



FY 22 Accomplishments: Mesa Water® Notify

- Launched **September 13, 2021**
- **69 Alerts** sent to date
- Estimated number of customers reached to date: **3,878**
- Key Learnings:
 - Few customers opt-out of water interruption alerts
 - Opt-outs spike when platform is used for news/community messages



FY 22 Accomplishments: Welcome Program

- Approximately **1,380** welcome bags delivered
- Improved phone call completion rate
- Implemented new tracking system to accurately quantify outbound Welcome calls made, Welcome postcards mailed and Welcome bags created/delivered



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FY 22 Accomplishments: Video Contest

- Received **7** Entries Total (Goal - 20 entries)
- Advertised via social media paid and organic, press release, bill insert, newsletter story, flyer deliveries, outreach to schools, posted on PeachJar



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FY 22 Accomplishments: WISG

- 15 highly-engaged residents (Goal – 25 attendees)
- Attendee survey results
 - All speakers rated highly
 - Overall “excellent” experience



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FY 22 Accomplishments: Construction Outreach

- Projects:
 - Wilson Street Pipeline Replacement Project
 - Wells/Pipeline Project
 - Brookview Condos
 - Valve Replacements
 - MWRP/Scada Control
- Construction outreach and engagement with minimal construction-related complaints
- Mesa Water Notify valuable tool



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FY 22 Accomplishments: Social Media Reach

- Exceeded reach and engagement goals before end of FY
- Follower goal is closing in
- Launched ads in Spanish



FY 22 Accomplishments: Direct Mail

- Raise awareness with customers about what Mesa Water does to benefit them

CELEBRATING 100 YEARS OF PROVIDING OUR CUSTOMERS 100% LOCAL WATER

2021-22 FISCAL YEAR IN REVIEW

- \$70 MILLION IN CAPITAL IMPROVEMENTS UNDERWAY TO ENSURE WATER RESILIENCY
- 30,000+ water quality tests performed
- ONE MILE of new pipeline completed
- ENERGY CONSERVATION: 3.1 million kWh saved
- 3,400 meters of new pipe installed
- AAA CREDIT RATING
- MOST EFFICIENT WATER AGENCY
- ZERO UNAPPORTIONED PORTIONS
- 70 water conservation permits issued
- 200+ students engaged in Mesa Water education outreach programs
- 16 new Mesa Water Ambassadors completed our Water Conservation Course

FY 22 Accomplishments: Proactive Media Relations

New Wells:

"Mesa Water District building 2 wells that will generate 11M gallons of drinking water daily" – **Daily Pilot, Nov. 9, 2021**

Rate Adjustments:

"Mesa Water poised to raise rates, add fee to property taxes to fund capital improvements" – **Daily Pilot, Jan. 8, 2022**

Streams of Hope Campaign:

"Costa Mesa resident hopes to make a splash with art display at John Wayne Airport" – **Daily Pilot, April 2, 2022**



FY 22 Accomplishments: Anniversary Program

- Thank you card and mug delivered to all residences who have been customers for **25 years or more.**
- Approximately **4,400** customers



Dear Valued Mesa Water Customer,

Thank you for the privilege of providing you with an abundance of local, reliable, clean, safe water for more than 25 years.

We look forward to serving you 100% local water for many more years to come.

Warmest regards,
Mesa Water Board of Directors and Staff



FY 22 Accomplishments: Streams of Hope

- In partnership with Wyland Foundation and Met
- On display from **Mid-April through June**
- Potential audience **1.5 million visitors** traveling through JWA
- Permanent home after June in Eddie Martin Administration Building



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FY 22 Accomplishments: Community Events

- Concerts in the Park
- Vanguard University Christmas Tree Lighting
- Water Education Festival (OCWD)
- Earth Day
- WISG
- ICRE
- Fish Fry



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FY 22 Accomplishments: Education Assemblies



- In partnership with MWDOC and Orange County Department of Education’s Inside the Outdoors
- Completed two assemblies reaching 111 students total (Goal – 12 assemblies)
- Schools still hesitant to have visitors on site

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FY 22 Accomplishments: Employee Engagement

- Launched The Water Cooler – internal employee newsletter in April
- Project Hope Alliance toy drive for holiday season



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FY 22 Accomplishments: Professional Development



Trainings

- Strengths Finder
- Managing Up
- Crisis Communications
- Franklin Covey Time Management (Celeste)
- Videos That Stop the Scroll
- Key Messages in Action (Celeste)
- Think Like a Friend, Fan or Follower
- TikTok for Public Agencies
- Presentation Training
- PRSA Digital Communications Certification – in progress (Kaitlyn)

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Thank you!

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