

MARCH 2024

GENERAL MANAGER'S REPORT



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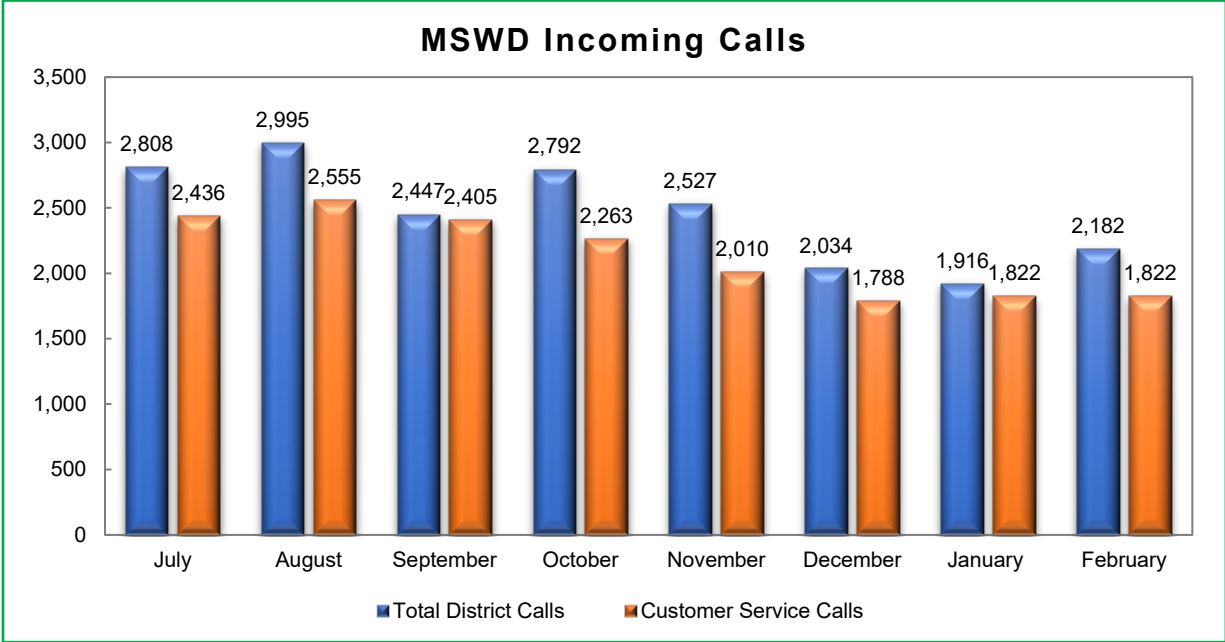
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ADMINISTRATION

Customer Service

Calls into the Customer Service Department

After the District had seen a steady increase in the number of calls earlier in the year, there has been a very slight decline in the number of calls over the last four months. The chart below represents total MSWD incoming calls and those received by the Customer Service staff.

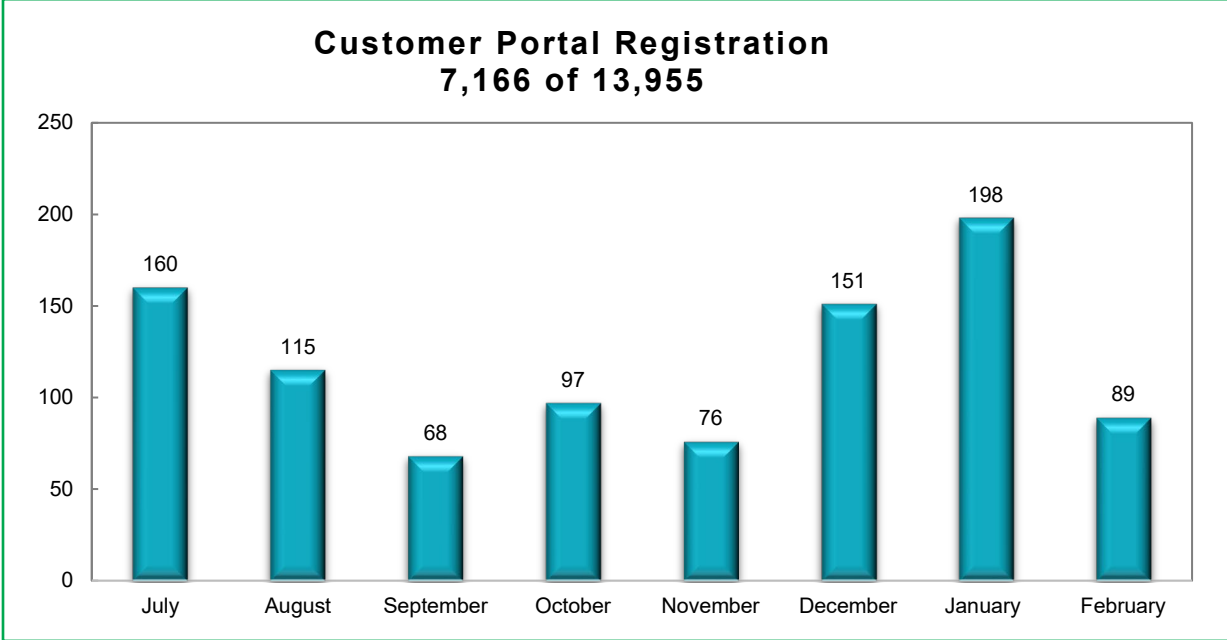


Most calls are related to payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The table below provides a summary of the number of calls by category received by the Customer Service staff.

Customer Request	Total for February 2024	Monthly Average for FY 2024	Total for FY 2024
Water Waste	0	1.13	9
High Bill Calls / Service Line Leaks	2	6.88	55
No Water	7	9.00	72
Disconnections by Request & Non-Pay	131	117.63	941
Reconnections by Request & Non-Pay	84	76.50	612
Service Transfers	96	97.00	776
High/Low Pressure	6	7.50	60
Water Quality	3	2.75	22
Other / Miscellaneous	87	95.88	767

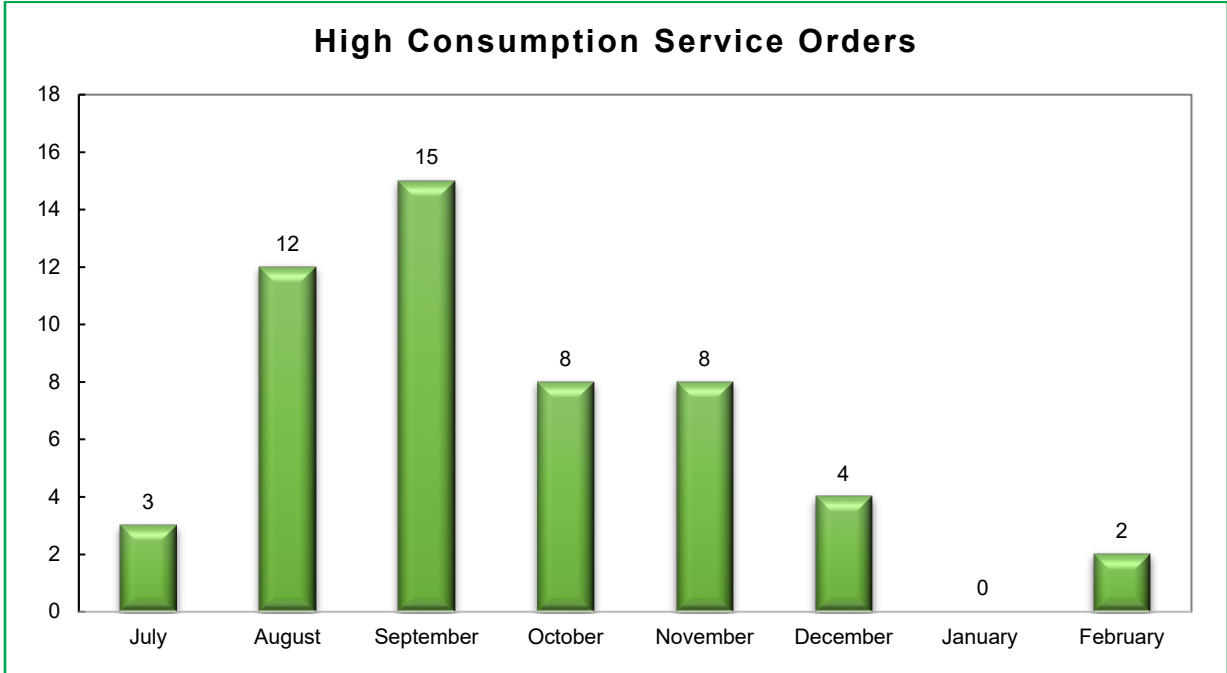
Customer Portal

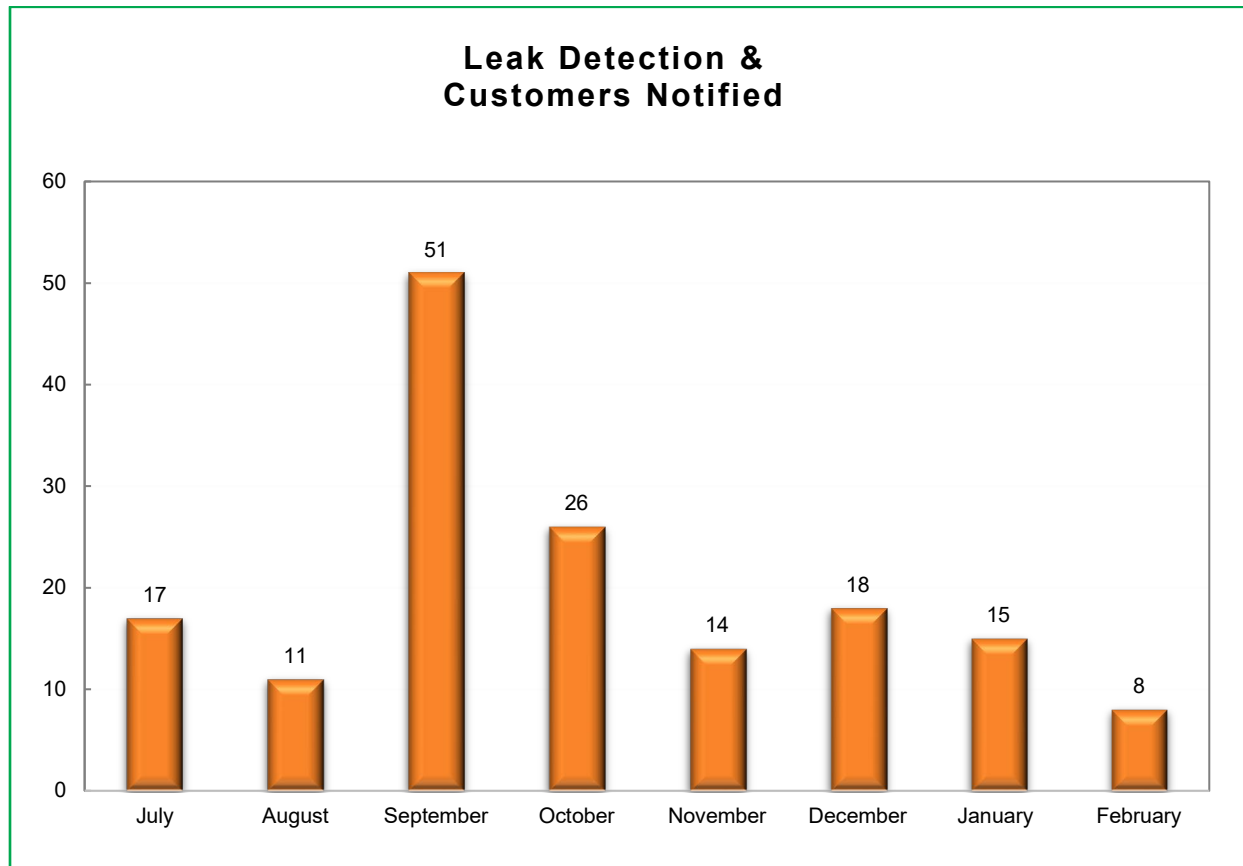
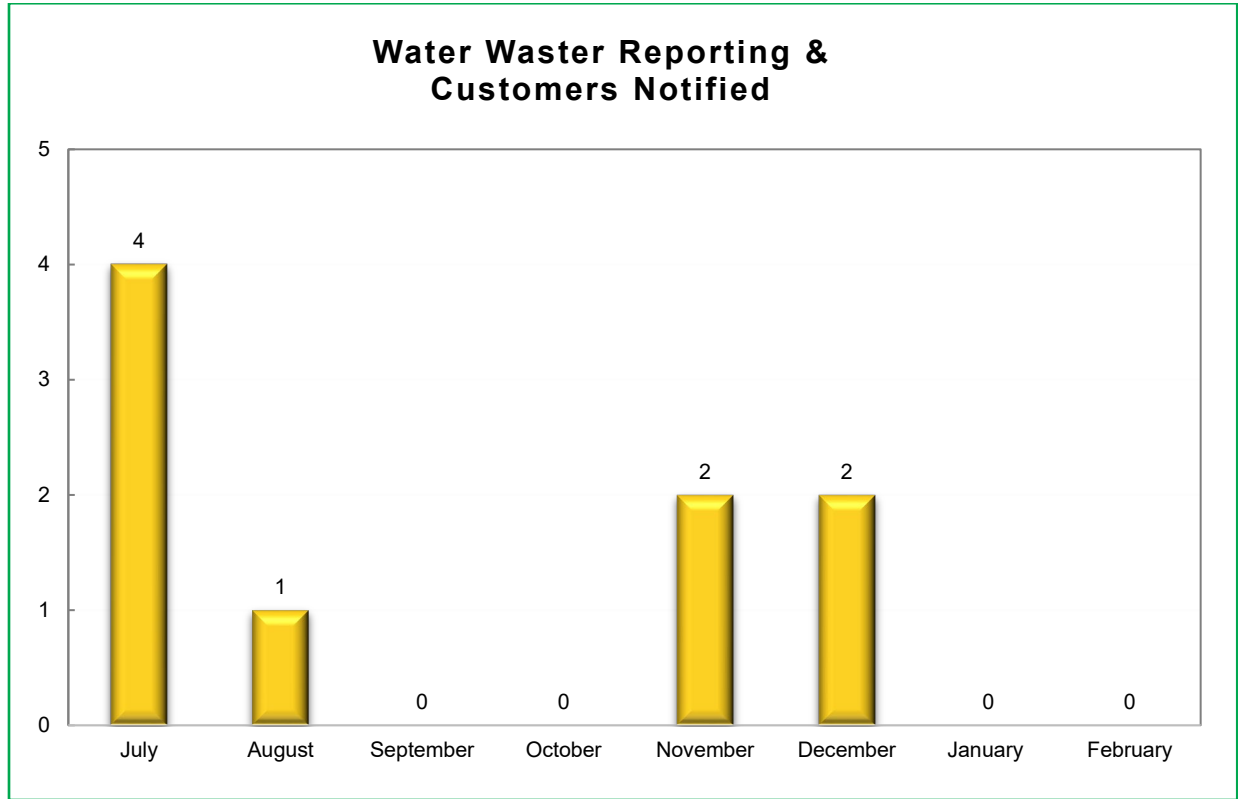
The District has implemented an AMI infrastructure and Neptune 360 portal. All customers are encouraged to sign up for the Customer Portal to access bills and leak alerts. Since launching the portal, customer adoption has reached 51%, or 7,166 customers registered so far.



Monitoring of Customer Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal to investigate high consumption, identify water wasters, and detect leaks. The following charts represent the monitoring results for 13,955 customer accounts by the Customer Service staff.





Customer Experience Enhancement Program

The Customer Service Department continues the Customer Experience Enhancement Program. This program provides an Online Booking Calendar for in-person one-on-one account assistance and review, in addition to phone screening and on-the-spot feedback/coaching with a Customer Service representative.



The Customer Service team continues to host “Coffee Talk Wednesdays” providing mini-training and discussions. Weekly training topics include:

- What does Customer Service mean to You?
- Greeting Customers: the importance of and how to
- Diffusing an Interaction: what can we do to find a solution
- Tone of Your Voice: you can hear a smile through the phone
- Importance of customer inquiry follow-up
- Active Listening: verbal and non-verbal
- Customer Experience versus Customer Service
- Going the Extra Mile: inform, assist, and impress
- The Internal and External Customer
- Communication between departments
- Documentation of communications
- Customer Service PLACE Training
- Emotional Intelligence in Customer Service



Delinquency Service Disconnections

Staff continued to reach out to customers with delinquent accounts to provide information for assistance and repayment options to avoid disconnection. The table below summarizes the activities of Customer Service staff regarding delinquent accounts.

Fiscal Year	Auto-Dialer Calls to Customers	Door Hangers to Property	Customer Contact to Make Payment Plan	Service Disconnections
2023 – 2024 (Year to Date)	3,492	449	718	412
2022 – 2023	5,107	759	1,171	656
2021 – 2022 (3/24/2022 – 6/30/2022 COVID Moratorium Ended)	1,937	494	378	286
2020 – 2021 (COVID Moratorium)	0	0	0	0
2019 – 2020 (7/1/2019 – 3/9/2020 COVID Moratorium Started)	7,182	1,760	814	667

Customer Bill Pay Options

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

- Payment Portal on MSWD.org/Customer Connect.
- Customers can pay at 7-11 in Desert Hot Springs, Palm Springs, Cathedral City, and Yucca Valley; CVS or Walmart in Palm Springs; and Family Dollar in Yucca Valley. Customers must have their bills present.
- Customers can drop payments (check or money order) in the drop box or pay in the lobby.
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance.
- Pay Near Me is promoting inclusive payment options including: Cash App Pay (New), PayPal, Google Pay, Apple Pay, and the QR code on the back of the bill. Customers can pay directly from their smartphone.



Customer Bill Assistance Programs

The District continues to facilitate bill assistance programs for the benefit of its customers.

- The United Way Customer Bill Assistance Program continues to be utilized by those customers who need assistance for one billing period annually, paying \$100 per approved customer.
- Riverside County's Low Income Household Water Assistance Program (LIHWAP) Care Program provides customers with a one-time payment towards their water and/or sewer bill of up to \$5,000. The U.S. Department of Health and Human Services has permitted the extension of the LIHWAP program through March 31, 2024. Please note that the last to apply for assistance is March 15, 2024.
- Beginning March 13, 2023, LIHWAP will now be able to assist customers even if their account does not have an arrearage. When a customer is not past due on their bill, they will receive a base payment ranging between \$200 - \$371. The amount the customer receives will depend on their household size and income.



The table below summarizes the results of the customer bill assistance programs administered by the Customer Service staff.

Assistance Program	Customers Assisted in February 2024	Total Assistance in February 2024	Total Assistance in FY 2024
United Way of the Desert	7	\$700.00	\$5,900.00
LIHWAP / CAP Riverside	9	\$3,127.02	\$59,489.60
MSWD Payment Plans Last Month	Previous Month Remaining to be Billed	MSWD Current Customer Payment Plans	Current Balance Remaining to be Collected
147	\$54,157.64	164	\$59,489.60



Billing

During February 2024, Customer Service reviewed a total of 15,551 bills.

February 2024	Bill Count	Bill Amount
Regular Bills	10,964	\$762,927
Delinquent Bills	4,465	\$1,977,764
Closing Bills	122	\$8,013
Total	15,551	\$2,748,704

Refunds

There was a total of 17 customer account refunds totaling \$1,311.18 resulting from closed accounts for the month of February 2024.

February 2024	Refund Count	Refund Amount
Customer Refunds	16	\$802.99
Construction Meter Refunds	1	\$508.19
Total	17	\$1,311.18

Liens

Customer Service identified 20 accounts that were 90 days past due requiring Lien filing. Likewise, 14 Release of Liens were issued after securing payment for outstanding balances on past due accounts.



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 February 2024.

Audit

Staff received the reviewed draft of the financial statement from the auditors and the Director of Finance is preparing the final transmittal letter for the ACFR.

Payroll

The following procedures have been completed in the month of February 2024:

- Employee 457 District match maximum tracker has been updated and reviewed for any changes to employee pay rates during the month.
- Group Term Life Insurance benefit deduction rates have been updated and reviewed for any changes in employee ages during the month.

The following annual procedures have been completed in the month of February 2024:

- Excess sick leave balance mandatory buy-backs were processed for five employees and voluntary sick leave balance buy-back and/or conversions were processed for seven employees, per Rule 26.E.

The following new features were also implemented into the payroll software module:

- A new percentage-based pay code was built for Certification Pay received for having a Commercial Drivers License (CDL).

Additionally, the payroll team began filing the CalPERS adjustment reports to exclude the CDL Certification Pay from earnings for seven employees receiving this pay.

Budget

Budget transfers for February 2024 totaled \$4,000:

BID	DESCRIPTION OF EXPENDITURE	G/L NUMBER	TRANSFER DATE	TRANSFER AMOUNT	TO BID	TRANSFER TO DESCRIPTION	TRANS TO GL NUMBER
630	TRAINING & SEMINARS -FRONT OFFICE	101-5000-74001-000	02-05-2024	2,000.00	638	CUSTOMER ACCOUNTS MATERIALS	201-5480-53005-000
844	WELL/BOOSTER INSPECTION AND MAINTENANCE PROGRAM	201-5440-56011-000	02-27-2024	2,000.00	837	WATER PRODUCTION MAINTENANCE SUPPLIES	201-5440-53005-000

Current Work Priorities

The Accounting team began the process of updating the Accounts Payable invoice approval using Laserfiche workflow.

The Accounting Department continues to support other departments as needed.

- Engineering
 - Three reimbursable jobs were created to track all the expenses related to New Development projects, for:
 - Palm Place overhead fire sprinkler system
 - Desert Hot Springs Storm Drain Line C-1
 - Skyborne Village III sewer and water infrastructure
- Operations
 - Two new reimbursable jobs were created to track costs from:

- Damage to the Corporate Yard gate by FedEx
- Damage to fire hydrant from traffic accident
- Human Resources
 - Accounting is working with Human Resources to update employee forms and workflow using Laserfiche Forms including the Boot Reimbursement form, Direct Deposit Change form, Timesheet Submittal form, and the Off-Work Request form.

The Director of Finance continues to work with Raftelis on the Long-Range Financial Master Plan, providing additional backup on District cost of services.

Through the California Special Districts Association (CSDA), the Director of Finance signed up for their mentorship program and was paired with the General Manager from Monte Vista Water District. This will give the Director of Finance a different perspective and insight of best practices in the industry.

The Director of Finance joined the Government Finance Officers Association's (GFOA's) Uncertainty and Risk Advisory Group to collaborate with other government agencies throughout the entire U.S. on issues and uncertainties affecting the District.

The Director of Finance signed up for and started the CSDA Certified Special District Manager that awards a certificate after completing an exam that covers various special district management, operations, and governance.

Cash

Total cash receipts for the month of February 2024 amounted to \$1,361,479, primarily from water and sewer customer account payments.

Cash disbursements for the month of February 2024 amounted to \$2,544,544 with the largest payments going to:

- Desert Water Agency - \$364,339
- Net Payroll - \$293,021
- US Bank Corporate Trust Services - \$286,059
- City of Desert Hot Springs - \$209,161
- Southern California Edison - \$147,623
- Cummins Southern Plains LLC - \$134,413
- EFTPS-IRS Payroll Tax Remittance - \$126,161
- ACWA-JPIA Health Benefits Authority - \$108,141
- California Public Employees Retirement System - \$74,996

Financial Statement

A year-to-date summary of the District's financial position for Fiscal Year 2023-2024, in addition to a comparison to the previous fiscal year, can be found in Appendix A.

Capital Improvement Program

The District maintains a 5-year Capital Improvement Program that includes water and sewer infrastructure, facilities, equipment, and fleet. A year-to-date summary of the District's Capital Improvement Program for Fiscal Year 2023-2024 can be found in Appendix A.

Innovation and Technology Department

The Innovation and Technology (IT) Department 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 February 2024.

Department Updates

- IT has begun the purchase and setup of network equipment and computers required for networking the Wright Regional Wastewater Reclamation Facility with the rest of the District's systems.
- The contract with Timmons Group for the full implementation of the District's new GIS systems, as approved by the Board in February 2024, has been signed and Timmons has been given the Notice to Proceed.
- Intelesys has completed their first month of helpdesk support and system management. Staff have utilized the new ticketing method and the feedback has been positive. Intelesys has been familiarizing themselves with and documenting the District's systems. Their role in supporting the District is expected to grow as they can take over more support tasks from the IT Manager.

Technology Improvements

- A new environmental sensor was ordered for the datacenter, improving remote monitoring of temperature and humidity.
- A new multifactor authentication system is being configured for improved security.
- IT has begun a project with Wastewater to upgrade the surveillance camera system at the Horton Wastewater Treatment Plant.
- Cybersecurity improvements continue to be made to improve District security.
- Desktop computers and laptop upgrades continue as needed.

On-Going Cyber Security Training

IT continues the monthly anti-phishing training scenarios with staff and Board members. Staff have been diligent in reporting suspicious emails or contacting the IT Manager for review of suspicious emails before acting.

Cyber Security News Roundup

The IT Department tracks trends in cyber security to note new opportunities for security and new concerns to defend against. The news below is a brief selection intended for informational purposes and provides no insight to the District's cyber security controls.

- The National Institute of Standard and Technology (NIST) released version 2.0 of Landmark Cybersecurity Framework, the first major update since its creation in 2014. The framework provides guidance and standards for organizations of all sizes. ([NIST](#))
- President Biden will be signing an executive order empowering the Department of Justice, Homeland Security, and Health and Human Services to craft regulations to prevent U.S. data brokers from selling U.S. data to foreign rivals, including China and Russia, protecting the privacy and security of Americans. ([NextGov](#))

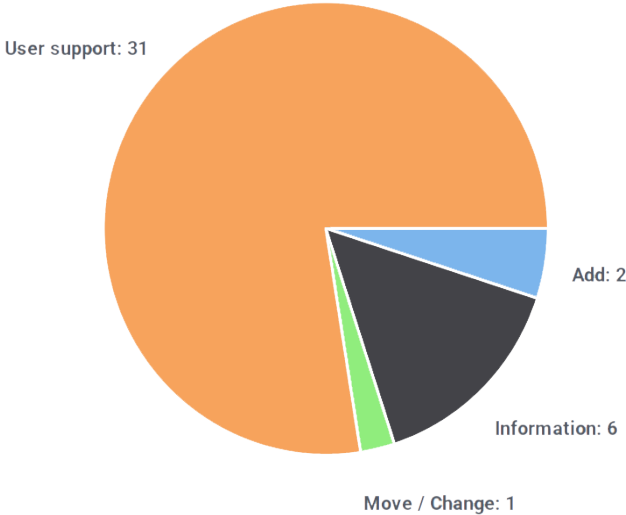
- As malicious hackers increase their use of AI tools, tech firms such as Microsoft and OpenAI are expected to increase their monitoring of chat logs to identify hackers. Increased monitoring is raising privacy concerns but is expected to become the norm as a necessity for combating AI-driven cyber threats. ([NextGov](#))

District IT Support Statistics

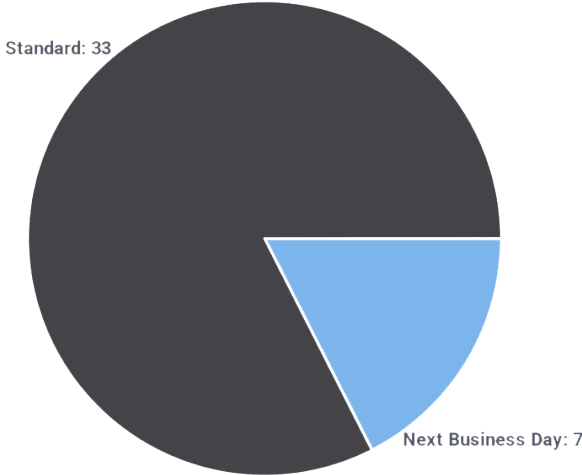
As Intelesys has only just begun their support of the District, the brief report below is just a preliminary sample. Over the coming months, the IT Manager will be working with Intelesys to customize the content of the report to give the Board a more insightful overview of the state of the District's IT support services.

February 2024 Client Service Rating	
Overall Satisfaction	100%
Number of Service Requests	40
Number of Survey Responses	1
MTTR (Time to Resolution)	16 Hours
Survey Response Rate	1%

Tickets Received by Type



Tickets Received by Priority



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 service brass 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.

Total inventory purchases were \$37,342.00, and the total issued for use by field crews totaled \$68,972.54, for February 2024.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates for February 2024.

Well 42 Project

The contractor is in the process of procuring the well motor, pump assembly, and the MCC equipment from the manufacturer. Construction will likely be on-hold for several more weeks while the equipment is ordered, fabricated, and delivered to the site for construction and installation. Staff is currently securing contract change order costs and anticipates presenting a project update at the March 2024 Board of Directors meeting.

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

Staff has presented the new alternative alignment for the sewer at the south end of Hildago Street with the private property owner. Staff plans to schedule a meeting to review the new alternative with the property owner in the coming weeks to discuss viability and easement requirements.

Well 22 Rehabilitation

The bid opening occurred on February 28, 2024, at 2:00pm. Staff is in the process of evaluating bids. Once bids are evaluated, the lowest responsible and responsive bid will be brought to the Board for award.

Water and Wastewater System Comprehensive Master Plan Updates

Staff and consultants continued progress on evaluating the future demands and system needs, as well as finalizing the master plans and capital improvement programs. Staff anticipates completing the plans and presenting them to the Board in the coming weeks.

AD-18 – GQPP Sewer Project Area “D3”

Staff received a proposal from the engineer of record, AECOM, to complete the necessary design and CEQA updates to the existing documents. Staff is reviewing the proposal and will provide a recommendation in the coming weeks.

AD-18 – GQPP Sewer Project Areas “A” & “G”

The consultant, Genterra, is in the process of completing additional potholing work. Thereafter, the 100% design will begin.

Backup Generators for Well Sites 27-32 and 37 Projects

Staff have the plans signed and the project is ready for bidding. Staff will solicit bids through the Planet Bids website within the next two weeks and will evaluate the bids once they are received and will present the bid results to the Board of Directors in a future Board meeting.

Supplemental Environmental Project

The contractor, RE Chaffee, completed connection and abatement of the 21 properties on December 8, 2023. Issuance and approval of the Notice of Completion will be put on the agenda for the March 2024 Board of Directors meeting. All labor compliance and

billing items have been addressed. Upon approval by the Board of Directors, the Notice of Completion will be filed with the County Recorder's office.

Well 34 Rehabilitation

Construction was scheduled to be completed in March 2024; however, due to weather and material procurement delays, it may extend into early April 2024. Through February 2024, the contractor, Legend, completed final well development by pumping and surging, and aquifer pumping tests including, 6-hour step drawdown test, 24-hour constant rate drawdown test, and 4-hour recovery test. The post-rehabilitation downhole video survey has also been completed along with well disinfection. The contractor is currently in the process of procuring the well pump equipment and rehabilitation of the discharge head and motor.

Regional Water Reclamation Facility

The Project Team continued processing submittals, responding to RFIs, and processing change orders and payment requests submitted by the contractor, JF Shea Construction.

The contractor continued construction on the Regional Water Reclamation Facility (RWRF). Through the month of February 2024, JF Shea Construction:

- Continued outfitting the operations building
- Continued equipping the Headworks area and SBR and AST tanks
- Continued wiring and electrical throughout the facility
- Continued the site finish work
- Continued excavation and grading of the infiltration pond area.





Following Board approval to acquire permanent easements along 20th Avenue to construct the third required monitoring well, staff reached out to the owner to begin the purchase process.

The Project Team and Staff received verbal approval to access a private well near Palm Drive and Interstate 10 required for annual sampling and reporting to the RWQCB. The Project Team and Staff are preparing a site access agreement for execution to formalize the access requirements.

The Project Team continues to coordinate with the SWRCB on the SRF/Grant funding agreement and reimbursement requests.

- Reimbursement Request No. 2 has been submitted to the State for processing.
- Reimbursement Request No. 3 has been submitted to the State for processing.
- Reimbursement Request No. 4 is being prepared.
- Staff completed the response to RFIs on the Conveyance Line FBA.
- Staff completed the grant agreement amendment to revise the construction start date to capture the first month of construction costs (i.e., April 2022).

RWRF Conveyance Line

The Project Team continued processing submittals, responding to RFIs, and processing change orders and payment requests submitted by the contractor, Downing Construction, Inc.

The contractor continued construction of the gravity sewer along Little Morongo Road between 18th Avenue and Dillon Road.

Staff continues to coordinate with SCE to resolve the easement issue along Little Morongo Road south of 18th Avenue.

Area M2 Sewer Collection System (AD-15)

The design consultant, AECOM, completed the final design and Staff is completing a final review.

The Project Team is working with the consultant to incorporate water service replacements throughout the project area.

RWRF Roadway Design (19th Avenue, Little Morongo Road, and 20th Avenue)

The design consultant, TKE Engineering, completed the 60% design. Staff and City of Desert Hot Springs are completing a plan check of the design.



Operations & Maintenance

Construction & Maintenance

Water Line Locations

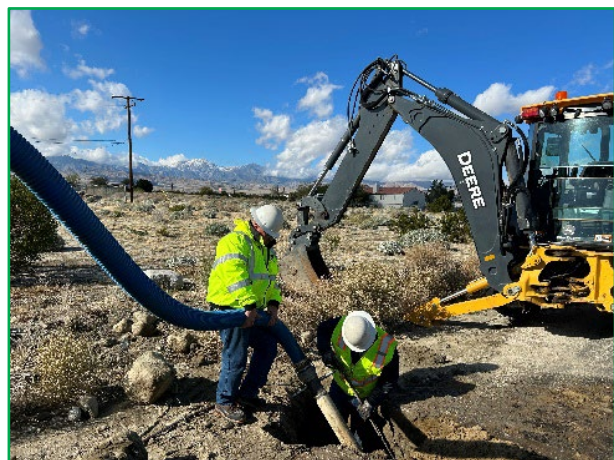
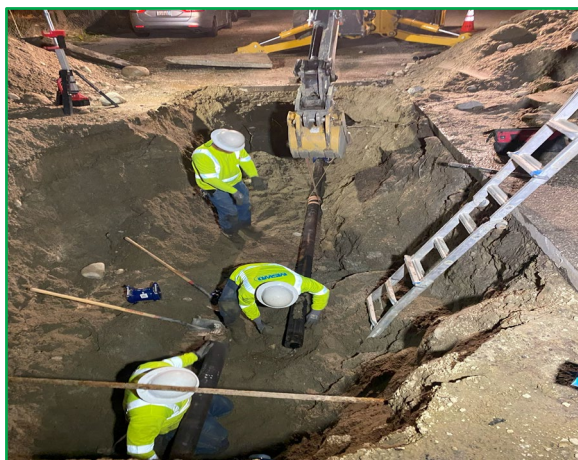
Staff completed approximately 329 water line location requests using iPads and the GeoViewer Mobile app to streamline and manage line locations.



Water System Repairs/Replacement

Staff continued to repair and replace components of the water distribution system keeping it in optimum working order and properly functioning without any interruption. Below is a summary of the repairs and replacements completed in February 2024.

- Two water service lines were replaced with copper.
- 10 service line leaks were repaired.
- Four mainline leaks were repaired.
- Two fire hydrants were replaced.



Water System Maintenance

Staff continued to implement preventative maintenance and inspection program keeping the water distribution system in optimum working order and properly functioning without any interruption. Below is a summary of the maintenance completed in February 2024.

- 27 ground valves were exercised.
- 11 fire hydrants were flushed, maintained, and painted.
- 111 air-release valves were inspected and/or rebuilt.
- 67 blow-offs were flushed.



- Staff assisted with the installation of 10 large meter replacements throughout the District.



CMMS Workorder Program

A total of 26 work orders were processed in February 2024 using the CMMS program.

New Water Meter Service Installation

Staff installed four new water service lines in February 2024.

Fire Flow Testing

Staff continued performing field fire flow tests for the Engineering Department. 14 fire flow tests were conducted in February 2024.

Fleet & Facility Maintenance

Janitorial Services

The janitorial contractor, Executive Facilities, continues to clean and disinfect all District buildings. Routine disinfection is performed four times per week Tuesday through Friday. Additionally, routine janitorial services are provided twice per week on Wednesdays and Fridays.

Building Maintenance

Staff completed the following building maintenance during the month of February 2024:

- Applied second coat of sealant around roof vents inside of Annex Building.
- Built and placed new band saw for Corporate Yard.
- Replaced broken floor tiles in Corporate Yard break room and Field Operations Superintendent's office.
- Repaired irrigation leaks at Two Bunch Reservoir and Well 27/31.
- Placed oxy/acetylene torch setup in the Corporate Yard Shop.
- Blew out Old Stores and cleaned cobwebs.
- Cleaned up trash left in the garden area at the Administration Building.
- Replaced eight bulbs in the Accounting Modular. Four at the entryway and four in Rita's office.
- Transferred wiring to single switch for fan and light in the Corporate Yard restroom.
- Installed and removed door stop on the Corporate Yard restroom door.
- Assembled office chair for Field Operations Superintendent.

Standby Generator Monthly Maintenance Program

Our team conducts monthly testing to ensure that all generators are in good working order and ready for use when needed. There were no issues with the generators this month.

Fleet Maintenance/Repairs

- Units 365 and 393 were decommissioned and set up for auction.
- Installed GPS modules in Units 437 and 439.
- Unit 117 had the trailer plug replaced due to damage, and accessory stays modified to fit properly.
- Unit 432 had the holes in the seat patched.
- Unit 385 had the accessory stays modified and strong arm stay repaired due to failure.
- Unit 439 had the shovel racks mounted, and front strobes swapped from Unit 402.
- Unit 405 had an issue inspected and was sent to Ford for repairs, right rear vehicle speed sensor was replaced by dealer.
- Units 438, 440, and 441 had storage boxes built on the trailer tongue.
- Unit 391 had a right front tire plugged in house, then patched at Desert Tire.
- Unit 431 had front bucket controls lubricated twice.
- Unit 413 had all four tires replaced at Desert Tire.
- Unit 431 had the left front zirc fitting on bucket clam ram replaced.
- Units 419, 389, and 433 had the preventative maintenance service performed.
- Unit 394 had all passenger side tires replaced by Parkhouse Tire.
- Unit 442 had MSWD decals and body/roof strobes installed.
- Unit 427 had a rack and roof strobe installed.

Wastewater Collections

Sanitary Sewer Overflows (SSOs)

There were no Sanitary Sewer Overflows (SSOs) in the collection system during February 2024.

Dos Palmas Lift Station

Operators conducted daily site visits to ensure proper pump operation, SCADA system functionality, and site security.

Sewer Line Locations

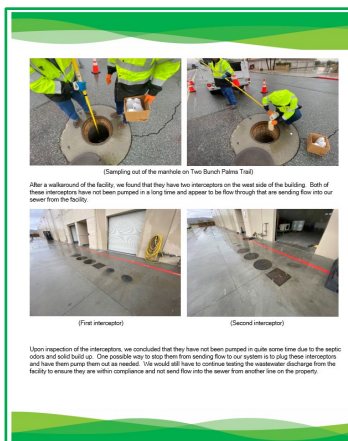
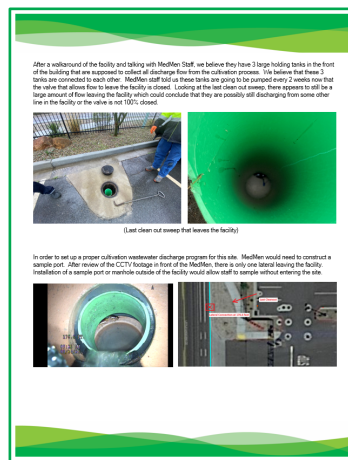
Staff completed 328 sewer line location requests using iPads and the GeoViewer mobile application to streamline and manage line locations.

Sewer Line/Collections Maintenance

- Staff completed 15 CCTV inspections, totaling 3,317 feet in February 2024.
- Zero miles of sewer mainline was cleaned in February 2024.

Cultivation Facility Inspections

Staff resampled discharge from the Jeeter facility. Staff is working on creating discharge profiles for various cultivation facilities connected to the sewer system to better understand what the strength of the sewer that is discharging to the sewer mainline system.



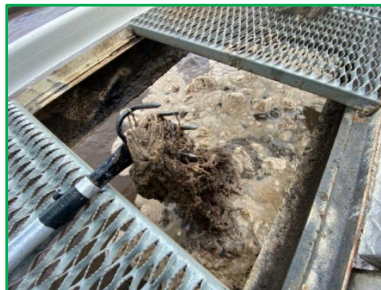
Wastewater Treatment

Plant Maintenance

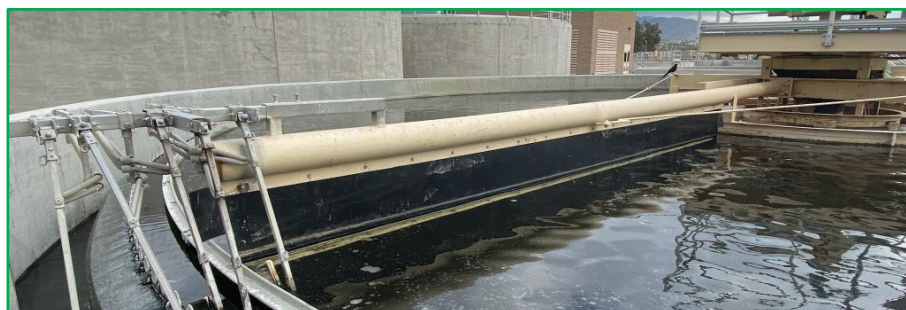
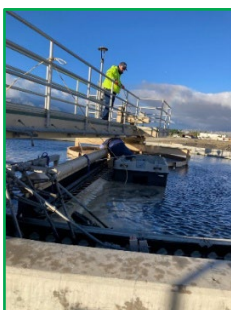
Staff spent 513.5-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest Wastewater Treatment Plants (WWTPs). Also, during this timeframe staff spent 154.1-man hours operating the sludge belt filter press, including filling and removing 17 trailers of sludge from the Horton and Desert Crest WWTPs.

The District was notified that the Horton WWTP placed 3rd at the state level from Small Plant of the Year award. This is the second year in a row that we have made it to the state level from Small Plant of the Year.

Staff continued routine maintenance removing rags from the headworks auger, aeration tanks, grit pumps, etc.



Staff replaced the rubber sweep on Clarifier 5.

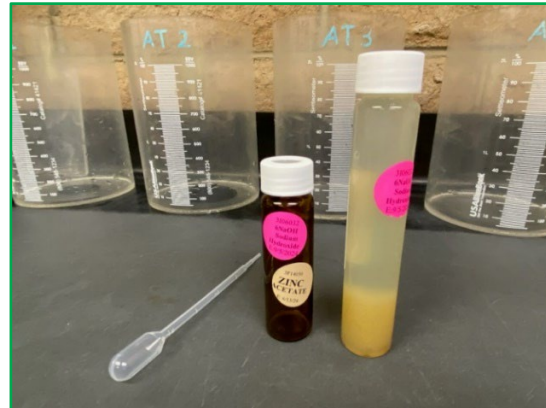


Staff swapped motors for RAS pumps 6 and 7 troubleshooting an electrical issue. It's believed the power fault that keeps occurring is within the electrical panel and not the motor. Staff has reached out to McDonald Electric to troubleshoot inside the panel.



Sampling and Laboratory

Staff collected 42 samples and spent 84-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both WWTPs are producing an effluent that meets the District's permit discharge requirement. Staff ran the performance test for the Horton WWTP Laboratory that must be done every year for accreditation. Our results have been submitted and we are waiting to see if we passed.



Pond Maintenance

Ponds 1, 4, 6, and 8 were cleaned and rehabilitated during February 2024.

Weekly Wastewater Training

The training courses aim to provide all operators with consistent knowledge and a better understanding of processes, including operating equipment more proficiently. This training helps keep operators safe while completing maintenance. A summary of this month's training includes:

- On-Call Electricians Information
- Bypassing in the Headworks
- Nancy Wright RWRf Startup

Wastewater Report

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. Below is a summary of new sanitary service connections by month.

New Sanitary Service Connections to Collection System					
Fiscal Year	2023/24	2022/23	2021/22	2020/21	2019/20
July	4	4	18	8	7
August	12	26	20	4	1
September	17	20	20	5	2
October	3	13	36	9	4
November	7	8	29	50	10
December	21	8	12	9	3
January	2	35	14	21	7
February	1	4	7	23	5
March		24	17	48	1
April		16	7	18	3
May		9	16	17	11
June		4	2	21	7
Total	67	171	198	233	61

Additional sanitary service connection information is provided in Appendix B.

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

Wastewater Flow (MGD)				
Fiscal Year 2023/24	Horton WWTP		Desert Crest WWTP	
	Average Daily Flow	Peak 24 Hour Flow	Average Daily Flow	Peak 24 Hour Flow
July	1.922043	2.149212	0.050983	0.071200
August	1.929369	2.592078	0.047453	0.067540
September	2.037218	2.182773	0.046081	0.055570
October	2.050049	2.173503	0.040804	0.051000
November	2.065661	2.265582	0.046158	0.059550
December	2.037725	2.208722	0.045566	0.057730
January	2.014687	2.152567	0.045226	0.049620
February	1.999080	2.184408	0.047016	0.053920
March				
April				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Water Production

Water Pumped/Produced

During the month of February 2024, the District's three public water systems produced the following quantity of water:

- MSWD (CA3310008) – 446.97 Acre Feet (145.6 MG)
- Palm Springs Crest (CA3310081) – 7.36 Acre Feet (2.40 MG)
- West Palm Springs Village (CA3310078) – 4.35 Acre Feet (1.42 MG)

Water Sampling/Testing

- Bacteriological Sampling – Staff collected 50 routine samples in the MSWD system, four routine samples in the ID-E area (WPSV and PSC systems), and four well samples in ID-E.
- Staff also collected 16 general physical samples in MSWD and two general physical samples in ID-E.
- Well 26A Uranium Treatment (IXP) Sampling – The monthly uranium sampling was completed on February 7, 2024.
- Monthly Reporting – The District's Monthly Coliform Monitoring Report for February 2024 for all three water systems was sent to the SWRCB on March 4, 2024.

Chlorination System Updates

- Chlorination Pumps – Staff conducted routine maintenance and inspections on all chlorine pumps and related equipment at well sites. Staff made necessary adjustments, repairing and/or rebuilding to ensure proper operation. Most chlorinator pumps continue to function properly, with only typical preventative maintenance required (i.e., repair of cracked chlorination suction/feed tubing).
- Chlorinator Pump Cleaning – Staff began cleaning all chlorinators two times per month with a vinegar-based solution to reduce chlorinator issues. All the chlorine pumps were cleaned during the month of February 2024.
- Sodium Hypochlorite (Chlorine) Usage – During the month of February 2024, a total of 974 gallons of chlorine (12.5% solution strength) was used to disinfect the distribution system and our production facilities. (Reflects usage in the MSWD and ID-E water systems.)
- Chlorine Residuals at Production Well Sites – In February 2024, the Production staff checked and documented the chlorine residuals at all wells in use 212 times. The average chlorine residual of these readings was 0.96 ppm. (This data reflects the MSWD and ID-E water systems.)
- Distribution System Chlorine Residuals – During the month of February 2024, the Production staff checked and documented the chlorine residuals throughout the distribution system a total of 99 times. The average chlorine residual of these readings is 0.76 ppm. (This data reflects the MSWD and ID-E water systems.)

Well Soundings

Staff continued to sound the groundwater levels for 13 production wells and nine monitoring wells.

Production Facility Updates

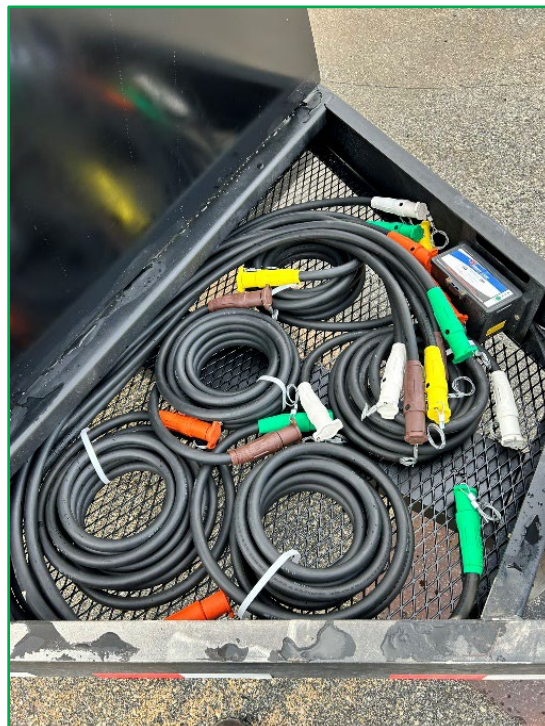
Staff oversees all water production sites, making necessary adjustments. They conduct monthly overflow maintenance as needed by climbing reservoirs. Staff also inspect reservoir roofs using a drone.

- Well 22 Rehabilitation – The contractor, L.O. Lynch, gave a target completion date by the end of 2023. Please see the following updates:
 - Both the mechanical and chemical rehabilitation methods have been completed.
 - The larger test pump was installed and we achieved a max flow rate of approximately 1,500 gpm. This was less than expected, but we were told by Kyle Groundwater that they hope to see our design flow rate to be set at approximately 1,800 gpm. The constant rate test pumping was performed during the week of June 19th, 2023.
 - As of October 31, 2023, L.O. Lynch installed all of the downhole equipment. The only items remaining is the pump discharge head and the installation of the motor. Once these items are installed (first part of November) we will disinfect, pump to waste, and collect BacT samples. Once passed, we will put the well into service.
 - As of November 30, 2023, L.O. Lynch is waiting for a component to be delivered to complete the water lube system for the well. Once received, the final work will be completed to startup this well and perform a BacT test.
 - As of December 31, 2023, we are still waiting for the water flush system components to be delivered and installed. We anticipate this well to be operational before the end of January 2024.
 - Tri-Star Construction repaired the leaking header at Well 22 to prepare for this well to be run into the water system once we receive a passing Bacteriological test.
 - During the month of February 2024, it was determined that the motor's condition couldn't be verified due to water being found in the oil. The motor was sent to Walton Motors and the windings were cleaned, baked, and tested. Additionally, the upper thrust bearing was replaced. The motor is scheduled to be installed on March 1, 2024. The well is scheduled to be pumped and disinfected during the first week of March 2024. Bacteriological tests will be performed after the disinfection process.
- Well 22 Production Meter – The existing production meter at this well was inoperable and was replaced with a new meter by Production staff.
- Gateway Fire Pump Monthly Testing – Staff performed the monthly fire pump testing on February 7, 2024. All systems functioned properly. Water loss data was captured and entered onto our water loss tracking worksheet.
- Little Morongo Automatic Control Valves – The Cla-Val valve for Booster 1 was serviced by Production staff. The valve is functioning properly.
- Terrace Booster Automatic Control Valve – The Cla-Val valves for Boosters 2 and 4 were serviced this month. It was determined that these valves are in poor condition and should be entirely replaced. Staff is working with Purchasing to acquire new valves and schedule their replacement.
- Well 26A Production Meter – Staff replaced the production meter this month. It was replaced with a MAG meter which supports greater data logging and connectivity with our SCADA system.

- Well 22 and Gateway Fence Repairs – We are still waiting for labor compliance approval for the repair of the Well 22 fencing. However, the Gateway fencing was repaired in February 2024.



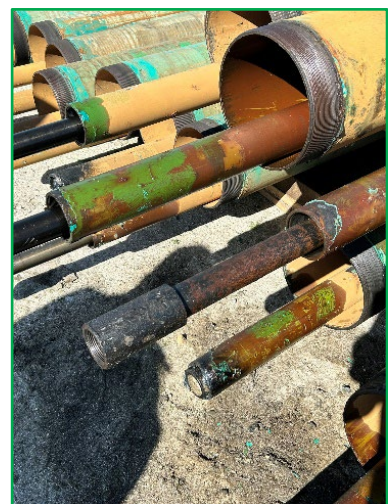
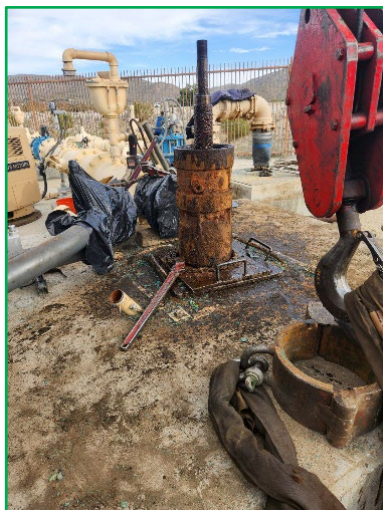
- Standby Portable Generator Cables – Due to safety concerns with our existing portable generator connection cables, we were able to purchase new generator cables for all three generators.



- Low Northridge Altitude Valve – The altitude valve received a rebuilt pilot control valve to ensure proper operation. Staff noticed that this valve (installed in the 1970s) needs complete replacement. We are working with our Purchasing Department to acquire a new valve and schedule its replacement.



- Well 24 Pump Failure – Well 24 experienced a pump failure and was pulled for inspection and evaluation. With the pump out of the well, we also had a video survey performed on this well.



- Well 33 Solar Site – Staff continues to monitor the performance of the solar system. We are still waiting on the February 2024 performance report.

Water Report

Through continued development in the Desert Hot Springs area and at the request of new customers, water services are always being added. Below is a summary of new water services added each month.

New Service Connections to the Water System					
Fiscal Year	2023/24	2022/23	2021/22	2020/21	2019/20
July	5	6	18	7	4
August	14	28	19	6	10
September	19	22	23	18	2
October	4	16	33	13	3
November	9	10	27	10	16
December	5	9	9	2	17
January	5	26	14	15	6
February	3	14	8	13	8
March		29	19	16	2
April		24	6	11	1
May		16	19	15	12
June		5	1	24	11
Total	64	205	196	150	92

Additional water service connection information is provided in Appendix 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. The following table summarizes the MSWD water production by month.

Monthly Water Production (AF)							
	FY 2023/24	Variance from Prior Year		FY 2022/23	FY 2021/22	FY 2020/21	FY 2019/20
		AF	%				
July	789.99	38.20	5.08	751.79	796.57	857.77	853.23
August	737.74	-112.45	-13.23	850.19	839.93	885.31	795.18
September	675.06	-40.97	-5.72	716.03	738.65	784.80	757.08
October	709.23	17.25	2.49	691.98	665.18	755.84	709.39
November	629.05	29.66	4.95	599.39	679.85	690.13	619.87
December	529.99	-24.28	-4.38	554.27	565.48	588.32	537.23
January	556.57	26.18	4.94	530.39	580.28	537.96	553.20
February	458.69	-31.72	-6.47	490.41	527.34	495.61	520.85
March				500.37	601.44	625.80	557.73
April				552.34	624.07	649.34	573.02
May				726.25	745.36	723.62	698.99
June				682.09	730.02	761.63	806.02
Total	5,086.32	-98.13	-1.89	7,645.50	8,094.17	8,356.13	7,981.79

Additional water production information is provided in Appendix B.

Water Resources

Below is a list of water resources related activities for February 2024:

Integrated Regional Water Management Planning

The Coachella Valley Regional Water Management Group (CVRWWMG) met to discuss on-going grant funded projects and upcoming grant opportunities. The CVRWWMG implements the Integrated Regional Water Management (IRWM) Plan for the Coachella Valley IRWM Region.

The CVRWWMG completed a grant application for the U.S. Bureau of Reclamation WaterSMART: Water and Energy Efficiency Grant (WEEG) program. MSWD is seeking grant funding for water conservation efforts.

The CVRWWMG also discussed Chromium-6 compliance efforts and upcoming bills (SB 867 and AB 1567) that may be on the November 2024 ballot that would provide grant funding for water related projects.

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

The consultant, WSP, completed the final SGMA Annual Report for Water Year 2022-23. The report will be submitted to the California Department of Water Resources (DWR) in March 2024 prior to the April 1, 2024, deadline.

The 2022 Alternative Plan Update for the Mission Creek Subbasin is still with DWR for review, however, DWR doesn't anticipate completing reviews of alternative plans until sometime in 2024.

San Geronio Pass Subbasin Sustainable Groundwater Management Act Compliance

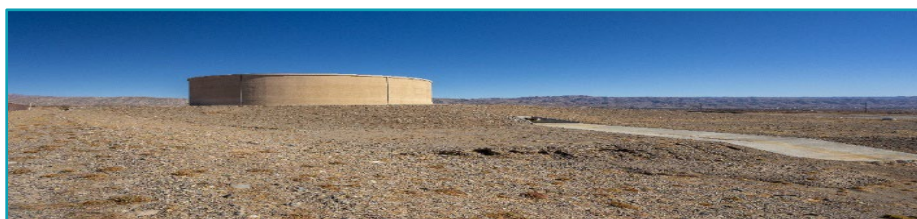
Staff expects to receive the draft SGMA Annual Report for Water Year 2022-23 from the consultant, Provost & Pritchard, for review and comment in March 2024.

Indio Subbasin Sustainable Groundwater Management Act Compliance

The 2022 Alternative Plan Update for the Indio Subbasin is still with the DWR for review, however, DWR doesn't anticipate completing reviews of alternative plans until sometime in 2024.

Salt and Nutrient Management Planning

Staff attended the monthly steering committee meeting to review the Task 2 Technical Memorandum (TM) Characterize Groundwater Quality that is in progress. Staff anticipates receiving the draft TM in March 2024 from the consultant, West Yost, for review by both the steering committee and technical advisory committee.

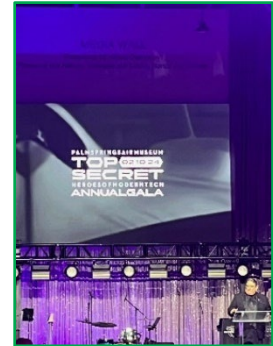


PUBLIC AFFAIRS

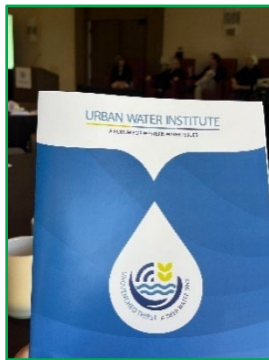
Past & Upcoming Sponsorships / Events

Palm Springs Air Museum Fundraising Dinner: February 10, 2024

This year's Palm Springs Air Museum Fundraising Dinner honored the pioneers of modern tech aviation while raising funds to support local educational programs. The annual event draws large crowds and raises hundreds of thousands of dollars that directly benefit youth in our valley.



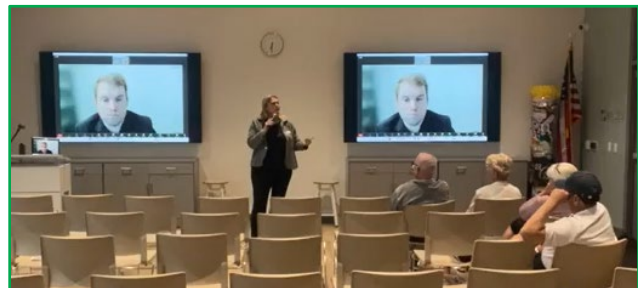
Urban Water Institute Spring Conference: February 21-23, 2024



Water leaders attended the Urban Water Institute's Spring Conference to discuss today's most pressing water management issues. The esteemed panel of presenters included Jeffrey Kightlinger, who was the Chief Executive Officer for the Metropolitan Water District of Southern California from 2006 to 2021. Kightlinger provided valuable insight into the Colorado River and other water-related issues.

MSWD Water Talks: February 21, 2024

MSWD is hosting a series of monthly water talks that explore critical water topics. Our February 2024 meeting spotlighted the future of electric vehicles in public agency fleets. ACWA's Nick Blair, who has been selected to serve on the newly formed California Air Resources Board Truck Regulation Implementation

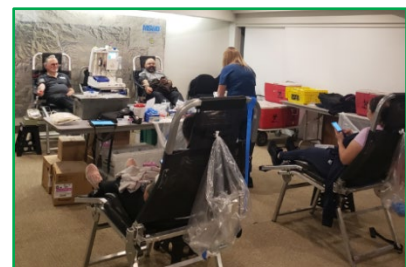


Group, provided audience and Facebook livestream attendees an opportunity to learn about these regulations and ask questions about their implementation.

MSWD Blood Drive: February 28, 2024

Our February 2024 LifeStream Blood drive was very successful. More than 20 people were registered to give blood, which netted more than 18 pints. These donations will be used to help save the lives of more than 54 people. MSWD and LifeStream appreciate everyone who participated. Additional MSWD blood drives will be held on:

- Wednesday, May 15, 2024
- Wednesday, July 10, 2024
- Wednesday, September 11, 2024
- Wednesday, November 13, 2024



CV KidWind Competition: February 24, 2024

More than 200 students throughout the Coachella Valley participated in the Annual KidWind Regional Competition at the Desert Hot Springs High School. Elementary, middle, and high school students demonstrated working wind turbine models they had designed and built. Local industry partners and community leaders, including representatives from MSWD, judged the student projects.



ACWA Federal Annual Conference: February 27-29, 2024



Members of the MSWD leadership team participated in the ACWA DC conference February 27-29, 2024. The event program included updates from elected officials, staff, and Advocacy 101, which featured experts sharing advice on the finer points of federal advocacy.

CV Water Counts Academy Tour of Regional Plant: March 2, 2024

The five-week CV Water Counts Academy attendees finished their educational journey with a tour of water district facilities in the Western Coachella Valley. Among the stops was MSWD's Nancy Wright Regional Water Reclamation Facility. Class attendees had the chance to ask questions and see the SBR tanks being filled with fresh water as we prepared the plant for testing.



Healing Waters Community Meeting: March 5, 2024



Public Affairs staff recently presented a Coachella Valley water overview and mini-Water 101 presentations to Healing Waters Mobile Home Park residents. Residents were very interested in learning more about the District's groundwater protection efforts and the status of our aquifer.

Groundwater Coalition Leg Days: March 5, 2024



MSWD recently met with state officials to help promote groundwater protection through our affiliation with the Groundwater Coalition. The Coalition was formed at the urging of California state and local elected officials who believe that increased efforts are needed to educate and inform policymakers and the public about California's groundwater resources and the role groundwater plays in providing a safe and reliable water supply for California.

Desert Hot Springs Little League Opening Ceremonies: March 9, 2024, 10:00am

MSWD is again proud to support the Desert Hot Springs Little League as they gear up for another successful season. Serving youth in the Desert Hot Springs community, organizers strive to support one another and make sure EVERY child in our community feels welcome and supported. We look forward to a successful 2024 season.



Desert Hot Springs Women's Club Fashion Show Fundraiser: March 10, 2024, 10:30am



The Desert Hot Springs Women's Club will once again host community leaders as they raise funds for youth in our community. This year's Mardi Gras-themed event will focus on men's and women's fashions. Proceeds will provide scholarships for local Desert Hot Springs High School students.

Desert Horticulture Society Tour: March 16, 2024, 10:00am-3:00pm

Back from hiatus, MSWD is once again proud to be a sponsor of the Desert Horticulture Tour. With the mission of showing residents real-life examples of what they can do in their gardens using low water use plants, the tour will feature five gardens re-imagined for today's desert environment. Ticket proceeds go towards the group's scholarship program, which supports local students pursuing degrees in landscape architecture, design, or similar fields.



MSWD Water Talks: March 27, 2024, 5:00-6:00pm

This month's MSWD Water Talk will focus on the proposed Sites Reservoir project. It will feature Jerry Brown, P.E., who has more than 39 years of experience planning, designing, constructing, operating, and maintaining water, wastewater, and water recycling systems for urban areas.

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

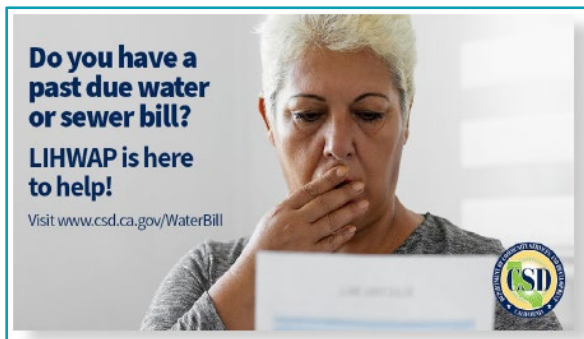
Public & Media Outreach

Outreach Related to Article VI Updates

MSWD continues to promote the upcoming Public Hearing to discuss amendments to Article VI of our wastewater discharge ordinance. To keep all stakeholders informed and engaged, we are providing a redline version of the proposed changes to Article VI on our website. We have also mailed copies asking for input from all current industrial users. We have also contacted CVCAN and the City of Desert Hot Springs to engage current Cannabis growers in our area. Notice of the public hearing was published in the Desert Sun and on social media.



LIHWAP Closing Date Announced



California's temporary Low Income Household Water Assistance Program (LIHWAP) is closing and will not accept applications past March 15, 2024. Through LIHWAP, eligible low-income households can receive one-time financial help to pay current or past due water or sewer bills, as much as \$5,000. Hundreds of MSWD customers have already taken advantage of the one-time, temporary program; however, we are actively

promoting the program and encouraging customers to apply before the March 15, 2024, cutoff. Promotional efforts include auto-dialer calls to delinquent customers, Customer Connect Portal messaging, flyers, newsletter stories, website announcements, and social media.

Customer Newsletter

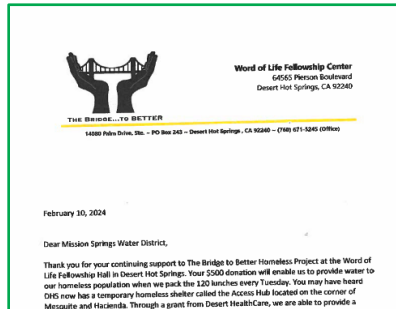
Our February 2024 Water Matters newsletter featured information about the recent CORBS awards, a warning to be cautious of strangers posing to be utility workers, and a reminder that the LIHWAP program is coming to a close.

A copy of the newsletter is included in Appendix D.



Gratitude for the District

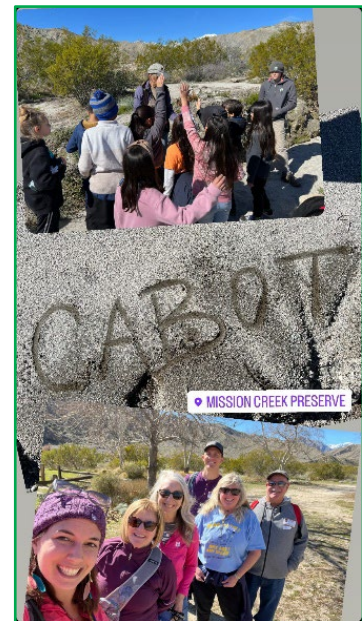
Homeless Assistance



The Bridge to Better Homeless Project recently sent a letter of appreciation to the District for donating water funding for people experiencing homelessness. They also extended an invitation to the District to help out or visit the Medical Van, which provides aid to the homeless in our city on the third Thursday of each month. A copy of the letter of appreciation and invitation is included in Appendix D.

Mission Creek Preserve Field Trips

MSWD continues to promote and provide Desert Hot Springs schools with opportunities to learn about our water source at Mission Creek Preserve. In February 2024, more than 65 third-grade students from Cabot Yerxa Elementary visited the preserve. Quotes from the students include, “Today is the best day EVER!” MSWD would also like to thank the teachers and chaperones who made the trip possible. We look forward to facilitating additional trips later this spring.



Legislative Update

Federal: Fiscal Year 2024 Appropriations Update

Congress reached a deal to avoid a partial government shutdown the last week of the month. Congress will take action to pass another short-term Continuing Resolution (CR). The new CR will continue to be a laddered CR with two deadlines. The first deadline will be March 8, 2024, for the following appropriations bills: Agriculture-FDA, Commerce-Justice-Science, Energy and Water Development, Interior and the Environment, Military Construction-Veterans Affairs, and Transportation-Housing and Urban Development. This extension will give both chambers time to vote on the first package of six appropriations bills and continue negotiations over the remaining six bills. The first round of votes, which includes funds for the MSWD Groundwater Protection Project, is in the initial package of six bills slated for review the week of March 5, 2024.

A complete federal update is located in Appendix C.

Federal: President Biden to Send Budget Proposal on March 11, 2024

Following the State of the Union on March 7, 2024, President Biden is expected to send his Fiscal Year 2025 budget proposal to Congress on March 11, 2024. The release of the President's budget is expected to start the Fiscal Year 2025 appropriations process in Congress.

California: New Deficit Projections by the LAO

The Legislative Analyst Office (LAO) unveiled its latest findings on February 20, 2024, regarding the 2024-2025 Budget, significantly revising deficit projections. They now project a deficit of \$24 billion less than the Governor estimated for 2022-2023 to 2024-2025. Moreover, the LAO warns that the budget shortfall might surpass the figures outlined in the May revision. In response to these projections, the LAO advises reducing one-time and temporary expenditures as a prudent measure. The full comprehensive analysis can be accessed [here](#).

MSWD Digital Advertising

The District featured four Google and Facebook/Instagram ads promoting various MSWD programs.

The Google campaign garnered almost 352,000 impressions and 1,016 link clicks. Our Facebook ads garnered more than 144,000 impressions and 373 link clicks.

A full report is included in Appendix D.



Social Media

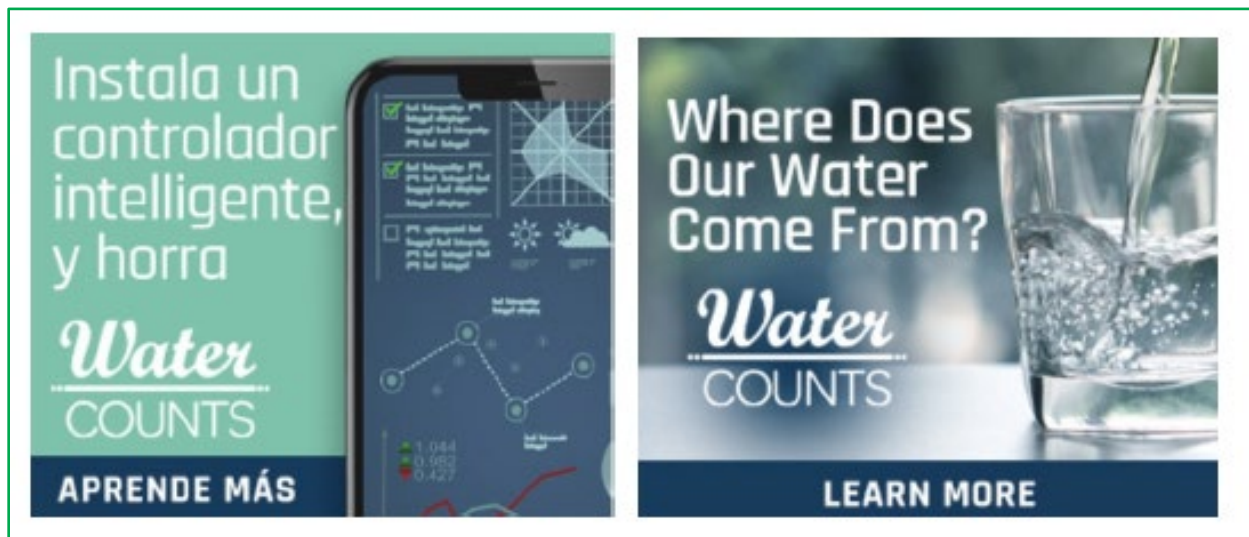
A copy of the February 2024 social media report can be found in Appendix D. This report highlights activities and posts on the District's social media platforms. Some of our most engaging posts included the live recording of the February 2024 MSWD Water Talk, a Happy Valentine's Day post from staff, and a re-post from CSDA's social media congratulating our Finance Director for completing his CSDA governance certificate.

3 Most Engaging Posts	3 Highest Reach Posts	3 Most Shared Posts
17.24%	Rain 🌧️ Reminder: After the Rain, shut off your sprinklers for ... 396	Post 30269222 ❤️ Low-income residents with overdue water bills can recei... 3
Post 30604254 ❤️ Happy Valentine's Day, from MSWD! Today, we're sending ... 10.45%	Post 30269222 ❤️ Low-income residents with overdue water bills can recei... 341	Rain 🌧️ Reminder: After the Rain, shut off your sprinklers for ... 3
+1 We are very proud of you Arturo! 9.46%	Feb Water Talks 📍 Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet E... 214	Feb Water Talks 📍 Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet E... 1

CV Water Counts

The CV Water Counts website had 3,616 visitors during February 2024. The top pages were the Conservation Tips page, Where Does the Coachella Valley's Water Come From, and "Plant of the Month Elephant's Food," – which continues to get a large amount of traffic from organic search. The e-newsletter has roughly 760 opt-in subscribers, and the open rate is 58.23% (the industry standard is 17.8%).

A full report is located in Appendix D.



Rebates & Conservation

The Public Affairs team continued to promote rebates and conservation throughout our service territory during February 2024.

Toilet Rebates

The District did not receive any toilet rebate applications in February 2024.

Turf Rebates

The District funded one turf rebate application in the amount of \$1,670 and has one pending application totaling \$3,000.

Conservation Kits

The District received three requests for conservation kits in February 2024.

Bottled Water Tracking Report

Date Supplied	Requested By	Event or Purpose	Cases Requested
02/06/2024	Team Mom	Special Event	1
02/08/2024	City of Desert Hot Springs	Monthly Supply Order	15
02/13/2024	MSWD	CV Water Counts Academy	2
02/21/2024	MSWD	Water Talks	2
02/23/2024	Cabot's Pueblo Museum	Cultural Weekend-Mata Ortiz & Hopi	2
02/23/2024	Quail Valley Association	QV Fundraiser Event	3
02/27/2024	Desert Springs Middle School	Career Day	5
02/28/2024	Bella Vista Elementary School	Family Reading Night	5
02/29/2024	Painted Hills Middle School	Black History Month	5
Total			40



APPENDIX A – Finance & Accounting Information

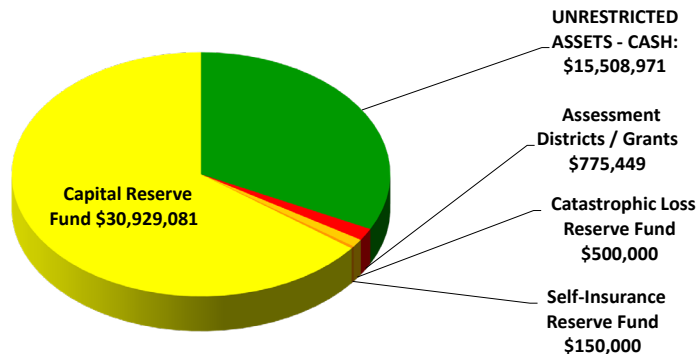
MISSION SPRINGS WATER DISTRICT
COMBINED FUNDS
DISTRICT SUMMARY
JULY 1, 2023 TO FEBRUARY 29, 2024

YEAR TO DATE				JULY 1, 2022 TO FEBRUARY 29, 2023				
ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	
		AMOUNT	PERCENT			AMOUNT	PERCENT	
14,794,801	14,178,392	616,409	4%	14,027,703	13,757,616	270,087	2%	
13,016,635	15,754,657	2,738,023	17%	10,727,028	11,451,865	724,837	6%	
<u>1,778,166</u>	<u>(1,576,265)</u>	<u>3,354,432</u>	213%	<u>3,300,675</u>	<u>2,305,751</u>	<u>994,924</u>	43%	
				OPERATING REVENUE:				
5,648,303	6,147,185	(498,882)	-8%	2,678,198	2,450,924	227,274	9%	
666,256	709,256	43,000	6%	439,760	1,136,204	696,444	61%	
<u>4,982,047</u>	<u>5,437,929</u>	<u>(455,882)</u>	-8%	<u>2,238,438</u>	<u>1,314,720</u>	<u>923,718</u>	70%	
				ADD NON-OPERATING REVENUE				
				LESS NON-OPERATING EXPENSE				
				NET NON-OPERATING INCOME				
<u>6,760,214</u>	<u>3,861,664</u>	<u>2,898,550</u>	75%	<u>5,539,113</u>	<u>3,620,471</u>	<u>1,918,642</u>	53%	
				NET INCOME				

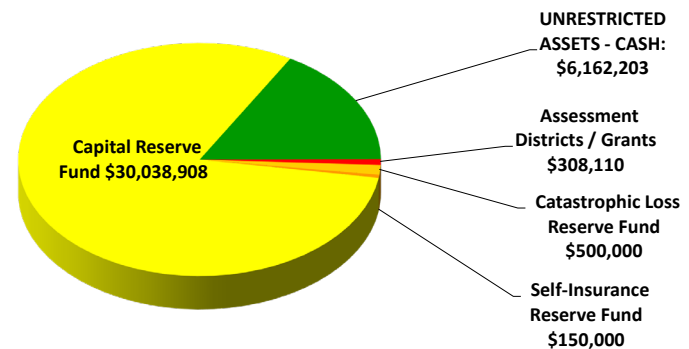
OTHER INFORMATION

	19.80	DEBT SERVICE RATIO	26.75
	0.74%	INVESTMENT RETURN	0.05%
EARNED \$	39,900	WELLS FARGO LOAN INTEREST	\$ 53,200 PAID
	\$ 42,784,058	CASH - JULY 1	\$ 47,763,075
	\$ 5,079,443	INCREASE/(DECREASE) IN CASH	\$ (10,603,853)
	<u>\$ 47,863,501</u>	CASH - END OF PERIOD	<u>\$ 37,159,222</u>
WELLS FARGO	\$ 15,508,971	UNRESTRICTED CASH	\$ 6,162,203
WELLS FARGO	\$ 562,755	RESTRICTED - ASSESSMENT DISTRICTS	\$ 675,306
CALTRUST	\$ 6,890,886	RESTRICTED - SHORT TERM FUND	\$ 6,507,866
CALTRUST	\$ 22,151,081	RESTRICTED - MEDIUM TERM FUND	\$ 21,204,603
CALTRUST	\$ 2,749,808	RESTRICTED - LIQUIDITY FUND	\$ 2,609,243
	<u>\$ 47,863,501</u>	RESTRICTED TOTAL CASH	<u>\$ 37,159,222</u>

Total Cash In Custody of MSWD 2024



Total Cash In Custody of MSWD 2023



APPENDIX B – Wastewater & Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY

	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	4	4	18	8	7	9	51	2	1	139	2	0	0
August	12	26	20	4	1	8	53	2	4	214	4	0	2
September	17	20	20	5	2	12	8	11	2	90	2	1	0
October	3	13	36	9	4	8	12	4	21	65	8	2	1
November	7	8	29	50	10	9	7	7	1	52	18	7	3
December	21	8	12	9	3	3	64	1	0	86	22	11	2
January	2	35	14	21	7	1	16	8	3	27	3	11	1
February	1	4	7	23	5	1	42	0	3	5	46	6	1
March		24	17	48	1	0	23	5	0	31	16	2	1
April		16	7	18	3	3	15	30	0	8	95	14	3
May		9	16	17	11	3	20	45	7	13	98	3	2
June		4	2	21	7	3	6	70	4	4	72	2	0
Annual	67	171	198	233	61	60	317	185	46	734	386	59	16

Connections to Sewer Collection System:

As of June 30, 2023 8,836
 Plus YTD 67

Total Sewer Connections = 8,903

WASTEWATER FLOW MGD

2023/24	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.922043	2.149212	0.050983	0.071200
August	1.929369	2.592078	0.047453	0.067540
September	2.037218	2.182773	0.046081	0.055570
October	2.050049	2.173503	0.040804	0.051000
November	2.065661	2.265582	0.046158	0.059550
December	2.037725	2.208722	0.045566	0.057730
January	2.014687	2.152567	0.045226	0.049620
February	1.999080	2.184408	0.047016	0.053920
March				
April				
May				
June				

WASTEWATER FLOW MGD

2022/23	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.980020	2.086591	0.038856	0.045610
August	2.007484	2.156507	0.043378	0.051750
September	2.085598	2.243680	0.042339	0.047130
October	1.980283	2.266199	0.045616	0.052230
November	1.966075	2.124845	0.045861	0.050330
December	1.963779	2.145901	0.041817	0.050300
January	1.954007	2.142796	0.043181	0.048220
February	1.917610	2.093768	0.041724	0.056170
March	1.977725	2.134190	0.042863	0.047530
April	2.047194	2.217048	0.037373	0.047160
May	1.977976	2.188987	0.040162	0.059330
June	1.938862	2.058816	0.049741	0.067470

WATER REPORT

WATER CONNECTION SUMMARY													
	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	5	6	18	7	4	5	7	2	0	0	1	0	0
August	14	28	19	6	10	5	3	2	2	0	1	0	0
September	19	22	23	18	2	14	4	13	3	0	2	2	0
October	4	16	33	13	3	21	8	3	20	0	5	1	1
November	9	10	27	10	16	4	0	7	3	0	1	0	1
December	5	9	9	2	17	3	3	2	0	0	2	0	0
January	5	26	14	15	6	3	20	1	1	2	2	0	0
February	3	14	8	13	8	5	11	1	0	1	0	1	0
March		29	19	16	2	3	6	5	0	12	0	0	4
April		24	6	11	1	3	7	11	2	7	0	1	4
May		16	19	15	12	5	11	9	8	2	0	1	2
June		5	1	24	11	2	8	2	10	1	0	0	0
Annual	64	205	196	150	92	73	88	58	49	25	14	6	12
Avg./ Mo.	5.33	17.08	16.33	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00

Connections to Water System:

As of June 30, 2023 13,542

Plus YTD 64

Total Water Connections = 13,606

WATER PRODUCTION SUMMARY													
	FY 2023/24	Variance from prior year		FY 2022/23	FY 2021/22	FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16	FY 2014/15	FY 2013/14
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	789.99	38.20	5.08%	751.79	796.57	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82
August	737.74	-112.45	-13.23%	850.19	839.93	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60
September	675.06	-40.97	-5.72%	716.03	738.65	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20
October	709.23	17.25	2.49%	691.98	665.18	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09
November	629.05	29.66	4.95%	599.39	679.85	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05
December	529.99	-24.28	-4.38%	554.27	565.48	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09
January	556.57	26.18	4.94%	530.39	580.28	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86
February	458.69	-31.72	-6.47%	490.41	527.34	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87
March		-	0.00%	500.37	601.44	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89
April		-	0.00%	552.34	624.07	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05
May		-	0.00%	726.25	745.36	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18
June		-	0.00%	682.09	730.02	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96
TOTAL	5,086.32	-98.13	-1.89%	7,645.50	8,094.17	8,356.13	7,981.79	7,617.30	8,017.06	7,476.47	6,903.75	7,798.69	8,385.66

APPENDIX C – Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

February 29, 2024

FY24 Appropriations Update

Congress has reached a deal to avoid a partial government shutdown this week. Congress will be taking action to pass another short-term Continuing Resolution (CR). The new CR will continue to be a laddered CR with two different deadlines. The first deadline will be March 8th for the following appropriations bills: Agriculture-FDA, Commerce-Justice-Science, Energy and Water Development, Interior and the Environment, Military Construction-Veterans Affairs, and Transportation-Housing and Urban Development. This extension will give both chambers time to vote on the first package of six appropriations bills and continue negotiations over the remaining six bills. The first round of votes on the initial package of six bills is slated for next week. This afternoon, the new CR passed the House by a vote of 320-99 and is expected to be considered in the Senate this evening.

President Biden to Send Budget Proposal on March 11th

Following the State of the Union on March 7th, President Biden is expected to send his FY25 budget proposal to Congress on March 11th. The release of the President's budget is expected to start the FY25 appropriations process in Congress.

Agencies Release 2023 Equity Action Plan Updates

All federal agencies released updates to their Equity Action Plans, as directed by Executive Order (EO) 14901, *Further Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*. The updates detail progress by each agency in 2023 toward meeting Biden administration environmental justice (EJ) and equity goals. Equity Action Plan 2023 Updates listed by agency can be found [HERE](#).

Senator Padilla Introduces LIHWAP Legislation

Senator Padilla introduced the *Low-Income Household Water Assistance Program (LIHWAP) Establishment Act*. The legislation would establish a permanent, nationwide water assistance program to provide assist households with lower incomes in paying arrearages and other rates charged for drinking water or wastewater services. A section-by-section summary is available [HERE](#), a one-page summary is available [HERE](#), and bill text is available [HERE](#).

McConnell Will Step Down as Senate Republican Leader

On February 28th, Senate Minority Leader Mitch McConnell (R-KY) announced he will not seek another term as leader of the Senate Republican Conference. McConnell has led Senate Republicans since 2007 and is the longest serving Senate party leader in U.S. history. He said he intends to serve the remainder of his Senate term that expires in January 2027.

Special Election Results

In the special election in New York's 3rd Congressional District, former Representative Tom Suozzi won election to the seat occupied by expelled former Representative George Santos and assumed office on February 28th. House Republicans now have a five-seat majority with 219 members to 213 Democrats, with three vacancies.

Additional Members Announce Retirement

This month, additional Representatives announced their intent to retire at the end of the 118th Congress, many of these retirements include Committee Chairs. They are:

- Representative Cathy McMorris Rodgers (R-WA), Chair of the Committee on Energy & Commerce
- Representative Mark Green (R-TN), Chair of the Committee on Homeland Security
- Representative Mike Gallagher (R-WI)
- Delegate Gregorio Sablan (D-MP)

Congressional Letters

Democratic Members Urge EPA to Strengthen Lead and Copper Rule. Democratic Senators Tammy Duckworth (IL), Cory Booker (NJ), along with Representatives Debbie Dingell (MI) and Rashida Tlaib (MI), led a [letter](#) to EPA Administrator Michael Regan urging changes to the final Lead and Copper Rule proposal released in December 2023. The lawmakers urge EPA to require expedited replacement of lead service lines, ensure that individual property owners do not have to pay for lead service line replacement, require comprehensive testing for lead in schools and childcare facilities, strengthen reporting requirements, and better enforce existing regulations. EPA is expected to finalize the Lead and Copper Rule proposal by this fall.

Senators and Representatives Call on IRS to Clarify Tax Status of Lead Replacement Grants. A bipartisan group of Senators and Representatives, led by Senators Amy Klobuchar (D-MN) and Deb Fischer (R-NE), wrote a [letter](#) to Internal Revenue Service (IRS) Commissioner Danny Werfel urging the agency to clarify the tax status of lead pipe replacement grants. The letter mentions that IRS' General Welfare Exclusion exempts "taxpayers from reporting legislatively provided payments that promote public health as taxable income" and that the agency should extend this guidance to property owners that receive funds to replace lead service lines.

Federal Funding Opportunities & Announcements

DOL Announces Growth Opportunities NOFO. The Department of Labor (DOL) released a [NOFO](#) for the availability of \$85 million through the Growth Opportunities program. The grants will fund education, skills training, supportive services, and paid work experience for youth in the justice system. Applications are due by April 2nd.

EPA to Host Three Grants Webinars in Late March. The Environmental Protection Agency (EPA) will host three webinars on its grant programs in late March:

- [Competition Process Webinar](#) – March 26th at 1:00 pm ET;
- [Procurement, Subawards, and Participant Support Costs Webinar](#) – March 27th at 11:30 am ET; and
- [New EPA Davis-Bacon Grant Term and Condition Webinar](#) – March 28th at 12:30 pm ET.

EPA Announces \$1 Billion in Funding for 100 Superfund Sites. EPA [announced](#) \$1 billion in funding for cleanup projects at over 100 Superfund Sites, including [25 new projects](#). The IIJA authorized funding will support continued efforts to remediate former manufacturing facilities, processing plants, landfills, and mining sites with hazardous waste and toxic chemicals that pose a risk to the health of residents in adjacent communities.

Federal Agency Personnel/Regulatory Announcements

OMB Releases Federal Program Inventory. The White House Office of Management and Budget (OMB) released the [Federal Programs Inventory](#) webpage to provide information about all federal programs that provide grants, loans, or direct payments. The inventory includes objectives, estimated spending, and actual spending for each program.

EDA Announces Deployment of Economic Recovery Corps. The Economic Development Administration (EDA) [announced](#) the inaugural deployment of the Economic Recovery Corps. EDA will deploy 65 professionals to communities nationwide for 2.5 years to advance regional projects and enhance economic development capacity for under-resourced communities.

EPA Announces Acting Deputy Administrator. EPA announced that Bruno Pigott will serve as Acting Deputy Administrator following the departure of Deputy Administrator Radhika Fox. Pigott currently serves as Principal Deputy Assistant Administrator for Water and has been with the agency since 2021.

EPA Releases Listing of Specific PFAS as Hazardous Constituents NPRM. EPA released an [NPRM](#) titled “Listing of Specific Per- and Polyfluoroalkyl Substances as Hazardous Constituents.” The NPRM would add nine per- and polyfluoroalkyl substances (PFAS), their salts, and their structural isomers, to its list of hazardous constituents under the Resource Conservation and Recovery Act (RCRA). Comments are due by April 8th.

EPA Releases Hazardous Waste from Solid Waste Management Units NPRM. EPA released an [NPRM](#) titled “Definition of Hazardous Waste Applicable to Corrective Action from Solid Waste Management Units.” The NPRM would amend the definition of hazardous waste applicable to corrective action to address releases from solid waste management units at RCRA-permitted treatment, storage, and disposal facilities and would require corrective action for any substance that meets the statutory definition of hazardous waste, including PFAS. Comments are due by March 11th.

EPA Announces Expansion of Closing Wastewater Access Gap Initiative. EPA announced an expansion of the [Closing America’s Wastewater Access Gap Community Initiative](#) to an additional 150 communities. The initiative partners with underserved communities to provide technical assistance on accessing federal wastewater funding. EPA is accepting technical assistance requests on a rolling basis and interested communities can make a request [HERE](#).

EPA CRWU Initiative Releases EJ StoryMap. EPA’s Creating Resilient Water Utilities (CRWU) Initiative released its new [EJ StoryMap](#). The resource provides water utilities with information to incorporate EJ priorities into their climate adaption planning process.

FEMA Releases Update to Mitigation Action Portfolio. The Federal Emergency Management Agency (FEMA) released an [update](#) to its Mitigation Action Portfolio (MAP). MAP features Hazard Mitigation Assistance Program project ideas that address all types of natural hazards, including coastal and inland flooding, wildfire, droughts, and landslides.

Reclamation Announces Partnership with Seven Non-Profits. Reclamation [announced](#) partnerships with seven non-profits to fill youth and entry-level internships. The five-year partnerships will allow Reclamation to assist the selected non-profits by cost-sharing the recruitment and placement of youth interns and resource assistants.

Reclamation Releases Study on Colorado River Evaporation. Reclamation released a [report](#), titled “Mainstream Evaporation and Riparian Evapotranspiration Study,” detailing that 1.3 million acre-feet of water evaporated annually between Lake Mead and the border with Mexico from 2017 to 2021. The report did not account for water lost to leaks or seepage from diversion of the river through reservoirs, canals, or other infrastructure.

USACE and Reclamation Release Joint Infrastructure Report. The U.S. Army Corps of Engineers (USACE) and Reclamation released a [joint report](#) entitled “State of the Infrastructure: A Joint Report by the Bureau of Reclamation and the U.S. Army Corps of Engineers.” The report provides a high-level overview of the infrastructure asset portfolio and related asset management practices, collaboration efforts, and future strategies.

##

APPENDIX D – Public Affairs Information

MSWD Earns Top Honors From Regional California Water Environment Association

MSWD recently took home three awards, including Small Plant of the Year, Collection System Person of the Year, and Community Engagement & Outreach Project of the Year, during a special awards ceremony hosted by the California Water Environment Association and its Colorado River Basin Section.

Collection Operator II Joseph (Joey) McElrone was named 2023 Collection System Person of the Year.



McElrone is responsible for inspecting, maintaining, and repairing the District's sewers and wastewater system.

MSWD also took home top honors for plant operations at the Alan L. Horton Wastewater Treatment Plant (small plant category) and the Community Engagement & Outreach Project of the Year (small plant category) for its Water 101 educational series.

Founded in 1928, CWEA unites wastewater professionals from throughout the state. Together, they address real-time issues, develop and deliver cutting-edge training, raise awareness of the profession, and shape the future of wastewater.

Beware of Impostor Water Agency Workers

Last month, residents of San Diego County received a warning about impostor water agency "workers" engaging in suspicious activities. This serves as a reminder for all of us to remain vigilant and cautious in our interactions with strangers. To ensure the safety and security of your home and loved ones, here are a few key steps to follow:

Verify Identity: If someone claiming to be from your water agency knocks on your door, take the time to verify their identity. Legitimate representatives will have proper identification and will not hesitate to provide it for your peace of mind.

Don't Hesitate to Ask Questions: If you have any doubts or concerns about the authenticity of the visit, don't hesitate to ask questions. Genuine water agency representatives will be happy to address your concerns and provide information about their purpose.



Call the Official Number: In case of any doubts, reach out to your water agency directly. Call the official contact number, such as MSWD at 760-329-6448, to confirm the legitimacy of the visit.

Get help paying your water or sewer bill.

APPLY TODAY!

Visit www.csd.ca.gov/WaterBill





THE BRIDGE...TO BETTER

Word of Life Fellowship Center
64565 Pierson Boulevard
Desert Hot Springs, CA 92240

14080 Palm Drive, Ste. -- PO Box 243 -- Desert Hot Springs , CA 92240 -- (760) 671-5245 (Office)

February 10, 2024

Dear Mission Springs Water District,

Thank you for your continuing support to The Bridge to Better Homeless Project at the Word of Life Fellowship Hall in Desert Hot Springs. Your \$500 donation will enable us to provide water to our homeless population when we pack the 120 lunches every Tuesday. You may have heard DHS now has a temporary homeless shelter called the Access Hub located on the corner of Mesquite and Hacienda. Through a grant from Desert HealthCare, we are able to provide a medical health van on the third Thursday of each month at the Access Hub. This allows us to have a central location in town where we can provide clothing, showers, haircuts, and referrals to other services.

We appreciate the opportunity to have a partnership with MSWD and invite you to come see the Medical Van in action from 8am- 11am. We hope to continue all our efforts to help people who are experiencing homelessness in DHS.

Thank you again for being partners in the endeavor,
Sincerely,

Sally Hedberg

Sally Hedberg, Volunteer Outreach, The Bridge to Better



MSWD Digital Marketing & Website Report

Website, Social, and Marketing Performance

Feb 1 - 29, 2024

Casey Dolan

Google Ads Campaigns

Impressions
MSWD

352,562

Clicks
MSWD

1,016

CTR
MSWD

0.29%

GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Ad group	Impr.	Clicks	CTR
MSWD Fog / Bin Campaign	137,609	801	0.58%
MSWD Water Talks 2.21	99,480	83	0.08%
MSWD Bill Assistance (Man)	50,397	54	0.11%
MSWD Bill Assistance (Woman)	50,219	58	0.12%
Rain Sprinklers	14,857	20	0.13%
	352,562	1,016	0.29%

WATER
THE AS WITH MSWD

FEBRUARY: FLEET ELECTRIFICATION MAKING THE TRANSITION TO ELECTRIC VEHICLES

DATE: FEBRUARY 21, 2024
TIME: 5-6 PM

LOCATION: DHS LIBRARY 14380 PALM DR
DESERT HOT SPRINGS

NICK BLAIR, MPP
STATE RELATIONS ADVOCATE
ASSOCIATION OF CA WATER AGENCIES

REGISTER NOW

BILL ASSISTANCE AVAILABLE!

READ MORE

MSWD
Mission Springs Water District

Avoid FOG Clogs

Keep fats, oils & grease away from drains

MSWD
Mission Springs Water District

FREE WATER FROM MOTHER NATURE

REMEMBER TO TURN OFF YOUR SPRINKLERS

MSWD
Mission Springs Water District

Meta Campaign Performance

Includes Facebook and Instagram campaigns

Campaign performance				
MSWD				
Campaign	Link Clicks	Impr.	Reach	Page Likes
Water Talks 2.21	235	38,546	10,955	0
MSWD FOG - Green Bin Feb 2024	65	74,949	41,538	0
MSWD Bill Assistance Video - Feb 2024	48	11,477	3,376	0
MSWD Rain - Sprinkler Message - Feb 2024	25	19,243	18,139	0
	373	144,215	47,627	0

Mission Springs Water District X

Sponsored ·

Click to learn more about the various resources that may be able to help you pay your water and other utility bills and expenses.



mswd.org
MSWD Bill Assistance Programs [Learn more](#)

2

Like Comment Share

Mission Springs Water District

Published by Casey Dolan · 20h ·

You may not know it, but every time you pour fat, oil, or grease (FOG) down your sink (e.g., bacon grease), you are contributing to a costly problem in the sewer collection system.

Remember to place a wastebasket in each bathroom for solid wastes like disposable diapers, creams and lotions, and personal hygiene products including non-biodegradable and "so-called" flushable wipes.



MSWD
Mission Springs Water District

PROTECTING YOUR PIPES


MSWD.ORG
Don't Let Wipes or FOGS Become Clogs [Learn more](#)

Mission Springs Water District has one simple mission: Provide, protect, ...

Mission Springs Water District X

Sponsored · Paid for by Mission Springs Water D... ·

Join us for an insightful exploration into water topics shaping the future of our valley and state! 💧 ⚡ Discover sustainability, ...See more



WATER
TALKS WITH MSWD

FEBRUARY: FLEET ELECTRIFICATION MAKING THE TRANSITION TO ELECTRIC VEHICLES

NICK BLAIR, MPP
STATE RELATIONS ADVOCATE
ASSOCIATION OF CA WATER AGENCIES

DATE: FEBRUARY 21, 2024
TIME: 5-6 PM
LOCATION: DHS LIBRARY 14380 PALM DR
DESERT HOT SPRINGS

[REGISTER NOW](#)

mswd.org
Water Talks with MSWD
JOIN MSWD FOR A MON... [Learn more](#)

Mission Springs Water District X

Sponsored ·

Reminder: After it's been raining, shutoff your sprinklers for a few days and help save valuable H2O! ...See more



FREE WATER FROM MOTHER NATURE

REMEMBER TO TURN OFF YOUR SPRINKLERS

MSWD
Mission Springs Water District

Mission Springs Water District
Public Utility Company [LEARN MORE](#)

Website Information

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

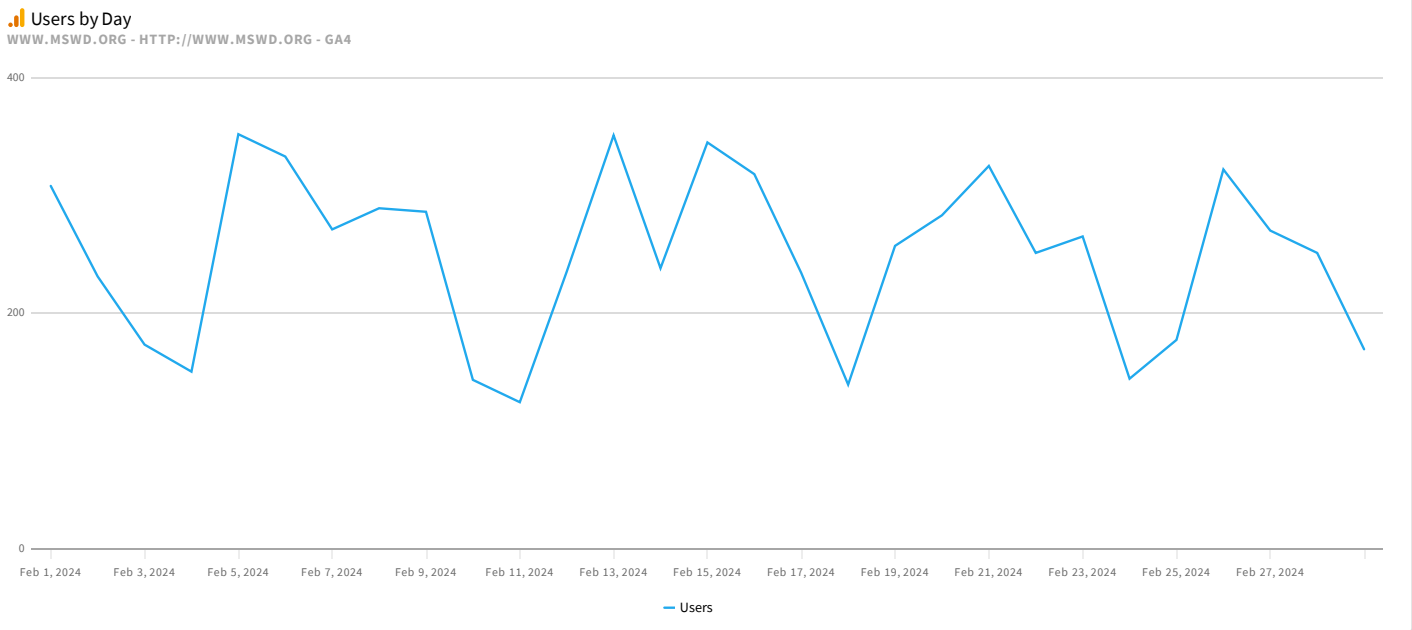
6,014

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

18,524

Engaged sessions
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG...

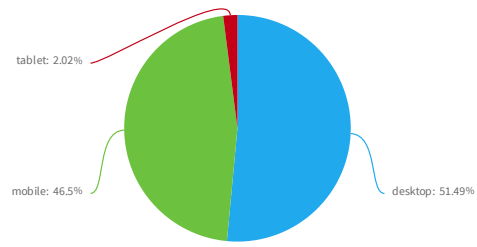
5,375



Page Title performance
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4

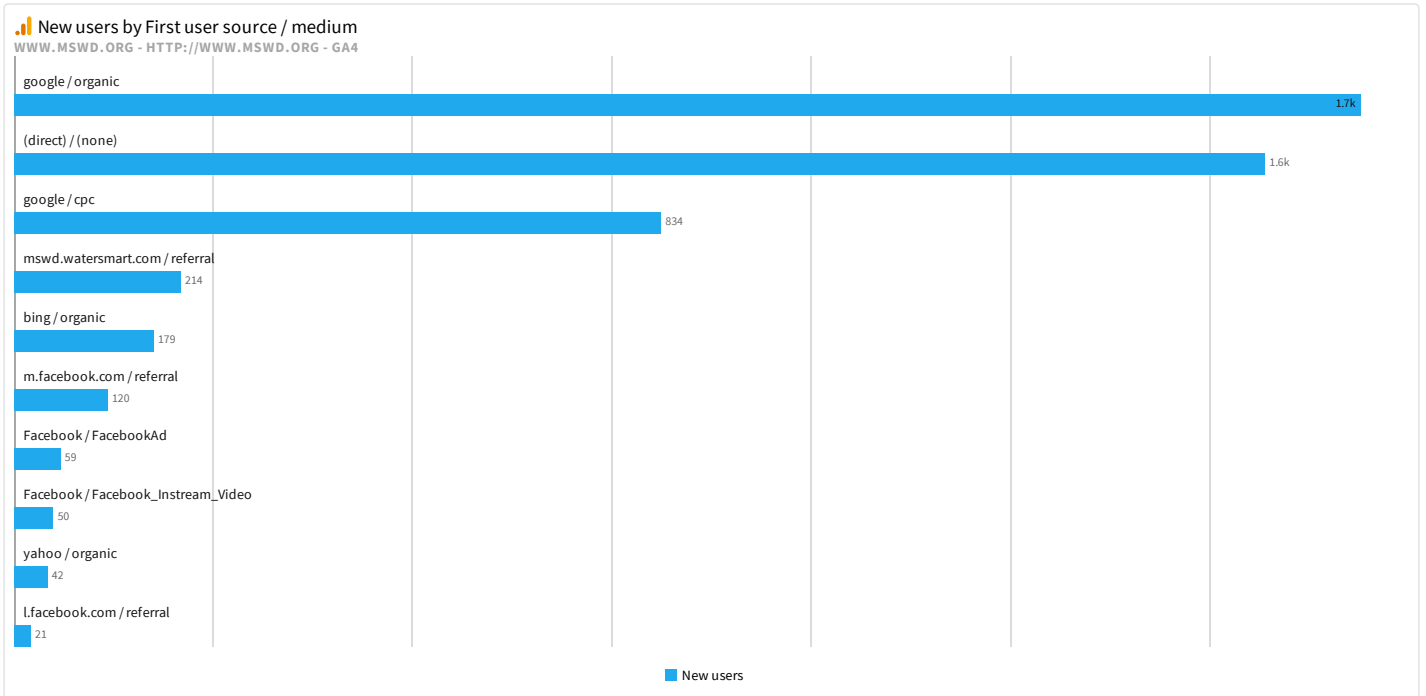
Page Title	Views	Views per user	Users	Engaged sessions	Sessions per User	Average engagement time
Home Page Mission Springs, CA Water District	4,544	1.52	2,955	3,534	1.35	17s
New Customer Portal Mission Springs, CA Water District	3,949	1.59	2,466	2,988	1.39	15s
Online Payment System Mission Springs, CA Water District	1,256	1.75	709	637	1.17	23s
Protecting Your Pipes Mission Springs, CA Water District	1,089	1.46	738	185	1.23	4s
Bill Pay Options Mission Springs, CA Water District	978	1.55	624	589	1.24	33s
Job Opportunities Mission Springs, CA Water District	730	2.47	293	350	1.57	19s
Careers Mission Springs, CA Water District	376	1.65	226	267	1.35	19s
Search Mission Springs, CA Water District	353	2.42	146	162	1.19	52s
Water Talks with MSWD Mission Springs, CA Water District	341	1.18	276	73	1.15	4s
Bill Assistance and Resources Mission Springs, CA Water District	279	1.25	223	65	1.18	19s
	18,092	2.99	5,947	5,268	1.43	48s

Engaged sessions by Device category
 WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4



Users by City
 WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4

City	Users
Los Angeles	1,349
Desert Hot Springs	1,254
(not set)	277
Indio	259
San Diego	200
Palm Springs	174
La Quinta	131
Cathedral City	119
Palm Desert	104
Riverside	75
	6,014



Facebook Account Overview (February 1 - 29, 2024)

<p>Posts Published</p> <p>14</p> <p>+4 40.0%</p>	<p>Total Likes</p> <p>1,234</p> <p>+5 0.4%</p>	<p>New Likes</p> <p>5</p> <p>+1 25.0%</p>	<p>Unlikes</p> <p>0</p>	<p>Engaged People</p> <p>551</p> <p>-719 -56.6%</p>
<p>Total Reach</p> <p>89,025</p> <p>-354 -0.4%</p>	<p>Organic Reach</p> <p>2,576</p> <p>+104 4.2%</p>	<p>Paid Reach</p> <p>86,672</p> <p>-752 -0.9%</p>	<p>Impressions</p> <p>106,902</p> <p>-11,904 -10.0%</p>	<p>Video Views</p> <p>5,967</p> <p>+1,262 26.8%</p>

3 Most Engaging Posts



17.24%



Post 30604254
 ❤️ Happy Valentine's Day, from MSWD! Today, we're sending ...

10.45%



We are very proud of you Arturo!
 +1

9.46%

3 Highest Reach Posts



Rain
 💧 Reminder: After the Rain, shut off your sprinklers for ...

396



Post 30269222
 ❤️ Low-income residents with overdue water bills can recei...

341



Feb Water Talks
 👉 Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet E...

214

3 Most Shared Posts



Post 30269222
 ❤️ Low-income residents with overdue water bills can recei...

3



Rain
 💧 Reminder: After the Rain, shut off your sprinklers for ...




3






Feb Water Talks
 👉 Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet E...

1




3 Least Engaging Posts

	President's Day Happy Presidents Day! While our offices are taking a w...	2.17%
	Post 30269222 Low-income residents with overdue water bills can recei...	3.81%
	Rain Reminder: After the Rain, shut off your sprinklers for ...	4.55%

3 Lowest Reach Posts

	President's Day Happy Presidents Day! While our offices are taking a w...	46
	Join MSWD today as we host the LifeStream team!	59
	Blood Drive Join us for another MSWD LifeStream blood drive on Feb 2...	63

3 Least Shared Posts

	Join MSWD today as we host the LifeStream team!	0
	MSWD was proud to help judge the Coachella Valley KidWind...	0
	Blood Drive Join us for another MSWD LifeStream blood drive on Feb 2...	0

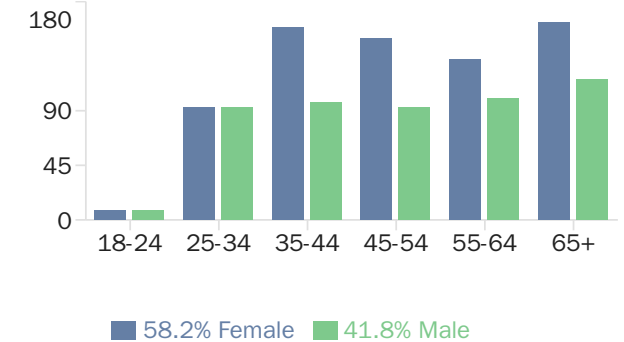
Likes By Country

1. United States of America (1,203 likes)
2. Mexico (12 likes)
3. France (4 likes)
4. India (2 likes)
5. Sierra Leone (1 like)

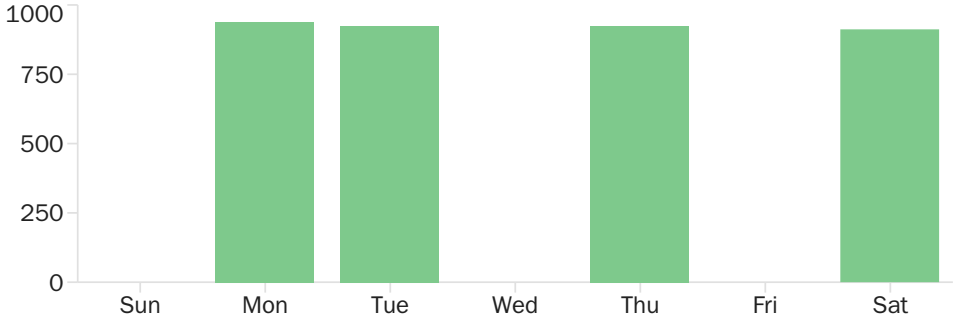
Likes By City

1. Desert Hot Springs, CA (575 likes)
2. Indio, CA (66 likes)
3. Palm Desert, CA (49 likes)
4. La Quinta, CA (48 likes)
5. Cathedral City, CA (46 likes)

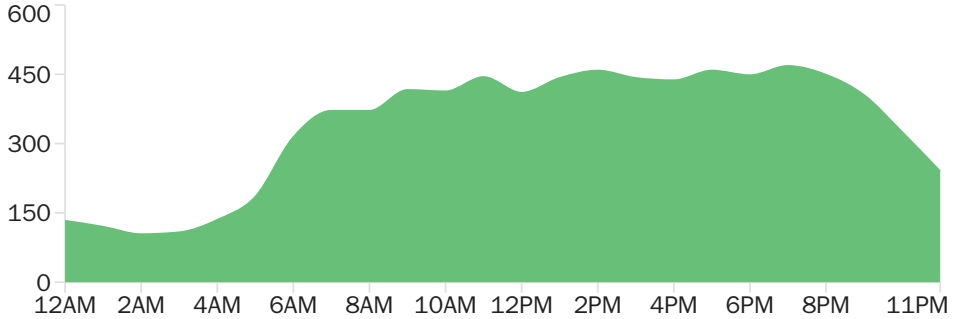
Likes by age & gender













Days your fans are online


























Hours fans are online





Facebook Post Metrics (February 1 - 29, 2024)

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
February 28, 2024 6:41 AM PST	 Image	 Join MSWD today as we host the LifeStream team!		59	3	5.08%	4	1	0	0	0
February 24, 2024 1:33 PM PST	 Image	 MSWD was proud to help judge the Coachella Valley KidWind competition held at DHS High School today. We have some innovative and talented students in our Valley.		115	8	6.96%	9	0	0	1	0
February 23, 2024 1:08 PM PST	 Image	 Blood Drive 🩸 Join us for another MSWD LifeStream blood drive on Feb 28th! 🩺❤️ Be a hero and donate blood to help those in need. Every drop counts! Sign up now and make a difference. Visit www.lstream.org/mswd ...	Event	63	4	6.35%	4	0	0	2	0
February 22, 2024 1:20 PM PST	 Multi-Image	 +1 We are very proud of you Arturo!		74	7	9.46%	6	0	0	8	0
February 21, 2024 5:02 PM PST	 Video			87	15	17.24%	7	0	0	18	78

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
February 21, 2024 7:07 AM PST	 Image	 <p>Engineers Week  Happy Engineering Week!  Join us in celebrating the incredible work of our water district engineers!  Their dedication and innovation keep our community's water flowing smoothly and sustaina...</p>	Event	77	4	5.19%	4	0	0	1	0
February 20, 2024 1:15 PM PST	 Image	 <p>Water Talks - Feb  Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet Electrification & CA Special Districts! MSWD is hosting a series of Water Talks for members of the DHS community who want to learn more abo...</p>	Event	149	7	4.7%	5	1	1	3	0
February 19, 2024 7:00 AM PST	 Image	 <p>President's Day  Happy Presidents Day! While our offices are taking a well-deserved break today, fear not! Our dedicated staff is still here to assist with any emergency calls regarding the district.  Just give...</p>	Customer Service	46	1	2.17%	3	0	0	0	0
February 16, 2024 12:51 PM PST	 Image	 <p>LIHWAP Program  Water affordability continues to be a challenge for low-income households across California. #LIHWAP is here to help. LIHWAP provides direct support (as much as \$5,000) to help pay current or past...</p>	Customer Service	195	10	5.13%	7	1	1	3	0




Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
February 14, 2024 9:32 AM PST	 Image	 Post 30604254 ❤️ Happy Valentine's Day, from MSWD! Today, we're sending a special shout-out to the hardworking crews who tackle those #DirtyJobs! Our Worker Wednesday post features dedicated MSWD employees at the...	Worker Wed	134	14	10.45%	10	0	0	8	0
February 09, 2024 1:44 PM PST	 Image	 Feb Water Talks 👉 Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet Electrification & CA Special Districts! MSWD is hosting a series of Water Talks for members of the DHS community who want to learn more abo...	Event	214	11	5.14%	7	0	1	7	0
February 07, 2024 7:54 AM PST	 Image	 Worker Wed 👏 Thank you to our field crews! The MSWD team works hard to keep our water and wastewater systems operating by maintaining pipes and quickly making repairs. 💧 #WorkerWednesday#ProvideProtectPreserve...	Worker Wed	141	11	7.8%	10	0	0	1	0
February 05, 2024 2:23 PM PST	 Image	 Rain 💧 Reminder: After the Rain, shut off your sprinklers for a few days and help save valuable H2O! #rain #waterconservation	Conservation/Reba...	396	18	4.55%	15	0	3	5	0

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
February 02, 2024 8:47 AM PST	 Image	 <p>Post 30269222 ❤️ Low-income residents with overdue water bills can receive financial assistance with #LIHWAP. Check out https://loom.ly/2cko7EM to determine if you qualify for support in paying your current or ou...</p>		341	13	3.81%	7	0	3	5	0
Total				2,091	126		98	3	9	62	78
Average				149.4	9.0	6.03%	7.0	0.2	0.6	4.4	5.6




Twitter Account Overview (February 1 - 29, 2024)

Tweets Published	Total Likes	Total Retweets	Total Followers	Following
10	1	0	104	99
+4 66.7%			+3 3.0%	

3 Most Retweeted Posts

 <p>Post 30269222 ❤️ Low-income residents with overdue water bills can receive financial assistance with #LIHWAP. Check out https://t.co...</p>	0
 <p>Rain 💧 Reminder: After the Rain, shut off your sprinklers for a few days and help save valuable H2O! #rain #waterconserva...</p>	0
 <p>Worker Wed 🧑‍🌾 Thank you to our field crews! The MSWD team works hard to keep our water and wastewater systems operating by maintai...</p>	0

3 Most Liked Posts

 <p>Post 30269222 ❤️ Low-income residents with overdue water bills can receive financial assistance with #LIHWAP. Check out https://t.co...</p>	1
 <p>Rain 💧 Reminder: After the Rain, shut off your sprinklers for a few days and help save valuable H2O! #rain #waterconserva...</p>	0
 <p>Worker Wed 🧑‍🌾 Thank you to our field crews! The MSWD team works hard to keep our water and wastewater systems operating by maintai...</p>	0

3 Least Retweeted Posts



Blood Drive

🩸 Join us for another MSWD LifeSteam blood drive on Feb 28th!
❤️ Be a hero and donate blood to help those in need. Ev...

0



Engineers Week

🎉 Happy Engineering Week! 💡 Join us in celebrating the work of our engineers! 🌊 Their dedication and innovation keep ...

0



Water Talks - Feb

👉 Join MSWD on Feb 21 from 5-6 p.m. to learn about Fleet Electrification & Special District Governance. Space is l...

0

3 Least Liked Posts



Blood Drive

🩸 Join us for another MSWD LifeSteam blood drive on Feb 28th!
❤️ Be a hero and donate blood to help those in need. Ev...

0



Engineers Week

🎉 Happy Engineering Week! 💡 Join us in celebrating the work of our engineers! 🌊 Their dedication and innovation keep ...

0




















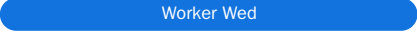




Water Talks - Feb







👉 Join MSWD on Feb 21 from 5-6 p.m. to learn about Fleet Electrification & Special District Governance. Space is l...

0

Twitter Post Metrics (February 1 - 29, 2024)

Date	Format	Post	Labels	Retweets	Likes
February 23, 2024 1:08 PM PST	 Image	 <p> Blood Drive Join us for another MSWD LifeSteam blood drive on Feb 28th! Be a hero and donate blood to help those in need. Every drop counts! Sign up now and make a difference. Visit https://t.co/LWQwGJes8... </p>	<div style="background-color: #f08080; border-radius: 10px; padding: 5px; text-align: center;">Event</div>	0	0
February 21, 2024 7:10 AM PST	 Image	 <p> Engineers Week Happy Engineering Week! 🧠 Join us in celebrating the work of our engineers! 🌊 Their dedication and innovation keep our community's water flowing smoothly. Let's raise a glass of great-tasting wat... </p>	<div style="background-color: #f08080; border-radius: 10px; padding: 5px; text-align: center;">Event</div>	0	0
February 20, 2024 1:15 PM PST	 Image	 <p> Water Talks - Feb Join MSWD on Feb 21 from 5-6 p.m. to learn about Fleet Electrification & Special District Governance. Space is limited; click on the link below to register. https://t.co/eZ1F90jWH4 #MSWDWater... </p>	<div style="background-color: #f08080; border-radius: 10px; padding: 5px; text-align: center;">Event</div>	0	0


Date	Format	Post	Labels	Retweets	Likes
February 19, 2024 7:08 AM PST	 Image	 <p>President's Day  Happy Presidents Day! While our offices are taking a break today, fear not! Our dedicated staff is still here to assist with any emergency calls regarding the district. 💧 Just give us a call at ...</p>		0	0
February 16, 2024 12:51 PM PST	 Image	 <p>LIHWAP Program  Water affordability continues to be a challenge for low-income households across California. LIHWAP provides direct support (as much as \$5,000) to help pay current or past-due water or sewer bills...</p>		0	0
February 14, 2024 9:32 AM PST	 Image	 <p>Post 30604254  Happy Valentine's Day, from MSWD! Today, we're sending a special shout-out to the crews who tackle those #DirtyJobs! Our Worker Wed post celebrates our employees at the Horton wastewater plant. L...</p>		0	0
February 09, 2024 1:44 PM PST	 Image	 <p>Feb Water Talks  Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet Electrification & CA Special Districts! Space is limited; please click on the link below for more information or to register. https://t.c...</p>		0	0

Date	Format	Post	Labels	Retweets	Likes
February 07, 2024 7:54 AM PST	 Image	 <p>Worker Wed 👷 Thank you to our field crews! The MSWD team works hard to keep our water and wastewater systems operating by maintaining pipes and quickly making repairs. 💧 #WorkerWednesday#ProvideProtectPreserve...</p>	Worker Wed	0	0
February 05, 2024 2:23 PM PST	 Image	 <p>Rain 💧 Reminder: After the Rain, shut off your sprinklers for a few days and help save valuable H2O! #rain #waterconservation https://t.co/cByGldjwJr</p>	Conservation/Rebates	0	0
February 02, 2024 8:47 AM PST	 Image	 <p>Post 30269222 💙 Low-income residents with overdue water bills can receive financial assistance with #LIHWAP. Check out https://t.co/F8Z7oXkVxQ to determine if you qualify for support in paying your current or ou...</p>		0	1
Total				0	1
Average				0.0	0.1


Instagram Account Overview (February 1 - 29, 2024)

Posts Published	Total Followers	New Followers	Impressions	Reach	Profile Views
11	327	7	42,149	37,246	47
+3 37.5%	+7 2.2%	-2 -22.2%	+34,399 443.9%	+31,204 516.5%	-24 -33.8%


3 Most Liked Posts

- 

Worker Wed
 🧡 Thank you to our field crews! The MSWD team works hard to keep our water and wastewater systems operating by maintai...

15
- 


MSWD was proud to help judge the Coachella Valley KidWind competition held at DHS High School today. We have some inn...

10
- 


Post 30604254
 ❤️ Happy Valentine's Day, from MSWD! Today, we're sending a special shout-out to the hardworking crews who tackle thos...

9


3 Most Commented Posts

- 

Post 30269222
 ❤️ Low-income residents with overdue water bills can receive financial assistance with #LIHWAP. Check out <https://loom...>

0
- 

Rain
 💧 Reminder: After the Rain, shut off your sprinklers for a few days and help save valuable H2O! #rain #waterconserva...

0
- 

Worker Wed
 🧡 Thank you to our field crews! The MSWD team works hard to keep our water and wastewater systems operating by maintai...

0

3 Least Liked Posts



President's Day

Happy Presidents Day! While our offices are taking a well-deserved break today, fear not! Our dedicated staff is s...

1



Post 30269222

Low-income residents with overdue water bills can receive financial assistance with #LIHWAP. Check out <https://loom...>

1



Engineers Week

Happy Engineering Week! Join us in celebrating the incredible work of our water district engineers! Their de...

2

3 Least Commented Posts



MSWD was proud to help judge the Coachella Valley KidWind competition held at DHS High School today. We have some inn...

0



Blood Drive

Join us for another MSWD LifeSteam blood drive on Feb 28th! Be a hero and donate blood to help those in need. E...

0



Engineers Week




Happy Engineering Week! Join us in celebrating the incredible work of our water district engineers! Their de...





0





Instagram Story Metrics (February 1 - 29, 2024)

Date	Story	Labels	Exits	Impressions	Reach	Replies	Taps Forward	Taps Back
<i>No stories found within the selected date range.</i>								

Instagram Post Metrics (February 1 - 29, 2024)

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
February 24, 2024 1:33 PM PST	Image	 <p>MSWD was proud to help judge the Coachella Valley KidWind competition held at DHS High School today. We have some innovative and talented students in our Valley.</p>		10	0	62	60	10	16.67%	0	
February 23, 2024 1:08 PM PST	Image	 <p>Blood Drive Join us for another MSWD LifeSteam blood drive on Feb 28th! Be a hero and donate blood to help those in need. Every drop counts! Sign up now and make a difference. Visit www.lstream.org/mswd ...</p>	Event	3	0	33	32	3	9.38%	0	
February 21, 2024 7:10 AM PST	Image	 <p>Engineers Week Happy Engineering Week! 🛠️💡 Join us in celebrating the incredible work of our water district engineers! 🌊💪 Their dedication and innovation keep our community's water flowing smoothly and sustaina...</p>	Event	2	0	37	31	2	6.45%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
February 20, 2024 1:15 PM PST	Image	 <p>Water Talks - Feb 👉 Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet Electrification & CA Special Districts! MSWD is hosting a series of Water Talks for members of the DHS community who want to learn more abo...</p>	Event	5	0	44	41	5	12.2%	0	
February 19, 2024 7:09 AM PST	Image	 <p>President's Day 🎉 Happy Presidents Day! While our offices are taking a well-deserved break today, fear not! Our dedicated staff is still here to assist with any emergency calls regarding the district. 💧 Just give...</p>	Customer Service	1	0	20	17	1	5.88%	0	
February 16, 2024 12:51 PM PST	Image	 <p>LIHWAP Program 💧 Water affordability continues to be a challenge for low-income households across California. #LIHWAP is here to help. LIHWAP provides direct support (as much as \$5,000) to help pay current or past...</p>	Customer Service	4	0	41	35	4	11.43%	0	
February 14, 2024 9:32 AM PST	Image	 <p>Post 30604254 ❤️ Happy Valentine's Day, from MSWD! Today, we're sending a special shout-out to the hardworking crews who tackle those #DirtyJobs! Our Worker Wednesday post features dedicated MSWD employees at the...</p>	Worker Wed	9	0	71	61	9	14.75%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
February 09, 2024 1:44 PM PST	Image	 <p>Feb Water Talks 👉 Join MSWD on Feb 21 from 5-6 p.m. to Learn About Fleet Electrification & CA Special Districts! MSWD is hosting a series of Water Talks for members of the DHS community who want to learn more abo...</p>	Event	8	0	85	78	8	10.26%	0	
February 07, 2024 7:54 AM PST	Image	 <p>Worker Wed 👉 Thank you to our field crews! The MSWD team works hard to keep our water and wastewater systems operating by maintaining pipes and quickly making repairs. 💧 #WorkerWednesday#ProvideProtectPreserve...</p>	Worker Wed	15	0	68	61	16	26.23%	1	
February 05, 2024 2:23 PM PST	Image	 <p>Rain 💧 Reminder: After the Rain, shut off your sprinklers for a few days and help save valuable H2O! #rain #waterconservation</p>	Conservation/Reba...	5	0	44	38	5	13.16%	0	
February 02, 2024 8:47 AM PST	Image	 <p>Post 30269222 ❤️ Low-income residents with overdue water bills can receive financial assistance with #LIHWAP. Check out https://loom.ly/2cko7EM to determine if you qualify for support in paying your current or ou...</p>		1	0	41	38	1	2.63%	0	
Total				63	0	546	492	64		1	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
Average				5.7	0.0	49.6	44.7	5.8	13.01%	0.1	

LinkedIn Account Overview (February 1 - 29, 2024)

<p>Posts Published</p> <p>0</p> <p>-5 -100.0%</p>	<p>Likes</p> <p>15</p> <p>-134 -89.9%</p>	<p>Views</p> <p>55</p> <p>-40 -42.1%</p>	<p>Followers</p> <p>297</p> <p>+7 2.4%</p>
<p>Comments</p> <p>4</p> <p>-25 -86.2%</p>	<p>Impressions</p> <p>469</p> <p>-4,530 -90.6%</p>	<p>Clicks</p> <p>12</p> <p>-133 -91.7%</p>	<p>Engagement Rate</p> <p>7.19%</p> <p>0.0 -1.2%</p>

LinkedIn Post Metrics (February 1 - 29, 2024)

Date	Format	Post	Labels	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
<i>No posts found within the selected date range.</i>									
Total									
Average									



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

Feb 1 - 29, 2024

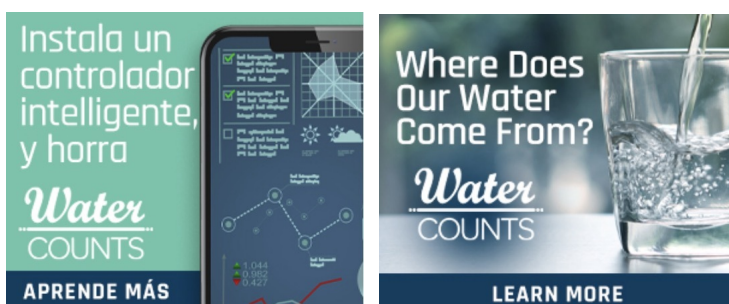
by Hunter | Johnsen

Google Ads Campaigns

DISPLAY AD IMPRESSIONS CV WATER COUNTS 302,967	SEARCH AD IMPRESSIONS CV WATER COUNTS 3,646	VIDEO IMPRESSIONS CV WATER COUNTS 79,433	Clicks CV WATER COUNTS 3,152
--	---	--	--

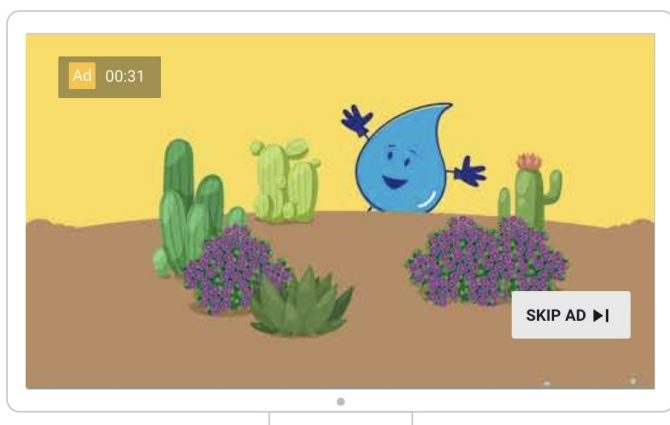
GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign name	Clicks	Impr.
CV Water Counts Feb 2024 Spanish	1,370	160,322
CV Water Counts Feb 2024	1,506	142,645
	2,876	302,967



GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS



Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	79,433	29,726	14,102	152
CWC Water Saving Tips YouTube Spanish Feb 2024	35,599	14,556	8,323	34
CWC Water Saving Tips English YouTube Feb 2024	43,834	15,170	5,779	118
	79,433	29,726	14,102	152



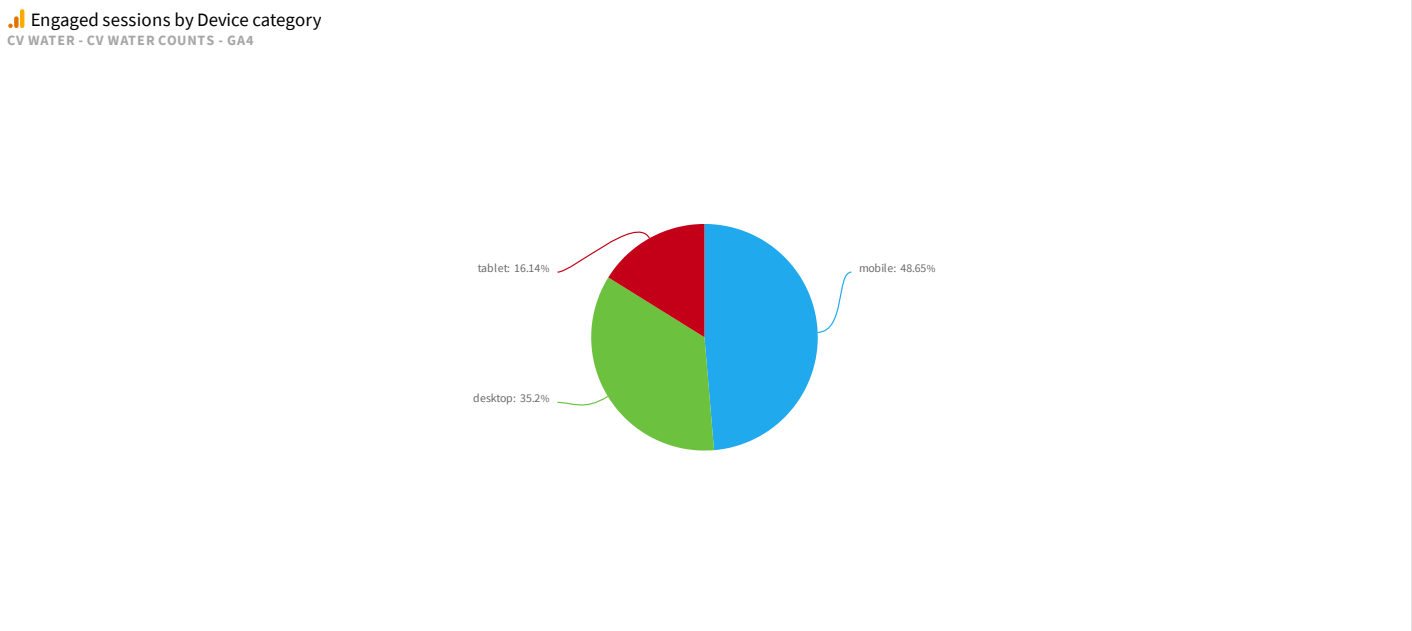
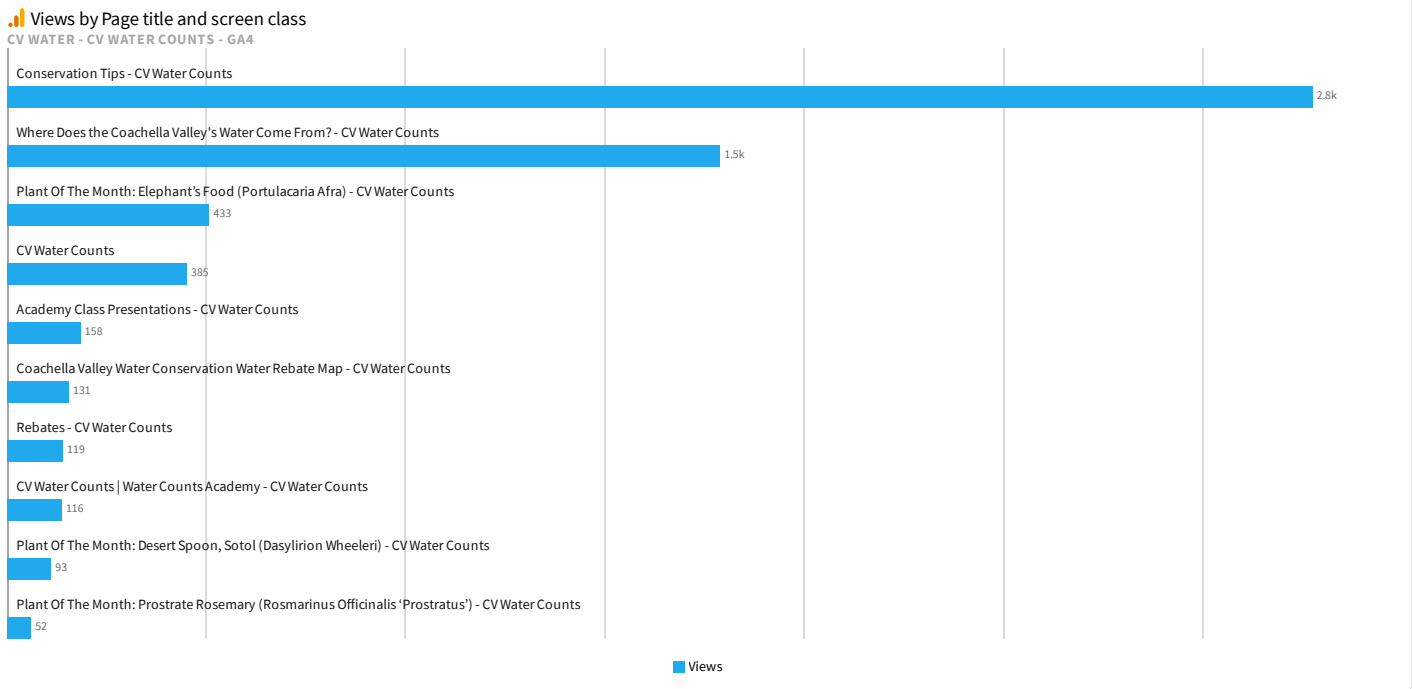
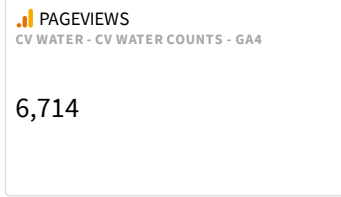
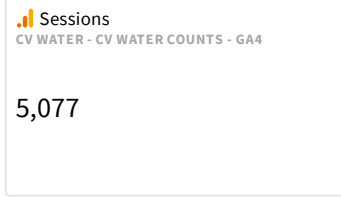
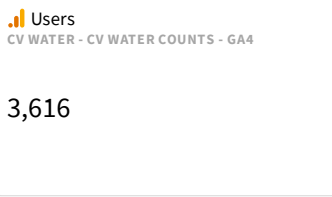
GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE
CV WATER COUNTS

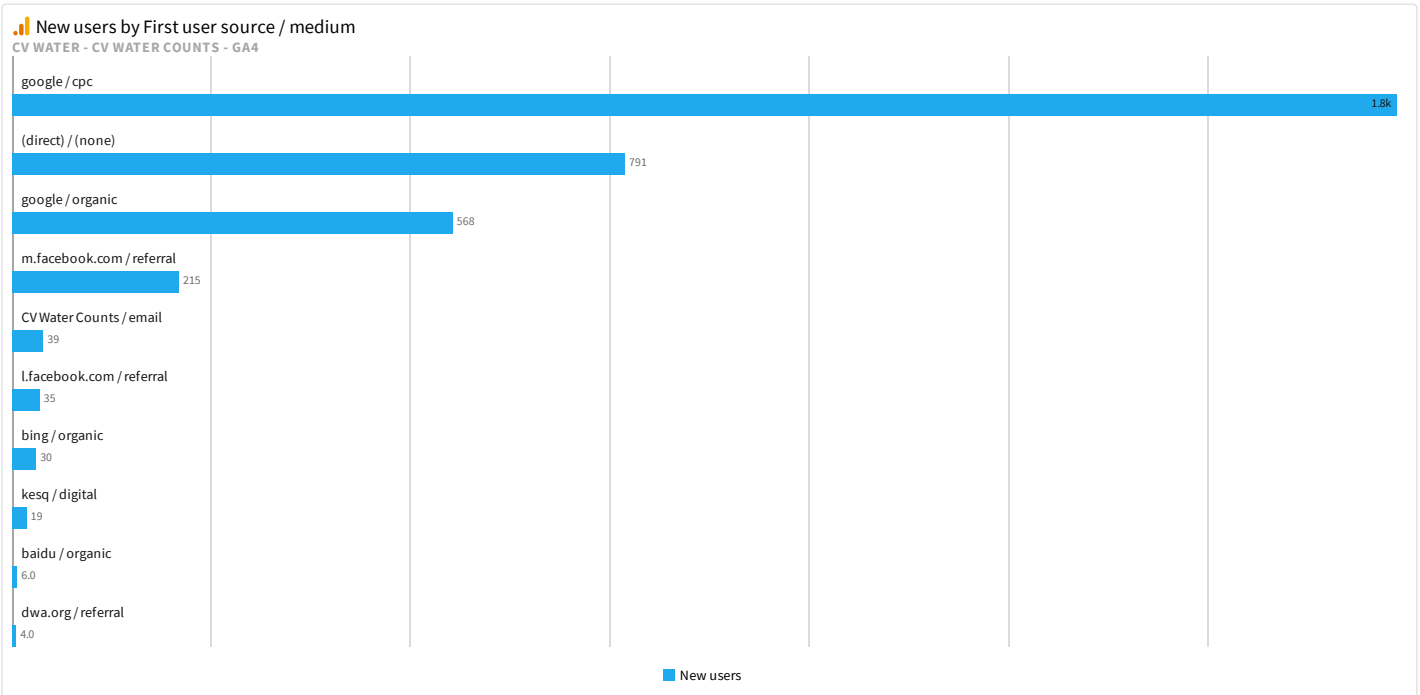
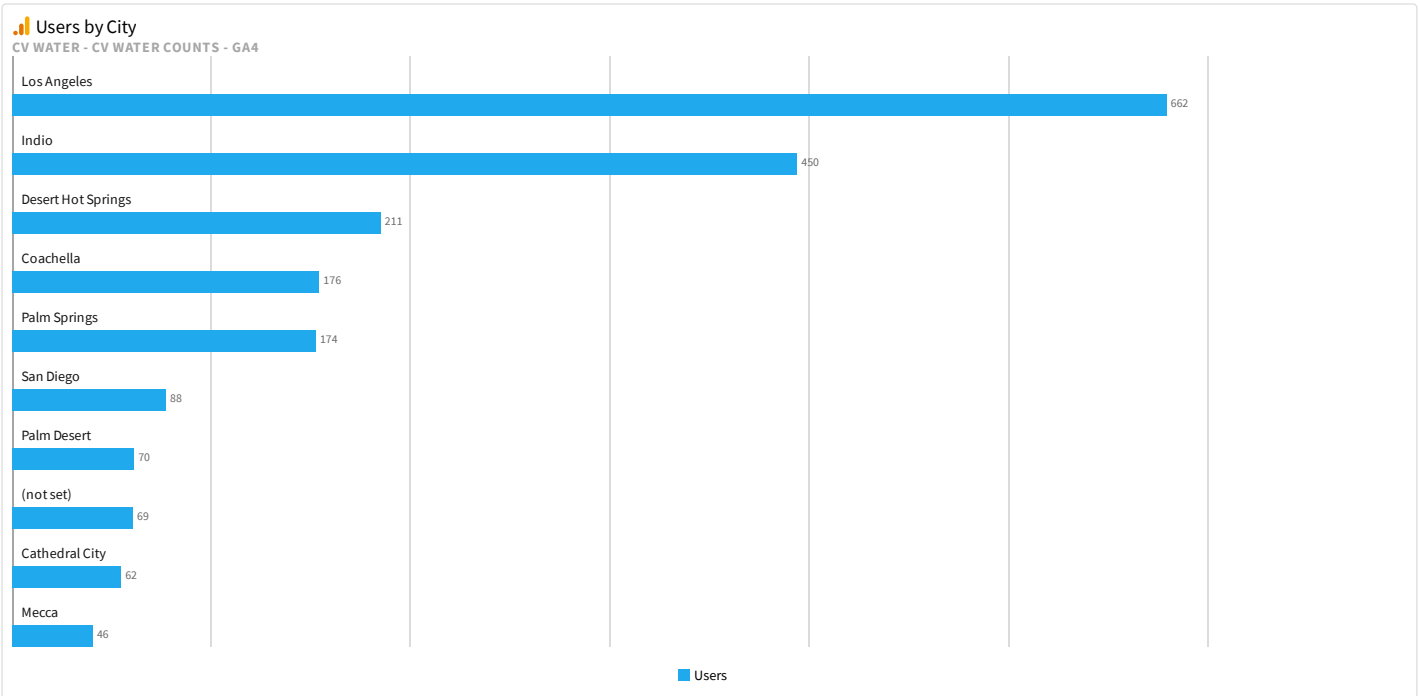
Campaign	Clicks	Impr.
CVWC Search Campaigns	124	3,646
	124	3,646

Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE						
HUNTER JOHNSEN						
Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement	
 <p>CVWC - February 2024 www.instagram.com Install a smart controller, and save up to 15,000 gallons of water per year!</p>	551	88,854	34,245	2.59	551	
 <p>CVWC Rain - Sprinkler Reminder 2.5.2024 www.instagram.com After it's been raining, turn off your sprinklers for the next 3 days.</p> <p>Learn more ways to save water here: https://cwwatercounts.com/conservation-tips/</p>	15	27,607	26,562	1.04	23	
	566	116,461	54,042	2.16	574	

Website Information





Month performance

PAST 6 MONTHS: CV WATER - CV WATER COUNTS - GA4

Month	New users	Engaged sessions	Engagement rate	Sessions per User	Average engagement time
January 2024	3,803	1,246	25.4%	1.27	19s
February 2024	3,512	1,334	26.3%	1.4	14s
December 2023	2,626	909	24.6%	1.37	15s
November 2023	2,046	674	23.0%	1.4	14s
September 2023	1,806	814	28.2%	1.56	16s
October 2023	1,751	562	24.8%	1.26	15s
	15,544	5,564	25.7%	1.36	16s

Organic Search

Query performance

CVWCATERCOUNTS.COM/







Query	Impr.	Clicks	CTR	Avg. position
phoenix dactylifera	1,996	13	0.65%	2.78
portulacaria afra	1,842	14	0.76%	3.85
indio water authority	1,644	1	0.06%	8.64
agave geminiflora	1,284	24	1.87%	1.53
prostrate rosemary	1,167	17	1.46%	2.27
elephant food	1,089	9	0.83%	7.24
artichoke agave	987	3	0.3%	1.69
trachelospermum jasminoides	979	7	0.72%	1.1
lake cahuilla	969	1	0.1%	9.9
caesalpinia pulcherrima	954	10	1.05%	1.21
	12,911	99	0.77%	4.02










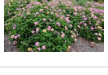



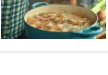
Page performance



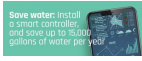


CVWCATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/plant-of-the-month-elephants-food-portulacaria-afra/	5,380	49	0.91%	4.8
https://cvwatercounts.com/plant-of-the-month-date-palm-phoenix-dactylifera/	3,790	30	0.79%	4.7
https://cvwatercounts.com/plant-of-the-month-desert-spoon-sotol-dasyliirion-wheeleri/	3,644	74	2.03%	4.34
https://cvwatercounts.com/plant-of-the-month-artichoke-agave-agave-parryi-v-truncata/	3,182	20	0.63%	6.44
https://cvwatercounts.com/plant-of-the-month-prostrate-rosemary-rosmarinus-officinalis-prostratus/	2,941	42	1.43%	7.5
https://cvwatercounts.com/plant-of-the-month-red-bird-of-paradise-caesalpinia-pulcherrima/	2,048	23	1.12%	5.17
https://cvwatercounts.com/plant-of-the-month-twin-flowered-agave-agave-geminiflora/	2,018	29	1.44%	3.81
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	1,881	7	0.37%	11.86
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevicensis/	1,401	4	0.29%	12.65
https://cvwatercounts.com/plant-of-the-month-star-jasmine-trachelospermum-jasminoides/	1,378	8	0.58%	2.29
	27,663	286	1.03%	6.35

Facebook Information

 Impressions CV WATER COUNTS 89,949	 Reach CV WATER COUNTS 46,501	 New page likes CV WATER COUNTS 3	 Engaged user CV WATER COUNTS 439
 Total page views CV WATER COUNTS 48	 Page likes CV WATER COUNTS 3,992		

 Post performance CV WATER COUNTS				
Post	Created at	Reach	Post engaged users	Likes
 <p>Here in the Coachella Valley, our water comes from four sources: (1) groundwater, (2) recycled water, (3) imported water from the State Water Project, and (4) the Colorado River via the Coachella Canal, a branc...</p>	February 29, 2024	21	4	2
 <p>Report broken pipes or sprinklers to owners or your local water agency. For more water-saving tips, visit CVWaterCounts.com/conservation-tips. #WaterWiseWednesday</p>	February 29, 2024	25	2	2
 <p>Mission Springs Water District's mission is to provide, protect, and preserve our most valuable resource - water. We are proud to serve our award-winning water to our customers in Desert Hot Springs and th...</p>	February 29, 2024	11	2	2
 <p>In many parts of the Coachella Valley, sandy soils and rock-and-sand soil combinations are common. They have excellent drainage, but tremendous amounts of water must be applied frequently to keep plants ali...</p>	February 29, 2024	9	2	2
 <p>For more water-saving tips, visit CVWaterCounts.com/conservation-tips. #WaterWiseWednesday</p>	February 29, 2024	10	2	2
 <p>Today is Presidents' Day!</p>	February 29, 2024	20	2	2
 <p>Engineering is the cornerstone of human progress, driving innovation and shaping our world. Through a blend of science, creativity, and problem-solving, engineers tackle complex challenges to improve live...</p>	February 29, 2024	8	2	2
 <p>If you or someone you know is in need of water bill assistance during this time, applications are being accepted now for the Help2Others Assistance Program online. Click here for details and to fill out ...</p>	February 29, 2024	36	3	2
 <p>Plan your landscape to minimize your water runoff. Reducing water run-off has the added benefit of limiting standing water sources where mosquitoes lay their eggs which can protect you and your family fr...</p>	February 29, 2024	19	2	2
 <p>Happy Valentine's Day!</p>	February 29, 2024	15	2	2
 <p>It's Super Bowl LVIII! Who are you rooting for?</p>	February 29, 2024	12	2	2
 <p>This commonly grown shrub reaches up to 8 feet high and as wide, and the canopy coverage can be up to approximately 50 square feet. The leaves are an intense deep green, densely arranged on unique,...</p>	February 29, 2024	9	2	2
 <p>Select the proper pot size for cooking. Larger pots may require more cooking water than necessary. For more water-saving tips, visit CVWaterCounts.com/conservation-tips...</p>	February 29, 2024	17	2	2
		25,852	425	42

Post	Created at	Reach	Post engaged users	Likes
 <p>During the month of February in our desert, the best times to water your plants are during non-daylight hours, when it's cooler. If you have a spray system, watering for 5 minutes a day, 5 days a week is...</p>	February 29, 2024	21	2	2
 <p>Install a smart controller, and save up to 15,000 gallons of water per year!</p>	February 2, 2024	25,278	380	3
 <p>CV Water Counts updated their cover photo. https://www.facebook.com/cvwatercounts</p>	February 2, 2024	89	1	2
 <p>CV Water Counts is with City of Coachella and 4 The CV Water Counts Academy 2024 is underway!</p>	February 2, 2024	120	9	6
 <p>Test your toilet for leaks. Just drop food coloring in the tank once a year to see if the color of the water in the bowl changes color. If it does, your toilet may need a replacement rubber flapper or fill mechanis...</p>	February 1, 2024	132	4	3
		25,852	425	42

Instagram Information

 Impressions
CV WATER COUNTS

29,049



 Likes
CV WATER COUNTS

8

 Followers (lifetime)
CV WATER COUNTS

242

 Post performance
CV WATER COUNTS

Post	Impr.	Engagement	Reach	Saved	Video views
 The CV Water Counts Academy 2024 is underway!	28	6	25	0	0
 Install a smart controller, and save up to 15,000 gallons of water per year!	10	2	8	0	0
	38	8	33	0	0

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 February 2024	Wednesday, February 7, 2024 6:00 PM	759	840	58.23%	17.8%	118	7.32%	0.87%	2	3
		759	840	58.23%	17.8%	118	7.32%	0.87%	2	3