

# PUBLIC AFFAIRS FISCAL YEAR 2026 PLAN

August 27, 2025

## Strategic Plan: Water Awareness

*Increase public awareness of Mesa Water.*

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

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

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

# Strategy



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



Success measured through annual customer survey.

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# Customer Communications

- Mesa Water Notify
- News on Tap
- Bill inserts
- Direct-mail campaigns:
  - Year-in-Review infographic (Sept. 2025)
  - 2026 Rates (Oct. 2025)
  - WISG (Winter)
  - Community Chats (Winter)
  - Water-Wise Garden Workshops (Spring)
  - Public Tours at the MWEF (Spring)
  - Water Quality Report (June 2025)



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## Customer Communications – Reach All Audiences

- Reach renters, HOA residents through every door direct mail and geotargeted digital marketing
- Collaborate with trusted community organizations to increase awareness, especially among Hispanic/Latino residents in the service area, that tap water is safe to drink; reduce reliance on expensive bottled water.
- Raise awareness of low-cost water vending machine at Mesa Water headquarters



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## Continue New Customer Welcome and 25-Year Anniversary Programs

- Update Directors postcards
- New swag items



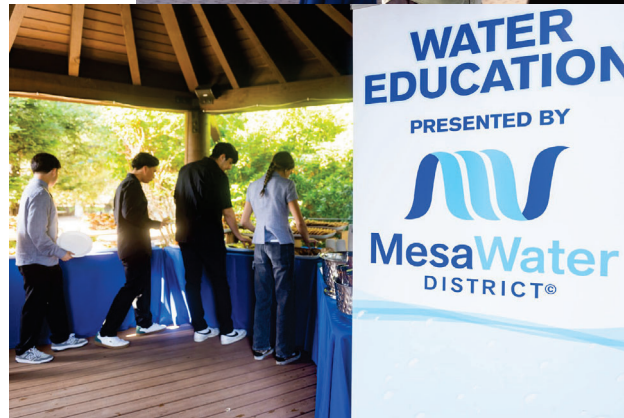
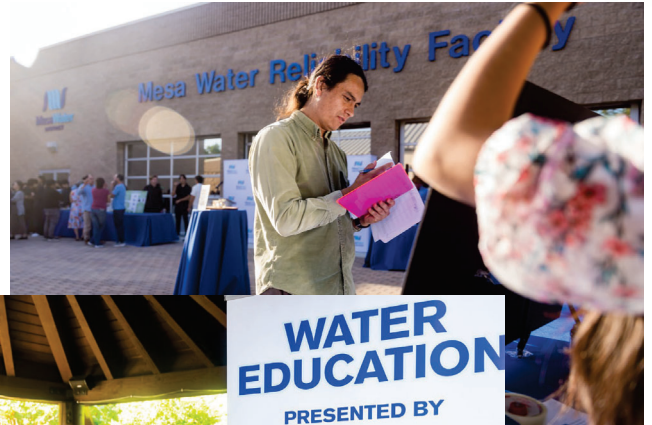
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## Hosted Programs

- Community Chats at the MVEC
- Mesa Water Video Contest
- Institute of Conservation for Research Education Poster Symposium
- Water Issues Study Group



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## Mesa Water Education Center Field Trips & Tours

- Host 100 field trips, community groups and VIP tours
- Host Community Open House, launch monthly public tours



## Community Events



- Concerts in the Park
- **NEW!** CMSD Eco Expo
- Power of One 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
- STEM Nights



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## Water Use Efficiency

- Host two water-wise landscape workshops, including smart timer education

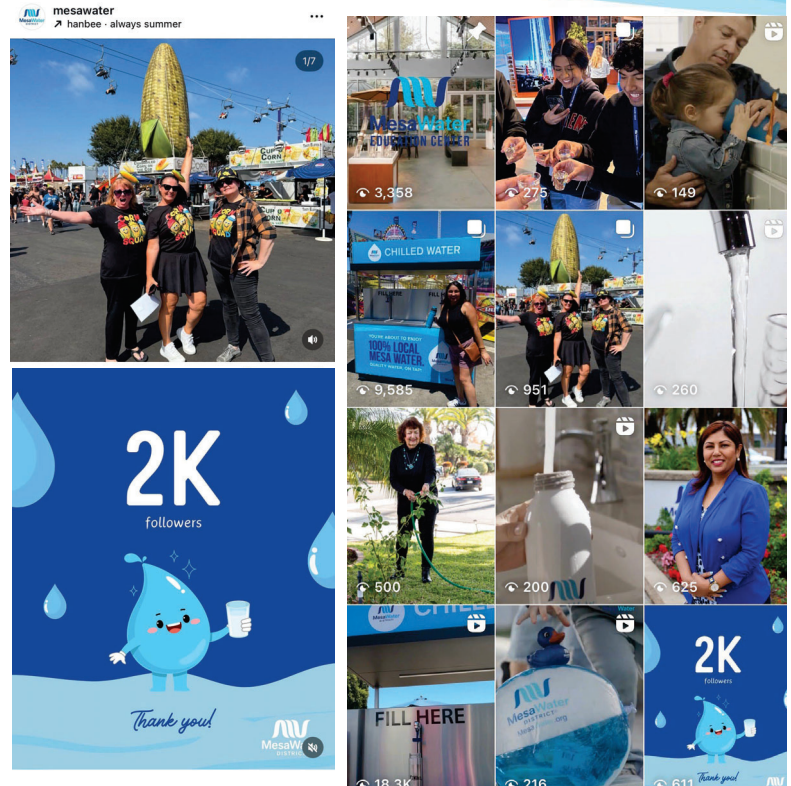


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# Social Media

- **RFP in Winter 2025**
  - Strategy to focus on increasing engagement and reach
- Platform-specific content/strategy for each platform (Facebook, Instagram, LinkedIn, YouTube)



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# Media Relations

THE ORANGE COUNTY REGISTER

News | Orange County agencies set to launch hunt for...

## Orange County agencies set to launch hunt for new source of tap water

Brackish ocean water that seeps into OC's underground aquifer could become a public resource. A study on how much water this could produce, and at what cost, begins in August.



Southern California's search for new water sources will take a new turn next month when two local water agencies and two Orange County cities start a project to turn brackish groundwater into drinking water. (Photo by Leonard Ortiz, Orange County Register/SONG)

By ANDRE MOUCHARD | amouchard@ocregister.com | Orange County Register  
UPDATED: July 3, 2024 at 5:17 PM PDT

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## Local

PAGE 2 | SECTION 4 | WEDNESDAY, MARCH 24, 2024 | OCREGISTER.COM

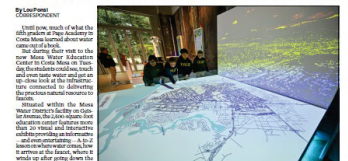
COSTA MESA



Mesa Water District Board President Mark Chalkley stands in the new Mesa Water District Education Center in Costa Mesa on Tuesday. The center will be the district's new home for public education, training and community outreach. The center will also serve as a public resource for the district's water conservation efforts. (Photo by Leonard Ortiz, Orange County Register/SONG)

## GET TO KNOW MORE ABOUT YOUR H2O

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



For guests from throughout the country, the new Mesa Water District Education Center in Costa Mesa is a place where visitors can learn about the district's water conservation efforts and the challenges of providing clean water to the community. The center will also serve as a public resource for the district's water conservation efforts. (Photo by Leonard Ortiz, Orange County Register/SONG)

**MesaWater**  
DISTRICT®

## Enhance Mesa Water's Visibility

- Detail the District – branding of hydrants, sample stations
- Sponsorship and branding of water bottle refilling stations at high-traffic locations in our service area



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# QUESTIONS?





**THANK YOU!**