

**General Manager**

Robert S. Roscoe, P. E.



**Board of Directors**

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Release Date: IMMEDIATELY

February 17, 2005

**CONTACT:**

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**SSWD Receives National Recognition for Community Outreach Program**

Sacramento Suburban Water District (SSWD) was selected to receive a Certificate of Merit from the American Water Works Association (AWWA) for SSWD's public communications program. "It is a significant honor for the District to be nationally recognized for our community outreach program," stated Byron Buck, SSWD Board President. "It is especially gratifying in that SSWD develops and executes the content of the program with existing staff, avoiding the expense of outside consultants used in many jurisdictions."

Annually AWWA's Public Communications Achievement Award recognizes an individual AWWA member and/or organizations "for excellence in the field of communicating information about water industry issues to the public." There are three categories for the award:

- Serving fewer than 5,000 service connections;
- Serving between 5,000 and 25,000 service connections; and
- Serving more than 25,000 service connections (category in which SSWD was honored)

In North America, only four utilities received Awards with only three Certificates of Merit winners.

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“Our Board of Directors has always supported keeping our customers fully informed on current water issues,” stated Robert Roscoe, SSWD General Manager. SSWD refocused public outreach efforts in July 2003 when Roscoe formed the SSWD Community Outreach Committee (COC). This staff committee had just completed their first year of community outreach work when the AWWA Public Communications Achievement Award application was due in September 2004. “It is gratifying to know that we are on the right track in our efforts to improve SSWD’s customer communications,” stated Jan Gentry, COC Chair.

Award winners will be honored in June at the AWWA 2005 Annual Conference and Exposition in San Francisco.

Sacramento Suburban Water District delivers water to approximately 43,000 customers with an estimated population of 168,000 to areas in the northeast region of Sacramento County encompassing approximately 36 square miles. In February 2002, SSWD was formed as a result of a consolidation between the former Arcade and Northridge Water Districts. The District is governed by a five member elected Board of Directors.

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