

New Customer Welcome Program

- Launched in August 2019
- Welcome bag delivered when new water service is turned on
- Welcome postcard mailed from their respective Board Member
- Welcome phone call from Public Affairs staff
- ~ 1,300 bags delivered in FY22



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Customer Anniversary Program

- 25+ years residential customers
- 4,400 residential customers
- Thank you card and mug
- Deliver via courier by June 30
- Project Cost is \$50k



Dear Loyal Mesa Waler Customer,

Thank you for the privilege of providing your home with an abundance of local, reliable, clean, safe water for more than 25 years.

We look forward to serving you 100% local water for many more years to come, $\ensuremath{^{\circ}}$

Warmest regards,

Mesa Water Board of Directors and Staff



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Customer Anniversary Program White Program Wesawater Districted Wesawater Districted