



Mission Statement & Tagline

Mesa Water District, a local independent special district, manages its finances and water infrastructure, and advocates water policy, while reliably providing an abundance of clean, safe water to benefit the public's quality of life.

Dedicated to Satisfying our Community's Water Needs

Core Values

- Health and Safety of the Public and our Staff
- Excellence
- Philosophy of Abundance
- Perpetual Agency Philosophy



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Internal Rollout

- Introduce at monthly all-hands meeting
 - GM recognition of employees demonstrating core values at subsequent monthly all-hands meetings
- Incorporate into new employee onboarding materials
- Managers to share with their teams at Department meetings
- Create posters for break rooms

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External Rollout

- Post on website
- Update Facebook “About”
- Continue with tagline on back of business cards, letterhead, newsletter masthead, etc.



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Brand Promise Recommendation

Providing an abundance of local, reliable, clean, safe water.



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Brand Promise Use

- Instagram and Twitter bios
- Media releases
- Social media content
- Welcome program postcards
- Newsletter content
- Advertising
- Email signature

