



*Dedicated to  
Satisfying our Community's  
Water Needs*

**AGENDA  
MESA WATER DISTRICT  
BOARD OF DIRECTORS  
Thursday, January 29, 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, January 29, 2015 at 3:30 p.m.**

**Teleconference Site:  
Hilton Garden Inn New York/Manhattan-Midtown East  
206 E 52nd Street, New York, NY 10022  
212.794.6000  
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 at the Hilton Garden Inn reception area.)**

**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.

**ACTION ITEMS:**

1. Committee Meeting Dates and Officers Appointment

**PRESENTATION AND DISCUSSION ITEMS:**

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

2. Events Evaluations
3. Customer Survey

**REPORTS:**

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



**INFORMATION ITEMS:**

- 8. Drought-Reach Campaign Update
- 9. Mesa Water Reliability Facility 2<sup>nd</sup> Anniversary
- 10. Mesa Water Newsletter
- 11. Outreach Update

*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.*

**ADJOURNMENT**

## MEMORANDUM



*Dedicated to  
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TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: January 29, 2015  
SUBJECT: Committee Meeting Dates and Officers Appointment

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### RECOMMENDATION

Confirm the 2015 Legislative & Public Affairs Committee (LPAC) regular meetings for the last Thursday of the month, starting at 3:30 p.m., and appoint the Committee Officers.

### STRATEGIC PLAN

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

### PRIOR BOARD ACTION/DISCUSSION

This item is annually updated at the January LPAC meeting.

### DISCUSSION

Annually, the LPAC appoints a Committee Chairman and Vice Chairman, and approves the regular meeting date and time. Historically, the LPAC has been meeting at 3:30 p.m. on the last Thursday monthly, unless that falls on a holiday in which case the meeting moves to the week prior (as noted with an asterisk below). Following are the proposed 2015 LPAC meeting dates:

- January 29
- February 26
- March 26
- April 30
- May 28
- June 25
- July 30
- August 27
- September 24
- October 29
- November 19\*
- December 17\*



FINANCIAL IMPACT

There is no financial impact.

ATTACHMENTS

None.

## MEMORANDUM



*Dedicated to  
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TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: January 29, 2015  
SUBJECT: Events Evaluations

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### RECOMMENDATION

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

### STRATEGIC PLAN

- Goal #3: Be financially responsible and transparent.
- Goal #4: Increase public awareness about Mesa Water® and about water.
- Goal #5: Attract and retain skilled employees.
- Goal #6: Provide outstanding customer service.
- Goal #7: Actively participate in regional water issues.

### PRIOR BOARD ACTION/DISCUSSION

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

### DISCUSSION

The Mesa Water District (Mesa Water®) FY 2015 Strategic Public & Government Affairs Plan approved by the Board includes several tactics categorized as: Communications/Publications; Constituent and Community Relations; Water Education; Industry Relations; and, Advocacy/Legislative Affairs. Each of these categories includes targeted events participation to achieve the following benefits for Mesa Water® and those it serves:

- Create opportunities for interactions between Mesa Water® and its constituents—customers (ratepayers) and community members, industry colleagues, elected officials and their consultants and staff, current and former Mesa Water® Board, staff, and Water Issues Study Group members, and media;
- Facilitate communication and two-way dialogue between Mesa Water and its constituents about the District's key messages;
- Educate the District's constituents about Mesa Water® and water issues in general;
- Reach a large number of Mesa Water® customers and community members;
- Demonstrate Mesa Water's community and industry leadership by partnering with appropriate high-profile events;



- Connect with high-profile Mesa Water constituents, including influential civic and community leaders;
- Engage local and regional influencers -- along with Mesa Water’s constituents -- to serve as informed brand ambassadors on the District’s behalf; and,
- Garner positive attention from targeted media.

Organizations of all sizes and types use events as a strategic outreach tool. The most common measurement used by marketing professionals to evaluate events is the “cost per reach” which is also known as “cost per touch” (CPT) indicating how much it cost -- including materials expenses and participation fees (if any), plus the cost of staffing the event with Mesa Water® employees -- to reach each constituent via an organization’s event participation.

In calendar year 2014, Mesa Water® participated in 30 events consisting of 53 days total; one or more of the District’s Directors were present at 18 of these events. For each of Mesa Water’s 30 events during calendar year 2014, staff qualified and quantified the costs, reach, and “cost per touch” for the District’s participation as follows:

<b>Total Cost</b>		<b>Total Reach</b>	<b>CPT</b>
Staffing	\$ 33,243		
Materials	\$ 79,591		
<b>Total</b>	<b>\$112,834</b>	<b>129,830</b>	<b>\$00.87</b>
<b>Average Cost (30 events)</b>			
Staffing	\$1,108		
Materials	\$2,653		
<b>Total On Average</b>	<b>\$3,761</b>	<b>4,328</b>	<b>\$00.87</b>

For each event, the reach is defined as the number of people at the event who are in Mesa Water's target audience (i.e., customers, community members, etc.). The event CPT represents the cost to reach each Mesa Water® constituent, and is derived by dividing the total event cost by the total event reach. Thus, a lower CPT -- or cost per person reached -- is better, resulting from events that have a lower cost and a higher reach.

Presented for the Board’s review is a chart prepared from Mesa Water’s events evaluations data for calendar year 2014, comparing event costs with reach and CPT. Staff will recommend specific events for improvement and/or discontinuation to potentially be replaced by another event in 2015, based on the CPT quantitative measurements and several other qualitative factors pertaining to the event, including but not limited to the following: event location and timing; materials and staffing required; whether or not Mesa Water’s Directors attended/participated; recognition by and/or partnership with a key Mesa Water® customer or constituent; traction and the type(s) of audience reached; positive publicity and visibility for Mesa Water® as a result of its event participation; and/or, the event’s purpose and its relevance to the District’s vision, mission, and strategic plan goals. Furthermore, in addition to the events evaluated herein, during calendar year 2015, Mesa Water® has participated in 150 constituent relations activities/meetings with customers, community



members/organizations, industry associations/colleagues, internal contacts, and media representatives. Lastly, Mesa Water® has contributed (as auction, drawing and/or raffle prizes) a total of 23 water-wise buckets, 1 hydrant, and various swag in addition to/conjunction with its events participation during calendar year 2015.

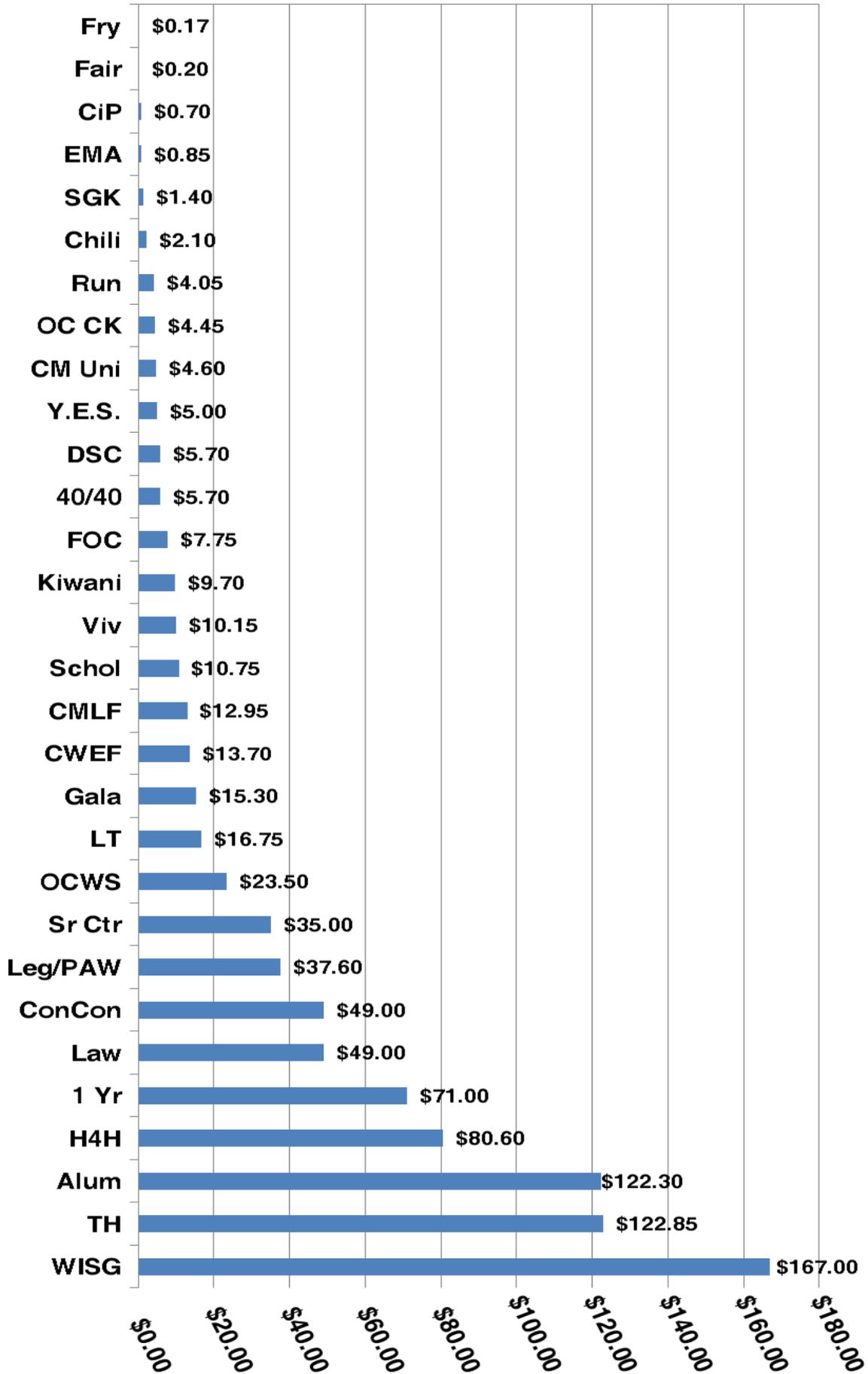
#### FINANCIAL IMPACT

None.

#### ATTACHMENTS

Attachment A – Cost Per Touch Graph

# Cost Per Touch



## MEMORANDUM



*Dedicated to  
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Water Needs*

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: January 29, 2015  
SUBJECT: Customer Survey

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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.

### PRIOR BOARD ACTION/DISCUSSION

In November 2008, four years prior to the District's rebranding, Mesa Water® conducted a survey of its customers' awareness of -- and satisfaction with -- the District. In 2012, staff conducted a Request-for-Proposal process for survey services that resulted in retaining Probolsky Research to conduct two follow-up customer surveys for the District, the first of which was done in June 2012, and the second of which is planned for March 2015. For the District's 2012 survey, Probolsky Research polled a total of 509 Mesa Water® customers between June 21 and 25, with a results accuracy of +/- 4.3% and a 95% degree of confidence.

### DISCUSSION

Attached are the questions for Mesa Water's customer survey, fielded in June 2012, which served as a new baseline measurement of the effectiveness of Mesa Water's communications and customer services. The purpose of the follow-up survey planned for March 2015 is: 1) to conduct a similar survey and benchmark its results against the 2012 baseline survey; and, 2) to inform the District's planning for future programs in the areas of communications and customer services.

Due to the timing of the 2015 survey, staff will include questions to measure customers' awareness of the *Mesa Water Saver* "drought-reach" campaign and any customer water-use behavior changes as a result. The District's *Mesa Water Saver* campaign consultant, Fraser Communications, will work with staff and Mesa Water's survey consultant, Probolsky Research, on the appropriate questions to add.

Staff is presenting the attached questions for Directors' review and feedback prior to Mesa Water's February 12 Board meeting, at which time staff will present a final draft of survey questions for the Board's approval. Upon Board approval of the survey questions, staff will work with Fraser Communications and Probolsky Research to determine the ideal timing for fielding the survey in March 2015, and will report back to the Board. Following an analysis of the survey results, Probolsky Research plans to present its report at Mesa Water's April 9 Board meeting.



## FINANCIAL IMPACT

\$25,000 is budgeted and available for Mesa Water's customer survey, funded from the Public & Government Affairs department. The department's expense budget totals \$388,925 for FY 2015, with \$198,853 spent to date, and a remaining balance of \$190,072.

## ATTACHMENTS

Attachment A – 2012 Customer Survey Questions

**Mesa Water District  
Interview Schedule**

Field Dates: TBD  
 Universe: Among District voters  
 Language: English, Spanish and Vietnamese  
 N = 500  
 Margin of Error = +/-4.3%

Hello, may I speak with \_\_\_\_\_? [IF NOT AVAILABLE—SCHEDULE CALLBACK]  
 This is \_\_\_\_\_ with the Western States Policy Research Center a regional opinion research organization. We are conducting a survey about issues facing your community. Your opinion is important.

1. What is the most important issue facing your community today?  
 [PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_
2. Can you tell me who provides the water service for your home?  
 [PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_
3. What is your number one source for news and information about water and water related issues?  
 [RANDOMIZE]

**Newspaper [PROBE, CAPTURE AND CODE \_\_\_\_\_]**

**Radio [PROBE, CAPTURE AND CODE \_\_\_\_\_]**

**Television [PROBE, CAPTURE AND CODE \_\_\_\_\_]**

**Magazines**

**Water District News, a bi-monthly newsletter published and mailed with your water bill by Mesa Water District**

**MesaWater.org, the website of Mesa Water District**

**A website [PROBE, CAPTURE AND CODE \_\_\_\_\_]**

**Social media [PROBE, CAPTURE AND CODE \_\_\_\_\_]**

**Family, friends and neighbors**

Something else: \_\_\_\_\_ [CAPTURE AND CODE]

Nothing [DO NOT READ]

Don't care [DO NOT READ]

Unsure [DO NOT READ]

Refused [DO NOT READ]

Now I have a list of names of an organization and a project that I am going to read. For each name, please tell me if you have heard of it and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so. The first name is [READ NAME]. Have you heard of [READ NAME]? Would you say that you have a favorable or unfavorable opinion of [READ NAME]? [RECORD] [IF FAVORABLE OR UNFAVORABLE>>>] And would you say that your opinion is somewhat or very (favorable/unfavorable)?  
 [RANDOMIZE Q4 - 5]

AWARE					UNAWARE	Unsure	Refused
Favorable (NET)		No Opinion	Unfavorable (NET)		Never Heard Of		
Very Favorable	Somewhat Favorable			Very Unfavorable		Somewhat Unfavorable	

4. Mesa Water  
District

5. Colored Water  
Treatment  
Facility

6. In general, do you feel that the water that comes out of your faucets at home is safe to drink? [RECORD] [IF YES OR NO>>>] And would you say that it is a very or somewhat (safe/unsafe)?

**Yes, Safe (NET)**

*Very safe*

*Somewhat safe*

**No, Unsafe (NET)**

*Very unsafe*

*Somewhat unsafe*

Unsure [DO NOT READ]

Refused [DO NOT READ]

7. Where do you think that most of the drinking water that comes out of your faucets at home comes from? Choose as many as you like, or none at all.

**Groundwater wells**

**Imported water from Northern California and or the Colorado River**

**Rain water that is captured in area reservoirs**

**Recycled water**

**Desalinated ocean water**

Somewhere else [DO NOT READ. CAPTURE AND CODE]

Unsure [DO NOT READ]

Refused [DO NOT READ]

8. Do you think that Southern California faces a water crisis?

**Yes**

**No**

Unsure [DO NOT READ]

Refused [DO NOT READ]

[ASK ONLY OF THOSE WHO ANSWER "YES" TO Q8]

9. Do you think the water crisis is man-made or naturally occurring?

**Man-made**

**Naturally occurring**

Unsure [DO NOT READ]

Refused [DO NOT READ]

10. Do you think that your community has an adequate, reliable supply of water?

**Yes**

**No**

Unsure [DO NOT READ]

Refused [DO NOT READ]

11. Thinking about the water that comes out of the faucets at your home, please tell me which two of the following are most important to you? Choose two.  
[RANDOMIZE]

**Reliable service without interruptions**

**Water quality and safety**

**Cost of water**

Unsure [DO NOT READ]

Refused [DO NOT READ]

12. Mesa Consolidated Water District changed its name to Mesa Water District this year. Mesa Water District provides water service to more than 110,000 customers in an 18-square mile area that includes most of Costa Mesa, parts of Newport Beach and some unincorporated sections of Orange County, including the John Wayne Airport. In general, do you approve or disapprove of the job that Mesa Water District is doing? [RECORD] [IF APPROVE OR DISAPPROVE>>>] And would you say that you strongly or somewhat (approve/disapprove)?

**Approve (NET)**

*Strongly approve*

*Somewhat approve*

**Disapprove (NET)**

*Strongly disapprove*

*Somewhat disapprove*

Unsure [DO NOT READ]

Refused [DO NOT READ]

13. Thinking about the overall quality of drinking water that comes out of the faucets at your home, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

**Satisfied (NET)**

*Very satisfied*

*Somewhat satisfied*

**Dissatisfied (NET)**

*Very dissatisfied*

*Somewhat dissatisfied*

Unsure [DO NOT READ]

Refused [DO NOT READ]

[FOLLOW-UP TO THOSE WHO ANSWER DISSATISFIED IN Q13]

14. Why would you say that you are dissatisfied?  
[PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_

15. Other than for paying your bill, in the past six months or so have you contacted Mesa Water District?

**Yes**

**No**

Unsure [DO NOT READ]

Refused [DO NOT READ]

[IF ANSWERED YES TO Q15]

16. How did you contact Mesa Water District? Choose as many as you like.

**Phone**

**e-mail**

**District website**

**In person at District headquarters**

**Through a field technician**

**By letter/mail/fax**

Unsure [DO NOT READ]

Refused [DO NOT READ]

[IF ANSWERED YES TO Q16]

17. Why did you contact Mesa Water District?  
[PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_

[IF ANSWERED YES TO Q16]

18. Thinking about the customer service you received when you contacted the Mesa Water District, would you say that you were very satisfied, somewhat satisfied, somewhat unsatisfied, not at all satisfied?

**Satisfied (NET)**

*Very satisfied*  
*Somewhat satisfied*

**Unsatisfied (NET)**

*Not at all satisfied*  
*Somewhat unsatisfied*

Unsure [DO NOT READ]

Refused [DO NOT READ]

[ASK ONLY OF THOSE RESIDENTS WHO RESPONDED "UNSATISFIED" TO Q18]

19. Why would you say you were unsatisfied?  
[PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_

20. Thinking about the amount that you pay for the water that you use in your home, would you say that you pay too much, too little or just about the right amount? [RECORD] [IF TOO MUCH/LITTLE >>>] And would you say that you pay far too (much/little) or a somewhat too (much/little)?

**Too much (NET)**

*Far too much*  
*Somewhat too much*

**Too little (NET)**

*Far too little*  
*Somewhat too little*

**Just about right**

Unsure [DO NOT READ]

Refused [DO NOT READ]

21. Thinking about the amount that you pay for the water that you use in your home, would you say that your water rates have gone up, gone down or stayed about the same over the past five years?

**Gone up**

**Gone down**

**Stayed about the same**

Unsure [DO NOT READ]

Refused [DO NOT READ]

22. Thinking about water rates in general, what do you think are the top three things that contribute the most to the cost of water?

[PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_

23. Desalination is a process of turning seawater into drinking water by removing the salt and other impurities. In general, do you support or oppose desalination? [RECORD] [IF APPROVE OR DISAPPROVE >>>] And would you say that you strongly or somewhat (support/oppose)?

**Support (NET)**

*Strongly support*  
*Somewhat support*

**Oppose (NET)**

*Strongly oppose*  
*Somewhat oppose*  
Unsure [DO NOT READ]  
Refused [DO NOT READ]

Now I am going to read to you some background information about Mesa Water District. Please listen to each item and then tell me if it makes you more likely or less likely to approve of the job the District is doing. If it makes no difference to you, just say so.

[RANDOMIZE Q24-27]

24. Mesa Water District is financially strong. The District is funded by water rates, not through property taxes or special assessments. The District's financial strength has earned it the highest financial rating, known as Fitch AAA, for strong financial performance. Does knowing this make you more likely or less likely to approve of the job that Mesa Water is doing? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

**More likely to approve [NET]**

*Much more likely*  
*Somewhat more likely*

Makes no difference to me [DO NOT READ]

**Less likely to approve [NET]**

*Much less likely*  
*Somewhat less likely*

Unsure [DO NOT READ]  
Refused [DO NOT READ]

25. Mesa Water District is one of the most efficient water districts in Orange County. It spends the least dollars per resident on total operational costs. Does knowing this make you more likely or less likely to approve of the job that Mesa Water is doing? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

**More likely to approve [NET]**

*Much more likely*  
*Somewhat more likely*

Makes no difference to me [DO NOT READ]

**Less likely to approve [NET]**

*Much less likely*  
*Somewhat less likely*

Unsure [DO NOT READ]  
Refused [DO NOT READ]

26. Mesa Water District maintains a highly efficient water system. The average amount of water lost through leaking infrastructure such as pipelines and reservoirs in the United States is 16% and can be as high as 60% in some communities. Mesa Water's water loss is below 5%; among the best in the North America. Does knowing this make you more likely or less likely to approve of the job that Mesa Water is doing? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

**More likely to approve [NET]**

*Much more likely*  
*Somewhat more likely*

Makes no difference to me [DO NOT READ]

**Less likely to approve [NET]**

*Much less likely*  
*Somewhat less likely*

Unsure [DO NOT READ]  
Refused [DO NOT READ]

27. Most water districts throughout Southern California must import water from Northern California and the Colorado River. This process is expensive. Because Mesa Water District has invested in water conservation, water recycling efforts and other innovative projects, by the end of 2012 the District will no longer need to import any water at all. Mesa Water will obtain 100% of its water from local, reliable sources. Does knowing this make you more likely or less likely to approve of the job that Mesa Water is doing? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

**More likely to approve [NET]**

*Much more likely*

*Somewhat more likely*

Makes no difference to me [DO NOT READ]

**Less likely to approve [NET]**

*Much less likely*

*Somewhat less likely*

Unsure [DO NOT READ]

Refused [DO NOT READ]

28. Thinking about water conservation, otherwise known as water use efficiency, please indicate which, if any, of the following measures you do in your own home to more efficiently use water. Choose as many as you would like, or none at all.  
[RANDOMIZE]

**Use a broom instead of a hose for cleaning walkways and patios**

**Turn off the faucet while brushing your teeth**

**Take showers of five minutes or less**

**Only water the yard in the early morning or late evening**

**Monitor and repair leaky hoses and sprinkler heads**

**Only wash full loads of laundry and dishes**

**Plant trees, shrubs and ground cover that require less water**

**Replace older inefficient toilets, washing machines, or irrigation timers**

Nothing [DO NOT READ]

Unsure [DO NOT READ]

Refused [DO NOT READ]

29. What would most encourage you to use less water? Choose as many as you would like, or none at all.  
[RANDOMIZE]

**Water rationing**

**Higher water costs**

**Drought conditions**

**Planning for the future**

**A desire to be more green and help the environment**

**Personal moral obligation**

Something else [DO NOT READ]: PROBE HEAVILY, CAPTURE AND CODE

Nothing, I already do everything I can [DO NOT READ]

Unsure [DO NOT READ]

Refused [DO NOT READ]

Now I am going to read to you the some background information about water usage and water rates, followed by statements of two local residents. Please listen to the background information and each statement and tell me with whom you agree more.

Water districts throughout Southern California encourage water conservation. Because ratepayers are charged based on how much water they use, this means that the less water ratepayers use, the less revenue water districts receive. Meanwhile, fixed costs for water infrastructure such as pipelines and water treatment facilities remain the same. This means that Districts have to charge more for water to cover the cost of treating and delivering water to ratepayers.

30. PARKER says: “Water conservation is critical to our community. We need to conserve water, even if it means paying higher water rates.” NICHOLS says: “It isn’t fair that the less water we use, the more we pay for water. I don’t see the point of conserving water when all it does is cost me more money.” With whom do you agree more, PARKER or NICHOLS?  
[ROTATE WITH QUESTION AND ANSWERS]

**PARKER who says we need to conserve water even if it means paying higher water rates**  
**NICHOLS who says it isn’t fair that the less water we use the more we pay for water**  
 Unsure [DO NOT READ]  
 Refused [DO NOT READ]

Now I have a list of names of several programs that are offered by Mesa Water that I am going to read. For each program, please tell me if you have heard of it. The first name is [READ NAME]. Have you heard of [READ NAME]? [IF YES>>] Have you ever used the [READ NAME]? [RECORD] [IF YES>>] And would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or completely unsatisfied with [READ NAME]

[IF YES OR NO TO THE QUESTION “HAVE YOU EVER HEARD OF...”, BUT HAVE NOT USED>>] Are you interested in [READ NAME]?  
[RANDOMIZE Q31 – 34]

<u>AWARE</u>				<u>UNAWARE</u>					Unsure	Refused
<u>Have Used Program (NET)</u>		<u>Have Not Used Program (NET)</u>								
<u>Satisfied (NET)</u>		<u>Unsatisfied (NET)</u>		<u>Interested (NET)</u>						
Very satisfied	Somewhat satisfied	Completely unsatisfied	Somewhat Unsatisfied	Interested	Uninterested	Interested	Uninterested	Never Heard Of		

31. **Water Issues Study Groups,** where Mesa Water staff and guest speakers from other local water agencies engage residents about plans for the future and how residents can empower themselves as water consumers

32. **Water-Efficient Landscape Workshop,** which covers information you can use for your garden, such as water-saving landscape design, California Friendly plants, water efficient sprinkler systems and

water-wise  
landscape  
maintenance

33. **Demonstration Gardens**, where residents can see a water-wise garden with a display of California friendly plants that are water efficient and attractive

34. **In-school water education programs**, that provide assemblies for Newport Mesa Unified School District

35. Mesa Water District is an independent governmental body with its own elected governing board. How important is it to you that Mesa Water District remains an independent agency? [IF IMPORTANT OR UNIMPORTANT>] And would you say that it is (very important/totally unimportant) or somewhat (important/unimportant)?

**Important (NET)**

*Very important*

*Somewhat important*

**Unimportant (NET)**

*Totally unimportant*

*Somewhat unimportant*

Unsure [DO NOT READ]

Refused [DO NOT READ]

[ASK IF ANSWERED "IMPORTANT" TO Q35]

36. Why would you say that Mesa Water District remaining an independent agency is important to you?  
[PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_

37. Do you read *Water District News*, a bi-monthly newsletter published by Mesa Water District and delivered in your bi-monthly water bill?

**Yes**

**No**

Unsure [DO NOT READ]

Refused [DO NOT READ]

[ASK ONLY OF THOSE WHO ANSWER "YES" IN Q37]

38. How often would you say that you read *Water District News*?

**Every time**

**Most of the time**

**Not often**

**Never**

Unsure [DO NOT READ]

Refused [DO NOT READ]

39. Have you ever visited Mesa Water District's website, MesaWater.org?

**Yes**

**No**

Unsure [DO NOT READ]

Refused [DO NOT READ]

[ASK ONLY OF THOSE WHO ANSWER "YES" IN Q39]

40. Please tell me why you visited the Mesa Water District's website. Choose as many as you like, or nothing at all:

**To pay my bill**

**To find out more information about water-related topics**

**To find out more information about Mesa Water District events and programs**

**Something else:** \_\_\_\_\_ [PROBE, CAPTURE AND CODE]

Unsure [DO NOT READ]

Refused [DO NOT READ]

[ASK ONLY OF THOSE WHO ANSWER "YES" IN Q39]

41. Did you find the website useful?

**Yes**

**No**

Unsure [DO NOT READ]

Refused [DO NOT READ]

[ASK ONLY OF THOSE WHO ANSWER "YES" IN Q41]

42. If you could add any information or features to Mesa Water's website, what would you like to see?

[PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_

43. How would you prefer that Mesa Water keeps you informed about water and water-related issues? Choose as many as you like, or none at all.

[RANDOMIZE]

**E-mail alerts from Mesa Water**

**Mail to your home from Mesa Water**

**Notices and articles printed in newspapers**

**Postings on Mesa Water's website**

**Social Media, such as Twitter or Facebook posts**

**Articles in *Water District News*, the Water District's bi-monthly newsletter**

**Inserts included in your monthly bills**

**Some other way:** \_\_\_\_\_ [PROBE, CAPTURE AND CODE]

Unsure [DO NOT READ]

Refused [DO NOT READ]

44. Do you use Online Bill Pay, a service provided by Mesa Water District that allows you to automatically pay your bill from your checking account, through the District's website?

**Yes**

**No**

Unsure [DO NOT READ]

Refused [DO NOT READ]

[ASK ONLY OF THOSE WHO ANSWERED "NO" IN Q44]

45. Why don't you use Online Bill Pay?  
[PROBE HEAVILY, CAPTURE AND CODE]: \_\_\_\_\_

[ASK OF THOSE WHO DID NOT RESPOND "YES" IN Q44]

46. Online Bill Pay allows you to pay your bill from your checking account through Mesa Water District's website. How likely would you be to use Online Bill Pay if the service allowed you to use a credit card? [RECORD] [IF LIKELY OR UNLIKELY>>>] And would you say that you are very (likely/unlikely) or somewhat?

**Likely (NET)**

*Very likely*

*Somewhat likely*

**Unlikely (NET)**

*Very unlikely*

*Somewhat unlikely*

Unsure [DO NOT READ]

Refused [DO NOT READ]

47. For demographic purposes only, do you own or rent?

**Own single family home**

**Own condo or townhome**

**Rent single family home**

**Rent apartment**

**Rent condo/townhome**

Refused [DO NOT READ]

48. And finally for demographic purposes only, which of the following best describes your ethnic background?

**Latino/Hispanic**

**White/Caucasian**

**Black/African American**

**Asian**

**Other**

Refused [DO NOT READ]

Thank you for your time. Have a great (day/evening).

**CROSS TABULATIONS:**

Gender (from sample)

Male

Female

Party (from sample)

Republican

Democratic

DTS

Household Party (from sample)

Pure Republican household

Pure Democratic household

Mixed party household

Age group (from sample)

18-34

35-54

55-64  
65 and older

Born in US (from sample)  
US born  
Foreign born  
Birthplace unknown

Gender/Age (from sample)  
Men 18-54  
Men 55+  
Women 18-54  
Women 55+

Party/Gender (from sample)  
GOP Men  
GOP Women  
DTS Men  
DTS Women  
Dem Men  
Dem Women

Party/Age (from sample)  
GOP 18-54  
GOP 55+  
DTS 18-54  
DTS 55+  
Dem 18-54  
Dem 55+

Vote propensity (from sample)  
5 out of 5  
4 out of 5  
3 out of 5  
2 out of 5  
1 out of 5  
100% not having had the chance  
New Registrant

Type of voter (from sample)  
Permanent vote-by-mail voter  
Previous vote-by-mail voter  
Election Day voter

Geographic (from sample)  
District 1  
District 2  
District 3  
District 4  
District 5

Registration date? (from sample)  
Less than one year  
Up to 5 years  
Up to 10 years  
Up to 20 years  
More than 20 years

Children in your home

Yes

No

Ethnicity

Latino/Hispanic

White/Caucasian

Black/African American

Asian

Language

Spanish

English

Vietnamese

Residence

Own

Rent

Independence is important

Yes

No

So Cal faces water crisis

Yes

No

Water safe to drink

Yes

No

MWD job approval

Approve

Disapprove

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Newport Beach: (949) 855 6400 Sacramento: (916) 256 4040 Washington DC: (202) 559 0270

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## MEMORANDUM



*Dedicated to*

*Satisfying our Community's*

*Water Needs*

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: January 29, 2015  
SUBJECT: Advocacy Consulting Services Report

---

### 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 legislative consulting services, funded from the Public & Government Affairs 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 legislative consulting services, funded from the Public & Government Affairs budget. To date, \$33,000 has been spent, with a remaining balance of \$45,000 in this account.

### ATTACHMENTS

None.



*Dedicated to  
Satisfying our Community's  
Water Needs*

## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: January 29, 2015  
SUBJECT: Legislative Consulting Services Report

---

### 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 January 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 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 budget. To date, \$23,000 has been spent, with a remaining balance of \$25,000 in this account.

### ATTACHMENTS

None.

**REPORTS AND INFORMATION ITEMS:**

6. REPORT OF THE GENERAL MANAGER:

**REPORTS AND INFORMATION ITEMS:**

7. DIRECTORS' REPORTS AND COMMENTS:

## MEMORANDUM



*Dedicated to  
Satisfying our Community's  
Water Needs*

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: January 29, 2015  
SUBJECT: Drought-Reach Campaign Update

---

### 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 robocalls; 1-2 mailers; 1 door hanger; and, canvassing.

Per the Board's direction, the campaign will include 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) = 66.2 in December (down from 83.6 in November);
- Turf Removal Program = 7,479 square feet of turf removed in November and December;
- Water-Efficient Device Rebates = 39 in November and December;
- Water Waste Reports = 8 during November and December; and,
- Water-Wise House Calls = 3 during November and December.

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 sum of \$168,345 has been committed, with a remaining balance of \$10,386 pending allocation.

#### ATTACHMENTS

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

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

January 20, 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 276 visits to the page, as well as 169 visits to [MesaWater.org/conservation](http://MesaWater.org/conservation) and 725 visits to [MesaWater.org/rebates](http://MesaWater.org/rebates), totaling **1,170 visits** to the campaign page and related pages in November and December;
- 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 -- **925,944 impressions**;
- Door hanger (English/Spanish) -- **31,245 households reached**;
- Canvassing (English/Spanish) the 10,000 highest water-using households -- reached **2,815 households** during the first two weeks of canvassing, with Divisions 1 and 2 completed, Division 5 almost complete, and Divisions 3 and 4 to begin and be completed by month-end:

<b>Total Households Reached</b>	<b>2,845</b> (out of 5,018 attempts)
“Sorry We Missed You” Letters Left	2,155
Dye Tabs Provided	507
Rebate Forms Provided	423
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:

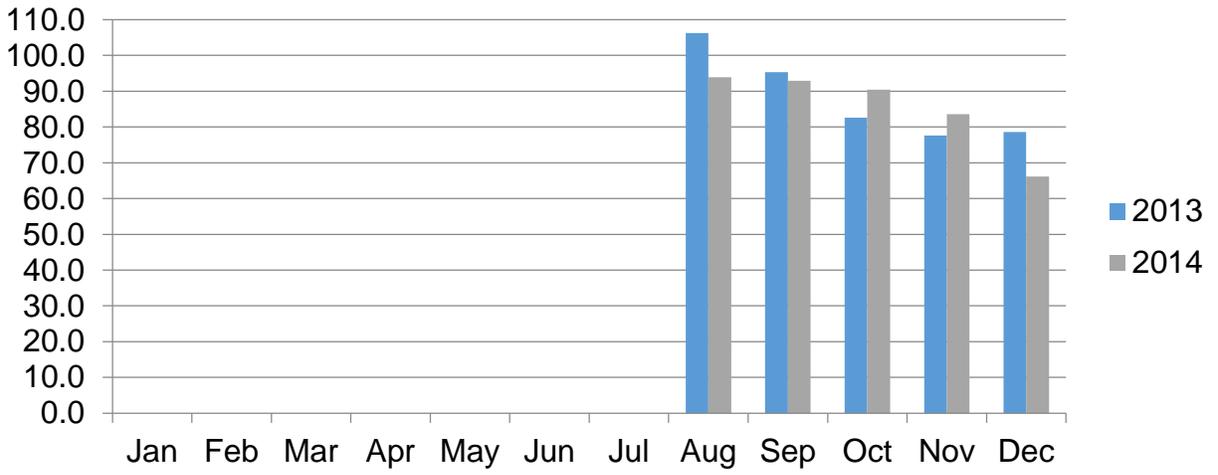
- KOCI Radio (101.5 FM) -- 1 month of weekly Public Service Announcements (80+ 15-second spots) and an interview with Vice President Temianka on January 18. Station reaches **62,000 listeners + 16,000 unique digital visitors**;
- Social Media -- Facebook post re. campaign launch had a reach of **8,141** (campaign was also featured on [SaveOurWater Facebook page](#) December 30<sup>th</sup>); and,
- Publicity -- campaign launch press release had **3,462 views on [BusinessWire](#)** and generated **15 media stories** (print and online).

Fraser has explored additional outreach opportunities with Mesa Water® within the campaign budget, strategy and timeframe. Additional elements will include:

- Billboard (1) extension on Newport Boulevard at 19<sup>th</sup> – January 26-February 22 (**186,808 impressions**);
- Local newspaper ads --
  - Daily Pilot full-page/color ad – Friday, January 30 (**41,681 circulation**); and,
  - Costa Mesa Current full-page/color ad and post-it note – Thursday, February 12 OR 19 (**10,420 circulation**).

A written status update regarding the campaign will be provided to Mesa Water's Board and staff. Fraser will also coordinate with Mesa Water and its survey vendor, Probolsky Research, on a customer survey in the District's service area to measure campaign results. At the campaign's conclusion, Fraser will provide a presentation to Mesa Water's Board.

## Monthly Residential-GPCD



	Aug	Sep	Oct	Nov	Dec
2013	106.3	95.3	82.6	77.6	78.6
2014	93.9	92.9	90.4	83.6	66.2
% DIFF	-11.7%	-2.5%	+9.4%	+7.7%	-15.8%

## MEMORANDUM



*Dedicated to  
Satisfying our Community's  
Water Needs*

TO: Legislative & Public Affairs Committee  
FROM: Noelle Collins, Public Affairs Coordinator  
DATE: January 29, 2015  
SUBJECT: Mesa Water Reliability Facility 2<sup>nd</sup> Anniversary

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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.

### PRIOR BOARD ACTION/DISCUSSION

None.

### DISCUSSION

Mesa Water® plans to celebrate the 2<sup>nd</sup> anniversary of the Mesa Water Reliability Facility (MWRF) -- as well as the District's 55<sup>th</sup> anniversary -- on Friday, March 13, 2015, from 4:00 p.m. to 7:00 p.m. To honor the occasion, staff is planning a "mixer" and District-wide town hall event at the MWRF for Mesa Water's customers, community members, and constituents on behalf of the District's Board of Directors. Outlined below are the event elements.

- A town hall format for the Board of Directors and General Manager to provide information to attendees, including:
  - An overview about Mesa Water® and the MWRF's importance;
  - An update on the drought;
  - Information on ways to be water-wise; and,
  - A Q&A session.
- Self-guided tours of the MWRF's water-efficient demonstration gardens and guided tours of the nanofiltration room and treatment process;
- Staffed tables that will include a tasting station, a prize wheel station, and an information station with Mesa Water® handouts and a water conservation device giveaway; and,
- Light refreshments.

In order to encourage the public's attendance, staff will invite customers, publicize the event with local media, and promote the event among community members and constituents, including local/regional elected officials and their staff, business organizations and industry groups, and internal audiences such as current and former Board members and staff.



### FINANCIAL IMPACT

Staff is finalizing cost estimates for this event and anticipates a not-to-exceed amount of \$15,000 funded from the Public & Government Affairs department. The department has an expense budget totaling \$388,925 for FY 2015, with \$198,853 spent and a remaining balance of \$190,072.

### ATTACHMENTS

None.

## MEMORANDUM



*Dedicated to  
Satisfying our Community's  
Water Needs*

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: January 29, 2015  
SUBJECT: Mesa Water Newsletter

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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 #5: Attract and retain skilled employees.

Goal #6: Provide outstanding customer service.

### PRIOR BOARD ACTION/DISCUSSION

At the January 8, 2015 Board meeting, Directors' requested an update on the District's newsletters distribution.

### DISCUSSION

The District's newsletter -- *Water District News* -- is published bimonthly in coordination with Mesa Water's billing cycle as follows: January/February, March/April, May/June, July/August, September/October, November/December. During each cycle, the newsletter distribution includes:

- 21,500 newsletters inserted with customers' water bills by the District's mailing house;
- 300 newsletters to community locations including:
  - Bethel Towers
  - Costa Mesa Chamber of Commerce
  - Costa Mesa City Hall
  - Costa Mesa Community Center
  - Costa Mesa Historical Society
  - Costa Mesa Library
  - Costa Mesa Recreation Center
  - Costa Mesa Sanitary District
  - Costa Mesa Senior Center
  - Halecrest Park
  - Mesa Verde Branch Library
  - OC Fair & Event Center
  - Vivante on the Coast



- 200 newsletters distributed among Mesa Water’s Board and staff, through interoffice mail and at All Hands meetings, also posted in both break rooms, distributed by human resources staff during recruitments and by field staff as appropriate, and inserted in two brochure racks at the District;
- An additional 500 newsletters distributed during community outreach events participation by the District; and,
- Posting to MesaWater.org with several links from the home page, the site map, the newsroom page, and the Public & Government Affairs department page.

Additionally, 9,563 Mesa Water® customers are enrolled in the District’s “Online BillPay” service for automatic payments/online payments, and all of them have the option of clicking the [“Current Issues \(Newsletter\)” link](#) to read Mesa Water’s newsletter online. All of these 9,563 Mesa Water® customers receive an email notification of new bills along with a link to the District’s [Online BillPay portal](#) containing a link to the current newsletter.

Furthermore, a total of 3,427 Mesa Water® customers -- out of the total 9,563 enrolled in either the District’s “Online BillPay” service -- also receive a paper bill in the mail...thus 6,136 Mesa Water® customers are “paperless” and have opted out from receiving water bills in the mail from the District. The 6,136 Mesa Water® customers who prefer “paperless” billing still receive an email notification of new bills along with a link to the District’s [Online BillPay portal](#) containing a link to the current newsletter.

For added outreach value, staff is in the final stages of reviewing contact management database systems that will enable Mesa Water® to increase its digital distribution of the District’s newsletters and other communications to customers, community members, and other constituents. Staff will update the Board accordingly.

#### FINANCIAL IMPACT

None.

#### ATTACHMENTS

None.

## MEMORANDUM



*Dedicated to  
Satisfying our Community's  
Water Needs*

TO: Legislative & Public Affairs Committee  
FROM: Noelle Collins, Public Affairs Coordinator  
DATE: January 29, 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 with Session 1 on January 21, Session 2 on February 4, and Session 3 on February 18. Staff also arranged participation in the annual Costa Mesa United event, on January 19, by Vice President Temianka and Director Fisler.



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. Director Temianka was interviewed by KOCI radio on January 18; General Manager Shoenberger presented at two industry workshops regarding water rate-setting on January 15 in San Francisco and January 28 in Los Angeles; and, the next speaking opportunity will feature Vice President Temianka presenting the "State of the District" update at the Costa Mesa Chamber of Commerce event on Thursday, February 19, from 7:00 a.m. to 9:00 a.m.
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 273 "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 expense budget is \$388,925 for FY 2015. To date, \$198,853 has been spent, with a remaining balance of \$190,072.

#### ATTACHMENTS

None.