

signal
WATER



signal water

The first practice of its kind:
the only fully integrated public affairs practice dedicated to water.

about



Signal Water influences the complex political landscape by providing a comprehensive, flexible and goal-oriented approach to public affairs.

clients



At Signal Water, we partner with clients to bring bold changes to the way the US invests in and protects our source water, drinking water, wastewater, and stormwater infrastructure.

team



With a bipartisan team that has decades of experience in water policy, Signal Water has specialists in government affairs, coalition and relationship building, equity and inclusion, communications, digital, and strategic advisory services.

our services



MAP LEGEND

0 1 MILE

Regulatory Advising

Risk Analysis
Regulatory Engagement
Agency Outreach

Coalition Building

Integrated Campaigns
Coalition Management
Member Recruitment

Strategic Advising

Positioning
Long-term Planning
Leadership Consulting
Research and Analysis

Digital Strategy

Brand Experiences
Audience Insights and Targeting
Listening and Engagement

Equity & Inclusion

Diversity Auditing
Strategic Partnerships
Culturally-Focused Messaging
Diverse Media Engagement

Strategic Communications

Brand Development
Networks
Corporate Communications
Profile Elevation
Thought Leadership
Crisis Communications

Government Relations

Strategic Advocacy
Influence
Reach
Forecasting
Champion Development

Water is the single most important substance on the planet. But for too long water has been overlooked because it is underground – out of sight and out of mind.

Water needs a champion.

The heroes who work on water every day – to protect, clean, and deliver water to people at home and work; to clean and take wastewater away; and to design and manufacture the things that protect communities from floods and storms – deserve our support.

These heroes are why we created Signal Water. They are why we are a proud sponsor of Water Week, and why we support the US Water Alliance's Guiding Principles to Secure Our Water Future.

Signal Water is the first practice of its kind: the only fully integrated public affairs practice dedicated to the water sector.

We know that investing in our nation's water infrastructure is an investment in our future—our people, health, and livelihoods—something the nation desperately needs. This practice's exceptional team provides the holistic approach to public affairs necessary to turn the tide on the issues that matter most in the water space.



our team

Our team combines deep subject matter expertise with the holistic skillset needed to provide our clients with unparalleled service and results.



Mae Stevens

Executive Vice President
Chair, Signal Water

Favorite Adventure: Site visits to water infrastructure! This photo was taken inside DC Water's stormwater tunnel.



Mae provides strategic policy expertise to a diverse range of corporate, municipal, and nonprofit clients. Most recently, she served as Environmental Policy Advisor to Sen. Ben Cardin (D-MD), winner of the 2020 US Water Prize. She handled the Senator's responsibilities as the top Democrat on the Transportation and Infrastructure Subcommittee on the Senate Environment and Public Works Committee, including staffing the Senator during the crafting and passage of the 2016 and 2018 Water Resources Development Act bills. Mae wrote the Senate Democrats' response to the Flint water crisis and focused most of her time on the intersection of water, equity and affordability. She also spent nine years working with nonprofit organizations and think tanks. A sought-after public speaker, she has presented at the Democratic National Convention and in numerous national news outlets. Mae holds a Master's Degree from Columbia University and a Bachelor's from The George Washington University.

“ Growing up halfway between Detroit and Flint, in the heart of the Great Lakes, this issue is deeply personal to me. I won't stop working until everyone has clean, safe, reliable, and affordable drinking water and wastewater services.

- Mae Stevens

Patrice Willoughby

Managing Director of Diversity,
Equity & Inclusion
Signal Water

Favorite Adventure: Sailing on Lake Mendota.

Patrice Willoughby is a Managing Director and the Head of Diversity, Equity and Inclusion. At Signal, Patrice provides comprehensive advice to link legislation with strategic engagement. Patrice is a former Executive Director of the Congressional Black Caucus where she enhanced caucus partnerships with renewable energy advocates, environmental justice organizations, and proponents of the green economy. Patrice later served in the Obama Administration at the General Services Administration, supporting the Administration's focus on sustainability, Green Buildings, and electric vehicles. Patrice holds a J.D. from the University of Wisconsin-Madison where she spent off hours biking and sailing a skiff on Lake Mendota.



“ I grew up on Lake Erie and advocated on behalf of the Great Lakes in Congress. I understand how the health of waterways is critical in communities and every sector of the economy.”

- Patrice Willoughby

rob bole

Rob Bole

Managing Director of Digital Signal Water

Favorite Adventure: As a former whitewater guide, I know the thrill and power of water up close.

Robert Bole is a Managing Director and leads the Digital Practice Group. Rob provides leadership across Signal on digital strategy, campaigns, audience development, product development, analytics and data analysis (including data-driven decision-making.) Rob has worked in journalism, media and marketing for many years and has held senior leadership roles at The New York Times, The Atlantic, and CityLab. He has also undertaken public service through executive roles in overseeing global strategy for the U.S. Agency for Global Media, as well as leadership roles in city government. Rob has consulted with staff on digital and communication strategy at The National Forest Foundation, Sustainable Northwest, Anacostia Watershed Society and the Potomac Conservancy. One of his best trips was ten days in Glacier backpacking to high alpine lakes to fly fish for trout and grayling.



“One of my favorite past-times is kayaking amongst the marshes of the Chesapeake Bay—a textbook case of how investing in wastewater benefits an entire region.”

- Rob Bole

Charlie Moskowitz

Executive Vice President & Signal Water

Favorite Adventure: Without New York water, we wouldn't have New York bagels!

Charlie brings almost a decade of Capitol Hill experience to Signal. With experience on both sides of the Capitol, in personal offices and on Committee staff, he knows how to think creatively to accomplish clients' goals. He most recently served as the Chief Legislative Counsel for Ranking Member Claire McCaskill's Homeland Security and Governmental Affairs Committee staff, managing a team of professionals that helped pass legislation on everything from disaster recovery and drone use to acquisition reform and improving the efficiency and effectiveness of the federal bureaucracy. He also managed several oversight investigations for Senator McCaskill.

Prior to his Capitol Hill experience, Charlie was an international trade attorney at Hogan and Hartson focusing on customs and immigration issues. Prior to that he completed the Coro Fellowship in Public Affairs in Los Angeles and served as an associate in the Marketing Partnerships group at the National Basketball Association. In addition to his understanding of Capitol Hill, he brings a lawyer's eye and a marketer's approach to problem solving for his clients and raising their DC profile.



“ Growing up in New York City, the waterways surrounding the island of Manhattan were known to be filthy. Now you can find kayakers and paddleboaters surrounding the island, and it has transformed my hometown. Every community deserves close access to clean water.”

- Charlie Moskowitz

Blake Androff

Executive Vice President &
Signal Water

Favorite Adventure: Quiet, crisp mornings hiking to alpine lakes in Grand Teton National Park.

Blake Androff is an Executive Vice President at Signal and Co-Chair of Signal Outdoors. Blake helps outdoor recreation and conservation clients at the intersection of press, policy and politics as they navigate Washington, D.C.'s unforgiving media climate and ever-changing political landscape. Blake brings together institutional knowledge of the Capitol; superb relationships with reporters, Members and Hill staff; an extensive network of conservation advocates; and smart and strategic positioning to deliver exceptional results for clients. Prior to joining Signal, Blake provided strategic communications guidance for Speaker of the House Nancy Pelosi, Secretaries of the Interior Sally Jewell & Ken Salazar during the Obama Administration, the House Natural Resources Committee and the House Transportation & Infrastructure Committee. Blake has visited public lands and parks in all 50 states and enjoys outdoor adventures everywhere he travels..



“ Growing up recreating on the Mississippi River in Minnesota instilled in me the importance of protecting our drinking water at the source.”

- Blake Androff

Madeline Wade

Vice President
Signal Water

Favorite Adventure: As a Floridian, I grew up spending nearly every weekend at the beach.

As a Vice President at Signal, Madeline works with corporations, nonprofits and trade associations to advocate for issues around sustainability and climate change. She has helped companies and organizations develop and implement sustainability frameworks and strategize how to message these commitments across industry and government stakeholders. She has worked on WIFIA projects, helped clients advocate for green infrastructure projects, and created risk mitigation strategies based on water availability in clients' footprints. Prior to working at Signal, Madeline worked on Capitol Hill for Congressman Greg Walden (R-OR). Madeline earned her master's degree from Duke University in Public Policy and her bachelor's degree from Wake Forest University.

She is an avid outdoorist and is always looking for the next opportunity to spend time on the water.



“Water scarcity is exacerbated by climate change. I am working to help ensure high-quality water sources are available for future generations through sustainable business practices.”

- Madeline Wade

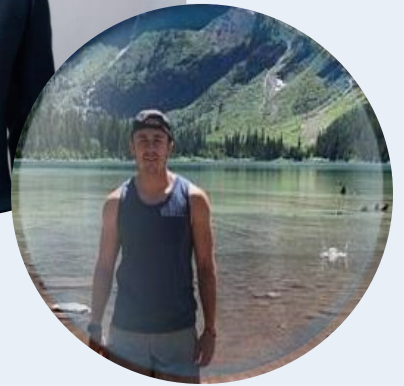
Ted Mondloch

Associate
Signal Water

Favorite Adventure: listening to In Deep podcast from American Public Media., learning about the long and storied history of water infrastructure.

Ted works as an associate on Signal's Advocacy team to provide service to a broad range of clients in the water infrastructure and environmental spaces. Ted's proficiency in research and data analytics, stakeholder mapping, and outreach coordination to the Hill and various federal agencies serves as a valuable asset to his clients.

A Northern Virginia native, Ted graduated from James Madison University with a bachelor's degree in Political Science and International Affairs.



“A lot of us take water for granted, but too many Americans must choose between rent, food, water, medicine, etc. I'm dedicating my time to making sure local water utilities have a strong federal partner, to alleviate the burden on low-income households across the US.”

- Ted Mondloch



Contact us

SIGNALDC.COM

SIGNALWATER@SIGNALDC.COM

202.234.1224