

April 18, 2013

Re: Value of Water Brochure

Dear Certified Water System Operator:

As you are aware, water is essential to life. However, clean water is often taken for granted and its true value is often not recognized. To help increase awareness on the value of water, a group of stakeholders comprised of State and local government agencies, the Environmental Protection Agency, professional associations, engineering firms, water operators, and training providers combined their expertise and resources to develop a brochure titled, "The Value of Water - *What is it worth to you?*". This group, called the Water and Wastewater Education and Outreach Committee (WWEOC), is providing the attached information, for your use, to help educate your customers and stakeholders on the importance of drinking water and wastewater systems to our everyday lives. The provided material includes:

- copy of the print version of brochure;
- a copy of the brochure for web-posting and e-mailing (note: this version has hyperlinks to additional information) and;
- a model customer/stakeholder letter.

Please feel free to use this information as you wish. Suggestions for use of this information include customizing the letter for your stakeholders or simply using the attached brochure with a cover letter from your organization. In addition, ideas for distribution may include:

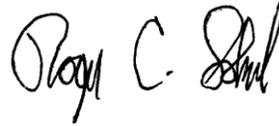
- sending letters and brochures out to water customers in a bill or to stakeholders during water week;
- posting on your website, and/or;
- providing copies at schools, community events, association meetings, staff meetings, etc.

In celebration of Drinking Water Week 2013, May 5-11, the WWEOC will distribute approximately 30,000 brochures to water professionals, local governments, educators, and elected officials.

Please join us in speaking with one unified voice on the value of water and the effort it takes to deliver quality drinking water and wastewater services!

If you have any questions, please feel free to contact Ms. Teresa M. Boepple or me at (518) 402-7650 or by e-mail to BPWSP@health.state.ny.us.

Sincerely,

A handwritten signature in black ink, appearing to read "Roger C. Sokol". The signature is written in a cursive style with a large initial "R" and "S".

Roger C. Sokol, Ph.D.
Director
Bureau of Water Supply Protection

Attachments