



# Press Release

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FOR IMMEDIATE RELEASE

**Sweetwater Authority wins statewide award for 2018 Securing Our Water Future communications and outreach campaign**

*Effort to engage customers and stakeholders on rate changes, infrastructure investments, recognized with CAPIO's EPIC Award*

Chula Vista, CA – On Wednesday, April 24, the Sweetwater Authority (Authority) Governing Board was presented with the California Association of Public Information Officials (CAPIO) EPIC Award for excellence in public information and communications. The Authority received the award earlier this month at the CAPIO Annual Conference for its strategic and comprehensive outreach campaign surrounding the 2018 five-year rate study titled “Securing Our Water Future”.

Upholding the Authority’s commitment to transparency and exceptional customer service, the Board directed the efforts to engage customers and stakeholders in the 2018 five-year water rate study process. The robust effort included numerous community presentations, two public open houses, and substantial outreach, in both English and Spanish, through direct mail, social media, PSAs, ads, and more.

Through these efforts, customers and stakeholders were able to learn about the rate study process and how water rates are used to invest in infrastructure that secures water reliability for customers both now and in the future.

The award-winning communications campaign was executed by the Authority’s communications team, with assistance from two consulting firms: Raftelis, which provided strategic communications consulting surrounding the rate study, and SVPR Communications, which provided stakeholder outreach, media, ad placement, and community engagement services.

*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).*

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