



General Manager's Report

February 2023

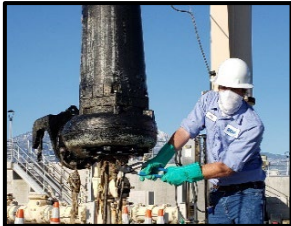


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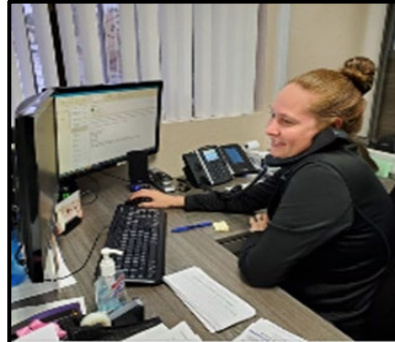
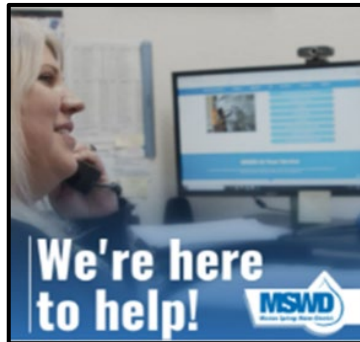
APPENDIX C – Public Affairs Information

ADMINISTRATION

Customer Service Department

MSWD Lobby Open

The MSWD lobby is open to the public for express bill pay and application assistance. MSWD Customer Service Representatives continue to assist our customers over the phone or in person by appointment for account review and billing inquiries.



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. The addition of Walgreen's will be coming soon.
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance
- Paypal, Google Pay, Apple Pay, and the QR code on the back of the bill. Customers can pay directly from their smartphone

MSWD
Mission Springs Water District

BILL PAY OPTIONS

ONLINE
MSWD.org/Paperless

BY PHONE
(760) 329-6448

BY MAIL
66575 Second Street
Desert Hot Springs, CA 92240

IN PERSON
Drop off

OTHER OPTIONS: Walmart Pay, PayPal, PayNearMe, YOUR BANK'S E-PAY PROGRAM

Disconnections Due to Non-Payment

After suspending disconnections the past two years due to the COVID pandemic, MSWD announced 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, 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. The January 2023 monthly delinquency process began with 283 auto-dialer calls and 90 door hangers for accounts without phone numbers, and technicians were able to make contact with 155 customers to either pay, set up a payment plan with the office, or to get information for bill assistance to avoid disconnection. This process reduced delinquency disconnections to only 61 in January 2023 out of 13,789 accounts.

261 payment plans were set for MSWD customers with pending balance of payment plans totaling \$95,841.46.



Customer Bill Assistance Programs

The United Way Customer Bill Assistance Program continues to be utilized by those customers who need assistance one billing period annually, paying \$100 per approved customer. United way assisted 18 customers in January 2023, and has assisted a total of 143 customers since January 1, 2022.

United Lift has assisted many customers and has exhausted current funding.

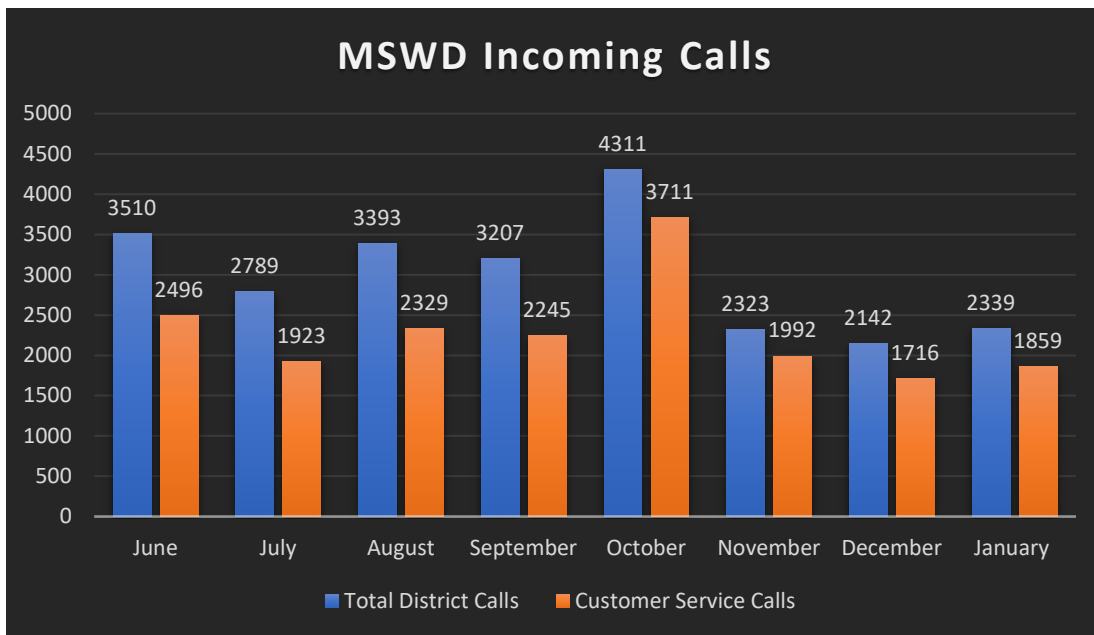
The State Arrearages Program provides a one-time payment and was applied to eligible accounts on January 24, 2022, totaling \$1,253,914.00.

Riverside County's Low Income Household Water Assistance Program (LIHWAP) Care Program launched on June 2, 2022. This program provides customers with a one-time payment towards their water and/or sewer bill up to \$2,000. This program will only run through August 2023 with federal funding, but will continue at a state level in September 2023, and will include customers who are current on their bills and qualify for assistance. The program has started strong with LIHWAP paying \$51,142.77 in customer assistance since it opened to the public in June 2022 through January 2023.



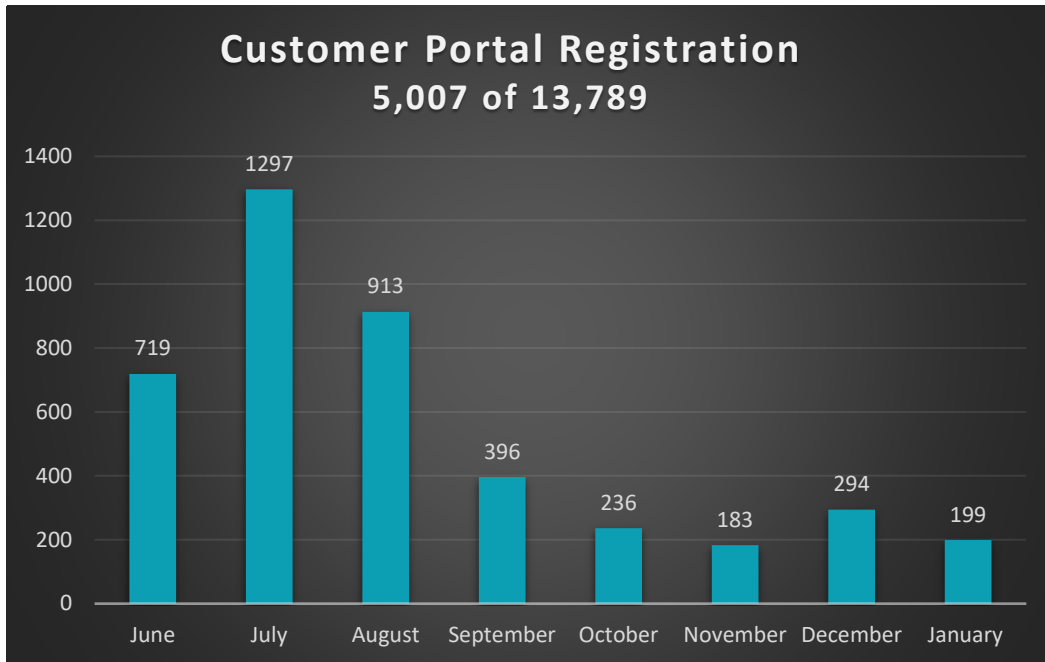
Calls into the Customer Service Department

The District is seeing a consistent increase in the number of calls throughout the year, except around the holidays they tend to decrease. Most calls are related to 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. There were 85 roll-over/"new" customer accounts in January 2023.



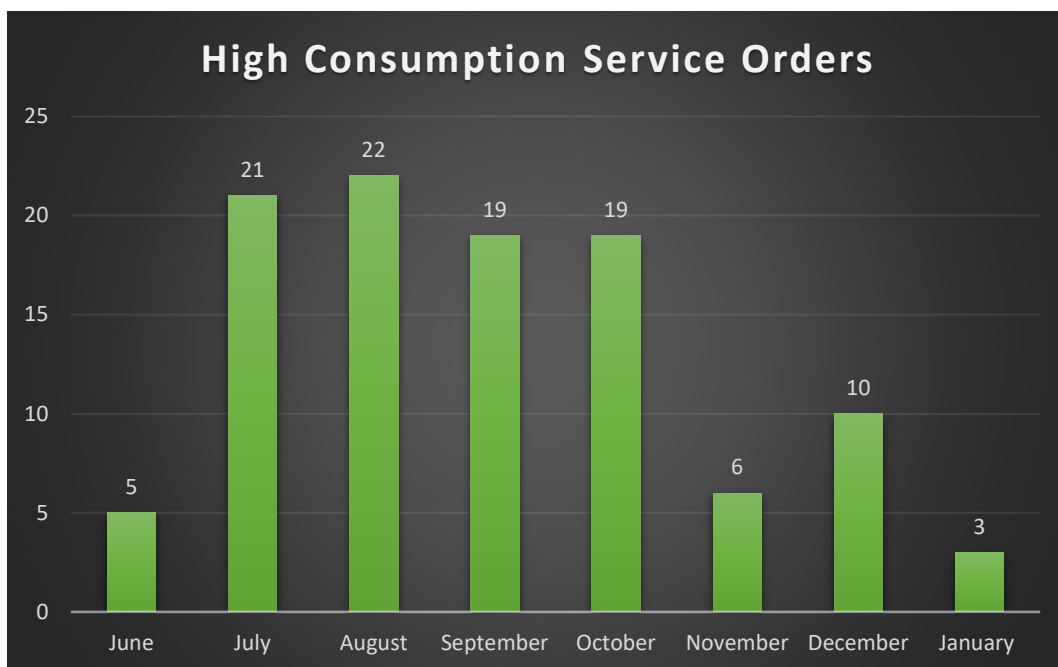
Customer Portal

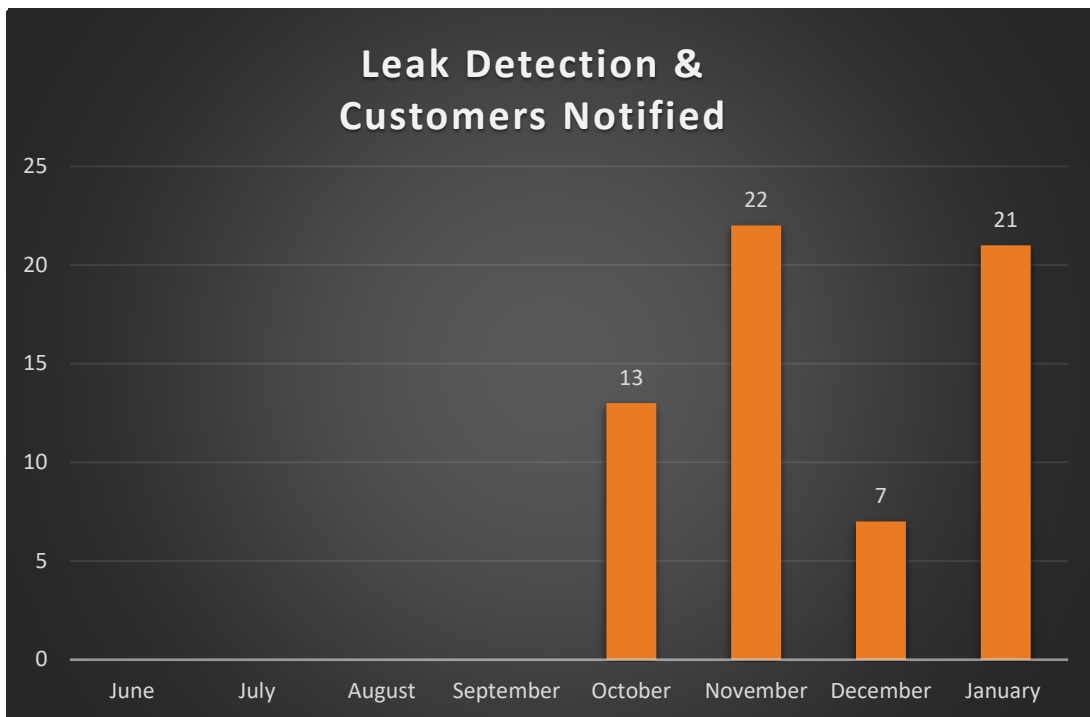
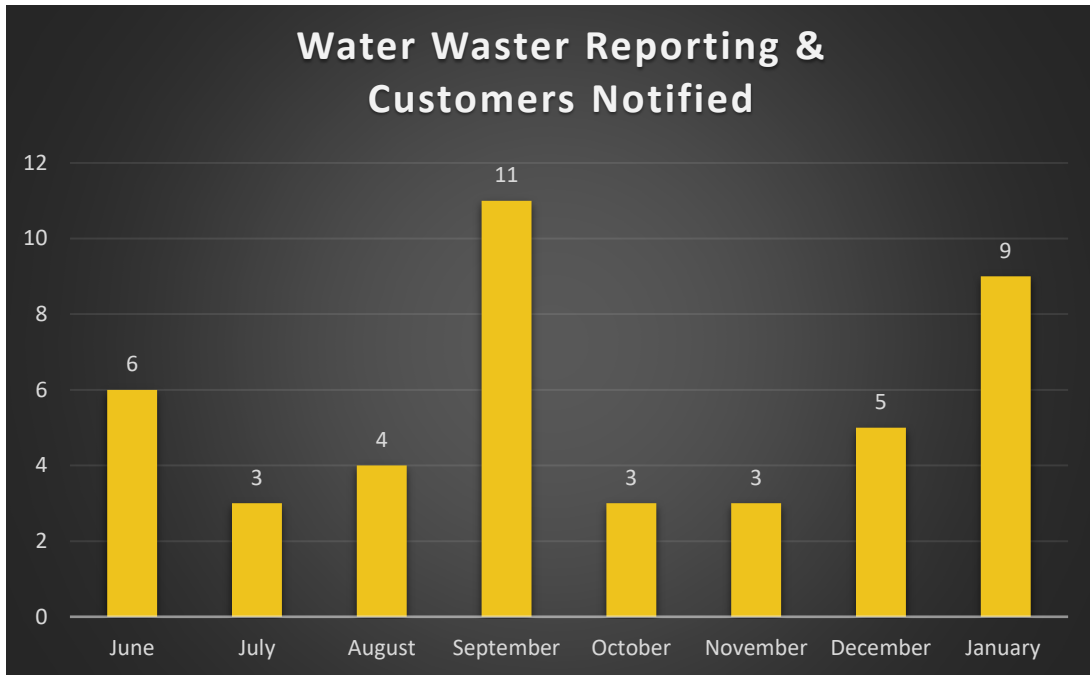
The District has implemented a new AMI infrastructure and Neptune 360 portal. All customers are encouraged to sign up for the portal bill and leak alerts. Customer adoption is trending about 4% per month since launching, reaching 36% or 5,007 customers registered so far.



Monitoring of 13,789 Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal to investigate high consumption, identify water wasters, and detect leaks.





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 January 2023.

Current Work Priorities

The Director of Finance worked with TKE Engineering and the accounting team to coordinate a process to submit reimbursement claims to the State for the Regional Water Reclamation Facility grant agreement. The Director of Finance also finalized the \$15M line of credit to shore up cashflows through the grant reimbursement timing with Well Fargo. Funding was received on January 26, 2023.

The Long-Range Financial Plan RFQ bid period was completed and responses were reviewed and evaluated.

The Finance Department continues to update the procurement policy to meet District needs while ensuring it meets State and Federal laws.

The Finance Department worked with the Unidata programmer to make corrections to the payroll withholding calculations using the 2020 or newer W-4 form.

The Accounting Department went live with the Wells Fargo payment manager program as of January 1, 2023. Vendors opting to participate can now be paid via credit card or ACH, in addition to paper checks, as part of the standard workflow.

The Accounting Department has transitioned to the new Wells Fargo portal for credit card activity and continues to provide training as needed to all departments on how to use the new portal. The department has also begun the process of importing credit card purchase activity directly into the financial system, which will reduce the time spent by other departments and accounting staff manually entering activity.

Annual payment coupons for retirees on the District's medical plan were sent out by the department.

The Accounting Department continues to support other departments as needed.

Human Resources

- Prepared annual calculations and forms for employees exceeding sick and vacation caps.
- Prepared annual calculations and forms for employees eligible to convert or buy back sick accruals.
- Processed new and separated employees.

Information Technology

- Continue to evaluate the migration from Unidata to another ERP system.
- Work with IT on continuous receipts of phishing emails. Most have been added to a spam list and have stopped for the most part, however, they continue to get through under different credentials.

Customer Service

- Provided several corrections to customer service for customer accounts.
- Provided assistance with adjustment code creation for upcoming class action adjustments.
- Continued support with Legal for the class action lawsuit. Tom Slovak continues to call the District for information and to provide updated addresses and account status. Staff has spent a considerable amount of time on this project in the current month.

Public Relations

- Finance continues to work with Public Relations on customer outreach related to delinquent accounts and ways to get help to pay for their past due water bills.
- Finance continues to work with Public Relations to answer customer questions related to assessment districts and questions about property tax statements.

Engineering and Construction and Maintenance

- One new reimbursable job was requested by Construction & Maintenance.
 - Fire hydrant hit by Palm Springs Disposal Service.
- Continued to update the retention payment process for contractors opting to hold retention in escrow accounts.

Operations

- The Director of Finance prepared financial data needed for the annual water loss audit reported to the State.

Budget

The Director of Finance prepared and presented the mid-year budget report by reviewing all year-to-date activity and meeting with each department to review department budgets and discuss and changes.

Budget transfers in January 2023 amounted to \$45,000 for Administrative Temp assistance and the Supplemental Environmental Project.

Audit

The Fiscal Year 2021-2022 audit fieldwork continued into January 2023 with selection testing performed on each category of assets and liabilities, and analytical and selection testing on revenues and expenses.

Payroll

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

The department prepared annual wage reporting to the SSA and issued W-2s to all active employees during calendar year 2022.

The department processed annual mandatory vacation and sick payouts for employees over the annual limits.

The department also processed annual elective sick and vacation buy backs and conversions for eligible employees.

Cash

Total cash receipts for the month of January 2023 amounted to \$21,392,448 with the majority, \$15,000,000, from the line of credit funding for the Regional Water Reclamation Facility. Additionally, the District collected \$4,359,441 from County Receipts for Property Taxes. The remaining amount being mainly normal bill payments.

Cash disbursements for the month of January 2023 amounted to \$5,921,095.65 with the largest payments going to:

- J.F. Shea Construction - \$4,118,016.97
- State Water Resources Control Board - \$302,509.91
- TKE Engineering - \$116,344.18
- Net Payroll – \$320,458.08
- Payroll Taxes - \$124,190.70

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 January 2023.

Technology Improvements

To address potential equipment failure and improve reliability, the network equipment linking the Horton Plant and Corporate Yard was upgraded.

As the District's network requirements continue to grow, which has grown beyond the capabilities of the existing firewall model, IT purchased a new firewall and has begun the

configuration and testing. The new unit will improve District cybersecurity and network performance.

IT is working to decommission older servers to decrease maintenance expenses and improve disaster resiliency.

Working with Public Affairs and Customer Service, IT setup equipment to enable a looping informative presentation for customers in the lobby.

The District 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.

Improvements continue to be made in data management, enabling staff to perform functions digitally as well as securely from mobile devices.

Desktop computers and laptop upgrades continues as needed.

On-Going Cyber Security Training

The IT Department 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.

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.

Inventory was issued for use by field crews that totaled \$31,994.63.

The District has received a tentative shipment date of February 17, 2023 for the Neptune 3/4-inch meter order. The current lead time for Neptune meters is 40 weeks.

Staff will be assisting Jeff Nutter and the Construction & Maintenance with the clean-up and reorganization of the Corporate Yard. All scrap metal, recycled copper and brass bins have all been picked up. A trash roll-off is scheduled to arrive on February 7, 2023.

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 pumping and electrical equipment.

The Contractor is reviewing and implementing the requested contract changes per the most recent addendum requiring a 400 HP motor and water lube pump assembly.

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 continued to negotiate with the property owner at the south end of Hildago Street for an easement needed to complete the proposed sewer pipe alignment.

Well 22 Rehabilitation

Staff has contracted with L.O. Lynch to complete a chemical rehabilitation of the well.

Staff completed the Categorical Exemption environmental clearance for this project and is seeking Board approval at the February 2023 Board meeting.

Staff anticipates bidding the remaining well rehabilitation items in the coming months.

Water and Wastewater System Comprehensive Master Plan Updates

Staff is in the process of reviewing the draft water and sewer master plans.

Engineering and Operations staff are evaluating the breadth and depth of the proposed water CIP.

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. Staff has received approval from the California Department of Water Resources (DWR) to repurpose the grant funding to Area M2 and will complete the amendment once the project is bid.

Horton Effluent Filtration System

Staff is completing the plan check of the 100% design submittal received from TKE Engineering, and will incorporate these improvement plans into a more larger and comprehensive future recycled water program.

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

The design consultant, Genterra, completed the 60% construction plans and specifications. District staff will complete a plan check and return comments by the end of February 2023.

Backup Generators for Well Sites 27-32 and 37 Projects

Staff have completed an internal review of the project plans and has returned them to the consultant for corrections. Staff sent a template for the specifications to the consultant to return for staff review prior to proceeding to bid advertisement.

A meeting with the design consultant, Engineering Resources, is scheduled for the week of February 13,, 2023 to finalize the project specifications.

Regional Water Reclamation Facility

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



Operations & Maintenance

Construction & Maintenance

Water Line Locations

Staff completed approximately 411 water line location requests. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations.



Water System Repairs/Replacement

Staff replaced 3 water service lines with copper, repaired 19 service line leaks, and five mainline leaks.



Water System Maintenance

Staff continues to implement routine maintenance programs, consisting of ground valve exercising, blow-off flushing, air-release valves, Cla-Val automatic control valves, and fire hydrant flushing/painting. There were 222 ground valves exercised, 60 fire hydrants were flushed and maintained, zero air-release valves were inspected and/or rebuilt, zero Cla-Val valves were inspected, and 114 blow-offs were flushed.



A total of 36 work orders were processed in January 2023 using the CMMS program.

Staff installed 18 new water service lines in January 2023.

Staff continues performing field fire flow tests for the Engineering Department. Five fire flow tests were conducted in January 2023.

B-81 Paving has been working on the current paving patch list and completed 28 permanent asphalt patches in January 2023.



Fleet and Facility Maintenance

Janitorial Services

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

Building Maintenance

- Replaced several light bulbs and fixtures in various locations throughout the Administration Building and Accounting Modular
- Changed the alarm and gate codes at all District locations
- Snaked the floor drain and replaced wax ring on toilet in Corporate Yard restroom
- Installed multifold paper towel dispenser in Accounting Modular
- Repaired plastic on ceiling in office at the Administration Building
- Reset circuit breaker in the Administration Building
- Replace ballast and bulbs in meter shop at the Corporate Yard
- Cleaned roof and roof drains at the Administration Building
- Repaired toilet in the inventory warehouse due to constant running issue
- Repaired attic hatch cover at the Administration Building

Standby Generator Monthly Maintenance Program

This testing ensures the generators are functioning correctly and ready to be used when needed. During routine testing, staff discovered the portable 230 KW Cummins generator is not producing power. The generator repair technician discovered multiple operating functions to be concerning and suggested the generator be taken out of service.

Fleet Maintenance/Repairs

- Replace battery and repaired leaking fuel line on case skip loader Unit 367
- Installed new cutting rips on asphalt zipper
- Preventative maintenance, tire rotation, and replace front brake pads on Unit 410
- Preventative maintenance and replaced front brake pads on Unit 421
- Preventative maintenance, replace radiator cap, and install new wiper blades on Unit 393
- Repaired strobe light on Unit 408
- Replaced belt and battery on Unit 365
- Repaired the trailer module on Unit 412
- Completed recall work and replaced exhaust on Unit 117
- Replaced rear parking brake cable on Unit 401
- Replaced wear pad on Jumping jack compactor
- Preventative maintenance on Unit 390

Wastewater Collections

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

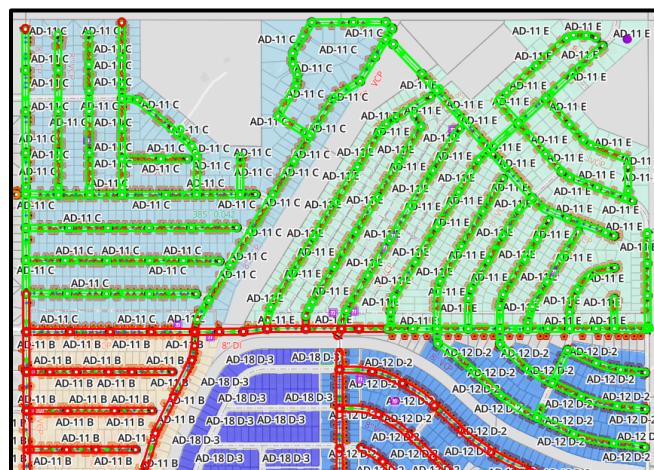
Sewer Line Locations

Staff completed 412 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Sewer Line/Collections Maintenance

Staff completed 11 CCTV inspections.

Staff cleaned approximately 6.13 miles of sewer mainline in AD-11-C and AD-11-E during January 2023.



Staff vacuumed out rags and grease from the Dos Palmas Lift Station and from the outfall box on aeration tanks 4 and 5.



Due to increasing solids and regular rainfall throughout the past months, staff helped with vacuuming wet sludge out of the wasting beds as the Desert Crest WWTP. The rain and cold weather has prevented the sludge in these wasting beds from drying.



Sewer Line Damage

The contractor working on the Palm Drive pavement project ran an asphalt grinder over a marked manhole. The cover and frame were replaced using one from inventory at the Horton WWTP. Staff vacuumed out debris that fell into the sewer mainline.



Wastewater Treatment

Members of the CWEA Leadership Development Committee toured the Horton WWTP on January 31, 2023 as the plant is one of the top 3 finalists for 2022 Plant of the Year at the state level.

Sampling

Staff collected 42 samples and spent 63-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 discharge requirement.

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

Pond Maintenance

Staff cleaned and rehabilitated Ponds 1, 2, 4, 6, 7, and 8 in January 2023. Pond 6 was cleaned twice.



Training

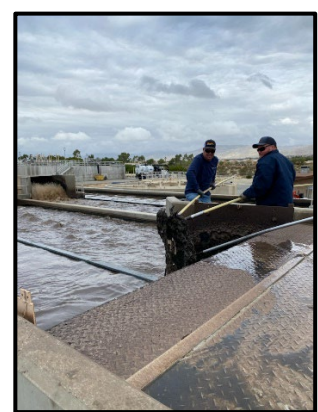
Staff continues to conduct a weekly department "Wastewater Training" program. These trainings are intended to provide all operators with consistent knowledge/understanding of processes and operating equipment in a more proficient manner. This training also aids in keeping operators safe when completing maintenance. This month's training included:

- Sulfuric Acid
- Desert Crest Wasting/Scum Beds
- Rising Sludge Blanket
- Belt Press VFD Reset and Troubleshooting

Plant Maintenance

Staff spent a combined 534-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 178.3-man hours operating the sludge belt filter press, including filling and removing 15 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff worked on removing rags from the entire Horton WWTP. Most of these had to be removed by hand due to the locations within the plant.



Clarifier 2 was having issues with constant rising denitrified sludge. Staff drained the tank to clean out any septic sludge and grit on the bottom of the clarifier. Upon inspection of the tank, one of the support rods for the lower sweeps had broken off due to corrosion. Staff was able to make a temporary fix until this tank can be taken offline and fully rehabilitated. The rod was held up with 304 stainless steel chain, nut, and bolts to keep it approximately 1/2 – 3/4 inches off the ground.



Horton WWTP North Building Rehabilitation Project

Staff continued work on the North Building with the goal of turning it into a new office, breakroom, and locker room.



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

	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18
July	4	18	8	7	9	51
Aug.	26	20	4	1	8	53
Sep.	20	20	5	2	12	8
Oct.	13	36	9	4	8	12
Nov.	8	29	50	10	9	7
Dec.	8	12	9	3	3	64
Jan.	35	14	21	7	1	16
Feb.		7	23	5	1	42
Mar.		17	48	1	0	23
Apr.		7	18	3	3	15
May		16	17	11	3	20
June		2	21	7	3	6
Annual Total	114	198	233	61	60	317

Additional sanitary service connection information is provided in Appendix B.

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

Monthly Wastewater Flows

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
Aug.	2.007484	2.156507	0.043378	0.051750
Sep.	2.085598	2.243680	0.042339	0.047130
Oct.	1.980283	2.266199	0.045616	0.052230
Nov.	1.966075	2.124845	0.045861	0.050330
Dec.	1.963779	2.145901	0.041817	0.050300
Jan.	1.954007	2.142796	0.043181	0.048220
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Water Production

Water Pumped/Produced

During the month of January 2023 (between January 1st and January 26th) the District's three water systems produced the following quantity of water:

- MSWD (CA3310008) – 430 Acre Feet (140.25 MG)
- Palm Springs Crest (CA3310081) – 2.96 Acre Feet (0.964 MG)
- West Palm Springs Village (CA3310078 – 5.31 Acre Feet (1.73 MG)

Water Sampling/Testing

Staff collected 62 routine bacteriological (Bac-T) samples and seven general physical samples in January 2023 (total of all three systems).

The MSWD Monthly Coliform Monitoring Report for January 2023 was sent to the State Water Resources Control Board on February 10, 2023.

In order to provide a new Chromium-6 (Cr-6) baseline, staff has sampled all the Desert Hot Springs wells for Cr-6 on December 19, 2022. Staff completed the remaining Cr-6 sampling on the four wells in ID-E on January 4, 2023. All Cr-6 sampling results have been received.

Well 25A radionuclide sampling for Gross Alpha, Uranium, and Radium 228/226 was done on January 25, 2023.

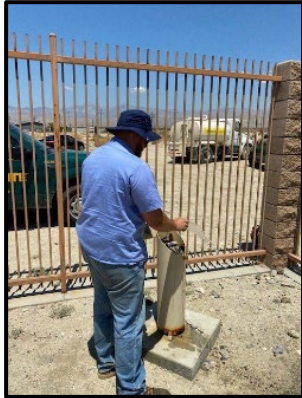
Staff collected multiple samples at Well 26A due to failed Bac-T results (TC+, E. Coli.-). The well returned to service on January 23, 2023 after receiving two consecutive passing Bac-T result (January 17 and January 19, 2023) and after staff successfully disinfected the well. The regular monthly Uranium sampling was completed on January 25, 2023 after the well was returned to service.

Staff received a failed Bac-T test result for Well 24 on January 5, 2023. Staff submitted two resamples (January 6 and January 9, 2023), both of which passed. The well was returned to service on January 11, 2023. While the well was offline, the Annadale 1400 Zone was supplied with water via Terrace Boosters 5 & 6. Construction & Maintenance assisted the Production Department by operating the normally closed valve at 5th and Mesquite.

Staff requested clarification from the SWRCB DDW on the Radionuclide sampling schedules which were inaccurately reflected in the State's online Drinking Water Watch website. As a result, staff will be sampling the following wells for Radionuclides in 2023: Wells 24, 26, 29, 31, 33, and 37.

Effective February 1, 2023, staff will follow a 4-week sampling schedule according to the newly State-approved Interim Bacteriological Sample Siting Plan (BSSP). Additionally, nine sample locations will be repeated each month to satisfy the new sampling requirements.

The reservoir samples are no longer to be considered "Routine Distribution" samples, but staff will continue to sample these locations as "Special" samples.



Chlorination System

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 are functioning properly in January 2023, with only typical preventative maintenance for these pumps. Staff added monthly pump cleanings using a vinegar-like solution to breakdown any calcification inside the pumps and suction/discharge lines. The chlorinators in ID-E were cleaned on January 9, 2023.

Staff is currently working on completing and installing two additional automatic chlorine analyzers. Water Production Operator, Adam Wagner, has begun the build of these two analyzer cabinets. The first of these two analyzers is almost complete and will be installed at Well 29 in February 2023.



During the month of January 2023, staff checked and documented the chlorine residuals throughout the distribution system a total of 90 times. The average chlorine residual of these 90 readings is 0.92 ppm. (Reflects data in DHS and ID-E systems)

During the month of January 2023, staff checked and documented the chlorine residuals at all the wells that are in-use a total of 152 times. The average chlorine residual of these 152 readings is 1.04 ppm. (Reflects data in DHS and ID-E systems)

During the month of January 2023, staff injected and documented a total of 1,023 gallons of chlorine (12.5% solution strength) into the distribution system at the production facilities.

Well Soundings

Staff continues to sound the groundwater levels for 13 production wells and nine monitoring wells. Staff usually strives to complete the soundings early in the month to be able to identify any abnormalities. Staff completed the soundings by January 24, 2023.



Production Facility Updates

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

There are currently 17 Motor Saver units that still need to be installed. Staff received two quotes and are working to schedule the installation of these units. The contractor expects to receive all the motor savers by the end of January 2023 and plans to have them installed by the end of February 2023.



Staff has confirmed that Inland Potable Services will be onsite to dive (inspect/clean/repair) five of the District's reservoirs during the week of February 6, 2023. The five reservoirs that will be inspected are the Vista, Two Bunch 1, Quail, and High Desert View 1 and 2.

L.O. Lynch has been selected to perform the rehabilitation of Well 22. The target completion date is April 2023. Staff held a pre-rehabilitation meeting onsite with the contractor on January 25, 2023. This meeting confirmed the following:

- The first task is the EMDS Survey and is planned for the week of January 30, 2023. This information is needed to calculate the proper acid treatment plan.
- Once the rehabilitation work starts, the contractor will provide onsite, open-top tanks to discharge into prior to the final discharge into the adjacent wash. Any acidic water will be neutralized using sodium bicarbonate (baking soda) in the onsite tanks to ensure a pH neutral water prior to discharging into the wash. Chlorinated water will be neutralized using sodium thiosulfate that will ensure a chlorine free discharge into the wash.
- Water crossings at Two Bunch and Dillon will be monitored and the contractor will notify MSWD staff when flooded signs are needed.
- The well will be outfitted with at least a 2,000 GPM test pump (may be 2,200 GPM)



Staff replaced the shaft packing on the Two Bunch Booster 1 due to excessing leaking.

The chemical rehabilitation and redevelopment pumping for Well 33 has been completed. The contractor's, L.O. Lynch, next step is to disinfect the well and install the test pumping equipment. The well will be fitted with a submersible pump/motor instead of the previous verticle turbine setup due to the excessive wind and sand at that location.

At the Terrace Booster Station, staff will continue the rehabilitation of the pump seals on the remaining booster pumps after reviewing the department budgets.

At Well 26A, staff cleaned and serviced the controls of the pump to waste Cla-Valve due to poor performance. The valve is now operating as designed.

The Gateway Fire Pump was test by staff on January 11, 2023. The pump and controls are properly operating.

On January 11, 2023 at Well 33, staff installed a new air-vac/relief valve received as a demo unit from A.R.I. Flow Control. Staff is evaluating its performance in comparison to the valves currently in use for a more suitable application.

Staff repaired a leaking water lube line on the booster pump at the Valley View Booster 2 on January 18, ,2023.

The perimeter fencing at Well 29 was stolen on January 13, 2023. Staff temporarily repaired the opening with chain-link fencing and is working on receiving quotes from fencing contractors to make repairs to the wrought iron fencing.

Landscaping

Staff continues to oversee the landscape contract with Urban Habitat for 36 sites throughout the District. Staff met with Urban Habitat on January 26, 2023 to discuss some landscaping concerns. Staff is expecting to see some improvement in their performance moving forward.

Well 24 Electrical Upgrade

There are still some outstanding items that need completion at Well 24. Staff is working with the contractors to ensure that these remaining items (bypass contactor and related startup issues) are completed. The work will be completed as warranty work and is anticipated to be completed by February 2023.

Chlorine Delivery

With the help of Construction & Maintenance, staff is working on improving the methods of delivering chlorine to the well sites. Staff has acquired a new tank, pump, and hose reel

for this project, and staff is working on welding up a pump skid to slide into the bed of the trucks. Photos will be provided when the work is completed.

Production Staffing Update

The department is looking to hire a person for the WPO I/II position. This department is working with Human Resources to advertise and fill this position. Although some applications have been received, staff chose to extend the advertisement until February 1, 2023 for additional qualified applicants. This position is expected to be filled in February or March 2023.

Well 33 Solar Site

Staff continues to monitor the solar site. There is no performance report being provided this month. Staff has reached out to Total Energies countless times over the past several months after the performance team confirmed that performance reports were incorrect. Total Energies' performance team passed this on to the data analytics team to rectify the issue, however, there has been no response to the multiple inquiries. Staff is reaching out to their management team.



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

	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18
July	6	18	7	4	5	7
August	28	19	6	10	5	3
September	22	23	18	2	14	4
October	16	33	13	3	21	8
November	10	27	10	16	4	0
December	9	9	2	17	3	3
January	26	14	15	6	3	20
February		8	13	8	5	11
March		19	16	2	3	6
April		6	11	1	3	7
May		19	15	12	5	11
June		1	24	11	2	8
Annual Total	117	196	150	92	73	88
Avg./ Mo.	9.75	16.33	12.50	7.67	6.08	7.33

Additional water service connection information is provided in Appendix B.

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

Monthly Water Production

	FY 2022/23	Variance from prior year		FY 2021/22	FY 2020/21	FY 2019/20	FY 2018/19
	AF	AF	%	AF	AF	AF	AF
July	751.79	-44.78	-5.6%	796.57	857.77	853.23	857.20
August	850.19	10.26	1.2%	839.93	885.31	795.18	806.47
September	716.03	-22.62	-3.1%	738.65	784.80	757.08	689.47
October	691.98	26.80	4.0%	665.18	755.84	709.39	709.81
November	599.39	-80.46	-11.8%	679.85	690.13	619.87	631.75
December	554.27	-11.21	-2.0%	565.48	588.32	537.23	502.16
January	530.39	-49.89	-8.6%	580.28	537.96	553.20	570.20
February		0.00	0.0%	527.34	495.61	520.85	415.49
March		0.00	0.0%	601.44	625.80	557.73	490.92
April		0.00	0.0%	624.07	649.34	573.02	635.08
May		0.00	0.0%	745.36	723.62	698.99	598.36
June		0.00	0.0%	730.02	761.63	806.02	710.39
TOTAL		-171.90	-3.5%	8094.17	8356.13	7981.79	7617.30

Additional water production information is provided in Appendix B.

Water Resources

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

Integrated Regional Water Management Planning

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

The California Department of Water Resources (DWR) notified the CVRWWMG that they are being partially awarded grant funding under the Urban Community Drought Relief Grant Program. More specifically, \$6.3M for turf rebates, emergency inter-ties, and grant administration.

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

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

Staff assisted the USGS in constructing two land subsidence benchmarks on District property to be used for long-term ground subsidence monitoring.

Staff completed review and comment on the draft Mission Creek Subbasin SGMA Annual Report for Water Year 2021-22. The consultant, WSP, will update the report and submit the final report to DWR by April 1, 2023.

San Geronio Pass Subbasin Sustainable Groundwater Management Act Compliance

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

Staff prepared and submitted the data request for the San Geronio Pass Subbasin SGMA Annual Report for Water Year 2021-22. The final report is due to DWR by April 1, 2023.

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.

Staff completed the data request for the Indio Subbasin SGMA Annual Report for Water Year 2021-2022. The final report is due to DWR by April 1, 2023.

Salt and Nutrient Management Planning

Staff attended the monthly Coachella Valley Salt and Nutrient Management Plan (CV SNMP) Update meeting. The CV SNMP Agencies discussed formation and roles for the different committees required to help move the plan through development and completion, including a Steering Committee, Technical Advisory Committee, and Stakeholder Group; as well as coordination and participation with the Regional Board, tribes, and public. Additionally, the agencies discussed candidates for the independent technical expert role.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past and Upcoming Sponsorships / Events

Fall Water 101: January 19, 2023

The fall series of Water 101 classes finished on January 19, 2023. The fourth and final session featured information about District finances, rates, customer service, and our new Customer Connect web portal. A new set of classes will start in March and be held on the following days: March 9, April 6, May 25, and June 22, 2023.



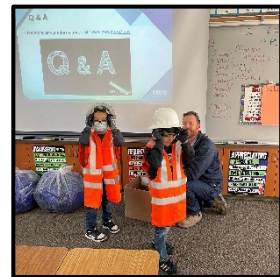
Food Now Cornhole & Chili Cookoff Event: January 16, 2023

MSWD was a proud sponsor of the Food Now Cornhole and Chili Cookoff. Food Now strives to improve the quality of life of our residents by providing food assistance, community outreach, and support services which strengthen families and build healthy communities.



Career Day at Cabot Yerxa Elementary School: February 1, 2023

During the annual career day at Cabot Yerxa Elementary school, MSWD Field Operations Technician II Alex Nine had the pleasure of sharing the tools of his trade and his love of all things water with several third-grade classes. The students enjoyed learning where their water comes from and about the different careers available in the District.



Upcoming Sponsorships / Events

Palm Springs Air Museum Fundraising Dinner: February 18, 2023

MSWD is proud to sponsor the Palm Springs Air Museum once again. This year's fundraising dinner will honor the men and women pioneers of aviation while raising funds to support local educational programs.

Water Efficiency Workshop with Master Gardener Burt Boss: February 23, 2023

MSWD is hosting a Water Efficiency Workshop with UCCE Master Gardener Burt Boss, who will share his experiences and techniques for creating a desert oasis using water-efficient irrigation and landscaping techniques. Space is limited, and attendees are being asked to [register](#) in advance.



MSWD Blood Drive: Wednesday, February 22, 2023

Recognizing the continued need in our community, MSWD continues to partner with LifeStream to host employee/community blood drives in 2023. Our first event will be held in February in the MSWD boardroom. For more information or to schedule an appointment, please visit www.lifestream.org/MSWD.



Desert Hot Springs Women's Club Fashion Show: March 5, 2023

MSWD is a proud program sponsor of the Desert Hot Springs Women's Club annual Fashion Show. Proceeds from the event will fund college scholarships for local DHS High School. The fashion show is one of the club's largest fundraisers of the year.



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

Public & Media Outreach

MSWD 70th Anniversary Celebration

Our primary outreach focus in January was inviting members of the public to our anniversary event and sharing some of the District's rich history in serving this community for the past 70 years. Outreach activities included, but were not limited to:



- MSWD Bill Insert
- Customer E-Blasts
- Desert Chat Interview on KESQ/Fox News
- KMIR News Story
- El Informador Spanish News Story and Ad
- Spanish Radio Ads Radio
- Flyer and In-Person Invites
- PSUSD Flyer Distribution to DHS Parents
- Social Media Posts & Mentions

The event was successful, drawing more than 350 members of the community, 21 community partners, and local elected officials, including Congressman Raul Ruiz; DHS Mayor Scott Matas; DHS Council Members Jan Pye and Russell Betts; DWA Directors Steve Grasha, Jeff Bowman, and Gerald McKenna.

Conservation Kit Promotion

The Public Affairs team is currently promoting free conservation kits to customers who wish to save water around their homes. Included in the kit are the following:

- Efficient Showerhead
- Deluxe water-saving hose nozzle
- Leak detector dye tablets
- Toilet tank bank
- Dual spray swivel aerator
- Kitchen aerator
- Pipe tape



Payment Assistance Options

Throughout the month, we have been promoting assistance options for customers struggling to make payments. This includes outside assistance programs, including the United Way Help2Others program the District helped establish, the state's LIHWAP program, and payment plan options to help bring an account current. The campaign included a February English/Spanish bill stuffer, enhanced website information, a social media video, new lobby display materials, and social media promotion.

Behind on your water bills? MSWD is here for you!

Need help paying your bill? You may qualify for assistance through the following programs:

	MSWD has partnered with United Way of the Desert to offer a \$100 credit once to income-qualified customers once every 12-months for past due water bills. Visit www.MSWD.org/PaymentAssistance or call 760.329.6448 for details.
	Customers can apply for LIHWAP, a temporary, emergency assistance program that helps low-income families with water/sewer bills, up to \$2,000. For income guidelines and more information, visit www.capriverside.org .
	This program provides rental assistance to help keep families in their homes, as well as utility bill help. Subject to funding availability. Visit www.unitedlift.org for more details.
	MSWD is ready to help! For payment plans or further assistance, visit www.MSWD.org or email us at customerservice@mswd.org or call 760.329.6448.

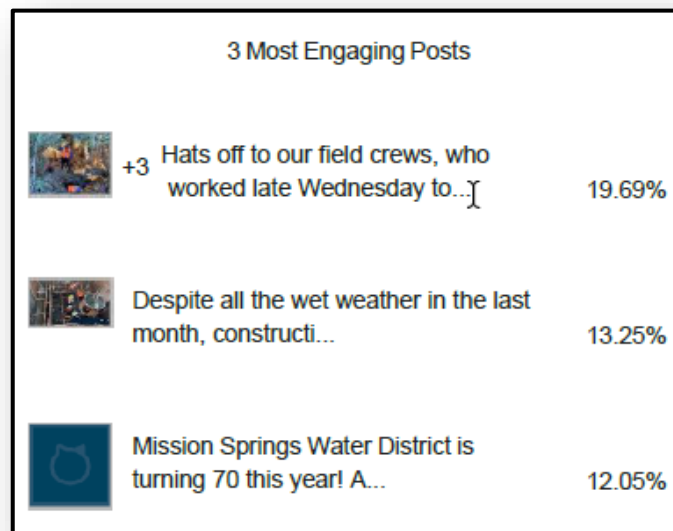
MSWD Digital Advertising

The District featured four Google and Facebook/Instagram ads promoting the 2023 Community Calendar, Free Conservation Kits, and Bill Assistance Options. Our Google campaign was very successful, garnering more than 228,000 impressions and 421 link clicks. Our payment assistance video was viewed 2,707 times and garnered 240 clicks. Our Facebook ads had more than 66,000 impressions and 488 link clicks. A full report is included in Appendix C.



Social Media

A copy of the Jan. 2023 social media report can be found in Appendix C. This report highlights activities and posts on the District's social media platforms. Across all platforms, we saw increased Engagement (170%), Impressions (25%), and Post Link Clicks (123%). Our three most engaging Facebook posts were a Worker Wednesday Post, Regional Plant Update, and News Release on the 70th Anniversary.



CV Water Counts

CVWaterCounts.com had 3,439 visitors during January 2023, with 844 visiting more than once. The top pages viewed were the Academy page, Conservation Tips page, and the Home page, due mainly to the digital ad campaigns, which netted more than 4,600 clicks from Google and Facebook campaigns and had more than 460,000 impressions.

The CV Water Counts Academy starts on February 3, 2023. More than 60 people throughout the Coachella Valley have signed up for the online classes, which will be held weekly for five on Zoom.



Legislative Update

A copy of the January 2023 Federal Legislative Update is included in Appendix A. Following are some of the key highlights:

- On January 3, 2023 Congress officially began the 118th Congress. Senators were sworn in and immediately adjourned for a two-week recess. In the House of Representatives, the swearing-in of Members was delayed for a few days as the first action the House needed to take was to elect a new Speaker. After five days and fifteen votes, Rep. Kevin McCarthy (R-CA) was elected as the new Speaker of the House.
- The White House announced plans to end COVID-19 emergency declarations on May 11, 2023. The emergency declaration was signed by then-President Trump in March 2020 and has been extended in 90-day increments since then.
- The President's annual budget proposal is supposed to be due to Congress on the first Monday in February 2023; however, this is a regularly missed deadline. At the end of January 2023, the Office of Management and Budget (OMB) provided guidance to federal agencies regarding the upcoming release of the President's Fiscal Year (FY) 2024 budget. Typically, there is about a six-week period between when OMB provides this guidance to the agencies and when the official budget document is released, setting up a potential timetable for the FY24 budget proposal to be out in March 2023.

Rebates & Conservation

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

Toilet Rebates

Staff funded two new toilet rebate applications in January 2023 for three toilets, totaling \$300.

Turf Rebates

Staff funded three turf rebate applications in January 2023 totaling \$13,600. In addition, staff received two new applications in January 2023 and have a total of seven pending applications totaling \$92,175.50.

Conservation Kits

Staff received nine requests for kits in January 2023.

Bottled Water Tracking Report

Water Donations for January 2023

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
1/9/2023	City of DHS	Council/Commission Meetings/Walk-in Guest	25
1/12/2023	Caliente Springs Community	Golf Tournament	8
1/24/2023	The Spa Paletteers Art Club	Annual Art Show	2
1/25/2023	Miracle Springs Resort	Health Retreat	6
	Total Cases		41

APPENDIX A – Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

January 31, 2023

118th Congress Begins; McCarthy Elected Speaker of the House

On January 3rd, Congress officially began the 118th Congress. Senators were sworn in and immediately adjourned for a two-week recess. In the House of Representatives, the swearing in of Members was delayed for a few days as the first action the House needed to take was to elect a new Speaker. After five days and fifteen votes, Rep. Kevin McCarthy (R-CA) was elected as the new Speaker of the House.

House Committee Leaders for 118th Congress

The House of Representatives has spent the last few weeks going through organizational activities, including selecting new Chairs and Ranking Members for all Committees. Below is a chart outlining the Chairs and Ranking Members for each Committee for the 118th Congress:

Committee	Chair	Ranking Member
Agriculture	Rep. Glen Thompson (R-PA)	Rep. David Scott (D-GA)
Appropriations	Rep. Kay Granger (R-TX)	Rep. Rosa DeLauro (D-CT)
Armed Services	Rep. Mike Rogers (R-AL)	Rep. Adam Smith (D-WA)
Budget	Rep. Jodrey Arrington (R-MO)	Rep. Brendan Boyle (D-PA)
Education & Workforce	Rep. Virginia Foxx (R-NC)	Rep. Bobby Scott (D-VA)
Energy & Commerce	Rep. Cathy McMorris Rogers (R-WA)	Rep. Frank Pallone (D-NJ)
Ethics	Rep. Michael Guest (R-MS)	Rep. Susan Wild (D-PA)
Financial Services	Rep. Patrick McHenry (R-NC)	Rep. Maxine Waters (D-CA)
Foreign Affairs	Rep. Michael McCaul (R-TX)	Rep. Gregory Meeks (D-NY)
Homeland Security	Rep. Mark Green (R-TN)	Rep. Bennie Thompson (D-MS)
Administration	Rep. Bryan Steil (R-WI)	Rep. Joe Morelle (D-NY)
Judiciary	Rep. Jim Jordan (R-OH)	Rep. Jerry Nadler (D-NY)
Natural Resources	Rep. Bruce Westerman (R-AR)	Rep. Raul Grijalva (D-AZ)
Oversight & Reform	Rep. Jim Comer (R-KY)	Rep. Jamie Raskin (D-MD)
Rules	Rep. Tom Cole (R-OK)	Rep. Jim McGovern (D-MA)
Science, Space, & Technology	Rep. Frank Lucas (R-OK)	Rep. Zoe Lofgren (D-CA)
Small Business	Rep. Roger Williams (R-TX)	Rep. Nydia Valazquez (D-NY)
Transportation & Infrastructure	Rep. Sam Graves (R-MO)	Rep. Rick Larsen (D-WA)

Veterans' Affairs	Rep. Mike Bost (R-IL)	Rep. Mark Takano (D-CA)
Ways & Means	Rep. Jason Smith (R-MO)	Rep. Richard Neal (D-MA)

House Appropriations Subcommittee Chairs for 118th Congress

House Appropriations Committee Chair Kay Granger (R-TX) announced the following House Appropriations Subcommittee Chairs for the 118th Congress:

Subcommittee	Chair
Agriculture	Rep. Andy Harris (R-MD)
Commerce, Justice, and Science	Rep. Hal Rogers (R-KY)
Defense	Rep. Ken Calvert (R-CA)
Energy & Water	Rep. Chuck Fleischmann (R-TN)
Financial Services and General Government	Rep. Steve Womack (R-AR)
Homeland Security	Rep. David Joyce (R-OH)
Interior and Environment	Rep. Mike Simpson (R-ID)
Labor, Health and Human Services, and Education	Rep. Robert Aderholt (R-AL)
Legislative Branch	Rep. Mark Amodei (R-NV)
Military Construction and Veterans' Administration	Rep. John Carter (R-TX)
State and Foreign Operations	Rep. Mario Diaz-Balart (R-FL)
Transportation, Housing, and Urban Development	Rep. Tom Cole (R-OK)

Senate Committee Leaders for 118th Congress

Senate Majority Leader Chuck Schumer (D-NY) announced the following Senate Committee Chairs for the 118th Congress:

Committee	Chair
Agriculture	Sen. Debbie Stabenow (D-MI)
Appropriations	Sen. Patty Murray (D-WA)
Armed Services	Sen. Jack Reed (D-RI)
Banking, Housing, and Urban Affairs	Sen. Sherrod Brown (D-OH)
Budget	Sen. Sheldon Whitehouse (D-RI)
Commerce, Science, and Transportation	Sen. Maria Cantwell (D-WA)
Energy and Natural Resources	Sen. Joe Manchin (D-WV)
Environment & Public Works	Sen. Tom Carper (D-DE)
Finance	Sen. Ron Wyden (D-OR)
Foreign Relations	Sen. Bob Menendez (D-NJ)
Health, Education, Labor, and Pensions	Sen. Bernie Sanders (I-VT)
Homeland Security	Sen. Gary Peters (D-MI)
Judiciary	Sen. Dick Durbin (D-IL)
Rules	Sen. Amy Klobuchar (D-WI)
Small Business	Sen. Ben Cardin (D-MD)
Veterans' Affairs	Sen. Jon Tester (D-MT)

Capitol Complex Open to the Public

The House and Senate office buildings are fully reopened to the public, and Congressional staff is no longer required to escort guests to meetings. Operating hours for all buildings on Capitol Hill can be found [HERE](#).

President Biden to Deliver State of the Union on February 7th

During the first three months of the new year, the Speaker of the House invites the President to Congress to provide a State of the Union speech. Speaker Kevin McCarthy has formally invited President Biden to give the State of the Union address to a joint session of Congress on Tuesday, February 7th, at 9:00 pm ET.

White House to End COVID-19 Emergency Declarations in May

The White House announced plans to end COVID-19 emergency declarations on May 11th. The emergency declaration was signed by then-President Trump in March 2020 and has been extended in 90-day increments since then.

President Biden FY24 Budget Proposal Delayed

The President's annual budget proposal is supposed to be due to Congress on the first Monday in February; however, this is a regularly missed deadline. At the end of January, OMB provided guidance to the federal agencies regarding the upcoming release of the President's Fiscal Year (FY) 2024 budget. Typically, there is about a six-week period between when OMB provides this guidance to the agencies and when the official budget document is released, setting up a potential timetable for the FY24 budget proposal to be out in March.

Treasury Outlines “Extraordinary Measures” to Prevent Debt Default

Department of Treasury (Treasury) Secretary Janet Yellen announced implementation of “extraordinary measures” to prevent the United States from exceeding the current debt ceiling. Congress must raise the debt ceiling to prevent the United States from defaulting on debt payments. Secretary Yellen sent a letter to Congressional leadership outlining steps Treasury will take to push the potential for default to June and urging action to “protect the full faith and credit of the United States.” The letter can be found [HERE](#).

Final WOTUS Rule Officially Released

At the end of December, the Environmental Protection Agency and the Corps announced the pre-publication notice for the final Waters of the United States (WOTUS) rule. The WOTUS rule defines the scope of federal jurisdiction over waters and wetlands under the jurisdiction of the Clean Water Act. On January 18th, the rule was officially published in the Federal Register. This action means that the rule now has an effective date of March 20th. A link to the Federal Register posting can be found [HERE](#).

Congressional Letters

California Members Call for Public Hearings on Delta Tunnel Report. California Democratic Representatives Josh Harder, Mike Thompson, Mark DeSaulnier, and John Garamendi sent a letter to Army Corps of Engineers (Corps) Lieutenant General Scott Spellman calling for a reversal of the decision not to hold public hearings on the proposed Delta Tunnel project and extend the public comment period by an additional 60 days. The current Environmental Impact Statement for the project is open for public comment until February 14th. The letter can be found [HERE](#).

House Republicans Urge EPA and Corps to Rescind New WOTUS Rule. 196 Republicans Members of House sent a letter to the Environmental Protection Agency (EPA) and the Army Corps of Engineers (Corps) urging them to rescind the new Waters of the United States (WOTUS) rule and postpone any subsequent agency action on WOTUS to allow the Supreme Court to issue an opinion on *Sackett v. EPA*. The Supreme Court took up *Sackett v. EPA* in the 2022 term, and the final opinion will determine whether the U.S. Court of Appeals for the 9th Circuit set forth the proper test for determining whether wetlands are Waters of the United States under the Clean Water Act. The letter can be found [HERE](#).

Federal Funding Opportunities/Announcements

EPA Announces Availability of \$100 Million in IRA EJ Grants. The Environmental Protection Agency (EPA) announced the availability of \$100 million in environmental justice (EJ) grants through two programs:

- **Environmental Justice Collaborative Problem-Solving (EJCPS) Cooperative Agreement Program.** This program will provide an estimated \$30 million in funding directly to community-based nonprofit organizations and their partners, with \$5 million reserved for small community-based nonprofit organizations with five or fewer full-time employees. EPA anticipates funding 50 awards of \$500,000 and 30 awards of \$150,000. More information on the program can be found [HERE](#).
- **Environmental Justice Government-to-Government (EJG2G) Program.** This program will provide \$70 million in funding for environmental or public health impacts in communities disproportionately burdened by environmental harms. \$20 million of the total funding for this program will be for local governments. EPA anticipates funding 70 projects of up to \$1 million each for a three-year project. More information on the program can be found [HERE](#).

EPA Announces Availability of \$50 Million in BIL Funding for Carbon Sequestration and Groundwater Protection. EPA announced the availability of \$50 million in BIL grant funding to help states, tribes, and territories develop and implement Underground Injection Control Class VI programs. Under the Safe Drinking Water Act, Class VI programs ensure that groundwater resources are protected while supporting geologic sequestration of carbon

dioxide to reduce greenhouse gas emissions. Letters of Intent for the program are due by March 20th and more information can be found [HERE](#).

Reclamation Announces \$7 Million in BIL Funding for WaterSMART Program. The Bureau of Reclamation (Reclamation) awarded \$7 million in BIL funding to 82 small-scale water efficiency projects. These grants will support local community projects, including measuring water flow, automating water delivery, or lining canals. A list of awards can be found [HERE](#).

Reclamation Announces \$80 Million in BIL Funding for Environmental Water Resources Program. Reclamation announced the availability of \$80 million for the Environmental Water Resources Program for projects that address water conservation, water management and restoration projects that will result in significant benefits to ecosystem or watershed health. Funding is available for up to \$3 million per project and applicants must complete the project within three years. The total project cost is capped at \$6 million, and the projects must be part of a collaborative process to increase water resource reliability. Applications are due March by 23rd and more information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

White House Releases Unified Regulatory Agenda. The White House released the latest Unified Regulatory Agenda that outlines regulatory actions federal agencies are considering in the next six months. The Unified Regulatory Agenda which is released twice a year and can be found [HERE](#).

White House Releases Strategy to Develop Statistics for Environmental-Economic Decisions. The White House released a 15-year strategy titled the “National Strategy to Develop Statistics for Environmental-Economic Decisions.” The plan will assess the value of natural assets like air and water alongside economic statistics like gross domestic product. The strategy document can be found [HERE](#).

CEQ Announces New Director for Drought and Western Resilience. The Council on Environmental Quality (CEQ) announced that Kristen Averyt will serve as the new Director for Drought and Western Resilience. Previously, Averyt served as Senior Climate Advisor for the State of Nevada.

CEQ Publishes Guidance on GHG Consideration and Climate Change. CEQ published interim guidance to assist agencies in analyzing greenhouse gas and climate change effects of their proposed actions under the National Environmental Policy Act. Comments are due by March 10th and more information can be found [HERE](#).

EPA Announces Next TSCA Test Order for PFAS. EPA issued the next Toxic Substances Control Act (TSCA) test order requiring testing on per- and polyfluoroalkyl substances (PFAS) under EPA’s the National PFAS Testing Strategy. The test is part of EPA’s PFAS

Strategic Roadmap to confront contamination from PFAS chemicals. More information can be found [HERE](#).

EPA Releases New PFAS Analytic Tool. EPA released a new interactive PFAS Analytic Tool that provides information about PFAS across the country. The PFAS Analytic Tools bring together multiple sources of information in one spot with mapping, charting, and filtering functions, allowing the public to see where testing has been done and what level of detections were measured. The webpage can be found [HERE](#).

EPA Announces New Senior Advisor for Diversity, Equity, Inclusion, and Accessibility. EPA announced that Christopher Carr will serve as the agency's first Senior Advisor for Diversity, Equity, Inclusion, and Accessibility. Carr was most recently the Chief Diversity Officer at the College of Engineering and Computing at George Mason University.

EPA Announces Appointments to LGAC. EPA announced that fifteen new members will join seven returning members on the Local Government Advisory Committee (LGAC). LGAC provides independent policy advice to the EPA Administrator on a broad range of issues affecting local governments. The list of appointees can be found [HERE](#).

EPA Releases Updated Legal Guidance on Cumulative Impacts to Address EJ. EPA released an updated guidance document titled "Cumulative Impacts Addendum to EPA Legal Tools to Advance Environmental Justice (EJ Legal Tools)." The guidance is a collection of legal authorities to identify and address cumulative impacts through a range of actions, including permitting, regulations, and grants to advance EJ priorities. More information can be found [HERE](#).

EPA Proposes Adding EJ, Climate Change, and PFAS to National Enforcement and Compliance Initiatives. EPA announced it is seeking public comment on its proposal to address environmental justice, climate change, and PFAS contamination in its National Enforcement and Compliance Initiatives (NECIs). EPA proposes to continue four of the six current national initiatives during the FY 2024-2027 cycle and return two of the current national initiatives to the core enforcement and compliance program. In addition, EPA proposes to address environmental justice concerns in all NECIs, and to add two new NECIs on mitigating climate change and addressing PFAS pollution for the FY 2024-2027 cycle. Comments are due by March 13th and more information can be found [HERE](#).

EPA Announces Plans for Wastewater Regulations and Studies. EPA released Effluent Guidelines Program Plan 15 (Plan 15), which focuses on evaluating the extent and nature of both nutrient and PFAS discharges. Plan fifteen announces EPA's determination that revised effluent limitations guidelines and pretreatment standards are warranted for reducing PFAS in leachate discharges from landfills. EPA also announced an expansion of the ongoing study of PFAS discharges by textile manufacturers, a new study of publicly owned treatment works influents, and a new study on concentrated animal feeding operations. Plan 15 can be found [HERE](#).

IRS Provides Information on EVs Eligible for Tax Credit. The IRS released the following information related to new, previously owned, and qualified commercial electric vehicle (EV) credits:

- [Fact Sheet](#)
- [Clean Vehicle Credit Seller or Dealer Requirements](#)
- [Used Clean Vehicle Credit](#)
- [Manufacturers and Models for New Qualified Clean Motor Vehicles Purchased in 2022 and Before](#)

##



APPENDIX B – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13
July	4	18	8	7	9	51	2	1	139	2	0
Aug.	26	20	4	1	8	53	2	4	214	4	0
Sep.	20	20	5	2	12	8	11	2	90	2	1
Oct.	13	36	9	4	8	12	4	21	65	8	2
Nov.	8	29	50	10	9	7	7	1	52	18	7
Dec.	8	12	9	3	3	64	1	0	86	22	11
Jan.	35	14	21	7	1	16	8	3	27	3	11
Feb.		7	23	5	1	42	0	3	5	46	6
Mar.		17	48	1	0	23	5	0	31	16	2
Apr.		7	18	3	3	15	30	0	8	95	14
May		16	17	11	3	20	45	7	13	98	3
June		2	21	7	3	6	70	4	4	72	2
Annual Total	114	198	233	61	60	317	185	46	734	386	59

Connections to Sewer Collection System:

As of June 30, 2022 8665

Plus YTD 114

Total Sewer Connections = 8779

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
Aug.	2.007484	2.156507	0.043378	0.051750
Sep.	2.085598	2.243680	0.042339	0.047130
Oct.	1.980283	2.266199	0.045616	0.052230
Nov.	1.966075	2.124845	0.045861	0.050330
Dec.	1.963779	2.145901	0.041817	0.050300
Jan.	1.954007	2.142796	0.043181	0.048220
Feb.				
Mar.				
Apr.				
May				
June				

WASTEWATER FLOW MGD				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.	2.081568	2.223453	0.046618	0.051660
Nov.	2.084749	2.213652	0.048180	0.053880
Dec.	2.024843	2.311905	0.051887	0.068500
Jan.	1.984410	2.131439	0.048326	0.054720
Feb.	2.009623	2.139096	0.045334	0.052130
Mar.	2.028970	2.171029	0.045059	0.055840
Apr.	1.980131	2.131250	0.041919	0.046130
May	1.975843	2.097045	0.039858	0.047940
June	1.966058	2.095268	0.037201	0.047720

WATER REPORT

WATER CONNECTION SUMMARY														
	2022/23	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
July	6	18	7	4	5	7	2	0	0	1	0	0	0	1
August	28	19	6	10	5	3	2	2	0	1	0	0	2	1
September	22	23	18	2	14	4	13	3	0	2	2	0	0	1
October	16	33	13	3	21	8	3	20	0	5	1	1	4	2
November	10	27	10	16	4	0	7	3	0	1	0	1	1	5
December	9	9	2	17	3	3	2	0	0	2	0	0	0	0
January	26	14	15	6	3	20	1	1	2	2	0	0	1	1
February		8	13	8	5	11	1	0	1	0	1	0	0	1
March		19	16	2	3	6	5	0	12	0	0	4	5	0
April		6	11	1	3	7	11	2	7	0	1	4	1	12
May		19	15	12	5	11	9	8	2	0	1	2	0	0
June		1	24	11	2	8	2	10	1	0	0	0	1	1
Annual Total	117	196	150	92	73	88	58	49	25	14	6	12	15	25
Avg./ Mo.	9.75	16.33	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08

Connections to Water System:

As of June 30, 2022 13,337
 Plus YTD 117
Total Water Connections = 13,454

WATER PRODUCTION														
	FY 2022/23	Variance from prior year		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	FY 2012/13	FY 2011/12
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	751.79	-44.78	-5.6%	796.57	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49
August	850.19	10.26	1.2%	839.93	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02
September	716.03	-22.62	-3.1%	738.65	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46
October	691.98	26.80	4.0%	665.18	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71
November	599.39	-80.46	-11.8%	679.85	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77
December	554.27	-11.21	-2.0%	565.48	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27
January	530.39	-49.89	-8.6%	580.28	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19
February		0.00	0.0%	527.34	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24
March		0.00	0.0%	621.44	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70
April		0.00	0.0%	624.07	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93
May		0.00	0.0%	745.36	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12
June		0.00	0.0%	730.02	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00
TOTAL		-171.90	-3.5%	8094.17	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

APPENDIX C – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

January, 2023

by Hunter | Johnsen

Google Ads Campaigns

 DISPLAY AD IMPRESSIONS
CV WATER COUNTS

374,397

 SEARCH AD IMPRESSIONS
CV WATER COUNTS

1,715

 VIDEO IMPRESSIONS
CV WATER COUNTS

92,114

 CLICKS
CV WATER COUNTS

4,010

 CTR
CV WATER COUNTS

0.86%

 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Academy Jan 2023	2,245	197,567
CVWC Academy	2,245	197,567
CV Water Counts Jan 2023	714	116,348
Drip Irrigation	714	116,348
CV Water Counts Jan 2023 SPANISH	632	60,482
Drip Irrigation (Spanish)	632	60,482
	3,591	374,397



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	92,114	36,710	19,401	165
CVWC Water Saving Tips YouTube Spanish Jan 2023	43,450	21,119	14,284	53
CVWC Water Saving Tips English YouTube Jan 2023	48,664	15,591	5,117	112
	92,114	36,710	19,401	165



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	254	1,715
	254	1,715


KEYWORDS PERFORMANCE

CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	188	1,371	13.71%
water rebate program	45	178	25.28%
water rebates	41	224	18.3%
grass removal rebate	35	140	25%
water agency	19	260	7.31%
water service	16	365	4.38%
washing machine rebate	10	38	26.32%
toilet rebate	10	49	20.41%
water company	7	83	8.43%
ways to conserve water	3	29	10.34%
water agency map	2	5	40%
	191	1,421	13.44%

Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p>Conservation Tips cvwatercounts.com Install a drip irrigation system and a smart controller, and save, on average, of 15 gallons each time you water.</p> <p>Learn more by clicking below.</p>	652	86,389	22,129	3.9	671
	652	86,389	22,129	3.9	671

Website Information

📊 PAGEVIEWS

CV WATER - CV WATER COUNTS - CV WATER ...

6,499

📊 NEW VISITOR

CV WATER - CV WATER COUNTS - CV WATER ...

3,439

📊 RETURNING USERS

CV WATER - CV WATER COUNTS - CV WATER ...

844

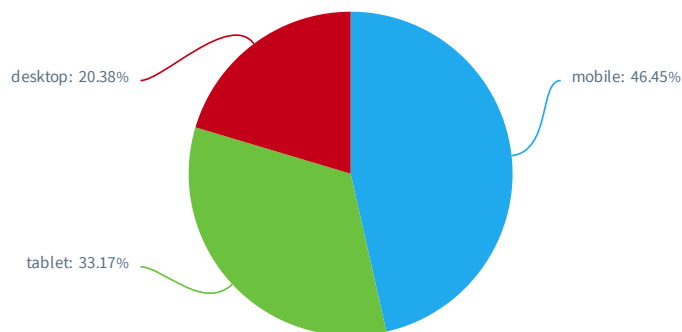
📊 PAGEVIEWS

CV WATER - CV WATER COUNTS - CV WATER COUNTS

Page Title	Pageviews
Water Counts Academy 2023 is Coming! Apply by January 31 - CV Water Counts	2,440
Conservation Tips - CV Water Counts	2,314
CV Water Counts Water Counts Academy - CV Water Counts	309
CV Water Counts	300
Rebates - CV Water Counts	241
Coachella Valley Water Conservation Water Rebate Map - CV Water Counts	204
Learn - CV Water Counts	42
About - CV Water Counts	35
Coachella Valley December 2022 Drought Update - CV Water Counts	34
Water Counts Academy Roster and Previous Graduates - CV Water Counts	31
	6,499

📊 SESSIONS / DEVICE CATEGORY

CV WATER - CV WATER COUNTS - CV WATER COUNTS



📊 PAGES / SESSION

CV WATER - CV WATER COUNTS - CV WATER ...

1.28

📊 AVG. SESSION DURATION

CV WATER - CV WATER COUNTS - CV WATER ...

45s

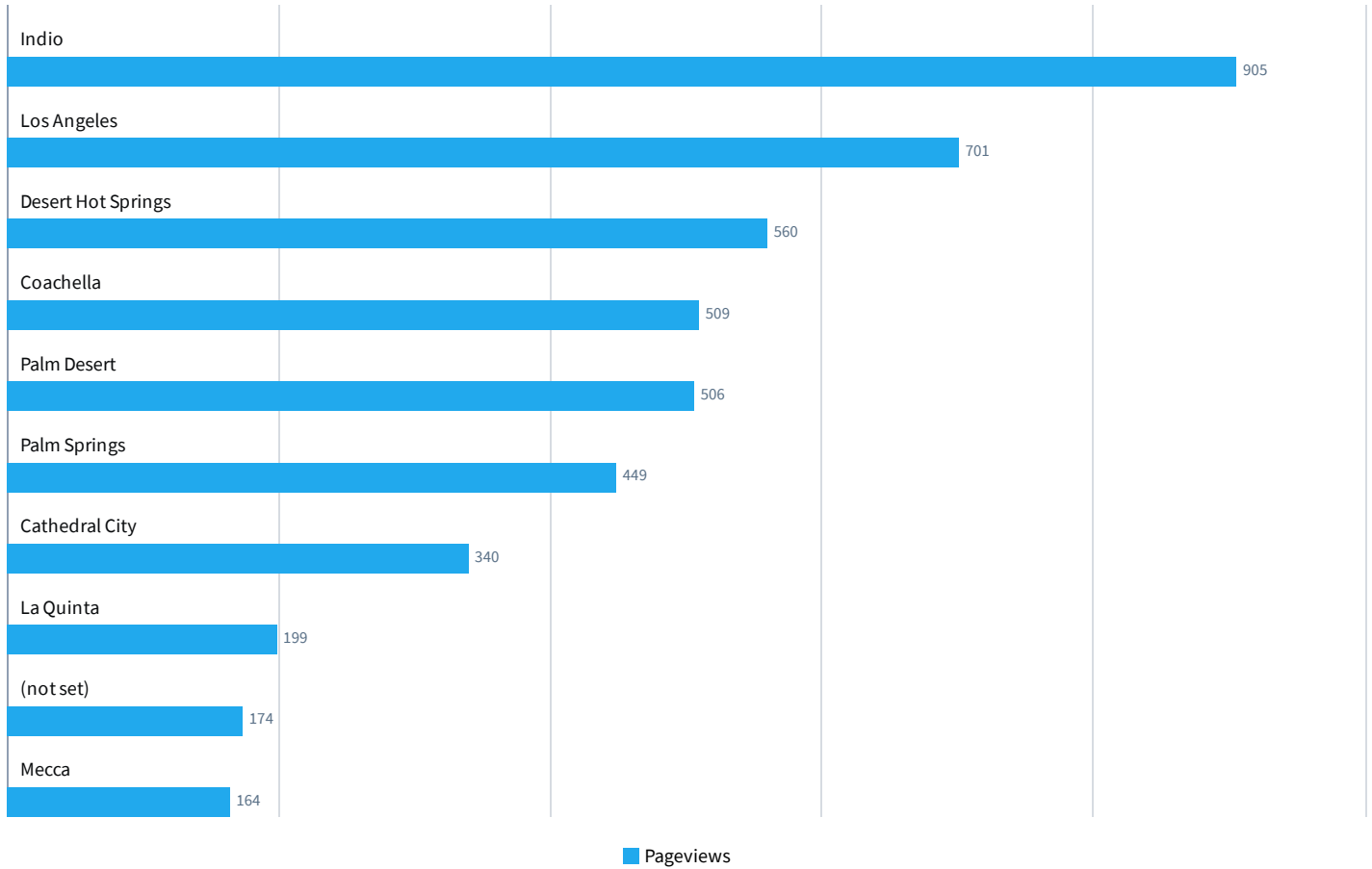
📊 BOUNCE RATE

CV WATER - CV WATER COUNTS - CV WATER ...

83.43%

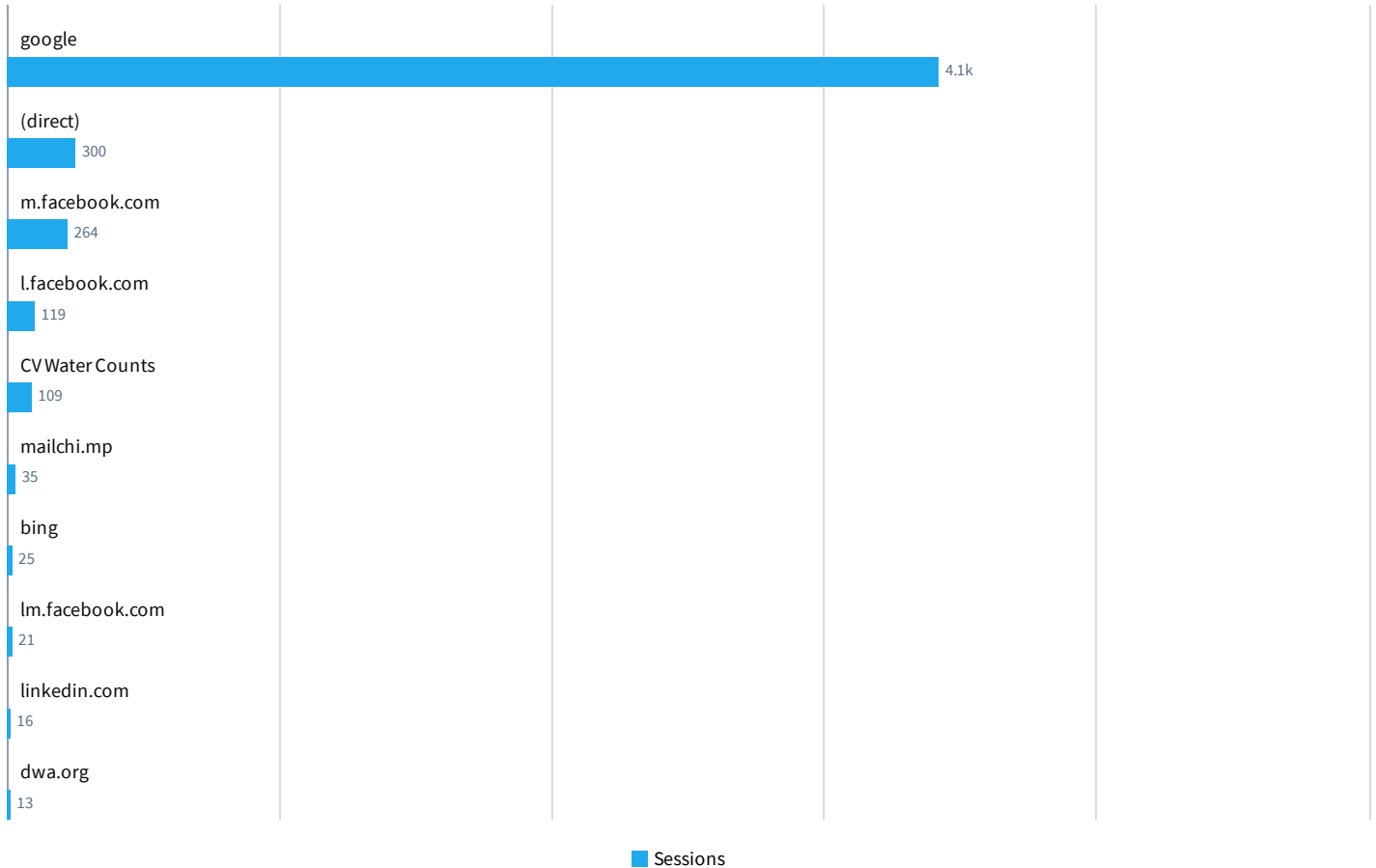
PAGEVIEWS BY CITY

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
January 2023	5,074	3,683	6,499	1.28	45s	83.43%	67.76%
December 2022	3,426	2,450	4,498	1.31	47s	83.71%	65.21%
November 2022	3,280	2,204	4,220	1.29	46s	84.24%	59.91%
October 2022	3,879	2,601	5,210	1.34	51s	81.75%	60.58%
September 2022	3,589	2,482	4,931	1.37	46s	83.03%	64.11%
August 2022	3,752	2,617	4,926	1.31	48s	83.96%	64.37%
July 2022	4,831	3,293	6,855	1.42	53s	80.23%	65.16%
June 2022	2,927	2,203	3,959	1.35	50s	83.64%	71.47%
May 2022	3,491	2,715	5,002	1.43	46s	71.7%	68.81%
April 2022	3,383	2,545	5,096	1.51	36s	63.38%	71.5%
March 2022	2,476	1,859	3,453	1.39	42s	83.04%	69.55%
February 2022	2,654	1,912	3,625	1.37	44s	81.2%	67.48%
January 2022	8,388	6,410	10,465	1.25	43s	86.27%	74.61%
Total	51,150	34,749	68,739	1.34	46s	81.3%	67.52%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	2,353	0	0%	6.98
water pledge	734	0	0%	7.22
desert golf courses water	615	0	0%	10.23
cleveland sage	473	0	0%	2.46
cv water	363	3	0.83%	6.19
coachella valley water district	351	0	0%	7.66
myoma water	286	1	0.35%	3.16
lantana ground cover	264	4	1.52%	4.76
hesperaloe parviflora	178	0	0%	15.19
acacia redolens	153	0	0%	21.12
	5,770	8	0.14%	8.5

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	3,099	5	0.16%	8.21
https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf	1,476	13	0.88%	22.02
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/	1,355	13	0.96%	22.99
https://cvwatercounts.com/save-water-pledge/	1,320	1	0.08%	5.32
https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/	804	3	0.37%	7.79
https://cvwatercounts.com/plant-of-the-month-prickly-pear-cactus-opuntia/	750	2	0.27%	20.64
https://cvwatercounts.com/plant-of-the-month-desert-carpet-acacia-redolens/	696	9	1.29%	11.63
https://cvwatercounts.com/	660	17	2.58%	8.21
https://cvwatercounts.com/agency-spotlight-myoma-dunes-water-company-2/	645	4	0.62%	7.63
https://cvwatercounts.com/agency-spotlight-coachella-valley-water-district/	631	0	0%	12.53
	11,436	67	0.59%	12.7

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

87,136

f REACH
CV WATER COUNTS

23,021

f NEW PAGE LIKES
CV WATER COUNTS

2

f ENGAGED USERS
CV WATER COUNTS

740

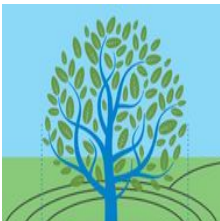



f PAGE VIEWS
CV WATER COUNTS








221







f LIFETIME PAGE LIKES
CV WATER COUNTS

4,020

f POSTS
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>With watering restricti...</p>	January 30, 2023	27	4	15%	4	0
 <p>IWA's service area cove...</p>	January 27, 2023	23	2	9%	2	0
 <p>Water your yard durin...</p>	January 25, 2023	35	4	11%	4	0
 <p>Apply by January 31 CV Water Counts is wit...</p>	January 24, 2023	393	27	7%	5	0
		1,244	89	7%	66	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Healthy soils cycle nut...</p>	January 22, 2023	32	5	16%	5	0
 <p>Water Counts Academy APPLY</p>	January 20, 2023	75	4	5%	4	0
 <p>The American Express ...</p>	January 19, 2023	47	2	4%	2	0
 <p>Store a water pitcher i...</p>	January 18, 2023	40	3	8%	3	0
	January 16, 2023	45	5	11%	5	0
 <p>This multiple-branchin...</p>	January 14, 2023	56	4	7%	4	0
	January 11, 2023	31	2	6%	2	0
		1,244	89	7%	66	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
<p>Spreading a layer of or...</p>  <p>Today is National Hous...</p>	January 10, 2023	49	4	8%	3	0
 <p>Thank you for your ser...</p>	January 10, 2023	69	4	6%	4	0
 <p>Recent rain and snows...</p>	January 9, 2023	19	2	11%	2	0
 <p>The Palm Springs Inter...</p>	January 6, 2023	90	4	4%	4	0
 <p>We're in a drought. We ...</p>	January 5, 2023	30	2	7%	2	0
 <p>Consider making one ...</p>	January 2, 2023	42	3	7%	3	0
		1,244	89	7%	66	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
	January 2, 2023	62	2	3%	2	0
	January 2, 2023	1	2	200%	2	0
CV Water Counts upda...						
	January 1, 2023	78	4	5%	4	0
Happy New Year!						
		1,244	89	7%	66	0

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

322

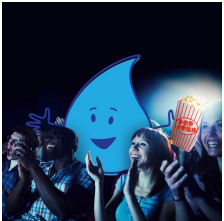


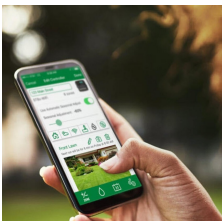

 **LIKES**
CV WATER COUNTS


8

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

232

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>The Palm Springs Inter...</p>	43	2	34	0	0
 <p>The American Express ...</p>	35	3	31	0	0
 <p>Consider making one ...</p>	16	1	12	0	0
 <p>We're in a drought. We ...</p>	15	1	10	0	0
 <p>Only one week left to a...</p>	14	1	12	0	0
	132	9	105	0	0

Media	Impr.	Engagement	Reach	Saved	Video views
 Happy New Year!	9	1	6	0	0
	132	9	105	0	0

Twitter Information

Jan 2023 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 43 impressions

Today is National Houseplant Appreciation Day! If you're planning to add to your collection, check out our recent newsletter here: cvwatercounts.com/a-brief-guide-...
pic.twitter.com/VMWQMiUY1d



♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

No new followers in January

Grow your audience and deliver your content to more people on Twitter.



[Learn more about increasing your followers](#)

Top media Tweet earned 31 impressions

Spreading a layer of organic mulch around plants helps them to retain moisture – saving water, time, and money. For more water-saving tips, visit CVWaterCounts.com/conservation-t-...

#WaterWiseWednesday
pic.twitter.com/DWW27Wdq3p



♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

JAN 2023 SUMMARY

Tweets	Tweet impressions
10	411
Profile visits	New followers
25	-2

E-Blast Information

CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Send Time	Emails Sent	Total Opens	Open Rate	Industry Open Rate	Total Clicks	Click Rate	Industry Click Rate	Hard Bounces	Unsubscribe Count
CV Water Counts Academy 2023	Tuesday, January 10, 2023 6:30 PM	561	604	58.47%	16.62%	45	3.39%	0.82%	0	2
CV Water Counts January 2023	Wednesday, January 4, 2023 6:00 PM	558	564	55.2%	16.62%	69	7.17%	0.82%	2	1
		1,119	1,168	56.84%	16.62%	114	5.27%	0.82%	2	3



MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance


January, 2023

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

Includes ad campaign information for all campaigns, excluding anniversary event

 **IMPRESSIONS**
MSWD

228,925

 **CLICKS**
MSWD


421

 **CTR**
MSWD

0.18%

 **GOOGLE ADS CAMPAIGN PERFORMANCE**
MSWD

Ad group	Impr.	Clicks	CTR
MSWD Bill Assistance Video Jan 2023	17,520	240	1.37%
MSWD Conservation Kits	93,586	81	0.09%
MSWD Calendar Pickup	53,449	48	0.09%
MSWD Bill Assistance (Woman)	30,187	27	0.09%
MSWD Bill Assistance (Man)	34,183	25	0.07%
	228,925	421	0.18%

 **VIDEO PERFORMANCE**
MSWD

Video	Video views	View rate	Clicks	Video played to 100%	Video played to 50%
MSWD Bill Assistance Programs	2,707	15.45%	240	13.02%	21.17%
	2,707	15.45%	240	13.02%	21.17%

GET YOUR **FREE** CONSERVATION KIT



CLICK HERE



BILL ASSISTANCE AVAILABLE!

READ MORE

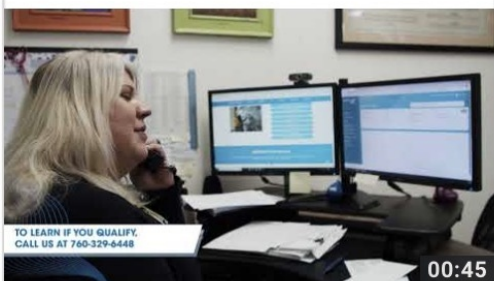


BILL PAY ASSISTANCE AVAILABLE




START 2023 OFF RIGHT!

Pick up your **FREE MSWD** calendar



TO LEARN IF YOU QUALIFY, CALL US AT 760-329-6448

00:45



There are various resources that may be able to help you pay your water & utility bills

Click to learn more about resources available to assist with payment.

Ad Mission Springs Water District

LEARN MORE

Facebook Ad Campaigns

Includes ad campaign information for all campaigns, excluding anniversary event

FACEBOOK AD GROUP PERFORMANCE

MSWD

Ad	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
Conservation Kits Jan 2023	Conservation Kits Jan 2023	210	29,927	6,946	4.31	0
MSWD Calendar Pickup - Jan 2023	MSWD Calendar Pickup - Jan 2023	170	19,398	3,620	5.36	0
MSWD Bill Assistance Video - Jan 2023	MSWD Bill Assistance Video - Jan 2023	108	17,298	3,496	4.95	0
		488	66,623	9,206	7.24	0

Mission Springs Water District Sponsored

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



BILL ASSISTANCE PROGRAMS

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

Like Comment Share

Mission Springs Water District
 December 8 at 2:27 PM

The 2023 MSWD Conservation and Groundwater Protection Calendar is here!

Last fall, MSWD invited local school-aged children to participate in our Calendar Drawing Contest and the results are amazing! You can download a copy at the link or pick-up at the following locations:

- Mission Springs Water District – 66575 Second St.
- Desert Hot Springs City Hall - 65950 Pierson Blvd.
- Desert Hot Springs Library - 14380 Palm Dr.
- Desert Hot Springs Recreation Center - 11750 Cholla Dr.
- Desert Hot Springs Senior Center - 11777 West Dr.
- Farmer in the Dale Produce Market - 66425 Pierson Blvd.
- Mas More Better Skate Shop – 66038 Pierson Blvd

Supplies of the printed calendars are limited. Get your calendar today!




START 2023 OFF RIGHT!
Pick up your FREE MSWD calendar

MSWD.ORG
2023 Conservation and Groundwater Protection Calendar [Learn more](#)
 MSWD Conservation and Groundwater Protection Calendar Last fall, MS...

Mission Springs Water District Sponsored

At Mission Springs Water District, Value is Our Mission. Click to learn more about how your household can receive a free conservation kit to help save water and lower your water bill.




Conservation Kit
Get your free kit today!
[Click Here!](#)

mswd.org
Free Conservation Kits Available [Learn more](#)

Like Comment Share

70th Anniversary Event Google Campaigns

 IMPRESSIONS
MSWD

153,253

 CLICKS
MSWD

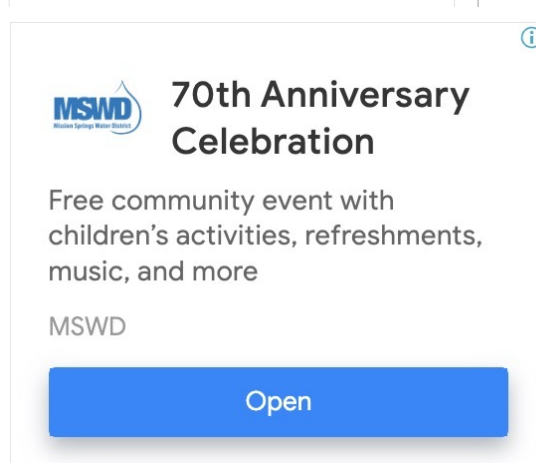
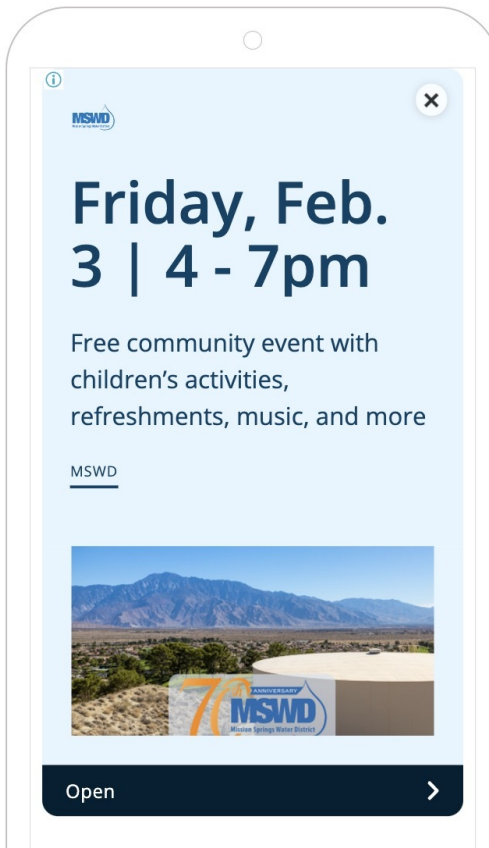
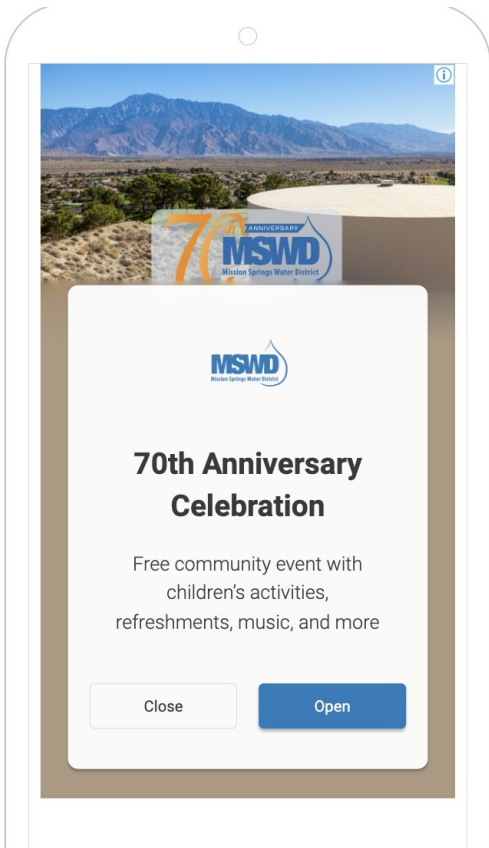
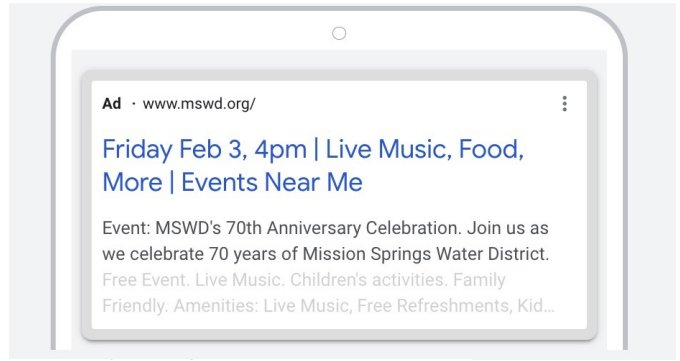
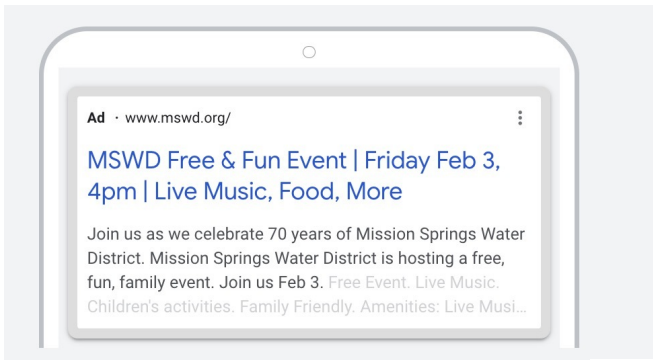
323

 CTR
MSWD

0.21%

 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Ad group	Impr.	Clicks	CTR
MSWD 70th Anniversary Event	151,700	234	0.15%
MSWD Anniversary Event - Search	1,553	89	5.73%
	153,253	323	0.21%



70th Anniversary Event Facebook Campaigns

FACEBOOK AD GROUP PERFORMANCE

MSWD

Ad	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes	Event Responses
MSWD 70th Anniversary Event	MSWD 70th Anniversary Event	135	28,642	5,354	5.35	0	62
		135	28,642	5,354	5.35	0	62



Website Information

📊 PAGEVIEWS

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

24,108

📊 NEW VISITOR

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

5,311

📊 USERS

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

1,952

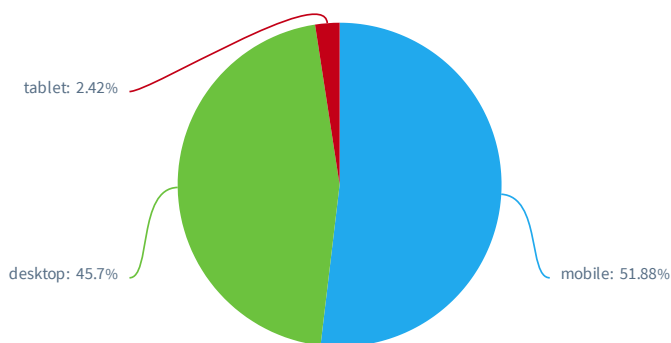
📊 PAGEVIEWS

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

Page Title	Pageviews
New Customer Portal Mission Springs Water District CA	7,830
Mission Springs Water District Home Page Mission Springs Water District CA	6,215
Bill Pay Options Mission Springs Water District CA	1,093
Job Opportunities Mission Springs Water District CA	970
Event: MSWD's 70th Anniversary Celebration Mission Springs Water District CA	576
Careers Mission Springs Water District CA	501
Search Mission Springs Water District CA	402
Bill Assistance and Resources Mission Springs Water District CA	340
Upcoming Meetings Mission Springs Water District CA	338
FREE Conservation Kit Mission Springs Water District CA	294
	24,108

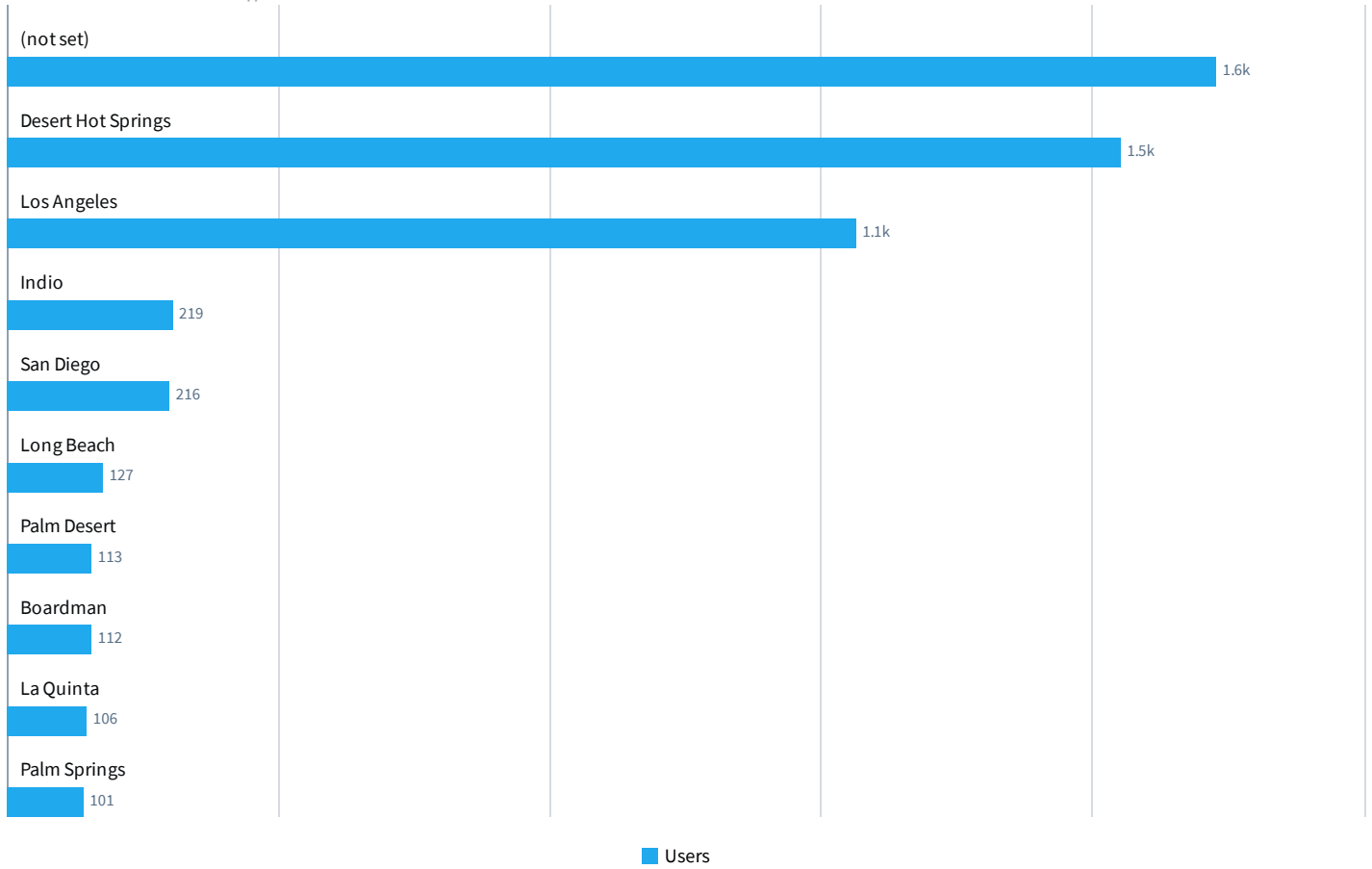
📊 SESSIONS / DEVICE CATEGORY

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



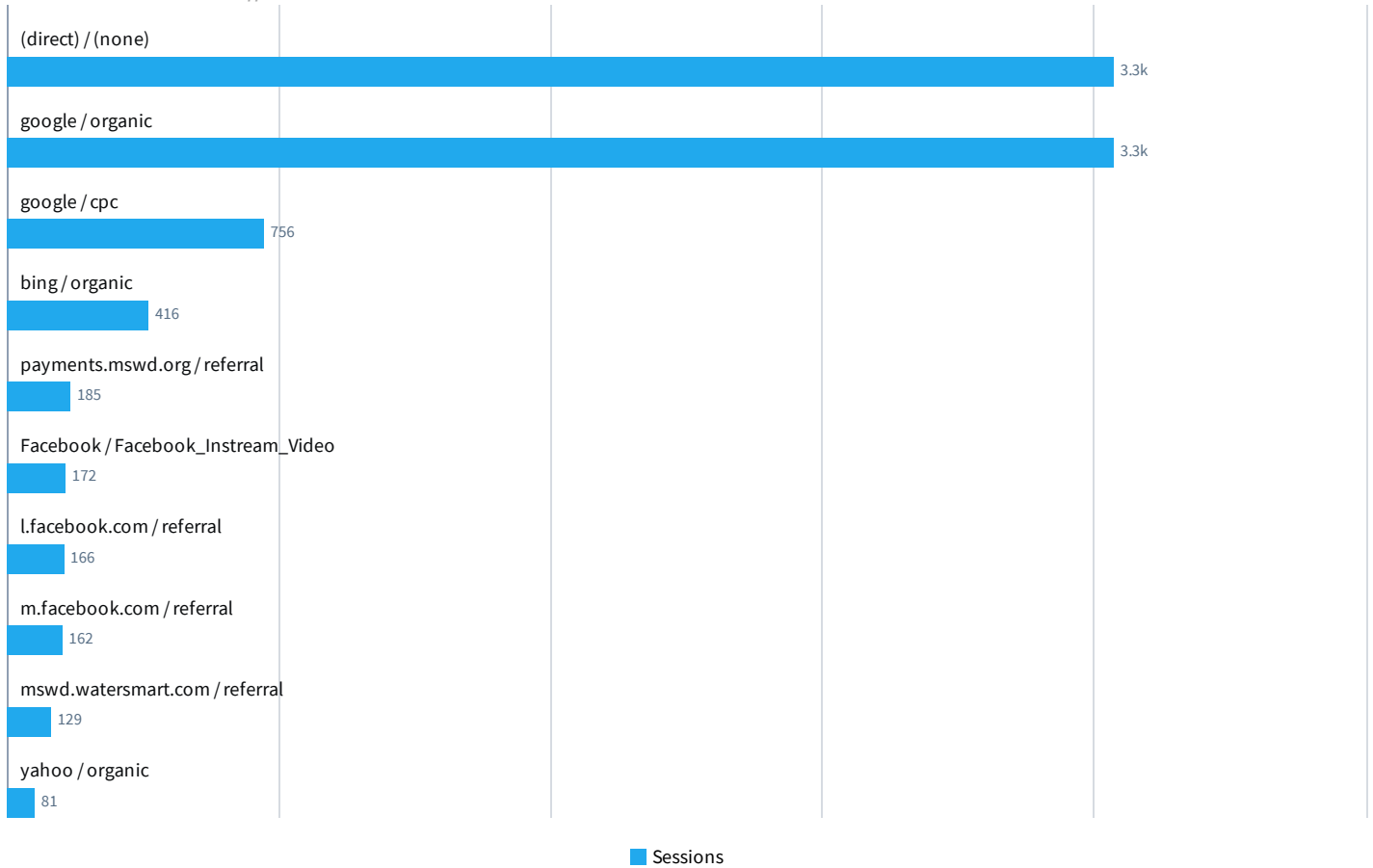
USERS BY CITY

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.O...

1m 43s

PAGES / SESSION

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

2.71

BOUNCE RATE

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

34.96%



January 2023 Social Media Analytics

Cross-Network Engagement

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

Engagement Metrics	Totals	% Change
Total Engagements	4,867	↗ 170.4%
Twitter Engagements	20	↗ 300%
Facebook Engagements	4,703	↗ 185.2%
Instagram Engagements	99	↗ 3.1%
LinkedIn Engagements	45	↘ 10%

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

99,059 ↗25.6%

Engagements

4,867 ↗170.4%

Post Link Clicks

669 ↗123.7%

Cross-Network Audience Growth


See how your audience grew during the reporting period.


Audience Metrics	Totals	% Change
Total Audience	1,716	↗1.1%
Total Net Audience Growth	16	↘69.8%
Twitter Net Follower Growth	1	↘50%
Facebook Net Page Likes	5	↘88.4%
Instagram Net Follower Growth	7	↗40%
LinkedIn Net Follower Growth	3	→0%


Facebook Account Overview (January 1 - 31, 2023)

<p>Posts Published</p> <p>18</p> <p>-2 -10.0%</p>	<p>Total Likes</p> <p>1,207</p> <p>+4 0.3%</p>	<p>New Likes</p> <p>5</p> <p>-42 -89.4%</p>	<p>Unlikes</p> <p>0</p> <p>-3 -100.0%</p>	<p>Engaged People</p> <p>4,143</p> <p>+2,979 255.9%</p>
<p>Total Reach</p> <p>68,552</p> <p>+16,821 32.5%</p>	<p>Organic Reach</p> <p>4,051</p> <p>-3,098 -43.3%</p>	<p>Paid Reach</p> <p>65,066</p> <p>+19,911 44.1%</p>	<p>Impressions</p> <p>96,844</p> <p>+29,710 44.3%</p>	<p>Video Views</p> <p>14,777</p> <p>+14,583 7517.0%</p>


3 Most Engaging Posts


 +3 Hats off to our field crews, who worked late Wednesday to... 19.69%


 Despite all the wet weather in the last month, constructi... 13.25%

 Mission Springs Water District is turning 70 this year! A... 12.05%


3 Highest Reach Posts


 News Release: MSWD Celebrates 70 Years of Service - Invit... 841


 #DYK We take an active role in protecting our community d... 334

 The 2023 Water Counts Academy is just around the corner! ... 267

3 Most Shared Posts

 News Release: MSWD Celebrates 70 Years of Service - Invit... 6

 #DYK We take an active role in protecting our community d... 2

 The 2023 Water Counts Academy is just around the corner! ... 2

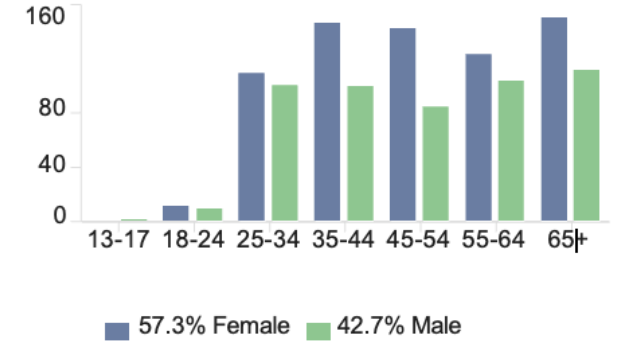
Likes By Country

1. United States of America (1,179 likes)
2. Mexico (12 likes)
3. France (4 likes)
4. Canada (3 likes)
5. Sierra Leone (1 like)

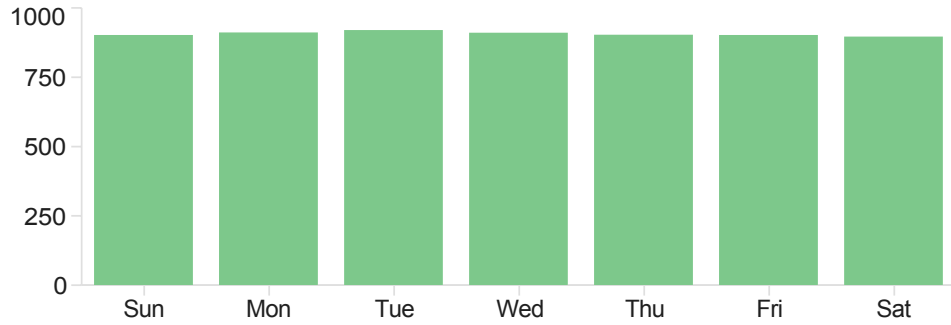
Likes By City

1. Desert Hot Springs, CA (569 likes)
2. Indio, CA (70 likes)
3. La Quinta, CA (51 likes)
4. Palm Springs, CA (46 likes)
5. Palm Desert, CA (46 likes)

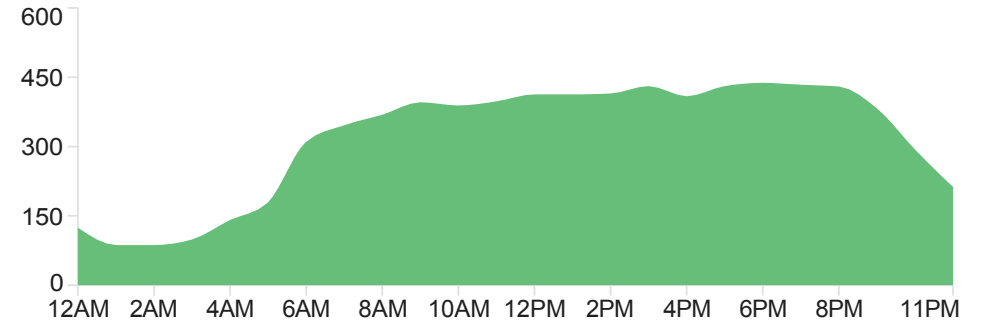
Likes by age & gender







Days your fans are online












Hours fans are online








Facebook Post Metrics (January 1 - 31, 2023)

Date	Format	Post	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
January 30, 2023 10:00 AM PST	<input type="checkbox"/> Image	 <p>Post 19840579 #MasterGardenerTip for anyone looking to convert their landscaping to #droughtfriendly while maintaining design and beauty. Group plants with similar watering needs together.</p> <p>For more tools and ...</p>	51	6	11.76%	5	0	0	1	0
January 26, 2023 11:37 AM PST	<input type="checkbox"/> Image	 <p>News Release: MSWD Celebrates 70 Years of Service - Invites Community to FREE Public Event on Friday, Feb. 3, 2023 Mission Springs Water District is turning 70! To celebrate this platinum milesto...</p>	841	36	4.28%	27	1	6	21	0
January 25, 2023 4:43 PM PST	<input type="checkbox"/> Multi-Image	 +3 <p>Hats off to our field crews, who worked late Wednesday to fix a main line leak off San Juan in the West/Santa Cruz Drive areas. Cause of the leak? A pesky Tamarisk tree and its invasive root system...</p>	259	51	19.69%	24	0	1	45	0
January 25, 2023 7:34 AM PST	<input type="checkbox"/> Image	 <p>Protect our crews as they work hard to protect you! It is important to remember that when driving through work zones, you need to slow down. Help us keep our crews safe when they are working! #MSW...</p>	209	19	9.09%	15	0	2	5	0

<p>January 24, 2023 6:00 PM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>The 2023 Water Counts Academy is just around the corner! The deadline to apply is Tuesday, January 31st. Don't miss your chance to be part of this incredible program. Alumni have gone on to take ke...</p>	<p>267</p>	<p>23</p>	<p>8.61%</p>	<p>14</p>	<p>0</p>	<p>2</p>	<p>14</p>	<p>0</p>
<p>January 24, 2023 10:14 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19840450 We're celebrating the #InternationalDayOfEducation by learning more about #GroundwaterGuardians and protecting our water source. Learn more about the program and what you can do at https://www.mswd...</p>	<p>35</p>	<p>4</p>	<p>11.43%</p>	<p>4</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>0</p>
<p>January 22, 2023 12:12 PM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19840401 FOGs cause clogs! Pouring leftover oil or fat will damage your plumbing and our community's pipes. Here's how you clean it in 4 easy steps. Step 1: Let the pan cool. Step 2: Use paper towels to w...</p>	<p>59</p>	<p>5</p>	<p>8.47%</p>	<p>5</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>0</p>
<p>January 20, 2023 11:51 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19840290 In case of an emergency, we're prepared, are you? Being prepared is our best defense against a potential disaster event, and MSWD takes preparedness seriously. MSWD urges every individual to take p...</p>	<p>53</p>	<p>5</p>	<p>9.43%</p>	<p>4</p>	<p>0</p>	<p>0</p>	<p>2</p>	<p>0</p>

<p>January 18, 2023 5:10 PM PST</p>	<p><input type="checkbox"/> Video</p>	 <p>Despite all the wet weather in the last month, construction on MSWD's new Regional Water Reclamation Facility has progressed. Once complete, the new plant will treat an additional 1.5 million gallo...</p>	<p>83</p>	<p>11</p>	<p>13.25%</p>	<p>9</p>	<p>0</p>	<p>0</p>	<p>3</p>	<p>32</p>
<p>January 16, 2023 7:45 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19839608 Our offices are closed today in observance of the #MLK holiday. #MSWD #MLK #equality</p>	<p>127</p>	<p>6</p>	<p>4.72%</p>	<p>6</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>0</p>
<p>January 14, 2023 11:45 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19839536 Are you looking to upgrade your home in the new year? #MSWD can help keep your costs down with money-saving rebates! That's right, upgrade your toilet and/or landscaping with a #rebate from MSWD. F...</p>	<p>93</p>	<p>4</p>	<p>4.3%</p>	<p>4</p>	<p>0</p>	<p>1</p>	<p>0</p>	<p>0</p>
<p>January 13, 2023 10:30 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19839428 We are turning 70 this year, and we're inviting you to join the celebration! Come on down to Mission Springs Park on Friday, February 2, starting at 4 p.m. We'll have music, food, games, community ...</p>	<p>124</p>	<p>10</p>	<p>8.06%</p>	<p>9</p>	<p>0</p>	<p>1</p>	<p>2</p>	<p>0</p>
<p>January 11, 2023 12:14 PM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>#DYK We take an active role in protecting our community during fires? Our field crews can often be seen hard at work maintaining fire hydrants, ensuring they are available for firefighters in the e...</p>	<p>334</p>	<p>26</p>	<p>7.78%</p>	<p>11</p>	<p>0</p>	<p>2</p>	<p>23</p>	<p>0</p>


<p>January 09, 2023 3:40 PM PST</p>	<p><input type="checkbox"/> Video</p>	<p> Post 19839283 Did you know MSWD calls, texts, and emails customers during water emergencies and outages? That's why it's important to visit mswd.org/mswd/page/change-telephone-address-form to update your contact...</p>	<p>107</p>	<p>8</p>	<p>7.48%</p>	<p>5</p>	<p>0</p>	<p>1</p>	<p>3</p>	<p>33</p>
<p>January 07, 2023 11:33 AM PST</p>	<p><input type="checkbox"/> Link</p>	<p> Post 19839155 Struggling to pay your bills? We can help! Check out this video to learn more about some of the programs available for customers. https://youtu.be/hBpAofj-sWQ</p>	<p>64</p>	<p>7</p>	<p>10.94%</p>	<p>4</p>	<p>0</p>	<p>0</p>	<p>3</p>	<p>0</p>
<p>January 06, 2023 1:43 PM PST</p>	<p><input type="checkbox"/> Simple Status</p>	<p> Mission Springs Water District is turning 70 this year! And to celebrate, the District is hosting a FREE community event on Friday, February 3, between 4 and 7 p.m. at Mission Springs Park in Deser...</p>	<p>166</p>	<p>20</p>	<p>12.05%</p>	<p>14</p>	<p>0</p>	<p>0</p>	<p>11</p>	<p>0</p>
<p>January 03, 2023 10:32 AM PST</p>	<p><input type="checkbox"/> Image</p>	<p> Post 19838917 Get your copy of the FREE 2023 Conservation and Groundwater Protection Calendar before they run out! The calendars display artwork from local students who won the Community Calendar Drawing Contest...</p>	<p>109</p>	<p>6</p>	<p>5.5%</p>	<p>4</p>	<p>0</p>	<p>0</p>	<p>2</p>	<p>0</p>

<p>January 01, 2023 9:08 PM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Happy New Year Happy New Year!! Do you make New Year's resolutions and then "forget" them by the time February rolls around? Here is an easy resolution that helps you and our neighbors! Resolve to conserve water ...</p>	<p>94</p>	<p>8</p>	<p>8.51%</p>	<p>6</p>	<p>0</p>	<p>0</p>	<p>3</p>	<p>0</p>
<p>Total</p>			<p>3,075</p>	<p>255</p>		<p>170</p>	<p>1</p>	<p>16</p>	<p>138</p>	<p>65</p>
<p>Average</p>			<p>170.8</p>	<p>14.2</p>	<p>8.29%</p>	<p>9.4</p>	<p>0.1</p>	<p>0.9</p>	<p>7.7</p>	<p>3.6</p>


Twitter Account Overview (January 1 - 31, 2023)

Tweets Published	Total Likes	Total Retweets	Total Followers	Following
11	13	0	90	99
+6 120.0%			+1 1.1%	-1 -1.0%


3 Most Retweeted Posts

 Happy New Year
Happy New Year! Resolve to conserve water in 2023. Here are a few easy tips to help you #savewater and #savemoney a... ..

0


 Post 19838917
Get your copy of the FREE 2023 Conservation and Groundwater Protection Calendar before they run out! For more infor... ..

0


 Post 19839155
Struggling to pay your bills? We can help! Check out this video to learn more about some of the programs available... h...

0


3 Most Liked Posts

 Post 19839428
We are turning 70 this year, and we invite you to the celebration! Come on down to Mission Springs Park on Friday,... h...

2







 Post 19839608
Our offices are closed today in observance of the #MLK holiday. #MSWD #MLK #equality <https://t.co/8CHHCmVDJz>






2

 Happy New Year
Happy New Year! Resolve to conserve water in 2023. Here are a few easy tips to help you #savewater and #savemoney a... ..

1

Twitter Post Metrics (January 1 - 31, 2023)


Date	Format	Post	Retweets	Likes
January 30, 2023 10:01 AM PST	<input type="checkbox"/> Link	 <p>Post 19840579 #MasterGardenerTip - Group plants with similar watering needs together. For tools and tips, sign up for the MSWD Ma... https://t.co/ikTDRobukk</p>	0	1
January 24, 2023 10:14 AM PST	<input type="checkbox"/> Link	 <p>Post 19840450 We're celebrating the #InternationalDayOfEducation by learning more about #GroundwaterGuardians and protecting our... https://t.co/R8C1PBriWr</p>	0	1
January 22, 2023 12:12 PM PST	<input type="checkbox"/> Link	 <p>Post 19840401 FOGs cause clogs! Pouring leftover oil or fat will damage your plumbing and our community's pipes. Here's how you... https://t.co/HVQ8l4koUe</p>	0	1
January 20, 2023 11:51 AM PST	<input type="checkbox"/> Link	 <p>Post 19840290 In case of an emergency, we're prepared, are you? Being prepared is our best defense against a potential disaster e... https://t.co/baKgrxNQGR</p>	0	1
January 16, 2023 7:45 AM PST	<input type="checkbox"/> Link	 <p>Post 19839608 Our offices are closed today in observance of the #MLK holiday. #MSWD #MLK #equality https://t.co/8CHHCmVDJz</p>	0	2
January 14, 2023 11:45 AM PST	<input type="checkbox"/> Link	 <p>Post 19839536 Are you looking to upgrade your home in the new year? #MSWD can help with money-saving rebates! Upgrade your toilet... https://t.co/a0PhJZbtA3</p>	0	1

January 13, 2023 10:30 AM PST	<input type="checkbox"/> Link	 <p>Post 19839428 We are turning 70 this year, and we invite you to the celebration! Come on down to Mission Springs Park on Friday,... https://t.co/mbiD8gNDHX</p>	0	2
January 09, 2023 3:40 PM PST	<input type="checkbox"/> Link	 <p>Post 19839283 Did you know MSWD calls, texts, and emails customers during water emergencies and outages? That's why it's importan... https://t.co/vyOTIsY4hl</p>	0	1
January 07, 2023 11:33 AM PST	<input type="checkbox"/> Link	 <p>Post 19839155 Struggling to pay your bills? We can help! Check out this video to learn more about some of the programs available... https://t.co/YX8s6FwWu3</p>	0	1
January 03, 2023 10:32 AM PST	<input type="checkbox"/> Link	 <p>Post 19838917 Get your copy of the FREE 2023 Conservation and Groundwater Protection Calendar before they run out! For more infor... https://t.co/qjUX5OalTM</p>	0	1
January 01, 2023 9:08 PM PST	<input type="checkbox"/> Link	 <p>Happy New Year Happy New Year! Resolve to conserve water in 2023. Here are a few easy tips to help you #savewater and #savemoney a... https://t.co/uSLY3T72hk</p>	0	1
Total			0	13
Average			0.0	1.2


Instagram Account Overview (January 1 - 31, 2023)

Posts Published	Total Followers	New Followers	Impressions	Reach	Profile Views
16	257 <small>+7 2.8%</small>	7 <small>+2 40.0%</small>	2,201 <small>-8,666 -79.7%</small>	1,568 <small>-7,029 -81.8%</small>	55 <small>-46 -45.5%</small>


3 Most Liked Posts

- 

#DYK We take an active role in protecting our community during fires? Our field crews can often be seen hard at work ...

11
- 


Despite all the wet weather in the last month, construction on MSWD's new Regional Water Reclamation Facility has pro...

9
- 


Hats off to our field crews, who are currently working to fix a main line leak off San Juan in the West/Santa Cruz Dr...

9


3 Most Commented Posts

- 

Despite all the wet weather in the last month, construction on MSWD's new Regional Water Reclamation Facility has pro...

1
- 




Happy New Year
Happy New Year!! Do you make New Year's resolutions and then "forget" them by the time February rolls around? Here is...




0
- 





Post 19838917
Get your copy of the FREE 2023 Conservation and Groundwater Protection Calendar before they run out! The calendars di...




0




Instagram Post Metrics (January 1 - 31, 2023)

Date	Format	Post	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
January 30, 2023 10:04 AM PST	<input type="checkbox"/> Image	 <p>#MasterGardenerTip for anyone looking to convert their landscaping to #droughtfriendly while maintaining design and beauty. Group plants with similar watering needs together.</p> <p>For more tools and ...</p>	6	0	38	35	6	17.14%	0	
January 26, 2023 11:37 AM PST	<input type="checkbox"/> Image	 <p>News Release: MSWD Celebrates 70 Years of Service - Invites Community to FREE Public Event on Friday, Feb. 3, 2023 Mission Springs Water District is turning 70! To celebrate this platinum milesto...</p>	6	0	44	41	7	17.07%	1	
January 25, 2023 4:43 PM PST	<input type="checkbox"/> Carousel	 <p>Hats off to our field crews, who are currently working to fix a main line leak off San Juan in the West/Santa Cruz Drive areas. Cause of the leak? A pesky Tamarisk tree and its invasive roots. Than...</p>	9	0	76	60	9	15.0%	0	

<p>January 25, 2023 7:34 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Protect our crews as they work hard to protect you! It is important to remember that when driving through work zones, you need to slow down. Help us keep our crews safe when they are working! #MSW...</p>	7	0	46	39	7	17.95%	0	
<p>January 24, 2023 6:00 PM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>The 2023 Water Counts Academy is just around the corner! The deadline to apply is Tuesday, January 31st. Don't miss your chance to be part of this incredible program. Alumni have gone on to take ke...</p>	4	0	62	48	5	10.42%	1	
<p>January 24, 2023 10:14 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19840450 We're celebrating the #InternationalDayOfEducation by learning more about #GroundwaterGuardians and protecting our water source. Learn more about the program and what you can do at https://www.mswd...</p>	5	0	38	32	5	15.63%	0	

<p>January 22, 2023 12:12 PM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19840401 FOGs cause clogs! Pouring leftover oil or fat will damage your plumbing and our community's pipes. Here's how you clean it in 4 easy steps. Step 1: Let the pan cool. Step 2: Use paper towels to w...</p>	<p>3</p>	<p>0</p>	<p>30</p>	<p>28</p>	<p>3</p>	<p>10.71%</p>	<p>0</p>	
<p>January 20, 2023 11:51 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19840290 In case of an emergency, we're prepared, are you? Being prepared is our best defense against a potential disaster event, and MSWD takes preparedness seriously. MSWD urges every individual to take p...</p>	<p>3</p>	<p>0</p>	<p>32</p>	<p>28</p>	<p>3</p>	<p>10.71%</p>	<p>0</p>	
<p>January 18, 2023 5:10 PM PST</p>	<p><input type="checkbox"/> Video</p>	 <p>Despite all the wet weather in the last month, construction on MSWD's new Regional Water Reclamation Facility has progressed. Once complete, the new plant will treat an additional 1.5 million gallo...</p>	<p>9</p>	<p>1</p>	<p>65</p>	<p>58</p>	<p>10</p>	<p>17.24%</p>	<p>0</p>	<p>30</p>
<p>January 16, 2023 7:45 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19839608 Our offices are closed today in observance of the #MLK holiday. #MSWD #MLK #equality</p>	<p>6</p>	<p>0</p>	<p>33</p>	<p>29</p>	<p>6</p>	<p>20.69%</p>	<p>0</p>	




<p>January 14, 2023 11:45 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19839536 Are you looking to upgrade your home in the new year? #MSWD can help keep your costs down with money-saving rebates! That's right, upgrade your toilet and/or landscaping with a #rebate from MSWD. F...</p>	<p>4</p>	<p>0</p>	<p>31</p>	<p>27</p>	<p>4</p>	<p>14.81%</p>	<p>0</p>	
<p>January 11, 2023 12:14 PM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>#DYK We take an active role in protecting our community during fires? Our field crews can often be seen hard at work maintaining fire hydrants, ensuring they are available for firefighters in the e...</p>	<p>11</p>	<p>0</p>	<p>58</p>	<p>49</p>	<p>11</p>	<p>22.45%</p>	<p>0</p>	
<p>January 09, 2023 3:40 PM PST</p>	<p><input type="checkbox"/> Video</p>	 <p>Post 19839283 Did you know MSWD calls, texts, and emails customers during water emergencies and outages? That's why it's important to visit mswd.org/mswd/page/change-telephone-address-form to update your contact...</p>	<p>5</p>	<p>0</p>	<p>42</p>	<p>34</p>	<p>5</p>	<p>14.71%</p>	<p>0</p>	<p>15</p>

January 07, 2023 11:33 AM PST	<input type="checkbox"/> Image	 Post 19839155 Struggling to pay your bills? We can help! Check out this video to learn more about some of the programs available for customers. https://youtu.be/hBpAofj-sWQ #MSWD #BillAssistance #MSWDcares	8	0	45	39	8	20.51%	0	
January 03, 2023 10:33 AM PST	<input type="checkbox"/> Image	 Post 19838917 Get your copy of the FREE 2023 Conservation and Groundwater Protection Calendar before they run out! The calendars display artwork from local students who won the Community Calendar Drawing Contest...	6	0	39	28	6	21.43%	0	
January 01, 2023 9:09 PM PST	<input type="checkbox"/> Image	 Happy New Year Happy New Year!! Do you make New Year's resolutions and then "forget" them by the time February rolls around? Here is an easy resolution that helps you and our neighbors! Resolve to conserve water ...	7	0	48	42	7	16.67%	0	
Total			99	1	727	617	102		2	45
Average			6.2	0.1	45.4	38.6	6.4	16.53%	0.1	22.5




LinkedIn Account Overview (January 1 - 31, 2023)

Posts Published 5	Likes 28 -3 -9.7%	Views 34 -8 -19.0%	Followers 161 +3 1.9%
Comments 0	Impressions 510 -152 -23.0%	Clicks 13 +1 8.3%	Engagement Rate 9.5% +0.0 0.1%




3 Most Engaging Posts



- 
 News Release: MSWD Celebrates 70 Years of Service - Invites Community to FREE Public Event on Friday, Feb. 3, 2023 ...
 24.14%
- 
 Post 19839428
 We are turning 70 this year, and we're inviting you to join the celebration!
 Come on down to Mission Springs Park on ...
 17.11%
- 
 Post 19840450
 We're celebrating the #InternationalDayOfEducation by learning more about #GroundwaterGuardians and protecting our wa...
 12.0%

3 Most Shared Posts

- 
 Post 19839428
 We are turning 70 this year, and we're inviting you to join the celebration!
 Come on down to Mission Springs Park on ...
 2
- 
 News Release: MSWD Celebrates 70 Years of Service - Invites Community to FREE Public Event on Friday, Feb. 3, 2023 ...
 2
- 
 Post 19840450
 We're celebrating the #InternationalDayOfEducation by learning more about #GroundwaterGuardians and protecting our wa...
 1

LinkedIn Post Metrics (January 1 - 31, 2023)

Date	Format	Post	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
January 26, 2023 11:39 AM PST	<input type="checkbox"/> Image	 <p>News Release: MSWD Celebrates 70 Years of Service - Invites Community to FREE Public Event on Friday, Feb. 3, 2023 Mission Springs Water District is turning 70! To celebrate this platinum milesto...</p>	2	1	24.14%	5	29	0
January 24, 2023 10:14 AM PST	<input type="checkbox"/> Link	 <p>Post 19840450 We're celebrating the #InternationalDayOfEducation by learning more about #GroundwaterGuardians and protecting our water source. Learn more about the program and what you can do at https://lnkd.in/...</p>	1	2	12.0%	3	50	0
January 16, 2023 7:45 AM PST	<input type="checkbox"/> Image	 <p>Post 19839608 Our offices are closed today in observance of the #MLK holiday. #MSWD #MLK #equality</p>	0	2	8.43%	5	83	0

<p>January 13, 2023 10:30 AM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Post 19839428 We are turning 70 this year, and we're inviting you to join the celebration! Come on down to Mission Springs Park on Friday, February 2, starting at 4 p.m. We'll have music, food, games, community ...</p>	<p>2</p>	<p>2</p>	<p>17.11%</p>	<p>9</p>	<p>76</p>	<p>0</p>
<p>January 06, 2023 1:57 PM PST</p>	<p><input type="checkbox"/> Image</p>	 <p>Mission Springs Water District is turning 70 this year! And to celebrate, the District is hosting a FREE community event on Friday, February 3, between 4 and 7 p.m. at Mission Springs Park in Deser...</p>	<p>0</p>	<p>4</p>	<p>10.87%</p>	<p>6</p>	<p>92</p>	<p>0</p>
<p style="text-align: right;">Total</p>			<p>5</p>	<p>11</p>		<p>28</p>	<p>330</p>	<p>0</p>
<p style="text-align: right;">Average</p>			<p>1.0</p>	<p>2.2</p>	<p>14.51%</p>	<p>5.6</p>	<p>66.0</p>	<p>0.0</p>



MSWD 70th Anniversary Event - Digital Marketing and Website Report


Website, Social, and Marketing Performance

January 10, 2023 - February 3, 2023

Casey Dolan

Casey Dolan Consulting

70th Anniversary Event Google Campaigns

 IMPRESSIONS
MSWD


155,944

 CLICKS
MSWD

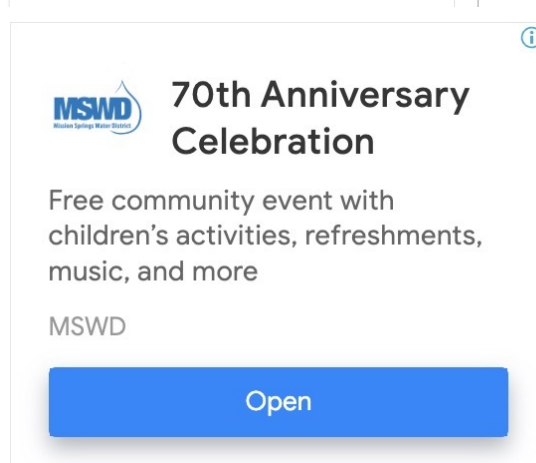
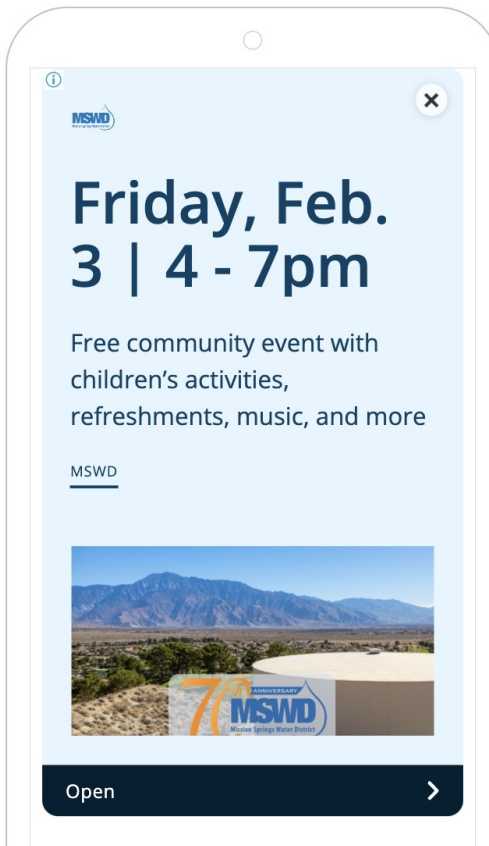
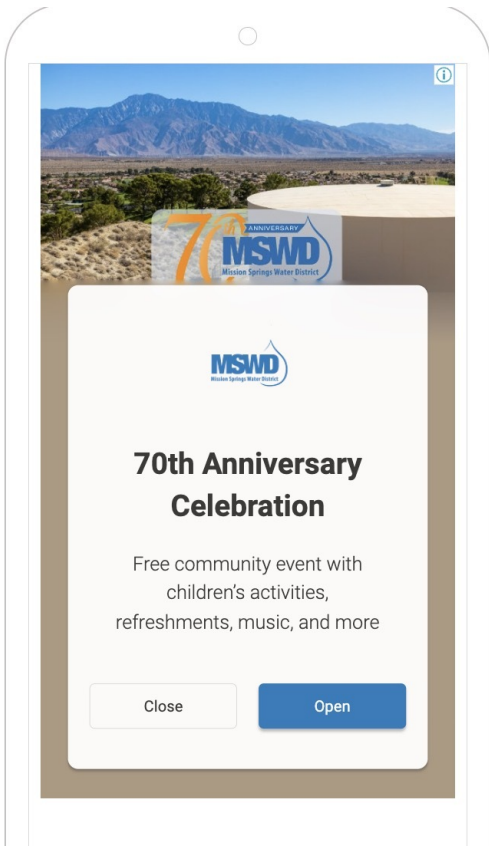
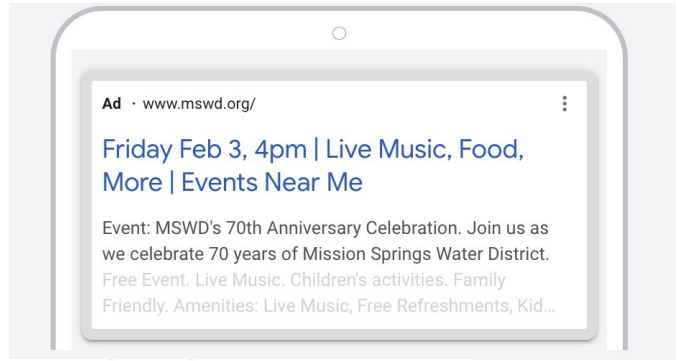
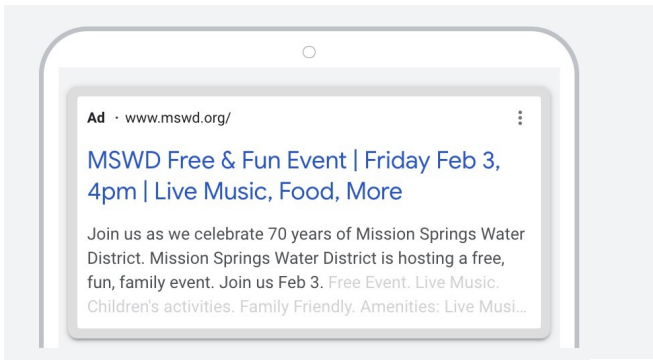
328

 CTR
MSWD

0.21%

 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Ad group	Impr.	Clicks	CTR
MSWD 70th Anniversary Event	154,340	235	0.15%
MSWD Anniversary Event - Search	1,604	93	5.8%
	155,944	328	0.21%



70th Anniversary Event Facebook Campaigns

FACEBOOK AD GROUP PERFORMANCE

MSWD

Ad	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes	Event Responses
MSWD 70th Anniversary Event	MSWD 70th Anniversary Event	160	32,985	5,884	5.61	0	68
		160	32,985	5,884	5.61	0	68

Mission Springs Water District Sponsored

Join us as we celebrate 70 years of Mission Springs Water District!

This FREE, fun-filled community event will feature children's activities and games, jump houses, face painting, music, dancing, community partner booths, and MSWD's award-winning water.

MSWD 70TH ANNIVERSARY CELEBRATION

70th ANNIVERSARY
MSWD
Mission Springs Water District

Friday, February 3, 2023
4 - 7 p.m.
Mission Springs

Join us as we celebrate 70 years of Mission Springs Water District! This FREE, fun-filled community event will feature children's activities, games, face painting, music, dancing, community partner booths, and MSWD's award-winning water.

THIS FRIDAY AT 4 PM
MSWD 70th Anniversary Celebration

Interested

Will Lara and 70 others 16 comments

70th Anniversary Website Pages Performance

Info for:

- <https://www.mswd.org/mswd/page/event-mswds-70th-anniversary-celebration>

- <https://www.mswd.org/mswd/page/mswd-70th-anniversary-celebration>

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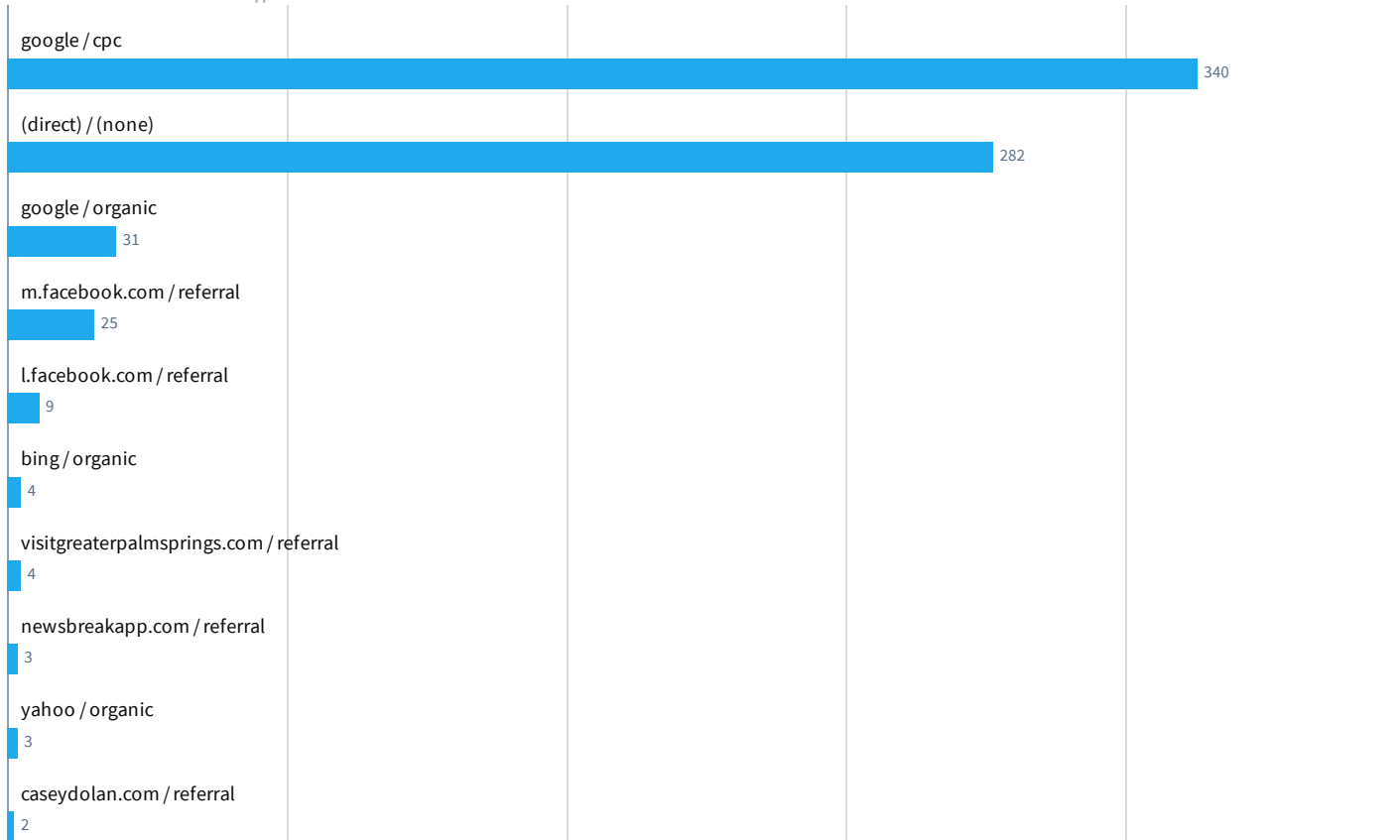
AVG. TIME ON PAGE

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

2m 36s

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■ Sessions