Talking Points

Water Professionals Appreciation Week

ACWA has prepared the following customizable talking points to assist member agencies as they engage with customers, media and the public to promote Water Professionals Appreciation Week (WPAW).

* Water Professionals Appreciation Week was created in 2017 to highlight the important role of water industry professionals and local public water agencies in ensuring safe and reliable tap water, wastewater and recycled water for California.
* Now more than ever, with a hotter and drier climate interspersed with periods of extreme weather, [AGENCY NAME] is proud to share the important role our essential workers play in making sure our communities have safe and reliable water.
* Water Professionals Appreciation Week is a proactive and exciting opportunity to showcase the essential workers that are working hard every day to ensure safe, reliable water for communities throughout California.
* [AGENCY NAME] is pleased to highlight the important role of water professionals and local public water agencies to educate California water customers, local elected leaders, state and federal legislators and other key audiences on the important role our workers play in providing [WATER, WASTEWATER, RECYCLED WATER, STORMWATER PROTECTION, Etc.] services.
* [AGENCY NAME] is participating in California’s seventh annual Water Professionals Appreciation Week and we are inviting the community to join us as we thank our dedicated and committed staff that work 24/7 to ensure safe and reliable water deliveries.
* [AGENCY NAME] is excited to be participating in Water Professionals Appreciation week to thank staff who have invested their time and talents to ensure safe and reliable water. [INSERT SPECIFIC EXAMPLES OF ESSENTIAL WORKERS, E.G. OPERATIONS, CUSTOMER SERVICE, SEWER COLLECTION, SECURITY, ACCOUNTING, HUMAN RESOURCES, ETC.].
* [AGENCY NAME] encourages individuals who are interested in serving their community to consider a career in water. Employment opportunities are available on our website.