

REBATE PROGRAMS UPDATE

January 22, 2025

Strategic Plan Goal

- Strategic Goal #4 – Water Awareness
 - Objective C: Increase customer knowledge about water-use efficiency and water-wise resources
 - Create Mesa Water-owned rebate programs by June 2025

Postcard Sent to 21,121 Residential Customers in Late September 2024

Save money with water use efficiency rebates!

Clothes washers, toilets, rotating sprinkler nozzles, smart sprinkler timers, rain barrels, cisterns, soil moisture sensor systems and weather-based irrigation controllers are just some of the rebates you can find on our website. Mesa Water also offers a swimming pool cover rebate to help reduce water loss from evaporation.

For information on rebates, visit www.MesaWater.org/BeMesaWaterWise.

If you have questions, call or email Hester "Fritz" Petropoulos, Water Use Efficiency and Education Coordinator, at 949.207.5413 or HesterP@MesaWater.org.

MesaWater.org
   @MesaWater



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.



 <p>High-Efficiency Clothes Washers Start at \$85</p>	 <p>Premium High-Efficiency Toilets Start at \$40</p>	 <p>Flow Monitor/Leak Detection Devices Start at \$100</p>	 <p>Swimming Pool Covers \$50</p>	 <p>Drip Irrigation Starts at \$1 per square foot</p>
 <p>Smart Sprinkler Timers Start at \$180 for properties less than one acre -or- \$50 per station for properties greater than one acre</p>	 <p>Rotating Sprinkler Nozzles \$2/nozzle, minimum 15 nozzles</p>	 <p>Weather-Based Irrigation Controllers Start at \$80/controller for less than 1 acre; \$35/station for more than 1 acre</p>	 <p>Be sure to review program requirements before making any purchases.</p>	
 <p>Rain Barrels \$35</p>	 <p>Soil Moisture Sensor System Up to \$80/device for less than 1 acre or \$35/station for more than 1 acre</p>	 <p>Cisterns \$250-350 Depending on Size</p>		



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Bill Insert Included in November/December Bill

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Learn more at www.MesaWater.org/BeMesaWaterWise.

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Bill Message Running September 2024 – February 2025



MesaWater
DISTRICT
1965 Placentia Avenue
Costa Mesa, CA 92627-3420

REGULAR BILL

Account Number: [REDACTED]
 Date Billed: 12/03/2024
 Due Date: 12/31/2024

Bill Questions: (949) 631-1200
 Pay by Phone: (877) 493-5093
 Pay Online: www.MesaWater.org

BILL MESSAGE:
 Mesa Water District offers a number of residential rebates to help customers be more efficient with water use – and save money on your water bill. Check out the flyer included in your invoice and learn more at www.MesaWater.org/BeMesaWaterWise.

MESA WATER DISTRICT
CUSTOMER SERVICE
1965 PLACENTIA AVE
COSTA MESA CA 92627-3420

Account Number	Service Address	Customer Number	Water Service For
[REDACTED]	[REDACTED]	[REDACTED]	62 days

Meter #	Current Read Date	Current Read	Previous Read Date	Previous Read	Units

Previous Balance - Please Pay Within 7 Days	\$	0.01
Voided - Bill		-0.01
Flat Rate		0.01
Total Due:	\$	0.01



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News on Tap Articles

Reduce Pool Water Loss and Save Money – Apply for a Mesa Water Pool Cover Rebate

Splash, splash! Summer is here and it is time to get swimming pools ready for fun. A pool cover can benefit Mesa Water customers with swimming pools in several ways:

- Protects your pool or spa from debris;
- Keeps the water warmer and helps save money on heating costs; and
- Prevents water loss from evaporation. Pools can lose anywhere from two millimeters to two inches of water per week or about 1/4 inch of water loss per day. This can add up to 10,000 to 15,000 gallons of water lost per year from evaporation.

To encourage the use of pool covers, Mesa Water is pleased to offer a pool cover rebate of \$50 when customers purchase a new pool or spa cover. See our website to learn more and apply for a pool cover rebate (www.MesaWater.org/customer-service/rates-and-fees/rebates).

If you have questions or need assistance with your application, call or email our Water Use Efficiency and Education Coordinator at 949.207.5413 or HesterP@MesaWater.org.

Keep your pool full of 100% local, reliable, clean and safe Mesa Water and we hope you have a refreshing summer!

July/August edition

Long-Time Mesa Water Customer Learns the Ease of Water-Wise Rebates



Forty-two-year Costa Mesa resident and Mesa Water District (Mesa Water®) customer, Janice Daniello recently learned how easy it is to apply for a water-wise rebate. Having lived in England earlier in life, Janice takes full advantage of the warm, and climate here in beautiful Costa Mesa. The temperate weather affords her an active outdoor lifestyle – between playing tennis and pickleball – it is no wonder she has a backyard hot tub to relax in after a day of serving, dinking and volleying on the courts.

Over the summer, Janice was reading her mail and spotted the July/August edition of *News on Tap*, which included an article highlighting pool cover rebates offered by Mesa Water. Janice had an aging cover on her hot tub and decided it was time for a replacement.

She visited MesaWater.org/BeMesaWaterWise and reviewed the application requirements for the cover. Next, she purchased a cover, installed it and filled out the application. She then mailed the application, along with a copy of the

receipt and a photo of the installed cover and a few weeks later, received a \$50 rebate check in the mail!

Since the new cover was installed, Janice has noticed it has helped keep the water warm and has reduced evaporation. She was pleased that the cover also helps keep out debris from the surrounding landscape.

When asked if Janice had any advice for other customers interested in rebates, she recommends looking at everything that is available, paying attention to any specific requirements and she of course recommends saving receipts. Janice is happy with her new hot tub cover and in the future, she plans to explore rebates for new appliances such as toilets and a washing machine when it comes time for new ones.

Mesa Water offers numerous residential rebates to help customers be more efficient with water use – and save money on your water bill. Clothes washers, toilets, rotating sprinkler nozzles, smart sprinkler timers, soil moisture sensor systems and weather-based irrigation controllers are just some of the rebates available to residential customers.

If you have rebate questions, call or email Hester "Fritz" Petropoulos, Water Use Efficiency and Education Coordinator, at 949.207.5413 or HesterP@MesaWater.org. Learn more at www.MesaWater.org/BeMesaWaterWise.

Maximize Efficiency and Growth: Get Your Drip Irrigation Installed Before Spring

As spring approaches, gardens awake, so now is the ideal time to start thinking about enhancing your irrigation system. Drip irrigation, a method that delivers water directly to the roots of plants, offers numerous benefits for gardeners.



Water Use Efficiency
Drip irrigation is designed to minimize water waste. By delivering water slowly and directly to the soil around plant roots, it reduces water loss from evaporation, wind and runoff—common issues with traditional sprinkler systems.

Healthier Plants with Targeted Hydration
Spring is when plants begin to grow and establish their root systems. Drip irrigation ensures consistent moisture at the root zone, encouraging deep root development and healthier plants.

Weed Control
Since drip irrigation targets only the plants you want to water, it deprives surrounding weeds of moisture, reducing their growth and keeping your garden healthier and more manageable.

Cost-Effective Investment
While there is an upfront cost to install a drip system, the long-term savings in water use and maintenance can make it a cost-effective choice. Installing before spring ensures you get the maximum benefit throughout the growing season. Additionally, Mesa Water offers rebates to offset the cost of installing drip irrigation.

Invest in Sustainability
Installing a drip irrigation system is more than a convenience—it's a smart, sustainable choice. By using water wisely and promoting healthy plants, you'll enjoy a more productive garden while reducing your environmental impact. Make plans now to set up your system and enjoy the rewards all year long.

For more information on drip irrigation rebates, visit our website MesaWater.org/BeMesaWaterWise/rebates

November/December edition

January/February edition

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Home Depot Outreach Event—November 2024

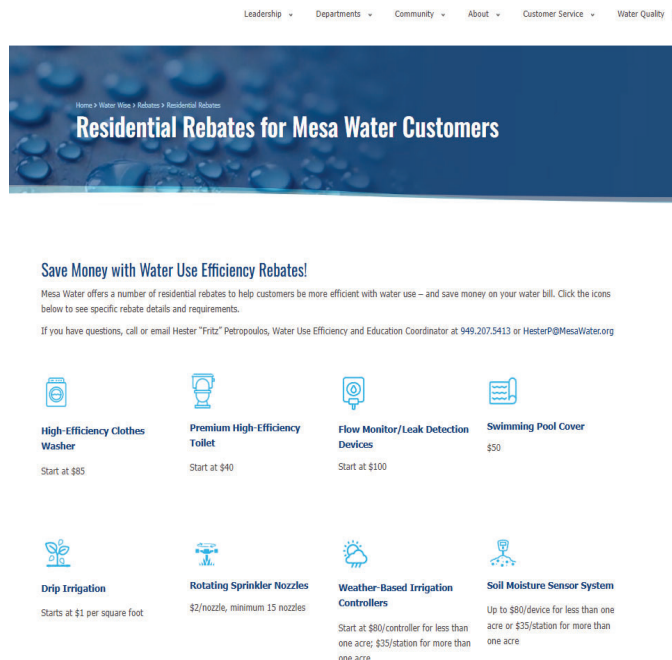


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Website Rebates Page Refresh

- Redesigned to be more user-friendly (fewer clicks and direct links)
- Consistent visuals across rebate outreach materials
- Since launch of rebates initiatives, an average of 100 visits per month



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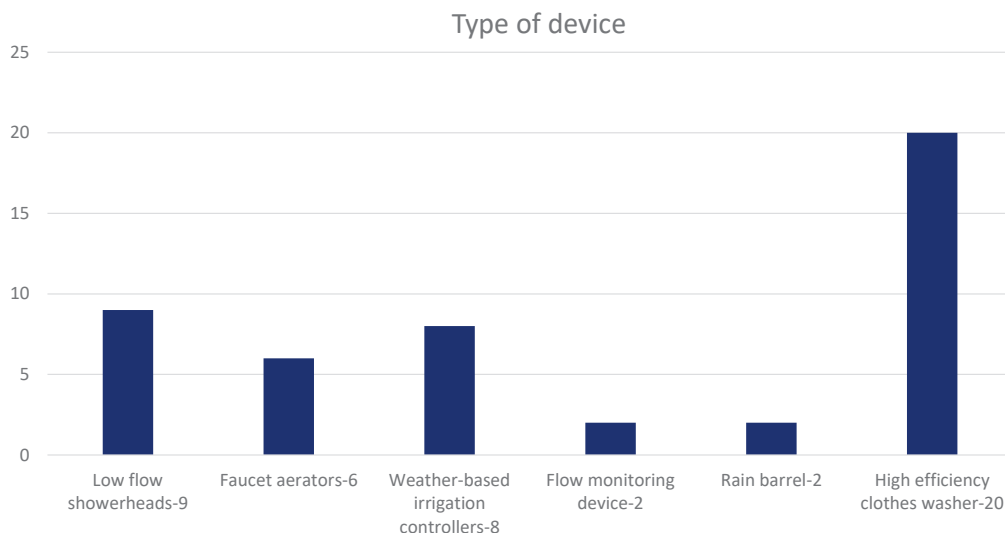
Customer Calls

- Calls are now directed to Water Use Efficiency and Education Coordinator
- Dedicated voicemail
- Tracking calls – 28 calls (late June – December)
- Topics of calls
 - Toilet rebates*
 - Turf removal rebates/artificial turf
 - Drip irrigation
 - Pool cover
 - Washing machine rebate in new ADU
 - Smart irrigation controllers
 - Rain barrel
 - General questions

*most common call topic



Residential Rebates Received by Customers for Fiscal Year 2025



Next Steps in Rebate Outreach

- Commercial rebate webpage refresh
- Rebate postcard will be mailed to new customers as part of the welcome program with a personalized Post-It note from their respective board member

Dear Mesa Water customer,



Welcome to the neighborhood!

Mesa Water is pleased to provide you with 100% local, reliable, clean, safe water.

We're also proud to offer you rebates to help you use water more efficiently and save money on your water bill. See the attached postcard for more information.

*Sincerely,
Marice H. DePasquale
President, Division III*

