

**PUBLIC AFFAIRS & CONSERVATION
ACTIVITIES
FEBUARY 2025**

Activities

- 2/2 – 2/3 President Ortega, Secretary-Treasurer Bloomer, and Victoria Llort attended the CMUA Capitol Day in Sacramento.
- 2/3 President Ortega, Secretary-Treasurer Bloomer, and Victoria Llort met with Bob Reed, DWA state lobbyist.
- 2/4 President Ortega, Secretary-Treasurer Bloomer, and Victoria Llort had meetings with Assemblymember Greg Wallis, Senator Rosilicie Ochoa Bogh, Assemblymember Jeff Gonzalez' staff, the committee consultant for the Senate Natural Resources Committee, and Deputy Director for Legislative Affairs at DWR.
- 2/4 DWA hosted the second session of the CV Water Counts Academy. Nisha Ajmani provided introductions and served as the host. Clark Elliott presented on conservation.
- 2/4 Xochitl Peña attended the DCP Communications monthly meeting.
- 2/5 Clark Elliott & Ernye Valenciano manned a booth with DWA giveaways and information at the Mizell Business Partner Expo Event, aimed at reaching the Palm Springs senior community.
- 2/6 Ernye Valenciano was on a live segment with KESQ discussing the Super Bowl water-saving and FOG tips, as well as rebates for toilets.
- 2/6 Xochitl Peña attended the DVBA Legislative meeting at the Rancho Mirage City Hall.
- 2/6 Clark Elliott attended an in-person CaDC quarterly committee meeting at MWDOC.
- 2/7 Victoria Llort attended a NWRA Federal Affairs Committee meeting via phone.
- 2/7 Victoria Llort attended the ACWA State Legislative Committee call.
- 2/7 Victoria Llort attended the Desert Town Hall Speaker Series.
- 2/8 Director Grasha, Esther Saenz, Victoria Llort, Kris Hopping, and Jamie Hoffman attended the Palm Springs Air Museum Gala.
- 2/11 Victoria Llort attended the ONE – PS Neighborhood meeting.
- 2/11 Nisha Ajmani attended the third session of the CV Water Counts Academy.
- 2/12 Staff attended the CVRWGMG Business meeting.
- 2/13 Clark Elliott was on a live segment with KESQ discussing Palm Springs Modernism Week and DWA's grass removal incentive program.
- 2/13 Victoria Llort attended the MSWD Board Study Session Presentation.
- 2/13 Victoria Llort attended the Professional Women in Building - WDC La Quinta Event.
- 2/18 Nisha Ajmani and Xochitl Peña attended the fourth session of the CV Water Counts Academy.
- 2/18 Victoria Llort attended the SWRCB Administrative DCP.
- 2/19 Victoria Llort attended the SWC monthly meeting.

- 2/20 Victoria Llorc attended the GCVCC Legislative Committee meeting.
- 2/20 Ernye Valenciano was on a live segment with KESQ discussing DWA's water walkthrough program for HOA's and businesses.
- 2/21 Victoria Llorc presented at Leadership Coachella Valley and talked about Desert Water Agency's water supply and conservation in the Coachella Valley.
- 2/21 Victoria Llorc attended the CSDA Legislative meeting.
- 2/21 Clark Elliott hosted a Conservation Presentation.
- 2/24 – 2/28 Secretary-Treasurer Bloomer, Director McKenna, Esther Saenz, and Victoria Llorc attended the ACWA DC Conference.
- 2/25 Secretary-Treasurer Bloomer, Director McKenna, Esther Saenz, and Victoria Llorc met with Water Strategies (Kris Polly & Drake Wood) to prep and discuss the week's legislative meetings.
- 2/25 Secretary-Treasurer Bloomer, Director McKenna, and Victoria Llorc attended Senator Schiff's CA Water Roundtable Discussion with other CA agencies.
- 2/25 Secretary-Treasurer Bloomer, Director McKenna, Esther Saenz, and Victoria Llorc had a meeting with Senator Schiff's staff specific to DWA's priorities.
- 2/26 Secretary-Treasurer Bloomer, Director McKenna, Esther Saenz, and Victoria Llorc met with Congressman Ken Calvert and staff to discuss DWA priorities.
- 2/27 Secretary-Treasurer Bloomer, Director McKenna, Esther Saenz, and Victoria Llorc met with staff from Senator Padilla to discuss DWA Priorities.
- 2/27 Secretary-Treasurer Bloomer, Director McKenna, Esther Saenz, and Victoria Llorc met with staff from House Natural Resources Committee (minority).
- 2/27 Secretary-Treasurer Bloomer, Director McKenna, Esther Saenz, and Victoria Llorc met with staff from Congressman Ruiz' office.
- 2/27 Secretary-Treasurer Bloomer, Director McKenna, Esther Saenz, and Victoria Llorc met with staff from House Natural Resources Committee (majority).
- 2/27 Xochitl Peña recorded a radio interview with Joey English and discussed DWA incentives and how to apply.
- 2/27 Clark Elliott was on a live segment with KESQ discussing warmer weather conservation tips, irrigation watering schedules and outdoor water-saving.

Public Information Releases/eBlasts/Customer Notifications

2/7 Nextdoor – Desert Water Agency – Service Line Replacements in Demuth Park neighborhood.

2/25 Nextdoor – Traffic Alert! DWA construction will take place on Wednesday, February 26.

2/28 Latest News (DWA website) – New DWA Billing System Changes Take Effect March 10.

2/28 E-Newsletter (via Mailchimp) – New Billing System Takes Effect March 10.

Upcoming Events

3/20 DHS Rotary Big Heart Awards
3/22 ONE-PS Picnic & Community Expo
3/27 Riverside County Senior Inspiration Awards
3/27-31 Palm Springs AmDocs Film Festival
4/5 PS Animal Shelter Faux Fur Ball
4/7 Presentation at the Children's Museum of the Desert Spring Break Camp
4/21 Presentation at the Children's Museum of the Desert Spring Break Camp
4/22 California Water Environment Association (CWEA) Snow Creek Tour

Conservation Programs

Grass Removal:

27 Inspections
14 Projects Pre-Approved
17 Projects Given Final Approval

Devices:

15 Washing Machine Rebates Requested
14 Washing Machine Rebates Approved
4 Smart Controller Rebates Requested
8 Smart Controller Rebates Approved
0 Nozzles Requested for Rebate
100 Nozzles Approved for Rebate
0 Toilet rebates requested (commercial)
0 Toilet rebates approved (commercial)
12 Toilet rebates requested (residential)
11 Toilet rebates approved (residential)

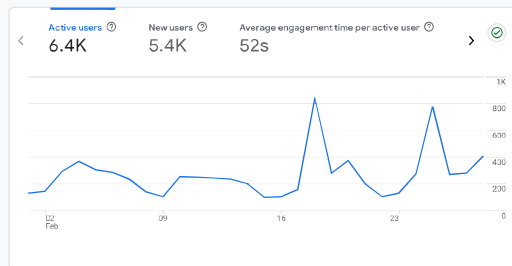
Water Waste:

48 Total Complaints Submitted
2 Contacts with Customer
9 Site Inspections Scheduled
2 Citations
1 Citations Waives

All Users Add comparison

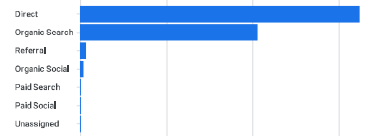
Custom Feb 1 - Feb 28, 2025

Reports snapshot



WHERE DO YOUR NEW USERS COME FROM?

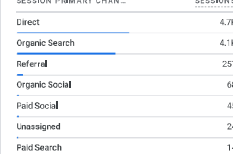
New users by First user primary channel group (Default Channel Group)



View user acquisition

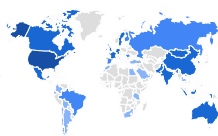
WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session primary channel group



View traffic acquisition

Active users by Country

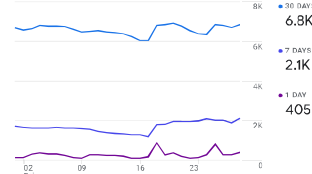


COUNTRY	ACTIVE USERS
United States	6K
Canada	66
United Arab Emirates	29
India	29
Germany	20
China	17
Philippines	12

View countries

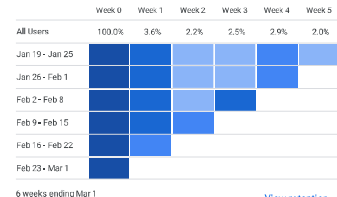
HOW ARE ACTIVE USERS TRENDING?

User activity over time



HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort



6 weeks ending Mar 1

View retention

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Desert Water Agency Deser...	5.7K
Pay My Bill Desert Water Ag...	2.7K
Start Service Desert Water ...	1.1K
Library Desert Water Agency	700
Start Stop Service Desert W...	346
Update your contact informat...	345
Appeal Desert Water Agency	303

View pages and screens

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	17K
user_engagement	12K
session_start	9.2K
first_visit	5.4K
click	2.4K
send	29

View events

WHAT ARE YOUR TOP PERFORMING KEY EVENTS?

Key events by Event name

EVENT NAME	KEY EVENTS
No data available	

WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

Average 120d value by First user primary channel group (Default ...



View user acquisition cohorts

WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by Item name

ITEM NAME	ITEMS PURCHA...
No data available	

View ecommerce purchases

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Key events by Platform



View tech details

facebook












Desert Water Agency
[Edit Facebook Page](#) | [Edit Instagram Profile](#)
[Get Meta Verified](#)

1.6K followers | **1.6K** followers >



Title		Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
Traffic alert! DWA construction will take place on Wednesday, Feb. ... Photo · desertwateragency	Boost	Tue Feb 25, 5:40pm	374	7	0	4
Traffic alert! DWA construction will take place on Wednesday, Feb. ... Photo · Desert Water Agency	Boost	Tue Feb 25, 5:40pm	1.2K	3	0	2
Desert Water Agency had the opportunity to present to the Leader... Photo · Desert Water Agency	Boost	Fri Feb 21, 1:25pm	140	11	0	0
Desert Water Agency had the opportunity to present to the Leader... Photo · desertwateragency	Boost	Fri Feb 21, 1:25pm	412	53	0	1
Your Video Story · Desert Water Agency	Boost	Fri Feb 21, 11:35am	--	0	--	0
This story has no text. Story · desertwateragency	Boost	Fri Feb 21, 11:35am	121	3	--	0
Today we celebrate government communicators! 🇺🇸 At DWA the P... Photo · Desert Water Agency	Boost	Fri Feb 21, 9:10am	166	18	0	0
Today we celebrate government communicators! 🇺🇸 At DWA the P... Photo · desertwateragency	Pinnet	Fri Feb 21, 9:10am	671	36	1	3
In honor of Presidents Day, DWA's office will be closed Monday, Fe... Photo · desertwateragency	Boost	Mon Feb 17, 6:45am	82	5	0	1

	In honor of Presidents Day, DWA's office will be closed Monday, Fe...	Boost	Mon Feb 17, 6:45am	45	3	0	0
	Let the rain do the work! Remember to turn off your irrigation duri...	Boost	Thu Feb 13, 9:30am	185	13	0	1
	Let the rain do the work! Remember to turn off your irrigation duri...	Boost	Thu Feb 13, 9:27am	302	6	2	1
	Construction alert! Desert Water Agency will be replacing 1-inch w...	Boost	Tue Feb 11, 4:45pm	886	9	0	12
	Construction alert! Desert Water Agency will be replacing 1-inch w...	Boost	Tue Feb 11, 4:45pm	280	5	1	2
	Our second CV Water Counts Academy session last night provided...	Boost	Wed Feb 5, 9:30am	153	9	0	1
	Our second CV Water Counts Academy session last night provided...	Boost	Wed Feb 5, 9:15am	98	12	0	0
	This week, Desert Water Agency board members and staff were in ...	Boost	Tue Feb 4, 5:28pm	322	8	0	1
	This week, Desert Water Agency board members and staff were in ...	Boost	Tue Feb 4, 5:28pm	336	15	0	1

Views

42.5K ↓ 34.1%

Reach

12.2K ↓ 23.6%

3-second views

6 ↓ 70%

1-minute views

0 0%

Content interactions

121 ↓ 60.1%

Watch time

1m



Views breakdown

Feb 1 – Feb 28

Total

42,477 ↓ 34.1%

From organic

14% ↓ 12.5%

From ads

86% ↑ 2.4%

Top content by views

Boost content

See all content



Traffic alert! DWA construction will tak...

Tue Feb 25, 5:40pm

 1.7K 8
 4 4


This week, Desert Water Agency board...

Tue Feb 4, 5:28pm

 644 15
 0 1


Let the rain do the work! Remember to...

Thu Feb 13, 9:27am

 481 7
 2 1


Construction alert! Desert Water Agenc...

Tue Feb 11, 4:45pm

 480 5
 1 2


Our second CV Water Counts Academy...

Wed Feb 5, 9:30am

 288 12
 0 1

nextdoor



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



Desert Water Agency

46,882 members

29,198 claimed households

146 neighborhoods

[Invite](#)

Desert Water Agency ✓
Public Affairs Manager Xochitl Pena · 7 Feb

Desert Water Agency – Service Line Replacements in DeMuth Park neighborhood area
... [See more](#)

DeMuth Park Area
Water Service Line Replacements - Starting Wednesday, Feb. 12

Posted to Subscribers of Desert Water Agency in 1 neighborhood
67 Impressions

[Add a comment...](#)

Desert Water Agency ✓
Senior Public Affairs Specialist Nisha Ajmani · 25 Feb

Traffic alert! DWA construction will take place on Wednesday, Feb. 26, for two hours around 7 - 9 a.m. on N. Gene Autry Trail, near the Palm Springs Air Museum. [See more](#)

Road Work ALERT!
N. Gene Autry Trail - Feb. 26

Posted to Subscribers of Desert Water Agency
1,184 Impressions

Romona E. · El Dorado Palms Estate, Palm Springs · 1w
Here we go again....horrible timing and no de tours signs or help out there.
[Like](#) [Reply](#) [Share](#)

[Add a comment...](#)



DWA Digital Marketing Report

Digital Ad Campaign Performance

Feb 1 – 28, 2025

Casey Dolan



Google Ads Campaigns

 Impressions
DWA

307.26K

 Clicks
DWA

346

 Google Ad Campaigns
DWA

Campaign name	Impr.	Clicks	CTR
DWA Toilet Rebates Display February 2025	218,262	232	0.11%
DWA Washing Machine Rebates Display February 2025	89,059	114	0.13%
	307,261	346	0.11%

 Google Clicks and Impressions by City
DWA

City	Clicks	Impr.
Palm Springs	344	305,532
Cathedral City	2	1,729
	346	307,261

 Display Placement - Top 20 Websites (impressions)
DWA

Placement	Impr.	Interactions	Interaction Rate
weather.com	26,701	49	0.18%
foxnews.com	23,147	19	0.08%
accuweather.com	19,256	16	0.08%
kesq.com	15,677	9	0.06%
desertsun.com	10,127	7	0.07%
dsilymail.co.uk	9,885	4	0.04%
1-486154808	8,242	9	0.11%
1-1132762804	6,552	20	0.31%
smartnews.com	6,521	1	0.02%
latimes.com	6,274	2	0.03%
sfgate.com	4,431	1	0.02%
wunderground.com	4,261	2	0.05%
huffpost.com	3,948	2	0.05%
1-367623543	3,874	2	0.05%
yahoo.com	3,560	2	0.06%
spokesman.com	3,479	0	0%
newsmemory.com	3,401	0	0%
2-com.particlenews.newsbreak	2,846	4	0.14%
nytimes.com	2,762	1	0.04%
ktla.com	2,300	0	0%
	285,536	351	0.12%

1-486154808 – Weather Underground app
1-373238146 – LA Times e-newspaper
1-1132762804 – Newsbreak app
1-367623543 – Fox News app

Meta Ad Campaigns

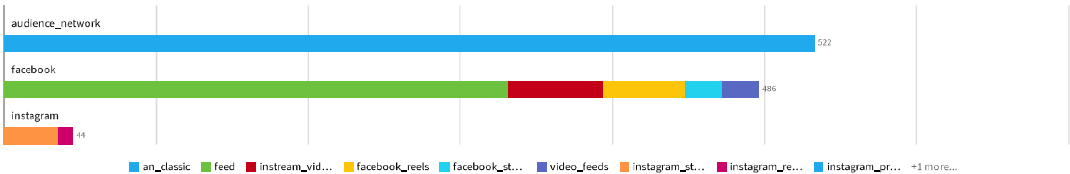
Campaign performance

Desert Water Agency

Campaign	Impr.	Reach	Clicks	CTR	Link Clicks
DWA Toilet Rebates 2-25	59,156	9,132	501	0.85%	469
DWA Washing Machine Rebates 2-25	53,012	11,127	583	1.1%	437
	112,168	15,519	1,084	0.97%	906

Clicks by Publisher platform

Desert Water Agency



Website Analytics



Users
DWA - DWA main site - GA4

5,685



Sessions
DWA - DWA main site - GA4

8,242

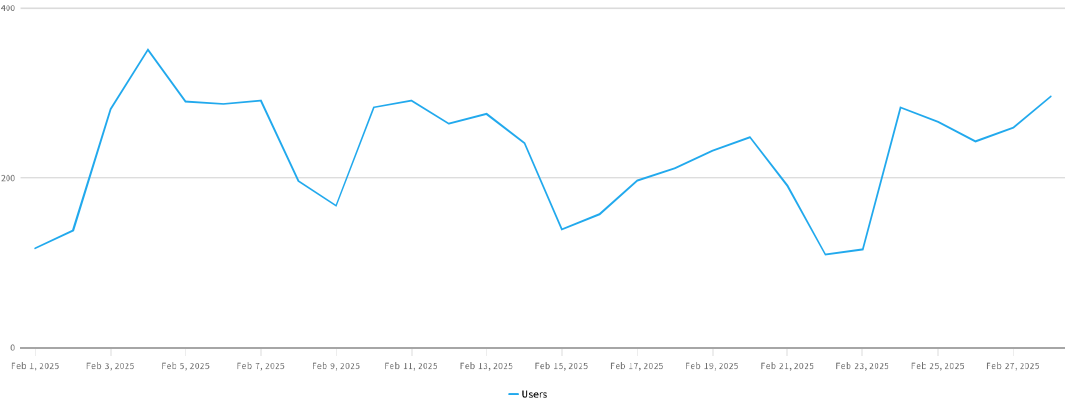


Pageviews
DWA - DWA main site - GA4

17,422



Users by Day
DWA - DWA main site - GA4



Page path performance
DWA - DWA main site - GA4

Page path	Users	Views	Sessions per User	Engaged sessions
/	2,788	5,745	1.96	2,720
/customer-service/my-account/pay-my-bill/	1,633	2,503	1.28	1,513
/rebate/residential_toliet	507	688	1.24	614
/rebate/washing_machines/	499	625	1.17	574
/about-us/employment/career-opportunities/	288	651	1.59	340
/customer-service/my-account/start-stop-service/	237	322	1.17	264
/rebate/grass_removal	182	293	1.5	242
/customer-service/my-account/update-your-contact-information/	213	317	1.05	215
/customer-service/my-account/start-service/	171	1,061	1.27	194
/connect-with-us/contact/	163	262	1.14	150
	5,629	17,290	1.45	4,892



Users by City
DWA - DWA main site - GA4

City	Users
Palm Springs	1,194
Los Angeles	1,156
Indio	264
Cathedral City	234
Riverside	143
San Diego	134
	5,580

City	Users
Desert Hot Springs	110
Palm Desert	99
New York	61
(not set)	44
	5,580