



Presentation and Discussion Item 10

# PUBLIC AFFAIRS FISCAL YEAR 2024 ACCOMPLISHMENTS

July 24, 2024



## Hosted Programs

- Mesa Water Video Contest
- Institute of Conservation for Research Education Poster Symposium



# Water Issues Study Group



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

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# Community Events

- Concerts in the Park
- Segerstrom Center for the Arts Beckman Arts & Science Festival
- Children’s Water Education Festival (OCWD)
- Earth Day Festival at City Hall
- Lion’s Club Fish Fry



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# Mesa Water Notify

- **46** sent
- Estimated number of customers reached for maintenance: **more than 1,500**
- **Message sent to all customers during Tropical Storm Hilary reassuring them Mesa Water was prepared (10,000+ customers reached)**
- Continues to be a highly successful and award-winning tool to communicate with customers about water interruptions in real-time

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# Social Media

Metric	FY23 Actuals	FY24 Goals	FY24 to Date
FB Followers* (Costa Mesa Only)	1,645	3,500	4,312
IG Followers (Costa Mesa Only)	196	250	232
FB Engagements / month	2,890	5,125	999
IG Engagements / month	175	344	944
FB Reach / month	39,905	52,500	121,729
FB Impressions / month	162,608	250,000	533,021

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# Earned Media

## New Wells:

- OC Register Status Update
- Newport Chamber
- CSDA
- CalDesal

## Local SIP:

- KCAL
- KCRW
- Stu News Newport
- The Orange County Register
- Coastal Current
- HB Wave insert



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# Welcome Program



- Approximately **1,647** welcome bags delivered to new customers

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# Direct Mail

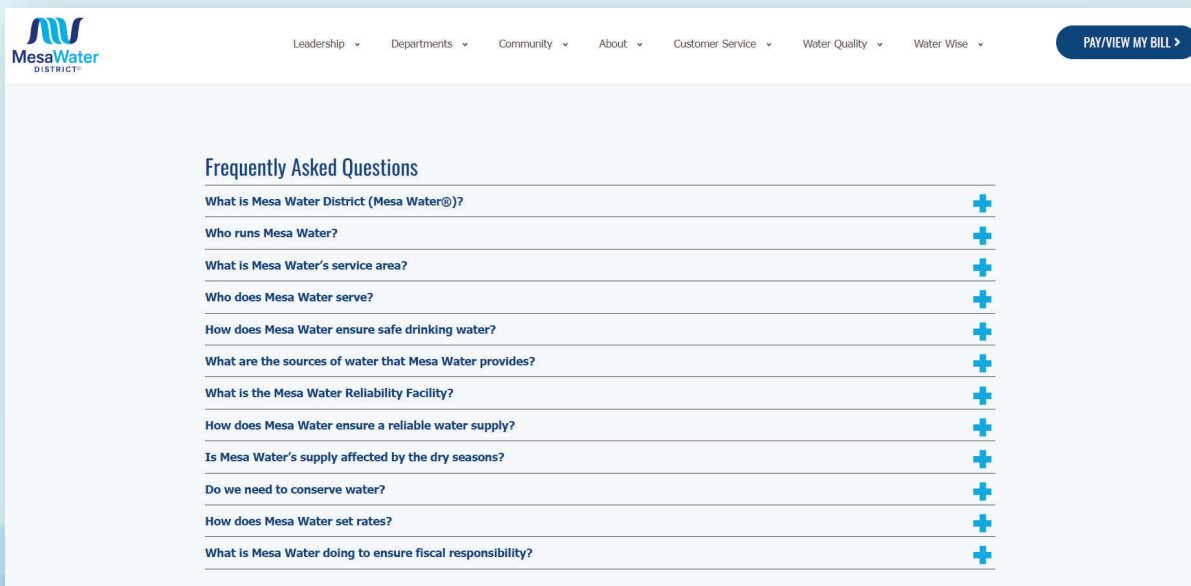
- Direct Mail used an opportunity to educate about our various programs and accomplishments



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# Website Updated with FAQs



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# Mesa Water Education Center

- Completed exhibits
- Completed curriculum workbook
- Developed pre-activity, post-activity and hands on STEM activity
- 23 NMUSD teachers on tour interest list
- Two tours this week



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# Mesa Water - Mobile



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# OC Fair Water Dispensers

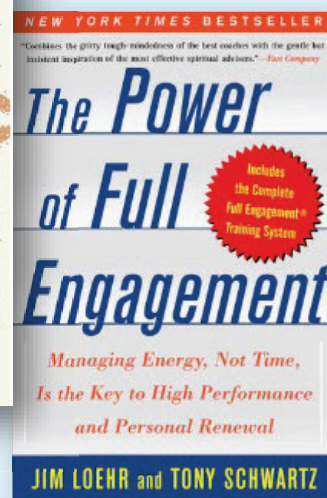
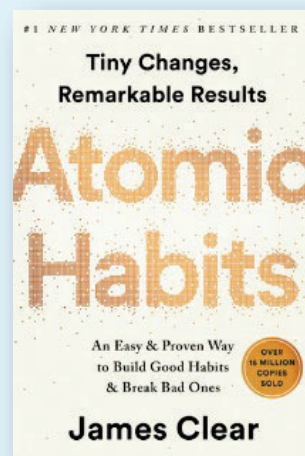


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# Professional Development

- Attended California Public Information Officials (CAPIO) Conference (Kaitlyn)
- Water Use Efficiency I Course (Fritz)
- Book Club: *Atomic Habits* and *The Power of Full Engagement* (Team)



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# Thank you!

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