

# PUBLIC AFFAIRS FISCAL YEAR 2026 ACCOMPLISHMENTS

July 22, 2026

## 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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## Meet the Team



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# Customer Communications

- Mesa Water Notify
- *News on Tap*
- Bill inserts
- Social Media
- MesaWater.org
- Direct-mail campaigns:
  - Year-in-Review Infographic
  - 2026 Rates
  - Water Issues Study Group
  - Community Chats
  - Open House at the MWECC
  - MyMesaWater Launch
  - Water Quality Report



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# Customer Communications – Reach All Audiences

- Reached renters, HOA residents through every door direct mail
- Raised awareness of low-cost water vending machine at Mesa Water headquarters via social media and Mesa Water website



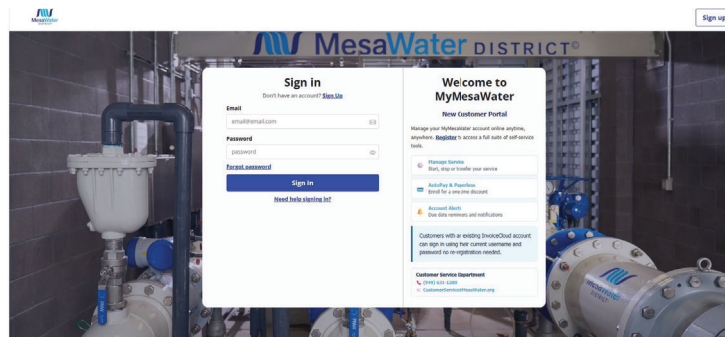
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## MyMesaWater Launch

- Collaborated with project team to design new bill statement and customer portal
- Developed key messages, internal and external talking points and FAQs
- Distributed customer communications via Mesa Water Notify, mailer, website and social media



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## New Customer Welcome and 25-Year Anniversary Programs

- 1,200+ new customer welcome calls, bags and postcards delivered
- 550 25-Year customers received a "Thank You" mug and card
- New swag items



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## Community Events



- Concerts in the Park
- **NEW!** Imaginology at the OC Fair
- **NEW!** Career Day at Killybrooke Elementary School
- Children's Water Education Festival (OCWD)
- Earth Day Festival at City Hall
- Lions Club Fish Fry



## Hosted Programs

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





## Directors Community Chats



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## Mesa Water Education Center Field Trips & Tours

- Hosted 91 field trips, community groups and VIP tours





## Mesa Water Education Center Open House

- 147 attendees



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## Water Use Efficiency

- Landscaping workshops on hold for new Water Use Efficiency Specialist/Analyst
- Continued monthly reporting and rebate processing



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**QUESTIONS?**



**THANK YOU!**