

KEY MESSAGE: MESA WATER IS FISCALLY RESPONSIBLE AND FINANCIALLY STRONG

April 10, 2024



Mesa Water Key Messages



- We are all Mesa Water ambassadors
- Tools for consistency when communicating with the public

3-Step Approach to Delivering Key Messages

- 1) Start your answer with a key message
- 2) Answer the question, clearly and briefly using proof points
- 3) End with the key message

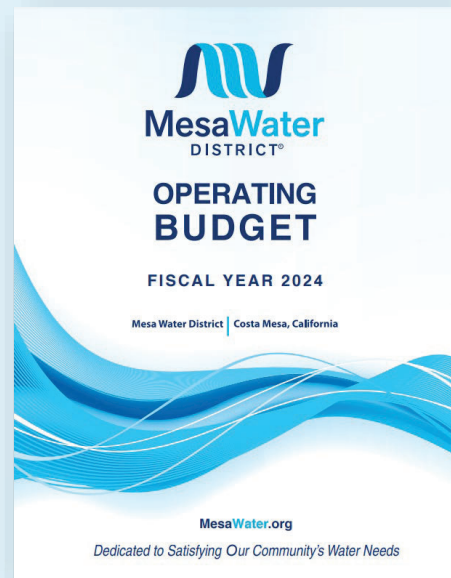
Key Message

- Mesa Water is fiscally responsible and financially strong.



Key Message Proof Points

- Mesa Water is one of Orange County's most efficient water agencies based on expenditures per capita (\$320 per person).
 - *This is the cost of all of the expenses it takes to deliver our water. The highest expenditures per capita among water agencies in Orange County is \$790 per person.*

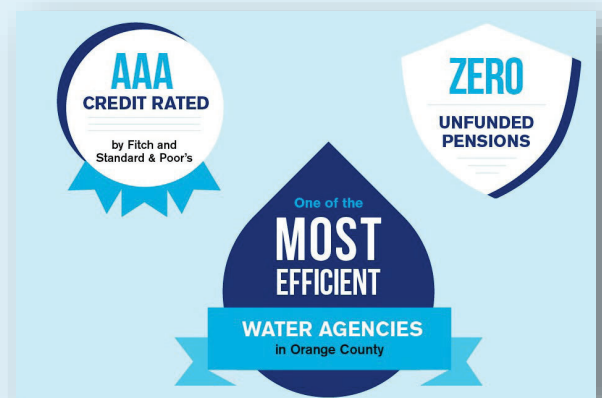


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Key Message Proof Points (Continued)

- Mesa Water is AAA rated – the highest credit rating achievable by an organization – due to prudent financial management practices. This allows us to borrow money for capital improvement projects at lower interest rates.
- Mesa Water has no unfunded pension liability and receives no property taxes.



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THANK YOU!

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