



General Manager's Report April 2022





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EXECUTIVE SUMMARY

During the past month, the District continued to move projects forward, leveraging the momentum that comes with the transition from spring into summer.

Of particular importance, we witnessed the first dirt being moved at the Regional Water Reclamation Facility (RWRF). An official groundbreaking ceremony is planned for Friday, June 10, 2022, at 8:00am. Funded primarily by grants and low-interest loans, the RWRF will treat an additional 1.5 million gallons of wastewater per day. The expanded capacity will allow more homes that currently using septic tanks to connect to our wastewater collection system and shape the District's wastewater efforts for generations to come.

We also made progress on the PayNearMe integration into our new Customer Service Portal. Once this is complete, we plan to launch the new portal in May 2022, leveraging the District's advanced metering infrastructure to enhance customer service offerings, including real-time access to usage information, leak and water waste alerts, and enhanced bill payment and auto payment options.

In other customer service news, we resumed our Senate Bill 998 (SB 998) governed shut-off procedure this month following an extensive customer outreach effort. To help our customers avoid disconnection, the District applied for and received state-funded grants, encouraged customers to utilize payment plans, and take advantage of the many outside resources available. Since July 1, 2021, these efforts have provided more than \$1.3 Million in assistance to our customers. Currently, we have approximately 170 accounts in danger of being disconnected, which is consistent with our pre-pandemic 2019 numbers. This is down from the more than 6,000 delinquencies we had earlier this year.

At the Federal level, we continue to move our Groundwater Quality Protection Project forward. District staff worked with our federal lobbyists to submit requests for \$2.5 Million in Fiscal Year 2023 appropriations to the offices of Senator Feinstein, Senator Padilla, and Congressman Ruiz. We will continue to monitor these requests and provide additional information to these offices as the budgeting process continues.

At the State level, California is now entering its third straight year of drought. As expected, Governor Newsom issued Executive Order N-7-22 earlier this month, calling on the State Water Resources Control Board (SWRCB) to create new watering restrictions on non-functional turf and requirements on water districts to move into Stage 2 water restrictions as outlined in each agency's Water Shortage Contingency Plan. A discussion on this topic is planned for Thursday's Study Session.

To conclude, the SWRCB held two public workshops to present information and solicit public input regarding a proposed administrative draft of a hexavalent chromium (chromium-6) maximum contaminant level (MCL). The workshops, and administrative draft of the MCL, will guide the SWRCB's formal rulemaking, expected later this year. MSWD staff attended these workshops virtually, and we continue to monitor the proposed MCLs for potential impacts.



ADMINISTRATION

Customer Service Department

Disconnections Due to Non-Payment

After suspending disconnections over the past two years due to the COVID-19 pandemic, MSWD is announcing that it will resume disconnection of past due accounts, beginning in April 2022. To avoid disconnection, customers who have past due balances are strongly encouraged to contact the District before March 31, 2022, to set up a payment plan and learn about available assistance programs. To assist residential and commercial customers with past due balances related to COVID-19, the District applied for and received funds from the California Water and Wastewater Arrearage Payment Program to cover past due drinking water balances that were accrued between March 4, 2020, and June 15, 2021. As of April 5, 2022, disconnections have resumed.

Customer Bill Assistance Programs

The United Way Customer Bill Assistance Program continues to be utilized by those customers who have been impacted the most by the COVID-19 pandemic, assisting 35 customers the third quarter of this fiscal year (January 1, 2022 – March 31, 2022).

United Lift has assisted customers by paying \$37,883.26 on customer accounts during March 2022.

Riverside County's CARE Program is launching in May 2022. This program will provide customers with a one-time payment towards their water and/or sewer bill up to \$2,000.00. This program will only run through August 2023.

California's Water and Wastewater Arrearage Program has assisted customers by providing a one-time payment to eligible accounts totaling \$1,253,914.00 since January 24, 2022.

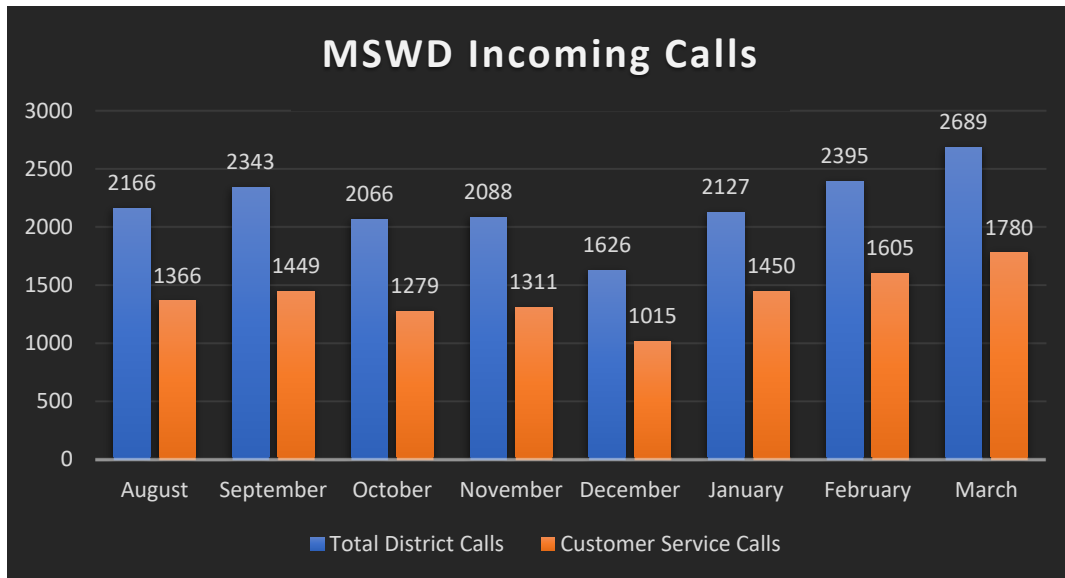
As a result of these programs, customer assistance has totaled \$1,345,786.51 since July 1, 2021.

Customer Portal Update

Vertex One/WaterSmart integration continues. The PayNearMe payment portal is in progress as part of the portal integration. Once completed, the District can launch the portal to the public. The expected launch timeframe is May 2, 2022.

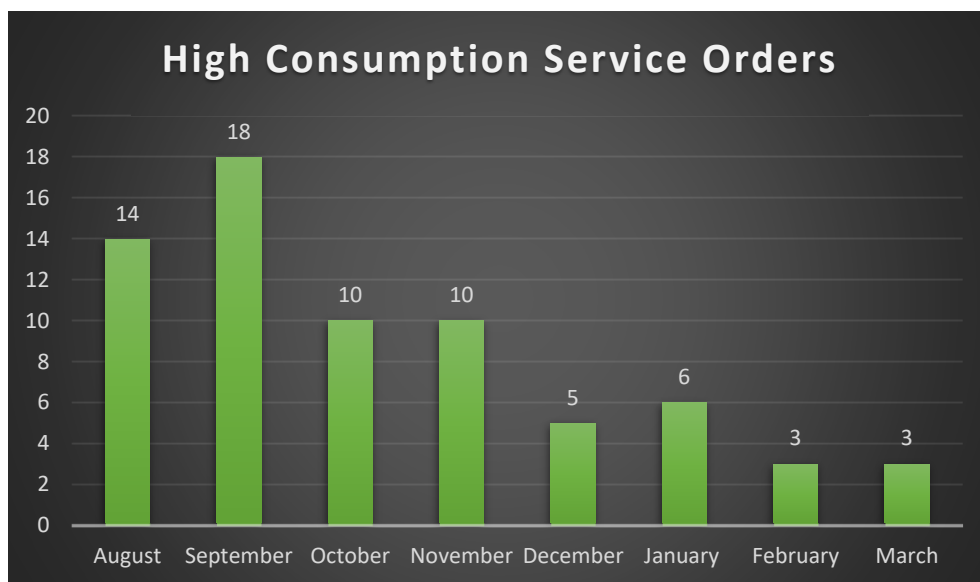
Calls into the Customer Service Department

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



High Bill Investigation Requests Versus 13,430 Accounts

Field Customer Service identified 12 high to urgent level leaks via Neptune 360 reports throughout March 2022. This is one of the reasons the District is consistently seeing less high bill service orders. The District has been identifying and calling customers when tracking the high consumption alerts.



Lobby Open by Appointment Only and COVID-19 Response

As part of the COVID-19 response, the MSWD lobby continues to be open by appointment only. The District had five appointments in March 2022 to assist customers in person.

MSWD Customer Service Representatives continue to assist our customers with minimal disruption. Staff continues to find creative ways to assist those customers who may have unique requests including those customers who do not have internet access.

- All Customer Service staff is working in office with distancing
- All Field Service Technicians are working to serve customers in individual trucks
- Applications available on MSWD.org
- Mailing paper applications to customers that are unable or uncomfortable with online processes

Ways to Pay Bills

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

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

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 March 2022.

Current Work Priorities

The audit was approved by the Board of Directors and the financial statements were distributed to interested parties.

Accounting has been working on analyzing and reconciling the solar plant credits being applied to the District's SCE invoices going back to 2018.

A result of the SCE reconciliation process, finance and accounting will take over the process from operations of booking SCE invoices into Unidata. This will insure timely and accurate recording of this significant monthly expenditure.

Accounting continues to work with IT to create workflows in Laserfiche including Overtime Requests, Budget Transfer Requests, Job Number Requests, and Time Off Requests.

Finance staff continues to work with Administration, Engineering, and Construction and Maintenance staff on reimbursable jobs. Several new reimbursable job numbers were requested.

- 15th Avenue New Fire hydrant and Water Services – Aranda Property
- Water Main Repair – 12150 Sumac Drive
- Rancho Descanso – Tract No. 38002
- Desert Hot Springs – 10 Homes – Coachella Valley Housing Coalition

Budget

Staff began the budgeting process by requesting that managers begin to provide their projected expenditures for the 2023 Fiscal Year.

Staff have requested managers to “clean up” their budget IDs by deleting unused line items and combining “like” budget line items, as well as evaluating if certain line items, designated to the general fund in the past, really belong in the general fund or are directly related to one of the other funds.

Budget transfers for the month of March 2022 amounted to \$15,467.00.

Payroll

Accounting is working with PERS on several adjustments due to retroactive pay created by the late submission of performance evaluations with a merit increase.

Cash

Total cash receipts for the month of March 2022 amounted to \$1,145,215.00, with \$1,050,082.00 in customer payments.

Cash disbursements for the month of March 2022 amounted to \$1,702,040.00, with the largest payments going to:

- \$384,421 to Debt Payments
 - \$97,613 to BBVA
 - \$45,923 to City National Bank
 - \$145,000 to City National Bank Refinanced
 - \$95,885 to US Bank Century Village paid directly to Webb and Associates

- \$177,694 to Equipment Purchase – John Deere Loader
- \$120,000 to Equipment Purchase – John Deere Backhoe
- \$334,363 to Desert Water Agency
- \$228,554 to Net Payroll
- \$220,607 to Southern California Edison
- \$117,720 to Payroll Taxes
- \$101,780 to Health & Dental Insurance
- \$281,980.04 to Century Village Property Tax Collected for AD #13
- \$226,391.67 to Net Payroll
- \$215,822.44 to the City of Desert Hot Springs
- \$150,032.57 to Southern California Edison
- \$88,730.35 to ACWA-JPIA Health Benefits
- \$88,411.96 to the State Water Resources Control Board

Revenues and Expenses

Total operating income and expenses through February 22, 2022, amounted to:

- Operating Revenue – \$14,471,279
- Operating Expenses - \$13,694,982
- Non-Operating Income - \$2,209,259
- Non-Operating Expenses - \$512,505
- Net Income - \$2,473,051

Innovation and Technology Department

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

Technology Improvements

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

- The District has signed the final contract with Arctic Wolf for 24/7 continuous security monitoring, a system that uses artificial intelligence and a dedicated team to look for security anomalies and assist in taking corrective or proactive action.
- MSWD continues its push toward paperless operations with the expansion of Laserfiche forms which staff are currently using for managing budgets and submitting overtime.
- Staff wireless access points have been upgraded.
- File storage migration into Microsoft SharePoint has continued with Wastewater and Construction & Maintenance crews now able to edit many of their files online.

- Server hardware has been upgraded to better service the more demanding needs of the District's paperless objectives and the upgrade of the financial server.
- Desktop computers and laptop upgrades continue as needed.

WaterSmart Customer Portal

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



Purchasing Department

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

Price increases and supply chain issues continue to surface within our industry. Specifically, PVC pipe and fittings, ductile iron pipe and fittings, restraints, hydrants, and valves, as well as many other products, are experiencing significant shortages that could lead to extended lead times. Along with these supply chain problems, pricing continues to escalate. These problems exist with both domestic and import materials. Staff will continue to monitor the situation and perform due diligence in getting all the material that is needed to maintain the water systems.

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

ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

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

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 began the appraisal process for a required sewer easement. Once completed, staff will begin negotiations with the property owner for the proposed easement area for the pipe alignment.

The consultant, TKE Engineering, completed the final design plans and specifications.

Water and Wastewater System Comprehensive Master Plan Update

The consultant, Michael Baker International, continued progress on the water and sewer models. The consultant completed wastewater flow monitoring to collect field data to calibrate the sewer model.

Horton Odor Control Project

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

On-Call General Engineering Services RFP

Staff is continuing to use the on-call inspections and plan check contract. Heitec Consulting is executing construction inspection and plan check services.

Backup Generators for Well Sites 27-32 and 37 Projects

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

Horton Effluent Filtration System

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



Horton Chopper Pumps Project

Staff has contracted with the pump manufacturer, Vaughn Pump, to complete the installation of the four influent chopper pumps. Construction is still scheduled to begin in April 2022, and is expected to be completed within two weeks after construction begins.

Well 22 Rehabilitation

The design consultant, TKE Engineering, continued working on the final design package, specifically incorporating provisions for a water lubricated well in-lieu of oil lubricated. Staff anticipates receiving the final design package in the coming weeks and bidding the project thereafter.

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

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

Regional Water Reclamation Facility

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

Operations & Maintenance

Construction & Maintenance

Staff completed approximately 346 water line location requests in March 2022. Staff continues to use iPads with the GeoViewer mobile app to streamline and manage line locations.



Staff replaced 20 water services, repaired 11 service line leaks, and five main line leaks in March 2022.



Staff continues to implement maintenance programs, which consist of ground valve exercising, blow-off flushing, air release valves, Cla-Val automatic control valves, and fire hydrant flushing and painting. There were 87 ground valves exercised, 33 fire hydrants flushed, zero air release valve inspected and rebuilt, zero Cla-Val valves inspected, and 117 blow-offs flushed in March 2022.



A total of 38 work orders were processed in March 2022 using the CMMS program.

Staff installed 15 new water services in March 2022.

Staff continues performing field fire flow tests for the Engineering Department. 16 fire flow tests were conducted in March 2022.

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

Fleet and Facility Maintenance

All District buildings continue to be cleaned and disinfected each week, Tuesday through Friday, by our janitorial company. Disinfection is completed four times a week and janitorial services are completed twice a week.

Building maintenance continues at District facilities. Staff finished installing the water line into the Accounting Modular. Staff replaced lighting fixtures in the Administration Building. Staff replaced the thermostat in the Accounting Modular.

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

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

- Services were completed on Units 388 and 392
- New tires were installed on Unit 412
- Repairs started on the case skip loader. Repairs could take up to three weeks
- Battery was replaced in Unit 387
- Batteries were replaced on the standby generator
- Pullies were replaced in Unit 388 along with thermostat housing

Collections

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

Staff completed 332 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Approximately 2.6 miles of sewer mainline were cleaned. This included 51 segments of 8-inch VCP sewer pipe in Assessment Districts 1 and 3.

Staff utilized the CCTV truck to inspect 23 segments of 8-inch VCP mainline that totaled 7,500 feet.

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

Tryco Engineering was contracted to replace 150 feet of 8-inch sewer mainline on Acoma Avenue, which was damaged by roots of nearby trees. Five damaged lateral connections were replaced as well.



Wastewater Treatment

Staff spent a combined 510-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest plants. Also, during this timeframe staff spent 222-man hours operating the sludge belt filter press, including filling and removing 20 trailers of sludge from the Horton and Desert Crest Plants.

Staff collected 41 samples and spent 61.5-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District's discharge requirement.

Staff continues to pull the influent pumps a minimum of four times throughout the week, or as needed, including weekends due to ragging of “flushable wipes”. Pumping GPM and Hz on the pumps are monitored daily to help determine how frequent the pumps need to be pulled.

Five ponds were cleaned and rehabilitated in March 2022. Ponds 4, 5, 6, 7, and 8 were all cleaned this month, and Ponds 4, 5, and 8 were cleaned twice.

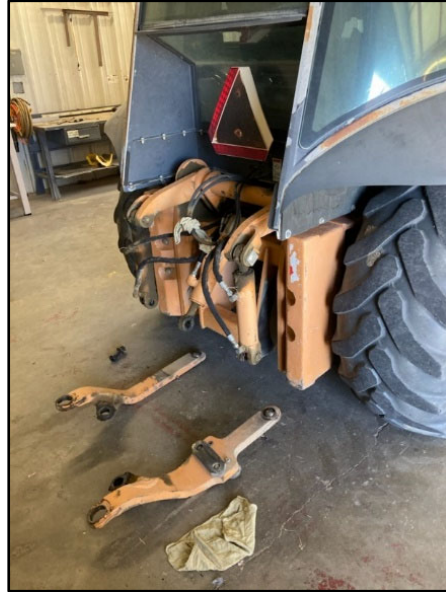
Some materials for the odor control project have been delivered and are awaiting installation by Atom Engineering. Mobilization of the contractor is scheduled for April 18, 2022.



Staff replaced the three augers on the loadout auger for the belt press. Staff also replaced the hanger bearings, shafts, and the bottom support bearing on this auger.



The skip loader back end and front bucket are in the process of being replaced. Until the skip loader is back in operation, staff will use both the Kubota and loader to clean the ponds.



Staff has replaced the 27-inch ripper teeth on the Kubota. These 27-inch ripper teeth have a hardened face to help prevent wear.



Staff transported the Kubota to the Desert Crest Treatment Plant and rehabilitated the entire facility. Staff cleaned five sludge beds, two ponds, and one scum bed. All solids removed from the plant were transported to the Horton Treatment Plant for final disposal.



Staff has started to see a reduction of solids in the tanks. Starting in April 2022, the District will start utilizing three trucks per week instead of the normal four or five. Staff will add trailers as needed.



Staff removed any rags around the plant, including the outfall boxes for aeration tanks 4 and 5.



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

- Quality Assurance Manual
- Kubota V Ripper Blades
- After Hours Trespassing
- EX Head Weekly Cleanup
- Confined Space Permit

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

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	8	7	9	51	2
Aug.	20	4	1	8	53	2
Sep.	20	5	2	12	8	11
Oct.	36	9	4	8	12	4
Nov.	29	50	10	9	7	7
Dec.	12	9	3	3	64	1
Jan.	14	21	7	1	16	8
Feb.	7	23	5	1	42	0
Mar.	17	48	1	0	23	5
Apr.		18	3	3	15	30
May		17	11	3	20	45
June		21	7	3	6	70
Annual Total	173	233	61	60	317	185

Additional sanitary service connection information is provided in Appendix C.

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

Monthly Wastewater Flows

WASTEWATER FLOW MGD				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.	2.081568	2.223453	0.046618	0.051660
Nov.	2.084749	2.213652	0.048180	0.053880
Dec.	2.024843	2.311905	0.051887	0.068500
Jan.	1.984410	2.131439	0.048326	0.054720
Feb.	2.009623	2.139096	0.045334	0.052130
Mar.	2.028970	2.171029	0.045059	0.055840
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix C.

Water Production

Staff collected 45 routine bacteriological (Bac-T) samples, six general physical samples, and uranium samples at Well 26A for analysis in March 2022. Staff works closely with the laboratory when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for February 2022 were sent out to the State Water Resources Control Board on April 4, 2022.

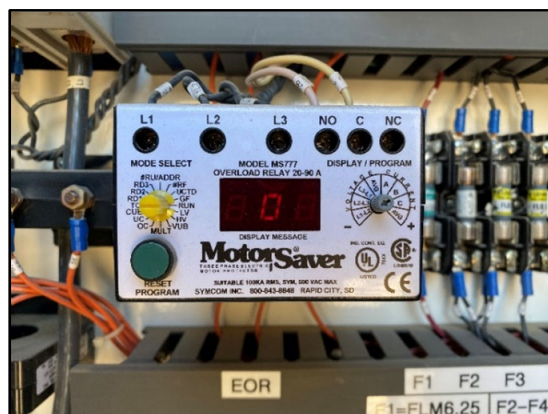


Staff monitors chlorine levels and makes sure that all wells have a sufficient level of chlorine. Weekly chlorine deliveries to all well sites continue and is typically done on Thursdays.

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

There are currently four employees in the Department. Both new hires started in March 2022 and are in the training process.

Staff identified a faulty motor saver at the Valley View booster station. The part was ordered and should be installed during the first week of April 2022.



Staff along with the contractor made electrical repairs to the booster site at 19th Avenue on March 2, 2022. A pump motor contactor/starter was faulty.

Staff continued to seal some openings at various well heads for increased water quality protection, and in preparation for the Sanitary Survey that is scheduled for April 5 through April 8, 2022.



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

Staff along with the contractor, Forshock, is currently working on making SCADA upgrades. Staff expects the main system software to be upgraded within the first two weeks of April 2022. Staff is currently evaluating sites to install the automatic continuous chlorine analyzers. Once installed, these will help to monitor the chlorine residuals via the SCADA system.

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



Staff continues to oversee all the Production Department sites and make any necessary changes as needed. Staff continues to climb reservoirs and conduct as needed overflow maintenance monthly. Staff is beginning to implement inspections of the tank roofs using a drone.



Staff made a repair to the roof vent at the Redbud reservoir.



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



Staff installed the proper sample taps at each well site in the system. These sample taps help with the sample tap compliance and will aid operators in their water quality sampling.



Staff added, raised, and/or downturned well casing vents at various well site throughout the system.



Staff inspected all the air-vac screens at all well sites. Staff repaired the sites that had screens damaged or missing. These screens help protect the water supply from being contaminated.

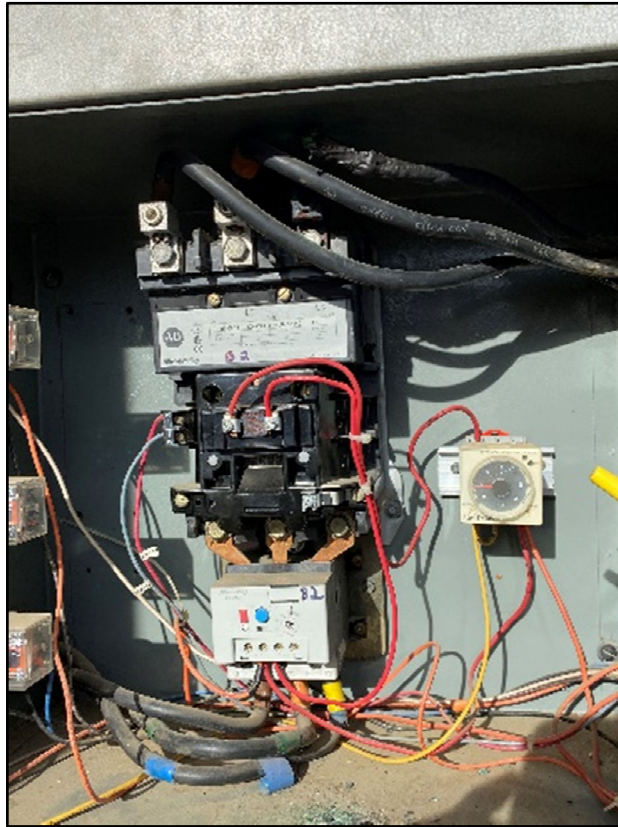


Staff performed the monthly fire pump testing at the Gateway reservoir on March 31, 2022. This test is performed monthly to ensure the fire pump is in good working condition and operates properly when required.



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

Terrace Booster #2 (B2) was found to have a burnt wire. This was repaired by the on-call contractor, Kevin MacDonald.



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

Staff is working on the installation of the three chlorine rooms that were previously ordered. Staff is considering installing them at Wells 27/31, 29, and 33. As part of this upgrade, staff will also connect the chlorinators to the SCADA system for remote monitoring and control.

On February 23, 2022, MSWD received a notice from the State Water Resources Control Board, Division of Drinking Water regarding the Annual Source Water Nitrate Monitoring status. Although MSWD was not able to sample Wells 22 and 34 for nitrates this year, due to the wells being out of service for rehabilitation, the State still considers MSWD to be in compliance with the Source Water Nitrate Monitoring requirements for calendar year 2021. Staff will keep the State apprised of the wells and will include this sampling in the future year.

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

New Service Connections to the Water System

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	7	4	5	7	2
August	19	6	10	5	3	2
September	23	18	2	14	4	13
October	33	13	3	21	8	3
November	27	10	16	4	0	7
December	9	2	17	3	3	2
January	14	15	6	3	20	1
February	8	13	8	5	11	1
March		16	2	3	6	5
April		11	1	3	7	11
May		15	12	5	11	9
June		24	11	2	8	2
Annual Total	151	150	92	73	88	58
Avg./ Mo.	12.58	12.50	7.67	6.08	7.33	4.83

Additional water service connection information is provided in Appendix C.

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

Monthly Water Production

	FY	Variance		FY	FY	FY	FY
	2021/22	from prior	year	2020/21	2019/20	2018/19	2017/18
	AF	AF	%	AF	AF	AF	AF
July	796.57	-61.20	-7.1%	857.77	853.23	857.20	835.87
August	839.93	-45.38	-5.1%	885.31	795.18	806.47	829.93
September	738.65	-46.15	-5.9%	784.80	757.08	689.47	712.40
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86
November	679.85	-10.28	-1.5%	690.13	619.87	631.75	642.41
December	565.48	-22.84	-3.9%	588.32	537.23	502.16	584.24
January	580.28	42.32	7.9%	537.96	553.20	570.20	599.52
February	527.34	31.73	6.4%	495.61	520.85	415.49	512.79
March		0.00	0.0%	625.80	557.73	490.92	536.09
April		0.00	0.0%	649.34	573.02	635.08	644.06
May		0.00	0.0%	723.62	698.99	598.36	697.15
June		0.00	0.0%	761.63	806.02	710.39	688.74
TOTAL	5393.28	-202.46	-3.6%	8356.13	7981.79	7617.30	8017.06

Additional water production information is provided in Appendix C.

Water Resources

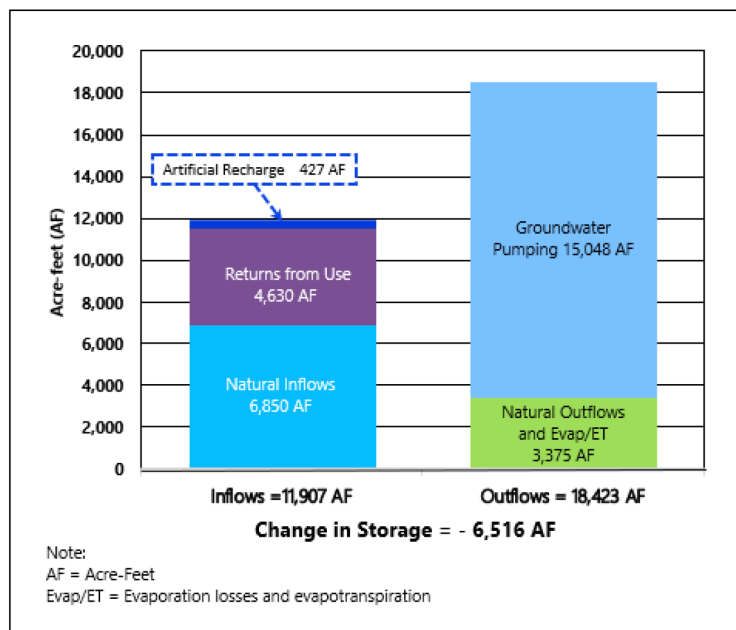
Below is a list of water resources related actives for March 2022:

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

The California Department of Water Resources (DWR) is currently reviewing the 2022 Alternative Plan Update for the Mission Creek Subbasin and will conduct an additional public comment period following preliminary review.

The Mission Creek Subbasin Management Committee completed an errata to update a few inconsistencies in the groundwater model section of the 2022 Alternative Plan Update for the Misison Creek Subbasin.

The consultant, Wood, submitted the final Mission Creek Subbasin Annual Report for Water Year 2020-2021 to DWR for review and approval.



San Gorgonio Pass Subbasin Sustainable Groundwater Management Act Compliance

DWR is currently reviewing the 2022 Groundwater Sustainability Plan for the San Gorgonio Pass Subbasin and will conduct an additional public comment period following a preliminary review.

The consultant, Provost & Prichard, completed the final San Gorgonio Pass Subbasin Annual Report for Water Year 2020-2021 and submitted it to DWR for review and approval.

Indio Subbasin Sustainable Groundwater Management Act Compliance

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

The consultant, Todd Groundwater, completed the final Indio Subbasin Annual Report for Water Year 2020-2021 and submitted it to DWR for review and approval.

Integrated Regional Water Management/Coachella Valley Regional Water Management Group

The Coachella Valley Regional Water Management Group (CVRWMG) met to discuss on-going grant funded projects and upcoming grant opportunities.

DWR has awarded the CVRWMG approximately \$1.8 million in grant funding under the Urban and Multi-Benefit Drought Relief Program – Under-Represented Communities and Tribal Set Aside. The CVRWMG is awaiting the grant funding agreement to execute with the DWR. MSWD will receive a portion of the grant funding for the Well 22 Rehabilitation Project.

The Coachella Valley Mountain Conservancy did not select the CVRWMG's application to fund a water conservation technical study.

Salt and Nutrient Management Plan

Staff completed review and comment on the draft Salt and Nutrient Management Plan (SNMP) Monitoring Annual Report.

The Coachella Valley SNMP Agencies completed review and scoring of the proposals received. Interviews with the prospective consultants are scheduled for mid-April 2022. The consultant will be selected thereafter.

Staff continues to coordinate with CVWD on the Technical Support Services grant application with DWR to construct monitoring wells within the Mission Creek and Desert Hot Springs Subbasins.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Sponsorship Events

Palm Springs Air Museum Fundraising Dinner, Friday, March 25, 2022

Honoring the men and women pioneers of aviation, this year's event included a special tribute in memoriam to Phil Hixon, Chairman Emeritus and one of the Palm Springs Air Museum founders.



Desert Hot Springs Rotary Big Hearts Awards Ceremony, Thursday, March 31, 2022

The Desert Hot Springs Rotary presented the Big Heart Awards annually to honor individuals and local businesses for doing good in our community. This year's MSWD Person of the Year was Executive Assistant Dori Petee, who serves as a Rotarian and also works tirelessly to support the Desert Hot Springs community.



Senior Inspiration Awards Luncheon, Thursday, March 31, 2022

Honoring seniors from each of the Coachella Valley cities and the County of Riverside, the event celebrated the accomplishments of some of our most-valued community members.



Desert Hot Springs Little League Opening Ceremony, Saturday, March 26, 2022

The Desert Hot Springs Little League is dedicated to building character and providing fair and challenging activities to our Desert Hot Springs youth. Once again, MSWD is a proud sponsor of the league.



Upcoming Sponsorships / Events

2022 Earth Day Celebration at Cabot's Pueblo Museum, Saturday, April 23, 2022 8 a.m. – 3 p.m.

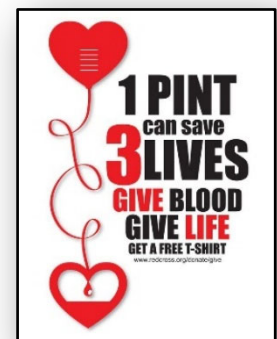
We are partnering with Cabot's Pueblo Museum to sponsor a special FREE Earth Day celebration. Attendees will learn about the inspiring life of Cabot Yerxa and the origins of Desert Hot Springs. Programming includes learning about bug habitat, creating art through recycling, and visits from a master gardener who will provide information and tips to incorporate desert landscaping. MSWD will also have a booth to talk about our award-winning water and the services we provide.



MSWD Blood Drive, Wednesday, May 11, July 13, and Sept. 14, 2022

Mark your calendars, MSWD will once again host the LifeStream bloodmobile. We have scheduled the bloodmobile to visit us once a quarter, on May 11, July 13, and September 14, 2022. You can sign-up for the May 11, 2022, Blood Drive by clicking on the link below:

https://giftoflife.lstream.org/donor/schedules/drive_schedule/101525



Regional Water Reclamation Facility Groundbreaking Ceremony, Friday, June 10, 2022 at 10 a.m.

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



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

Public Outreach

Water 101 – Let's Talk Water! April 28, May 26 and June 23, 2022

We are continuing to host our Water 101 classes, bringing together community leaders who want to learn more about water, the lifeblood of our region. We are excited to provide courses that will cover MSWD's history, use, and management of this precious resource, along with how we fit into the larger Coachella Valley and State water systems.

We currently have approximately 20 members of the public signed up to attend the four-month series of courses. Meetings are being held the fourth Thursday of each month during March, April, May, and June 2022 between 6-7 p.m. at the new Desert Hot Springs Library.

Mission Lakes Country Club Assessment District Update

On Thursday, April 7, 2022, the Public Affairs team met with approximately 60 homeowners in the Mission Lakes Country Club to provide a status report on the septic to sewer project in their area.



Portal Communications Plan

In preparation for the May 2022 portal release, the Public Affairs Team put together a communications plan that includes e-blasts, bill inserts, how to and promotional videos, paid social media and bus shelter advertising. Designed for computers and mobile devices, the CustomerConnect water portal provides a wealth of information and insights about water use. It's now easier than ever for customers to pay bills, set and receive leak alerts, identify water waste, and access usage and account information instantly from anywhere.



MSWD Digital Advertising

The District featured four Google and Facebook/Instagram ads promoting disconnection help, Fix a Leak Week and Protecting Your Pipes from Fats, Oils, and Grease (FOG). The Fix a Leak ad on Google had a nice click thru rate above 1% and generated nearly 500 clicks. The FOG video campaigns had over 10,000 views across Facebook, Google, and YouTube and generated nearly 200 link clicks. A full report is included in Appendix D.



Social Media

A copy of the March 2022 social media report can be found in Appendix D. This report highlights activities and posts on the District's social media platforms. Our Berkeley Springs Water Award, Job Post Announcement, and Protecting Your Pipes video were three of our most popular posts during the month.

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
News Alert: The Berkeley Springs International Water Tasting, the world's most...	Tue 3/1/2022 1:04 pm PST	42	25	0	3	—	14
This is your opportunity to join the #MSWD team! We are looking for an Associate...	Thu 3/3/2022 10:50 am ...	28	11	1	4	1	11
Protect your pipes and avoid messy clogs! DO NOT use the toilet as a trash can. Place a...	Mon 3/28/2022 11:16 a...	18	7	0	3	—	8

CV Water Counts

The CV Water Counts Outreach report for February 2022 can be found in Appendix D. Visitors to the website were steady compared to the previous month, with more than 1,700 visitors viewing at least one page in March 2022. The top two pages viewed were Conservation Tips, and the Toilet Leaks blog, mainly due to those being the landing pages for the digital marketing campaigns. There were also more than 11,000 video views for the YouTube video campaign during the month. Example posts below:



Rebates & Conservation

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

Conservation Kits

In March 2022, we received 55 new requests for conservation kits and have distributed 84 conservation kits since the beginning of 2022.

Turf Rebates

We currently have three pending turf rebates totaling as much as \$5,912. Two of the three applications are awaiting customer improvements and a post-installation inspection. The third application is being funded in April 2022.

Water Donations for March 2022

During the last month, the District had a large increase in the number of bottled water requests. In total, almost two pallets were distributed in March 2022 alone.

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
3/2/2022	Cabot's Pueblo Museum	Greater CVCOOC Mixer	3
3/3/2022	City of DHS	Council/Commission Meetings/Walk-in Guest	25
3/5/2022	Diversity DHS	LGBTQ+ Town Hall	4
3/7/2022	Friends of DHS Library	Authors Series	3
3/8/2022	Bella Vista Elementary School	School Track Meet	20
3/9/2022	Paletteers Art Club	Annual Paletteers Award Luncheon	2
3/11/2022	DHSHS Public Safety Academy	Special event	15
3/12/2022	29 Palms Marine Base - Nancy Carter	Heart to Heart Luncheon-Military	11
3/12/2022	DHS Little League	Opening Day Ceremony	10
3/16/2022	Mission Lakes CC	Women's Golf Tournament	4
3/17/2022	DHS Historical Society	Lecture/Talk on the History of DHS	2
3/18/2022	DHS High School	Fashion Show	10
3/24/2022	Cabot's Pueblo Museum	Greater P.S. Mixer	6
3/29/2022	Pueblo Unido CDC	Community Investment Golf Tournament	5
3/31/2022	DHS Rotary	Big Heart Awards Dinner	10
	Total Cases		130



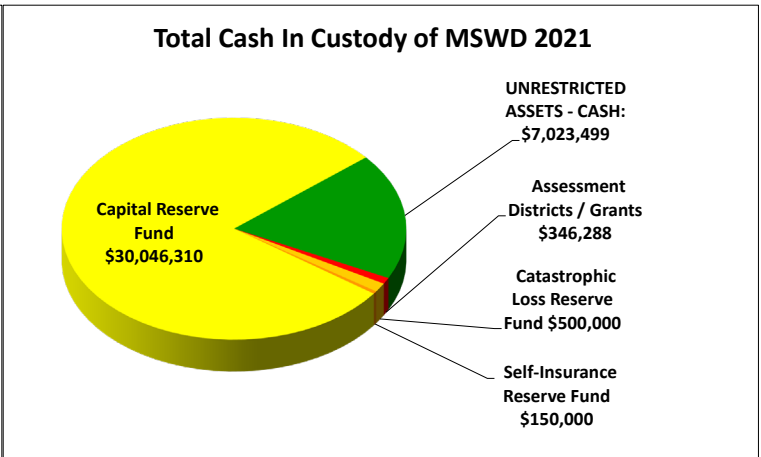
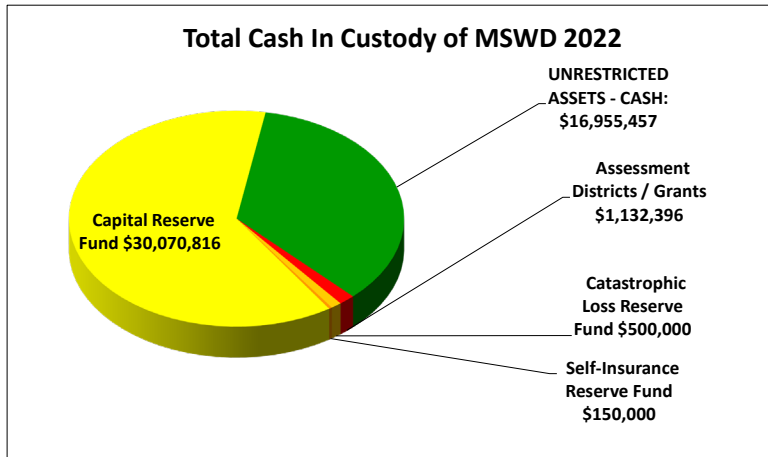
APPENDIX A – Financial Report

MISSION SPRINGS WATER DISTRICT
COMBINED FUNDS
DISTRICT SUMMARY
JULY 1, 2020 TO FEBRUARY 28, 2022

YEAR TO DATE				JULY 1, 2020 TO FEBRUARY 28, 2021				
ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	
		AMOUNT	PERCENT			AMOUNT	PERCENT	
14,471,279	15,162,475	(691,196)	-5%	14,307,802	14,557,781	(249,979)	-2%	
13,694,982	12,798,581	(896,401)	-7%	11,743,783	11,948,249	204,466	2%	
<u>776,297</u>	<u>2,363,894</u>	<u>(1,587,596)</u>	<u>-67%</u>	<u>2,564,020</u>	<u>2,609,532</u>	<u>(45,513)</u>	<u>-2%</u>	
				OPERATING REVENUE:				
				OPERATING EXPENSE:				
				NET OPERATING INCOME				
2,209,259	1,899,728	309,531	16%	1,963,678	8,687,220	(6,723,542)	-77%	
512,505	539,072	26,567	5%	466,636	550,389	83,753	15%	
<u>1,696,754</u>	<u>1,360,656</u>	<u>336,098</u>	<u>25%</u>	<u>1,497,042</u>	<u>8,136,831</u>	<u>(6,639,789)</u>	<u>-82%</u>	
				ADD NON-OPERATING REVENUE				
				LESS NON-OPERATING EXPENSE				
				NET NON-OPERATING INCOME				
<u>2,473,051</u>	<u>3,724,550</u>	<u>(1,251,498)</u>	<u>-34%</u>	<u>4,061,062</u>	<u>10,746,363</u>	<u>(6,685,302)</u>	<u>-62%</u>	
				NET INCOME				

OTHER INFORMATION

	16.60	DEBT SERVICE RATIO	26.14
	0.04%	INVESTMENT RETURN	0.05%
\$ 39,296,813		CASH - JULY 1	\$ 34,708,247
<u>\$ 9,140,088</u>		INCREASE/(DECREASE) IN CASH	<u>\$ 3,357,850</u>
<u>\$ 48,436,901</u>		CASH - END OF PERIOD	<u>\$ 38,066,097</u>
\$ 16,955,457		UNRESTRICTED CASH	\$ 7,023,499
<u>\$ 31,481,444</u>		RESTRICTED CASH	<u>\$ 31,042,598</u>
<u>\$ 48,436,901</u>		CASH IN CUSTODY OF MSWD	<u>\$ 38,066,097</u>
WELLS FARGO \$ 829,886		RESTRICTED - ASSESSMENT DISTRICTS \$ 34,427	WELLS FARGO
CALTRUST \$ 6,419,931		RESTRICTED - SHORT TERM FUND \$ 6,433,104	CALTRUST
CALTRUST \$ 21,682,694		RESTRICTED - MEDIUM TERM FUND \$ 22,027,026	CALTRUST
CALTRUST \$ 2,548,932		RESTRICTED - LIQUIDITY FUND \$ 2,548,042	CALTRUST
<u>\$ 31,481,444</u>		RESTRICTED TOTAL CASH \$ 31,042,598	



APPENDIX B –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

March 31, 2022

FY 2022 Appropriations Bills Signed into Law

In mid-March, Congress passed and the President signed into law the Fiscal Year (FY) 2022 omnibus appropriations package. The omnibus contained all twelve FY22 appropriations bills. The law provides over \$1.5 trillion in funding and contains increases in funding for both defense and non-defense spending. Additionally, for the first time in more than a decade, Congress included community project requests (formerly known as earmarks) in the omnibus appropriations package. The inclusion of community projects in the final FY22 package also means that Congress will allow Members to submit these requests again for the FY23 appropriations process.

President Biden Releases FY 2023 Budget Proposal

This week, President Biden released his FY23 budget proposal. The \$5.8 trillion calls for an increase in both defense and non-defense spending compared to the FY22 enacted levels. The President's budget proposal highlights the Administration's efforts to reduce federal deficit by more than \$1.3 trillion this year. Additionally, the budget proposal highlights priorities for the Administration over the next year. The release of the President's budget proposal kickstarts the annual appropriations process on Capitol Hill. Over the next several weeks, House and Senate committees will hold a series of budgetary hearing with federal agency officials. More information about the President's FY23 budget proposal can be found [HERE](#).

Speaker Pelosi Extends Proxy Voting until May 14

This week, Speaker Nancy Pelosi (D-CA) extended proxy voting in the House of Representatives until May 14. House Rules require the Speaker to formally ask the House Attending Physician and Sergeant-at-Arms for implementation or renewal of proxy voting and each authorization is only valid for 45 days. The Senate does not have the ability to vote by proxy.

Federal Funding Opportunities/Announcements

EPA Releases New Memo on Equitable Clean Water Delivery through BIL. EPA issued a memorandum to guide collaborative implementation with state, local, and Tribal partners of

\$43 billion in water infrastructure funding through the Bipartisan Infrastructure Law (BIL). Most of the funding will flow through the Clean Water and Drinking Water State Revolving Funds. More information can be found [HERE](#).

Reclamation Awards \$5.6 for Desalination and Water Purification Research Program.

The Bureau of Reclamation (Reclamation) announced \$5.6 million in awards for fifteen projects in the Desalination and Water Purification Research Program. These projects will study technology to treat unusable water like seawater, brackish groundwater, and municipal wastewater. A full list of awards can be found [HERE](#).

Reclamation Announces BIL Funding for Drought Resiliency Projects. Reclamation announced \$160 million in BIL funding for the Drought Resiliency Program. This program provides federal cost-share funds for entities to take a proactive approach to drought through building projects that increase water supply reliability and improve water management. Applications are due June 15. More information can be found [HERE](#).

USDA Announces \$166.5 Million for NRCS Watershed Programs Funding Opportunity.

The Department of Agriculture (USDA) announced the funding opportunity for \$166.5 million for the Natural Resources Conservation Service (NRCS) watershed programs. Applications are due April 13. More information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

CEQ Training Session for New Environmental Justice Tool. The White House Council on Environmental Quality will be hosting a public listening session for the new Climate and Economic Justice Screening Tool (CEJST). The tool provides socioeconomic, environmental, health and climate information to inform decisions that may affect these communities for underserved and marginalized communities. The listening session is scheduled for April 15 and more information can be found [HERE](#).

DOI Announces Political Appointees for Water, Infrastructure. The Department of the Interior announced that Michael Brain will serve as Deputy Commissioner at Reclamation, Katherine Pasta Currie will serve as the Department's Deputy Infrastructure Coordinator responsible for implementation of BIL, Gary Gold will serve as Deputy Assistant Interior Secretary for Water and Science, and Joan Mooney will serve as Principal Deputy Assistant Interior Secretary for Policy, Management, and Budget.

EPA'S National Environmental Justice Advisory Council to Hold Public Meeting. EPA's National Environmental Justice Advisory Council will hold a two-day virtual meeting on Wednesday, April 20, and Thursday, April 21. This meeting will focus on the business of environmental justice as it relates to the Justice 40 Initiative, the new infrastructure bill, and EPA's endeavors on investments and related topics. More information about the meeting can be found [HERE](#).

EPA Releases WIFIA Annual Report. EPA released the annual Water Infrastructure Finance and Innovation Act (WIFIA) Annual Report. In 2021, the WIFIA program closed 31 loans

totaling over \$5 billion to support nearly \$12 billion in water infrastructure projects. At the same time, borrowers saved \$1.5 billion and created nearly 40,000 jobs. More information about the report can be found [HERE](#).

EPA Releases Five Year Strategic Plan. As part of President Biden’s FY23 budget proposal, EPA released a five-year Strategic Plan. The plan includes a strategic goal on addressing climate change, as well as a strategic goal to advance environmental justice and civil rights. More information about the plan can be found [HERE](#).

Reclamation Announces Reinitiation of Consultation on Long-term Project Operation of CVP and SWP. Reclamation announced that it is seeking public comments on the reinitiation of consultation on the long-term project operation of the Central Valley Project (CVP) and the State Water Project (SWP). Reclamation intends to prepare an environmental impact statement to analyze potential modifications to the operating plan for the CVP and SWP previously established as part of the February 2020 Record of Decision. More information can be found [HERE](#).

##



APPENDIX C – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	18	8	7	9	51	2	1	139	2	0	0
Aug.	20	4	1	8	53	2	4	214	4	0	2
Sep.	20	5	2	12	8	11	2	90	2	1	0
Oct.	36	9	4	8	12	4	21	65	8	2	1
Nov.	29	50	10	9	7	7	1	52	18	7	3
Dec.	12	9	3	3	64	1	0	86	22	11	2
Jan.	14	21	7	1	16	8	3	27	3	11	1
Feb.	7	23	5	1	42	0	3	5	46	6	1
Mar.	17	48	1	0	23	5	0	31	16	2	1
Apr.		18	3	3	15	30	0	8	95	14	3
May		17	11	3	20	45	7	13	98	3	2
June		21	7	3	6	70	4	4	72	2	0
Annual Total	173	233	61	60	317	185	46	734	386	59	16

Connections to Sewer Collection System:

As of June 30, 2021 8467

Plus YTD 173

Total Sewer Connections = 8640

WASTEWATER FLOW MGD				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.	2.081568	2.223453	0.046618	0.051660
Nov.	2.084749	2.213652	0.048180	0.053880
Dec.	2.024843	2.311905	0.051887	0.068500
Jan.	1.984410	2.131439	0.048326	0.054720
Feb.	2.009623	2.139096	0.045334	0.052130
Mar.	2.028970	2.171029	0.045059	0.055840
Apr.				
May				
June				

WASTEWATER FLOW MGD				
2020/21	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	2.069268	2.140825	0.047916	0.079010
Aug.	2.135828	2.274566	0.053795	0.070420
Sep.	2.003417	2.121446	0.046861	0.077790
Oct.	1.964716	2.100928	0.043720	0.049600
Nov.	1.928082	2.082209	0.046171	0.051750
Dec.	1.750513	2.074777	0.044951	0.050380
Jan.	1.846818	2.018006	0.045299	0.050610
Feb.	1.889826	2.253275	0.043718	0.048950
Mar.	1.859783	2.040589	0.043382	0.048920
Apr.	1.897411	2.111914	0.040257	0.060120
May	1.954528	2.151420	0.039293	0.046660
June	2.014604	2.110777	0.038634	0.047440

WATER REPORT

WATER CONNECTION SUMMARY														
	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2009/10	2008/09
July	18	7	4	5	7	2	0	0	1	0	0	0	1	2
August	19	6	10	5	3	2	2	0	1	0	0	2	1	2
September	23	18	2	14	4	13	3	0	2	2	0	0	1	0
October	33	13	3	21	8	3	20	0	5	1	1	4	2	1
November	27	10	16	4	0	7	3	0	1	0	1	1	5	1
December	9	2	17	3	3	2	0	0	2	0	0	0	0	2
January	14	15	6	3	20	1	1	2	2	0	0	1	1	9
February	8	13	8	5	11	1	0	1	0	1	0	0	1	2
March		16	2	3	6	5	0	12	0	0	4	5	0	4
April		11	1	3	7	11	2	7	0	1	4	1	12	2
May		15	12	5	11	9	8	2	0	1	2	0	0	0
June		24	11	2	8	2	10	1	0	0	0	1	1	0
Annual Total	151	150	92	73	88	58	49	25	14	6	12	15	25	25
Avg./ Mo.	12.58	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08

Connections to Water System:

As of June 30, 2021 13,141
 Plus YTD 151
Total Water Connections = 13,292

WATER PRODUCTION														
	FY 2021/22	Variance from prior year		FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16	FY 2014/15	FY 2013/14	FY 2012/13	FY 2011/12	FY 2010/11
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	796.57	-61.20	-7.1%	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71
August	839.93	-45.38	-5.1%	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34
September	738.65	-46.15	-5.9%	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93
November	679.85	-10.28	-1.5%	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98
December	565.48	-22.84	-3.9%	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09
January	580.28	42.32	7.9%	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04
February	527.34	31.73	6.4%	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57
March		0.00	0.0%	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84
April		0.00	0.0%	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37
May		0.00	0.0%	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58
June		0.00	0.0%	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98
TOTAL	5393.28	-202.46	-3.6%	8356.13	7981.79	7617.30	8017.06	7476.47	6,903.75	7,798.69	8,385.66	8,458.99	8,607.90	8,555.70



APPENDIX D – Public Affairs Information



MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

March, 2022

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 IMPRESSIONS
MSWD

181,643

 CLICKS
MSWD


1,137

 CTR
MSWD

0.63%

 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD


Campaign	Impr.	Clicks	CTR
MSWD Disconnection March 2022	122,046	503	0.41%
MSWD Fix a Leak March 2022	36,048	496	1.38%
MSWD Fog Video, March 2022	23,549	138	0.59%
	181,643	1,137	0.63%

 VIDEO PERFORMANCE
MSWD

Video	Video views	View rate	Clicks	Video played to 100%	Video played to 75%	Video played to 50%	Video played to 25%
Protect Your Pipes	1,886	8.01%	138	11.57%	14.65%	18%	24.07%
	1,886	8.01%	138	11.57%	14.65%	18%	24.07%

Facebook Ad Campaigns

 FACEBOOK AD GROUP PERFORMANCE
MSWD

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
	MSWD FOG Video, March 2022	56	8,435	2,427	3.48	0


Don't Let Wipes or FOGS Become Clogs


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

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

163 102,343 9,384 10.91 0

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
<p>MSWD - Bill Assistance and Resources www.mswd.org MSWD is here to help.</p> <p>Water shutoffs due to nonpayment were halted by MSWD almost two years ago, at the beginning of the COVID-19 pandemic; however, the District will be resuming its state-regulated disconnection policy this April.</p> <p>There are several assistance programs available to help customers bring their accounts current, including Help2Others, United Lift, and the Community Action Partnership CARES Program. MSWD also offers custom payment plans tailored to the individual needs of each customer.</p> <p>Click the link for contact information and details.</p>	MSWD Disconnection Feb 2022	44	45,220	5,152	8.78	0
<p>MSWD - Bill Assistance and Resources www.mswd.org Have you fallen behind on your water bills? MSWD can help!</p> <p>To help customers impacted by COVID-19, MSWD suspended water shutoffs due to nonpayment almost two years ago; however, the District will be resuming its state-regulated disconnection policy in April.</p> <p>To assist customers with past due balances, MSWD applied for and received grant funding to cover past-due drinking water balances that were accrued between March 4, 2020, and June 15, 2021. These funds have been applied to individual customer accounts; however, some customers may still owe back payments depending upon their individual situation and payment history.</p> <p>Several assistance programs are available to help customers bring their accounts current, including Help2Others, United Lift, and the Community Action Partnership CARES Program.</p> <p>MSWD also offers custom payment plans tailored to the individual needs of each customer.</p>	MSWD Disconnection Feb 2022	41	43,688	4,926	8.87	0
		163	102,343	9,384	10.91	0

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p>Fix a Leak Week Time to Check Household Plumbing & Irrigation! Click Here to Learn More! MSWD</p> <p>MSWD Value is Our Mission www.mswd.org Household leaks can waste nearly 1 trillion gallons of water annually nationwide, so each year we hunt down the drips during Fix a Leak Week. Click for tips to find any potential leaks in your home.</p>	MSWD Fix a Leak Week, March 2022	22	5,000	2,963	1.69	0
		163	102,343	9,384	10.91	0

 VIDEO PERFORMANCE
MSWD

Campaign	Video Plays	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 100%	Video Average Play Time	Link Clicks
MSWD FOG Video, March 2022	8,369	107	60	50	45	13s	56
	8,369	107	60	50	45	13s	56

Website Information

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

17,468

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

5,371

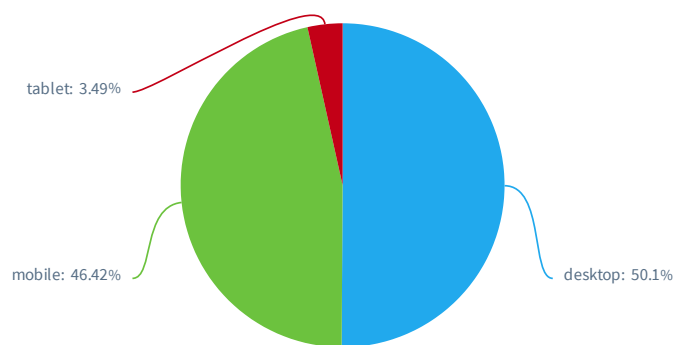
USERS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

2,522

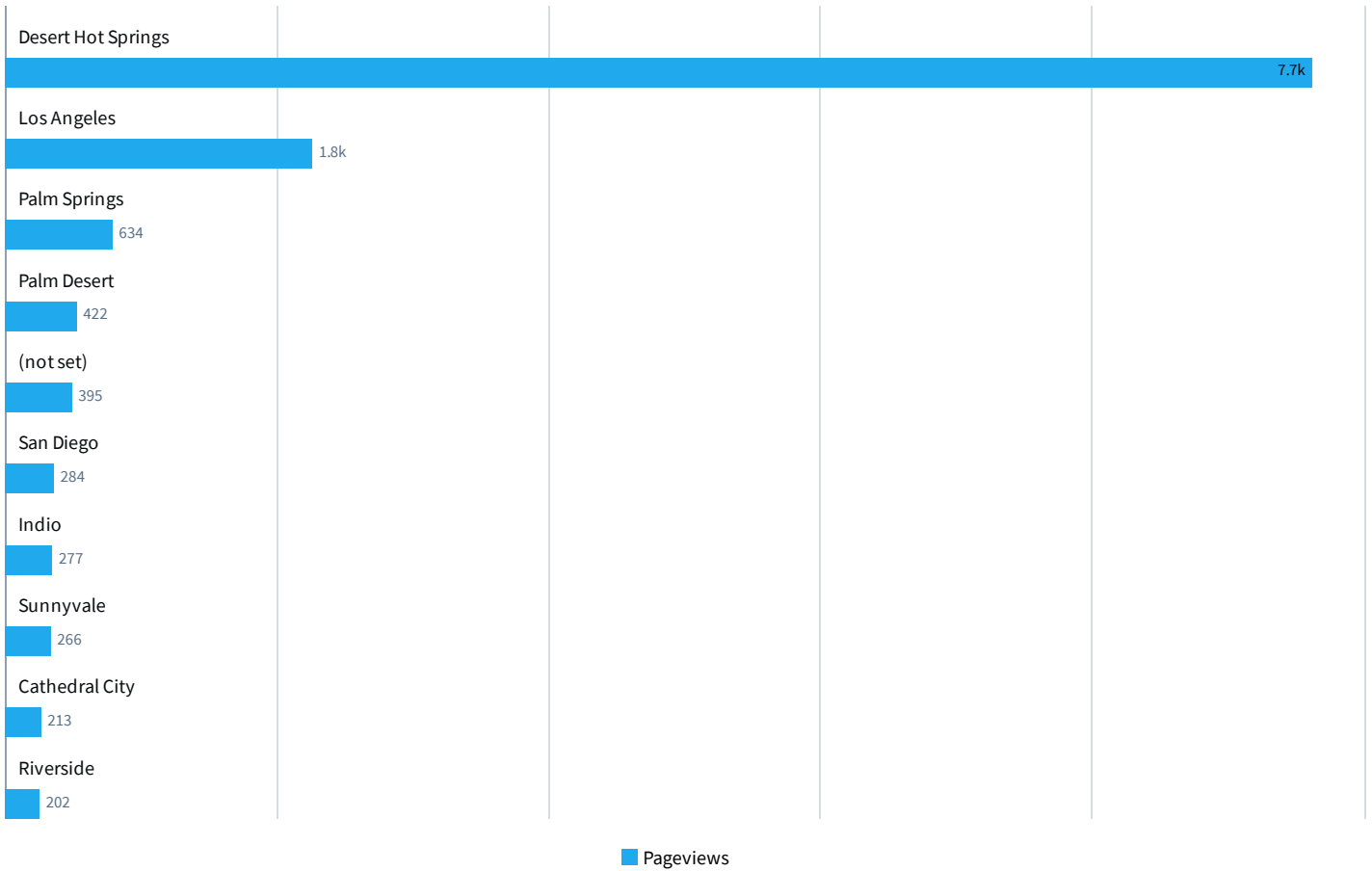
PAGEVIEWS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District Home Page Mission Springs Water District CA	6,789
Bill Pay Options Mission Springs Water District CA	1,459
Bill Assistance and Resources Mission Springs Water District CA	959
Leaks Mission Springs Water District CA	841
Application for Water Service Mission Springs Water District CA	603
Start/Stop Water Service Mission Springs Water District CA	593
Job Opportunities Mission Springs Water District CA	497
Log in Mission Springs Water District CA	447
Search Mission Springs Water District CA	392
Page not found Mission Springs Water District CA	388
	17,468

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

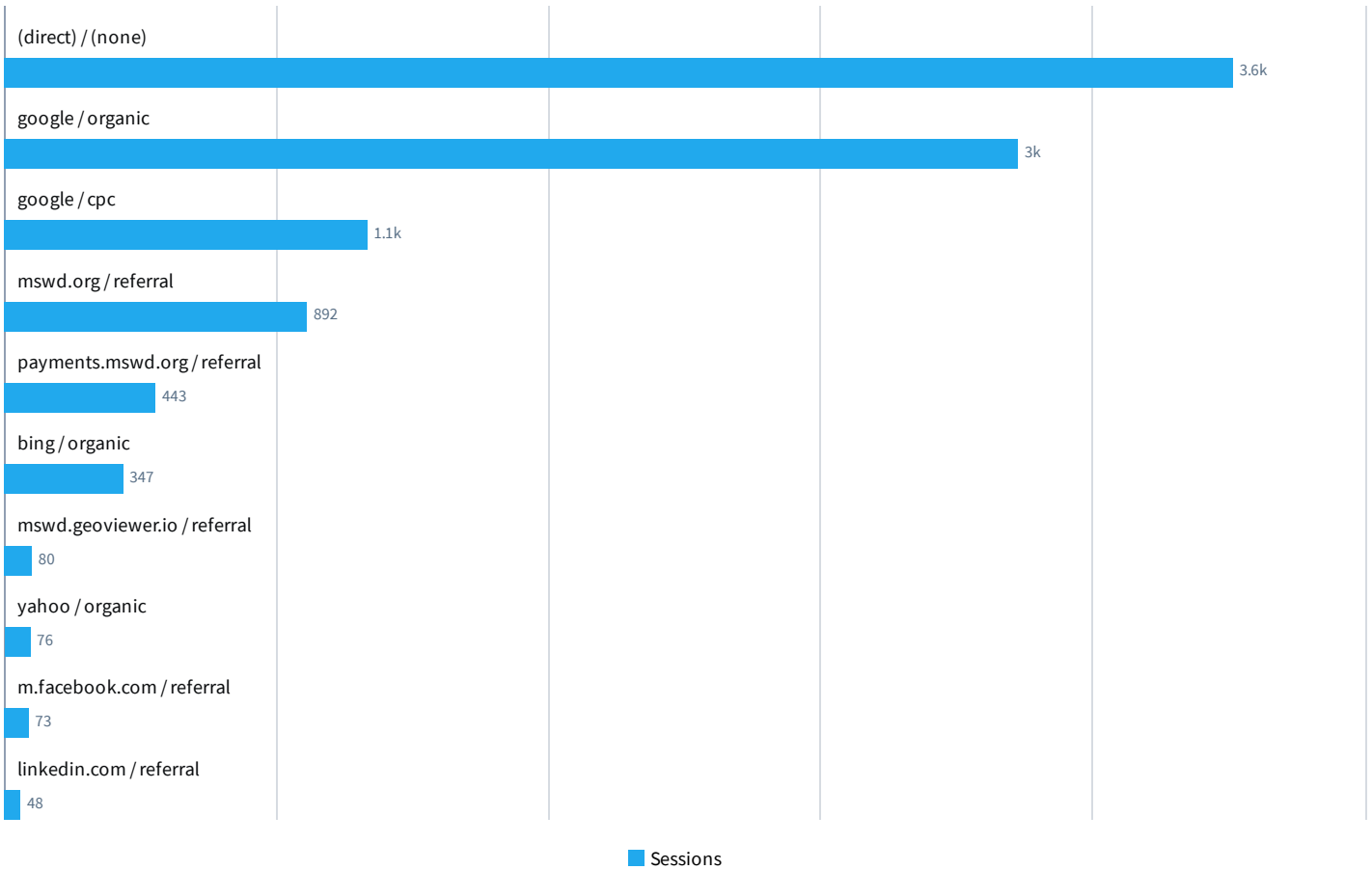


 **PAGEVIEWS BY CITY**
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



USER REFERRERS

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



AVG. SESSION DURATION

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

1m 35s

PAGES / SESSION

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

1.77

BOUNCE RATE

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

32.67%



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

March, 2022

by Hunter | Johnsen

Google Ads Campaigns

 DISPLAY AD IMPRESSIONS
CV WATER COUNTS

75,443

 SEARCH AD IMPRESSIONS
CV WATER COUNTS

2,463

 VIDEO IMPRESSIONS
CV WATER COUNTS

82,092

 CLICKS
CV WATER COUNTS

1,315


 CTR
CV WATER COUNTS

0.82%

 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign	Clicks	Impr.
CV Water Counts MAR 2022	563	60,162
Weed Your Garden Regularly	545	57,317
Toilet Leaks Can Be Costly.	18	2,845
CV Water Counts MAR 2022 SPANISH	404	15,281
Toilet Leaks Can Be Costly (Spanish)	398	14,913
Weed Your Garden Regularly (Spanish)	6	368
	967	75,443



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	82,092	27,343	11,030	160
CVWC Water Saving Tips YouTube Spanish March 2022	45,019	16,329	7,873	77
CVWC Water Saving Tips English YouTube March 2022	37,073	11,014	3,157	83
	82,092	27,343	11,030	160



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	188	2,463
	188	2,463


KEYWORDS PERFORMANCE

CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	183	1,578	11.6%
water agency	72	732	9.84%
water rebates	48	288	16.67%
water company	35	361	9.7%
grass removal rebate	10	42	23.81%
washing machine rebate	8	82	9.76%
toilet rebate	6	31	19.35%
water preservation	2	31	6.45%
save water	1	8	12.5%
irrigation controller rebates	1	2	50%
water agency map	0	1	0%
	183	1,604	11.41%

Facebook Ad Campaigns

 **FACEBOOK AD PERFORMANCE**
HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p>Tips to Save Water cvwatercounts.com</p> <p>Did you know there are more than a hundred ways to save water? And some of them are really easy. Learn more water saving tips by clicking the link.</p>	251	33,145	14,152	2.34	286
	251	33,145	14,152	2.34	286

Website Information

PAGEVIEWS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

3,453

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

1,722

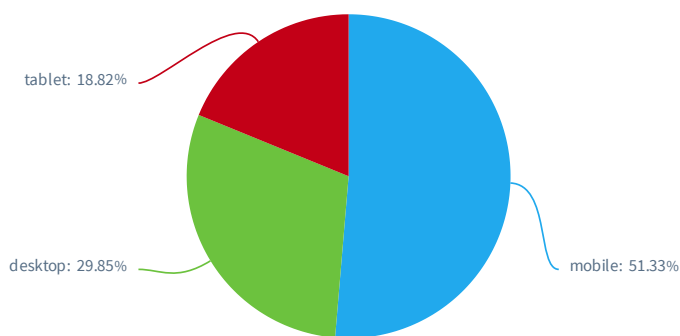
RETURNING USERS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

390

PAGEVIEWS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

Page path	Pageviews
/conservation-tips/	956
/toilet-leaks-can-be-very-costly-find-out-if-you-have-a-leak/	607
/	250
/water-map/	235
/rebates/	152
/plant-of-the-month-trailing-lantana-lantana-montevideensis/	110
/academy-class-recordings/	99
/academy/	64
/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	60
/learn/	46
	3,453

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



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

1.39

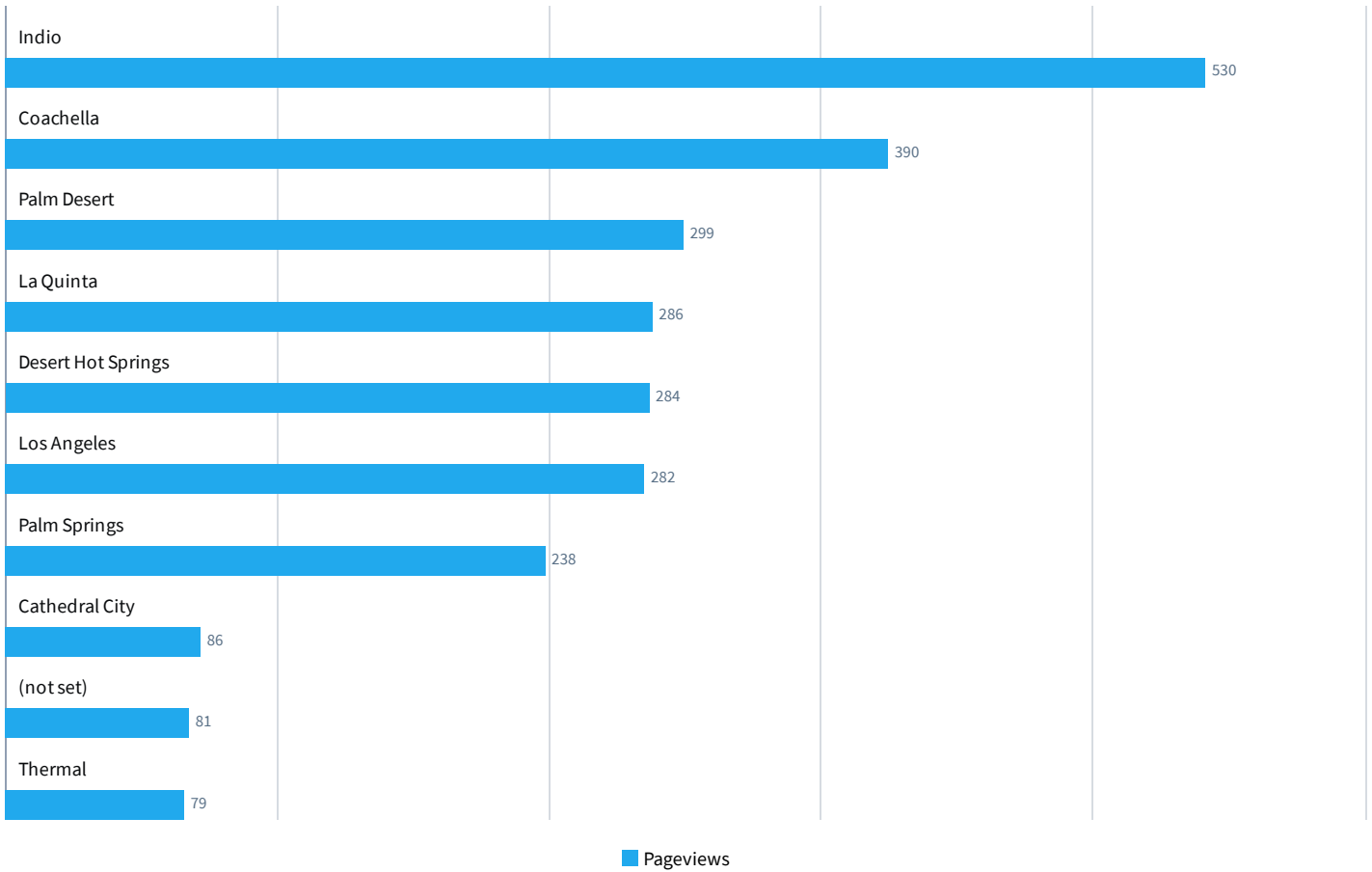
AVG. SESSION DURATION
CV WATER - CV WATER COUNTS - CV WATER COUNTS

42s

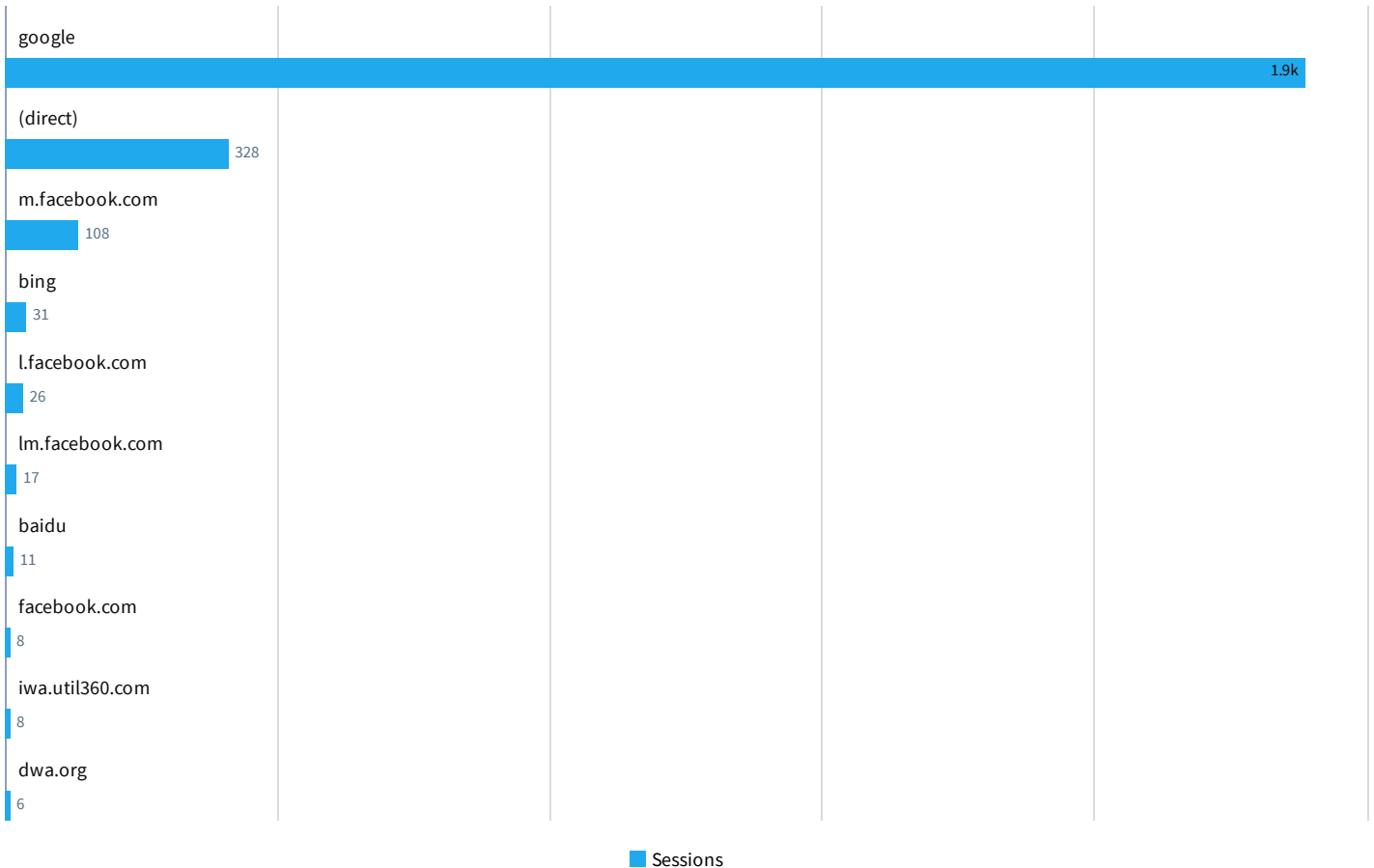
BOUNCE RATE
CV WATER - CV WATER COUNTS - CV WATER COUNTS

83.04%

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



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



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

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
March 2022	2,476	1,859	3,453	1.39	42s	83.04%	69.55%
February 2022	2,654	1,912	3,625	1.37	44s	81.2%	67.48%
January 2022	8,388	6,410	10,465	1.25	43s	86.27%	74.61%
December 2021	5,138	4,105	6,353	1.24	37s	87.5%	77.29%
November 2021	6,014	4,869	7,628	1.27	34s	86.51%	79.12%
October 2021	2,133	1,588	2,825	1.32	37s	84.2%	70.46%
September 2021	2,035	1,501	2,791	1.37	49s	83.59%	70.37%
August 2021	2,090	1,439	2,877	1.38	56s	82.82%	65.17%
July 2021	2,278	1,553	3,216	1.41	56s	83.01%	63.48%
June 2021	2,354	1,575	3,103	1.32	44s	83.56%	62.7%
May 2021	2,394	1,558	3,117	1.3	37s	84.13%	60.44%
April 2021	2,640	1,820	4,353	1.65	48s	71.17%	63.98%
March 2021	2,899	2,108	4,617	1.59	52s	74.2%	68.4%
Total	43,493	31,075	58,423	1.34	43s	83.41%	70.9%

Organic Search

TOP KEYWORDS

CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	2,904	0	0%	5.18
conserve water	1,851	1	0.05%	6.15
water wise	695	0	0%	8.05
lantana ground cover	661	3	0.45%	8.31
water pledge	478	0	0%	10.34
desert water agency	326	0	0%	6.96
cv water	317	2	0.63%	6.7
trailing lantana	295	3	1.02%	9.86
conserve	255	0	0%	13.85
myoma water	188	0	0%	4.96
	7,970	9	0.11%	8.04

TOP PAGES

CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	3,929	10	0.25%	6.86
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	3,395	4	0.12%	6.21
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevicensis/	2,660	51	1.92%	16.4
https://cvwatercounts.com/save-water-pledge/	2,118	20	0.94%	4.85
https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/	980	0	0%	9.51
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	753	0	0%	38.16
https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf	601	20	3.33%	26.16
https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/	563	6	1.07%	18.6
https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/	528	0	0%	47.85
https://cvwatercounts.com/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	477	38	7.97%	15.76
	16,004	149	0.93%	19.03

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

34,357

f REACH
CV WATER COUNTS

14,319

f NEW PAGE LIKES
CV WATER COUNTS

5

f ENGAGED USERS
CV WATER COUNTS

476





f PAGE VIEWS
CV WATER COUNTS







79

f LIFETIME PAGE LIKES
CV WATER COUNTS







3,976

f POSTS
CV WATER COUNTS

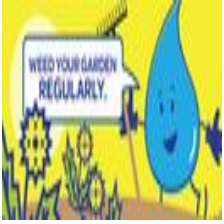
Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 Governor Newsom Cal...	March 28, 2022	30	2	7%	2	0
 Myoma Dunes Water C...	March 28, 2022	42	1	2%	1	0
 Groundwater is the wa...	March 26, 2022	24	2	8%	2	0
	March 24, 2022	118	7	6%	6	0
		901	35	4%	30	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>This year, March 22 ma...</p>	March 23, 2022	19	2	11%	2	0
 <p>If you or someone you...</p>	March 20, 2022	36	1	3%	1	0
 <p>Happy St. Paddy's Day!</p>	March 17, 2022	46	1	2%	1	0
 <p>This succulent is not a ...</p>	March 16, 2022	32	2	6%	2	0
 <p>Household leaks can w...</p>	March 14, 2022	32	2	6%	1	0
 <p>Today is National Plan...</p>	March 12, 2022	102	5	5%	3	0

901 35 4% 30 0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Consider buying a dual...</p>	March 9, 2022	53	1	2%	1	0
 <p>Do you know who you...</p>	March 7, 2022	62	1	2%	1	0
 <p>Much of the water we ...</p>	March 6, 2022	32	1	3%	1	0
 <p>Some leaks are visible ...</p>	March 4, 2022	54	1	2%	1	0
 <p>Shorten your shower b...</p>	March 2, 2022	101	2	2%	2	0
 <p>Tip of the Month: Wee...</p>	March 1, 2022	61	1	2%	1	0

901 35 4% 30 0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>CV Water Counts upda...</p>	March 1, 2022	57	3	5%	2	0
		901	35	4%	30	0

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

1,045





 **LIKES**
CV WATER COUNTS

9

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

224

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 Leave lower branches ...	29	2	26	0	0
 Today is National Plan...	28	2	23	0	0
 Happy St. Paddy's Day!	26	3	22	0	0
 Shorten your shower b...	21	2	15	0	0
	104	9	86	0	0

Twitter Information

Mar 2022 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 111 impressions

Governor Newsom calls on local water agencies to implement more aggressive water conservation measures, noting “we must all do our part and make conservation a way of life.”

Learn more : gov.ca.gov/2022/03/28/as-...

🔁 3 ❤️ 4

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,681 people



Jenn Givhan

@GivhanJenn FOLLOWS YOU

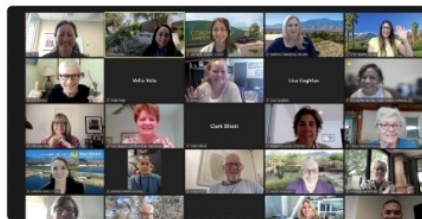
Magical real mama + poeta + novelista w/ a heart to empower women & marginalized folks. Author of TRINITY SIGHT & JUBILEE @BlackstoneAudio (She/her/bruja)

[View profile](#)

Top mention earned 3 engagements

Desert Water Agency
@DWAwater · Mar 3

Congrats @CVWaterCounts Academy Class of 2022! We had a great group that was really engaged and eager to learn about water. To learn more about Water Counts Academy go to cvwatercounts.com/academy #watereducation pic.twitter.com/4TgBpUgvLq



❤️ 2

[View Tweet](#)

Top media Tweet earned 89 impressions

Do you know who your water agency is? Find out with our Water Map!

cvwatercounts.com/water-map/
pic.twitter.com/KtZSvckhQk



❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

MAR 2022 SUMMARY

Tweets **16** Tweet Impressions **1,239**

Profile visits **112** Mentions **1**

New followers **8**

E-Blast Information

CAMPAIGN PERFORMANCE
CV WATER COUNTS


Campaign	Send Time	Emails Sent	Total Opens	Open Rate	Industry Open Rate	Total Clicks	Click Rate	Industry Click Rate	Hard Bounces	Unsubscribe Count
CV Water Counts March 2022	Wednesday, March 2, 2022 6:15 PM	505	619	51.29%	15.56%	37	5.15%	0.76%	1	1
		505	619	51.29%	15.56%	37	5.15%	0.76%	1	1



MSWD Social Analytics


March 2022

Included in this Report

 @MSWaterDistrict

 missionspringswaterdistrict

 Mission Springs Water District

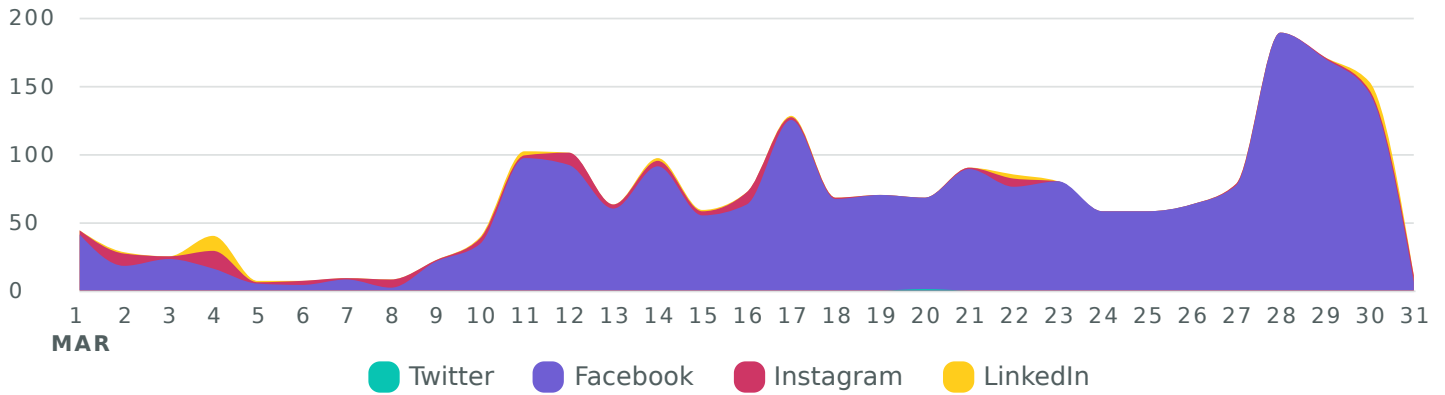
 Mission Springs Water District

Cross-Network Engagement

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

Profile
Reporting Period
All Profiles
All Twitter Post Types

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements	2,093	↗ 68.4%
Twitter Engagements	1	↘ 75%
Facebook Engagements	1,970	↗ 73%
Instagram Engagements	92	↗ 29.6%
LinkedIn Engagements	30	↗ 3.4%
Engagement Rate (per Impression)	1.9%	↗ 161.8%

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

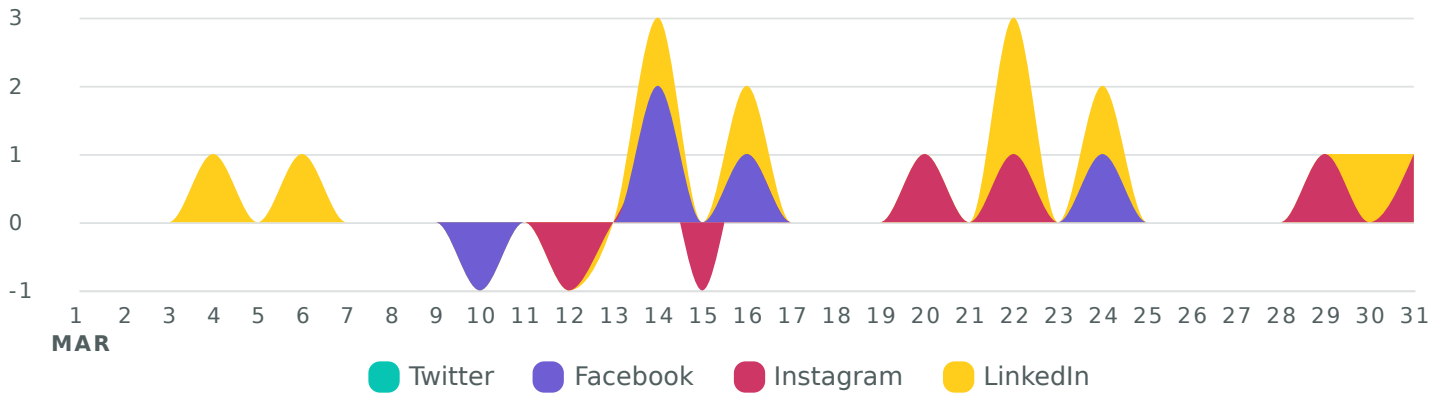
<p>Impressions</p> <p>108,134 ↘ 35.7%</p>	<p>Engagements</p> <p>2,093 ↗ 68.4%</p>	<p>Post Link Clicks</p> <p>172 ↘ 45.9%</p>
--	--	---

Cross-Network Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Net Audience Growth, by Day



Audience Metrics	Totals	% Change
Total Audience	1,525	↗10.9%
Total Net Audience Growth	14	↘53.3%
Twitter Net Follower Growth	0	→0%
Facebook Net Page Likes	3	↘83.3%
Instagram Net Follower Growth	4	↘60%
LinkedIn Net Follower Growth	7	↗250%

FACEBOOK

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

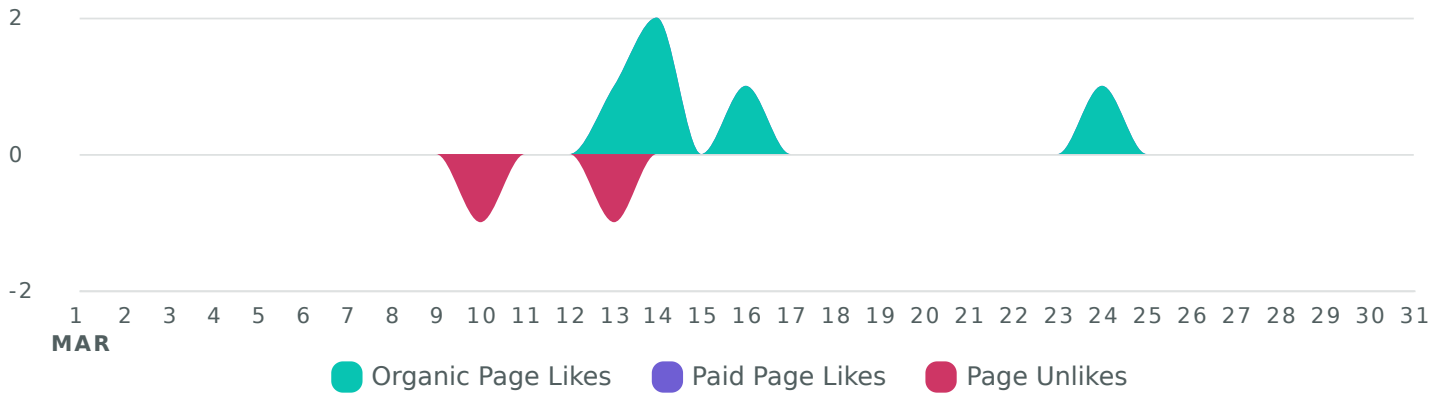
Impressions 106,558 ↘ 35.8%	Engagements 1,970 ↗ 73%	Post Link Clicks 165 ↘ 47.1%
---------------------------------------	-----------------------------------	--

Facebook Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Page Likes Breakdown, by Day




Audience Metrics	Totals	% Change
Fans	1,140	↗10.2%
Net Page Likes	3	↘83.3%
Organic Page Likes	5	↗25%
Paid Page Likes	0	↘100%
Page Unlikes	2	↘75%

Facebook Top Posts


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

📌 Post
📌 Lifetime
📌 Mission Springs Water District


Descending by Lifetime Engagements


Mission Spring...
Tue 3/1/2022 1:04 pm PST


News Alert: The Berkeley Springs International Water Tasting, the world's most...




Total Engagements	42
Reactions	25
Comments	0
Shares	3
Post Link Clicks	—
Other Post Clicks	14


Mission Spring...
Thu 3/3/2022 10:50 am ...


This is your opportunity to join the #MSWD team! We are looking for an Associate...



Total Engagements	28
Reactions	11
Comments	1
Shares	4
Post Link Clicks	1
Other Post Clicks	11


Mission Spring...
Mon 3/28/2022 11:16 a...

Protect your pipes and avoid messy clogs! DO NOT use the toilet as a trash can. Place a...




Total Engagements	18
Reactions	7
Comments	0
Shares	3
Post Link Clicks	—
Other Post Clicks	8

INSTAGRAM

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

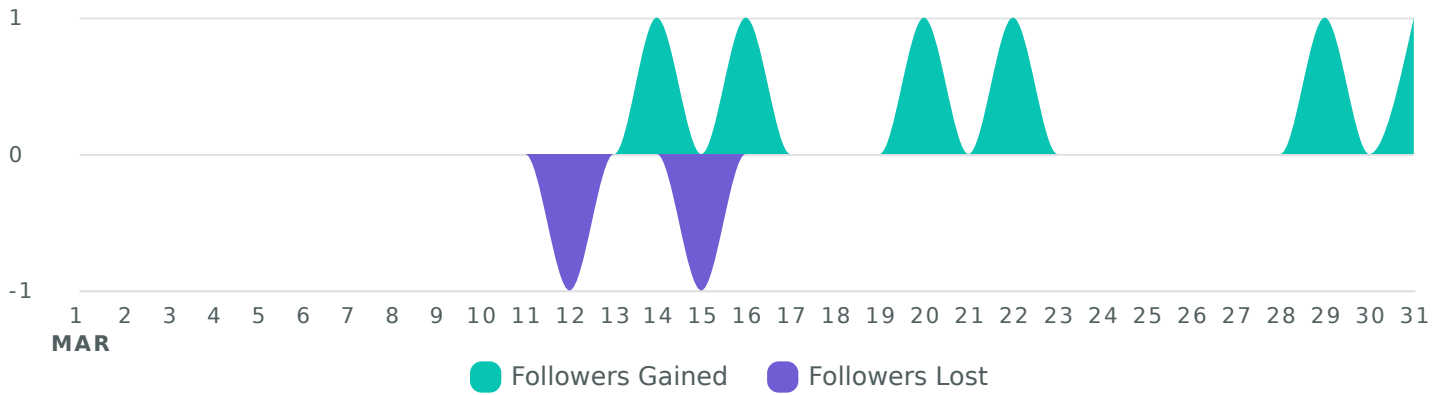
<p>Impressions</p> <p>1,046 ↘ 39.4%</p>	<p>Engagements</p> <p>92 ↗ 29.6%</p>	<p>Profile Actions</p> <p>1 ↗ —</p>
--	---	--

Instagram Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
missionspringswaterdistrict

Net Follower Growth Breakdown, by Day






Audience Metrics	Totals	% Change
Followers	216	↗1.9%
Net Follower Growth	4	↘60%
Followers Gained	6	↘45.5%
Followers Lost	2	↗100%

Instagram Top Posts & Stories

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

📌 Post
📌 Lifetime
📷 missionspringswaterdistrict

Descending by Lifetime Engagements

MSWD Mission Springs Water District	missionspringswaterdistrict	missionspringswaterdistrict
Tue 3/1/2022 1:04 pm PST	Wed 3/16/2022 8:10 am...	Wed 3/2/2022 6:45 am ...
News Alert: The Berkeley Springs International Water Tasting, the world's most...	It's another #WorkerWednesday featuring our hard-working field crew...	Help us celebrate #WorkerWednesday! Our crews recently performed a...
		
Total Engagements 12	Total Engagements 9	Total Engagements 9
Likes 12	Likes 9	Likes 9
Comments 0	Comments 0	Comments 0
Saves 0	Saves 0	Saves 0

TWITTER

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

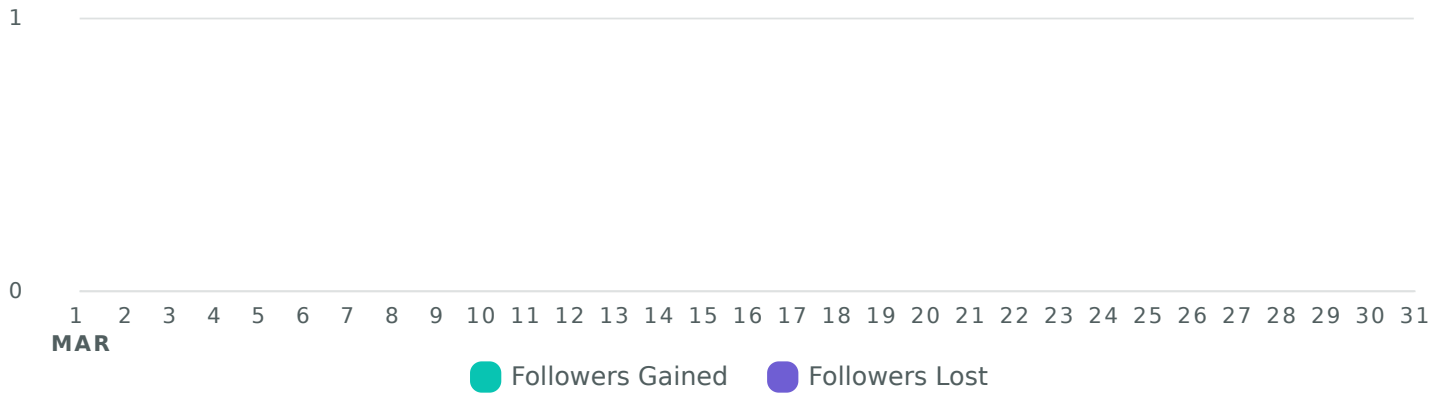
Impressions 269 ↘ 23.4%	Engagements 1 ↘ 75%	Post Link Clicks 0 → 0%
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Twitter Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
@MSWaterDistrict
All Twitter Post Types

Net Follower Growth Breakdown, by Day









Audience Metrics	Totals	% Change
Followers	79	→0%
Net Follower Growth	0	→0%
Followers Gained	0	→0%
Followers Lost	0	→0%
Following	100	→0%

Twitter Top Posts

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

Post
Lifetime
@MSWaterDistrict
All Twitter Post Types

Descending by Lifetime Engagements

Post	Date	Total Engagements																																										
 @MSWaterDist... Mon 3/14/2022 3:09 pm ... During #FixALeakWeek , repair water leaks and save money! To sweeten the deal... 	 @MSWaterDist... Thu 3/17/2022 2:45 pm ... MSWD is committed to helping our customers through challenging times. If you ha... 	 @MSWaterDist... Fri 3/11/2022 2:55 pm UTC #DYK fats, oils, grease, (FOG) and wipes can lead to major pipe clogs and issues? This... 																																										
<table border="1"> <tr><td>Total Engagements</td><td>2</td></tr> <tr><td>Likes</td><td>1</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>0</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>1</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	2	Likes	1	Comments	0	Shares	0	Post Link Clicks	—	Other Post Clicks	1	Other Engagements	0	<table border="1"> <tr><td>Total Engagements</td><td>1</td></tr> <tr><td>Likes</td><td>1</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>0</td></tr> <tr><td>Post Link Clicks</td><td>0</td></tr> <tr><td>Other Post Clicks</td><td>0</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	1	Likes	1	Comments	0	Shares	0	Post Link Clicks	0	Other Post Clicks	0	Other Engagements	0	<table border="1"> <tr><td>Total Engagements</td><td>1</td></tr> <tr><td>Likes</td><td>1</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>0</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>0</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	1	Likes	1	Comments	0	Shares	0	Post Link Clicks	—	Other Post Clicks	0	Other Engagements	0
Total Engagements	2																																											
Likes	1																																											
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LINKEDIN

LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Mission Springs Water District

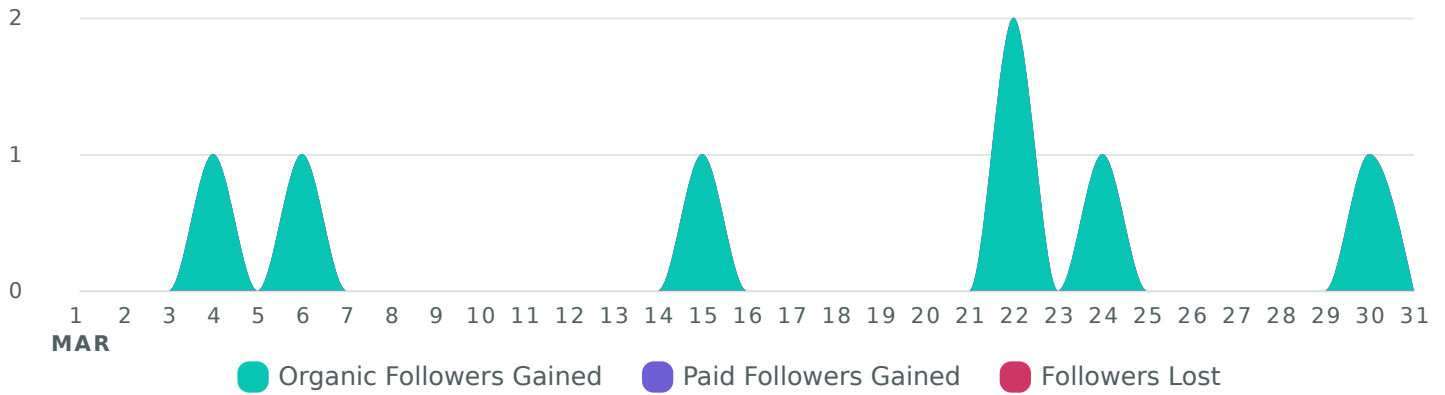
<p>Impressions</p> <p>261 ↗83.8%</p>	<p>Engagements</p> <p>30 ↗3.4%</p>	<p>Post Clicks (All)</p> <p>7 ↗16.7%</p>
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LinkedIn Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	90	↗8.4%
Net Follower Growth	7	↗250%
Organic Followers Gained	7	↗250%
Paid Followers Gained	0	→0%
Followers Lost	0	→0%

LinkedIn Top Posts

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

🚀 Post
🚀 Lifetime
in Mission Springs Water District

Descending by Lifetime Engagements




in Mission Spring...

Wed 3/2/2022 3:55 pm ...

We're proud to celebrate the dedication of our team! On this #WorkerWednesday, w...



Total Engagements	15
Reactions	9
Comments	0
Shares	1
Post Link Clicks	5

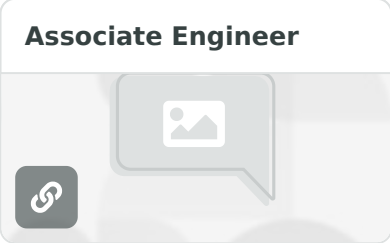


in Mission Spring...


Thu 3/3/2022 6:59 pm UTC

This is your opportunity to join the #MSWD team! We are looking for an Associate...

Associate Engineer




Total Engagements	5
Reactions	2
Comments	0
Shares	2
Post Link Clicks	1



in Mission Spring...

Mon 3/14/2022 10:57 p...

Happy #NationalGroundwaterAwareness Here at Mission Springs Water



Total Engagements	4
Reactions	3
Comments	0
Shares	1
Post Link Clicks	0