



# PUBLIC AFFAIRS UPCOMING OUTREACH

February 22, 2023



## Strategic Goal

Increase favorable opinion of Mesa Water



## Direct Mail

- Paperless Billing letter to customers – Early February
- Paperless Billing and AutoPay letter with instructions insert – Late February
- 10th anniversary of the MWRF upgrade; 100% Local & Ask Us Anything Business Reply Postcard – April
- Water Quality Report Postcard – June
- Year-in-Review Infographic – Early July

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## Direct Mail

**HOW TO SET UP YOUR MESA WATER BILLING ACCOUNT & AUTOPAY**  
Como Configurar Su Cuenta de Facturación y Pagar Automático de Mesa Water

**How to Set Up Your Billing Account**  
Como Configurar Su Cuenta de Facturación

1. Visit [mesawater.org](http://mesawater.org) and click on the blue **PAY/VIEW MY BILL** button at the top right corner of the homepage.  
Visite [mesawater.org](http://mesawater.org) y haga clic en el botón **PAGAR/VER MI FACTURA** en la esquina superior derecha de la página de inicio.
2. You will be redirected to a page with "Pay Now" and "Register Now" options. To register an account, click on **Register Now**.  
If you already have an account, log in by clicking on "Sign In" at the top of this page.  
Será redirigido a una página con las opciones "Pagar Ahora" y "Registrar Ahora." Para registrar una cuenta, haga clic en **Registrar Ahora**.  
Si ya tiene una cuenta, registre haciendo clic en "Inicio Sesión" en la parte superior de esta página.

**2021-22 FISCAL YEAR IN REVIEW**

- \$70 MILLION** IN CAPITAL IMPROVEMENTS UNDERWAY TO ENSURE WATER RELIABILITY
- 30,000+** water quality tests performed
- ONE MILE** of new pipeline completed
- UNDER CONSTRUCTION:** 2 new wells & 1 pipeline
- 3,400** hydrants maintained
- AAA CREDIT RATING** by Fitch and Standard & Poor's
- MOST EFFICIENT WATER AGENCY** in OC as the lowest expenditure per capita
- ZERO UNFUNDED PENSIONS**
- 70** water construction permits issued
- 200+** students engaged in Mesa Water education outreach programs
- 15** new Mesa Water Ambassadors completed our Water Issue Study Group

Follow us on Facebook and Instagram @mesawater

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# New Fact Sheet

## FACT SHEET



Mesa Water District (Mesa Water) is an independent special district that provides 100% local, reliable, smart, safe water. A high performing agency, Mesa Water won its recent 2022 award and 7,000 residents in an 10-county area were their idealists' most of California, a top 10 'Smartest' Smartest, and were recognized as one of Orange County's, including with 'Water Agency'.

Mesa Water has an abundant supply of water, which is a blend of local groundwater and surface water, is purified from Orange County's natural underground resources of the Orange County Groundwater Basin, and is treated through Orange County's state-of-the-art Orange County Water Treatment Plant (OCWTP) to produce the best, and our storage is 100% of our community's water needs. The OCWTP, which is a leader in a deep aquifer, makes the most of Orange County water agency to meet 100% of its community's water needs with the most advanced technology available.



### Financially Strong, Award-Winning Agency

Due to sound rates of planning and healthy revenue margins, as recognized by the California State of Directors' Award, Mesa Water is financially strong. Mesa Water consistently receives a AAA credit rating – the highest available by an organization – from S&P Global, Moody's, and Fitch IBCA agencies. This shows Mesa Water's long-term financial strength and ability to manage risk. The award ratings reflect Mesa Water's excellent operational efficiency and financial management practices. It is the most prestigious award in Orange County, awarded by the California State of Directors' Award.

has no unfunded pension liability. Mesa Water's outstanding financial position and strength protect customers from rate increases.

Mesa Water has received numerous accolades throughout the industry, including consistent high satisfaction rates in its annual customer survey, named District of Distinction by the California Special Districts Association, and winner of the Orange County Superior Achievement Award, National and the Trophy Award.

<b>Fast Facts</b>	Formed in 1959	AAA Credit Rating	\$70 MILLION in Capital Expenditures Meeting 60 Years Water Sustainability
6 BILLION Gallons of Local, Reliable, Sustainable, Purified Water Annually	110,000 Residential Customers	30,000 Water Quality Test Reports Annually	9 WELLS providing Clean, Safe Water
			3,400 Employees

### Board of Directors

Mesa Water District is governed by a public/private, five member Board of Directors who set policy and provide oversight of District operations. Directors are elected by District voters a four year term, and represent the District on internal operations and external agencies to ensure that customers receive reliable, affordable, and safe water.

<b>FRED R. BOCKMEIER, RE</b> Director, District 1 Fred R. Bockmeier, RE, a Newport-Mesa native, was elected to the Mesa Water Board of Directors in 2022 and re-elected in 2024.	<b>JAMES ATKINSON</b> Director, District 4 James Atkinson has been a 10-year resident of Costa Mesa, and elected to the Mesa Water Board of Directors in 2022 and re-elected in 2024.
<b>JAMES R. FISHER</b> Director, District 3 James R. Fisher, a more than 20-year resident of Costa Mesa, was elected to the Mesa Water Board of Directors in 2022 and re-elected in 2024.	<b>WILLIAM J. GIBSON</b> Director, District 5 William J. Gibson has been a 10-year resident of Costa Mesa, and elected to the Mesa Water Board of Directors in 2022 and re-elected in 2024.
<b>BRUCE H. DEGENBERG</b> Past President, District 2 Bruce H. DeGenberg, a more than 20-year resident of Costa Mesa, was elected to the Mesa Water Board of Directors in 2021 and re-elected in 2023.	<a href="https://www.mesawater.org">Learn more about your water at MesaWater.org</a>

### Investing in Infrastructure to Ensure Water Reliability for Generations to Come

Mesa Water's Board has a forward-thinking philosophy and is committed to the continued investment in and proactive maintenance of its infrastructure. These investments have resulted in the District being one of the lowest water loss percentages of any agency in California.

Among its recent capital improvement projects, Mesa Water constructed its new wells and a pipeline to increase local water production capacity, replaced numerous mainline water pipes throughout the same area, and upgraded two reservoirs and the M&TIC to ensure a reliable source of water.

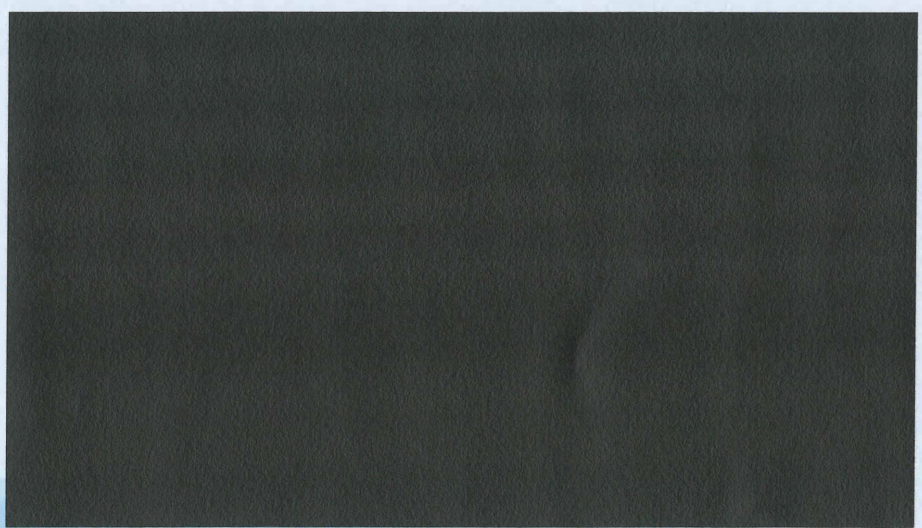
While our water supply is reliable and secure, Mesa Water supports the development of cost-effective and environmentally sound regional sources of water including recycling, groundwater clean-up, storage, conservation and desalination.

Mesa Water is an efficient and fiscally responsible agency, and is committed to providing high quality, affordable tap water today – and for generations to come.

Presenting an alternative to a... reliable, clean, safe water  
Mesa Water | 1100 Parkview Drive, Costa Mesa, CA 92626 | 949.833.2611

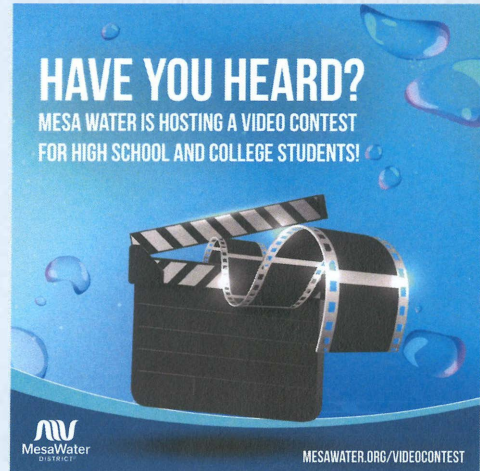


# Construction Update Video



## Mesa Water Video Contest

- Entry period, March 1-April 30
- Open to high school and college students who live in or go to school in Mesa Water's service area
- 1<sup>st</sup> Place - \$1,000, 2<sup>nd</sup> Place - \$750, 3<sup>rd</sup> Place - \$500
- \$500 Amazon gift card instructor incentive for referrals
- Winners to attend Board Meeting on May 24, 2023



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