



# General Manager's Report May 2022



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## ADMINISTRATION

### Customer Service Department

#### **Disconnections Due to Non-Payment**

After suspending disconnections over the past two years due to the COVID-19 pandemic, MSWD announced it will resume disconnection of past due accounts beginning in April 2022. To avoid disconnection, customers with past due balances were strongly encouraged to contact the District before March 31, 2022, to set up a payment plan and learn about available assistance programs. To assist residential and commercial customers with past due balances related to COVID-19, the District applied for and received funds from the California Water and Wastewater Arrearage Payment Program to cover past due drinking water balances that were accrued between March 4, 2020, and June 15, 2021. With disconnections resumed in April;

- 126 customers to set up payment plan get information for bill assistance
- 107 disconnections as a result of non-payment did occur

#### **Customer Bill Assistance Programs**

As a result of programs MSWD staff has promoted and assisted customer in obtaining, the total assistance has totaled \$1,363,901 since July 1, 2021. More specifically;

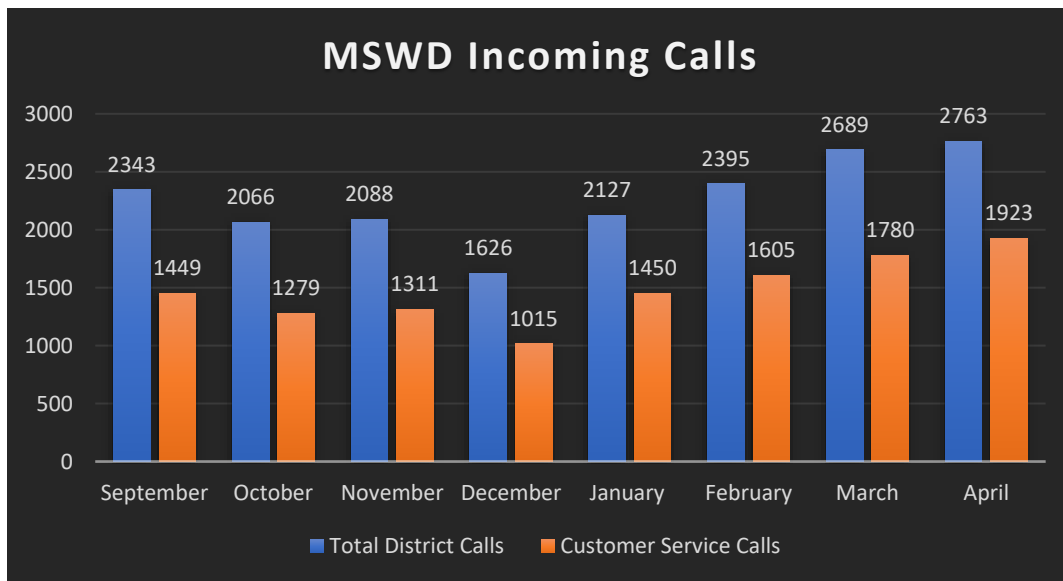
- The United Way Customer Bill Assistance Program continues to be utilized by those customers who have been impacted the most by the COVID-19 pandemic, assisting 161 customers since July 1, 2021.
- United Lift has assisted customers by paying \$93,887 on customer accounts during April 2022.
- Riverside County's CARE Program is launching in May 2022. This program will provide customers with a one-time payment towards their water and/or sewer bill up to \$2,000.00. This program will only run through August 2023.
- California's Water and Wastewater Arrearage Program has assisted customers by providing a one-time payment to eligible accounts totaling \$1,253,914 since January 24, 2022.

#### **Customer Portal Update**

Vertex One/WaterSmart integration continues. The PayNearMe payment portal is in progress as part of the portal integration. Once completed, the District can launch the portal to the public.

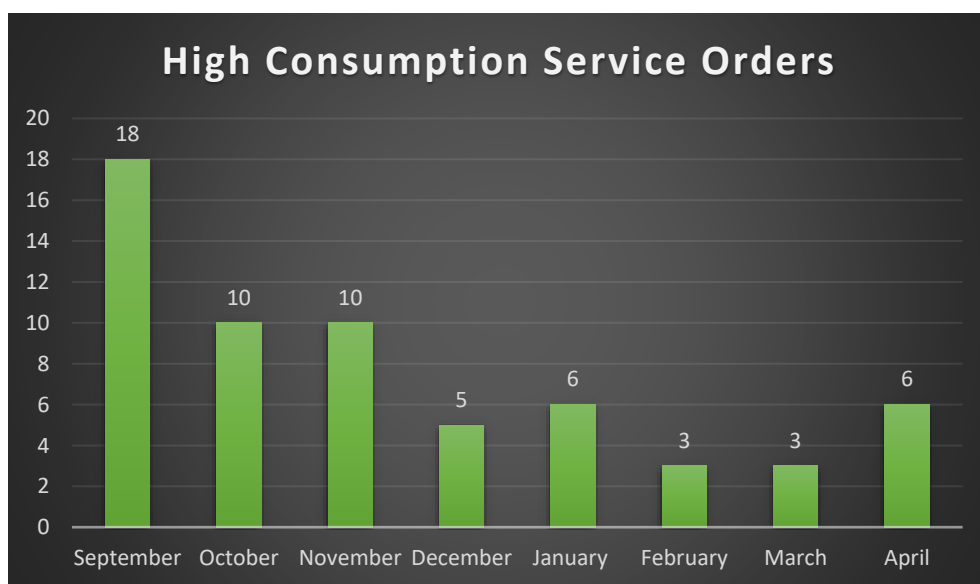
### Calls into the Customer Service Department

The District is seeing an increase in the number of calls. Most calls are related to delinquency letters received, payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The chart below represents MSWD incoming calls and those received by the Customer Service staff.



### High Bill Investigation Requests Versus 13,430 Accounts

Field Customer Service identified 16 high to urgent level leaks via Neptune 360 reports throughout April 2022. The District has been identifying and calling customers when tracking the high consumption alerts.



### Lobby Open by Appointment Only and COVID-19 Response

As part of the COVID-19 response, the MSWD lobby continues to be open by appointment only. The District had seven (7) appointments in April 2022 to assist customers in person. MSWD Customer Service Representatives continue to assist our customers with minimal disruption. Staff continues to find creative ways to assist those customers who may have unique requests including those customers who do not have internet access.

- 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

MSWD Customer Service continues to provide customers multiple options for bill payment.

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

The graphic is titled "MSWD BILL PAY OPTIONS" and features four main columns illustrating different payment methods:

- ONLINE:** MSWD.org/Paperless. Image shows a woman using a laptop.
- BY PHONE:** (760) 329-4448. Image shows a man talking on a mobile phone.
- BY MAIL:** 66575 Second Street, Desert Hot Springs, CA 92240. Image shows a person putting a bill into a mailbox.
- IN PERSON:** Drop off. Image shows a person using a "NIGHT DROP" mailbox.

At the bottom, it lists "OTHER OPTIONS:" including Walmart Pay, PayPal, PayNearMe, and "YOUR BANK'S E-PAY PROGRAM".

## Finance and Accounting Department

The Finance and 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 MSWD Board of Directors. Below are project highlights and summaries for April 2022.

### **Current Work Priorities**

- Testing has been completed on a new automatic payment system utilizing the services of Wells Fargo bank. This will result in significant operational efficiencies while giving the district an opportunity to reduce costs as Wells Fargo contacts vendors and enrolls them into a program to accept a commercial credit card as payment.
- The reconciliation of solar credits from SCE as far back as FYE 6/30/2019 has been completed. The data is being analyzed and adjusting entries are being contemplated. Solar credits will be recognized as revenue rather than a decrease in electric utility expense FYE 6/30/2022.
- Continue to work with Administration, Engineering, and Construction & Maintenance on reimbursable jobs. There was only one new reimbursable job in April: City of DHS Fire Station.

### **Budget**

Managers have provided their budget requests for 2023 and those requests have been entered into the budget worksheet. We simplified the Budget Identifiers (BID) by combining like line items and deleting unused BIDs. New BID numbers will be assigned for this year's budget.

Solar energy credits from SCE will be budgeted as a revenue item FYE 6/30/2023.

Budget transfers in April amounted to \$71,704.

### **Payroll**

An internal audit of PERS transactions for fiscal year ending 6/30/21 and the current year through February of 2022 has been completed.

We continue to increase our use automatic workflows which increases efficiency and accuracy. Most recently 95% of all overtime requests and approvals are processed electronically.



## Cash

Total cash receipts for the month of April amounted to \$1,583,237 with \$1,272,431 collected on customer accounts receivable.

Cash disbursements for the month of December amounted to \$1,490,836, with the largest payments going to:

- Various Consultants - \$360,091
- Net Payroll - \$231,065
- Payroll Taxes - \$125,180
- Health & Dental Insurance - \$98,137
- Purchase of Water Meters - \$82,657
- Legal Fees - \$78,128

## Revenues and Expenses

Total operating income and expenses through April 30, 2022, amounted to:

- Operating revenue \$15,083,996
- Operating expense \$13,845,961
- Non-operating income \$2,480,199
- Non-operating expense \$413,304
- Net Income \$3,304,930



## Purchasing Department

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

Price increases and supply chain issues continue 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. Staff will continue to monitor the situation and perform due diligence in getting all the material that is needed to maintain the water systems.

Staff currently has an order that was placed on October 21, 2021, for 3/4-inch and 1-inch Neptune meters. They were expected to arrive by late January 2022, but unfortunately, were not received until the end of March 2022 due to a delay with the production of the meters. The order containing 160 of the 3/4-inch meters, 60 of the 1-inch meters, and 144 DFW meter boxes has been received and put into stock.



## Innovation and Technology Department

The Innovation and Technology Department (IT) continues to work with staff and vendors to achieve technological enhancement and meet innovation goals established by the MSWD Board of Directors. Below are project highlights and summaries for April 2022.

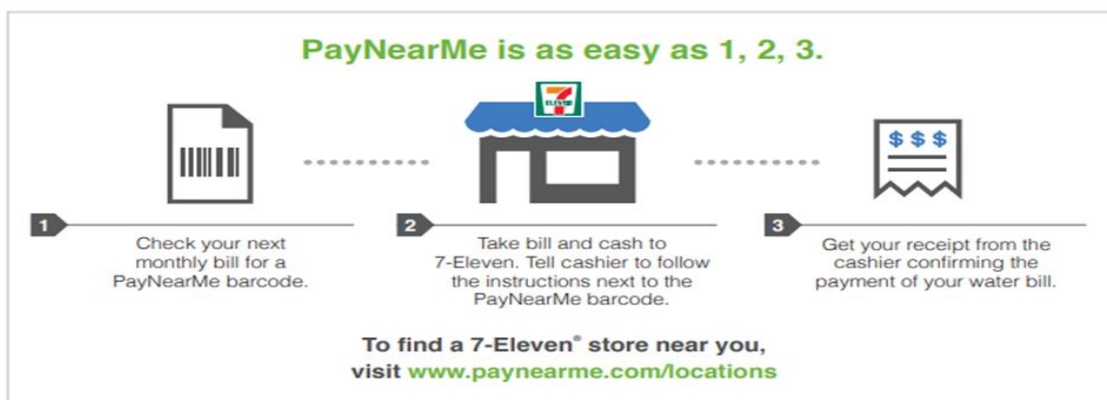
### Technology Improvements

Staff continues to work with security professionals to protect MSWD infrastructure from cyber-attacks and penetrations, and improve efficiencies.

- The District signed the final contract with Arctic Wolf in March 2022 and installed the security measures in April 2022. Arctic Wolf provides 24/7 continuous security monitoring, a system that uses artificial intelligence and a dedicated team to look for security anomalies and assist in taking corrective or proactive action.
- MSWD continues its push toward paperless operations with the expansion of Laserfiche forms which staff are currently using for managing budgets and submitting overtime.
- Staff wireless access points have been upgraded.
- File storage migration into Microsoft SharePoint has continued with Wastewater and Construction & Maintenance crews now able to edit many of their files online.
- Server hardware has been upgraded to better service the more demanding needs of the District's paperless objectives and the upgrade of the financial server.
- Desktop computers and laptop upgrades continue as needed.

### WaterSmart Customer Portal

Staff continues to work with developers from PayNearMe and WaterSmart to integrate online payments via PayNearMe for a seamless customer experience in the WaterSmart portal. Developers from both companies confirm that the District is still on track to go live to the customers in May 2022.



## ENGINEERING AND OPERATIONS

### Engineering Department

Below is a list of Capital Projects and status updates.

#### **Well 42 Project**

Construction is still on-hold due to revisions to the electrical equipment. The District has identified system efficiencies which are being incorporated into the project.

Construction will likely be on-hold for several more weeks while the some of the equipment submittals are processed and the equipment is ordered, fabricated, and delivered to the site for construction and installation. Other electrical items such as the panels shown right have been delivered to the contractor and are awaiting transport to the site for installation.



#### **Well 22 Rehabilitation**

The design consultant, TKE Engineering, has completed the final design package and will be updating the package to so the project can be bid in the month of May. Understanding the supply chain issues which have delayed other projects will delay the electrical panel on this project for up to 8 months, Staff has decided complete the necessary well, pump, and motor maintenance in May to bring the well back into service.

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

Staff began the appraisal process for a required sewer easement. Once completed, staff will begin negotiations with the property owner for the proposed easement area for the pipe alignment. The consultant, TKE Engineering, completed the final design plans and specifications.

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

MSWD is continuing to use the on-call inspections and plan check contract. Heitec Consulting is currently performing construction inspection and plan check services, and staff is preparing a Request for Proposal for inspection and plan check services for up to the next five (5) years as the Heitec contract ends in June 2022.

### Horton Odor Control Project

Staff in conjunction with the construction manager consultant, Michael Baker International (MBI), have completed a no cost change order extending the contract completion date to June 18, 2022. Current schedule puts the completion beyond that date to July 8, 2022, due to material delivery delays from supply chain issues. A third change order will be issued to move the completion date, and staff and MBI will review potential change order terms. Staff is extending the MBI contract to beyond the contract completion date with no anticipated cost increase.

### Horton Chopper Pumps Project

Staff has contracted with the pump manufacturer, Vaughn's Industrial Repair, to complete the installation of the four influent chopper pumps. Construction began in April 2022. As part of the project, staff cleaned the east influent wet well of the Horton Influent Pump Station for the installation of the new chopper pumps.



The Contractor was able to get the east well completed which included influent pumps 1 and 2. Vaughn's expects to finish the west well in early May. Electrical contractor, On-Power Industries, was onsite to wire up the new chopper pumps.

### Horton Effluent Filtration System

The design consultant, TKE Engineering, is continuing work on the 100% design submittal, specifically adding shade structures, wind break/protection, and maintenance scaffolding system. Staff expects to receive the updated plan set in the coming weeks.

### Backup Generators for Well Sites 27-32 and 37 Projects

Staff is still reviewing the most beneficial locations for fixed and portable generator locations prior to advertising for project bids.

### 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.

### Water and Wastewater System Comprehensive Master Plan Update

The consultant, Michael Baker International, continued progress on the water and sewer models. Staff and the consultant will meet in May to discuss the proposed Capital Improvement program.

### Regional Water Reclamation Facility

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



## Operations & Maintenance

### **Construction & Maintenance**

Staff completed approximately 323 water line location requests in April 2022. Staff continues to use iPads with the GeoViewer mobile app to streamline and manage line locations.



Staff replaced 15 water services, repaired 28 service line leaks, and four main line leaks in April 2022.

Staff continues to implement maintenance programs, which consist of ground valve exercising, blow-off flushing, air release valves, Cla-Val automatic control valves, and fire hydrant flushing and painting. There were 158 ground valves exercised, 122 fire hydrants flushed, zero air release valve inspected and rebuilt, zero Cla-Val valves inspected, and 29 blow-offs flushed in April 2022.



A total of 52 work orders were processed in April 2022 using the CMMS program.

Staff installed eight new water services in April 2022.

Staff continues performing field fire flow tests for the Engineering Department. 17 fire flow tests were conducted in April 2022.

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



## Fleet and Facility Maintenance

All District buildings continue to be cleaned and disinfected each week, 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. Staff worked on a few desks making ergonomic adjustments. Staff adjusted AC vents in the Administration Building attempting to balance the AC registers. Repairs were made on AC unit #4 of the Administration Building.

Standby Generator Monthly Maintenance continues at the District. Staff found no issues during the monthly testing of standby generators. This testing ensures the generators are functionally correctly and ready to use when needed.

The District continues to utilize Southern California Fleet Services for contract maintenance and repairs of District vehicles and equipment. Below is a listing of services provided in April 2022:

- Services were completed on units 386, 409, 410 and 419
- Battery was replaced in unit 386
- Repairs have been completed on the skip loader
- Hydraulic line was replaced on unit 367
- Repairs from rodent damaged to unit 406 have been completed
- Recall on unit 421 was completed
- The skip loader had repairs made including a new front bucket, replacement support arms for the rear box scraper (Gannon), a seat and other seals/lube fittings



## Collections

There were no Sanitary Sewer Overflows (SSOs) in the collection system this month. No problems occurred at the Dos Palmas Lift Station and operators conducted daily site visits checking for proper pump operation, ensuring the SCADA system is working properly, and checking site security.

Staff completed 319 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Approximately 4.3 miles of sewer mainline was cleaned, which included 86 segments of 8" VCP sewer pipe in AD-3 and AD-1.

Staff assisted with the cleaning of the outfalls from aeration tanks 4 and 5, removing any rags and debris as needed.

### Wastewater Treatment

Staff spent a combined 458-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest Plants. Also, during this timeframe staff spent 155-man hours operating the sludge belt filter press, including filling and removing 13 trailers of sludge from the Horton and Desert Crest Plants.



Staff collected 38 samples and spent 57-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 a minimum of four times per week, or as needed, including weekend, due to ragging of "flushable wipes." Pumping GPM and Hz are monitored daily to help determine how frequent the pumps need to be pulled.

Six ponds were cleaned and rehabilitated in April 2022. Ponds 4, 5, 6, 7, and 8 were all cleaned this month, and Pond 7 was cleaned twice.

More materials for the odor control project continue to be delivered and are awaiting installation by Atom Engineering. Mobilization and construction are expected to commence in the first week of May 2022.

After replacing three augers on the loadout auger for the belt press in March, staff dealt with the gearbox reducer for the loadout auger seizing up in April. While parts were on order, staff bypassed the auger to continue operation of the belt press. A shoot was created allowing solids to dump into the loader bucket, which then would be loaded into the sludge trailer.

After the replacement parts came in, staff rented a scissor lift help remove and replace the gearbox reducer on the loadout auger. The belt press is now back in normal operation.



Staff submitted a response for the laboratory assessment through Environmental Laboratory Accreditation Program (ELAP). The ELAP are global requirements that all labs conform with to implement a sustainable accreditation program that ensures laboratories generate environmental and public health data of known, consistent, and documented quality. Part of this process requires staff revise the Horton Wastewater Laboratory's Quality Assurance Manual (QAM); Revision 3 is effective 4/7/2022. Revisions include implementing new logs and procedures which contain new calibration checks and procedures, and new logs for balance scale, thermometer, and dissolved oxygen.

Staff continued to conduct a weekly "Wastewater Training" program within the department. These training sessions are intended to get all of the operators on the same page with respect to a standard operating procedure, so that staff is operating equipment more proficiently and are trained in doing so. This training is also to help keep operators safe when conducting maintenance. This month's training included:

- DO Zero O2 Test
- Ladder Storage / Handling
- Company vehicle policy
- Weekly pH

Through continued development in the Desert Hot Springs area, and at the request of new consumers, sanitary services are always being added to the collection system. Following is a summary of new sanitary service connections by 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.	36	9	4	8	12	4
Nov.	29	50	10	9	7	7
Dec.	12	9	3	3	64	1
Jan.	14	21	7	1	16	8
Feb.	7	23	5	1	42	0
Mar.	17	48	1	0	23	5
Apr.	7	18	3	3	15	30
May		17	11	3	20	45
June		21	7	3	6	70
<b>Annual Total</b>	<b>180</b>	<b>233</b>	<b>61</b>	<b>60</b>	<b>317</b>	<b>185</b>

Additional sanitary service connection information is provided in Appendix C.

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

Monthly Wastewater Flows

<b>WASTEWATER FLOW MGD</b>				
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.	2.081568	2.223453	0.046618	0.051660
Nov.	2.084749	2.213652	0.048180	0.053880
Dec.	2.024843	2.311905	0.051887	0.068500
Jan.	1.984410	2.131439	0.048326	0.054720
Feb.	2.009623	2.139096	0.045334	0.052130
Mar.	2.028970	2.171029	0.045059	0.055840
Apr.	1.980131	2.131250	0.041919	0.046130
May				
June				

Additional wastewater flow information is provided in Appendix C.

## Water Production

Staff collected 45 routine bacteriological (Bac-T) samples, six general physical samples, and uranium samples at Well 26A for analysis in April 2022. Staff works closely with the laboratory when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for April 2022 were sent out to the State Water Resources Control Board on May 5, 2022.

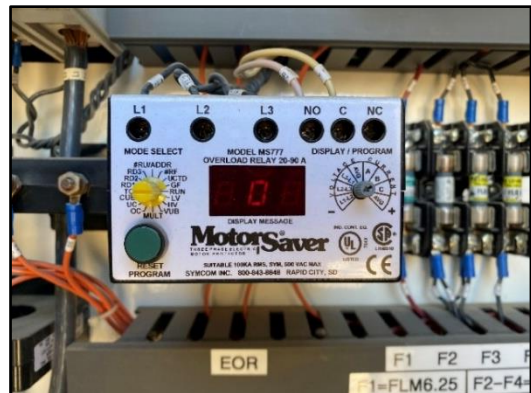


Staff monitors chlorine levels and makes sure that all wells have a sufficient level of chlorine. Weekly chlorine deliveries to all well sites continue and is typically done on Thursdays.

Staff continues to conduct routine chlorine pump maintenance and inspections at all well sites, making necessary adjustments to all chlorine pumps and/or their related equipment, ensuring proper operation and repairing/rebuilding as needed. All chlorinators were functioning properly in April 2022.

There are currently four employees in the Department. Training for the new hires is going well. Soon, they will be put on the on-call rotations.

Staff identified a faulty motor saver at the Valley View booster station. A new motor saver was installed and is operating as intended.



A sanitary survey was conducted for our main public water system between April 5 and April 8, 2022... and it went quite well. MSWD operates three public water systems in total: our main system in Desert Hot Springs and two smaller systems in the Cabazon (ID-E) area. MSWD is still waiting for the final report, but the inspector verbally stated that there were no significant corrections required. The two smaller ID-E systems were done in early 2021. A sanitary survey is a comprehensive review and inspection done every three years to evaluate the adequacy of the water system to provide safe drinking water. The sanitary survey also includes an in-office file review and a physical field visit inspection. This comprehensive evaluation and inspection include items such as sources of supply, any treatment facilities, the distribution system, finished water storage (reservoirs), pumps/pump facilities, monitoring and reporting, system management and

operation, and operator compliance with State requirements. Kudos to our staff for ensuring our water systems stay in compliance with State requirements.

During daily pump run and site checks, staff monitors the system and addresses site vandalism and water theft routinely. Staff continues to do a great job reporting and making repairs as needed.

Staff along with the SCADA contractor, Forshock, is currently working on making SCADA upgrades. There have been some delays, but we anticipate completion of this initial upgrade phase within the first couple weeks of May.

Staff continues to sound groundwater levels for 13 production wells and nine monitoring wells. Staff usually strives to complete the soundings early in the month to proactively identify any abnormalities.



Staff continues to oversee all Production Department sites and make necessary changes. Staff routinely climbs reservoirs and conducts monthly overflow maintenance as needed. Staff also conducts reservoir roof inspections using a drone.



Staff trained new hires on the District's reservoir climbing procedures, teaching them proper and safe methods of climbing.



Staff continues to oversee the landscape maintenance contract for 36 sites throughout the District. Staff identified a couple of locations that had active irrigation line leaks. The contracted landscapers were contacted and repaired the leaks.



Staff performed a controlled overflow of the reservoir at Well 33 to help eliminate the buildup of turbine oil on the surface of the water. This was done on April 28, 2022.

Staff performed the monthly fire pump testing at the Gateway reservoir on April 28, 2022. This test is performed monthly to ensure the fire pump is in good operating condition and works properly when required.



Staff performed a controlled overflow of the reservoir at Well 33 to help eliminate the buildup of turbine oil on the surface of the water on March 31, 2022.

Valley View and Overhill booster sites was found to have leaks on their water lube lines. Both of these sites were repaired.

Staff met with the new on-call well/booster contractors during April 2022. The supervisor took them around each of the well/booster sites that have known maintenance issues/needs, and is waiting for estimates for repairs to before the work.

Staff is working on the installation of the three chlorine buildings that were previously ordered. Installation locations being considered are Wells 27/31, 29, and 33. As part of this upgrade, staff will also connect the chlorinators to our SCADA system for remote monitoring and control. The concrete pads for the building are scheduled to be poured on May 6<sup>th</sup>.

Staff is working on making upgrades to the Low Northridge booster station. These upgrades will help protect the motors from future damages due to electrical spikes, surges, etc.

Staff is beginning to implement thermal imaging on all our electrical panels, motors, and other pumping related equipment. We are hoping to begin trending the health of our equipment to identify future failures before they happen.



Through continued development 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 Service Connections to the Water System

	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	33	13	3	21	8	3
November	27	10	16	4	0	7
December	9	2	17	3	3	2
January	14	15	6	3	20	1
February	8	13	8	5	11	1
March	19	16	2	3	6	5
April	6	11	1	3	7	11
May		15	12	5	11	9
June		24	11	2	8	2
<b>Annual Total</b>	<b>176</b>	<b>150</b>	<b>92</b>	<b>73</b>	<b>88</b>	<b>58</b>
<b>Avg./ Mo.</b>	<b>14.67</b>	<b>12.50</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>	<b>4.83</b>

Additional water service connection information is provided in Appendix C.

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.

Monthly Water Production

	FY 2021/22 AF	Variance from prior year AF	%	FY 2020/21 AF	FY 2019/20 AF	FY 2018/19 AF	FY 2017/18 AF
July	796.57	-61.20	-7.1%	857.77	853.23	857.20	835.87
August	839.93	-45.38	-5.1%	885.31	795.18	806.47	829.93
September	738.65	-46.15	-5.9%	784.80	757.08	689.47	712.40
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86
November	679.85	-10.28	-1.5%	690.13	619.87	631.75	642.41
December	565.48	-22.84	-3.9%	588.32	537.23	502.16	584.24
January	580.28	42.32	7.9%	537.96	553.20	570.20	599.52
February	527.34	31.73	6.4%	495.61	520.85	415.49	512.79
March	601.44	-24.36	-3.9%	625.80	557.73	490.92	536.09
April	624.07	-25.27	-3.9%	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
<b>TOTAL</b>	<b>6618.79</b>	<b>-252.09</b>	<b>-3.7%</b>	<b>8356.13</b>	<b>7981.79</b>	<b>7617.30</b>	<b>8017.06</b>

Additional water production information is provided in Appendix C.



## Water Resources

Below is a list of water resources related activities for April 2022:

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

- The CVRWMG met to discuss on-going grant funded projects and upcoming grant opportunities.
- Due to ongoing drought concerns, the CVRWMG agencies are evaluating the need to implement the Water Shortage Contingency Plan Stage 2.
- The CVRWMG also discussed the Annual Water Supply and Demand Assessment reporting, new for this year as part of the Urban Water Management Plan related annual reporting, that is due to DWR on June 1. The agencies are considering a regional approach to the reporting.
- The CVRWMG assembled a letter of support to the Legislature for IRWM Funding in FY 2022-2023
- The CVRWMG has opened the Call for Projects under the IRWM Proposition 1, Round 2 Implementation grant. Project applications are due by May 13<sup>th</sup>.



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

- DWR is currently reviewing the 2022 Alternative Plan Update and will conduct an additional public comment period following preliminary review.
- Staff met with and provided additional information to the USGS for the land subsidence study. The USGS is considering two MSWD owned parcels to install benchmarks to support the study.
- The SWRCB has issued a Hexavalent Chromium (Cr-6) MCL Administrative Draft. Staff and consultant (TKE) attended the public workshops offered by the State Water Board. In addition, staff prepared and submitted a comment letter regarding the proposed Cr-6 MCL.

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

- DWR is currently reviewing the 2022 Groundwater Sustainability Plan and will conduct an additional public comment period following preliminary review.

**Indio Subbasin 2022 Alternative Plan Update**

- DWR is currently reviewing the 2022 Indio Subbasin Water Management Plan Update and will conduct an additional public comment period following preliminary review.

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

- CVWD, on behalf of the SNMP Agencies, submitted the first SNMP Monitoring Annual Report to the Regional Board.
- The CV SNMP Agencies completed interviews with both of the prospective consultants proposing to complete the SNMP Update. The SNMP Agencies anticipate awarding a contract to one of the firms in May.
- Staff continues to coordinate with CVWD on the Technical Support Services grant application with DWR to construct monitoring wells within the Mission Creek and Desert Hot Springs Subbasins.

## PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

### Past Sponsorship Event

#### **2022 Earth Day Celebration at Cabot's Pueblo Museum, Saturday, April 23, 2022**

MSWD partnered with Cabot's Pueblo Museum for a FREE Earth Day celebration. More than 130 attendees learned about the inspiring life of Cabot Yerxa and the origins of Desert Hot Springs. In addition, the MSWD booth was busy throughout the day, answering a variety of water-related questions.



#### **Multicultural Children's Day, DHS Library, Saturday, April 30, 2022**

MSWD was proud to participate in the DHS Multicultural Children's Day held at the DHS Library. Our MSWD booth was bustling throughout the day. More than 1,000 children and adults passed through the booths enjoying activities and programming from all of the vendors.



### Upcoming Sponsorships / Events

#### **MSWD Blood Drive, Wednesday, May 11, July 13, and September 14, 2022.**

It's not too late to sign up; MSWD will host the LifeStream bloodmobile once again. You can sign-up for the May 11 Blood Drive by clicking on the link below:

[https://giftoflife.lstream.org/donor/schedules/drive\\_schedule/101525](https://giftoflife.lstream.org/donor/schedules/drive_schedule/101525)

**Regional Water Reclamation Facility Groundbreaking Ceremony, June 10, 2022, at 8 a.m.** Funded primarily by grants and low-interest loans, the Regional Water Reclamation Facility will treat an additional 1.5 million gallons of wastewater per day. The expanded capacity will allow more homes currently using a septic tank system to connect to the treatment system. The facility will also support the addition of tertiary treatment in the future, which would provide recycled water to enhance water conservation efforts.



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

**Public Outreach**

**Water 101 – Let's Talk Water!**

We continue to host our Water 101 classes, bringing together community leaders who want to learn more about water. Meetings are held on the fourth Thursday of each month during March, April, May, and June between 6-7 p.m. at the new Desert Hot Springs Library. During the March meeting, staff focused on the water system and water quality. We focused on the wastewater system and the importance of groundwater protection during the April meeting.

**DHS High School REAL Program Tour & Video Entry**

On Friday, April 29, MSWD hosted students from the DHS High School REAL Academy (Renewable Energy Academy of Learning) to tour the Allan L. Horton Waste Water Treatment Plant and the Mission Creek Preserve. They videotaped and heard from experts at each location who spoke about the aquifer and the importance of protecting our groundwater. The students will be taking what they learned and creating a short Public Service Video shown at a regional REAL competition at the end of May.



### DHS Clean Up Program Partnership

On April 20, Earth Day, the Desert Hot Springs cleanup committee and MSWD joined forces to help a senior, disabled resident clean up his property. Volunteers removed dead plants, garbage, old pottery, and other items from around his property. MSWD also sponsored an evaporative cooler inspection at home to promote proper Cooler maintenance and water efficiency. The cleanup effort received local media coverage from both KMIR and KESQ.



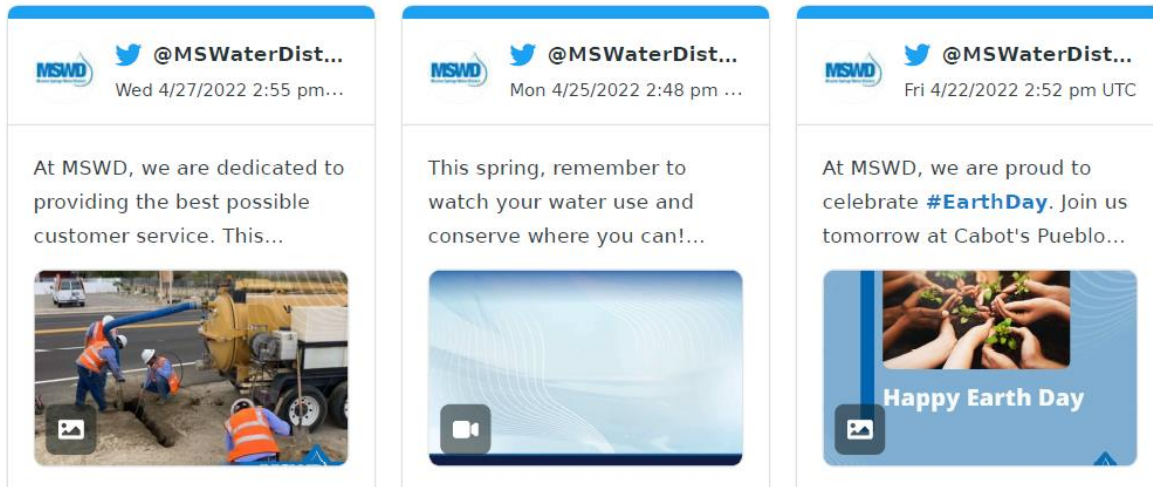
### MSWD Digital Advertising

The District featured five Google and Facebook/Instagram ads promoting Bill Assistance (3 versions), Spring Water Conservation, and Water Professions. Together, the three Bill Assistance ads garnered almost 125,000 impressions and approximately 600 clicks. A full report is included in Appendix D.



## Social Media

A copy of the April 2022 social media report can be found in Appendix D. This report highlights activities and posts on the District's social media platforms. Overall, (across all platforms) impressions were down 3.5 percent; however, even with fewer impressions, our engagement increased by 22.6 percent. Following are samples from our Twitter account.



## CV Water Counts

The CV Water Counts Outreach report for April can be found in Appendix D. Visitors to the website increased substantially from the previous month, increasing more than 40 percent from March to more than 2,400 visitors. In addition, the click-thru rate on Google Ads increased from nearly 10 percent to 0.9 percent in April, with the watering restriction Ads generating a large number of clicks in the Spanish language campaign (543). The best performing keywords continue to be rebate-related for Search Ads, with nearly all rebate keywords seeing about a 20 percent click-thru rate. And although down from March, Splash TV on YouTube had more than 8,800 views in April.

Example posts below:



**Rebates & Conservation**

The Public Affairs team continued to promote rebates and conservation throughout our service territory throughout the month.

**Toilet Rebates**

We funded one new toilet rebate in April and have another application pending for eight additional toilets.

**Conservation Kits**

In April, we received two new requests for conservation kits and have distributed 86 since the beginning of the year.

**Turf Rebates**

We funded one turf rebate in April for \$810 and currently have two pending turf rebates totaling \$5,900.

**Water Donations for April 2022**

<b>Date Supplied</b>	<b>Requests Filled</b>	<b>Event or Purpose</b>	<b># Cases Requested</b>
4/7/2022	Friends of the Library	Book Sale Event	4
4/19/2022	City of DHS	Council/Commission Meetings/Walk-in Guest	25
4/21/2022	VFW Post 1534	PTSD & Suicide Awareness 22 Mile Walk	12
4/23/2022	DHS Women's Club	BBQ	6
4/30/2022	DHS Library	Multicultural Children's Day Festival	15
	<b>Total Cases</b>		<b>62</b>

APPENDIX A – Financial Report

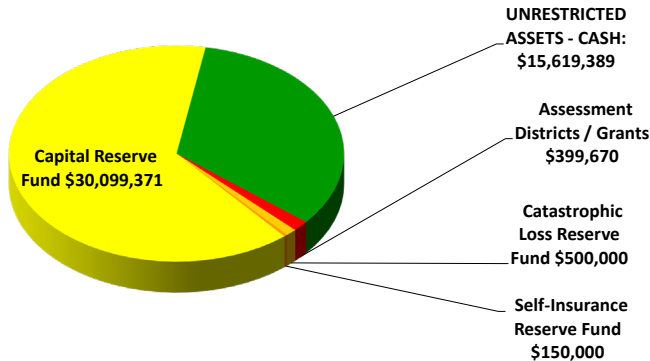
MISSION SPRINGS WATER DISTRICT  
COMBINED FUNDS  
DISTRICT SUMMARY  
JULY 1, 2020 TO MARCH 31, 2022

YEAR TO DATE				JULY 1, 2020 TO MARCH 31, 2021				
ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	
		AMOUNT	PERCENT			AMOUNT	PERCENT	
15,083,996	16,827,819	(1,743,823)	-10%	15,932,806	16,377,252	(444,446)	-3%	
13,845,961	13,814,588	(31,372)	0%	12,887,278	13,326,822	439,544	3%	
1,238,035	3,013,231	(1,775,196)	-59%	3,045,527	3,050,430	(4,902)	0%	
				<b>OPERATING REVENUE:</b>				
				<b>OPERATING EXPENSE:</b>				
				<b>NET OPERATING INCOME</b>				
2,480,199	2,135,767	344,432	16%	2,266,392	9,772,145	(7,505,753)	-77%	
413,304	587,013	173,709	30%	457,276	598,435	141,159	24%	
2,066,895	1,548,754	518,141	33%	1,809,116	9,173,710	(7,364,594)	-80%	
				<b>NET NON-OPERATING INCOME</b>				
3,304,930	4,561,985	(1,257,055)	-28%	4,854,643	12,224,140	(7,369,496)	-60%	
				<b>NET INCOME</b>				

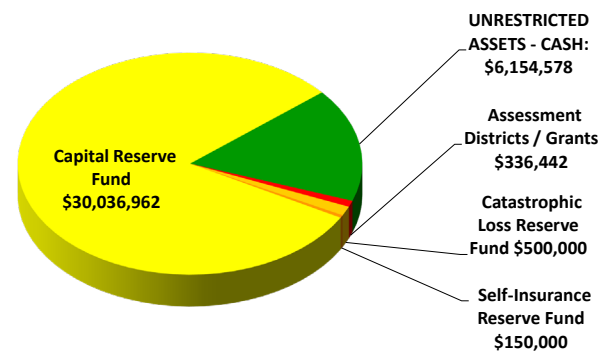
**OTHER INFORMATION**

	15.56	<b>DEBT SERVICE RATIO</b>	9.52
	0.05%	<b>INVESTMENT RETURN</b>	0.04%
	\$ 39,296,813	<b>CASH - JULY 1</b>	\$ 34,708,247
	\$ 7,471,616	<b>INCREASE/(DECREASE) IN CASH</b>	\$ 2,469,734
	<u>\$ 46,768,429</u>	<b>CASH - END OF PERIOD</b>	<u>\$ 37,177,981</u>
	\$ 15,619,389	<b>UNRESTRICTED CASH</b>	\$ 6,154,578
	\$ 31,149,040	<b>RESTRICTED CASH</b>	\$ 31,023,403
	<u>\$ 46,768,429</u>	<b>CASH IN CUSTODY OF MSWD</b>	<u>\$ 37,177,981</u>
<b>WELLS FARGO</b>	\$ 803,947	<b>RESTRICTED - ASSESSMENT DISTRICTS</b>	\$ 24,581
<b>CALTRUST</b>	\$ 6,402,477	<b>RESTRICTED - SHORT TERM FUND</b>	\$ 6,434,752
<b>CALTRUST</b>	\$ 21,393,487	<b>RESTRICTED - MEDIUM TERM FUND</b>	\$ 22,015,924
<b>CALTRUST</b>	\$ 2,549,130	<b>RESTRICTED - LIQUIDITY FUND</b>	\$ 2,548,146
	<u>\$ 31,149,040</u>	<b>RESTRICTED TOTAL CASH</b>	<u>\$ 31,023,403</u>

**Total Cash In Custody of MSWD 2022**



**Total Cash In Custody of MSWD 2021**



APPENDIX B –  
Federal Update from Carpi & Clay

# Mission Springs Water District Federal Update

May 2, 2022

## **OMB Issues BIL Buy America Guidance**

The White House's Office of Management and Budget (OMB) issued a memo providing guidance to federal agencies regarding implementing the Build America, Buy America title of the Bipartisan Infrastructure Law (BIL). The memo provides implementation guidance to federal agencies on the application of: (1) a "Buy America" preference to federal financial assistance programs for infrastructure; and (2) a transparent process to waive such a preference, when necessary. A federal financial assistance program for infrastructure is any program under which an award may be issued for an infrastructure project, regardless of whether infrastructure is the primary purpose of the award. The term "project" means any activity related to the construction, alteration, maintenance, or repair of infrastructure in the United States. This guidance applies to all funds made available for infrastructure, whether the funds are provided through BIL or other legislation. The memorandum can be found [HERE](#).

## **CEQ Issues NEPA Revisions**

The White House's Council on Environmental Quality (CEQ) issued a final rule that amends certain provisions of the implementation regulations for the National Environmental Policy Act (NEPA). Under the new rule, federal agencies must consider the direct, indirect, and cumulative impacts of a proposed action. These impacts include climate change, additional pollution in communities, and land conservation efforts among others. The regulations apply to a wide range of infrastructure works, including oil and gas pipelines, federal mining projects, roads, bridges, and renewable energy projects. More information can be found [HERE](#).

## **Federal Agencies Release Equity Action Plans**

On April 11<sup>th</sup>, the Biden Administration released Equity Action Plans across all executive agencies. Equity Action Plans were required by Executive Order 13985, Advancing Racial Equity and Support for Underserved Communities Through the Federal Government, signed by the President. Agencies conducted equity assessments of their agency's high-impact services to uncover where systemic barriers to access may exist. From these assessments, agencies developed plans to advance programmatic equity and improve access to programs and services for underserved stakeholders and communities. More information on the Equity Action Plans for the federal agencies can be found [HERE](#).

## Federal Funding Opportunities/Announcements

**DOE Seeks Comments on BIL Funding to Improve Building Codes.** The Department of Energy (DOE) released a Request for Information to collect feedback on the implementation of BIL's \$225 million in funding for improved building codes. This funding will help improve the energy efficiency of building stock through code upgrades that will ensure more efficient and resilient buildings. This funding will also support increased compliance with energy codes in the form of workforce development in advanced technologies, construction practices, and sustained building science. The deadline to submit comments is May 20<sup>th</sup>, and more information can be found [HERE](#).

**EPA Announces \$524 Million Investment to Improve Health of Waterways and Oceans.** The Environmental Protection Agency (EPA) announced a \$542 million investment to reduce pollution and plastic waste in oceans, partly funded through BIL. This funding includes \$350 million in improvements to recycling infrastructure and education, \$132 million for the National Estuary Program in infrastructure improvements to reduce pollutant loadings into freshwater ecosystems and the ocean, and an additional \$60 million to support Mississippi River states, Ohio, and Indiana as they reduce nutrients in waterways to shrink the size of the dead zone in the Gulf of Mexico. More information can be found [HERE](#).

**EPA Announces Request for Applications for \$68 Million in Grant Funding for Environmental Finance Centers.** EPA announced a request for applications for \$68 million in federal funding through the Environmental Finance Center (EFC) Grant Program. EPA encourages non-profit organizations, universities, and other eligible entities to apply to receive funding as a designated EFC in an EPA Region or as a national EFC for EPA Headquarters. A major priority for this program over the next five years is to provide technical support to disadvantaged communities across the country. Selected technical assistance providers will help communities develop and submit project proposals, including State Revolving Fund (SRF) applications for BIL funding. Additionally, the EFCs will support a range of projects focused on solid waste, clean air, toxic substances, drinking water, wastewater, and stormwater. Applications are due June 17<sup>th</sup>, and more information can be found [HERE](#).

## Federal Agency Personnel/Regulatory Announcements

**ASA Final Interim Implementation Guidance on Environmental Justice.** The Office of the Assistant Secretary of the Army for Civil Works (ASA) released its Final Interim Guidance on Environmental Justice. The memo provides interim guidance for the U.S. Army Corps of Engineers Civil Works programs related to environmental justice and the Biden Administration's Justice40 Initiative. This guidance applies to all Civil Works programs and missions except the Regulatory Program. ASA will release separate implementation guidance on environmental justice for the Regulatory Program. The Final Interim Guidance memo can be found [HERE](#).

**CEQ Extends Deadline for Comments on Environmental Justice Screening Tool.** CEQ announced that the deadline for comments on its draft Climate and Economic Justice Screening Tool has been extended until May 25. The tool is being created by the U.S. Digital Service to help the Administration distribute federal funding to disadvantaged communities and is part of the Administration’s Justice40 initiative. More information can be found [HERE](#).

**EPA Announces Plan to Protect the Public from Perchlorate in Drinking Water.** EPA announced several actions to ensure public health is protected from perchlorate in drinking water. The agency is partnering with state co-regulators, Tribes, and communities to address perchlorate. Through BIL, EPA is providing \$11.7 billion via the Drinking Water State Revolving Funds supplemental, and \$4 billion in dedicated funding to address emerging contaminants. The agency says it is not drafting a drinking water regulation but will consider new information on health effects and occurrence of perchlorate. EPA’s plan does not impact state standards for perchlorate. More information can be found [HERE](#).

**EPA Releases Nutrient Reduction Memo.** EPA released a memo that details plans to accelerate progress in controlling nutrient pollution in US waters by scaling up existing, foundational approaches and more broadly deploying new data assessments, tools, financing approaches, and implementation strategies. EPA plans to integrate the objectives of both the Safe Drinking Water Act and Clean Water Act in a One Water approach to find durable solutions to the challenges and costs associated with reducing nutrient pollution. EPA also foresees incorporating promising innovations, creative partnerships, and unprecedented opportunities to invest in clean and safe water in BIL to accelerate progress in reducing nutrient pollution. More information can be found [HERE](#).

**USDA Announces Plan to Create Subcommittee on Rural Community Economic Development for Equity Commission.** USDA announced its intent to create the Subcommittee on Rural Community Economic Development (RCED) for its Equity Commission. The subcommittee will be charged with providing recommendations on issues and concerns related to rural development, persistent poverty, and underserved communities. The Equity Commission will advise the Secretary of Agriculture by identifying USDA programs, policies, systems, structures, and practices that contribute to barriers to inclusion or access, systemic discrimination, or exacerbate or perpetuate racial, economic, health, and social disparities. The Equity Commission will deliver an interim report and provide actionable recommendations by September 2022. A final report will be generated by the summer of 2023. Nominations for the RCED Committee are due on May 6<sup>th</sup>. More 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.	36	9	4	8	12	4	21	65	8	2	1
Nov.	29	50	10	9	7	7	1	52	18	7	3
Dec.	12	9	3	3	64	1	0	86	22	11	2
Jan.	14	21	7	1	16	8	3	27	3	11	1
Feb.	7	23	5	1	42	0	3	5	46	6	1
Mar.	17	48	1	0	23	5	0	31	16	2	1
Apr.	7	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
<b>Annual Total</b>	<b>180</b>	<b>233</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>

Connections to Sewer Collection System:

As of June 30, 2021            8467

Plus YTD                                180

**Total Sewer Connections =        8647**

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.	2.081568	2.223453	0.046618	0.051660
Nov.	2.084749	2.213652	0.048180	0.053880
Dec.	2.024843	2.311905	0.051887	0.068500
Jan.	1.984410	2.131439	0.048326	0.054720
Feb.	2.009623	2.139096	0.045334	0.052130
Mar.	2.028970	2.171029	0.045059	0.055840
Apr.	1.980131	2.131250	0.041919	0.046130
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	33	13	3	21	8	3	20	0	5	1	1	4	2	1
November	27	10	16	4	0	7	3	0	1	0	1	1	5	1
December	9	2	17	3	3	2	0	0	2	0	0	0	0	2
January	14	15	6	3	20	1	1	2	2	0	0	1	1	9
February	8	13	8	5	11	1	0	1	0	1	0	0	1	2
March	19	16	2	3	6	5	0	12	0	0	4	5	0	4
April	6	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
<b>Annual Total</b>	<b>176</b>	<b>150</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>Avg./ Mo.</b>	<b>14.67</b>	<b>12.50</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>

**Connections to Water System:**

As of June 30, 2021      13,141  
 Plus YTD                      176  
**Total Water Connections =      13,317**

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	796.57	-61.20	-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	839.93	-45.38	-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	738.65	-46.15	-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	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93
November	679.85	-10.28	-1.5%	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98
December	565.48	-22.84	-3.9%	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09
January	580.28	42.32	7.9%	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04
February	527.34	31.73	6.4%	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57
March	601.44	-24.36	-3.9%	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84
April	624.07	-25.27	-3.9%	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
<b>TOTAL</b>	<b>6618.79</b>	<b>-252.09</b>	<b>-3.7%</b>	<b>8356.13</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>

APPENDIX D – Public Affairs Information





# MSWD Social Analytics

April 2022

**Included in this Report**

 @MSWaterDistrict

 missionspringswaterdistrict

 Mission Springs Water District

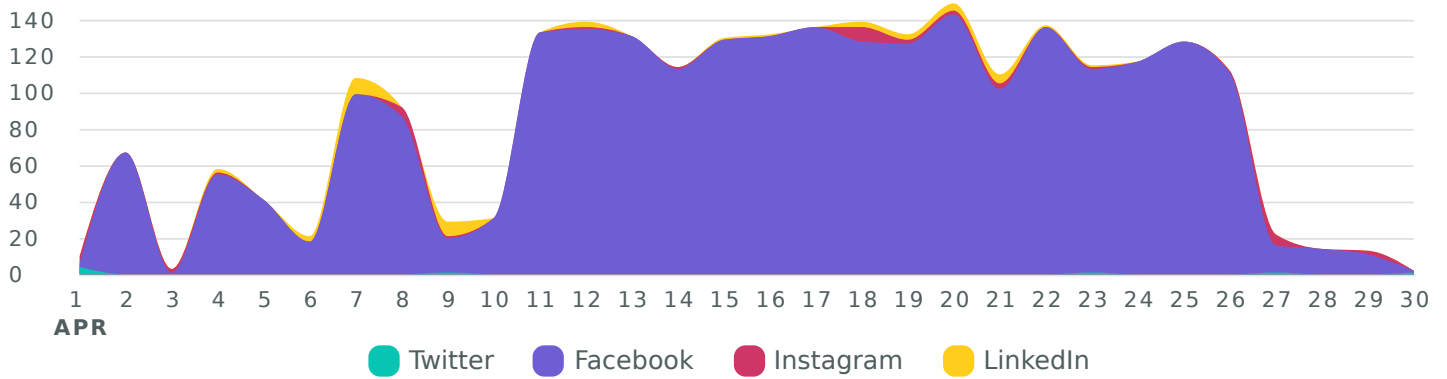
 Mission Springs Water District

## Cross-Network Engagement

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

 Profile
 Reporting Period
 All Profiles
 All Twitter Post Types

Engagements, by Day



Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>2,565</b>	<b>↗ 22.6%</b>
Twitter Engagements	8	↗ 700%
Facebook Engagements	2,473	↗ 25.5%
Instagram Engagements	40	↘ 56.5%
LinkedIn Engagements	44	↗ 46.7%
<b>Engagement Rate (per Impression)</b>	<b>2.5%</b>	<b>↗ 26.9%</b>

### Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

-  Profile
-  Reporting Period
-  All Profiles
-  All Twitter Post Types

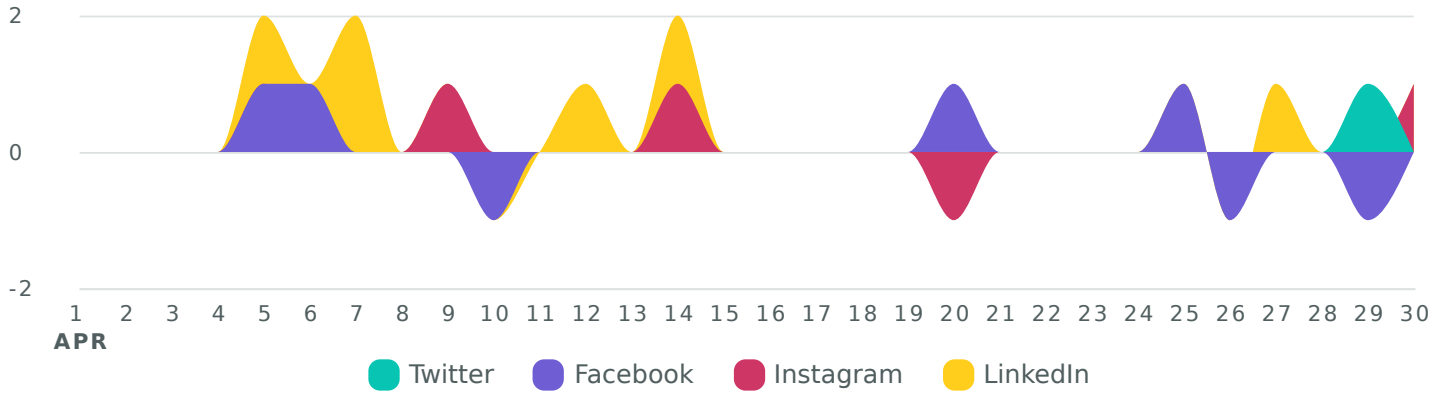
<p>Impressions</p> <p><b>104,402</b> ↘ 3.5%</p>	<p>Engagements</p> <p><b>2,565</b> ↗ 22.6%</p>	<p>Post Link Clicks</p> <p><b>206</b> ↗ 19.8%</p>
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### Cross-Network Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Net Audience Growth, by Day



Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>1,534</b>	<b>↗10.6%</b>
<b>Total Net Audience Growth</b>	<b>10</b>	<b>↘28.6%</b>
Twitter Net Follower Growth	1	↗—
Facebook Net Page Likes	1	↘66.7%
Instagram Net Follower Growth	3	↘25%
LinkedIn Net Follower Growth	5	↘28.6%

### FACEBOOK

## Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

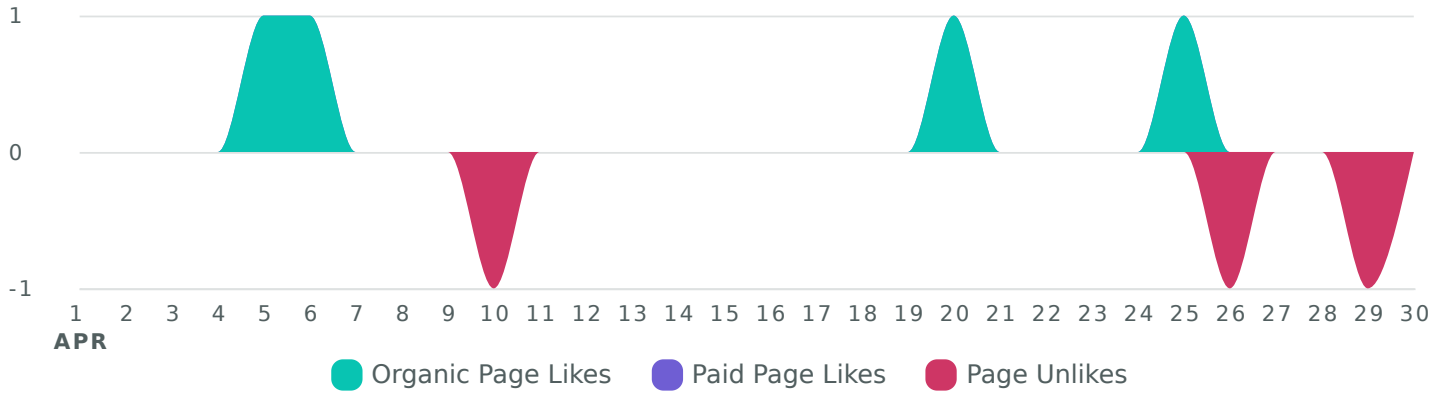
<p>Impressions</p> <p><b>103,460</b> ↘ 2.9%</p>	<p>Engagements</p> <p><b>2,473</b> ↗ 25.5%</p>	<p>Post Link Clicks</p> <p><b>188</b> ↗ 13.9%</p>
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### Facebook Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Page Likes Breakdown, by Day









Audience Metrics	Totals	% Change
<b>Fans</b>	<b>1,140</b>	<b>→0%</b>
<b>Net Page Likes</b>	<b>1</b>	<b>↘66.7%</b>
Organic Page Likes	4	↘20%
Paid Page Likes	0	→0%
Page Unlikes	3	↗50%

### Facebook Top Posts

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

📌 Post
📌 Lifetime
📌 Mission Springs Water District

Descending by Lifetime Engagements

Post	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
 <b>Mission Spring...</b> Mon 4/4/2022 8:52 am P...	 <b>Mission Spring...</b> Fri 4/8/2022 10:46 am PDT	 <b>Mission Spring...</b> Mon 4/25/2022 8:49 am ...					
Congratulations to Dori Petee for receiving the Mission Springs Water District Perso...	Here at Mission Springs Water District, we know the value of water and the value of servi...	This spring, remember to watcl water use and conserve where can! Check out these helpful ti					
							
<b>Total Engagements</b> <b>75</b>	<b>Total Engagements</b> <b>26</b>	<b>Total Engagements</b> <b>22</b>					
Reactions <b>42</b>	Reactions <b>12</b>	Reactions <b>11</b>					
Comments <b>12</b>	Comments <b>0</b>	Comments <b>0</b>					
Shares <b>2</b>	Shares <b>0</b>	Shares <b>3</b>					
Post Link Clicks <b>—</b>	Post Link Clicks <b>—</b>	Post Link Clicks <b>—</b>					
Other Post Clicks <b>19</b>	Other Post Clicks <b>14</b>	Other Post Clicks <b>8</b>					

### INSTAGRAM

### Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

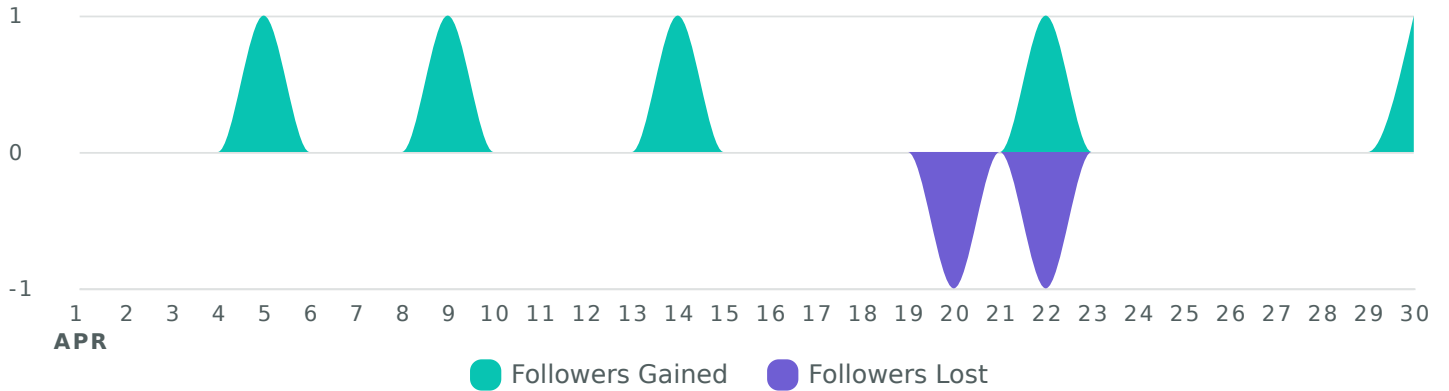
Impressions <b>381</b> ↘ 63.6%	Engagements <b>40</b> ↘ 56.5%	Profile Actions <b>0</b> ↘ 100%
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## Instagram Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
missionspringswaterdistrict

Net Follower Growth Breakdown, by Day




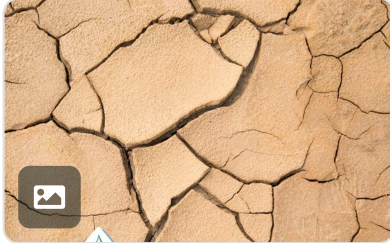

Audience Metrics	Totals	% Change
<b>Followers</b>	<b>219</b>	<b>↗1.4%</b>
<b>Net Follower Growth</b>	<b>3</b>	<b>↘25%</b>
Followers Gained	5	↘16.7%
Followers Lost	2	→0%

### 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.

📌 Post
📌 Lifetime
📷 missionspringswaterdistrict

Descending by Lifetime Engagements

MSWD	missionspringswaterdistrict	missionspringswaterdistrict	missionspringswaterdistrict
Sun 4/17/2022 11:08 a...	Tue 4/26/2022 8:08 am ...	Thu 4/21/2022 8:14 am ...	
MSWD recently sponsored the Senior Inspiration Awards and what an incredible evening i...	As we cope with drought conditions, we need to make conservation a way of life....	As the drought across California intensifies, we are ready and prepared to meet...	
			
<b>Total Engagements</b> 12	<b>Total Engagements</b> 8	<b>Total Engagements</b> 5	
Likes 12	Likes 8	Likes 5	
Comments 0	Comments 0	Comments 0	
Saves 0	Saves 0	Saves 0	

### TWITTER

## Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

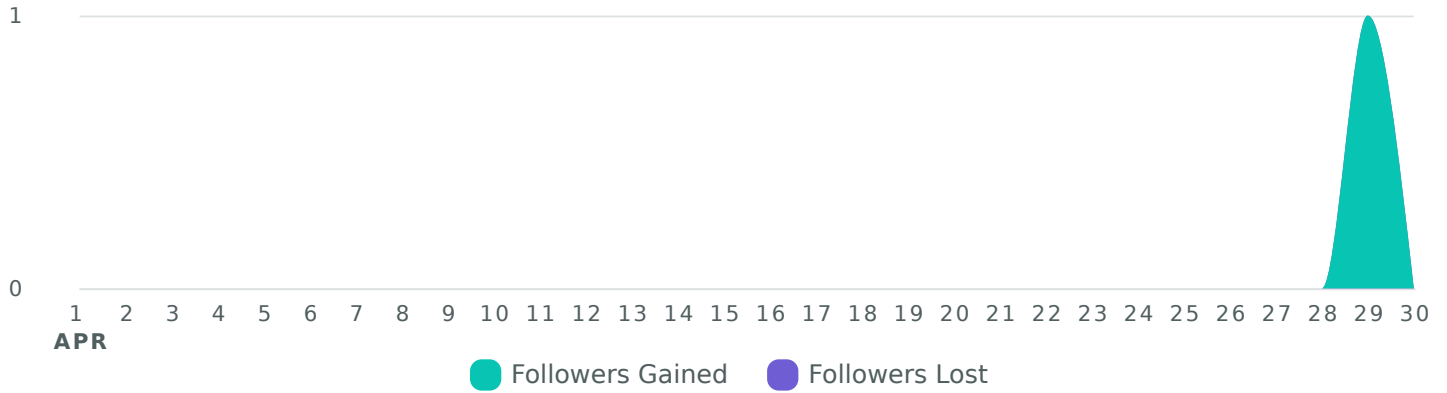
Impressions <b>260</b> ↘ 3.3%	Engagements <b>8</b> ↗ 700%	Post Link Clicks <b>0</b> → 0%
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## Twitter Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
@MSWaterDistrict
All Twitter Post Types

Net Follower Growth Breakdown, by Day









Audience Metrics	Totals	% Change
<b>Followers</b>	<b>80</b>	<b>↗1.3%</b>
<b>Net Follower Growth</b>	<b>1</b>	<b>↗—</b>
Followers Gained	1	↗—
Followers Lost	0	→0%
<b>Following</b>	<b>100</b>	<b>→0%</b>

### Twitter Top Posts

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

🚩 Post
🚩 Lifetime
🐦 @MSWaterDistrict
🗨️ All Twitter Post Types

Descending by Lifetime Engagements

Post	Date	Total Engagements																																										
 <p><b>@MSWaterDist...</b> Wed 4/27/2022 2:55 pm...</p> <p>At MSWD, we are dedicated to providing the best possible customer service. This...</p> 	 <p><b>@MSWaterDist...</b> Mon 4/25/2022 2:48 pm ...</p> <p>This spring, remember to watch your water use and conserve where you can!...</p> 	 <p><b>@MSWaterDist...</b> Fri 4/22/2022 2:52 pm UTC</p> <p>At MSWD, we are proud to celebrate <b>#EarthDay</b>. Join us tomorrow at Cabot's Pueblo...</p> 																																										
<table border="1"> <tr><td><b>Total Engagements</b></td><td><b>2</b></td></tr> <tr><td>Likes</td><td><b>1</b></td></tr> <tr><td>Comments</td><td><b>0</b></td></tr> <tr><td>Shares</td><td><b>0</b></td></tr> <tr><td>Post Link Clicks</td><td><b>—</b></td></tr> <tr><td>Other Post Clicks</td><td><b>1</b></td></tr> <tr><td>Other Engagements</td><td><b>0</b></td></tr> </table>	<b>Total Engagements</b>	<b>2</b>	Likes	<b>1</b>	Comments	<b>0</b>	Shares	<b>0</b>	Post Link Clicks	<b>—</b>	Other Post Clicks	<b>1</b>	Other Engagements	<b>0</b>	<table border="1"> <tr><td><b>Total Engagements</b></td><td><b>1</b></td></tr> <tr><td>Likes</td><td><b>1</b></td></tr> <tr><td>Comments</td><td><b>0</b></td></tr> <tr><td>Shares</td><td><b>0</b></td></tr> <tr><td>Post Link Clicks</td><td><b>0</b></td></tr> <tr><td>Other Post Clicks</td><td><b>0</b></td></tr> <tr><td>Other Engagements</td><td><b>0</b></td></tr> </table>	<b>Total Engagements</b>	<b>1</b>	Likes	<b>1</b>	Comments	<b>0</b>	Shares	<b>0</b>	Post Link Clicks	<b>0</b>	Other Post Clicks	<b>0</b>	Other Engagements	<b>0</b>	<table border="1"> <tr><td><b>Total Engagements</b></td><td><b>1</b></td></tr> <tr><td>Likes</td><td><b>1</b></td></tr> <tr><td>Comments</td><td><b>0</b></td></tr> <tr><td>Shares</td><td><b>0</b></td></tr> <tr><td>Post Link Clicks</td><td><b>0</b></td></tr> <tr><td>Other Post Clicks</td><td><b>0</b></td></tr> <tr><td>Other Engagements</td><td><b>0</b></td></tr> </table>	<b>Total Engagements</b>	<b>1</b>	Likes	<b>1</b>	Comments	<b>0</b>	Shares	<b>0</b>	Post Link Clicks	<b>0</b>	Other Post Clicks	<b>0</b>	Other Engagements	<b>0</b>
<b>Total Engagements</b>	<b>2</b>																																											
Likes	<b>1</b>																																											
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Post Link Clicks	<b>—</b>																																											
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Likes	<b>1</b>																																											
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Post Link Clicks	<b>0</b>																																											
Other Post Clicks	<b>0</b>																																											
Other Engagements	<b>0</b>																																											

## LINKEDIN

### LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

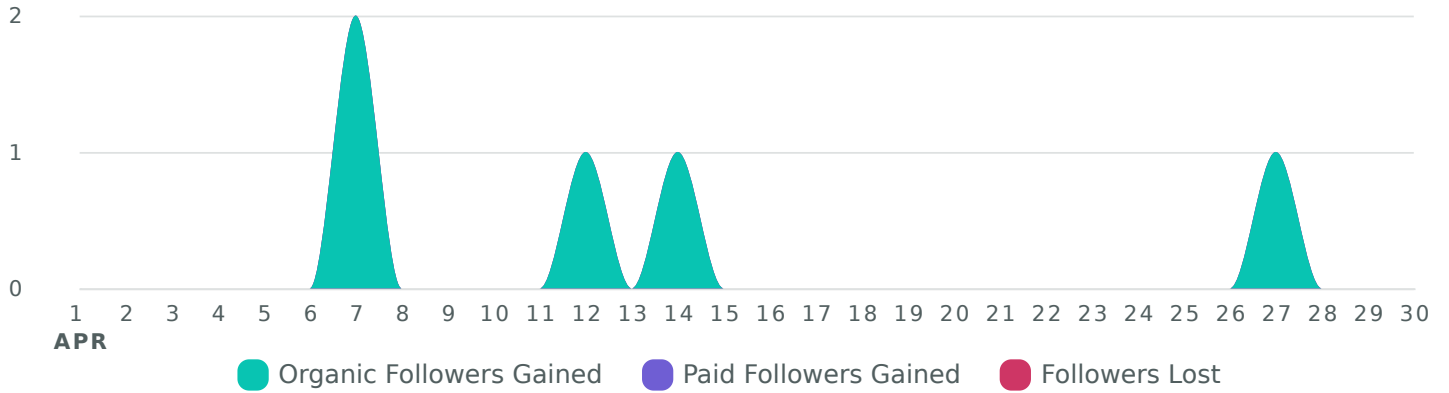
Impressions <b>301</b> ↗15.3%	Engagements <b>44</b> ↗46.7%	Post Clicks (All) <b>18</b> ↗157.1%
----------------------------------	---------------------------------	--

## LinkedIn Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>95</b>	<b>↗5.6%</b>
<b>Net Follower Growth</b>	<b>5</b>	<b>↘28.6%</b>
Organic Followers Gained	5	↘28.6%
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.

🚩 Post
🚩 Lifetime
🌐 Mission Springs Water District

Descending by Lifetime Engagements




**in Mission Spring...**

Tue 4/5/2022 11:37 pm ...

Join the MSWD team! We are looking for a Field Service Representative I to perform...




<b>Total Engagements</b>	<b>13</b>
Reactions	3
Comments	0
Shares	3
Post Link Clicks	7




**in Mission Spring...**

Wed 4/20/2022 5:46 pm...

#DidYouKnow MSWD regularly highlights our work in the field? This week, we're...



<b>Total Engagements</b>	<b>7</b>
Reactions	2
Comments	0
Shares	1
Post Link Clicks	4




**in Mission Spring...**

Tue 4/19/2022 7:15 pm ...

MSWD's rich history is filled with lots of changes over the years, but one thing has ne...

**MSWD History**



<b>Total Engagements</b>	<b>7</b>
Reactions	4
Comments	0
Shares	1
Post Link Clicks	2



# MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

**April, 2022**

Casey Dolan

**Casey Dolan Consulting**

# Google Ads Campaigns

 **IMPRESSIONS**  
MSWD


148,613

 **CLICKS**  
MSWD


957

 **CTR**  
MSWD

0.64%

 **GOOGLE ADS CAMPAIGN PERFORMANCE**  
MSWD

Campaign	Impr.	Clicks	CTR
MSWD Disconnection April 2022	116,109	586	0.5%
MSWD Spring Conservation, April 2022	22,827	346	1.52%
MSWD Water Professionals, April 2022	1,035	15	1.45%
Help 2 Others April 2022	8,642	10	0.12%
	148,613	957	0.64%

 **VIDEO PERFORMANCE**  
MSWD

Video	Video views	View rate	Clicks	Video played to 100%	Video played to 75%	Video played to 50%	Video played to 25%
Spring Water Conservation	3,919	17.17%	346	9.23%	11.48%	14.55%	20.91%
MSWD Water Professionals	214	20.68%	15	7.75%	9.15%	12.72%	17.59%
	4,133	17.32%	361	9.15%	11.35%	14.45%	20.72%

# Facebook Ad Campaigns

 **FACEBOOK AD GROUP PERFORMANCE**  
MSWD

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
	MSWD Spring Conservation Video April 2022	57	8,077	2,383	3.39	0



**MSWD Spring Conservation**


MSWD reminds customers, Spring is the best time to replace grass with desert-friendly landscaping. Besides saving time and money, desert landscaping is beautiful.

185 99,764 8,677 11.5 0

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p>Disconnections for nonpayment resume in April <b>CONTACT US FOR HELP!</b></p> <p><b>MSWD - Bill Assistance and Resources</b> <a href="http://www.mswd.org">www.mswd.org</a> Have you fallen behind on your water bills? MSWD can help!</p> <p>To help customers impacted by COVID-19, MSWD suspended water shutoffs due to nonpayment almost two years ago; however, the District will be resuming its state-regulated disconnection policy in April.</p> <p>To assist customers with past due balances, MSWD applied for and received grant funding to cover past-due drinking water balances that were accrued between March 4, 2020, and June 15, 2021. These funds have been applied to individual customer accounts; however, some customers may still owe back payments depending upon their individual situation and payment history.</p> <p>Several assistance programs are available to help customers bring their accounts current, including Help2Others, United Lift, and the Community Action Partnership CARES Program.</p> <p>MSWD also offers custom payment plans tailored to the individual needs of each customer.</p>	MSWD Disconnection April 2022	54	44,678	5,872	7.61	0
 <p>Disconnections for nonpayment resume in April <b>CONTACT US FOR HELP!</b></p> <p><b>MSWD - Bill Assistance and Resources</b> <a href="http://www.mswd.org">www.mswd.org</a> MSWD is here to help.</p> <p>Water shutoffs due to nonpayment were halted by MSWD almost two years ago, at the beginning of the COVID-19 pandemic; however, the District will be resuming its state-regulated disconnection policy this April.</p> <p>There are several assistance programs available to help customers bring their accounts current, including Help2Others, United Lift, and the Community Action Partnership CARES Program. MSWD also offers custom payment plans tailored to the individual needs of each customer.</p> <p>Click the link for contact information and details.</p>	MSWD Disconnection April 2022	48	44,634	5,766	7.74	0

185 99,764 8,677 11.5 0

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p><b>MSWD - Water Bill Assistance</b>  <a href="http://www.mswd.org">www.mswd.org</a>                      If you need help paying your water bill, MSWD is here for you. Click to learn more about our bill assistance options.</p>	MSWD Water Bill Assistance April 2022	18	1,828	1,234	1.48	0
 <p><b>MSWD Water Professionals</b>                      Before you turn on your tap and after every flush, know that there are many hardworking employees at MSWD dedicated to protecting your health and our groundwater. It takes a team of dedicated, hard-working individuals to keep our taps flowing and toilets flushing.</p>	MSWD Water Professionals Video April 2022	8	547	454	1.2	0
		185	99,764	8,677	11.5	0

 VIDEO PERFORMANCE  
MSWD

Campaign	Video Plays	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 100%	Video Average Play Time	Link Clicks
MSWD Spring Conservation Video April 2022	7,929	21	8	4	5	13s	57
MSWD Water Professionals Video April 2022	538	2	1	0	0	13s	8
	8,467	23	9	4	5	13s	65

# Website Information

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

**18,556**

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

**6,411**

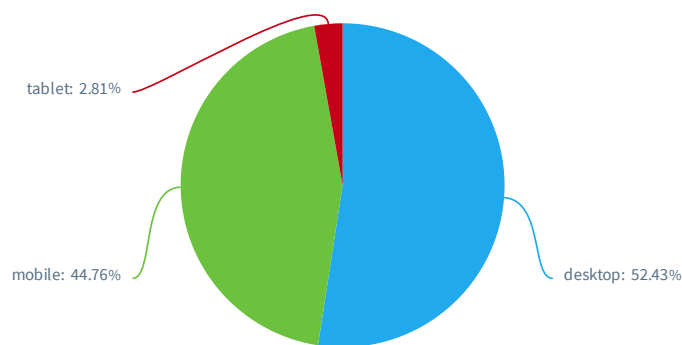
**USERS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

**2,442**

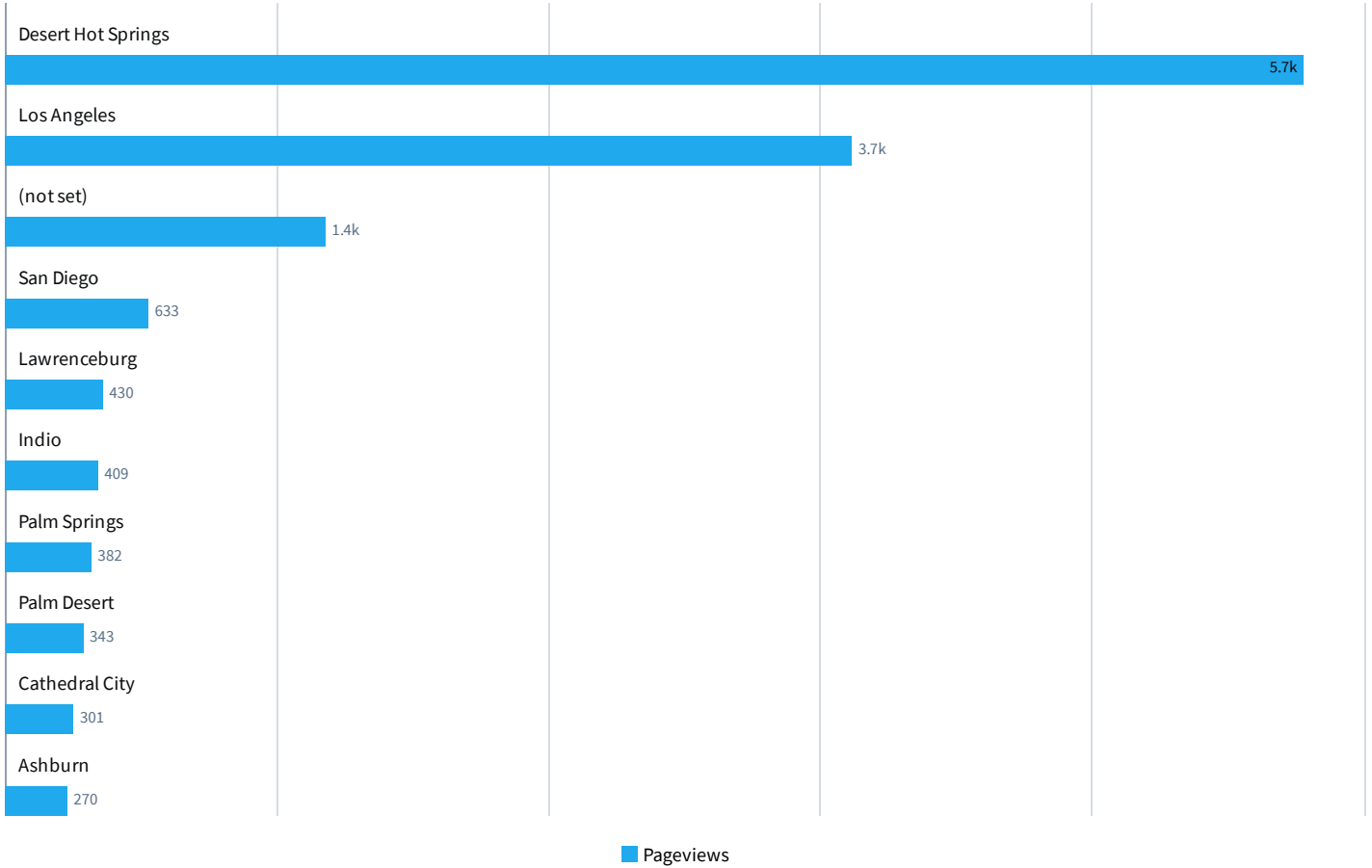
**PAGEVIEWS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District Home Page   Mission Springs Water District CA	6,743
Bill Pay Options   Mission Springs Water District CA	1,759
Bill Assistance and Resources   Mission Springs Water District CA	1,120
Application for Water Service   Mission Springs Water District CA	698
Job Opportunities   Mission Springs Water District CA	695
Start/Stop Water Service   Mission Springs Water District CA	532
Log in   Mission Springs Water District CA	441
Conservation Mission   Mission Springs Water District CA	404
Search   Mission Springs Water District CA	331
Careers   Mission Springs Water District CA	319
	<b>18,556</b>

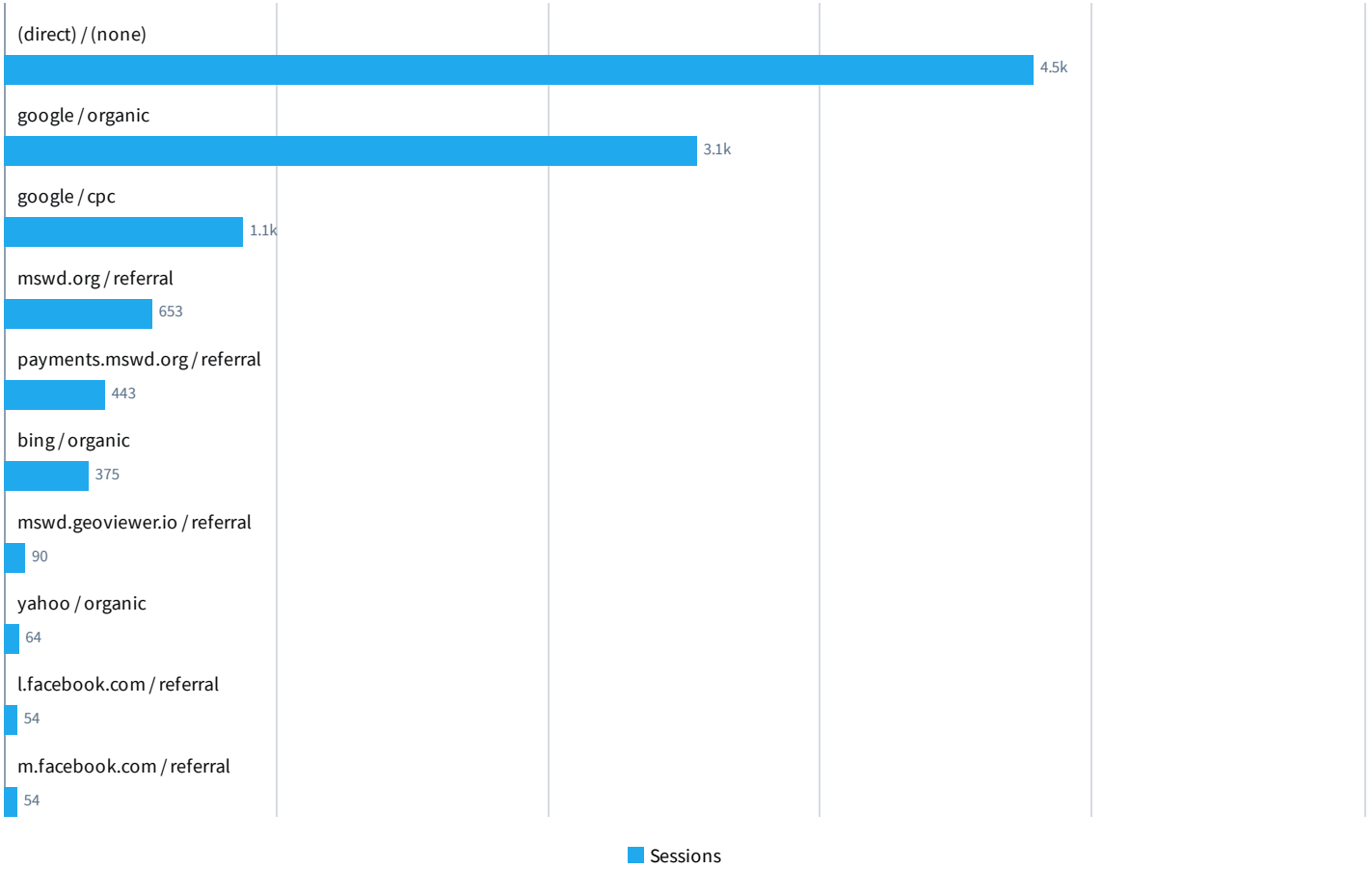
**SESSIONS / DEVICE CATEGORY**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



 **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

1m 28s

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

1.74

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

39.27%



# CVWC Digital Marketing Report

Website, Social, and Marketing Performance

**April, 2022**

compared to March, 2022

by Hunter | Johnsen

# Google Ads Campaigns

 **DISPLAY AD IMPRESSIONS**  
CV WATER COUNTS

69,518

↓ -7.9%

 **SEARCH AD IMPRESSIONS**  
CV WATER COUNTS

2,215

↓ -10.1%

 **VIDEO IMPRESSIONS**  
CV WATER COUNTS

75,202

↓ -8.4%

 **CLICKS**  
CV WATER COUNTS

1,327

↑ 0.9%

 **CTR**  
CV WATER COUNTS

0.9%


↑ 9.9%

 **GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE**  
CV WATER COUNTS

Apr 1 - 30, 2022    Mar 1 - 31, 2022

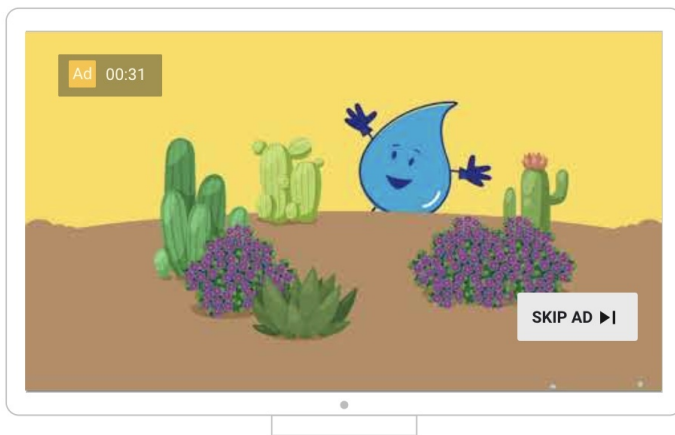
Campaign	Clicks	Impr.
CV Water Counts April 2022	408	39,642
	0	0
	↑ ∞%	↑ ∞%
Scrape Dishes	213	24,407
Local Watering Restrictions	195	15,235
CV Water Counts April 2022 SPANISH	543	29,876
	0	0
	↑ ∞%	↑ ∞%
Local Watering Restrictions Spanish	372	18,578
Scrape Dishes Spanish	171	11,298
	951	69,518
	967	75,443
	↓ -1.7%	↓ -7.9%




 **GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE**  
CV WATER COUNTS

Apr 1 - 30, 2022    Mar 1 - 31, 2022

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	75,202	21,747	8,846	136
	82,092	27,343	11,030	160
	↓ -8.4%	↓ -20.5%	↓ -19.8%	↓ -15.0%
CVWC Water Saving Tips YouTube Spanish April 2022	35,394	11,405	4,835	55
CVWC Water Saving Tips English YouTube April 2022	39,808	10,342	4,011	81
CV Water Counts	75,202	21,747	8,846	136
	82,092	27,343	11,030	160
	↓ -8.4%	↓ -20.5%	↓ -19.8%	↓ -15.0%



 **GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE**  
CV WATER COUNTS

Apr 1 - 30, 2022    Mar 1 - 31, 2022

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	240	2,215
	188	2,463
	↑ 27.7%	↓ -10.1%
CVWC Search Campaign 2022	240	2,215
	188	2,463
	↑ 27.7%	↓ -10.1%

 **KEYWORDS PERFORMANCE**  
CV WATER COUNTS


Account name	Clicks	Impr.	CTR
CV Water Counts	192	1,626	11.81%
water agency	74	811	9.12%
	192	1,675	11.46%

Account name	Clicks	Impr.	CTR
water rebates	53	280	18.93%
water company	32	332	9.64%
grass removal rebate	12	58	20.69%
toilet rebate	10	36	27.78%
washing machine rebate	7	65	10.77%
ways to conserve water	3	34	8.82%
turf removal rebate	1	2	50%
water agency map	0	6	0%
water saving tips	0	2	0%
	192	1,675	11.46%

# Facebook Ad Campaigns

**FACEBOOK AD PERFORMANCE**  
HUNTER JOHNSEN

Apr 1 - 30, 2022    Mar 1 - 31, 2022

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p><b>Tips to Save Water</b> cvwatercounts.com</p> <p>Did you know there are more than a hundred ways to save water? And some of them are really easy. Learn more water saving tips by clicking the link.</p>	190	34,905	12,540	2.78	222
	0	0	0	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
	190	34,905	12,540	2.78	222
	251	33,145	14,152	2.34	286
	↓ -24.3%	↑ 5.3%	↓ -11.4%	↑ 18.8%	↓ -22.4%

# Website Information

**PAGEVIEWS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**5,096**

↑ 47.6%

**NEW VISITOR**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**2,419**

↑ 40.5%

**RETURNING USERS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**521**

↑ 33.6%

**PAGEVIEWS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

Apr 1 - 30, 2022    Mar 1 - 31, 2022

Page path	Pageviews	
/	1,878	
	250	↑ 651.2%
/statewide-drought-may-lead-to-local-watering-restrictions/	864	
	0	↑ ∞%
/conservation-tips/	676	
	956	↓ -29.3%
/water-map/	263	
	235	↑ 11.9%
/rebates/	229	
	152	↑ 50.7%
/plant-of-the-month-trailing-lantana-lantana-montevideensis/	119	
	110	↑ 8.2%
/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	59	
	60	↓ -1.7%
/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	52	
	46	↑ 13.0%
	5,096	
	3,453	↑ 47.6%

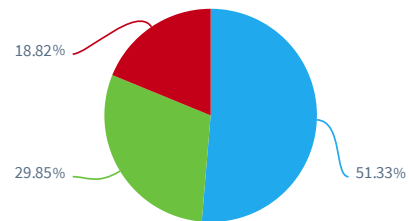
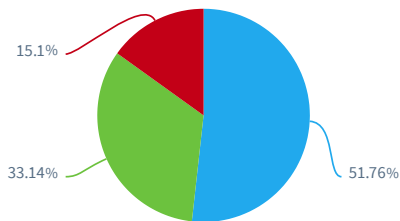
Apr 1 - 30, 2022    Mar 1 - 31, 2022

/about/	50	
	44	
		↑ 13.6%
/toilet-leaks-can-be-very-costly-find-out-if-you-have-a-leak/	43	
	607	
		↓ -92.9%
	5,096	
	3,453	
		↑ 47.6%

**SESSIONS / DEVICE CATEGORY**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**Apr 1 - 30, 2022**  
Sessions: 3,383 ↑ 36.6%

**Mar 1 - 31, 2022**  
Sessions: 2,476



■ mobile ■ desktop ■ tablet

**PAGES / SESSION**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**1.51**  
↑ 8.0%

**AVG. SESSION DURATION**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

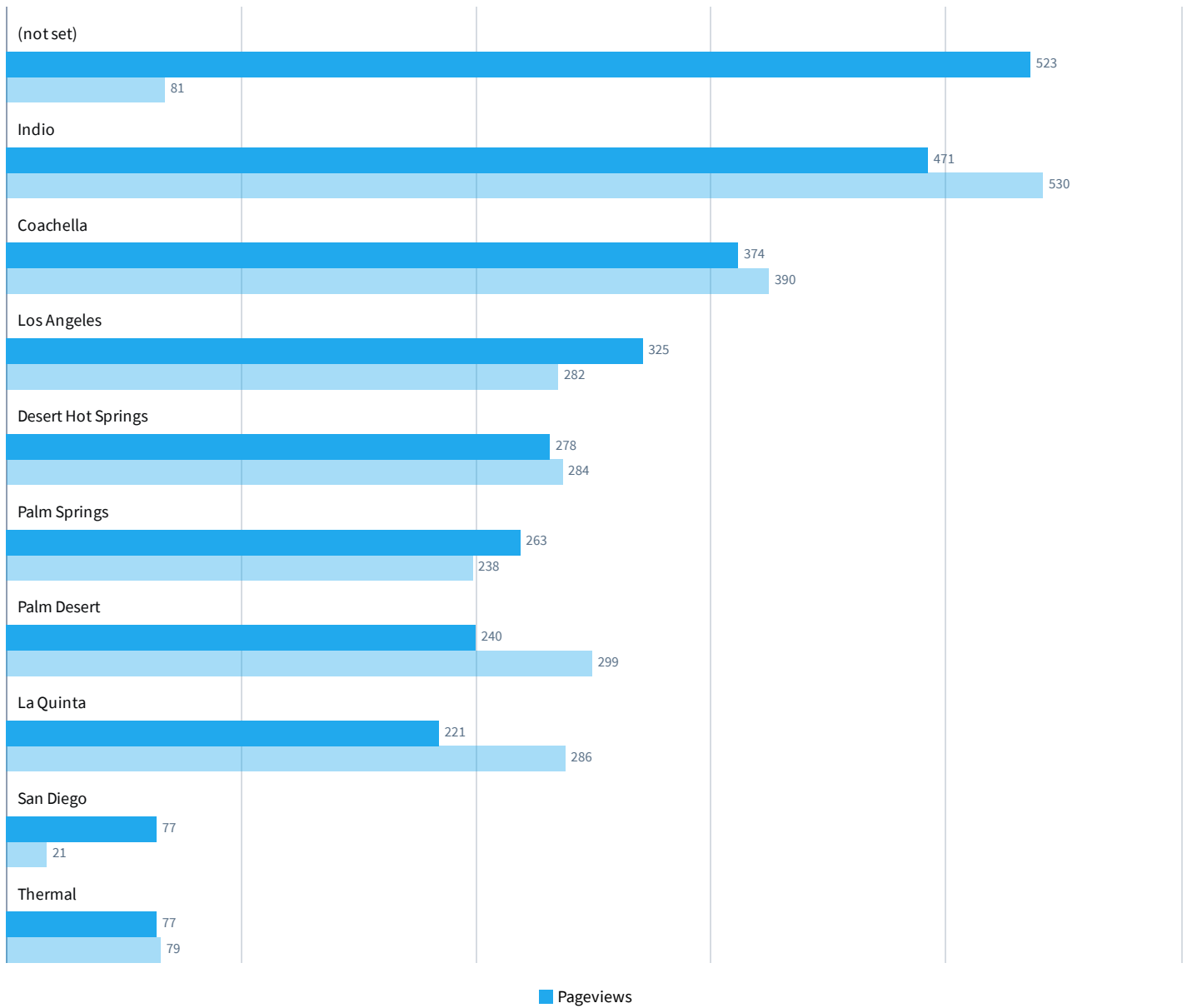
**36s**  
↓ -15.9%

**BOUNCE RATE**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**63.38%**  
↓ -23.7%

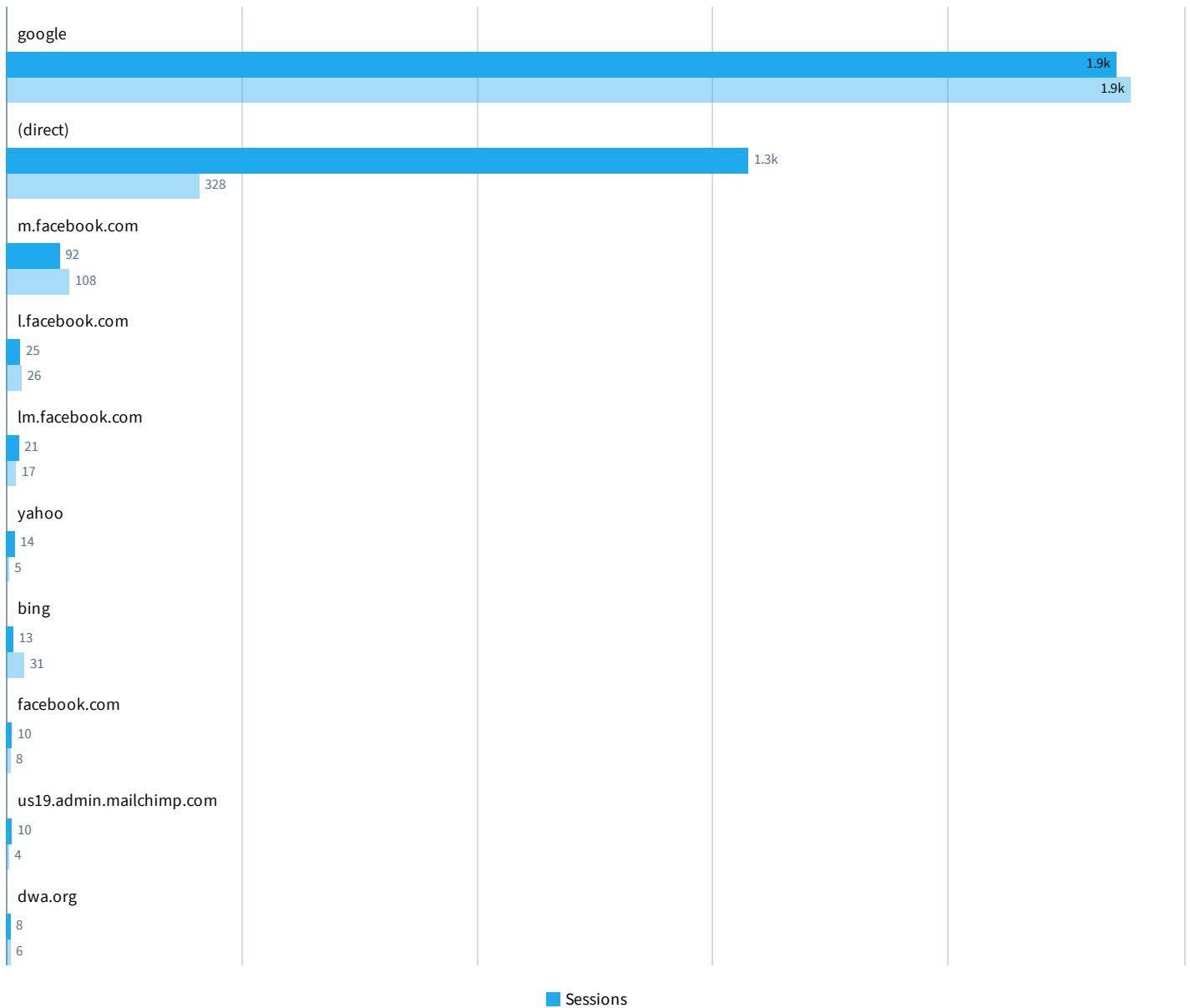
**PAGEVIEWS BY CITY**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

Apr 1 - 30, 2022 compared to Mar 1 - 31, 2022



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

Apr 1 - 30, 2022 compared to Mar 1 - 31, 2022



**HISTORY**  
PAST 13 MONTH: CV WATER - CV WATER COUNTS - CV WATER COUNTS

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
April 2022	3,383	2,545	5,096	1.51	36s	63.38%	71.5%
March 2022	2,476	1,859	3,453	1.39	42s	83.04%	69.55%
February 2022	2,654	1,912	3,625	1.37	44s	81.2%	67.48%
January 2022	8,388	6,410	10,465	1.25	43s	86.27%	74.61%
December 2021	5,138	4,105	6,353	1.24	37s	87.5%	77.29%
November 2021	6,014	4,869	7,628	1.27	34s	86.51%	79.12%
October 2021	2,133	1,588	2,825	1.32	37s	84.2%	70.46%
<b>Total</b>	<b>43,977</b>	<b>31,487</b>	<b>58,902</b>	<b>1.34</b>	<b>42s</b>	<b>82.47%</b>	<b>71.11%</b>

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%
	43,977	31,487	58,902	1.34	42s	82.47%	71.11%

# Organic Search

## TOP KEYWORDS

CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	2,861	0	0%	5.12
conserve water	2,241	0	0%	9.46
trailing lantana	915	1	0.11%	13.98
lantana ground cover	738	5	0.68%	4.01
water wise	545	0	0%	8.73
cv water	289	1	0.35%	5.53
water pledge	268	0	0%	15.35
desert water agency	213	0	0%	6.46
my water pledge	191	0	0%	7.15
myoma water	153	0	0%	3.43
	8,414	7	0.08%	7.92

## TOP PAGES

CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
<a href="https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/">https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/</a>	3,888	1	0.03%	6.76
<a href="https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/">https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/</a>	3,566	1	0.03%	8.62
<a href="https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/">https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/</a>	3,522	42	1.19%	14.76
<a href="https://cvwatercounts.com/save-water-pledge/">https://cvwatercounts.com/save-water-pledge/</a>	1,180	3	0.25%	6.43
<a href="https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/">https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/</a>	853	2	0.23%	9.83
<a href="https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/">https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/</a>	817	7	0.86%	15.93
<a href="https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/">https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/</a>	733	2	0.27%	36.71
<a href="https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf">https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf</a>	712	27	3.79%	21.19
<a href="https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/">https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/</a>	686	1	0.15%	36.63
<a href="https://cvwatercounts.com/plant-of-the-month-red-yucca-hesperaloe-parviflora/">https://cvwatercounts.com/plant-of-the-month-red-yucca-hesperaloe-parviflora/</a>	509	1	0.2%	44.72
	16,466	87	0.53%	20.16

# Facebook Information

**f** IMPRESSIONS  
CV WATER COUNTS

35,863

↑ 4.4%

**f** REACH  
CV WATER COUNTS

12,947

↓ -9.6%

**f** NEW PAGE LIKES  
CV WATER COUNTS

3

↓ -40.0%

**f** ENGAGED USERS  
CV WATER COUNTS

366

↓ -23.1%

**f** PAGE VIEWS  
CV WATER COUNTS

68

↓ -13.9%




**f** LIFETIME PAGE LIKES  
CV WATER COUNTS

3,970

↓ -0.1%

**f** POSTS  
CV WATER COUNTS

Apr 1 - 30, 2022    Mar 1 - 31, 2022

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <a href="#">Desert Water Agency w...</a>	April 29, 2022	30	1	3%	1	0
		0	0	0%	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 <a href="#">When running a bath, ...</a>	April 27, 2022	70	2	3%	2	0
		0	0	0%	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 <a href="#">With the recent annou...</a>	April 25, 2022	45	1	2%	1	0
		0	0	0%	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

709	23	3%	21	1
919	35	4%	30	0
↓ -22.9%	↓ -34.3%	↓ -14.8%	↓ -30.0%	↑ ∞%

Apr 1 - 30, 2022    Mar 1 - 31, 2022



<b>April 22, 2022</b>	30	2	7%	2	0
	0	0	0%	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

Earth Day is April 22 an...



<b>April 21, 2022</b>	22	2	9%	1	0
	0	0	0%	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

Did you know there ar...



<b>April 18, 2022</b>	24	1	4%	1	0
	0	0	0%	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

If you or someone you...



<b>April 16, 2022</b>	99	4	4%	4	0
	0	0	0%	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

This sage is native to C...



<b>April 13, 2022</b>	90	2	2%	2	0
	0	0	0%	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%



<b>April 13, 2022</b>	48	1	2%	1	0
	0	0	0%	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

Spring is a great time t...

	709	23	3%	21	1
	919	35	4%	30	0
	↓ -22.9%	↓ -34.3%	↓ -14.8%	↓ -30.0%	↑ ∞%

Apr 1 - 30, 2022    Mar 1 - 31, 2022



Early spring is when po...

<b>April 10, 2022</b>	57	1	2%	1	0
	0	0	0%	0	0

↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
------	------	------	------	------



California is in its third ...

<b>April 8, 2022</b>	25	2	8%	1	1
	0	0	0%	0	0

↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
------	------	------	------	------



At home or while stayi...

<b>April 6, 2022</b>	45	1	2%	1	0
	0	0	0%	0	0

↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
------	------	------	------	------



April is Water Awarene...

<b>April 4, 2022</b>	29	1	3%	1	0
	0	0	0%	0	0

↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
------	------	------	------	------



Tip of the Month: Scra...

<b>April 2, 2022</b>	50	1	2%	1	0
	0	0	0%	0	0

↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
------	------	------	------	------

709	23	3%	21	1
919	35	4%	30	0
↓ -22.9%	↓ -34.3%	↓ -14.8%	↓ -30.0%	↑ ∞%

Apr 1 - 30, 2022      Mar 1 - 31, 2022



[CV Water Counts upda...](#)

April 2, 2022	45	1	2%	1	0
	0	0	0%	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
	709	23	3%	21	1
	919	35	4%	30	0
	↓ -22.9%	↓ -34.3%	↓ -14.8%	↓ -30.0%	↑ ∞%

# Instagram Information

 **IMPRESSIONS**  
CV WATER COUNTS

928

↓ -11.2%

 **LIKES**  
CV WATER COUNTS

9

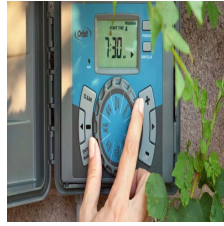


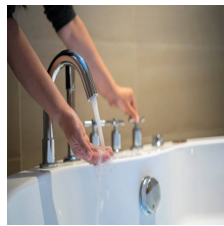
↑ 0.0%

 **FOLLOWERS ( TOTAL )**  
CV WATER COUNTS

227

↑ 0.0%

 **MEDIA PERFORMANCE**  
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>Spring is a great time t...</p>	26	4	20	0	0
 <p>Tip of the Month: Scra...</p>	24	2	19	0	0
 <p>At home or while stayi...</p>	19	2	14	0	0
 <p>When running a bath, ...</p>	16	1	15	0	0
	85	9	68	0	0

## Twitter Information

Apr 2022 - 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 154 impressions

With the recent announcement from the State of California calling on us to do our part and make conservation a way a life, and with April being National Garden Month, this month features not just 1, but 10 ways to conserve water in your home landscape.

[cvwatercounts.com/10-landscaping...](https://cvwatercounts.com/10-landscaping...)

🔄 2   ❤️ 4

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 8 people



**No-H2O Coachella Valley**

@noh2oCoachella FOLLOWS YOU

No-H2O is going to change the way you see mobile detailing forever. We're better for your schedule and for the environment.

[View profile](#)

**Top media Tweet** earned 89 impressions

Tip of the Month: Scrape Dishes Rather Than Rinsing Them Before Washing  
[pic.twitter.com/PL3CtmXNf4](https://pic.twitter.com/PL3CtmXNf4)



🔄 1   ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

APR 2022 SUMMARY

Tweets

**13**

Tweet impressions

**1,046**

Profile visits

**317**

New followers

**-2**

## 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 March April 2022	Wednesday, April 6, 2022 5:15 PM	511	543	53.62%	15.68%	115	11.35%	0.76%	5	1
		511	543	53.62%	15.68%	115	11.35%	0.76%	5	1