



Presentation and
Discussion Item 6

PUBLIC AFFAIRS FISCAL YEAR 2024 PLAN

August 9, 2023



Mesa Water Strategic Plan Goals

1. Provide an abundant, local, reliable and safe water supply.
2. Perpetually renew and improve our infrastructure.
3. Be financially responsible and transparent.
4. **Increase favorable opinion of Mesa Water.**
5. Attract, develop and retain skilled employees.
6. Provide excellent customer service.
7. Actively participate in regional and statewide water issues.

Objectives

Increase favorable opinion of Mesa Water

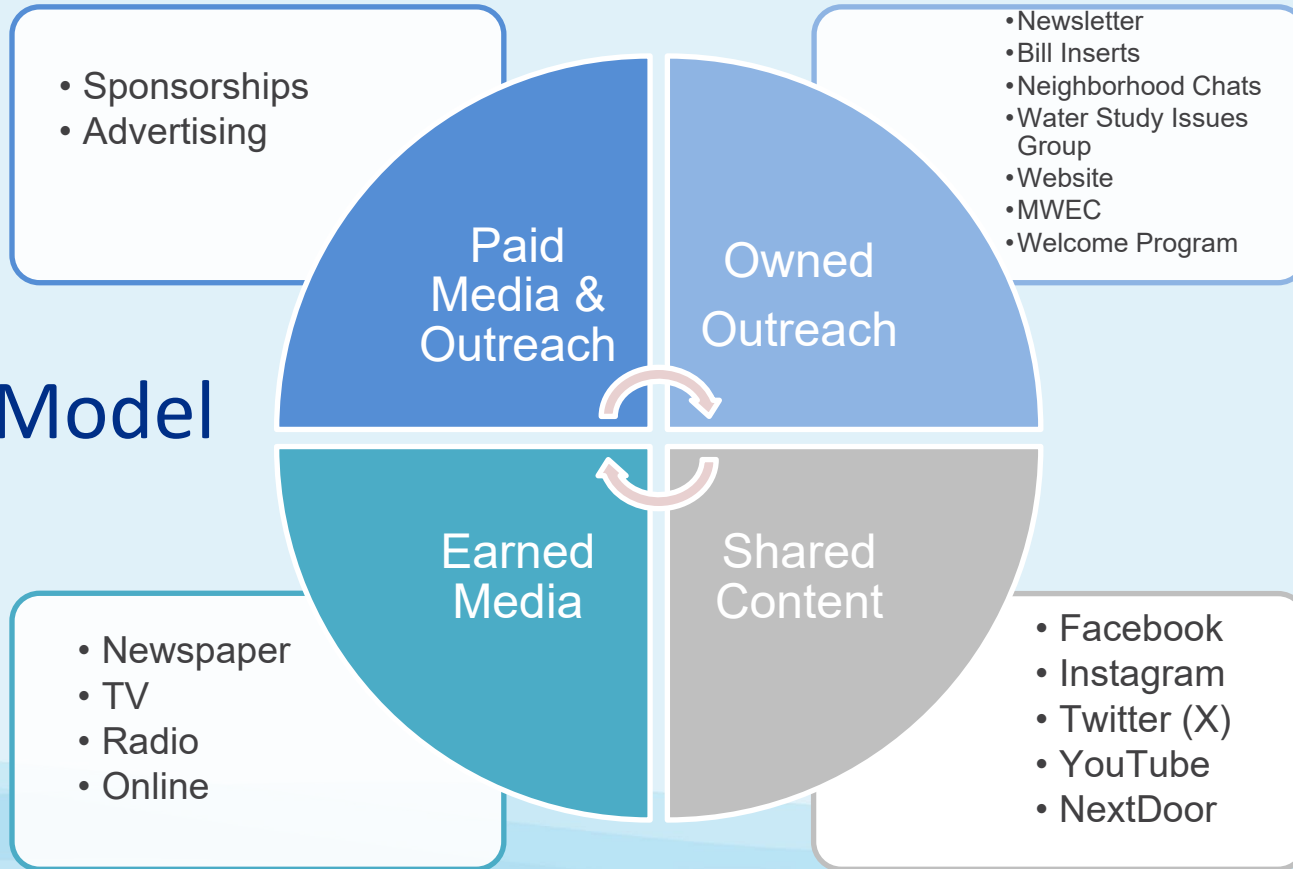
- Increase public awareness of Mesa Water as measured by annual customer survey
 - Able to name Mesa Water District as the agency responsible for providing water services to their home (unaided awareness) – **45%**
- Increase public awareness that 100% of Mesa Water is produced locally and why it matters – **36%**
- Sustain high percentage of respondents who have heard of Mesa Water – as measured by annual customer survey (aided and unaided) – **90%**
- Increase percentage of respondents who are satisfied with Mesa Water's efforts to communicate with customers as measured by annual customer survey – **79%**

Strategy

- Educate customers that their water provider – Mesa Water – delivers 100% local, reliable, clean, safe water.



PESO Model



Welcome & 25th Anniversary Program



- Deliver 1,300+ welcome postcards and bags to new customers by June 2025 and estimated 200+ 25th anniversary mugs

Customer Communications

- Ask Us Anything Campaign
- Mesa Water Notify
- News on Tap
- Bill inserts
- Direct-mail campaigns
 - Prop. 218 Notice
 - WISG (Winter)
 - Water Wise Garden Workshops
 - Water Quality Report
 - MVEC Grand Opening
 - Year-in-Review infographic
- KOCI

ASK US ANYTHING

HAVE A QUESTION?

MesaWater DISTRICT

How can we help?...

Your Question Here...

www.MesaWater.org

This graphic features a blue background with a white question mark in a speech bubble. Below the main title, there is a form for submitting questions and the Mesa Water District logo.

MesaWater DISTRICT

Dedicated to Satisfying our Community's Water Needs

NEWS ON TAP

VOLUME 32 NUMBER 4 JULY/AUGUST 2023

Two New Wells Increase Capacity and Reliability for Mesa Water's Abundant Water Supply

Mesa Water District (Mesa Water®) recently completed one new potable (drinking) water well and another to be set to come online later this summer, both which will increase local groundwater production capacity. Croddy Well 14 and Chandler Well 12 will be Mesa Water's largest producing wells – each pumping approximately 4,000 gallons per minute of local, clean, safe water, and adding more than 50% to the community's water supply. A new pipeline connects the two 1,000-foot-deep wells to Mesa Water's distribution system.

"One of our Board's top priorities is to invest in and renew our infrastructure with capital improvement projects like this to ensure water reliability," says Mesa Water General Manager Paul E. Shoemaker. "The new wells allow Mesa Water to continue to meet our service area's water demand."

It's been 23 years since Mesa Water brought a new well online. The district now has nine wells to serve the community. The construction of Croddy Well 14 was partially funded by a \$1.6 million grant to help improve regional water supply reliability. The funds were part of a California Department of Water Resources \$55 million multi-year grant, awarded to several water agencies.

Community Quenches Its Thirst with Mesa Water for 5 Cents a Gallon

Did you know that Mesa Water has a drinking water vending machine outside our headquarters at 1955 Placencia Avenue? The popular, convenient water dispensing machine is open to the public. Come by and fill up your reusable water jug for just five cents a gallon of 100% local high-quality water. The water can be dispensed in one, three and five gallon increments.

At just five cents a gallon, it's a lot less than the cost of vending machine water elsewhere, and it's less than buying bottled water and more environmentally-friendly. Rest assured your water is clean and safe and you can drink it straight from the tap or Mesa Water's vending machine!

BY THE NUMBERS

2017 VENDING MACHINE INAUGURATION

100 GALLONS OF WATER DISPENSED ANNUALLY

5 CENTS A GALLON. AVAILABLE FOR YOUR CONVENIENCE

5 GALLONS OF MESA WATER RECOMMENDED PER DAY

MesaWater.org

2022-23 FISCAL YEAR IN REVIEW

MesaWater DISTRICT

AAA CREDIT RATED

by Fitch and Standard & Poor's

ZERO UNFUNDED PENSIONS

One of the **MOST EFFICIENT** WATER AGENCIES in Orange County

Follow us @MesaWater

This newsletter graphic features the Mesa Water District logo and title. It contains several articles with photos and text, including a section titled 'By the Numbers' with statistics and a '2022-23 Fiscal Year in Review' section with various award logos.

Community Events

- Concerts in the Park
- Vanguard University Christmas Tree Lighting
- Children's Water Education Festival (OCWD)
- Earth Day Festival at City Hall
- Lions Club Fish Fry
- Beckman Arts and Science Festival at Segerstrom Center for the Arts



Hosted Events

- **Water Issues Study Group**
 - Winter 2023
 - 30 attendees per session, weeknights at MWEC
- **Institute of Conservation Research and Education (ICRE) Student Poster Symposium**
 - 100 attendees students, parents, teachers, and elected officials
- **Industry Lunch (2022 REALTOR's and Apartment Owners)**
 - 25 attendees
- **Yo Amo Mesa Water**
 - 250 attendees
- **Neighborhood Chats**
 - Spring 2024 at MWEC



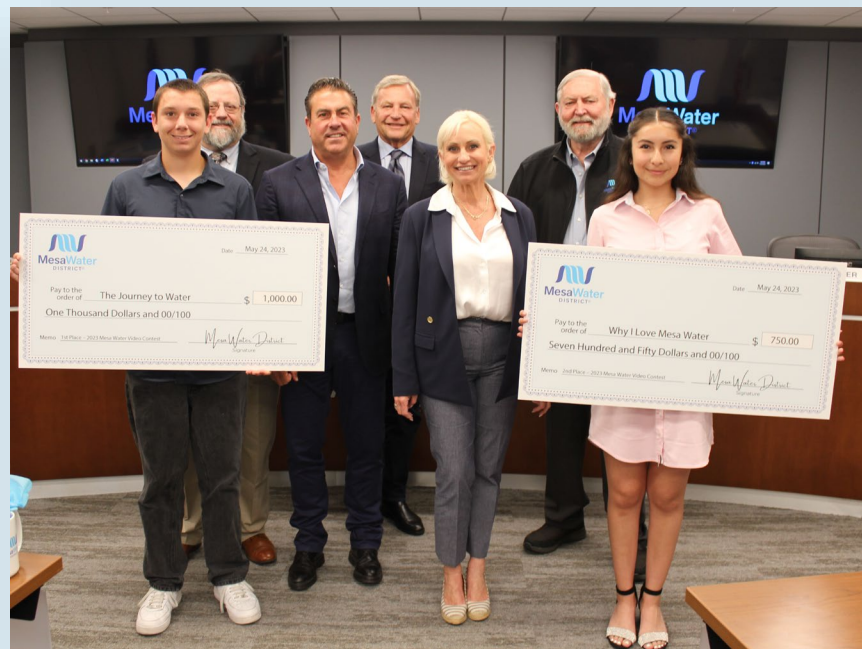
Sponsorships

- Fulfill 23 community and industry sponsorships



High Schools & Colleges Outreach

- Mesa Water Video Contest
 - Goal of 20 Videos



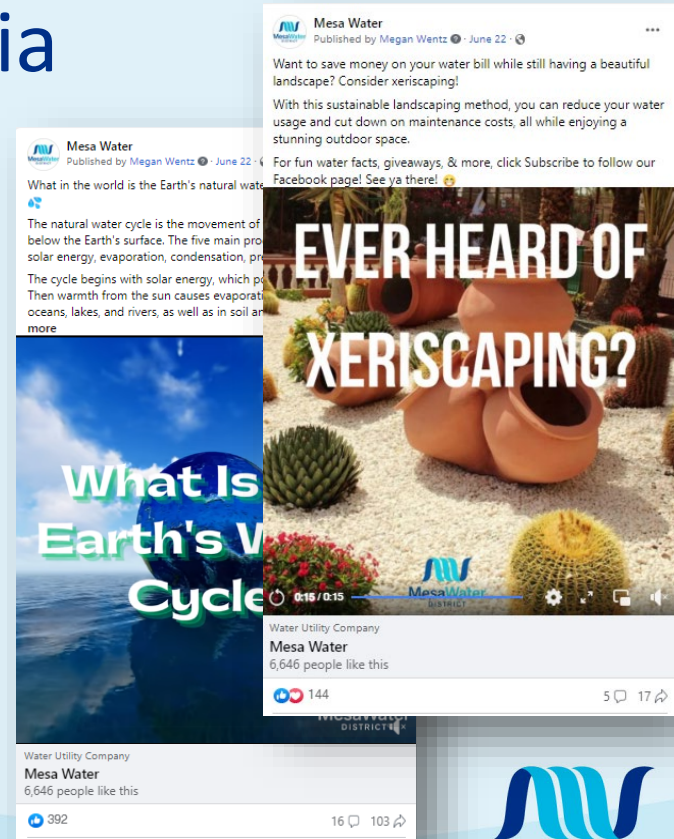
Water Use Efficiency Education

- Rebates
- Water wise Gardening Workshops
- Water wise house calls



Digital Outreach - Social Media

- **Grow Costa Mesa followers by 100%**
 - Facebook: From 1,400 to 2,800
 - Instagram: From 200 to 400
- **Increase reach and impressions in Costa Mesa by 25%**
 - Reach: 52,500 per month
 - Impressions: 250,000 per month
- **Increase engagements by 25%**
 - Facebook: From 4,100/month to 5,125/month
 - Instagram: From 275/month to 344/month



Internal Communications

- *The Water Cooler*, internal newsletter
- Key Messages at Monthly All-Hands Meetings

ELITE ON-BOARDING GRADUATES
Congratulations to our newest Elite On-Boarding graduate — John Arce. Kids, Dadar, Mother.

MAY 2023

THE WATER COOLER

A MONTHLY UPDATE FROM PAUL SHOENBERGER, GENERAL MANAGER

KEY MESSAGE OF THE MONTH: MESA WATER PROVIDES CUSTOMERS WITH SAFE WATER.

One of Mesa Water's strategic goals is to provide an abundant, local, reliable and safe water supply. We are extremely proud that we have achieved this goal, year after year. For 63 years, we've delivered our customers high-quality water that consistently meets or surpasses all state and federal drinking water standards. Next time a customer asks if Mesa Water is safe to drink, you can assure them that our water is safe! We can be confident in making that statement because it undergoes rigorous water quality testing with more than 30,000 tests conducted annually. You can also tell them that our water is safe to drink, straight from the tap — no filter necessary!

Our Water Quality team is top notch and we appreciate you for leading this effort and keeping Mesa Water in full compliance. Drink up!

LET'S PAR-TEE!

It was great to see everyone lean into their mini-golf skills at our Mesa Water Masters Mini-Golf Meeting! Congratulations to the staff who were highlighted by each department. You're all tee-nific! Thank you to the Admin Department for putting on another awesome meeting and special thanks to Colleen Grace for being our emcee! Big congrats are also in order for Brian Krueger who took home the title of Mini-Golf Champion along with a new golf jacket that he says he will wear next year on St. Patrick's Day! See you at the next All Hands Meeting in July!

Providing an abundance of local, reliable, clean, safe water.

MesaWater DISTRICT

MAY 2023

KEEP CALM AND GROW SUCCELLENTS

The Earth Day pop-up event hosted by the Admin department was on point! Who knew we had so many "green thumbs" around here? Looks like you were pretty succ-essful potting water-wise plants! Sorry, I'm such a succ-er for plant puns. Don't succ as a plant parent, leave your plants near sun and water them when the soil gets dry! Okay, I'll stop with the succulent puns.

23RD ANNUAL BOARD BREAKFAST IS COMING UP

Mesa Water Board of Directors invites you to breakfast to thank you for the exemplary work you do every day for our customers. Join us on Thursday, June 1 from 7-8:30 a.m. in the Truckport. Come hungry and ready to cheer on the well-deserving winners of the Elite Customer Service Awards! Don't forget your Hawaiian attire!

ANNIVERSARIES

- Landon Williams - 1 year (5/10/22)
- Andres Medina - 1 year (5/19/22)

Don't forget to visit HR for your "workiversary" gift!

MesaWater DISTRICT
reliable, clean, safe water.

Media Relations

- Pitch and place six feature news stories
- Establish relationships with media outlets and reporters

THE ORANGE COUNTY
REGISTER

Drought: How one Orange County water district drilled down to become self-sustaining

While Mesa Water has some geological luck on its side, experts say others could do something similar.

By BROOKE STAGGS | bstaggs@scng.com
Orange County Register PUBLISHED: July 26, 2022

They call it "redwood tea."

More than 100,000 years ago, a forest of redwood trees grew along Southern California's then unspoiled coast. Today, on a wedge-shaped strip of land along the 405 freeway, next to a CarMax dealership, two massive wells pull water from 1,000 feet beneath the city of Costa Mesa — an aquifer from ground where those redwoods once grew.

The water that is brought to the surface is clear but with a light amber tinge, much like weakly brewed tea.

That water is 12,000 years old, untouched by pesticides

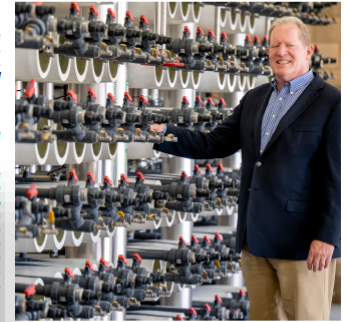
Here's how Mesa Water District uses 100% local water

Officials said at the rate they're using this resource, they have 200 to 500 years of water supply.

By David Gonzalez
Thursday, July 28, 2022



A small grove of redwood trees in Costa Mesa pays tribute to the forest that once grew in the area, and hidden deep below is an invaluable water resource to the community.



As experts raise flags about what the Colorado River might look like in 20 years, Shoenberger said hydrologists estimate that Mesa's amber aquifer has enough water to meet local demands for at least 200 years — and possibly up to 500 years. That estimate, he added, factors in state housing goals that might drive up the local population by 30%.

Award Entries

- 3CMA Savvy Awards
 - Social media campaign
- CAPIO Epic Awards
 - Social media campaign
- PRSA, Orange County PROTOS Awards (submitted)
 - Mesa Water Notify
 - Social media campaign



Mesa Water Education Center Grand Opening

- Requires its own public relations plan
- To be presented in September



Thank you.