Water Bottle Ban for all public buildings. Saving taxpayers $500,000. We are looking to utilize this money for initial design and development for the San Francisco "Water for Change" **S-M-L** public water access program.

Bottled Water Tax initiative: Starting January 2009, in efforts to provide accessible water throughout the city as well as eliminating waste - looking for a initial tax on water bottles starting at $.05 per bottle. Using Chicago as an example, expected revenues are hoping to reach annual income of $7.5 million. The money will go to building the S-M-L Sustainable Water Program throughout the city.

Permits and Zoning: Working with the Planning Department we are working to establish permits and zoning petitions for large fountain segments including Fishermen's Wharf and the Port Authority, BCBD, Academy of Science, Golden Gate National Recreation Area. As well as Transportation department.

Working with the Public Utilities Commission with Hetch Hetchy.

Partnerships and Sponsorship opportunities:

Brita – research has shown that fountains would benefit with an added filtration system, we are looking to partner with Brita. Brita will be supplying the filter system.

Filter Advertisement located on every fountain.

Installation and Maintenance: Service Strategy

= new jobs for the community

• Proper maintence is essential to prevent contamination;

• Design needs to employ new technology for optimal hygiene, our team of researchers will work with leading experts to determine best choices.

Maintenance Trade Agreement: provide upkeep service of fountains.

Building Community Support: working with community-based outreach programs we are looking to collaborate with San Francisco residents hoping to establish optimal water fountain places at the smaller scale.

Pilot Program - Phase 2: Design and Development

We will be working with designers, architects and landscape artists to provide the S-M-L Water fountain experience throughout the city. Looking at Minneapolis as a model, we will be initiating a "call for artists" to help design the water fountains throughout the city.

Small scale: $10K per fountain. For the first year plan we are looking at quantity of 25 throughout the city.

Medium Scale: $50K per fountain at a quantity of 5 for initial pilot program.

Large Scale: 1 large fountain at $5-7.5 million dollars located at the Academy of Science.

Pilot Program: Implementation:

Additional costs will be added in for the installation and maintenance and upkeep of fountains.

Small scale: additional $1000 per fountain.

Medium Scale: additional $5000 per fountain.

Large Scale: additional $75,000.

Revenue Opportunity

Vending Kiosks: helping to provide portable solutions to the **S-M-L** water program – we are looking to install 1000 vending machines throughout the city. Vending machines will include Nalgene and Sigg water bottles ranging in price from $5-20. Each bottle will have Water Drop branding helping to promote the San Francisco water experience. Additional funds gained from the vending machines will aid in the future development and expansion of the water fountain program.

Advertising: Additional income will be provided by advertising opportunities on selected areas of fountains and vending machines. Expected income is $2500 per fountain per year. Money will help provide maintenance and upkeep.

Phase 3: Expansion of pilot program

By 2011-13 we are looking to expand the program- providing more access points around the city. We are also looking to set up similar program in cities.

Organizations and Government agencies participants:

Advocates for Parks

American Institute of Architects

Architects, Designers & Planners for Social Responsibility

Bank of California

Bay Conservation & Development Commission

California College of Arts

City of San Francisco Department of Public Works, Water and Pollution Control

City of San Francisco District Attorney

City of San Francisco Hetch Hetchy Water & Power

City of San Francisco Mayor's Office of Community Development

City of San Francisco Municipal Railway

City of San Francisco Purchasing Department

City of San Francisco Redevelopment Agency

City of San Francisco Recreation & Parks Department

City of San Francisco Water Department

Clean City Coalition

Coalition for better Wastewater solutions

Eco-Development Associates

Environmental Health Network

Environmental Law Community Law Clinic

Exploratorium

Friends of Recreation & Parks

Friends of the New de Young

Golden Gate National Recreation Area

HKIT Architects

League of Conservation Voters

Materials for the Future Foundation

Metro Maintenance

Metropolitan Transportation Commission

National Electrical Contractors Association

Natural Resources Defense Council

People Organized to Demand Environmental Rights

Port of San Francisco

Presidio Pacific Center

RIDES/Bay Area Commuters

San Francisco County Transportation Authority

San Francisco League of Urban Gardeners

San Francisco Planning Market Collaborative

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“Tappening” movement/Take Back the Tap:

http://www.tappening.com/

http://www.businessweek.com/the_thread/brandnewday/archives/2007/10/plastic_water_b.html

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Poland Spring (Nestle) Spring Water
http://www.polandspring.com/
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Filtration & Water Vessel Information

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Brita,*http://www.brita.com/*
Nalgene,*http://www.nalgene-outdoor.com/*
Pura,*http://www.purauv.com/*
Blue Planet Run Foundation,*http://blueplanetrun.org/*
Filter for Good,*http://www.filterforgood.com/*
Glacier filtered water vending machine and their high levels of contaminents found due to improper maintenance
http://news.pacificnews.org/news/view_article.html?article_id=ad8745b33d7e9ef65fe9e989ff28a101
WaterVend,www.watervend.com

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Dr. Saul Griffith, Makani Power Inc. ,Oct. 2008.
Tami Chan, Sr. Environmental Planner, EDAW/AECOM,Oct. 2008.
Dr. June Weintraub, ScD
Senior Epidemiologist, Environmental health Section
City and county of San Francisco Department of Public Health
Dr. Rajiv Bhatia
Director of Occupational & Environmental Health Impact Assessment
City and County of San Francisco Department of Public Health

Personal Interviews

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Andrea Dunlap
Patricia Ahern
Sigg Hofstrom
Zola Volsan
Sebastian Marino
Beana Polk
Jami Stutzman

Additional References at:

Team Swill Blog: http://teamswill.blogspot.com/

Backpack: http://teamswill.backpackit.com/login

login: teamswill

password: **dmba**

Thank you to the DMBA community - team swill