




# Smart Goal 1 - Customer Communications

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*Enhance customer trust, satisfaction, and understanding of water and wastewater services.*

**OWNER: Marion Champion - Assistant General Manager**

**1.1 Develop and initiate an annual plan to increase customer outreach and engagement through various communication channels, technologies, and community events. The goal is to enhance customer trust, satisfaction, and understanding of water services with ongoing refinement of the communications plan and its goals.**

Key Success Measure	Location/Meeting Date	Responsible Department	Completion Date
<b>1) By the end of the second quarter 2024, identify and design an annual plan outlining deliberate strategies to increase customer outreach and engagement.</b>			
MSWD Public Affairs created a monthly plan highlighting essential topics that should be shared, promoted, and advertised.	Na	Public Affairs	June 2024
<b>2) Leverage a mix of communication channels, technologies, and community events to convey information and engage with the community effectively.</b>			
MSWD has employed a variety of communication mediums including monthly customer newsletters, social media engagement, monthly informational bill inserts, and more.	Monthly GM Report	Public Affairs	Ongoing
<b>3) Cultivate a vital customer service focus through communicating and engaging with the community on matters important to our region.</b>			
MSWD participates in a wide variety of community activities to communicate with and engage the community.	Monthly GM Report	Public Affairs	Ongoing
We have increased outreach and now provide newsletter updates to MLCC and Skyborne residents in their monthly newsletters. We have also started sharing updates with various community organizations, including Friends of the Library and DHS Women's Club.	Monthly GM Report	Public Affairs	Ongoing / Monthly
<b>4) Survey customer groups involved in water-related events (e.g., construction activities, service interruptions, water quality changes, emergencies, and other vital issues) to hear about the customer experience and determine if MSWD can improve how the event is handled.</b>			
Customer Experience Enhancement Program	Monthly GM Report	Customer Service	Ongoing
MSWD conducted a bill redesign survey.	NA	Customer Service / Public Affairs	April/May 2024
<b>5) Refine the communications plan annually based on feedback, evolving customer needs, and emerging communication trends.</b>			
The first draft of the plan was created in April 2024 for FY2025.	NA	Public Affairs	June 2025 / Annual
<b>6) Incorporate District initiatives, including Chromium-6, conservation and fleet electrification, and other mandated projects so that customers understand District operations and mandates better.</b>			

Communicated through monthly customer newsletters, bill inserts, and social media channels.	Monthly GM Report	Public Affairs	Ongoing
Launched the "Because Water Quality Matters" campaign and centered the July 2024 CCR around that messaging.	NA	Public Affairs	Ongoing
Created a <a href="#">water quality section on our website</a> , including information on Chromium-6, PFAS, and other water quality issues.	NA	Public Affairs	Fall 2024
Held multiple public workshops directly related to Chrom-6. Advertised these on traditional and social media platforms and provided video recordings that are available on our website.	NA	Public Affairs	Ongoing
<b>7) Communicate the goals of the strategic plan to both internal and external customers.</b>			
The MSWD Strategic Plan was published on the mswd.org website	<a href="#">Strategic Plan</a>	Public Affairs	Ongoing
Provided digital copies of the Strategic Plan to employees, changed the performance evaluation, and changed the MVV posters around the MSWD offices.	NA	Public Affairs	Spring 2024
We released a news release, customer newsletter story, Desert Sun editorial, and advertorials in El Informador and Uken Report announcing the adoption of the strategic plan. We also posted paid and unpaid social media on local sites.	NA	Public Affairs	Ongoing
<b>8) Improve recognition and familiarity of MSWD and the services we provide. Differentiate the District from its State Water Contractor and City, and clearly explain the nexus between the agencies. Use regular customer polling to document progress made in this area.</b>			
Continued our Water 101 workshops and educated customers about the agency and its role.	NA	Public Affairs	Ongoing
<b>Other Actions Related to this Section</b>			
Resolution 2024-07: Reclassification of Govt and Public Affairs Manager position to create the Programs and Public Affairs Specialist position.	<a href="#">April 2024 Item 15</a>	Human Resources	04/15/2024
<b>1.2 When customers better understand what the District does and how it operates, they will recognize MSWD's work to protect and provide water services. Enhancing customer education will increase trust in the District's services.</b>			
<b>Key Success Measure</b>	<b>Location/Meeting Date</b>	<b>Responsible Department</b>	<b>Completion Date</b>
<b>1) Continue providing Water 101 presentations for schools, service organizations, and elected officials.</b>			
Participated in multiple school presentations and the CV Water Counts Academy.	NA	Public Affairs	Ongoing / Annual
MSWD has offered Water 101 to all Safety, Planning, and newly elected City Council after the elections, pending confirmation/calendaring.	NA	Public Affairs	March 2025
Staff met with the public safety commissioner to discuss fire hydrant pressures.	NA	GM/Admin	Feb 2025
<b>2) Hold monthly Water Talks to engage and educate the public on water issues facing our valley and state water systems. Include information on District infrastructure, water quality, financials, and/or future water issues.</b>			
Monthly Water Talks were held during 2024.	NA	Public Affairs	Ongoing
Building on the Water 101 and Water Talk success, we are offering infrastructure tours in 2025.	NA	Public Affairs	March 2025
<b>3) As the Long Range Financial Master Plan is completed, ensure customers' understanding of water costs and impacts on rates.</b>			
<b>4) Establish a communication plan that empowers our customer service workers to be brand ambassadors and build relationships with the public.</b>			

Customer service has been provided with water quality / Chrom-6 talking points and information.	NA	Public Affairs	Oct 2024
<b>5) Expand tour and lecture opportunities and work with staff to create a speaker's bureau of knowledgeable presenters.</b>			
<b>6) Increase school opportunities and expand the Groundwater Guardian activities within the schools.</b>			
REAL Academy, Mission Creek Tours, Career Days, Calendar Contest, LivingWise Program, Summer Camp, Project WET Teacher Training	Monthly GM Report	Public Affairs	Ongoing / Annual
<b>7) Partner with the DHS High School Real Academy to increase school opportunities for students to learn more about the District.</b>			
The District has developed an intern program that allows students from the DHSHS R.E.A.L. Academy the opportunity to participate in 2-3 week internships at MSWD giving them real world experience in the water industry.	Monthly GM Report	Public Affairs	Ongoing / Annual
The District has created a 3D modeling project with the REAL Academy that focuses on the aquifer and replenishment. The model was unveiled April 2024 in honor of Earth Day and is being displayed at the Cabot Museum. Students are working on a 2025 version that will be unveiled in April 2025.	NA	Public Affairs	Ongoing / Annual
KidWind PSA Competition. MSWD assisted a student in 2024 in creating a 60-second PSA on water conservation. They are working on a 2025 PSA on Conservation as a Way of Life.	NA	Public Affairs	Ongoing / Annual
<b>Other Actions Related to this Section</b>			
Annual Report of Capacity Fees and Related Capital Expenditures	<a href="#">December 2024 Item 15</a>	Finance	12/16/2024
<b>1.3 Deliberate customer outreach also has a ripple effect of educating employees about the District. Employees can serve as ambassadors for the District, helping create and strengthen customer relationships.</b>			
<b>Key Success Measure</b>	<b>Location/Meeting Date</b>	<b>Responsible Department</b>	<b>Completion Date</b>
<b>1) Create an internal Intranet as a hub for employee communications.</b>			
The Hub (internal intranet) was developed and rolled out to employees on June 27, 2024.	<a href="#">The Hub</a>	Administration	06/27/2024
<b>2) Resume employee tours and onboarding programs so new employees can learn about our operations better.</b>			
New employees are taken on tours of the District that include visiting various facilities such as the Horton & Wright plants, well sites, and reservoir sites.	NA	Public Affairs	Ongoing
<b>3) Promote water outreach opportunities to employees, like the CV Water Counts Academy.</b>			
Employees are offered the opportunity to join the <a href="#">CV Water Counts Academy</a> annually.	NA	Administration	Ongoing
<b>4) Enhance and strengthen the organizational culture by promoting the District's Strategic Plan, Mission, Vision, and Values. Work with Human Resources to add these to the employee evaluation process.</b>	NA	HR/Public Affairs	Complete July 2025
<b>Other Actions Related to this Section</b>			

<b>1.4 Cultivate positive community relations and partnerships with industry, media, and legislative contacts.</b>			
<b>Key Success Measure</b>	<b>Location/Meeting Date</b>	<b>Responsible Department</b>	<b>Completion Date</b>
<b>1) Create a culture of transparency and provide comprehensive information on the MSWD website.</b>			
The District has implemented and upholds an Administrative Code, and has made governing resolutions and ordinances available on the MSWD website, ensuring transparency for the public and other stakeholders. Board Meetings: <a href="#">Jul 2024 Item 10</a> , <a href="#">Aug 2024 Item 9</a> , <a href="#">Sep 2024 Item 9</a> , <a href="#">Dec 2024 Item 11</a>	<a href="#">Governing Resolutions and Ordinances</a>	Administration	Published: 08/09/2024  Updates: Ongoing
<b>2) Cultivate supportive and positive relationships with federal, state, and local agencies that may impact District operations.</b>			
Riverside LAFCO Election discussed at Board meeting.	<a href="#">April 2024 - Item 22</a>	Executive	04/15/2024
The MSWD Board and staff participate in State and Federal CSDA and ACWA Committees. We have also participated in ACWA and CSDA State and Federal Lobby days/efforts and have participated in individual meetings with our legislators.	NA	Executive	Ongoing
<b>3) Cultivate positive relationships with key industry professionals to stay informed and gather feedback.</b>			
The District continues attending events and maintaining relationships with industry professionals from other water agencies and trade groups.	Monthly GM Report	Public Affairs	Ongoing
<b>4) Pursue grants and projects that would benefit our customers.</b>			
Cal OES Hazard Mitigation Grant - Would provide seismic retrofitting to one of the main reservoir sites in the District, in turn, protecting the water supply available to our customers.	<a href="#">The Hub - Grants Portal</a>	Administration	Ongoing
ID-E Intertie Design Project - Would allow the District to take the first steps in developing the design for an intertie between the WPSV and PSC water systems. This intertie would provide resiliency to the water systems, ensuring customers have reliable supply.	<a href="#">The Hub - Grants Portal</a>	Administration	Ongoing
<a href="#">CIMIS Weather Station</a> Project - Funding inquiry form to be completed and submitted to CFCC. Project location will be Mission Springs CC golf course.	<a href="#">The Hub - Grants Portal</a>	Administration	Ongoing
Community Project Requests submitted to Congressman Ruiz and Senator Padilla's offices. Staff are continuing to follow-up with the Army Corps.	NA	Administration	Ongoing / Annual
Secure funding through the SLCGP to be used to improve District cybersecurity to better protect customer data and resiliency of our operational systems.	<a href="#">The Hub - Grants Portal</a>	Innovation & Technology	Ongoing
<b>5) Develop and enhance media relationships and write and distribute press releases promptly to communicate topics important to the community. Share these stories on social media and to industry publications for greater pickup.</b>			
Various media outlets are used for regular press releases.	Monthly GM Report	Public Affairs	Ongoing
<b>6) Identify and influence legislation that aligns with the District's Legislative Platform and continue to foster positive relationships with city, county, state, and federal legislators.</b>			
Federal Advocacy Services - Carpi & Clay, Government Relations	<a href="#">January 2024 - Item 8</a>	Public Affairs	01/16/2024
Acknowledgement of MSWD Legislative Platform for 2024-2025	<a href="#">January 2024 - Item 9</a>	Public Affairs	01/16/2024
California Advocacy Services - CA Lobby	<a href="#">August 2024 - Item 9</a>	Public Affairs	08/19/2024
Acknowledgement of MSWD Legislative Platform for 2025-2026	<a href="#">December 2024 - Item 16</a>	Public Affairs	12/16/2024

Federal Advocacy Services - Carpi & Clay, Government Relations	<a href="#">January 2025 - Item 9</a>	Public Affairs	01/21/2025
<b>7) Participate in ACWA, CASA, CSDA, and other industry committees to help shape industry trends and bring back best practices to the organization.</b>			
CSDA Board of Directors Election Ballot - Term 2025-2027 Seat A - Southern Network	<a href="#">July 2024 - Item 14</a>	Executive	07/15/2024
CSDA 2025 Committee and Expert Team Participation	<a href="#">September 2024 - Item 13</a>	Executive	09/16/2024
ACWA Region 9 Board Meeting and Tour of Wright RWRF	Monthly GM Report	Executive	01/17/2025
<b>8) Apply for and receive individual and organizational certifications for leadership, transparency, and excellence and publish these accomplishments as an example of MSWD's leadership within the water/wastewater industries.</b>			
CWEA CORBS Awards: Community Engagement & Outreach Project of the Year, Operator of the Year, Collections System Person of the Year, and Outstanding Young Professional Award.	<a href="#">GM Report - Jan 2025</a> <a href="#">MSWD Awards</a>	Administration	01/25/2025
Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award	<a href="#">Link to Award</a>	Finance	11/20/2024
Berkley Springs Water Tasting Competition - MSWD continues to supply award-winning water to its customers as proven again in 2025 with a bronze medal award!	<a href="#">MSWD Awards</a>	Administration	02/22/2025
<b>Other Actions Related to this Section</b>			

SMART Goal #2 -->

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