



# MPW NEWS

VOLUME 2023 • ISSUE 4

## HASSLE FREE HOME NETWORKING

### WiFi @HOME

It's the easiest way to share your connection with every device. MPW's WiFi@HOME Managed Router Solution takes away the guesswork and worry.

Our HelpDesk pros manage your router, handle routine security, performance and firmware updates, password changes, and network support.

Visit [mpw.org/internet](http://mpw.org/internet) to learn more.

### FIRST MONTH FREE! FREE INSTALLATION!

NEW, LOWER PRICE! **\$7<sup>99</sup>** MO.

INCLUDED WITH MPW GIGABIT SERVICE



Your opinions are invaluable in planning for the future, and every few years MPW commissions an opinion survey to gauge how we're doing in our pursuit of delivering the most reliable and cost-effective utility services to you.

The week of October 9th, all customers should receive an email invitation to participate in a brief online survey. Unlike those old-style, endless phone surveys, it should only take a few minutes to complete.

Watch your inbox and share your thoughts. Your opinions matter to us.



## What did YOU do on your summer vacation?

While summer is not quite over, we seem to have packed a lot of activity into the season this year.

We hope you enjoyed our "cool" entry in the 4th of July parade as MPW volunteers handed out freezer pops in a custom popsicle "koozie".

Our giant American flag became the patriotic centerpiece of all the riverfront activities on the 4th, and made its way into the photo albums and Facebook pages of many families and organizations. Thank you all for sharing!

For the third year in a row, MPW employees went back to school in July, participating in fun and educational activities with **Muskie S.P.A.R.K.** students at Jefferson Elementary.

Among the favorite S.P.A.R.K. activities is a visit from MPW Water Department. Students were able to perform actual water quality tests and learn about our local water system from Ahren and Neil. But, by far the big hit of the day was when the guys opened a fire hydrant, shooting water 50 feet in the air and letting the kids cool off in the spray!



New this year, Planning Engineer Greg popped into the 4th grade Lego Engineering class to "interview" these future engineers about projects they've been working on. Greg offered some advice based on his real-life engineering experience and mentored the students as they worked on new projects that day.

System Administrator, Dylan helped the kids to better understand how the internet and networks work by using short lengths of clothesline to simulate fiber optic cables. Dylan proposed several challenges to the students to connect to everyone at each table so that each could communicate with each other. At the end, each student received an orange MPW frisbee with a

reminder that the color orange is used to identify underground communications cables, and to always call before you dig.

This is the spirit of **#collaboratemuscatine** and MPW is proud to be part of such a strong community. We look forward to even more opportunities to interact with customers and their families, show them a little bit of what we do and help young minds understand utility technologies in their daily lives.



Part of our summer was also spent developing a well-defined set of strategies, objectives and initiatives which will set the Utility's direction for the next 3-5 years.

Delivering results daily for our customers is our top priority and the **MPW Strategic Plan** serves as a roadmap to keep us focused on the key actions needed to achieve that goal.

# In the Pursuit of Operational Excellence

In June, MPW was honored to receive the **Discoverer – Leadership Achievement** recognition from the **Iowa Quality Center's Iowa Recognition of Performance Excellence** program.

Like many companies and organizations, MPW has a robust, internal continuous improvement program which has led to greater efficiencies and lower costs throughout all three utilities. In the last year, MPW began a journey toward operational excellence by looking at the **Baldrige Performance Excellence Program** criteria. It looks at 7 areas: Leadership, Strategy, Customers, Knowledge Management, Workforce, Operations, and Results.



Jennifer McKay, Jennifer Peterson, Erik Reed, Ryan Streck, Ben Lee, Alisha Shannon, Kirby Phillips

Last August, a core team attended training and we began preparing our responses. In April, we submitted an application and a team of examiners came on-site to evaluate our responses and provide us with feedback on our application. It was a great discussion, and we learned a lot – not only confirming the things we know we do well, but also providing feedback on those opportunities for improvement.

While proud of our initial review, we still have a lot of work to do. This is just at the beginning of our Baldrige journey toward excellence.

This program is administered at the national level by the Department of Commerce and at the state level by the Iowa Quality Center.

## HelpDesk Heroes - Teamwork Edition



Your HelpDesk Pros

*Over the past month, I've had problems with my computer that involved the Internet and e-mail. I had to call the HelpDesk a number of times and talked to Rosa, Keegan, Ian, Michelle, and Scott. I would like to complement them. Everyone was very polite and friendly and provided useful information that helped me solve my problems. It was evident that everyone took my problems seriously and wanted to help me find a solution. Well done.*

-Pat G.

[mpw.org/helpdesk](http://mpw.org/helpdesk)



**OPEN 7 DAYS  
6AM TO MIDNIGHT**  
263-2631 • Option 2

NEED HELP? WE LOVE TO HELP!

## Cybersecurity: *Disinformation Campaigns*

Have you ever been fooled into clicking on an online article because of its title, only to find out the article itself was unrelated? This is a common example of "clickbait" and one of many ways cybercriminals distribute Disinformation Campaigns that lead to confusion and misled audiences.

It's important to know what to look for in order to combat disinformation. Here some things to be on the lookout for:

- **Fabricated Content** - which is content that is completely untrue.
- **Manipulated Content** - content, imagery and/or videos that have been edited or distorted from the original source.
- **Imposter Content** - content that pretends to be from a reliable source, always double check the URL.
- **Misleading Content** - content that presents information in a misleading way.
- **False Context by Connection** - content that contains both facts and untrue information.
- **Satire and Parody** - often time humorous stories that exaggerate facts and may be used to fool readers.

Remember to ALWAYS consider the source. Ask yourself: what is this author known for? Credible sources typically cite where their information came from.

Lastly, fact-check and stay educated with current events, also be sure to check more than one source when researching, to ensure you're getting the full story from different perspectives to help combat disinformation.



# A RAGBRAI to remember

July wrapped up with thousands of extra visitors as RAGBRAI 50 rolled through. This year, Muscatine was designated as a "meeting town", which allowed support drivers to meet up with riders and enjoy the hospitality of our amazing community just before completing the ride in Davenport.



As a way for MPW to contribute to the event, we had the idea to create giant bikes using Communications conduit reels staged at the Power Plant. Generation Maintenance Mechanics Dan and Richie, crafted the amazing sculptures displayed at the riverfront.

Many MPW staff volunteered to work in the park, our Hydration Station quenched a lot of thirsts and we opened up free public Wi-Fi for the day.

We were glad to be a part of the effort to roll out a huge welcome mat for nearly 30,000 riders and their support teams. Thank you to everyone in our community for your amazing hospitality.



*It's a Red White & Blue gateway to Muscatine as our Line Crew raised the flag along Hershey Avenue.*

## Over 7,000 Users and Counting!

Over **7000** customers have found out just how easy it is to access and manage their MPW accounts with **SmartHub**.

SmartHub gives you online access via your PC, or via mobile app on your smartphone or tablet. View usage history, pay your bill, receive urgent messages, report service outages and more! You can even sign up for **paperless billing** and set up **AutoPay** with just a few clicks! It's a real timesaver.



**Have you signed up yet?**

Scan the QR code to download the SmartHub app on your smartphone/tablet or visit the link below to learn more!

For additional links, instructions, features, and FAQ's visit [mpw.org/smarthub](http://mpw.org/smarthub) or call 263-2631 for help.

## DO NOT CALL REGISTRY NOTICE

The National Do-Not-Call Registry offers you a choice regarding telemarketing calls at home.

Registering will not stop calls from certain non-profit and political organizations and calls from organizations with which you have established a business relationship.

Register your residential telephone numbers including wireless numbers at no cost, by telephone at

**1.888.382.1222 (TTY: 1.866.290.4236)**  
or online at [www.donotcall.gov](http://www.donotcall.gov).

If registering via internet, you may register up to three numbers at one time. By phone, you may register only one number at a time and you must call from the telephone number you are registering.

The number will be on the Do-Not-Call list the day after registration. Telemarketers have up to 31 days to remove the number from their call lists.

A number can be removed from the Do-Not-Call Registry at any time.

## 2022-2023 Water Consumer Confidence Report (CCR)



**Available NOW!**

[www.mpw.org/water/water-quality-report/](http://www.mpw.org/water/water-quality-report/)

OR SCAN THE QR CODE



## DID YOU KNOW?

### Having Optional Service Line Protection pays!

Each year, MPW reminds customers that service lines from the water main to the meter, are the homeowner's responsibility. Your homeowner policy may cover service lines - check yours. If not, we remind you that optional service line protection is available through a third party, Service Line Warranties of America (SLWA).

Occasionally, customers are skeptical of the SLWA service, so we thought it would be interesting to show the stats of local people who use the service now. Of the nearly 1,200 customers, most take water and sewer coverage and **SLWA paid over \$683,000 on 284 covered repairs!**

Learn more at:

[mpw.org/water/funding-a-water-service-line-repair/](http://mpw.org/water/funding-a-water-service-line-repair/)

**1,194** customers covered for an emergency home repair

**2,378** total policies among MPW customers

**284** covered repairs completed

**\$683,218** saved by customers of MPW!

**12%** of eligible homeowners with coverage

**4.7/5** customer satisfaction score



### Why MPW trims trees

Most downed power lines are caused by tree limbs taking them down in high wind or storm conditions.

That's why MPW has an ongoing, everyday program to seek out tree trouble BEFORE it happens. Keeping power lines clear of interfering branches is one of the many proactive steps MPW takes to maintain our industry-leading electric reliability record.

Muscatine Power and Water  
**ENERGY Smarts**  
 The Energy-Efficient House Tour allows you to virtually explore ways that you can save energy and money throughout your home. Even small improvements can be meaningful for home energy savings.  
[Energy Efficient House Tour | Department of Energy](#)

**Before You Dig**  
 call  
**1-800-292-8989**  
 or visit  
**iowaonecall.com**

## FALL HYDRANT FLUSHING

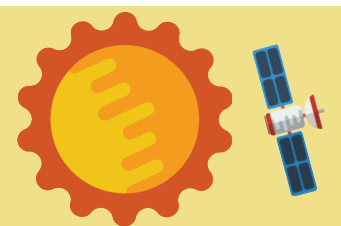
Sept 25 thru Oct 20

MPW's semi-annual flushing of fire hydrants removes minerals and sediment that builds up over time and ensures that all fire hydrants are in good working order.

Notices specifying when we will be in your neighborhood will appear on our website, [Facebook](#) page and [Twitter](#) feed. Like us, follow us or visit [mpw.org](#) for complete details.

View a map of work in progress and which areas are next at:

<https://mpw.org/flushing-map>



## Notice of Sun Outages

Around the spring and fall equinoxes, the sun overpowers the signals from communications satellites, causing sun outages.

Depending upon your viewing times and channel preferences, you may experience this between

**October 5 thru 12**

You may briefly experience a degradation or interruption in your cable television signal. On digital channels, the picture may "tile" and freeze, or the message "please wait one moment" may display. Your picture will then slowly be restored.



**Address:** 3205 Cedar St. • Muscatine, IA 52761 **Visit our website:** [www.mpw.org](#).  
**Lobby Hours:** 8 AM - 4 PM; **Drive-thru Hours:** 8 AM - 5 PM, Mon-Fri. **HelpDesk:** 6 AM - Midnight, 7 days a week.  
**Utility Emergencies:** 263-2631, opt 0 (Phones answered 24/7) • **HelpDesk:** 263-2631, opt 2 (6 AM - Midnight)  
**Customer Services:** 263-2631, opt 3 • **Pay by Phone:** 263-2631, opt 1 • **24-hour payment drop box available**

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