

# Outbound Communications Report

## January 2025

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.

January 2025:



### Western Water is exploring water and sewer rate adjustments

Western Water's Board of Directors is considering a rate adjustment to keep pace with the rising costs of delivering safe, reliable water and sewer services. Like many organizations, we face increasing costs to secure water from hundreds of miles away, maintain critical infrastructure, and meet water quality standards. We understand that discussions about rates can be complex, and we are committed to transparency and open communication throughout this process.

We invite you to upcoming workshops to learn more, ask questions, and share feedback. Visit [WesternWaterCA.gov/Rates](https://WesternWaterCA.gov/Rates) for more details.



### BOARD WORKSHOPS

**February 10, 2025**  
9:30 to 10:30 a.m.

**March 13, 2025**  
6 to 8 p.m.

**March 26, 2025**  
11:30 a.m. to 1 p.m.

For more information about the proposed rates, upcoming meetings & ways to join the conversation, visit [WesternWaterCA.gov/Rates](https://WesternWaterCA.gov/Rates).

## BILL MESSAGES

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

## January 2025:

Did you know that as the days get shorter and the nights get cooler, your plants need less water? Simple changes today can lower your bill tomorrow.

Western Water offers several tools to keep you informed. Update your account information to receive seasonal updates and learn how to take control of your water use. Update your account information at **[WesternWaterCA.gov/UpdateMyInfo](https://WesternWaterCA.gov/UpdateMyInfo)**.

## 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.

January community meetings:

- Woodcrest MAC  
January 9
- RAGLM  
January 15

## DIGITAL COMMUNICATIONS

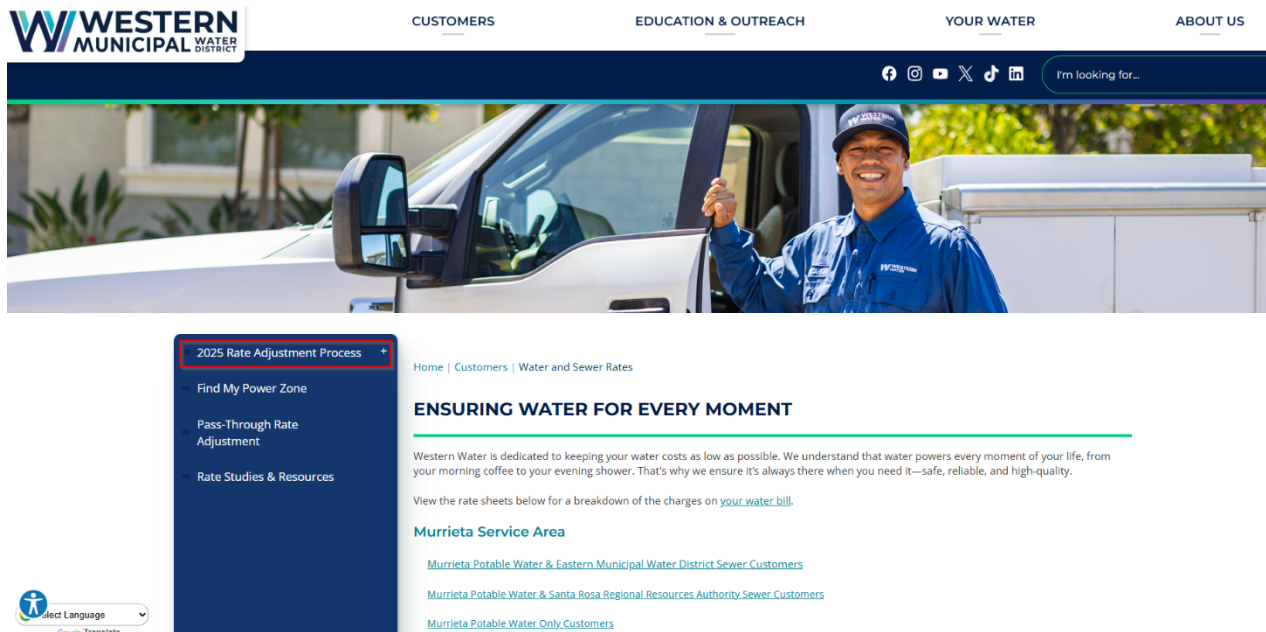
Digital platforms enable Western Water to meet customers online, offering timely, engaging, and interactive content. Metrics-driven strategies ensure continuous improvement and optimize the impact of information.

## WEBSITE

Western Water launched a dedicated rates page where customers can learn more about the proposed rate process, get questions answered, and read about current rates. This page will serve as the home base for any information regarding rates, both current and upcoming.

### Rates Outreach Webpage

- [WesternWaterCA.gov/Rates](https://WesternWaterCA.gov/Rates)



## Water Works Wonders 2025 Open House Event

The Water Works Wonders 2025 Open House event page supports Western Water’s customer engagement efforts as part of the 2025 rate adjustment outreach. The event provides a forum for customers to ask questions about their rates, water services, and infrastructure investments. Attendees will be able to engage directly with staff from various departments, gaining insight into the critical work that ensures reliable, high-quality water and sewer service.

- [WesternWaterCA.gov/WaterWorksWonders](https://WesternWaterCA.gov/WaterWorksWonders)



## SOCIAL MEDIA

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

Western Water's rate outreach strategy focuses on educating customers about how their investments support preparedness, infrastructure maintenance, water quality, and the overall value of their water service. Recent *Behind the Scenes at Western* posts have reinforced this message by highlighting the dedication and effort that ensure reliable service. As the campaign progresses, engaging graphics, video reels, and clear, targeted messaging will break down the rate adjustment process. Information on workshops, sessions, and other resources will also be shared across our channels to reach key audiences effectively.

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

| Rate Outreach Content             | Type of Post                            | Platform  | Engagement | Views  | Accounts Reached |
|-----------------------------------|---|-----------|------------|--------|------------------|
| "Ensuring Water for Every Moment" | Video<br>( <a href="#">link</a> )       | Facebook  | 196        | 68,912 | 30,043           |
| Investing in water quality        | TikTok<br>( <a href="#">link</a> )      | TikTok    | 38         | 4,012  | 3,546            |
| Investing in water quality        | Reel<br>( <a href="#">link</a> )        | Instagram | 51         | 2,336  | 1,700            |
| AGM/CFO announcement              | Reel<br>( <a href="#">link</a> )        | Instagram | 38         | 2,327  | 1,751            |
| Investing in preparedness         | Static post<br>( <a href="#">link</a> ) | Instagram | 18         | 167    | 167              |