



## **Bike Concord's Tap Water Promotion Policy**

### **Rationale:**

Water is essential for our health. Families with young children and all community members should have easy access to clean, safe, and free drinking water. Providing tap water to young children instead of drinks that are high in sugar will promote health and help prevent early childhood obesity.

Water is an essential nutrient and a healthy way for children obtain those nutrients. There is evidence that encouraging consumption of water instead of sugary beverages may limit unhealthy weight gain in children and help prevent childhood obesity.

Tap water is safe and tested often. The Environmental Protection Agency's (EPA) tap water safety regulations are stricter than those of the Food and Drug Administration (FDA) for bottled water. The perception that bottled water is purer than tap water is largely due to the bottled water industry's marketing tactics. Yet in Contra Costa County many residents notice inconsistencies in the taste of the water across the different county regions. If there are concerns about the safety of tap water in a particular area, local water districts will test for safety at no charge.

Tap water saves money. Tap water provides a very low cost, calorie-free hydration. Single-serving bottled water costs thousands of times more than tap water. A 16-ounce bottle of water priced at \$1.25 adds up to about \$10 a gallon, whereas a gallon of tap water costs less than half a penny. That makes bottled water 2,500 times more expensive than tap water. What's more, most bottled water is tap water. Consumers and organizations can save money by drinking tap water.

Tap water spares the environment. Bottled water production and distribution is energy-intensive. Providing tap water reduces waste, cuts costs associated with bottling water, and spares the environment. Supporting child health also means supporting a healthy planet.

### **Bike Concord's Drinking Water Policy Statement:**

Bike Concord strives to provide and advocate for a standard of clean, safe, appealing, free, and easily accessible drinking water for families with young children and all community members.

Therefore, Bike Concord will:

- Provide a convenient and appealing source of water for-Bike Concord events and outings free of charge.
- Provide chilled drinking water for the filling of Bicycle rider's water bottles. All of our events are family oriented, so we will be filling adults as well as children's water bottles.
- For many events the water will be transported by Bicycle and a Berkey water container/filter will be used to distribute drinking water.
- Participants in our events will be encouraged to bring their own water bottles to be filled at our water filling station. Disposable containers will be discouraged.
- Because Bicycling is an active event, hydration is important. Children will be encouraged to stay hydrated throughout the day.
- Work to educate and promote the use of quality tap water by sharing information with the Concord community on the safety and health of drinking tap water.
- Advocate for safe and appealing tap water to be accessible and free of charge in public places.
- Support public policies that promote clean, safe, affordable tap water for all.
- The following is a list of some of Bike Concord's events and activities where quality drinking water will be provided:
  - Kidical Mass
  - Valet bicycle parking at KidFest and Fourth of July festivals
  - Tamale Fest and Bikes which occurs the second Saturday in December
  - Bike Tent portable repair shop that occurs every Thursday evening at the Todos Santos Farmers Market
  - Ribbon cutting for Detroit Ave bike lanes
  - National Night Out
  - Opening Day for Trails
  - Bike Concord's planning meetings
  - Bike Concord's fall camping trip in Briones park
  - Bike Rodeos when cosponsored with Bike East Bay

This policy has been reviewed and approved for implementation by Bike Concord's leadership.

Respectfully submitted,



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Bike Concord

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