



General Manager's Report October 2021





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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 Items

Total cash receipts for the month of September amounted to \$1,550,888. Receipts consisted primarily of customer bill payments and new service connection fees. The District received notification from Southern California Edison that a credit check in the amount of approximately \$330K will be received in the next 60 days.

Cash Disbursements for September amounted to \$2,720,011 with the largest payments going to:

- The Van Dyke Corp – \$428,691.35
- Layne Christensen Company – \$398,712.81
- Coachella Valley Water District – \$103,467.00
- City National Bank – \$145,000.00
- Layne Christensen Company – \$225,096.73
- Payroll – \$331,206.00

Delinquent Account Amount Information sent to California State Water Resources Control Board

On September 21, 2021, California State Water Resources Control Board adopted the California Water and Wastewater Arrearage Payment Program (Arrearage Payment Program). As part of the Arrearage Payment Program, District staff sent a variety of information to the State as required. A summary of the account information which was provided is below.

- Total number of Residential connections of 9,795.
- Total number of Non-Residential connections of 540
- Total number of Commercial Non-Residential connections of 347
- Total outstanding uncollected Residential bills of \$909,419.39
- Total outstanding uncollected late fees for Residential bills of \$914,450.52
- Total outstanding uncollected Commercial Non-Residential bills of \$199,236.53

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

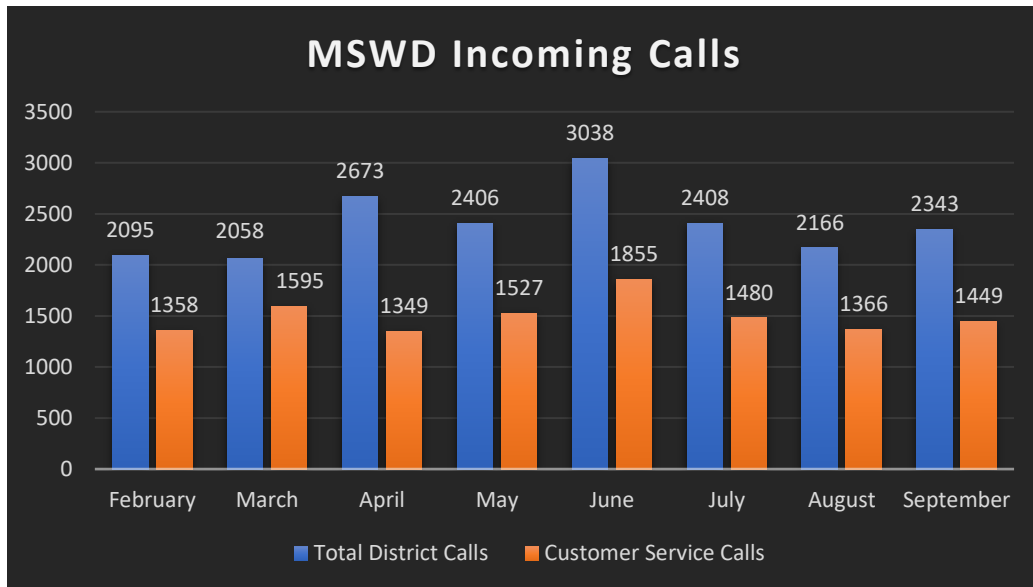
Governor Newsom recently signed Senate Bill 155 (SB 155) in law which extended the moratorium on termination of water service to residences and critical infrastructure sector small businesses until December 31, 2021, and possibly longer depending on whether and when a customer has been offered a payment plan related to the Arrearage Payment Program. As such, MSWD continues its efforts in working with and tracking those customers who have been the most impacted by the COVID-19 pandemic. The moratorium in SB 155 applies to:

- Every community water system, regardless of participation in the Arrearage Payment Program;
- All delinquent payments, regardless of when the delinquency occurred; and
- All classes of customers (not just residential customers and small businesses in critical infrastructure sectors, as under the governor's executive order).

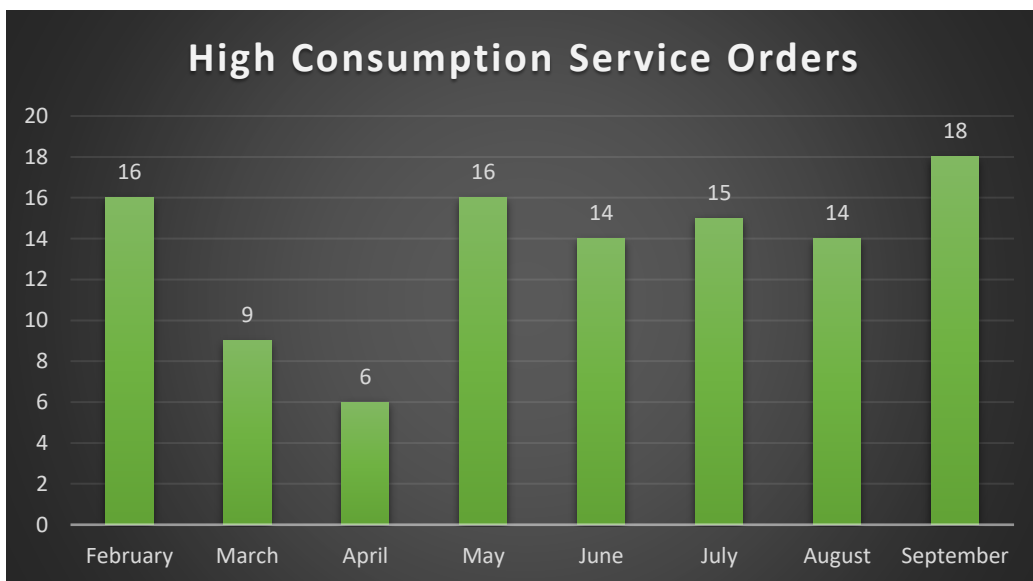
MSWD is actively participating in the Arrearage Payment Program and expect the first payments to the District in November. Staff will then work with Riverside County to credit those accounts which were placed as a lien on the property taxes.

Calls into the Customer Service Department

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 highs at the end of 2020. 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.

Price increases and supply chain issues have begun to surface within our industry. Specifically, PVC pipe and fittings, ductile iron pipe and fittings, restraints, hydrants, and valves, as well as many other products, are experiencing significant shortages that

could lead to extended lead times. Along with these supply chain problems, pricing continues to escalate. These problems exist with both domestic and import materials. We will continue to monitor the situation and bring any supply issues or substantial pricing increases to the Board immediately.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

The contractor, Layne Christensen Company, completed well development activities, including installation of the pump development, step testing, constant rate testing, and well recovery. Construction will likely be on-hold for several more weeks while the equipment submittals are processed and the equipment is ordered, fabricated, and delivered to the site for construction and installation.



Desert Willows Community Water Line Replacement

Van Dyke Corporation has completed construction and Staff is working toward project closeout. The Notice of Completion will be presented for acceptance at the November Board of Directors meeting.

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

Staff and consultant (TKE) continued coordination with one property owner regarding a required pipeline/utility easement. A revised sewer alignment was prepared and is circulating for approval. Staff expects approval of the revised alignment in the coming weeks and proceeding with formal easement documents and appraisal. Staff has placed the final design on hold until the easement is finalized as it will impact the final design.

Water System and Wastewater System Comprehensive Master Plan Update

The consultant (Michael Baker International) began preparing the model for the water and sewer system. Staff met with the consultant to review the GIS based model and prepare for field calibration testing in October.



Horton Odor Control Project

Staff and construction manager consultant (Michael Baker International) are continuing to process material submittals. Material deliveries are expected in October allowing active construction to commence. Unless unforeseen material deliveries are encountered project is scheduled for completion November 11.

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

Consultants are working on final specifications. Staff is reviewing the most beneficial locations for fixed and portable generator locations prior to advertising for project bids.



Horton Effluent Filtration System

The design consultant (TKE Engineering) completed the 90% design and submitted it to the staff for the next round of plan review.

Well 22 Rehabilitation

The design consultant (TKE Engineering) is preparing the 90% design, specifications, and engineers estimate. Staff expects the 90% design to be submitted in October for plan review.

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

Due to current construction costs, the project is on-hold, with the intent to repurpose the grant funding to the GQPP Area M2 project in the coming months.

On-Call General Engineering Services

Utilizing the Inspections and Plan Check On-Call Services contracts, Murow Development Consultants and Heitec are performing construction inspection and plan check services for the District.



Operations & Maintenance

Construction & Maintenance

Construction & Maintenance Staff (C&M) completed approximately 318 water line location requests in September. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations. C&M also replaced 24 water services and repaired 29 service line leaks and 7 main line leaks in the month of September. Approximately 108,855 gallons of water loss was recorded due to water leaks this month.

Staff continues to implement the maintenance programs, which consist of ground valves, blow-offs, Cla-Val valves, and fire hydrants. There were 112 water valves exercised, 49 fire hydrants flushed, and 19 new water services were installed in September. A total of 51 work orders were processed using the CMMS module.



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 testing standby generators plumbing repairs, light replacements, smoke detector battery replacements, fire extinguishers inspected, and flagpole repairs.

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 September;

- Units 380, 384,397 and 388 were all serviced
- Unit 418 and 414 received routine service
- A fuel leak was repaired on unit 397
- The boom hoist on unit 391 was repaired due to an electrical issue
- BIT inspections on commercial vehicles were completed
- Battery was replaced on unit 323
- Three Ford Explorer recalls were addressed by the dealer

Collections

No Sanitary Sewer Overflows occurred in the collection system with no problems at the Dos Palmas Lift Station. The operators continued to visit the site each day to check proper pump operation, ensure the SCADA system is working properly, and checking site security.

Approximately 9.98 miles of sewer mainline was cleaned in the Dos Palmas service area. This included 220 segments of 8" VCP sewer pipe. The community of Eagle Point, Pierson Ave., the 8th Street easement from Little Morongo to Cholla and West Drive were cleaned, as the collection crew worked towards the Northeast portion of the sewer system.



Wastewater

Staff spent a combined 660-man hours performing routine plant maintenance, equipment maintenance and plant operations at the Horton and Desert Crest plants. Also during this timeframe, staff spent 200-man hours operating the sludge belt filter press, filling and removing 15 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				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.				
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix C.

Staff collected 32 samples and spent 48-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District's discharge requirement.

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.

On August 13, 2021, the Colorado Basin Regional Water Quality Control Board requested the District complete a Form 200 to update our waste discharge requirements for the Horton WWTP. The Form 200 will update and include the addition of the new odor control system (currently under construction), the replacement of the current influent pumps to new chopper pumps, the addition of ponds one, two, and three, and the effluent cloth filters which is currently under design amongst a few other clean up items in the permit. Due to the extent of the documentation requested by the Form 220, the District formally requested an extension from the Regional Water Quality Board. The extension was granted, and the revised deadline is October 25, 2021. This extension allows staff to complete the required CEQA documents and finalize information to provide to the State.

The Regional Water Board (Jose Cortez) visited the Horton WWTP on September 24, 2021 and toured the facility. Mr. Cortez spoke with staff, checked certifications, discussed the spill that occurred in October of 2020 and drove the path of the spill. Danny Friend and Bassam Alzammar were present for the tour. Andy Grunnet took the lead on the tour and provided all information requested.

Maintenance efforts at the Horton Plant included having All Valley Crane and JWC Environmental onsite to assist in removing the channel auger from headworks and replacing the cleaning brush of the Auger. This is a maintenance item that is completed each year. While JWC was here, a full inspection of the equipment was performed to ensure that the unit is operating at 100%.



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

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	8	7	9	51	2
Aug.	20	4	1	8	53	2
Sep.	20	5	2	12	8	11
Oct.		9	4	8	12	4
Nov.		50	10	9	7	7
Dec.		9	3	3	64	1
Jan.		21	7	1	16	8
Feb.		23	5	1	42	0
Mar.		48	1	0	23	5
Apr.		18	3	3	15	30
May		17	11	3	20	45
June		21	7	3	6	70
Annual Total	58	233	61	60	317	185

Additional sanitary service connection information is provided in Appendix C.

Water Production

Staff collected 56 routine samples, 7 general physical samples, and uranium samples at Well 26A for analysis in September. Staff worked closely with the lab when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for September were sent out to the State Water Regional Control Board on October 8, 2021.

Staff continues to conduct chlorine pump maintenance and inspections at all the well sites 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.



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

- For the past few months, staff has been evaluating new chlorine feed pumps at our well sites. Staff continues to install the pumps on top of the chlorine barrels and running the suction pipe down with a foot valve, it provides better operation of the pumps and appears to have resolved issues of air-locking.
- Staff replaced the solar charging system at the Mission Lakes Reservoir site due to equipment failure. It is important we maintain, and repair equipment as needed to ensure the proper operation of the system as this site has no permanent power and all SCADA communication rely on battery powered equipment.
- Water Production staff continues to oversee the landscape contract for 36 sites throughout the District.
- Staff continues to work with Field Service/Customer Service on the planning of construction meter set locations. Staff closely monitors the water usage in the areas that have construction meters.
- Staff performed the fire pump test at Gateway Reservoir. This test is performed monthly to ensure the fire pump is in good working condition and operates properly when required.



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.

New Water Services added Monthly

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	7	4	5	7	2
August	19	6	10	5	3	2
September	23	18	2	14	4	13
October		13	3	21	8	3
November		10	16	4	0	7
December		2	17	3	3	2
January		15	6	3	20	1
February		13	8	5	11	1
March		16	2	3	6	5
April		11	1	3	7	11
May		15	12	5	11	9
June		24	11	2	8	2
Annual Total	60	150	92	73	88	58
Avg./ Mo.	5.00	12.50	7.67	6.08	7.33	4.83

The total water connections in the District's system are currently 13,201



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. The following table summarizes the MSWD water production for each month since FY 2016.

Monthly Water Production

	FY 2021/22	Variance from prior year		FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18
	AF	AF	%	AF	AF	AF	AF
July	796.67	-61.10	-7.1%	857.77	853.23	857.20	835.87
August	840.02	-45.29	-5.1%	885.31	795.18	806.47	829.93
September	738.75	-46.05	-5.9%	784.80	757.08	689.47	712.40
October		0.00	0.0%	755.84	709.39	709.81	733.86
November		0.00	0.0%	690.13	619.87	631.75	642.41
December		0.00	0.0%	588.32	537.23	502.16	584.24
January		0.00	0.0%	537.96	553.20	570.20	599.52
February		0.00	0.0%	495.61	520.85	415.49	512.79
March		0.00	0.0%	625.80	557.73	490.92	536.09
April		0.00	0.0%	649.34	573.02	635.08	644.06
May		0.00	0.0%	723.62	698.99	598.36	697.15
June		0.00	0.0%	761.63	806.02	710.39	688.74
TOTAL	2375.44	-152.44	-6.0%	8356.13	7981.79	7617.30	8017.06



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)

- The CVRWMG held its monthly meeting and discussed current grant funded projects and upcoming grant funding opportunities.
- The CVRWMG has coordinated with other Colorado River Funding Area regions (San Gorgonio Pass and Mojave) and agreed upon a cost share for the upcoming Proposition 1 Round 2 Implementation funding. A portion of the cost share is allocated to each region based on population served, and the remaining is split equally. The CVRWMG is slated to receive approximately \$4.1 million in Proposition 1 Round 2 Implementation grant funding.
- The CVRWMG is continuing to evaluate options to prepare a water conservation technical study. Additional details will be provided in the coming months as they come out.

Mission Creek Subbasin SGMA and 2022 Alternative Plan Update

- The consultants (Wood and Kennedy Jenks) completed the final administrative draft sections for review and comment. Staff and consultants (TKE Engineering and EnviroLogic Resources) have completed review and comment on the remaining final administrative draft plan sections.
- The Public Draft Alternative Plan will be released in early October. A public workshop to review the plan is scheduled for October 27 at 2 PM.

San Gorgonio Pass Subbasin SGMA and 2022 Groundwater Sustainability Plan

- The consultant (Provost & Pritchard) completed the final administrative draft sections for review and comment.
- The Public Draft Groundwater Sustainability Plan was released in late September.

Indio Subbasin 2022 Alternative Plan Update

- The Public Draft Alternative Plan was released in late September.
- A public workshop to review the plan is scheduled for October 20 at 2 PM.

Salt and Nutrient Management Plan (SNMP)

- The agencies and consultant (West Yost) presented the revised Development Workplan to the Regional Board in September. The Regional Board did not have additional comment. Staff expects Regional Board approval of the Development Workplan in the coming weeks.

PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Events & Recognition



MSWD Patriot Day Blood Drive

September 9, 2021, presented by LifeStream Blood Bank. During the event, 16 MSWD employees participated, each donation will be used to help multiple patients.

Soroptimist House of Hope: A Day of Hope

Saturday, Sept. 18, 2021, MSWD is a proud supporter of the Soroptimist House of Hope, a nonprofit organization founded in 1981 that provides recovery programs to chemically dependent women in need. A copy of the event program and a special thank you from the organization is included in Appendix D.



Water Professionals Appreciation Week

October 2-10, 2021, California's annual Water Professionals Appreciation Week highlights the important role of water industry professionals and local public water agencies in ensuring safe and reliable water, wastewater, and recycled water in California. The district celebrated with social media posts throughout the week and an all-hands meeting and breakfast on Oct. 5.

Palm Springs Unified School District State of the District Legislative Gathering

October 8, 2021, Board of Education President Tim Wood and Superintendent of Schools Dr. Mike Swize welcomed more than 35 civic and educational leaders to the event, which detailed the districts COVID protocols, facility expansion plans and the district's commitment to building a strong community. MSWD, among others, was recognized as a strong community partner.

Upcoming Events

- Desert Hot Springs State of the City and Business Awards, sponsored by the Greater Coachella Valley Chamber of Commerce, Thurs. Oct. 21, 2021.
- DVBA Networking Night – Octoberfest, Thurs. Oct. 21, 2021.
- ACWA Fall Conference, Nov. 30 – Dec. 2, 2021, Pasadena, CA.
- Desert Hot Springs Parade of Lights, Sat. Dec. 11, 2021, Desert Hot Springs.

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 September can be found in Appendix D. The next CV Water Counts meeting is Oct. 19, 2021, at 2:30 p.m.



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

- Google – 4 total ads: Water Quality, Desert Planting, Emergency Preparedness, and a Rain/Sprinkler reminder.
- Facebook/Instagram – 4 ads: Turf Rebates, Desert Planting, Emergency Preparedness and Rain/Sprinkler reminders.



MSWD | Value is Our Mission
www.mswd.org



Join MSWD in making
www.mswd.org









Emergency Preparedness
www.mswd.org



Water Saving Tips from MSWD
www.mswd.org

MSWD Social Media Report for month of September can be found in Appendix D. This report highlights Facebook, Twitter and Instagram posts. Total engagement was up during the month, with our most popular posts being related to new hires at the district.

<p> Mission Spring... Fri 9/3/2021 11:35 am PDT</p> <p>We have another exciting addition to our team! Join us as we welcome Kurt</p>  <p>Total Engagements 33</p>	<p> Mission Spring... Fri 9/24/2021 2:10 pm PDT</p> <p>Please join us in welcoming Marion Champion as our new Programs and Public Affairs</p>  <p>Total Engagements 19</p>	<p> Mission Spring... Thu 9/30/2021 10:32 am...</p> <p>Join us in welcoming Jeanie Baver as our new Administrative Assistant in tl</p>  <p>Total Engagements 14</p>
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Desert Sun – Op-Ed

On October 8, 2021, the Desert Sun ran a drought editorial authored by General Manager Arden Wallum. The article touched on the drought and highlighted efforts by the district to cut water use through conservation and groundwater protection to protect this valuable resource for residents of Desert Hot Springs and the entire Coachella Valley. A copy of the article is attached in Appendix D.

Calendar Drawing Contest

MSWD is launching a **children’s drawing contest** this month to gather artwork from local students that illustrate water conservation and groundwater protection. All K-12 students throughout the district are encouraged to participate. The Public Affairs team is promoting the contest through our local schools, social media and in our Fall customer newsletter. Twelve winners will receive an Amazon gift card and have their artwork showcased in the district’s 2022 calendar. The deadline for submission is November 15, 2021. Entry forms and additional information are available at www.mswd.org/drawingcontest.

Water Bottle Program

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
7/12/2021	City of DHS	Council/Commission Meetings	25
7/21/2021	Team Mom Charities	Keep it Kind Campaign for the Homeless	5
8/4/2021	DHS Police Dept	Traffic accidents, crime scenes,	6
8/19/2021	City of DHS	City Hall walk-in guest	25
8/24/2021	City of DHS	Clean-up Com/Clean-up Day	2
8/25/2021	PS High School	Varsity Football-DHS students	10
9/1/2021	PS High School	JV Football-DHS students	10
9/8/2021	DHS High School	Medical need students, diabetic students, etc.	10
9/9/2021	MSWD	LifeStream Blood Drive	2
9/14/2021	County of Riverside	Special Election	2
9/14/2021	City of DHS	Council/Commission Mtg. Meetings	25
		Total Cases	122

APPENDIX A – Financial Report

MISSION SPRINGS WATER DISTRICT
COMBINED FUNDS
DISTRICT SUMMARY
JULY 1, 2020 TO SEPTEMBER 30, 2021

YEAR TO DATE				JULY 1, 2020 TO SEPTEMBER 30, 2020			
ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE AMOUNT	FAVORABLE (UNFAVORABLE) VARIANCE PERCENT	ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE AMOUNT	FAVORABLE (UNFAVORABLE) VARIANCE PERCENT
		5,811,906	7,334,241			(1,522,335)	-21%
1,516,185	4,849,521	3,333,336	69%	5,324,874	5,609,662	284,787	5%
<u>4,295,721</u>	<u>2,484,720</u>	<u>1,811,002</u>	<u>73%</u>	<u>3,225,360</u>	<u>110,756</u>	<u>3,114,603</u>	<u>2812%</u>
909,945	709,625	200,320	28%	999,244	4,339,625	(3,340,381)	-77%
142,284	299,367	157,083	52%	409,758	350,205	(59,553)	-17%
<u>767,662</u>	<u>410,258</u>	<u>357,404</u>	<u>87%</u>	<u>589,486</u>	<u>3,989,420</u>	<u>(3,399,934)</u>	<u>-85%</u>
<u>5,063,383</u>	<u>2,894,978</u>	<u>2,168,405</u>	<u>75%</u>	<u>3,814,845</u>	<u>4,100,176</u>	<u>(285,331)</u>	<u>-7%</u>

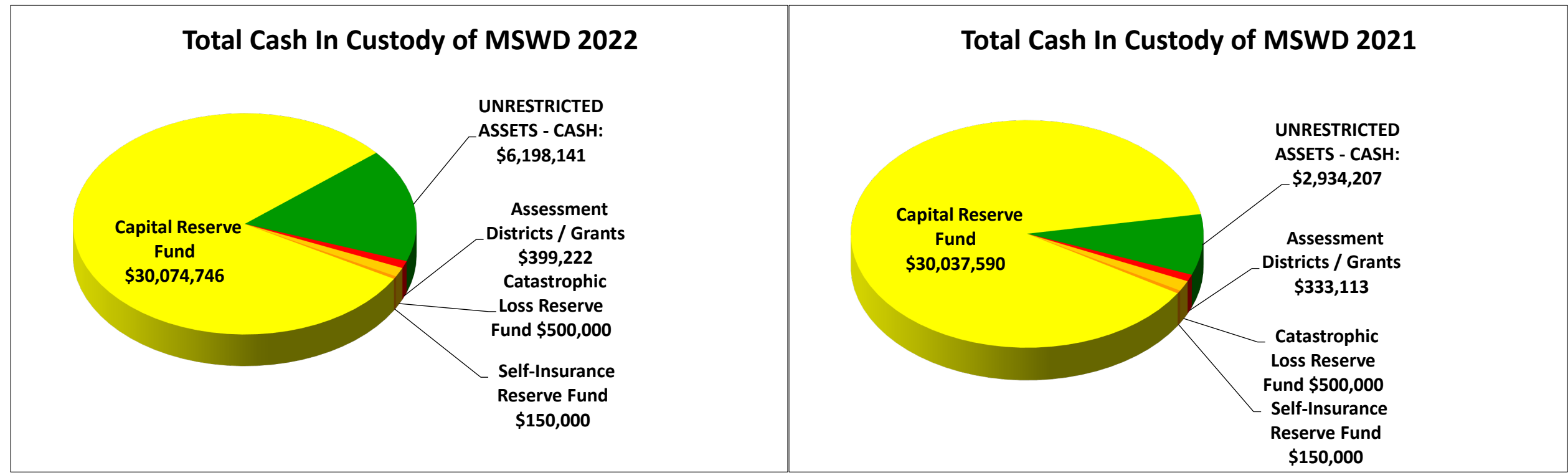
OPERATING REVENUE:
OPERATING EXPENSE:
NET OPERATING INCOME

ADD NON-OPERATING REVENUE
LESS NON-OPERATING EXPENSE
NET NON-OPERATING INCOME

NET INCOME

OTHER INFORMATION

	7.40	DEBT SERVICE RATIO	9.73
	0.03%	INVESTMENT RETURN	0.18%
\$ 39,296,813		CASH - JULY 1	\$ 34,708,247
\$ (1,974,703)		INCREASE/(DECREASE) IN CASH	\$ (753,336)
<u>\$ 37,322,110</u>		CASH - END OF PERIOD	<u>\$ 33,954,911</u>
\$ 6,182,036		UNRESTRICTED CASH	\$ 2,934,207
\$ 31,140,073		RESTRICTED CASH	\$ 31,020,703
<u>\$ 37,322,110</u>		CASH IN CUSTODY OF MSWD	<u>\$ 33,954,911</u>
WELLS FARGO \$ 96,712		RESTRICTED - ASSESSMENT DISTRICTS	\$ 21,252
CALTRUST \$ 6,441,138		RESTRICTED - SHORT TERM FUND	\$ 6,429,918
CALTRUST \$ 22,053,607		RESTRICTED - MEDIUM TERM FUND	\$ 22,021,921
CALTRUST \$ 2,548,616		RESTRICTED - LIQUIDITY FUND	\$ 2,547,612
<u>\$ 31,140,073</u>		RESTRICTED TOTAL CASH	<u>\$ 31,020,703</u>



APPENDIX B –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

October 1, 2021

House Postpones Scheduled Vote on Bipartisan Infrastructure Package

This week, Speaker Pelosi announced that the House was scheduled to vote on the “Infrastructure Investment and Jobs Act” (IIJA) on September 30th. The bill originally passed the Senate in August by a vote of 69-30, with 19 Senate Republicans supporting the bill. Since that time, the bill has been pending in the House awaiting consideration as House Democratic leadership works to find a path forward. There is currently a disagreement between a group of progressive Democrats and a group of moderate Democrats on how to move the bill forward. Democratic leadership spent Thursday working with various groups within the caucus to try and come up with deal to move both the bipartisan infrastructure package and the non-traditional infrastructure reconciliation measure forward. Late Thursday evening, it was clear that the votes were not there to pass IIJA, so Speaker Pelosi pushed the vote. Friday morning, Democratic leaders continued to be engaged in dialogue about both bills and the sentiment seems to be that they are moving closer to a resolution.

FY 2022 Appropriations Update

On September 30th, both the House and the Senate passed a continuing resolution (CR). This CR allows the federal government to remain open and funded at current levels until December 3rd. The CR also includes an additional \$28.6B for supplement disaster relief, as well as an extension of the National Flood Insurance Program, the Temporary Assistance for Needy Families, and the Supplemental Nutrition Assistance Program.

During the month of September, Congress did not make any additional progress on the Fiscal Year (FY) 2022 appropriations bills. Below is a chart below outlines the current status of the FY 2022 appropriations bills in the House and the Senate:

<u>Appropriations Bill</u>	<u>House of Representatives</u>	<u>Senate</u>
Agriculture	Approved by the full House on 7/29/21	Approved by Senate Appropriations Committee on 8/4/21

Commerce, Justice, Science	Approved by the House Appropriations Committee on 7/15/21	No Senate Action
Defense	Approved by the House Appropriations Committee on 7/13/21	No Senate Action
Energy and Water	Approved by the full House on 7/29/21	Approved by Senate Appropriations Committee on 8/4/21
Financial Services	Approved by the full House on 7/29/21	No Senate Action
Homeland Security	Approved by the House Appropriations Committee on 7/13/21	No Senate Action
Interior and the Environment	Approved by the full House on 7/29/21	No Senate Action
Labor, HHS, Education	Approved by the full House on 7/29/21	No Senate Action
Legislative Branch	Approved by the full House on 7/28/21	No Senate Action
Military Construction/VA	Approved by the full House on 7/29/21	Approved by Senate Appropriations Committee on 8/4/21
State/Foreign Operations	Approved by the full House on 7/28/21	No Senate Action
Transportation/Housing	Approved by the full House on 7/29/21	No Senate Action

Senate Committee Holds Nomination Hearing for Reclamation Commissioner

The Senate Energy and Natural Resources Committee held a nomination hearing to consider several individuals nominated by the Biden Administration, including Camille Touton, who has been nominated to serve as the Commissioner of the Bureau of Reclamation. Both the Chairman Joe Manchin and the Ranking Member John spoke positively of Touton’s resume and her nomination. During the hearing, Touton received questions regarding water recycling, WaterSMART grants, and the Interagency Drought Working Group. The next step in her confirmation process will be for the Committee to hold a vote, which has yet to be scheduled.

WOTUS Update

Recently, a federal judge in Arizona ruled that the current Waters of the US (WOTUS) rule, entitled the Navigable Waters Protection Rule, that was put into place during the Trump

Administration was too harmful and could not remain in place. As a result of this action, the EPA and Army Corps of Engineers announced that they would be pulling the rule. Additionally, EPA and the Corps have indicated that they are working on a new WOTUS rule, and that the first of draft of this new rule may be out for public review and comment by the end of the year.

A Look Ahead: A Busy September Spills Over into a Busy October

Late September was full of activity on Capitol Hill. Several of the big-ticket items that Congress was working on have yet to be resolved and will spill over into October.

- **Appropriations:** While Congress did pass a CR until December 3rd, there is still much work to be done to finalize and pass the twelve Fiscal Year 2022 appropriations bills by that deadline.
- **Transportation Reauthorization:** While extensions for several legislative items that were set to expire at the end of the fiscal year were included in the CR, an extension for the transportation reauthorization bill was not. On October 1st, transportation reauthorization bill expired, impacting highway and transit programs at the Department of Transportation. The bipartisan infrastructure bill currently pending in the House does include a new five-year transportation authorization bill. If the House is unable to pass the bipartisan infrastructure bill, Congress will need to take additional action related to the transportation authorization bill.
- **Debt Ceiling.** This week, Treasury Secretary Janet Yellen sent a letter to Speaker Pelosi indicating that Congress will need to act to raise the debt ceiling by October 18th. In late September, Congressional Democrats attempted to pass legislation to raise the debt ceiling and were unsuccessful. Expect this to be a major focus in Washington, over the next couple of weeks as the calendar moves closer to the October 18th deadline. This issue will likely be further complicated by the Congressional schedule, as the House is not scheduled to have votes for the next two weeks, and the Senate is scheduled to be out of session the week of October 11th.
- **Reconciliation/Non-traditional Infrastructure Package:** Congressional Democrats are continuing to negotiate on a framework for the reconciliation package. If they can come to an agree, both the House and the Senate will begin putting together the details of the package over the coming month.

Federal Grant Opportunities/Announcements

Reclamation Announces Awards for Water Efficiency Grants. The Bureau of Reclamation (Reclamation) has announced the award of \$5.5 million to 82 projects throughout the west in the WaterSMART Small Scale Water Efficiency Grants. These grants will help local communities make water efficiency improvements such as installing flow measurement, automating a water delivery system, or lining a canal section to reduce seepage. A full list of the awards can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

EPA Rescinds Previous Administration’s Clean Water Act Guidance. The Environmental Protection Agency (EPA) has rescinded previous Clean Water Act Section 402 guidance which created a new factor for determining if a discharge of pollution from a point source through groundwater that reaches a water of the United States is the “functional equivalent” of a direct discharge to such water. More information can be accessed [HERE](#).

EPA Releases Findings from Climate Change and Social Vulnerability Report. EPA has released a report entitled “Climate Change and Social Vulnerability in the United States: A Focus on Six Impact Sectors’.” EPA published findings on the future impacts of climate change based on six types of impacts, including those to health from changes in air quality and extreme temperature, disruptions to weather-exposed workers, and flooding threats to property. The report measured across different populations based on income, educational attainment, race and ethnicity, and age. The full findings can be accessed [HERE](#).

EPA Launches Initiative to Reduce Lead Exposure. The Environmental Protection Agency is launching a new training initiative titled ‘Enhancing Lead-Safe Work Practices through Education and Outreach (ELSWPEO). ELSWPEO aims to increase the number of renovation, repair, and painting (RRP) certified firms and consumer demand for lead-safe work practices through training programs for contractors and community leaders. More information can be found [HERE](#).

USDA Creates Resource Guide for Disaster Resiliency and Recovery Assistance. The USDA Rural Development released a resource guide that helps rural residents, businesses, and communities who are seeking disaster resiliency and recovery assistance. The guide categorizes programs through four assistance types, includes information on technical assistance providers and other federal agencies that support rural communities, and features examples of USDA programs supporting local recovery efforts. Additional information can be found [HERE](#).

APPENDIX C – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	18	8	7	9	51	2	1	139	2	0	0
Aug.	20	4	1	8	53	2	4	214	4	0	2
Sep.	20	5	2	12	8	11	2	90	2	1	0
Oct.		9	4	8	12	4	21	65	8	2	1
Nov.		50	10	9	7	7	1	52	18	7	3
Dec.		9	3	3	64	1	0	86	22	11	2
Jan.		21	7	1	16	8	3	27	3	11	1
Feb.		23	5	1	42	0	3	5	46	6	1
Mar.		48	1	0	23	5	0	31	16	2	1
Apr.		18	3	3	15	30	0	8	95	14	3
May		17	11	3	20	45	7	13	98	3	2
June		21	7	3	6	70	4	4	72	2	0
Annual Total	58	233	61	60	317	185	46	734	386	59	16

Connections to Sewer Collection System:

As of June 30, 2021 8467

Plus YTD 58

Total Sewer Connections = 8525

WASTEWATER FLOW MGD				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.				
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

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	1.954528	2.151420	0.039293	0.046660
June	2.014604	2.110777	0.038634	0.047440

WATER REPORT

WATER CONNECTION SUMMARY														
	2021/22	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
July	18	7	4	5	7	2	0	0	1	0	0	0	1	2
August	19	6	10	5	3	2	2	0	1	0	0	2	1	2
September	23	18	2	14	4	13	3	0	2	2	0	0	1	0
October		13	3	21	8	3	20	0	5	1	1	4	2	1
November		10	16	4	0	7	3	0	1	0	1	1	5	1
December		2	17	3	3	2	0	0	2	0	0	0	0	2
January		15	6	3	20	1	1	2	2	0	0	1	1	9
February		13	8	5	11	1	0	1	0	1	0	0	1	2
March		16	2	3	6	5	0	12	0	0	4	5	0	4
April		11	1	3	7	11	2	7	0	1	4	1	12	2
May		15	12	5	11	9	8	2	0	1	2	0	0	0
June		24	11	2	8	2	10	1	0	0	0	1	1	0
Annual Total	60	150	92	73	88	58	49	25	14	6	12	15	25	25
Avg./ Mo.	5.00	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08

Connections to Water System:

As of June 30, 2021 13,141
 Plus YTD 60
Total Water Connections = 13,201

WATER PRODUCTION														
	FY 2021/22	Variance from prior year		FY 2020/21	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
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	796.67	-61.10	-7.1%	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71
August	840.02	-45.29	-5.1%	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34
September	738.75	-46.05	-5.9%	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27
October		0.00	0.0%	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93
November		0.00	0.0%	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98
December		0.00	0.0%	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09
January		0.00	0.0%	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04
February		0.00	0.0%	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57
March		0.00	0.0%	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84
April		0.00	0.0%	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37
May		0.00	0.0%	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58
June		0.00	0.0%	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98
TOTAL	2375.44	-152.44	-6.0%	8356.13	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

APPENDIX D – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

September, 2021

by Hunter | Johnsen

Google Ads Campaigns

 DISPLAY AD IMPRESSIONS
CV WATER COUNTS

68,759

 SEARCH AD IMPRESSIONS
CV WATER COUNTS

2,987

 VIDEO IMPRESSIONS
CV WATER COUNTS

50,401

 CLICKS
CV WATER COUNTS

1,109


 CTR
CV WATER COUNTS

0.91%

 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign	Clicks	Impr.
CV Water Counts September 2021	457	44,795
CV Water Counts September 2021 SPANISH	403	23,964
	860	68,759



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Account	Impr.	Engagements	Views	Clicks
CV Water Counts	50,401	19,556	7,487	125
	50,401	19,556	7,487	125



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC search	124	2,987
	124	2,987


KEYWORDS PERFORMANCE

CV WATER COUNTS

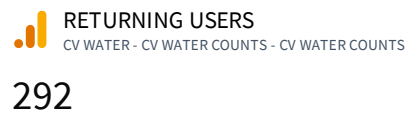
Account	Clicks	Impr.	CTR
CV Water Counts	420	50,214	0.84%
AutomaticContent	296	47,234	0.63%
water company	37	537	6.89%
water rebates	34	162	20.99%
water agency	32	502	6.37%
Content	10	1,667	0.6%
toilet rebate	6	28	21.43%
water preservation	2	19	10.53%
save water	2	40	5%
washing machine rebate	1	24	4.17%
ways to conserve water	0	1	0%
	420	50,221	0.84%

Facebook Ad Campaigns

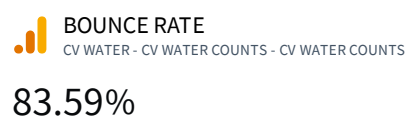
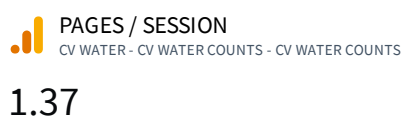
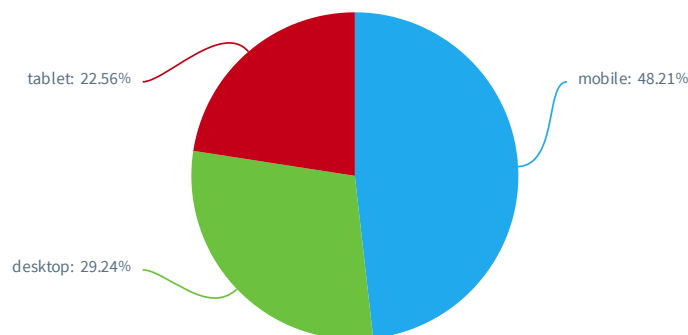
FACEBOOK AD PERFORMANCE
HUNTER JOHNSEN

Ad preview	Clicks	Impr.	Reach	Frequency	Page engagement
 <p>Conservation Tips cvwatercounts.com Use drip irrigation on shrubs and trees to provide the appropriate amount of water without overdoing it.</p> <p>Learn more ways to save water by clicking below.</p>	339	30,712	11,332	2.71	204
	339	30,712	11,332	2.71	204

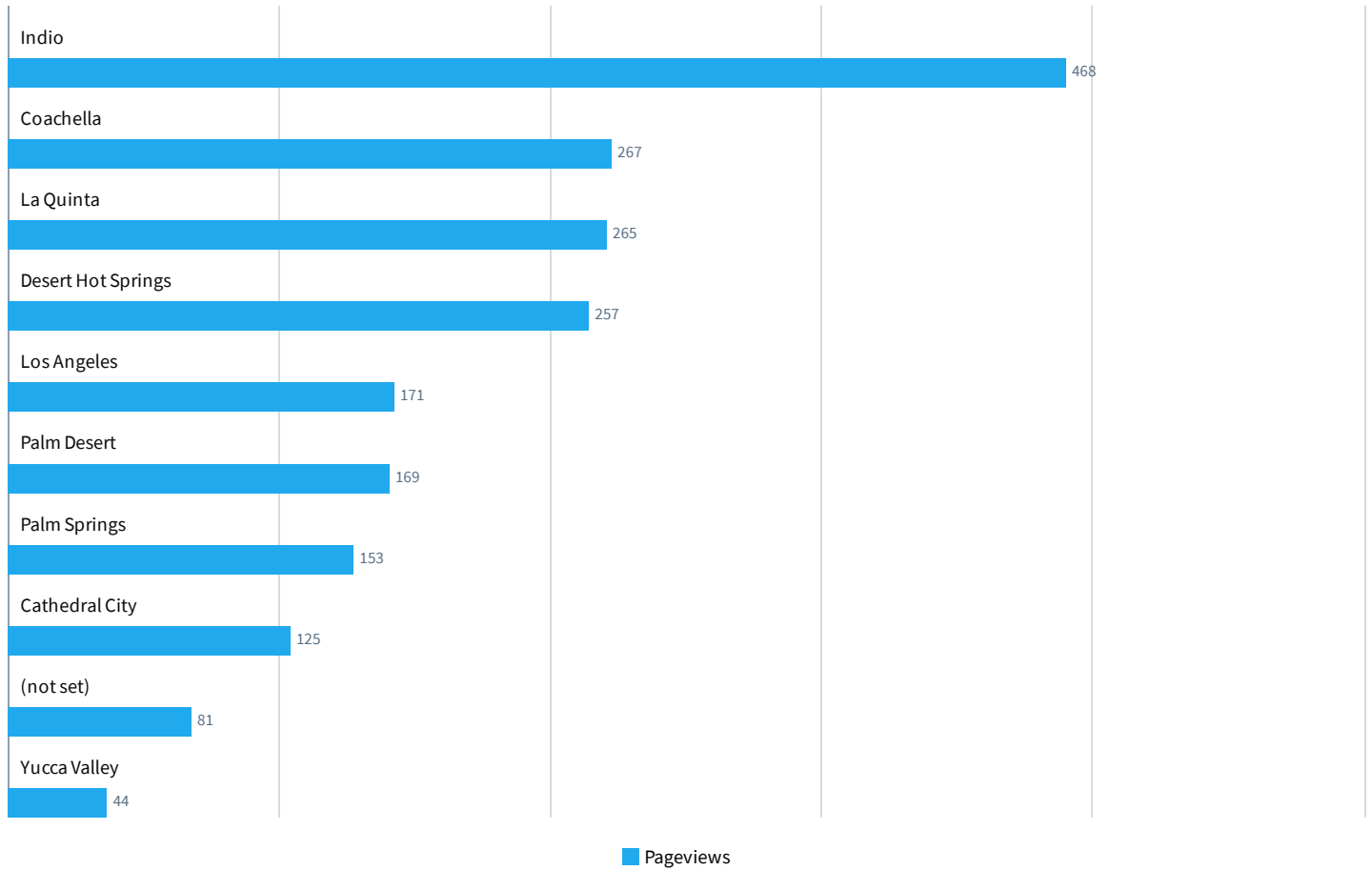
Website Information



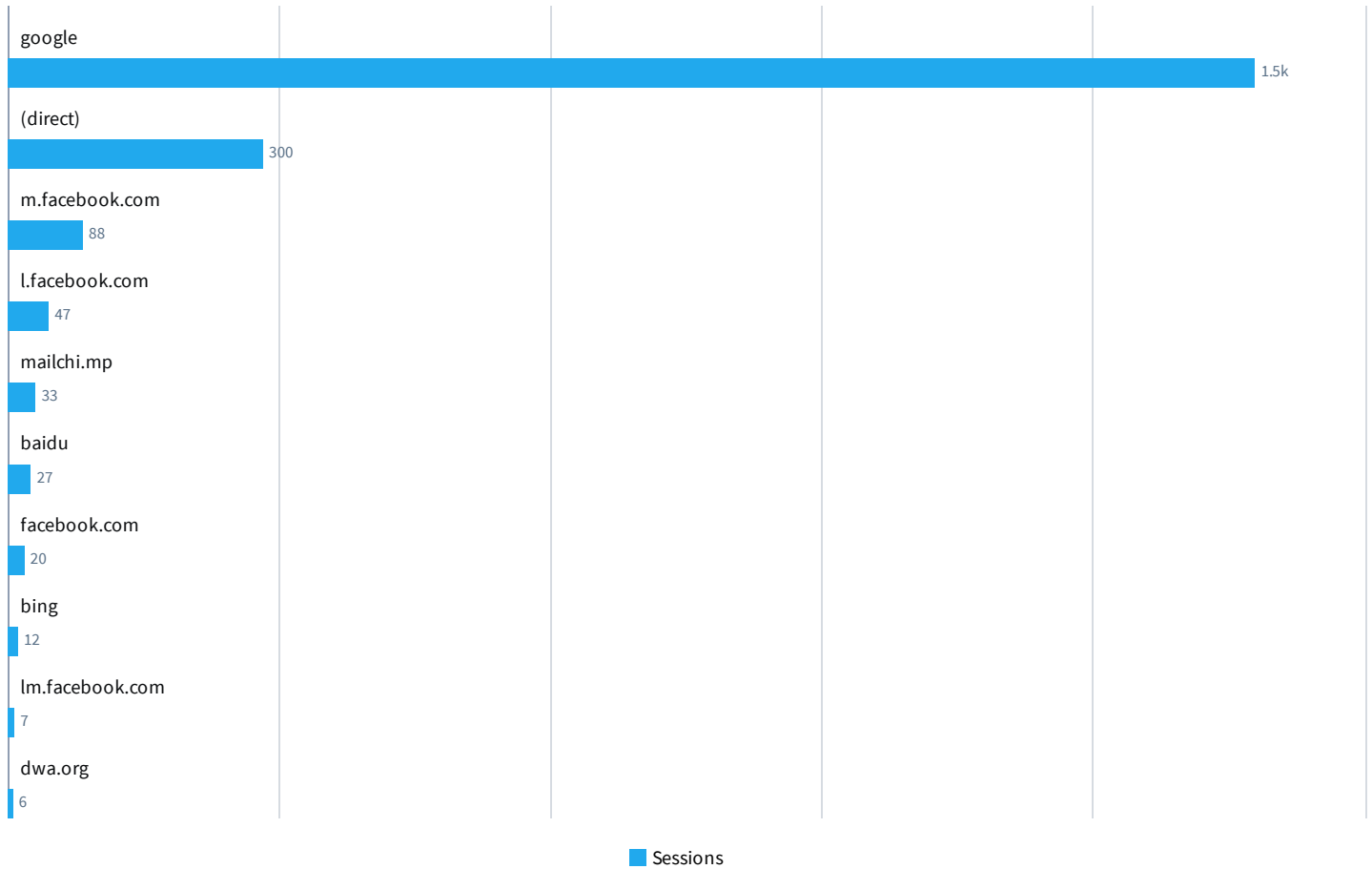
Page path	Pageviews
/conservation-tips/	852
/infrastructure-week-2021-what-you-should-know/	377
/water-map/	206
/	195
/rebates/	118
/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	73
/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	68
/plant-of-the-month-ocotillo-fouquieria-splendens/	59
/careers/	33
/about/	29
	2,791



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



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
September 2021	2,035	1,501	2,791	1.37	49s	83.59%	70.37%
August 2021	2,090	1,439	2,877	1.38	56s	82.82%	65.17%
July 2021	2,278	1,553	3,216	1.41	56s	83.01%	63.48%
June 2021	2,354	1,575	3,103	1.32	44s	83.56%	62.7%
May 2021	2,394	1,558	3,117	1.3	37s	84.13%	60.44%
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%
	29,432	19,983	41,733	1.42	50s	81.71%	66.76%

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
September 2020	2,426	1,711	3,023	1.25	39s	86.44%	66.41%
	29,432	19,983	41,733	1.42	50s	81.71%	66.76%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
conserve water	1,349	0	0%	4.68
lake cahuilla	1,313	1	0.08%	8.37
water wise	886	1	0.11%	7.55
lantana ground cover	885	4	0.45%	9.62
water pledge	495	0	0%	10.23
cv water	368	0	0%	7.45
water by ralph waldo emerson	240	0	0%	2.64
dalea greggii	191	0	0%	1.02
water saving	179	0	0%	12.53
question about water	139	0	0%	7.42
	6,045	6	0.1%	7.15

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	2,050	0	0%	4.38
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	1,724	9	0.52%	10.55
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevicensis/	1,480	13	0.88%	17.89
https://cvwatercounts.com/save-water-pledge/	1,416	5	0.35%	7.28
https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/	1,106	1	0.09%	8.13
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	809	3	0.37%	43.03
https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/	622	1	0.16%	41.48
https://cvwatercounts.com/	538	9	1.67%	8.81
https://cvwatercounts.com/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	465	47	10.11%	14.84
https://cvwatercounts.com/water-ralph-waldo-emerson/	363	0	0%	3.93
	10,573	88	0.83%	16.03

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

35,075

f REACH
CV WATER COUNTS

12,619

f NEW PAGE LIKES
CV WATER COUNTS

1

f ENGAGED USERS
CV WATER COUNTS

342





f PAGE VIEWS
CV WATER COUNTS







367







f LIFETIME PAGE LIKES
CV WATER COUNTS

3,990

f POSTS
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>When running a bath, ...</p>	September 29, 2021	57	0	0%	0	0
 <p>Myoma Dunes Water C...</p>	September 26, 2021	60	1	2%	1	0
 <p>Like any landscape, a ...</p>	September 24, 2021	44	0	0%	0	0
 <p>Spreading a layer of or...</p>	September 22, 2021	67	0	0%	0	0
		1,006	16	2%	9	2

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>If you or someone you...</p>	September 20, 2021	42	0	0%	0	0
 <p>Improve your water eff...</p>	September 18, 2021	76	2	3%	2	0
 <p>It's National Infrastruc...</p>	September 17, 2021	41	1	2%	0	0
 <p>When doing laundry, ...</p>	September 15, 2021	60	0	0%	0	0
 <p>It's National Coloring D...</p>	September 15, 2021	47	0	0%	0	0
	September 13, 2021	184	6	3%	4	0
		1,006	16	2%	9	2

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Citrus trees are abund...</p>	September 10, 2021	39	0	0%	0	0
 <p>Install drip irrigation fo...</p>	September 10, 2021	56	1	2%	0	1
 <p>Did you know that all s...</p>	September 7, 2021	79	4	5%	1	1
 <p>National Preparedness...</p>	September 7, 2021	32	0	0%	0	0
 <p>Soak pots and pans ins...</p>	September 7, 2021	72	1	1%	1	0
 <p>CV Water Counts upda...</p>	September 2, 2021	50	0	0%	0	0
		1,006	16	2%	9	2

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

1,088

 **LIKES**
CV WATER COUNTS

0

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

211

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Nothing found with these settings and date range

Twitter Information

Aug 2021 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 161 impressions

Rebate programs are designed to assist in reducing indoor and outdoor water usage. Find out about your water agency's current rebate offerings here.
pic.twitter.com/sq0WtYC8GY



♥ 2

Top media Tweet earned 103 impressions

Water dry areas by hand instead of running the whole irrigation system longer.

[#WaterWiseWednesday](https://pic.twitter.com/BKMfURCXFt)
pic.twitter.com/BKMfURCXFt



♥ 2

AUG 2021 SUMMARY

Tweets	14	Tweet impressions	1,246
Profile visits	34	New followers	3

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 September 2021	Wednesday, September 1, 2021 5:15 PM	385	343	43.64%	15%	71	9.09%	0.72%	0	0
		385	343	43.64%	15%	71	9.09%	0.72%	0	0



MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

September, 2021

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 IMPRESSIONS
MSWD


206,885

 CLICKS
MSWD

227

 CTR
MSWD



0.11%



 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Campaign	Impr.	Clicks	CTR
Desert Friendly Plants	63,544	85	0.13%
Emergency Preparedness	68,533	72	0.11%
Water Quality September	63,138	63	0.1%
Rain - Sprinklers	11,670	7	0.06%
	206,885	227	0.11%

Facebook Ad Campaigns

 FACEBOOK AD GROUP PERFORMANCE
MSWD

Ad preview	Clicks	Impr.	Reach	Frequency	Page Likes
 <p>MSWD Value is Our Mission www.mswd.org MSWD encourages customers to reduce outdoor water usage by converting their lawns to desert-friendly landscaping. Residential customers can receive up to \$3,000 in rebates and \$10,000 for commercial customers.</p>	386	22,455	5,351	4.2	0
 <p>Join MSWD in making conservation your m... www.mswd.org Select from more than 350 plants with over 800 photos in our Desert Friendly Plant Guide to help you create your own water-conserving landscape.</p>	133	52,715	2,909	18.12	0
	601	129,710	10,909	11.89	0

Ad preview	Clicks	Impr.	Reach	Frequency	Page Likes
 <p>Emergency Preparedness at MSWD www.mswd.org Mission Springs Water District is dedicated to providing a safe reliable water supply to its customers and to collecting and maintaining its wastewater collection system and treatment facilities. Click to learn more about Emergency Preparedness at MSWD.</p>	72	51,854	4,448	11.66	0
 <p>Water Saving Tips from MSWD www.mswd.org Reminder: After it's been raining, shutoff your sprinklers for a few days and help save valuable H2O!</p> <p>Click to learn more water saving tips.</p>	10	2,686	1,583	1.7	0
	601	129,710	10,909	11.89	0

Website Information

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

36,749

NEW VISITOR
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

5,968

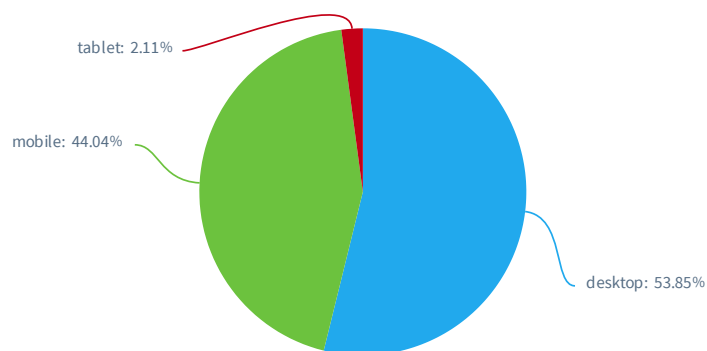
USERS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

2,550

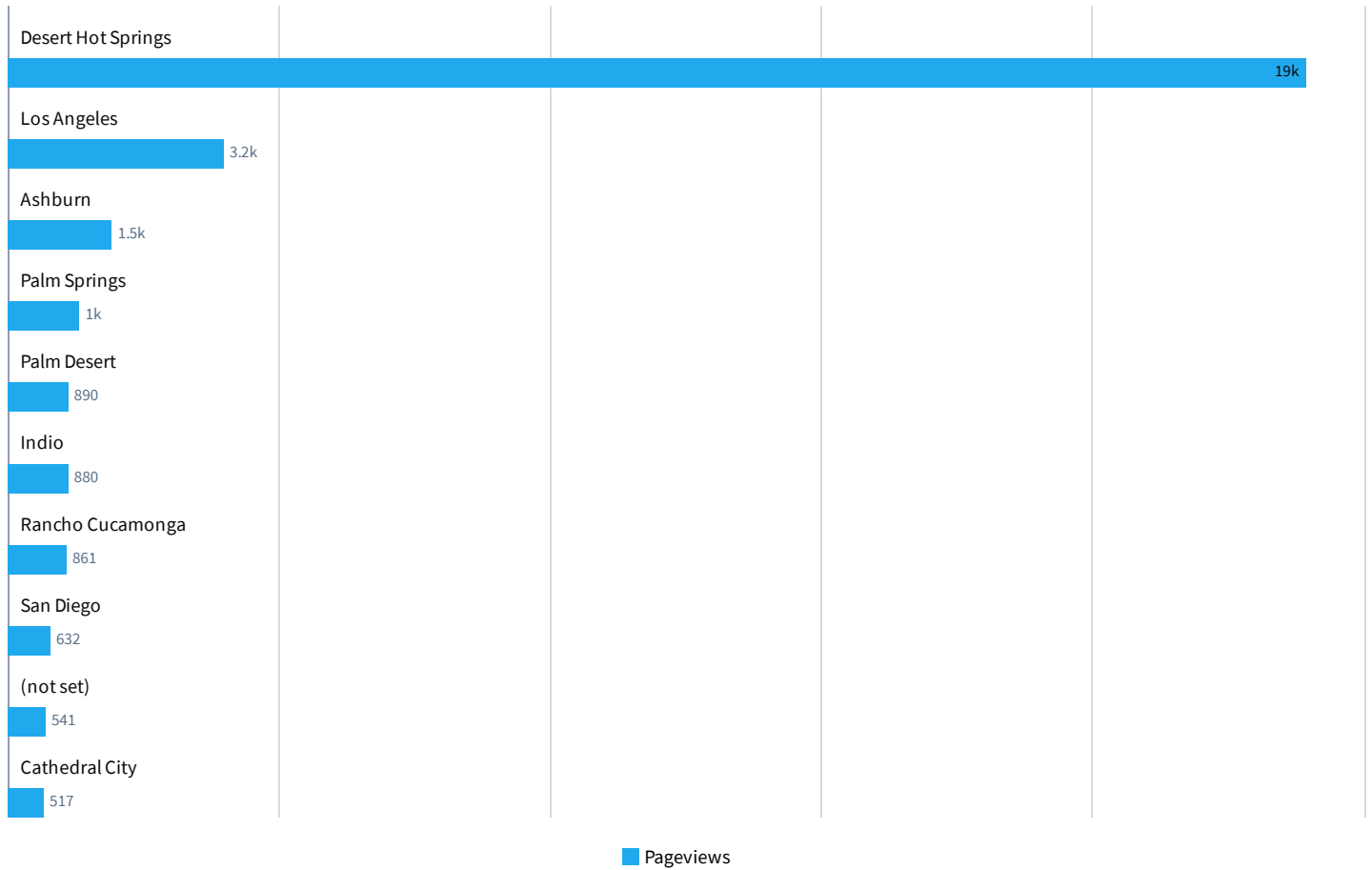
PAGEVIEWS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District - Sign In	6,925
Mission Springs Water District - My Account	5,387
Mission Springs Water District - Home	5,326
Mission Springs Water District - Pay Bills	3,003
(not set)	2,663
Mission Springs Water District - Payment Options	2,525
Mission Springs Water District - Pay as a Guest	1,908
Mission Springs Water District - You Have Successfully Signed Off	1,622
Mission Springs Water District - Account Detail	1,470
Mission Springs Water District - Application for Water Service	463
	36,749

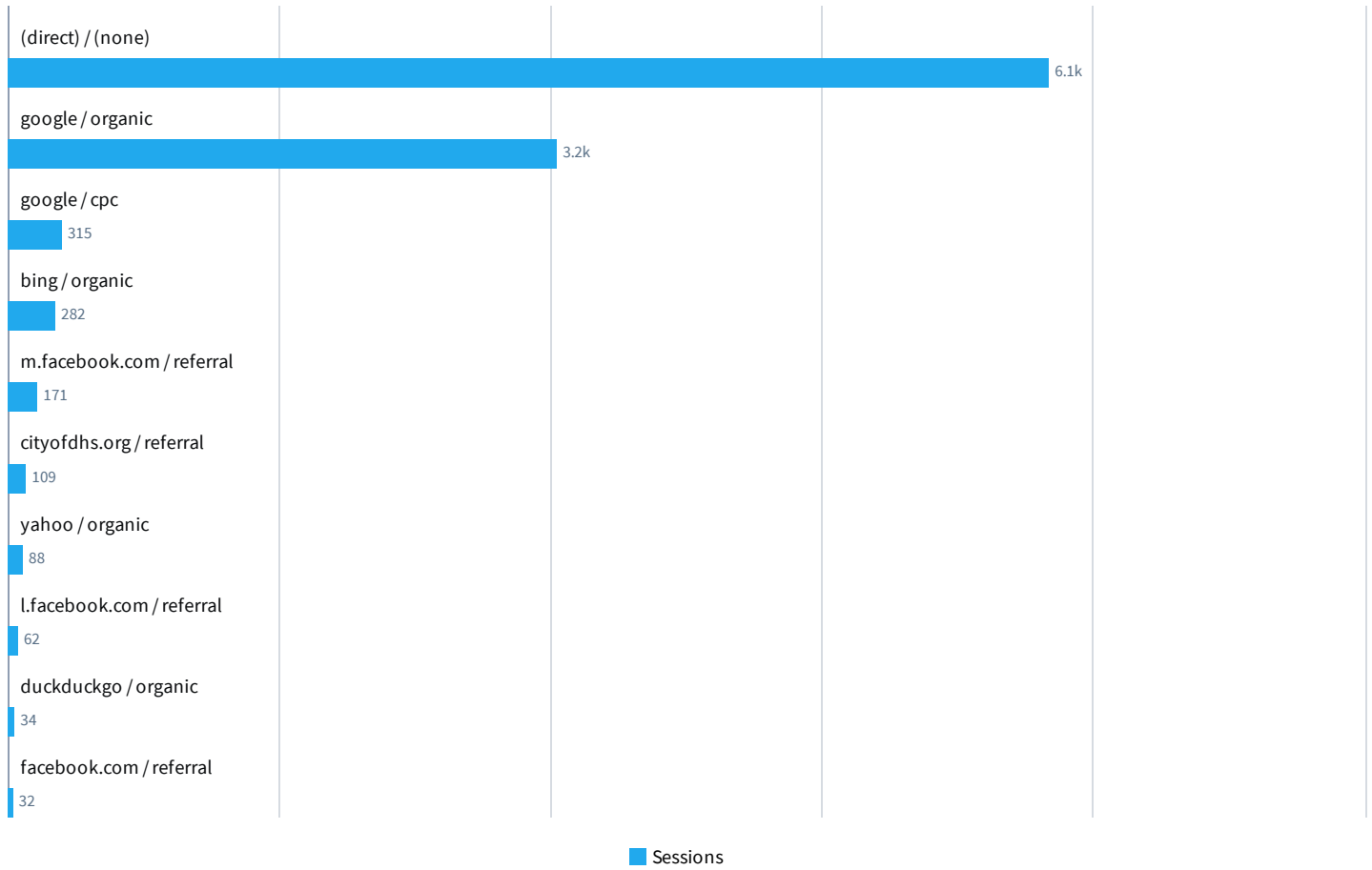
SESSIONS / DEVICE CATEGORY
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



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



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



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

2m 10s

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

3.46

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

42.09%



MSWD Social Analytics


September 2021

Included in this Report

 @MSWaterDistrict

 Mission Springs Water District

 Beatrice Makabeh Eslamboly (All 85 Ca...

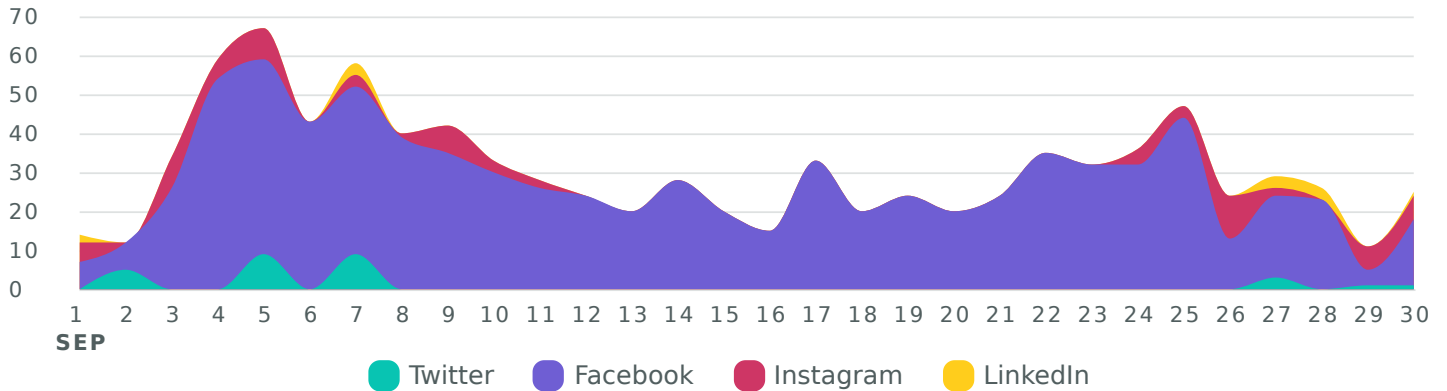
 missionspringswaterdistrict

 Mission Springs Water District

Cross-Network Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements ⓘ	923	↗ 19.1%
Twitter Engagements	28	↗ 460%
Facebook Engagements	809	↗ 20.6%
Instagram Engagements	74	↘ 11.9%
LinkedIn Engagements	12	↘ 20%
Engagement Rate (per Impression) ⓘ	0.6%	↗ 90.3%

Cross-Network Performance Summary

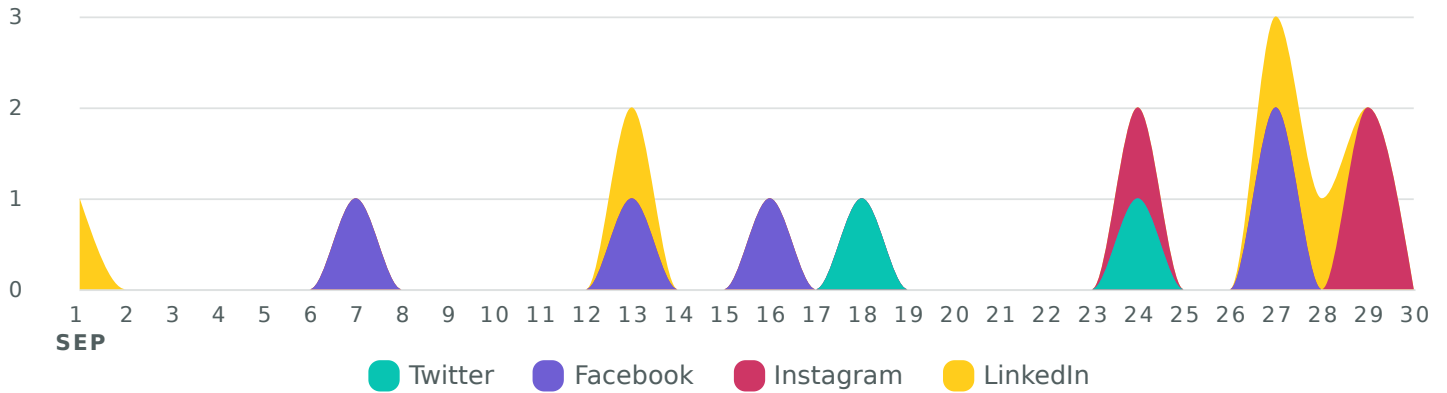
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>142,095 ↘ 37.4%</p>	<p>Engagements ⓘ</p> <p>923 ↗ 19.1%</p>	<p>Post Link Clicks ⓘ</p> <p>298 ↘ 6%</p>
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day



Audience Metrics	Totals	% Change
Total Audience ⓘ	1,416	↗10.6%
Total Net Audience Growth ⓘ	9	↘52.6%
Twitter Followers Gained	2	↗100%
Facebook Page Likes	5	→0%
Instagram Followers Gained	3	↘75%
LinkedIn Followers Gained	4	↘33.3%

FACEBOOK

Facebook Performance Summary

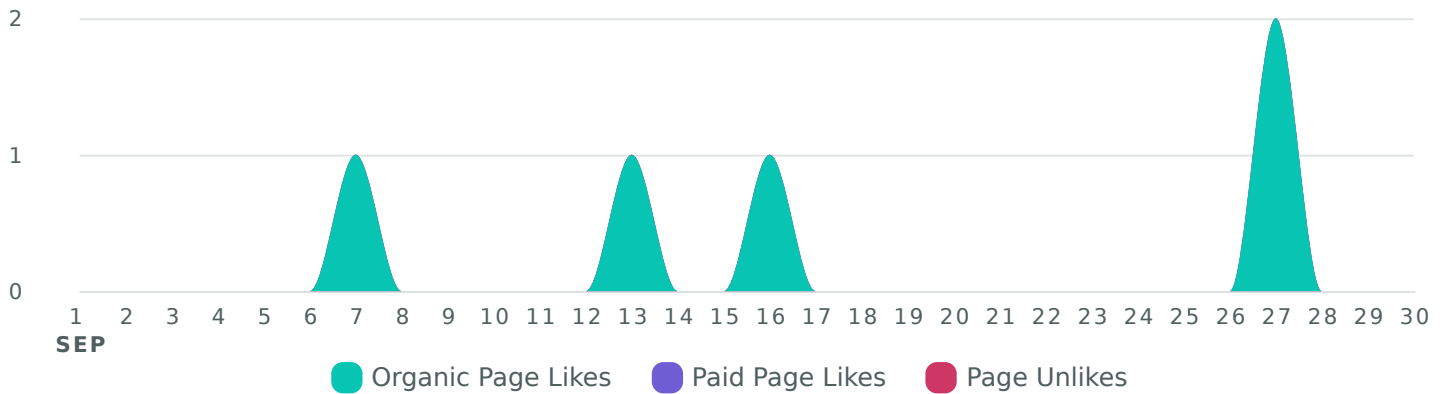
View your key profile performance metrics from the reporting period.

Impressions 133,461 ↘ 37%	Engagements 809 ↗ 20.6%	Post Link Clicks 298 ↘ 3.9%
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	1,082	↗ 0.37%
Net Page Likes	5	↗ 400.00%
Organic Page Likes	5	→ 0.00%
Paid Page Likes	0	→ 0.00%
Page Unlikes	0	↘ 100.00%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements

f **Mission Spring...**
Fri 9/3/2021 11:35 am PDT

We have another exciting addition to our team! Join us as we welcome Kurt

Total Engagements	33
Reactions	16
Comments	4
Shares	1
Post Link Clicks	—
Other Post Clicks	12

f **Mission Spring...**
Fri 9/24/2021 2:10 pm PDT

Please join us in welcoming Marion Champion as our new Programs and Public Affairs

Total Engagements	19
Reactions	15
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	2

f **Mission Spring...**
Thu 9/30/2021 10:32 am...

Join us in welcoming Jeanie Baver as our new Administrative Assistant in th

Total Engagements	14
Reactions	12
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	1

INSTAGRAM

Instagram Performance Summary

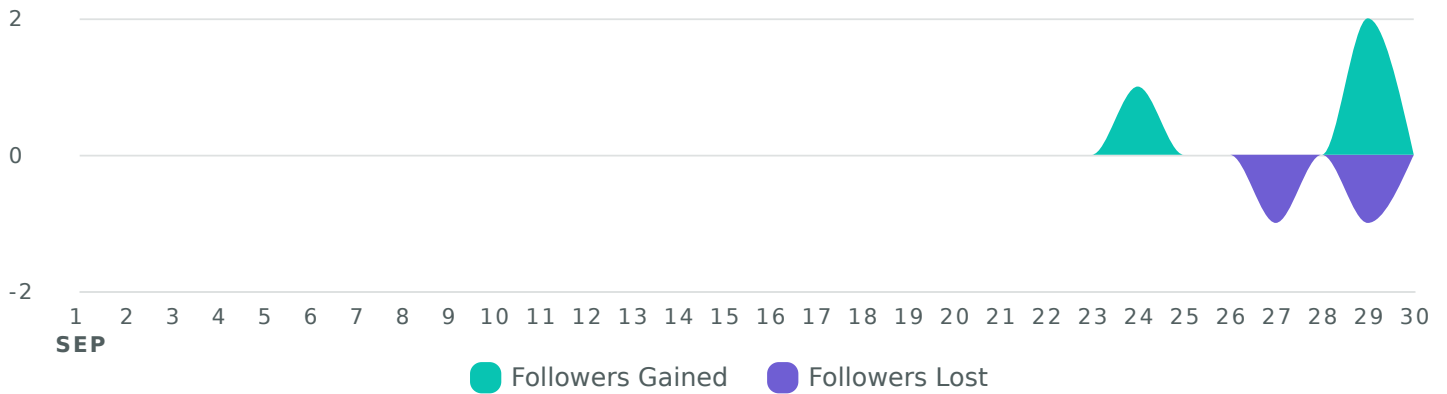
View your key profile performance metrics from the reporting period.

Impressions 7,999 ↘44.4%	Engagements 74 ↘11.9%	Profile Actions 1 ↘50%
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Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day















Audience Metrics	Totals	% Change
Followers	182	↗0.6%
Net Follower Growth	1	↘90.9%
Followers Gained	3	↘75%
Followers Lost	2	↗100%

Instagram Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance.

By Lifetime Engagements

MSWD Logo	Instagram Icon	missionsprings...	Date & Time
		missionsprings...	Thu 9/2/2021 8:31 pm PDT
<p>Help us celebrate a new member to our team! We proudly welcome Tim</p>			
			
Total Engagements		11	
Likes		10	
Comments		1	
Saves		0	
			
		missionsprings...	Thu 9/30/2021 10:32 am...
<p>Join us in welcoming Jeanie Baver as our new Administrative Assistant in th</p>			
			
Total Engagements		9	
Likes		8	
Comments		1	
Saves		0	
			
		missionsprings...	Wed 9/8/2021 2:06 pm P...
<p>Sending FOGS down the drain could cause clogs! Fats, oils and grease can easily build u</p>			
			
Total Engagements		9	
Likes		8	
Comments		1	
Saves		0	
			

TWITTER

Twitter Performance Summary

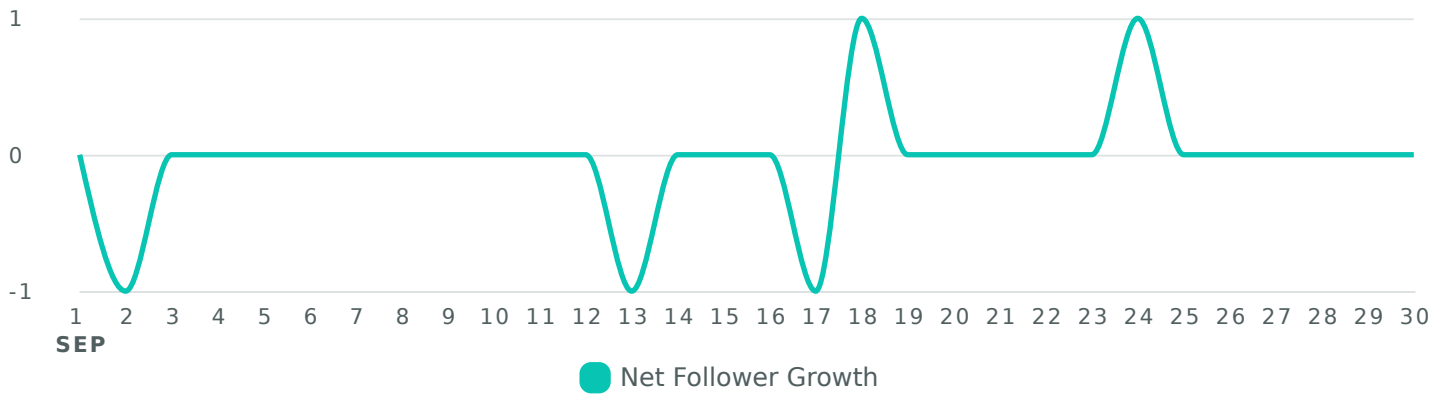
View your key profile performance metrics from the reporting period.

Impressions 504 ↘30.6%	Engagements 28 ↗460%	Post Link Clicks 0 →0%
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Twitter Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth, by Day





Audience Metrics	Totals	% Change
Followers	78	↘1.3%
Net Follower Growth	-1	↘200%
Following	100	→0%

Twitter Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


By Lifetime Engagements







MSWaterDistrict
Wed 9/29/2021 1:15 pm ...


Coffee tastes better when it's made with award winning MSWD tap water.



Total Engagements	2
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0










MSWaterDistrict
Sat 9/25/2021 9:27 pm ...


#DYK that MSWD offers toilet rebates? Upgrading your toilet to a newer model uses less



Total Engagements	2
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0

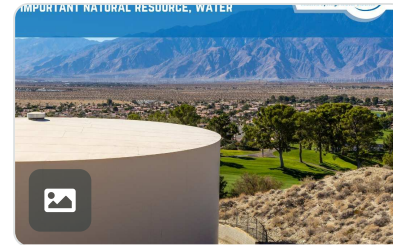







MSWaterDistrict
Tue 9/28/2021 9:32 pm ...

Whether it is protecting the sustainability of our groundwater supply our



Total Engagements	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0



LINKEDIN

LinkedIn Performance Summary

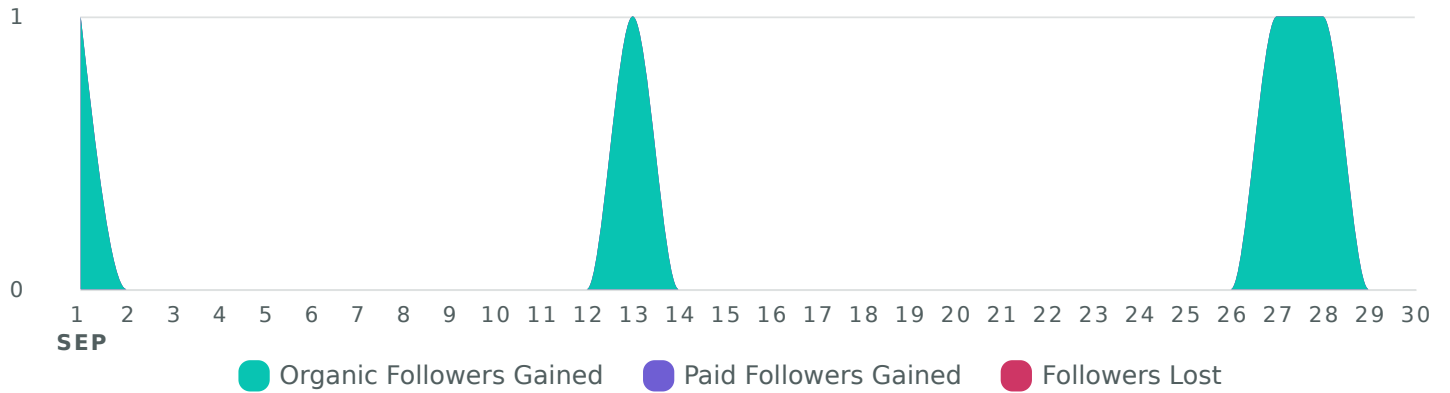
View your key profile performance metrics from the reporting period.

Impressions 131 ↘ 35.5%	Engagements 12 ↘ 20%	Post Clicks (All) 0 ↘ 100%
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LinkedIn Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	74	↗5.7%
Net Follower Growth	4	↘33.3%
Organic Followers Gained	4	↘33.3%
Paid Followers Gained	0	→0%
Followers Lost	0	→0%

LinkedIn Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements




in Mission Spring...
Sun 9/26/2021 9:30 pm ...

Join us for our celebration of **#HispanicHeritageMonth!**
#MSWD




Total Engagements	7
Reactions	6
Comments	0
Shares	1
Post Clicks (All)	0







in Mission Spring...
Tue 9/7/2021 4:03 pm UTC

California is fighting **#drought** statewide. While other parts of the state are




Total Engagements	3
Reactions	2
Comments	0
Shares	1
Post Clicks (All)	0





0

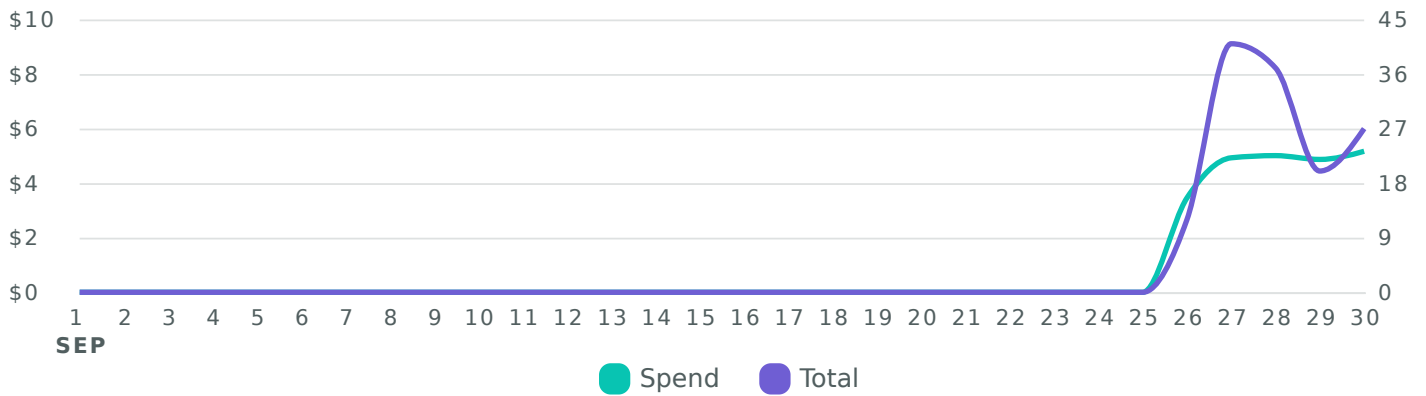


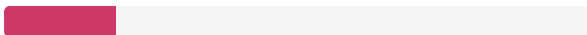



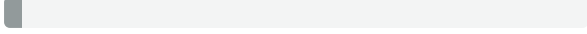
SPONSORED POSTS

Facebook & Instagram Paid Engagement

Visualize and analyze how people are engaging with your paid campaigns during the reporting period.

Engagements, by Day



Engagement, by Engagement Type	Totals	% Change
Total Engagements	137	↘ 87.8%
Reactions 	26	↘ 85.3%
Shares 	0	↘ 100%
Comments 	0	↘ 100%
Link Clicks 	107	↘ 87%
Other 	4	↘ 95.8%

Engagement Metrics	Totals	% Change
CPE	\$0.17	↗ 36.5%
Engagement Rate (per Impression)	2.7%	↘ 36.4%
Average Daily Engagements	4.57	↘ 87.8%

Facebook & Instagram Paid Engagement

Visualize and analyze how people are engaging with your paid campaigns during the reporting period.

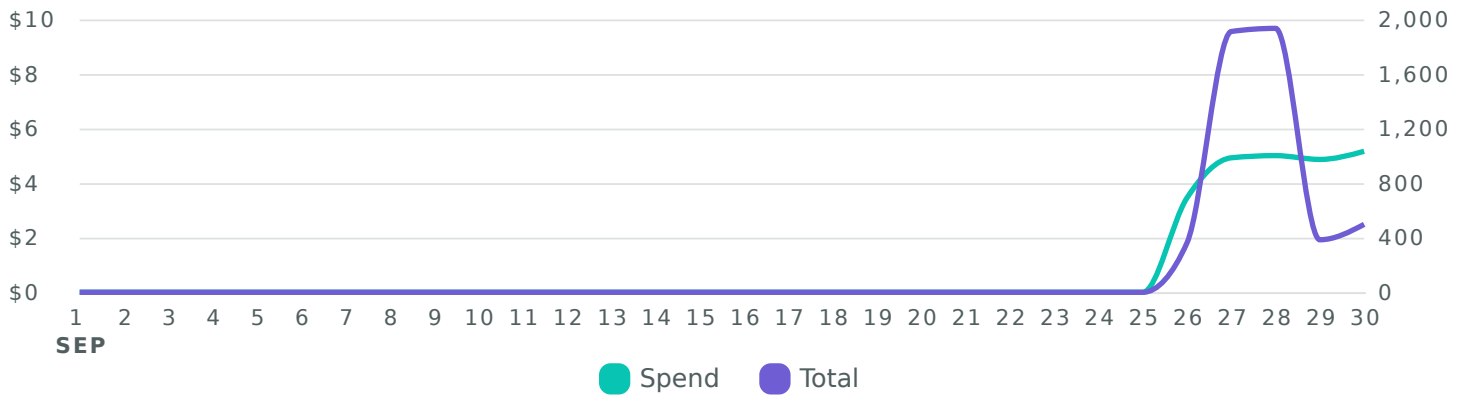
Engagements, by Day

Campaign **Instagram Post: Summer is about to end, but we're...** received 1 engagement for every 3,716.79 impressions

Facebook & Instagram Paid Impressions

Review how many times your content was seen by the targeted audience during the reporting period.

Impressions, by Day



Impression Metrics	Totals	% Change
Total Impressions	5,092	↘ 80.8%

Impression Metrics	Totals	% Change
CPM	\$4.60	↘ 13.2%
Average Daily Impressions	169.73	↘ 80.8%



A DAY OF HOPE

Saturday, September 18, 2021
11:00 a.m.



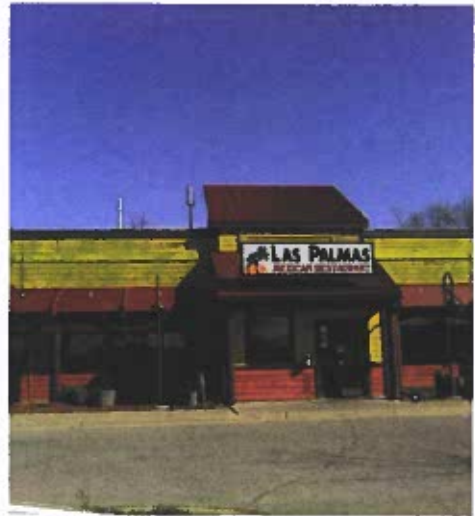
LAS PALMAS MEXICAN CUISINE

Is proud to support
SOROPTIMIST HOUSE OF HOPE

Two locations to serve you

Desert Hot Springs
11349 Palm Drive
760-329-2048

Yucca Valley
55792 Twentynine Palms Highway
760-369-7164



Preserving our past....for
the future!



DHSHistoricalSociety.org

MISSION SPRINGS WATER DISTRICT

Always working for you
Always hopeful

Proud to support Soroptimist's "A Day of Hope"



MSWD.ORG





**Thank you for
your support of
“A Day of Hope”
And the
40th Anniversary**

**Providing a safe, nurturing
environment in which women can
learn the life skills necessary to
recover from their addictions and
become productive members of
society.**

www.reveryhouseofhope.org

OPINION

“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.”

FIRST AMENDMENT TO THE U.S. CONSTITUTION



JOE HELLER

LETTER TO THE EDITOR

Wake up, Democrats

They said we would always remember 9/11, but we didn't. It may have taken some months, but if we are honest, we don't give it much thought.

Now we have had 8/26, not that long ago, when President Joe Biden, Kamala Harris, the defense secretary, the Joint Chiefs chairman and other generals helped cause the deaths of 13 young service members stationed in Kabul, Afghanistan, along with hundreds of innocent Afghans.

The attack was caused by the U.S. leaders' absolute ineptitude, poor military planning, not listening to their intelligence officers and cowardice in front of the enemy.

Did I mention \$88 billion of military hardware left behind?

These folks should really be relieved of their duties and tarred and feathered. But, no, they are off and running to burden the country with over \$5 trillion of debt, declare parents of schoolchildren domestic terrorists and allow more illegal immigrants into the country without adequate vetting or health checks.

Do you really believe anybody even knows who these thousands of Haitian and Afghan immigrants just released into the interior are, with thousands more on the way? Is it strange they are never released into Delaware, Virginia or D.C.?

You Democratic parents better wake up.

Dennis Johnson, Palm Desert



From left, Vice President Kamala Harris, President Joe Biden and Secretary of Defense Lloyd Austin walk up the steps at the Pentagon, Feb. 10.

ALEX BRANDON/AP

Saving water cuts bills, helps future generations

Your Turn
Arden Wallum
Guest columnist

Extended droughts broken up by rainy years are part of a natural cycle here in California. Our state is once again in another dry period, with areas of Northern California already experiencing a significant impact. It is not a question of if, but when the Coachella Valley faces a similar fate.

Thanks to decades of targeted projects and careful planning, Mission Springs Water District will have enough water to serve our 40,000 customers in and around Desert Hot Springs.

MSWD relies on groundwater for 100% of our award-winning water supply. Protecting this treasured resource is vital for multiple reasons. Not only does the Mission Creek Subbasin serve our customers, it also sits at the headwaters of the entire Coachella Valley Groundwater Basin, which provides drinking water for 400,000 people in all nine desert cities and surrounding unincorporated areas.

For more than 25 years, MSWD has demonstrated its commitment to water quality through active participation in the Groundwater Guardian program. As one of the earliest members of this organization, we have teamed up to actively engage with our customers to better educate them about the importance of protecting this resource.

By promoting conservation, we can leave more water in the ground to meet future needs.

Our wastewater treatment system also plays an important role in protecting and preserving our aquifer, which contains our local groundwater supply. Each day, the Alan L. Horton Wastewater Treatment Plant cleans more than 2 million gallons of water. Once treated, the water fills 11 percolation ponds, where it begins a natural process of recharging the aquifer.

Since 1995, our Groundwater Quality Protection Program has been working to convert septic systems into sewer connections across our 135-square-mile service area.

To better meet the growing demand for wastewater treatment, we are building a new Regional Water Reclamation Facility to treat an additional 1.5 million gallons per day. This treated water will initially add to groundwater recharge, but could later support recycled water production for irrigation. Additional investments include new sewer lines and converting more than 400 septic tanks to sewer service.

To minimize the financial impact of construction for our customers, MSWD has pursued and secured state and federal grants, along with low-interest financing, to greatly reduce ratepayer costs. For example, MSWD is securing \$16 million in grants and a \$27.8 million low-interest loan to cover most of the \$49.1 million cost for the new reclamation facility.

These investments will help us meet the governor's call to voluntarily reduce water use by 15% compared to 2020 levels. While this will take effort, we know it is possible.

During the last drought in 2015, mandatory restrictions designed to cut water consumption by 25% contributed to significant reductions statewide. Here in the Coachella Valley, more than 60 billion gallons of water have been saved since then, thanks to the collective efforts of consumers across the region.

Mission Springs Water District is committed to empowering customers to do their part in conserving. We offer rebates for turf conversions and high-efficiency toilets. Our LivingWise program teaches children water-saving habits, and we have a wealth of conservation tips on our website, mswd.org. We also participate in CV Water Counts, a regional group that educates the local community about conservation.

Working together, we can all continue to sustain our water supply now and for future generations. While it will take some effort, MSWD customers have demonstrated we can overcome this challenge. Thank you for conserving.

Arden Wallum is general manager at Mission Springs Water District. He can be reached at awallum@mswd.org.

SHARE YOUR VIEWS

The Desert Sun welcomes guest columns or cartoons addressing local political and social issues, or some other aspect of life in the Coachella Valley. General guidelines include:

- Columns should be 500 to 550 words.
 - Cartoons can be one panel or multiple.
 - We print the author's photo, city of residence and contact info (typically an email address) with a column; and name and city of residence with a cartoon.
 - Anonymous columns or cartoons are never published.
 - Stick to a single topic in columns and avoid personal attacks.
 - We reserve the right to edit columns and to republish (including electronically) all columns and cartoons.
- Direct submissions and questions to letters@desertsun.com.

SEND YOUR LETTER

Email letters to letters@desertsun.com

- Letters must include the writer's name, address and telephone number for verification
 - Letters should be fewer than 200 words
 - Letters may be edited for length, clarity and taste
- See a complete list of rules online.

MSWD PER-CAPITA WATER USE REPORTING TO THE SWRCB

SWRCB Drought Reporting -- 2020

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Production - Month (AF)	553	521	558	573	699	793	856	885	785	756	690	588
Residential use = 65%	359	339	363	372	454	515	556	575	510	491	449	382
325,851 gal per AF	117,127,142	110,349,441	118,186,158	121,363,205	148,050,402	167,959,898	181,303,496	187,445,788	166,265,473	160,123,181	146,144,174	124,540,252
Service area population - 37,600	3115	2935	3143	3228	3938	4467	4822	4985	4422	4259	3887	3312
Number of days in month	31	28	31	30	31	30	31	31	30	31	30	31
Per capita water use (Gal Day)	100	105	101	108	127	149	156	161	147	137	130	107

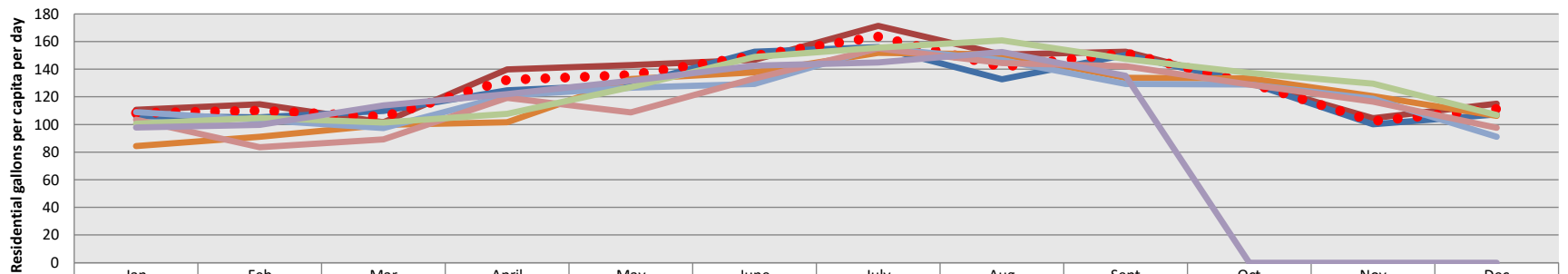
SWRCB Drought Reporting -- 2021

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Production - Month (AF)	538	496	626	649	724	759	797	839	720	0	0	0
Residential use = 65%	350	322	407	422	471	493	518	545	468	0	0	0
325,851 gal per AF	113,950,095	105,054,362	132,588,772	137,460,244	153,345,481	160,758,591	168,807,111	177,702,843	152,494,032	-	-	-
Service area population - 37,600	3031	2794	3526	3656	4078	4275	4490	4726	4056	0	0	0
Number of days in month	31	28	31	30	31	30	31	31	30	31	30	31
Per capita water use (Gal Day)	98	100	114	122	132	143	145	152	135	0	0	0

SWRCB Drought Reporting -- Historical

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Change GPCD from 2013 to 2019	7	31	12	21	34	13	16	6	11	1	(12)	17
Percent Change From 2013 to 2019	6%	27%	12%	15%	24%	9%	10%	4%	7%	1%	-11%	15%
Change GPCD from 2013 to 2020	10	10	0	32	16	(2)	16	(10)	5	(7)	(25)	8
Percent Change From 2013 to 2020	9%	9%	0%	23%	11%	-2%	9%	-7%	3%	-6%	-24%	7%
Change GPCD from 2013 to 2021	13	15	(12)	18	11	4	26	(2)	18			
Percent Change From 2013 to 2021	12%	13%	-12%	13%	8%	3%	15%	-1%	11%			

Per Capita/Per Day Comparison



	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2013	111	115	102	140	143	147	171	151	153	130	105	115
2014	106	105	110	125	129	153	156	133	150	130	100	107
2013-14 Average	108	110	106	132	136	150	164	142	152	130	102	111
2017	85	91	100	102	133	138	152	151	134	133	121	106
2018	109	103	97	121	127	129	156	147	129	129	119	91
2019	104	83	89	119	109	133	155	144	142	129	116	98
2020	100	105	101	108	127	149	156	161	147	137	130	107
2021	98	100	114	122	132	143	145	152	135	0	0	0