



# General Manager's Report February 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;

#### **Payroll Changes and Updates**

Every year there are changes to the Federal and State Tax Code and this year was no different. The following updates have been completed in the month of January:

- 2021 Federal Tax Rates have been updated in the accounting system.
- 2021 State Tax Rates have been updated in the accounting system.
- 2021 457 Max Contributions have been updated in the accounting system.
- Employee 457 District match has been reset to begin again January 1.
- Group Term Life Insurance benefit taxable rates have been updated in the accounting system.
- Employee Medical Insurance 5% match have been updated in Unidata due to the new rates being effective January 1. Some rates and subsequent matches went up or down depending on their tier and family plan.
- Federal Mileage Rate changed to 56 cents per mile driven for District business.
- Worker's Comp Insurance Payments were calculated and processed with JPIA – for a total of \$28,192.86.
- All employees were updated in the system to start the year with 27 hours of Optional Hours that can be used at their discretion with prior supervisor approval.

Other important items were shared with staff regarding annual benefits. Memorandums were issued discussing the District's annual benefit to convert sick hours with a minimum of 144 hours banked as cash-out/convert to vacation or keep in the bank, and the District's annual benefit to cash out or convert sick hours to vacation for any hours over the District maximum allowed carryover of 600 hours.

#### **Mid-Year Budget Adjustments**

The Mid-Year Budget Report was adopted by the MSWD Board during the January Meeting. Staff has completed revising the revenue, expenses, and budgeted items to the FY2021 Budget.

#### **COVID-19 Costs to Date**

From March 1 through January 31, 2021, MSWD has spent approximately \$895,000 on COVID-19 related expenditures.

**Other Important Items**

- Payroll and Accounts Payable amounts processed in:
  - December amounted to \$1,180,190.99.
  - January amounted to \$1,432,466.99.
- Total Cash Receipts amounted to:
  - December – \$1,972,683.45
  - January – \$5,966,552.14
    - January County Receipts for Property Taxes and Other amounted to \$4,643,257.59, of which two large passthrough payments went to:
      - DHS City Utility Tax Share of the sewer charges – \$179,790.29.
      - US Bank AD #13 – Century Vintage Homes - \$278,535.48
- Debt Payments were processed in January as follows:
  - Berkadia AD #4 – \$455.00
  - Berkadia AD #7 – \$2,102.00
  - State Revolving Fund – \$302,509.91
- Quarterly 941 Federal Tax reporting through December 31 has been completed and is ready for submission.
- The accounting department is finishing and submitting the annual State Controller's Report to the State to review the District's financial transactions for 2020.
- The yearly payment coupons for retirees that are still in the District's medical plan were sent out for the cost changes for the 2021 year.
- Accounting Records Monthly storage boxes were prepared and ready to send to storage prior to destruction per the District's record retention policy.
- Debt records for amounts due within the next year were updated to show up on the monthly internal financial statements correctly.
- Monthly Budget Transfer requests were completed in the accounting system and reflected in the manager's reports.
- Petty cash reconciliations were completed and showed no petty cash transactions during the months of October – December (District's petty cash policy is for amounts under \$25).



## Customer Service Department

### **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. 202 customers received bill assistance in 2020 through the Help 2 Others program.

### **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

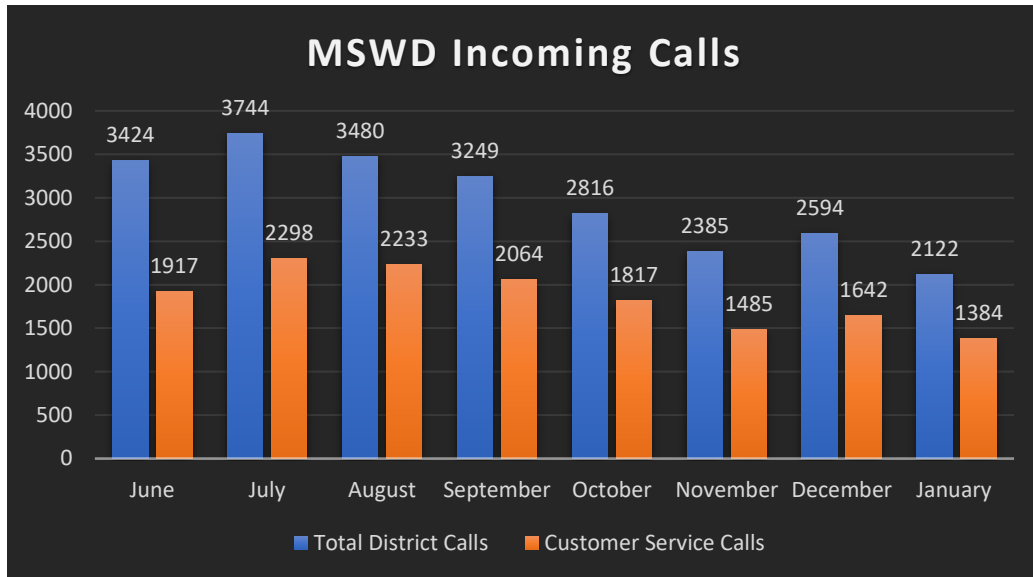
- Customer can drop payments (check or money order) in the drop box
- Customers can pay at 7-11 in DHS, Walmart must have their bills present
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system
- Paypal option through Paymentus

### **Customer Portal Update**

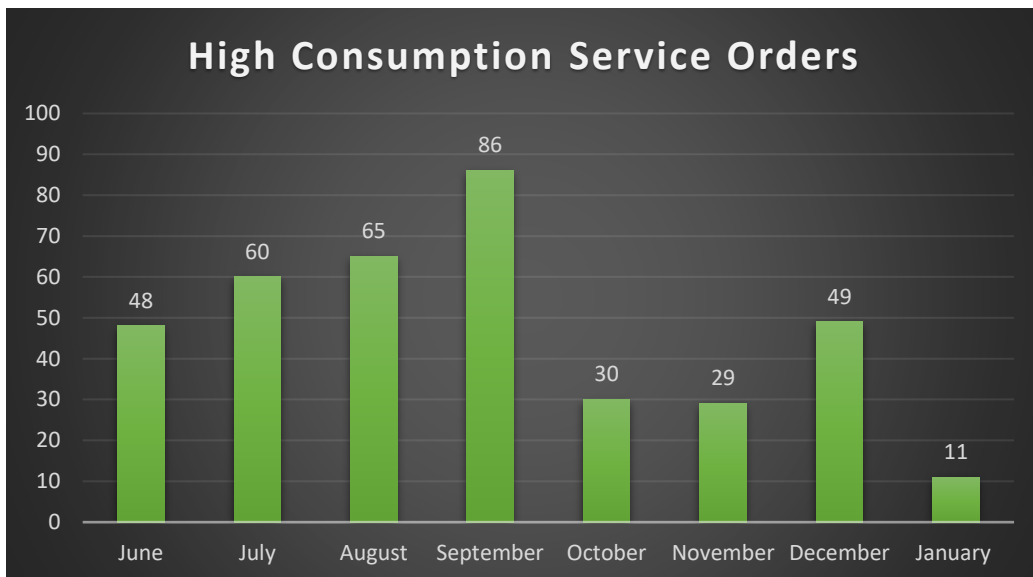
Qualifications from interested vendors has been received and evaluated. The award of contract is still under consideration. Integration of a customer portal typically occurs over 90 – 120 days.

### **Calls into the Customer Service Department since June 2020**

We continue to see decline in customer service calls from our monthly highs in July 2020 with the exception of December. 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 also with the exception of December. 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.

The Purchasing staff continues to work with vendors for replacement lids for Dillon Mobile home park as they are currently are using a discontinued meter box/lid combination. MSWD has roughly 100 homes with this style as well. We are currently waiting for a sample lid from Ferguson our meter equipment supplier. Should this lid fit properly, we would then place our order for the lids needed.



## ENGINEERING AND OPERATIONS

### Engineering Department

Below is a list of Capital Projects and status updates.

#### **Well 42 Project**

MSWD has completed secured and executed the contract with Layne Christensen Company. Staff and construction management consultant (TKE) completed the pre-construction meeting, began processing submittals, and responding to RFIs.

The Notice to Proceed (NTP) was issued for February 1<sup>st</sup>. Construction is expected to begin with clearing and grubbing the site, installing sound walls to minimize noise to surrounding properties, and begin drilling activities. Drilling activities will occur 24/7 over a 4-week period. Notification to surround properties has already been completed.



#### **N. Indian Canyon Drive Sewer Project**

The pre-construction meeting with the contractor, Downing Construction was held in December. Staff and construction management consultant (TKE) continue to coordinate permitting, traffic control plan approval, and cost share agreement with Riverside County.

#### **Terrace Reservoirs Rehabilitation and Site Improvements**

Staff completed plan check of the 100% design and returned to the consultant (TKE) to prepare the final issue for bid design package. Staff anticipates receiving the final issue for bid design package in early February to begin the bidding process.

#### **Vista Reservoir No. 2**

The final design was placed on hold temporarily to get the higher priority Terrace Reservoirs Rehab project out to bid first. The consultant is expected to complete the final design by the end of February.

#### **Desert Willows Community Water Line Replacement**

Staff, consultant (TKE), and legal counsel (SBEMP) completed a cooperative agreement with the Desert Willows Property Owners Association (DWPOA) to separate appropriate pavement costs for the project. The DWPOA approved the Cooperative Agreement on January 15. MSWD Board will consider the item at the February Board meeting.



Staff completed an award extension with the apparent low bidder to allow for the negotiation of the Cooperative Agreement. Staff has placed the construction contract award on the February Board agenda for consideration.

#### **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 is expected in February, at which time, the formal easement documents and appraisal will take place. Staff placed the final design on hold until the alignment and easement are finalized.

#### **Water System and Wastewater System Comprehensive Master Plan Update**

Staff began negotiations with the highest scored firm and anticipates completing negotiation in February; and will bring the item to the Board of Directors for approval in March.

#### **Horton Odor Control Project**

Staff re-bid the project and completed the pre-bid filed walk. Bid opening is scheduled for February 11<sup>th</sup>.

#### **On-Call General Engineering Services RFP**

As department workload continues to increase, the RFP for on-call general engineering services allows the Engineering Department the ability to have additional resources/consultants as needed to provide and maintain the level of service required. The proposals received have been reviewed and scored, however, before the selection process moves forward, staff is reevaluating current CIP/Development projects and the priority of upcoming CIP projects to better determine what immediate and future resource support is required. After the project evaluation staff anticipates awarding contracts to multiple consultants as early as March 2021. The value the RFP process provides is it will also allow staff the keep remaining proposals not awarded on file and the flexibility to award other contracts when future project needs arise.

#### **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 355 water line location requests in the previous month. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations. C&M also replaced 2 water services and repaired 13 service line leaks and 3 main line leaks. Approximately 11,040 gallons of water loss was recorded due to water leaks.



Staff continues to replace angle meter stops (AMSs) (District side shutoff valve) allowing water service to be shut off for replacement of the remaining Master Meter water meters with new Neptune water meters as part of the meter replacement project. There are several AMSs that the contractor was not able to operate to replace the old meter.

Staff continues to implement the maintenance programs, which consist of ground valves, blow-offs, Cla-Val valves and fire hydrants. There were 18 ground valves exercised, 19 fire hydrants flushed, and 42 blow-offs flushed and inspected. There were no Cla-Val valves serviced this month. Due to the A/B team split, maintenance programs like this are only done as time permits.



Staff removed an old tree stump and demolished the old chlorine building at Well 22 to prepare for the rehabilitation of Well 22 and other equipment such as electrical panel and new chlorine building.



B-81 Paving, Inc. started work on the District's asphalt pavement patch replacement program this month. The patch replacement program is in place to permanently repair temporary patches in various locations throughout the District service area created from repairs and new installations performed by District staff.



Staff continues to make new installs a priority as they are received. Seven new water services were installed this month. The photo below shows staff using the asphalt zipper to grind the asphalt allowing for trench excavation.

Staff has been making the necessary staffing adjustments in dealing with the current COVID-19 pandemic. We continue to keep good constant communication with our department, and with other departments and managers in the District.

### **Fleet and Facility Maintenance**

The District's security company, ADT, has completed the upgrade to the alarm system for the Admin building, Engineering Modular, Annex Building and Corporate Yard. The upgrade was performed to replace aging/obsolete equipment. The District has been experiencing many issues related to outdate equipment and the upgrade will eliminate issues going forward.

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.

Light fixtures and lights were replaced in the front of the Annex building and lights were replaced inside of the Admin building. All fire extinguishers were inspected.

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. Ten of the District vehicles that fall under the State's Biennial Inspection of Terminals (BIT) Program were all inspected this month. The tongue jack that raises and lowers the front of the trailer to connect to a truck was replaced on one of the portable generator trailers. Two of the five large



emergency backup generators were serviced and tested. The front wheel hub on the Case skip loader was repaired due to a leaky seal and bad wheel bearing. The seat and arm rest from the front-end loader was removed and sent out to be reupholstered. The torn seatbelt was also replaced on loader. A few batteries were also replaced this month due to age and no longer being able to hold a charge.



## Wastewater

Staff spent a combined 272-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 241-man hours operating the sludge belt filter press, filling and removing 14 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.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Staff collected 19 samples and spent 23-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.



A representative from BDP Industries (belt press manufacturer) visited our site in January to evaluate the belt press and make recommendations for repair and replacement of parts. We are now in the process of reviewing and budgeting for the recommended replacement parts. The rep also discussed with the operators our current maintenance schedule and answered questions they had. Since a representative for BDP was already in the Southern California region, they performed the service at no charge to the District.

Due to maintenance requirements and to better manage workload due to COVID restrictions, staff has been contemplating a temporary 7-day work week schedule. Currently, some maintenance and process require staff to provide 7-day coverage with overtime hours. The proposed 7-day work week schedule will provide coverage as regular hours, reducing overtime, boosting productivity by lessening the amount of time that the team is “working from home” currently, thus allowing the department to have more people working at the plant during the COVID-19 A/B team split. The 7-day schedule includes 10-hour workdays with an anticipated start date of February 5, 2021 outlined below:

- “A” team will be working Sunday through Wednesday, 6:00 a.m. to 4:30 p.m.
- “B” team will be working Wednesday through Saturday, 6:00 a.m. to 4:30 p.m.

To avoid the teams coming into contact with one another, the teams will be rotating working from home every other Wednesday, which is currently being done.

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.

KSM Electric was onsite at the lift station to troubleshoot the soft starter for pump #1 after numerous shut offs. No problems were found, and the unit has been working fine since. Staff will continue to monitor the starter for future problems.

The Dos Palmas Lift Station had an issue with a pump ragging up. Staff contacted All Valley Crane to provide crane service for the removal of the pump from the wet well. Once the pump was brought up to the surface, staff was able to remove all the rags from the pump. The pump was dropped back down into the wet well and reinstalled. All the grease and rags were removed by pumping the level all the way down. This continued until the pump





became ragged again requiring staff to remove the pump for the well and then repeated the process of de-ragging. Once fully completed, the pump was reinstalled and tested. The pump was put back into service and everything was back to normal operating procedure.

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. Staff is taking all necessary steps to help drain ponds for cleaning. These steps include the use of 6-inch & 3-inch pumps to move effluent between ponds to help with percolation. The ponds performance depends on the quality of the effluent being discharged into the ponds. The heavier the solids are leaving the clarifiers, the worse the ponds perform. Staff works diligently to ensure that the effluent going into the ponds is a high-quality product which allows the ponds to percolate as designed. The percolation ponds are monitored daily including Saturday and Sunday. Pond no. 6, no. 5 and no. 8 were cleaned and prepped for use this month, by scraping solids into a pile, loading the solids out with dump trucks, and then ripping the bottom of the pond to open the sub-surface. A disc is then used to further break up the soil, then the pond is ready for use. Staff has been working with different manufacturers and consultants on developing a cloth filtration process to help minimize or eliminate solids from getting to the ponds. The CIP project was approved as part of the mid-year budget. Staff is working with Engineering to get a consultant in contract for the design work. Once design is completed, the project will be put out to bid. When this improvement is constructed, the process to clean the ponds will be reduce substantially and the ponds will percolate more effectively.



Staff received odor complaints coming from the Horton WWTP during public comment at the January Board meeting. In response to these complaints, staff located the source of the odors and promptly removed the source. The odors were coming from one of the old asphalt sludge beds where bio-solids had been removed from one of the plant's clarifiers and were spread out to dry. The solids ended up going septic from the temperature change and the rain that we received. Staff worked diligently to haul away the material that was cause the odor issues. Staff also contacted the customers we received complaints from.

Aeration tank #3 was taken offline on January 31<sup>st</sup> due to the number of solids going out to the ponds from the clarifier. We are speculating that the number of bacteria needed to treat the wastewater coming in is not enough to do the job. We will be pumping return activated sludge from aeration tank #2 into tank #3 in order to boost this number of bacteria and plan on putting it back into operation the second week of February.

Due to COVID-19, the A team was required to isolate and work from home during the month of December. The B team was brought into the plant and continued to work each week until the A team was able to return to work on January 4<sup>th</sup>. Staff took all precautions to keep teams separated during this time.

The Horton WWTP received a notice of violation from the State Water Resources Control Board in response to a breach in one of the ponds at the plant in October 2020. Staff is reviewing the notice of violation and developing a response back to the state. Staff will be working with the state to comply with all the violations listed in the notice.

In efforts to organize storage at the Horton Plant, a 40-foot storage container was purchased. This unit will be placed on the south side of aeration tank #3. This container will be utilized to store tools and materials for the Collections Department. We are also storing our utility carts for safe keeping at night.



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 connection 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.		5	1	42	0	3
Mar.		1	0	23	5	0
Apr.		3	3	15	30	0
May		11	3	20	45	7
June		7	3	6	70	4
<b>Annual Total</b>	<b>106</b>	<b>61</b>	<b>60</b>	<b>317</b>	<b>185</b>	<b>46</b>
<p align="center">Connections to Sewer Collection System:</p> <p align="right">As of June 30, 2020                      8234</p> <p align="right">Plus YTD                                        106</p> <p align="right"><b>Total Sewer Connections =            8340</b></p>						

Additional sanitary service connection information is provided in Appendix B.

## Water Production

Staff collected 44 routine samples, 6 general physical samples, and quarterly uranium samples at Well 26A for analysis this month. Staff has been taking turns on the sampling rotation. Both teams keep good communication during the A/B Team split. Water Production has been assisting Engineering in coordinating their new construction sample pickups with the lab.



Staff continues to deliver chlorine to well sites on a weekly basis. Staff delivers chlorine to the well sites on Thursdays, however, we do have certain situations where we will deliver chlorine to sites if needed earlier in the week. Staff maintains daily chlorine level records using their iPads in the GeoViewer program. Records are kept to keep track of trends, and levels of the previous day, and for any state reporting.

Staff conducted monthly chlorine pump & injector maintenance. Staff inspects the chlorine pumps, chlorine injectors, and chlorine barrels on a monthly basis. Team members help one another with each others sites. Staff informs each other when equipment needs immediate attention/repairs.



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 continues to oversee the landscape work of Sanderson Landscape Solutions at 36 sites throughout the District. Irrigation repairs have been approved for MSWD main office and High Northridge reservoir.

Staff continues to oversee the work of the pest control company. The pest control service is done on the third Friday of every month.

Staff continues to work with Southern California Edison (SCE) and plans accordingly in case of any future SCE Public Safety Power Shutoff (PSPS) events. SCE had a scheduled power outage that impacted Well 32 in January.

Due to weather conditions the Whitewater area was on high level alert for PSPS events in January. This requires staff to keep good communication with SCE.

Over the past month, Water Production standby staff reported to work over the long holiday weekends ensuring sites are secure, equipment is operating properly, and to make sure the pump run does not fall behind due to the long weekends.



The team has been focusing on cleaning up electrical panels and conducting maintenance at production sites. Staff visits all production sites making sure electrical panels are clean and accessible at all times.

Staff continues to work with the Field Service/Customer Service Department on construction meter requests. Staff verifies that the proposed construction meters are located in areas where the demand for construction water will not impede the demand on the system.

Staff contacted two contractors/developers planning future work in the Whitewater & Painted Hills area of the District. The proposed use for this water is for proposed windmill projects in those areas.

The Facilities Maintenance Lead continues to train staff in small electrical projects. He makes sure that if any electrical issue comes up he is able share his knowledge with staff. The Facilities Maintenance Lead splits his time between projects out in the field, and routine checklist work at the MSWD main office.

This month MSWD received our sanitary survey results for our WPSV Public Water System. Staff has began to make any necessary corrections to our sites, and equipment.



Last month staff reported on the power issue at Low Northridge Reservoir that happened on 12/28/2020. The bad power issue caused both booster pumps to fail and burn up. Staff was able to get one of the booster pumps replaced along with some electrical work that night. On 1/11/2021 the second booster was replaced along with required electrical work. The Facilities Maintenance Lead inspected this work onsite.

Well 26 was taken out of service on November 12, 2020. Layne Christensen along with staff continue to work on the rehabilitation of this well. The Water Production Department has been inspecting all work efforts performed by the contractor. Work completed in January includes: Well casing brush and bail, Casing and vent tube extension





Concrete pedestal for the well head has been raised and poured to meet state requirements. The new 16-inch well liner has been installed. New gravel pack has been placed between old casing and new liner (casing). The next steps are to work on the well development, down hole equipment, and discharge piping amongst other tasks.



Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The December performance report showed that the system produced 118,621 kilowatt hours, which is within 96% of expected energy output.

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 is currently 13,062.

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		8	5	11	1	0
March		2	3	6	5	0
April		1	3	7	11	2
May		12	5	11	9	8
June		11	2	8	2	10
<b>Annual Total</b>	<b>71</b>	<b>92</b>	<b>73</b>	<b>88</b>	<b>58</b>	<b>49</b>
<b>Avg./ Mo.</b>	<b>5.92</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>	<b>4.83</b>	<b>4.08</b>
<b>Connections to Water System:</b>						
As of June 30, 2020						12,991
Plus YTD						71
<b>Total Water Connections =</b>						<b>13,062</b>

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 FY2016.

### Monthly Water Production

	FY 2020/21 AF	Variance from prior year AF	%	FY 2019/20 AF	FY 2018/19 AF	FY 2017/18 AF	FY 2016/17 AF	FY 2015/16 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		0.00	0.0%	520.85	415.49	512.79	453.39	483.92
March		0.00	0.0%	557.73	490.92	536.09	549.50	514.05
April		0.00	0.0%	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
<b>TOTAL</b>	<b>5100.13</b>	<b>274.95</b>	<b>5.7%</b>	<b>7981.79</b>	<b>7617.30</b>	<b>8017.06</b>	<b>7476.47</b>	<b>6,903.75</b>



## Water Resources

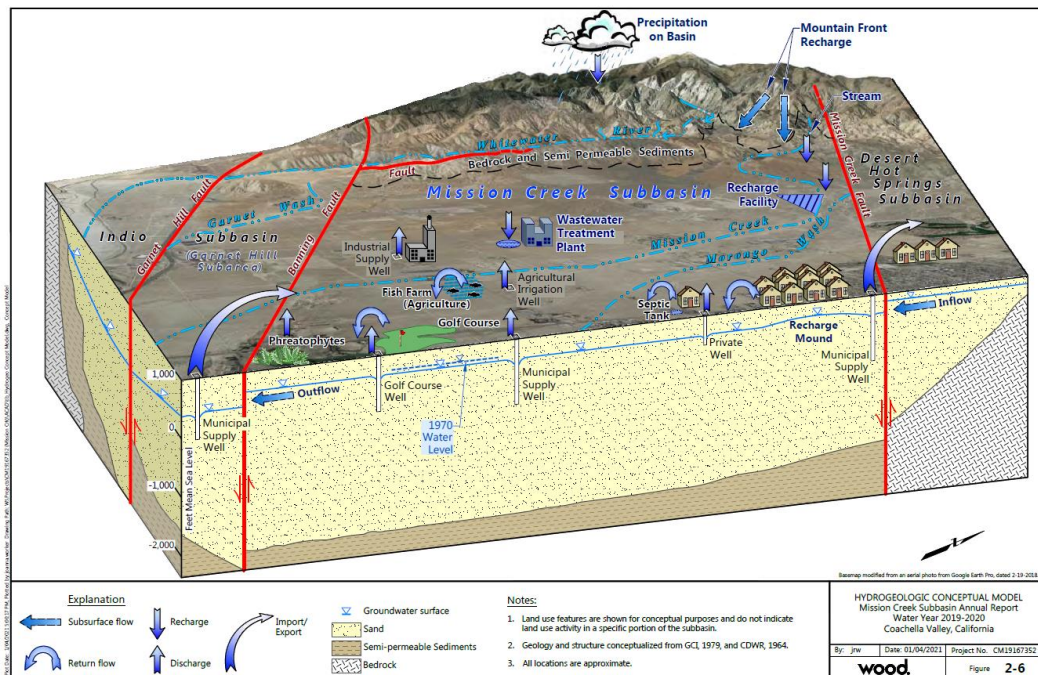
Below is a list of water resources related activities for the prior month;

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

- Staff completed the quarterly report and invoices for grant administration.
- Staff will be completing an extension request for the Prop 84 Round 4—Well 42 Project due to delays related to land acquisition completed late 2020.

### Mission Creek Subbasin SGMA and 2022 Alternative Plan Update

- Staff completed the review and comment of the Draft SGMA Annual Report for Water Year 2019/20 (due to DWR on April 1, 2021). The consultant (Wood) is preparing the final draft plan for review in February.
- The consultant (Wood) continued refinements to the Mission Creek groundwater model.
- Staff and the consultant (Kennedy Jenks) completed the final water demand projections. The projections will be used for model forecasting scenarios in February.



### San Geronio Pass Subbasin SGMA and 2022 Groundwater Sustainability Plan

- While delayed, the consultant (Intera) continues to work through the groundwater model calibration process. Staff expects the draft modeling summary report for review in February.



### **Indio Subbasin 2022 Alternative Plan Update**

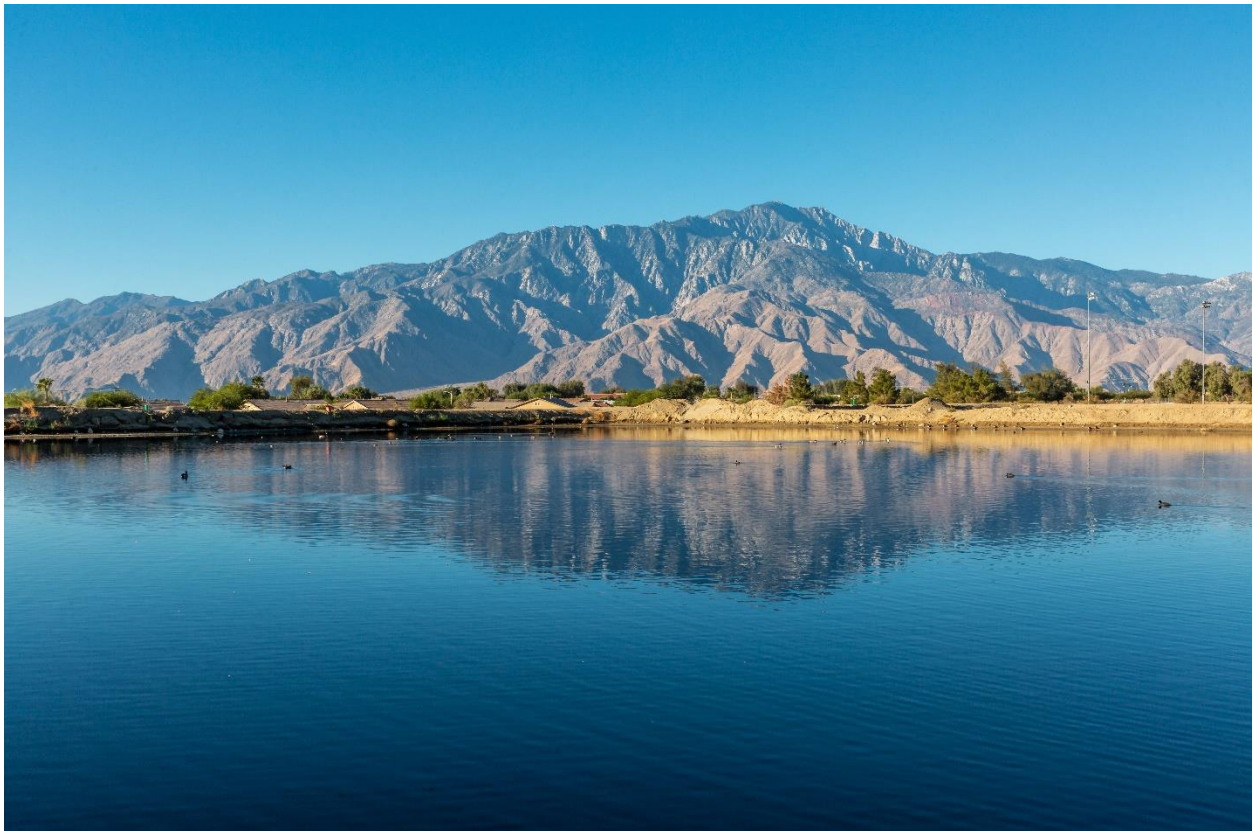
- Staff continues to work with the consultant (Woodard and Curran) on the water demand and demand projections within the MSWD's service area.

### **Salt and Nutrient Management Plan (SNMP)**

- The consultant (West Yost) completed the Final Monitoring Workplan and submitted it to the RWQCB. The consultant and CVWD will present the item to the Regional Board at their February 9<sup>th</sup> meeting.
- Work was initiated by the agencies on the CV-SNMP Update Workplan.
- The agencies submitted a letter to all CV tribes to solicit their interest in participating in the implementation of the Groundwater Monitoring Program implementation. Staff will continue to report on developments.

### **2020 Regional Urban Water Management Plan (UWMP)**

- The agencies and consultant (WCS) held a meeting to discuss Water Shortage Contingency Plan revisions required by DWR. Staff expected to bring a revised Water Shortage Contingency Plan to the Board in April for consideration.
- The consultant (WCS) continued progress on the draft UWMP sections. Staff expects to bring the Final UWMP to the Board in June for consideration.



## PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

### Upcoming Events

- Senior Inspiration Awards, organized by Riverside County Supervisor Perez's office, will be held virtually/aired on a local news channel. Details are still in the works. More information will be provided via Dori if in between monthly board meetings.

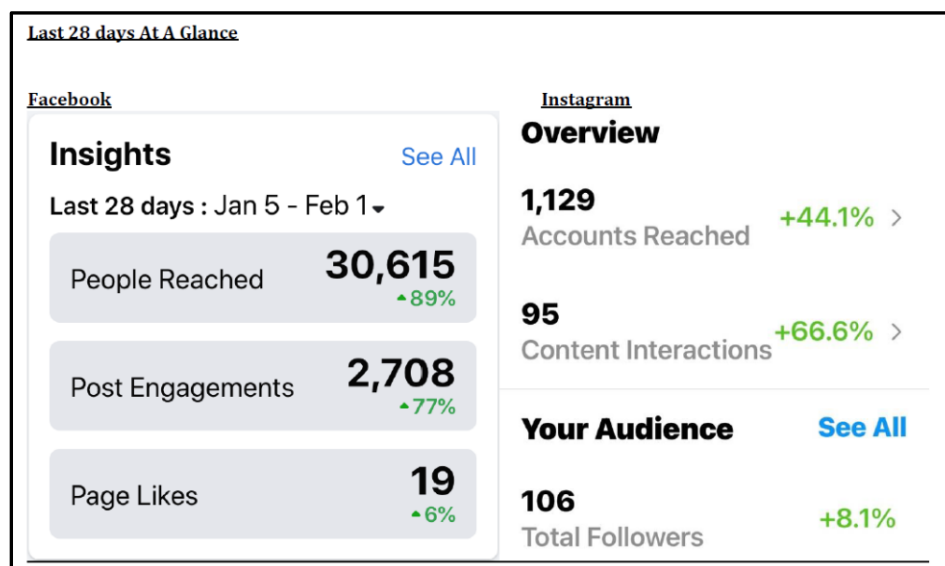
### Outreach

CV Water Counts: The Water Counts Academy is held this month (February) with five weekly sessions, held on Thursdays until March 5th. The academy will be held virtually due to COVID-19 and to prioritize the health of attendees and presenters. Three MSWD staff members are attending the academy. The CV Water Counts Outreach report for the month of January can be found in Appendix C.

MSWD Digital Advertising report for month of January 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 – 4 total ads: Value is our Mission (same as billboard) & January Newsletter, Essential Workers, & Water Bottle/ Hydration Tip
- Facebook/Instagram – 3 total ads: Value is our Mission, Water Bottle/Hydration & January Newsletter

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





### Conservation

- Thirteen (13) toilet rebates have been processed, totaling approximately \$1,300 in incentives for customers to replace less efficient toilets. Bill insert and social push are being considered for more outreach. As businesses (i.e. hotels and others) begin to reopen, our hope is that commercial customers will also be interested in the program.
- Indoor Water Conservation Kits were announced via the Winter newsletter in January. We have had 10 kits sent out that were requested by customers. We will also be doing a post about the kits in the month of February.

### Water Bottle Program

Date Supplied	Requests Filled		Event or Purpose		# Cases Requested
11/30/2020	Cabot Pueblo Museum		Virtual Water Tasting Program		3
1/20/2021	Team Mom Charities		Veteran Community Event		2
			<b>Total Cases</b>		<b>5</b>



## APPENDIX A - Federal Update from Carpi & Clay

# Mission Springs Water District Federal Update

February 1, 2021

## Legislation Reintroduced Aimed at helping Special Districts

Rep. John Garamendi (D-CA) and Sen. Kyrsten Sinema (D-AZ) both reintroduced their legislation entitled the “Special Districts Provide Essential Services Act” (HR 535 and S 91) that they introduced in the previous Congress. This bill would ensure that special districts are eligible for any additional direct federal financial assistance provided by Congress to state, county, and local governments. Specifically, the bill would provide:

- Eligibility for Coronavirus Relief Fund and Future Federal Assistance: Make special districts eligible for direct federal financial assistance appropriated by Congress in the future, along with state, county, and local governments and subject to the same oversight requirements. This would not apply retroactively to the \$150 billion provided under the CARES Act.
- Access to Municipal Liquidity Facility: Provide special districts access to the Federal Reserve’s Municipal Liquidity Facility, which provides states, counties, and cities federally guaranteed “bridge financing” to offset unexpected short-term revenue shortfalls caused by the current pandemic. Like states, counties, and cities, many special districts serve large populations and have the legal authority to issue short-term tax and revenue anticipation notes. However, special districts are not currently granted direct access to the Municipal Liquidity Facility.

## Biden Administration Nominations and Personnel

Now that President Biden has been sworn into office, his Administration has begun moving quickly on filling the roughly 4,000 political appointee positions (1,250 of which require Senate confirmation) throughout the federal agencies. Below is the current status of President Biden’s cabinet nominations:

<u>Name</u>	<u>Position</u>	<u>Status</u>
Antony Blinken	Secretary of State	Confirmed by the Senate & sworn into office
Lloyd Austin	Secretary of Defense	Confirmed by the Senate & sworn into office
Janet Yellen	Secretary of Treasury	Confirmed by the Senate & sworn into office
Alejandro Mayorkas	Secretary of Homeland Security	Consideration by the full Senate scheduled for the week of February 1 <sup>st</sup>

Pete Buttigieg	Secretary of Transportation	Consideration by the full Senate scheduled for the week of February 1 <sup>st</sup>
Jennifer Granholm	Secretary of Energy	Committee vote scheduled for February 3 <sup>rd</sup>
Marcia Fudge	Secretary of Housing and Urban Development	Committee hearing held on January 28 <sup>th</sup>
Gina Raimondo	Secretary of Commerce	Committee hearing held on January 26 <sup>th</sup>
Michael Regan	Administrator of Environmental Protection Agency	Committee hearing scheduled for February 3 <sup>rd</sup>
Tom Vilsack	Secretary of Agriculture	Committee hearing scheduled on February 2 <sup>nd</sup>
Marty Walsh	Secretary of Labor	Committee hearing scheduled on February 4 <sup>th</sup>
Deb Haaland	Secretary of the Interior	No hearing date set
Denis McDonough	Secretary of Veterans Affairs	No hearing date set
Miguel Cardona	Secretary of Education	No hearing date set
Xavier Becerra	Secretary of Health and Human Services	No hearing date set

## Biden Administration Executive Actions

Just one week into the Biden Administration, we have seen the new Administration hit the ground running when it comes to executive actions. To date, President Biden has signed several Executive Orders (EO) and memos to federal agencies, included a few listed below:

### **Regulatory Freeze Memo**

White House Chief of Staff Ron Klain issued a memo to all federal agencies to direct them to freeze all current pending agency regulations until Biden political appointees have had an opportunity to review them.

### **Modernizing Regulatory Review Memo**

President Biden released a memo that directs the Office of Management and Budget to work with federal agencies as soon as possible to produce a set of recommendations to improve and modernize the federal regulatory review process. These recommendations should provide concrete suggestions on how the regulatory review process can promote public health and safety, economic growth, social welfare, racial justice, environmental stewardship, human dignity, equity, and the interests of future generations. The recommendations should also include proposals that would ensure that regulatory review serves as a tool to affirmatively promote regulations that advance these values. These recommendations should be informed by public engagement with relevant stakeholders. Memo can be found [HERE](#).



## **Executive Order on Protecting Public Health and the Environment and Restoring Science to Tackle the Climate Crisis**

In addition to the memo from Klain discussed above, President Biden issued a separate EO to review a specific environmental rules and regulations issued during the length of the Trump Administration including:

- "Update to the Regulations Implementing the Procedural Provisions of the National Environmental Policy Act," 85 Fed. Reg. 43304 (July 16, 2020)
- "National Primary Drinking Water Regulations: Lead and Copper Rule Revisions," 86 Fed. Reg. 4198 (January 15, 2021).
- "The Navigable Waters Protection Rule: Definition of 'Waters of the United States,'" 85 Fed. Reg. 22250 (April 21, 2020).

EO can be found [HERE](#).

## **Executive Order to Strengthen Buy America Provisions**

President Biden issued an EO to strengthen Buy American provisions for federal agencies, as well as ensure that the federal government spends funds on American-made goods by American workers with American-made component parts. EO can be found [HERE](#).

## **A Look Ahead: Another COVID-19 Relief Package**

The primary issue that both Congress and the White House will be focusing on in the coming weeks will be attempting to craft another COVID-19 relief package. Prior to being sworn into office, then President-elect Biden rolled out his proposal for a \$1.9 trillion COVID-19 relief package. President Biden's proposal includes the following:

- \$350 billion for emergency funds for state, local and tribal governments
- \$5 billion for home energy and water costs and arrears
- \$20 billion for public transit
- \$130 billion for schools re-opening
- \$20 billion for national vaccine program
- Provide over 14 weeks of paid sick and family and medical leave to help parents with additional caregiving responsibilities when a child or loved one's school or care center is closed; for people who have or are caring for people with COVID-19 symptoms, or who are quarantining due to exposure; and for people needing to take time to get the vaccine
- Reimburse employers with less than 500 employees for the cost of this leave. Extending the refundable tax credit will reimburse employers for 100 percent of the cost of this leave
- Reimburse state and local government for the cost of this leave
- Extend emergency paid leave measures until September 30, 2021

On the Congressional side, at the end of January, Speaker of the House Nancy Pelosi sent a letter to the chairs of all of the House Committees instructing them to begin work on their

respective portions of a COVID-19 relief package. The Speaker also indicated that she would like to move quickly on getting a relief package through the House. On the Senate side, a group of ten Republican Senators will be meeting with President Biden to discuss the relief package. These Senators have put together a \$628 billion proposal that they believe can pass the Senate with bipartisan support.

## Federal Agency Grant Announcements/Awards

**WaterSMART Small-Scale Water Efficiency Program.** The Bureau of Reclamation has announced a funding opportunity for the WaterSMART Small-Scale Water Efficiency Program. Through this funding opportunity, Reclamation provides funding for small-scale on-the-ground projects that seek to conserve, better manage, or otherwise make more efficient use of water supplies. Applicants can request up to \$75,000 in Reclamation funding for projects with a total project cost of \$200,000 or less. Applications are due on March 18.

**Water Infrastructure Finance and Innovation Act (WIFIA).** The Environmental Protection Agency has announced 55 new projects that have been invited to apply for roughly \$5.1 billion in WIFIA loans. This funding will help finance over \$12 billion in clean water and drinking water infrastructure projects to protect public health and improve water quality. The list of 55 projects can be found [HERE](#).

**Diesel Emissions Reduction Act National Grants.** The Environmental Protection Agency has announced a funding opportunity for \$46 million for the Diesel Emissions Reduction Act (DERA) National grant program. The DERA program funds projects that achieve significant reductions in diesel emissions, as well as implement programs which incentivize and accelerate the upgrading or retirement of the legacy diesel fleet. Applications are due March 16.

## 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.		5	1	42	0	3	5	46	6	1	2
Mar.		1	0	23	5	0	31	16	2	1	16
Apr.		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
<b>Annual Total</b>	<b>106</b>	<b>61</b>	<b>60</b>	<b>317</b>	<b>185</b>	<b>46</b>	<b>734</b>	<b>386</b>	<b>59</b>	<b>16</b>	<b>53</b>

Connections to Sewer Collection System:

As of June 30, 2020

8234

Plus YTD

106

**Total Sewer Connections =**

**8340**

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.				
Mar.				
Apr.				
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		8	5	11	1	0	1	0	1	0	0	1	2	3
March		2	3	6	5	0	12	0	0	4	5	0	4	6
April		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
<b>Annual Total</b>	<b>71</b>	<b>92</b>	<b>73</b>	<b>88</b>	<b>58</b>	<b>49</b>	<b>25</b>	<b>14</b>	<b>6</b>	<b>12</b>	<b>15</b>	<b>25</b>	<b>25</b>	<b>198</b>
<b>Avg./ Mo.</b>	<b>5.92</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>	<b>4.83</b>	<b>4.08</b>	<b>2.08</b>	<b>1.17</b>	<b>0.50</b>	<b>1.00</b>	<b>1.25</b>	<b>2.08</b>	<b>2.08</b>	<b>16.50</b>

### Connections to Water System:

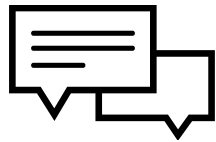
As of June 30, 2020      12,991  
 Plus YTD                      71  
**Total Water Connections =      13,062**

WATER PRODUCTION														
	FY 2020/21 AF	Variance from prior year AF	%	FY 2019/20 AF	FY 2018/19 AF	FY 2017/18 AF	FY 2016/17 AF	FY 2015/16 AF	FY 2014/15 AF	FY 2013/14 AF	FY 2012/13 AF	FY 2011/12 AF	FY 2010/11 AF	FY 2009/10 AF
July	857.77	4.54	0.5%	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	11.3%	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	3.7%	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	6.5%	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	11.3%	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	9.5%	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	-2.8%	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04	533.76
February		0.00	0.0%	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57	487.33
March		0.00	0.0%	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84	667.31
April		0.00	0.0%	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	0.0%	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	0.0%	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98	902.79
<b>TOTAL</b>	<b>5100.13</b>	<b>274.95</b>	<b>5.7%</b>	<b>7981.79</b>	<b>7617.30</b>	<b>8017.06</b>	<b>7476.47</b>	<b>6,903.75</b>	<b>7,798.69</b>	<b>8,385.66</b>	<b>8,458.99</b>	<b>8,607.90</b>	<b>8,555.70</b>	<b>8,877.49</b>

## APPENDIX C – Public Affairs Information

CV WATER COUNTS  
**WEBSITE INFORMATION**  
**JANUARY, 2021**

HUNTER JOHNSEN

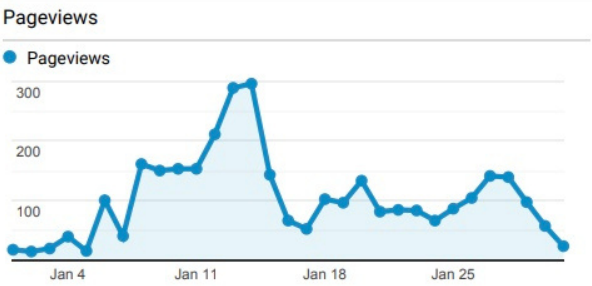
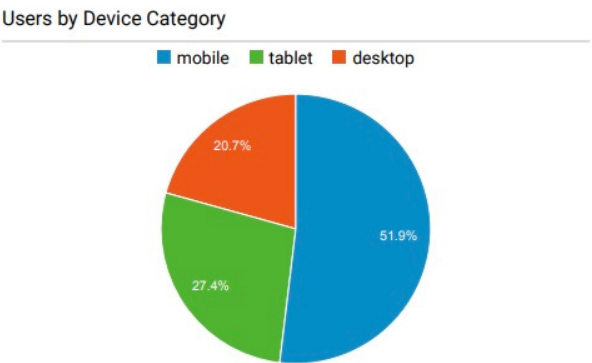


Visitors

User Type	Pageviews	Avg. Time on Page
New Visitor	2,213	00:02:16
Returning Visitor	997	00:02:30

Pageviews by City

City	Pageviews
(not set)	967
La Quinta	213
Indio	175
Palm Desert	125
Los Angeles	96
Palm Springs	95
Ontario	68
Beaumont	66
Coachella	58
San Diego	54



Pageviews by Page Title

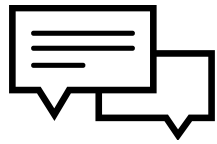
Page Title	Pageviews
CV Water Counts   Water Counts Academy - CV Water Counts	2,027
Home - CV Water Counts	220
Coachella Valley Water Conservation Water Rebate Map - CV Water Counts	131
Save Water Pledge - CV Water Counts	63
Fun & Games with Splash - CV Water Counts	61
Play - CV Water Counts	56
Take the Pledge to Conserve Water for Your New Year's Resolution - CV Water Counts	49
Two Dozen Vegetables to Plant by mid-October in Palm Springs and the Coachella Valley - CV Water Counts	41
Latest Coachella Valley Water Conservation News - CV Water Counts	37
Drought Irrigation Guide - CV Water Counts	35

Referrals

Source / Medium	Users
google / cpc	688
m.facebook.com / referral	590
(direct) / (none)	278
google / organic	243
facebook.com / referral	20
l.facebook.com / referral	11
iwa.util360.com / referral	6
bing / organic	4
dwa.org / referral	4
baidu / organic	3

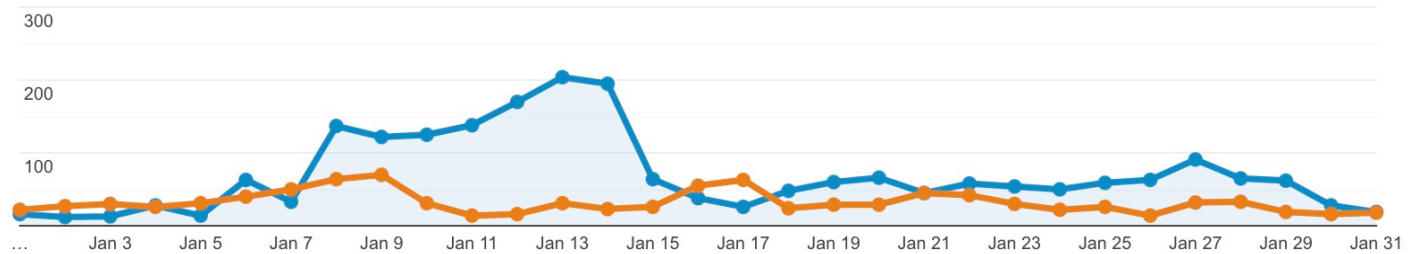
CV WATER COUNTS  
2021 / 2020  
INFORMATION

HUNTER JOHNSEN



Jan 1, 2021 - Jan 31, 2021: ● Users

Jan 1, 2020 - Jan 31, 2020: ● Users



Users

119.36%  
1,858 vs 847



New Users

128.44%  
1,791 vs 784



Sessions

125.89%  
2,417 vs 1,070



Number of Sessions per User

2.97%  
1.30 vs 1.26



Pageviews

119.11%  
3,210 vs 1,465



Pages / Session

-3.00%  
1.33 vs 1.37



Avg. Session Duration

-21.86%  
00:00:47 vs 00:01:00



Bounce Rate

3.66%  
85.64% vs 82.62%





## CV WATER COUNTS SOCIAL MEDIA

HUNTER JOHNSEN

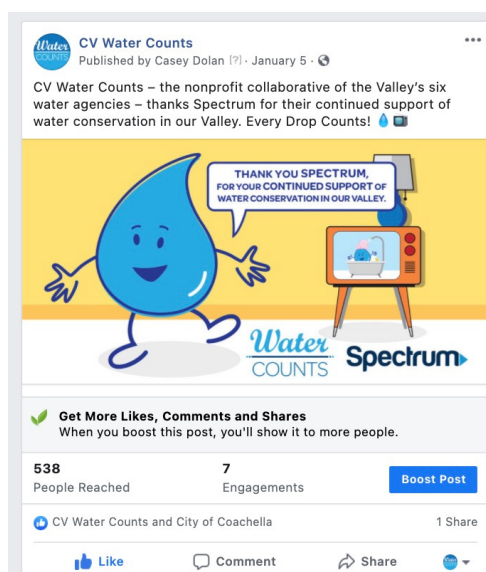


### FACEBOOK

- Total Reach: 35,960
- Post Engagements (likes, comments, clicks, shares): 733
- Follower count: -3

### TOP POSTS

#### FACEBOOK



- Reach: 538
- Engagements: 6
- Post clicks: 1
- Link Clicks: 0

### TWITTER

- Impressions: 2,242
- Profile Visits: 82
- Follower count: +1

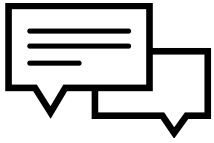
#### TWITTER



- Impressions: 150
- Retweets: 0
- Likes: 3

## CV WATER COUNTS DIGITAL ADVERTISING

HUNTER JOHNSEN



## FACEBOOK AD

- Impressions: 34,791
- Reach: 26,848
- Link Clicks: 930



## DISPLAY ADS

- Impressions: 88,290
- Clicks: 816

CV WATER COUNTS

**EMAIL**

HUNTER JOHNSEN



*Water*  
COUNTS

**WATER WATCH SENT: JANUARY 6**

## AUDIENCE

- Open Rate: 45%
- Clicks: 27
- Recipients: 350
- Bounced: 1
- Unsubscribed: 0

## TOP LINKS

- 1) Academy
- 2) Dehydration Post
- 3) YouTube video

*Water* COUNTS

WATER WATCH

Mission Springs Water District  
**Social Media Report**  
*January 2021*



@MSWaterDistrict



missionspringswaterdistrict



Mission Springs Water District

 Fans



**946**  
fans

 Followers




**69**  
followers

 Followers



**106**  
followers

 Posts

**18**  
posts







 Tweets



**7**  
tweets

 Posts

**14**  
posts



<div><div> Engagement</div><div>484 engagements</div></div>	<div><div> Engagement</div><div>9 engagements</div></div>	<div><div> Engagement</div><div>92 engagements</div></div>
<div><div><div><div> Engagement &gt; Type</div><div>Reactions410</div></div><div>Shares42</div><div>Comments32</div></div></div>	<div><div><div><div> Engagement &gt; Type</div><div>Likes6</div></div><div>Retweets3</div><div>Replies0</div></div></div>	<div><div><div><div> Engagement &gt; Type</div><div>Photo92</div></div></div></div>

<div><div><div><div> Page Content Clicks</div><div>2.2K clicks</div></div></div></div>	<div><div><div><div> Post Clicks</div><div>820 clicks</div></div></div></div>
---	--

Last 28 days At A GlanceFacebook**Insights**[See All](#)

Last 28 days : Jan 5 - Feb 1 ▾

People Reached **30,615**  
▲89%

Post Engagements **2,708**  
▲77%

Page Likes **19**  
▲6%

Instagram**Overview**

**1,129**  
Accounts Reached **+44.1%** >

**95**  
Content Interactions **+66.6%** >

**Your Audience** [See All](#)

**106**  
Total Followers **+8.1%**

**Page Likes**

January 5 - February 1

**19**

Page Likes ▲6%

**Post Reach**

January 5 - February 1

**30,378**

People Reached ▲88%



**Post Engagement**

January 5 - February 1

**2,708**

Post Engagement ▲77%

**Videos**

January 5 - February 1

**85**

3-Second Video Views ▼94%

**Page Views**

January 5 - February 1

**457**

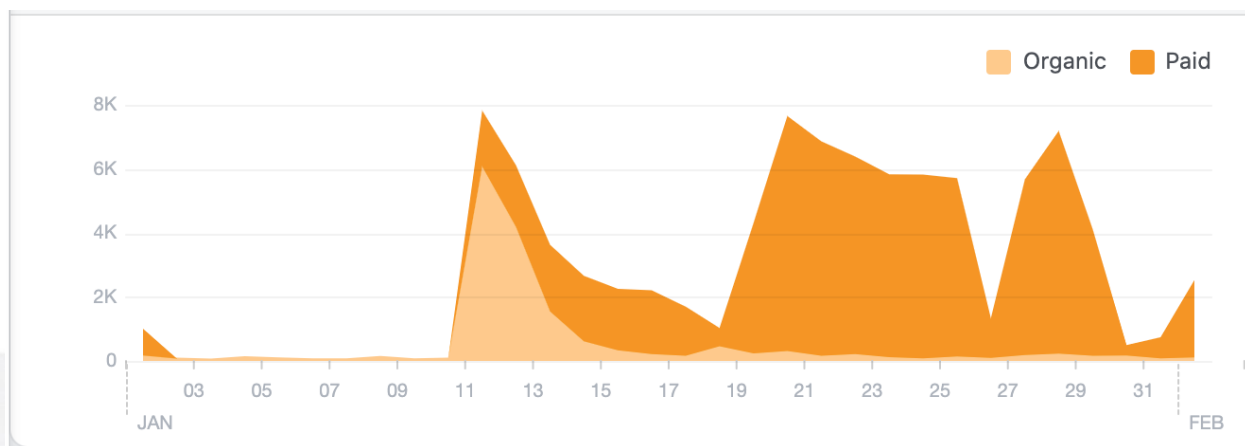
Total Page Views ▲59%

**Page Followers**


January 5 - February 1

**19**

Page Followers ▲0%

**Overall Reach**

Highlighted Posts


**Mission Springs Water District**
...


Published by Hootsuite ·  
 January 16 at 8:15 AM ·

Here's another combo [#WellnessTip](#) & [#ConservationTip](#)... get in a workout and spruce up your garden at the same time! Weeding and yard work provide excellent health benefits and it gives you the chance to check irrigation and water needs.

For more water 💧 and money 💰 saving conservation tips, visit <https://mswd.org/conservationtips.aspx>

[#MSWDTips](#) [#Gardening](#)

## GARDENING



TRICEPS FOREARMS BICEPS CHEST ABS

SHOULDERS CALVES THIGHS BUTTOCKS

### Performance for Your Post



**2467** People Reached

**72** Likes, Comments & Shares

**64** Post Clicks

<b>20</b>	<b>2</b>	<b>42</b>
Photo Views	Link Clicks	Other Clicks

**NEGATIVE FEEDBACK**

0 Hide All Posts 0 Hide Post

0 Report as Spam 0 Unlike Page

**72** Likes, Comments & Shares

**BRANDED CONTENT DISTRIBUTION**

[View Breakdown](#)

<b>2467</b>	<b>611</b>	<b>1892</b>
Total Reach	Organic Reach	Paid Reach
<b>5069</b>	<b>637</b>	<b>4432</b>
Total Impressions	Organic Impressions	Paid Impressions





## Mission Springs Water District

Published by Hootsuite ·  
January 27 at 11:50 AM ·

Here's another great resolution for the new year... Commit to doing one thing to [#conservewater](#) each day. Don't worry if the savings seem small.

[#everydropcounts](#) 💧

For more water 💧 and money 💰 saving conservation tips, visit

<https://mswd.org/conservationtips.aspx>  
[#ConservationTip](#) [#MSWDTips](#)



## Performance for Your Post

**1039** People Reached

**40** Likes, Comments & Shares

**26** Post Clicks

<b>6</b>	<b>0</b>	<b>20</b>
Photo Views	Link Clicks	Other Clicks

## NEGATIVE FEEDBACK

**0** Hide All Posts **0** Hide Post

**0** Report as Spam **0** Unlike Page

**40** Likes, Comments & Shares














































## BRANDED CONTENT DISTRIBUTION

[View Breakdown](#)

<b>1039</b>	<b>214</b>	<b>832</b>
Total Reach	Organic Reach	Paid Reach
<b>1881</b>	<b>225</b>	<b>1655</b>
Total Impressions	Organic Impressions	Paid Impressions



**Overall Post Results**

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/02/2021 8:30 AM	 #HappyGroundhogDay! So if he sees his shadow it's six more			50 	0 2 	<a href="#">Boost Post</a>
02/01/2021 7:01 AM	 We are proud to be the #goldmedalwinner of the Berkeley			75 	0 1 	<a href="#">Boost Post</a>
01/30/2021 11:15 AM	 Meet Greg, one of our dedicated field staff. He's been with us for			1.1K 	75 55 	<a href="#">Boost Post</a>
01/29/2021 7:32 AM	 Your landscaping loves the rain! Don't forget to turn your sprinklers			77 	2 3 	<a href="#">Boost Post</a>
01/27/2021 11:50 AM	 Here's another great resolution for the new year... Commit to doing			1K 	26 40 	<a href="#">Boost Post</a>
01/27/2021 7:30 AM	 Congratulations to the winners of the MSWD #shoplocal giveaway -			108 	4 11 	<a href="#">Boost Post</a>
01/25/2021 8:45 AM	 Here's a #ConservationTip that is perfect for this time of year...			85 	1 5 	<a href="#">Boost Post</a>
01/22/2021 11:45 AM	 #WellnessTip – Bring peace and serenity by adding a few indoor			122 	0 5 	<a href="#">Boost Post</a>
01/20/2021 10:10 AM	 Time for another combo #WellnessTip & #ConservationTip!			1K 	13 19 	<a href="#">Boost Post</a>

01/18/2021 7:15 AM	 Our offices are closed today in honor of a great American icon. On			256		6 16		<a href="#">Boost Post</a>
01/16/2021 8:15 AM	 Here's another combo #WellnessTip &			2.5K		64 72		<a href="#">Boost Post</a>
01/14/2021 2:10 PM	 #TBT to the #PhotoChallenge segment from our Virtual Staff			160		9 9		<a href="#">Boost Post</a>
01/12/2021 6:11 PM	 On December 28, our team leapt into action to mitigate an issue with			239		21 26		<a href="#">Boost Post</a>
01/12/2021 4:45 PM	 New year, new commitment to getting the little things done. We			187		0 8		<a href="#">Boost Post</a>
01/11/2021 9:34 AM	 Mission Springs Water District has a job opening! MSWD is hiring a			11.4K		637 53		<a href="#">Boost Post</a>
01/10/2021 11:45 AM	 Here's another #WellnessTip that also includes a #ConservationTip!			5.1K		229 53		<a href="#">Boost Post</a>
01/08/2021 7:45 AM	 We've got wellness on our minds as we start the new year. Today's			191		4 13		<a href="#">Boost Post</a>
01/04/2021 11:45 AM	 Today on #NationalTriviaDay, we're sharing a little trivia of our own.			242		2 14		<a href="#">Boost Post</a>
01/01/2021 10:00 AM	 #GoGreen in 2021! Start the year off with your own compost! It's			178		1 9		<a href="#">Boost Post</a>

**Number of Direct Messages:****Number of Negative Comments posted this month to this month's posts: 2****Number of Positive Comments posted this month to this month's posts: 14****Number of Negative Comments posted this month to last month's posts: 0****Number of Positive Comments posted this month to last month's posts: 2****Considerations:**

- This month's posts have substantially more positive comments than last month's posts.
- Most engagement comes from event-style news rather than static information.

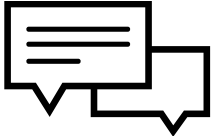
**Engagement Opportunities**

- Continue to include more time-sensitive posts to increase positive engagement.
- Ensure answers to questions are thorough and have been run through the Communications staff to ensure consistency.

# DIGITAL MARKETING CAMPAIGNS

JANUARY, 2021

CASEY DOLAN CONSULTING



## GOOGLE ADS



## Newsletter

Impressions: 97,362

Clicks: 575

Note: 300x250 sizes shown. Campaigns also ran 728x90, 320x50, 300x600 ad units



## Value is Our Mission

Impressions: 112,550

Clicks: 575

# DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



## GOOGLE ADS



### Water Bottle

Impressions: 97,273

Clicks: 517



### Greg

Impressions: 83,034

Clicks: 458

### Totals

Impressions: 390,219

Clicks: 2,071



# DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



## FACEBOOK | INSTAGRAM ADS

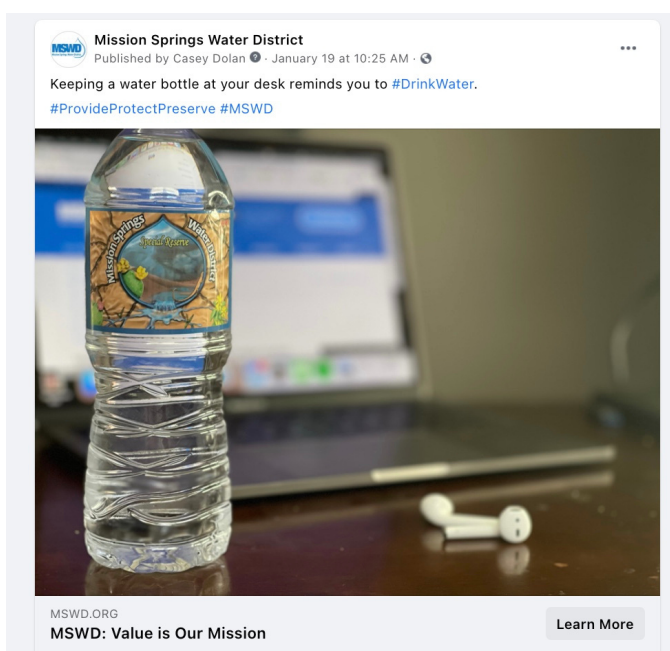


### Newsletter

Impressions: 35,925

Clicks: 10

Post Engagements: 22



### Water Bottle

Impressions: 32,469

Clicks: 8

Post Engagements: 15

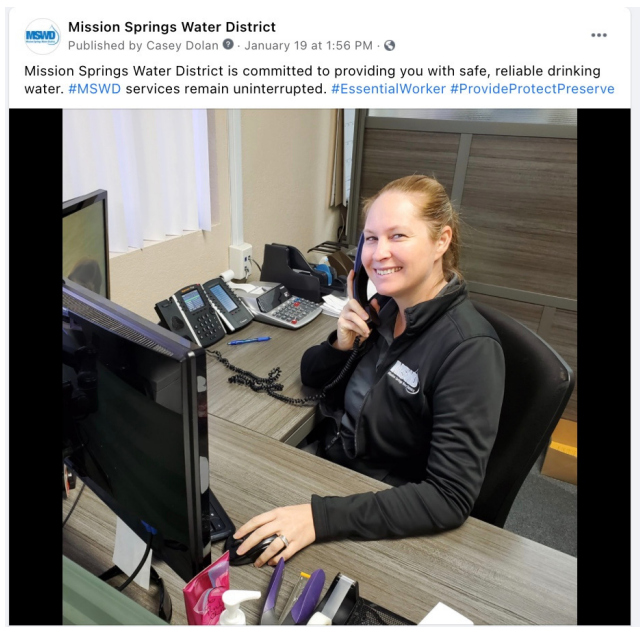


# DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



## FACEBOOK | INSTAGRAM ADS



### Value is Our Mission

**Impressions:** 35,710

**Clicks:** 255

**Post Engagements:** 53

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### Totals

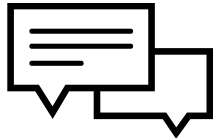
**Impressions:** 104,104

**Clicks:** 661

**Post Engagements:** 71

# DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



## MONTHLY WEBSITE ANALYTICS

### Visitors

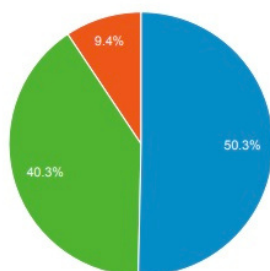
User Type	Users
New Visitor	5,840
Returning Visitor	3,044

### Pageviews by Page Title

Page Title	Pageviews
Mission Springs Water District - Home	7,280
Mission Springs Water District - Sign In	7,129
Mission Springs Water District - My Account	5,484
Mission Springs Water District - Pay Bills	3,249
(not set)	2,925
Mission Springs Water District - Payment Options	2,808
Mission Springs Water District - Pay as a Guest	1,864
Mission Springs Water District - Account Detail	1,672
Mission Springs Water District - You Have Successfully Signed Off	1,629
Mission Springs Water District - Employment Information	899

### Users by Device Category

mobile desktop tablet



### Pageviews



### Pageviews by City

City	Pageviews
(not set)	18,383
Desert Hot Springs	7,560
Ontario	2,317
Los Angeles	1,472
Palm Springs	779
Indio	743
San Diego	626
Palm Desert	476
Riverside	439
Cathedral City	430

### Users by Default Channel Grouping

Default Channel Grouping	Users
Direct	3,269
Organic Search	2,411
Display	1,298
Social	506
Referral	231
Paid Search	5
(Other)	3