

PUBLIC AFFAIRS FY25 ACCOMPLISHMENTS

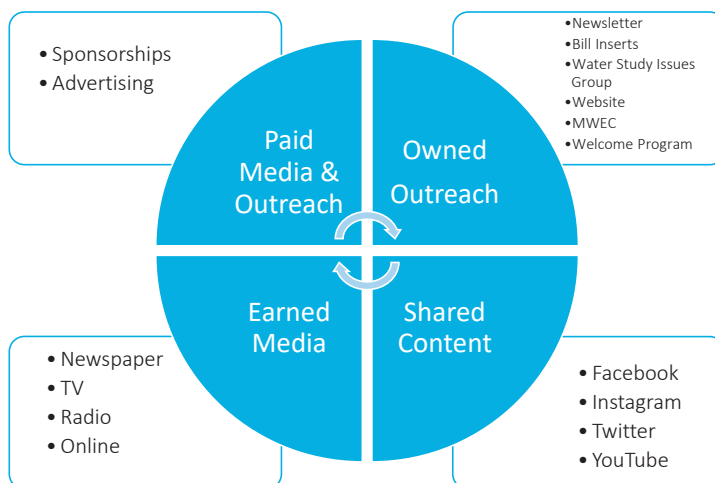
July 23, 2025

Strategic Plan Goal #4

Increase favorable opinion of Mesa Water.

Strategy: PESO Model

- Paid Media
- Earned Media
- Shared Content
- Owned Outreach



Community Events



- Concerts in the Park
- Hispanic Heritage Month Celebration
- Halloween Trunk or Treat
- Segerstrom Center for the Arts
Beckman Arts & Science Festival
- Children's Water Education Festival (OCWD)
- Earth Day Festival at City Hall
- Lions Club Fish Fry
- **NEW!** STEM Nights (2)

3 | July 23, 2025



Hosted Programs

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



4 | July 23, 2025



Water Issues Study Group

- 33 highly-engaged residents attended
- Attendee survey with high marks

"You nailed it! Thanks for the class!"

"Q+A was great. Informative – I learned a lot – so glad I came. Thank you!"

"I've always been picky about water and suspicious of all agencies and tonight I gained so much trust. Thank you!"

"This facility is very impressive, so far, thumbs up 🍌"

"Everyone is sooo friendly."

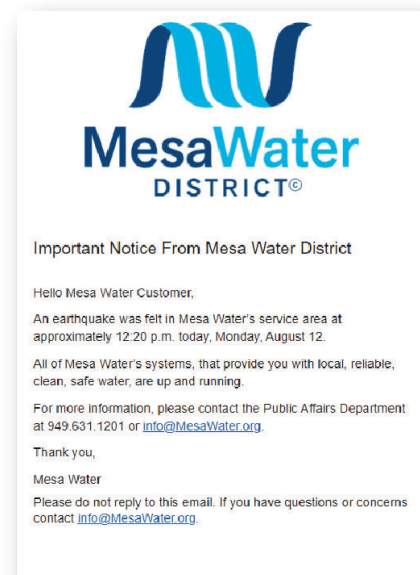


5 | July 23, 2025



Mesa Water Notify

- 50 service alerts sent – email address now a requirement for new customers
- 10,000+ customers reached with community notices for Los Angeles wildfires and following a local earthquake

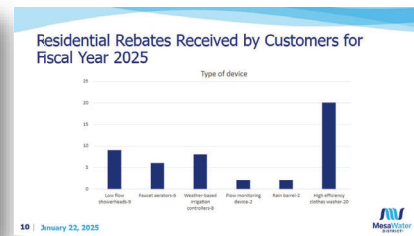
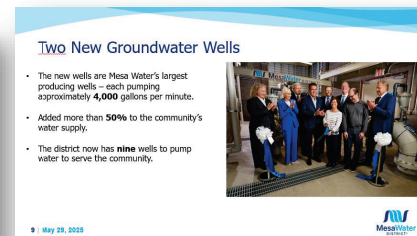
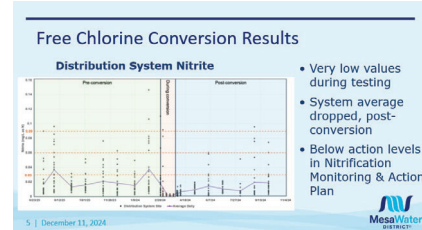


6 | July 23, 2025



Updated Brand Guide and Graphics

- Updated and rolled out Brand Guide to staff in January 2025

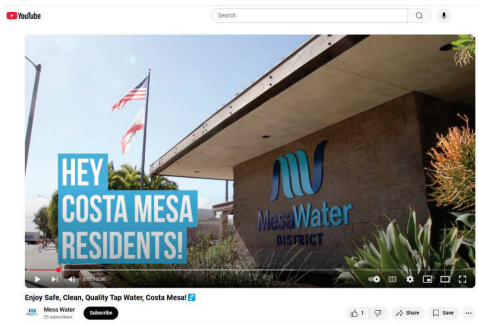


New Customer Welcome and 25-Year Anniversary Programs

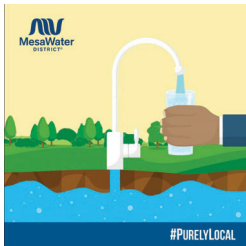
- Approximately **1,176** new customer phone calls placed, and welcome bags delivered
- 252** valued customers who received a 25-year anniversary mug



Social Media



- YouTube Campaign:**
- **198,326** combined English/Spanish views
 - Average **60%** view rate compared to **15%** industry average
 - **\$5,000** spent



- Instagram Campaign:**
- **Illustrated Images** outperformed videos
 - Exceeded engagement goal of increasing monthly engagements by **50%** with **6,059** total engagements, marking a **2,238%** MoM increase and **200%** YoY growth.
 - **\$1,000** spent

FY25 Results

Total Followers
10,677

Costa Mesa Followers*
4,460

Engagements
42,142

Impressions
1,556,370

Audience Reach
345,993

+ 12% YoY

+ 3% YoY



*Costa Mesa followers reflected as of December 2024

Earned Media

THE ORANGE COUNTY REGISTER

By **SAMANTHA GOWEN** | sgowen@scng.com | Orange County Register
UPDATED: June 10, 2025 at 9:36 AM PDT



Sarah Portwood, left to right, India Howerton, Graydon Sage, Diego Perez and Alejandro Sanchez, all Costa Mesa high school students, were the winners of the annual student video contest hosted by Mesa Water District. The students won cash prizes for their work. (Photo courtesy of Mesa Water District)

Milestones

Five Costa Mesa High School students recently were named the winners an annual student video contest hosted by Mesa Water District.

Local

PAGE 3 | SECTION A | WEDNESDAY, MARCH 24, 2025 | DREGISTER.CO

COSTA MESA

Mesa Water District President Maria DelPozo visits the new, state-of-the-art Costa Mesa Water Education Center Tuesday. The new center, located at 10000 N. Mesa Blvd., is the largest of its kind in the state and will serve as a hub for water education and community outreach. The center will also feature a large indoor water park and a state-of-the-art water filtration system.

GET TO KNOW MORE ABOUT YOUR H2O

Mesa Water opens center to show visitors what goes into getting national resource to taps

By **LAURENCE TUCKER**

With the state of California facing a water shortage, it's no surprise that the state's water supply is a hot topic. But for many people, the water supply is a mystery. That's why the Mesa Water District has opened a new water education center in Costa Mesa. The center, which is the largest of its kind in the state, will provide visitors with a behind-the-scenes look at the water supply process. The center will also feature a large indoor water park and a state-of-the-art water filtration system.

The Mesa Water District is a public utility that provides water and wastewater services to the city of Mesa. The district is committed to providing high-quality water and wastewater services to its customers. The new water education center is a key part of the district's commitment to transparency and community outreach.

The water filtration system at the Mesa Water Education Center is a state-of-the-art system that uses a combination of physical and chemical processes to remove impurities from the water. The system includes a series of large filters that remove sediment and other large particles. The water then passes through a series of smaller filters that remove chlorine and other chemicals. Finally, the water is disinfected with ultraviolet light to kill any bacteria or viruses. The resulting water is clean, safe, and ready to drink.

Los Angeles Times Daily Pilot

[Mesa Water District officials hope new learning center for kids has a trickle-down effect](#)

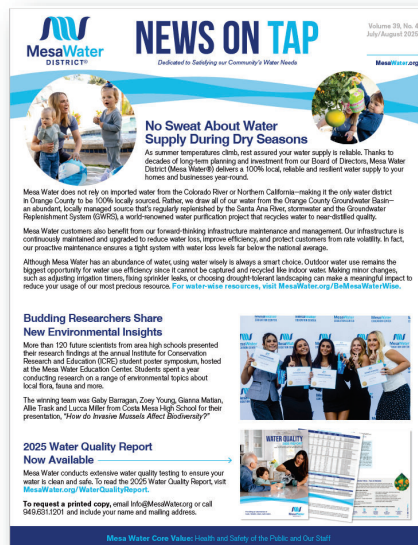
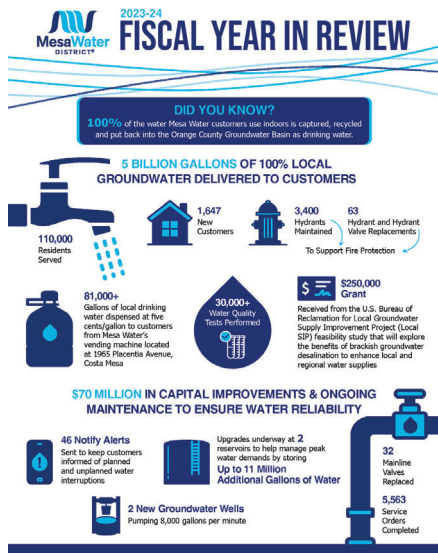


Page Academy student Alex Cox siphons water from a miniature aquifer at the Mesa Water Education Center Tuesday. (Don Leach / Staff Photographer)

By **Sara Cardine**
Staff Writer
March 26, 2025 6:55 PM PT



Customer Communications



11 | July 23, 2025

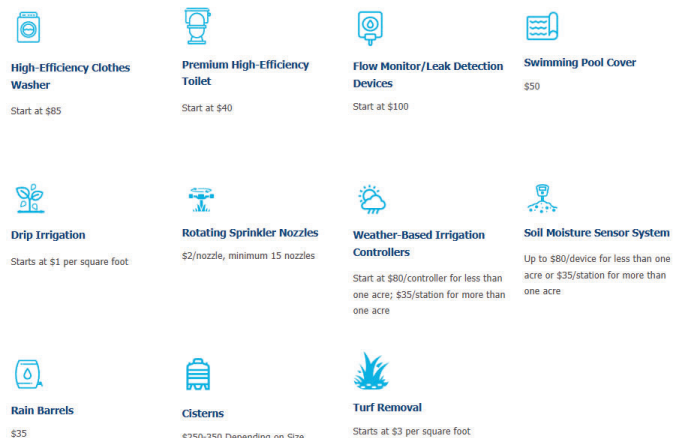
Water Use Efficiency

- Create Mesa Water owned Rebates program

Save Money with Water Use Efficiency Rebates!

Mesa Water offers a number of residential rebates to help customers be more efficient with water use – and save money on your water bill. Click the icons below to see specific rebate details and requirements.

If you have questions, call or email the Public Affairs department at 949.631.1201 or Info@MesaWater.org



Save money with water use efficiency 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.

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.

Learn more at 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.



12 | July 23, 2025

Water Vending Machine & OC Fair Stations



13 | July 23, 2025



Mesa Water Education Center Grand Opening



14 | July 23, 2025



Mesa Water Education Center Field Trips & Tours

- 56 field trips and VIP tours
- Completed field trip curriculum
- Completed Docent Training Manual



QUESTIONS?



THANK YOU!