

1. Outbound Communications Report

Agenda Item: 81

April 22, 2025

TO: THE COMMUNITY AND GOVERNMENT AFFAIRS COMMITTEE

Director Laura Roughton

Director Fauzia Rizvi

FROM: Sarah Macdonald, Assistant General Manager

OUTBOUND COMMUNICATIONS REPORT

Outbound Communications Report

March 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 Western Water's commitment to service transparency and value, directly addressing customer concerns or interests.

March 2025: On Tap newsletter



BILL MESSAGES

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

March 2025:

To keep pace with service demands and costs, we will be considering a new four-year rate program. Join us as we continue to workshop in March to learn more about the proposed rate adjustments. For more information, please visit WesternWaterCA.gov/Rates.

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. These in-person interactions give residents direct access to updates, answers, and solutions that address their specific concerns.

March community meetings included:

- **Mission Grove Neighborhood Alliance**
March 12, 2025
- **Woodcrest MAC**
March 13, 2025
- **RAGLM**
March 19, 2025

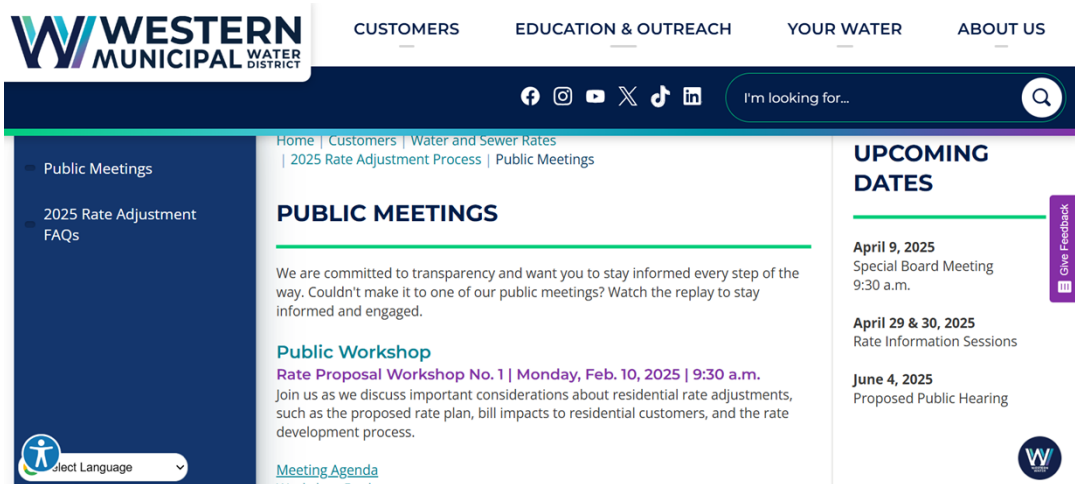
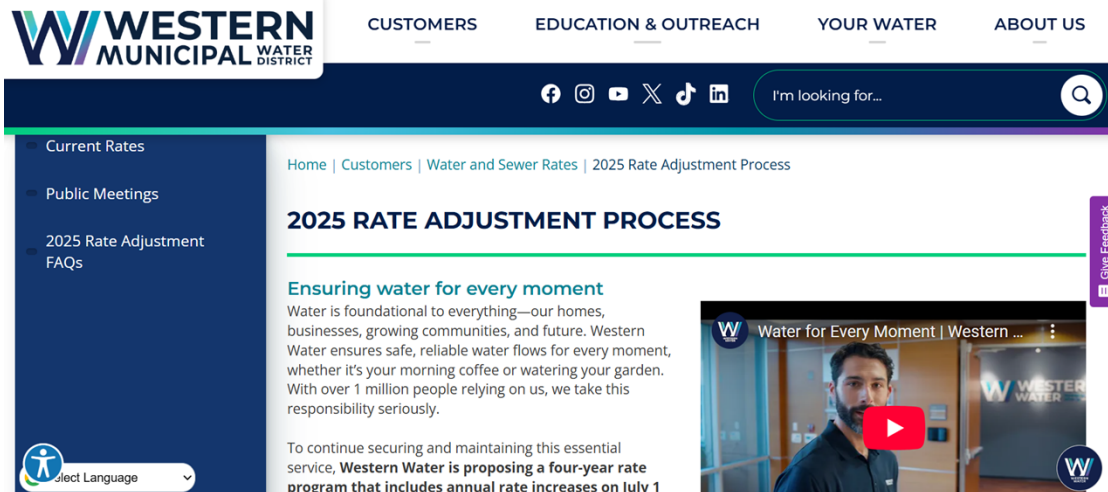
DIGITAL COMMUNICATIONS

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

WEBSITE

As Western Water moves through the rates process, staff continues to update the rates website to provide the most up to date information. The Public Meetings page has also been adjusted to highlight important dates and provide links to recordings of past public workshops.

[Rates Outreach Webpage](#)



ELECTRONIC NEWS

During the month of March, Western Water distributed two electronic newsletters:

- **Western Water 411** – Western Water’s external newsletter was distributed to all Western Water customers in Riverside and Murrieta. The same newsletter is also sent internally to staff for awareness and education.
 - View the digital Western Water 411 newsletter [online \(Link\)](#).
- **The Drop** – Western Water’s internal newsletter was distributed to all Western Water staff for key updates and insights from across the District.
 - View the digital Western Water 411 newsletter [online \(Link\)](#).

Western Water 411 (external distribution)

Western Water monitors engagement metrics, including open rates, to assess the effectiveness of email communications. The industry standard open rate for government agencies ranges between 30 to 40%, providing a benchmark for evaluating audience engagement.

Total sent	Open rate	Total link clicks	Rates webpage link clicks
17,902	47% (7,870 opens)	112	26

The Drop (internal distribution)

Western Water monitors engagement metrics, including open rates, to evaluate the effectiveness of internal email communications. Industry research indicates that internal newsletters typically achieve open rates between 60% and 70%, providing a benchmark for evaluating employee engagement.

Total sent	Open rate	Total link clicks	Rates webpage link clicks
201	51% (93 opens)	112	3

SOCIAL MEDIA

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

Western Water is focused on delivering rate adjustment outreach across all social media platforms in March to ensure customers are informed about the proposed changes. Paid promotions and targeted placements have further expanded audience engagement, reinforcing the importance of water service investments.

Top Social Media Platform – Instagram

Measurement	Total	Change from the prior month
Total followers	2,368	↑ 4.1 percent (+95 followers)
Total profile views	68,252	↑ 87 percent (+31,770 viewers)
Total engagements (likes, comments, shares)	1,086	↑ 60 percent (+407 engagements)
Total reel views	48,091	↑ 73 percent (+20,298 views)

Rate Adjustment Posts – Group Report (Top performing posts - Facebook, Instagram, and Twitter)

Rate Outreach Content	Type of Post	Platform	Engagement	Views	Accounts Reached
Water Works Wonders • Posted on 3/7	Reel (link)	Instagram	78	15,082	9,231
Rate Proposal Workshops reminder • Posted on 3/10	Carousel (link)	Facebook	23	9,396	4,744
Important dates for rates • Posted on 3/12	Carousel (link)	Facebook	15	419	11,075
Ensuring water for every moment – Sewer rates • Posted on 3/17	Reel (link)	Facebook	49	9,172	8,297
Keeping costs low while ensuring high-quality service • Posted on 3/28	Reel (link)	Instagram	50	2,466	1,782
Water Works Wonders promotion • Posted on 3/29	Reel (link)	Instagram	49	1,958	1,331

YouTube

	Type of Post	Platform	Engagement	Views	Reach
Campaign: Construction Corporate Posted on 3/1	Video	YouTube	127.4 hours	6.4K	1.3K

Campaign: Finance Corporate Posted on 3/1	Video	YouTube	0.2 hours	18	431
Campaign: Water Quality Corporate Posted on 3/1	Video	YouTube	0.5 hours	39	478