



Ensuring Water for Every Moment - Rate Outreach Campaign

Western Municipal Water District | 2025 ACWA Awards



SUPPLYING WATER TO RIVERSIDE COUNTY

1M+

PEOPLE

25B

GALLONS
DELIVERED PER YEAR

\$1.2B

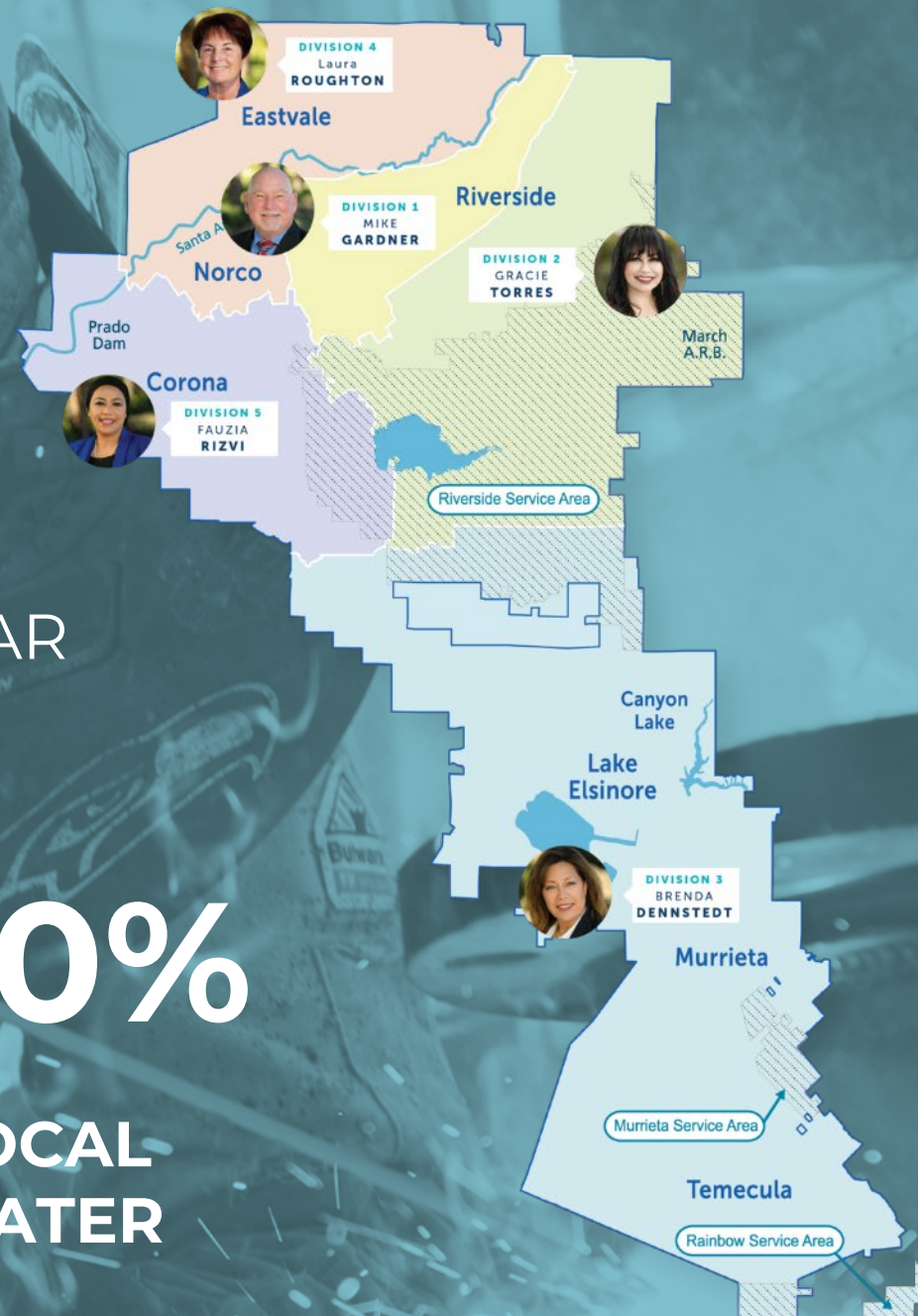
INFRASTRUCTURE

60%

IMPORTED
WATER

40%

LOCAL
WATER



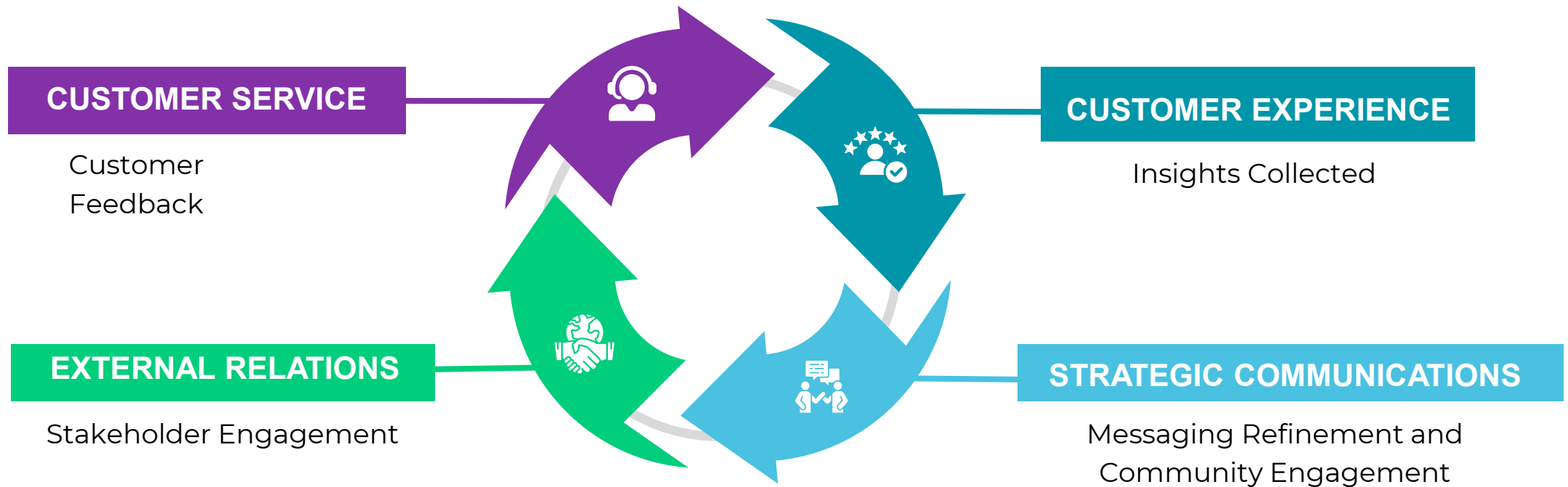
BUILT WATER FOR EVERY MOMENT

- . **Clarity** – plain language and tools that make rates understandable
- . **Consistency** – one message, carried across every channel
- . **Transparency** – full access to the ‘why,’ not just the ‘what’
- . **Humanity** – real employees, real voices, real stories

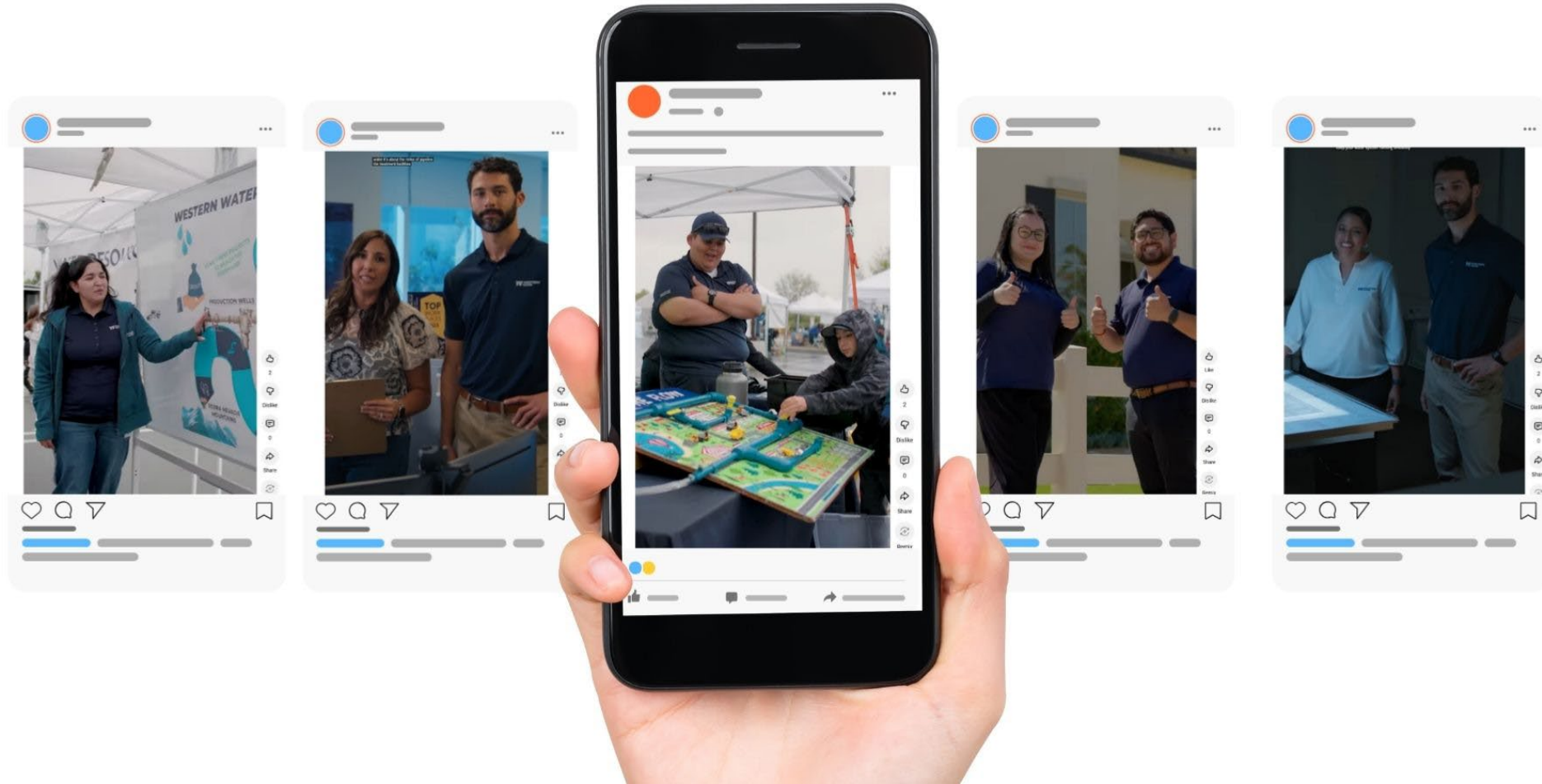


THE CAMPAIGN ECOSYSTEM

Our Feedback Loop: A Living, Responsive System



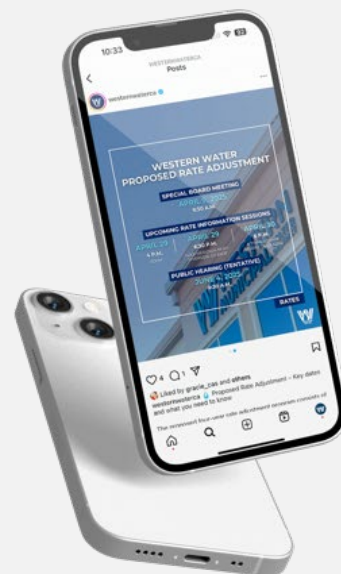
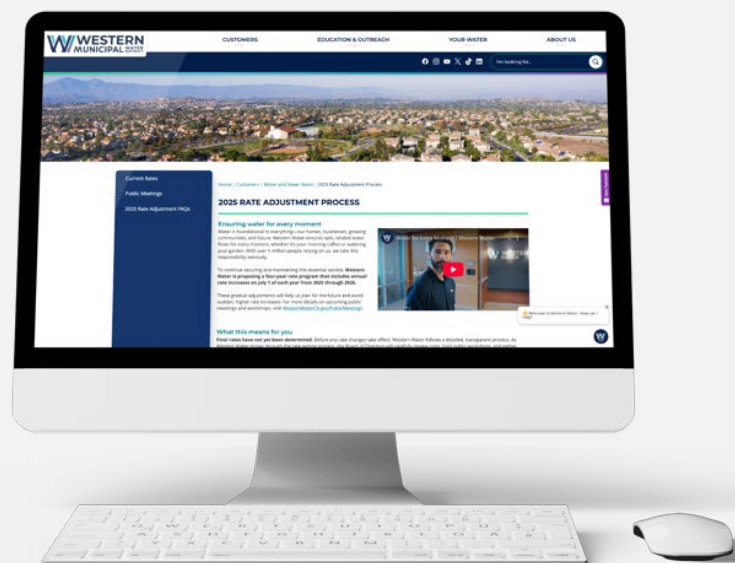
VIDEO STORYTELLING



COMMUNITY ENGAGEMENT



DIGITAL AND PRINT OUTREACH



SETTING AND BEATING OUR GOALS

Proposition 218 notices were mailed to **31,811** parcels using **11 different tailored notices**

Rate webpage drew **1,505 visits** and **1,057 clicks**

Completed **40 one-on-one partner meetings**

Nine e-newsletters reached **17,809 recipients** with a **55.7% open rate**

Campaign video achieved **80,950 views** and **82,504 engagements**

Received **7 protests letters**

Completed **4 board workshops, 3 community sessions**

Board adopted the four-year rate plan, backed by partners who spoke in support.

Of 26,000+
Western Water
customers we
received

92

General comments
and **questions** with
the themes of:



Inflation and rising
cost of living



Employee salaries



Necessity and impact of
the proposal



Western Water's rates
relative to other water
agencies



Support for customers
with financial hardship



Use of customer dollars
and cost saving efforts



Customer outreach is
clear and understandable



Cost of the drop vs.
Cost of delivery



Use of reserves



Concerns about
government spending

Questions?

PRESENTED BY:

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