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INTRODUCING TRIRIVER WATER: AN INNOVATIVE SOLUTION TO REGIONAL WATER NEEDS

Sanford, NC – March 26, 2024 – The City of Sanford is proud to announce it will now provide utility services under the name TriRiver Water, signaling a new era in water and wastewater provision for the region.

The new name aligns with the expanded scope of the City of Sanford’s water and wastewater services. And, as Sanford begins operations in Pittsboro, the name better reflects Sanford’s growth from a local utility to a regional one.

“TriRiver Water not only symbolizes our commitment to the health and sustainability of the three rivers in our region, it also embodies our dedication to providing high quality water and wastewater services to all of our customers, regardless of their location,” says Sanford Mayor Rebecca Wyhof Salmon.

The new brand represents the City of Sanford’s innovative approach to water provision, which allows it to serve other communities while also diversifying its revenue base, spreading costs across long-term partners, and protecting all rate payers.

Beginning in July, residents in Sanford and Pittsboro can expect to see the TriRiver Water brand in place of City of Sanford or Town of Pittsboro on all communications, uniforms, vehicles, and equipment associated with water and wastewater provision. TriRiver Water will have its own dedicated staff and will roll out its own website.

While TriRiver Water will look different than what customers are used to, the level of service they have come to trust will not change.

“Reliable access to safe, clean water is important to the health and success of all communities in our region,” Salmon says. “Our goal for TriRiver Water is to meet the growing demand for water and wastewater services in a practical and sustainable way.”

Sanford and Pittsboro customers can expect more information about the transition to TriRiver Water in the weeks to come.

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Caption: The TriRiver Water logo depicts the Deep River and Haw River joining to form the Cape Fear River, which is the raw water source for City of Sanford/TriRiver Water customers.