

DETAIL THE DISTRICT PLAN

June 12, 2024



Strategic Plan Goals

Strategic Goal #4: Increase favorable opinion of Mesa Water.

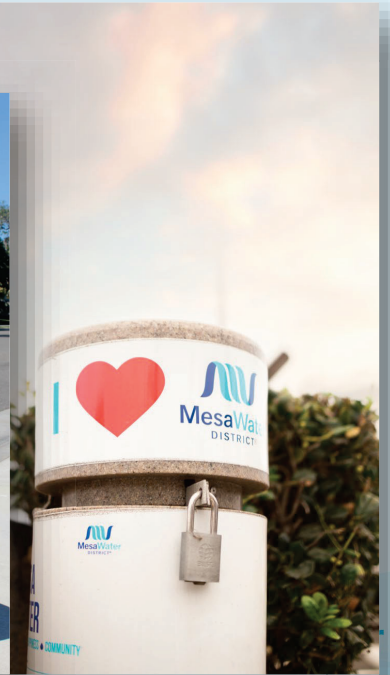
- Objective A: Enhance Mesa Water's visibility and positive recognition.

Action Items:

- Develop a 'Detail the District' list, options and plan by 2024. (Completed)
- Implement Phase I of the 'Detail the District' plan" by June 2025.

Existing Branded Assets

- Property Frontage Signage
- Fire Hydrants
- Sample Stations



3

Sample Station Covers

- 66 Total – 44 completed (22 to be accomplished)



4

Import Station Pedestals

- 5 Total



5

Cathodic Protection Stations

- 12 Total



6

Air Vac Covers

- 317 Total



Timeline

- Phase I (FY 2025): \$25,000 budgeted
 - 28 Sample Stations
 - 5 Import Station Pedestals
 - 12 Cathodic Protection Stations
 - 17 Air Vac Covers
 - 30-60 Fire Hydrants
- Phases II & III (FY 2026 & FY 2027): \$50,000 budgeted
 - 300 Air Vac Covers
 - 30-60 Fire Hydrants/Yearly

Project Total Amount Not to Exceed: \$75,000

Next Steps

- Design wraps or cut vinyl branding
- Schedule installation



Questions?