



# General Manager's Report

## August 2023



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# ADMINISTRATION

## Customer Service

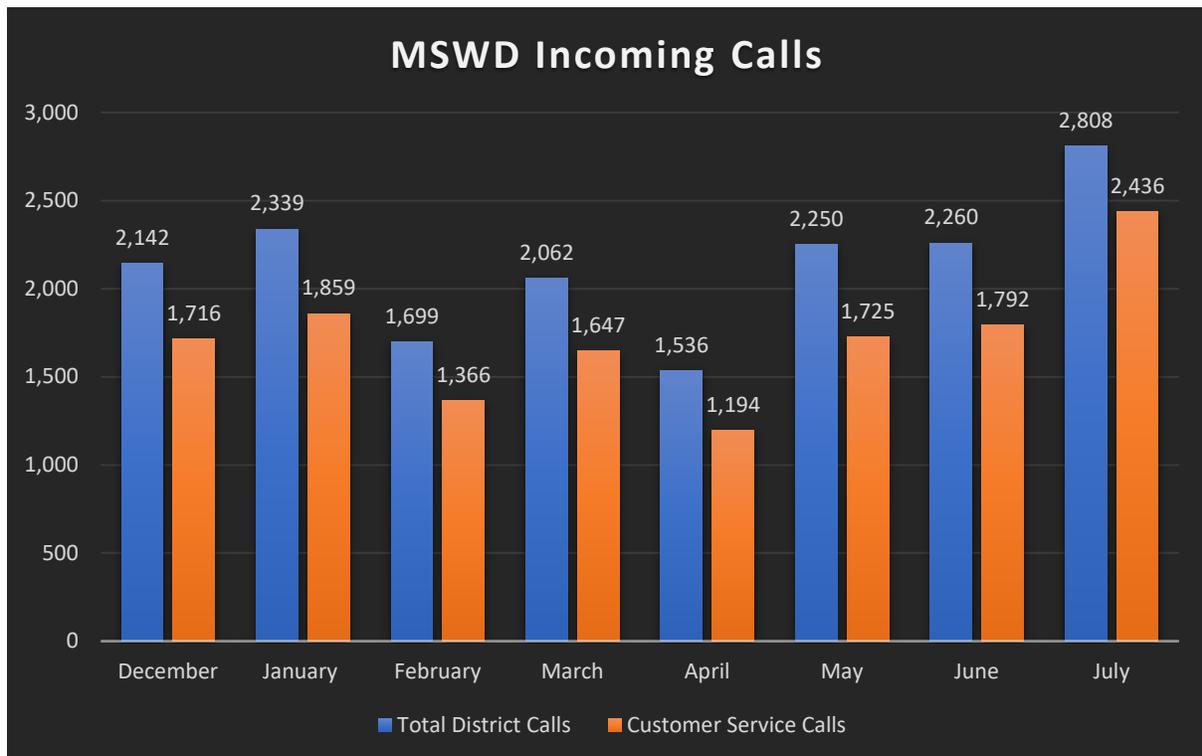
### Customer Experience Enhancement Program

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



### Calls into the Customer Service Department

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

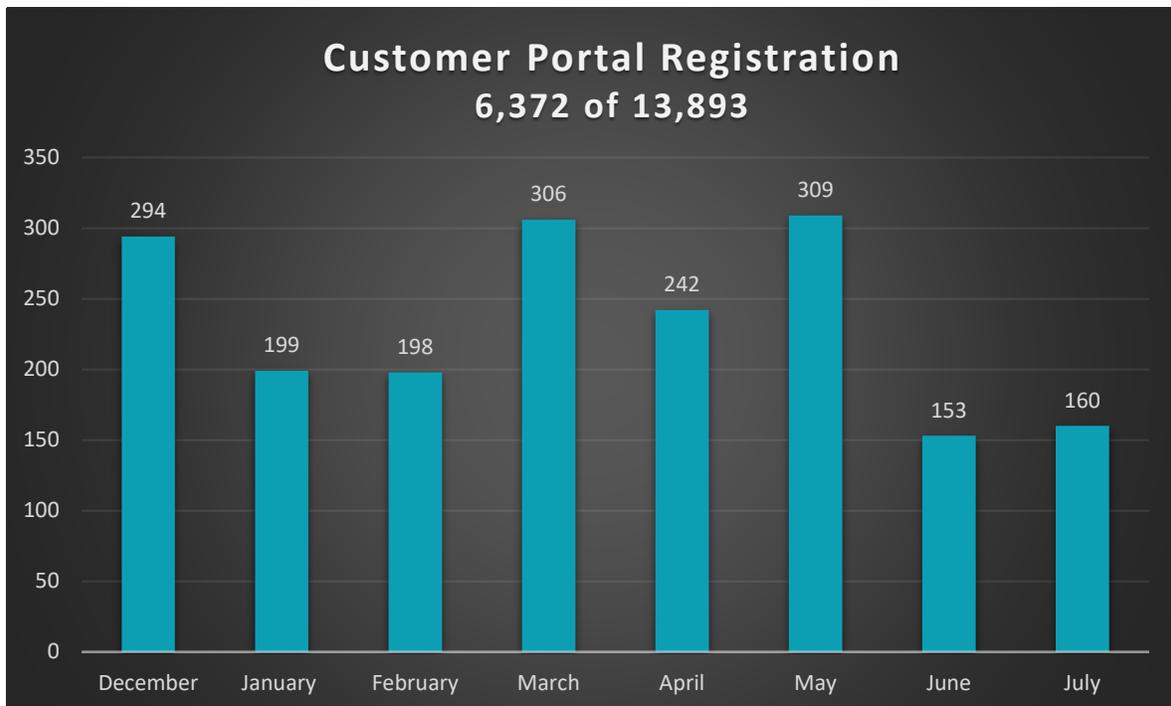


Most calls are related to payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The table below provides a summary of the number of calls by category received by the Customer Service staff.

Customer Request	Total for July 2023	Monthly Avg. for FY 2024	Total for FY 2024
Water Waste	4	4	4
High Bill Calls / Service Line Leaks	3	3	3
No Water	9	9	9
Disconnections by Request & Non-Pay	243	243	243
Reconnections by Request & Non-Pay	81	81	81
Service Transfers	97	97	97
New Customer / Roll Over Accounts	126	126	126
High/Low Pressure	2	2	2
Water Quality	5	5	5
Other / Miscellaneous	87	87	87

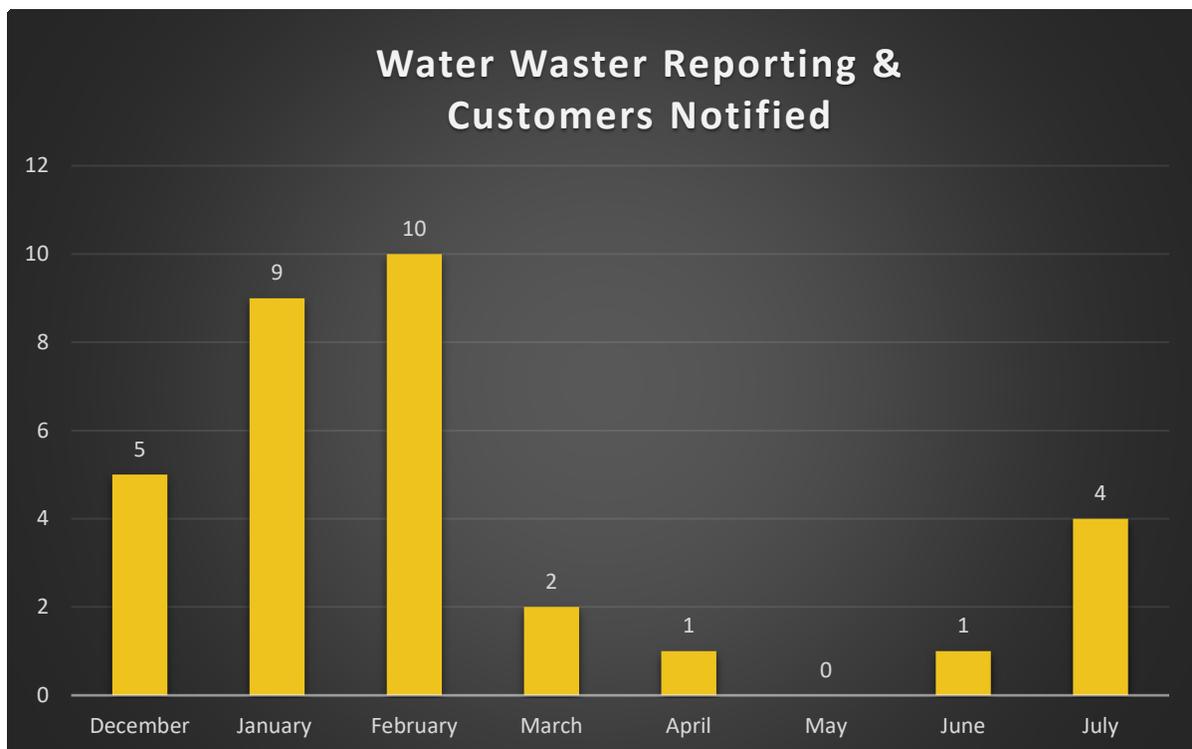
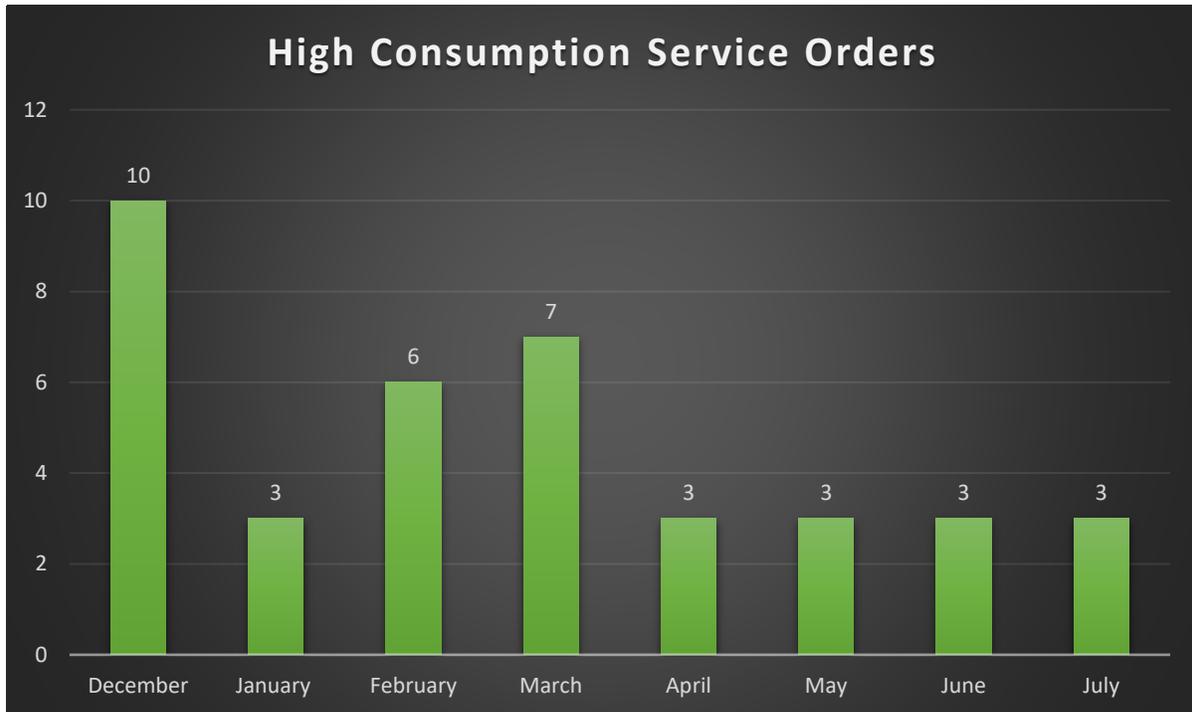
### Customer Portal

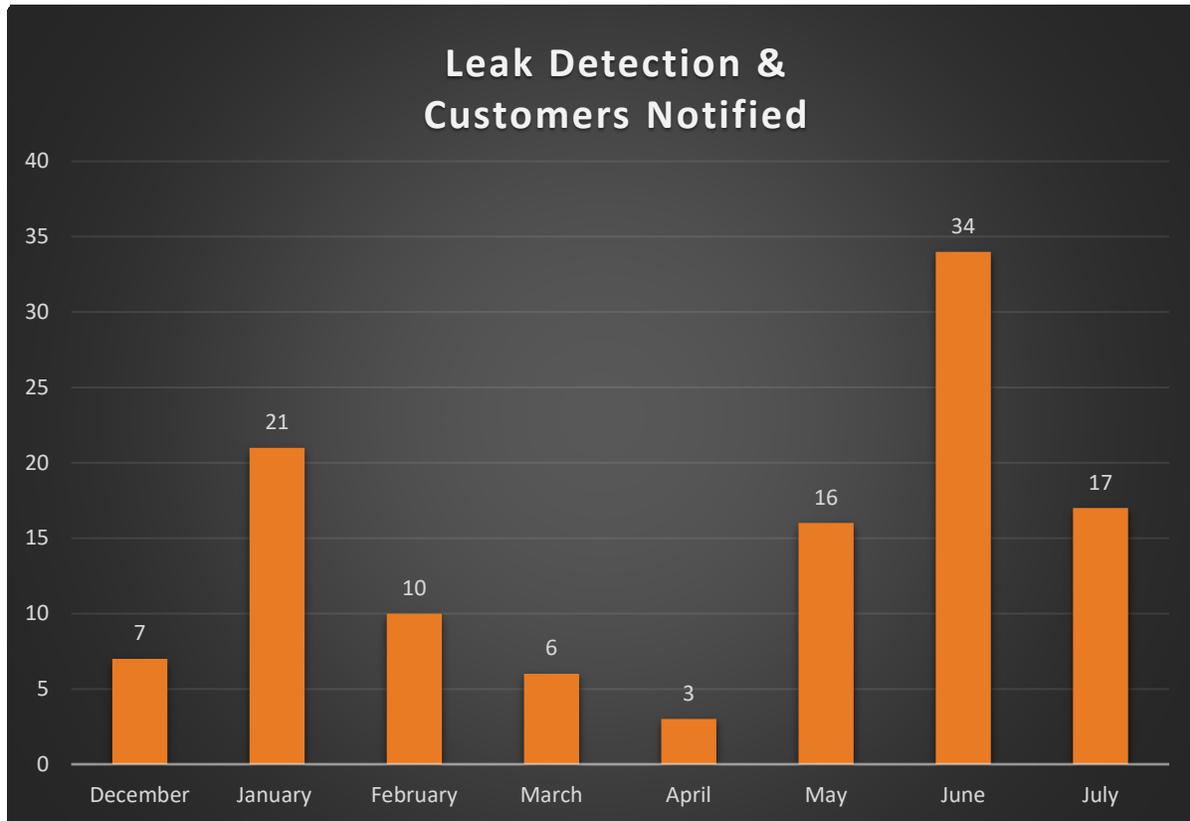
The District has implemented an AMI infrastructure and Neptune 360 portal. All customers are encouraged to sign up for the Customer Portal to access bills and leak alerts. Since launching the portal, customer adoption has reached 46%, or 6,372 customers registered so far.



### Monitoring of Customer Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal to investigate high consumption, identify water wasters, and detect leaks. The following charts represent the monitoring results for 13,893 customer accounts by the Customer Service staff.





### Customer Bill Assistance Programs

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

- The United Way Customer Bill Assistance Program continues to be utilized by those customers who need assistance for one billing period annually, paying \$100 per approved customer.
- Riverside County's Low Income Household Water Assistance Program (LIHWAP) Care Program provides customers with a one-time payment towards their water and/or sewer bill up to \$2,000. The U.S. Department of Health has permitted the extension of the LIHWAP program through March 31, 2024. Staff will immediately work with Local Service Providers to extend the program through December 31, 2023, and then evaluate further extension of the program.
- Beginning March 13, 2023, LIHWAP will now be able to assist customers even if their account does not have an arrearage. When a customer is not past due on their bill, they will receive a base payment ranging between \$200 - \$371. The amount the customer receives will depend on their household size and income.

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

Assistance Program	Customers Assisted in July 2024	Total Assistance in July 2024	Total Assistance in FY 2024
United Way of the Desert	8	\$800.00	\$800.00
LIHWAP / CAP Riverside	14	\$29,296.33	\$29,296.33
MSWD Payment Plans Last Month	Previous Month Remaining to be Billed	MSWD Current Customer Payment Plans	Current Balance Remaining to be Billed
107	\$53,430.72	93	\$44,202.42



### Delinquency Service Disconnections

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

Fiscal Year	Auto-Dialer Calls to Customers	Door Hangers to Property	Customer Contact to Make Payment Plan	Service Disconnections
<b>2023 – 2024</b> (Year to Date)	373	81	112	62
<b>2022 – 2023</b>	5,107	759	1,171	656
<b>2021 – 2022</b> (3/24/2022 – 6/30/2022 COVID Moratorium End)	1,937	494	378	286
<b>2020 – 2021</b> (COVID Moratorium)	0	0	0	0
<b>2019 – 2020</b> (COVID Moratorium Started 3/9/2020)	7,182	1,760	814	667

## Customer Bill Pay Options

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

- Payment Portal on MSWD.org/Customer Connect.
- Customers can pay at 7-11 or Walmart in Desert Hot Springs and must have their bills present.
- Customers can drop payments (check or money order) in the drop box.
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance.
- Pay Near Me is promoting inclusive payment options including: Cash App Pay (New), PayPal, Google Pay, Apple Pay, and the QR code on the back of the bill. Customers can pay directly from their smartphone. Coming soon by December 2023, Pay Near Me will partner with Dollar General as another local payment location.

## Cash App Pay

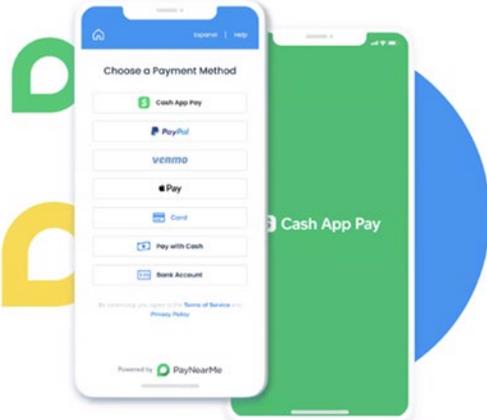
Pay Near Me is excited to announce that Cash App Pay is available as a payment option for billers. According to Pay Near Me research, 1 in 5 consumers say Cash App Pay is an important or very important option for bill pay. Now, Pay Near Me clients can offer even more convenient options for payments.

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

### Cash App Pay

Accept payments from the mobile wallets your customers use daily.

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



 PayNearMe

## Finance and Accounting Department

The Finance and Accounting Department continues to work with its vendors to complete the yearly and necessary tasks to meet State and Federal reporting requirements and the strategic goals established by the MSWD Board of Directors. Below are project highlights and summaries for July 2023.

### **Current Work Priorities**

The main priorities for Accounting were the Fiscal Year 2023-2024 Budget, and the completion of the Interim Audit.

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

The Accounting Department continues to support other departments as needed.

### Human Resources

- Processed retroactive pay for merit increases.

### Information Technology

- Continue to evaluate the migration from Unidata to another ERP system.

### Customer Service

- Provided several corrections to customer service for customer accounts.
- Continued to work with Customer Service to update the tax roll data for the Fiscal Year 2023-2024 Sewer Fees.

### Public Relations

- Assisted in the preparation of customer turf & toilet rebate grant reimbursement request.

### Engineering and Construction and Maintenance

- Two new reimbursable jobs were requested by Engineering.
  - Celebrities Bar – landscape plan check and inspection.
  - Aventura Palms II – water and sewer connections and landscape plan check and inspection review.
- One new reimbursable job was requested by Construction & Maintenance.
  - Overlook Drive – contractor damage to service line.

### **Budget**

Budget transfers in July 2023 amounted to \$17,760 for energy costs, disposal costs, administrative support, and laboratory testing.

The Fiscal Year 2023-2024 Budget was finalized, adopted, and uploaded into the financial software. No budget transfers were requested for that fiscal year.

### **Audit**

The Fiscal Year 2022-2023 interim audit began on June 26, 2023, and was completed the week of July 10, 2023.

### **Payroll**

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

### **Cash**

Total cash receipts for the month of July 2023 amounted to \$1,773,056 with the majority being water and sewer customer account payments, and sewer prepayments.

Cash disbursements for the month of July 2023 amounted to \$7,225,940 with the largest payments going to:

- JF Shea Construction - \$3,614,098
- Downing Construction - \$1,131,866
- CalPERS - \$636,262
- Net Payroll - \$295,021
- Desert Water Agency - \$343,142
- EFTPS-IRS Federal Tax Remittance - \$123,349
- Southern California Edison - \$117,939
- ACWA-JPIA Health Benefits Authority - \$99,683



## 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 July 2023.

### **Technology Improvements**

The IT Department completed the office moves for Field Services and the Construction & Maintenance Leads. New computers were purchased and configured as needed in the Administrative Building for Field Services and in the former Field Services office for the Construction & Maintenance Leads.

IT completed the offboarding of the Associate Engineer position and is ready to onboard when a new candidate is hired.

IT has begun reviewing employment applications for the GIS Specialist position.

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

Cybersecurity improvements continue to be made to improve District security.

Desktop computers and laptop upgrades continue as needed.

### **On-Going Cyber Security Training**

The District will be receiving additional cyber security training resources for staff as part of the District's July 1, 2023 cyber security insurance coverage renewal. More details will be provided when the new resources are available to the IT Manager for review and configuration.

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

### **Cyber Security News Roundup**

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

Russian hackers used Microsoft Teams to breach government agencies. ([TechCrunch](#)) Beginning in May 2023, a Russian hacking group used previously compromised Microsoft

365 accounts to create new tech support domains to then send Microsoft Team messages to users in an attempt to trick users into approving multifactor authentication prompts. This would allow the group access to those accounts and exfiltrate sensitive data.

A hacking group claims to have stolen 70 terabytes of data from Barts Health NHS Trust, which runs five London-based hospitals, making it the largest ever breach of healthcare data in the United Kingdom. ([TechCrunch](#))

The SEC adopts rules requiring public companies to disclose cyber security incidents to investors as well as material information regarding their cyber security risk management, strategy, and governance. ([SEC](#))

Crypto-jacking attacks surge while ransomware attacks decline. Hackers increasingly seek to take control of computers to use for mining cryptocurrency due to the potentially higher returns but with lower-cost and risk to the hacker. ([ITPro](#))



## Purchasing Department

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

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

Total inventory purchases were \$6,684.48, and the total issued for use by field crews totaled \$39,341.64, for July 2023.



## ENGINEERING AND OPERATIONS

### Engineering Department

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

#### **Well 42 Project**

Construction is still on-hold due to revisions to the pumping and electrical equipment.

The contractor is in the process of procuring the well motor and pump assembly, and is coordinating a submittal for the MCC equipment from the manufacturer.

Construction will likely be on-hold for several more weeks while the equipment submittals are processed and the equipment is ordered, fabricated, and delivered to the site for construction and installation.

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

Staff 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**

The well contractor, L.O. Lynch, continued progress on production test pumping to identify the well pumping capacity. The contractor will be starting the next stage of higher test pumping next week. Further well test pumping is still needed over the next two weeks.

The final project plans and specifications for the well site improvements, following the test pumping work, were finalized and submitted to the District. Staff is preparing for soliciting construction bids. Staff anticipates completing the bid opening in September 2023 and bringing the lowest responsible and responsive bid to the Board for award thereafter.

#### **Water and Wastewater System Comprehensive Master Plan Updates**

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

In addition, staff is reviewing and adjusting the flow model with demand and calibration data.

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

#### **AD-18 GQPP Sewer Project Area “D3-1”**

The California Department of Water Resources (DWR) has approved repurposing the grant funding for this project and combining with other grant funding for the Area D-3

construction. Staff has prepared a grant amendment and submitted it to DWR for review and processing.

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

The design consultant, Genterra, continued progress on the 90% construction plans and specifications.

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

Staff has received the contract extension returned from the consultant extending the contract term for one year.

The consultant submitted revised plans on June 6, 2023, and staff reviewed and approved the plans and are waiting on revised specifications and engineer’s construction estimate. Staff will review the specifications and prepare the contract documents for bidding purposes to solicit construction bids.

#### **Supplemental Environmental Project**

Staff completed updates to the project scope and bid package in July 2023. Staff put the project back out to bid and has scheduled the bid opening for August 17, 2023 at 2:00pm.

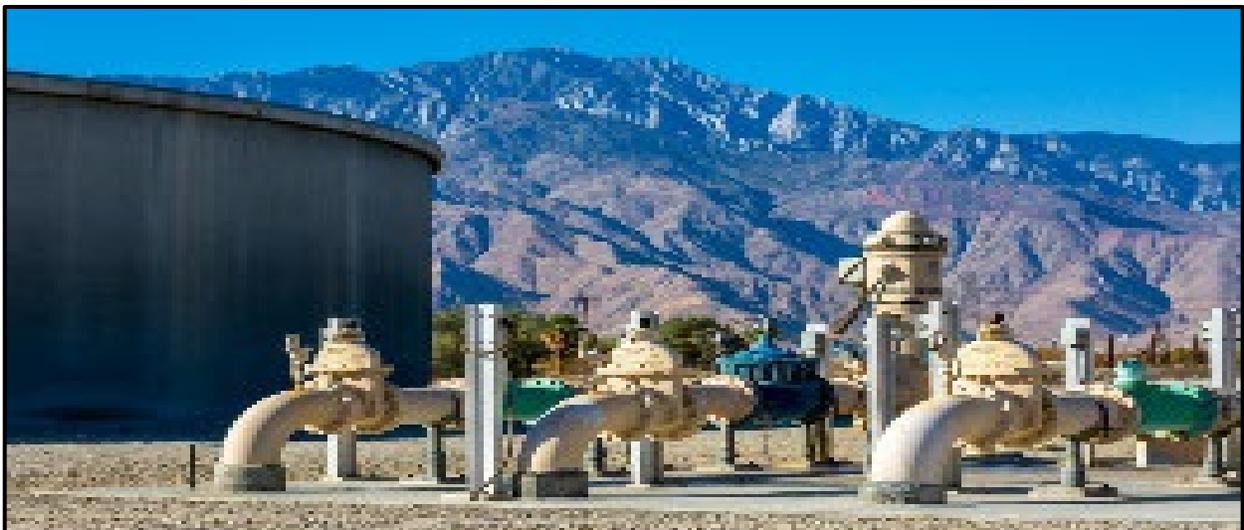
Staff completed the pre-bid conference with prospective bidders on July 26, 2023.

#### **Well 34 Rehabilitation**

Staff completed the final bid package and is preparing for soliciting construction bids. Staff anticipates completing the bid opening in September 2023 and bringing the lowest responsible and responsive bid to the Board for award thereafter.

#### **Regional Water Reclamation Facility**

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 447 water line location requests using iPads and the GeoViewer Mobile app to streamline and manage line locations.



#### Water System Repairs/Replacement

Staff continued to repair and replace components of the water distribution system keeping it in optimum working order and properly functioning without any interruption. Below is a summary of the repairs and replacements completed in July 2023.

- 33 water service lines were replaced with copper.
- 19 service line leaks were repaired.
- Four mainline leaks were repaired
- Three hit fire hydrants were repaired.



### Water System Maintenance

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

- 212 ground valves were exercised.
- 95 fire hydrants were flushed, maintained, and painted.
- No air-release valve were inspected and/or rebuilt.
- Two blow-offs were flushed.



### Street/Asphalt Repair (City/County)

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

### CMMS Workorder Program

A total of 64 work orders were processed in July 2023 using the CMMS program.

### New Water Meter Service Installation

Staff installed four new water service lines in July 2023.

### Fire Flow Testing

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

## Fleet and Facility Maintenance

### Janitorial Services

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

### Building Maintenance

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

- Irrigation repairs were made at the following well sites: 25, 25A, 28, and 27/31.
- Irrigation repairs were made at the following reservoir sites: Two Bunch, Quail, and Low Desert View.
- Replaced burned out bulbs in Stores bathroom, and the Administration Building kitchen.
- Resealed vent tube going into the Billing office.
- Hung TV and whiteboard in the new Construction & Maintenance Lead office.
- Cleaned and replaced filter for the Corporate Yard office AC unit.
- Cleaned filters for WWTP AC unit, replaced filters for the North Building.
- Replaced filters on the Accounting Modular AC units.
- Performed wasp abatement on oil containment shade supports.
- Patched holes in the Shop Building walls and the Construction & Maintenance Lead office and the Meter Shop.

### Standby Generator Monthly Maintenance Program

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

### Fleet Maintenance/Repairs

- Repaired minor electrical connection issues on Unit 389.
- Plugged holes in two separate tires on Unit 418.
- Replaced both batteries and changed cabin filter on Unit 414.
- Reinstalled the carburetor on the 3-inch trash pump and prepared for storage.
- PS Motors performed AC repairs on Unit 406.
- Dealer recalls were performed on Units 391, 397, 398, 399, and 423.
- Replaced the fuel pump on Unit 324.
- Preventative maintenance services completed on Units 393, 415, and 430.
- Replaced left front grille strobe on Unit 419.
- Cleaned carburetor and replaced fittings on Unit 34 pressure washer and prepared for storage.
- Decking replaced and resealed on Trailer 345.
- Resealed left rear hub on Trailer 395.

## Wastewater Collections

### Sanitary Sewer Overflows (SSOs)

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

### Dos Palmas Lift Station

Operators conducted daily site visits at the Dos Palmas Lift Station checking for proper pump operation, ensuring the SCADA system is working properly, and checking site security. Staff replaced a damaged check valve for Pump 2 at the lift station. Pump 2 is now back in normal operation and the bypass pumping was returned to Xylem. Staff also replaced the sonar bracket that was starting to corrode due to the corrosive atmosphere of the lift station.



### Sewer Line Locations

Staff completed 440 sewer line location requests using iPads and the GeoViewer mobile application to streamline and manage line locations.

### Sewer Line/Collections Maintenance

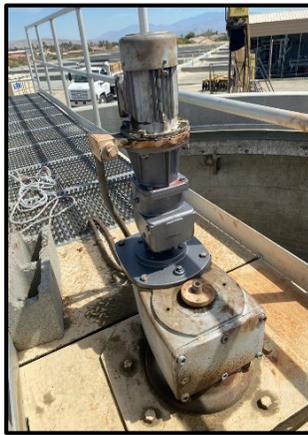
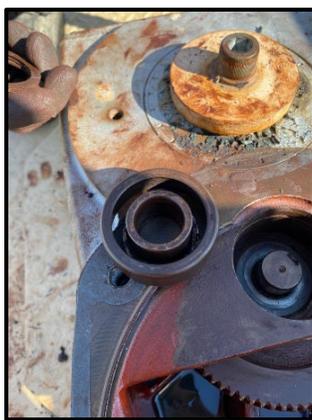
- Staff completed two inspections using CCTV in July 2023,
- Staff cleaned approximately 9.20 miles of sewer mainline in July 2023.

## Wastewater Treatment

### Plant Maintenance

Staff spent a combined 400.25-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest Wastewater Treatment Plants (WWTPs). Also, during this timeframe staff spent 154-man hours operating the sludge belt filter press, including filling and removing 17 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff had issue with the gearbox speed reducer on Clarifier 3. A bearing failed on the main gear box causing the gear for the speed reducer to prematurely wear down. Staff replaced the bearing and the gearbox speed reducer and Clarifier 3 is back in normal operation.



Staff installed two new baffles on the center well of Clarifier 3. The placement of the inlet for Clarifier 3 has always been a bad design that would cause mixed liquor to get pushed at a high velocity out of the clarifier and straight to the ponds via the weirs. By adding these two stainless-steel baffles, staff has slowed down the mixed liquor velocity and solved this issue.



Staff encountered an issue with RAS Pumps 3 and 4. These pumps had a 10-foot rag pulled into it and most of the piping had to be dismantled to remove the rag.



### Sampling and Laboratory

Staff collected 48 samples and spent 72-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both wastewater treatment plants are producing an effluent that meets the District's permit discharge requirement. Staff continues to sample for a nitrogen study that the Horton WWTP is currently going through.

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

### Pond Maintenance

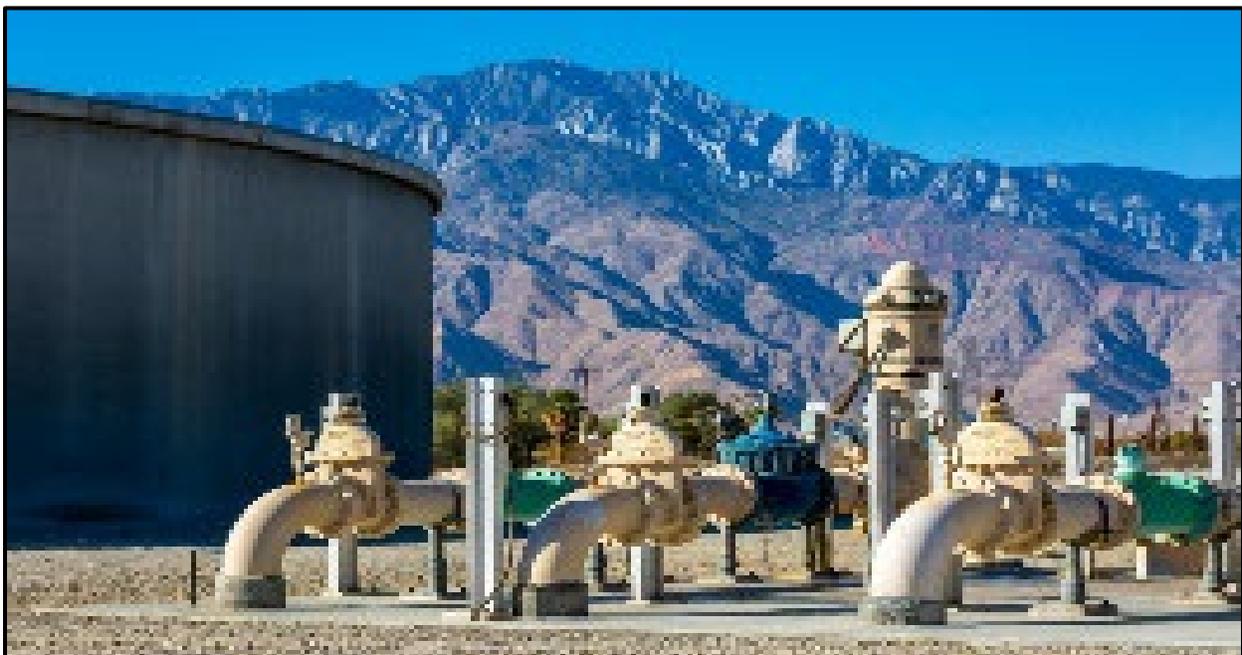
Staff cleaned and rehabilitated Ponds 1, 2, 3, 4, 6, 7, and 8 in July 2023. Pond 1 was cleaned twice.



### Weekly Wastewater Training

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

- Heat Safety
- Changing Ponds
- Breaks, Lunches, and Cellphone Usage
- Weekend Coverage



Through continued development in the Desert Hot Springs area, and at the request of new consumers, sanitary services are always being added to the collection system. Below is a summary of new sanitary service connections by month.

New Sanitary Service Connections to Collection System

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

Additional sanitary service connection information is provided in Appendix A.

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

Monthly Wastewater Flows

<b>WASTEWATER FLOW MGD</b>				
<b>2023/24</b>	<b>HORTON PLANT</b>		<b>DESERT CREST</b>	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.922043	2.149212	0.050983	0.071200
August				
September				
October				
November				
December				
January				
February				
March				
April				
May				
June				

Additional wastewater flow information is provided in Appendix A.

## Water Production

### Water Pumped/Produced

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

- MSWD (CA3310008) – 768.13 Acre Feet (250.3 MG)
- Palm Springs Crest (CA3310081) – 13.06 Acre Feet (4.26 MG)
- West Palm Springs Village (CA3310078) – 8.79 Acre Feet (2.87 MG)

### Water Sampling/Testing

- Staff collected 50 routine samples in Desert Hot Springs, four routine samples in ID-E, seven well samples in Desert Hot Springs, and four well samples in ID-E.
- Staff also collected 16 general physical samples in Desert Hot Springs and two general physical samples in ID-E.
- The monthly uranium sampling at Well 26A was completed on July 3, 2023.
- The MSWD Monthly Coliform Monitoring Report for July 2023 was sent to the SWRCB on August 10, 2023.



### Chlorination System Updates

- Staff continued to conduct routine chlorine pump maintenance and inspections at all well sites, making necessary adjustments to all chlorine pumps and/or their related equipment, ensuring proper operation and repairing/rebuilding as needed. All chlorinators were functioning properly in July 2023, with only typical preventative maintenance required for these pumps. The chlorine suction line on Well 27 was replaced on July 19, 2023. The chlorine pump diaphragm on Well 32 was replaced on July 26, 2023. The chlorine discharge tubing on Well 37 was replaced on July 10, 2023.
- Staff began cleaning all chlorinators two times per month with a vinegar-based solution to reduce chlorinator issues. All of the chlorine pumps were cleaned during July 2023.
- During the month of July 2023, a total of 2,124 gallons of chlorine (12.5% solution strength) was used to disinfect the distribution system and the production facilities. (Reflects usage in the MSWD and ID-E systems)

- During the month of July 2023, the Production staff checked and documented the chlorine residuals at all the wells that are in-use a total of 217 times. The average chlorine residual of these 217 readings was 1.32 ppm. (Reflects data in the MSWD and ID-E systems)
- Staff performed monthly maintenance for the analyzer located at the Valley View Reservoir.
- During the month of July 2023, the Production staff checked and documented the chlorine residuals throughout the distribution system a total of 112 times. The average chlorine residual of these 112 readings was 0.85 ppm. (Reflects data in the MSWD and ID-E systems)



### Well Soundings

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



### Production Facility Updates

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

- Well 22 Rehabilitation – The contractor, L.O. Lynch, gave a target completion date by the end of August 2023.
  - Both the mechanical and chemical rehabilitation methods were completed.
  - Test pumping was performed during the first couple of weeks in May 2023. The test pumping provided the important information regarding the possible yield capacity of this well. A maximum flow rate of approximately 1,290 gpm was achieved with a drawdown rate of less than 10 feet. The test pump and motor was pulled during the last week of May 2023.
  - A larger pump and motor was installed during the first week of June 2023. A maximum flow rate of approximately 1,500 gpm was achieved, which was less than expected. The constant rate test pumping was performed during the week of June 19, 2023. The test pump equipment was pulled from the well during the week of June 26, 2023.
  - The final step is disinfection and outfitting the well with the permanent pump and motor. The downhole equipment has been ordered and there is a minimum 2 month lead time on the pump. The final design flow was determined to be 1,600 gpm.
- ID-E Sanitary Survey Preparation – In anticipation of an upcoming State Sanitary Survey for the two water systems in the ID-E area, staff replaced all the drain-to-waste screens with “duckbills”. The previous screens kept coming off when exposed to the high water flows during pump start/stop sequences.



- 19<sup>th</sup> Avenue Boosters – The contacts were found to be dirty, burnt, and pitted at the 19<sup>th</sup> Avenue Boosters. Staff cleaned and replaced these contacts during the first week of July 2023.



- Highland Reservoir Overflow – This reservoir overflowed on July 8, 2023 due to a STOP FAIL at Redbud Booster Station. The issue was resolved and there were no damages due to the overflow.
- Oil Changes – All well and booster motors have been serviced with an oil change. The next oil change is scheduled for October 2023.
- Electrical Issues – The District experienced electrical issues in the nighttime hours of July 14 and 16, 2023 at the Redbud, Low Desert View, and Two Bunch pump stations. The pumps were tripped offline due to the recently installed MotorSaver devices properly protecting our equipment. Staff investigated after responding to START FAIL alarms and found that the voltage came into balance each night shortly after 10:30pm. Staff has requested SCE to do some power monitoring (datalogging) at Low Desert View to see if the cause for these issues can be determined. Additionally, SCE triggered an outage at Well 25 and Terrace Boosters as part of our participation in their power conservation programs. We experienced this outage on July 20, 2023.
- Gateway Fire Pump Monthly Testing – Staff performed the monthly fire pump testing on July 27, 2023. All systems functioned properly. Water loss data was captured and entered into the water loss tracking worksheet.
- Well 26 AirVac – The AirVac at Well 26 was replaced on July 25, 2023 due to mechanical failure of the previous unit.
- Cottonwood Reservoir (ID-E) – This reservoir was intentionally overflowed (preventative maintenance) on July 11, 2023. The purpose of this overflow was to replace the older water located in the upper strata of the reservoir that is prone to be exposed to thermal stratification.

#### Landscaping Update

Urban Habitat has increased their visits to our Production facilities. All sites look much better and continue to be monitored by MSWD staff.

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

New Service Connections to the Water System

	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19
July	5	6	18	7	4	5
August		28	19	6	10	5
September		22	23	18	2	14
October		16	33	13	3	21
November		10	27	10	16	4
December		9	9	2	17	3
January		26	14	15	6	3
February		14	8	13	8	5
March		29	19	16	2	3
April		24	6	11	1	3
May		16	19	15	12	5
June		5	1	24	11	2
<b>Annual</b>	<b>5</b>	<b>205</b>	<b>196</b>	<b>150</b>	<b>92</b>	<b>73</b>
<b>Avg./ Mo.</b>	<b>0.42</b>	<b>17.08</b>	<b>16.33</b>	<b>12.50</b>	<b>7.67</b>	<b>6.08</b>

Additional water service connection information is provided in Appendix A.

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

Monthly Water Production

	FY	Variance		FY	FY	FY	FY
	2023/24	from prior year		2022/23	2021/22	2020/21	2019/20
	AF	AF	%	AF	AF	AF	AF
July	789.99	38.20	5.08%	751.79	796.57	857.77	853.23
August		-	0.00%	850.19	839.93	885.31	795.18
September		-	0.00%	716.03	738.65	784.80	757.08
October		-	0.00%	691.98	665.18	755.84	709.39
November		-	0.00%	599.39	679.85	690.13	619.87
December		-	0.00%	554.27	565.48	588.32	537.23
January		-	0.00%	530.39	580.28	537.96	553.20
February		-	0.00%	490.41	527.34	495.61	520.85
March		-	0.00%	500.37	601.44	625.80	557.73
April		-	0.00%	552.34	624.07	649.34	573.02
May		-	0.00%	726.25	745.36	723.62	698.99
June		-	0.00%	682.09	730.02	761.63	806.02
<b>TOTAL</b>	<b>789.99</b>	<b>38.20</b>	<b>5.08%</b>	<b>7,645.50</b>	<b>8,094.17</b>	<b>8,356.13</b>	<b>7,981.79</b>

Additional water production information is provided in Appendix A.

## Water Resources

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

### **Integrated Regional Water Management Planning**

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

Mayoma Dunes Water Company has reached out to join the CVRWVG. The CVRWVG will be processing the request in the coming weeks.

### **Mission Creek Subbasin Sustainable Groundwater Management Act Compliance**

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

### **San Geronio Pass Subbasin Sustainable Groundwater Management Act Compliance**

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

### **Indio Subbasin Sustainable Groundwater Management Act Compliance**

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

### **Salt and Nutrient Management Planning**

Staff attended the Technical Advisory Committee meeting on July 25, 2023, and the monthly Steering Committee meeting on July 26, 2023, for the Coachella Valley Salt and Nutrient Management Plan (CV SNMP) Update.

Staff is currently reviewing the Task 1 Technical Memo titled, Characterize TDS/N Mass Loading to the Groundwater Basin.



## PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

### Past and Upcoming Sponsorships / Events

#### MSWD Blood Drive: July 12, 2023

Recognizing the continued need in our community, MSWD again partnered with Life Stream to host an employee/community blood. As part of the 9-Cities challenge, we had 13 life-saving blood donations that will count towards the City of Desert Hot Springs total.



#### Water Efficiency Workshop with Burt Boss: July 20, 2023

MSWD's July 2023 Water Efficiency Workshop featured UCCE Master Gardener Burt Boss, who shared his experiences and techniques for caring for Citrus trees in the desert. Approximately 30 attendees participated in a lively discussion on water techniques and other care/feeding tips. Feedback from the session was very positive. Our next UCCE workshop will be held on December 19, 2023, focusing on seasonal planting.



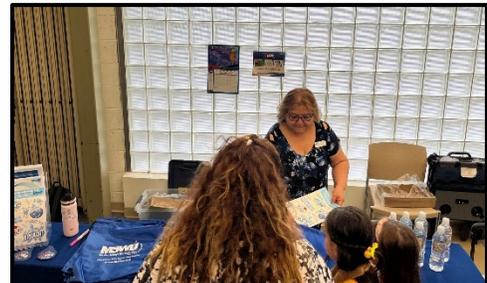
#### Arden Wallum Retirement Dinner: August 3, 2023

Elected officials, community members, and staff joined on Thursday, August 3, 2023, to celebrate Arden Wallum's retirement from MSWD. More than 50 guests attended the event, which was held at Mission Lakes Country Club. Our news release on the subject received coverage on social media and in the ACWA newsletter, Uken Report, and the Spanish publication El Informador.



#### Cabot Yerxa Elementary School, Back to School Night: August 8, 2023

On the eve of the new school year, the Public Affairs team joined others in the community during a special resource fair held at Cabbot's Elementary School designed to educate and inform parents of available community resources. The MSWD booth had more than 150 families stop by our booth, learning more about our water system and program offerings.



### Upcoming Sponsorships / Events

DVBA Bowling Bash/Networking Night: August 16, 2023 at 5:30pm

Team MSWD will join community leaders at a special networking night hosted by the Desert Valley Builders Association on August 16, 2023. The annual event brings together a mix of developers and the businesses community from all areas of the Coachella Valley.



MSWD Blood Drive: September 13, 2023

MSWD will host the LifeStream bloodmobile again on September 13, 2023, to honor the lives of our fallen 9/11 heroes. Watch your email or the District's social media for appointment information.



City of Desert Hot Springs 60<sup>th</sup> Anniversary Event: September 17, 2023, 2:00 – 8:00pm

MSWD will be joining others in the community to celebrate the City of Desert Hot Springs's 60<sup>th</sup> Anniversary at a special event being held at Mission Springs Park on Sunday, August 16, 2023. The Public Affairs team will have a resource booth offering information about programs and services and featuring our award-winning water.



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

MSWD is launching a new fall series of our popular Water 101: Let's Talk Water community workshops. The monthly courses will be at the new Desert Hot Springs Library from 6:00 – 7:00pm to discuss our water and wastewater systems, finances, and planning functions. Following is a complete list of dates:



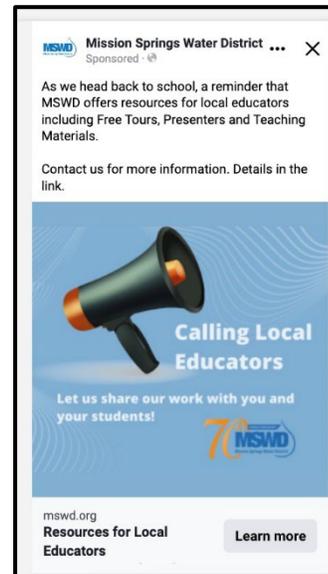
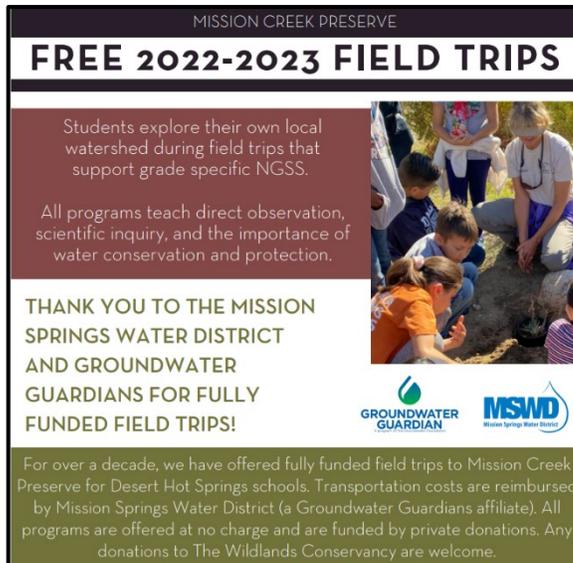
- August 24, 2023
- September 28, 2023
- October 26, 2023
- November 9, 2023

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

## Public & Media Outreach

### Groundwater Guardian/Educator Resources

As we head back to school, MSWD promotes the different resources we offer to educators to help students learn more about our water resources and wastewater services. These offerings include free/sponsored tours to the Mission Creek Preserve and our MSWD facilities, in-classroom presentations, teaching materials, and other resources depending on the classroom's needs. Anyone wishing to learn more about our offerings is encouraged to contact the Public Affairs team at [PR@mswd.org](mailto:PR@mswd.org) or call 760-329-6448 ext. 145.



### MSWD Community Calendar Drawing Contest

MSWD is again launching a children's drawing contest, soliciting local students' artwork illustrating water conservation and groundwater protection. K-12 students throughout the District are being encouraged to participate. In addition, the Public Affairs team is promoting the contest through our local schools, social media, and our August 2023 customer newsletter.



Twelve winners will receive an Amazon gift card and have their artwork showcased in the District's 2024 community calendar. The deadline for submission is October 3, 2023. More information and a copy of the entry form are available on the District's website at [www.mswd.org/drawingcontest](http://www.mswd.org/drawingcontest).

### Customer Newsletter

Our July 2023 Water Matters newsletter that was inserted in all customer's July 2023 statements included information on bill assistance programs, pass-along fees (including the City Utility Users Tax and the DWA Replenishment Fee), and a special message from outgoing General Manager Arden Wallum. Printed copies of the newsletter are available in our lobby and also available online in the news section of our website.

### Video: Lead and Copper Testing

While MSWD collects and analyzes thousands of samples annually to ensure our water meets and exceeds all State and Federal guidelines, specific contaminants such as lead and copper require additional analysis as they may be introduced into some homes' water supply through the corrosion of internal piping and plumbing fixtures or lead solder that may have been used during construction. As part of the Federal Lead and Copper Rule established in 1991, local water providers must create and implement a plan to sample at-risk properties every three years.

Supporting our Operations team, the Public Affairs Department recently developed a "How To" video showing customers how to take a water sample at their home accurately. A QR Code linking to the video was included in all customer correspondence.



### Legislative Update

#### Federal: FY 2024 Appropriations Update

In July 2023, both the House and the Senate spent significant time making progress on moving the Fiscal Year (FY) 2024 appropriations bills forward. The House Appropriations Committee has approved ten of the twelve FY 2024 appropriations bills, while the Senate Appropriations Committee has approved all twelve FY 2024 appropriations bills. Right before adjourning for the August 2023 Congressional recess, the House approved its first FY 2024 appropriations bill (MilCon/VA). Of particular interest to MSWD, the Senate Energy and Water bill included the following community project request:

- \$2.7 million for Mission Springs Water District Army Corps of Engineers Sec. 219 Groundwater Protection Project (Feinstein and Padilla)

As Congress heads out of Washington, D.C., for the August 2023 Congressional recess and is not scheduled to return until after the Labor Day holiday, the focus is shifting towards the end of the current federal fiscal year on September 30, 2023. To avoid a government shutdown, Congress must pass a Continuing Resolution (CR) to allow the federal

government to remain open and funded at current levels. Given the challenges to moving the FY 2024 appropriations bills forward and the current political climate, the path forward on a CR looks more difficult than in recent years.

A full federal update is available in Appendix B.

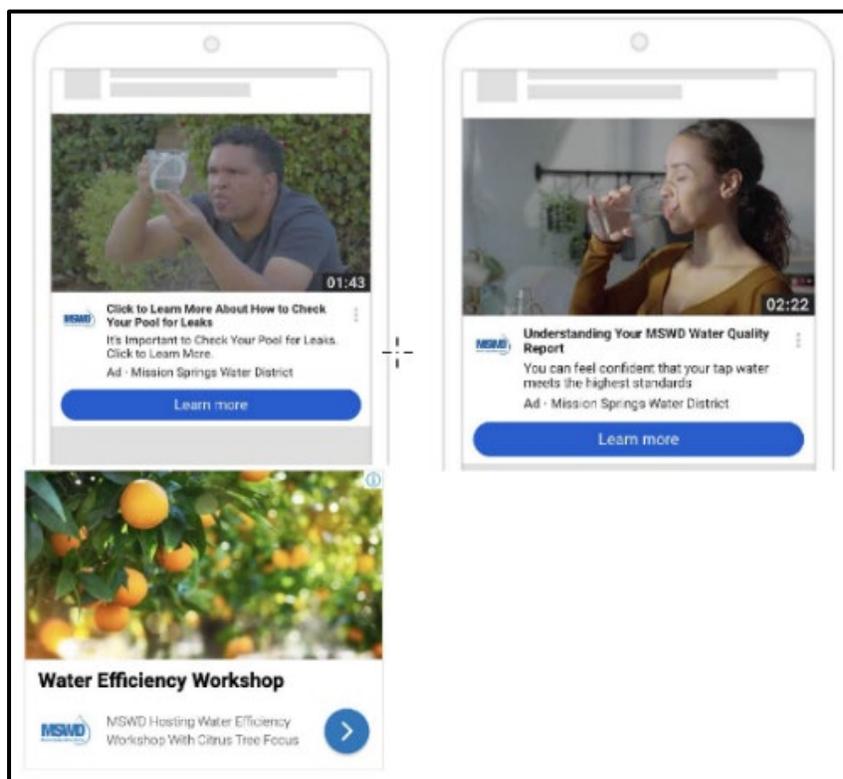
California: Hexavalent Chromium

Following the SWRCB's August 1, 2023, public workshop for the proposed MCL for Hexavalent Chromium, the written public comment period on the proposed regulation was extended a second time to August 18, 2023. Following our MSWD Board workshop on August 9, 2023, with guidance from Corona Environmental, our Chromium-6 consultant, MSWD is drafting a written reply. Once complete, a copy will be distributed to the Board.

**Public & Media Outreach**

MSWD Digital Advertising

The District featured three Google and Facebook/Instagram ads promoting our Pool Paranoia Video, Water Efficiency Workshop, and Water Quality Video. Our Google campaign garnered more than 71,574 impressions and 1,332 link clicks. Our Facebook ads garnered almost 79,752 impressions and 340 link clicks. A full report is included in Appendix C.



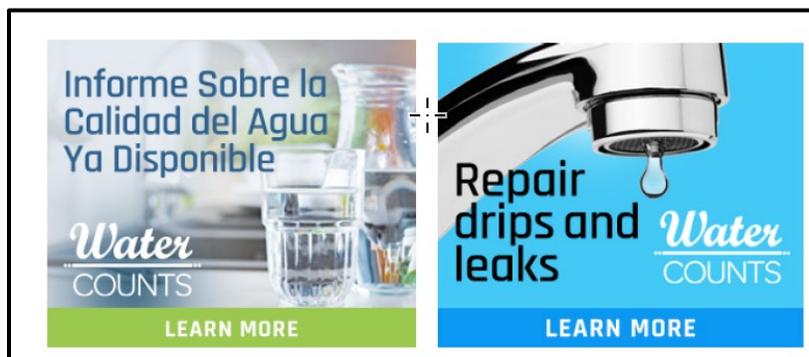
Social Media

A copy of the July 2023 social media report can be found in Appendix C. This report highlights activities and posts on the District's social media platforms. While overall impressions were down, our audience grew, especially on LinkedIn, where we added 73 new followers. Our three posts with the highest engagement included a news release about outgoing GM Arden Wallum and the appointment of Brian Macy, a Happy 4<sup>th</sup> of July Post, and a Worker Wednesday post promoting proper disposal of wipes and FOG.

3 Most Engaging Posts		
	News Release: MSWD Honors Outgoing General Manager Arden ...	16.83%
	Happy 4th of July from MSWD! Our offices are closed today...	14.5%
	#ICYMI, please don't flush those so-called "flushable wip...	10.64%

CV Water Counts

July 2023 was another great month for CV Water Counts, with nearly 2,000 people visiting the site and viewing over 3,300 pages. The Conservation Tips page was, by far, the most-viewed page during the month, thanks mainly to the advertising campaigns, which saw more than 230,000 impressions across websites, apps, video streaming, and Facebook / Instagram. A full report is in Appendix C.



**Rebates & Conservation**

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

Toilet Rebates

Staff funded two toilet rebate applications in July 2023, totaling \$200.

Turf Rebates

No new turf rebates applications were received in July 2023.

Conservation Kits

Staff did not receive any new requests for Conservation Kits in July 2023.

Bottle Water Tracking Report

**Water Donations for July 2023**

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
7/5/2023	PSUSD - DHS	Impaired & blind students	6
7/19/2023	City of DHS	Council/Commission Meetings/Walk-in Guest	25
7/18/2023	City of DHS	Mobile home park fire – evacuation	70
7/19/2023	DHS Family Resource Ctr	Community events & services	5
7/19/2023	DHS Police Dept.	Community events, crime scenes, traffic accidents	6
7/27/2023	PSUSD - DHS	Training for staff members	10
<b>Total Cases</b>			<b>116</b>

**Always available to lend a helping hand!**

During the recent mobile home park fire (located at the corner of Palm and Dillon), MSWD provided the evacuees with close to a pallet (70 cases total) of emergency bottled water. Below is a photo of our Maintenance and Operations team members loading up the water for delivery.



APPENDIX A – Wastewater and Water Production Tables



## WATER REPORT

WATER CONNECTION SUMMARY													
	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	5	6	18	7	4	5	7	2	0	0	1	0	0
August		28	19	6	10	5	3	2	2	0	1	0	0
September		22	23	18	2	14	4	13	3	0	2	2	0
October		16	33	13	3	21	8	3	20	0	5	1	1
November		10	27	10	16	4	0	7	3	0	1	0	1
December		9	9	2	17	3	3	2	0	0	2	0	0
January		26	14	15	6	3	20	1	1	2	2	0	0
February		14	8	13	8	5	11	1	0	1	0	1	0
March		29	19	16	2	3	6	5	0	12	0	0	4
April		24	6	11	1	3	7	11	2	7	0	1	4
May		16	19	15	12	5	11	9	8	2	0	1	2
June		5	1	24	11	2	8	2	10	1	0	0	0
<b>Annual</b>	<b>5</b>	<b>205</b>	<b>196</b>	<b>150</b>	<b>92</b>	<b>73</b>	<b>88</b>	<b>58</b>	<b>49</b>	<b>25</b>	<b>14</b>	<b>6</b>	<b>12</b>
<b>Avg./ Mo.</b>	<b>0.42</b>	<b>17.08</b>	<b>16.33</b>	<b>12.50</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>	<b>4.83</b>	<b>4.08</b>	<b>2.08</b>	<b>1.17</b>	<b>0.50</b>	<b>1.00</b>

**Connections to Water System:**

As of June 30, 2023      13,542

Plus YTD                      5

**Total Water Connections =      13,547**

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

APPENDIX B – Federal Update from Carpi & Clay

# Mission Springs Water District Federal Update

July 28, 2023

## FY 2024 Appropriations Update

In July, both the House and the Senate spent significant time making progress on moving the Fiscal Year (FY) 2024 appropriations bills forward. The House Appropriations Committee has approved ten of the twelve FY24 appropriations bills, while the Senate Appropriations Committee has approved all twelve FY24 appropriations bill. Right before adjourning for the August Congressional recess, the House approved its first FY24 appropriations bill (MilCon/VA). Below is an updated chart providing the status of the FY24 appropriations bills in the House and the Senate.

Of particular interest to Mission Springs Water District, the Senate Energy and Water bill included the following community project request:

- \$2.7 million for Mission Springs Water District Army Corps of Engineers Sec. 219 Groundwater Protection Project (Feinstein and Padilla)

As Congress heads out of Washington, D.C. for the August Congressional recess, and not scheduled to return until after the Labor Day holiday, the focus is beginning to shift towards the end of the current federal fiscal year on September 30<sup>th</sup>. To avoid a government shutdown, Congress will need to pass a Continuing Resolution (CR) to allow the federal government to remain open and funded at current levels. Given the challenges to moving the FY24 appropriations bill forward, coupled with the current political climate, the path forward on a CR looks to be more difficult than in recent years.

SUBCOMMITTEE	FY 2023 ENACTED (in billions)	FY 2024 HOUSE (in billions)	FY 2024 SENATE (in billions)	STATUS
Agriculture-FDA	\$25.48	\$17.83	\$25.99	<p><b>House:</b> Approved by the Committee on June 14<sup>th</sup> by a vote of 34-27.</p> <p><b>Senate:</b> Approved by the Committee on June 22<sup>nd</sup> by a vote of 28-0.</p>

<b>Commerce-Justice-Science</b>	\$82.44	\$58.67	\$69.63	<p><b>House:</b> Approved by the subcommittee on July 14<sup>th</sup>.</p> <p><b>Senate:</b> Approved by the Committee on July 13<sup>th</sup> by a vote of 28-1.</p>
<b>Defense</b>	\$797.73	\$826.44	\$823.26	<p><b>House:</b> Approved by the Committee on June 22<sup>nd</sup> by a vote of 34-24.</p> <p><b>Senate:</b> Approved by the Committee on July 27<sup>th</sup> by a vote of 27-1.</p>
<b>Energy &amp; Water</b>	\$54	\$52.37	\$56.73	<p><b>House:</b> Approved by the Committee on June 22<sup>nd</sup> by a vote of 34-24.</p> <p><b>Senate:</b> Approved by the Committee on July 20<sup>th</sup> by a vote of 29-0.</p>
<b>Financial Services</b>	\$27.55	\$11.31	\$16.80	<p><b>House:</b> Approved by the Committee on July 13<sup>th</sup> by a vote 34-26.</p> <p><b>Senate:</b> Approved by the Committee on July 13<sup>th</sup> by a vote of 29-0.</p>
<b>Homeland Security</b>	\$60.7	\$62.79	\$56.92	<p><b>House:</b> Approved by the Committee on June 21<sup>st</sup> by a vote of 33-25</p> <p><b>Senate:</b> Approved by the Committee on July 27<sup>th</sup> by a vote of 24-4.</p>
<b>Interior-Environment</b>	\$38.85	\$25.41	\$37.85	<p><b>House:</b> Approved by the Committee on July 19<sup>th</sup> by a vote of 33-27.</p> <p><b>Senate:</b> Approved by the Committee on July 27<sup>th</sup> by a vote of 28-0.</p>

<b>Labor-HHS-Education</b>	\$207.36	\$147.09	\$195.23	<p><b>House:</b> Approved by the subcommittee on July 14<sup>th</sup>.</p> <p><b>Senate:</b> Approved by the Committee on July 27<sup>th</sup> by a vote of 26-2.</p>
<b>Legislative Branch</b>	\$6.9	\$6.74	\$6.76	<p><b>House:</b> Approved by the Committee on June 21<sup>st</sup> by a vote of 33-24.</p> <p><b>Senate:</b> Approved by the Committee on July 13<sup>th</sup> by a vote of 29-0.</p>
<b>MilCon-VA</b>	\$154.16	\$155.7	\$154.35	<p><b>House:</b> Passed the House on July 27<sup>th</sup> by a vote of 219-211.</p> <p><b>Senate:</b> Approved by the Committee on June 22<sup>nd</sup> by a vote of 28-0.</p>
<b>State-Foreign Ops</b>	\$59.69	\$41.36	\$58.35	<p><b>House:</b> Approved by the Committee on July 12<sup>th</sup> by a vote of 32-27.</p> <p><b>Senate:</b> Approved by the Committee on July 20<sup>th</sup> by a vote of 27-2.</p>
<b>Transportation, Housing &amp; Urban Development</b>	\$87.33	\$65.2	\$88.09	<p><b>House:</b> Approved by the Committee on July 18<sup>th</sup> by a voted of 34-27.</p> <p><b>Senate:</b> Approved by the Committee on July 20<sup>th</sup> by a vote of 29-0.</p>

**Senator Introduces Bipartisan Legislation on Colorado River Salinity**

Senator Michael Bennett (D-CO) introduced the *Colorado River Salinity Control Fix Act* which would amend the 1974 Colorado River Basin Salinity Control Act’s cost sharing provisions to increase federal support for salinity reduction projects. Diminished water levels in the Colorado River have affected water levels in Lake Powell and Lake Mead

and reduced hydropower generation at the Glen Canyon and Hoover Dams. The legislation is cosponsored by Sens. Dianne Feinstein (D-CA), Alex Padilla (D-CA), John Barrasso (R-WY), Cynthia Lummis (R-WY), Mitt Romney (R-UT), and Kyrsten Sinema (I-AZ). The text of the bill can be found [HERE](#).

### Revised WOTUS Definition Under OMB Review

On July 17<sup>th</sup>, the Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers submitted an amended definition of the waters of the United States (WOTUS) rule to the White House Office of Management and Budget (OMB). The recent Supreme Court decision in *Sackett v. EPA* required the EPA and the Army Corps to amend their recently released WOTUS rule. The updated definition removes pieces inconsistent with the Court's ruling and is expected to be released in September. More information can be found [HERE](#).

### White House Releases Fact Sheet on New Extreme Heat Measures

The White House announced the following new measures to assist communities with impacts of extreme heat events:

- Department of Labor to issue a Hazard Alert for heat;
- Establish two virtual research centers at National Oceanic and Atmospheric Administration focused on heat resiliency;
- White House Interagency Working Group on Extreme Heat will develop a National Heat Strategy in partnership with the National Integrated Heat Health Information System;
- Convene mayors and tribal leaders for a meeting at the White House on extreme heat; and
- Host a Summit on Climate Resilience and Sustainability in Affordable Housing

The White House released a fact sheet outlining these actions that can be found [HERE](#).

### Federal Funding Opportunities/Announcements

**EPA Releases \$14 Billion NCIF NOFO.** EPA released a \$14 billion NOFO for the National Clean Investment Fund (NCIF) as part of the Greenhouse Gas Reduction Fund (GGRF). NCIF will provide grants to two or three national nonprofit financing entities to create national clean financing institutions capable of partnering with the private sector to provide financing for clean technology projects nationwide. Applications are due October 12<sup>th</sup> and more information is available [HERE](#).

**EPA Releases \$6 Billion CCIA NOFO.** EPA released a \$6 billion NOFO for the Clean Communities Investment Accelerator (CCIA) program as part of the GGRF. CCIA will provide grants to between two and seven hub nonprofits that will provide funding and technical assistance networks of public, quasi-public, not-for-profit, and nonprofit community lenders for the purpose of deploying clean energy in communities nationwide. Community lenders may include community development financial institutions, credit

unions, green banks, housing finance agencies, minority depository institutions, and other related lenders. Applications are due October 12<sup>th</sup> and more information can be found [HERE](#).

## Federal Agency Personnel/Regulatory Announcements

### **DOI Announces New Principal Deputy Assistant Secretary for Water and Science.**

The Department of the Interior (DOI) announced that Michael Brain will serve as Principal Deputy Assistant Secretary for Water and Science. Previously, Brain served as Deputy Commissioner of the Bureau of Reclamation. He succeeds Tanya Trujillo, who resigned effective July 17<sup>th</sup>.

**DOI Releases Interactive Infrastructure Map.** DOI released a new interactive map that tracks Bipartisan Infrastructure Law spending. The map can be found [HERE](#).

### **EPA Proposes Updates to Air Emissions Reporting Requirements Rule.**

EPA announced proposed updates to the Air Emissions Reporting Requirements Rule, which would require reporting of hazardous air pollutants, commonly referred to as “air toxics,” by 2027. The rule currently requires states to report emissions of common air pollutants like particulate matter, along with pollutants that contribute to their formation, such as ozone-forming volatile organic compounds. EPA is hosting several informational webinars in August and registration information can be found [HERE](#). More information about the proposed rule can be found [HERE](#).

##    ##    ##

APPENDIX C – Public Affairs Information



# CVWC Digital Marketing Report

Website, Social, and Marketing Performance

**July, 2023**

by Hunter | Johnsen

## Google Ads Campaigns

 DISPLAY AD IMPRESSIONS  
CV WATER COUNTS

116,685

 SEARCH AD IMPRESSIONS  
CV WATER COUNTS

678

 VIDEO IMPRESSIONS  
CV WATER COUNTS

87,041

 CLICKS  
CV WATER COUNTS

1,289

 CTR  
CV WATER COUNTS

0.63%

 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE  
CV WATER COUNTS

Campaign	Clicks	Impr.
CV Water Counts July 2023 Spanish	758	72,188
Repair Drips	645	63,868
Water Quality	113	8,320
CV Water Counts July 2023	248	44,497
Water Quality	116	23,944
Repair Drips	132	20,553
	1,006	116,685



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE  
CV WATER COUNTS

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	87,041	37,426	19,589	194
CVWC Water Saving Tips YouTube Spanish July 2023	37,318	18,289	12,120	80
CVWC Water Saving Tips English YouTube July 2023	49,723	19,137	7,469	114
	87,041	37,426	19,589	194



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

Campaign	Clicks	Impr.
CVWC Search Campaigns	89	678
	89	678

**KEYWORDS PERFORMANCE**  
CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	26	323	8.05%
water service	15	118	12.71%
water company	7	151	4.64%
water service provider	3	7	42.86%
water rebates	1	2	50%
water agency	0	8	0%
save water	0	9	0%
water preservation	0	20	0%
ways to conserve water	0	5	0%
water conservation techniques	0	1	0%
water rebate program	0	2	0%
	26	330	7.88%

# Facebook Ad Campaigns

## FACEBOOK AD PERFORMANCE

HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p><b>CVWC - Repair Drips and Leaks</b>            cvwatercounts.com            A leak as small as the tip of a pen can waste more than 200 gallons per day.. 💧</p>	767	115,383	29,144	3.96	774
	767	115,383	29,144	3.96	774

# Website Information

**USERS**  
CV WATER - CV WATER COUNTS - GA4

1,960

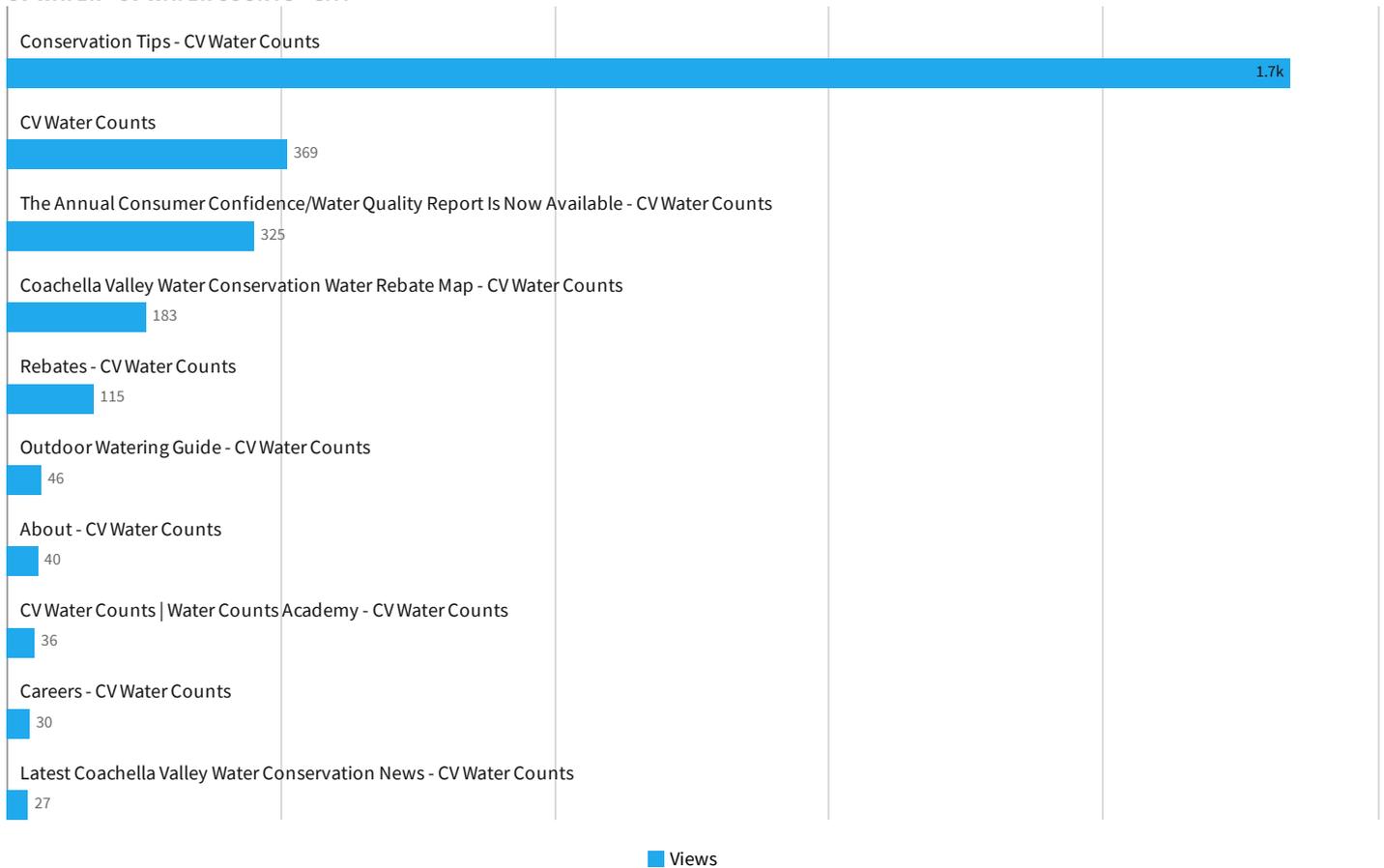
**SESSIONS**  
CV WATER - CV WATER COUNTS - GA4

2,510

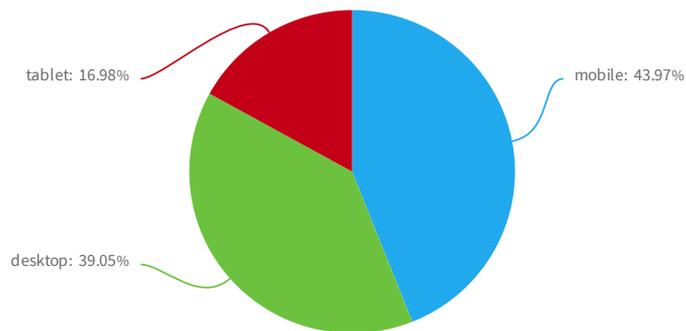
**PAGEVIEWS**  
CV WATER - CV WATER COUNTS - GA4

3,362

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

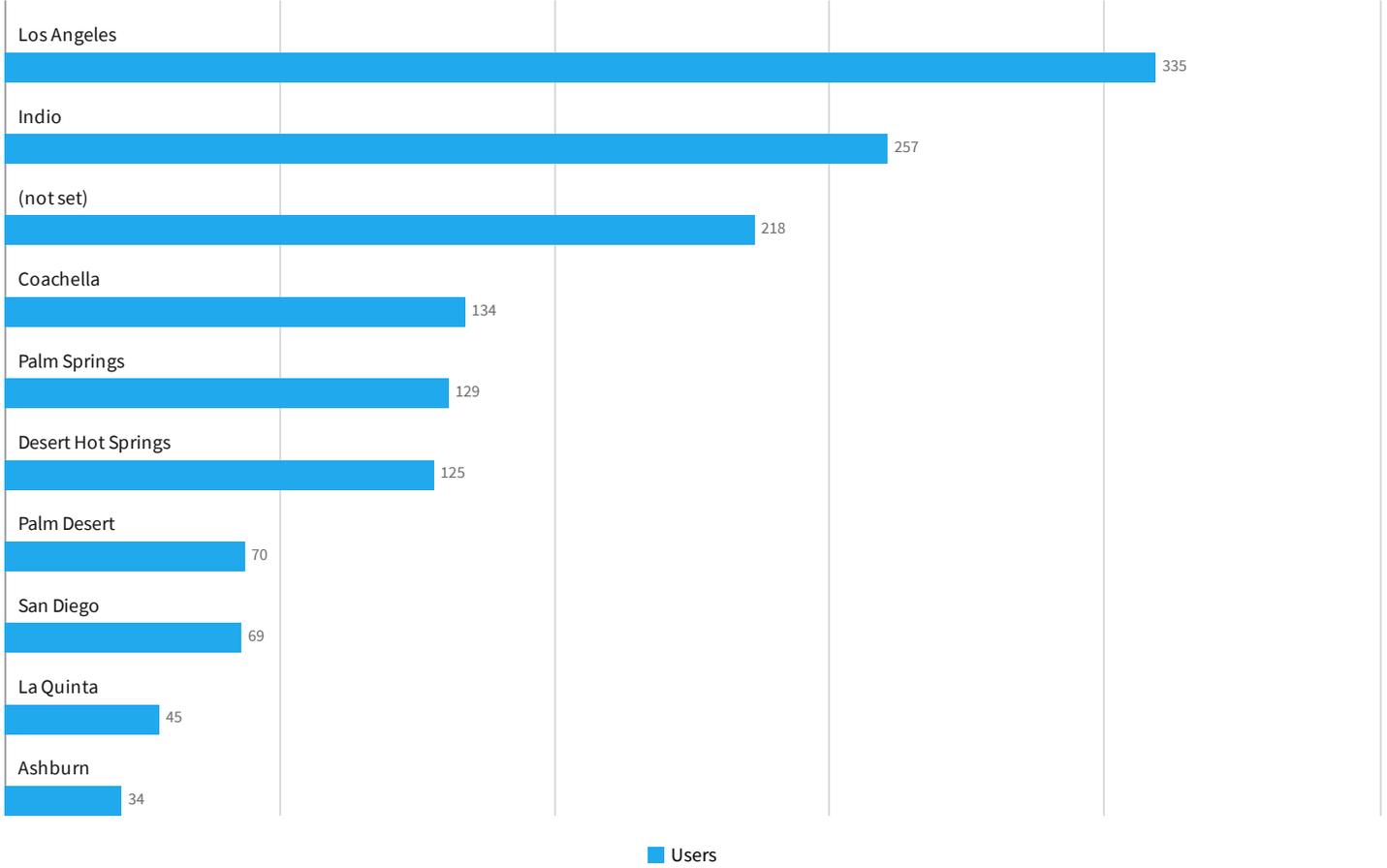


**ENGAGED SESSIONS BY DEVICE CATEGORY**  
CV WATER - CV WATER COUNTS - GA4



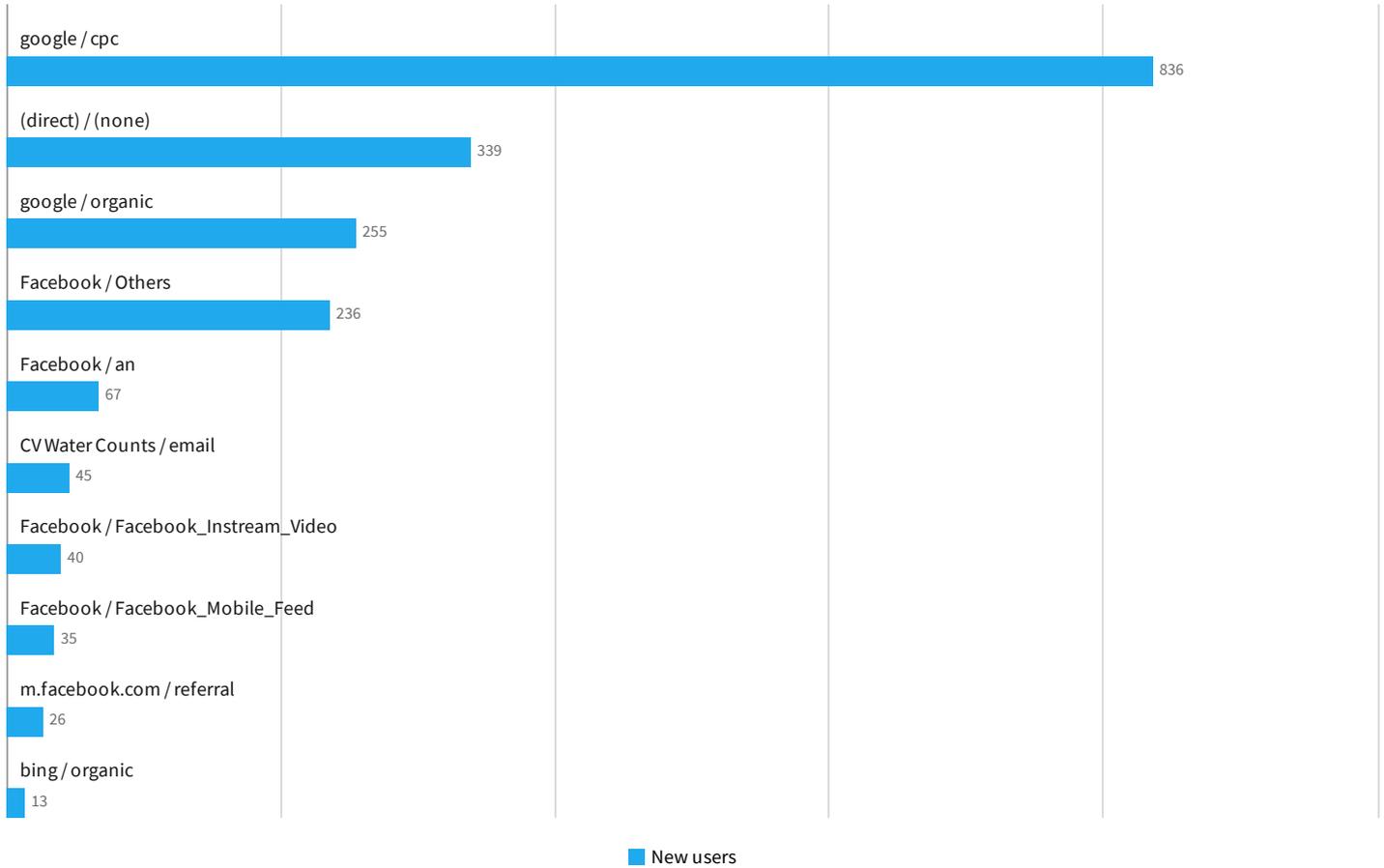
### USERS BY CITY

CV WATER - CV WATER COUNTS - GA4



### NEW USER ACQUISITION

CV WATER - CV WATER COUNTS - GA4



### MONTH PERFORMANCE

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

Month	New users	Engaged sessions	Engagement rate	Sessions per User	Average engagement time	Conv.
<b>July 2023</b>	1,965	632	25.2%	1.28	15s	0
<b>June 2023</b>	19	4	19.0%	1.17	15s	0
<b>May 2023</b>	0	0	0.0%	0	0s	0
<b>April 2023</b>	0	0	0.0%	0	0s	0
<b>March 2023</b>	0	0	0.0%	0	0s	0
<b>February 2023</b>	0	0	0.0%	0	0s	0
	1,984	636	25.1%	1.28	15s	0

# Organic Search

## TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	1,271	1	0.08%	8.77
cv water	514	2	0.39%	5.56
lantana ground cover	447	0	0%	3.88
red pancake	424	0	0%	9.41
water pledge	397	0	0%	7.7
myoma water	186	0	0%	3.26
spotlight cv	156	0	0%	44.24
chaparral sage	136	1	0.74%	5.58
indian fig	121	0	0%	55.52
hesperaloe parviflora	94	0	0%	40.48
	3,746	4	0.11%	18.44

## TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
<a href="https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/">https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/</a>	2,012	6	0.3%	10.3
<a href="https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/">https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/</a>	1,453	8	0.55%	16.9
<a href="https://cvwatercounts.com/save-water-pledge/">https://cvwatercounts.com/save-water-pledge/</a>	1,128	3	0.27%	5.6
<a href="https://cvwatercounts.com/">https://cvwatercounts.com/</a>	855	11	1.29%	9.26
<a href="https://cvwatercounts.com/plant-of-the-month-paddle-plant-or-red-pancake-kalanchoe-thyrsiflora/">https://cvwatercounts.com/plant-of-the-month-paddle-plant-or-red-pancake-kalanchoe-thyrsiflora/</a>	837	6	0.72%	17.78
<a href="https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/">https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/</a>	747	0	0%	51.71
<a href="https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf">https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf</a>	591	9	1.52%	24.18
<a href="https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/">https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/</a>	538	6	1.12%	12.19
<a href="https://cvwatercounts.com/plant-of-the-month-prickly-pear-cactus-opuntia/">https://cvwatercounts.com/plant-of-the-month-prickly-pear-cactus-opuntia/</a>	531	1	0.19%	21
<a href="https://cvwatercounts.com/cv-water-counts-water-counts-academy-program-graduates/">https://cvwatercounts.com/cv-water-counts-water-counts-academy-program-graduates/</a>	493	5	1.01%	24.24
	9,185	55	0.6%	19.32

# Facebook Information

**f** IMPRESSIONS  
CV WATER COUNTS

87,870

**f** REACH  
CV WATER COUNTS

27,288

**f** NEW PAGE LIKES  
CV WATER COUNTS

1

**f** ENGAGED USERS  
CV WATER COUNTS

890

**f** PAGE VIEWS  
CV WATER COUNTS

497

**f** LIFETIME PAGE LIKES  
CV WATER COUNTS

4,002

**f** POSTS  
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>As one of the fastest gr...</p>	July 31, 2023	30	4	13%	3	0
 <p>Mulching is one of the ...</p>	July 28, 2023	75	3	4%	2	0
 <p>Water your plants only...</p>	July 27, 2023	57	4	7%	2	0
 <p>This succulent is well a...</p>	July 24, 2023	119	5	4%	4	1
		2,634	91	3%	35	1

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>If you or someone you...</p>	July 20, 2023	32	2	6%	2	0
 <p>Install water-saving ae...</p>	July 20, 2023	125	3	2%	2	0
 <p>Rebates from your wat...</p>	July 17, 2023	1,700	45	3%	2	0
 <p>With the heat of summ...</p>	July 14, 2023	36	3	8%	2	0
 <p>Use a broom instead o...</p>	July 13, 2023	63	3	5%	2	0
 <p>Water your yard in the ...</p>	July 10, 2023	46	4	9%	2	0
		2,634	91	3%	35	1

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>The 2022 Annual Cons...</p>	July 8, 2023	27	3	11%	2	0
 <p>Consider upgrading yo...</p>	July 6, 2023	98	4	4%	2	0
 <p>Happy Fourth of July!</p>	July 4, 2023	109	3	3%	2	0
 <p>CV Water Counts is a n...</p>	July 3, 2023	31	3	10%	2	0
 <p>CV Water Counts upda...</p>	July 1, 2023	86	2	2%	4	0
		2,634	91	3%	35	1

# Instagram Information

 **IMPRESSIONS**  
CV WATER COUNTS

633

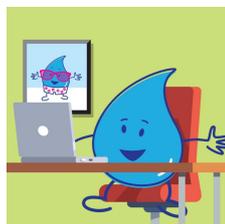
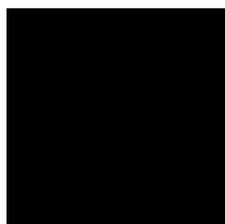
 **LIKES**  
CV WATER COUNTS

9

 **FOLLOWERS (LIFETIME)**  
CV WATER COUNTS

233

 **MEDIA PERFORMANCE**  
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>Water your plants only...</p>	17	2	17	0	0
 <p>Install water-saving ae...</p>	12	1	11	0	0
 <p>Rebates from your wat...</p>	8	2	6	0	0
 <p>Happy Fourth of July!</p>	8	1	4	0	0
 <p>Water your yard in the ...</p>	0	0	20	0	28
	45	6	58	0	28

# Twitter Information

Jul 2023 • 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 27 impressions

Rebates from your water agency can be a great way to beautify your home, save money, and save water too. Visit our rebates page at [CVWaterCounts.com/rebates](https://CVWaterCounts.com/rebates) to find out more. [pic.twitter.com/RikGdGuESS](https://pic.twitter.com/RikGdGuESS)



♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

**Top media Tweet** earned 12 impressions

CV Water Counts is a nonprofit group that was formed for focus on water conservation. It is made up of our valley's six water agencies. To find out more, visit our Shared Goals page at [CVWaterCounts.com/about/#SharedG...](https://CVWaterCounts.com/about/#SharedG...) [pic.twitter.com/ecjW4vgSqD](https://pic.twitter.com/ecjW4vgSqD)



♥ 1

[View Tweet activity](#)

[View all Tweet activity](#)

JUL 2023 SUMMARY

Tweets

8

Tweet impressions

180

Profile visits

34

New followers

0

# E-Blast Information

**CAMPAIGN PERFORMANCE**  
CV WATER COUNTS

Campaign	Send Time	Emails Sent	Total Opens	Open Rate	Industry Open Rate	Total Clicks	Click Rate	Industry Click Rate	Hard Bounces	Unsubscribe Count
CV Water Counts July 2023 - Re-Send	<b>Saturday, July 8, 2023 4:30 PM</b>	264	75	21.97%	17.23%	14	3.41%	0.84%	0	1
CV Water Counts July 2023	<b>Wednesday, July 5, 2023 6:45 PM</b>	569	557	56.06%	17.23%	85	6.33%	0.84%	0	2
		833	632	45.26%	17.23%	99	5.4%	0.84%	0	3



# MSWD Digital Marketing & Website Report

Website, Social, and Marketing Performance

**July, 2023**

Casey Dolan

**Casey Dolan Consulting**

## Google Ads Campaigns

 IMPRESSIONS  
MSWD

71,574

 CLICKS  
MSWD

1,332

 CTR  
MSWD

1.86%

 GOOGLE ADS CAMPAIGN PERFORMANCE  
MSWD

Ad group	Impr.	Clicks	CTR
MSWD Pool Paranoia Video	24,332	576	2.37%
Citrus Workshop	28,842	384	1.33%
MSWD Water Quality Report Video	18,400	372	2.02%
	71,574	1,332	1.86%



01:43

**MSWD** **Click to Learn More About How to Check Your Pool for Leaks** ⋮

It's Important to Check Your Pool for Leaks. Click to Learn More.

Ad · Mission Springs Water District

[Learn more](#)



02:22

**MSWD** **Understanding Your MSWD Water Quality Report** ⋮

You can feel confident that your tap water meets the highest standards

Ad · Mission Springs Water District

[Learn more](#)



**Water Efficiency Workshop**

**MSWD** MSWD Hosting Water Efficiency Workshop With Citrus Tree Focus 

# 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
MSWD Citrus Tree Workshop 7.20.23	MSWD Citrus Tree Workshop 7.20.23	209	22,065	4,794	4.6	0
MSWD July Pool Paranoia Video	MSWD July Pool Paranoia Video	75	29,152	16,308	1.79	0
MSWD Water Quality Video July	MSWD Water Quality Video July	56	28,535	15,876	1.8	0
		340	79,752	23,408	3.41	0

Instagram

missionspringswaterdistrict  
Sponsored



Learn more >

missionspringswaterdistrict Join MSWD for a free Water Efficiency Workshop on July 20 with UCCE Master Gardener Burt Boss, who will share his experiences and techniques for growing healthy citrus trees using water-efficient irrigation and landscaping techniques.

MSWD Mission Springs Water District  
Sponsored

Click for information on how to check for possible leaks in your pool along with other tips to check for leaks around your home.



MSWD.ORG  
**MSWD - Pool Paranoia**  
Mission Springs Water District ha...

LEARN MORE

MSWD Mission Springs Water District  
Sponsored

MSWD is proud to serve some of the best-tasting drinking water in the world, drawn from the Mission Creek Subbasin ...See more



mswd.org  
**Understanding Your MSWD Water Quality Report**

Learn more

Like Comment Share

## Website Information

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

### USERS

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

4,608

### VIEWS

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

13,695

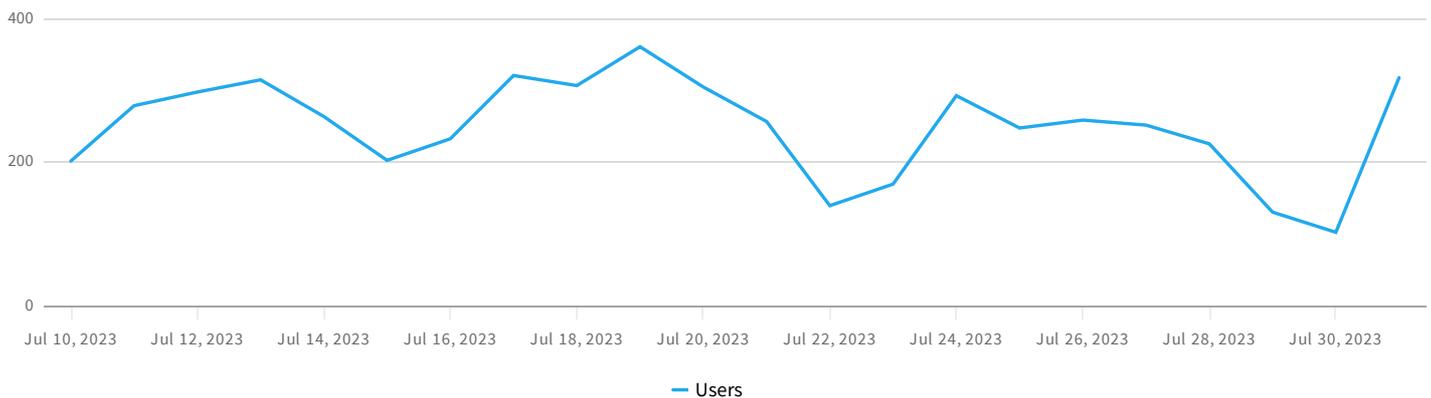
### ENGAGED SESSIONS

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

4,172

### USERS BY DAY

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



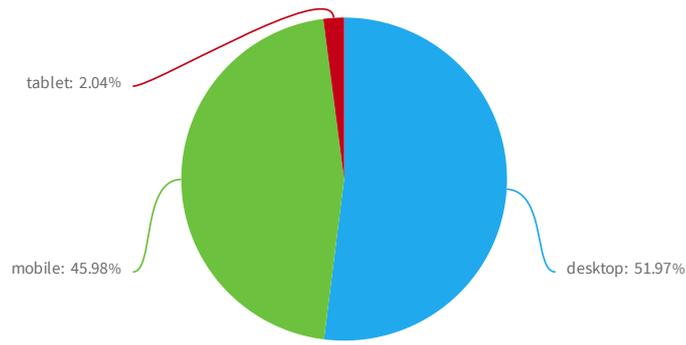
### PAGE TITLE PERFORMANCE

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

Page Title	Views	Views Per User	Users	Engaged sessions	Sessions per User	Average engagement time
Mission Springs Water District Home Page   Mission Springs Water District CA	3,955	1.58	2,509	2,938	1.31	17s
New Customer Portal   Mission Springs Water District CA	3,020	1.55	1,943	189	1.38	15s
Job Opportunities   Mission Springs Water District CA	729	2.08	351	139	1.4	18s
Bill Pay Options   Mission Springs Water District CA	479	1.36	351	241	1.2	23s
Leaks   Mission Springs Water District CA	425	1.25	334	73	1.16	9s
Careers   Mission Springs Water District CA	331	1.52	218	72	1.4	19s
Application for Water Service   Mission Springs Water District CA	321	2.06	156	42	1.47	3m 41s
Start/Stop Water Service   Mission Springs Water District CA	254	1.39	183	28	1.19	18s
Video: Understanding Your Water Quality Report   Mission Springs Water District CA	224	1.24	179	57	1.13	12s
Upcoming Meetings   Mission Springs Water District CA	212	2.16	98	26	1.82	22s
	13,695	2.97	4,608	4,172	1.41	52s

### ENGAGED SESSIONS BY DEVICE CATEGORY

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



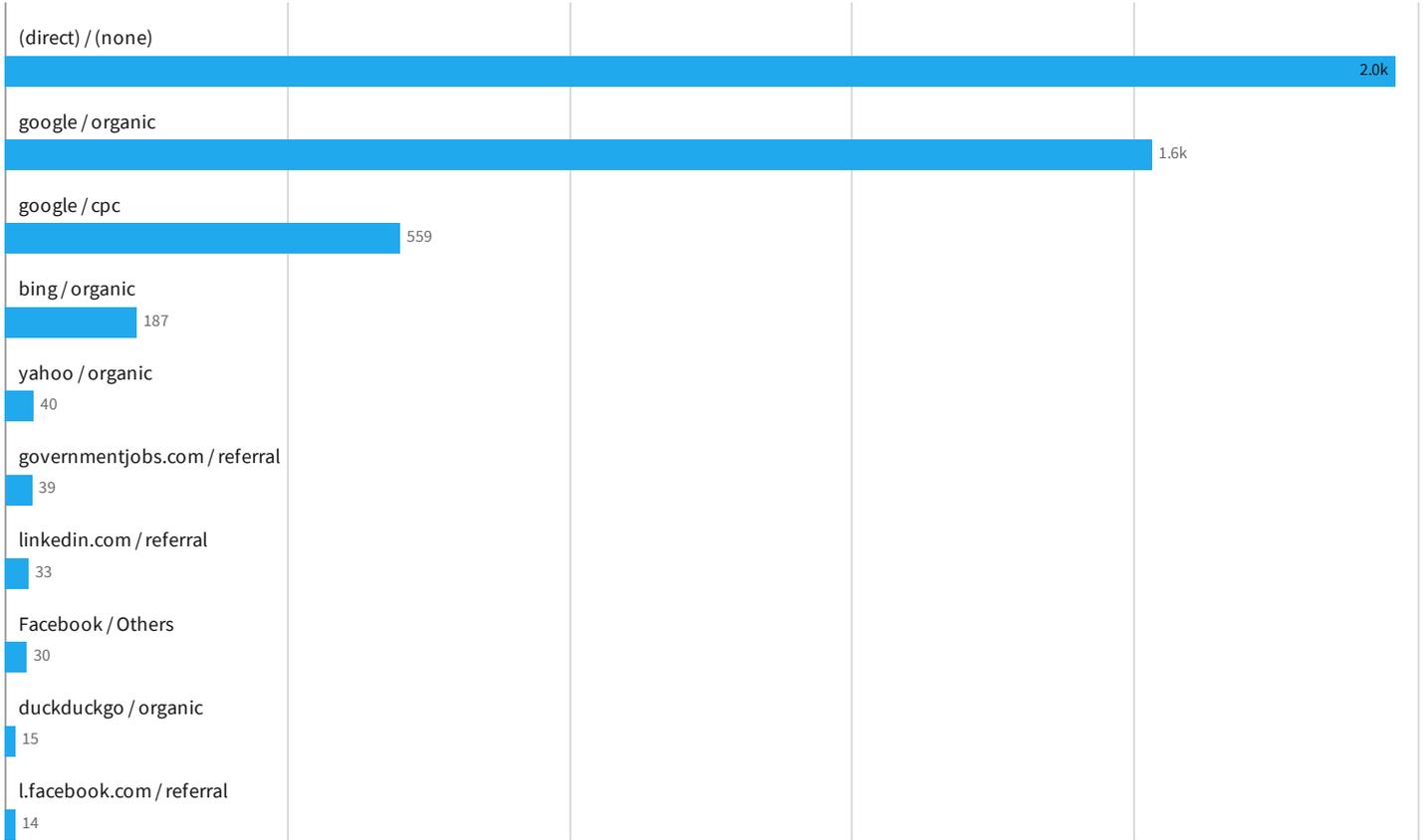
### USERS BY CITY

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

City	Users
Desert Hot Springs	1,042
Los Angeles	802
(not set)	441
Indio	185
Palm Springs	122
San Diego	118
Ashburn	115
La Quinta	102
Palm Desert	61
Cathedral City	39
	4,608

### NEW USER ACQUISITION

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



■ New users



## July 2023 Social Media Analytics

## MSWD July Cross Platform Analytics

<i>Engagement Metrics</i>	<i>Totals:</i>	<i>% Change:</i>
<b>Total Engagements</b>	<b>1069</b>	<b>45.24%</b>
Twitter	4	<b>-71.43%</b>
Facebook	705	<b>89.01%</b>
Instagram	317	<b>-3.35%</b>
LinkedIn	43	<b>104.76%</b>

<i>Audience Metrics</i>	<i>Total Followers</i>	<i>Total gained:</i>	<i>% Change:</i>
<b>Cross-Platform Audience</b>	<b>1852</b>	<b>82</b>	<b>4.43%</b>
Twitter	95	1	<b>1.05%</b>
Facebook	1,230	1	<b>0.08%</b>
Instagram	278	7	<b>2.52%</b>
LinkedIn	249	73	<b>29.32%</b>

<i>Impressions Metrics</i>	<i>Total:</i>	<i>% Change:</i>
<b>Total Impressions</b>	<b>87638</b>	<b>-52.56%</b>
Facebook	66,296	<b>-30.90%</b>
Instagram	20,521	<b>-76.84%</b>
LinkedIn	821	<b>314.65%</b>

## Facebook Account Overview (July 1 - 31, 2023)

Posts Published  <b>15</b>  -2   -11.8%	Total Likes  <b>1,230</b>  +3   0.2%	New Likes  <b>3</b>  +1   50.0%	Unlikes  <b>2</b>	Engaged People  <b>705</b>  -82   -10.4%
Total Reach  <b>45,151</b>  -37,126   -45.1%	Organic Reach  <b>2,525</b>  +301   13.5%	Paid Reach  <b>42,617</b>  -37,511   -46.8%	Impressions  <b>66,296</b>  -29,647   -30.9%	Video Views  <b>8,239</b>  -6,186   -42.9%

### 3 Most Engaging Posts

- 
News Release A Wallum News Release: MSWD Honors Outgoing General Manager Arden ...
16.83%
- 
4th of July Happy 4th of July from MSWD! Our offices are closed today...
14.5%
- 
Worker Wed - Wipes #ICYMI, please don't flush those so-called "flushable wip...
10.64%

### 3 Highest Reach Posts

- 
Landscape Workshop Join MSWD for a Water Efficiency Workshop with UCCE Maste...
211
- 
Evap Cooler Info Chill out and save water! Evaporative coolers, operat...
199
- 
National Water Park Day Celebrate National Waterparks Day in Desert Hot Springs! ...
176

### 3 Most Shared Posts

- 
LIWAP Event Did you miss our recent Utility Assistance Clinics? I...
1
- 
4th of July Happy 4th of July from MSWD! Our offices are closed today...
1
- 
Landscape Workshop Join MSWD for a Water Efficiency Workshop with UCCE Maste...
1

### 3 Least Engaging Posts

	LIWAP Event Did you miss our recent Utility Assistance Clinics? I...	2.46%
	National Water Park Day Celebrate National Waterparks Day in Desert Hot Springs! ...	3.41%
	Landscape Workshop Join MSWD for a Water Efficiency Workshop with UCCE Maste...	4.27%

### 3 Lowest Reach Posts

	Blood Drive Give the gift of life! Stop by our offices at 66575 2nd ...	53
	Check for toilet leaks While you are tackling those indoor "Honey Dos" this summ...	69
	RWR Update Construction Update #CAwater agencies have been inve...	76

### 3 Least Shared Posts

	RWR Update Construction Update #CAwater agencies have been inve...	0
	Check for toilet leaks While you are tackling those indoor "Honey Dos" this summ...	0
	National Water Park Day Celebrate National Waterparks Day in Desert Hot Springs! ...	0

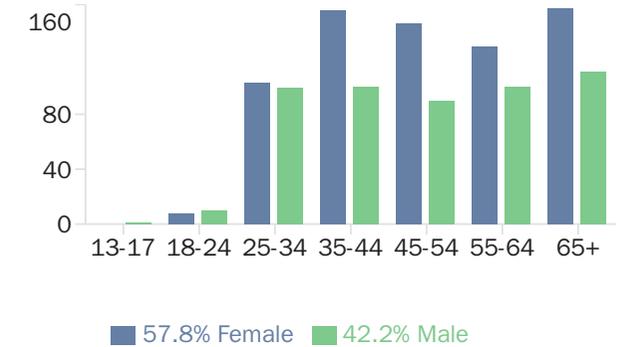
### Likes By Country

1. United States of America (1,200 likes)
2. Mexico (14 likes)
3. France (4 likes)
4. Canada (2 likes)
5. Sierra Leone (1 like)

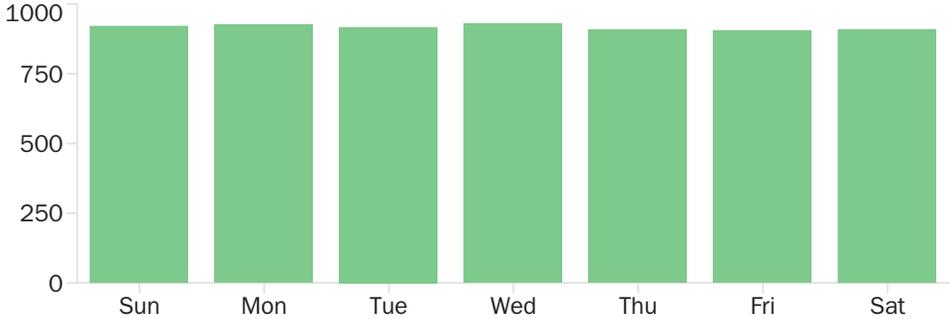
### Likes By City

1. Desert Hot Springs, CA (561 likes)
2. Indio, CA (69 likes)
3. Palm Springs, CA (51 likes)
4. Palm Desert, CA (49 likes)
5. Cathedral City, CA (47 likes)

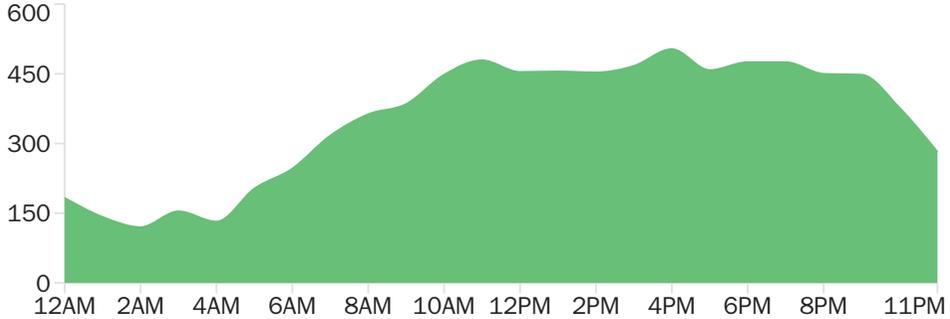
### Likes by age & gender



Days your fans are online



Hours fans are online



## Facebook Post Metrics (July 1 - 31, 2023)

Date	Format	Post	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
July 31, 2023 10:00 PM PDT	 Video	 <p>RWRF Update   Construction Update  #CAwater agencies have been investing in the infrastructure we need to #QuenchCA for future generations. MSWD's new Nancy Wright Regional Water Reclamation is just one proj...</p>	76	4	5.26%	4	0	0	0	15
July 31, 2023 12:29 PM PDT	 Video	 <p>Check for toilet leaks                      While you are tackling those indoor "Honey Dos" this summer, don't forget to check your toilet for leaks!   And for an added bonus, replace your old inefficient model with a new water-efficiency v...</p>	69	7	10.14%	6	1	0	2	32
July 28, 2023 4:31 PM PDT	 Image	 <p>National Water Park Day                      Celebrate National Waterparks Day in Desert Hot Springs!  When swimming at the John H. Furbee Aquatics Center, remember to bring along a refillable bottle with tap water. Even though you are s...</p>	176	6	3.41%	7	0	0	1	0
July 26, 2023 12:26 PM PDT	 Image	 <p>Worker Wed - Cones                      Workers ahead!  Please remember to give our crews some space as they make repairs and maintain our systems. And feel free to thank them for working around the clock to ensure water is always av...</p>	161	12	7.45%	5	0	0	9	0

Date	Format	Post	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
July 23, 2023 12:24 PM PDT	 Image	 <p>Link to Customer Portal #DYK, you can get online alerts about your water usage, including possible leaks? 💧 Our new web portal offers insights on water use and customized conservation suggestions. If you haven't already si...</p>	87	4	4.6%	5	0	0	0	0
July 21, 2023 12:20 PM PDT	 Image	 <p>National Hot Dog Month Did you know that July is National Hot Dog month? And what goes better with a dog than a cool glass of award-winning MSWD water!? 🌭 + 🥤 = 💙 #hotdogmonth #awardwinningwater</p>	139	8	5.76%	7	0	1	9	0
July 18, 2023 5:55 PM PDT	 Image	 <p>News Release A Wallum News Release: MSWD Honors Outgoing General Manager Arden Wallum - AGM Brian Macy to serve as Interim General Manager During its regularly scheduled July meeting, local elected officials and the ...</p>	101	17	16.83%	7	1	0	17	0
July 14, 2023 12:18 PM PDT	 Image	 <p>July Community Calendar Drawing Fix Leaks promptly to save water! 💧 Just ask Arley G. from Bubbling Wells Elementary School, whose artwork is showcased in the MSWD 2023 Conservation and Groundwater Protection Calendar. #MSWD #20...</p>	77	5	6.49%	3	0	0	4	0

Date	Format	Post	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
July 12, 2023 12:15 PM PDT	 Image	 Worker Wed - Field Crews Thank you to our field crews! 🙌🙌 The MSWD team works to keep our water and wastewater systems operating by maintaining pipes and quickly making repairs. #ProvideProtectPreserve #WorkerWednesday	143	15	10.49%	8	2	0	18	0
July 11, 2023 10:04 AM PDT	 Image	 Blood Drive Give the gift of life! 🩸 Stop by our offices at 66575 2nd Street Tomorrow Wednesday, July 12, from 7 a.m. to 1 p.m. to donate blood. This Blood Drive is extra special, as all blood donated will be p...	53	4	7.55%	3	0	0	1	0
July 10, 2023 12:10 PM PDT	 Image	 Evap Cooler Info 😓 Chill out and save water! 💧 Evaporative coolers, operating properly, can use between 3 and 15 gallons of water per hour! Working improperly, they can waste hundreds of gallons. To reduce your per...	199	18	9.05%	8	2	1	17	0
July 07, 2023 12:06 PM PDT	 Image	 Landscape Workshop Join MSWD for a Water Efficiency Workshop with UCCE Master Gardener Burt Boss, who will share his experiences and techniques for growing healthy citrus trees using water-efficient irrigation and la...	211	9	4.27%	8	0	1	4	0

Date	Format	Post	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
July 05, 2023 12:07 PM PDT	 Image	 Worker Wed - Wipes #ICYMI, please don't flush those so-called "flushable wipes" and disinfecting wipes! Unfortunately, they clog up the pipes and can cause major issues for our wastewater system. Here's an example of...	94	10	10.64%	7	0	0	4	0
July 04, 2023 9:02 AM PDT	 Image	 4th of July Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however, we are still here for you 24/7/365 in case of an emergency. 🎆 #4thofJuly #Independ...	131	19	14.5%	15	2	1	23	0
July 01, 2023 11:47 AM PDT	 Video	 LIWAP Event 👤 Did you miss our recent Utility Assistance Clinics? If so, don't despair. Contact Riverside CAP directly at 951-955-4900 to make an appointment at the DHS location or visit <a href="https://loom.ly/UDaz...">https://loom.ly/UDaz...</a>	122	3	2.46%	3	0	1	0	19
Total			1,839	141		96	8	5	109	66
Average			122.6	9.4	7.67%	6.4	0.5	0.3	7.3	4.4

## Twitter Account Overview (July 1 - 31, 2023)

Tweets Published	Total Likes	Total Retweets	Total Followers	Following
4	4	0	95	99
-11   -73.3%				

### 3 Most Retweeted Posts

- 

**4th of July**  
Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however, h...

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**Worker Wed - Field Crews**  
Thank you to our field crews! 🙌🙌 The MSWD team works to keep our water and wastewater systems operating by maintai...

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**Worker Wed - Cones**  
Workers ahead! 🧑‍🔧 Please remember to give our crews some space as they make repairs and maintain our systems. And...

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### 3 Most Liked Posts

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**4th of July**  
Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however, h...

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**Worker Wed - Field Crews**  
Thank you to our field crews! 🙌🙌 The MSWD team works to keep our water and wastewater systems operating by maintai...

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- ...
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**Worker Wed - Cones**  
Workers ahead! 🧑‍🔧 Please remember to give our crews some space as they make repairs and maintain our systems. And...

1

3 Least Retweeted Posts



National Water Park Day  
Celebrate National Waterparks Day in Desert Hot Springs! 🏊  
When swimming at the John H. Furbee Aquatics Center,...

0



Worker Wed - Cones  
Workers ahead! 🚧 Please remember to give our crews some  
space as they make repairs and maintain our systems. And...

0



Worker Wed - Field Crews  
Thank you to our field crews! 🙌🙌 The MSWD team works to  
keep our water and wastewater systems operating by maintai...

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3 Least Liked Posts



National Water Park Day  
Celebrate National Waterparks Day in Desert Hot Springs! 🏊  
When swimming at the John H. Furbee Aquatics Center,...

1



Worker Wed - Cones  
Workers ahead! 🚧 Please remember to give our crews some  
space as they make repairs and maintain our systems. And...

1



Worker Wed - Field Crews  
Thank you to our field crews! 🙌🙌 The MSWD team works to  
keep our water and wastewater systems operating by maintai...

1

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## Twitter Post Metrics (July 1 - 31, 2023)

Date	Format	Post	Retweets	Likes
July 28, 2023 4:31 PM PDT	 Link	 <p>National Water Park Day Celebrate National Waterparks Day in Desert Hot Springs! 🏊 When swimming at the John H. Furbee Aquatics Center,...</p> <p><a href="https://t.co/r2M6GJKm3q">https://t.co/r2M6GJKm3q</a></p>	0	1
July 26, 2023 12:26 PM PDT	 Link	 <p>Worker Wed - Cones Workers ahead! 🚧 Please remember to give our crews some space as they make repairs and maintain our systems. And...</p> <p><a href="https://t.co/a4ktOGFMAI">https://t.co/a4ktOGFMAI</a></p>	0	1
July 12, 2023 12:15 PM PDT	 Link	 <p>Worker Wed - Field Crews Thank you to our field crews! 🌞🌞 The MSWD team works to keep our water and wastewater systems operating by maintai...</p> <p><a href="https://t.co/dP02YGmBhK">https://t.co/dP02YGmBhK</a></p>	0	1
July 04, 2023 9:03 AM PDT	 Link	 <p>4th of July Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however,...</p> <p><a href="https://t.co/ryYzdXTfF">https://t.co/ryYzdXTfF</a></p>	0	1
Total			0	4
Average			0.0	1.0

## Instagram Account Overview (July 1 - 31, 2023)

Posts Published	Total Followers	New Followers	Impressions	Reach	Profile Views
<b>15</b>	<b>279</b>	<b>5</b>	<b>20,521</b>	<b>13,539</b>	<b>38</b>
-2   -11.8%					

### 3 Most Liked Posts

- 

**Worker Wed - Wipes**  
 #ICYMI, please don't flush those so-called "flushable wipes" and disinfecting wipes! Unfortunately, they clog up the ...

11
- 

**Worker Wed - Cones**  
 Workers ahead! 🚧 Please remember to give our crews some space as they make repairs and maintain our systems. And f...

11
- 

**Worker Wed - Field Crews**  
 Thank you to our field crews! 🙌🙌 The MSWD team works to keep our water and wastewater systems operating by maintaini...

9

### 3 Most Commented Posts

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**News Release A Wallum**  
 News Release 7/18/2023: MSWD Honors Outgoing General Manager Arden Wallum - AGM Brian Macy to serve as Interim Genera...

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**National Hot Dog Month**  
 Did you know that July is National Hot Dog month? And what goes better with a dog than a cool glass of award-winning...

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- 

**LIWAP Event**  
 Did you miss our recent Utility Assistance Clinics? If so, don't despair. Contact Riverside CAP directly at 951-9...

0

3 Least Liked Posts



Give the gift of life! 🩸 Stop by our offices at 66575 2nd Street Tomorrow, Wednesday, July 12, from 7 a.m. to 1 p.m. t...

3



4th of July  
Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however, we...

4



National Water Park Day  
Celebrate National Waterparks Day in Desert Hot Springs! 🏊  
When swimming at the John H. Furbee Aquatics Center, r...

5

3 Least Commented Posts



RWRF Update  
🚧 Construction Update 🧑‍🔧 #CAwater agencies have been investing in the infrastructure we need to #QuenchCA for future ...

0



Check for toilet leaks  
While you are tackling those indoor "Honey Dos" this summer, don't forget to check your toilet for leaks! 🚽💧 And for ...

0



National Water Park Day  
Celebrate National Waterparks Day in Desert Hot Springs! 🏊  
When swimming at the John H. Furbee Aquatics Center, r...

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Instagram Story Metrics (July 1 - 31, 2023)

Date	Story	Exits	Impressions	Reach	Replies	Taps Forward	Taps Back
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*No stories found within the selected date range.*

## Instagram Post Metrics (July 1 - 31, 2023)

Date	Format	Post	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
July 31, 2023 10:01 PM PDT	 Video	 RWRP Update 🚧 Construction Update 👤 #CAwater agencies have been investing in the infrastructure we need to #QuenchCA for future generations. MSWD's new Nancy Wright Regional Water Reclamation is just one proj...	7	0		87	7	8.05%	0	
July 31, 2023 12:29 PM PDT	 Video	 Check for toilet leaks While you are tackling those indoor "Honey Dos" this summer, don't forget to check your toilet for leaks! 🚽💧 And for an added bonus, replace your old inefficient model with a new water-efficiency v...	8	0		53	8	15.09%	0	
July 28, 2023 4:31 PM PDT	 Image	 National Water Park Day Celebrate National Waterparks Day in Desert Hot Springs! 🌈 When swimming at the John H. Furbee Aquatics Center, remember to bring along a refillable bottle with tap water. Even though you are s...	5	0	43	37	5	13.51%	0	

Date	Format	Post	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
July 26, 2023 12:26 PM PDT	 Image	 <p>Worker Wed - Cones Workers ahead! 🚧 Please remember to give our crews some space as they make repairs and maintain our systems. And feel free to thank them for working around the clock to ensure water is always av...</p>	11	0	51	47	11	23.4%	0	
July 23, 2023 12:24 PM PDT	 Image	 <p>Link to Customer Portal #DYK, you can get online alerts about your water usage, including possible leaks? 💧 Our new web portal offers insights on water use and customized conservation suggestions. If you haven't already si...</p>	5	0	37	34	5	14.71%	0	
July 21, 2023 12:20 PM PDT	 Image	 <p>National Hot Dog Month Did you know that July is National Hot Dog month? And what goes better with a dog than a cool glass of award-winning MSWD water!? 🌭 + 🥤 = ❤️ #hotdogmonth #awardwinningwater</p>	6	1	42	35	7	20.0%	0	

Date	Format	Post	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
July 18, 2023 5:55 PM PDT	 Image	 <p>News Release A Wallum News Release 7/18/2023: MSWD Honors Outgoing General Manager Arden Wallum - AGM Brian Macy to serve as Interim General Manager During its regularly scheduled July meeting, local elected officials...</p>	8	1	50	43	9	20.93%	0	
July 14, 2023 12:18 PM PDT	 Image	 <p>July Community Calendar Drawing Fix Leaks promptly to save water! 💧 Just ask Arley G. from Bubbling Wells Elementary School, whose artwork is showcased in the MSWD 2023 Conservation and Groundwater Protection Calendar. #MSWD #20...</p>	6	0	32	27	6	22.22%	0	
July 12, 2023 12:15 PM PDT	 Image	 <p>Worker Wed - Field Crews Thank you to our field crews! 🙌🙌 The MSWD team works to keep our water and wastewater systems operating by maintaining pipes and quickly making repairs. #ProvideProtectPreserve #WorkerWednesday</p>	9	0	49	41	9	21.95%	0	

Date	Format	Post	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
July 11, 2023 9:11 AM PDT	 Image	 <p>Give the gift of life! 🩸            Stop by our offices at            66575 2nd Street            Tomorrow, Wednesday,            July 12, from 7 a.m. to 1            p.m. to donate blood. This            Blood Drive is extra            special, as all blood            donated will be ...</p>	3	0	29	21	3	14.29%	0	
July 10, 2023 12:10 PM PDT	 Image	 <p>Evap Cooler Info            🥰 Chill out and save            water! 💧 Evaporative            coolers, operating            properly, can use between            3 and 15 gallons of water            per hour! Working            improperly, they can waste            hundreds of gallons. To            reduce your per...</p>	7	0	35	31	7	22.58%	0	
July 07, 2023 12:09 PM PDT	 Image	 <p>Landscape Workshop            Join MSWD for a Water            Efficiency Workshop with            UCCE Master Gardener            Burt Boss, who will share            his experiences and            techniques for growing            healthy citrus trees using            water-efficient irrigation            and la...</p>	7	0	41	36	7	19.44%	0	

Date	Format	Post	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
July 05, 2023 12:09 PM PDT	 Image	 Worker Wed - Wipes #ICYMI, please don't flush those so-called "flushable wipes" and disinfecting wipes! Unfortunately, they clog up the pipes and can cause major issues for our wastewater system. Here's an example of...	11	0	70	60	11	18.33%	0	
July 04, 2023 9:08 AM PDT	 Image	 4th of July Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however, we are still here for you 24/7/365 in case of an emergency. 🇺🇸 #4thofJuly #Independ...	4	0	26	23	4	17.39%	0	
July 01, 2023 11:47 AM PDT	 Image	 LIWAP Event 👤 Did you miss our recent Utility Assistance Clinics? If so, don't despair. Contact Riverside CAP directly at 951-955-4900 to make an appointment at the DHS location or visit <a href="https://loom.ly/UDaz...">https://loom.ly/UDaz...</a>	5	0	38	32	5	15.63%	0	
Total			102	2	543	607	104		0	
Average			6.8	0.1	41.8	40.5	6.9	17.13%	0.0	

## LinkedIn Account Overview (July 1 - 31, 2023)

Posts Published  <h1 style="margin: 0;">6</h1> <p style="margin: 0; color: green;">+1   20.0%</p>	Likes  <h1 style="margin: 0;">26</h1> <p style="margin: 0; color: green;">+9   52.9%</p>	Views  <h1 style="margin: 0;">88</h1> <p style="margin: 0; color: green;">+70   388.9%</p>	Followers  <h1 style="margin: 0;">249</h1>
Comments  <h1 style="margin: 0;">1</h1>	Impressions  <h1 style="margin: 0;">821</h1> <p style="margin: 0; color: green;">+451   121.9%</p>	Clicks  <h1 style="margin: 0;">16</h1> <p style="margin: 0; color: green;">+5   45.5%</p>	Engagement Rate  <h1 style="margin: 0;">8.7%</h1>

3 Most Engaging Posts	3 Most Shared Posts
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>News Release: MSWD Honors Outgoing General Manager Arden Wallum - AGM Brian Macy to serve as Interim General Manager ...</p> <p style="text-align: right; font-weight: bold;">9.84%</p> </div> </div>	<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>Worker Wed - Field Crews Thank you to our field crews! 🙌🙌 The MSWD team works to keep our water and wastewater systems operating by maintaini...</p> <p style="text-align: right; font-weight: bold;">1</p> </div> </div>
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>Worker Wed - Field Crews Thank you to our field crews! 🙌🙌 The MSWD team works to keep our water and wastewater systems operating by maintaini...</p> <p style="text-align: right; font-weight: bold;">8.84%</p> </div> </div>	<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>July Community Calendar Drawing Fix Leaks promptly to save water! 💧 Just ask Arley G. from Bubbling Wells Elementary School, whose artwork is showcas...</p> <p style="text-align: right; font-weight: bold;">1</p> </div> </div>
<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>Worker Wed - Cones Workers ahead! 🚧 Please remember to give our crews some space as they make repairs and maintain our systems. And f...</p> <p style="text-align: right; font-weight: bold;">7.69%</p> </div> </div>	<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p>News Release: MSWD Honors Outgoing General Manager Arden Wallum - AGM Brian Macy to serve as Interim General Manager ...</p> <p style="text-align: right; font-weight: bold;">1</p> </div> </div>

3 Least Engaging Posts

	<p>4th of July Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however, we...</p>	3.54%
	<p>July Community Calendar Drawing Fix Leaks promptly to save water! 💧 Just ask Arley G. from Bubbling Wells Elementary School, whose artwork is showcas...</p>	5.56%
	<p>RWRF Update 🚧 Construction Update 🧑‍🎨 #CAwater agencies have been investing in the infrastructure we need to #QuenchCA for future</p>	6.35%
...		

3 Least Shared Posts

	<p>RWRF Update 🚧 Construction Update 🧑‍🎨 #CAwater agencies have been investing in the infrastructure we need to #QuenchCA for future</p>	0
...		
	<p>4th of July Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however, we...</p>	0
	<p>Worker Wed - Cones Workers ahead! 🧑‍🎨 Please remember to give our crews some space as they make repairs and maintain our systems. And f...</p>	1

## LinkedIn Post Metrics (July 1 - 31, 2023)

Date	Format	Post	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
July 31, 2023 10:01 PM PDT	 Video	 <p>RWRF Update            🚧 Construction Update            🧑‍🔧 #CAwater agencies have been investing in the infrastructure we need to #QuenchCA for future generations. MSWD's new Nancy Wright Regional Water Reclamation is just one proj...</p>	0	0	6.35%	4	63	0
July 26, 2023 12:26 PM PDT	 Image	 <p>Worker Wed - Cones            Workers ahead! 🧑‍🔧 Please remember to give our crews some space as they make repairs and maintain our systems. And feel free to thank them for working around the clock to ensure water is always av...</p>	1	2	7.69%	4	91	0
July 21, 2023 7:40 AM PDT	 Image	 <p>News Release: MSWD Honors Outgoing General Manager Arden Wallum - AGM Brian Macy to serve as Interim General Manager            During its regularly scheduled July meeting, local elected officials and the Mi...</p>	1	4	9.84%	7	122	0

Date	Format	Post	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
July 14, 2023 12:18 PM PDT	 Image	 <p>July Community Calendar Drawing Fix Leaks promptly to save water! 💧 Just ask Arley G. from Bubbling Wells Elementary School, whose artwork is showcased in the MSWD 2023 Conservation and Groundwater Protection Calendar. #MSWD #20...</p>	1	2	5.56%	3	108	0
July 12, 2023 12:15 PM PDT	 Image	 <p>Worker Wed - Field Crews Thank you to our field crews! 🙌🙌 The MSWD team works to keep our water and wastewater systems operating by maintaining pipes and quickly making repairs. #ProvideProtectPreserve #WorkerWednesday</p>	1	8	8.84%	9	215	1
July 04, 2023 9:08 AM PDT	 Image	 <p>4th of July Happy 4th of July from MSWD! Our offices are closed today in observance of our nation's independence day; however, we are still here for our customers 24/7/365 in case of an emergency. 🎆🇺🇸 #4thofJuly...</p>	0	1	3.54%	3	113	0

Date	Format	Post	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
Total			4	17		30	712	1
Average			0.7	2.8	6.97%	5.0	118.7	0.2