

# **Emergency Regulation Requirements**

- Implement all Level 2 Demand Reduction and Public Outreach Actions identified in Mesa Water's Water Shortage Contingency Plan.
- 2. Prohibit the irrigation of non-functional turf with potable water at commercial, industrial, and institutional sites.



## **Level 2 Demand Reduction Actions**

- 1. Limits on Watering Hours (no watering 8 a.m. to 5 p.m.)
- 2. Designated Watering Days (max 4 days/week)
- 3. Obligation to Fix Leaks, Breaks or Malfunctions (within 72hr)

3 | June 8, 2022

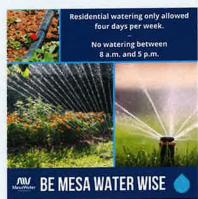


#### **Be Mesa Water Wise**

Level 2 Water Use Reduction Order Communications

#### Implement on June 9, 2022:

- Website: Be Mesa Water Wise section & add homepage alert
- Social media reach ads (English & Spanish)
- Customer Services Q&As
- News brief sent to local media





### **Be Mesa Water Wise**

Level 2 Water Use Reduction Order Communications

#### Implement on July 1, 2022

- News on Tap newsletter
  - Dedicate front page to the order and water use efficiency tips (July/Aug)



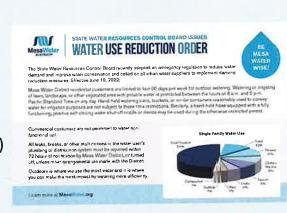
MesaWater

5 | June 8, 2022

### **Be Mesa Water Wise**

Future Stages, if needed

- Postcard
- Mesa Water Notify alert (email, text and voice)
- Bill insert
- Flyer
  - Events (e.g. Concerts in the Park)
  - Welcome bags
- KOCI Radio
- Lobby sign and flyers
- Water Ambassadors





# Recommendation

Direct staff to implement water conservation measures required by the State Water Resources Control Board's Resolution No. 2022-0018.

