Western’s Community Engagement Recognized One of Best in Country

RIVERSIDE, Calif. – Western Municipal Water District was selected as one of only seven nationwide government agencies to be honored as a 2012 “American Crown Communities.” This prestigious award, presented by American City & County magazine, recognizes Western’s community engagement efforts for water budget rates outreach.

“One of our top priorities is making sure our customers receive the information they need about their water supply, and we’re pleased to be recognized for our thorough and successful outreach to educate our constituents about the scope of this project,” said Western’s GM John Rossi.

Western received the Crown Communities award for effectively educating customers on the District’s new water budget rate structure. The innovative new rate structure provides all customers with individualized water budgets that encourage efficient use with lower rates. The District collaborated with Laer Pearce and Associates to provide customer outreach. Currently, nearly 85 percent of Western customers are within their water budget due in large part to the thorough outreach.

“Our customers, who continue to stay in budget, made this project a success. It was because of the outreach that they understood the water budget rate structure,” Western Water Use Efficiency Manager Tim Barr explained.

To date, Western’s successful water budget rate program has also been honored with a Polaris Award, the top honor from the Inland Empire Public Relations Society of America, as well as a top finalist in the Association of California Water Agencies (ACWA) Best in Blue inaugural awards program.

Recipients of the annual awards are selected by the editors of American City & County magazine based on nominations submitted to the magazine, city and county leaders, and associations. Entries are judged on uniqueness, short- and long-term value to the community and effective/innovative financing. American City & County, established in 1909, serves a nationwide audience of city and county officials.

Western Municipal Water District provides water supply, wastewater disposal and water resource management to the public in a safe, reliable, environmentally sensitive and financially responsible manner.

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