



10<sup>th</sup> Anniversary of 100% Local Water

Public Awareness Campaign

February 22, 2022



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## 10<sup>th</sup> Anniversary Milestone



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# Outreach Activities

- Direct Mail 8x11 Postcard
- Press Release (proactive pitch to local media)
- Newsletter article
- Social media (year-long)

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# Postcard

**CELEBRATING 10th ANNIVERSARY OF PROVIDING OUR CUSTOMERS 100% LOCAL WATER**

Local Water	Imported Water	Cost Savings
\$808 per acre-foot	\$1,143 per acre-foot	\$540 per acre-foot

**Cost Savings per year: \$8,256,000**

**HOW 100% LOCAL WATER BENEFITS MESA WATER CUSTOMERS**

- Local water is the most reliable water source because it is not subject to the same risks as imported water.
- Local water is the most cost-effective water source because it is not subject to the same risks as imported water.
- Local water is the most sustainable water source because it is not subject to the same risks as imported water.

**MESA WATER'S LOCAL WATER SUPPLY**

Mesa Water District's 100% local water supply is produced at the Mesa Water District's local water treatment plant. The plant is located in the Mesa Water District's local water treatment plant. The plant is located in the Mesa Water District's local water treatment plant.

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# Newsletter



## NEWS ON TAP

**Mesa Water Celebrates 10<sup>th</sup> Anniversary of Providing Customers 100% Local Water**

For more than 80 years, Mesa Water District (Mesa Water) has had the privilege of delivering high-quality water to our customers. This year, Mesa Water is celebrating its 10<sup>th</sup> anniversary of providing 100% local, reliable, clean, safe water – the only water district in Orange County to fulfill water demand entirely from local groundwater supplies.

In Mesa Water's early history, we relied exclusively on imported water from Southern California and the Colorado River Basin. Today, Mesa Water only uses groundwater that is sourced from the Orange County groundwater basin – a Mesa Water's local wells. The basin is replenished by 17 miles from the Oak-Walton Recharge System managed by the Orange County Water District.

Mesa Water's Reliability Factor Contributes to 100% Local Supply

Mesa Water's Board of Directors, known for forward thinking planning and innovation, has taken several steps to ensure local water availability to address our District's 100% local water reliability factor (MWR-F).

Now water that meets all water quality standards is pulled from deep basins 100% by the MWR-F's deep wells. This water has an average 100-year-old natural mineral content, which gives it the Orange County mineral water taste 100% of the time. This time, however, it's the surface of the earth and ground that water is the deep aquifer being recharged from surface water storage. Our water targets 100% local water and the clean water is added to our water supply.

How 100% Local Water Benefits Mesa Water Customers

- Local water costs less than imported water because there are fewer transportation costs for imported water and it has a lower carbon footprint.
- Reduced pipeline gas emissions in Mesa Water's carbon footprint is the local water that is used when the District's water is used in a pipeline.
- Local water is reliable and less subject to customer due to recurring drought.

**Local Water = Customer Savings**

- Local Water – \$603 per acre foot
- Imported Water – \$1,183 per acre foot
- Annual Bill – 200,000 gallons
- Cost Savings per year – \$1,200,000 in \$140 per acre foot

The lower cost of local water helps protect customers' investments, reliability, and overall health. [Request more information.](#)

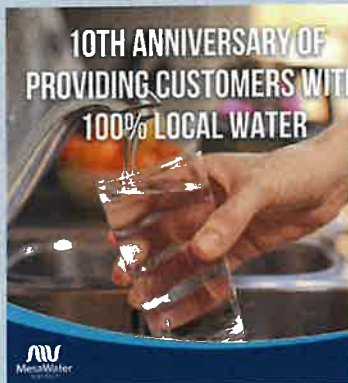
**Water Issues Study Group Returns in April**

Our Water Issues Study Group is returning! This is a great opportunity for our customers to voice their concerns and help us improve our water service. The Water Issues Study Group will be back in April 2022 from 8:30 AM to 2 PM at Mesa Water's headquarters. Learn why you should register here.

Pre-registration is required. Please register by April 15 to confirm your spot – at [info@mesawater.org](mailto:info@mesawater.org) or 949-831-1231. We hope to see you!



# Social Media



**POST COPY: Mesa Water is celebrating its 10th anniversary of providing our customers with 100% local water. Learn why this is important and how it benefits you.**



