



Press Release

Media Contact:

Alessandra Angelone
Sweetwater Authority
Public Affairs Representative
(619) 409-6721

FAX:

(619) 425-7469

Mailing address:

P.O. Box 2328
Chula Vista, CA
91912-2328

E-mail address:

aangelone@sweetwater.org

Offices:

505 Garrett Avenue
Chula Vista, CA 91910
(619) 420-1413

General Manager:

Tish Berge

Assistant General Manager:

Jennifer Sabine

Governing Board:

Steve Castaneda, Chair
Jose Preciado, Vice Chair
Josie Calderon-Scott
Jerry Cano
José F. Cerda
Hector Martinez
Alejandra Sotelo-Solis

Monday, June 10, 2019

FOR IMMEDIATE RELEASE

Sweetwater Authority receives national award for 2018 Securing Our Water Future public outreach campaign

Customer and stakeholder engagement campaign receives top honors at the 2019 AWWA Annual Conference & Expo

Chula Vista, CA – On Monday, June 10, Sweetwater Authority (Authority) received the American Water Works Association (AWWA) Public Communications Achievement Award at the 2019 Annual Conference & Expo (ACE) held in Denver, Colorado. The prestigious award recognizes excellence and achievement in the field of public affairs among water utilities in North America. The Authority received the award in recognition for its strategic and comprehensive outreach campaign surrounding the 2018 five-year rate study titled “Securing Our Water Future”.

The campaign was developed and executed at the direction of the Authority’s Board of Directors in an effort to engage customers and stakeholders during the 2018 five-year water rate study process. Outreach efforts were extensive, spanning various platforms, media and methods in both English and Spanish, and communicated how the Authority uses water rates to invest in infrastructure and secure water reliability for customers.

The campaign was executed by the Authority’s communications team, with assistance from two consulting firms: Raftelis and SVPR Communications.

This is the second award the Authority has received for this campaign. In April, the Authority received the California Association of Public Information Officials (CAPIO) EPIC award, recognizing the campaign for excellence in public information and communication.

Sweetwater Authority, a joint powers public agency, provides public water service to approximately 190,000 people residing in National City and the South Bay Irrigation District (which includes portions of Chula Vista and most of Bonita).

- END -