



Spring & Fall Sessions

- **Spring 2022 – One Day Program**
Date: Saturday, April 23, 2022
Time: 9 a.m. – 3 p.m.
- **Fall 2022 – Four Weekday Evenings**
Date: Thursday Evenings, dates TBD
Time: 5:30 p.m. – 7 p.m.



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The slide contains a horizontal line at the top. Below it is the section title 'Spring & Fall Sessions'. There are two bullet points, each with a bold title, a date, and a time. The date and time are underlined. To the right of the text is a photograph of a meeting room with several long tables covered in white cloths, and many people seated around them. The Mesa Water District logo is in the bottom right corner. In the bottom left corner, there is a page number '2' followed by the date 'January 25, 2022'.

Proposed Topics

- Mesa Water District's Perpetual Agency Philosophy, MWRF, Capital Improvements
- OCWD's Groundwater Replenishment System
- Desalination
- California's Statewide Water System



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Proposed Outreach Tactics

- **Direct Mail / Print Marketing**
Bill Inserts, Non-Bill Mailers, Posters for Senior Centers, Colleges and Community Centers
- **Digital Marketing**
Website Splash Page, Social Media, Email Marketing to well wishers and interest lists, Mesa Water Notify to all customers
- **Public Relations**
Media Releases
- **Community Partner Outreach**
Outreach to local and industry-related community partners (i.e., Costa Mesa Chamber of Commerce, Vanguard, OCC, Estancia)

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