

PUBLIC AFFAIRS STRATEGIC COMMUNICATIONS DISCUSSION

October 28, 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

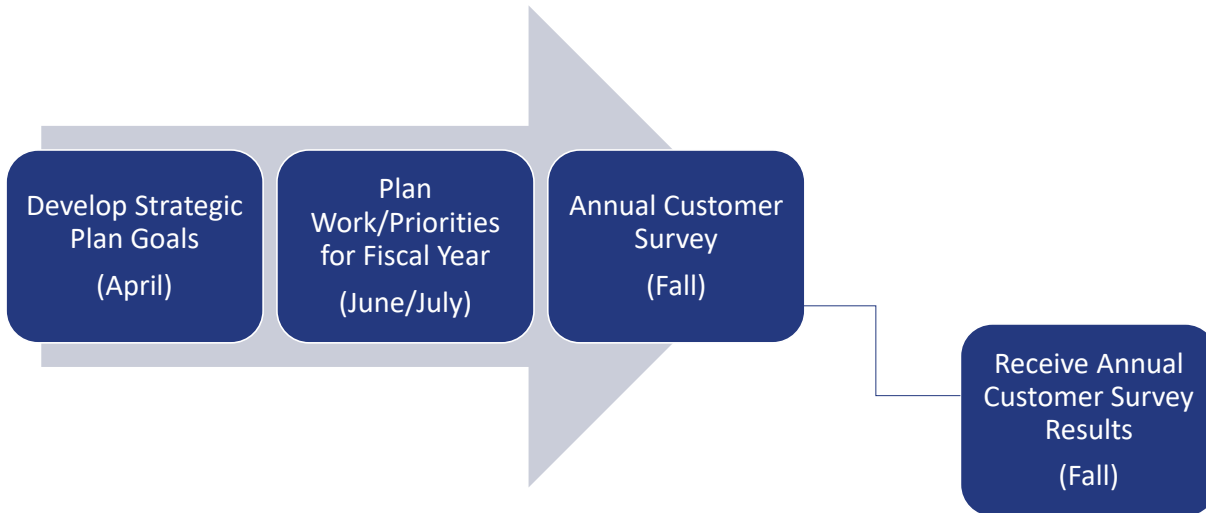
Educate customers that their water provider – Mesa Water – delivers 100% local, reliable, clean, safe water via integrated communications campaigns



Success measured via annual customer survey and strategic goals



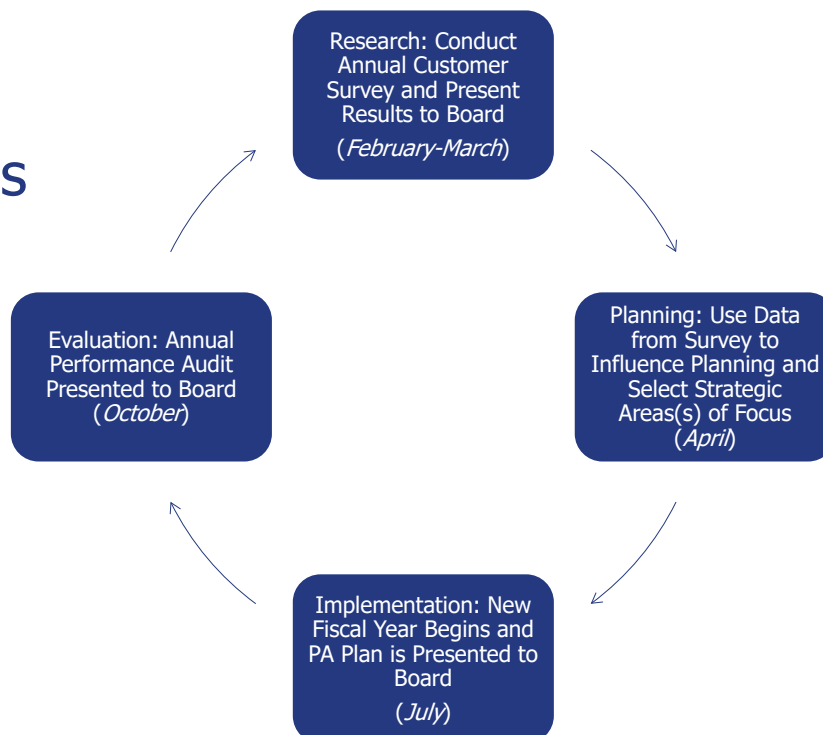
Current Public Affairs Strategic Planning Process



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Proposed Public Affairs Strategic Planning Process



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Benefits of Customer Research Informing Strategy

- Establishes measurable, research-informed goals
- Aligns communication priorities with customer needs
- Strengthens strategic planning and resource allocation
- Allows for more focused and timely messages
- Aligns with Annual Performance Audit cycle

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QUESTIONS?



THANK YOU!