



North Well Outreach Campaign

Western Municipal Water District | 2024 ACWA Awards



About Western Water



Service Area

Provides water, wastewater, and recycled water services to nearly 1 million people in Riverside County.



Core Mission

Deliver reliable, high-quality water while ensuring customer satisfaction and environmental responsibility.



Service Legacy

Acquired Murrieta retail area in 2005; committed to balancing local and imported water sources to maintain a sustainable supply.

HISTORY OF NORTH WELL

- Areas of our service area in Murrieta experiencing water discoloration from natural mineral deposits.
- Aesthetic issues due to manganese levels in groundwater.
- Resolve aesthetic water quality issues while keeping local groundwater as a primary resource.



PROJECT CHALLENGES

- Rehabilitation of the North Well led to customer complaints about water discoloration.
- Testing confirmed water safety, with manganese below regulatory levels (.05 mg/L).
- Aesthetic concerns contradicted Western Water's commitment to superior service



OBJECTIVES

Manganese Treatment Project Goals:

- Reduce manganese concentration to below the detectable level
- Eliminate discoloration issues
- Achieve a cost-effective solution for the community

Communication Campaign Objectives:

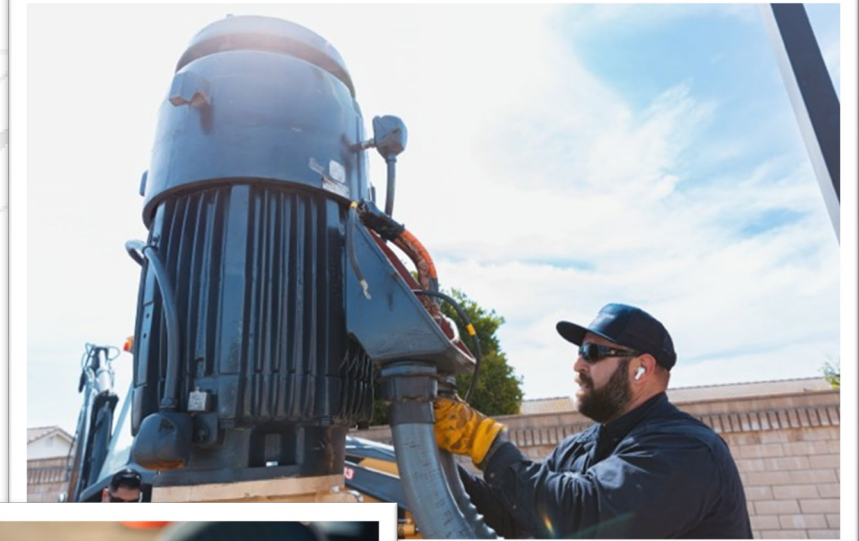
- Educate and inform stakeholders about project progress
- Reduce customer complaints by 50%
- Build trust through transparent and timely updates



COMMUNICATION APPROACH

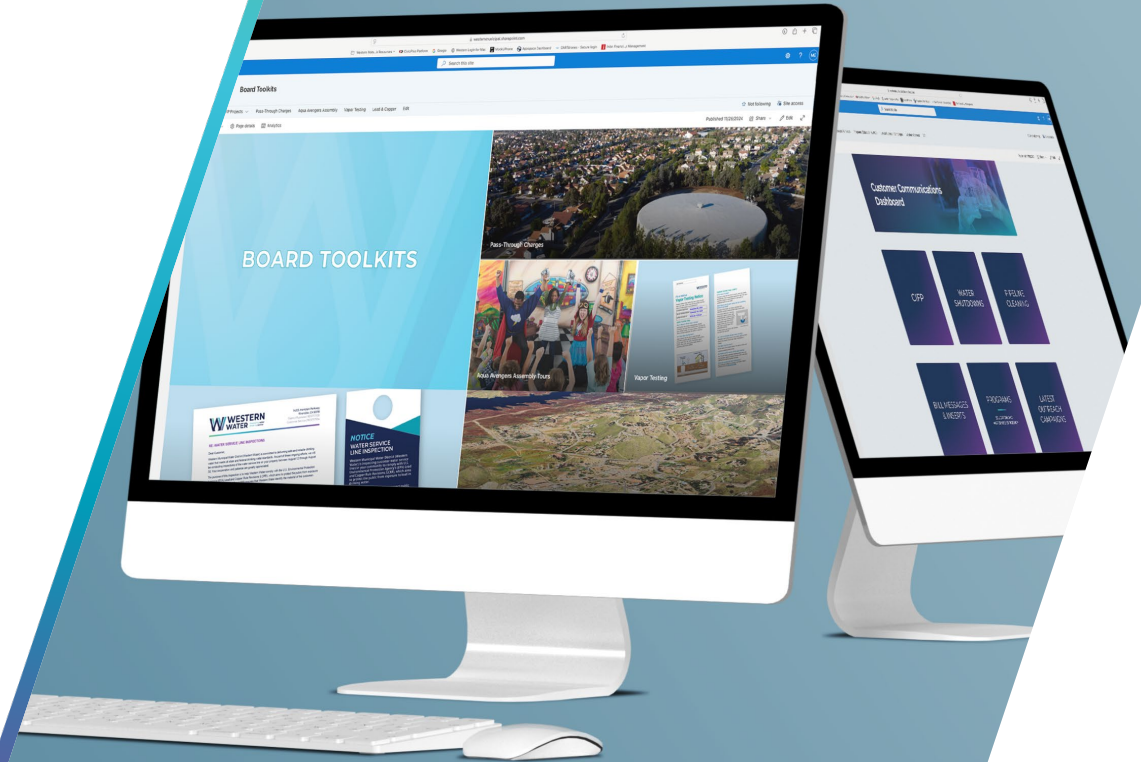
A mix of reactive and proactive strategies

- Acknowledging discoloration issues head-on
- Regular updates demonstrated Western Water's accountability and commitment to openness
- Using plain language and transparent updates
- Tailored messaging reduced the rumor mill and ensured consistency across all channels.



COORDINATED COMMUNICATIONS

- **External Outreach:**
Pop-up events, mailers, banners, emails, and website updates.
- **Internal Outreach:**
Toolkit with talking points, dedicated project website for staff and Board, and business cards for construction teams.
- **Stakeholder Engagement:**
Strengthened relationships through proactive updates.



RESOURCES & BUDGET

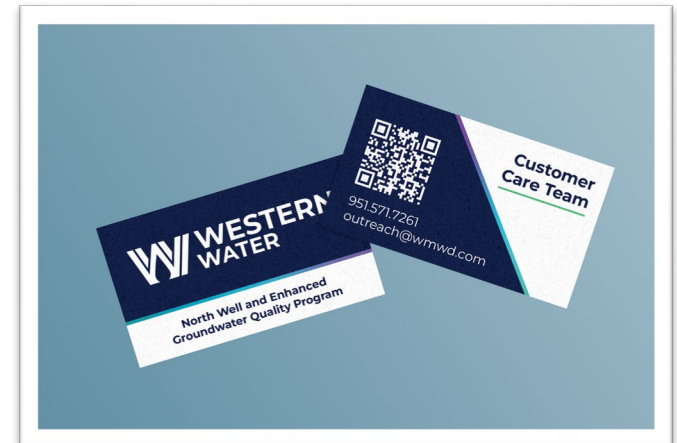
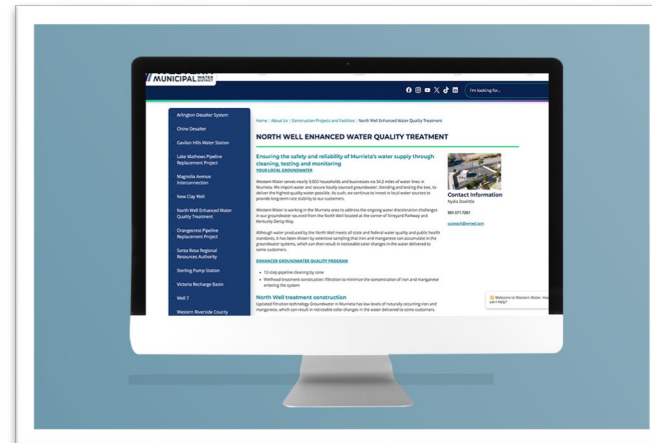
Project Budget: \$30,000

- Cost Savings: Consultant support up front with In-house execution.



LESSONS LEARNED

- **Transparency is critical:**
Acknowledging concerns builds trust.
- **Education is key:**
Helping customers understand technical information.
- **Teamwork drives success:**
Internal collaboration fosters innovative, customer-focused solutions.



The image shows an outdoor wellhead treatment system on a dark asphalt surface. The equipment includes a long horizontal pipe with several joints, a vertical pipe with a large grey motor on top, and various valves and fittings. A coiled orange hose lies on the ground to the left. Yellow safety bollards are placed around the equipment. In the background, there is a grey stone wall and residential houses with tiled roofs under a clear blue sky.

NORTH WELL

WELLHEAD TREATMENT

Questions?

PRESENTED BY:

Grace Cardenas, *Western Water*

