
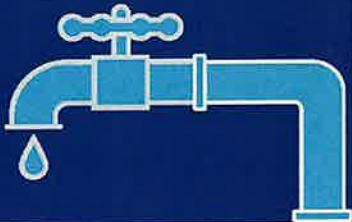




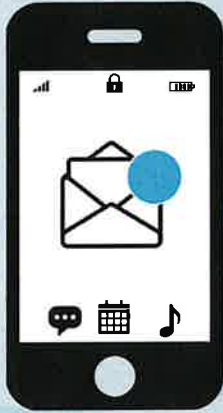
## Introducing Mesa Water Notify

 <b>Introducing!</b>	
<b>MESA WATER NOTIFY</b>	

2 | September 8, 2021



## How it Works



- Messages can be sent to customers via text, email and voice message
- Customers will be automatically registered with the option to opt out

3 | September 8, 2021



## How it Works - GIS Map



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## Dashboard

Campaign Email: WilsonConstruction\_090221

DELIVERED	BOUNCED	OPENED	CLICKS
5	0	2	0

Small Template: Mailing List

Preview:



**MesaWater**  
DISTRICT®

Important Notice From Mesa Water District.

Hello!  
Mesa Water proactively invests in its infrastructure to ensure a reliable water supply. We recently began construction on the Wilson Street Pipeline Replacement Project, to upgrade the underground pipeline on Wilson Street from the Newport Boulevard intersection to the Harbor Boulevard intersection in Costa Mesa. It will replace the existing 70-year-old pipeline. Construction will take

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## Mesa Water Notify Benefits

- **Communication** – Timely and effective communications; shows Mesa Water’s dedication to transparency
- **Customer Service** – Improves business practices and highlights commitment to top customer service.
- **Branding** – Provides brand awareness; showcases new technology and best practices



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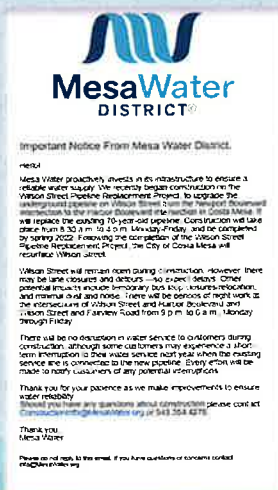
## Communications Plan Rollout

- **Communications include, but not limited to:**
  - Email announcement to Management and Staff
  - Press Release
  - Postcard
  - Bill Insert
  - Newsletter article/s
  - Social media
  - Work with key partners to disseminate information – City of Costa Mesa, Chamber, of Commerce, OCWD, KOCl, etc.

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## Mesa Water Notify Demonstration



### Please turn to your Phones

#### Notifications to include:

- Text
- Voice message
- Email

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