



**Liberty Water New York
Community Outreach Report**

February 2025

Social Media

Website

Customer Letters

Community Engagement

Elected Official Outreach

Media Hits

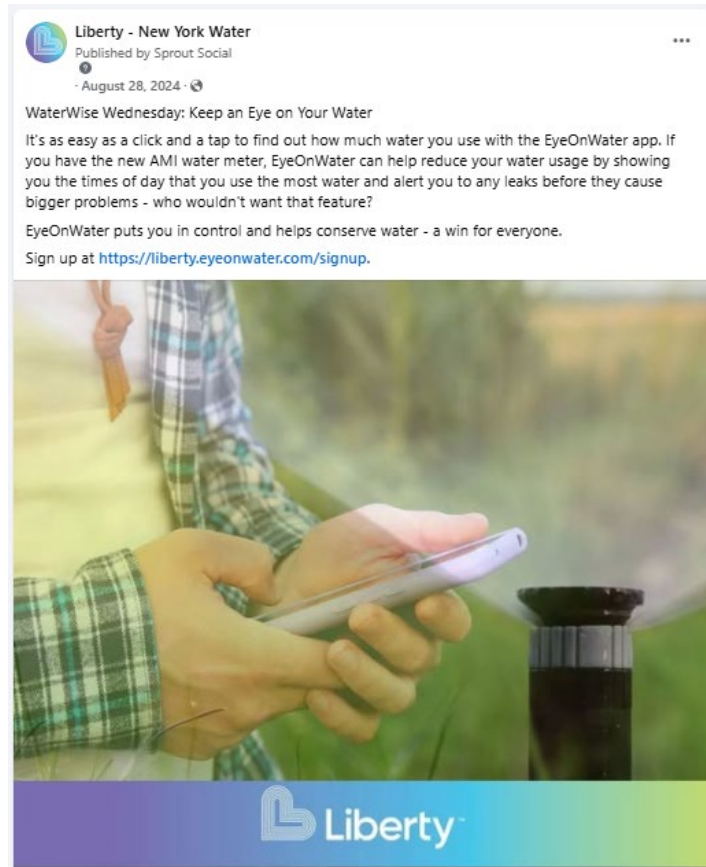
Social Media Followers

Month	NY Water Facebook
July	2,078
August	2,078
September	2,079
October	2,085
November	2,087
December	2,085

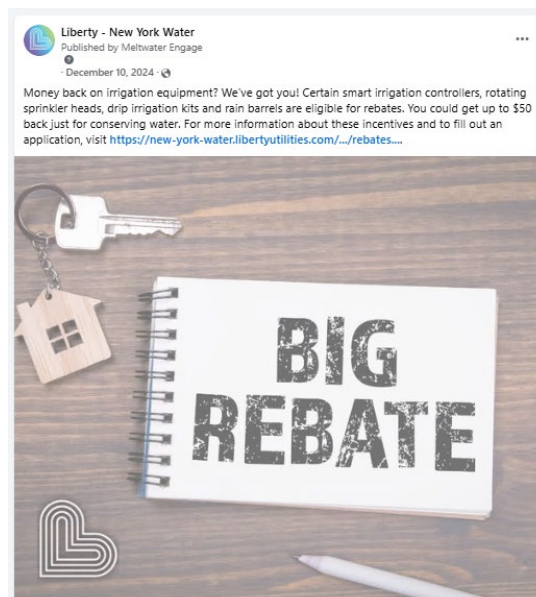
2024 Top Facebook Posts

Month	Profile	Post	Post Date	Reach	Engagements
July	NY Water	It's Tip Tuesday with our friend and favorite water droplet, Splashy! Use a broom instead of a hose to clean patios, sidewalks and driveways.	7/16/2024	95	0
August	NY Water	This #WaterQualityMonth, we're celebrating our dedicated employees who work to deliver water to our customers and communities. They are committed to helping protect public health by providing water that meets or exceeds state and federal regulations. Watch our video to learn more about our employees and the work they do to deliver quality water to our communities.	08/08/2024	183	2
September	NY Water	Reduce Your Use! Here are some water-saving tips to help you get started: • Invest in a low-flow showerhead • Upgrade to WaterSense appliances • Install a weather-smart irrigation system • Set a timer for your shower as a reminder not to stay in too long • Insulate your pipes to get hot water more quickly • Check your house for leaks each month • Check out some smart water use programs at https://bit.ly/3rnH9p8	09/05/2024	189	4
October	NY Water	Get 'All the Feels' from Liberty's Heart and Hands Week Once a year, Liberty organizes a week chock-full of volunteer opportunities to allow employees to give back to our customers and the communities we serve. This year, some of the activities Liberty participated in included building with Habitat for Humanity, cleaning debris out of the ocean, and maintaining the grounds of a local animal shelter. Like getting the warm and fuzzies? Read more at https://bit.ly/3U0t0JS	10/09/2024	347	3
November	NY Water	Need a Little Extra Help Paying Your Water Bills? Sometimes, life hands you lemons. If you find yourself in that situation, you may be able to get help from Liberty's new payment assistance options, such as an Arrearage Management Program (AMP) and a Low Income-Bill Discount Program. Learn more about the programs available to help you turn those lemons into lemonade at https://bit.ly/4fCSW6Q	11/07/2024	171	0
December	NY Water	Money back on irrigation equipment? We've got you! Certain smart irrigation controllers, rotating sprinkler heads, drip irrigation kits and rain barrels are eligible for rebates. You could get up to \$50 back just for conserving water. For more information about these incentives and to fill out an application, visit https://new-york-water.libertyutilities.com/all/residential/smart-water-use/rebates--residential--new-york-water--liberty.html .	12/10/2024	264	26

AMI/EyeOnWater Sample Social Media Post



Irrigation Equipment Rebates Sample Social Media Post



Monthly Customer Emails

Email Topics	Date	Number of Customers Emailed	Number of Opens	Unique Clicks
Help Paying Your Bill/Sign Up for My Account/Safe & Reliable Water/Water Conservation at Home	07/09/2024	71,328	29,924	838
August is Water Quality Month - Learn how we strive to deliver you the best/Save Water/Outsmart Scammers/Dig Safe	08/08/2024	71,184	29,876	689
Paperless Billing/Low Income Programs/Extreme Weather Preparation	09/12/2024	71,023	37,300	2,248
Financial Assistance/Service Line Material/Conservation Art Contest Application/Use a Broom Instead of a Hose/Liberty Volunteers to Clean up Shorelines	10/10/2024	70,855	27,705	4,595
Low Income Programs/Incentives to Help You Save/Conservation Art Contest Application	11/13/2024	89,209	38,926	2,641
Happy Holidays – Best Moments of 2024	12/19/2024	88,671	37,754	1,664

New AMI Customer Emails

Email Topics	Date	Number of Customers Emailed	Number of Opens	Unique Clicks
Congratulations on Your New Water Meter – Sign up for EyeOnWater.	07/02/2024	350	190	29
Congratulations on Your New Water Meter – Sign up for EyeOnWater.	08/02/2024	214	136	33
Congratulations on Your New Water Meter – Sign up for EyeOnWater.	09/03/2024	424	244	59
Congratulations on Your New Water Meter – Sign up for EyeOnWater.	10/18/2024	1,406	805	176
Congratulations on Your New Water Meter – Sign up for EyeOnWater.	11/6/2024	1,301	700	123
Congratulations on Your New Water Meter – Sign up for EyeOnWater.	12/02/2024	1,814	840	126

AMI Website Landing Page

<https://new-york-water.libertyutilities.com/all/residential/customer-service/advanced-metering-infrastructure.html>

Advanced Metering Infrastructure

Pay my bill | Metering | Water Quality | Programs & Rebates | Financial Help

Liberty is providing all customers with new advanced metering technology. Liberty is replacing all 500,000 meters across our Long Island and Upstate service areas to fulfil regulatory requirements and empower our customers to better manage their water use through access to data. The AMI meter replacement effort began in May 2020 and will continue through 2025. Customers will receive communication from Liberty or from our contractor Safe Metering, in advance of their neighborhood being scheduled for meter replacement.

Learn More

[What is Advanced Metering Infrastructure](#) | [Frequently Asked Questions](#)

Residential customers can choose to not have an AMI meter installed. Call Liberty at 1-877-432-8889 TDD, T8 to get more information about your options and costs associated with opting out. After that, you can download and fill out the [AMI Meter Replacement Opt-Out Application Form](#) below.

[AMI Opt-Out Form](#)

Please Note: Users of **Internet Explorer** may experience issues downloading PDFs. Please press the F5 key during download to resolve the issue.

Sign Up for EyeOnWater!

Once a customer receives a new AMI meter, they can sign up for the EyeOnWater customer portal via the app or desktop platform and access their personal water use data. EyeOnWater can notify customers of leaks on their property and help customers monitor usage for overall or high bills.

Sign up for EyeOnWater today or download the EyeOnWater app for the AppStore. You will need your account number to sign up.

Already have an account? [Sign In](#)

[Sign up for EyeOnWater](#)

What Customers Are Saying

"I had a leak and knew right away and was able to turn off the water and have it repaired."

Henry E. America River (EPA's Corporation) (interview through EyeOnWater)

EyeOnWater At a Glance

Sign Up for EyeOnWater | EyeOnWater - How to Use | AMI Meter Exchange

Our Company	For Business	Help	Terms & Conditions	Sign Up
About Us	Partnership	Contact Us	Privacy	FAQ Website
Sustainability	Business Development	Hotspots	Terms of Use	Investors
Careers	Corporate Development	Newspaper	Accessibility	
News	Government & Compliance			

f t y

EyeOnWater Sign-Up Page

<https://liberty.eyeonwater.com/signup>

Steps to Create an EyeOnWater Account

1. Enter your service or billing address ZIP/Postal Code.
2. Enter your account number as it appears on your water bill. Don't have a copy of your water bill? Contact your utility.
3. Enter and confirm your email address.
4. Create and confirm your password.
5. Read and accept the [Terms of Use](#).
6. Verify your email address in the confirmation email.
7. Enjoy using EyeOnWater!

Service or Billing ZIP/Postal Code:

Account Number:
Enter your Account Number

Some utilities use a customer number, others omit hyphens, trailing zeros and non-numeric characters. When in doubt, consult your utility to learn which number to use when creating an EyeOnWater account.

[Next](#)

Already have an account? [Sign in here.](#)

[Download on the App Store](#) | [GET IT ON Google Play](#)

Customers Targeted with Conservation Messaging

100 percent of Liberty New York Water customers (126,00 customer connections) have been targeted with water conservation messaging via social media, emails, website, bill messages, newsletters and in-person events.

Community Events Attended

03/25/24	Shaw Avenue Elementary School Conservation Presentation & Hands-On Activity
07/24/2024	Rachio Education Webinar – using a smart irrigation control conserves water.
10/26/2024	Merrick Chamber of Commerce Fall Festival – spoke with customers, distributed conservation tips and education visitors on EyeOnWater.

Local Elected Officials Meetings

07/03/24	Town Of Hempstead
07/11/24	Town of Hempstead & Nassau County
07/26/24	Village of Malverne
07/31/24	NYS Assemblyman Ari Brown
8/19/24	NYSDEC/DOH
9/5/24	Town of Hempstead
9/17	Town of Hempstead
10/2/24	NYS Assemblymen Solages and Burroughs
10/9/24	Town of Oyster Bay

Press Releases/Pitches Distributed to Local and Regional Media

Water Conservation	July 1, 2024
Water Quality Month	August 5, 2024
Conservation Art Contest Application	November 1, 2024
Baldwin Main Replacement Project	November 14, 2024


Media Hit Sample

Baldwin Herald, Nov. 29, 2024 – Baldwin Main Replacement Started

FREE HERALD Weekly EMAIL NEWSLETTER [Click Here to Sign up NOW!](#)

Liberty Water replacing water main in Baldwin

Posted November 29, 2024



A main replacement project has begun in Baldwin to provide more reliable service and prevent main breaks. COURTESY LIBERTY WATER.

Liberty New York Water has begun a project to replace 1,100 feet of cast iron water main in Baldwin to reduce the risk of future breaks. The project, which is expected to be completed by the end of the year, will help reduce discolored water, enhance water pressure, and improve fire service capabilities in the area.

Over time, mains can accumulate minerals on the inner walls, narrowing the pipe's diameter. The new water mains will be made of 20-inch cement-lined ductile iron pipe, a stronger and more durable material that resists corrosion and has a longer lifespan. The pipes will also be wrapped in protective polyethylene to further prevent corrosion and leaks, especially important given the high groundwater levels in Baldwin.

"We are committed to providing the best water service possible, and this infrastructure improvement is anticipated to significantly enhance water service for Baldwin residents," Deborah Franco, president of Liberty New York Water wrote in a news release. "Our customers have been patient as we planned this project, and we are pleased to deliver on our promise to upgrade the system. This area in Baldwin was clearly in need of an infrastructure upgrade."

The existing water main, which has been in place for more than 70 years, has reached the end of its useful life, officials say.

The water main replacement is taking place along Winona Road, from Foxhurst Road to Anderson Street, and on Anderson Street, from Cheshire Drive to Remsen Street. Phase II of the project is scheduled for 2025, which will continue the main replacement on Anderson Street.

"We thank the Baldwin residents for their cooperation and patience as we took the necessary time to plan and implement this important project," Franco stated.