



Presentation and Discussion Item 8

PUBLIC AFFAIRS FISCAL YEAR 2023 ACCOMPLISHMENTS

June 28, 2023



Hosted Events

- REALTORS Luncheon
- Water Issues Study Group
- Yo Amo Mesa Water
- Institute for Conservation & Research Education Student Poster Symposium



New Event: Realtors Luncheon



- 17 REALTORS and Apartment Owners in attendance
- Highly engaged Ask Us Anything session with Board members



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Water Issues Study Group

- More than 30 highly-engaged residents attended
- Attendee survey results
 - Overall “excellent” experience



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Community Events

- Concerts in the Park
- Children's Water Education Festival (OCWD)
- Earth Day Festival at City Hall
- Lion's Club Fish Fry



Construction Outreach

Projects

- Wells and Pipeline Project
- Plastic Service Lines Replacement Project
- Mainline Valve Replacement Project
- SCADA Control Room and Wet Lab Upgrade & Mesa Water Education Center

Feedback

- Minimal construction-related complaints
- Received high praise from residents and HOA affected by Plastic Service Lines Replacement Project



Mesa Water Notify

- 118 sent
- Estimated number of customers reached: **more than 3,000**
- Continues to be a highly successful tool to communicate with customers about water interruptions in real-time



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Welcome Program



- Approximately **1,097** welcome bags delivered to new customers



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Direct Mail

MesaWater DISTRICT

2022-23 FISCAL YEAR IN REVIEW

\$70 MILLION IN CAPITAL IMPROVEMENTS & ONGOING MAINTENANCE TO ENSURE WATER RELIABILITY

- NEW 4,500 FT** pipeline connecting new wells to Mesa Water distribution system
- 81** mainline valves replaced
- 110** Mesa Water Notify alerts sent to keep customers informed of planned and unplanned water interruptions
- 1 NEW WELL** pumping 4,000 gallons per minute and another new well coming online this summer
- COMPLETED:** Supervisory Control and Data Acquisition Control Room and Wet Lab Upgrade at the Mesa Water Reliability Facility

5 BILLION GALLONS OF HIGH LOCAL GROUNDWATER DELIVERED TO CUSTOMERS

- 110,000** residents served
- 1,516** new customers
- 30,000+** water quality tests performed
- 3,400** hydrants maintained
- 70** hydrant valve replacements completed to support fire protection

60,000+ gallons of local water dispensed at the contiguation to customers from Mesa Water's winding machine, located at 1955 Pajarito Avenue, Coala Mesa.

Follow us on Facebook and Instagram @MesaWater

ASK US ANYTHING!

MesaWater DISTRICT

1565 Pajarito Avenue
Coala Mesa, CA 95027

[mesawater.org/ask](https://www.mesawater.org/ask)

Submit your question and one of our Board members will record a video response that will be shared on Mesa Water's website, Facebook and Instagram. Questions will be anonymous and responses will be returned if requested.

ASK US ANYTHING
DO YOU HAVE A QUESTION ABOUT MESA WATER? WE WANT TO HEAR FROM YOU!

There are three ways you can submit your question:

- Visit our website at [MesaWater.org/ask](https://www.mesawater.org/ask)
- Email info@mesawater.org
- Complete and return this postage-paid Business Reply Card. Simply fill out, tear-off, and drop this postcard in the mail.

We look forward to hearing from you!

Name, as it appears on your Mesa Water bill (optional): _____
 Mailing Address (optional): _____
 Email Address (optional): _____
 Question: _____

This card is a promotional only to be used by Mesa Water in communication with you. It is not a contract and will not be shared with others. For questions about Mesa Water, please call us at 951.684.6600.

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



Fact Sheet

FACT SHEET

MesaWater DISTRICT

Mesa Water District (Mesa Water) is an independent special district of San Diego County, California, that provides water and wastewater services to approximately 110,000 customers in 15 unincorporated communities in San Diego County, including Coala Mesa, Escondido, Poway, Vista, and Vista del Mar.

Mesa Water has an abundant supply of water, which is a result of our geologically diverse groundwater in our field from San Diego County's natural underground aquifers. In 2017, Mesa Water installed a new well in the Escondido Basin to provide 40% of the water delivered to our customers. The new well is part of the Escondido Basin Water Treatment Plant (EBWTP), which is the largest water treatment plant in the world. The EBWTP will provide 40% of the water delivered to our customers. The EBWTP will provide 40% of the water delivered to our customers.

Financially Strong, Award-Winning Agency

Our financial strength and award-winning performance are recognized by the Mesa Water Board of Directors. Mesa Water is a financially strong Mesa Water community that has a high credit rating, the highest available by an independent credit rating agency. Mesa Water is a financially strong Mesa Water community that has a high credit rating, the highest available by an independent credit rating agency.

Fast Facts

- Founded in 1960
- AAA Credit Rating
- \$70 MILLION in Capital Improvements and Ongoing Water Reliability
- 5 BILLION Gallons of Local Groundwater Delivered Annually
- 110,000 Residents Served
- 30,000 Water Quality Tests Performed Annually
- 9 WELLS Providing Clean, Safe Water
- 3,400 Hydrants Maintained

Board of Directors

Mesa Water is governed by a publicly elected, five-member Board of Directors who set policy and provide oversight of district operations. Directors are elected by voters, serve a three-year term, and represent the district or internal constituencies and external agencies to ensure that customers' needs are met.

	FRED R. BOCKMILLER, PE District Director 1 Fred R. Bockmiller, PE, is a former Mesa Water employee who joined the Mesa Water Board of Directors in 2017 and was re-elected in 2020.		JAMES ATKINSON District Director 4 James Atkinson is a 20-year resident of Coala Mesa who joined the Mesa Water Board of Directors in 2019 and was re-elected in 2020.
	JAMES H. FUSLER District Director 2 James H. Fusler is a 19-year resident of Coala Mesa who joined the Mesa Water Board of Directors in 2019 and was re-elected in 2020.		SHAWN DEWLAKE President, District 3 Shawn Dewlake is a 20-year resident of Coala Mesa who joined the Mesa Water Board of Directors in 2019 and was re-elected in 2020.
	MARICE H. DEPASQUALE Vice President, District 5 Marice H. DePasquale is a 20-year resident of Coala Mesa who joined the Mesa Water Board of Directors in 2019 and was re-elected in 2020.	Learn more about your water at MesaWater.org	

Investing in Infrastructure to Ensure Water Reliability for Generations to Come

Mesa Water's Board has a proposal agency philosophy and is committed to the collection, investment in, and proactive maintenance of its infrastructure. These investments have resulted in the district having one of the lowest water loss percentages of any agency in California.

As part of our capital investment projects, Mesa Water has contracted for new wells and a pipeline to increase local water production capacity, installed numerous innovative water valves throughout the service area, and is currently working on the expansion of its reservoirs to ensure water reliability.

Water is a valuable and finite resource. Mesa Water supports the development of cost-effective and environmentally sensitive regional sources of water, including recycled, groundwater clean up through reuse and distribution.

Mesa Water is an efficient and locally responsible agency, and is committed to providing high-quality, affordable tap water today and for generations to come.



Education Assemblies: MWDOC & OCDE Inside the Outdoors



- Supported six assemblies reaching 350 fifth grade students

100% Local Banner



Professional Development



- California State University, Fullerton (CSUF) Leadership Class for Public Agencies (Celeste)
- California Public Information Officials (CAPIO) Conference (Kaitlyn)
- Public Relations Society of America (PRSA) Digital Communications Certificate (Kaitlyn)
- Online Webinars (Team): PR Writing Hacks by PRSA, Developing and Implementing Effective Communications by CAPIO, Making the Most Out of Your Social Data by Sprout Social, How Great Leaders Inspire Action by Ted Talk, & Best Practices for Headline Writing by PRSA

Thank you!