



ACWA & Save Our Water Research

Key Themes

- Highlight specific infrastructure project investments being funded today that will protect the state from future droughts.
 - “OK, I will do my part, but what are you doing for me?”
- Reinforce the message that actions today will help future generations, our children and grandchildren.

Key Findings

- 87% are concerned about drought conditions in California and 72% say California's current drought has had an impact on their water usage.
- 85% support investing in modernizing and upgrading water infrastructure to ensure local, safe, reliable, high-quality water now and in future years.
- 54% are willing to make behavior changes to be more water efficient.
- Only 31% believe their local water agency does manage water resources well.

3 | September 8, 2021



CA Drought Emergency & Met Supply Alert

“Voluntarily conserve”



4 | September 8, 2021



Research-Based Recommendations

- Underscore the forward-thinking and continuous investments in Mesa Water's and Orange County's water supplies that ensure reliability.
- Inform that 100% of the water Mesa Water provides comes from local water supplies, which are not vulnerable to drought.
- Highlight that Mesa Water is Orange County's most-efficient water agency.
- Educate about wise water use.

5 | September 8, 2021



Key Message: No Drought Impact

- A drought emergency has not been declared for Orange County, as we have the benefit of regional long-range water resource planning and world-class water technology innovations.
- Mesa Water will stay apprised of water supply conditions and keep customers informed if the situation changes. Furthermore, Mesa Water's abundant, local, reliable groundwater supplies and the Mesa Water Reliability Facility ensure we have sufficient water supplies for the community.

6 | September 8, 2021



Key Message: Investments in Infrastructure

- Mesa Water is investing in its abundant, local, reliable groundwater supplies with the construction of two new wells that will increase our local groundwater production capacity.
- Production from Mesa Water's unique amber water supply from the Mesa Water Reliability Facility – and adding new wells – will help safeguard our ability to deliver local and reliable water for decades to come.
- It is imperative that Southern California water agencies join together to advocate for increased investment in water supply projects.

7 | September 8, 2021



Key Message: Abundant, Local, Reliable Water

- Because of forward-thinking and investments made over the past couple of decades, our local groundwater supplies are recharged through the Groundwater Replenishment System managed by the Orange County Water District, which provides 77% of the water served by Mesa Water. The Mesa Water Reliability Facility provides the rest.
- Our local groundwater supplies are in great condition.

8 | September 8, 2021



Key Message: Managing Water Resources Well

- Mesa Water is among Orange County's most-efficient water agencies.
 - Lowest expenditures per capita of any agency in Orange County.
- Mesa Water receives no tax dollars.
- Mesa Water has no unfunded pension liabilities.

9 | September 8, 2021



Key Message: Committed to Wise Water Use

- We have experienced many periods of dry conditions, which will continue to occur more frequently. While Mesa Water's customers have voluntarily made wise water use a way of life, which helps us prepare for weather extremes, the Governor has asked all Californians to voluntarily reduce water use by 15% during this dry season.
- During the 2016 statewide drought emergency, thanks to Mesa Water customers' efficient water use, we exceeded our 20 percent conservation mandate from the State without raising rates and without negative impacts to our financial standing.

10 | September 8, 2021

