

FY 21 Successes

- Virtual Mesa Water Board Directors Q&A campaign
- Construction outreach and engagement with minimal construction-related complaints
- Engagement with Mad Systems and Brain Builders to begin Mesa Water Education Center

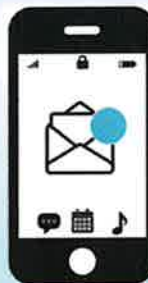


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FY 21 Successes (continued)

- Website migration to Drupal platform and content management feature
- Communications Guide
- Mesa Water Notify platform



Introducing **Mesa Water Notify**, a notification service that provides customers with information about:

- Water Service Interruptions
- Mesa Water News and Events
- Rebates and Water Wise Workshops

Customers will automatically receive notifications via text, email, or voice message, and can opt-out at any time.



Learn more at [MesaWater.org/Notify](https://www.mesawater.org/Notify). For questions, contact us at 949.631.1201 or [info@MesaWater.org](mailto:info@mesawater.org).

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FY 21 Success COVID-19 Messaging



Serving **clean, safe and reliable** tap water continues to be **Mesa Water District's** top priority. As always, Mesa Water remains committed to our mission—*Dedicated to Satisfying our Community's Water Needs.*



When you turn on your faucet, rest assured that your tap water is clean, safe and available 24/7. You can have confidence knowing:

- ◆ **Your tap water is high quality.** Mesa Water conducts over 30,000 water quality tests annually to ensure our water meets rigorous drinking water standards. Your tap water is safe. Mesa Water uses chlorine to disinfect the water to protect against bacteria and viruses.
- ◆ **Your tap water service is reliable.** Mesa Water is proud to provide 100% locally-reliable water supplies to our service area.



For questions, please call us at 949.631.1200. Learn more at MesaWater.org or follow us on social media @MesaWater. Thank you for the opportunity to provide you with excellent water service.

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Mesa Water Strategic Plan Goals

- Provide a safe, abundant, and reliable water supply.
- Practice perpetual infrastructure renewal and improvement.
- Be financially responsible and transparent.
- Attract and retain skilled employees.
- Provide outstanding customer service.
- Actively participate in regional and statewide water issues.

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Mesa Water Communications Objectives

- Increase public awareness of Mesa Water as measured by annual customer survey
 - Able to name Mesa Water District as the agency responsible for providing water services to their home (unaided awareness)
- Sustain high percentage of respondents who have heard of Mesa Water – 90%+ as measured by annual customer survey (aided and unaided)

2020	44.4%
2019	46.7%

2020	92.9%
2019	92.5%



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Mesa Water Communications Objectives

- Increase public awareness that 100% of Mesa Water is produced locally and why it matters
- Increase percentage of respondents who are satisfied with Mesa Water’s efforts to communicate with customers as measured by annual customer survey

2020	N/A
2019	25%

2020	74.6%
2019	69.5%



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Strategy

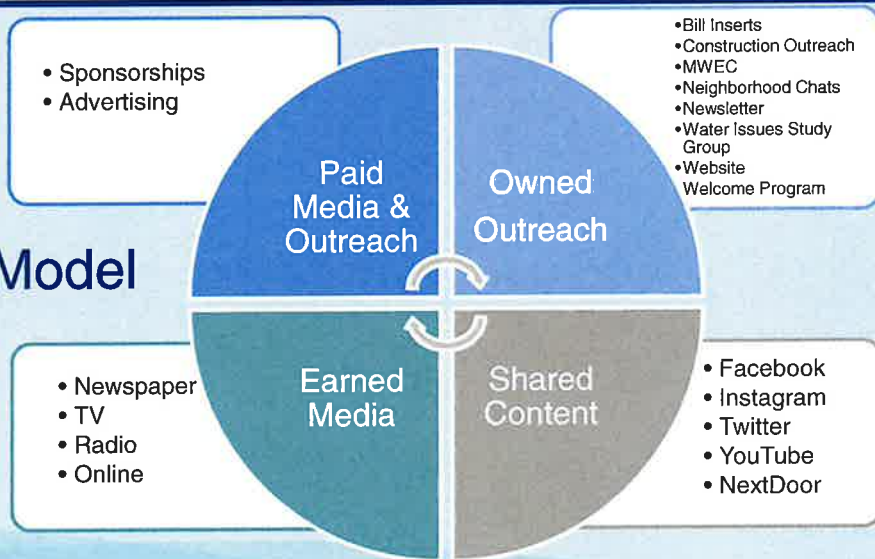


- Educate residents and businesses in the service area that their water provider – Mesa Water – delivers 100% safe, local and reliable water.

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PESO Model



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Internal Communications



- Monthly All-Hands Meetings
- Mesa Water Message Education Sessions
 - Field Teams
 - Customer Service

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Mesa Water Education Center Grand Opening

- VIP previews
- Employee previews/tours
- Ribbon-cutting events
- School district / 5th grade educator sneak peek
- Media Day (tours)
- Digital communications
- Newsletter article
- Advertising



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Questions?

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