

PUBLIC AFFAIRS FISCAL YEAR 2027 PLAN

August 26, 2026

Public Relations Framework

RPIE



Strategic Plan Goal #4:

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 via integrated communications campaigns



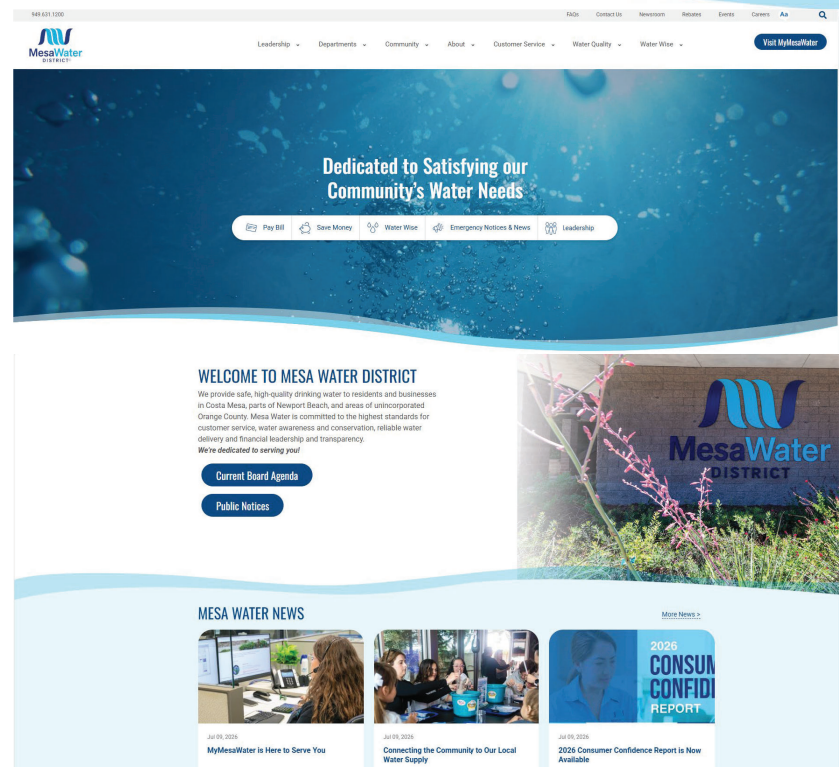
Success measured via annual customer survey and strategic goals



MesaWater.org

- Hire new website host and maintenance consultant via RFP
- Complete website analysis to enhance user experience of MesaWater.org

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Social Media

- Bi-monthly videography shoots for fresh content and enhanced visibility
- Conduct an RFP to select a qualified social media consultant focusing on community engagement

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Customer Communications – Reach All Audiences

- Cultivate partnerships with trusted local 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.
- Continue to raise awareness of low-cost water vending machine at Mesa Water headquarters
- Complete updates to vending machine signage



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Mesa Water Education and Career Center (MWECC)

- Create a research-driven plan for a high school and college education program at the MWECC
- Launch quarterly public tours – first tour on **Saturday, October 24**
- Host 100 field trips, community groups and VIP tours
 - 23 completed, 29 scheduled



Construction Outreach – Murakawa Communications

- Croddy Way Repaving
- Reservoir Upgrades
- Interagency Projects



MesaWater DISTRICT

CONSTRUCTION NOTICE
August 20, 2026

Chandler Avenue & Croddy Way Pavement Replacement Project

Project Update
Mesa Water District (Mesa Water) and the City of Santa Ana will begin the Chandler Avenue & Croddy Way Pavement Replacement Project, the final phase of the Chandler & Croddy Groundwater Wells and Pipeline Project.

This work will permanently restore the roadway following the completion of underground pipeline construction.

Construction Progress
Pavement replacement will be completed in phases along the project corridor. Businesses and properties located near upcoming work areas will receive additional notifications before construction begins in their immediate area.

What to Expect
Construction activities may include:

- Removal and replacement of existing asphalt pavement
- Roadway grading and paving
- Pavement striping and marking restoration
- Delivery of materials and operation of construction equipment

Traffic & Property Access
Traffic control measures will be in place throughout construction to help protect the public and workers.

- Driveway access to businesses will be maintained during construction, but may be temporarily limited at times.
- Pedestrian access will remain available.
- Temporary lane closures or traffic shifts may occur during work hours. Please follow posted signs from traffic control personnel.
- Temporary on-street parking restrictions may be required in some areas during construction. Please observe all posted parking restrictions.

Potential Impacts
While every effort will be made to minimize inconvenience, nearby businesses may experience:

- Temporary traffic delays
- Construction noise, dust and vibration
- Increased construction activity within the work area

Project Dates
August 24, 2026 – October 23, 2026

Work Hours
Monday – Saturday
7:00 a.m. – 5:00 p.m.

Location
Croddy Way between MacArthur Boulevard and Chandler Avenue, and Chandler Avenue, from Croddy Way to 4011 W. Chandler Ave., Santa Ana

Questions?
Thank you for your patience and understanding. If you have questions about the project or construction activities, please contact:

Mesa Water District
Construction@MesaWater.org
(949) 354-4219
[MesaWater.org](https://www.MesaWater.org)

Follow us @MesaWater

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Water Use Efficiency

- Host two water-wise landscape workshops, including smart timer education
- Conduct an RFP to select a firm to provide water-wise landscaping options at the Mesa Water Education and Career Center
- Update Water Shortage Response Ordinance in accordance with AB 1572 (*Prohibiting use of potable water to irrigate nonfunctional turf commercial, industrial and institutional customers*)



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Hosted Programs

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



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Continue New Customer Welcome and 25-Year Anniversary Programs

- Update Directors postcards
- New swag items

STAY CONNECTED



Scan the QR code to:

- Learn more about Mesa
- Read the latest news and
- Sign-up for our monthly



For more than 60 years, Mesa Water has proudly provided an **abundance of local, reliable, clean, safe drinking water** to Costa Mesa and parts of Newport Beach. We are grateful that you have trusted us to serve you as a Mesa Water customer for the past 25 years.



Enclosed in this box is a token of our appreciation, we hope you enjoy.

Providing exceptional service goes beyond delivering high-quality water. Every day, we are committed to maintaining reliable service and serving our customers with excellence.

We look forward to continuing to deliver local, reliable, clean, safe water to you for many years to come.

1965 Placentia Avenue
Costa Mesa, CA 92627
(949) 631-1200
Info@MesaWater.org

Monday–Thursday:
7:30 a.m.–5 p.m.
Friday:
8 a.m.–3:30 p.m.

MesaWater.org
f @MesaWater



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Community Events

- Concerts in the Park
- 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 & Career Fairs



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Customer Communications



- Direct-mail campaigns:
 - Year-in-Review infographic (Sept. 2026)
 - 2027 Rates (Nov. 2026)
 - WISG (Winter)
 - Water-Wise Garden Workshops (Spring)
 - Public Tours at the MVEC (Quarterly)
 - Water Quality Report (June 2027)
- Mesa Water Notify
- News on Tap
- Bill inserts
- New Customer Welcome Bags/Calls/Postcards

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QUESTIONS?



THANK YOU!