



General Manager's Report October 2022





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ADMINISTRATION

Customer Service Department

Disconnections Due to Non-Payment

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



As of April 5, 2022, disconnections have resumed. The September monthly delinquency process began with 338 auto-dialer calls, and technicians were able to make contact with 74 customers to either pay, set up payment plan with the office, or to get information for bill assistance. This process reduced delinquencies to only 67 disconnections in September 2022.

375 payment plans were set for MSWD customers with pending balance of payment plans totaling \$222,954.43.

Customer Bill Assistance Programs

The United Way Customer Bill Assistance Program continues to be utilized by those customers who need assistance one billing period annually, paying \$100 per approved customer.

United Lift has assisted customers by paying \$939.05 on customer accounts in September 2022.

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

Riverside County's Low Income Household Water Assistance Program (LIHWAP) Care Program launched on June 2, 2022. This program will provide customers with a one-time payment towards their water and/or sewer bill up to \$2,000. This program will only run through August 2023. The program has started strong with LIHWAP paying \$23,141.57 in customer assistance since it opened to the public in June 2022.



Ways to Pay Bills

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

- Customers can drop payments (check or money order) in the drop box
- Customers can pay at 7-11 or Walmart in Desert Hot Springs and must have their bills present. The addition of Walgreen's will be coming soon.
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance
- Paypal, Google Pay, Apple Pay, and the QR code on the back of the bill. Customers can pay directly from their smartphone

MSWD Mission Springs Water District

BILL PAY OPTIONS

<p>ONLINE MSWD.org/Paperless</p>	<p>BY PHONE (760) 329-6448</p>	<p>BY MAIL 66575 Second Street Desert Hot Springs, CA 92240</p>	<p>IN PERSON Drop off</p>
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OTHER OPTIONS: Walmart Pay, PayPal, PayNearMe, YOUR BANK'S E-PAY PROGRAM

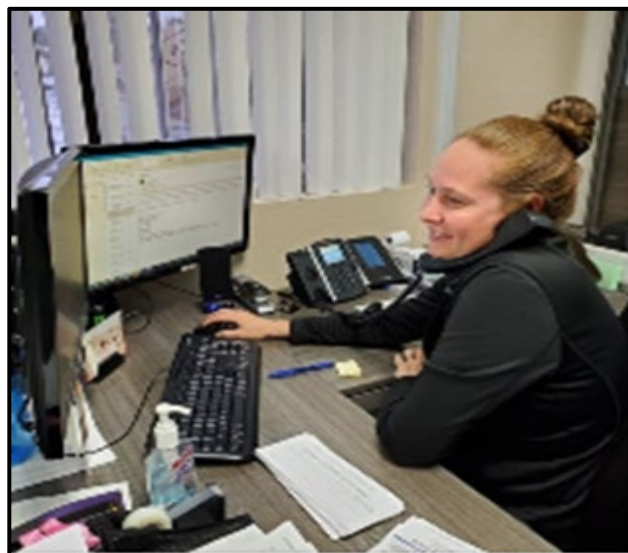
Lobby Open by Appointment Only and COVID-19 Response

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



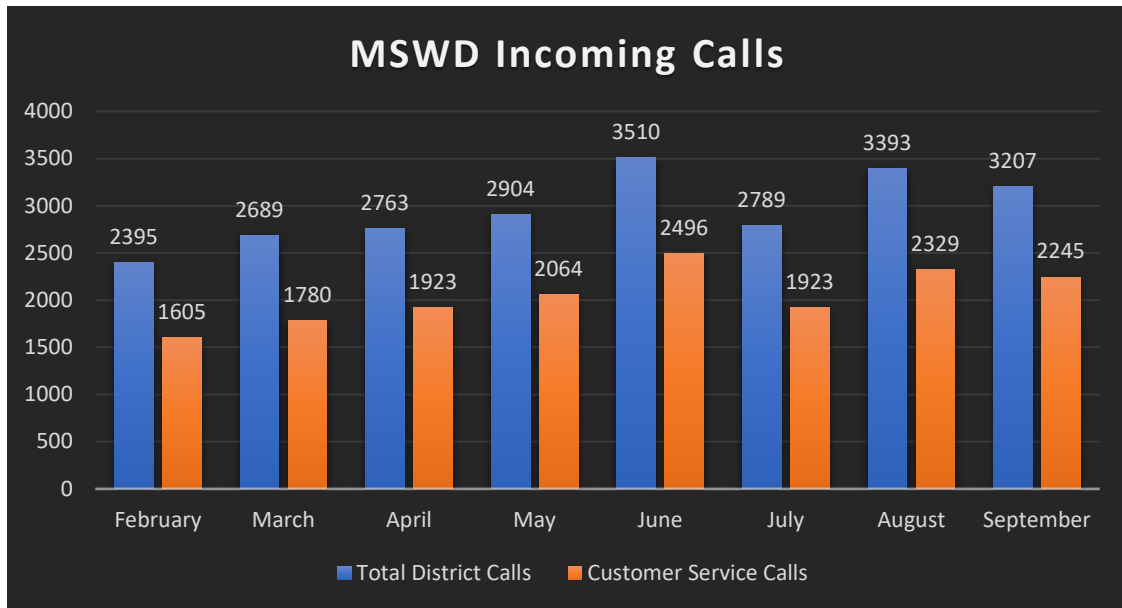
MSWD Customer Service Representatives continue to assist our customers with minimal disruption. Staff continues to find creative ways to assist those customers who may have unique requests including those customers who do not have internet access.

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



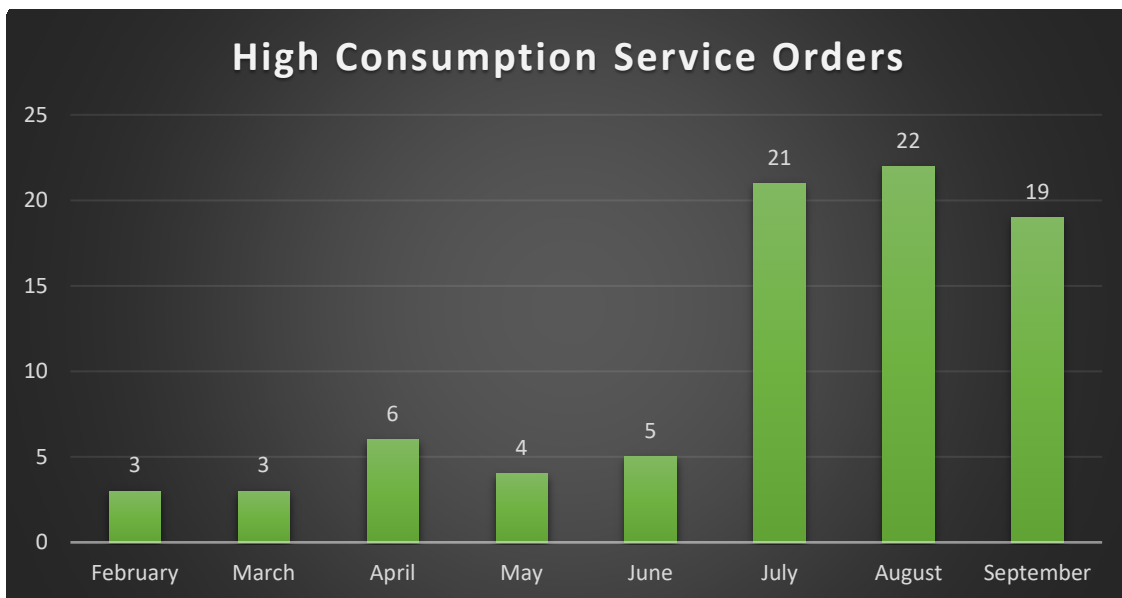
Calls into the Customer Service Department

The District is seeing an increase in the number of calls. Most calls are related to delinquency letters received, sewer pre-payments, payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The chart below represents MSWD incoming calls and those received by the Customer Service staff. There were 121 roll-over/"new" customer accounts in September 2022.



High Bill Investigation Requests Versus 13,732 Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal. All customers are encouraged to sign up for the portal bill and leak alerts. Customer adoption is trending about 2% per week, reaching 30% or 4,161 customers registered so far.



Finance and Accounting Department

The Finance and Accounting Department continues to work with its vendors to complete the yearly and necessary tasks to meet State and Federal reporting requirements and the strategic goals established by the MSWD Board of Directors. Below are project highlights and summaries for September 2022.

Current Work Priorities

The Director of Finance was sworn in as an official member of the Desert Hot Springs Rotary.

The Director of Finance worked with TKE Engineering and the accounting team to coordinate a process to submit reimbursement claims to the State for the Regional Water Reclamation Facility grant agreement.

The Director of Finance also received bids for \$15M line of credit to shore up cashflows through the grant reimbursement timing.

Accounting continues to support other departments as needed. September 2022, in particular, was a very busy month:

Human Resources

- Accounting processed and reviewed the changes made to the accounting software to pay the Certificate and Education incentives that went into effect this month.
- Established a review and payment process for the new employee requested benefit. Aflac went into effect in September 2022.

Information Technology

- Began the process of evaluating the migration from Unidata to another ERP system.
- The Director of Finance continues to work with IT on continuous receipts of phishing emails. Most have been added to a spam list and have stopped for the most part, however, they continue to get through under different credentials.

Customer Service

- Continues to work with the State to finalize arrearage data to close the grant provided to help with customer delinquent accounts.
- Reviewed the parcels rejected by the County for sewer and delinquent charges placed on the property taxes to start the notification process.
- Continued to help with the transition from Paymentus to PayNearMe giving customers more options to pay their water bill.
- Provided several corrections to customer service for customer accounts.

- Continued support with Legal for the class action lawsuit. Tom Slovak continues to call the District for information and to provide updated addresses and account status. This has been ongoing for the past several months.

Public Relations

- Finance continues to work with Public Relations on customer outreach related to delinquent accounts and ways to get help to pay for their past due water bills.

Engineering and Construction and Maintenance

No new reimbursable jobs were requested by Engineering.

The Long-Range Financial Plan RFQ bid period was completed through PlanetBids and responses were received for review.

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 work with Wells Fargo to implement the payment manager program to help with credit card, ACH, and check payments streamlining the process. This will save time from staff who currently have to manually do many of these procedures.

Budget

Budget transfers in September amounted to \$15,100 due to a mainline leak repair.

Audit

The auditors began the audit work by requesting several schedules through June 30, 2022.

Payroll

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

Cash

Total cash receipts for the month of September 2022 amounted to \$1,515,928 with the majority being normal bill payments and sewer prepayments.

Cash disbursements for the month of September 2022 amounted to \$4,130,964 with the largest payments going to:

- J.F. Shea Construction – \$1,345,770
- Ruhnau Clarke Architects - \$388,946
- R.I.C. Construction Co, Inc. - \$365,991
- Southern California Edison – \$199,946
- City National - \$190,922

- AECOM Technical Services, Inc. \$137,646
- Net Payroll – \$254,432
- Payroll Taxes – \$111,558



Innovation and Technology Department

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

Technology Improvements

Working with Water Production, IT assisted in the setup and configuration of an emergency surveillance system for Well 26 while repairs are being made on Well 26A.

IT will be working with Waste Water in October 2022 to setup the network and computer equipment in the new North Building office at the Horton Waste Water Treatment Plant.

IT is working with staff on reviewing workflows in our ERP to determine future needs and process improvements.

IT is assisting Customer Service in the technical needs for re-opening the lobby and providing our customers with a positive on-site experience.

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.

Desktop computers and laptop upgrades continue as needed.

On-Going Cyber Security Training

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

Purchasing Department

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

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

Staff has finalized the removal of the old Master Meters, and all shipping containers are completely empty. Staff has also moved one of the storage containers to the Desert Crest Wastewater Treatment Plant, and the other moved to a more strategic space within the Horton Wastewater Treatment Plant. Thank you to Construction & Maintenance, the Service Department, and Wastewater crews for helping with this process.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

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

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

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

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

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

Well 22 Rehabilitation

Following rehabilitation work last month, the water quality testing did not pass and the well remains out of service. Staff is evaluating water quality results and additional downhole rehabilitation options that will address the water quality issue.

Staff anticipates bidding the project during winter 2023.

Water and Wastewater System Comprehensive Master Plan Updates

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

AD-18 GQPP Sewer Project Area “D3-1”

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

Horton Effluent Filtration System

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

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

The design consultant, Genterra, began geotechnical explorations and surveying for the project. These efforts are expected to be completed in early October 2022, at which time the design phase will begin.

Horton Odor Control Project

The construction has been completed. Staff and consultant are reviewing the required as-built plans. Final billing has been received. The District is in receipt of unconditional waivers from all suppliers and subcontractors. The Notice of Completion is expected to be presented to the Board at the November 2022 meeting.

Backup Generators for Well Sites 27-32 and 37 Projects

Staff is reviewing funding options, costs, and availability of generators that meet the latest Air Quality Management District (AQMD) requirements for use in California.

Energy Conservation and Efficiency Services Plan

On June 30, 2022, staff solicited statements of qualifications for consulting firms to design and implement energy efficiency, energy generation, and other energy related capital improvement services for the District. Qualification statements were received from Willdan Energy Solutions, Engie Services, and Climatec. Staff carefully reviewed the three statements of qualifications, and based on experience and consultant staff resumes, Engie Services was selected. Staff is involved with negotiating and finalizing the scope of work for the contract.

Contracts and Amendments

Recently, staff processed the following Contract Amendments and Contracts:

- Mission Springs Water District Regional Conveyance Trunk Sewer Project (Design). Staff processed Amendment No. 4 with TKE Engineering to extend the original agreement to end on December 30, 2022.
- Design Update Services for the Site Work and Well Fitting for the Well 42 Project. Staff processed Amendment No. 3 with AECOM to extend the original agreement end date to end on September 30, 2023.
- Total Dissolved Solids Impact Evaluation Work Plan for the Regional Water Reclamation Facility Project. Staff processed Amendment No. 1 with West Yost to extend the original agreement end date to end on June 30, 2023.
- On-Call Professional Geotechnical Consulting Services. Staff processed a Consulting Services Agreement in the not-to-exceed amount of \$10,000.00 with Landmark Consulting Services to provide professional geotechnical consulting services for Mission Springs Water District. The contract end date is June 21, 2023.
- On-Call Professional Services for Construction Management and Inspection of Capital and Development Projects. Staff received and reviewed 11 proposals from interested consultants. After carefully reviewing their staff resumes, work experience and capabilities, staff selected MWH, Engineering Resources of Southern California and Wallace and Associates. The contract price for each of the consultants will be in the not-to-exceed amount of \$50,000.00. The contract term is one year and will end on September 20, 2023.

- Staff is preparing an emergency sewer repair project to remove and replace sections of eight-inch sewer lines on 1st, 4th, 6th and 7th Streets. The scope of work and project specifications will be given to the District's on-call contractors to provide bids for the work within the next week. District staff has reached out to the City of Desert Hot Springs to coordinate the necessary repairs.

Regional Water Reclamation Facility

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



Operations & Maintenance

Construction & Maintenance

Staff completed approximately 354 water line location requests. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations.



Staff replaced seven water service lines with copper, repaired 16 service line leaks, and four mainline leaks.



Staff continues to implement maintenance programs, consisting of ground valve exercising, blow-off flushing, air-release valves, Cla-Val automatic control valves, and fire hydrant flushing/painting. There were 188 ground valves exercised, 94 fire hydrants were flushed and maintained, zero air-release valves were inspected and/or rebuilt, zero Cla-Val valves were inspected, and one blow-off was flushed.



A total of 27 work orders were processed in September 2022 using the CMMS program.

Staff installed 23 new water service lines in September 2022.

Staff continues performing field fire flow tests for the Engineering Department. 15 fire flow tests were conducted in September 2022.

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

Fleet and Facility Maintenance

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

Building Maintenance: Several light bulbs and fixtures were replaced in various locations throughout the Administration Building and Accounting Modular. Replaced a fan motor in the restroom downstairs in the Administration Building. Installed a new threshold ramp on the outside of the door going into the warehouse at the Administration Building to help remove cases of water from the storage room. Installed a replacement air compressor at the Corporate Yard, and repaired the auto gates at the Corporate Yard and Horton Wastewater Treatment Plant.

Standby Generator Monthly Maintenance Program: Staff did not find any issues during the monthly testing of our standby generators. This testing ensures the generators are functioning correctly and ready to be used when needed.

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

- Preventative maintenance was completed on Units 323 and 403
- Battery was replaced in Unit 393
- The District received four new trucks that have replaced customer service trucks. Tool boxes were installed in all four trucks
- The three surplus vehicles on Gov Deals have sold and been picked up. Four more surplus vehicles were added to Gov Deals.
- Windshield was replaced on Unit 388
- Brakes were inspected on Units 404 and 406
- The annual inspection for the vehicle lift was performed this month

Collections

There were no Sanitary Sewer Overflows (SSOs) in the collection system during September 2022. No problems occurred at the Dos Palmas Lift Station. The operators continued to visit the site each day to check proper pump operation, ensure the SCADA system is working properly, and check site security.

Staff completed 353 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Staff completed 26 CCTV inspections in AD-12-F and AD-11-C1 service areas.

Approximately 0.065 miles of sewer mainline was cleaned in September 2022.

Staff vacuumed out rags and grease from the Dos Palmas Lift Station. Staff also helped the Wastewater Treatment staff by vacuuming up sludge/grit at the Desert Crest Wastewater Treatment Plant. Vacuuming out the rags from the outfall boxes on aeration tanks 4 and 5 at the Horton Wastewater Treatment Plant was also completed.



Staff helped unclog a problem drain in one of the bathrooms at the Corporate Yard. Staff ran a snake auger into the line and was able to push through what was causing the blockage.



Wastewater Treatment

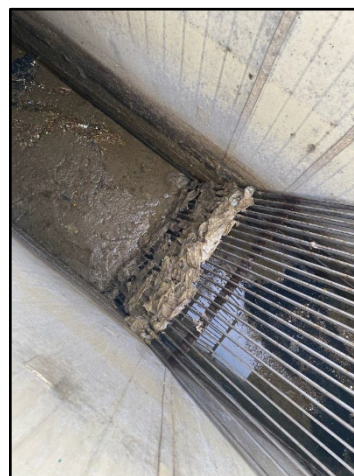
Staff spent a combined 359-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest Wastewater Treatment Plants (WWTPs). Also, during this timeframe staff spent 172-man hours operating the sludge belt filter press, including filling and removing 15 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff collected 39 samples and spent 58.5-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both wastewater treatment plants are producing an effluent that meets the District's discharge requirement.

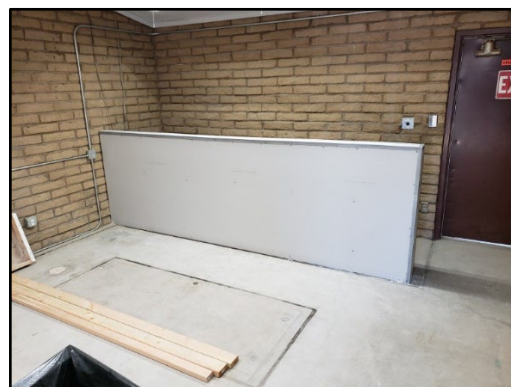
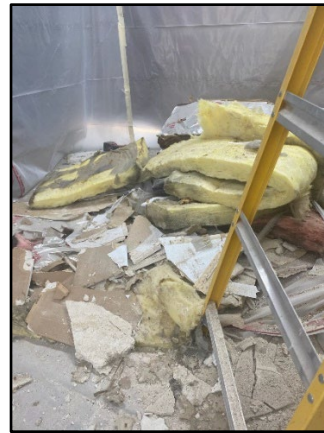
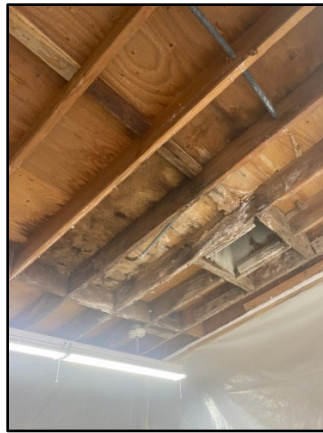
Staff cleaned and rehabilitated Ponds 1, 3, 6, and 7 in September 2022.



Staff has been monitoring the effectiveness of the new manual bar screen installed in the bypass channel of the headworks to help capture any rags from entering the Horton wastewater treatment process.



Horton North Building Rehabilitation Project: PuroClean and Cove Electric, Inc. (Cove) have both started to work on the North Building with the goal of turning it into an office, breakroom, and locker room. PuroClean has removed and exposed the damaged area of the roof that needed to be replaced. Cove has started to install new conduits and electrical wiring throughout the entire building. They have also installed a sub-panel to help with all the new power required. An ethernet port was installed on the outside of the building to allow uploading of CCTV videos from the cameral truck. Staff has started working on installing a short wall to go over the existing railing to help clean up the new office/breakroom.



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



New SCADA software installation was completed this month. Staff switched from the limited Lookout software to GeoSCADA software, which has generally increased the monitoring capability and security of the Horton WWTP.

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

- Manual Bar Screen Cleaning
- Sludge Sampling and Cake Percent
- Drain Cleaning Snake Auger Safety
- Pond DO Meter Calibration and Troubleshooting



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

New Sanitary Service Connections to Collection System

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

Additional sanitary service connection information is provided in Appendix B.

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

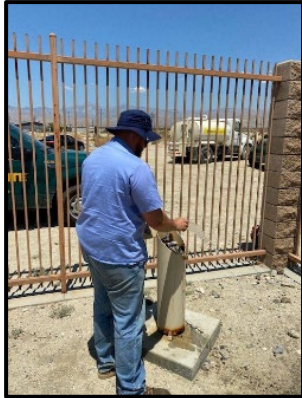
Monthly Wastewater Flows

WASTEWATER FLOW MGD				
2022/23	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.980020	2.086591	0.038856	0.045610
Aug.	2.007484	2.156507	0.043378	0.051750
Sep.	2.085598	2.243680	0.042339	0.047130
Oct.				
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Water Production

Staff collected 60 routine bacteriological (Bac-T) samples and six general physical samples in September 2022. Well 26A has been offline since August 31, 2022 and no uranium or bacteriological samples were taken from the well or the treatment system. Staff works closely with the laboratory when changing sampling dates or taking grab Bac-T samples for incidental water main shutdowns. The MSWD Monthly Coliform Monitoring Reports for September 2022 were sent out to the State Water Resources Control Board on October 5, 2022.



Staff monitors chlorine levels and makes sure that all wells have a sufficient level of chlorine. Weekly chlorine deliveries to all well sites continue and is typically done on Thursdays, but staff has also been topping them off as needed throughout the week.

Staff is currently working on completing and installing two additional automatic chlorine analyzers. Water Production Operator, Adam Wagner, has begun the build of these two analyzer cabinets.



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

Staff continues to sound the groundwater levels for 13 production wells and nine monitoring wells. Staff usually strives to complete the soundings early in the month to be able to identify any abnormalities. The soundings brought attention to the declining production rate at Well 26A. This well has been pulled and is undergoing well rehabilitation and is receiving a new pump, motor, and column pipe.

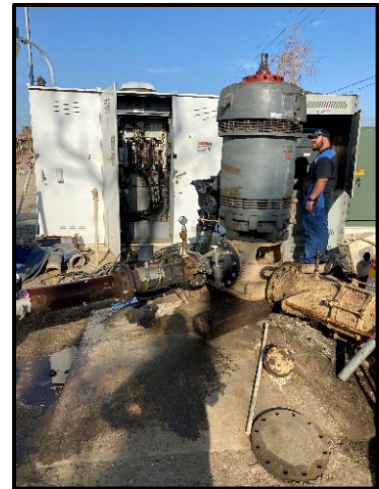


Staff continues to oversee all water production sites making necessary changes. Staff routinely climbs reservoirs and conducts monthly overflow maintenance as needed. Staff also conducts reservoir roof inspections using a drone.

Staff was unable to perform the Well 33 suction reservoir overflow maintenance this month as the pump and motor were pulled for repairs on August 26, 2022. A full downhole well rehabilitation is being evaluated for Well 33.

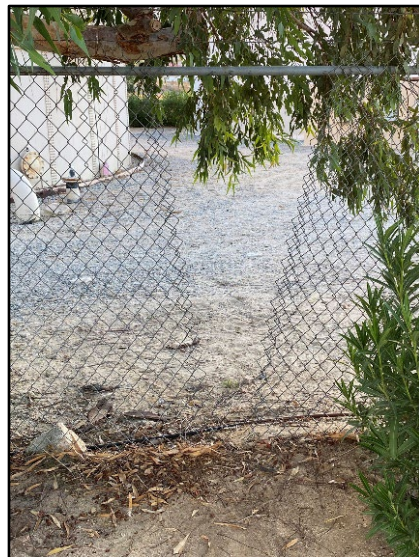
Staff continues to oversee the landscape contract with Urban Habitat for 36 sites throughout the District.

Staff is currently working on the first phase of a multiphase rehabilitation project for Well 22. In the first phase the contractor, Legend Pumps, performed test pumping of the well confirming it can achieve a sustainable flow rate of approximately 1,200 GPM. Staff continued to receive failed bacteriological test results for this well, however, staff is confident that additional effort will result in passing results.



Terrace Booster Station Pump #4 is expected to be installed within the first couple of weeks in October 2022. The contractor is waiting on delivery of a seal.

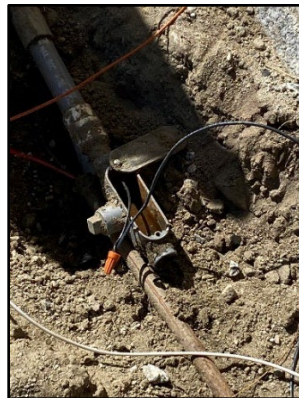
The Two Bunch Booster station was vandalized on September 1, 2022. The vandals made off with the wire that feeds power to two boosters at the site. They gained access to the site by cutting through the chain link fence. Repairs were made later that day.



Staff replaced the production meter at Well 32 on September 8, 2022 because it stopped working. Adrian, from our C&M Department, assisted in the meter change out.



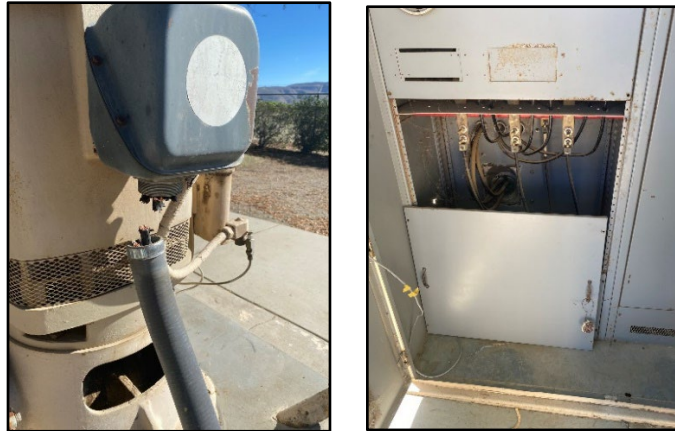
Due to continued issues with the solar power system at the Mission Lakes Reservoir, staff further investigated and found faulty underground conduit and wiring. Staff replaced the conduit and wiring. The solar system is now charging and maintaining the batteries. However, staff has ordered new batteries for this site (and Highland Reservoir) to provide additional run time in the event of cloudy/rainy days.



At the Valley View Booster station, the water lube supply line on one of the boosters was leaking. Staff replaced the leaking fitting.



On Saturday, September 24, 2022, Well 25 was vandalized. The vandals attempted to steal the wire that feeds our well motor. Time Owens arrived on site as the vandals were in the act. Tim was able to get a description of the vehicle and files a report with the Sheriff's Department. K.S.M. Electric, Inc. was called to help reconnect the motor wires. Staff has increased security efforts on our sites (i.e., Well 26) that currently don't have a redundant well in operation.



The 350 HP motor at Well 31 burned up on September 29, 2022. A temporary replacement motor was located the same day and connected to the following day. The motor has been sent out for repairs and is expected to be completed in a couple of weeks.



Well 33 Solar Site: Staff continues to monitor the performance of the solar system. The June 2022 performance report showed the system's measured energy produced is 454,972 kilowatt hours (kWh), which per the report is 175% of the measured/expected energy output. Similarly, the July 2022 performance report indicated the system producing 333,360 kWh, and per the report is 122% of the measure/expected energy output. These figures being unusual, staff reached out to the performance team at Total Energies (formerly SunPower) and received a response that they have seen some inaccurate data issues on power factors for this site. The performance team is coordinating with the data analytics teams and will provide an update once it is resolved.

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

New Service Connections to the Water System

	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18
July	6	18	7	4	5	7
August	28	19	6	10	5	3
September	22	23	18	2	14	4
October		33	13	3	21	8
November		27	10	16	4	0
December		9	2	17	3	3
January		14	15	6	3	20
February		8	13	8	5	11
March		19	16	2	3	6
April		6	11	1	3	7
May		19	15	12	5	11
June		1	24	11	2	8
Annual Total	56	196	150	92	73	88
Avg./ Mo.	4.67	16.33	12.50	7.67	6.08	7.33

Additional water service connection information is provided in Appendix B.

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

Monthly Water Production

	FY 2022/23	Variance from prior year		FY 2021/22	FY 2020/21	FY 2019/20	FY 2018/19
	AF	AF	%	AF	AF	AF	AF
July	751.79	-44.78	-5.6%	796.57	857.77	853.23	857.20
August	850.19	10.26	1.2%	839.93	885.31	795.18	806.47
September	716.03	-22.62	-3.1%	738.65	784.80	757.08	689.47
October		0.00	0.0%	665.18	755.84	709.39	709.81
November		0.00	0.0%	679.85	690.13	619.87	631.75
December		0.00	0.0%	565.48	588.32	537.23	502.16
January		0.00	0.0%	580.28	537.96	553.20	570.20
February		0.00	0.0%	527.34	495.61	520.85	415.49
March		0.00	0.0%	601.44	625.80	557.73	490.92
April		0.00	0.0%	624.07	649.34	573.02	635.08
May		0.00	0.0%	745.36	723.62	698.99	598.36
June		0.00	0.0%	730.02	761.63	806.02	710.39
TOTAL		-57.14	-2.4%	8094.17	8356.13	7981.79	7617.30

Additional water production information is provided in Appendix B.

Water Resources

Below is a list of water resources related activities for September 2022:

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.

The CVRWVG has completed and submitted a grant funding application under the Proposition 1, Round 2, IRWM Implementation grant program. The slate of projects includes regional conservation funding and MSWD's GQPP Area D-3 Septic to Sewer project. The California Department of Water Resources (DWR) is not expected to provide funding recommendations until late 2022 or early 2023.

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

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

Staff continued to coordinate with the USGS and CVWD regarding the land subsidence study efforts for the Mission Creek Subbasin.

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 kickoff meeting for the Coachella Valley Salt and Nutrient Management Plan (CV SNMP) Update. The CV SNMP Update process is expected to be completed by late 2026. Different committees will be established to help move the CV SNMP Update through development and completion, including a steering committee and technical advisory committee, which includes coordination and participation with the Regional Board, tribes, and other stakeholders.

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

PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Sponsorships / Events

MSWD Blood Drive: September 14, 2022

MSWD hosted the LifeStream bloodmobile on September 14, 2022 in honor of the fallen 9/11 heroes. In total, we had more than 20 life-saving donations. A special thank you to all who participated and to Carol Morin, part of the Public Affairs team, for helping to organize the event. We anticipate hosting LifeStream again in 2023 and are currently working with them on dates.



Soroptimist House of Hope Day: October 15, 2022

MSWD was a proud sponsor of the Soroptimist House of Hope's "A Day of Hope" Luncheon. This special event celebrated the agency's work and was an opportunity to thank the public for helping them to fulfill their mission.



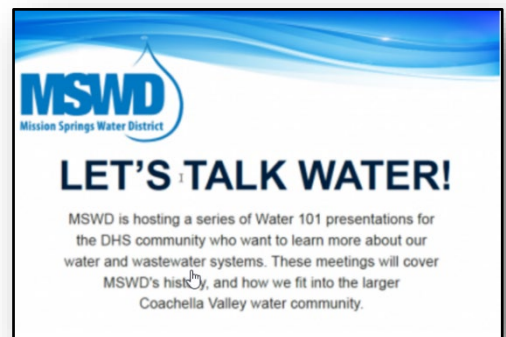
Upcoming Sponsorships / Events

Desert Hot Springs Rotary Career and Health Fair: October 22, 2022

MSWD is proud to participate in the Desert Hot Springs Career and Health Fair. The event is being hosted collaboratively by the City of Desert Hot Springs, Desert Hot Springs Rotary Club, El Sol Neighborhood, and the Palm Springs Unified School District.

Water 101 Community Workshops: October 20, November 10, December 8, 2022, and January 19, 2023

We have secured the Desert Hot Springs Library for another round of Water 101 community meetings. Designed to give attendees a broad understanding of the District and our operations, the sessions are free and open to the public.



Desert Hot Spring Rotary Club's Happy Healthy Halloween: October 29, 2022

Join us at the Rotary Happy Healthy Halloween event on Saturday, October 29, 2022, at Mission Springs Park between 5 p.m. and 9 p.m. It's a safe place to bring your kids to trick or treat. The event will also feature booths, games, and a Spooky Car and Bike Show. Visit MSWD's booth for some candy, water, and fun-filled information.



Desert Hot Springs State of the City: November 17, 2022

MSWD will again be a proud sponsor of the Desert Hot Spring State of the City event. Held annually by the City and the Greater Coachella Valley Chamber of Commerce, the lunch event will provide valuable information about city projects and new development.



ACWA Fall Conference: November 29 - December 1, 2022

The ACWA 2022 Fall Conference & Exhibition is set to take place at the Renaissance Esmeralda and Hyatt Regency in Indian Wells. Sessions will cover various topics, including water management, innovation, public communication, affordable drinking water, energy, finance, federal forum, and more.

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

Public Outreach

Drought & Water Conservation

We continue reminding customers to conserve and use water efficiently during the drought. We have added new tools and resources to our website, including seasonal watering guides and links to desert-friendly landscaping resources. We are also continuing to leverage our CV Water Counts and Save Our Water partnerships, including sharing videos such as the recommendation from social media influencer *@leogonzall* on how using car washes can help save water!



Water Professionals Appreciation Week

The MSWD Board of Directors adopted Resolution 2022-25, proclaiming October 1-9, 2022, as Water Professionals Appreciation Week. The week is celebrated by water agencies throughout the State and brings public awareness to the important role water industry professionals and local public water agencies perform. MSWD issued a news release highlighting several employees on its social media platforms and website to show its appreciation. To view the employee stories, please visit www.mswd.org/CaWaterWeek



Customer Connect Portal Outreach

We continue to promote the new Customer Connect Water Portal in various ways, including bill stuffers, direct email, and on our social media platforms. In honor of Emergency Preparedness month (September), we also produced a short animated video promoted on our social media sites. In addition, we emailed customers to use the portal to update their contact information and set their communications preferences. To date, approximately 30 percent of our customers have registered for the new portal.



MSWD Community Calendar Drawing Contest

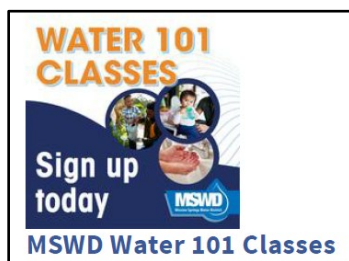
We have closed the calendar contest and are currently scanning and grading the entries. After an enhanced outreach campaign, we received more than 150 entries this year, almost three times as many as last year. As a result, a new calendar and winners will be announced shortly.



MSWD Digital Advertising

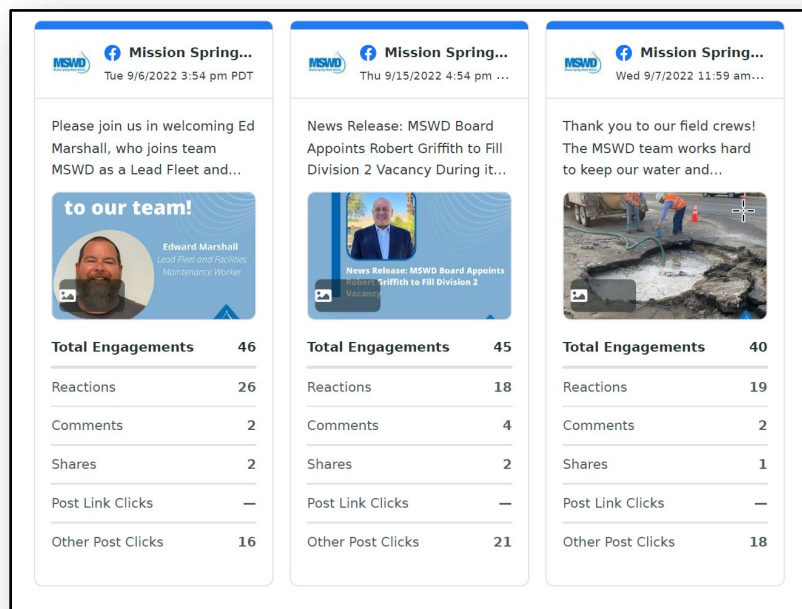
The District featured five Google and Facebook/Instagram ads promoting sign-ups for Water 101, Watering at Night, Skip Overseeding, and the MSWD Calendar Drawing Contest. Together, these ads had 669,000 Google impressions. We also ran a small sprinkler campaign following the rain event, which garnered more than 11,000 impressions. A full report is included in Appendix C.

Example ads:



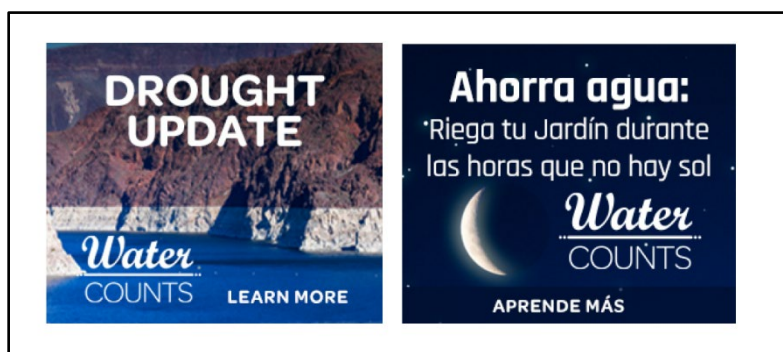
Social Media

A copy of the September 2022 social media report can be found in Appendix C. This report highlights activities and posts on the District's social media platforms. Overall, (across all platforms) impressions were up 29%, and post clicks were up 30.2%.



CV Water Counts

The CV Water Counts Outreach report for September 2022 can be found in Appendix C. The number of users increased dramatically compared to September 2021 – with nearly 2,500 people viewing at least one page on the website (up from just over 1,500 in 2021).



In addition, the Conservation Tips and Drought Update pages had more than 1,200 pageviews due to the enhanced ad campaigns for these topics. There was also a surprise mini-ad campaign for sprinklers, which ran after our short rain. The social ad had nearly 37,000 impressions and 82 engagements during its 3-day run.

State Legislative Update

As reported last month, at the close of the 2022 state legislative session, a handful of the bills we were tracking advanced through the assembly and senate floors and made their way to the Governor's desk for signature. All but one of those bills made it through the Governor's desk for signature:

Senate Bill 1157 by Senator Bob Hertzberg (D-Van Nuys) narrowly passed out of the Legislature on the final night of the session. The bill would codify the joint Department of Water Resources and State Water Resources Control Board's recommendations to the Legislature for an indoor residential water standard. The bill proposes to maintain the current standard of 55 gallons per capita daily (gpcd) until Jan 1, 2025, then lower the standard to 47 gpcd until Jan 1, 2030, when the final standard would be reduced to 42 gpcd—*signed by Governor on September 28, 2022.*

Senate Bill 222 by Senator Bill Dodd (D-Napa) establishes a state Water Rate Assistance Program (Program) and a Water Rate Assistance Fund in state law. The purpose of the Program would be to provide financial assistance for both drinking water and wastewater services to low-income residential ratepayers. *Vetoed by the Governor on September 28, 2022. Governor Newsom's veto message pointed to the lack of funding to support the program.*

Assembly Bill 2142, by Assemblymember Jesse Gabriel (D-Encino) passed out of the Legislature on August 23, 2022, has not received any "no" votes throughout the session. The bill exempts turf rebates from California taxable income for tax years 2022 through 2026. ACWA co-sponsored this bill with the California Water Efficiency Partnership and WaterNow Alliance. *Signed by Governor on September 28, 2022. Note: This is only for the State, Federal taxes still apply.*

Federal Legislative Update

Congress approved a Continuing Resolution that allows the federal government to remain open past the end of the current fiscal year, which ended on September 30, 2022, and continues funding at FY 2022 levels until December 16, 2022. Additionally, the CR extends the authorization until December 16, 2022 for several federal programs, including the National Flood Insurance Program, CALFED Bay-Delta Authorization, and Temporary Assistance for Needy Families. For additional Federal updates, please see the Legislative Update found in Appendix A.

Rebates & Conservation

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

Toilet Rebates

The District funded one new toilet rebate application in September 2022 (2 toilets), totaling \$200.

Conservation Kits

In September 2022, staff received one request for a conservation kit and have distributed 126 kits since the beginning of the year.

Turf Rebates

Staff received four new Turf Rebate applications in September 2022 and have five pending applications totaling \$16,850.

Water Donations for September 2022

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
9/1/2022	DHS High School	Public Safety Academy	7
9/7/2022	City of DHS	Council/Commission Meetings/Walk-in Guest	25
9/8/2022	Miracle Springs Resort	Int'l. Retreat	6
9/26/2022	DHS High School	Special Activities Class	10
	Total Cases		48



APPENDIX A –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

September 30, 2022

FY23 Appropriations Update

Congress approved a Continuing Resolution (CR) which allows the federal government to remain open past the end of the current fiscal year (FY) which ends on September 30th and continues funding at FY 2022 levels until December 16th. Additionally, the CR extends the authorization until December 16th for several federal programs including the National Flood Insurance Program, CALFED Bay-Delta Authorization, and the Temporary Assistance for Needy Families.

FEMA Announces State and Local Cybersecurity Grant Program NOFO

FEMA issued a notice of funding opportunity (NOFO) for the availability of \$1 billion in funding over five years for the State and Local Cybersecurity Grant Program established by the Bipartisan Infrastructure Law (BIL). The program provides state, local, and territorial governments with funding to address cybersecurity risks, strengthen the cybersecurity of critical infrastructure, and resilience against cyber threats. \$155 million in funding is available for FY 2022. Applications for FY 2022 funding are due November 15th, and more information can be found [HERE](#).

Federal Funding Opportunities/Announcements

DOE Announces \$1 Million SolarAPP+ Prize Program. The Department of Energy (DOE) announced it is accepting applications for the \$1 million SolarAPP+ Prize program for local governments. The program will promote the adoption of the SolarAPP+, a new app that issues permits for code-compliant residential solar voltaic systems on demand. Applications are due November 4th. More information can be found [HERE](#).

EPA Announces \$3.5 Million for NEP Watershed Grant Program. The Environmental Protection Agency (EPA) announced \$3.5 million in funding for the National Estuary Program (NEP) Watersheds Grant Program. The program will fund projects that treat, remove, or prevent pollution from entering estuaries in addition to climate resiliency projects. More information can be found [HERE](#).

Reclamation Announces \$2 Million for Desalination and Water Purification Research Program. The Bureau of Reclamation (Reclamation) announced it is accepting applications for \$2 million in funding for the Desalination and Water Purification Research Program. The grants will provide funding for researchers and partners to develop innovative, cost-

effective, and technologically efficient ways to desalinate or treat water. Applications are due November 30th, and more information can be found [HERE](#).

Reclamation Announces \$20 Million for Small Storage Program. Reclamation announced \$20 million in funding for the Small Storage Program authorized by BIL. The program provides funding for the implementation of small surface storage, groundwater storage, and conveyance projects. Applications are due December 9th, and more information can be found [HERE](#).

Reclamation Awards \$10.3 Million in Grants for Native American Affairs Technical Assistance to Tribes Program. Reclamation announced awards totaling \$10.3 million for 26 federally recognized tribes in 12 states as part of the Native American Affairs Technical Assistance to Tribes Program. The program provides funding to support tribal projects that prepare for and mitigate the impacts of drought. More information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

President Biden Appoints John Podesta as Senior Advisor to the President for Green Energy Innovation and Implementation. President Biden announced that John Podesta will serve as Senior Advisor to the President for Green Energy Innovation and Implementation. In this role, Podesta will oversee the implementation of energy tax credits and incentives authorized by the Inflation Reduction Act.

President Biden Appoints Richard Revesz as Administrator of OIRA. President Biden announced that he has nominated Richard Revesz as Administrator of the Office of Information and Regulatory Affairs (OIRA) at the Office of Management and Budget. The nomination, which requires Senate approval, is currently pending.

White House Office of Science and Technology Policy Nominee Confirmed by Senate. On September 22nd, the Senate confirmed Arati Prabhakar, President Biden's nominee for Director of the White House Office of Science and Technology Policy. President Biden elevated the office to a Cabinet-level position in 2021. Prabhakar will also serve as Science Advisor to the President.

DOI and NOAA Release CMRA Portal. DOI and the National Oceanic and Atmospheric Administration (NOAA) released the Climate Mapping for Resilience and Adaptation (CMRA) portal. The website is a tool for local, tribal, state, and federal government agencies to access data to develop climate resiliency plans. The site also provides information on federal grants for climate resilience projects. More information can be found [HERE](#).

EPA Issues NPRM on PFAS Authorized Use for Pesticides. EPA issued a NPRM to remove twelve PFAS chemicals from the list of inert ingredients approved for use in pesticide products. EPA is currently accepting stakeholder feedback on the NPRM. Comments are due October 13th, and more information can be found [HERE](#).

EPA Issues Temporary BABA Waiver for WIFIA and SRF Programs. EPA's Office of Water issued a six-month temporary waiver for Build America, Buy America Act (BABA)

requirements for its Water Infrastructure Finance and Innovation Act (WIFIA) and State Revolving Fund (SRF) programs. The waiver applies to manufactured products and construction materials only. The waiver expires on April 2nd unless extended, and more information can be found [HERE](#).

EPA Publishes NPRM on Designating PFOA and PFOS under CERCLA. EPA published its NPRM to designate perfluorooctanoic acid (PFOA) and perfluorooctanesulfonic acid (PFOS) as hazardous substances under the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA), also known as “Superfund.” Comments are due November 7th, and more information can be found [HERE](#).

EPA Releases Five-Year Strategic Plan. EPA released its FY 2022 – 2026 Strategic Plan that will serve as a roadmap for policy actions over the next five years. The plan includes information about the agency’s course of action on climate change, environmental justice, compliance, air quality, and water quality. More information can be found [HERE](#).

EPA Releases Technical Cyber Security Support Plan for Public Water Systems. EPA released its Technical Cybersecurity Support Plan for Public Water Systems. The report highlights available tools, including the [Vulnerability Self-Assessment Tool](#) and the [Cybersecurity Incident Action Checklist](#). EPA plans to roll out additional resources and tools in early 2023 according to the report. The Vulnerability Self-Assessment Tool can be found [HERE](#).

##



APPENDIX B – Wastewater and Water Production Tables

WASTEWATER REPORT

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

Connections to Sewer Collection System:

As of June 30, 2022

8665

Plus YTD

50

Total Sewer Connections =

8715

WASTEWATER FLOW MGD				
2022/23	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.980020	2.086591	0.038856	0.045610
Aug.	2.007484	2.156507	0.043378	0.051750
Sep.	2.085598	2.243680	0.042339	0.047130
Oct.				
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

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

WATER REPORT

WATER CONNECTION SUMMARY														
	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2009/10
July	6	18	7	4	5	7	2	0	0	1	0	0	0	1
August	28	19	6	10	5	3	2	2	0	1	0	0	2	1
September	22	23	18	2	14	4	13	3	0	2	2	0	0	1
October		33	13	3	21	8	3	20	0	5	1	1	4	2
November		27	10	16	4	0	7	3	0	1	0	1	1	5
December		9	2	17	3	3	2	0	0	2	0	0	0	0
January		14	15	6	3	20	1	1	2	2	0	0	1	1
February		8	13	8	5	11	1	0	1	0	1	0	0	1
March		19	16	2	3	6	5	0	12	0	0	4	5	0
April		6	11	1	3	7	11	2	7	0	1	4	1	12
May		19	15	12	5	11	9	8	2	0	1	2	0	0
June		1	24	11	2	8	2	10	1	0	0	0	1	1
Annual Total	56	196	150	92	73	88	58	49	25	14	6	12	15	25
Avg./ Mo.	4.67	16.33	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08

Connections to Water System:

As of June 30, 2022 13,337
 Plus YTD 56
Total Water Connections = 13,393

WATER PRODUCTION														
	FY 2022/23	Variance from prior year		FY 2021/22	FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16	FY 2014/15	FY 2013/14	FY 2012/13	FY 2011/12
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	751.79	-44.78	-5.6%	796.57	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49
August	850.19	10.26	1.2%	839.93	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02
September	716.03	-22.62	-3.1%	738.65	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46
October		0.00	0.0%	665.18	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71
November		0.00	0.0%	679.85	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77
December		0.00	0.0%	565.48	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27
January		0.00	0.0%	580.28	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19
February		0.00	0.0%	527.34	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24
March		0.00	0.0%	601.44	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70
April		0.00	0.0%	624.07	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93
May		0.00	0.0%	745.36	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12
June		0.00	0.0%	730.02	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00
TOTAL		-57.14	-2.4%	8094.17	8356.13	7981.79	7617.30	8017.06	7476.47	6,903.75	7,798.69	8,385.66	8,458.99	8,607.90

APPENDIX C – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

September, 2022

by Hunter | Johnsen

Google Ads Campaigns

DISPLAY AD IMPRESSIONS CV WATER COUNTS

161,039

SEARCH AD IMPRESSIONS CV WATER COUNTS

2,154

VIDEO IMPRESSIONS CV WATER COUNTS

75,858

CLICKS CV WATER COUNTS

2,351

CTR CV WATER COUNTS

0.98%

GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE CV WATER COUNTS

Campaign	Clicks	Impr.
CV Water Counts Sept 2022	1,002	106,495
Drought Update	738	71,946
Save Water - Watering	264	34,549
CV Water Counts Sept 2022 SPANISH	836	54,544
Save Water - Watering	568	31,185
Drought Update	268	23,359
	1,838	161,039



GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE CV WATER COUNTS

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	75,858	26,122	14,973	165
CVWC Water Saving Tips YouTube Spanish Sept 2022	40,533	16,740	10,611	67
CVWC Water Saving Tips English YouTube Sept 2022	35,325	9,382	4,362	98
	75,858	26,122	14,973	165



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	348	2,154
	348	2,154

KEYWORDS PERFORMANCE

CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	305	1,931	15.79%
water rebates	131	551	23.77%
water agency	55	630	8.73%
grass removal rebate	43	186	23.12%
water company	32	323	9.91%
turf rebate programs	17	83	20.48%
toilet rebate	11	37	29.73%
washing machine rebate	7	64	10.94%
turf removal rebate	4	23	17.39%
landscape conversion rebate	3	22	13.64%
save water	2	12	16.67%
	309	2,005	15.41%

Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE
HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
<p>Every Drop Counts cvwatercounts.com After it's been raining, turn off your sprinklers for the next 3 days.</p> <p>Learn more ways to save water by clicking the link.</p>	33	36,886	35,368	1.04	82
<p>Tips to Save Water cvwatercounts.com Did you know there are more than 100 ways to save water? And some of them are really easy.</p> <p>Learn more water saving tips by clicking the link.</p>	170	22,765	10,254	2.22	191
	203	59,651	41,592	1.43	273

Website Information

📊 PAGEVIEWS

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

4,931

📊 NEW VISITOR

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

2,301

📊 RETURNING USERS

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

594

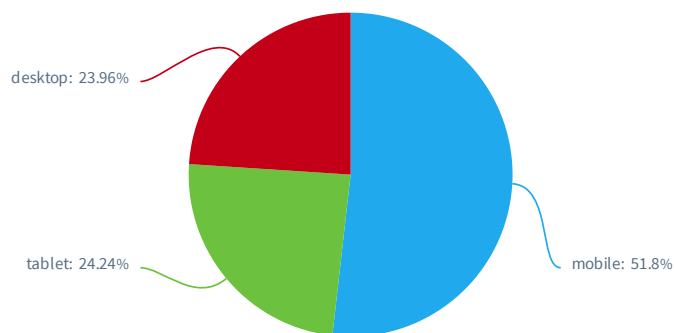
📊 PAGEVIEWS

CV WATER - CV WATER COUNTS - CV WATER COUNTS

Page Title	Pageviews
Conservation Tips - CVWater Counts	1,343
Drought Update - CVWater Counts	1,211
Rebates - CV Water Counts	554
CV Water Counts	431
Coachella Valley Water Conservation Water Rebate Map - CV Water Counts	279
Two Dozen Vegetables to Plant by mid-October in Palm Springs and the Coachella Valley - CV Water Counts	92
During Our Drought, Skip Overseeding to Save Water & Money - CV Water Counts	81
Plant of the Month: Trailing Lantana (Lantana Montevicensis) - CV Water Counts	63
Outdoor Watering Guide - CV Water Counts	55
About - CV Water Counts	45
	4,931

📊 SESSIONS / DEVICE CATEGORY

CV WATER - CV WATER COUNTS - CV WATER COUNTS



📊 PAGES / SESSION

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

1.37

📊 AVG. SESSION DURATION

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

46s

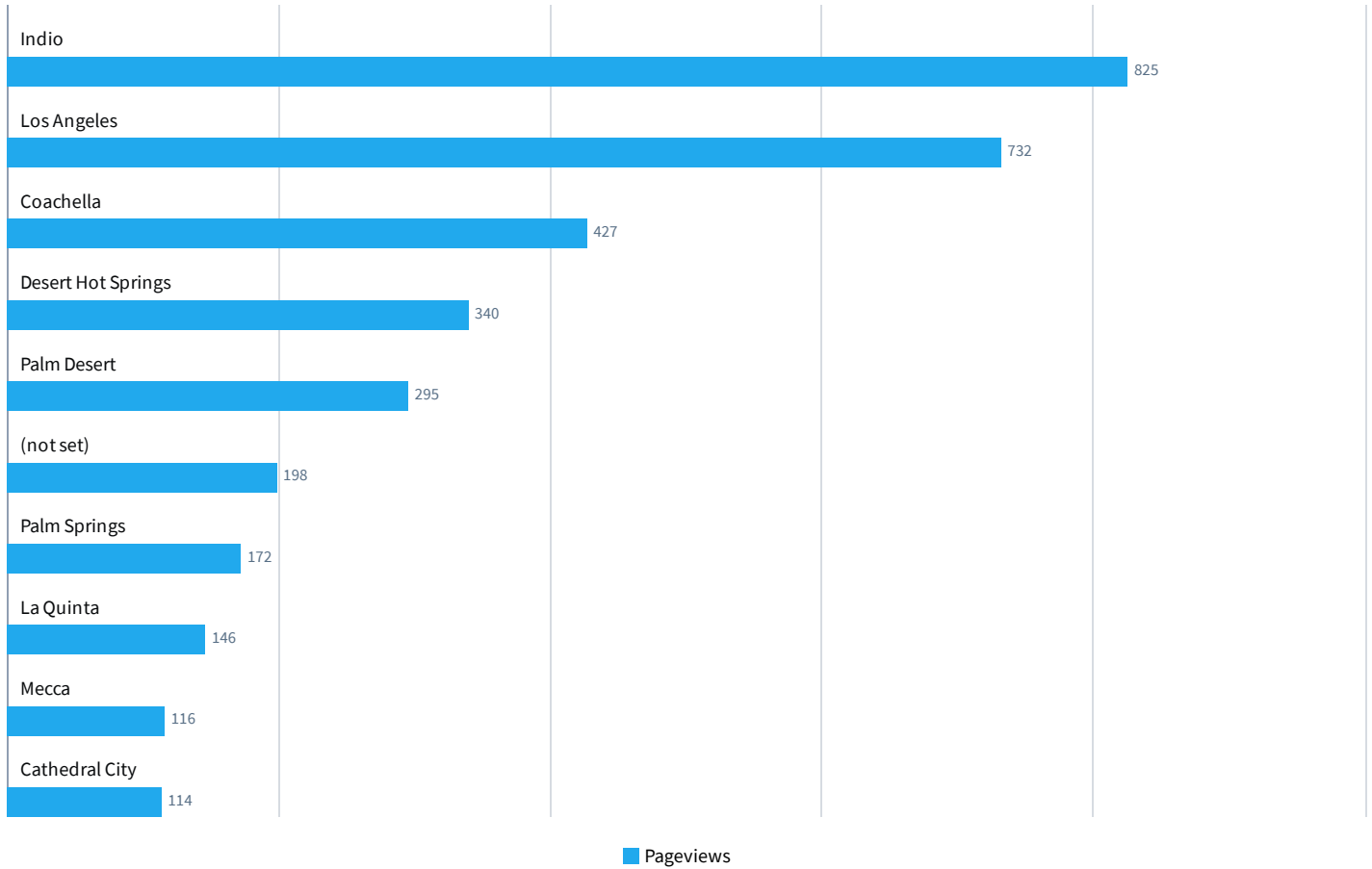
📊 BOUNCE RATE

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

83.03%

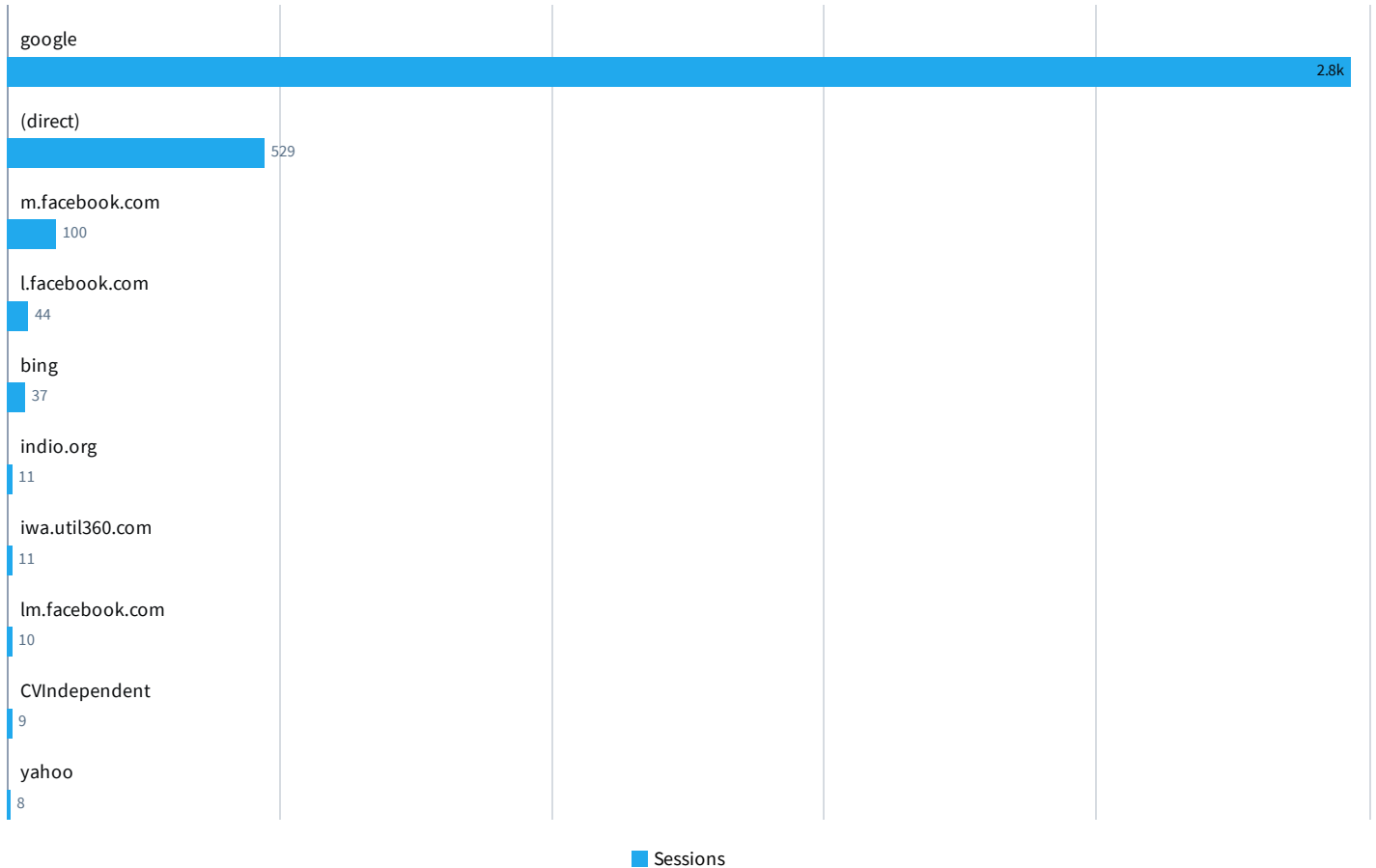
PAGEVIEWS BY CITY

CV WATER - CV WATER COUNTS - CV WATER COUNTS



USER REFERRERS

CV WATER - CV WATER COUNTS - CV WATER COUNTS



HISTORY

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

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
September 2022	3,589	2,482	4,931	1.37	46s	83.03%	64.11%
August 2022	3,752	2,617	4,926	1.31	48s	83.96%	64.37%
July 2022	4,831	3,293	6,855	1.42	53s	80.23%	65.16%
June 2022	2,927	2,203	3,959	1.35	50s	83.64%	71.47%
May 2022	3,491	2,715	5,002	1.43	46s	71.7%	68.81%
April 2022	3,383	2,545	5,096	1.51	36s	63.38%	71.5%
March 2022	2,476	1,859	3,453	1.39	42s	83.04%	69.55%
February 2022	2,654	1,912	3,625	1.37	44s	81.2%	67.48%
January 2022	8,388	6,410	10,465	1.25	43s	86.27%	74.61%
December 2021	5,138	4,105	6,353	1.24	37s	87.5%	77.29%
November 2021	6,014	4,869	7,628	1.27	34s	86.51%	79.12%
October 2021	2,133	1,588	2,825	1.32	37s	84.2%	70.46%
September 2021	2,035	1,501	2,791	1.37	49s	83.59%	70.37%
	50,811	36,289	67,909	1.34	43s	82.16%	71.27%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
coachella valley water district	2,417	0	0%	4.5
lake cahuilla	1,959	2	0.1%	5.75
salvia clevelandii	1,006	3	0.3%	2.28
lantana ground cover	571	1	0.18%	4.77
conserve water	561	0	0%	8.35
cleveland sage	490	0	0%	3.16
cv water	387	1	0.26%	6.9
water pledge	342	0	0%	9.3
hesperaloe parviflora	316	0	0%	7.92
water wise	315	0	0%	8.65
	8,364	7	0.08%	6.16

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	2,856	7	0.25%	7.27
https://cvwatercounts.com/agency-spotlight-coachella-valley-water-district/	2,789	0	0%	5.83
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevicensis/	2,653	31	1.17%	17.06
https://cvwatercounts.com/plant-of-the-month-ocotillo-fouquieria-splendens/	2,471	8	0.32%	8.83
https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/	2,417	5	0.21%	5.58
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	1,519	0	0%	5.68
https://cvwatercounts.com/save-water-pledge/	1,027	2	0.19%	4.88
https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf	1,017	34	3.34%	28.1
https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/	952	11	1.16%	22.79
https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/	801	4	0.5%	25.82
	18,502	102	0.55%	13.18

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

62,279

f REACH
CV WATER COUNTS

45,901

f NEW PAGE LIKES
CV WATER COUNTS

2

f ENGAGED USERS
CV WATER COUNTS

397





f PAGE VIEWS
CV WATER COUNTS




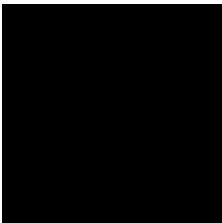


181

f LIFETIME PAGE LIKES
CV WATER COUNTS







4,006

f POSTS
CV WATER COUNTS


Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Report broken pipes o...</p>	September 29, 2022	19	3	16%	3	0
 <p>A thick layer of mulch ...</p>	September 27, 2022	76	3	4%	3	0
 <p>When spray heads are ...</p>	September 23, 2022	63	3	5%	3	0
 <p>Be sure to check for le...</p>	September 21, 2022	50	3	6%	3	0
		1,722	56	3%	40	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>This week is National I...</p>	September 19, 2022	753	8	1%	3	0
 <p>If you or someone you...</p>	September 18, 2022	31	4	13%	4	0
 <p>The Spanish Lavender, ...</p>	September 16, 2022	263	11	4%	4	0
 <p>For more water-saving ...</p>	September 15, 2022	32	4	13%	3	0
 <p>National Indoor Plant ...</p>	September 12, 2022	58	2	3%	2	0
 <p>On August 11, 2022, Go...</p>	September 8, 2022	33	2	6%	1	0

1,722 56 3% 40 0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
	September 8, 2022	94	4	4%	2	0
	September 8, 2022	35	2	6%	2	0
 We're in a drought. We ...	September 7, 2022	44	1	2%	1	0
 Happy Labor Day Wee...	September 3, 2022	51	2	4%	2	0
 CV Water Counts upda...	September 1, 2022	56	1	2%	1	0
 Making every drop cou...	September 1, 2022	27	1	4%	1	0

1,722 56 3% 40 0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
	September 1, 2022	37	2	5%	2	0
Install drip irrigation fo...		1.722	56	3%	40	0

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

8,549

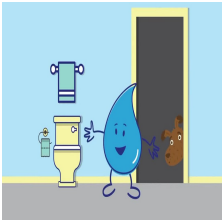



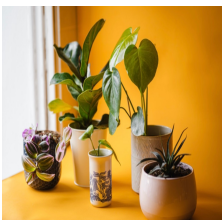
 **LIKES**
CV WATER COUNTS

8

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

232

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>For more water-saving ...</p>	38	2	33	0	12
 <p>Happy Labor Day Wee...</p>	31	3	23	0	0
 <p>We're in a drought. We ...</p>	27	1	21	0	0
 <p>Report broken pipes o...</p>	20	1	20	0	0
 <p>This week is National I...</p>	16	1	13	0	0
	132	8	110	0	12

Twitter Information

Sep 2022 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 66 impressions

Happy Labor Day Weekend!
pic.twitter.com/RsU5p6aabr



↻ 1 ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 25 people



Yoyliss

@yoyliss_ FOLLOWS YOU

Déjate querer 🌱🍌

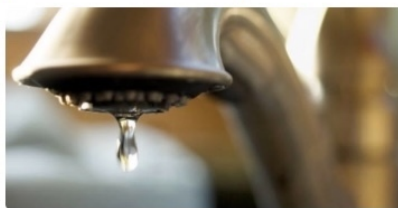
[View profile](#)

Top media Tweet earned 22 impressions

Be sure to check for leaks around the house once a month; they can spring up fast and one small leak can waste more than 200 gallons per day.

For more water-saving tips, visit
CVWaterCounts.com/conservation-t...

#WaterWiseWednesday
pic.twitter.com/k3vVbWrQpx



[View Tweet activity](#)

[View all Tweet activity](#)

SEP 2022 SUMMARY

Tweets

14

Tweet impressions

253

Profile visits

125

New followers

1

E-Blast Information

📊 CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Send Time	Emails Sent	Total Opens	Open Rate	Industry Open Rate	Total Clicks	Click Rate	Industry Click Rate	Hard Bounces	Unsubscribe Count
CV Water Counts September 2022	Wednesday, September 7, 2022 5:15 PM	529	532	52.93%	16.2%	41	5.86%	0.79%	0	0
		529	532	52.93%	16.2%	41	5.86%	0.79%	0	0



MSWD Digital Marketing and Website Report


Website, Social, and Marketing Performance

September, 2022

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 IMPRESSIONS
MSWD


263,669

 CLICKS
MSWD

183

 CTR
MSWD


0.07%

 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Campaign	Impr.	Clicks	CTR
MSWD Night Watering September 2022	70,436	56	0.08%
MSWD Overseeding 2022	63,643	46	0.07%
MSWD Calendar Contest September 2022	71,055	44	0.06%
MSWD Water 101 September 2022	58,535	37	0.06%
	263,669	183	0.07%

Facebook Ad Campaigns

 FACEBOOK AD GROUP PERFORMANCE
MSWD

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
	MSWD Water 101 - Sept 2022	140	16,442	5,010	3.28	0

MSWD Water 101 Classes

www.mswd.org

MSWD is hosting a series of Water 101 presentations for those in the Desert Hot Springs community who want to learn more about our water and wastewater systems.

These meetings will build upon each other and cover MSWD's history and how we fit into the larger Coachella Valley water community.






Avoid Daylight Watering

www.mswd.org

During the day, water evaporates faster than plants and grass can absorb it. Help conserve water during the drought by avoiding watering during daylight hours.

MSWD Night Watering - Sept 2022	127	15,334	5,093	3.01	0
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	521	72,986	10,222	7.14	0
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Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p>Skip Overseeding & Save Money www.mswd.org You can save over 8,000 gallons of water for every 1,000 square feet of grass if you skip overseeding this year! That's because ryegrass seed requires watering three times a day or more to grow! Help conserve during the drought and skip overseeding this fall.</p>	MSWD Skip Overseeding - Sept 2022	126	14,895	4,074	3.66	0
 <p>MSWD Calendar Contest Now Open! www.mswd.org Our Calendar Contest is now open! Twelve winners will have their water conservation or groundwater protection drawings published in the District's 2023 community calendar and take home Amazon gift cards! The contest is open to all K-12 students from schools within the MSWD service area. Click to learn more.</p>	MSWD Calendar Contest - Sept 2022	122	15,242	3,512	4.34	0
 <p>Water Saving Tips from MSWD www.mswd.org Reminder: After it's been raining, shutoff your sprinklers for a few days and help save valuable H2O! Click to learn more water saving tips.</p>	Sprinkler Rain Sept 9 2022	6	11,073	4,381	2.53	0
		521	72,986	10,222	7.14	0

Website Information

PAGEVIEWS

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

22,123

NEW VISITOR

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

5,080

USERS

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

2,159

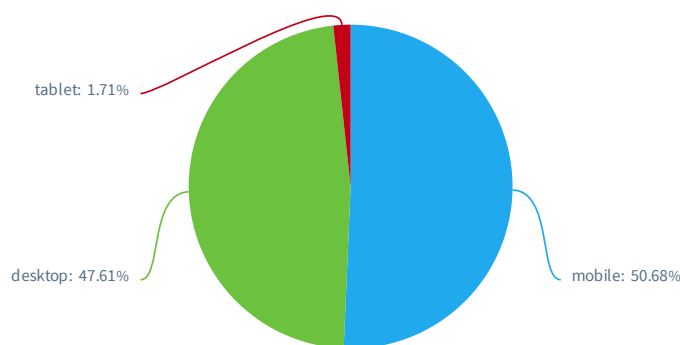
PAGEVIEWS

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

Page Title	Pageviews
Mission Springs Water District Home Page Mission Springs Water District CA	6,305
New Customer Portal Mission Springs Water District CA	5,921
Bill Pay Options Mission Springs Water District CA	1,820
Job Opportunities Mission Springs Water District CA	840
Application for Water Service Mission Springs Water District CA	424
Careers Mission Springs Water District CA	395
Search Mission Springs Water District CA	374
Start/Stop Water Service Mission Springs Water District CA	349
Upcoming Meetings Mission Springs Water District CA	259
Rebates Mission Springs Water District CA	220
	22,123

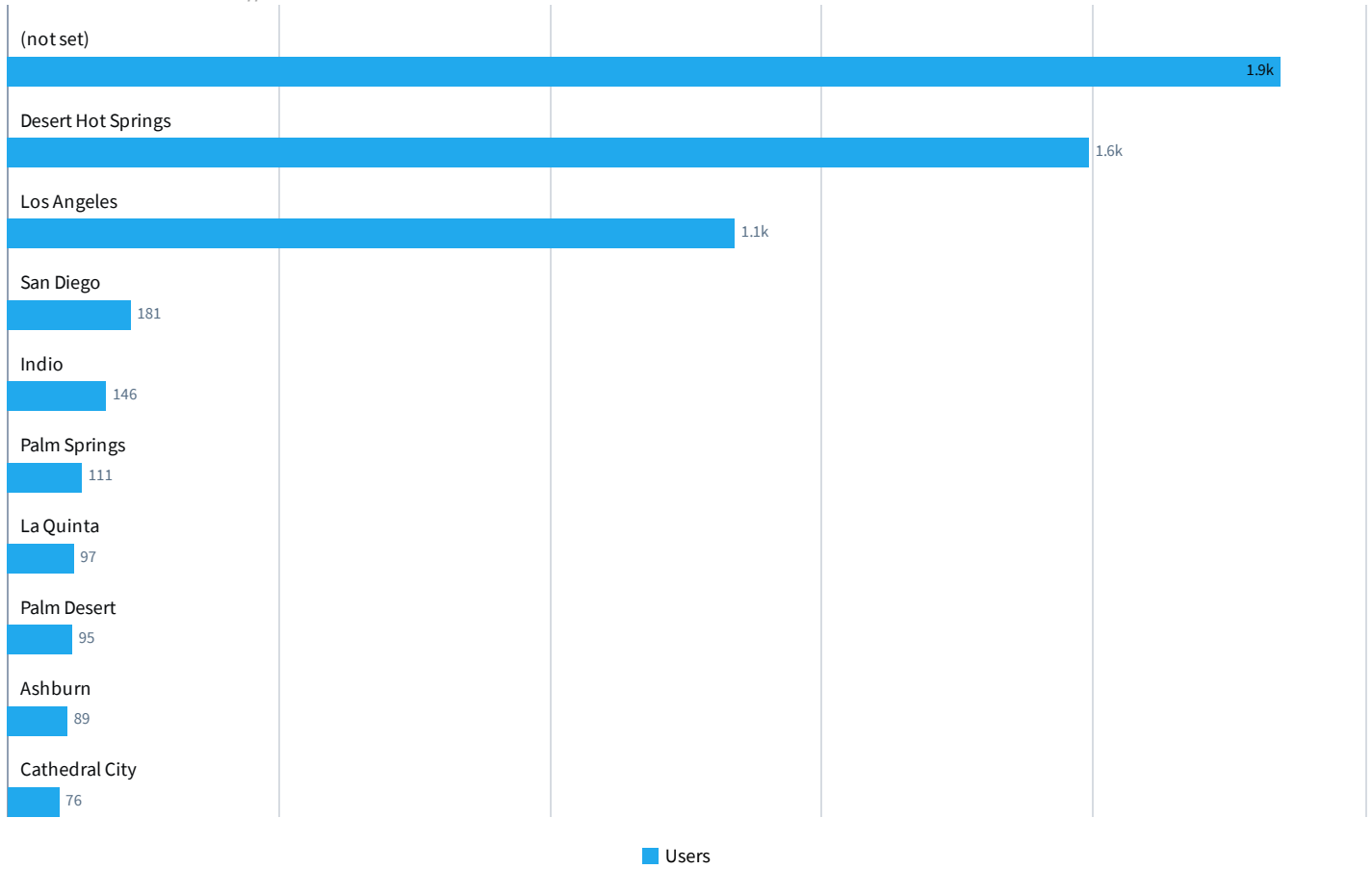
SESSIONS / DEVICE CATEGORY

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



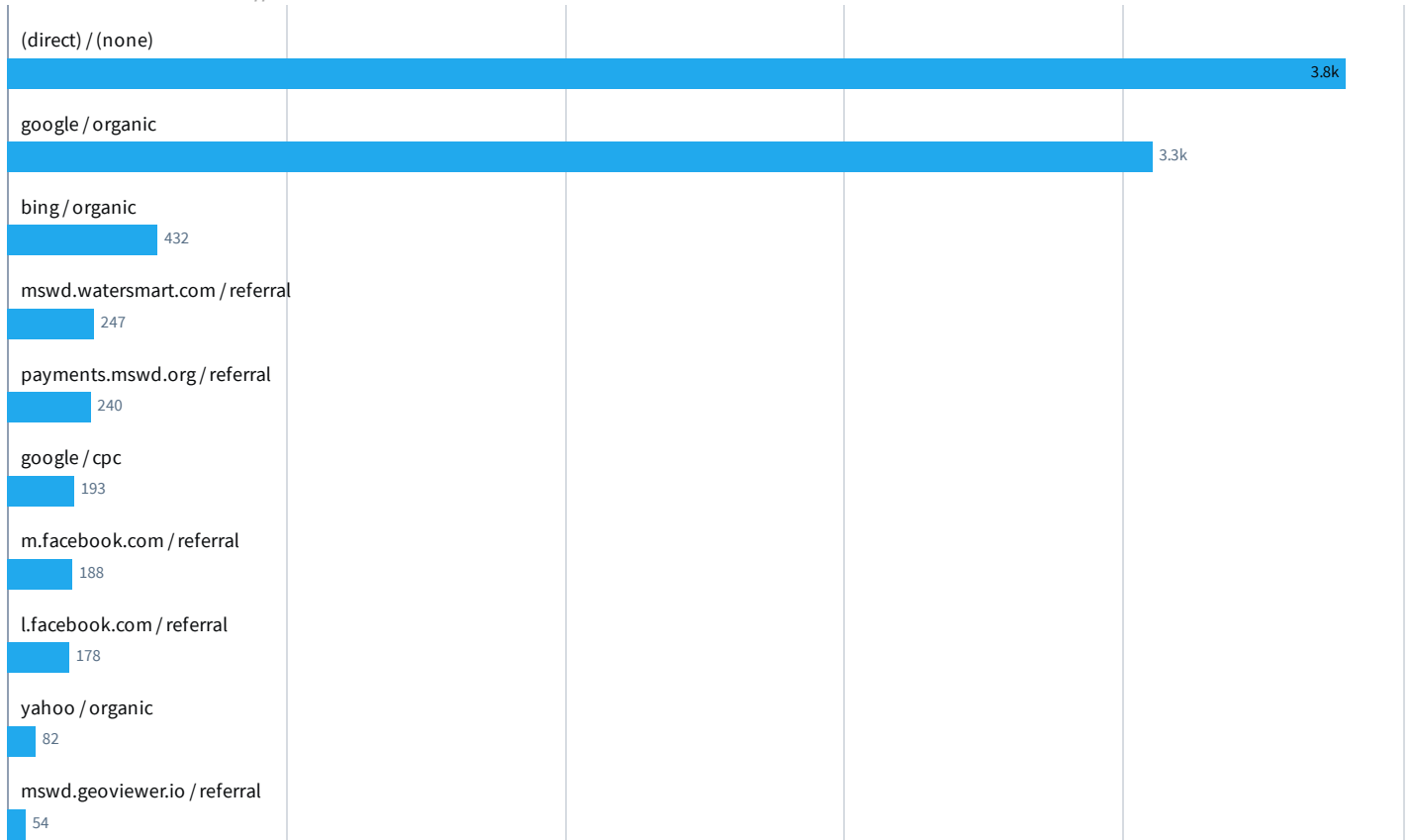
USERS BY CITY

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



USER REFERRERS

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



■ Sessions

AVG. SESSION DURATION

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

1m 49s

PAGES / SESSION

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

2.45

BOUNCE RATE

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

32.6%




MSWD Social Analytics

September 2022

Included in this Report

 @MSWaterDistrict

 missionspringswaterdistrict

 Mission Springs Water District

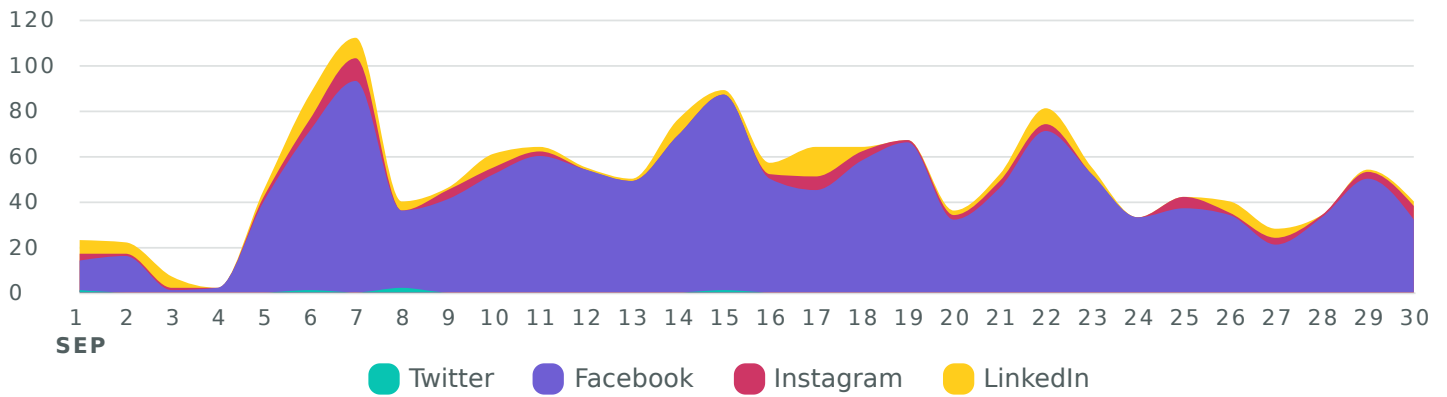
 Mission Springs Water District

Cross-Network Engagement

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

Profile
Reporting Period
All Profiles
All Twitter Post Types

Engagements, by Day






Engagement Metrics	Totals	% Change
Total Engagements	1,526	↘ 59.5%
Twitter Engagements	5	↘ 54.5%
Facebook Engagements	1,340	↘ 62%
Instagram Engagements	71	↘ 25.3%
LinkedIn Engagements	110	↘ 17.3%

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  All Profiles  All Twitter Post Types

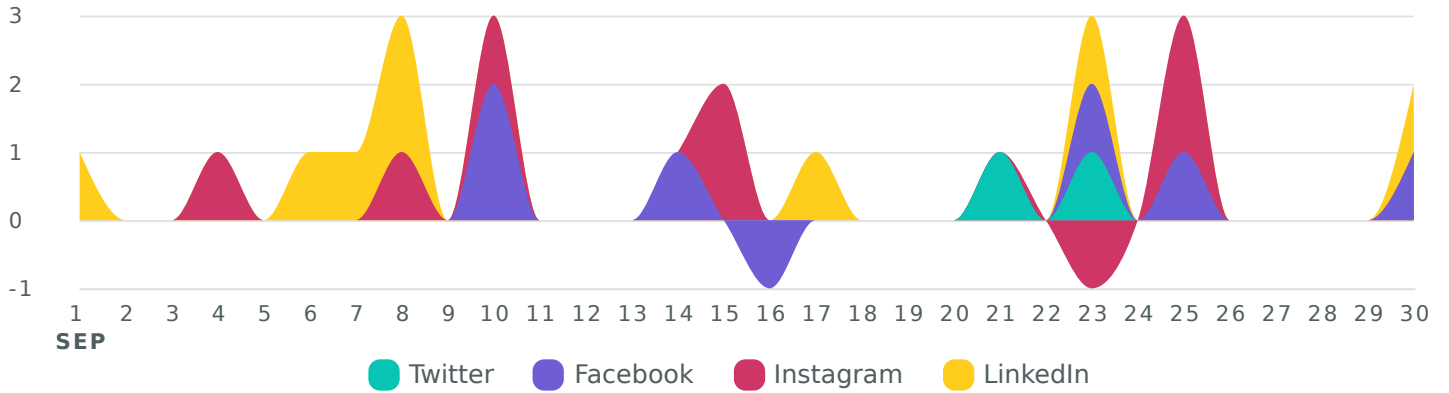
<p>Impressions</p> <p>80,458</p> <p> 29%</p>	<p>Engagements</p> <p>1,526</p> <p> 59.5%</p>	<p>Post Link Clicks</p> <p>574  30.2%</p>
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Net Audience Growth, by Day









Audience Metrics	Totals	% Change
Total Audience	1,598	↗9.8%
Total Net Audience Growth	21	↗5%
Twitter Net Follower Growth	2	↗300%
Facebook Net Page Likes	5	↗150%
Instagram Net Follower Growth	6	↘25%
LinkedIn Net Follower Growth	8	↘27.3%

FACEBOOK

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

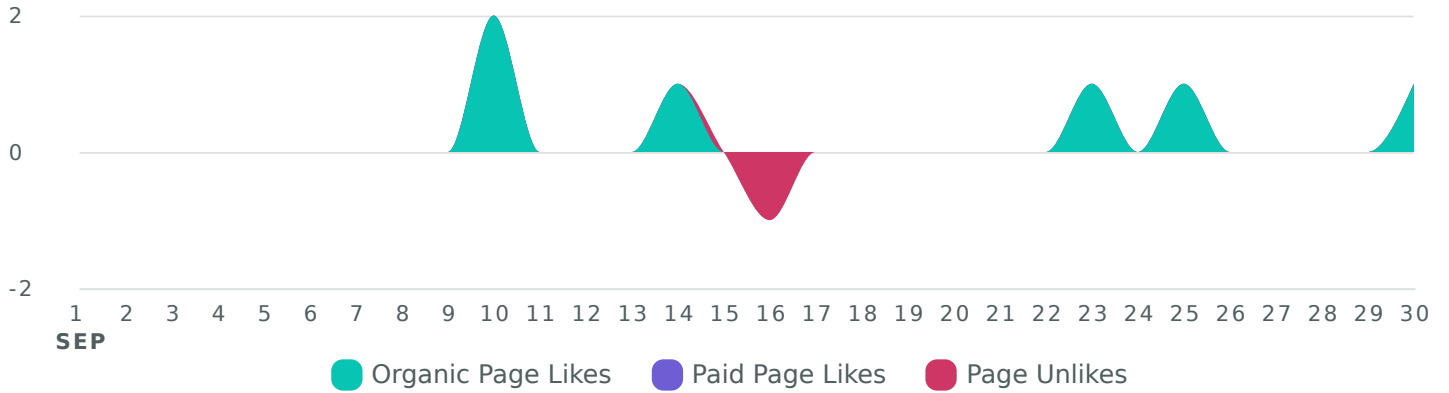
<p>Impressions</p> <p>77,636</p> <p> 32.7%</p>	<p>Engagements</p> <p>1,340  62%</p>	<p>Post Link Clicks</p> <p>538  36.9%</p>
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Facebook Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Page Likes Breakdown, by Day






Audience Metrics	Totals	% Change
Fans	1,152	↗10.8%
Net Page Likes	5	↗150%
Organic Page Likes	6	↗100%
Paid Page Likes	0	→0%
Page Unlikes	1	→0%

Facebook Top Posts

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

📌 Post
📌 Lifetime
📌 Mission Springs Water District

Descending by Lifetime Engagements

Post Preview	Total Engagements
<p>Mission Spring... Tue 9/6/2022 3:54 pm PDT</p> <p>Please join us in welcoming Ed Marshall, who joins team MSWD as a Lead Fleet and...</p> 	46
<p>Mission Spring... Thu 9/15/2022 4:54 pm ...</p> <p>News Release: MSWD Board Appoints Robert Griffith to Fill Division 2 Vacancy During it...</p> 	45
<p>Mission Spring... Wed 9/7/2022 11:59 am...</p> <p>Thank you to our field crews! The MSWD team works hard to keep our water and...</p> 	40

Engagement Type	Value
Reactions	26
Comments	2
Shares	2
Post Link Clicks	—
Other Post Clicks	16

Engagement Type	Value
Reactions	18
Comments	4
Shares	2
Post Link Clicks	—
Other Post Clicks	21

Engagement Type	Value
Reactions	19
Comments	2
Shares	1
Post Link Clicks	—
Other Post Clicks	18

INSTAGRAM

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

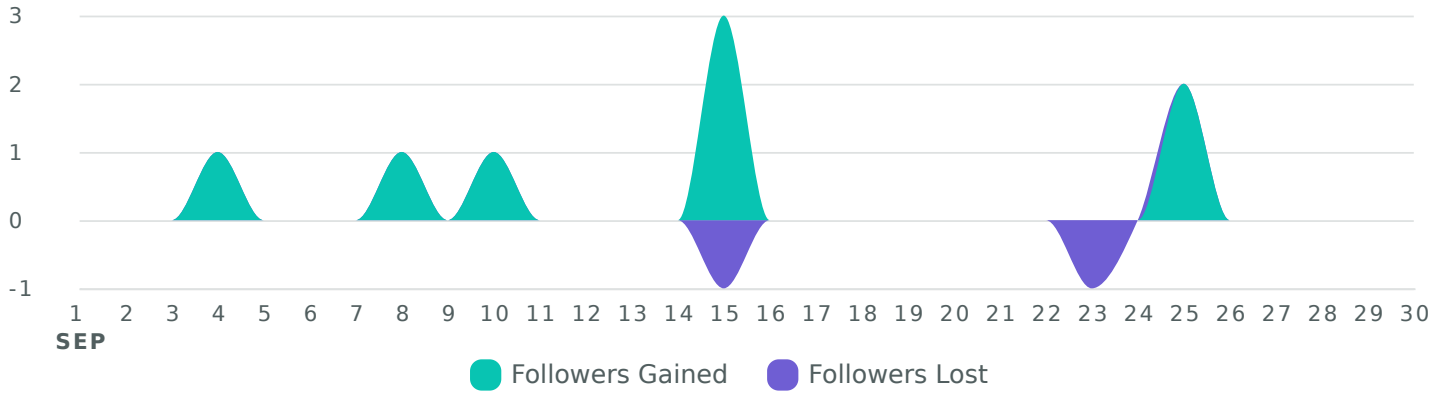
<p>Impressions</p> <p>1,176</p> <p>↘ 50.8%</p>	<p>Engagements</p> <p>71 ↘ 25.3%</p>	<p>Profile Actions</p> <p>0 ↘ 100%</p>
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Instagram Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
missionspringswaterdistrict

Net Follower Growth Breakdown, by Day












Audience Metrics	Totals	% Change
Followers	238	↗2.6%
Net Follower Growth	6	↘25%
Followers Gained	8	↘20%
Followers Lost	2	→0%

Instagram Top Posts

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

📌 **Post**
📌 **Lifetime**
📷 **missionspringswaterdistrict**

Descending by Lifetime Engagements

Post	Date	Total Engagements	Likes	Comments	Saves
  missionsprings... Fri 9/30/2022 4:58 am PDT	Fri 9/30/2022 4:58 am PDT	8	4	2	2
Join the #MSWD team! We are looking for a Field Operations Technician I or II to work in ...					
					
  missionsprings... Fri 9/16/2022 9:55 am PDT	Fri 9/16/2022 9:55 am PDT	7	7	0	0
Today is National Guacamole Day! If plan on celebrating with some chips and guac t...					
					
  missionsprings... Mon 9/26/2022 8:44 am ...	Mon 9/26/2022 8:44 am ...	6	6	0	0
#DYK this is Source Water Protection Week? MSWD relies groundwater for 100% of our...					
					

TWITTER

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

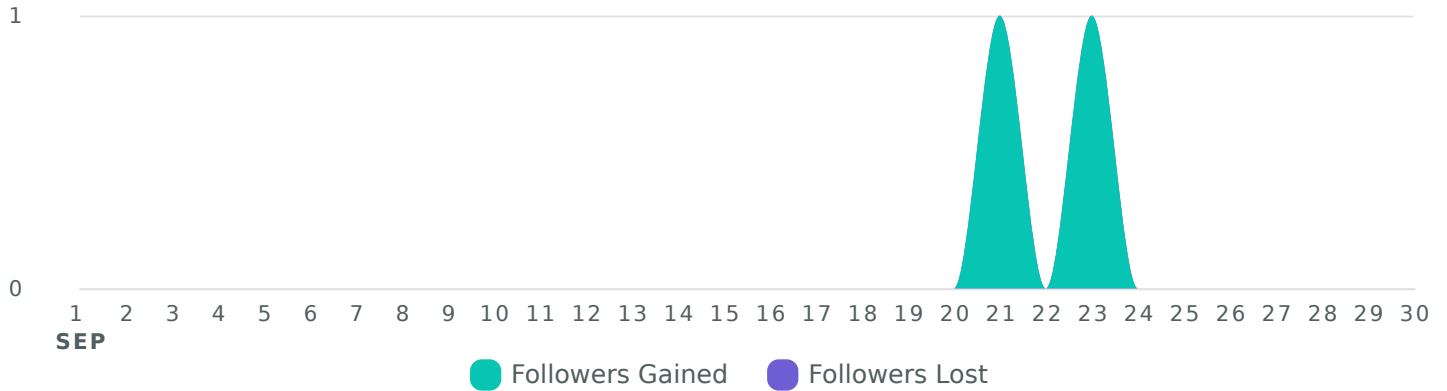
Impressions 96 ↘ 41.1%	Engagements 5 ↘ 54.5%	Post Link Clicks 0 ↘ 100%
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Twitter Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
@MSWaterDistrict
All Twitter Post Types

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	82	↗2.5%
Net Follower Growth	2	↗300%
Followers Gained	2	↗100%
Followers Lost	0	↘100%
Following	100	→0%

Twitter Top Posts

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

Post
Lifetime
@MSWaterDistrict
All Twitter Post Types


Descending by Lifetime Engagements


@MSWaterDist...
 Tue 9/6/2022 3:25 pm UTC


Here at MSWD, every day is Protect Your Groundwater Day! Our Groundwater Guardian...




Total Engagements	2
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0


@MSWaterDist...
 Fri 9/9/2022 4:29 pm UTC


We're here for you whenever you need us! Join us in celebrating our dedicated st...



Total Engagements	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0


@MSWaterDist...
 Mon 9/5/2022 2:03 pm ...

Happy Labor Day! To honor all our wonderful employees, the MSWD offices will be closed...




Total Engagements	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0

LINKEDIN

LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

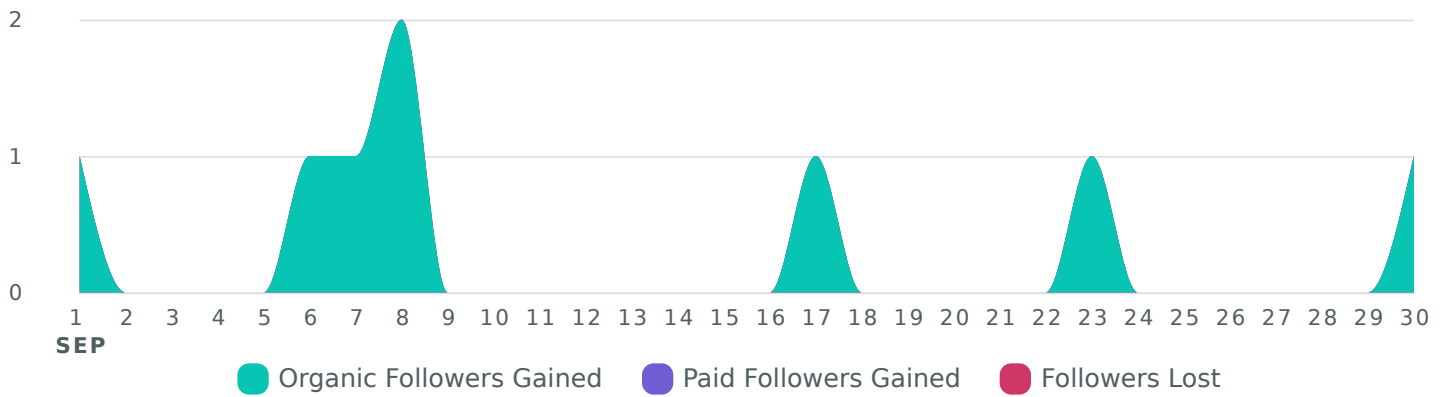
<p>Impressions</p> <p>1,550 ↑ 17.2%</p>	<p>Engagements</p> <p>110 ↓ 17.3%</p>	<p>Post Clicks (All)</p> <p>36 ↓ 23.4%</p>
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LinkedIn Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
in Mission Springs Water District

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	126	—
Net Follower Growth	8	↘27.3%
Organic Followers Gained	8	↘27.3%
Paid Followers Gained	0	→0%
Followers Lost	0	→0%

LinkedIn Top Posts

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

📌 Post
📌 Lifetime
📌 Mission Springs Water District

Descending by Lifetime Engagements

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)
News Release: MSWD Board Appoints Robert Griffith to Fill Division 2 Vacancy During ...	Fri 9/16/2022 7:37 pm UTC	13	10	0	1	2
Work on MSWD's new Regional Water Reclamation Facility continues! Once don...	Wed 9/21/2022 8:42 pm...	12	5	3	1	3
Please join us in welcoming Ed Marshall, who joins team MSWD as a Lead Fleet and...	Tue 9/6/2022 10:57 pm ...	11	9	0	1	1