



General Manager's Report

October 2023

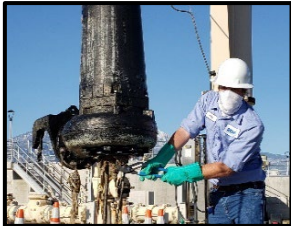




Table of Contents

ADMINISTRATION	1
Customer Service.....	1
Finance and Accounting Department	8
Innovation and Technology Department.....	10
Purchasing Department.....	12
ENGINEERING AND OPERATIONS.....	13
Engineering Department.....	13
Operations & Maintenance.....	16
Water Resources	30
PUBLIC AFFAIRS.....	31

APPENDIX A – Wastewater and Water Production Tables

APPENDIX B - Federal Update from Carpi & Clay

APPENDIX C – Public Affairs Information

ADMINISTRATION

Customer Service

Customer Experience Enhancement Program

The Customer Service Department is proud to announce the Customer Experience Enhancement Program. This program will provide phone screening and on-the-spot feedback/coaching with a Customer Service representative. Also, the Customer Service team will host “Coffee Talk Wednesdays” providing mini-training and discussions. Weekly training topics include:

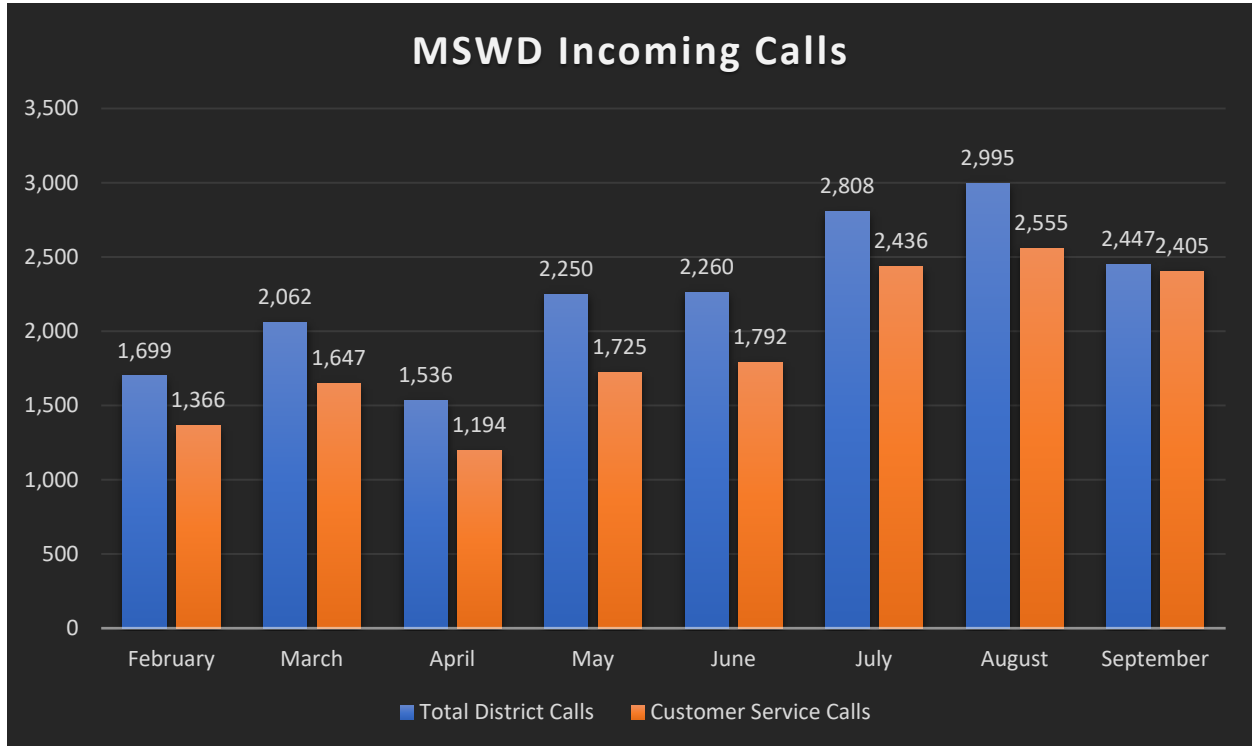


- What does Customer Service mean to You?
- Greeting Customers: the importance of and how to
- Diffusing an Interaction: what can we do to find a solution
- Tone of Your Voice: you can hear a smile through the phone
- Importance of customer inquiry follow-up
- Active Listening: verbal and non-verbal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



Calls into the Customer Service Department

The District has seen an increase in the number of calls in the last five months. The chart below represents total MSWD incoming calls and those received by the Customer Service staff.

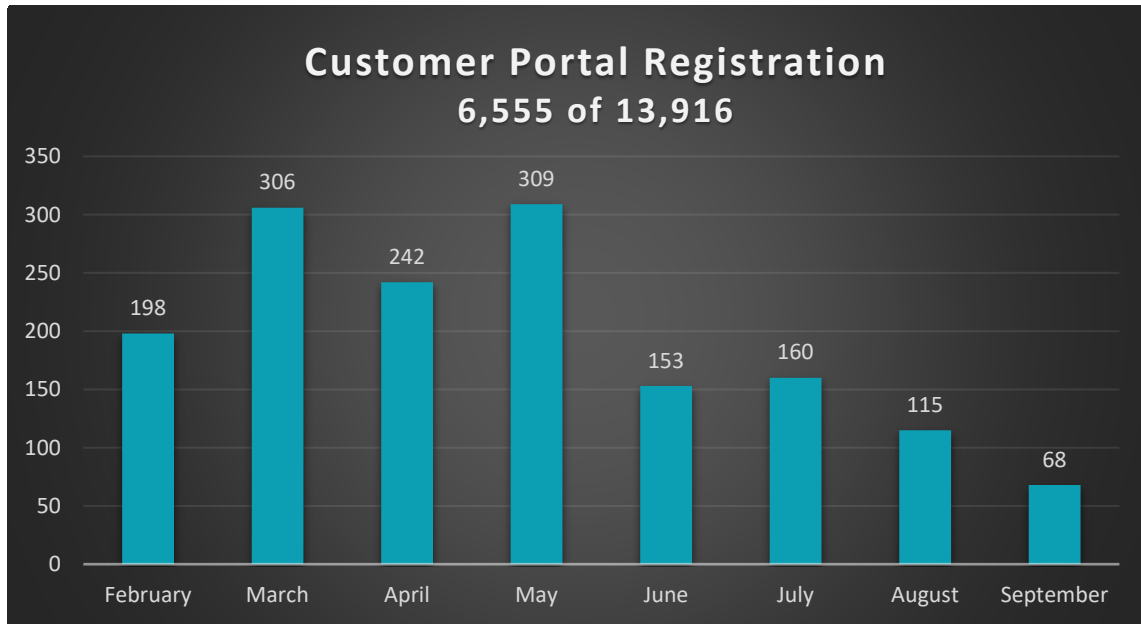


Most calls are related to payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The table below provides a summary of the number of calls by category received by the Customer Service staff.

Customer Request	Total for September 2023	Monthly Avg. for FY 2024	Total for FY 2024
Water Waste	0	1.67	5
High Bill Calls / Service Line Leaks	15	10.00	30
No Water	10	8.67	26
Disconnections by Request & Non-Pay	105	136.00	408
Reconnections by Request & Non-Pay	82	84.33	253
Service Transfers	104	102.67	308
High/Low Pressure	6	6.00	18
Water Quality	4	3.33	10
Other / Miscellaneous	116	101.33	304

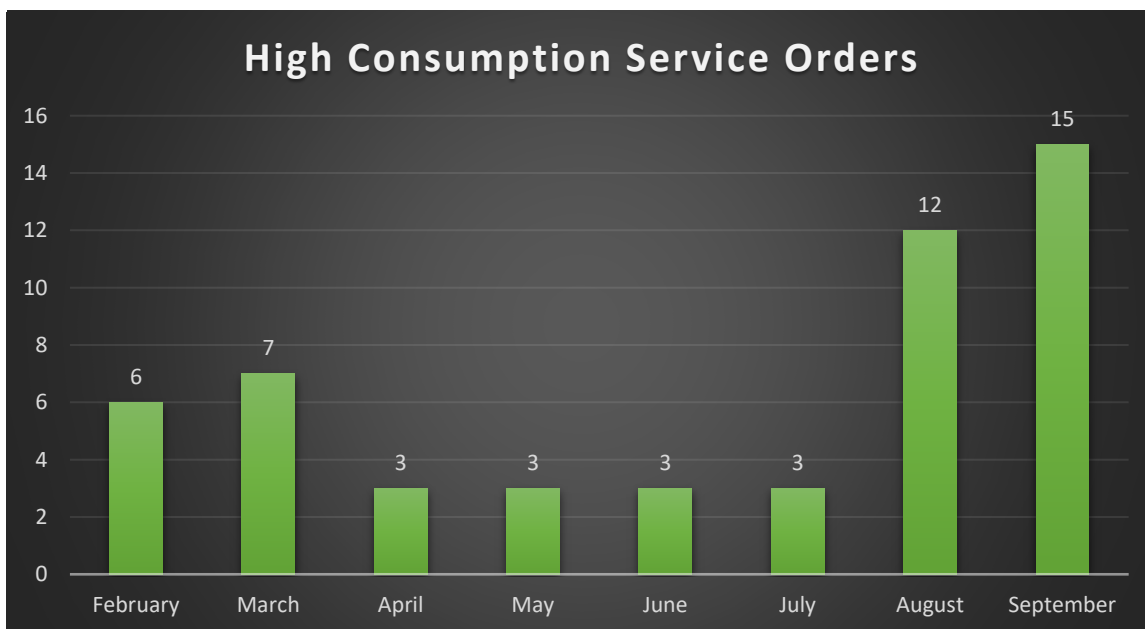
Customer Portal

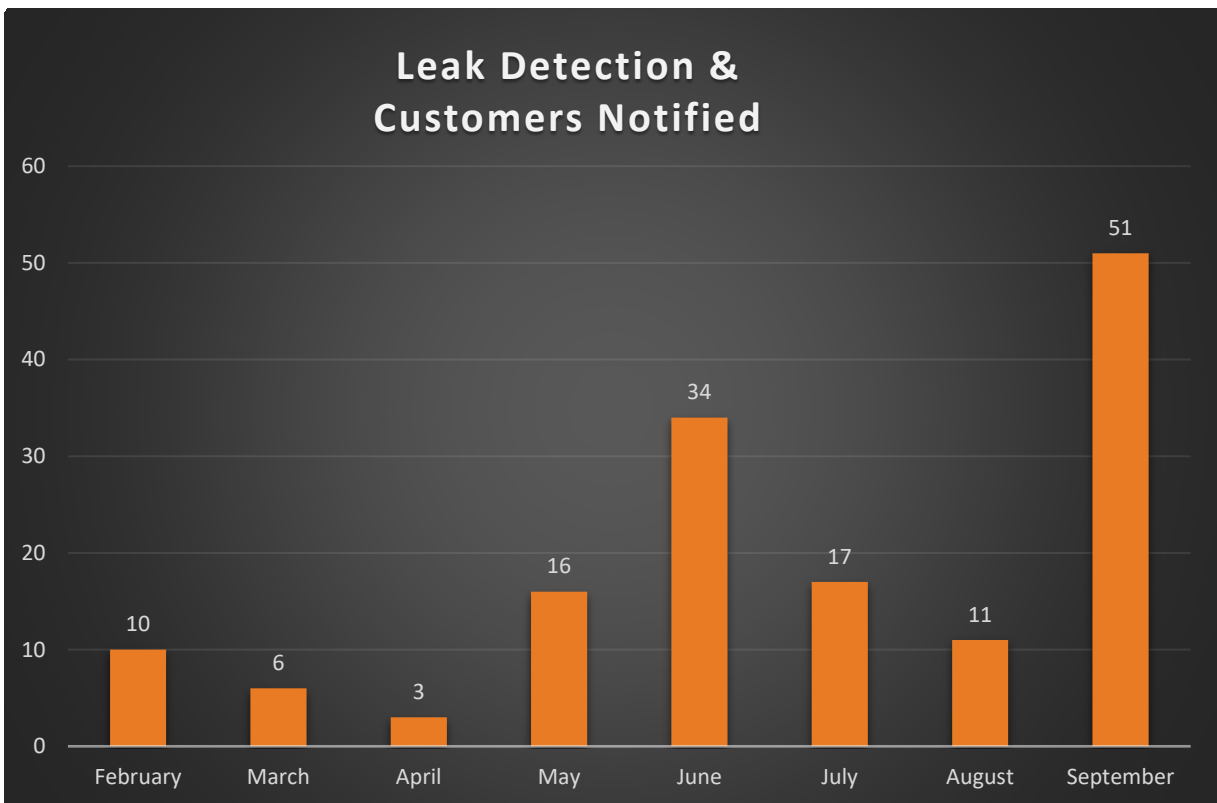
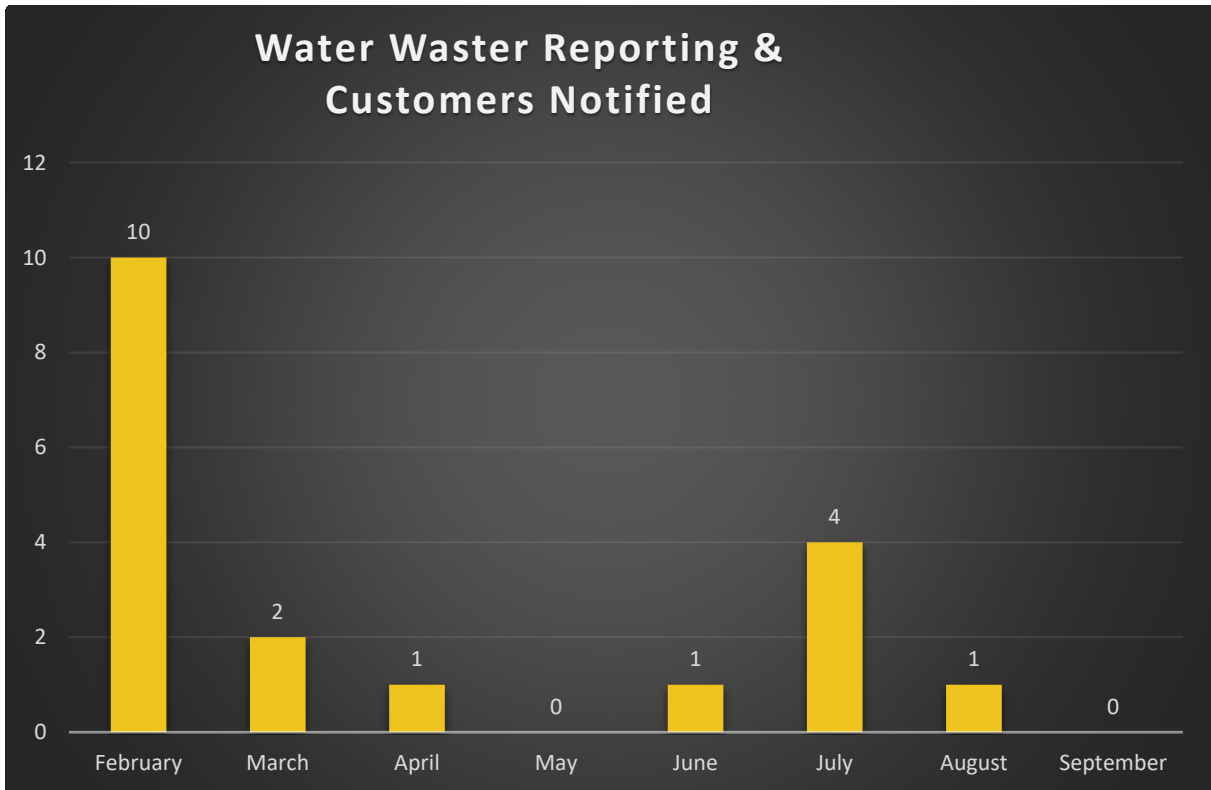
The District has implemented an AMI infrastructure and Neptune 360 portal. All customers are encouraged to sign up for the Customer Portal to access bills and leak alerts. Since launching the portal, customer adoption has reached 47%, or 6,555 customers registered so far.



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 13,916 customer accounts by the Customer Service staff.





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 up to \$2,000. The U.S. Department of Health and Human Services has permitted the extension of the LIHWAP program through March 31, 2024. Staff will immediately work with Local Service Providers to extend the program through December 31, 2023, and then evaluate further extension of the program.
- 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 September 2024	Total Assistance in September 2024	Total Assistance in FY 2024
United Way of the Desert	1	\$100.00	\$1,900.00
LIHWAP / CAP Riverside	11	\$3,345.82	\$36,216.09
MSWD Payment Plans Last Month	Previous Month Remaining to be Billed	MSWD Current Customer Payment Plans	Current Balance Remaining to be Billed
108	\$42,737.13	107	\$44,202.42



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)	1,462	224	257	144
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.



Cash App Pay

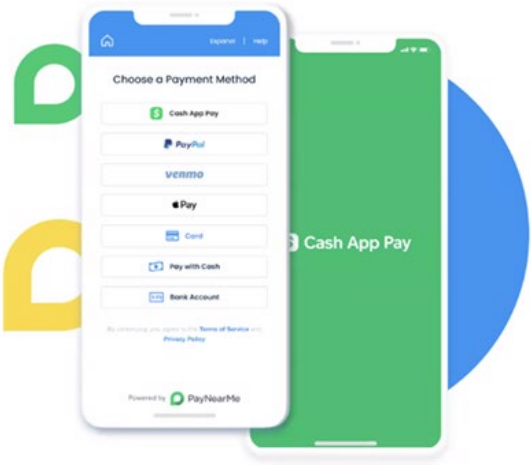
Pay Near Me is excited to announce that Cash App Pay is available as a payment option for billers. According to Pay Near Me research, 1 in 5 consumers say Cash App Pay is an important or very important option for bill pay. Now, Pay Near Me clients can offer even more convenient options for payments.


Cash App Pay entered the market with their peer-to-peer money transfer service years ago and has since amassed 53 million monthly transacting activities as of March 2023. In 2021, the financial services app made it possible for merchants within the Square network to accept consumer payments via Cash App Pay. And recently, they welcomed merchants outside of the Square network, including Pay Near Me clients, to also reap the benefits of Cash App Pay.

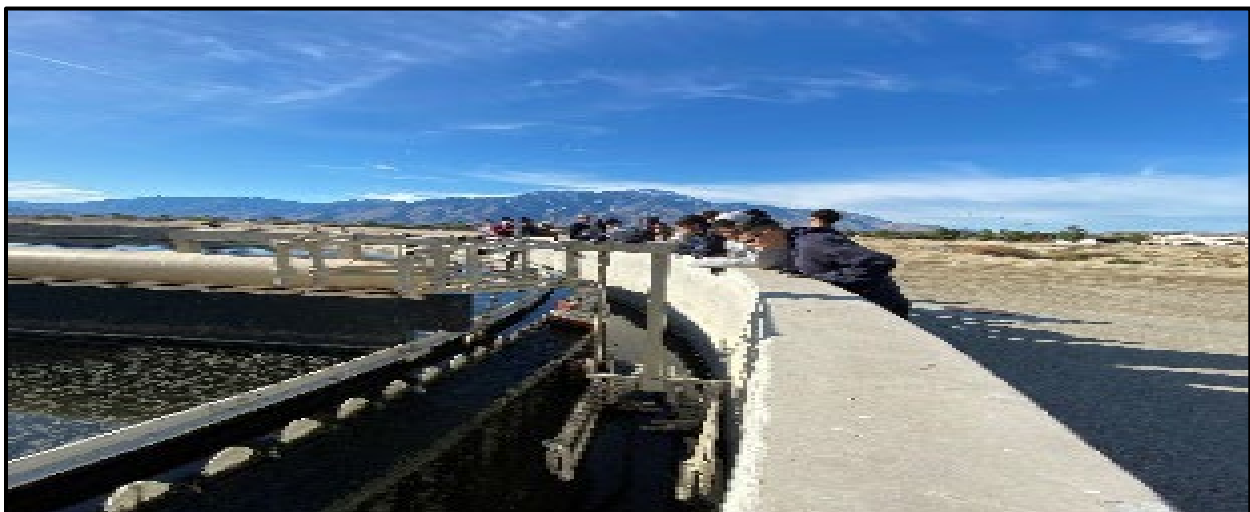
Cash App Pay

Accept payments from the mobile wallets your customers use daily.

- Offer a convenient, online payment option for your underbanked customers.
- More than two-thirds of Cash App's monthly transacting actives are Millennial or Gen Z customers
- Supports one-time, future-dated payments and recurring payments.
- Pay with stored balances
- Mobile-first customer experience



 PayNearMe



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 September 2023.

Current Work Priorities

The Accounting Department continues to support other departments as needed.

Human Resources

- Processed final pay and certification pay changes.

Information Technology

- Continue to evaluate the migration from Unidata to another ERP system.
- Coordinated the catalog of software used by the District for GASB 96 reporting.

Customer Service

- Provided several corrections to customer service for customer accounts.
- Continued to work with Customer Service to submit changes to the Fiscal Year 2023-2024 Sewer Fees tax roll APN errors and Standby Charge removal.

Engineering and Construction and Maintenance

- One new reimbursable job was requested by Engineering
 - 13500 Little Morongo – water, sewer, and landscape improvements review for marijuana cultivation building.
- Three new reimbursable jobs were requested by Construction & Maintenance.
 - 13381 Mountain Top Service Line Hit – damage to service line by contractor.
 - 13365 Mountain Top Service Line Hit – damage to service line by contractor.
 - Northwest Corner Hacienda & Quinta Hit Air Vac – damage from vehicle collision.

Budget

There were no budget transfers for Fiscal Year 2023-2024.

Audit

Accounting staff began to close the year and prepare year-end schedules for the upcoming FY 2023 audit.

Payroll

The Payroll Department continues to work with other departments to ensure timecards are prepared accurately.

Cash

Total cash receipts for the month of September 2023 amounted to \$1,351,991. The receipts mainly consisted of water and sewer customer account payments.

Cash disbursements for the month of September 2023 amounted to \$7,417,719 with the largest payments going to:

- JF Shea Construction - \$4,577,843
- Downing Construction - \$1,087,165
- Net Payroll - \$290,779
- City National Bank - \$190,923
- Xylem Dewatering Solutions - \$148,226
- EFTPS-IRS Federal Tax Remittance - \$125,803
- AECOM Technical Services - \$104,263



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 September 2023.

Department Updates

A Request for Qualifications (RFQ) for IT support services was released on September 21, 2023.

The IT Manager attended the annual Municipal Information Systems Association of California (MISAC) conference in Rancho Mirage from September 25-26, 2023, and returned with actionable information that can be used to improve the District's systems.

Technology Improvements

Endpoint malware protection was upgraded over the month of September 2023 to a more full-featured system that will also reduce IT expenses.

The District has experienced periodic issues with the network connection between the Horton Wastewater Treatment Plant and the Corporate Yard. IT has installed equipment to enable the remote restoration of the connection when/if the issue returns while options are explored for a better long-term solution that will improve all performance and resiliency.

IT is preparing for the onboarding of new staff through the order/setup of new computers and moving of staff to new offices where they will be closer to their departments or work more efficiently.

MSWD continues its push toward paperless operations with the expansion of Laserfiche forms which staff are currently using for managing budgets and submitting overtime. Additional forms are in development along with continuous improvements in current forms.

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 has 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 of news intended for informational purposes and provides no insight to the District's cyber security controls.

- 38-terabytes of private data of Microsoft employees, including passwords, was exposed to the Internet due to a system misconfiguration that was discovered and mitigated in June 2023, illustrating the importance of caution and professional expertise in cloud-based configurations. No customer data was exposed. ([Cyber Security Hub](#))
- Microsoft Bing Chat is unintentionally displaying phishing ads to users of the service. In some cases, as part of Bing's AI response, ads are included in the links, some of which are phishing ads that direct users to sites offering malware, illustrating the importance of users paying close attention to anything they click. ([MalwareBytes Labs](#))
- The City of Dallas, Texas approved an \$8.5 million budget to support the restoration of its systems from the May 2023 ransomware attack. ([SecurityWeek](#))
- MGM Resorts was hacked in early September 2023 when a hacking group used a social engineering tactic to claim to call their helpdesk and claim to be a "locked out user". Upon gaining access to the system with the user account, they were able to deploy ransomware and claimed to have taken control of the Okta authentication server and Azure tenant. This illustrates the importance of positive identity confirmation before granting account access to locked out users. ([SPECOPS](#))



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 \$89,225.46, and the total issued for use by field crews totaled \$41,897.98 for September 2023.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates for September 2023.

Well 42 Project

Construction is still on hold due to revisions to the pumping and electrical equipment. The contractor is in the process of procuring the well motor and pump assembly and is coordinating a submittal for the MCC equipment from the manufacturer. Construction will likely be on-hold for several more weeks while the equipment submittals are processed and the equipment is ordered, fabricated, and delivered to the site for construction and installation.

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

Staff has been unable to reach an agreement with the property owner at the south end of Hildago Street for an easement needed to complete the proposed sewer pipe alignment. As such, Staff is evaluating other options, including a small lift station to avoid the parcel.

Well 22 Rehabilitation

Staff has received the final project plans and specifications for the well site improvements. Staff is preparing the final bid package and anticipates putting the project out to bid in the coming weeks. Following completion of the bidding process, bids will be evaluated and the lowest responsible and responsive bid will be brought to the Board for award.

Water and Wastewater System Comprehensive Master Plan Updates

Staff has completed review of the draft water and sewer master plans. In addition, staff is reviewing and adjusting the flow model with demand and calibration data. Engineering and Operations staff are evaluating the breadth and depth of the proposed water CIP.

AD-18 – GQPP Sewer Project Area “D3-1”

Staff has submitted revised amendment documents to DWR for approval. Following approval, staff anticipates completing the design and CEQA updates to the existing documents, followed by bidding and construction.

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

The design consultant, Genterra, continued progress on the 90% construction plans and specifications. Staff anticipates receiving the 90% design package in October 2023 for plan check review.

Backup Generators for Well Sites 27-32 and 37 Projects

Staff received the contract extension from the consultant extending the contract term for one year. Staff has the plans signed and ready for bidding. Staff will review the specifications and prepare the contract documents for bidding purposes to solicit construction bids.

Supplemental Environmental Project

The project was awarded by the Board in September 2023. Staff is completing the contract/agreement with the contractor and will begin the pre-construction work immediately thereafter.

Well 34 Rehabilitation

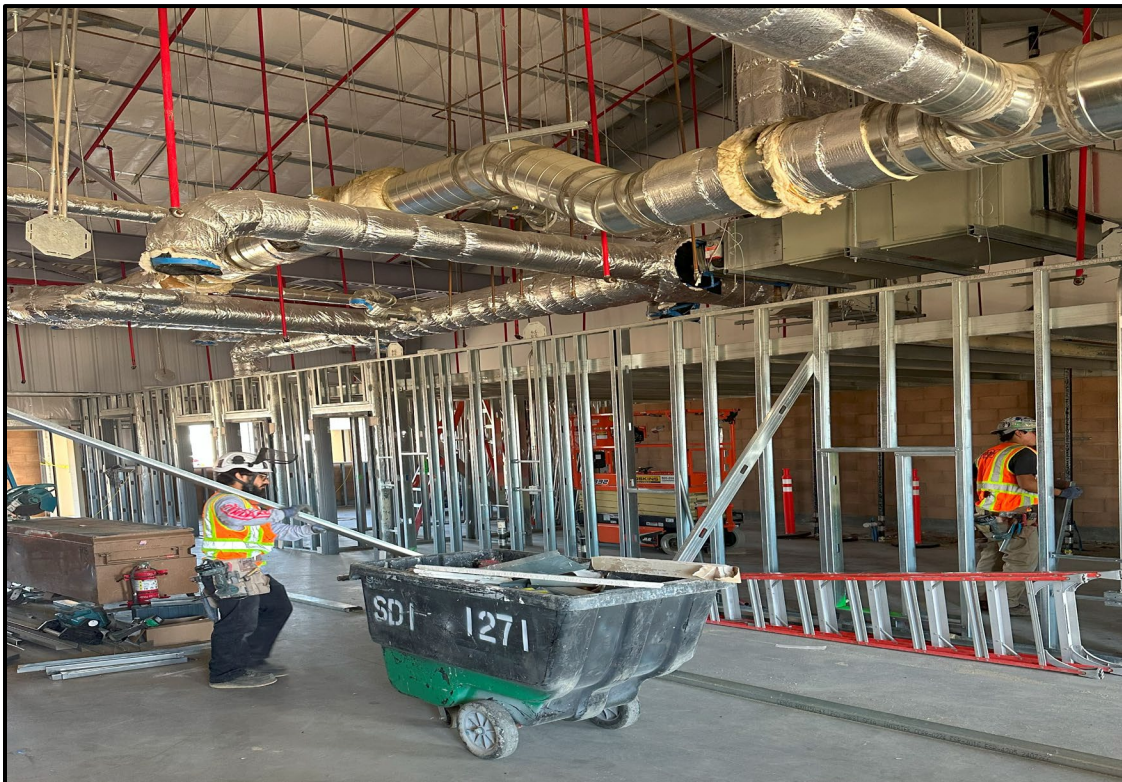
The bid opening was completed on September 12, 2023 at 2:00pm. Staff received one bid for the project. Staff has completed their bid evaluation and plans to bring the lowest responsible and responsive bid to the Board for award on October 2023.

Regional Water Reclamation Facility

The Project Team continued processing submittals and responding to RFIs submitted by JF Shea Construction.

JF Shea Construction continued construction on the Regional Water Reclamation Facility (RWRf). Through the month of September 2023, JF Shea Construction:

- Continued outfitting the operations building including insulation, conduits, fire suppression system, cable trays, air ducting, etc.
- Continued equipping the Headworks area and SBR and AST tanks with ALP piping, decanter equipment, fine and course air bubble diffusers, bar screens, grit removal chambers, valves, etc., including coating the interior tanks.
- Began excavation of the infiltration ponds.





The Project Team continued the process of contacting property owners to acquire right-of-way along 20th Avenue to construct the third required monitoring well, to be constructed at a later date. Staff continues to coordinate with the property owner to negotiate purchase of the required right-of-way in accordance with the appraisal report.

The Project Team continued to coordinate with the State Water Resources Control Board (SWRCB) on the SRF/Grant funding agreement and reimbursement requests.

- Staff completed the draft Reimbursement Request No. 2 and plans to submit to the SWRCB in early October 2023.
- Staff continues to check in with the SWRCB regarding approval of the Conveyance Line FBA.

RWRF Conveyance Line

The Project Team continued processing submittals and responding to RFIs submitted by Downing Construction, Inc. Downing Construction continued constructing the force main along Dillon Road and has completed the portion between Little Morongo Road and Atlantic Avenue. 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)

Staff has completed checking the draft design package and will be returning it to the design consultant, AECOM, to finalize in the coming weeks. The Project Team is working with the design 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 additional alternatives regarding the roadway layouts per the City of Desert Hot Springs' request. Staff intends to review with the City in the coming weeks and, following final geometric layout approvals, initiate the 60% design.

Operations & Maintenance

Construction & Maintenance

Water Line Locations

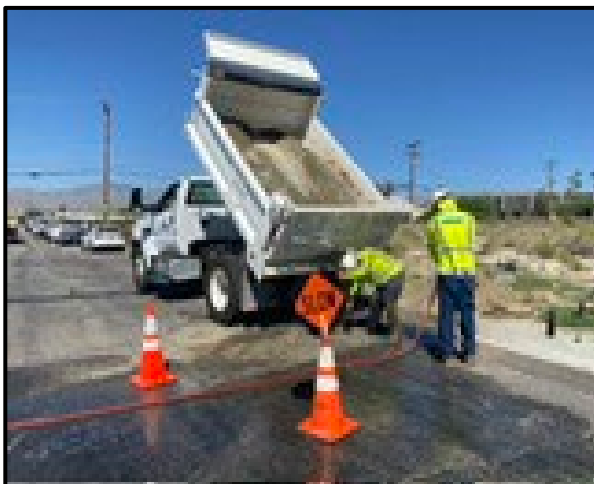
Staff completed approximately 499 water line location requests using iPads and the GeoViewer Mobile app to streamline and manage line locations.



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 September 2023.

- 34 water service lines were replaced with copper.
- 12 service line leaks were repaired.
- Six mainline leaks were repaired.
- Zero hit fire hydrants were repaired.



Water System Maintenance

Staff continued to implement preventative maintenance and inspection programs keeping the water distribution system in optimum working order and properly functioning without any interruption. Below is a summary of the maintenance completed in September 2023.

- 88 ground valves were exercised.
- 46 fire hydrants were flushed, maintained, and painted.
- One air-release valve was inspected and/or rebuilt.
- Zero blow-offs were flushed.



Street/Asphalt Repair (City/County)

The District's contractor, B-81, continued efforts to finalize permanent asphalt repairs from leaks and scheduled work throughout the District. After all pending repairs are completed, repair work will be dispersed quarterly.

CMMS Workorder Program

A total of 81 work orders were processed in September 2023 using the CMMS program.

New Water Meter Service Installation

Staff installed 20 new water service lines in September 2023.

Fire Flow Testing

Staff continued performing field fire flow tests for the Engineering Department. Nine fire flow tests were conducted in August 2023.

Fleet and Facility Maintenance

Janitorial Services

All District buildings continue to be cleaned and disinfected weekly, Tuesday through Friday, by our janitorial company. Routine disinfection is completed four times per week and routine janitorial services are completed twice a week (Wednesday and Friday). August 2023 was for our previous janitorial services contractor, Eternal Love dba Vested Solutions). On September 6, 2023, the new janitorial services company, Executive Facilities Services, Inc. started services.

Building Maintenance

Staff completed the following building maintenance during the month of September 2023:

- Repaired leaking irrigation at Terrace, Quail, Two Bunch, and Well 27/31 sites periodically throughout the month.
- Replumbed irrigation at Woodridge Tank to inside the east fence line.
- Installed spring hinge on the stores bathroom door.
- Replaced screens in conference room, production office and room windows.
- Installed lid and refurbished air hose reel enclosure at gas pumps in the Corporate Yard.
- Filled in several voids on south fence line at the Corporate Yard.
- Performed weed abatement at the Corporate Yard in breezeway and around scrap containers.
- Removed wall-mount AC units on Corporate Yard stores and shop offices and patched holes in outer walls and office drywall.
- Replaced leaking float valve on #5 swamp cooler in the shop.
- Inspected tire machine for high pressure air leak and discovered broken internal piece.
- Replaced rope on the flagpole at the Administration Building.
- Cut abandoned alarm pole on west side of covered parking at Corporate Yard.

Standby Generator Monthly Maintenance Program

This testing ensures the generators are in good working order and ready to be used when needed. There were no generator issues in September 2023, however, the 230KW Cummins portable generator remains out of service.

Fleet Maintenance/Repairs

- Unit 408 had battery replaced under warranty and was taken into Palm Springs Motors for troubleshooting of battery drain issue. Determined no issues per Ford diagnostics.
- Unit 400 had a tire plug on the left front tire.
- Unit 425 had all zerk fittings greased.
- Units 420 and 414 had windshield wipers replaced.
- Unit 399 had the fuel filter replaced.
- Unit 398 had the left front tire plugged by Desert Tire.
- Unit 385 had a failed high pressure water line replaced.
- Unit 414 had a missing lug nut replaced on the right rear tire.
- Unit 367 had a bad fuel pump relay replaced.
- Unit 434 had a damaged front bumper realigned.
- Units 409, 410, and 412 had interrupter switches installed for spotlights.
- Unit 345 had the right rear tire replaced due to wear.
- Unit 435 had the front license plate installed and rear suspension noise inspected.
- Unit 406 had a brake noise inspection and strobe light switch replaced.

- Unit 324 had a left rear hub seal replaced.
- Unit 402 had a rear brake noise inspection done.
- Unit 404 had a damaged transmission pan inspected and parts ordered.

Wastewater Collections

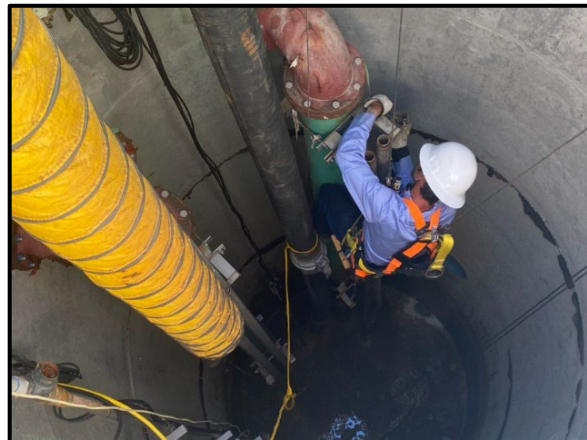
Sanitary Sewer Overflows (SSOs)

There were no Sanitary Sewer Overflows (SSOs) in the collection system during September 2023.

Dos Palmas Lift Station

Operators conducted daily site visits at the Dos Palmas Lift Station checking for proper pump operation, ensuring the SCADA system is working properly, and checking site security. Pump 1 is still inoperable, so the Xylem bypass pump is still set up as a backup if pump 2 fails.

Staff completed a confined space entry to replace one of the lower guide rail brackets for pump 2. Due to the vibrations of the pumps, the weld on the brackets can fail.



Sewer Line Locations

Staff completed 497 sewer line location requests using iPads and the GeoViewer mobile application to streamline and manage line locations.

Sewer Line/Collections Maintenance

- There were no inspections using CCTV in September 2023.
- Staff cleaned approximately 3.97 miles of sewer mainline in September 2023.
- The CCTV truck was taken back to Florida to Ques' main headquarters for a warranty issue on September 6, 2023. The work has been completed and the truck is being transferred back to California. The GapVax was taken to the Cummins Dealership in Bloomington for a DEF header issue on September 11, 2023. The truck was repaired and returned to normal operation on September 25, 2023.

Wastewater Treatment

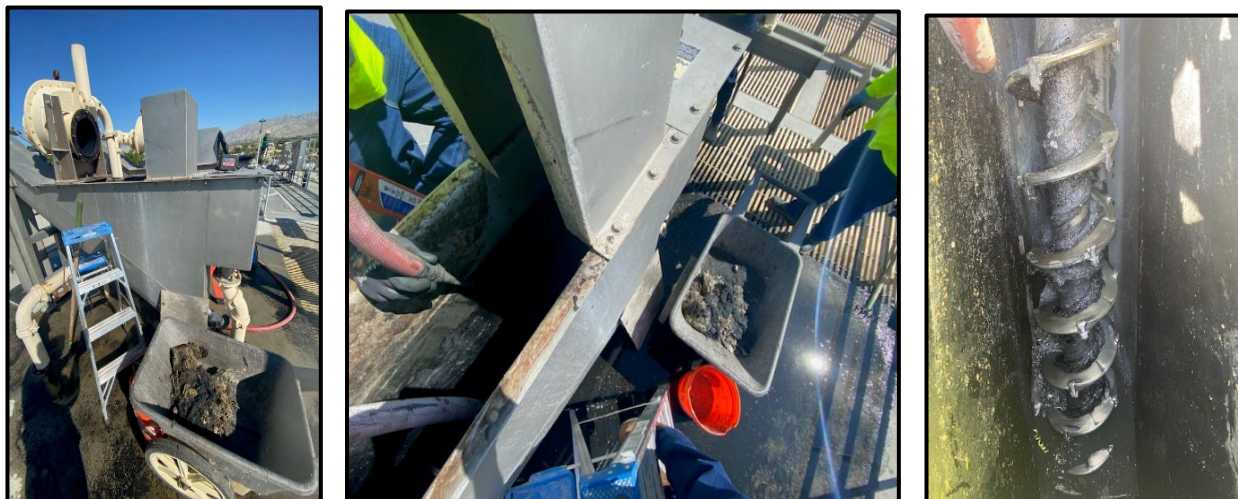
Plant Maintenance

Staff spent a combined 382.5-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 126.1-man hours operating the sludge belt filter press, including filling and removing 13 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff inspected the 4 Vaughan Chopper pumps in the Horton WWTP influent wet well. These pumps have been in service since April 22, 2022, and have not clogged once. All the pumps appear to be in good shape and in proper working order. Before these influent pumps were installed, staff pulled the influent pumps every two days to unclog.



Staff inspected the south grit classifier at the Horton WWTP, which had a clogging issue preventing it from discharging grit into the grit bin. Staff pulled out a decent size rag out of the classifier. Staff is working on getting replacement augers for both the north and south grit classifier. These augers are original and have been in service for over 20 years.



Staff replaced the upper and lower doctor blades for the belt press. These blades clean off the sludge of the belts into the auger for disposal.



Sampling and Laboratory

Staff collected 46 samples and spent 69-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both wastewater treatment plants are producing an effluent that meets the District's permit discharge requirement. Staff continues to sample for a nitrogen study that the Horton WWTP is currently going through. This will be the last month for the nitrogen study and staff will go back to normal monthly/quarterly sampling.

Staff continued to perform monthly groundwater sampling and sound water levels at the groundwater monitoring wells for the Wright RWRP.

Pond Maintenance

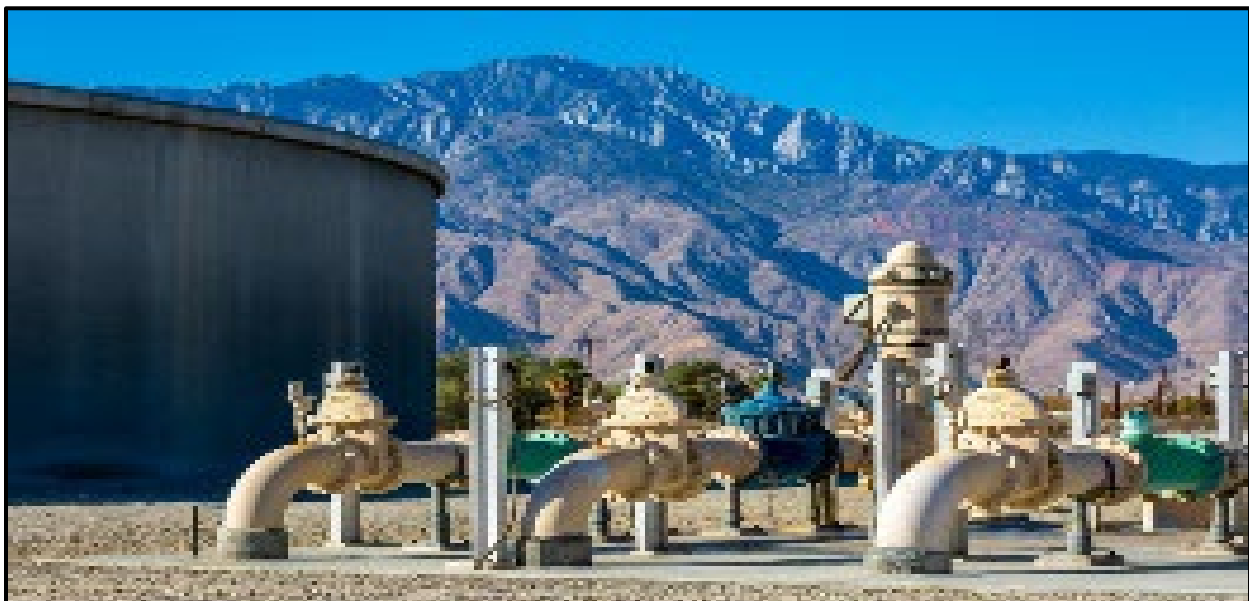
Staff cleaned and rehabilitated Ponds 1, 2, 3, 4, 6, 7, and 8 in September 2023.



Weekly Wastewater Training

Staff continues to conduct a weekly department “Wastewater Training” program. These training courses are intended to provide all operators with consistent knowledge and a better understanding of processes, including operating equipment in a more proficient manner. This training also aids in keeping operators safe when completing maintenance. This month’s training included:

- Sludge Truck Dead Battery
- Sludge Truck Battery Disconnecting Switch
- SCADA/VNC Trouble Shooting
- Laboratory Analyst Responsibilities



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

	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19
July	4	4	18	8	7	9
August	12	26	20	4	1	8
September	17	20	20	5	2	12
October		13	36	9	4	8
November		8	29	50	10	9
December		8	12	9	3	3
January		35	14	21	7	1
February		4	7	23	5	1
March		24	17	48	1	0
April		16	7	18	3	3
May		9	16	17	11	3
June		4	2	21	7	3
Annual	33	171	198	233	61	60

Additional sanitary service connection information is provided in Appendix A.

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

Monthly Wastewater Flows

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				
November				
December				
January				
February				
March				
April				
May				
June				

Additional wastewater flow information is provided in Appendix A.

Water Production

Water Pumped/Produced

During the month of September 2023, the District's three public water systems produced the following quantity of water:

- MSWD (CA3310008) – 716.42 Acre Feet (233.44 MG)
- Palm Springs Crest (CA3310081) – 13.48 Acre Feet (4.39 MG)
- West Palm Springs Village (CA3310078) – 7.84 Acre Feet (2.55 MG)

Water Sampling/Testing

- Staff collected 50 routine samples in Desert Hot Springs, four routine samples in ID-E, seven well samples in Desert Hot Springs, and four well samples in ID-E.
- Staff also collected 16 general physical samples in Desert Hot Springs and two general physical samples in ID-E.
- The monthly uranium sampling at Well 26A was completed on September 11, 2023.
- The MSWD Monthly Coliform Monitoring Report for September 2023 was sent to the SWRCB on October 4, 2023.
- Well 26 received a failing bacteriological test on September 19, 2023, and the well was turned off. Two sets of resamples were collected on September 20 and 27, 2023, and both sets received passing results. The well was put into service on September 28, 2023.



Chlorination System Updates

- Staff continued to conduct routine chlorine pump maintenance and inspections at all well sites, making necessary adjustments to all chlorine pumps and/or their related equipment, ensuring proper operation and repairing/rebuilding as needed. All chlorinators were functioning properly in September 2023, with only typical preventative maintenance required for these pumps.

- Staff began cleaning all chlorinators two times per month with a vinegar-based solution to reduce chlorinator issues. All of the chlorine pumps were cleaned during September 2023.
- During the month of September 2023, a total of 1,989 gallons of chlorine (12.5% solution strength) was used to disinfect the distribution system and the production facilities. (Reflects usage in the MSWD and ID-E systems)
- During the month of September 2023, the Production staff checked and documented the chlorine residuals at all the wells that are in-use a total of 212 times. The average chlorine residual of these 212 readings was 1.03 ppm. (Reflects data in the MSWD and ID-E systems)
- During the month of September 2023, the Production staff checked and documented the chlorine residuals throughout the distribution system a total of 86 times. The average chlorine residual of these 86 readings was 0.88 ppm. (Reflects data in the MSWD and ID-E systems)



Well Soundings

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



Production Facility Updates

Staff continued to oversee all water production sites making necessary adjustments. Staff routinely climb reservoirs and conduct monthly overflow maintenance as needed. Staff also conduct reservoir roof inspections using a drone.

- Well 22 Rehabilitation – The contractor, L.O. Lynch, gave a target completion date by the end of August 2023.
 - Both the mechanical and chemical rehabilitation methods were completed.
 - Test pumping was performed during the first couple of weeks in May 2023. The test pumping provided the important information regarding the possible yield capacity of this well. A maximum flow rate of approximately 1,290 gpm was achieved with a drawdown rate of less than 10 feet. The test pump and motor was pulled during the last week of May 2023.
 - A larger pump and motor was installed during the first week of June 2023. A maximum flow rate of approximately 1,500 gpm was achieved, which was less than expected. The constant rate test pumping was performed during the week of June 19, 2023. The test pump equipment was pulled from the well during the week of June 26, 2023.
 - The final step is disinfection and outfitting the well with the permanent pump and motor. The downhole equipment has been ordered and there is a minimum 2 month lead time on the pump. The final design flow was determined to be 1,600 gpm.
 - As of September 29, 2023, the downhole pumping equipment is still on order. The work is anticipated to be completed in October 2023.
- Gateway Fire Pump Monthly Testing – Staff performed the monthly fire pump testing on September 13, 2023. All systems functioned properly. Water loss data was captured and entered into the water loss tracking worksheet.
- Well 24 Motor – Well 24 was put back into service on September 1, 2023. After noticing some unusual sound and vibration issues, the well was turned off for a period of approximately one week. On September 25, 2023, Southwest Pump shimmed, plumbed, and leveled the pump assembly. While this helped solve some of the vibration and noise issues, it didn't eliminate it. The well was put back into service on September 25, 2023. Staff will continue to monitor the condition of this pump and/or motor.
- IXP Treatment Plant (Well 26A) – The IXP Treatment Plant filter bags were replaced on September 28, 2023. During the replacement, staff reported that there appears to be an increase in sand production at this well. Staff will continue to monitor and report as necessary.
- Valley View & Overhill Booster Water Cooling Lines – Due to repetitive repairs to the water cooling lines on the Overhill and Valley View Boosters, the Production staff replaced all the lines with stainless steel tubing and fittings on September 27, 2023.

- Valley View Booster Motors – The motor oil was replaced for both boosters on September 27, 2023.
- Well 29 Header Painting – The headworks piping at Well 29 was painted on September 21, 2023. Additionally, the concrete pedestals for the well and the MCC were re-painted as well.



- Well 29 Production Meter – Staff replaced the production meter on September 26, 2023. The meter that was removed will be sent to McCrometer for recalibration.



- Well 26 Flow Meter – The flow meter at Well 26 is now connected to SCADA and is properly communicating the flow rate. This was disconnected a few months back due to some low voltage ground loop issues. This was resolved with the installation of an optical ground loop isolator. This device was installed by staff.
- Terrace Booster 4 – The booster pump gave us some problems this month. The motor saver keeps tripping and provides a fault code for a ground fault trip. The motor has been checked with our insulation tester, and the motor checks out ok. Staff is still working on finding the cause of this repetitive tripping.
- Real-Time Well Depth, Sonar Based, Sounder – Staff witnessed a demonstration of a sonar based real-time well depth measurement device at Well 29 on September 20, 2023. Staff was impressed by this technology and will consider installing these on each of our wells. This would provide real-time water level information that is data-logged into our SCADA system.
- Well 29 Chlorine Room – Staff made great progress towards the completion of the new chlorination room at Well 29 this month. We estimate the project to be 75% complete now and 100% completion should be reached before the end of October 2023. Once completed, the chlorination process will be completely automated.

On-Call Electrical Maintenance & Repair Services

After receiving proposals solicited in July 2023, staff issued annual on-call contracts to three electrical contractors, Leed Electric, M. Brey Electric, and McDonald Electric in the amount of \$50K each. In general, the scope of services includes, but not be limited to, the installation and/or repair of circuit breakers, variable frequency drives, installing/programming PLC, high voltage electrical work in motor control panels, well, pump, and motor repair services. The contractor will furnish labor, equipment, and materials to provide electrical maintenance services related to MSWD's water production wells, wastewater treatment plants, wastewater pump station, and other District facilities.

Well 33 Solar Site

The system is now generating power as designed.



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

	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19
July	5	6	18	7	4	5
August	14	28	19	6	10	5
September	19	22	23	18	2	14
October		16	33	13	3	21
November		10	27	10	16	4
December		9	9	2	17	3
January		26	14	15	6	3
February		14	8	13	8	5
March		29	19	16	2	3
April		24	6	11	1	3
May		16	19	15	12	5
June		5	1	24	11	2
Annual	38	205	196	150	92	73
Avg./ Mo.	3.17	17.08	16.33	12.50	7.67	6.08

Additional water service connection information is provided in Appendix A.

As expected, the new water services increase the amount of water needed to be pumped; however, the weather and water conservation continue to be the primary factor in MSWD water production. The following table summarizes the MSWD water production for each month.

Monthly Water Production

	FY	Variance		FY	FY	FY	FY
	2023/24	from prior year		2022/23	2021/22	2020/21	2019/20
	AF	AF	%	AF	AF	AF	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		-	0.00%	691.98	665.18	755.84	709.39
November		-	0.00%	599.39	679.85	690.13	619.87
December		-	0.00%	554.27	565.48	588.32	537.23
January		-	0.00%	530.39	580.28	537.96	553.20
February		-	0.00%	490.41	527.34	495.61	520.85
March		-	0.00%	500.37	601.44	625.80	557.73
April		-	0.00%	552.34	624.07	649.34	573.02
May		-	0.00%	726.25	745.36	723.62	698.99
June		-	0.00%	682.09	730.02	761.63	806.02
TOTAL	2,202.79	-115.22	-4.97%	7,645.50	8,094.17	8,356.13	7,981.79

Additional water production information is provided in Appendix A.

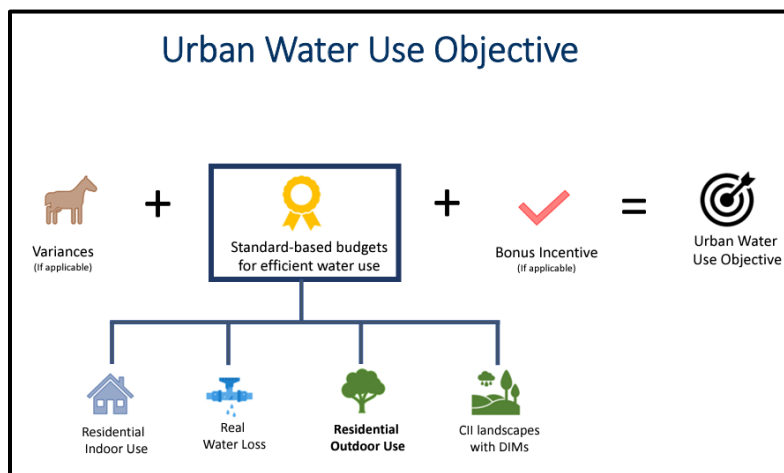
Water Resources

Below is a list of water resources related activities for September 2023:

Integrated Regional Water Management Planning

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

The CVRWMG agencies began discussing the proposed State Water Board regulatory framework for making water conservation a California way of life. This includes a new Water Use Efficiency Objective annual reporting. The first annual report is due on January 1, 2024.



Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

The 2022 Alternative Plan Update for the Mission Creek Subbasin is still with the California Department of Water Resources (DWR) for review, however, DWR doesn't anticipate completing reviews of alternative plans until 2024.

San Gorgonio Pass Subbasin Sustainable Groundwater Management Act Compliance

DWR is currently reviewing the 2022 Groundwater Sustainability Plan for the San Gorgonio Pass Subbasin.

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 2024.

Salt and Nutrient Management Planning

Staff attended the monthly Steering Committee meeting on September 27, 2023, for the Coachella Valley Salt and Nutrient Management Plan (CV SNMP) Update.

PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past and Upcoming Sponsorships / Events

MSWD Blood Drive: September 13, 2023

MSWD hosted the LifeStream bloodmobile again on September 13, 2023, to honor the lives of our fallen 9/11 heroes. We had a great turnout with 19 life-saving donations.



City of Desert Hot Springs 60th Anniversary Event: September 17, 2023, 2:00-8:00pm

MSWD joined others in the community to celebrate the City of Desert Hot Springs's 60th



Anniversary at a special event held at Mission Springs Park on Sunday, August 16, 2023. MSWD provided a resource booth offering information about programs and services, featuring our award-winning water. We also sponsored a special jump house shaped into a corn maze.



CVEP Economic Report: October 11, 2023, 8:00am



MSWD is a proud table sponsor of the 19th Annual CVEP Economic Report and Breakfast. The event will include the annual economic report and will showcase our region's business strategies and goals to mobilize a long-term sustainable effort to elevate the economy of the Coachella Valley.

GCVCC Desert Hot Springs Mixer: October 25, 2023, 5:30pm

Local officials and business leaders from throughout the Coachella Valley will join together for a spooktacular event at Cabots Pueblo Museum. MSWD is sponsoring a water table and is participating on the planning committee.



Project WET Educator Workshop: Saturday, November 4, 2023

MSWD is partnering with the Coachella Valley Water District to present a Project WET. The program is designed to give educators tools and hands-on activities to share our water message and deliver California's history/social science standards through an environmental lens. All activities are tied to Common Core and the Next Generation Science Standards (NGSS). This workshop is ideal for K-12 formal and informal educators interested in cross-curriculum water education lessons.

Desert Hot Springs State of the City: November 16, 2023, 11:30am



MSWD is proud to be a sponsor of the DHS Ste of the City presentation, being brought to us by the Greater Coachella Valley Chamber of Commerce. Members of the public, local officials and the business community will join together to learn about what is taking place in our fine city.

Water 101, Let's Talk Water: August – December 2023

MSWD is launching a new fall series of our popular Water 101: Let's Talk Water community workshops. The monthly courses will be at the new Desert Hot Springs Library from 6:00 – 7:00pm to discuss our water and wastewater systems, finances, and planning functions. The first session was held on September 28, 2023, and featured information about our water quality, testing, and system. Following is a complete list of dates:



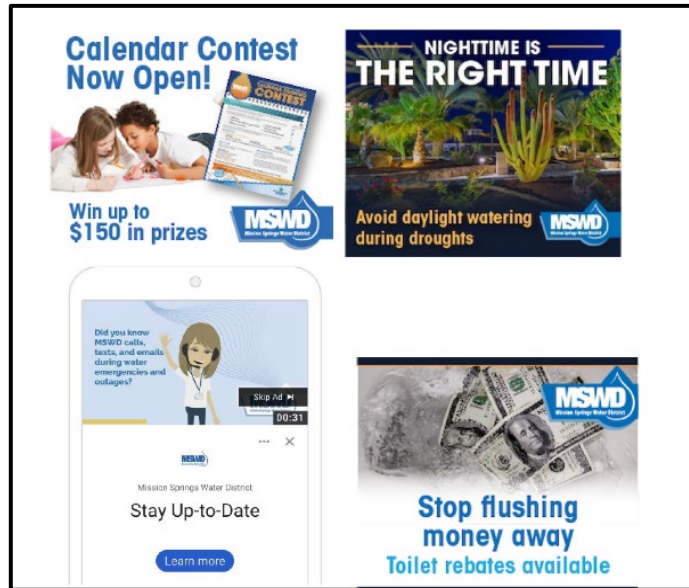
- October 26, 2023
- November 9, 2023
- December 21, 2023 (rescheduled from August 24, 2023)

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

Public & Media Outreach

Recent News Releases & Media Outreach

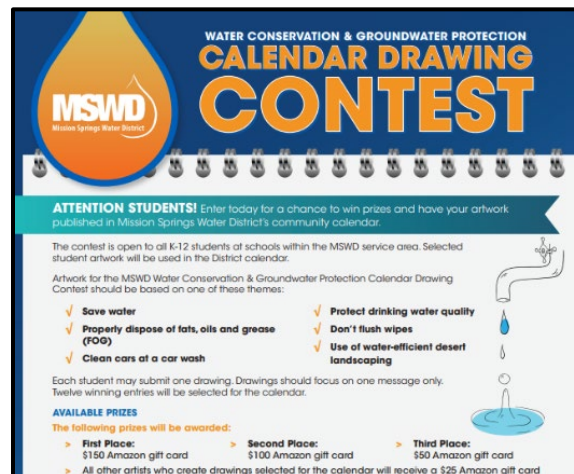
The Public Affairs team engaged with the media and promoted several positive MSWD accomplishments and provided a statement about the impact Senator Diane Feinstein had on our District and community. These releases were individually picked up by various media publications, including the El Informador (Spanish publication), KESQ-TV, ACWA Newsletter and the Uken Report. These items were also posted on social media and shared throughout the community. Copies of each release are available on our website.



- September 8, 2023: MSWD Director Russ Martin Elected to Riverside County-Wide Oversight Board
- September 15, 2023: MSWD Directors Griffith and Duff Recognized for Leadership Skills
- September 21, 2023: MSWD Receives Distinguished Budget Presentation Award from the Government Finance Officers Association (GFOA)
- September 29, 2023: MSWD Issues Statement Regarding the Passing of Senator Diane Feinstein

MSWD Community Calendar Drawing Contest: Due Date Extended

MSWD is again holding a calendar drawing contest, soliciting local students' artwork illustrating water conservation and groundwater protection. K-12 students throughout the District are being encouraged to participate. The Public Affairs team is promoting the contest through our local schools, social media, parent e-blasts, and our August 2023 customer newsletter. Twelve winners will receive an Amazon gift card and have their artwork showcased in the District's 2024 community calendar. The deadline for submission was October 3, 2023; however, due to community requests, the deadline has been extended to October 11, 2023. More information and a copy of the entry form are available on the District's website at www.mswd.org/drawingcontest.



Customer Newsletter

Our September 2023 Water Matters newsletter featured information about Tropical Storm Hilary, the need to update your contact information, and recent MSWD news. A copy of the newsletter is included in Appendix C.



Legislative Update

Federal: Continuing Resolution and Newsom Appointment

Congress passed a Continuing Resolution (CR) at the 11th hour to avert a federal government shutdown. The CR keeps the federal government open and funded at current levels through November 17, 2023. The CR also includes an extension of the National Flood Insurance Program through November 17, 2023, funding for the Federal Emergency Management Agency (FEMA) for disaster relief, and a three-month extension of the Federal Aviation Administration (FAA) authorization. Congress will now have seven more weeks to try and find a path forward on the Fiscal Year (FY) 2024 appropriations bills. In October 2023, both the House and the Senate are expected to work to continue to move their respective FY 2024 appropriations bills.

On Friday, September 29, 2023, the news broke that Senator Dianne Feinstein passed away at the age of 90. California Governor Gavin Newsom has the responsibility of appointing someone to fill the remainder of Feinstein’s term. Newsom announced that he intends to appoint Laphonza Butler, the current President of EMILY’s List. Butler was sworn into the Senate on October 4, 2023.

Additional Federal Updates are located in Appendix B.

California: Conservation a Way of Life, Proposed SWRCB Rulemaking

As was discussed in last month’s report, the State Water Resources Control Board (SWRCB) held a public workshop to discuss the Conservation as a Way of Life Rulemaking Framework. Director Robert Griffith and Interim General Manager Bian Macy attended the workshop and Director Griffith provided comments during the public comment period. Under the proposed rulemaking, MSWD would be forced to institute programs and rate structure that would support the following water conservation:

- 19% by 2025
- 40% by 2030
- 42% by 2035










While MSWD supports the State’s water efficiency efforts, we do not believe the targets are reasonable, or even feasible, for our customers. We will be following up with written comments as well.

MSWD Digital Advertising

The District featured three Google and Facebook/Instagram ads promoting various MSWD programs. The campaigns garnered more than 191,952 impressions and 549 link clicks. Our Facebook ads garnered more than 116,477 impressions and 385 link clicks. A full report is included in Appendix C

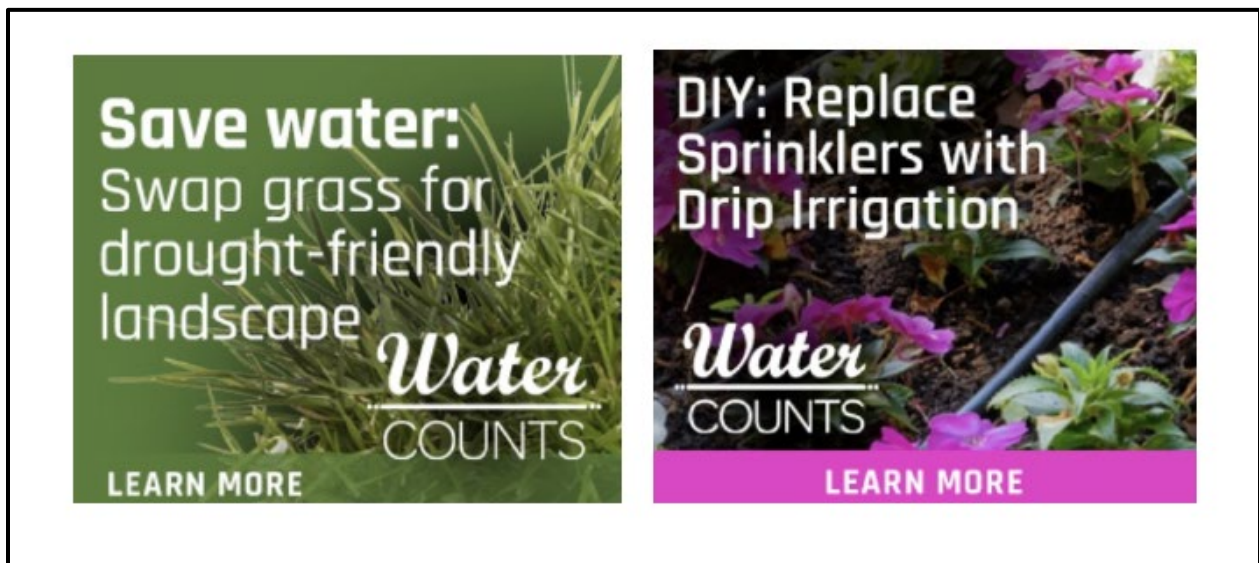
Social Media

A copy of the September 2023 social media report can be found in Appendix C. This report highlights activities and posts on the District's social media platforms. Some of our most engaging posts included, Worker Wednesday, CSDA Leadership Awards, and the GFOA award.

3 Most Engaging Posts	3 Highest Reach Posts	3 Most Shared Posts
 <p>Worker Wed: 8-1-1 Before You Dig, Dial 8-1-1! 🚧 Planning to dig? Whether ...</p> <p>17.62%</p>	 <p>Worker Wed: 8-1-1 Before You Dig, Dial 8-1-1! 🚧 Planning to dig? Whether ...</p> <p>579</p>	 <p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors News Release: Mission Springs Water District is proud...</p> <p>6</p>
 <p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors News Release: Mission Springs Water District is proud...</p> <p>16.28%</p>	 <p>Join MSWD as we celebrate the City of DHS! Mission Spring...</p> <p>294</p>	 <p>Worker Wed: 8-1-1 Before You Dig, Dial 8-1-1! 🚧 Planning to dig? Whether ...</p> <p>3</p>
 <p>MSWD Receives Distinguished Budget Presentation Award News Release: Mission Springs Water District is pleased...</p> <p>13.85%</p>	 <p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors News Release: Mission Springs Water District is proud...</p> <p>258</p>	 <p>Calendar Contest Time is running out to share your creativity and knowled...</p> <p>2</p>

CV Water Counts

There were close to 2,900 clicks to the CV Water Counts website during September 2023, with more than 3,800 pageviews. The most popular pages were the Conservation Tips page, the Landscaping Tip of the Month, and the Rebates page, along with the Home page. Google and YouTube ads were the top drivers of traffic, followed by organic searches and the email blast. A full report is in Appendix C.



Rebates & Conservation

The Public Affairs team continued to promote rebates and conservation throughout our service territory during September 2023.

Toilet Rebates

There were three new toilet rebate applications received in September 2023, totaling \$600.

Turf Rebates

There was one new turf rebate application received in September 2023, which upon completion will be paid \$3,000.

Conservation Kits

There were no new requests for Conservation Kits in September 2023.

Bottle Water Tracking Report

Due to the storm in August 2023, the District has not donated any water in September 2023 since the inventory is currently low.





APPENDIX A – Wastewater and 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		13	36	9	4	8	12	4	21	65	8	2	1
November		8	29	50	10	9	7	7	1	52	18	7	3
December		8	12	9	3	3	64	1	0	86	22	11	2
January		35	14	21	7	1	16	8	3	27	3	11	1
February		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	33	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 33

Total Sewer Connections = 8,869

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				
November				
December				
January				
February				
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		16	33	13	3	21	8	3	20	0	5	1	1
November		10	27	10	16	4	0	7	3	0	1	0	1
December		9	9	2	17	3	3	2	0	0	2	0	0
January		26	14	15	6	3	20	1	1	2	2	0	0
February		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	38	205	196	150	92	73	88	58	49	25	14	6	12
Avg./ Mo.	3.17	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 38

Total Water Connections = 13,580

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		-	0.00%	691.98	665.18	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09
November		-	0.00%	599.39	679.85	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05
December		-	0.00%	554.27	565.48	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09
January		-	0.00%	530.39	580.28	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86
February		-	0.00%	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	2,202.79	-115.22	-4.97%	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 B – Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

October 2, 2023

Congress Passes Continuing Resolution to Avert Shutdown

Over the weekend, Congress passed a Continuing Resolution (CR) at the 11th hour to avert a federal government shutdown. The CR keeps the federal government over and funded at current levels through November 17th. The CR also includes an extension of the National Flood Insurance Program through November 17th, funding for the Federal Emergency Management Agency (FEMA) for disaster relief, and a three-month extension of the Federal Aviation Administration (FAA) authorization. Congress will now have seven more weeks to try and find a path forward on the Fiscal Year (FY) 2024 appropriations bills. In October, both the House and the Senate are expected to work to continue to move their respective FY24 appropriations bills.

Governor Newsom Announces Senate Appointment

On Friday, the news broke that Senator Dianne Feinstein passed away at the age of 90. California Governor Gavin Newsom has the responsibility of appointing someone to fill the remainder of Feinstein's term. Newsom announced that he intends to appoint Laphonza Butler, the current President of EMILY's List. Butler will be sworn into the Senate on Wednesday, October 4th.

EPA and Corps Publish Update to WOTUS Rule

The Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers (Corps) released an update to the Water of the United States (WOTUS) rule. The U.S. Supreme Court decision in May in the *Sackett v. EPA* case required the Corps and EPA to amend the rule to address language regarding wetlands protections. In the updated rule, the definition for wetlands that are regulated under WOTUS are only those wetlands with relatively permanent surface water connections to larger waterways. Additionally, EPA and the Corps did not put the amended rule out for public comment, citing the "good cause" exception of the *Administrative Procedure Act* as the agencies claim the rule was being amended to comply with the Supreme Court ruling. The updated rule was published in the *Federal Register* on September 8th, effective immediately, and more information can be found [HERE](#).

Sens. Feinstein & Padilla Introduce Rural Clean Drinking Water Bill

California Senators Dianne Feinstein (D) and Alex Padilla (D) introduced the *Clean Drinking Water for Rural Communities Act* ([S. 2697](#)). The bill would raise the eligibility for Department of Agriculture (USDA) water and wastewater programs from 10,000 residents

to 20,000 residents for programs that assist communities in complying with state and federal drinking water standards. The legislation was referred to the Senate Committee on Agriculture, Nutrition, and Forestry.

Rep. Harder Introduces Water Resources Bill

Representative Josh Harder (D-CA) introduced the *Securing Access for the central Valley and Enhancing (SAVE) Water Resources Act* ([H.R. 5483](#)). The legislation would provide \$250 million in funding for water storage programs, \$750 million for water surface and groundwater storage, water reclamation and reuse, and WaterSMART program projects, and would create a loan-interest loan program for local water infrastructure projects. The bill was referred to the House Committee on Natural Resources.

Federal Funding Opportunities & Announcements

EPA Announces Availability of \$7.5 Billion in WIFIA Funding. EPA announced the availability of \$7.5 billion in Water Infrastructure Finance and Innovation Act (WIFIA) program funding. The program provides low-interest loans for drinking water, wastewater, and stormwater infrastructure projects. LOIs are due October 25th. More information can be found [HERE](#).

EPA Awards \$105 Million in SWIFR Grants. EPA awarded \$105 million for 80 projects through the Solid Waste Infrastructure for Recycling (SWIFR) Grant Program. The program supports projects that improve post-consumer materials management and infrastructure, support improvements for local waste recycling infrastructure, and technical assistance for local waste management systems. The list of awardees can be found [HERE](#).

EPA Publishes \$20 Million Innovative Water Infrastructure Workforce Development NOFO. EPA published a \$20 million NOFO for the Innovative Water Infrastructure Workforce Development Grant program. This grant program supports collaboration among federal, state, and local governments and institutions of higher education, apprentice programs, labor organizations, high schools, and other community-based organizations to develop the water sector workforce. Applications are due November 17th. More information can be found [HERE](#).

EPA Releases \$19 Million Drinking Water System Infrastructure Resilience and Sustainability Program NOFO. EPA released a \$19 million NOFO for the Drinking Water System Infrastructure Resilience and Sustainability Program. The program will provide funding to support projects in underserved, small, and disadvantaged communities that improve drinking water facility resilience to natural hazards. Applications are due November 6th. More information can be found [HERE](#).

EPA Releases \$3.6 Million Environmental Education Local Grant NOFO. EPA released a \$3.6 million in NOFOs by EPA Region for the 2023 Environmental Education Local Grant Program. Each of the ten EPA Regions has \$360,000 in funding available to support projects in all EPA regions that design, demonstrate, and/or disseminate

environmental education practices, methods, or techniques. Applications are due November 8th. Application information for all Regions can be found [HERE](#).

Reclamation Announces \$239 Million Title XVI Water Recycling NOFO. Reclamation published a \$239 million NOFO for the Title XVI Water Recycling program for funding to support water reclamation and reuse projects. Applications are accepted on a rolling basis, with the first deadline on December 7th and the second deadline on September 30th, 2024. More information can be found [HERE](#).

Reclamation Announces \$28.97 Million for WaterSMART Recycling and Desalination Projects. Reclamation announced \$28.97 million in appropriated funding to support 31 WaterSMART Program recycling and desalination projects in six western states. The list of projects can be found [HERE](#).

Reclamation Announces \$25 Million Small Surface Storage NOFO. Reclamation published a \$25 million NOFO for the Small Surface Storage Program. This program funds projects with a water storage capacity between 200 and 30,000 acre-feet that increase surface water or groundwater storage. Applications are due November 30th. More information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

EPA Issues Final CWA Section 401 Water Quality Certification Improvement Rule. EPA published its final Clean Water Act (CWA) Section 401 Water Quality Certification Improvement Rule. The rule streamlines and enhances certification review and provides regulatory certainty for federally permitted projects. More information can be found [HERE](#).

EPA Releases Cancer Prevention Website. EPA announced a new cancer prevention website for Administration activities aimed to help prevent cancer by reducing exposure to carcinogens. The new site can be found [HERE](#).

EPA Publishes Final PFAS Reporting and Recordkeeping Requirements Rule. EPA published a final rule regarding reporting and recordkeeping under the Toxic Substances Control Act (TSCA) for per- and polyfluoroalkyl substances (PFAS). The rule requires any person that manufactures or imports or has manufactured or imported PFAS or PFAS-containing articles since January 1, 2011, to electronically report information regarding PFAS uses, production volumes, disposal, exposures, and hazards. The rule is expected to be published in the *Federal Register* shortly with an effective date of 30 days after publication. Data is due to EPA 18 months after the effective date of the rule. More information can be found [HERE](#).

FEMA Publishes RFI on Management and Administration of Preparedness Grants. FEMA released a Request for Information (RFI) seeking stakeholder feedback on its management and administration of preparedness grant programs. FEMA is seeking suggestions on streamlining the application and customer service processes, program accessibility, and equity. Comments are due November 7th. More information can be found [HERE](#).

FEMA Designates 483 Community Disaster Resilience Zones. FEMA announced that 483 census tracts nationwide are designated as Community Disaster Resilience Zones as directed by the *Community Disaster Resilience Zones Act of 2022* (P.L. 117-255). Designated zones have priority access to federal funding for resilience and mitigation projects. FEMA considered natural hazard risk from a national and state level and considered specific concerns for coastal, inland, urban, suburban, and rural communities when determining designations. An interactive map of the designated census tracts and more information can be found [HERE](#).

FEMA and FCC Announce Test of Nationwide Emergency Alert System. FEMA and the Federal Communications Commission (FCC) scheduled a test of the Nationwide Emergency Alert System for October 4th at 2:20 pm ET. Cell towers will broadcast the signal for approximately 30 minutes to all phones within range. More information can be found [HERE](#).

NOAA Releases August 2023 Climate Assessment Report. NOAA released a report titled “Assessing the U.S. Climate in August 2023” that details a total of 23 separate billion-dollar weather and climate events in the first eight months of 2023. The report can be found [HERE](#).

##



APPENDIX C – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

September, 2023

by Hunter | Johnsen

Google Ads Campaigns

 DISPLAY AD IMPRESSIONS
CV WATER COUNTS

143,997

 SEARCH AD IMPRESSIONS
CV WATER COUNTS

1,649

 VIDEO IMPRESSIONS
CV WATER COUNTS

82,074

 CLICKS
CV WATER COUNTS

2,077

 CTR
CV WATER COUNTS

0.91%

 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign	Clicks	Impr.
CV Water Counts September 2023	930	82,152
Swap Grass	514	46,272
DIY: Replace Sprinklers with Drip Irrigation	416	35,880
CV Water Counts September 2023 SPANISH	744	61,845
Swap Grass (Spanish)	567	44,575
DIY: Replace Sprinklers with Drip Irrigation	177	17,270
	1,674	143,997



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	82,074	32,635	15,233	220
CWC Water Saving Tips YouTube Spanish Sept. 2023	34,635	15,590	9,374	71
CWC Water Saving Tips English YouTube Sept. 2023	47,439	17,045	5,859	149
	82,074	32,635	15,233	220



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaigns	183	1,649
	183	1,649

KEYWORDS PERFORMANCE


CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	155	1,037	14.95%
water rebate program	65	288	22.57%
water agency	39	348	11.21%
water service	19	141	13.48%
grass removal rebate	15	80	18.75%
water company	9	125	7.2%
washing machine rebate	3	28	10.71%
save water	2	14	14.29%
toilet rebate	2	10	20%
the water company	1	1	100%
ways to conserve water	0	2	0%
	155	1,040	14.9%

Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE

HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p>CVWC - Swap Grass - Sept. 2023 www.instagram.com We're in a drought. We all need to reduce our water use by 15 percent. Convert your front or back yard to drought-friendly landscaping and save on average 230 gallons per day.</p> <p>For more water-saving tips, visit CVWaterCounts.com/conservation-tips.</p> <p>#WaterWiseWednesday</p>	514	75,569	22,520	3.36	519
	514	75,569	22,520	3.36	519

Website Information

USERS
CV WATER - CV WATER COUNTS - GA4

1,854

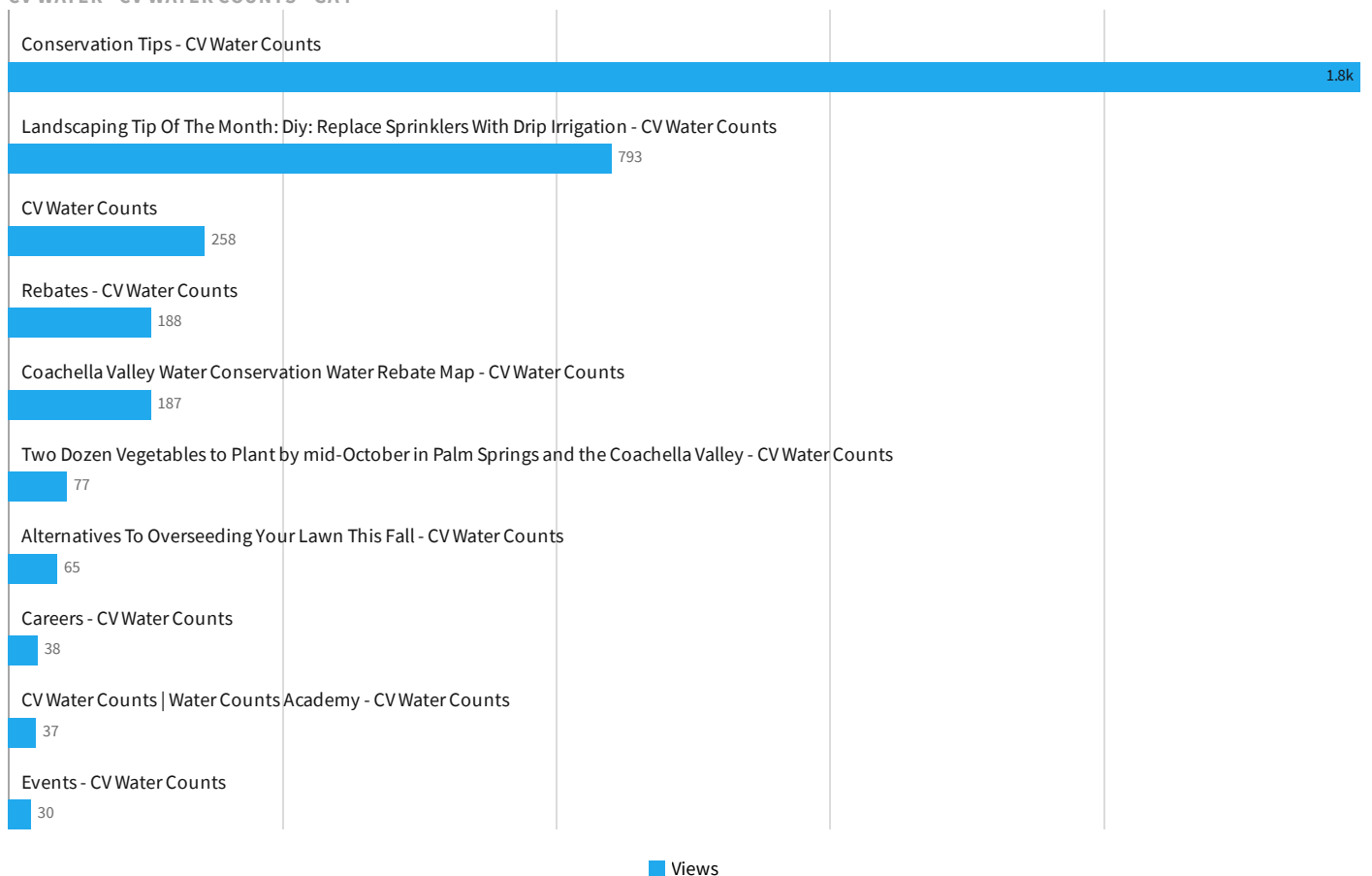
SESSIONS
CV WATER - CV WATER COUNTS - GA4

2,887

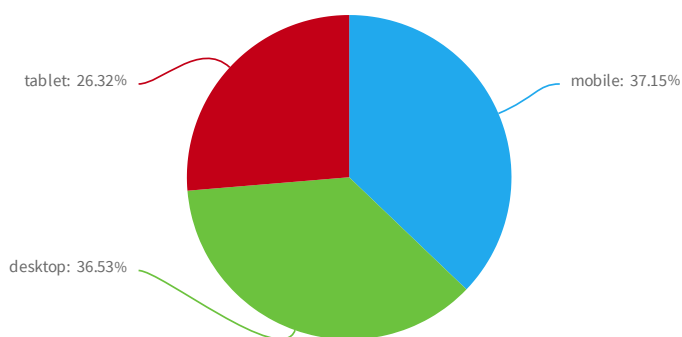
PAGEVIEWS
CV WATER - CV WATER COUNTS - GA4

3,854

VIEWS BY PAGE TITLE AND SCREEN CLASS
CV WATER - CV WATER COUNTS - GA4

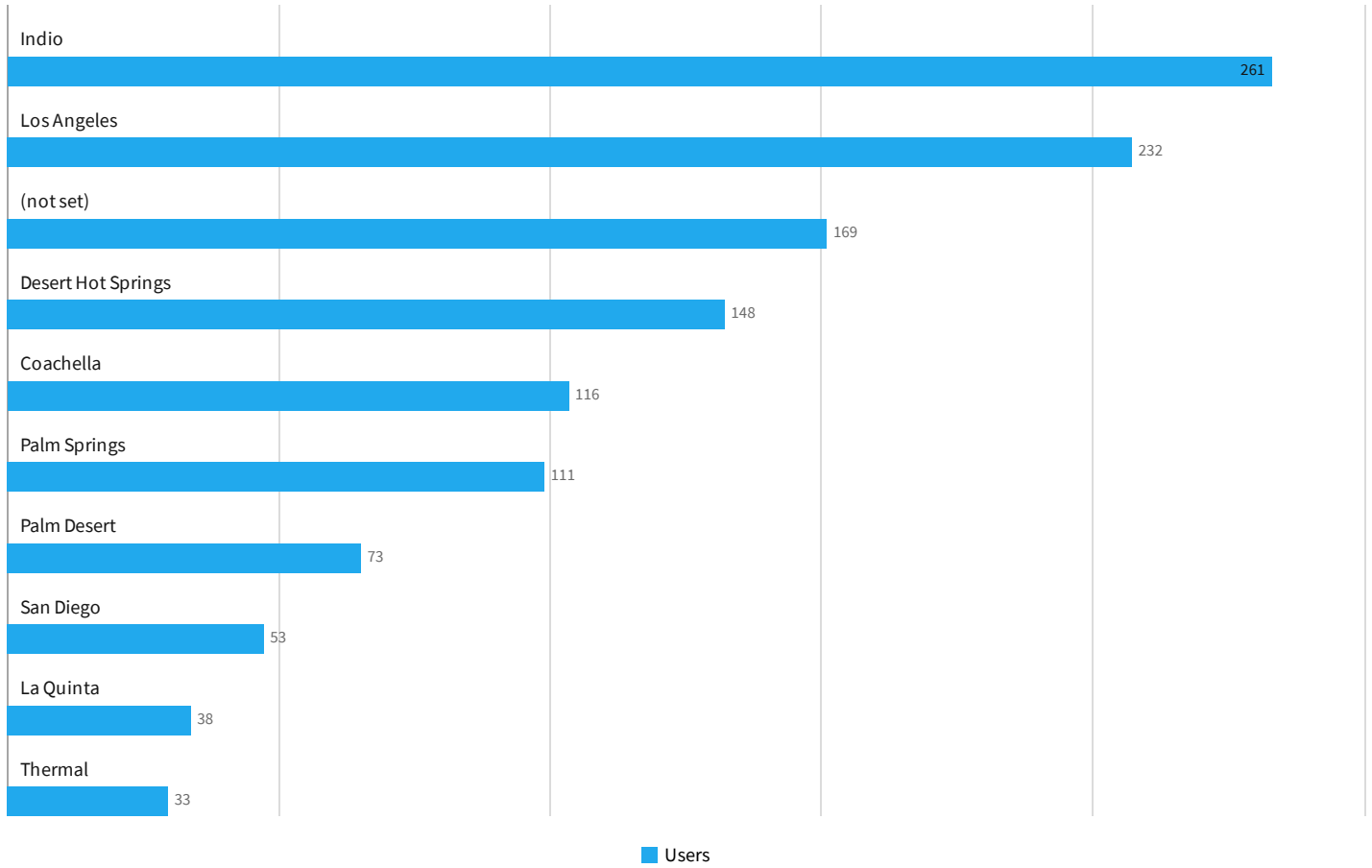


ENGAGED SESSIONS BY DEVICE CATEGORY
CV WATER - CV WATER COUNTS - GA4



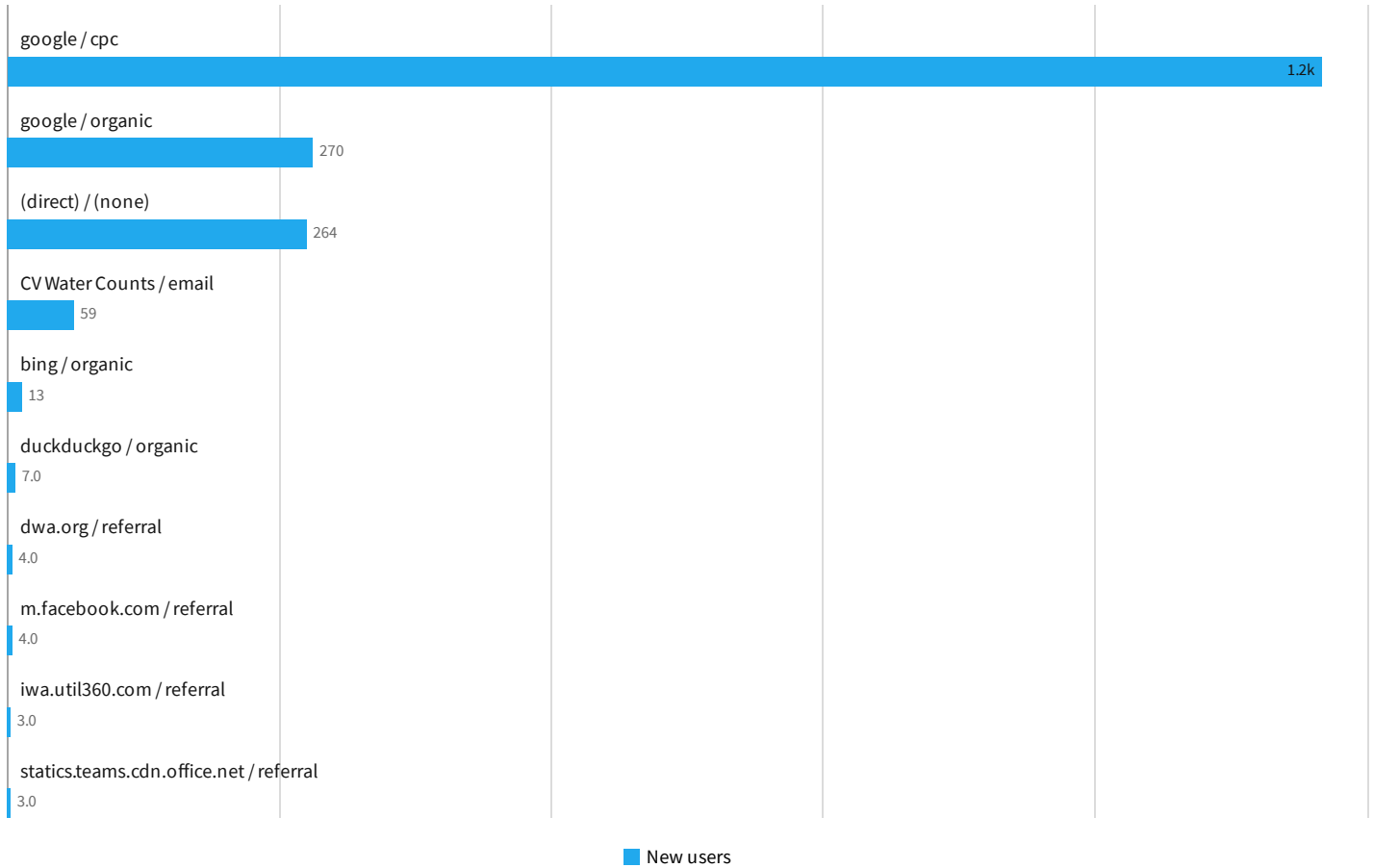
USERS BY CITY

CV WATER - CV WATER COUNTS - GA4



NEW USER ACQUISITION

CV WATER - CV WATER COUNTS - GA4



MONTH PERFORMANCE

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

Month	New users	Engaged sessions	Engagement rate	Sessions per User	Average engagement time	Conv.
September 2023	1,806	814	28.2%	1.56	16s	198
August 2023	1,711	611	24.6%	1.43	17s	5
July 2023	1,965	632	25.2%	1.28	15s	0
June 2023	19	4	19.0%	1.17	15s	0
May 2023	0	0	0.0%	0	0s	0
April 2023	0	0	0.0%	0	0s	0
	5,501	2,065	25.8%	1.46	16s	203

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	1,132	0	0%	10.89
water pledge	978	0	0%	7.09
lantana ground cover	429	0	0%	2.91
cv water	314	0	0%	5.76
myoma water	198	0	0%	3.65
spotlight cv	187	0	0%	47.49
chaparral sage	174	0	0%	4.93
water professionals appreciation week 2023	147	7	4.76%	1.83
indian fig	133	0	0%	54.11
indio water authority	114	0	0%	11.74
	3,806	7	0.18%	15.04

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	1,894	6	0.32%	12.03
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevicensis/	1,602	8	0.5%	18.51
https://cvwatercounts.com/save-water-pledge/	1,448	2	0.14%	6.41
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	709	1	0.14%	50.44
https://cvwatercounts.com/	601	12	2%	9.39
https://cvwatercounts.com/plant-of-the-month-prickly-pear-cactus-opuntia/	517	0	0%	16.91
https://cvwatercounts.com/rebates/	512	5	0.98%	21.07
https://cvwatercounts.com/plant-of-the-month-desert-carpet-acacia-redolens/	476	4	0.84%	10.12
https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/	458	3	0.66%	9.19
https://cvwatercounts.com/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	456	56	12.28%	13.73
	8,673	97	1.12%	16.78

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

76,572

f REACH
CV WATER COUNTS

23,130

f NEW PAGE LIKES
CV WATER COUNTS

2

f ENGAGED USERS
CV WATER COUNTS

510





f PAGE VIEWS
CV WATER COUNTS







143







f LIFETIME PAGE LIKES
CV WATER COUNTS


3,998

f POSTS
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>MDMWC is a small mut...</p>	September 29, 2023	43	4	9%	4	1
	September 29, 2023	21	1	5%	2	0
 <p>While fertilizers promo...</p>	September 28, 2023	43	0	0%	2	0
 <p>Overhead sprayers are ...</p>	September 25, 2023	68	2	3%	2	0
		856	55	6%	53	1

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>If you or someone you...</p>	September 21, 2023	85	2	2%	2	0
 <p>Leave lower branches ...</p>	September 21, 2023	57	5	9%	5	0
 <p>Date palms are native ...</p>	September 18, 2023	79	7	9%	7	0
 <p>Did you know that all ...</p>	September 18, 2023	37	3	8%	2	0
 <p>Use the garbage dispo...</p>	September 14, 2023	31	2	6%	2	0
 <p>Test your toilet for lea...</p>	September 12, 2023	81	6	7%	4	0
		856	55	6%	53	1

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Do you know who you...</p>	September 10, 2023	89	10	11%	5	0
 <p>If you have a grass law...</p>	September 8, 2023	64	5	8%	4	0
 <p>Convert your front or ...</p>	September 7, 2023	25	3	12%	3	0
 <p>Happy Labor Day!</p>	September 5, 2023	39	3	8%	3	0
 <p>September is National ...</p>	September 5, 2023	16	2	13%	2	0
 <p>CV Water Counts upda...</p>	September 1, 2023	56	0	0%	2	0
		856	55	6%	53	1

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 CV Water Counts upda...	September 1, 2023	22	0	0%	2	0
		856	55	6%	53	1

Instagram Information

 IMPRESSIONS
CV WATER COUNTS

382

 LIKES
CV WATER COUNTS

5

 FOLLOWERS (LIFETIME)
CV WATER COUNTS

233

 MEDIA PERFORMANCE
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 Test your toilet for lea...	0	0	23	0	29
	0	0	23	0	29

Twitter Information

Twitter analytics are currently limited (see below)



We're working on improvements to analytics.twitter.com. In the meantime, you may see some metrics are missing. You can access your Tweet Analytics and download reports [here](#). You can try the new version of account analytics beta [here](#).

28 day summary with change over previous period



E-Blast Information

📧 CAMPAIGN PERFORMANCE CV WATER COUNTS

Campaign	Send Time	Emails Sent	Total Opens	Open Rate	Industry Open Rate	Total Clicks	Click Rate	Industry Click Rate	Hard Bounces	Unsubscribe Count
CV Water Counts September 2023	Wednesday, September 6, 2023 5:00 PM	566	642	57.6%	17.41%	143	9.54%	0.85%	2	0
		566	642	57.6%	17.41%	143	9.54%	0.85%	2	0



MSWD Digital Marketing & Website Report


Website, Social, and Marketing Performance

September, 2023

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 IMPRESSIONS
MSWD


191,952

 CLICKS
MSWD

549

 CTR
MSWD

0.29%

 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Ad group	Impr.	Clicks	CTR
Update Contact Info	24,599	379	1.54%
MSWD Calendar Contest	74,149	71	0.1%
MSWD Toilet Rebates	47,471	52	0.11%
MSWD Overseeding	33,899	31	0.09%
MSWD Night Watering	11,834	16	0.14%
	191,952	549	0.29%

**Calendar Contest
Now Open!**



**Win up to
\$150 in prizes**




**NIGHTTIME IS
THE RIGHT TIME**



**Avoid daylight watering
during droughts**




Did you know MSWD calls, texts, and emails during water emergencies and outages?



Skip Ad ▶

Mission Springs Water District

00:31



Mission Springs Water District

Stay Up-to-Date

[Learn more](#)




**Stop flushing
money away**

Toilet rebates available

SKIP OVERSEEDING

SAVE WATER & MONEY



Facebook Ad Campaigns

Includes ad campaign information for all campaigns, excluding anniversary event

AD GROUP PERFORMANCE

MSWD

Ad	Link Clicks	Impr.	Reach	Page Likes
MSWD Calendar Contest - Sept 2023	185	23,378	7,168	0
MSWD Skip Overseeding Sept 2023	100	12,041	4,615	0
MSWD Toilet Rebate Sep 2023	47	62,406	11,907	0
MSWD Update Contact Info Video Sept 2023	36	16,801	10,593	0
MSWD Night Watering - Sept 2023	17	1,851	1,286	0
	385	116,477	27,531	0

MSWD Mission Springs Water District Sponsored

Did you know MSWD calls, texts, and emails customers during water emergencies and outages? That's why it's important ...See more

mswd.org
Update Your Contact Information [Learn more](#)

Like Comment Share

MSWD Mission Springs Water District Sponsored

Our Calendar Contest is now open!

Twelve winners will have their ...See more

Calendar Contest Now Open!

Win up to **\$150 in prizes** **MSWD** Mission Springs Water District

mswd.org
MSWD Calendar Contest Now Open! [Learn more](#)

Like Comment Share

MSWD Mission Springs Water District Sponsored

You can save over 8,000 gallons of water for every 1,000 square feet of grass if you skip overseeding this year! That's ...See more

mswd.org
Skip Overseeding & Save Money [Learn more](#)

Like Comment Share

MSWD Mission Springs Water District Sponsored

MSWD's Toilet Rebate Program is designed to assist homeowners who want to replace old toilets with newer, more efficient ...See more

Stop flushing money away
Toilet rebates available

mswd.org
MSWD - Rebates Available Mission Springs Water Di... [Learn more](#)

Like Comment Share

 **Mission Springs Water District** X ⋮
Sponsored · 🌐

During the day, water evaporates faster than plants and grass can absorb it. Help conserve water during the drought by [...See more](#)



NIGHTTIME IS THE RIGHT TIME

Avoid daylight watering during droughts



mswd.org
Avoid Daylight Watering
Nighttime is the Right Tim...

[Learn more](#)

Website Information

Note: New Google Analytics GA4 tracking enabled on 7/10, with information below from 7/10-7/31.

USERS

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

5,515

VIEWS

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

19,908

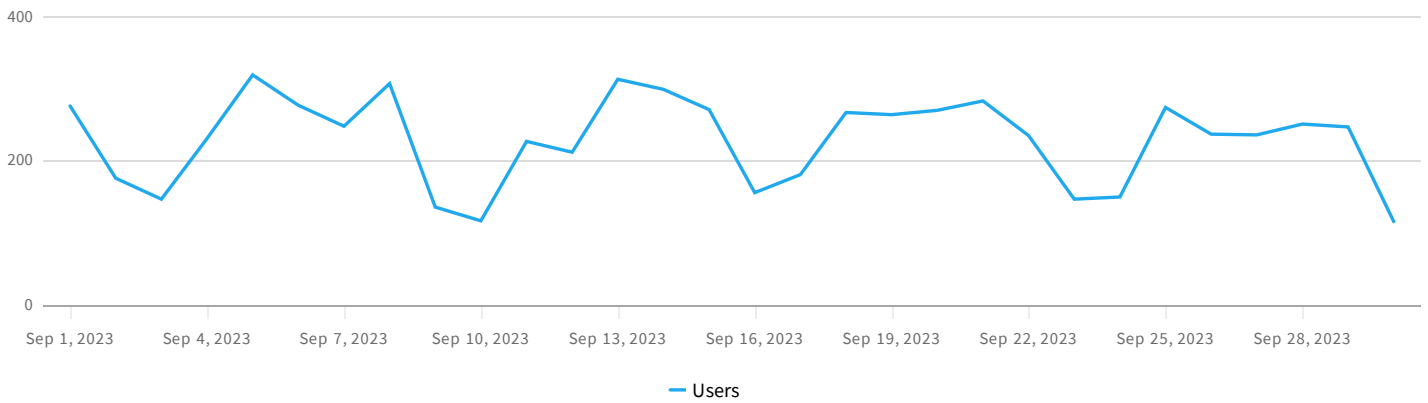
ENGAGED SESSIONS

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

5,711

USERS BY DAY

WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4



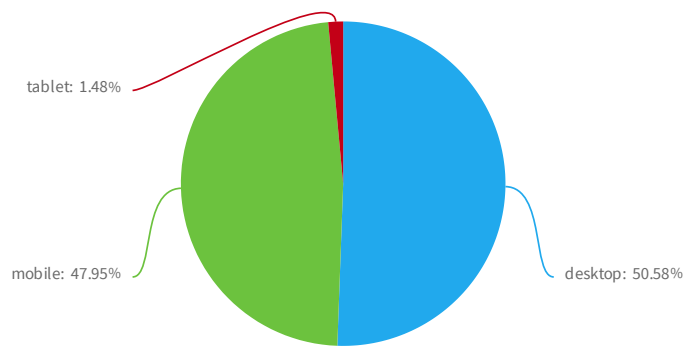
PAGE TITLE PERFORMANCE

WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4

Page Title	Views	Views Per User	Users	Engaged sessions	Sessions per User	Average engagement time
Mission Springs Water District Home Page Mission Springs Water District CA	5,176	1.62	3,175	4,018	1.41	17s
New Customer Portal Mission Springs Water District CA	4,250	1.61	2,620	1,802	1.47	15s
Job Opportunities Mission Springs Water District CA	868	2.4	360	307	1.47	27s
Bill Pay Options Mission Springs Water District CA	734	1.38	525	456	1.23	22s
Careers Mission Springs Water District CA	432	1.63	263	247	1.41	20s
Application for Water Service Mission Springs Water District CA	424	2.26	188	163	1.62	4m 18s
Start/Stop Water Service Mission Springs Water District CA	368	1.51	243	168	1.24	25s
MSWD 70th Anniversary Celebration Mission Springs Water District CA	302	1.3	221	49	1.28	6s
Upcoming Meetings Mission Springs Water District CA	260	2.34	110	137	2.06	24s
Search Mission Springs Water District CA	214	1.88	113	74	1.16	42s
	19,908	3.49	5,515	5,711	1.56	1m 8s

ENGAGED SESSIONS BY DEVICE CATEGORY

WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4



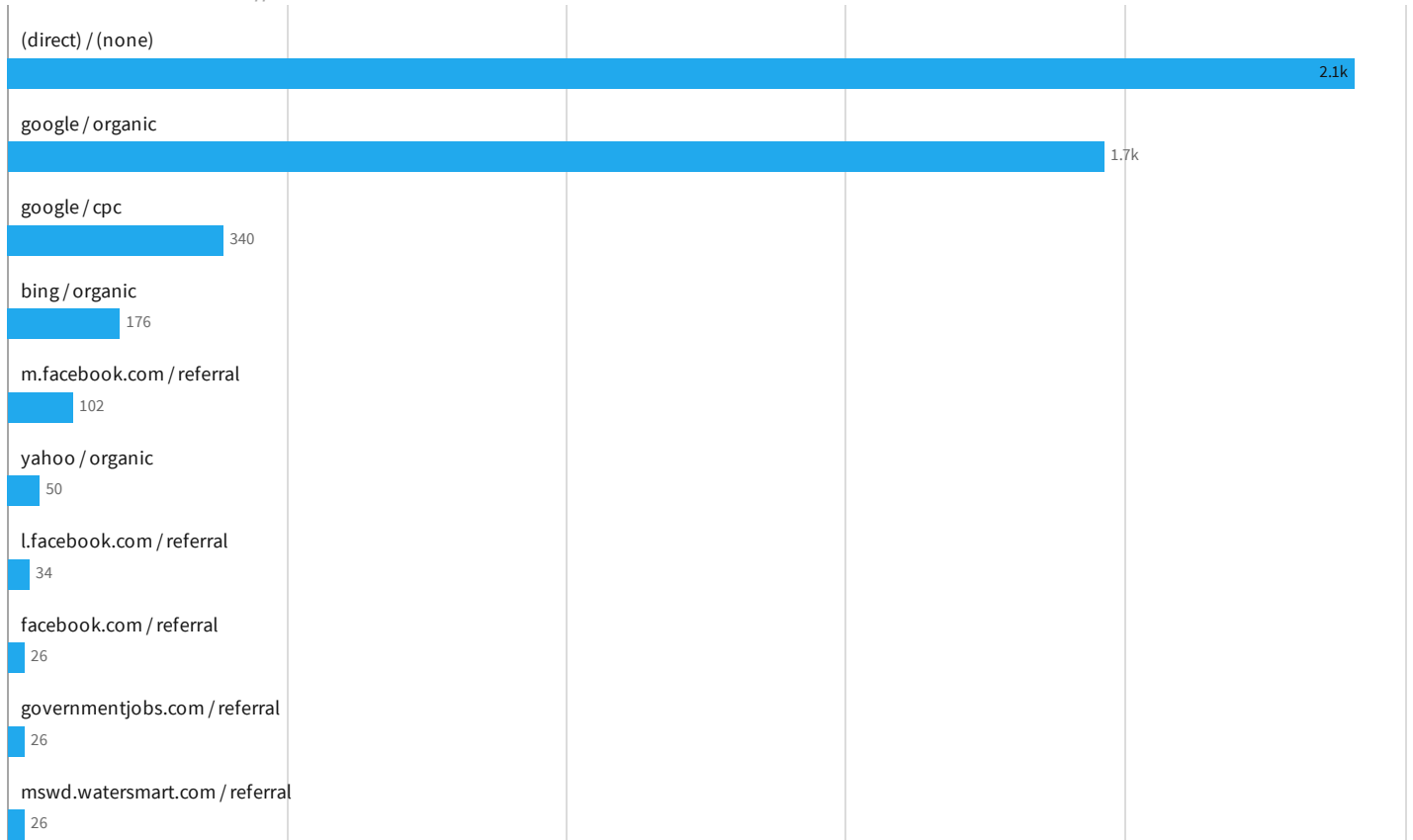
USERS BY CITY

WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4

City	Users
Desert Hot Springs	1,263
Los Angeles	873
(not set)	631
Indio	226
San Diego	218
Palm Springs	148
La Quinta	132
Palm Desert	85
Ashburn	72
Las Vegas	63
	5,515

NEW USER ACQUISITION

WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4



■ New users

Facebook Account Overview (September 1 - 30, 2023)

<p>Posts Published</p> <p>15</p> <p>-6 -28.6%</p>	<p>Total Likes</p> <p>1,226</p> <p>-2 -0.2%</p>	<p>New Likes</p> <p>3</p> <p>+1 50.0%</p>	<p>Unlikes</p> <p>4</p> <p>+1 33.3%</p>	<p>Engaged People</p> <p>879</p> <p>+79 9.9%</p>
<p>Total Reach</p> <p>58,520</p> <p>+6,358 12.2%</p>	<p>Organic Reach</p> <p>3,375</p> <p>-1,967 -36.8%</p>	<p>Paid Reach</p> <p>55,569</p> <p>+8,210 17.3%</p>	<p>Impressions</p> <p>89,803</p> <p>-4,262 -4.5%</p>	<p>Video Views</p> <p>2,348</p> <p>+2,072 750.7%</p>

3 Most Engaging Posts


- 




Worker Wed: 8-1-1
 Before You Dig, Dial 8-1-1!  17.62%
 Planning to dig? Whether ...
- 


News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors
 News Release: Mission Springs Water District is proud...
- 


MSWD Receives Distinguished Budget Presentation Award
 News Release:  Mission Springs Water District is pleased...

3 Highest Reach Posts


- 



Worker Wed: 8-1-1
 Before You Dig, Dial 8-1-1!  579
 Planning to dig? Whether ...
- 




Join MSWD as we celebrate the City of DHS! Mission Spring...
- 


News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors
 News Release: Mission Springs Water District is proud...

3 Most Shared Posts


- 






News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors 6
 News Release: Mission Springs Water District is proud...
- 



Worker Wed: 8-1-1
 Before You Dig, Dial 8-1-1!  3
 Planning to dig? Whether ...
- 

Calendar Contest
 Time is running out to share your creativity and knowled... 2

3 Least Engaging Posts

- 

Grandparents Day
  It's National Grandparents Day!   Let's honor our gr... 3.03%
- 

Calendar Contest
 Time is running out to share your creativity and knowled... 4.1%
- 


Indigenous Peoples Day
 Today, we honor and celebrate the rich cultural heritage,... 4.26%

3 Lowest Reach Posts


- 




Indigenous Peoples Day
 Today, we honor and celebrate the rich cultural heritage,... 47
- 


Calendar Contest
  Small changes in water habits can add up to significan... 52
- 

National Prep Month
 Get Ready! September is National Preparedness Month!  ... 65

3 Least Shared Posts

- 

Worker Wed - tight space
  Infrastructure repairs can be complex, and when it c... 0
- 

First Day of Autumn
 On this first day of autumn, let's celebrate the beauty o... 0
- 

Indigenous Peoples Day
 Today, we honor and celebrate the rich cultural heritage,... 0

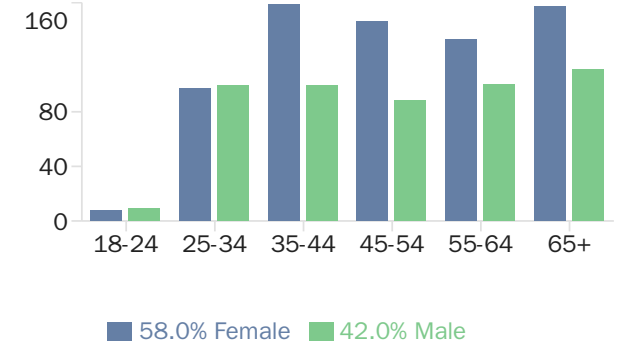
Likes By Country

1. United States of America (1,195 likes)
2. Mexico (14 likes)
3. France (4 likes)
4. Canada (4 likes)
5. Sierra Leone (1 like)

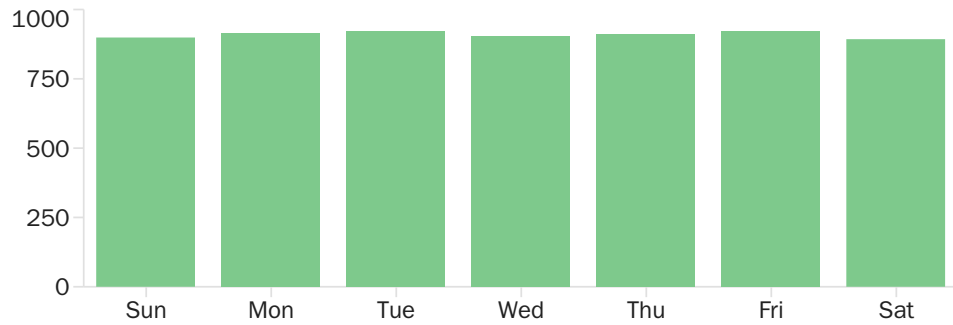
Likes By City

1. Desert Hot Springs, CA (563 likes)
2. Indio, CA (67 likes)
3. Palm Springs, CA (57 likes)
4. Cathedral City, CA (48 likes)
5. La Quinta, CA (48 likes)

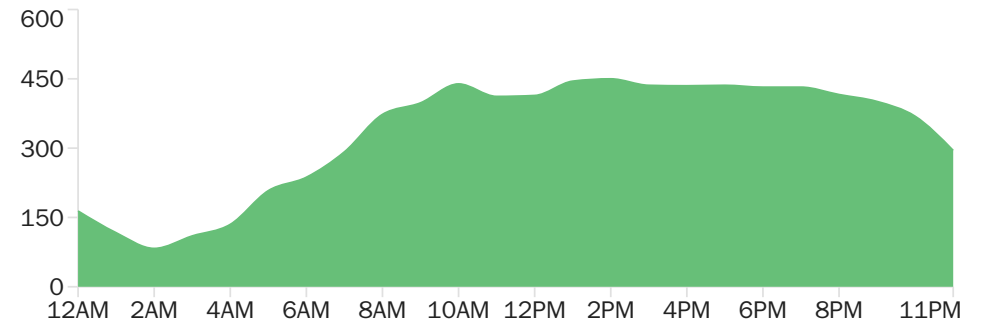
Likes by age & gender







Days your fans are online















Hours fans are online























Facebook Post Metrics (September 1 - 30, 2023)











Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
September 27, 2023 2:51 PM PDT	 Image	 <p> Worker Wed - tight space 👷💧 Infrastructure repairs can be complex, and when it comes to tight or confined spaces, the challenge can multiply. But fear not, #TeamMSWD is on the job. #onthejob #repairs #WorkerWed </p>	<div style="background-color: #4285f4; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">Worker Wed</div>	189	19	10.05%	8	0	0	13	0
September 23, 2023 2:47 PM PDT	 Image	 <p> First Day of Autumn On this first day of autumn, let's celebrate the beauty of the season and recognize that water is the lifeblood of our world. By appreciating its role in sustaining life and the environment, we can... </p>	<div style="background-color: #e91e63; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">Customer Service</div>	89	11	12.36%	6	1	0	6	0





Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
September 22, 2023 2:44 PM PDT	 Image	 <p>Indigenous Peoples Day Today, we honor and celebrate the rich cultural heritage, resilience, and contributions of Indigenous peoples around the world. This Indigenous Peoples Day, let's reflect on the profound importance...</p>	Customer Service	47	2	4.26%	2	0	0	0	0
September 21, 2023 4:57 PM PDT	 Image	 <p>MSWD Receives Distinguished Budget Presentation Award News Release:   Mission Springs Water District is pleased to announce that the Government Finance Officers Association has presented the District with a Distinguished Budget Presentation Award for ...</p>	News Releases	130	18	13.85%	14	1	1	23	0

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
September 18, 2023 1:44 PM PDT	 Image	 <p>Calendar Contest 💧 Time is running out to share your creativity and knowledge and be entered to win \$150! Entrees for the MSWD Water Conservation & Groundwater Protection Calendar Drawing Contest are DUE Tuesday, ...</p>	Event	195	8	4.1%	7	0	2	3	0
September 17, 2023 1:58 PM PDT	 Image	 <p>Join MSWD as we celebrate the City of DHS! Mission Springs Park, now through 8 pm.</p>		294	33	11.22%	12	0	1	25	0
September 16, 2023 3:45 PM PDT	 Image	 <p>Calendar Contest 💧❤️ Small changes in water habits can add up to significant savings. If every MSWD customer spent one less minute in the shower, it would save 100,000 gallons of water each day! Just ask Madison R. ...</p>	Conservation/Reba...	52	3	5.77%	2	0	0	1	0

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
September 15, 2023 2:26 PM PDT	 Image	 <p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors</p>  News Release: Mission Springs Water District is proud to acknowledge the accomplishments of Board Members Robert Griffith and Amber Duff, who were recently honored by the California Special Dis...		258	42	16.28%	31	3	6	24	0
September 13, 2023 3:40 PM PDT	 Image	 <p>Worker Wed: 8-1-1 Before You Dig, Dial 8-1-1! 🚧</p> <p>Planning to dig? Whether you're planting a tree, installing a fence, or doing any excavation work, remember to call 8-1-1 before you start! It's the law and the smar...</p>		579	102	17.62%	9	0	3	103	0

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
September 12, 2023 3:43 PM PDT	 Image	 <p>National Prep Month  Get Ready! September is National Preparedness Month!  As we all learned last month, its always good to be prepared.    This month, let's focus on:  Emergency Plans: Create and discuss a ...</p>		65	5	7.69%	5	0	0	0	0
September 11, 2023 3:33 PM PDT	 Image	 <p>Blood Drive  Join us Wed. as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Drive on September 13th and help save lives. Let's turn a day of tragedy into a da...</p>		127	7	5.51%	5	0	1	2	0


Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
September 10, 2023 3:27 PM PDT	 Image	 <p>Grandparents Day   It's National Grandparents Day!   Let's honor our grandparents by celebrating a precious resource they've always cherished – water. By understanding the value of groundwater protection and wat...</p>	 Event	66	2	3.03%	3	0	0	0	0
September 08, 2023 11:33 AM PDT	 Image	 <p>News Release: Martin Election News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the Riverside Countywide Oversight Board. Martin, who has served on the MSWD Board of D...</p>	 News Releases	118	8	6.78%	6	0	0	3	0

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
September 04, 2023 8:41 AM PDT	 Image	 <p>Labor Day ❤️💧 Happy Labor Day! To honor all our employees, the MSWD offices will be closed today. Of course, you can always reach us 24/7 during emergencies by calling 760.329.6448 (even on holidays)! #MSWD #...</p>	Customer Service	160	10	6.25%	9	0	1	5	0
September 01, 2023 11:54 AM PDT	 Image	 <p>US Open 🎾🌊 Sit back, relax, and watch the US Open competition heat up! And while you enjoy the thrilling matches, don't forget to hydrate with a refreshing glass of H2O. 💧❤️</p>	Customer Service	131	8	6.11%	9	0	0	0	0
Total				2,500	278		128	5	15	208	0
Average				166.7	18.5	11.12%	8.5	0.3	1.0	13.9	0.0


Twitter Account Overview (September 1 - 30, 2023)

Tweets Published	Total Likes	Total Retweets	Total Followers	Following
5	1	0	97	99
-9 -64.3%			+1 1.0%	


3 Most Retweeted Posts

- 

Labor Day
 🇺🇸💧 Happy Labor Day! To honor all our employees, the MSWD offices will be closed today. Of course, you can always rea... ..

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News Release: Martin Election
 News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the Riv... ..

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Blood Drive
 🩸 Join us as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Drive... ..

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3 Most Liked Posts

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Blood Drive
 🩸 Join us as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Drive... ..

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Labor Day
 🇺🇸💧 Happy Labor Day! To honor all our employees, the MSWD offices will be closed today. Of course, you can always rea... ..

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News Release: Martin Election
 News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the Riv... ..

0

3 Least Retweeted Posts



MSWD Receives Distinguished Budget Presentation Award
News Release: 💧 MSWD is pleased to announce that the
GFOA has presented the District with a Distinguished Budget Pr...

0

...



News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors
News Release: 💧 MSWD is proud to acknowledge the
accomplishments of Board Members Robert Griffith and Amber
Duff,...

0



Blood Drive
Join us as we commemorate 9/11 with a meaningful act of
kindness! Sign up now for the MSWD LifeStream Blood Drive...

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...

3 Least Liked Posts



MSWD Receives Distinguished Budget Presentation Award
News Release: 💧 MSWD is pleased to announce that the
GFOA has presented the District with a Distinguished Budget Pr...

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News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors
News Release: 💧 MSWD is proud to acknowledge the
accomplishments of Board Members Robert Griffith and Amber
Duff,...












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News Release: Martin Election
News Release: Mission Springs Water District is proud to
announce Board President Russ Martin's election to the Riv...

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Twitter Post Metrics (September 1 - 30, 2023)







Date	Format	Post	Labels	Retweets	Likes
September 21, 2023 4:57 PM PDT	 Link	 <p>MSWD Receives Distinguished Budget Presentation Award News Release:   MSWD is pleased to announce that the GFOA has presented the District with a Distinguished Budget Pr... https://t.co/8wRq6OQ0yg</p>	<div style="background-color: #e6e6fa; border-radius: 10px; padding: 5px; text-align: center;">News Releases</div>	0	0
September 15, 2023 2:26 PM PDT	 Link	 <p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors News Release:   MSWD is proud to acknowledge the accomplishments of Board Members Robert Griffith and Amber Duff,... https://t.co/eNvq2fpuNd</p>	<div style="background-color: #e6e6fa; border-radius: 10px; padding: 5px; text-align: center;">News Releases</div>	0	0
September 11, 2023 3:33 PM PDT	 Link	 <p>Blood Drive  Join us as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Drive... https://t.co/dynxyHWppG</p>	<div style="background-color: #f08080; border-radius: 10px; padding: 5px; text-align: center;">Event</div>	0	1

Date	Format	Post	Labels	Retweets	Likes
September 08, 2023 11:33 AM PDT	 Link	 <p>News Release: Martin Election News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the Riv... https://t.co/qUUeAon7xr</p>		0	0
September 04, 2023 8:41 AM PDT	 Link	 <p>Labor Day  Happy Labor Day! To honor all our employees, the MSWD offices will be closed today. Of course, you can always rea... https://t.co/QDiTTjf6ec</p>		0	0
Total				0	1
Average				0.0	0.2








Instagram Account Overview (September 1 - 30, 2023)

Posts Published	Total Followers	New Followers	Impressions	Reach	Profile Views
14	300	8	38,243	29,674	63
-6 -30.0%	+7 2.4%	-13 -61.9%	+29,665 345.8%	+23,401 373.0%	-34 -35.1%

3 Most Liked Posts

- | | | |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|  | <p>News Release: Martin Election
 News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the River...</p> | 11 |
|  | <p>MSWD Receives Distinguished Budget Presentation Award
 News Release:  Mission Springs Water District is pleased to announce that the Government Finance Officers Associatio...</p> | 9 |
|  | <p>Worker Wed: 8-1-1
  Before You Dig, Dial 8-1-1!  Planning to dig? Whether you're planting a tree, installing a fence, or doing any exc...</p> | 8 |

3 Most Commented Posts

- | | | |
|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|  | <p>US Open
   Sit back, relax, and watch the US Open competition heat up! And while you enjoy the thrilling matches, don't forge...</p> | 0 |
|  | <p>Labor Day
   Happy Labor Day! To honor all our employees, the MSWD offices will be closed today. Of course, you can always reach...</p> | 0 |
|  | <p>News Release: Martin Election
 News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the River...</p> | 0 |

3 Least Liked Posts



Blood Drive

🩸 Join us Wed. as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood

1

Dr...



Indigenous Peoples Day

Today, we honor and celebrate the rich cultural heritage, resilience, and contributions of Indigenous peoples around ...

2



Calendar Contest

💧 Time is running out to share your creativity and knowledge and be entered to win \$150!

3

Entrees for the MSWD Water ...

3 Least Commented Posts



Worker Wed - tight space

👷💧 Infrastructure repairs can be complex, and when it comes to tight or confined spaces, the challenge can multiply...

0



First Day of Autumn

On this first day of autumn, let's celebrate the beauty of the season and recognize that water is the lifeblood of ou...

0



Indigenous Peoples Day

Today, we honor and celebrate the rich cultural heritage, resilience, and contributions of Indigenous peoples around ...




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Instagram Story Metrics (September 1 - 30, 2023)





Date	Story	Labels	Exits	Impressions	Reach	Replies	Taps Forward	Taps Back
------	-------	--------	-------	-------------	-------	---------	--------------	-----------




No stories found within the selected date range.







Instagram Post Metrics (September 1 - 30, 2023)

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
September 27, 2023 2:51 PM PDT	Image	 <p>Worker Wed - tight space 🧑‍🔧💧 Infrastructure repairs can be complex, and when it comes to tight or confined spaces, the challenge can multiply. But fear not, #TeamMSWD is on the job. #onthejob #repairs #WorkerWed</p>	Worker Wed	8	0	37	34	8	23.53%	0	
September 23, 2023 2:47 PM PDT	Image	 <p>First Day of Autumn On this first day of autumn, let's celebrate the beauty of the season and recognize that water is the lifeblood of our world. By appreciating its role in sustaining life and the environment, we can...</p>	Customer Service	5	0	33	29	5	17.24%	0	
September 22, 2023 2:44 PM PDT	Image	 <p>Indigenous Peoples Day Today, we honor and celebrate the rich cultural heritage, resilience, and contributions of Indigenous peoples around the world. This Indigenous Peoples Day, let's reflect on the profound importance...</p>	Customer Service	2	0	22	19	2	10.53%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
September 21, 2023 4:58 PM PDT	Image	 <p>MSWD Receives Distinguished Budget Presentation Award News Release:  Mission Springs Water District is pleased to announce that the Government Finance Officers Association has presented the District with a Distinguished Budget Presentation Award for ...</p>	News Releases	9	0	53	44	9	20.45%	0	
September 18, 2023 1:44 PM PDT	Image	 <p>Calendar Contest  Time is running out to share your creativity and knowledge and be entered to win \$150! Entrees for the MSWD Water Conservation & Groundwater Protection Calendar Drawing Contest are DUE Tuesday, ...</p>	Event	3	0	32	26	3	11.54%	0	
September 16, 2023 3:45 PM PDT	Image	 <p>Calendar Contest   Small changes in water habits can add up to significant savings. If every MSWD customer spent one less minute in the shower, it would save 100,000 gallons of water each day! Just ask Madison R. ...</p>	Conservation/Reba...	3	0	29	23	3	13.04%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
September 15, 2023 2:26 PM PDT	Image	 <p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors</p>  <p>News Release: Mission Springs Water District is proud to acknowledge the accomplishments of Board Members Robert Griffith and Amber Duff, who were recently honored by the California Special Dis...</p>	News Releases	6	0	46	40	6	15.0%	0	
September 13, 2023 3:40 PM PDT	Image	 <p>Worker Wed: 8-1-1 Before You Dig, Dial 8-1-1! Planning to dig? Whether you're planting a tree, installing a fence, or doing any excavation work, remember to call 8-1-1 before you start! It's the law and the smar...</p>	Worker Wed	8	0	53	45	8	17.78%	0	
September 12, 2023 3:43 PM PDT	Image	 <p>National Prep Month Get Ready! September is National Preparedness Month! As we all learned last month, its always good to be prepared. This month, let's focus on: 1 Emergency Plans: Create and discuss a ...</p>	Customer Service	4	0	27	26	4	15.38%	0	


Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
September 11, 2023 3:33 PM PDT	Image	 <p>Blood Drive 🩸 Join us Wed. as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Drive on September 13th and help save lives. Let's turn a day of tragedy into a da...</p>	Event	1	0	25	25	1	4.0%	0	
September 10, 2023 3:27 PM PDT	Image	 <p>Grandparents Day 💧👴👵 It's National Grandparents Day! 🧐🧐 Let's honor our grandparents by celebrating a precious resource they've always cherished – water. By understanding the value of groundwater protection and wat...</p>	Event	4	0	29	25	4	16.0%	0	
September 08, 2023 11:33 AM PDT	Image	 <p>News Release: Martin Election News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the Riverside Countywide Oversight Board. Martin, who has served on the MSWD Board of D...</p>	News Releases	11	0	74	62	11	17.74%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
September 04, 2023 8:41 AM PDT	 Image	 Labor Day 💙💧 Happy Labor Day! To honor all our employees, the MSWD offices will be closed today. Of course, you can always reach us 24/7 during emergencies by calling 760.329.6448 (even on holidays)! #MSWD #...	 Customer Service	4	0	31	27	4	14.81%	0	
September 01, 2023 11:54 AM PDT	 Image	 US Open 🎾🌊 Sit back, relax, and watch the US Open competition heat up! And while you enjoy the thrilling matches, don't forget to hydrate with a refreshing glass of H2O. 💧💙	 Customer Service	3	0	42	34	3	8.82%	0	
Total				71	0	533	459	71		0	
Average				5.1	0.0	38.1	32.8	5.1	15.47%	0.0	


LinkedIn Account Overview (September 1 - 30, 2023)


Posts Published <h1 style="font-size: 2em;">4</h1> <p style="color: red;">-2 -33.3%</p>	Likes <h1 style="font-size: 2em;">23</h1> <p style="color: red;">-9 -28.1%</p>	Views <h1 style="font-size: 2em;">21</h1> <p style="color: red;">-33 -61.1%</p>	Followers <h1 style="font-size: 2em;">258</h1> <p style="color: green;">+5 2.0%</p>
Comments <h1 style="font-size: 2em;">0</h1>	Impressions <h1 style="font-size: 2em;">493</h1> <p style="color: green;">+45 10.0%</p>	Clicks <h1 style="font-size: 2em;">11</h1> <p style="color: green;">+1 10.0%</p>	Engagement Rate <h1 style="font-size: 2em;">8.24%</h1> <p style="color: red;">-0.0 -5.3%</p>


3 Most Engaging Posts


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News Release: Martin Election
 News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the River...

9.74%
- 


MSWD Receives Distinguished Budget Presentation Award
 News Release:  Mission Springs Water District is pleased to announce that the Government Finance Officers Associatio...

7.95%
- 


News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors
 News Release:  Mission Springs Water District is proud to acknowledge the accomplishments of Board Members Robert ...

7.41%


3 Most Shared Posts


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News Release: Martin Election
 News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the River...

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Blood Drive
 Join us Wed. as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Dr...

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News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors
 News Release:  Mission Springs Water District is proud to acknowledge the accomplishments of Board Members Robert ...

0







3 Least Engaging Posts







	<p>Blood Drive 🩸 Join us Wed. as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Dr...</p>	<p>3.13%</p>
	<p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors 💧 News Release: Mission Springs Water District is proud to acknowledge the accomplishments of Board Members Robert ...</p>	<p>7.41%</p>
	<p>MSWD Receives Distinguished Budget Presentation Award News Release: 🌊 Mission Springs Water District is pleased to announce that the Government Finance Officers Associatio...</p>	<p>7.95%</p>

3 Least Shared Posts

	<p>MSWD Receives Distinguished Budget Presentation Award News Release: 💧 Mission Springs Water District is pleased to announce that the Government Finance Officers Associatio...</p>	<p>0</p>
	<p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors 💧 News Release: Mission Springs Water District is proud to acknowledge the accomplishments of Board Members Robert ...</p>	<p>0</p>
	<p>Blood Drive 🩸 Join us Wed. as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Dr...</p>	<p>0</p>

LinkedIn Post Metrics (September 1 - 30, 2023)

Date	Format	Post	Labels	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
September 21, 2023 4:58 PM PDT	 Image	 <p>MSWD Receives Distinguished Budget Presentation Award News Release:  Mission Springs Water District is pleased to announce that the Government Finance Officers Association has awarded the District a Distinguished Budget Presentation Award for its 202...</p>	<div style="background-color: #e91e63; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">News Releases</div>	0	0	7.95%	7	88	0
September 15, 2023 2:26 PM PDT	 Image	 <p>News Release: Dir. Griffith and Dir. Duff Earn CSDA Honors News Release:  Mission Springs Water District is proud to acknowledge the accomplishments of Board Members Robert Griffith and Amber Duff, who were recently honored by the California Special Dis...</p>	<div style="background-color: #e91e63; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">News Releases</div>	0	1	7.41%	3	54	0

Date	Format	Post	Labels	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
September 11, 2023 3:33 PM PDT	 Image	 <p>Blood Drive Join us Wed. as we commemorate 9/11 with a meaningful act of kindness! Sign up now for the MSWD LifeStream Blood Drive on September 13th and help save lives. Let's turn a day of tragedy into a da...</p>	 Event	0	0	3.13%	1	32	0
September 08, 2023 11:33 AM PDT	 Image	 <p>News Release: Martin Election News Release: Mission Springs Water District is proud to announce Board President Russ Martin's election to the Riverside Countywide Oversight Board. Martin, who has served on the MSWD Board of D...</p>	 News Releases	0	3	9.74%	8	113	0
Total				0	4		19	287	0
Average				0.0	1.0	7.06%	4.8	71.8	0.0