



*Dedicated to  
Satisfying our Community's  
Water Needs*

## **REVISED AGENDA**

### **MESA WATER DISTRICT BOARD OF DIRECTORS**

**Thursday, February 26, 2015**

**1965 Placentia Avenue, Costa Mesa, CA 92627**

**3:30 p.m. Special Board Meeting**

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## **LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING**

**Thursday, February 26, 2015 at 3:30 p.m.**

**Teleconference Site:**

**Drury Inn & Suites Convention Center**

**88 East Nationwide Blvd., Columbus, OH 43215**

**(614) 221-7008**

**6:30 p.m. Eastern Standard Time**

**(Members of the Public may attend and participate in the meeting at both locations. Notice indicating the room number of the teleconference site will be posted in the Drury Inn & Suites lobby.)**

### **CALL TO ORDER**

### **PLEDGE OF ALLEGIANCE**

### **PUBLIC COMMENTS**

**Non-Agendized Matters:** Members of the public are invited to address the Board on matters which are not on the Agenda. Each speaker is limited to three (3) minutes. The Board will set aside thirty (30) minutes for public comments.

**Agendized Matters:** Members of the public may comment on Agenda items before action is taken, or after the Board has discussed the item. Each speaker is limited to five (5) minutes.

### **PRESENTATION AND DISCUSSION ITEMS:**

*Items recommended for approval at this meeting will be agendized for approval at a future Board meeting.*

1. Communications Training

### **ACTION ITEMS:**

2. Support East Orange County Water District's Reorganization Application

### **REPORTS:**

3. Advocacy Consulting Services Report
4. Legislative Consulting Services Report
5. Report of the General Manager
6. Directors' Reports and Comments



## **INFORMATION ITEMS:**

7. Drought-Reach Campaign Update
8. Outreach Update

## **ADJOURNMENT**

*In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please contact the District Secretary at (949) 631-1206. Notification 48 hours prior to the meeting will enable Mesa Water District (Mesa Water®) to make reasonable arrangements to accommodate your requests.*

*Agenda materials that are public records, which have been distributed to a majority of the Mesa Water Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA and on Mesa Water's website at [www.MesaWater.org](http://www.MesaWater.org). If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting.*

## MEMORANDUM



*Dedicated to  
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TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: February 26, 2015  
SUBJECT: Communications Training

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### RECOMMENDATION

This item is provided for discussion only. No action is requested at this time.

### STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.

Goal #6: Provide outstanding customer service.

Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

On October 2 and November 8, 2013, members of Mesa Water's Board and staff participated in an outreach training session with Gladstone International, Inc. At Mesa Water's March 13, 2014 Board workshop, Gladstone International, Inc. provided a supplemental presentation; and, at Mesa Water's September 24, 2014 Legislative & Public Affairs Committee (LPAC) meeting, the firm provided a communications training update.

All participants determined that the training sessions were beneficial, and that additional sessions would provide value for the District.

### DISCUSSION

Through practicing communications techniques with training sessions, the District's representatives can continually improve their communications skills for effective media interviews, public speaking, presentations, speakers' bureau activities (i.e., MWRP tours, town halls, etc.), and meetings with Mesa Water® constituents including one-on-one, small- and large-group meetings. Furthermore, continued communications improvement helps the District to be more effective in its goal of increasing public awareness of Mesa Water® and water in general.

As planned, staff will continue to arrange regular "refresher" communications training sessions for Mesa Water's Directors, as well as role-specific training for staff including the General Manager, and members of the District's management team and speakers' bureau.

Staff presented several dates to the Board as options to receive communications training during FY 2016 -- April 7 or 28; May 12 or 26; or, June 9 or 23 -- for five hours total, any time between 7:30 a.m. and 5:30 p.m. Staff is seeking feedback from the Board regarding availability and preference for a date to receive communications training, with one training session for three Directors and



another session for the other two Directors.

#### FINANCIAL IMPACT

\$15,000 is budgeted for communications training services, with no funds spent to date, allocated in the Public & Government Affairs department's FY 2015 expense budget. The Public & Government Affairs department's expense budget totals \$388,925 for FY 2015. To date, \$278,189 has been spent, with a remaining balance of \$110,736.

#### ATTACHMENTS

None.

## MEMORANDUM



*Dedicated to  
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TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: February 26, 2015  
SUBJECT: Support East Orange County Water District's  
Reorganization Application

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### RECOMMENDATION

Recommend Board approve support for East Orange County Water District's Reorganization Application and direct staff to send a letter of support.

### STRATEGIC PLAN

Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

None.

### DISCUSSION

Supporting the E. OC Water District (EOCWD) Reorganization Application through Orange County Local Agency Formation Commission (LAFCO) would promote the mutually agreed upon plan of EOCWD and the Orange County Sanitation District (OCSD) for: 1) the transfer of ownership and operation of Local Sewer Area #7 from OCSD to EOCWD, 2) the annexation of thirteen parcels into EOCWD's service boundaries, and 3) the activation of EOCWD's latent sewer service powers.

The plan was reviewed and discussed in committee and unanimously adopted by the OCSD Board of Directors, achieving an OCSD Five-Year Strategic Plan goal to transfer to local agencies local sewer assets that were identified as not serving a regional purpose. Furthermore, the plan would provide economic and operational efficiencies in Local Sewer Area #7 that will ultimately deliver long-term benefits to the community and ratepayers.

### FINANCIAL IMPACT

There is no financial impact.

### ATTACHMENTS

Attachment A: Draft letter supporting East Orange County Water District's  
Reorganization Application



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**BOARD OF DIRECTORS**

**Shawn Dewane**  
*President  
Division V*

**Ethan Temianka**  
*Vice President  
Division III*

**Jim Atkinson**  
*Director  
Division IV*

**Fred R. Bockmiller, Jr., P.E.**  
*Director  
Division I*

**James R. Fisler**  
*Director  
Division II*

**Paul E. Shoenberger, P.E.**  
*General Manager*

**Coleen L. Monteleone**  
*District Secretary*

**Andrew N. Hamilton**  
*District Treasurer*

**Bowie, Arneson,  
Wiles & Giannone**  
*Legal Counsel*

1965 Placentia Avenue  
Costa Mesa, CA 92627  
tel 949.631.1200  
fax 949.574.1036  
info@MesaWater.org  
**MesaWater.org**

February 26, 2015

Mr. Derek McGregor, Acting Chair  
Orange County Local Agency Formation Commission (OCLAFCO)  
2677 N. Main Street, Suite 1050  
Santa Ana, CA 92705

**RE: Support for East Orange County Water District Reorganization Application**

Dear Acting Chair McGregor,

Mesa Water District (Mesa Water®) supports the East Orange County Water District (EOCWD) Reorganization Application through Orange County Local Agency Formation Commission (LAFCO). Specifically, Mesa Water® supports the transfer of Local Sewer Area #7 from Orange County Sanitation District (OCSD), the annexation of thirteen parcels into EOCWD's service boundaries, and the activation of EOCWD's latent sewer service powers.

Over the past two years EOCWD and OCSD have worked cooperatively to develop a mutually agreeable plan for the transfer of ownership and operation of Local Sewer Area #7 from OCSD to EOCWD. The plan has been reviewed and discussed in committee and, last spring, was unanimously adopted by the OCSD Board of Directors. This action was significant as it achieved an OCSD Five-Year Strategic Plan goal to transfer to local agencies local sewer assets that were identified as not serving a regional purpose.

Mesa Water® strongly believes that EOCWD is the agency best suited to assume the ownership and operation of Local Sewer Area #7 from OCSD for the following reasons:

- It would bring the sewer system under the operation and management of the agency that already provides water service to 97% of the customers located in that geographic area;
- It would place the sewer system under local control with an elected governing body accountable to the rate-paying customers; and,
- With EOCWD located in the community, the staff response time to any emergency situation would be much faster than either OCSD's response time from Fountain Valley or an alternate service provider's response time, which could be 12 miles or further away and delayed by unpredictable freeway traffic on the I-5 and SR-55 freeways.

Mesa Water® and EOCWD have enjoyed a long-standing, positive relationship working on a variety of water and local government issues.



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February 26, 2015  
Acting Chair McGregor  
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Furthermore, Mesa Water® and EOCWD participate in LAFCO's Shared Services program, with Mesa Water's engineering staff providing services to EOCWD since 2013. We are confident that EOCWD can and will provide economic and operational efficiencies in Local Sewer Area #7 that will ultimately deliver long-term benefits to the community and ratepayers. For these reasons, we urge LAFCO to approve the EOCWD reorganization application as submitted.

Sincerely,

Shawn Dewane  
Mesa Water Board President

Cc: Mesa Water Board of Directors  
Paul E. Shoenberger, P.E., Mesa Water General Manager  
LAFCO Board of Commissioners  
Carolyn Emery, LAFCO Executive Officer  
EOCWD Board of Directors  
Lisa Ohlund, EOCWD General Manager

## MEMORANDUM



*Dedicated to  
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TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: February 26, 2015  
SUBJECT: Advocacy Consulting Services Report

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### RECOMMENDATION

This item is provided for information only. No action is requested at this time.

### STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.  
Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

### DISCUSSION

Staff will provide a verbal report to the Board.

### FINANCIAL IMPACT

\$48,000 was budgeted in the FY 2015 budget for advocacy consulting services, funded from the Public & Government Affairs department's expense budget. An additional \$12,000 was allocated in September, followed by an additional \$18,000 allocated in December, for a grand total of \$78,000 in the FY 2015 budget for advocacy consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$35,000 has been spent, with a remaining balance of \$43,000 in this account.

### ATTACHMENTS

None.



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## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: February 26, 2015  
SUBJECT: Legislative Consulting Services Report

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### RECOMMENDATION

This item is provided for information only. No action is requested at this time.

### STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.  
Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

### DISCUSSION

Mesa Water District (Mesa Water®) receives legislative consulting services from Townsend Public Affairs (TPA). As part of its service to Mesa Water®, TPA submits a monthly report of its activities on behalf of the District. Staff will provide TPA's written report for its February support and services to Mesa Water®.

### FINANCIAL IMPACT

\$36,000 was budgeted in the FY 2015 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. An additional \$12,000 was allocated in December, for a grand total of \$48,000 in the FY 2015 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$21,000 has been spent, with a remaining balance of \$27,000 in this account.

### ATTACHMENTS

None.

**REPORTS AND INFORMATION ITEMS:**

5. REPORT OF THE GENERAL MANAGER:

**REPORTS AND INFORMATION ITEMS:**

6. DIRECTORS' REPORTS AND COMMENTS:

## MEMORANDUM



*Dedicated to  
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TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: February 26, 2015  
SUBJECT: Drought-Reach Campaign Update

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### RECOMMENDATION

This item is provided for information only. No action is requested at this time.

### STRATEGIC PLAN

Goal #1: Provide a safe, abundant, and reliable water supply.  
Goal #4: Increase public awareness about Mesa Water® and about water.  
Goal #6: Provide outstanding customer service.  
Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

At the District's August 28, 2014, Board meeting, staff presented an update on the Mesa Water District (Mesa Water®) drought-related outreach activities -- called "Drought-Reach" -- in response to the State Water Resources Control Board's regulations that became effective on July 29, 2014.

At its October 30, 2014 meeting, the Legislative and Public Affairs Committee approved staff conducting a selection process to retain a "Drought-Reach" campaign consultant, and bringing a recommendation to the Board at its November 13, 2014 meeting.

At its November 13, 2014 meeting, the Board determined to retain Fraser Communications as the District's "Drought-Reach" campaign consultant for the total amount of \$178,731.

### DISCUSSION

Due to the seriousness of this drought, Governor Brown declared a drought state of emergency in January 2014 and, in April 2014, he called on all Californian's to reduce their water use by 20 percent. In June 2014, the State Water Resources Control Board (SWRCB) issued curtailments to junior water-rights holders and, in July 2014, the SWRCB adopted two resolutions for drought emergency regulations—the first resolution mandated water curtailments, and the second resolution mandated urban water conservation.

The SWRCB's drought emergency regulations for urban water conservation mandated that all water providers enact water shortage contingency plans with outdoor watering restrictions and prohibitions on specific outdoor watering activities. In response, Mesa Water® ensured its Water Conservation Ordinance (Ordinance 21) is in compliance, and the District initiated Drought-Reach



activities to further educate the public about the drought and inform its service area about the State's requirements.

In anticipation of additional water conservation mandates from the SWRCB, the high probability of allocations implementation by the Metropolitan Water District of Southern California, and to encourage continued water conservation results in the District's service area, staff recommended a grassroots Drought-Reach campaign to reach all Mesa Water® residents with multiple touchpoints via the following tactical elements (starting in December 2014): 1-2 automated calls; 1-2 mailers; 1 door hanger; and, canvassing.

Per the Board's direction, the campaign included a District-wide bill insert as one of the mailer elements. Attached is Fraser Communications' status update memo to Mesa Water® regarding the campaign. Additionally, the campaign has generated the following conservation results:

- Gallons Per Capita Per Day (residential) = 71.4 in January 2015 (down from 84.3 in January 2014, and way down from 103.3 in January 2013);
- Low-Flow Shower Heads = 3 distributed to customers from November 2014 through January 2015;
- Turf Removal Program = 20,467 square feet of turf removed from November 2014 through January 2015;
- Water-Efficient Device Rebates = 143 from November 2014 through January 2015;
- Water Waste Reports = 13 from November 2014 through January 2015; and,
- Water-Wise House Calls = 7 from November 2014 through January 2015.

Following are the campaign's key messages developed for Mesa Water's Board and staff:

- This is one of the worst droughts in California's history and we are now heading into the fourth consecutive year of this drought.
- Although we've had some rain, it is nowhere near enough to get us out of drought.
- While Mesa Water® has enough water, other areas across California are running low or running out of water.
- We are all in this together as one state with one water, and Governor Brown has asked everyone to reduce their water use by twenty percent.
- To achieve this goal, Mesa Water's drought-reach campaign can help residents reduce their water use by doing three simple things -- "loads, lawns, leaks."
- For questions or to request water conservation information, items, rebates and water-wise house calls, go to [MesaWaterSaver.org](http://MesaWaterSaver.org), email [info@MesaWater.org](mailto:info@MesaWater.org), call 949.631.1200, or visit the District's office.
- Thanks for being a Mesa Water Saver!



### FINANCIAL IMPACT

The total campaign budget approved by the Board is \$178,731. To date the entire allotment has been committed, with no balance remaining.

### ATTACHMENTS

Attachment A: Fraser Communications memo  
Attachment B: GPCD-Residential 2013/2014/2015

**MESA WATER DISTRICT “DROUGHT-REACH” STATUS MEMO**

February 18, 2015

Campaign Scope

Fraser Communications (Fraser) was awarded the Mesa Water® “Drought-Reach” campaign to all residents in the District’s service area on Friday, November 14. The campaign goal is to encourage all residents, through multiple touchpoints, to increase their water conservation efforts by 20 gallons or more per day.

Fraser developed a strong campaign theme “Be a Water Saver” with impactful graphics and Mesa Water’s brand colors that present three easy tips for additional water savings, including a toilet “Tank Challenge”; a secondary branded graphic element was developed using Mesa Water’s logo, a heart and a water drop.

The outreach campaign includes the following grassroots District-wide outreach elements listed in chronological order of implementation:

- [MesaWaterSaver.org](http://MesaWaterSaver.org) website which goes to a special page on the District’s website -- [MesaWater.org/MesaWaterSaver](http://MesaWater.org/MesaWaterSaver) – with 470 visits to the page, as well as 223 visits to [MesaWater.org/conservation](http://MesaWater.org/conservation) and 1,056 visits to [MesaWater.org/rebates](http://MesaWater.org/rebates), totaling **1,749 visits** to the campaign page and related pages from November 2014 through January 2015;
- Bill insert (English/Spanish) – **22,000** mailed and distributed from mid-December through mid-February (also posted [here](#) for District’s online bill payers);
- Automated calls (English/Spanish) to 20,140 households – **11,654 completed calls** either live or by voice mail;
- Postcard (English/Spanish) – mailed to **25,928 households**;
- Billboards (2) on Newport Boulevard end of December through end of January, plus one billboard extended through February 22 – **1,112,752 impressions**;
- Door hanger (English/Spanish) – **31,245 households reached**;
- Canvassing (English/Spanish) of the 10,000 highest water-using households -- reached a total **2,790 households**:

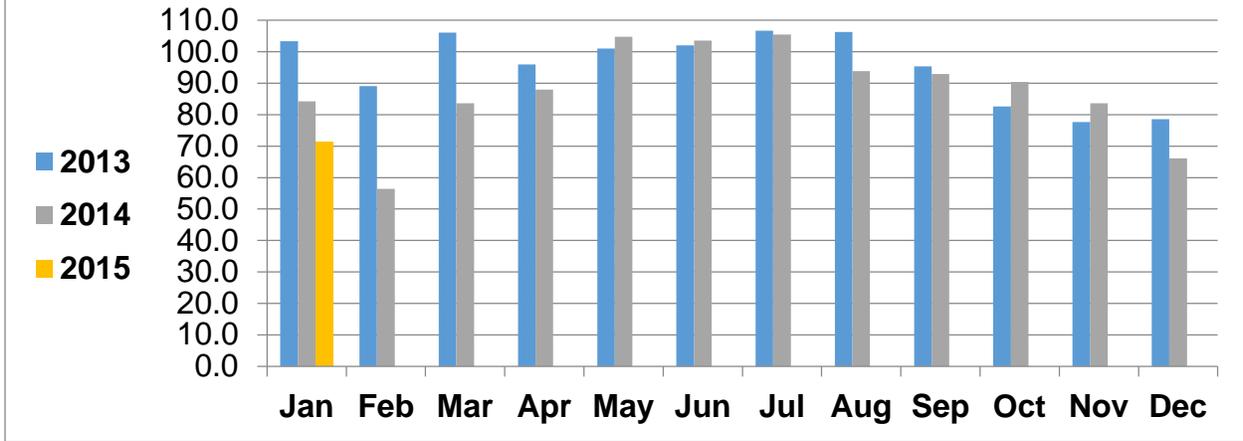
|   |                                       |
|---|---------------------------------------|
| <b>Total Households Reached</b>   | <b>2,790</b> (out of 10,223 attempts) |
| <b>“Sorry We Missed You”/Informational Packets Left</b>                 | <b>7,432</b>                          |
| Dye Tabs Provided   | 1,001                                 |
| Rebate Forms Provided   | 984                                   |
| Individuals Interested in Receiving Additional Tools to Help Save Water | 506                                   |
| Signed Up for Email Updates   | 10                                    |
| Signed Up for Text Updates  | 2                                     |

The outreach campaign also includes Fraser's coordination with Mesa Water's staff on the following media elements:

- CMTV "Costa Mesa Minute" -- Campaign feature posted online on CMTV as well as the City's website, Facebook and YouTube pages, and Twitter feed on February 4, 11, 18, and 25.
- KOCI Radio (101.5 FM) -- Two months (January-February) of weekly Public Service Announcements (245+ 15-second spots), an interview with Vice President Temianka on January 18<sup>th</sup>, and a second interview with President Dewane is scheduled for March 1<sup>st</sup>. Station reaches **62,000 listeners + 16,000 unique digital visitors**.
- Print ads in local newspapers:
  - *Costa Mesa Current* full-page/color ad and post-it note -- Thursday, February 12 (**10,420 circulation**);
  - *Daily Pilot* full-page/color ad -- Friday, January 30 (**41,681 circulation**); and,
  - *Unidos* full-page/color ad -- Friday, February 13 (**75,000 circulation**).
- Publicity -- Campaign launch press release had **3,548 views on [BusinessWire](#)** and generated **15 media stories** (print and online).
- Social Media -- Facebook post re. campaign launch had a reach of **8,141** (campaign was also featured on [SaveOurWater Facebook page](#) December 30<sup>th</sup>).

A monthly written status update regarding the campaign has been provided to Mesa Water's Board and staff. Fraser also coordinate with Mesa Water® and its survey vendor, Probolsky Research, on a customer survey in the District's service area to include measurement of the campaign results. At the District's March 12, 2015 Board meeting, Fraser plans to provide a presentation to the Board.

## Monthly Residential-GPCD



|                         | Jan    | Aug    | Sep   | Oct   | Nov   | Dec    |
|-------------------------|--------|--------|-------|-------|-------|--------|
| <b>2013</b>             | 103.3  | 106.3  | 95.3  | 82.6  | 77.6  | 78.6   |
| <b>2014</b>             | 84.3   | 93.9   | 92.9  | 90.4  | 83.6  | 66.2   |
| <i>% DIFF (Prev Yr)</i> | -18.4% | -11.7% | -2.5% | +9.4% | +7.7% | -15.8% |
| <b>2015</b>             | 71.4   |        |       |       |       |        |
| <i>% DIFF (Prev Yr)</i> | -15.2% |        |       |       |       |        |

## MEMORANDUM



*Dedicated to  
Satisfying our Community's  
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TO: Legislative & Public Affairs Committee  
FROM: Noelle Collins, Public Affairs Coordinator  
DATE: February 26, 2015  
SUBJECT: Outreach Update

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### RECOMMENDATION

This item is provided for information only. No action is requested at this time.

### STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.  
Goal #6: Provide outstanding customer service.  
Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

### DISCUSSION

In addition to ongoing communications, industry and internal relations, legislative relations, media relations (News Bureau), publications, water education and the annual Water Issues Study Group (WISG) series, the Mesa Water District (Mesa Water®) outreach program includes constituent relations via Community Outreach events, Speaker's Bureau opportunities, Town Hall talks, and "Well Wisher" meetings.

Each of these activities is designed to connect Mesa Water® with its constituents in order to achieve the awareness goal in the District's strategic plan. These activities are also designed to achieve the human resources, customer services, and/or regional water issues involvement goals by educating and informing the District's constituents about Mesa Water®, water issues, and water in general.

Mesa Water® constituents include external audiences -- such as customers; community members; elected officials; industry colleagues, water districts and special districts; and, media -- as well as internal audiences such as current and former Mesa Water® staff and Board members.

Following is an update on outreach activities designed to educate and inform the District's constituents about Mesa Water®, water issues, and water in general.

1. Community Outreach Events – Staff has planned Mesa Water's participation in and/or sponsorship support of the following events since the last Legislative & Public Affairs Committee meeting: the 2015 Water Issues Study Group Session 3 on February 18; and the Estancia & Tewinkle Schools Foundation Gala on March 28, 2015.



2. Speaker's Bureau – Includes presentations by Mesa Water Board and/or staff member(s) in the community as well as media interviews, including Mesa Water Reliability Facility (MWRF) tours. Vice President Temianka presented the State of the District to the Costa Mesa Chamber on February 19 at 7:00 a.m. and President Dewane will be interviewed by KOCI radio on March 1.
3. Town Hall Talks – For FY 2015, Mesa Water® plans to host the 2<sup>nd</sup> anniversary of the dedication of the Mesa Water Reliability Facility (MWRF) as a Town Hall event and mixer on Friday, March 13, from 4:00 p.m. to 7:00 p.m., with the full Board of Directors participating, along with Mesa Water's General Manager and appropriate staff.
4. "Well Wisher" Meetings – To date, Mesa Water® has received 277 "Well Wisher" support cards and hosted 767 constituents at the MWRF.

Staff will continue to provide updates to the Board regarding Mesa Water's Community Outreach events, Speaker's Bureau opportunities, Town Hall talks, and "Well Wisher" meetings.

For the "Well Wisher" meetings, staff will continue to develop, prioritize, and update the contact information list of appropriate representatives at key businesses, charities, churches, community service organizations, customers, HOAs, Mesa Water former directors/staff, WISG alums, and other groups/individuals in the District's service area. Also, staff will work with the Board to designate the appropriate Mesa Water® representative(s) to participate in specific "Well Wisher" meetings, arrange the "Well Wisher" meetings, and notify the appropriate Mesa Water® representative(s).

Following are the benefits of Mesa Water's outreach program:

- Informing constituents about Southern California's perpetual drought, the historical drought now facing California, and the importance of developing local and cost-effective sources of safe, reliable water for Mesa Water's service area and the region at large;
- Educating Mesa Water® constituents about the importance of water -- and water stewardship -- in order to sustain Southern California's population, quality of life, business, and economy;
- Educating constituents about Mesa Water's stewardship of ratepayer funds and financial responsibility to fund, invest in, and save for the current and future provision of safe and reliable water for the District's service area;
- Informing Mesa Water® constituents of the District's infrastructure improvements to ensure water quality and water reliability for its service area;
- Learning from constituents and evolving as a well-informed Board of Directors;
- Promoting water use efficiency to Mesa Water's customers (ratepayers) and community members to help them save water, money, and the environment;
- For public health and safety reasons, ensuring that Mesa Water® customers and community members know the District as their water provider and as the source of information about water in emergency situations;



- Supporting Mesa Water's service area as an actively involved participant in programs that provide added value and benefits to the community;
- Informing the media of Mesa Water's activities that benefit the District's customers and community;
- Empowering Mesa Water's Board and staff with information that will help them provide the best possible service to the District's customers and community members; and,
- Strengthening Mesa Water's industry relations to provide opportunities for improving the District's business and operations -- including the areas of financial and human resources strength, infrastructure and technological innovation, and setting/supporting policies that have a positive impact on Mesa Water's service area -- so that the District can continue to provide safe, high-quality, reliable, and affordable water to its customers.

#### FINANCIAL IMPACT

The Public & Government Affairs department's expense budget is \$388,925 for FY 2015. To date, \$278,189 has been spent, with a remaining balance of \$110,736.

#### ATTACHMENTS

None.