

Outbound Communications Report

December 2024

Western Municipal Water District's (Western Water) outbound communications are designed to foster transparency, engagement, and trust among customers. This report showcases the delivery of timely and meaningful information, highlighting the value of our services for customers. The report does not encompass the entirety of Western Water's outreach activities, which span a broader range of projects, programs, and customer engagement efforts.

PRINT COMMUNICATIONS

Print communications include bill messages, bill inserts, newsletters, direct mail, fact sheets, and more. Western Water uses various metrics and customer feedback to inform the use of print communications.

BILL INSERT(S)

Monthly bill inserts are included with customer billing statements to deliver critical updates and educational resources. These materials reinforce our commitment to service transparency and value, directly addressing customer concerns or interests.

December 2024:

Securing our quality of life

At Western Water, we work to ensure that you and your family have reliable access to safe, clean water and a dependable wastewater system that protects public health and our environment. We are dedicated to securing your quality of life today and to providing a bright future for generations to come.



We strive to keep our customers informed. Update your contact information to receive the latest information on initiatives, rebates, free workshops, and more.

Update your information at:

WesternWaterCA.gov/UpdateMyInfo



BILL MESSAGES

Bill messages are displayed on regular and past due, print, and electronic billing statements. Messages are updated monthly.

December 2024:

Stay up-to-date on the latest information, emergencies, rebates, free workshops, and more. To update your contact information, call our customer service team at 951.571.7104 or visit **WesternWaterCA.gov/UpdateMyInfo**.

At Western Water, we work to ensure that you and your family have reliable access to safe, clean water.

COMMUNITY MEETINGS

Western Water regularly attends the Residents Association of Greater Lake Mathews (RAGLM), Mission Grove Neighborhood Alliance (MGNA), and Woodcrest Municipal Advisory Council (MAC) Meetings. Face-to-face engagement at community meetings builds trust and strengthens relationships. These interactions give residents direct access to updates, answers, and solutions that address their specific concerns.

Upcoming community meetings:

- Western Water's General Manager, Craig Miller, is scheduled to present at the Mission Grove Neighborhood Alliance community meeting on Wednesday, January 8, 2025.

DIGITAL COMMUNICATIONS

Digital platforms enable Western Water to meet customers online, offering timely, engaging, and interactive content. Metrics-driven strategies ensure continuous improvement and optimize the impact of information.

SOCIAL MEDIA

Social media is vital to Western Water's digital presence, providing customers with easy access to important updates and information.

To prepare for the rate outreach campaign launching in January, Western Water has implemented a comprehensive social media strategy featuring scheduled content highlighting the value of water service, the infrastructure supporting it, and the reasons behind rate adjustments. Recent "Behind the Scenes at Western" posts have successfully engaged audiences by showcasing the hard work and dedication that go into delivering reliable water service. This content serves as a natural transition into the upcoming rate outreach campaign, establishing trust and building customer awareness. The campaign will further leverage dynamic visuals, video reels, and targeted messaging to reach key audiences effectively.

Top 5 Performing Posts – Group Report (Facebook, Instagram, LinkedIn, and Twitter)

Behind the Scenes at	Type of Post	Platform	Engagement	Views	Accounts Reached
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Western Content					
Operations works around the clock	Reel (link)	Instagram	262	7,569	4,674
Thanksgiving dinner talk	Reel (link)	Instagram	148	5,644	4,105
Recycled water leak repair	Reel (link)	Instagram	57	1,333	838
All staff holiday selfie	Static image (link)	Instagram	63	730	584
Recycled water leak repair	Carousel (link)	LinkedIn	273	1,283	799

EMAIL/EBLASTS

Digital email blasts are a direct and effective communication channel for Western Water to reach customers with timely updates and important information. In preparation for the upcoming rate outreach campaign, email content has been thoughtfully crafted to highlight the value of water service and the exceptional staff efforts supporting it.

December 2, 2024 – monthly email to customers:

Western Water's 411 email newsletter was relaunched in December to provide customers with timely and transparent updates throughout the rates process. Recent survey results reaffirm that email is our customers' preferred communication channel, making the 411 newsletter a key tool in our customer engagement strategy. The newsletter aims to increase awareness of the rate proposal, the process for increasing rates, and the essential value of water in the communities we serve. Additionally, it highlights other important updates and happenings at Western Water.



Open rate:

Western Water's 411 email newsletter relaunched on December 2, 2024, with a 53% open rate, significantly surpassing the government agency standard of 29%.