

# PUBLIC AFFAIRS FISCAL YEAR 2025 PLAN

October 9, 2024



## Objectives

### Increase favorable opinion of Mesa Water

- Increase public awareness that 100% of Mesa Water is produced locally and why it matters – **44%**
- Sustain high percentage of respondents who have heard of Mesa Water – as measured by annual customer survey (aided and unaided) – **96%**
- Increase percentage of respondents who are satisfied with Mesa Water's efforts to communicate with customers as measured by annual customer survey – **82%**
- Increase favorable opinion of Mesa Water – **80%**

# Strategic Plan: Water Awareness

## Objective A: Enhance Mesa Water’s visibility and positive recognition.

- Implement Phase I of the “Detail the District” plan by June 2025
- Reach new audiences by hosting Yo Amo Mesa Water and an industry (e.g., building owners, health and medical professionals) briefing/event

## Objective B: Increase awareness of Mesa Water and water among key audiences.

- Launch a school field trip program and community tours by September 2024
- Host 50 field trips and tours at the Mesa Water Education Center by June 2025

## Objective C: Increase customer knowledge about water-use efficiency and water-wise resources

- Create Mesa Water-owned rebate programs by June 2025
- Reinstitute home water audits by June 2025



# Strategy

- Educate customers that their water provider – Mesa Water – delivers 100% local, reliable, clean, safe water.



# Mesa Water Education Center Grand Opening

The Mesa Water Education Center (MWECC) grand opening requires its own public relations plan and schedule of events, including:

- Media Day
- VIP ribbon-cutting event
- Neighbors Sneak Peek/Community open house
- Neighborhood Chats
- Various communications:
  - Digital communications
  - Newsletter article
  - Advertising
  - Direct Mail



## MWECC Grand Opening Timeline

Event	Estimated Date
Media Day	March 2025
VIP Ribbon-Cutting	March 2025
Neighbors Sneak Peek/Community Open House	Spring 2025
Neighborhood Chats	Spring/Summer 2025



# MWEC Media Day

**Several days prior to VIP event:  
March 2025 (10 a.m. – Noon)**

- Local media
- Broadcast, including Spanish-speaking channels
- Board President and General Manager will lead tour for the media



7

# MWEC VIP Ribbon Cutting

**Friday in March 2025  
(11 a.m. – 1:30 p.m.)**

- Networking and light lunch
- Formal program
- On-site parking for VIPs and others with mobility issues
- Off-site parking with shuttle
- Ribbon-cutting
- Self-guided tours with experts stationed throughout the education center
- Multiple photographers/videographers
- Redwood charcuterie board giveaway



8



# MWEC Community Open House

**Spring 2025:**  
**Saturday (10 a.m. – 4 p.m.)**  
**Neighbors Sneak Peek (Saturday a.m.)**

- Family-friendly, open to the public and staff
- Self-guided tours with experts stationed throughout the education center
- Online reservation system on our website for the public
- Branded giveaway



# MWEC Fieldtrip Program

- Docent training underway
- NMUSD and Private Schools 5<sup>th</sup> Grade Field Trip Program – Beginning Fall 2024
- Homeschool groups start Fall 2024



# MWEC VIP and Community Tour Program

- Tours underway
- Contact Andie to schedule a VIP tour
- Contact Fritz to schedule a community tour



# Water Use Efficiency Program

- **Rebates**
  - Customer postcard (mailed September 2024)
  - New customer postcard (ongoing)
  - Bill message (running in September/October 2024 bills)
  - Bill insert (in November/ December 2024 bills)
- **Water-Wise House Calls**
  - Home water audits resume June 2025
- **Water-Wise Gardening Workshops**
  - Co-hosted by local landscape architects

**Be Mesa Water Wise – Check Out Our Rebates**

Mesa Water District (Mesa Water®) offers a number of residential rebates to help customers be more efficient with water use – and save money on your water bill. Learn more at [www.MesaWater.org/BeMesaWaterWise](http://www.MesaWater.org/BeMesaWaterWise).

<p><b>High-Efficiency Clothes Washers</b> Start at \$95</p>	<p><b>Premium High-Efficiency Toilets</b> Start at \$140</p>	<p><b>Flow Monitor/Leak Detection Devices</b> Start at \$100</p>	<p><b>Swimming Pool Covers</b> \$50</p>	<p><b>Drip Irrigation</b> Starts at \$1 per square foot</p>
<p><b>Smart Sprinkler Timers</b> Start at \$180 for properties less than one acre or \$50 per station for properties greater than one acre</p>	<p><b>Rotating Sprinkler Nozzles</b> \$2/nozzle, minimum 15 nozzles</p>	<p><b>Weather-Based Irrigation Controllers</b> Start at \$300/station for less than 1 acre; \$55/station for more than 1 acre</p>		
<p><b>Rain Barrels</b> \$35</p>	<p><b>Soil Moisture Sensor System</b> Up to \$80/device for less than 1 acre or \$35/station for more than 1 acre</p>	<p><b>Cisterna</b> \$250-\$500 Depending on Size</p>		



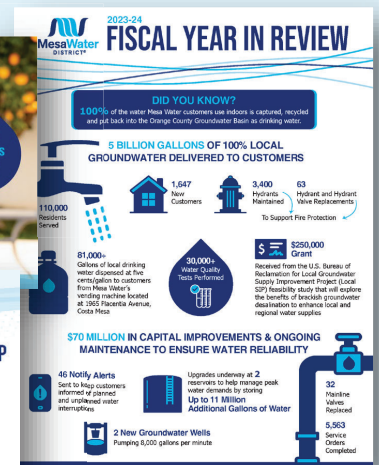
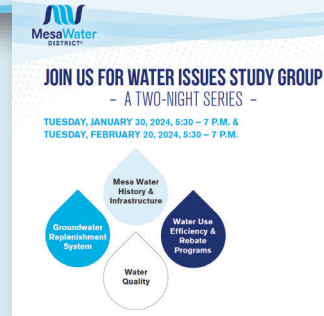
# Welcome & 25<sup>th</sup> Anniversary Program



- Deliver approximately 1,650 welcome postcards and bags to new customers by June 2025 and 250 25<sup>th</sup> anniversary mugs by November 2024

# Customer Communications

- Mesa Water Notify
- News on Tap
- Bill inserts
- Direct-mail campaigns
  - Year-in-Review infographic (July 2024)
  - Rebates (September 2024)
  - WISG (Winter)
  - Water-Wise Garden Workshops
  - Water Quality Report (June 2025)
  - Neighbors Sneak Peek/Community Open House at the MWEC
- KOCL radio ads





## Community Events

- Concerts in the Park
- Children's Water Education Festival (OCWD)
- Earth Day Festival at City Hall
- Lions Club Fish Fry
- Beckman Arts and Science Festival at Segerstrom Center for the Arts
- Power of One Trunk or Treat
- Hispanic Heritage Month at Lions Park



## Hosted Events

- **Vending Machine Pop-ups** – Quarterly
- **Water Issues Study Group** – Winter 2025
  - 30 attendees per session, weeknights at MWEC
- **Institute of Conservation Research and Education (ICRE) Student Poster Symposium** - Spring 2025
  - 100 attendees students, parents, teachers, and elected officials
- **Industry Lunch (Building Owners)**
  - 25 attendees
- **Yo Amo Mesa Water** – Saturday, May 3, 2025
  - 250 attendees
- **Neighborhood Chats at the MWEC** – Spring/Summer 2025



# High School & College Outreach

- Mesa Water Video Contest – Goal of 30 high-quality videos



17

# Digital Outreach - Social Media

- **6-Month Social Media Pilot Campaigns**
  - Instagram - Power of 7 (currently in progress)
  - YouTube Brand and Local Water Awareness (English/Spanish) – Results as of September 2024
    - 159K total views
      - English views: 127K
      - Spanish views: 32K
- **Rebid Consultant RFP**
  - Winter 2025



18

# Internal Communications

- *The Water Cooler*, internal newsletter
- Key Messages at Quarterly All-Hands Meetings



# Media Relations

- Pitch and place six feature news stories
  - Three clips earned to date (Local SIP)
- Establish relationships with media outlets and reporters





---

## Branded Water Bottle Refilling Station Grant Program

- Sponsorship and branding of water bottle refilling stations at high-traffic locations in our service area



---

# Thank you!

