

# Water District News

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[www.MesaWater.org](http://www.MesaWater.org)

## Hot Water News

### Mesa Water's Public Outreach Wins Awards

Committed to transparency and public information, Mesa Water conducts outreach to educate the community about water, and communicate the added-value programs and services that the District offers to benefit you as our highly esteemed customer!

Mesa Water recently won three communications awards: a **PROTOS** from the Public Relations Society of America, OC Chapter; the California Association of Public Information Officials' **Excellence in Communications** award; and, the California Special Districts Association's **Exceptional Public Outreach** award.

To learn about Mesa Water's outreach programs, see the "Public Information" tab on [www.MesaWater.org](http://www.MesaWater.org), email [info@MesaWater.org](mailto:info@MesaWater.org), or call (949) 631-1201.

## Fresh Water Facts

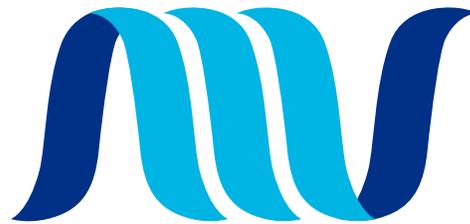
### Fitch Affirms Mesa Water's AAA Bond Rating

Global ratings agency, Fitch, reaffirmed Mesa Water's AAA bond rating – the highest available – due to the District's ongoing fiscal stability. The AAA rating is based on Mesa Water's very strong financial performance, low debt levels, good rate discipline, ample water supply, import water independence, sound management practices, and solid service area.

Mesa Water is one of a handful of U.S. water districts to hold a AAA rating. For more information, call (949) 631-1201, email [info@MesaWater.org](mailto:info@MesaWater.org), or go to [www.MesaWater.org](http://www.MesaWater.org) and click "Financial Services" under the "Departments" tab.

## New Year, New Mesa Water District Name and Logo

### District Dons New Sheen For 2013



# MesaWater

  
**DISTRICT**

The Board of Directors recently determined that the time has come to freshen up the 53-year-old District's brand for better awareness and recognition by you, our ratepayers, as well as by other key audiences, such as the community at large. To do this, the Board has dropped "Consolidated" from the organization's name, and the District is

now called Mesa Water District, with Mesa Water for short.

Recent surveys show that residents in Mesa Water's service area are still confused about who provides the high-quality water that comes out of their tap. It is important for the public to know who their tap water provider is in order to know where to go and who to contact for information about the following:

- Benefits of being in Mesa Water's service area, including the District's tap water affordability, safety, reliability, and ongoing infrastructure investment;
- How to start and stop water service with Mesa Water;
- Water-saving and cost-saving solutions that Mesa Water offers to all businesses and residents in its service area; and,
- Added-value programs that Mesa Water offers to its customers and community members who are interested in learning more about the District's water system and water issues in general.

The renewed branding effort is a key element toward achieving Mesa Water's goal of increasing public awareness about Mesa Water and about water in general, per the District's strategic plan updated in 2011. The effort's main objective is to clearly, concisely and consistently communicate Mesa Water's brand by incorporating "one look, one voice" with an improved name and new logo.

As one of Orange County's top-performing and most efficient tap water providers, Mesa Water continues to accomplish its strategic plan goals, designed to meet the District's mission of satisfying its community's water needs. For more information, go to the "Public Information" tab at [www.MesaWater.org](http://www.MesaWater.org), email [info@MesaWater.org](mailto:info@MesaWater.org), or call (949) 631-1201.

# Environmental Stewardship

## Mesa Water Honors The CAMP's Water Use Efficiency

Mesa Water recently bestowed a Water Use Efficiency Award to Costa Mesa-based The CAMP – a subsidiary of LAB Holding, LLC – for its decade of water-wise practices. The organization's President and CEO, real estate developer Shaheen Sadeghi, accepted the award.

As Orange County's only "green" retail campus, The CAMP has pioneered many water-wise initiatives: incorporating indigenous drought-tolerant landscaping; capturing all storm water on-site with a percolation system; and, maintaining a grass roof that improves the quality of retained storm water.

The CAMP's other notable environmentally sustainable efforts include providing a community-supported agriculture drop-off location, on-site herb boxes, educational seminars and films, a selection of eco-friendly products, services, and food – including a yurt café – and using Forest Stewardship Council (FSC) certified wood in construction.

Mesa Water appreciates and congratulates The CAMP as a District customer that is a cultural, economic, educational, and environmental contributor to our community!



## Board of Directors

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## Board Meetings

Mesa Water's Board meets the second and fourth Tuesday of each month. Regular meetings begin at 7 p.m. at 1965 Placentia Avenue, Costa Mesa, and are open to the public. For more information, call (949) 631-1206.

Produced by Mesa Water's Board of Directors, **Water District News** is a bi-monthly publication to inform Mesa Water's customers and community about water-related issues and events.

## We welcome your comments:

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Emergency Phone:**  
(949) 631-1200



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# Community Commitment

## Mesa Water Debuts Water Vending Machine At OCC

To communicate tap water quality and value, Mesa Water offers two water vending machines in its service area. The first machine is at the District's headquarters, and a second machine is now at Orange Coast College (OCC) just outside the Student Center near Captain's Table. For five cents, Mesa Water's machine at OCC offers high-quality, chilled tap water in three quantities – 16-ounce, 24-ounce, or 1-gallon.

To promote reducing plastic waste in landfills from single-use plastic water bottles, Mesa Water launched its new water vending machine with

an on-campus event that drew more than 500 OCC students and staff. All attendees received a BPA-free, reusable Nalgene® bottle filled with fresh tap water from the machine. Attendees also signed a pledge board to "ban the bottle" and "refill not landfill" in support of reducing plastic water bottle waste in landfills. The pledge board, which collected hundreds of signatures, is on display at OCC's Recycling Center.



# Employee Excellence

## Monteleone's Contributions Commemorated By Career Achievement Award

As Mesa Water's Administrative Services and Human Resources Manager, Coleen L. Monteleone has been pivotal in guiding the District to the success it enjoys today. For her 28+ years of leadership and loyalty with Mesa Water, Coleen received the California Special Districts Association's inaugural "Staff Member of the Year" career achievement award.

has been the District's Administrative Services Manager, supporting Mesa Water's Board and General Manager; she also serves as District Secretary, Treasurer, and acting General Manager when the GM is out of the office.



Trained as an accountant, Coleen began her Mesa Water career in 1985 working in the District's Financial Services department, where she excelled for a decade. Since 1996, she

Coleen's positive influence has benefitted every department at Mesa Water. When asked about what she enjoys most about her work, she tributes the outstanding team of Mesa Water professionals—many of whom she helped to hire!