



8:00 A.M. OPERATIONS CENTER - 1200 SOUTH GENE AUTRY TRAIL – PALM SPRINGS – CALIFORNIA

*This meeting will be held virtually and in person. The link and the telephone option provided is for the convenience of the public.*

Toll Free: (253) 215-8782  
Meeting ID: 833 2141 6242  
Passcode: 683622  
or Via Computer:

<https://dwa-org.zoom.us/j/83321416242?pwd=XOSGNVaEYsVb1GD5KOpf0KnPxBCvkm.1>  
Meeting ID: 833 2141 6242

*Members of the public who wish to comment on any item within the jurisdiction of the Agency or any item on the agenda may submit comments by emailing [sbaca@dwa.org](mailto:sbaca@dwa.org) or may do so during the meeting. Comments will become part of the Board meeting record.*

***\*In order to reduce feedback, please mute your audio when you are not speaking.***

*Esta reunión se llevará a cabo virtualmente y en persona. El enlace y la opción telefónica proporcionada es para la comodidad del público.*

Número gratuito: (253) 215-8782  
ID de reunión: 833 2141 6242  
código de acceso: 683622  
o a través de la computadora:

<https://dwa-org.zoom.us/j/83321416242?pwd=XOSGNVaEYsVb1GD5KOpf0KnPxBCvkm.1>  
ID de reunión: 833 2141 6242

*Los miembros del público que deseen comentar sobre cualquier tema dentro de la jurisdicción de la Agencia o cualquier tema en la agenda pueden enviar comentarios por correo electrónico a [sbaca@dwa.org](mailto:sbaca@dwa.org) o pueden hacerlo durante la reunión. Los comentarios pasarán a formar parte del registro de la reunión de la Junta.*

***\*Para reducir los comentarios, silencia el audio cuando no estés hablando.***

1. CALL TO ORDER ORTEGA
2. PLEDGE OF ALLEGIANCE ORTEGA
3. ROLL CALL BACA
4. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA:** Members of the public may comment on any item not listed on the agenda, but within the jurisdiction of the Agency. Speakers are requested to keep their comments to no more than three (3) minutes. As provided in the Brown Act, the Board is prohibited from acting on items not listed on the agenda.
5. **PUBLIC COMMENT ON ITEMS LISTED ON THE AGENDA:** Members of the public may also comment on items listed on the agenda that are not the subject of a public hearing at this time. Again, speakers are requested to keep their comments to no more than three (3) minutes.

**6. CONSENT CALENDAR ITEMS:** Items listed under the Consent Calendar are considered to be routine and will be acted upon by one motion of the Board without discussion. There will be no separate discussion on these items unless a Board Member requests a specific item to be discussed and/or removed from the Consent Calendar for separate action.

- A. Approve Minutes of the October 1, 2024 Regular Board Meeting
- B. Receive and File Minutes of the October 10, 2024 Executive Committee Meeting
- C. Receive and File September 2024 Public Affairs & Conservation Activities & Events

**7. GENERAL MANAGER'S REPORT**

**JOHNSON**

**8. DIRECTORS REPORTS ON MEETINGS/EVENTS ATTENDED ON BEHALF OF THE AGENCY**

**9. DIRECTORS COMMENTS/REQUESTS**

**10. CLOSED SESSION**

- A. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION  
Pursuant to Government Code Section 54956.9 (d) (1)  
Name of Case: PacBell vs. County of Riverside
- B. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION  
Pursuant to Government Code Section 54956.9 (d) (1)  
Name of Case: Agua Caliente Band of Cahuilla Indians vs. Coachella Valley Water District, et al  
Two Cases

**11. RECONVENE INTO OPEN SESSION – REPORT FROM CLOSED SESSION**

**12. ADJOURN**

Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting is asked to contact Desert Water Agency's Assistant Secretary of the Board, at (760) 323-4971, at least 48 working hours prior to the meeting to enable the Agency to make reasonable arrangements. Copies of records provided to Board members that relate to any agenda item to be discussed in open session may be obtained from the Agency at the address indicated on the agenda.

### **DECLARATION OF POSTING**

Pursuant to Government Code Section 54954.2, I certify that this agenda has been posted at least 72 hours prior to the meeting on the Agency's website at [www.dwa.org](http://www.dwa.org) and at the Agency's office located at 1200 South Gene Autry Trail, Palm Springs, CA.

Sylvia Baca, MMC, Asst. Secretary of the Board

**MINUTES OF THE REGULAR MEETING  
OF THE  
DESERT WATER AGENCY  
BOARD OF DIRECTORS**

**6-A**

**October 1, 2024**

Board: Paul Ortega, President  
Kristin Bloomer, Director  
Gerald McKenna, Secretary-Treasurer  
Steve Grasha, Director

Absent: Jeff Bowman, Vice President

DWA Staff: Steve Johnson, General Manager  
David Tate, Assistant General Manager  
Esther Saenz, Finance Director  
Kris Hopping, Human Resources Director  
Victoria Llord, Public Affairs & Conservation Director  
Sylvia Baca, Asst. Secretary of the Board  
Jamie Hoffman, Senior Admin. Assistant

Consultants via  
Teleconference: Mike Riddell, Best Best & Krieger

Public: Dean & Deborah Marriott, Palm Springs homeowners

President Ortega opened the meeting at 8:00 a.m. and asked everyone to join him in the Pledge of Allegiance. **Pledge of Allegiance**

President Ortega called upon Assistant Secretary of the Board Baca to conduct the roll call: **Roll Call**

Present: Grasha, Bloomer, McKenna, Ortega  
Absent: Bowman

President Ortega opened the meeting for public comment for items not listed on the Agenda. **Public Comment on  
Items Not Listed on  
the Agenda**

There was no one from the public wishing to address the Board for items not listed on the Agenda.

President Ortega opened the meeting for public comment for items listed on the Agenda. **Public Comment on  
Items Listed on the  
Agenda**

There was no one from the public wishing to address the Board for items listed on the Agenda.

President Ortega called for approval of the Consent Calendar. He noted that Consent Calendar Items 6-A through 6-E are expected to be routine and to be acted upon by the Board of Directors at one time without discussion. If any Board member requests that an item be removed from the consent calendar, it will be removed so that it may be presented separately.

- A. Approve Minutes of the September 17, 2024 Regular Board Meeting
- B. Receive and File Minutes of the September 19, 2024 State Water Contractors' Meeting
- C. Receive and File Minutes of the September 26, 2024 Executive Committee Meeting
- D. Receive and File the Water Use Reduction Figures for August 2024
- E. Recommend Acceptance of the Phase 1 30" Avenida Caballeros Pipeline Replacement Project

Director Grasha moved for approval of Consent Calendar Items 6-A through 6-E. After a second by Director Bloomer, the motion carried by the following roll call vote:

AYES: Grasha, Bloomer, McKenna, Ortega  
 NOES: None  
 ABSENT: Bowman  
 ABSTAIN: None

Assistant General Manager Tate presented the staff report.

President Ortega invited the appellant to explain why the Board should consider his appeal.

Mr. Marriott explained why he believed he should receive credit for his July water bill. He stated that the house was occupied during the month of July, and they did not notice anything out of the ordinary. He noted that considering the amount of consumption there should have been visible signs if there were any leaks.

Discussion ensued between Board and Staff regarding the procedure the Agency takes when determining the accuracy of a meter.

Secretary-Treasurer McKenna moved to grant a partial credit for the appeal by Dean Marriott, noting that Staff will determine the amount. After a second from Director Bloomer, the motion carried by the following roll call vote:

AYES: Grasha, Bloomer, McKenna  
 NOES: None  
 ABSENT: Bowman  
 ABSTAIN: Ortega

#### Approval of the Consent Calendar

- A. Approve Minutes of the 09/17/24 Regular Board Meeting
- B. Receive & File Minutes of the 09/19/24 State Water Contractors' Mtg.
- C. Receive & File Minutes of the 09/26/24 Exec. Comm. Mtg.
- D. Receive & File the Water Use Reduction Figures for August 2024
- E. Recommend Acceptance of the Phase 1 30" Avenida Caballeros Pipeline Replacement Project

#### Action Items:

- 7-A – Request Board Action on Customer Appeal – Dean Marriott

General Manager Johnson presented the staff report.

**Action Items:**

(Cont.)

7-B – Request Board  
Action Regarding  
Claim Filed by Antoine  
Garabet

There was discussion between Board and Staff regarding why the work was necessary. In response to the Board, General Manager Johnson explained that the work the Agency completed was the installation of a backflow at the property.

Director Grasha made a motion to deny the claim filed by Antoine Garabet. After a second from Director Bloomer, the motion carried by the following roll call vote:

AYES: Grasha, Bloomer, McKenna, Ortega

NOES: None

ABSENT: Bowman

ABSTAIN: None

Secretary-Treasurer McKenna provided the financial highlights for August 2024.

**Secretary-Treasurer's  
Report (August 2024)**

General Manager Johnson provided an update on Agency operations for the past several weeks.

**General Manager's  
Report**

Director Grasha noted his attendance at the September 18 Taste of Palm Springs & Business Expo, September 20 DWA Strategic Planning meeting, September 24 CVWD Board meeting, and September 26 ACWA Webinar.

**Directors Reports on  
Mtgs/Events Attended  
on Behalf of the  
Agency**

Director Bloomer noted her attendance at the September 18 Taste of Palm Springs & Business Expo, September 19 DWA Strategic Planning meeting, September 26 Tribal mediation meeting, September 27 MSWD Nancy Wright Regional Water Reclamation Facility Ribbon Cutting, and the September 30 Tribal mediation meeting.

Secretary-Treasurer McKenna noted his attendance the September 18 Taste of Palm Springs & Business Expo, and the September 27 MSWD Nancy Wright Regional Water Reclamation Facility Ribbon Cutting.

President Ortega noted his attendance at the September 24 DWA Strategic Planning meeting, and September 27 MSWD Nancy Wright Regional Water Reclamation Facility Ribbon Cutting.

Director Grasha suggested inviting candidates for the City of Palm Springs City Council on the upcoming facilities tour.

**Directors  
Comments/Requests**

Secretary-Treasurer McKenna noted the recent interest the City of Palm Springs has in turf replacement and that they may seek financial assistance from the Agency. He also expressed concern that the Agency's General Plan may not be in accordance with State policy and asked our Legal Counsel to look into the matter.

**Directors  
Comments/Requests  
(Cont'd)**

President Ortega noted that he would be happy to see the City of Palm Springs convert their turf back to resemble more of the historic landscape that the original landscape architect created.

At 9:00 a.m., President Ortega convened into Closed Session for the purpose of Conference with Legal Counsel, (A) Conference with Legal Counsel, Existing Litigation, Pursuant to Government Code Section 54956.9 (d) (1), PacBell vs. County of Riverside; (B) Conference with Legal Counsel, Existing Litigation, Pursuant to Government Code Section 54956.9 (d) (1), Agua Caliente Band of Cahuilla Indians vs. Coachella Valley Water District, et al Two Cases.

**Closed Session:**

A. Existing Litigation -  
PacBell vs. County of  
Riverside  
B. Existing Litigation –  
ACBCI vs. CVWD, et  
al. 2 Cases

At 9:56 a.m., President Ortega reconvened the meeting into open session and announced there was no reportable action.

**Reconvene**

In the absence of any further business, President Ortega adjourned the meeting at 9:57 a.m.

**Adjournment**

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Sylvia Baca, MMC  
Assistant Secretary of the Board

**Executive Committee Meeting Minutes**  
October 10, 2024

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Directors Present: Paul Ortega, Jeff Bowman

Staff Present: Steve Johnson, David Tate, Esther Saenz, Victoria Llort,  
Jamie Hoffman

1. Call to Order
2. Public Comments  
None
3. Discussion Items
  - A. Review Agenda for October 15, 2024 Board Meeting  
The proposed agenda for the October 15, 2024 meeting was reviewed.
  - B. Expense Reports  
The September expense reports were reviewed.
4. Adjourn

**PUBLIC AFFAIRS & CONSERVATION  
ACTIVITIES  
SEPTEMBER 2024**

**Activities**

- 9/3 Staff attended the Delta Conveyance Project (DCP) Comms-PWA focus group.
- 9/5 Victoria Llort attended the monthly Desert Valley Builders Association Legislative meeting.
- 9/5 Victoria Llort attended the Professional Women in Building Council (PWB)-DVBA meeting.
- 9/5 Victoria Llort was on a live segment on KESQ discussing National Preparedness Month, the role DWA plays in water security during emergencies, and the importance of have a personal disaster preparedness plan.
- 9/9 Xochitl Pēna attended the ACWA Communications Committee meeting.
- 9/9-9/12 Victoria Llort attended the California Special Districts Association (CSDA) annual conference in Indian Wells.
- 9/10 Xochitl Pēna attended the ONE-PS monthly meeting.
- 9/11 Xochitl Pēna attended the Coachella Valley Economic Partnership (CVEP) Morning Insights Forum.
- 9/11 Staff attended the CVRWMG Business meeting.
- 9/12 Nisha Ajmani was on a live segment on KESQ discussing the importance of conservation education and upcoming community events, including the Business Expo and Taste of Palm Springs and the Healthy Desert, Healthy You Summit.
- 9/13 Victoria Llort attended and moderated the 2024 All Valley Mayors and Tribal Chairpersons Luncheon.
- 9/17 Staff attended a CV Water Counts monthly meeting.
- 9/18 Victoria Llort attended the ACWA Federal Affairs Committee meeting.
- 9/18 Staff hosted a booth at the Business Expo and Taste of Palm Springs event. DWA provided infused water, canned water, and some giveaways.
- 9/19 Xochitl Pēna attended a CAPIO Webinar discussing media training your leaders.
- 9/19 Victoria Llort was on a live segment on KESQ discussing the ongoing water meter replacement program and how to use a meter to check for leaks.
- 9/20 Xochitl Pēna attended Leadership Coachella Valley.
- 9/21 Xochitl Pēna attended the Desert Healthcare District's Inaugural Summit with General Manager Johnson
- 9/23- 9/27 Victoria Llort attended the Women in Government Relations Conference in Washington D.C.
- 9/25 Victoria Llort had a meeting with Sarah Swig from Senator Alex Padilla's office.
- 9/25 Victoria Llort had a meeting with Congressman Ruiz and staff.



## **Activities**

(Cont.)

- 9/25 Victoria Llord attended the Congressional Speaker Series at the Library of Congress with Congressman Raul Ruiz in Washington D.C.
- 9/26 Victoria Llord had a meeting with Jack Lincoln from Congressman Calvert's office.
- 9/26 Victoria Llord had a meeting with John Watts from the US Bureau of Reclamation.
- 9/26 Victoria Llord had a meeting with staff from Senator Laphonza Butler's office.
- 9/26 Nisha Ajmani was on a live segment with KESQ discussing the landscaper workshop on October 8 and the fall tours on October 23.
- 9/26 Nisha Ajmani recorded an interview with Joey English on the landscaper workshop and the fall tours.
- 9/27 Staff attended the MSWD ribbon cutting ceremony and tour event for the Nancy Wright Regional Water Reclamation Facility.
- 9/30 Victoria Llord had a State Legislative update meeting.
- 9/30 Victoria Llord attended a Cathedral Canyon Land Management meeting.

## **Public Information Releases/eBlasts/Customer Notifications**

- 9/05 Nextdoor – Pipeline replacement Update: Work postponed due to heat
- 9/13 Nextdoor – Meter Replacement in Mountain Gate Community
- 9/13 Nextdoor – Service Line Replacement in Twin Palms HOA Community
- 9/23 Nextdoor – Traffic Alert: DWA will be potholing on N. Gene Autry Trail
- 9/23 Nextdoor – Ramon Road Construction Alert!
- 9/27 Nextdoor – Construction alert on S. Palm Canyon Drive between W. Ramon Road and E. Sonora Road
- 9/17 – Press release - Desert Water Agency announces Esther Saenz as next General Manager
- 9/17 – Latest News (DWA website) - Desert Water Agency announces Esther Saenz as next General Manager
- 9/18 – Latest News (DWA website) – Calling all Landscapers!
- 9/19 – E-Blast – Get a free Flume monitor from DWA
- 9/24 – Latest News (DWA website) – Go behind the scenes with DWA
- 9/26 – Latest News (DWA website) – DWA Meter replacement program

## **Upcoming Events**

- 10/23 – DWA Facility Fall tour
- 10/26 – DAP Health Equity Walk
- 10/30 – Palm Springs State of the City
- 11/02 – Palm Springs Pride 5k Run/Walk
- 11/16 – Desert Garden Day at Wildlife Center
- 11/16 – Palm Springs Hospitality Association Pickleball Tournament

## **Conservation Programs**

### **Grass Removal:**

- 8 Inspections
- 0 Projects Pre-Approved
- 4 Projects Given Final Approval

### **Devices:**

- 9 Washing Machine Rebates Requested
- 5 Washing Machine Rebates Approved
- 3 Smart Controller Rebates Requested
- 35 Smart Controller Rebates Approved
- 0 Nozzles Requested for Rebate
- 0 Nozzles Approved for Rebate

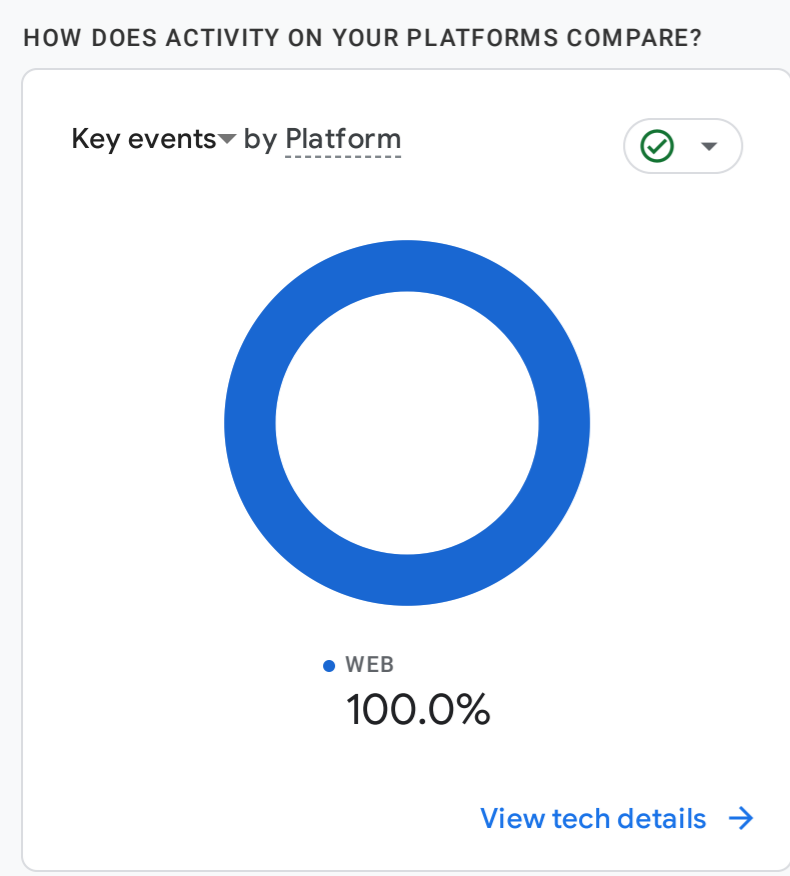
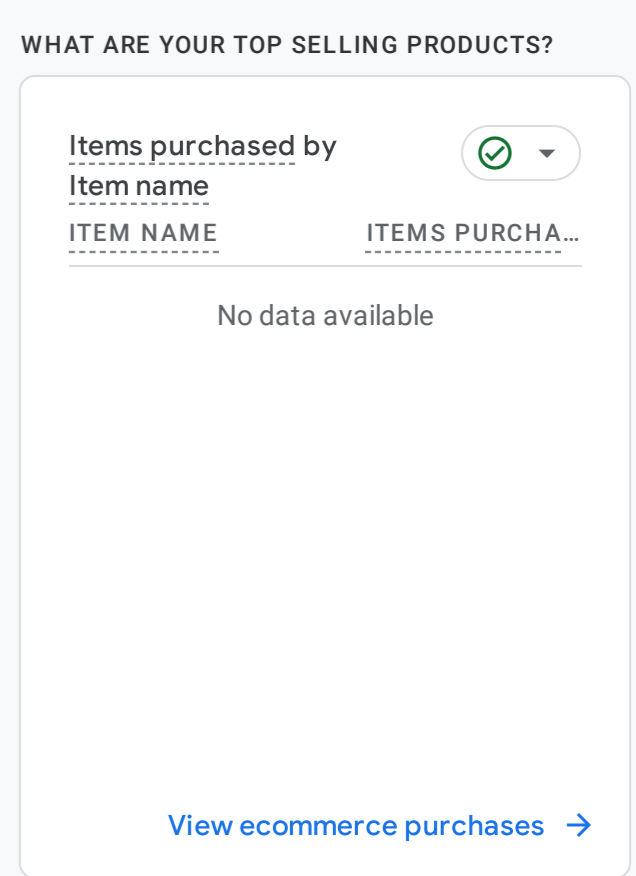
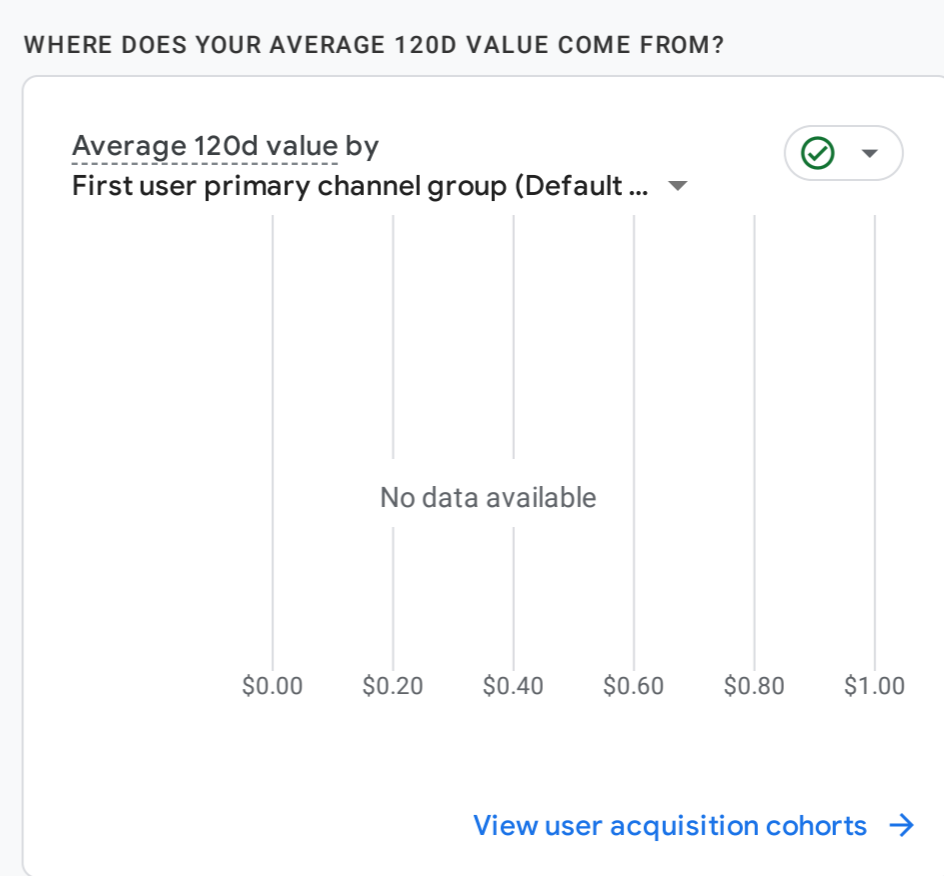
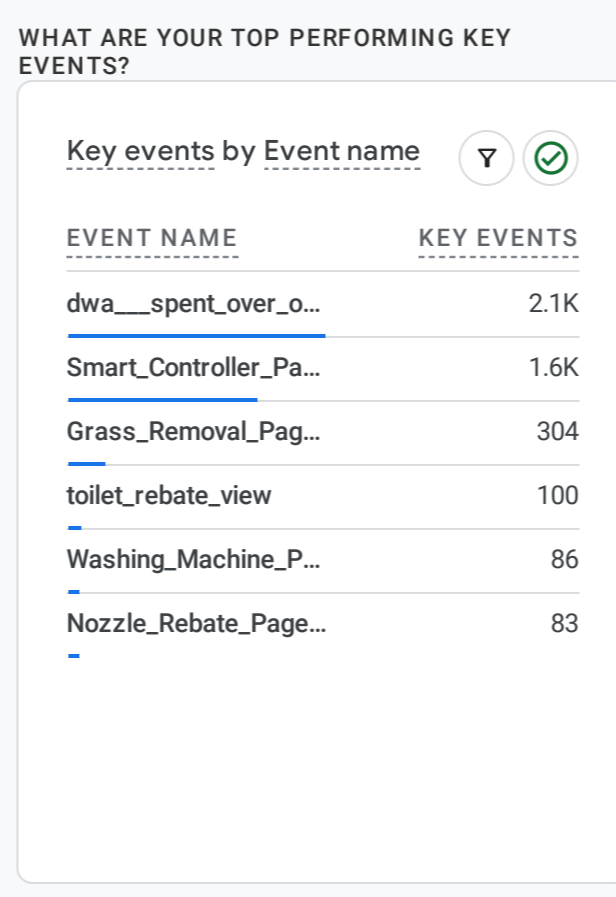
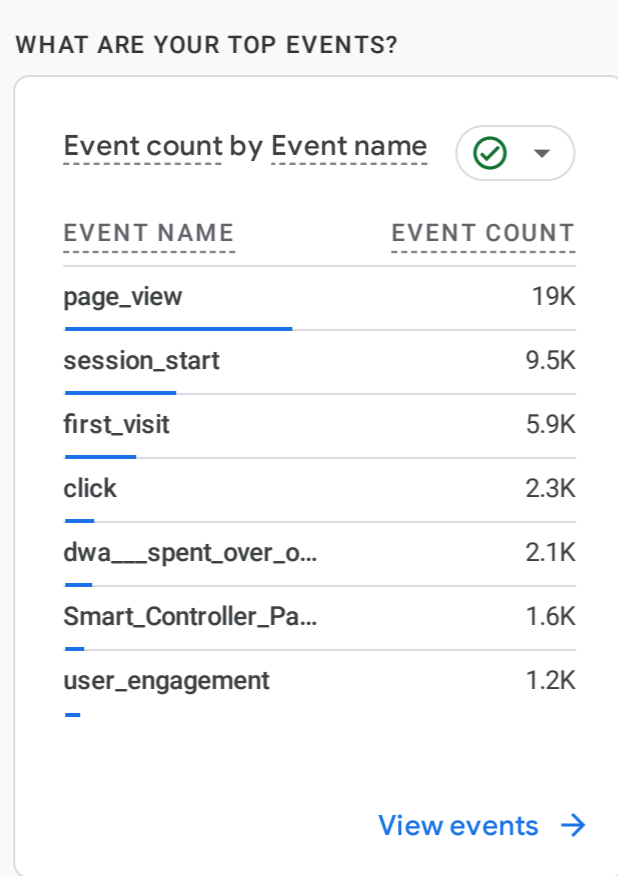
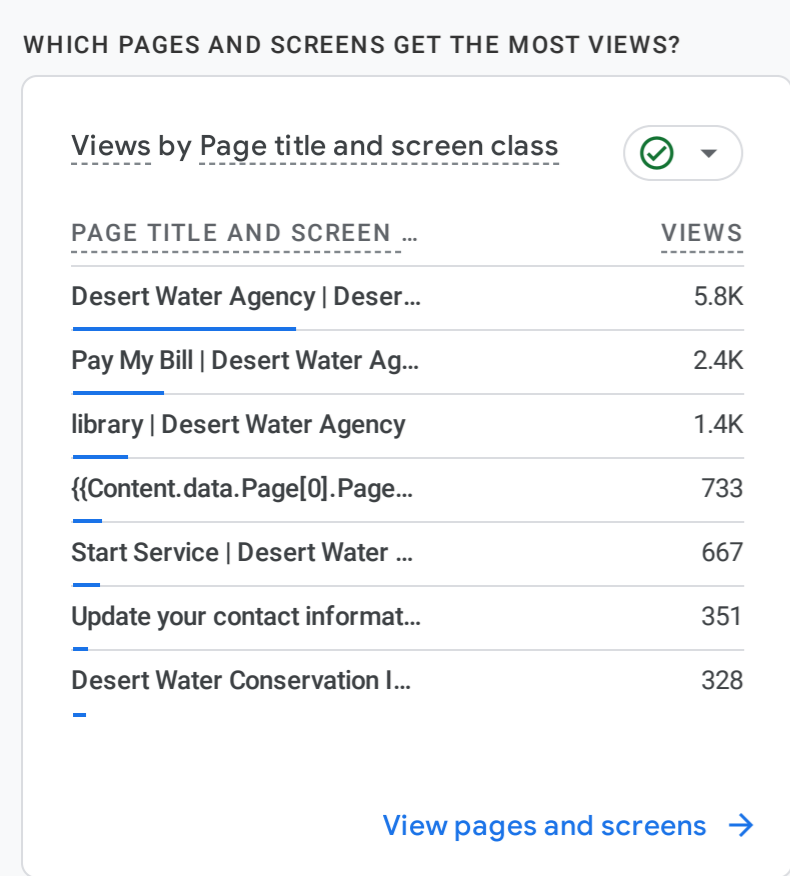
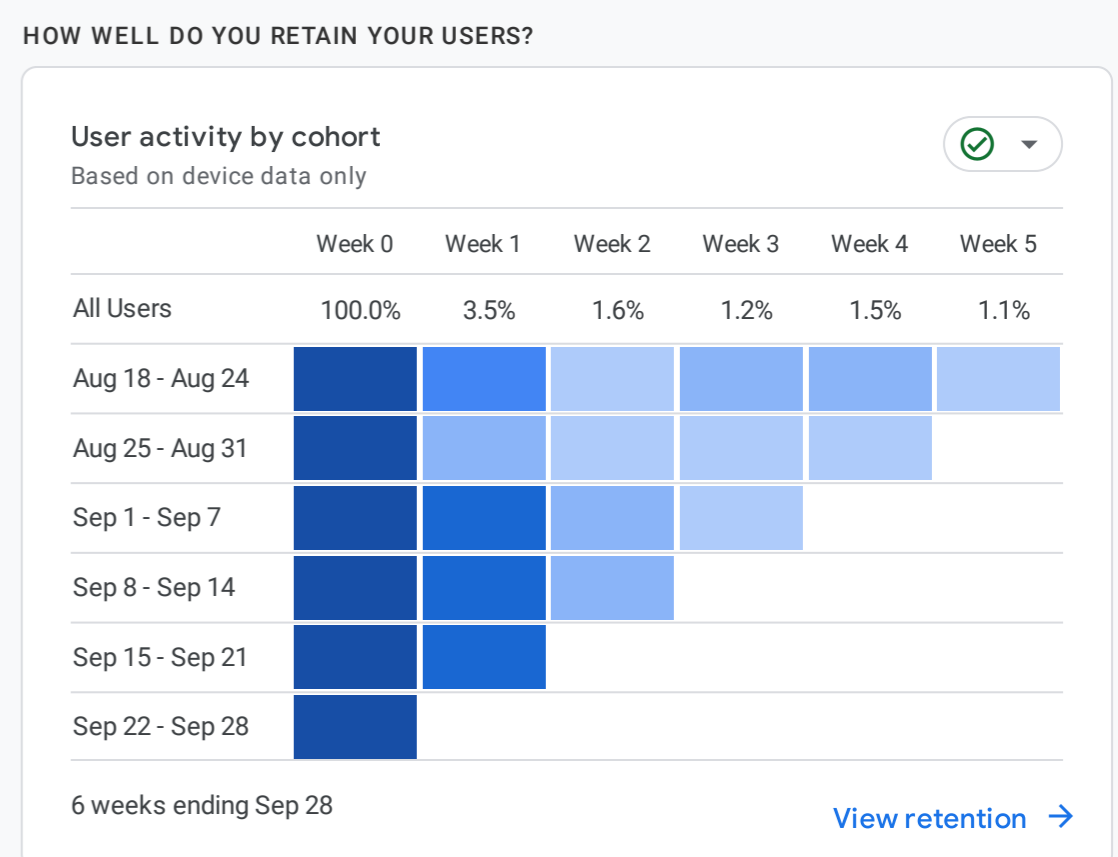
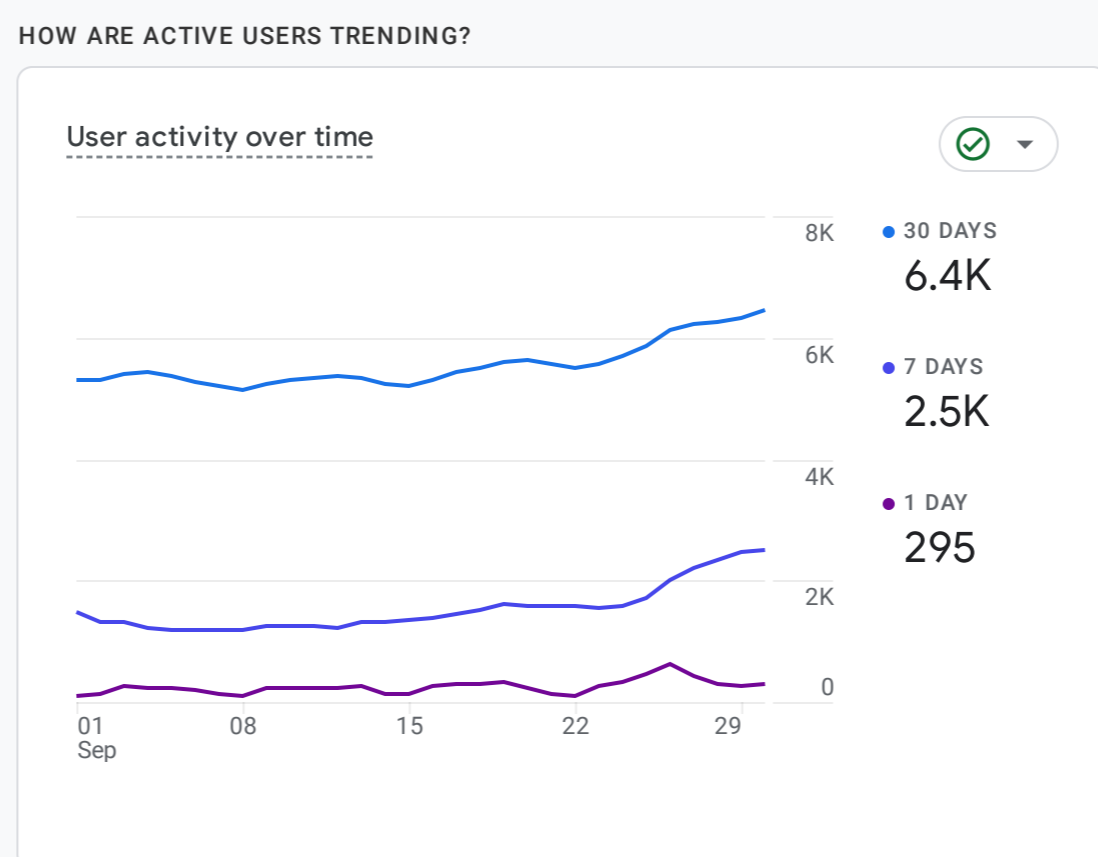
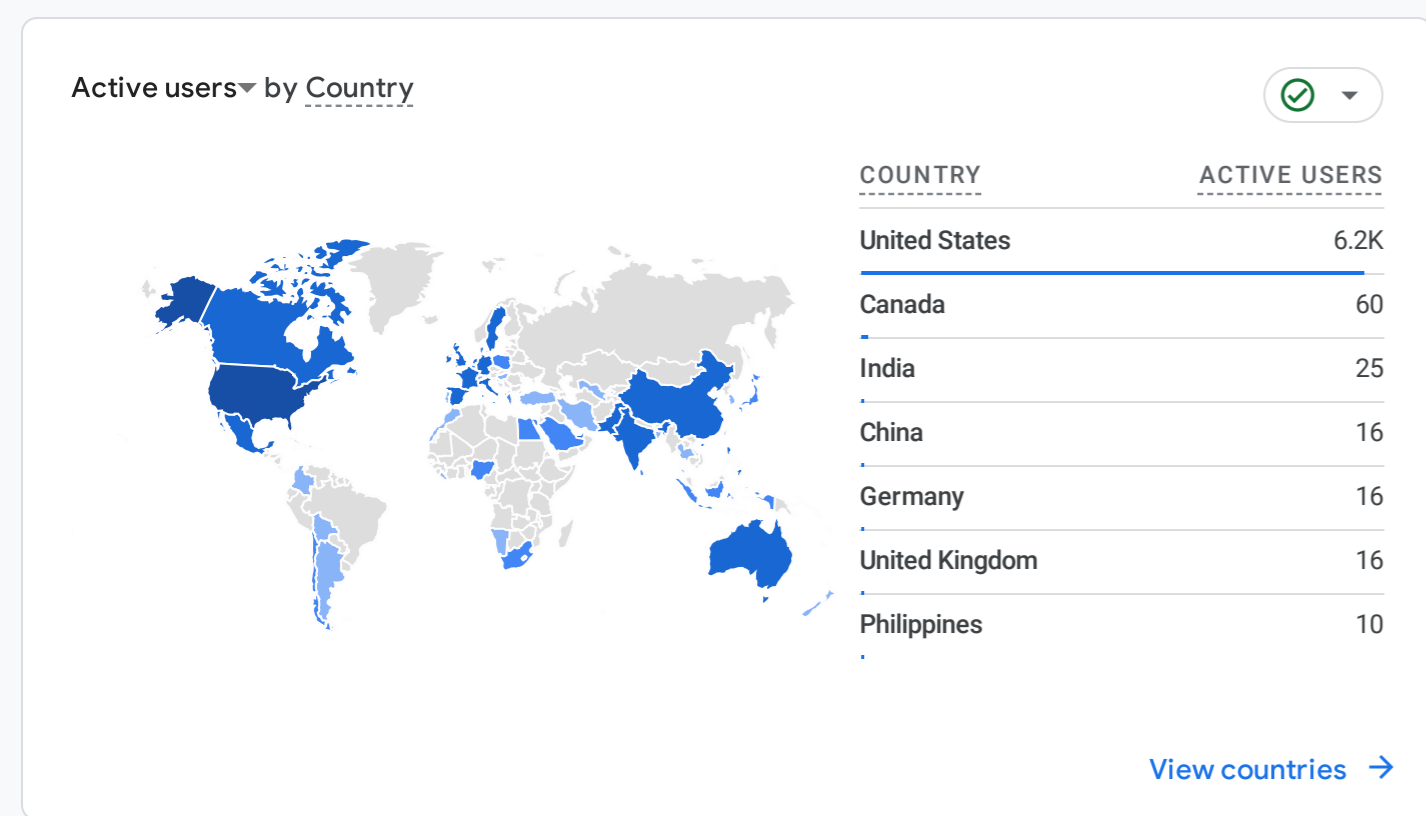
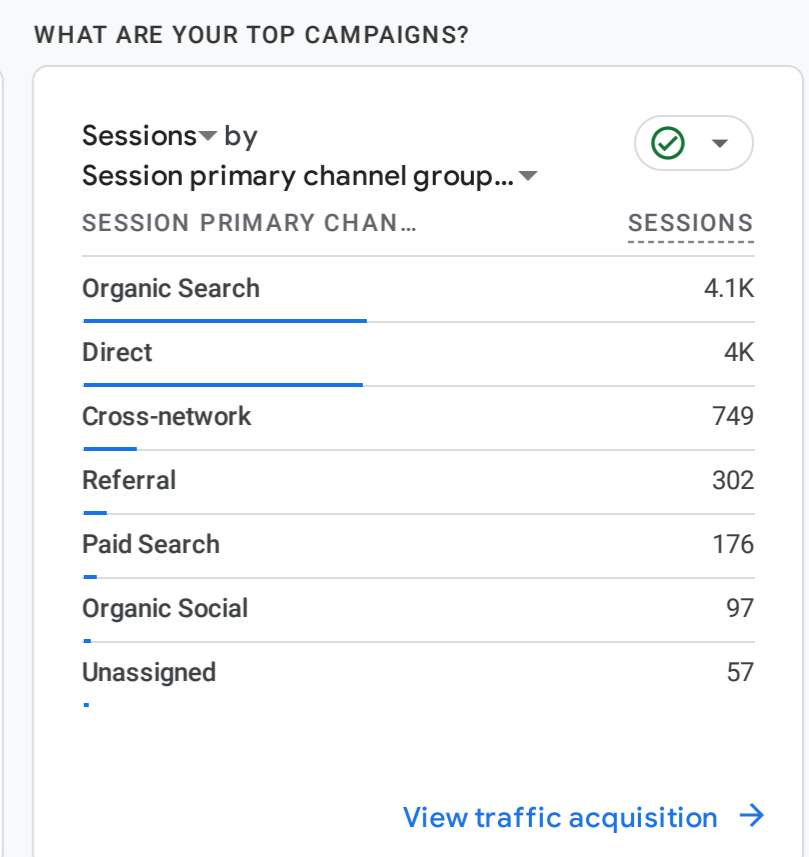
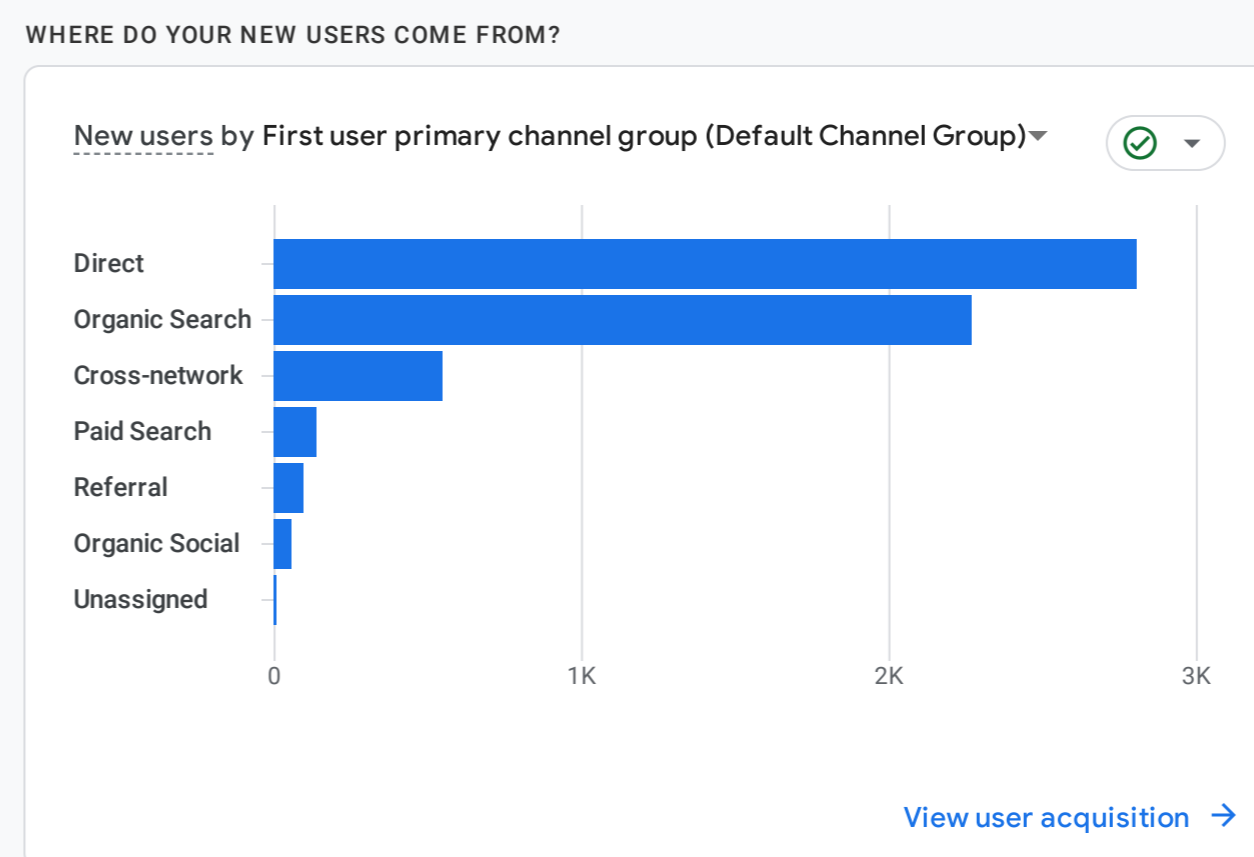
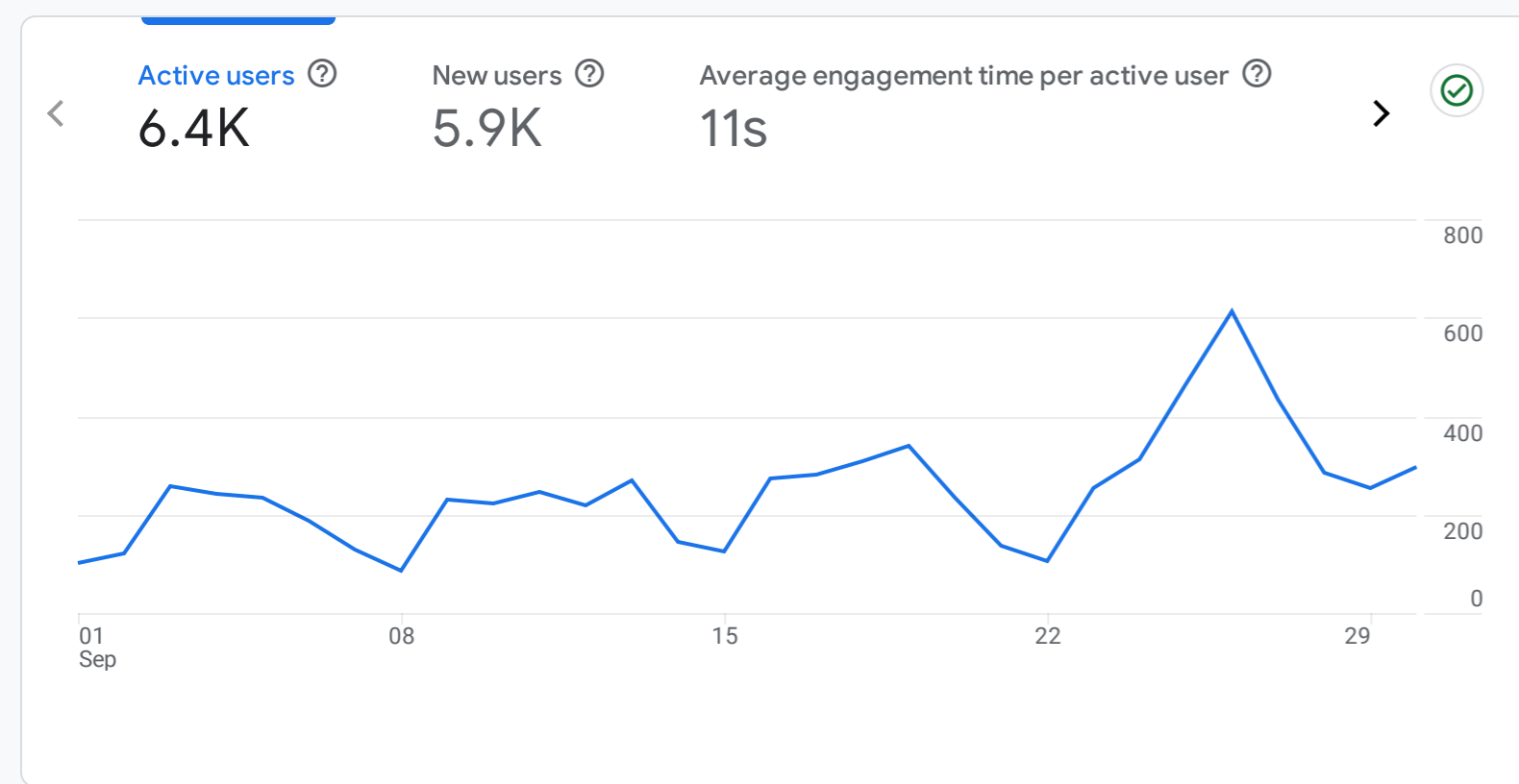
### **Water Waste:**

- 51 Total Complaints Submitted
- 11 Contacts with Customer
- 11 Site Inspections Scheduled
- 18 Citations Issued

All Users Add comparison

Custom Sep 1 - Sep 30, 2024

### Reports snapshot



# Desert Water Agency Facebook & Instagram Analytics September 2024



facebook



**Desert Water Agency**

1.4K likes • 1.6K followers

## Reach

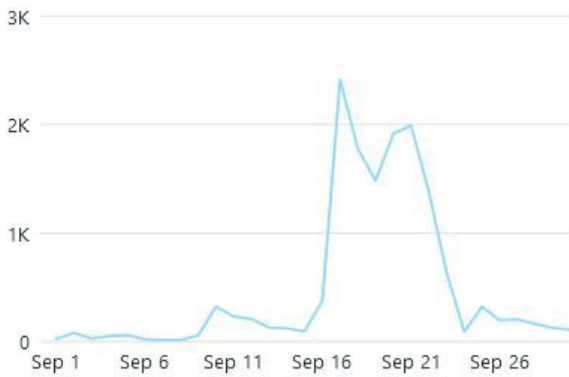
Export

Facebook reach ⓘ

10.2K ↑ 728%

Instagram reach ⓘ

2.2K ↑ 5%



## Visits

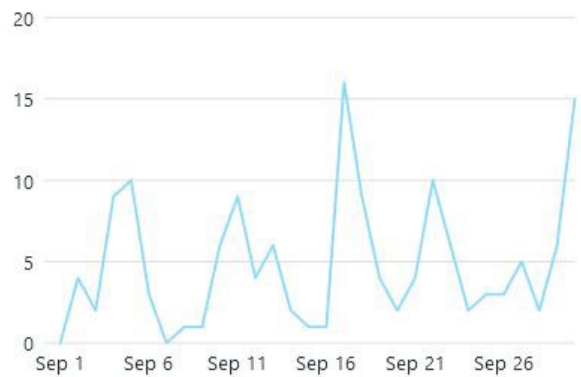
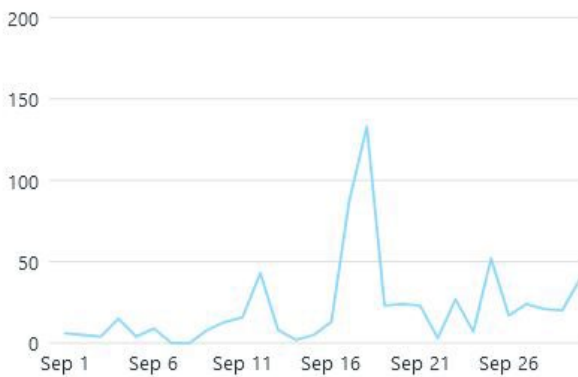
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Facebook visits ⓘ

































651 ↑ 99.7%

Instagram profile visits ⓘ

















146 ↑ 31.5%



# Desert Water Agency Facebook & Instagram Analytics September 2024

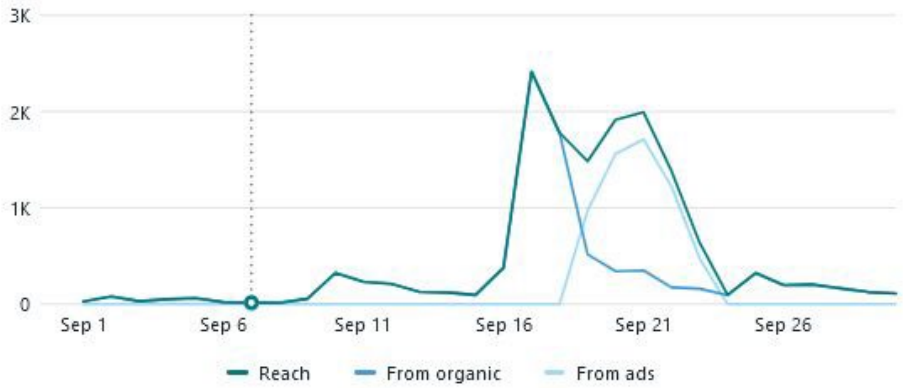
	With fall upon us, what better time than now to consider planting autu... desertwateragency	Boost	Mon Sep 30, 2:40pm	51 Reach	3 Likes	0 Comments	0 Shares
	With fall upon us, what better time than now to consider pla... Desert Water Agency	Boost unavailable	Mon Sep 30, 2:40pm	79 Reach	6 Reactions	0 Comments	0 Shares
	Construction alert! Desert Water Agency will be conducting work on S. P... desertwateragency	Boost	Sun Sep 29, 3:10pm	112 Reach	8 Likes	0 Comments	0 Shares
	Construction alert! Desert Water Agency will be conducting ... Desert Water Agency	Boost unavailable	Sun Sep 29, 3:10pm	111 Reach	5 Reactions	0 Comments	0 Shares
	Congratulations to @missionspringswaterdistrict on the ribbon cutting ... desertwateragency	Boost	Fri Sep 27, 5:03pm	255 Reach	19 Likes	0 Comments	1 Shares
	Congratulations to Mission Springs Water District on the rib... Desert Water Agency	Boost unavailable	Fri Sep 27, 4:59pm	316 Reach	21 Reactions	0 Comments	1 Shares
	Water meters are a critical piece of your water service! They measure w... desertwateragency	Boost	Fri Sep 27, 10:25am	112 Reach	10 Likes	0 Comments	0 Shares
	Water meters are a critical piece of your water service! They... Desert Water Agency	Boost unavailable	Fri Sep 27, 10:25am	111 Reach	6 Reactions	4 Comments	0 Shares
	Fall is officially here, even though the weather hasn't cooled off yet! As ... desertwateragency	Boost	Thu Sep 26, 2:40pm	65 Reach	6 Likes	0 Comments	0 Shares
	Fall is officially here, even though the weather hasn't cooled off yet! As w a... Desert Water Agency	Boost unavailable	Thu Sep 26, 2:40pm	74 Reach	6 Reactions	0 Comments	0 Shares
	Road construction alert! 🚧 Desert Water Agency will have traffic control in ... Desert Water Agency	Boost unavailable	Mon Sep 23, 4:06pm	107 Reach	6 Reactions	0 Comments	0 Shares
	Road construction alert! 🚧 Desert Water Agency will have traffic control in place on Tu... desertwateragency	Boost	Mon Sep 23, 4:05pm	331 Reach	3 Likes	0 Comments	2 Shares
	Traffic alert for Tuesday, Sept. 24, and Wednesday, Sept. 25! Desert Water Agency will be... desertwateragency	Boost	Mon Sep 23, 2:10pm	79 Reach	5 Likes	0 Comments	0 Shares
	Traffic alert for Tuesday, Sept. 24, and Wednesday, Sept. 25! Desert Water A... Desert Water Agency	Boost unavailable	Mon Sep 23, 2:09pm	92 Reach	3 Reactions	0 Comments	0 Shares
	DWA enjoyed participating in Desert Healthcare District's Coachella Valley E... Desert Water Agency	Boost unavailable	Sat Sep 21, 12:41pm	237 Reach	16 Reactions	1 Comments	1 Shares
	DWA enjoyed participating in Desert Healthcare District's Coachella Valley Environmen... desertwateragency	Boost	Sat Sep 21, 12:40pm	133 Reach	12 Likes	0 Comments	0 Shares
	We had a blast at the Business Expo and Taste of Palm Springs last night! Th... Desert Water Agency	Boost unavailable	Thu Sep 19, 3:59pm	184 Reach	15 Reactions	0 Comments	0 Shares
	We had a blast at the Business Expo and Taste of Palm Springs last night! Thank you to ... desertwateragency	Boost	Thu Sep 19, 3:59pm	193 Reach	29 Likes	0 Comments	0 Shares
	Calling local landscapers! Join us at a workshop designed specifically for landscape cont... desertwateragency	Boost	Wed Sep 18, 12:50pm	75 Reach	9 Likes	0 Comments	0 Shares
	Calling local landscapers! Join us at a workshop designed specifically for lan... Desert Water Agency	Boost unavailable	Wed Sep 18, 12:49pm	180 Reach	6 Reactions	0 Comments	3 Shares
	We are pleased to announce the appointment of Esther Saenz as DWA's General Manag... desertwateragency	Boost	Tue Sep 17, 4:12pm	273 Reach	28 Likes	0 Comments	11 Shares
	We are pleased to announce the appointment of Esther Saenz as DWA's Ge... Desert Water Agency	Boost unavailable	Tue Sep 17, 3:47pm	4.9K Reach	40 Reactions	9 Comments	11 Shares
	This post has no text Desert Water Agency	Boost unavailable	Tue Sep 17, 1:02pm	--	0 Reactions	--	0 Shares
	This post has no text desertwateragency	Boost unavailable	Tue Sep 17, 1:02pm	187 Reach	3 Likes	--	0 Shares
	Join us at the Healthy Desert, Healthy You summit this weekend! DWA General Manager... desertwateragency	Boost	Tue Sep 17, 12:10pm	185 Reach	4 Likes	0 Comments	0 Shares
	Join us at @deserthealthcare's Healthy Desert, Healthy You summit this wee... Desert Water Agency	Boost unavailable	Tue Sep 17, 12:10pm	275 Reach	14 Reactions	0 Comments	2 Shares
	This week kicks off National Hispanic Heritage Month! At DWA, we're celebrating the m... desertwateragency	Boost	Mon Sep 16, 4:30pm	56 Reach	5 Likes	0 Comments	0 Shares
	This week kicks off National Hispanic Heritage Month! At DWA, we're celebr... Desert Water Agency	Boost unavailable	Mon Sep 16, 4:30pm	80 Reach	7 Reactions	0 Comments	0 Shares
	10 years of SGMA. Desert Water Agency	Boost unavailable	Mon Sep 16, 1:47pm	46 Reach	5 Reactions	0 Comments	0 Shares
	Join us at the annual Taste of Palm Springs on Wednesday, September 18, at Indian Can... desertwateragency	Boost	Fri Sep 13, 4:00pm	159 Reach	16 Likes	0 Comments	1 Shares
	Join us at the annual Taste of Palm Springs on Wednesday, September 18, at... Desert Water Agency	Boost unavailable	Fri Sep 13, 4:00pm	118 Reach	9 Reactions	1 Comments	0 Shares
	DWA was proud to participate in Coachella Valley Economic Partnership's Morning Insig... desertwateragency	Boost	Thu Sep 12, 5:20pm	202 Reach	19 Likes	0 Comments	2 Shares

# Desert Water Agency Facebook & Instagram Analytics September 2024

 DWA was proud to participate in Coachella Valley Economic Partnership's M... Desert Water Agency	Boost unavailable	Thu Sep 12, 5:20pm	255 Reach	16 Reactions	2 Comments	1 Shares
 Desert Water Agency honors and remembers those who lost their lives on Sept. 11, 2001... desertwateragency	Boost	Wed Sep 11, 7:55am	283 Reach	24 Likes	0 Comments	1 Shares
 Desert Water Agency honors and remembers those who lost their lives on S... Desert Water Agency	Boost unavailable	Wed Sep 11, 7:54am	81 Reach	8 Reactions	0 Comments	0 Shares
 Thank you Assemblymember Greg Wallis for providing welcoming remarks t... Desert Water Agency	Boost unavailable	Tue Sep 10, 1:54pm	428 Reach	28 Reactions	0 Comments	1 Shares
 Thank you @assemblymember_greg_wallis for providing welcoming remarks to attendee... desertwateragency	Boost	Tue Sep 10, 1:54pm	443 Reach	21 Likes	0 Comments	3 Shares
 Desert Water Agency updated their cover photo. Desert Water Agency	Boost unavailable	Tue Sep 10, 1:18pm	2 Reach	6 Likes and reactions	0 Comments	0 Shares
 National Preparedness Month @rivcoready desertwateragency	Boost unavailable	Mon Sep 9, 4:39pm	--	2 Likes	--	0 Shares
 Be prepared! September is National Preparedness Month - a great time to update or crea... desertwateragency	Boost	Mon Sep 9, 4:25pm	144 Reach	5 Likes	0 Comments	0 Shares
 Be prepared! September is National Preparedness Month - a great time to u... Desert Water Agency	Boost unavailable	Mon Sep 9, 4:25pm	82 Reach	5 Reactions	0 Comments	0 Shares
 This post has no text desertwateragency	Boost unavailable	Thu Sep 5, 1:38pm	308 Reach	3 Likes	--	0 Shares
 Desert Water Agency is excited to present "Where Our Water Comes From" a... Desert Water Agency	Boost unavailable	Thu Sep 5, 1:34pm	86 Reach	8 Reactions	1 Comments	0 Shares
 This post has no text desertwateragency	Boost unavailable	Wed Sep 4, 1:50pm	120 Reach	4 Likes	--	0 Shares
 We all play a role in protecting our groundwater supplies! This Protect Your Groundwat... desertwateragency	Boost	Wed Sep 4, 11:25am	94 Reach	8 Likes	0 Comments	0 Shares
 We all play a role in protecting our groundwater supplies! This Protect Your ... Desert Water Agency	Boost unavailable	Wed Sep 4, 11:25am	98 Reach	8 Reactions	0 Comments	1 Shares
 Happy Labor Day! We hope you enjoy a healthy and safe long weekend. DWA is closed t... desertwateragency	Boost	Mon Sep 2, 6:00am	68 Reach	8 Likes	0 Comments	0 Shares
 Happy Labor Day! We hope you enjoy a healthy and safe long weekend. DW... Desert Water Agency	Boost unavailable	Mon Sep 2, 6:00am	125 Reach	7 Reactions	0 Comments	1 Shares

# Desert Water Agency Facebook & Instagram Analytics September 2024

**Reach** 10.2K ↑ 728%
  
 **3-second views** 46 ↓ 34.3%
  
 **1-minute views** 0 0%
  
 **Content interactions** 509 ↑ 147.1%
  
 **Minutes viewed** 22m 54s ↑ 1.2%



## Reach breakdown

Sep 1 – Sep 30

**Total**  
**10,201** ↑ 728%

**From organic**  
**6,287** ↑ 426.5%

**From ads**  
**4,399** ↑ 100%

## Top content by reach

Boost content

See all content



**We are pleased to announce the...**

Tue Sep 17, 3:47pm

↗ 4.9K    ❤ 199  
💬 49    📌 11



**Thank you Assemblymember...**

Tue Sep 10, 1:54pm

↗ 428    ❤ 31  
💬 0    📌 1



**Congratulations to Mission Springs Wat...**

Fri Sep 27, 4:59pm

↗ 316    ❤ 28  
💬 0    📌 1



**Join us at @deserthealthcare's...**

Tue Sep 17, 12:10pm

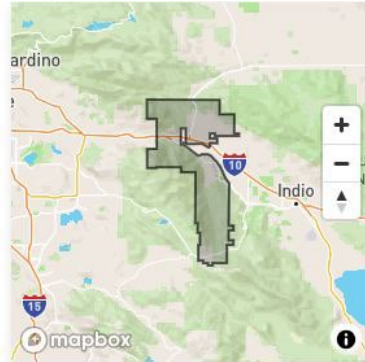
↗ 275    ❤ 16  
💬 0    📌 2



**DWA was proud to participate in...**

Thu Sep 12, 5:20pm

↗ 255    ❤ 25  
💬 2    📌 2



### Desert Water Agency

1200 S Gene Autry Trl, Palm Springs

Desert Water Agency is the water utility for the Palm Springs area including outlying county areas, Desert Hot Springs, part of Cathedral City and Palm Springs. It is our responsibility to provide a safe, reliable water supply to the area we serve while protecting See more...

### Desert Water Agency

44,893 members  
28,557 claimed households  
146 neighborhoods

[Invite](#)



### Desert Water Agency

Senior Public Affairs Specialist Nisha Ajmani • 5 days ago • Edited

Construction alert! Desert Water Agency will be conducting work on S. Palm Canyon Drive between W. Ramon Road and E. Sonora Road. Construction will begin [See more](#)



Posted to **Subscribers of Desert Water Agency**

1 ❤️ 1 💬 · 3,280 Impressions







**Desert Water Agency** ✓

Senior Public Affairs Specialist Nisha Ajmani • 23 Sep



Ramon Road - construction alert! 🚧 Desert Water Agency will have traffic control in place on Tuesday, Sept. 24, on Ramon Road between Compadre Road and [See more](#)



Posted to **Subscribers of Desert Water Agency**

2 ❤️ 4,578 Impressions



**Desert Water Agency** ✓

Senior Public Affairs Specialist Nisha Ajmani • 23 Sep



Traffic alert for Tuesday, Sept. 24, and Wednesday, Sept. 25! Desert Water Agency will be potholing on N. Gene Autry Trail, south of E. Vista Chino, near the Palm Sp [See more](#)



Posted to **Subscribers of Desert Water Agency**

2 ❤️ 1 · 3,166 Impressions





**Desert Water Agency** ✓

Senior Public Affairs Specialist Nisha Ajmani • 13 Sep • Edited



Desert Water Agency – Service Line Replacements – Twin Palms HOA Community

[See more](#)



Posted to Subscribers of Desert Water Agency in 1 neighborhood

♡ 1 · 93 Impressions



**Desert Water Agency** ✓

Senior Public Affairs Specialist Nisha Ajmani • 13 Sep



Beginning the week of September 16, 2024, Desert Water Agency will be completing meter replacements in the Mountain Gate community in Palm Springs. The [See more](#)



Posted to Subscribers of Desert Water Agency in 1 neighborhood

♡ 4 · 260 Impressions



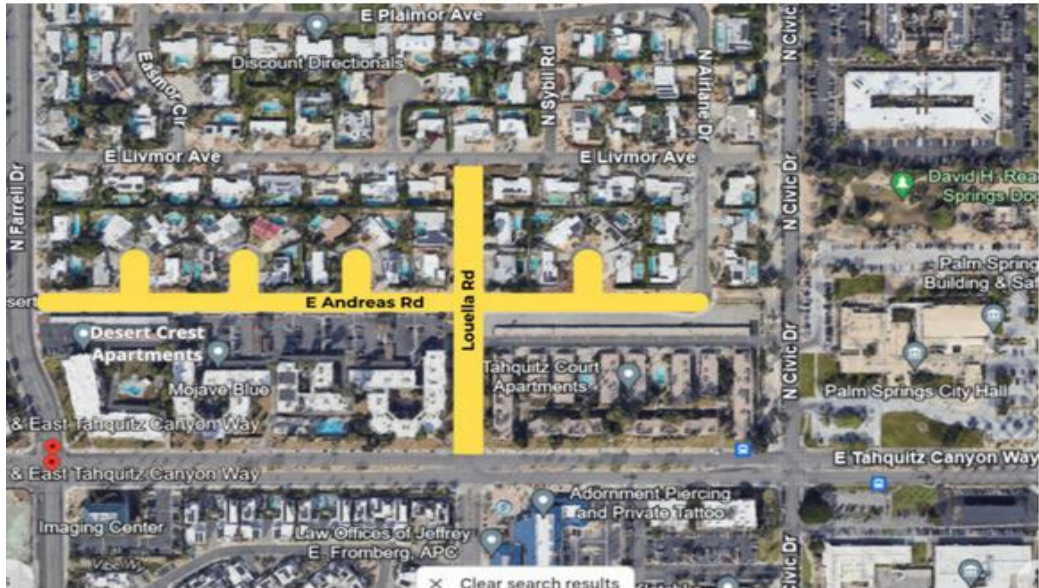


**Desert Water Agency** ✓

Senior Public Affairs Specialist Nisha Ajmani • 5 Sep • Edited



UPDATE: Work has been postponed due to heat. We will provide an update with a new date when available. ... [See more](#)



Posted to **Subscribers of Desert Water Agency** in 2 neighborhoods

♥ 1 · 25 Impressions



## GENERAL MANAGER'S REPORT OCTOBER 15, 2024

### Landscaper Workshop

The Conservation department hosted a Landscaper Workshop on October 8. The workshop had more than 25 attendees, including those who are maintaining large landscapes and submitting large scale grass removal projects.

Landscaper contractors learned about Desert Water Agency, detailed rules for DWA incentive programs, and how new regulation and legislation impacts DWA and our customers. In addition, staff from the City of Palm Springs and Cathedral City were in attendance to learn more about DWA's programs.

City of Palm Springs staff also provided more information about the steps for a successful plan review. Conservation staff were able to use the opportunity to provide clarification on various questions from landscaper contractors throughout the presentation.



## Desert Water Agency Washington, D.C. Visits

From September 23-27, Director of Public Affairs & Conservation Llort attended the Women in Government Relations Conference in Washington D.C. In addition to participating in the conference, she participated in several key legislative meetings with:

- Staff from the offices of Senator Alex Padilla, Senator Laphonza Butler, Congressman Ken Calvert
- Congressman Raul Ruiz and his staff
- U.S. Bureau of Reclamation staff: John Watts, Travis Yonts

These discussions focused on highlighting DWA's federal priorities, as well as securing federal support for drought resilience strategies, the Water Conservation Tax Parity Act, and potential funding through federal programs via the USBR or Cybersecurity & Infrastructure Security Agency (CISA). The meeting with the USBR included gratitude for continued funding for DWA's conservation programs via the Water Smart program and other funding opportunities that DWA can pursue.

Please see DWA's new federal priorities handout below.

Ms. Llort joined Congressman Ruiz as his guest at the Congressional Speaker series held at the Library of Congress.





# Desert Water Agency

Desert Water Agency (DWA) was founded in 1961 as a groundwater management agency in the western Coachella Valley and started providing water service to customers in Palm Springs and Cathedral City in 1968. As a State Water Contractor and public agency, DWA imports water to recharge the local groundwater basin, provides retail and wholesale water, recycled water, sanitary sewer services, utilizes solar power and generates electricity from two hydroelectric plants. The Agency is a special district governed by an elected five-member Board of Directors.

## Imported Water

- State Water Project (SWP)
  - Exchange with Metropolitan Water District (MWD)
  - Tied to Colorado River system - no rights

## By the Numbers

- Approx. 75,000 people in drinking water service area
- 24,000 current water accounts
- Produces 29,000 acre-feet of tap water a year
- 27 active wells
- 400 + miles of domestic water pipeline
- 2,300 sewer accounts maintained

## Solar Operations

- Two solar fields
- Powers recycled water plant, administrative offices and operations center
- 4,500 solar panels total
- Produces about a megawatt a day, enough to power 250 homes on a sunny day

## Hydropower

- Two hydroelectric generating plants
- Snow Creek is a 350 kilowatt plant
- Whitewater is a 1.0 megawatt plant & can handle 76,300 gallons per minute
- At peak year, Whitewater generated 7.3 million kilowatt-hours of energy

**VICTORIA LLORT**

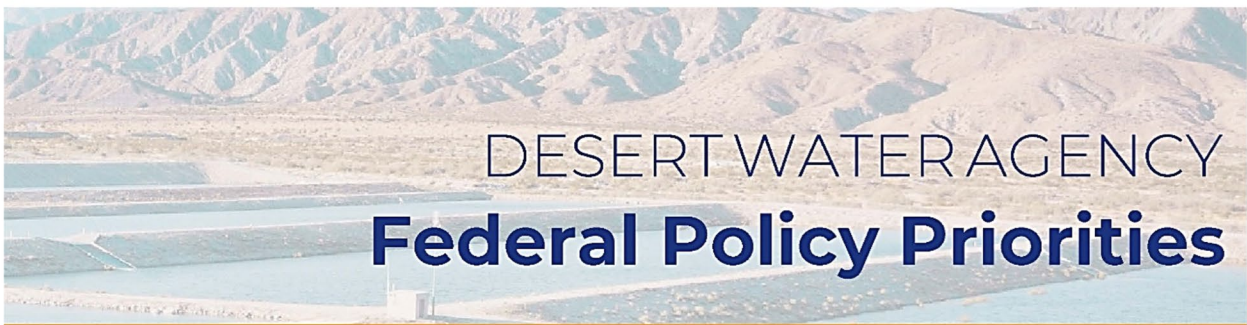
*Director of Public Affairs and Conservation*

(760) 323-4971 ext. 273

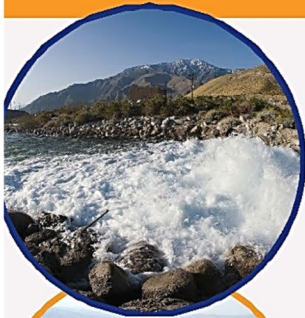
[vlort@dwa.org](mailto:vlort@dwa.org)

**DESERT WATER**





# DESERT WATER AGENCY Federal Policy Priorities



**DWA supports investments to improve Colorado River water quality and reduce salinity.** Increased and expedited Federal funding and implementation of cooperative measures to reduce salinity in the Colorado River through the Colorado River Basin Salinity Control Program will benefit the basin as a system. DWA advocates for continued support and operation of the Paradox Valley Unit, which plays a critical role in reducing salinity and ensuring the sustainability of water resources in the region.



**DWA supports increased USBR funding for conservation efforts, particularly through the WaterSMART program, including its Small-Scale Water Efficiency Grants.** DWA has leveraged these federal funds to support its grass removal program, converting 4.4 million square feet of turf. These projects are costly, and incentives are essential to make them feasible. We also support federal funding for the design of recycled water projects to further strengthen conservation and alternative water supply sources.



**DWA supports amending the federal tax code to allow water conservation rebates provided by a water supplier to no longer be considered taxable income.** Since 2013, DWA has issued \$11.7 million in rebates for water conservation measures for items like low-flow toilets, landscape conversions, and smart irrigation controllers. DWA has also removed a total of 4.4 million square feet of turf. Each rebate check issued is considered income under the federal internal revenue code, and therefore, DWA issues tax forms to each rebate recipient. Not only is this an administrative burden for DWA, but it is a disincentive to many homeowners on fixed incomes who consider participating in the programs.



**DWA prioritizes cybersecurity to protect its systems and customer data and supports increased CISA funding and grant opportunities for critical infrastructure security.** Recent DWA investments include employee training, multi-factor authentication, security audits and remediation. As DWA expands advanced metering infrastructure (AMI) and data transmission, further security measures will be needed. DWA also advocates for holding IT service providers accountable, especially with third-party integrations.



@dwawater



@desertwateragency



(formerly Twitter) @DWAwater



@desertwateragency4898



## End of Summer Employee Appreciation Luncheon

On October 10, In appreciation for all their hard work and staying safe in the heat, DWA held a luncheon for staff, catered by Papa Headz, featuring smash burgers, fries and a soda.





# SYSTEM LEAK DATA 2024

Sep 24, 2024 - Oct 7, 2024

Street Name	Number of Leaks	Pipe Diameter (inches)	Install Date	Material	Coating/Linining	Planned Replacement
EL ALAMEDA	3	4"	1967	Steel - SP	CML	S2024
INDIAN CANYON DR	2	10"	1938	Steel - SP	UL	
CAMINO REAL	1	12"	1953	Steel - SP	UL	S2025
CALLE ROCA, CALLE CHIA	1	4"	1954	Steel - SP	UL	S2025
EL ALAMEDA	1	4"	1952	Steel - SP	UL	S2024
VISTA CHINO	1	20"	1949	Steel - SP	UL	2022/2023
EL PORTAL	1	6"	1951	Steel - SP	UL	
CALLE PALO FIERRO	1	4"	1948	Steel - SP	UL	
SAN ANTONIO RD	1	4"	1958	Steel - SP	UL	
RACQUET CLUB RD	1	10"	1962	Steel - SP	CML	
PASEO CAROLETA	1	6"	1958	Steel - SP	UL	
EL PLACER RD	1	6"	1983	Steel - SP	CMLC	
FARRELL DR	1	6"	1958	Steel - SP	UL	
LOS ROBLES DR	1	6"	1974	Asbestos	N/A	
<b>Total Leaks in System</b>						
17						

## Planned Replacement

- Summer 2025
- Summer 2025
- Summer 2026

## SYSTEM INFORMATION

Oldest Pipe in the System (Year of Installation): 1936, 88 years old

Average Year of Installation of Unlined Steel Pipe (Systemwide): 1954, 70 years old

**Total Length of Unlined Pipe Systemwide (Linear Feet): 235,364**

\*Average Length of Pipe Replaced Annually (Linear Feet): 15,000 ft

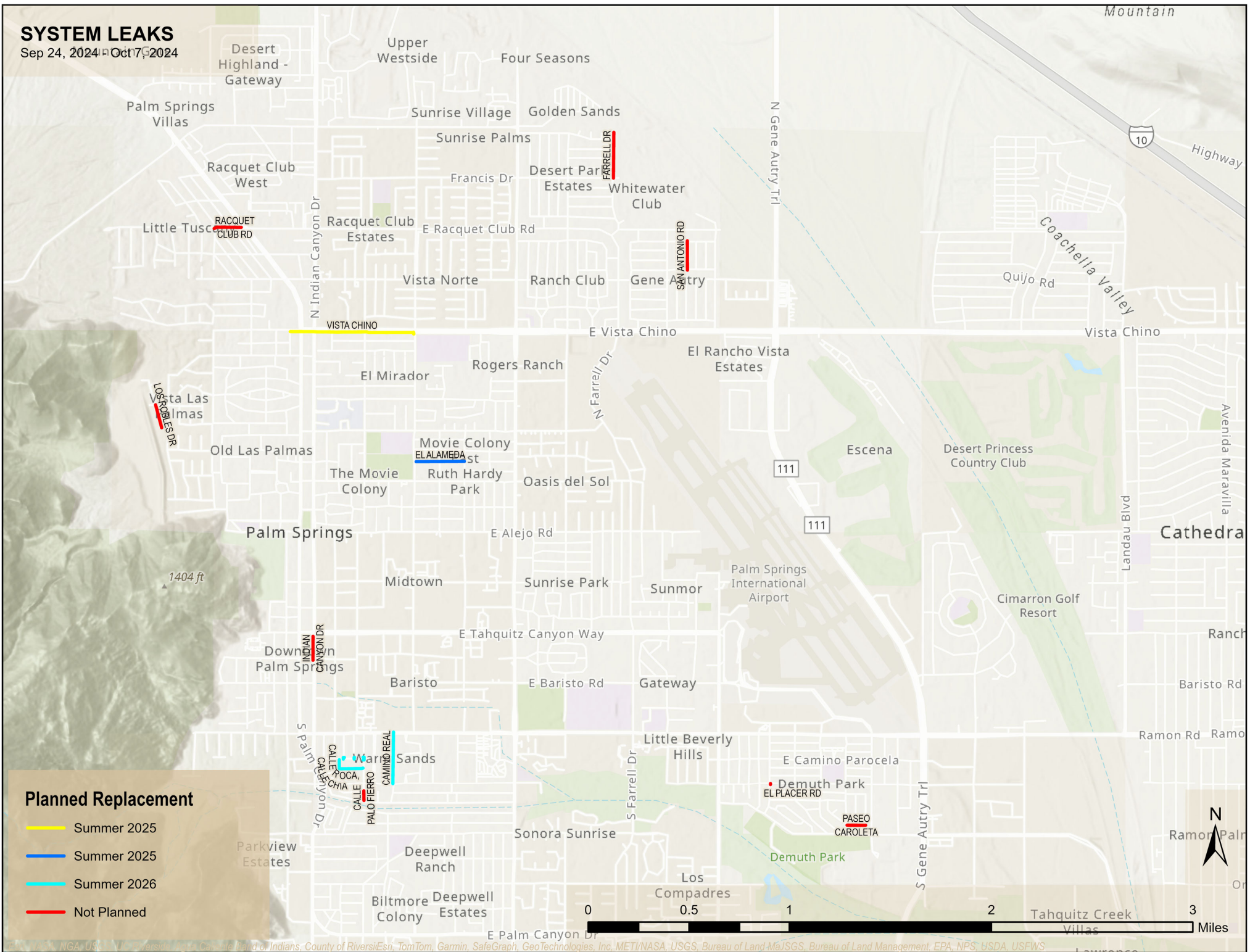
**\*Projected Time Frame for 100% Replacement of Unlined Steel Pipe: 16 years**

Year Agency Transitioned to Cement Lined Steel Pipe: 1960

\*Please note this figure represents the average linear footage of pipeline replaced annually given an average annual budget of \$3 million

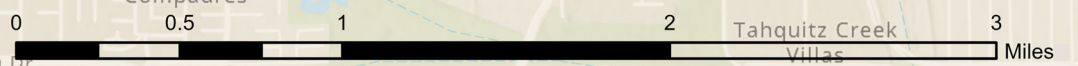
# SYSTEM LEAKS

Sep 24, 2024 - Oct 7, 2024



## Planned Replacement

- Summer 2025 (Yellow line)
- Summer 2025 (Blue line)
- Summer 2026 (Cyan line)
- Not Planned (Red line)



## Human Resource's Meeting and Activities

### Meetings:

09/17/2024	DWA Board Meeting	DWA Offices
09/23/2024	DWA Staff Meeting	DWA Offices
10/01/2024	DWA Board Meeting	DWA Offices
10/14/2024	DWA Staff Meeting	DWA Offices

### Activities:

09/19/2024	Attended Valleywide Employment Expo	Fantasy Springs Event Center
09/23/2024	New Employee Orientation	DWA Offices
09/24/2024	Lincoln Financial Representative on Site	DWA Offices
09/24/2024	Data Collection Meeting with U.S. Department of Labor Representative	Virtual Meeting
09/25/2024	Operations Technician I Interviews	DWA Offices
09/26/2024	Tyler Implementation Meeting	Virtual Meeting
09/30/2024	DOT and Random Drug Testing	DWA Offices
10/01/2024	Administrative Assistant Interviews	DWA Offices
10/07/2024	Tyler Implementation Meeting	Virtual Meeting
10/08/2024	Tyler Implementation Meeting	Virtual Meeting
10/08/2024	Safety & Training Assistant Interviews	DWA Offices
10/09/2024	Tyler Implementation Meeting	Virtual Meeting
10/10/2024	Tyler Implementation Meeting	Virtual Meeting
10/10/2024	End of Summer Employee Luncheon	DWA Offices

## General Manager's Meetings and Activities

### Meetings:

10/02/24	Conservation Department Meeting Update	DWA
10/03/24	DCP Participants Coordination Meeting	Conf Call
10/03/24	Field Meeting w/ Oswitt Representative	Oswitt Preserve
10/03/24	I.T. Department Update	Conf Call
10/03/24	Mission Creek Subbasin SGMA Mtg	Conf Call
10/07/24	DWA Weekly Department Heads Meeting	DWA
10/07/24	Tribal Mediation Small Group Meeting	Conf Call
10/08/24	Safety & Training Specialist Interviews	DWA
10/08/24	Tribal Mediation Meeting	Conf Call
10/10/24	Executive Committee Meeting	DWA
10/10/24	Employee Luncheon	DWA
10/10/24	Tribal Mediation Coordination Meeting	Conf Call
10/11/24	Sites Res Budget & Finance Meeting	Conf Call
10/14/24	DWA/CVWD/MWD In-Person Coord Meeting	Riverside
10/15/24	DWA Bi-Monthly Board Meeting	DWA

### Activities:

- 1) Sites Reservoir Finance
- 2) DCP Financing
- 3) Recycled Water Supply - Strategic Planning
- 4) AQMD Rule 1196
- 5) DWA Organizational Restructuring
- 6) DWA Remote Meter Reading Fixed Network
- 7) DC Project – Finance JPA Committee (Standing)
- 8) DWA/CVWD/MWD Operations Coordination (Standing)
- 9) DWA/CVWD/MWD Exchange Agreement Coordination Committee (Standing)
- 10) ACBCI Water Rights Lawsuit
- 11) Whitewater Hydro Operations Coordination with Recharge Basin O&M
- 12) Delta Conveyance Project Cost Allocation
- 13) MCSB Delivery Updates
- 14) SWP East Branch Enlargement Cost Allocation
- 15) RWQCB Update to the SNMP