



General Manager's Report May 2021





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IMPORTANT MESSAGE FROM THE GENERAL MANAGER

COVID-19 Outreach to Impacted Customers:

Governor Newsom's Executive Order (E.O.) (N-42-20) prohibiting water shut-offs due to non-payments has been in effect since April 2020. Unlike other moratoriums, like the one issued by the California Public Utilities Commission (CPUC), the E.O. has no specific end date. The CPUC's shut-off moratorium will be coming to end June 30, 2021. SoCalGas, IID (electric service only) and others will commence their shut-off policies starting July 1, 2021.

In speaking with Assemblymember Garcia's office (AD-56), the speculation is that when the Governor lifts COVID-19 restrictions on June 15th, all E.O.s will also be lifted. Also, the state legislature is finding itself with an unprecedented budget surplus. There is ongoing lobbying by CSDA and other water agencies for a portion of the surplus to be redirected to water agencies. The revised budget will be released May 13/14, 2021 with an anticipated signing date by June 15, 2021.

MSWD started conducting direct outreach to its past due customers in March 2021. In addition to the efforts mentioned in the Customer Service chapter above, the following collateral items have either been mailed or digitally displayed.

Throughout the pandemic, MSWD's social posts and digital ads have encouraged customers to call-in regarding bill assistance options, specifically the Help 2 Others (H2O) Program, funded by MSWD and administered by United Way of the Desert. Ads or posts similar to the graphic on the right. The Bill Assistance webpage was also updated to include bill assistance and other emergency resources. View page: https://www.mswd.org/bill_assistance.aspx



In April 2020, the MSWD replenished MSWD's H2O Fund and doubled its customer assistance from \$50 bill credit once during a 12-month period to \$100 bill credit once during a 12-month period. Throughout the year, the fund has been replenished numerous times totaling near \$20,000 in assistance provide to MSWD customers during the pandemic (non-rate revenue is used to replenish the fund).

Below is the current Help 2 Others contributions provided by neighboring agencies:

	Coachella Valley Water District	Coachella Water Authority	Desert Water Agency	Indio Water Authority	Mission Springs Water District
Bill Credit Assistance	\$100	\$50	\$200	\$50	\$100
Frequency	1x per 12 months	3x per calendar year (\$150 total)	1x per 12 months <i>(new increase as of May 2021 from \$100)</i>	2x per 12 months (\$100 total)* <i>Indio CARES funding (\$100K)</i>	1x per 12 months

In April 2021, a bilingual bill insert with various local and Riverside County bill assistance options and was mailed to all customers (see below).



MSWD
Mission Springs Water District

Behind on your water bills? MSWD is here for you!

Need help paying your bill? You may qualify for assistance through the following programs:

- Help2Others**
MSWD has partnered with United Way of the Desert to offer a \$100 credit once in a 12-month period for past due water bills, while funds are available. Visit www.MSWD.org or call 760.329.6448 for details.
- Action**
MSWD customers can apply to this Riverside County program for assistance with utility bills when funding is available. Visit www.ca.riverside.org/Cares for more information.
- United Way**
The COVID-19 Community Response and Recovery Fund offers up to \$500 for people impacted by COVID-19, as funds allow. Visit www.unitedwayofthedesert.org or call 760.323.2731 for details.
- United Lift**
This program provides rental assistance to help keep families in their homes, as well as utility bill help. Visit www.unitedlift.org for details. When applying, scroll through the dropdown menu to find your city.
- MSWD**
MSWD is ready to help! For further assistance, visit www.MSWD.org or call 760.329.6448 for additional emergency resources.

BILL PAY OPTIONS

- ONLINE**
MSWD.org/Paperless
- BY PHONE**
760.329.6448
- BY MAIL**
66575 Second Street
Desert Hot Springs, CA 92240
- IN PERSON**
Drop off

OTHER OPTIONS: Walmart Pay | PayPal | PayNearMe | FOUR BANK'S E-PAY PROGRAM

66575 Second Street, Desert Hot Springs, CA 92240 | 760.329.6448 | www.MSWD.org

Also in April 2021, a bilingual letter was sent to those customers with delinquent accounts only. This included both the renter (if applicable) and the property owner. This was a more targeted approach letting customers know that the Governor's moratorium is only temporary, encouraging them to call in to Customer Service to either set up a payment plan or to request assistance (see letter below).



86575 Second Street, Desert Hot Springs, CA 92240 • www.mswd.org • p 760.329.6448 • f 760.329.2482

<Date>

Dear <Customer>,

To help with the current outstanding balance on your account, we would like to make you aware that payment plans and additional resources are available through Mission Springs Water District and other community organizations.

As you know, Governor Gavin Newsom issued a moratorium on water shutoffs at the beginning of the COVID-19 pandemic to help the many Californians who lost their jobs and suffered other economic hardships. While we understand the difficulties that our customers and others have endured during the past year, **the water shutoff moratorium is temporary.**

The following organizations may be able to provide you with financial assistance:

[Help 2 Others Assistance Program](#) – MSWD has partnered with United Way of the Desert to offer a \$100 credit once in a 12-month period for past due water bills while funds are available. Visit www.MSWD.org or call 760.329.6448 for details.

[County of Riverside Community Action Partnership](#) – MSWD customers can apply to this Riverside County program for assistance with utility bills while funds are available. Visit www.capriverside.org/Cares for more information.

[United Way of the Desert](#) – The COVID-19 Community Response and Recovery Fund offers up to \$500 for those impacted by COVID-19 while funds are available. Visit www.unitedwayofthedesert.org or call 760.323.2731 for details.

[United Lift](#) – This program provides rental assistance to help keep families in their homes, as well as utility bill payment help. Visit www.unitedlift.org for details. When applying, scroll through the dropdown menu to find your city.

MSWD is here for you and ready to help! For further assistance, visit www.MSWD.org or call 760.329.6448 for additional emergency resources or to set up a payment plan. Although our lobby remains closed, we are available by phone Monday – Thursday, 7:30 a.m. to 5 p.m. and on Friday from 7:30 a.m. to 4 p.m. or email frontoffice@mswd.org

We look forward to assisting you.

April Scott
Customer Service Manager

Water, the Jewel of the Desert - Treasure It!
Mission Springs Water District is a Groundwater Guardian Affiliate



As more potential funding and/or additional information becomes available, we will continue to update our customers.

ADMINISTRATION

Accounting Department

The Accounting Department continues to work with its vendors to complete the yearly and necessary tasks to meet State and Federal reporting requirements and the strategic goals established by the Mission Springs Water District Board of Directors (Board). Below are project highlights and summaries for the previous month:

Budget

The Fiscal Year 2021/2022 budget process has begun. All departments have submitted their respective budgets including capital projects/expenditures. The next step will be to review these budgets with each manager, director, and general manager prior to the June Board Workshop.

COVID-19 Cost Impacts

On March 19th California Senate Bill 95 (SB 95) was signed by Governor Newsom to ensure access to up to 80 hours of COVID-19 supplemental paid sick leave for eligible employees, including those advised to quarantine or isolate and those caring for COVID-impacted family members. As such, the Accounting Department has revised all employees' applicable sick leave hours as SB 95 covers COVID 19 supplemental paid sick leave retroactive to January 1 and through September 30.

Cash

Total cash receipts for the month of April amounted to \$1,219,827 consisting primarily of customer bill payments and charges for several new connections. Additionally, the District received \$130,661 from the Riverside County for property tax collections that were paid in the last three months.

Bank balance on April 30 amounted to \$5,769,400.39 with current capital projects underway, The District staff decided to keep the funds in the local bank for quicker access related to the expected large upcoming payments.

Wire payments were made in April for:

- Slovak Baron & Empey – \$47,792.79

Payroll Changes and Updates

The following procedures have been completed by Accounting staff in the month of April:

- The quarterly state tax return and was submitted online with no issues.
- The quarterly federal tax return and was sent via registered mail with no issues.

- The District's quarterly Worker's Compensation Report to JPIA. The rates decreased for the quarter ended March 31, 2021.

Other Important Items

The Board of Directors voted to extend the audit contract with Rogers, Anderson, Malody & Scott, LLP for the 2021, 2022 and 2023 fiscal years. Included in the contract is to prepare a Comprehensive Annual Financial Report (CAFR) that will provide better financial reporting about the District. Additionally, the CAFR will help the District secure the CSDA Certificate of Excellence award in financial reporting.

Accounting staff continues to work closely with customer service to ensure customers get the information they need:

- Assessment district liens that needed to be released.
- Sewer connection charges that needed to be updated.

Accounting submitted:

- The annual debt covenant certificate for the BBVA loan that was used to construct AD #12, Area D and J1.
- The annual salary report that goes to the state for the transparent California website. Only salary and job titles are reported.



Customer Service Department

Continued overview of Lobby closure and COVID-19 response

With the customer lobby access still closed to the public, MSWD Customer Service Representatives continue to assist our customers with minimal disruption. We feel comfortable remaining closed if needed due to COVID-19, customers have adapted, and we are assisting in creative ways if needed if the customer does not have internet access.

- If customer states they have been out of work due to COVID-19 we will remove late charges, and as with all customers create extensions and payment plans.
- All Customer Service staff is working in office with distancing.
- All Field Service Technicians are working to serve customers in individual trucks.
- Applications available on MSWD.org
- Mailing paper applications to customers that are unable or uncomfortable with online processes.

Ways to pay bills during lobby closure

- Customer can drop payments (check or money order) in the drop box
- Customers can pay at 7-11 in DHS, Walmart and must have their bills present
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system
- Paypal option through Paymentus

Disconnections due to Non-Payment

On April 2, 2020, Governor Newsom issued Executive Order N-42-20 prohibiting shut offs of water service to residences and critical infrastructure sector small businesses. As such, MSWD has been working with and tracking those customers who have been the most impacted by the COVID-19 pandemic. Beginning in March, MSWD Customer Service staff began contacting those customers with high, unpaid balances to inform them of programs and options which are available. The programs and options include waiving of late fees, 12-month payment plans, utilization of the CARE program or Help2others for bill assistance, and high consumption adjustments due to leaks.

As of March 31, 2021, the accounts receivable over 120 days in age amounted to \$591,320.54. There is currently an effort by Riverside County Supervisors Office and CSDA to get a share of the State's portion of the recent Federal Infrastructure bill that has funds designated in it. Staff will keep the Board updated as to the progress of this effort.

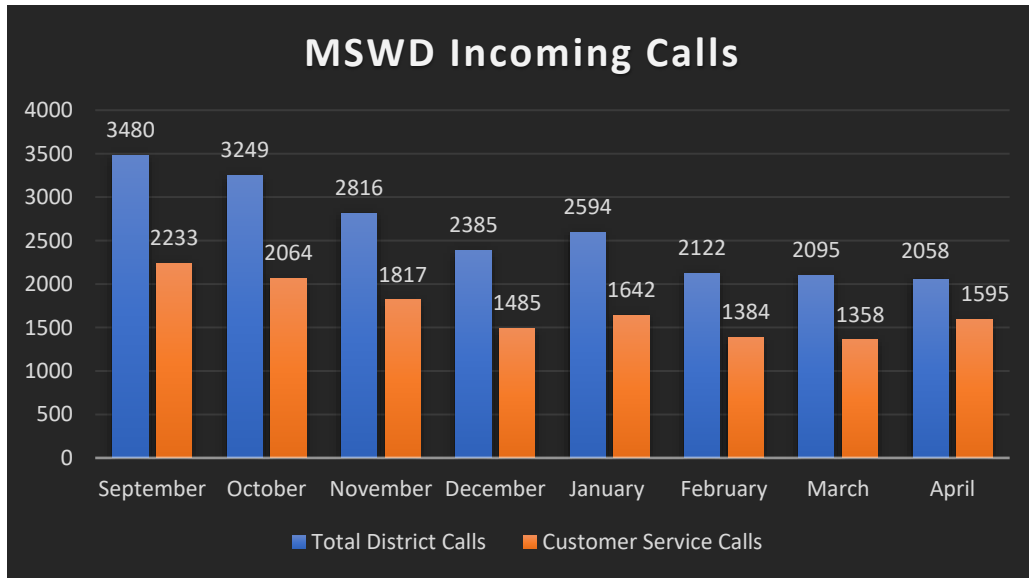
United Way Customer Bill Assistance Program

The United Way Customer Bill Assistance Program continues to be utilized by those customers who have been impacted the most by the COVID-19 pandemic. 65 customers

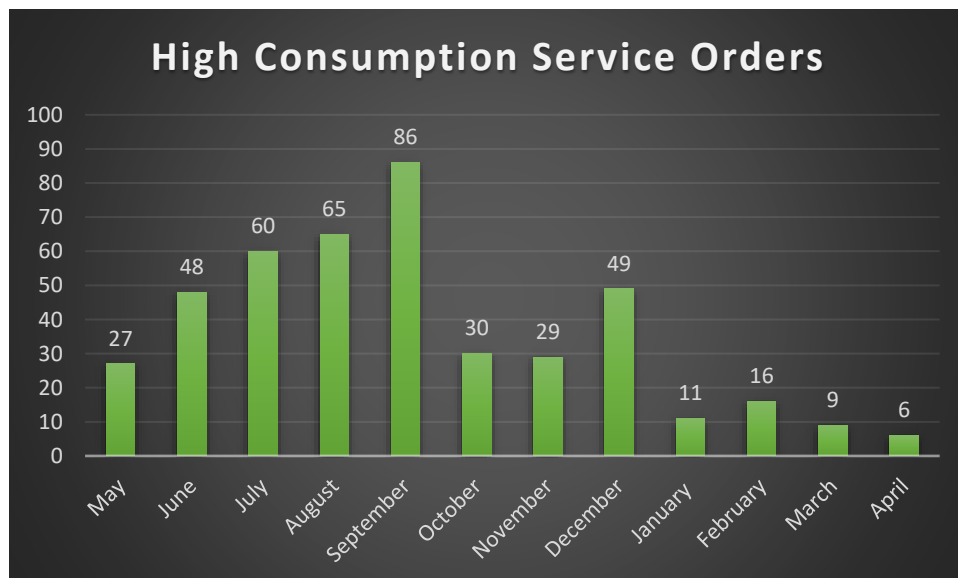
have received bill assistance in the first quarter of 2021 through the Help 2 Others program.

Calls into the Customer Service Department since June 2020

Customer service calls continue to be fairly level and significantly lower than our monthly highs in July and August 2020. Many calls are for payment extensions, late fee removal requests, lien release requests, new property start/stop service. The chart below represents MSWD incoming calls and those received by the Customer Service staff.



Similarly, we continue to see a decline in the high consumption service calls from the high in September. These service calls typically include reviewing the customers consumption history, usage alerts, and/or limited site investigations.



Purchasing Department

The Purchasing Department Staff continues provide sanitization supplies to ensure wipes, hand sanitizer, disinfectants are available to all District buildings, and vehicles for the safety of the staff.

Purchasing staff was able to find the appropriate meter box lids for the Dillion Mobile Home Park. The current lead time for the DFW material is 4 to 6 weeks. We have ordered a sample lid for testing. If the sample lid is a success, staff will then order approximately 100 meter box lids which will complete the necessary lid replacement.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

Layne Christensen Company began construction on February 4th. Progress completed includes mobilization, clearing and grubbing the site, installing sound walls to minimize noise to surrounding properties, installing the conductor casing, and began drilling the pilot hole. The pilot hole with a target depth of 1,200 feet has been completed.



Staff and construction management consultant (TKE Engineering) continued hosting weekly construction progress meetings, processing submittals, responding to RFIs, processing the progress payment, and coordinating with Southern California Edison regarding the new electrical service.

N. Indian Canyon Drive Sewer Project

Downing Construction (Downing) began construction on March 8th. During the first month of construction, Downing has completed most of the sewer mainline, with the remaining portions, manholes, and sewer laterals to be completed in April.



Terrace Reservoirs Rehabilitation and Site Improvements

District staff has reviewed all bids and found Paso Robles Tank, Inc. to be the apparent low bidder. Staff to bring the contract forward for Board approval in June (the latest time for contract award is July 7th) with a budget augmentation.

Burrowing owls have been found at the site which will require a relocation plan. As such, District on-call environmental consultant (Tom Dodson and Associates) has been asked to

prepare the necessary study to begin the relocation process. Based on preliminary findings, the owls can only be relocated by the beginning of September, which will likely delay the start of construction by 8-10 weeks. Staff is coordinating with Paso Robles Tank, Inc. regarding any potential impacts from a later construction start date, including extending the contract award deadline beyond the July 7th deadline.

Vista Reservoir No. 2

Staff received the final draft Initial Study (IS) and Mitigated Negative Declaration (MND) from the CEQA consultant (Tom Dodson and Associates) and will be posting the document for public review in early May. Staff is evaluating the release of Notice of Inviting Bids for the months of June and July 2021.

Desert Willows Community Water Line Replacement

In March, the MSWD Board approved the Cooperative Agreement (CA) between MSWD and the Desert Willows Property Owners Association (DWPOA), and the Award of Construction to the Van Dyke Company. Construction commenced on March 22nd, starting with all streets within the DWPOA Community being pulverized. Installation of the water main began in April.



AD-18 – GQPP Sewer Project Areas “H” & “I”

Staff and consultant continued coordination with one property owner regarding a required pipeline/utility easement and selected an alignment alternative that is being circulated to the owner for approval. Acceptance of the alignment alternative has not been received from the owner; therefore, Staff placed the final design on hold until the alignment and easement are finalized.

Water System and Wastewater System Comprehensive Master Plan Update

Following Board Award in March, Staff issued a contract to the consultant (Michael Baker International) for execution. Staff plans to kick the project off in May.

Horton Odor Control Project

Pre-construction meeting was held on April 13th and Notice to Proceed was issued. Project site meeting with the contractor was held on April 14th. Staff and the construction management/inspection consultant (Michael Baker International) will begin to start processing material submittals and commence construction by late May.

Backup Generators for Well Sites 27-31, 32 and 37 Projects

Staff received three (3) proposals and determined that Michael Baker International is the most qualified firm. Staff contacted Michael Baker International to their proposal's scope, schedule, and proposed fee.

Horton Effluent Filtration System

Staff received two proposals and determined that TKE Engineering is the most qualified firm. District executed a contract on April 22nd due to the time sensitive nature of the project. As required by past policy, staff will be bringing this item for Board approval in June.

Well 22 Rehabilitation

The consultant (TKE Engineering) has completed the preliminary design and is meeting with Staff to review. Following confirmation of preliminary design, the consultant will complete the 60% design for additional review.

AD-18 GQPP Sewer Project Area "D3-1"

The consultant (TKE Engineering) completed the draft plans, specifications, and engineer's estimate. Staff is currently reviewing.



MSWD Regional Water Reclamation Facility

This item has moved from this report to the Board Packet as a monthly update.

Administrative Building

This item has moved from this report to the Board Packet.

Operations & Maintenance

Construction & Maintenance

Construction & Maintenance Staff (C&M) completed approximately 267 water line location requests in April. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations. C&M also replaced 10 water services and repaired 5 service line leaks and 8 main line leaks. Approximately 27,020 gallons of water loss was recorded due to water leaks.



Staff made repairs to a hit fire hydrant by a driver who lost control of their vehicle, striking the fire hydrant. The fire hydrant was sheared from the anchoring tee and flooded the area before staff arrived. Staff was able to replace the fire hydrant and restore traffic the same day.

Other significant replacements occurred such as the installation of a new 4-inch DCDA for the fire sprinkler system at the Admin Building. The device was replaced due to a faulty shut-off valve which didn't allow staff to conduct annual testing.



Staff continues to implement the maintenance programs, which consist of ground valves, blow-offs, Cla-Val valves, and fire hydrants. There were 200 ground valves exercised, 34 fire hydrants flushed, 4 Cla-Val valves were serviced, and 20 air release valves inspected.

Fleet and Facility Maintenance

All District buildings continue to be cleaned and disinfected weekly, Tuesday through Friday, by our janitorial company. Disinfection is completed four times a week and janitorial services are completed twice a week. Building maintenance continues at District facilities such as the Administration Building and Corp Yard. Maintenance includes light replacements, smoke detector battery replacements, and flagpole repairs. Staff tests the standby generators as part of our monthly maintenance program. This testing ensures the generators are ready when needed.

The District continues to utilize Southern California Fleet Services for maintenance and repairs of District vehicles and equipment. Below is a listing of services provided in the month of April;

- Unit 381 - Shift cable replaced,

- Skip loader - hydraulic leaks were repaired,
- Backhoe - hydraulic leak was repaired,
- Unit 365 - rear brakes were replaced,
- Unit 360 - replaced primary and secondary fuel filters and fuel solenoid, and
- Unit 410 had tires replaced.

Wastewater

Staff spent a combined 504-man hours performing routine plant maintenance, equipment maintenance and plant operations at the Horton and Desert Crest plants during the month. Also during that timeframe, staff spent 270-man hours operating the sludge belt filter press, filling and removing 13 trailers of sludge from the Horton and Desert Crest Plants.

The following table shows the average daily flow and peak daily flow for the Horton and Desert Crest Plants.

WASTEWATER FLOW MGD				
2020/21	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	2.069268	2.140825	0.047916	0.079010
Aug.	2.135828	2.274566	0.053795	0.070420
Sep.	2.003417	2.121446	0.046861	0.077790
Oct.	1.964716	2.100928	0.043720	0.049600
Nov.	1.928082	2.082209	0.046171	0.051750
Dec.	1.750513	2.074777	0.044951	0.050380
Jan.	1.846818	2.018006	0.045299	0.050610
Feb.	1.889826	2.253275	0.043718	0.048950
Mar.	1.859783	2.040589	0.043382	0.048920
Apr.	1.897411	2.111914	0.040257	0.060120
May				
June				

Additional wastewater flow information is provided in Appendix C.

Staff collected 33 samples and spent 40-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District discharge requirement. Wastewater staff along with Engineering staff will soon begin working on a Cloth Media Filter CIP project to help better the effluent leaving the process at Horton WWTP.

With all teams and staff now back in the office, the Wastewater Department has continued the seven-day week operation. We transitioned back to the 9/80 schedule on 4/2/2021

and available staff is all working together. We have managed to continue working a 7 day a week operation by having the standby person work Saturday and Sunday and then affording them the day off Monday and Tuesday if they choose.

No SSOs occurred in the collection system. No problems occurred at the Dos Palmas Lift Station. The operators continued to visit the site each day (Monday thru Friday) to check proper pump operation, ensure the SCADA system is working properly, and checking site security.

Staff continues to pull the influent pumps due to ragging of “flushable wipes” as needed on a weekly basis, including weekends. Pumping GPM and Hz on the pumps are checked daily to ensure pumps do not need to be pulled out more frequently.



The percolation ponds at the Horton Plant remain close to capacity. Horton WWTP continues to have ongoing issues with its percolation ponds. Last month staff brought Landmark Consulting to evaluate the ponds and determine a game plan to assist the District in the percolation process. Landmark was able to sample from ponds #3 and #4. We have received a preliminary and are awaiting final results and recommendations. The temporary holding basin was drained and cleaned two times in April. The department has utilized this to aid in the draining of ponds #3 and #6 this month.



The Horton Plant experienced a few minor equipment failures this month. Aeration brush #4 had the gear reducer box and a bearing replaced.



Through continued develop in the Desert Hot Springs area and at the request of new consumers, sanitary services are always being added to the collection system. Below is a summary of new sanitary service connections added each month.

New Sanitary Service Connections to Collection System

	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
July	8	7	9	51	2	1
Aug.	4	1	8	53	2	4
Sep.	5	2	12	8	11	2
Oct.	9	4	8	12	4	21
Nov.	50	10	9	7	7	1
Dec.	9	3	3	64	1	0
Jan.	21	7	1	16	8	3
Feb.	23	5	1	42	0	3
Mar.	48	1	0	23	5	0
Apr.	18	3	3	15	30	0
May		11	3	20	45	7
June		7	3	6	70	4
Annual Total	195	61	60	317	185	46

Additional sanitary service connection information is provided in Appendix B.

Water Production

Staff collected 45 routine samples, 6 general physical samples, and uranium samples at Well 26A for analysis this month. Staff has been taking turns on the sampling rotation. Water Production has been assisting Engineering in coordinating their new construction sample pickups with the lab.



Staff conducted monthly chlorine pump & injector maintenance. Part of the maintenance program includes inspection of the chlorine pumps, chlorine injectors, and chlorine barrels on a monthly basis. Staff continues the deep cleaning maintenance of our chlorine barrels, and continue making their way through the system. Staff has began to change out all chlorine injection pumps throughout the District.



Staff sounded water levels for 13 production wells and nine monitoring wells. Staff usually strives to get soundings done early in the month and conduct other maintenance for the month after the soundings are completed. Staff has assigned sites; however, they will help each other with soundings if needed to get these done early in the month.

Staff conducted the overflow maintenance of 19th St. Reservoir on April 1st. This maintenance is conducted monthly and reported on our water loss report.

Water Production staff completed several site-specific activities in April. A highlight of those activities are below;

- Well 34 - electrical work and VFD blower fan
- Well 26 – 6” Cla-Val replaced as well as replaced the level transducer at Little Morongo Reservoir
- Terrace and Two Bunch Reservoirs - removal of the gateway equipment
- Gateway Reservoir - monthly fire pump test
- Little Morongo Reservoir - electrical wiring replaced inside of the electrical panel and repaired a damaged roof vent that was broken due to the wind
- Well 33 Solar Site – routine maintenance where the system produced 208,568 kilowatt hours, which is within 88% of expected energy output
- Airport Well – working with Red Hawk Services (apparent low bidder) to repair/replace perimeter fencing



Through continued develop in the Desert Hot Springs area and at the request of new consumers, water services are always being added. Below is a summary of new water services added each month. The total water connections in the District system are currently 13,102.

New Water Services added Monthly

	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
July	7	4	5	7	2	0
August	6	10	5	3	2	2
September	18	2	14	4	13	3
October	13	3	21	8	3	20
November	10	16	4	0	7	3
December	2	17	3	3	2	0
January	15	6	3	20	1	1
February	13	8	5	11	1	0
March	16	2	3	6	5	0
April	11	1	3	7	11	2
May		12	5	11	9	8
June		11	2	8	2	10
Annual Total	111	92	73	88	58	49
Avg./ Mo.	9.25	7.67	6.08	7.33	4.83	4.08

As expected, the new water services increase the amount of water needed to be pumped; however, the weather and water conservation continue to be the primary factor in MSWD water production. Below is a summary of MSWD water production for each month since FY 2016.

Monthly Water Production

	FY	Variance		FY	FY	FY	FY	FY
	2020/21	from prior	year	2019/20	2018/19	2017/18	2016/17	2015/16
	AF	AF	%	AF	AF	AF	AF	AF
July	857.77	4.54	0.5%	853.23	857.20	835.87	714.50	659.11
August	885.31	90.13	11.3%	795.18	806.47	829.93	808.54	706.62
September	784.80	27.72	3.7%	757.08	689.47	712.40	679.54	657.37
October	755.84	46.45	6.5%	709.39	709.81	733.86	678.33	575.86
November	690.13	70.26	11.3%	619.87	631.75	642.41	601.89	582.22
December	588.32	51.09	9.5%	537.23	502.16	584.24	520.63	503.10
January	537.96	-15.24	-2.8%	553.20	570.20	599.52	465.10	431.38
February	495.61	-25.24	-4.8%	520.85	415.49	512.79	453.39	483.92
March	625.80	68.07	12.2%	557.73	490.92	536.09	549.50	514.05
April	649.34	76.32	13.3%	573.02	635.08	644.06	540.56	502.36
May		0.00	0.0%	698.99	598.36	697.15	731.81	601.83
June		0.00	0.0%	806.02	710.39	688.74	732.68	685.93
TOTAL	6870.88	394.10	6.1%	7981.79	7617.30	8017.06	7476.47	6,903.75

Water Resources

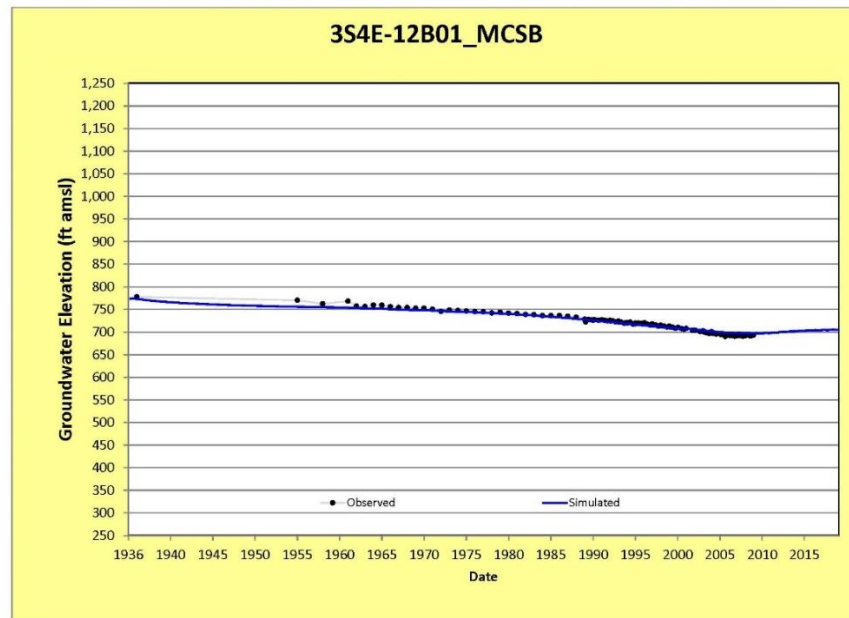
Below is a list of water resources related activities for the prior month:

Integrated Regional Management (IRWM)/Coachella Valley Regional Water Management Group (CVRWMG)

- Staff and consultant (TKE Engineering) completed the quarterly reports and invoices for reimbursement for all three active grants (Prop. 84 Round 4 Implementation, Prop 1 Disadvantaged Community Involvement, and Prop 1 Round 1 Implementation).

Mission Creek Subbasin SGMA and 2022 Alternative Plan Update

- Staff and consultants (TKE Engineering and EnviroLogic Resources) completed review and comment on the model forecasting scenarios and future projects, including the timing of recycled water development and recharge implementation for the model forecast.
 - Below is a sample hydrograph that shows the historical groundwater levels (Black) and the simulated model (Blue). As shown the model is well calibrated.



- Staff and consultants (TKE Engineering and EnviroLogic Resources) are coordinating with the City of Desert Hot Springs on SGMA and the Alternative Plan Update process/details.
- Staff and consultants (TKE Engineering and EnviroLogic Resources) are now focused on determining the basin Sustainable Management Criteria and selection of “key wells” that will be used to monitor sustainability.
- The next Public Workshop is scheduled for May 11 at 2:30 PM.

San Geronio Pass Subbasin SGMA and 2022 Groundwater Sustainability Plan

- Staff and consultants (TKE Engineering and EnviroLogic Resources) continued to focus on determining the basin Sustainable Management Criteria and selection of “key wells” that will be used to monitor sustainability.

Indio Subbasin 2022 Alternative Plan Update

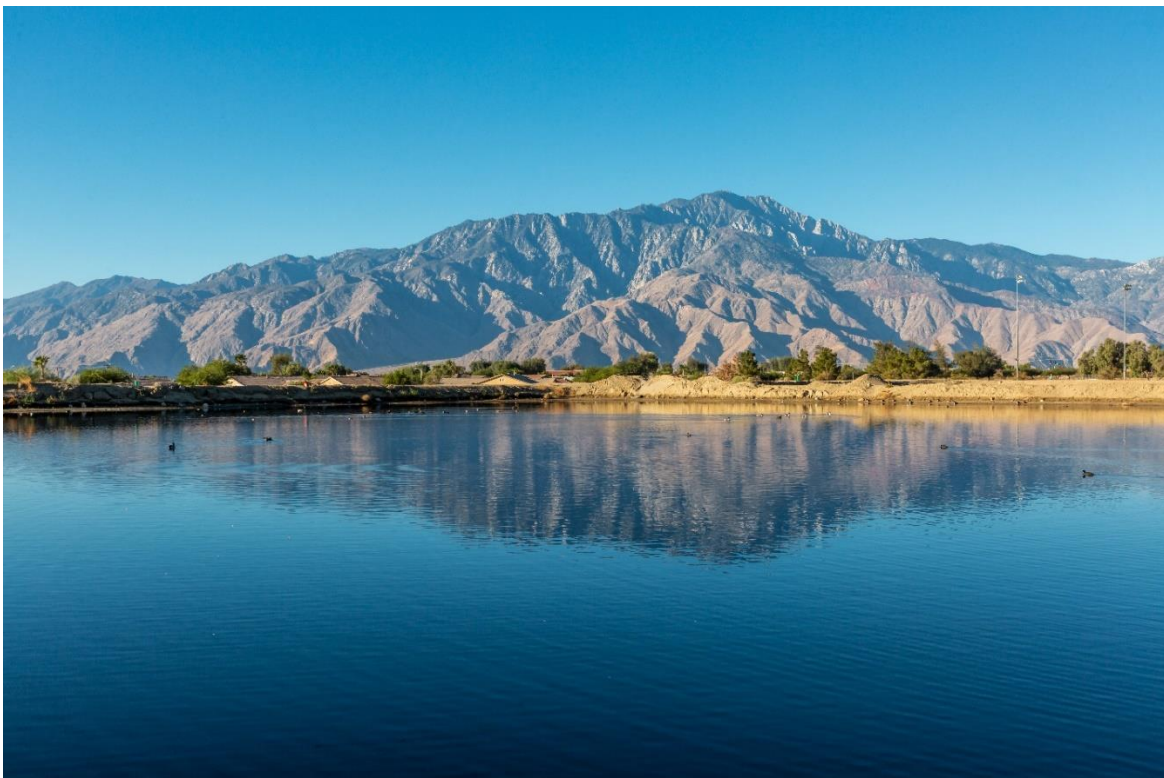
- Staff plans to attend Public Workshop No. 5 on May 19th at 2 PM.

Salt and Nutrient Management Plan (SNMP)

- The consultant (West Yost) completed the final draft CV-SNMP Update Workplan and submitted it to the Regional Board for review and comment.
- A Public Workshop is scheduled with the Regional Board on May 25th at 9 AM.

2020 Regional Urban Water Management Plan (UWMP)

- Staff and consultant (TKE Engineering) completed review and comment on the draft Regional chapters and the draft Water Shortage Contingency Plan. Staff expects to present the revised Water Shortage Contingency Plan to the Board in May.
- Staff and consultant (TKE Engineering) are continuing to review and comment of the remaining UWMP sections as they become available.
- The Public Draft UWMP is expected by May 25th and will be brought to the Board for consideration in June.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Events

Paradise Liquor Ribbon Cutting - Thursday, April 8, 2021: MSWD Attendance Ivan Sewell and Victoria Llott



29th Senior Inspiration Awards - Saturday, April 28, 2021, aired on NBC Palm Springs: This event is put on by Riverside County Supervisor Manuel Perez' Office, honoring 11 senior volunteers who give back to their communities. MSWD was an event sponsor in 2020; as the even was cancelled in March 2020 because of COVID, all sponsorships and honorees remained the same for 2021. The Desert Hot Springs Honoree was Courtney Moe.



29th Annual

SATURDAY, APRIL 24 AT 3:00PM
ON NBC PALM SPRINGS
2020 & 2021 Honorees:

 Carole Sanfilippo City of Cathedral City	 Eduardo Diaz City of Coachella	 Courtney Moe City of Desert Hot Springs	 Linda Blank City of Indian Wells	 Maureen Boren City of Indio	 Jeff Smith City of La Quinta
 Herbert Temple City of Palm Desert	 Jack Schreckengost City of Palm Springs	 Robert Schwarz City of Rancho Mirage	 Judy Bowlin County of Riverside	 Ernestina Salas County of Riverside	

Sponsors:



Upcoming Events

- Inaugural United Way Golf Classic, Saturday May 1, 2021
- Greater Coachella Valley Chamber of Commerce Invitational, Monday, May 10, 2021

If any other events occur throughout the month, they will be communicated either from the PR team or Dori Petee.

Outreach

CV Water Counts: The CV Water Counts Outreach report for the month of April can be found in Appendix C. Next CV Water Counts meeting: May 18th at 2:30 pm

MSWD Digital Advertising report for month of April can be found in Appendix C. This includes the two types of ads we are running on Google and Facebook as well as website analytics.

- Google – 3 total ads: Indoor Conservation Kit, Toilet Rebate, and Here for You Value Campaign
- Facebook/Instagram – 3 total ads: Indoor Conservation Kit, Toilet Rebate, Bill Assistance/Here for You Campaign/ Targeted Page Like Campaign highlighting Tour Video

MSWD Social Media Report for month of April can be found in Appendix C. This report highlights Facebook, Twitter and Instagram posts.

Conservation

Seven (7) toilet rebates were processed in April, totaling approximately \$700 in incentives for customers to replace less efficient toilets. The public affairs (PA) team continues to rebate programs on social media, including boosted posts and digital ads. We have received an inquiry from Desert Cove for 30 toilets, status pending. As businesses (i.e. hotels and others) begin to reopen, our hope is that commercial customers will also be interested in the program.

As we start having warmer weather, the PA team has advertised Indoor Conservation Kits on social platforms and on the website. Multiple digital and Facebook ads have really garnered more interest in the Indoor Conservation kits. In the month of April, a total of 12 kits were requested by customers, with a total of 52 kits mailed since the program began in January. The digital ads will continue running. The request for kits has also been logged in each customer account. If a customer calls in with high consumption, the Customer Service team is aware to check the customer account and to offer a kit to be sent, if one has not already been received.

Government Affairs

The Public Affairs staff attended the monthly Desert Valley Builders Association (DVBA) Legislative Meeting with Vice President Martin on April 1, 2021. This meeting is attended by representative of each 9 cities and representatives from state, federal and county elected offices. The next meeting is scheduled for Thursday, May 6th.

The State Assembly Water, Parks and Wildlife Committee chaired by Asm. Garcia will be held on May 5, 2021. The information hearing is titled "Is California Prepared for Another Drought?"

The Riverside County Water Task Force will be meeting on May 6, 2021 to discuss the impact of customer arrears due to the COVID-19 Pandemic on water agencies.

Miscellaneous

MSWD provided a contribution towards the American Outreach Foundation's services within our service area. AOF provides electric wheelchairs and service calls to veterans and low-income seniors throughout the Coachella Valley. They sent over a "thank you" collage of some of their recipients within the DHS area.



Water Bottle Program

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
4/17/2021	DHS Women's Club event	Raffle prizes	2
4/22/2021	DHS Little League	Opening Day	10
4/22/2021	DHS Elks Lodge	Charity Golf Tournament	5
		Total Cases	17

Reporting for the State Water Resources Control Board

The monthly water use reported to the SWRCB is attached in Appendix C.



APPENDIX A - Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

April 30, 2021

President Biden Releases FY22 ‘Skinny’ Budget

President Biden has released his FY 2022 budget blueprint to Congress and plans to follow up with a full, detailed budget later this spring. During transitions between administrations, the new administration often uses this skinny budget/full budget two-step approach to provide the new administration with a bit of a grace period to insert broad policy priorities into the annual budget document. But as with any budget proposal under any administration, the budget proposal is just a starting point. It will be up to Congress to set the spending levels for federal agencies and departments through the FY22 appropriations process. Some important funding provisions include:

Department of the Interior

- The President’s budget proposal provides \$17.4 billion for the Department of the Interior, representing an increase of \$2.4 billion above the Fiscal Year 2021 enacted level.

Environmental Protection Agency

- The President’s budget proposal would provide \$11.2 billion for EPA, representing an increase of a \$2 billion above the Fiscal Year 2021 enacted level. Specifically on the issue of water, the proposal includes the following language:
 - Invests in Critical Water Infrastructure and Creates Jobs. The discretionary request provides a total of \$3.6 billion for water infrastructure, an increase of \$625 million over the 2021 enacted level. These funds could be used to advance water infrastructure improvement efforts for community water systems, schools, and households, such as repairing up to 180,000 septic systems, as well as broader efforts to improve drinking water and wastewater infrastructure while creating good-paying construction jobs across the Nation and in tribal communities.
 - Tackles Per- and Polyfluoroalkyl Substances (PFAS) Pollution. PFAS are a set of man-made chemicals that threaten the health and safety of communities across the Nation, disproportionately impacting historically disadvantaged communities. As part of the President’s commitment to tackling PFAS pollution, the discretionary request provides approximately \$75 million to accelerate toxicity studies and research to inform the regulatory development of designating PFAS as hazardous substances and setting enforceable limits for

PFAS under the Safe Drinking Water Act. This funding would also provide grants for technical assistance as State and local governments deal with PFAS contamination.

The full request can be found [HERE](#).

2020 Census Results Announced

Initially delayed due to COVID-19 limitations, the 2020 census results were delivered to President Biden on April 26. The survey stats reflect that the resident country population was 331,449,281 on April 1, 2020, an increase of 7.4% from 2010 levels. Due to changes in state level demographics, several modifications will be made for apportionment of Congressional seats. As a result of the changes, Texas will gain 2 seats in the House of Representatives, and Florida, Colorado, Montana, North Carolina, and Oregon will gain one seat. California, Illinois, Maine, New York, Pennsylvania, West Virginia, and Ohio will all lose one seat.

Feinstein STREAM Act Legislation

Senator Feinstein is working to introduce legislation to address western water needs. Her draft bill is currently titled the “Support To Hydrate the Environment, Agriculture and Municipalities Act” (STREAM Act) and would:

- Authorize the following funding:
 - \$750 million for groundwater and surface storage projects and conveyance
 - \$250 million for water recycling projects
 - \$250 million in environmental funding, including \$150 million for competitive grants for habitat restoration
 - \$100 million in desalination funding
 - \$100 million for drinking water assistance to disadvantaged communities
 - \$50 million for natural water retention and release projects
 - \$150 million for loans at 30-year Treasury rate for water supply projects (RIFIA)
- Expedite water recycling, desalination, and non-federal storage projects with less than \$250 million in federal funding by allowing Interior to approve projects
- Require Congressional approval of federal storage projects and non-federal storage projects with over \$250 million in federal funding. Shortens timeline for Congressional approval of these projects through a “Reclamation WRDA” process.
- Promote multi-benefit storage projects with environmental as well as water supply benefits, while expediting project review times consistent with environmental laws.
- Include provisions from the House-passed HR 2 last Congress authorizing Reclamation assistance to disadvantaged communities without adequate drinking water.

Senator Feinstein is planning on introducing this legislation in the coming weeks, with the hope of it being part of the broader infrastructure negotiations.

Administration Nominations and Personnel

During March, President Biden successfully confirmed his full core Cabinet. His Administration nominated and confirmed other important officials during April, including:

Department of the Interior	Tanya Trujillo nominated to serve as the Assistant Secretary for the Office of Water and Science
Environmental Protection Agency	Janet McCabe confirmed by Senate and sworn in on April 29 as EPA Deputy Administrator Radhika Fox nominated to serve as the Assistant Secretary for Water
Federal Emergency Management Agency	Deanne Criswell confirmed by Senate and sworn in on April 26 as FEMA Administrator

A Look Ahead: Meeting the Memorial Day Deadline

Since the announcement of the Biden-Harris infrastructure package, the “American Jobs Plan”, the elements of the proposal have been heavily debated. A group of Senate Republicans released a \$568 billion infrastructure framework. Additionally, a bipartisan group of Members in the Problem Solvers Caucus also unveiled their own recommendations – both contained many distinctions from the Biden offered proposal. With large differences in the size of the packages, disagreement on the dollar amount and tax provisions, uncertainty in passing Senate parliamentary standards, and lukewarm support from moderate Democrat Senators, many questions need to be answered before the Memorial Day deadline that Democrats have given themselves to officially markup the package. Whether the official American Jobs Plan is altered drastically or not, we can expect to see meaningful movement late in May.

Federal Grant Opportunities/Announcements

EPA Sewer Overflow and Stormwater Reuse Municipal Grant Program. The Environmental Protection Agency (EPA) has announced the availability of \$67 million in funding under the new Sewer Overflow Stormwater Reuse Management Grant program. This grant program will provide states and tribes funding for critical overflow and stormwater infrastructure projects in communities.

Reclamation WIIN Title XVI Water Recycling and Reuse Program. The Bureau of Reclamation is now accepting application for the WIIN Title XVI Water Recycling and Reuse Grant Program. Applications are due April 23, 2021. More information can be found [HERE](#).

Reclamation WIIN Desalination Program. The Bureau of Reclamation is now accepting application for the WIIN Desalination Grant Program. Applications are due April 23, 2021. More information can be found [HERE](#).

Federal Agency Regulatory Announcements

EPA Announces Creation of New PFAS Council. Announced by EPA Administrator Regan, the council will focus on building on EPA's ongoing work to better understand and ultimately reduce the potential risks caused by these chemicals. Radhika Fox, Principal Deputy Assistant Administrator in the Office of Water, was named as one of the council co-chairs.

Bureau of Reclamation Transmits First Asset Management Report to Congress. Required by the Transparency Act, the Bureau of Reclamation recently provided Congress with a detailed assessment of major rehabilitation and replacement (MR&R) needs, categorization of the importance of these repair needs, and regular reporting of information related to Reclamation's investments in infrastructure. The full report can be accessed [HERE](#).

White House Launches Drought Relief Working Group. The Biden-Harris administration recently announced the formation of an Interagency Working Group to address worsening drought conditions and ongoing water shortages, particularly in the Western United States. The Working Group will be co-chaired by the Departments of the Interior and Agriculture and will work in partnership with state, local, and Tribal governments. The full announcement can be found [HERE](#).

OCS Launches Low-Income Household Water Assistance Program Webpage. The Office of Community Services has created a webpage for the Low-Income Household Water Assistance Program (LIHWAP) which can be found [HERE](#).

Reclamation Releases 2021 SECURE Water Act Report Supporting Information. The Bureau of Reclamation has released the final technical reports supporting the Water Reliability in the West - 2021 SECURE Water Act Report. Reclamation's 2021 West-Wide Climate and Hydrology Assessment and seven individual basin reports provide detailed information on climate change impacts and adaptation strategies to increase water supply reliability in the West. A new 2021 SECURE Report Web Portal is also available. To coincide with the release of this document, Reclamation is hosting a series of webinars to discuss in further detail each of the basins. A link to sign-up for the webinars can be found [HERE](#).

EPA Announces Listening Session on Lead and Copper Rule. The EPA has announced upcoming public listening sessions and roundtables to ensure that communities and stakeholders can provide their perspectives on protections from lead in drinking water. The goal of public engagement is to obtain further input on EPA's Lead and Copper Rule Revisions

(LCRR), including from individuals and communities that are most at-risk of exposure to lead in drinking water. More information about the listening sessions can be found [HERE](#).



APPENDIX B – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11
July	8	7	9	51	2	1	139	2	0	0	4
Aug.	4	1	8	53	2	4	214	4	0	2	4
Sep.	5	2	12	8	11	2	90	2	1	0	0
Oct.	9	4	8	12	4	21	65	8	2	1	2
Nov.	50	10	9	7	7	1	52	18	7	3	2
Dec.	9	3	3	64	1	0	86	22	11	2	0
Jan.	21	7	1	16	8	3	27	3	11	1	3
Feb.	23	5	1	42	0	3	5	46	6	1	2
Mar.	48	1	0	23	5	0	31	16	2	1	16
Apr.	18	3	3	15	30	0	8	95	14	3	11
May		11	3	20	45	7	13	98	3	2	6
June		7	3	6	70	4	4	72	2	0	3
Annual Total	195	61	60	317	185	46	734	386	59	16	53

Connections to Sewer Collection System:
 As of June 30, 2020 8234
 Plus YTD 195
Total Sewer Connections = 8429

WASTEWATER FLOW MGD				
2020/21	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	2.069268	2.140825	0.047916	0.079010
Aug.	2.135828	2.274566	0.053795	0.070420
Sep.	2.003417	2.121446	0.046861	0.077790
Oct.	1.964716	2.100928	0.043720	0.049600
Nov.	1.928082	2.082209	0.046171	0.051750
Dec.	1.750513	2.074777	0.044951	0.050380
Jan.	1.846818	2.018006	0.045299	0.050610
Feb.	1.889826	2.253275	0.043718	0.048950
Mar.	1.859783	2.040589	0.043382	0.048920
Apr.	1.897411	2.111914	0.040257	0.060120
May				
June				

WASTEWATER FLOW MGD				
2019/20	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.893400	1.976753	0.035005	0.039760
Aug.	1.939618	2.075061	0.044118	0.054500
Sep.	1.938945	2.103750	0.047067	0.060890
Oct.	1.960259	2.128060	0.044138	0.051910
Nov.	1.974733	2.167597	0.048817	0.056680
Dec.	1.950048	2.087114	0.055636	0.062560
Jan.	1.942426	2.079006	0.054299	0.065950
Feb.	1.993778	2.141232	0.048580	0.054200
Mar.	2.007461	2.111940	0.046409	0.054187
Apr.	1.985816	2.079129	0.044385	0.052020
May	2.010753	2.090775	0.042464	0.049900
June	2.076213	2.147513	0.036850	0.043170

WATER REPORT

WATER CONNECTION SUMMARY														
	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2009/10	2008/09	2007/08
July	7	4	5	7	2	0	0	1	0	0	0	1	2	10
August	6	10	5	3	2	2	0	1	0	0	2	1	2	35
September	18	2	14	4	13	3	0	2	2	0	0	1	0	37
October	13	3	21	8	3	20	0	5	1	1	4	2	1	23
November	10	16	4	0	7	3	0	1	0	1	1	5	1	52
December	2	17	3	3	2	0	0	2	0	0	0	0	2	14
January	15	6	3	20	1	1	2	2	0	0	1	1	9	5
February	13	8	5	11	1	0	1	0	1	0	0	1	2	3
March	16	2	3	6	5	0	12	0	0	4	5	0	4	6
April	11	1	3	7	11	2	7	0	1	4	1	12	2	3
May		12	5	11	9	8	2	0	1	2	0	0	0	9
June		11	2	8	2	10	1	0	0	0	1	1	0	1
Annual Total	111	92	73	88	58	49	25	14	6	12	15	25	25	198
Avg./Mo.	9.25	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08	16.50

Connections to Water System:

As of June 30, 2020 12,991
 Plus YTD 111
Total Water Connections = 13,102

WATER PRODUCTION													
	FY 2020/21	Variance from prior year	FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16	FY 2014/15	FY 2013/14	FY 2012/13	FY 2011/12	FY 2010/11	FY 2009/10
	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	857.77	4.54	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71	993.6
August	885.31	90.13	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34	985.57
September	784.80	27.72	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27	887.41
October	755.84	46.45	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93	777.33
November	690.13	70.26	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98	706.01
December	588.32	51.09	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09	596.82
January	537.96	-15.24	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04	533.76
February	495.61	-25.24	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57	487.33
March	625.80	68.07	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84	667.31
April	649.34	76.32	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37	668.15
May		0.00	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58	671.41
June		0.00	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98	902.79
TOTAL	6870.88	394.10	7981.79	7617.30	8017.06	7476.47	6,903.75	7,798.69	8,385.66	8,458.99	8,607.90	8,555.70	8,877.49



APPENDIX C – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

April, 2021

by Hunter | Johnsen

Google Ads Campaigns

 **IMPRESSIONS**
CV WATER COUNTS


116,954

 **CLICKS**
CV WATER COUNTS

1,339

 **CTR**
CV WATER COUNTS

1.14%


 **GOOGLE ADS CAMPAIGN PERFORMANCE**
CV WATER COUNTS

Ad group	Campaign	Clicks	Impr.
CVWC Pledge to Save	CV Water Counts April 2021	641	75,000
CV Wat Counts Pollinator Spanish	CV Water Counts April 2021 Spanish	470	18,506
CVWC Pollinator	CV Water Counts April 2021	83	16,777
CVWC Pledge to Save Spanish	CV Water Counts April 2021 Spanish	145	6,671
		1,339	116,954

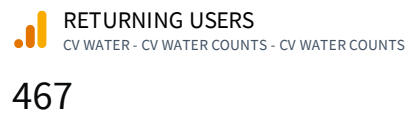


Facebook Ad Campaigns

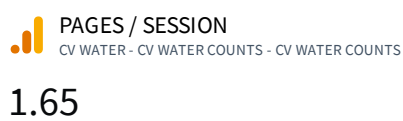
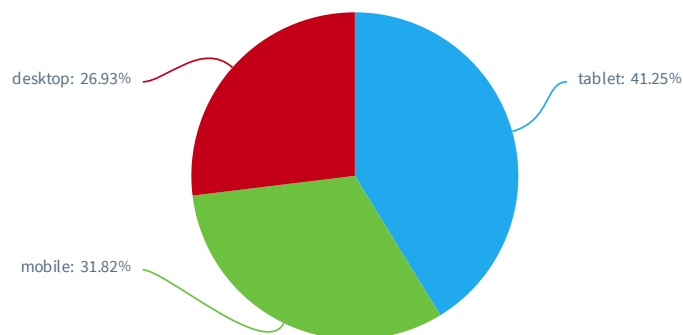
 **FACEBOOK AD PERFORMANCE**
HUNTER JOHNSEN

Ad preview	Clicks	Impr.	Reach	Frequency	Page engagement
 <p>Pledge to Make Earth Day Count with 10 ... Every April, Earth Day is an opportunity to think about & reduce our footprint on the environment. With a statewide drought on the horizon, it's a great time to push yourself to think about your water use. Here are ten ways you can pledge to save.</p> <p>https://cvwatercounts.com/pledge-to-make-earth-day-count-with-10-ways-to-save/</p>	118	7,611	5,168	1.47	75
	118	7,611	5,168	1.47	75

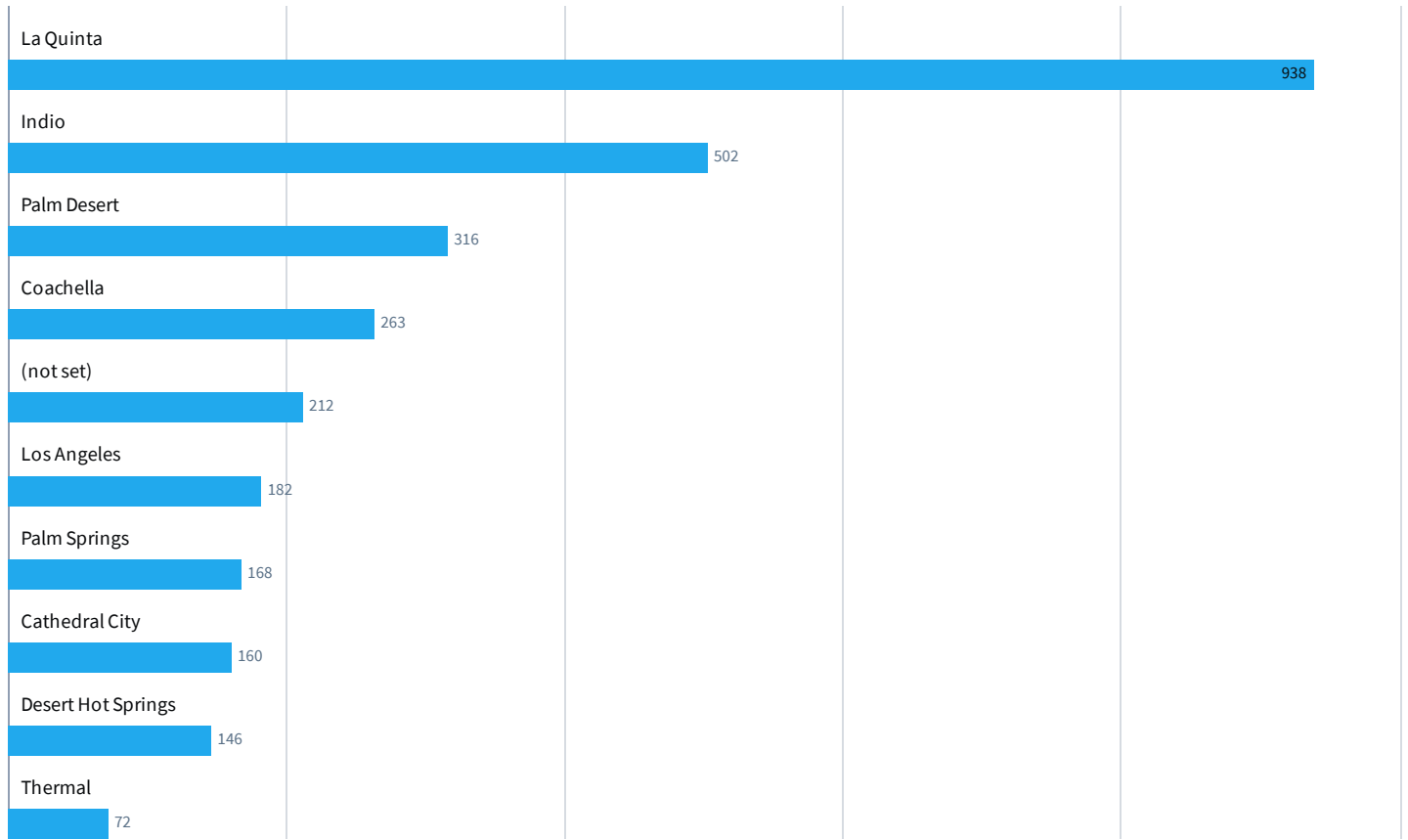
Website Information



Page path	Pageviews
/	1,059
/pledge-to-make-earth-day-count-with-10-ways-to-save/	1,039
/create-a-pollinator-garden-at-home/	742
/water-map/	137
/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	88
/about/	78
/learn/	77
/drought-irrigation-guide/	62
/save-water-pledge/	61
/rebates/	60
	4,353

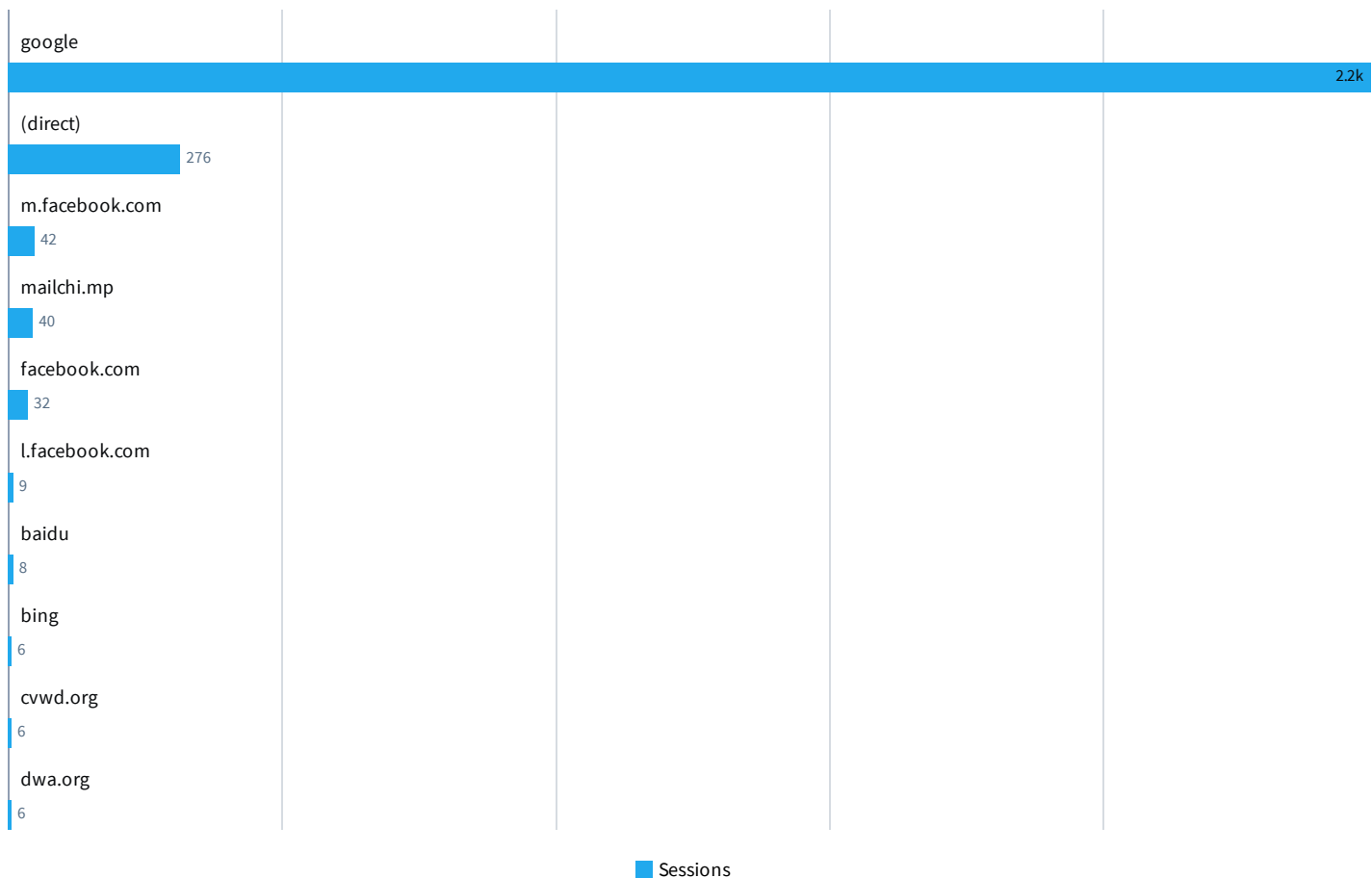


PAGEVIEWS BY CITY
CV WATER - CV WATER COUNTS - CV WATER COUNTS



■ Pageviews

USER REFERRERS
CV WATER - CV WATER COUNTS - CV WATER COUNTS



HISTORY
PAST 13 MONTHS: CV WATER - CV WATER COUNTS - CV WATER COUNTS

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
April 2021	2,640	1,820	4,353	1.65	48s	71.17%	63.98%
March 2021	2,899	2,108	4,617	1.59	52s	74.2%	68.4%
February 2021	2,304	1,604	3,576	1.55	1m 9s	79.86%	66.49%
January 2021	2,417	1,858	3,210	1.33	47s	85.64%	74.1%
December 2020	1,815	1,290	2,416	1.33	43s	83.31%	67.88%
November 2020	1,188	871	2,126	1.79	1m 35s	79.88%	69.11%
October 2020	2,592	1,912	3,308	1.28	40s	86.65%	70.45%
September 2020	2,426	1,711	3,023	1.25	39s	86.44%	66.41%
August 2020	4,077	3,299	5,282	1.3	31s	86.36%	78.51%
July 2020	4,077	2,640	5,175	1.27	25s	86.83%	59.75%
June 2020	3,379	2,255	4,390	1.3	29s	86.65%	62.3%
May 2020	4,726	3,193	5,744	1.22	22s	88.89%	65.13%
	37,991	26,060	51,635	1.36	39s	83.79%	67.76%

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
April 2020	3,451	2,491	4,415	1.28	34s	84%	70.68%
	37,991	26,060	51,635	1.36	39s	83.79%	67.76%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
conserve	20,216	0	0%	7.18
conserve water	7,850	1	0.01%	1.64
lake cahuilla	912	0	0%	8.53
water pledge	827	4	0.48%	5.83
lantana ground cover	377	1	0.27%	13.04
cv water	332	3	0.9%	6.5
indio car wash	318	0	0%	13.08
every drop counts	313	0	0%	3.9
dalea greggii	239	0	0%	1
what would happen if you didn't drink water	234	5	2.14%	9.22
	31,618	14	0.04%	6.99

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	30,183	5	0.02%	5.56
https://cvwatercounts.com/save-water-pledge/	2,474	28	1.13%	5.51
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	2,045	1	0.05%	21.57
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	1,214	0	0%	10.93
https://cvwatercounts.com/what-would-happen-if-you-didnt-drink-water/	1,082	22	2.03%	11.26
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideosis/	604	1	0.17%	28.43
https://cvwatercounts.com/	535	14	2.62%	13.49
https://cvwatercounts.com/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	368	9	2.45%	17.81
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/every-drop-counts/	350	1	0.29%	3.91
https://cvwatercounts.com/plant-of-the-month-trailing-dalea-dalea-greggii/	341	2	0.59%	1.45
	39,196	83	0.21%	11.99

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

9,094

f REACH
CV WATER COUNTS

5,769

f NEW PAGE LIKES
CV WATER COUNTS

5

f ENGAGED USERS
CV WATER COUNTS

145





f PAGE VIEWS
CV WATER COUNTS



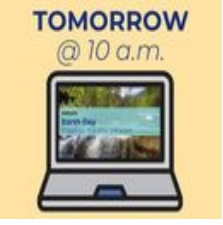
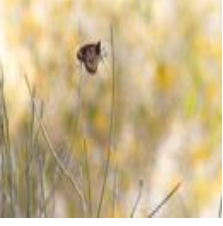


91







f LIFETIME PAGE LIKES
CV WATER COUNTS




4,012

f POSTS
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
	April 30, 2021	18	0	0%	0	0
 <p>Store a water pitcher i...</p>	April 28, 2021	48	0	0%	0	0
<p>CV Water Counts upda...</p>	April 26, 2021	38	0	0%	0	0
 <p>Desert Water Agency w...</p>	April 26, 2021	44	2	5%	2	0
 <p>Together, we can all he...</p>	April 25, 2021	60	3	5%	2	0
		6,542	153	2%	39	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Every April, Earth Day i...</p>	April 22, 2021	5,497	110	2%	14	0
 <p>Install water aerators ...</p>	April 21, 2021	50	3	6%	3	0
 <p>Join us for the Earth D...</p>	April 21, 2021	45	2	4%	2	0
	April 20, 2021	53	3	6%	3	0
 <p>Slopes can be challeng...</p>	April 19, 2021	50	1	2%	1	0
 <p>If you or someone you...</p>	April 16, 2021	50	1	2%	1	0
		6,542	153	2%	39	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>CV Water Counts is wit...</p>	April 16, 2021	76	6	8%	5	0
 <p>Consider buying a dual...</p>	April 14, 2021	59	1	2%	1	0
 <p>Spring is the perfect ti...</p>	April 10, 2021	56	0	0%	0	0
	April 9, 2021	87	15	17%	1	0
 <p>One load of laundry ca...</p>	April 7, 2021	58	0	0%	0	0
 <p>Now that Spring has sp...</p>	April 3, 2021	52	0	0%	0	0
		6,542	153	2%	39	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>CV Water Counts is wit...</p>	April 1, 2021	60	5	8%	4	0
 <p>CV Water Counts upda...</p>	April 1, 2021	49	0	0%	0	0
 <p>Happy April Fools' Day...</p>	April 1, 2021	39	0	0%	0	0
		6,542	153	2%	39	0

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

444

 **LIKES**
CV WATER COUNTS

15

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

201

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
<p>Happy April Fools' Day...</p>	27	5	24	0	0
<p>Thank you 107.3 Mod-...</p>	25	4	23	0	0
<p>Thank you La Poderos...</p>	24	2	23	0	0
<p>Now that Spring has sp...</p>	23	4	22	0	0
	99	15	92	0	0

Twitter Information

Apr 2021 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 121 impressions

Install water aerators on your faucets. This will maintain water pressure, but cut your water usage in half. Like water-saving shower heads, water aerators don't cost much and are easy to install.

#WaterWiseWednesday

pic.twitter.com/CMV22VKv7o



♥ 1

Top media Tweet earned 120 impressions

Now that Spring has sprung, it's a good time to change your irrigation controller – or get a smart controller!

pic.twitter.com/Ov0iCZ2QpH



♥ 1

View Tweet activity

View all Tweet activity



APR 2021 SUMMARY

Tweets

13

Tweet impressions

1,765

Profile visits

42

New followers

-5

E-Blast Information

 CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign	Send Time	Emails Sent	Total Opens	Open Rate	Industry Open Rate	Total Clicks	Click Rate	Industry Click Rate	Hard Bounces	Unsubscribe Count
CV Water Counts April 2021	Wednesday, April 7, 2021 5:00 PM	367	295	42.51%	14.67%	49	7.63%	0.7%	1	1
		367	295	42.51%	14.67%	49	7.63%	0.7%	1	1



Digital Marketing Report

Website, Social, and Marketing Performance

April, 2021

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 **IMPRESSIONS**
MSWD


291,921

 **CLICKS**
MSWD

2,020




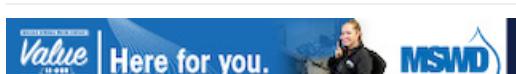

 **CTR**
MSWD







0.69%


 **GOOGLE ADS CAMPAIGN PERFORMANCE**
MSWD

Ad group	Campaign	Clicks	Impr.
Toilet Rebates	MSWD April 2021	921	125,945
Conservation Kits	MSWD April 2021	658	100,605
MSWD Value Mission	MSWD April 2021	441	65,371
		2,020	291,921

 **AD PERFORMANCE**
MSWD

Ad	Campaign	Impr.	Clicks	CTR
 <p>MSWD_Toilet Rebate_728x90.jpg 728 x 90 View full size image</p>	MSWD April 2021	68,270	433	0.63%
 <p>MSWD_Conservation_Kits_320x50.jpg 320 x 50 View full size image</p>	MSWD April 2021	60,721	285	0.47%
 <p>MSWD_Toilet_Rebate_320x50.jpg 320 x 50 View full size image</p>	MSWD April 2021	49,493	216	0.44%
 <p>MSWD_HereForYou_GoogleAds_320x50.jpg 320 x 50 View full size image</p>	MSWD April 2021	45,205	295	0.65%
 <p>MSWD_Conservation_Kits_728x90.jpg 728 x 90 View full size image</p>	MSWD April 2021	32,139	200	0.62%
		291,921	2,020	0.69%

Ad	Campaign	Impr.	Clicks	CTR
 <p>MSWD_HereForYou_GoogleAds_728x90.jpg 728 x 90 View full size image</p>	MSWD April 2021	18,775	112	0.6%
 <p>MSWD_Toilet Rebate_300x600.jpg 300 x 600 View full size image</p>	MSWD April 2021	4,937	219	4.44%
 <p>MSWD_Conservation_Kits_300x250.jpg 300 x 250 View full size image</p>	MSWD April 2021	4,435	56	1.26%
 <p>1MSWD_Conservation_Kits_300x600.jpg 300 x 600 View full size image</p>	MSWD April 2021	3,310	117	3.53%
 <p>MSWD_Toilet_Rebate_300x250.jpg 300 x 250 View full size image</p>	MSWD April 2021	3,245	53	1.63%
 <p>MSWD_HereForYou_GoogleAds_300x250.jpg 300 x 250 View full size image</p>	MSWD April 2021	977	15	1.54%
		291,921	2,020	0.69%

Ad	Campaign	Impr.	Clicks	CTR
 <p>MSWD_HereForYou_GoogleAds_300x600.jpg 300 x 600 View full size image</p>	MSWD April 2021	414	19	4.59%
		291,921	2,020	0.69%

Facebook Ad Campaigns

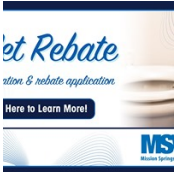
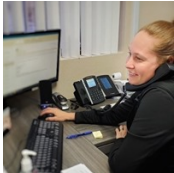


FACEBOOK AD GROUP PERFORMANCE

Ad	Clicks	Impr.	Reach	Frequency	Page Likes
Toilet Rebate	383	26,183	8,023	3.26	0
Water Assistance	311	19,353	5,479	3.53	0
Conservation Kit	299	28,371	7,389	3.84	0
Mission Springs Water District - Likes April 2021 Video	111	7,926	2,088	3.8	22
MSWD Tour / Page Likes April 2021 Video	4	320	264	1.21	2
	1,108	82,153	13,980	5.88	24

FACEBOOK AD PERFORMANCE


Ad preview	Clicks	Impr.	Reach	Frequency	Page engagement
 <p>MSWD: Value is Our Mission www.mswd.org At Mission Springs Water District, Value is Our Mission. Click to learn more about how your household can receive a free conservation kit to help save water and lower your water bill.</p>	299	28,371	7,389	3.84	193


1,108 82,153 13,980 5.88 1,869

Ad preview	Clicks	Impr.	Reach	Frequency	Page engagement
 <p>MSWD Value is Our Mission www.mswd.org MSWD's Toilet Rebate Program is designed to assist homeowners who want to replace old toilets with newer, more efficient models.</p>	383	26,183	8,023	3.26	278
 <p>MSWD - Water Bill Assistance www.mswd.org If you need help paying your water bill, MSWD is here for you. Click to learn more about our bill assistance options.</p>	311	19,353	5,479	3.53	175
 <p>MSWD How does MSWD protect our water supply? View our virtual tour to learn more. And be sure to like/follow our page for news and updates! 💧</p> <p>#MissionSpringsWaterDistrict #ProvidePreserveProtect #CVWaterCounts</p>	111	7,926	2,088	3.8	1,219
 <p>MSWD www.facebook.com How does MSWD protect our water supply? View our virtual tour at www.mswd.org to learn more. And be sure to like/follow our page for news and updates! 💧</p>	4	320	264	1.21	4
	1,108	82,153	13,980	5.88	1,869

Website Information

 **PAGEVIEWS**
 WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD
37,830

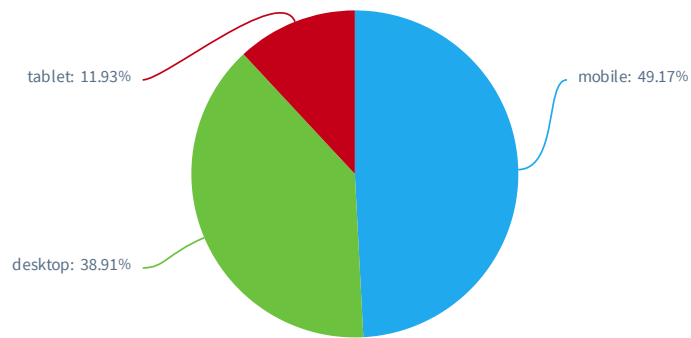
 **NEW VISITOR**
 WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD
5,313

 **USERS**
 WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD
3,092

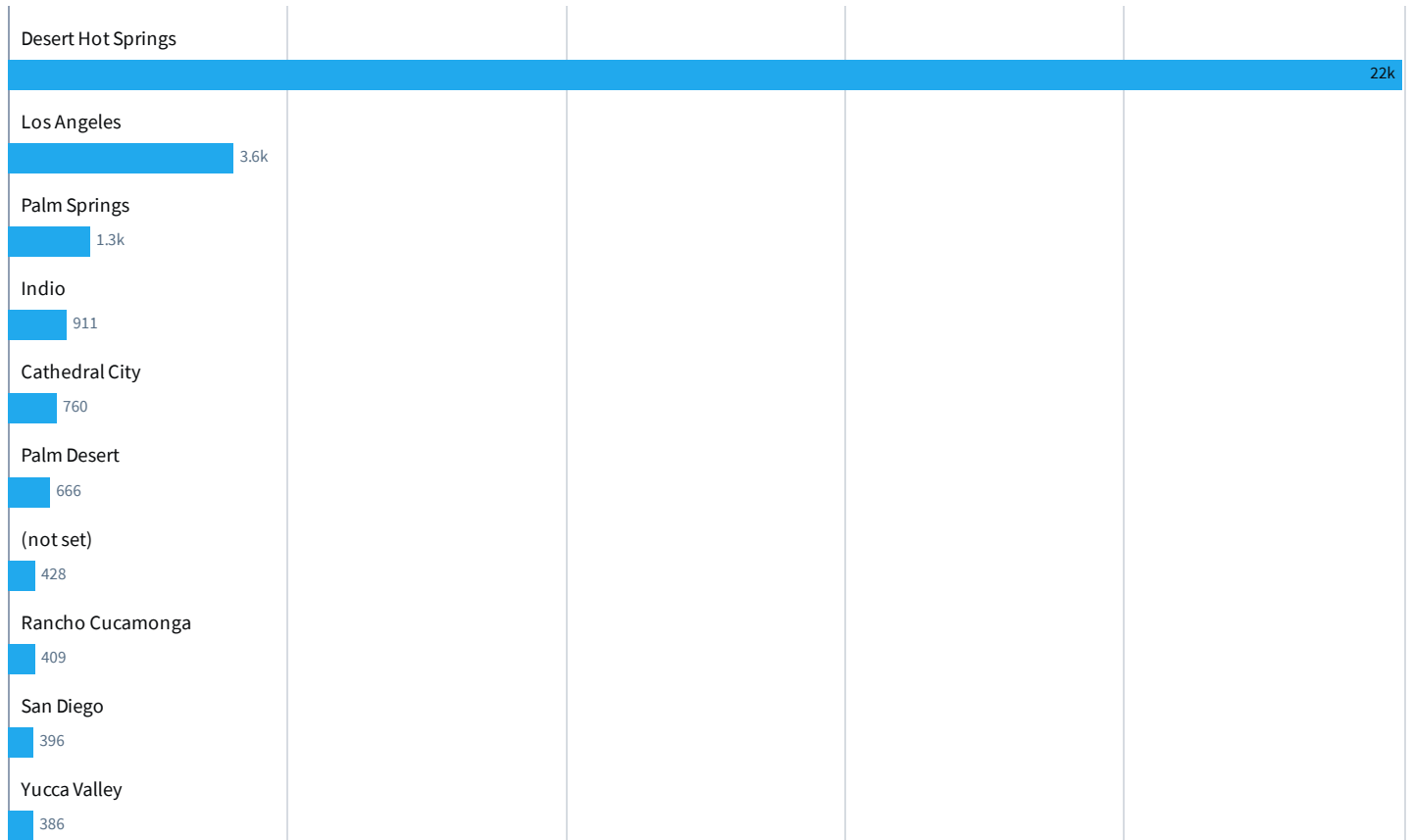
PAGEVIEWS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District - Sign In	6,802
Mission Springs Water District - Home	5,293
Mission Springs Water District - My Account	5,230
Mission Springs Water District - Pay Bills	3,003
(not set)	2,789
Mission Springs Water District - Payment Options	2,636
Mission Springs Water District - Pay as a Guest	1,702
Mission Springs Water District - You Have Successfully Signed Off	1,613
Mission Springs Water District - Rebates	1,570
Mission Springs Water District - Account Detail	1,407
	37,830

SESSIONS / DEVICE CATEGORY
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

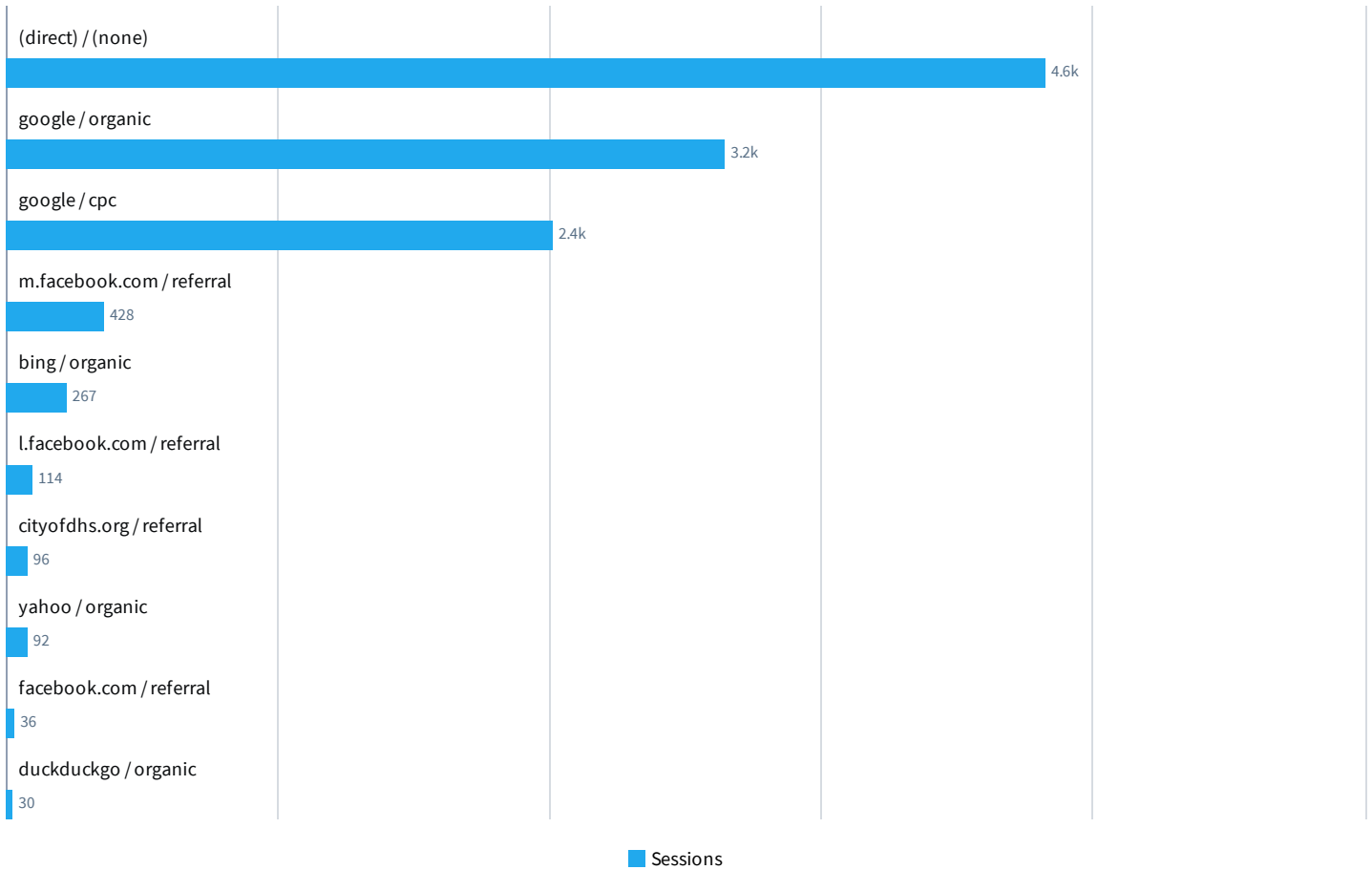


PAGEVIEWS BY CITY
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



■ Pageviews

USER REFERRERS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



AVG. SESSION DURATION
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

2m 0s

PAGES / SESSION
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

3.32

BOUNCE RATE
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

43.62%

Facebook Information

f IMPRESSIONS
MISSION SPRINGS WATER DISTRICT

98,566

f REACH
MISSION SPRINGS WATER DISTRICT

17,221

f NEW PAGE LIKES
MISSION SPRINGS WATER DISTRICT

47

f ENGAGED USERS
MISSION SPRINGS WATER DISTRICT

1,199







f PAGE VIEWS
MISSION SPRINGS WATER DISTRICT








302

f LIFETIME PAGE LIKES
MISSION SPRINGS WATER DISTRICT

1,050

f POSTS
MISSION SPRINGS WATER DISTRICT

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>MSWD BILL PAY OPTIONS</p> <p>We make it easy to pay...</p>	April 26, 2021	142	5	4%	4	0
 <p>MSWD #NoFODinDrains</p> <p>Fats, oils and grease, k...</p>	April 24, 2021	1,799	217	12%	21	6
 <p>MSWD EARTH DAY</p> <p>Join us in celebrating #...</p>	April 22, 2021	100	11	11%	7	3
 <p>Ensuring a reliable wat...</p>	April 20, 2021	116	11	9%	7	0
 <p>MSWD #Conservation</p> <p>Here's a fun #Conserva...</p>	April 17, 2021	2,216	126	6%	26	1
 <p>MSWD #SaveWhatYouCan</p> <p>Today might be the pe...</p>	April 14, 2021	156	9	6%	4	0
		7,725	574	7%	138	50

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Today on #NationalScr...</p>	April 13, 2021	150	15	10%	10	0
 <p>Today on #NationalPet...</p>	April 11, 2021	2,328	114	5%	24	37
 <p>Planning on replacing ...</p>	April 8, 2021	143	16	11%	6	1
 <p>Are you struggling wit...</p>	April 8, 2021	73	11	15%	9	0
 <p>Are you struggling wit...</p>	April 6, 2021	159	15	9%	8	0
 <p>From all of us at #MSW...</p>	April 4, 2021	177	13	7%	6	0
 <p>Today on #Internation...</p>	April 2, 2021	166	11	7%	6	2
		7,725	574	7%	138	50

Instagram Information

 **IMPRESSIONS**
MISSION SPRINGS WATER DISTRICT

1,635






 **LIKES**
MISSION SPRINGS WATER DISTRICT







66


 **FOLLOWERS (TOTAL)**
MISSION SPRINGS WATER DISTRICT

140


 **MEDIA PERFORMANCE**
MISSION SPRINGS WATER DISTRICT


Media	Impr.	Engagement	Reach	Saved	Video views
 <p>4GIFs.com</p> <p>Planning on replacing ...</p>	185	7	179	0	0
 <p>MSWD</p> <p>#NoFOGInDrains</p> <p>Fats, oils and grease, k...</p>	81	7	80	0	0
 <p>#MSWDKiddCaring</p> <p>MSWD</p> <p>Here's a fun #Conserva...</p>	76	6	71	0	0
 <p>Ensuring a reliable wat...</p>	65	8	63	0	17
 <p>MSWD</p> <p>EARTH DAY 22</p> <p>#EarthDay2021</p> <p>Join us in celebrating #...</p>	51	9	50	0	0
	678	67	643	0	17


Media	Impr.	Engagement	Reach	Saved	Video views
 <p>MSWD BILL PAY OPTIONS</p> <p>OTHER OPTIONS: </p> <p>We make it easy to pay...</p>	46	3	46	0	0
 <p>MSWD #SeeWhatGrows</p> <p>Today might be the pe...</p>	43	4	40	0	0
 <p>#ProvideProtectPreserve MSWD</p> <p>Today on #NationalScr...</p>	38	4	36	0	0
 <p>#NationalPetDay MSWD</p> <p>Today on #NationalPet...</p>	29	5	23	0	0
 <p>MSWD #TimeToRead</p> <p>Today on #Internation...</p>	25	8	23	0	0
 <p>Help2Others Mission Springs Water District ASSISTANCE PROGRAM</p> <p>Are you a homeowner ...</p>	21	3	18	0	0
	678	67	643	0	17

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>From all of us at #MSW...</p>	18	3	14	0	0
	678	67	643	0	17

Mission Springs Water District Social Media Report April 2021

 @MSWaterDistrict

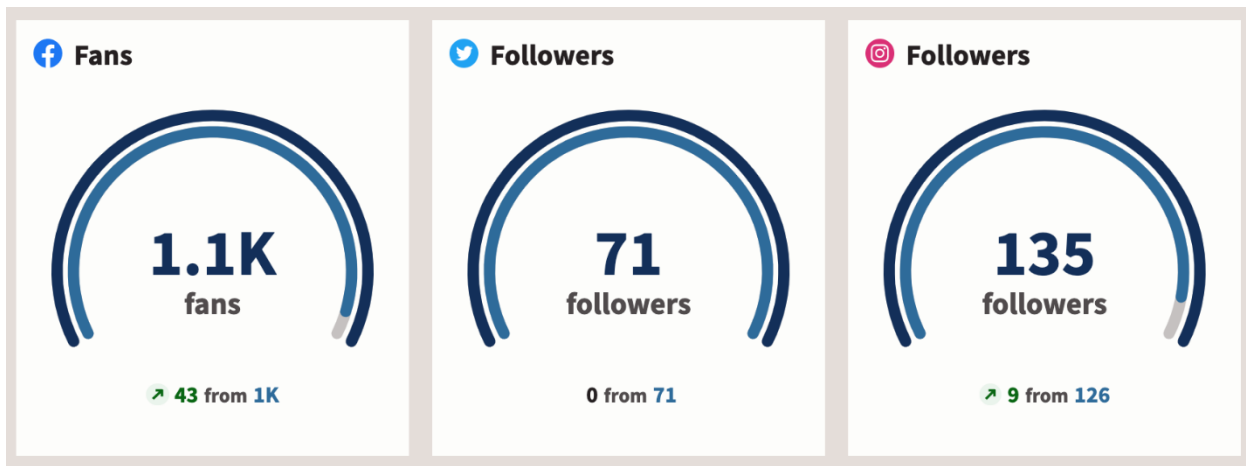
 missionspringswaterdistrict

 Mission Springs Water District

Month to Month Overview

March 2021 - Lighter Blue

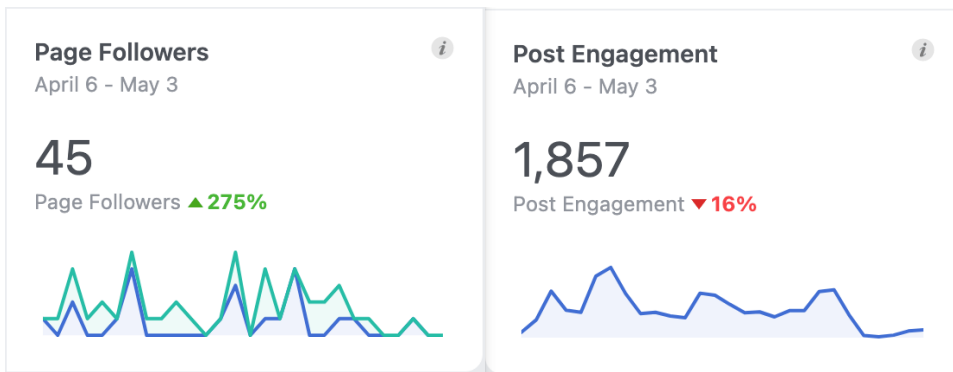
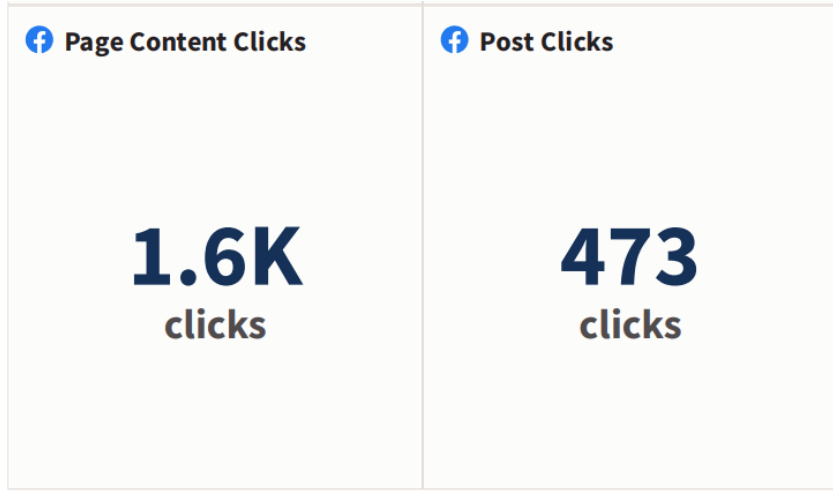
April 2021 - Dark Blue



April 2021 Overview

<p>f Fans</p> <p>1.1K fans</p>	<p>t Followers</p> <p>71 followers</p>	<p>@ Followers</p> <p>135 followers</p>
<p>f Posts</p> <p>13 posts</p>	<p>t Tweets</p> <p>5 tweets</p>	<p>@ Posts</p> <p>13 posts</p>
<p>f Engagement</p> <p>416 engagements</p>	<p>t Engagement</p> <p>11 engagements</p>	<p>@ Engagement</p> <p>67 engagements</p>
<p>f Engagement > Type</p> <p>Reactions 311</p> <p>Comments 72</p> <p>Shares 33</p>	<p>t Engagement > Type</p> <p>Likes 8</p> <p>Retweets 2</p> <p>Replies 1</p>	<p>@ Engagement > Type</p> <p>Photo 59</p> <p>Video 8</p>

Engagement





















Overall Post Results

Posts Table



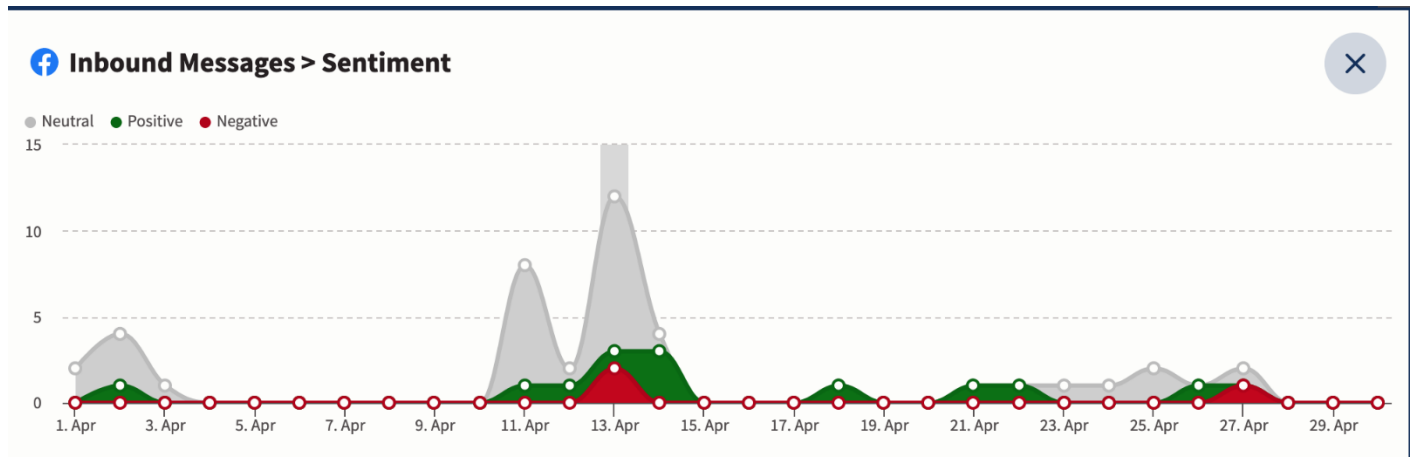
DATE ▼	MESSAGE	REACTIONS	COMMENTS	SHARES
Mission Springs Wate... Apr 26, 14:02	We make it easy to pay your water bill with four options! Call our customer service team with any questions, we're here to help. #ProvideProtectPreserve www.MSWD.org #TeamMSWD #BillPay #MSWD #communitypartner #water #safewater #greatwater #ValueisOurMission...	4	0	1
Mission Springs Wate... Apr 24, 18:00	Fats, oils and grease, known collectively as FOG, represent the most serious enemy of our sewer lines. #DYK this includes: • Butter and Margarine • Cooking oil • Salad dressing and Mayonnaise • Grease • Gravy and Sauces • Food/meat scraps • Lard • Shortening When FOG i...	25	6	3
Mission Springs Wate... Apr 22, 17:32	Join us in celebrating #EarthDay2021 today and every day! The theme for this year is "Restore Our Earth," so share your #conservationtips below on how we can all work together to accomplish this goal. If you'd like to receive our free #ConservationKit, visit our website...	7	3	0
Mission Springs Wate... Apr 20, 14:01	Ensuring a reliable water supply is the number one priority for MSWD! We are in the process of a major capital improvement project that will bring a new well on-line. We are committed to continue providing uninterrupted services and delivering award-winning water to our...	7	0	0
Mission Springs Wate... Apr 17, 19:30	Here's a fun #ConservationTip – Turn conserving water into a family affair with this fun experiment everyone will enjoy! Make your own water Aquifer! Find the instructions and more great games online at our #Kids Corner www.mswd.org/kidscorner.aspx #MSWD...	31	1	2
Mission Springs Wate... Apr 14, 21:15	Today might be the perfect day to head outside with the family and see how your garden grows! To help conserve our precious resource, water, consider changing out a few plants to ones that are more drought tolerant, check sprinklers for leaks and enjoy the great outdoor...	6	0	1
Mission Springs Wate... Apr 14, 21:15	grows! To help conserve our precious resource, water, consider changing out a few plants to ones that are more drought tolerant, check sprinklers for leaks and enjoy the great outdoor...	6	0	1
Mission Springs Wate... Apr 13, 17:15	Today on #NationalScrabbleDay, we're happy to see that we score a perfect 10... that is unless we can land on a triple word score! This is a great game to play with friends and family while enjoying a glass of delicious tap water, or something more fun with homemade ice...	11	0	1
Mission Springs Wate... Apr 11, 16:15	Today on #NationalPetDay, post a photo of your fur baby and be entered to receive this cool travel water bowl! Miss Lucy enjoys her bowl on hikes and while out running errands with her Mommy. #itsadogslife #MSWD #waterdistrict #ValueWater #ProvideProtectPreserve #pets	30	37	1
Mission Springs Wate... Apr 08, 17:40	Planning on replacing that old toilet? Let us help! MSWD is offering residential and commercial customers up to \$100 in toilet #rebates when you replace your old toilet with a new water efficient model. Visit Mswd.org/rebates for all of the details. #MSWD...	7	1	0
Mission Springs Wate... Apr 08, 16:04	(Post with no description)	9	0	0
Mission Springs Wate... Apr 06, 14:00	Are you struggling with your water bill? If you have received assistance from our H2Others program within the last 12 months but still need help, visit our website for details on how to apply for the @UnitedWayof the Desert COVID-19 Relief Fund. If you are renting your home ...	10	0	2
Mission Springs Wate... Apr 04, 15:50	From all of us at #MSWD, Happy Easter! #HappyEaster #ProvideProtectPreserve	9	0	1
Mission Springs Wate... Apr 02, 18:37	Today on #InternationalChildrensBookDay, join us and encourage all kids to read, read and read! We love this fun story, The Drop Goes Plop, which takes us on a journey through the life cycle of a drop of water, told by a seagull and his many friends. What is your favorite...	9	2	1

Posts Table			
DATE ▼	MESSAGE	♥ LIKES	💬 COMMENTS
missionsprings waterdistrict Apr 26, 14:02	 We make it easy to pay your water bill with four options! Call our customer service team with any questions, we're here to help. #ProvideProtectPreserve #TeamMSWD #BillPay #MSWD #communitypartner #water #safewater #greatwater #ValueisOurMission #ecofriendly #SaveWater #WaterConservation #LinkinBio #waterdistrict...	3	0
missionsprings waterdistrict Apr 24, 18:00	 Fats, oils and grease, known collectively as FOG, represent the most serious enemy of our sewer lines. #DYK this includes: • Butter and Margarine • Cooking oil • Salad dressing and Mayonnaise • Grease • Gravy and Sauces • Food/meat scraps • Lard • Shortening When FOG is dumped down the drain, it forms large, thick grease balls th...	6	1
missionsprings waterdistrict Apr 22, 17:32	 Join us in celebrating #EarthDay2021 today and every day! The theme for this year is "Restore Our Earth," so share your #conservationtips below on how we can all work together to accomplish this goal. If you'd like to receive our free #ConservationKit, visit our website today! www.MSWD.org #MSWD #communitypartner #water...	9	0
missionsprings waterdistrict Apr 22, 15:45	 Join us in celebrating #EarthDay2021 today and every day! The theme for this year is "Restore Our Earth," so share your #conservationtips below on how we can all work together to accomplish this goal. If you'd like to receive our free #ConservationKit, visit our website today! www.MSWD.org #MSWD #communitypartner #water...	4	0
missionsprings waterdistrict Apr 20, 14:08	 Ensuring a reliable water supply is the number one priority for MSWD! We are in the process of a major capital improvement project that will bring a new well on-line. We are committed to continue providing uninterrupted services and delivering award-winning water to our customers! #MSWD #communitypartner #water...	8	0
missionsprings waterdistrict Apr 17, 19:30	 Here's a fun #ConservationTip – Turn conserving water into a family affair with this fun experiment everyone will enjoy! Make your own water Aquifer! Find the instructions and more great games online at our #Kids Corner www.mswd.org/kidscorner.aspx #MSWD #communitypartner #water #watertreatment #safewater #greatwater...	6	0
missionsprings waterdistrict Apr 14, 21:15	 Today might be the perfect day to head outside with the family and see how your garden grows! To help conserve our precious resource, water, consider changing out a few plants to ones that are more drought tolerant, check sprinklers for leaks and enjoy the great outdoors on #NationalGardeningDay. Learn more #WaterConservation...	4	0
missionsprings waterdistrict Apr 13, 17:15	 Today on #NationalScrabbleDay, we're happy to see that we score a perfect 10... that is unless we can land on a triple word score! This is a great game to play with friends and family while enjoying a glass of delicious tap water, or something more fun with homemade ice cubes! #MSWD #communitypartner #water #watertreatment...	4	0
missionsprings waterdistrict Apr 11, 16:15	 Today on #NationalPetDay, post a photo of your fur baby and be entered to receive this cool travel water bowl! Miss Lucy enjoys her bowl on hikes and while out running errands with her Mommy. #itsadogslife #dogsofinstagram #MSWD #waterdistrict #ValueWater #ProvideProtectPreserve #pets #lovepets #instagood	5	0
missionsprings waterdistrict Apr 08, 17:40	 Planning on replacing that old toilet? Let us help! MSWD is offering residential and commercial customers up to \$100 in toilet #rebates when you replace your old toilet with a new water efficient model. Visit Mswd.org/rebates for all of the details. #MSWD #deserthotsprings #communitypartner #ProvideProtectPreserve #toiletrebate...	7	0
missionsprings waterdistrict Apr 06, 14:00	 Are you a homeowner or renter struggling with past due water bills? We have joined forces with United Way of the Desert's #COVID19ReliefFund to offer assistance to eligible customers through our Help2Others and other assistance programs. Learn more on our website today.	3	0
missionsprings waterdistrict Apr 04, 15:50	 From all of us at #MSWD, Happy Easter! #HappyEaster #ProvideProtectPreserve	3	0
missionsprings waterdistrict Apr 02, 18:37	 Today on #InternationalChildrensBookDay, join us and encourage all kids to read, read and read! We love this fun story, The Drop Goes Plop, which takes us on a journey through the life cycle of a drop of water, told by a seagull and his many friends. What is your favorite children's book? Share below! #MSWD #communitypartner #water...	8	0

Tweets Table				
DATE ▼	MESSAGE	↻ RETWEETS	↩ REPLIES	♥ LIKES
@MSWaterDist rict Apr 20, 14:01	 Ensuring a reliable water supply is the number one priority for MSWD! We are in the process of a major capital improvement project that will bring a new well on-line. We are committed to providing uninterrupted services and delivering award-winning water to our customers! htt...	1	0	2
@MSWaterDist rict Apr 17, 19:30	 Here's a fun #ConservationTip – Turn conserving water into a family affair with this fun experiment everyone will enjoy! Make your own water Aquifer! Find the instructions and more great games online at our #Kids Corner http://www.mswd.org/kidscorner.aspx #MSWD...	0	1	1
@MSWaterDist rict Apr 08, 17:40	 #DYK... we offer our customers up to \$100 in toilet #rebates to replace old toilets with new water efficient models. Visit http://Mswd.org/rebates for the details. https://twitter.com/MSWa terDistrict/status/1380213873337335813/photo/1	1	0	3
@MSWaterDist rict Apr 06, 14:00	 Are you struggling with past due water bills? We have joined forces with United Way of the Desert's #COVID19ReliefFund to offer assistance to eligible customers through our Help2Others and other assistance programs. Learn more on our website today. http://ow.ly/...	0	0	1
@MSWaterDist rict Apr 04, 15:50	 From all of us at #MSWD, Happy Easter! #HappyEaster #ProvideProtectPreserve https://twitte r.com/MSWaterDistrict/status/1378736631172239363/photo/1	0	0	1

Boosted Posts

Post: Fats, oils and greas... 		 Mission Springs Water District		<input checked="" type="checkbox"/>	Active	
REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE	
1639	\$ 35.51	60	211	24 Apr 2021 11:00 am	28 Apr 2021 11:00 am	
Post: Here's a fun #Conser... 		 Mission Springs Water District		<input checked="" type="checkbox"/>	Active	
REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE	
2076	\$ 41.74	56	128	17 Apr 2021 12:30 pm	21 Apr 2021 5:00 pm	
Post: Today on #NationalPe... 		 Mission Springs Water District		<input checked="" type="checkbox"/>	Active	
REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE	
997	\$ 19.99	25	60	11 Apr 2021 9:15 am	13 Apr 2021 9:15 am	
Post: Community Tip: #ICY... 		 Mission Springs Water District		<input checked="" type="checkbox"/>	Active	
REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE	
1541	\$ 25.00	88	193	29 Mar 2021 7:00 am	05 Apr 2021 7:00 am	

Number of Direct Messages:**Number of Positive Comments posted this month to this month's posts: 72****Number of Negative Comments posted this month to this month's posts: 3****Note – Only 3 negative comments which were not about MSWD service. (see below)***Considerations:**

- The 3 negative comments had nothing to do with MSWD. Two were in relation to pets that had passed away (sad face), and one said, “that’s nasty, use the garbage disposal”. Therefore, MSWD had no negative comments this month.
- This month’s posts have substantially more positive comments due to people posting pictures of their pets to win a free MSWD dog bowl.
- Most engagement comes from community or event-style news rather than static information.

Engagement Opportunities

- Continue to include more time-sensitive posts to increase positive engagement.
- Engage with all people who took the time to comment. Aim to answer all comments, even if just a thank you. Make sure answers to specific questions are thorough and have been run through the Communications staff to ensure consistency.

MSWD PER-CAPITA WATER USE REPORTING TO THE SWRCB

Service area population - 37,600	3031	2794	3526	3656	0	0	0	0	0	0	0	0	0	0
Number of days in month	31	28	31	30	31	30	31	30	31	30	31	30	31	31
Per capita water use (Gal/Day)	98	100	114	122	0	0	0	0	0	0	0	0	0	0

Change GPCD from 2013 to 2019	7	31	12	21	34	13	16	6	11	1	17
Percent Change From 2013 to 2019	6%	27%	12%	15%	24%	9%	10%	4%	7%	1%	15%
Change GPCD from 2013 to 2020	10	10	0	32	16	(2)	16	(10)	5	(7)	8
Percent Change From 2013 to 2020	9%	9%	0%	23%	11%	-2%	9%	-7%	3%	-6%	7%
Change GPCD from 2013 to 2021	13	15	(12)	18							
Percent Change From 2013 to 2021	12%	13%	-12%	13%							

