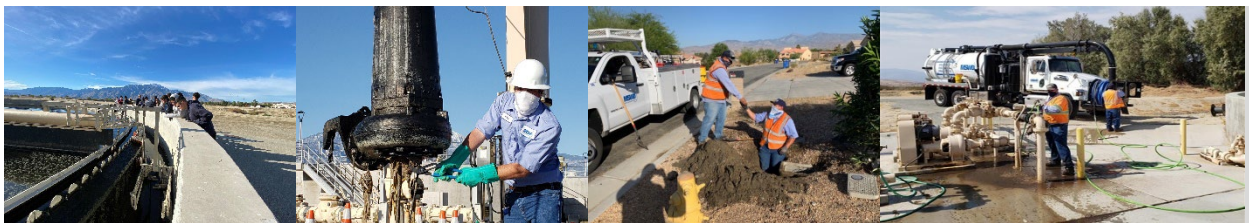




# General Manager's Report September 2022



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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 August monthly delinquency process began with 445 auto-dialer calls, and technicians were able to make contact with 82 customers to either pay, set up payment plan with the office, or to get information for bill assistance. This process reduced delinquencies to only 74 disconnections in August 2022.

426 payment plans were set for MSWD customers with pending balance of payment plans totaling \$293,994.76.

#### 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 \$4,818.19 on customer accounts in August 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 \$14,001.54 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><b>ONLINE</b> MSWD.org/Paperless</p>	<p><b>BY PHONE</b> (760) 329-6448</p>	<p><b>BY MAIL</b> 66575 Second Street Desert Hot Springs, CA 92240</p>	<p><b>IN PERSON</b> Drop off</p>
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**OTHER OPTIONS:** Walmart Pay, PayPal, PayNearMe, YOUR BANK'S E-PAY PROGRAM

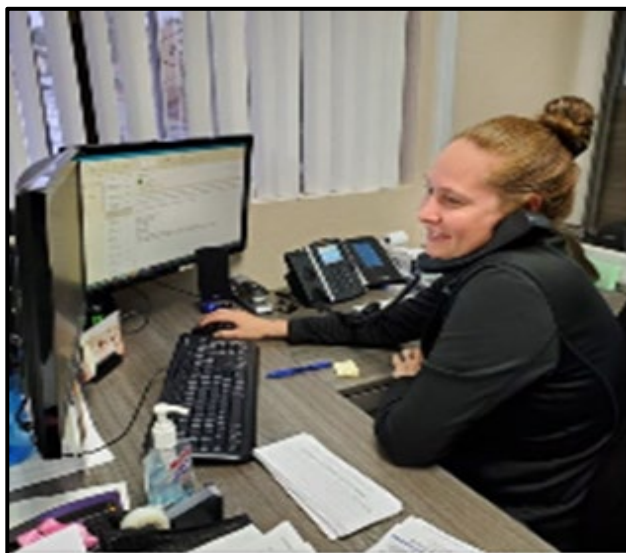
### Lobby Open by Appointment Only and COVID-19 Response

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



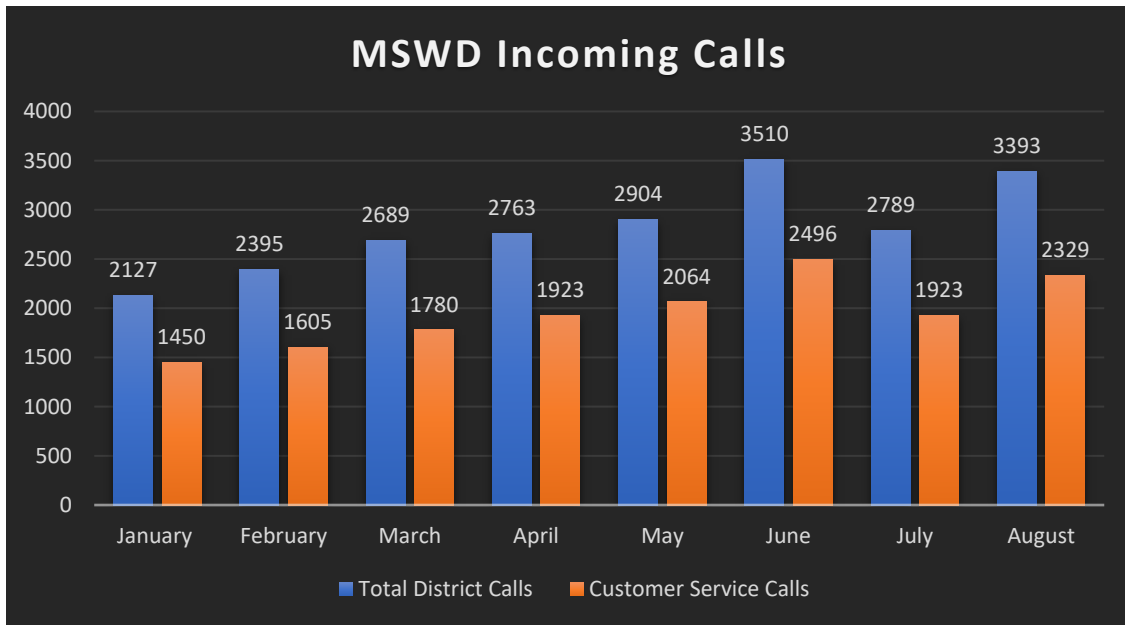
MSWD Customer Service Representatives continue to assist our customers with minimal disruption. Staff continues to find creative ways to assist those customers who may have unique requests including those customers who do not have internet access.

- 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



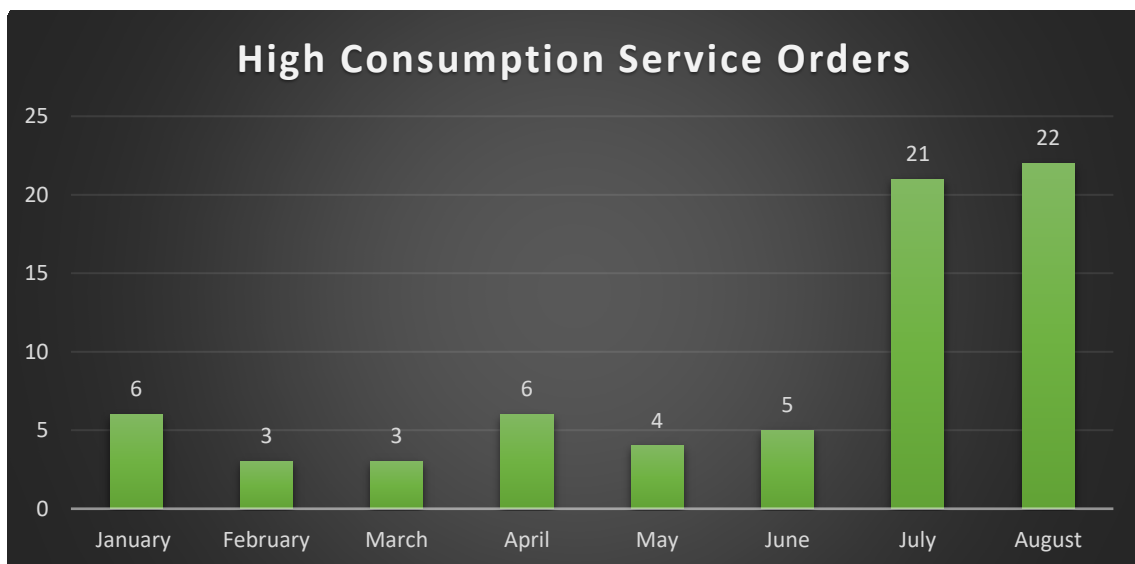
### Calls into the Customer Service Department

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 153 roll-over/"new" customer accounts in August 2022, 21 more than July 2022.



### High Bill Investigation Requests Versus 13,686 Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal, resulting in consistently less high bill service orders. All customers are encouraged to sign up for the portal bill and leak alerts. Customer adoption is trending about 2% per week, reaching 28% or 3,775 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 August 2022.

### **Current Work Priorities**

The new Accounting Manager began working during the month of August 2022. She is qualified and brings a lot of knowledge about the accounting for a water district. A training guide was implemented to become familiar with the District operations over the next two months.

The Director of Finance attended the CSDA in Palm Desert from August 22 – August 24, 2022, attending a full day on August 22, 2022 for the Finance Professionals Forum.

The Purchasing and Warehouse employees attended the Tri-State Seminar in Las Vegas, Nevada from August 8 – August 11, 2022. This seminar is essential for these employees due to all the trends, supplies, and material improvements that are presented for water districts.

The Director of Finance attended the final meeting with the Desert Hot Springs Rotary to become an official member and will be sworn in during September 2022.

The Director of Finance worked with TKE Engineering and the rest of the executive team to review and complete the grant agreement with the State for the Regional Water Reclamation Facility. The Director of Finance is also in the process of gathering bids for a funding mechanism to help with cashflows through the grant reimbursement timing.

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

### Human Resources

- Implementation of the certificate and education pay incentive. Accounting made the necessary changes in the payroll system to implement this policy update, which will be effective the first payroll in September 2022.
- Implementation of a new employee requested benefit, Aflac. This required changes in the payroll system and form updates. The first employee deductions will be done in September 2022.

### Information Technology

- 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

- Submitted final arrearage data requested by the State to close the grant provided to help with customer delinquent accounts.
- Started the process to review the parcels rejected by the County for sewer and delinquent charges placed on the property taxes to come up with an alternative to collect fees that cannot be placed on the property taxes.
- 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

- Worked with Public Relations on the messaging, follow-up, and communication with the residents affected by the Redbud Booster Station failure.

### Engineering and Construction and Maintenance

- Established three (3) new reimbursable jobs that were requested by Engineering
  - Palm Spot Holdings – Medical Marijuana Facility
  - Landscape Inspection – Habitat for Humanity
  - Azure Palm Springs Resort/Day Spa
- Established two (2) new reimbursable jobs that were requested by Construction and Maintenance
  - Hit Water Main – 64941 Desert Way
  - Redbud Booster Station Outage/Highland Reservoir

The Long-Range Financial Plan RFQ was posted to PlanetBids and forwarded to agencies affiliated with the CSDA preferred vendors for financial planning.

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 August amounted to \$10,000 due to an increase in training costs to the Construction and Maintenance Department for their commercial license renewals.

## Audit

The auditors began the audit work by requesting several schedules through June 30, 2022. They performed walkthroughs to review District procedures in regard to segregation of duties and safeguard of District funds. They also performed analytical reviews of procedures to ensure they meet basic requirements with accounting standards.

## Payroll

The Payroll Department continues to work with other departments to ensure timecards are prepared correctly. Several timecards had to be sent back for corrections during the month of August 2022. This slows down payroll and raises concerns with the auditors about the accuracy of employee time and records.

## Cash

Total cash receipts for the month of August amounted to \$2,039,837 with the majority being normal bill payments, sewer prepayments, grant cost share payments, and the final property tax collections for the 2022 fiscal year.

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

- J.F. Shea Construction – \$1,560,138
- Southern California Edison – \$374,221
- Desert Water Agency - \$368,952.37
- TKE Engineering – \$129,488.19
- ACWA JPIA Health Insurance - \$104,875
- Ruhnau Clarke Architects - \$197,919
- Net Payroll – \$249,275
- Payroll Taxes – \$113,592
- USDA IDE System Loan – \$6,575



## 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 August 2022.

### Technology Improvements

IT completed the implementation with Collections of the new inspection system.

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.

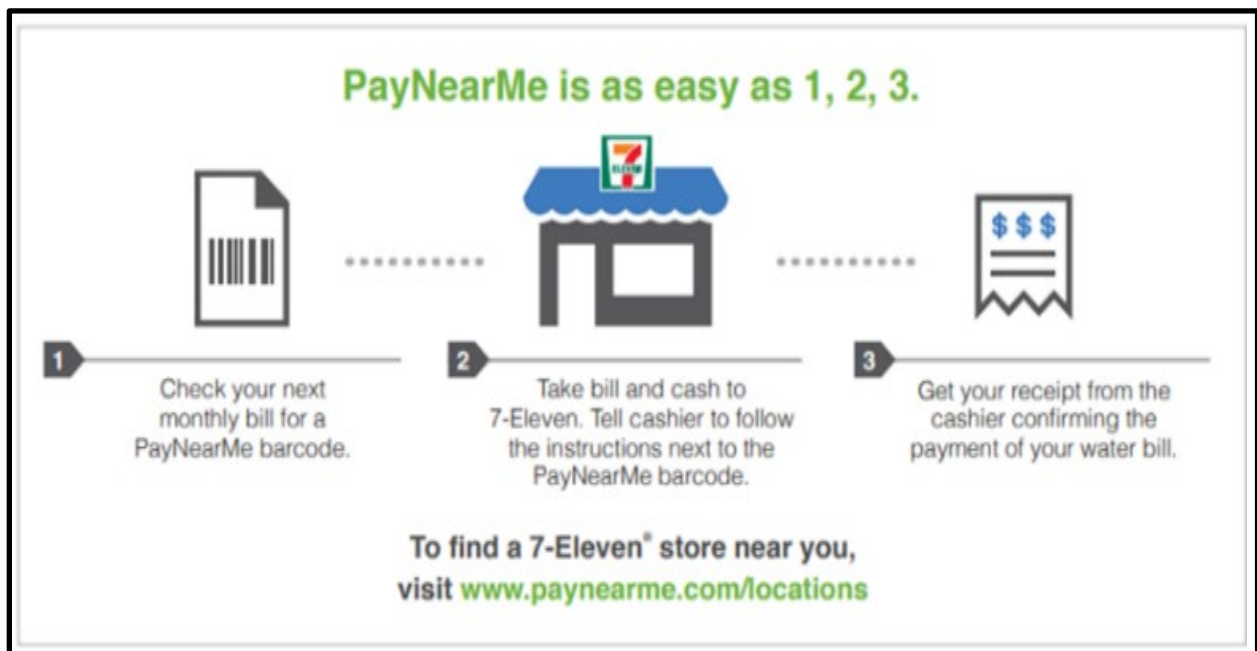
Desktop computers and laptop upgrades continue as needed.

### 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.

### WaterSmart Customer Portal

While the new Customer Portal is functional and in use by customers, staff is working with our payment processor to address some remaining issues that need to be corrected before we fully decommission the old customer portal.



## 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 have emptied out three of the storage shipping containers that were used for the old Master meters. The last shipping container is about 80 percent empty and should be completed in the next few days to finalize the removal of all the old Master meters.



## 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 Construction Management (CM) Team has updated the project specifications to reflect a 400 HP water lube pump assembly and issued a bulletin to the contractor to move forward with equipment procurement.

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 design consultant, TKE Engineering, completed the final design package, specifically incorporating provisions for a water lubricated well in-lieu of an oil lubricated well.

Staff anticipates bidding the project during winter 2023.

The contractor, Legend, has completed rehabilitation of the well casing and related equipment. The contractor is coordinating water quality testing to put the well back into service.

#### **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 by the end of September 2022, at which time the design phase will begin.

### **Horton Odor Control Project**

The construction has been completed and the performance testing by Integrity was completed on August 15, 2022. Staff and the consultant project manager will recommend a notice of completion to the Board upon receipt of the as-built plans and outstanding warranties from the manufacturers. The notice of completion is expected to be on the October 2022 Board Agenda.

### **Request for Proposals for On-Call Professional Services for Construction Management and Inspection of Capital and Development Projects**

Staff received proposals from eleven (11) firms to provide construction management and inspection services for the District. Staff has completed a thorough review of the proposals and selected Wallace and Associates, Inc., MWH, and Engineering Resources of Southern California, Inc. for on-call construction management and inspection services. The contract amount for the on-call construction management and inspection services will be a not-to-exceed amount of \$50,000 for each of the three selected consultants.

### **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. The initial contract amount for the on-call Energy Conservation and Efficiency Services plan will be a not-to-exceed amount of \$65,000.

### **Regional Water Reclamation Facility**

The project team continued processing submittals and responding to RFIs submitted by JF Shea.

JF Shea continued construction on the new Regional Water Reclamation Facility (RWRF). Through the month of August, JF Shea completed forming and pouring the south half SBR Tank slabs, continued forming the north half including all reinforcements, conduits, and construction joints, started forming the south half SBR tank walls, and continued progress on the electrical conduits, water lines, and sewer lines for the administration building.



Staff continued the process of contacting property owners to acquire right-of-way along 20th Avenue to construct the third required monitoring well, to be constructed at a later date.

Staff continues to monitor progress on the SRF/Grant funding application with the State Water Resources Control Board (SWRCB). The SWRCB issued the Final Funding Agreement. Following review by staff, the MSWD Board approved the Final Funding Agreement at a special Board meeting in late August 2022. Staff will return the Final Funding Agreement to the SWRCB, where it will undergo a final review and signature by the Deputy Director.

### **Regional Water Reclamation Facility Conveyance Line**

The Coachella Valley Conservation Commission (CVCC) has notified staff that the U.S. Fish and Wildlife Department and the California Fish and Wildlife Services have approved the required easement area. Staff and the consultant, TKE Engineering, are working with the CVCC to prepare the easement documents.

The consultant continues to coordinate with SCE to acquire an easement along a portion of the Little Morongo Road alignment.

The project is out to bid and the bid opening is scheduled for mid-September 2022. Following review of bids, staff will bring a recommendation for the construction contract award.

### **Area M2 Sewer Collection System (AD-15)**

Staff continued plan checking the draft design package and expects to return comments to the consultant in September 2022.

## Operations & Maintenance

### Construction & Maintenance

Staff completed approximately 410 water line location requests. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations.



Staff replaced 30 water service lines with copper, repaired 23 service line leaks, and eight 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 199 ground valves exercised, 98 fire hydrants were flushed and maintained, zero air-release valves were inspected and/or rebuilt, zero Cla-Val valves were inspected, and zero blow-offs were flushed.



A total of 62 work orders were processed in August 2022 using the CMMS program.

Staff installed nine new water service lines in August 2022.

Staff continues performing field fire flow tests for the Engineering Department. Seven fire flow tests were conducted in August 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. Starting the first week of August 2022, the District will be using a new janitorial company, Eternal Love, LLC. They were the lowest and responsive bidder from our bid process in late-May 2022.

Building Maintenance: Several light bulbs and fixtures were replaced in various locations throughout the Administration Building and Accounting Modular.

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 August 2022:

- Services were completed on Units 392, 406, and 410
- Battery was replaced in Units 324 and 387
- The District has received four new trucks that have replaced customer service trucks



- The District currently has three vehicles out to auction through Gov Deals and will be adding four more recently replaced to the surplus list
- Repairs to the AC were completed on Unit 324
- Repairs were made on the pressure hose of Unit 117

## Collections

There were no Sanitary Sewer Overflows (SSOs) in the collection system during August 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 410 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Staff completed 69 CCTV inspections in AD-12-F service area and Rancho Del Oro service area.

Approximately 3.33 miles of sewer mainline was cleaned in August 2022.

Staff had Cues come out to train the collection staff on the new software and the overall operation of the CCTV truck.



## Wastewater Treatment

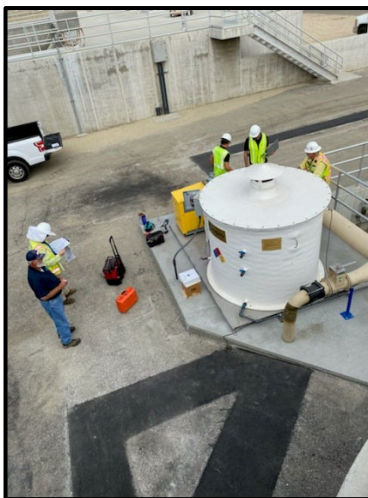
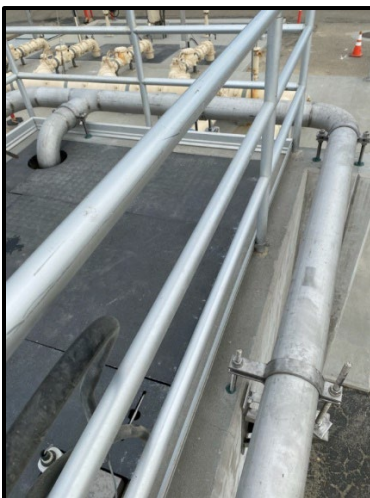
Staff spent a combined 387-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest Wastewater Treatment Plants (WWTPs). Also, during this timeframe staff spent 173.4-man hours operating the sludge belt filter press, including filling and removing 14 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff collected 42 samples and spent 63-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both wastewater treatment plants are producing an effluent that meets the District's discharge requirement.

Staff cleaned and rehabilitated Ponds 3, 7, and 8 in August 2022.



Horton Odor Control Project: ATOM has finished the odor control project. Integrity Municipal Systems came out and trained staff on how to maintain and operate the odor control unit.



A stainless-steel manual bar screen was fabricated by Plumbers Depot and installed in the bypass channel of the headworks to help keep rags from entering the Horton WWTP.



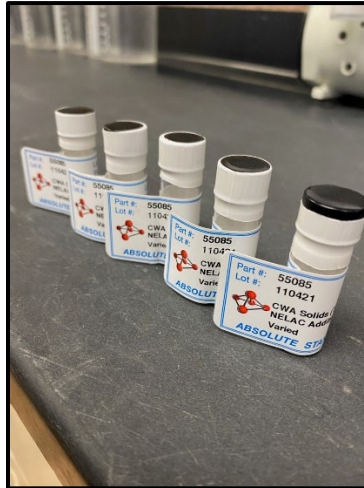
Staff replaced the upper pressure section belt on the sludge belt press due to a tear in the belt.



Staff continued to monitor the groundwater wells around the RWRF. Sampling and sounding will continue on a monthly basis.

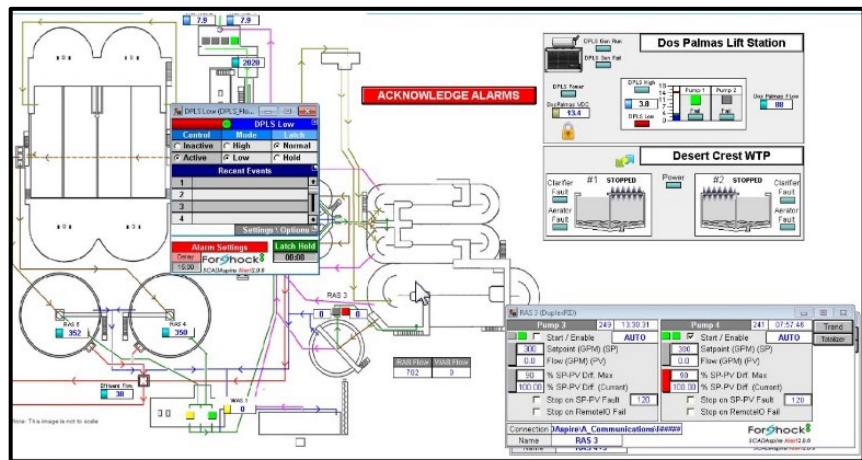


Staff continued in-house performance testing on all analysts that perform certain field testing within the Horton WWTP Laboratory. The in-house performance testing is required once a year to ensure analysts are performing laboratory procedures correctly.



Staff continues to conduct a weekly department “Wastewater Training” program. These trainings are intended to get all operators on the same page, so that staff is operating equipment more proficiently and are trained in doing so. This training is also to help keep operators safe when completing maintenance. This month’s training included:

- Polymer Tote Cleaning and Pickup
- Collections Standby Calls
- SCADA
- Odor Control Unit
- Makeup Time Request: 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

	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	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
<b>Annual Total</b>	<b>30</b>	<b>198</b>	<b>233</b>	<b>61</b>	<b>60</b>	<b>317</b>

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.

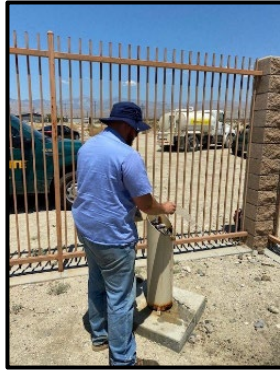
Monthly Wastewater Flows

<b>WASTEWATER FLOW MGD</b>				
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.				
Oct.				
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

## Water Production

Staff collected 71 routine bacteriological (Bac-T) samples, six general physical samples, and uranium samples at Well 26A for analysis in August 2022. Staff works closely with the laboratory when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for August 2022 were sent out to the State Water Resources Control Board on September 7, 2022.



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

Staff is currently working on completing and installing two additional automatic chlorine analyzers. Staff is currently working on completing and installing two additional automatic chlorine analyzers.



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 August 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 did bring attention to the declining production rate at Well 26A. Flow has diminished significantly, and we are investigating the cause of this problem.



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.

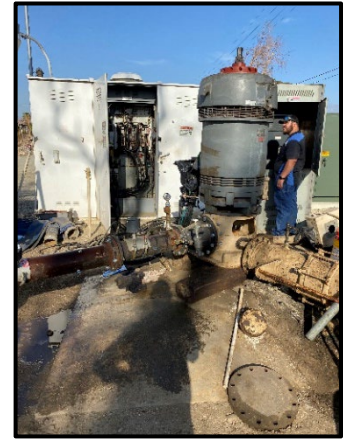
Staff performed a controlled reservoir overflow at the Well 33/Little Morongo Reservoir site to help reduce the buildup of turbine oil on the surface of the water. This was completed on August 24, 2022.



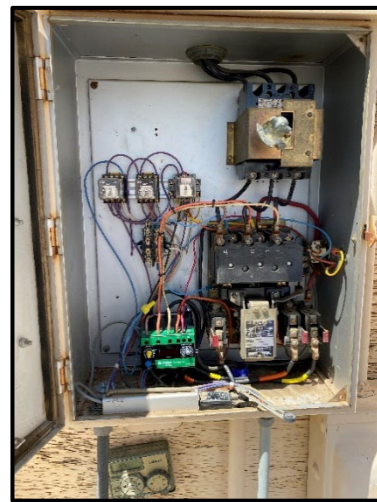
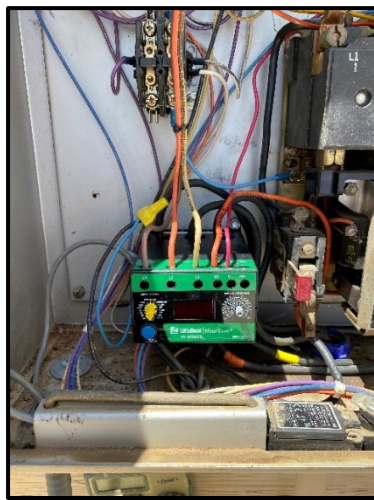
Staff continues to oversee the landscape contract with Urban Habitat for 36 sites throughout the District. They continue to make repairs to our landscape irrigation at our various sites.



Staff is currently working on the first phase of a multiphase rehabilitation project for Well 22. In the first phase the contractor, Legend Pumps, test pumped the well confirming it can achieve a sustainable flow rate of approximately 1,200 GPM. We are currently disinfecting and sampling the well before we proceed further.



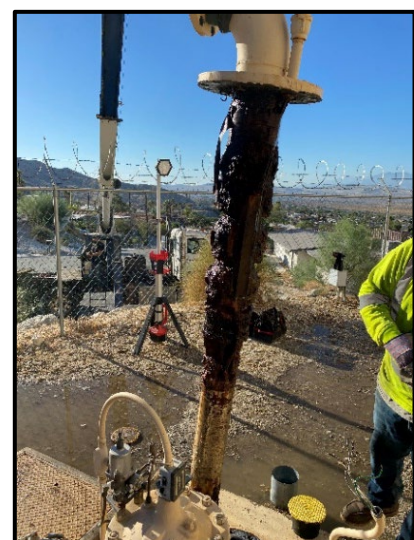
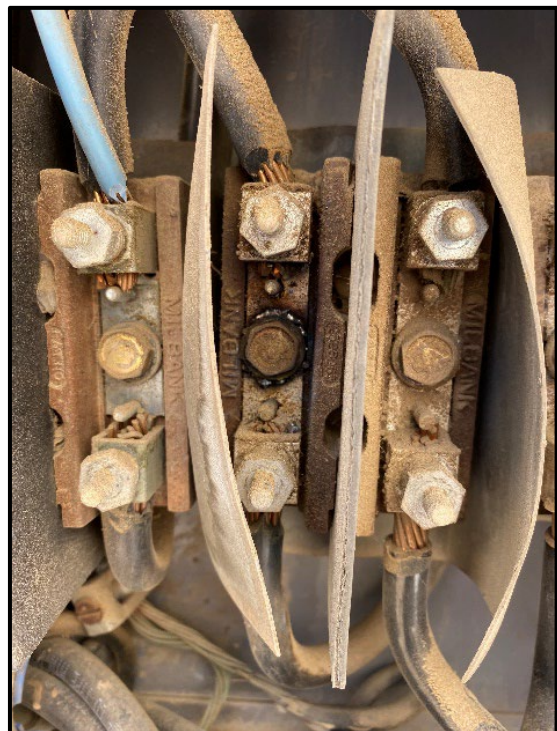
The new motor savers have been installed at the Low Northridge booster station. Motor savers are installed to protect well and booster pump motors from damage caused by single phasing, low voltage, high voltage, phase reversal, and voltage unbalance.



The Terrace Booster Station Pump #3 has been repaired and installed. It is now functioning as desired and no longer leaks at the shaft seal.



Redbud Booster Station/Highland Booster Reservoir Incident: Due to an electrical malfunction, we lost both booster pumps at the Redbud Booster Station which resulted in losing water at the Highland Reservoir. This led to the District having to issue a boil water notice to the 41 residents in that zone. The District was able to acquire a portable booster pump from High Desert Water District to help for a few days. One of the two boosters has since been repaired and reinstalled. The remaining booster pump should be completed within the next few days.



The submersible pump and motor were pulled at Well 26A due to declining production rate. Staff has also requested a downhole video inspection to evaluate the condition of the well. A hold in the column pipe was found just above the pump which is likely the sole cause of the reduced production rate. Staff is awaiting reinstallation.



### Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The July and August 2022 performance reports are unavailable and will be reported with September's information next month.

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		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
<b>Annual Total</b>	<b>34</b>	<b>196</b>	<b>150</b>	<b>92</b>	<b>73</b>	<b>88</b>
<b>Avg./ Mo.</b>	<b>2.83</b>	<b>16.33</b>	<b>12.50</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>

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		0.00	0.0%	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
<b>TOTAL</b>		<b>-34.52</b>	<b>-2.1%</b>	<b>8094.17</b>	<b>8356.13</b>	<b>7981.79</b>	<b>7617.30</b>

Additional water production information is provided in Appendix B.

## Water Resources

Below is a list of water resources related activities for August 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

#### **Cabot Yerxa Elementary School: Back to School Night, August 9, 2022**

MSWD was at Yerxa Elementary School to share conservation and program information with parents and students as they made their way to a special back-to-school night.



#### **Julius Corsini Elementary School Class Presentation: August 31, 2022**

In a joint presentation with CVWD, two third-grade classes from the Julius Corsini school learned about water in Desert Hot Springs and the greater Coachella Valley. They also learned about the Cahuilla Indian tribe and how they were the first tribe in the nation to dig for water, allowing them to settle in the Coachella Valley.

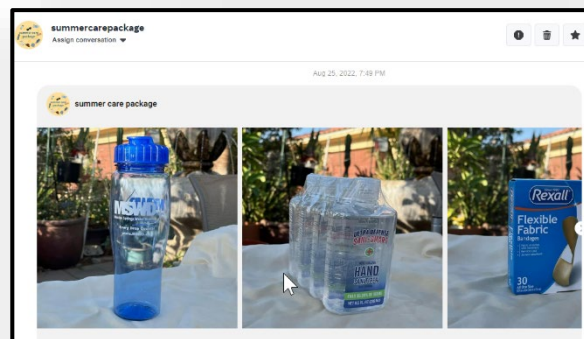
#### **Well Untapped Legislative Water Summit: September 6, 2022**

Featuring Natural Resources Secretary Wade Crowfoot and Chair of the State Water Resources Board E. Joaquin Esquivel, this public event covered all things water, including the Salton Sea and water use in the Coachella Valley and the State Board's role in the Water crisis.



#### **Interact Rotary Project**

Through our participation with Rotary International, the District recently sponsored bags and water bottles for a student led Interact project to create summer care packages for the homeless of our city.



## Upcoming Sponsorships / Events

### MSWD Blood Drive: September 14, 2022

MSWD will host the LifeStream bloodmobile again on September 14<sup>th</sup> to honor the lives of our fallen 9/11 heroes. Watch your email or the District's social media for appointment information.

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

MSWD has 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. The Public Affairs team is currently soliciting community sign-ups.

### ACWA Fall Conference: November 29 - December 1, 2022

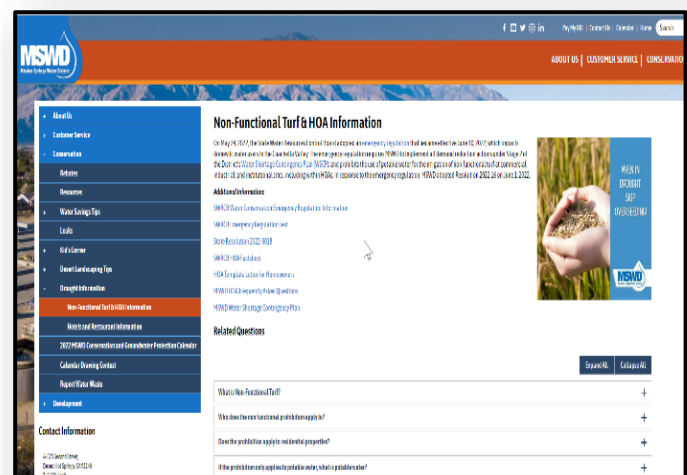
The ACWA 2022 Fall Conference & Exhibition is set to take place at the Renaissance Esmeralda and Hyatt Regency in Indian Wells. Sessions will cover various topics, including water management, innovation, public communication, affordable drinking water, energy, finance, federal forum, and more.

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

## Public Outreach

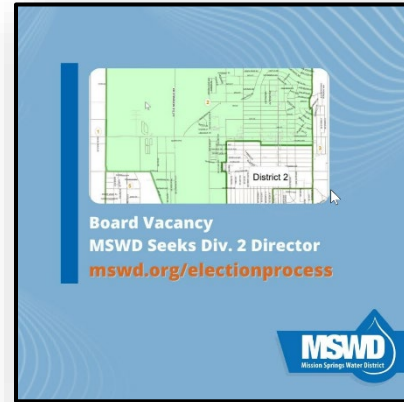
### Drought & Water Conservation

We continue reminding customers to conserve and use water efficiently during the drought. We have added a resource [page on our website](#) for Home Owner Associations (HOAs) that includes information related to the State's ban on non-functional turf, fact sheets, Q&As, and template letters they can use to help communicate with their residents. We have emailed links to these materials to our local HOAs and offer additional assistance should they need it.



### Division 2 Recruitment

Following the August 2022 Board of Directors meeting, staff issued a news release and listed the vacancy on our website and social media. We also posted physical notices at City Hall, Starbucks, the Desert Hot Springs Library, and our information board. Throughout the recruitment period, we followed up with additional posts and continued to spread the word on social media.



### LIHWAP Promotion

Throughout the month of August 2022, staff continued to promote the Low-Income Household Water Assistance Program (LIHWAP) program on our website and social media channels. We also did a special mailer to all MSWD customers that have arranged for a payment plan inviting them to learn more about the program and how they can apply LIHWAP funds towards back balances currently on a payment plan.



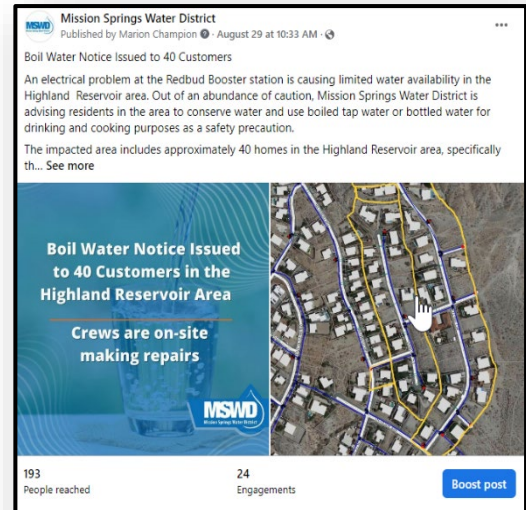
### Regional Water Reclamation Facility

We continue to promote the progress made on the new Regional Water Reclamation Plant. We share a slide show video of construction images each month on our social media platforms the Wednesday following our Board meetings. This month, we also issued a news release promoting the \$68 million grant from the State. The release garnered media coverage on KMIR, ACWA, and social media.



### Boil Notice Communications

On Monday, August 29, 2022, an electrical problem at the Redbud Booster station caused limited water availability in the Highland Reservoir area. Out of an abundance of caution, MSWD asked 40 residents in the area to conserve water and use boiled tap water or bottled water for drinking and cooking purposes as a safety precaution. As part of our communications efforts, the District went door-to-door, issuing notices to impacted homeowners; we called affected customers using our IVR system and posted messages and helpful information on our website and social media sites. Once the order was lifted on August 31, 2022, we went door-to-door, made phone calls, and posted to our social feeds and website.



### Customer Connect Portal Outreach

We continue to promote the portal through bill messaging, email blasts, the MSWD website, social media, and public meetings. We are also adding additional advertising and outreach opportunities, including the Spanish publication El Informador and the "[Just the Basics](#)" guide, which includes essential contact information for utilities, police, fire, and other important information. Both the El Informador and Basics Guides are distributed free throughout the city.



### Groundwater Guardian

We are again working with the Wildlands Conservation Agency to provide field trips to the Mission Creek Preserve to help promote groundwater protection. In addition, flyers have been sent to principals and instructors at each school within our service territory. We are also offering classroom presentations and tours of the District's Horton Wastewater Treatment Plant during the coming year. Additional outreach is planned as more in-person learning opportunities become available during the coming months.



### MSWD Community Calendar Drawing Contest

MSWD is again launching a children's drawing contest, soliciting local students' artwork that illustrates 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 Summer customer newsletter. Twelve winners will receive an Amazon gift card and have their artwork showcased in the District's 2023 community calendar. The deadline for submission is October 3, 2022. 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).



### State Legislative Update

On August 31, 2022, as we saw 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. These include:

**SB 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 January 1, 2025, then lower the standard to 47 gpcd until January 1, 2030, when the final standard would be reduced to 42 gpcd.

**SB 222 by Senator Bill Dodd (D-Napa)** establishes a state Water Rate Assistance Program (Program) and a Water Rate Assistance Fund into 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.

**AB 2142 by Assemblymember Jesse Gabriel (D-Encino)** passed out of the Legislature on August 23, 2022, and 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.

### Federal Legislative Update

After spending the month of August 2022 in their respective districts/states, members of Congress returned to Washington, D.C., after the Labor Day holiday. The September 2022 work period will represent the last weeks that Congress will be in session until after the November 2022 election. Carpi & Clay, our federal lobbyists, continue monitoring activity in Washington D.C., identifying funding/grant opportunities, and working on our behalf. For additional information, please see the Legislative Update found in Appendix A.

### MSWD Digital Advertising

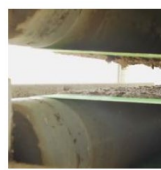
The District featured four Google and Facebook/Instagram ads promoting the Customer Portal, Bill Assistance, Summer Conservation, and keeping FOG and Wipes out of pipes. Together, these ads had 128,000 impressions and garnered 638 clicks to our website or video channels. A full report is included in Appendix C.



MSWD CustomerConnect



Summer Water Conservation



Don't Let Wipes or FOGS Become Clogs



MSWD - Water Bill Assistance

### Social Media

A copy of the August 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 down; however, engagement was up 19.1%.

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
News Release: MSWD Director Randy Duncan Honored For Years of Service - Board Sees...	Tue 8/16/2022 11:38 am...	104	40	17	2	—	45
Protect our crews as they work hard to protect you! It is important to remember that...	Wed 8/3/2022 11:09 am...	45	20	2	1	—	22
Boil Water Notice Issued to 40 Customers An electrical proble Redbud Booster station is caus...	Mon 8/29/2022 10:33 a...	24	6	0	3	1	14

## CV Water Counts

The CV Water Counts Outreach report for August 2022 can be found in Appendix C. The number of users browsing the website almost doubled from August 2021 (1,439 to 2,617). The e-Newsletter continues to perform well, with an open rate of more than 50%, and the ad campaigns are showing many impressions of banner ads, video views, social postings, and search results. In addition, some of the month's previous posts are rising in the organic Google search results (*lantana montevidensis* and *salvia clevelandii*). This [slideshow](#) received 37 clicks during the month from organic Google searches.



## Rebates & Conservation

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

### **Toilet Rebates**

The District funded four new toilet rebate applications in August 2022 (19 toilets) totaling \$1,900, including one local hotel that replaced 13 toilets.

### **Conservation Kits**

In August 2022, the District received four new requests for conservation kits and have distributed 125 since the beginning of 2022.

### **Turf Rebates**

The District has three pending turf rebates totaling \$12,740.00. One is an Apartment complex located on Pierson Blvd.

**Water Donations for August 2022**

<b>Date Supplied</b>	<b>Requests Filled</b>	<b>Event or Purpose</b>	<b># Cases Requested</b>
8/2/2022	City of DHS	Council/Commission Meetings/Walk-in Guest	25
8/3/2022	PS/DHS Indians	Youth Football & Cheer Games	5
8/3/2022	PSHS	Football games-Varsity	5
8/5/2022	Living Word in the Desert	Back to School event	10
8/9/2022	Cabot Yerxa Elem. School	Back to School night	10
8/23/2022	Cielo Vista Charter School	Back to School night	10
8/29/2022	Homeowners	Redbud Booster Fire Incident	10
	<b>Total Cases</b>		<b>75</b>



APPENDIX A –  
Federal Update from Carpi & Clay

# Mission Springs Water District Federal Update

August 31, 2022

## Inflation Reduction Act Signed into Law

In August, Congress passed and President Biden signed the “[Inflation Reduction Act of 2022](#).” The bill:

- Allows Medicare to negotiate for prescription drug prices and extend the expanded Affordable Care Act program through 2025.
- Invests approximately \$300 billion in Deficit Reduction and \$369 billion in energy security and climate change programs over the next ten years.
- Reduces carbon emissions by roughly 40 percent by 2030.
- Provides \$4 billion in drought mitigation and resiliency in western states.

Once the legislation was signed into law, the Biden Administration released state-by-state fact sheets on the impact of the law that can be found [HERE](#).

## Interior Announces Action on Colorado River

The Department of the Interior (DOI) announced actions that will take to protect the long-term sustainability of the Colorado River system. Prolonged drought conditions in the West have resulted in historically low water levels in Lakes Powell and Mead. Additionally, the Bureau of Reclamation (Reclamation) also released the Colorado River Basin August 2022 24-Month Study. This study sets annual operations for Lake Powell and Lake Mead in 2023, which can be found [HERE](#). Low projections for next year will trigger a second year of shortages on the Colorado River system. As a result, the Lower Basin states (Arizona, California, and Nevada) will face a Tier 2a shortage; however, California will not see any reductions in its water use at this time. Both Nevada and Arizona will see their respective Colorado River allocations. DOI warned that more severe drought conditions could prompt additional reductions in the future. More information on Colorado River Basin operating conditions can be found [HERE](#).

## Biden Administration Releases Updated BIL State Fact Sheets

The Biden Administration released updated factsheets detailing investments through the Bipartisan Infrastructure Law (BIL) made to date in all 50 states and territories. BIL funding is being used nationwide to help with the construction of roads and bridges, replacing drinking water infrastructure, expanding access to high-speed internet, upgrading clean energy infrastructure, and more. Individual fact sheets for each state can be found [HERE](#).

## A Look Ahead: Congress Returns to Washington

After the spending the month of August in their respective districts/states, Members of Congress will return to Washington, D.C. after the Labor Day holiday. The September work period will represent that last weeks that Congress will be in session until after the November election. During September, Congress will need to act related to FY 2023 appropriations process. To avoid a government shutdown, Congress will need to pass a Continuing Resolution (CR). While the length of the CR has yet to be determined, it is anticipated that the CR will run until the December time frame. In addition to appropriations, Congress will need to deal with several other authorizations that expire at the end of the month including the National Flood Insurance Program, Temporary Assistance for Needy Families, and Maternal Infant and Early Childhood Home Visiting program.

## Federal Funding Opportunities/Announcements

**Reclamation Announces WaterSMART Drought Contingency Grants.** Reclamation announced \$865,480 in grant awards for the WaterSMART Drought Contingency Planning grant program. These funds help entities to develop and update comprehensive drought plans for long-term resiliency. More information can be found [HERE](#).

**Reclamation Announces \$310 Million in Funding for Title XVI Program.** Reclamation announced over \$310 million in funding for the Title XVI Water Reuse and Recycling Program. This award represents the first allocation of Title XVI Bipartisan Infrastructure Law funding. fThe list of award recipients can be found [HERE](#).

**Reclamation Announces \$1.2 Million for Applied Sciences Grant.** Reclamation announced \$1.2 million in funding for the Applied Science Grant program. This funding will help develop tools and information to support water management. The projects selected include the development of modeling and forecasting tools, hydrologic data platforms, and new data sets to inform decision-making. More information can be found [HERE](#).

## Federal Agency Personnel/Regulatory Announcements

**President Biden Nominates DOE Under Secretary for Infrastructure.** President Biden nominated David Crane to serve as the Under Secretary for Infrastructure at the Department of Energy (DOE). Crane will serve as the lead at DOE for implementing BIL.

**EPA Releases REUSExplorer Tool.** The Environmental Protection Agency (EPA) released its Regulations and End-Use Specifications Explorer (REUSExplorer) tool to provide a clearinghouse for water reuse regulations. EPA is hosting a webinar to introduce the tool on September 21<sup>st</sup> at 1:00 pm EDT. More information can be found [HERE](#), and the webinar registration page can be found [HERE](#).

**EPA Proposes Designating PFOA and PFOS under CERCLA.** EPA is proposing 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.” EPA will be publishing the Notice of Proposed

Rulemaking in the *Federal Register*, and there will also be a 60-day comment period. More information can be found [HERE](#).

**NOAA Releases Report on High Tide Flooding.** The National Oceanic and Atmospheric Administration (NOAA) release a report that predicts that the number of high-tide floods, which occur when the tide reaches 1.75 to 2 feet above the daily average high tide, will reach a nationwide average of three to seven days by April 2023. By 2050, NOAA predicts that average may rise to between 45 and 70 days in a year. The report 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	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
<b>Annual Total</b>	<b>30</b>	<b>198</b>	<b>233</b>	<b>61</b>	<b>60</b>	<b>317</b>	<b>185</b>	<b>46</b>	<b>734</b>	<b>386</b>	<b>59</b>

Connections to Sewer Collection System:

As of June 30, 2022

8665

Plus YTD

30

**Total Sewer Connections =**

**8695**

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.				
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		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
<b>Annual Total</b>	<b>34</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>15</b>	<b>25</b>
<b>Avg./ Mo.</b>	<b>2.83</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>	<b>1.25</b>	<b>2.08</b>

**Connections to Water System:**

As of June 30, 2022      13,337  
 Plus YTD                              34  
**Total Water Connections =      13,371**

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		0.00	0.0%	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%	621.44	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70
April		0.00	0.0%	624.07	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93
May		0.00	0.0%	745.36	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12
June		0.00	0.0%	730.02	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00
<b>TOTAL</b>		<b>-34.52</b>	<b>-2.1%</b>	<b>8094.17</b>	<b>8356.13</b>	<b>7981.79</b>	<b>7617.30</b>	<b>8017.06</b>	<b>7476.47</b>	<b>6,903.75</b>	<b>7,798.69</b>	<b>8,385.66</b>	<b>8,458.99</b>	<b>8,607.90</b>

## APPENDIX C – Public Affairs Information



# CVWC Digital Marketing Report

Website, Social, and Marketing Performance

**August, 2022**

by Hunter | Johnsen

## Google Ads Campaigns

 **DISPLAY AD IMPRESSIONS**  
CV WATER COUNTS

169,023

 **SEARCH AD IMPRESSIONS**  
CV WATER COUNTS

2,327

 **VIDEO IMPRESSIONS**  
CV WATER COUNTS

77,289

 **CLICKS**  
CV WATER COUNTS

2,433


 **CTR**  
CV WATER COUNTS

0.98%

 **GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE**  
CV WATER COUNTS

Campaign	Clicks	Impr.
CV Water Counts August 2022	1,052	111,322
Skip Overseeding	743	76,227
High Efficiency Nozzles	309	35,095
CV Water Counts August 2022 SPANISH	899	57,701
Skip Overseeding	529	31,792
High Efficiency Nozzles	370	25,909
	1,951	169,023



 **GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE**  
CV WATER COUNTS

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	77,289	23,220	11,800	149
CVWC Water Saving Tips YouTube Spanish August 2022	40,829	14,307	7,377	84
CVWC Water Saving Tips English YouTube August 2022	36,460	8,913	4,423	65
	77,289	23,220	11,800	149



## GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	333	2,327
	333	2,327


## KEYWORDS PERFORMANCE

CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	316	2,194	14.4%
water rebates	137	623	21.99%
grass removal rebate	74	313	23.64%
water agency	46	637	7.22%
water company	28	389	7.2%
washing machine rebate	13	67	19.4%
toilet rebate	9	43	20.93%
turf removal rebate	4	21	19.05%
water preservation	3	37	8.11%
ways to conserve water	2	41	4.88%
water agency map	0	23	0%
	316	2,241	14.1%

# Facebook Ad Campaigns

 **FACEBOOK AD PERFORMANCE**  
HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p><b>During Our Drought, Skip Overseeding to ...</b> With the current drought conditions, let's rethink the practice of overseeding. Even though overseeding has been a longstanding practice in the Coachella Valley, it is not necessary and can be wasteful. By not overseeding this year, you will save time, water, and money. This can equate to a savings of more than 8,000 gallons of water for each 1,000 square feet of grass.</p> <p><a href="https://cwatercounts.com/during-our-drought-consider-skipping-overseeding-to-save-water-money/">https://cwatercounts.com/during-our-drought-consider-skipping-overseeding-to-save-water-money/</a></p>	364	61,132	23,328	2.62	461
	364	61,132	23,328	2.62	461

# Website Information

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

4,926

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

2,416

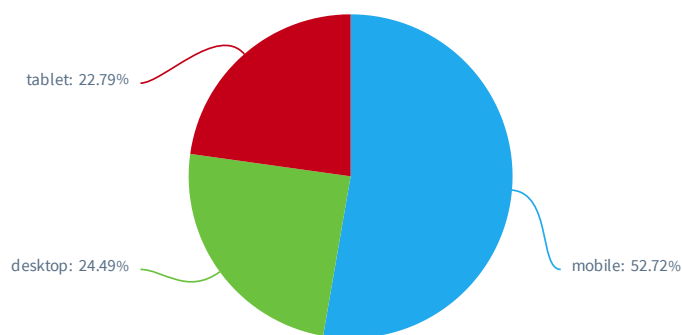
**RETURNING USERS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

596

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

Page Title	Pageviews
During Our Drought, Skip Overseeding to Save Water & Money - CV Water Counts	1,754
Landscaping Tip of the Month: Switch to High Efficiency Nozzles - CV Water Counts	889
Rebates - CV Water Counts	348
CV Water Counts	342
Conservation Tips - CV Water Counts	268
Coachella Valley Water Conservation Water Rebate Map - CV Water Counts	219
Plant of the Month: Italian Cypress (Cupressus sempervirens) - CV Water Counts	119
Plant of the Month: Trailing Lantana (Lantana Montevidensis) - CV Water Counts	78
Plant of the Month: Cleveland Sage, Chaparral Sage (Salvia Clevelandii) - CV Water Counts	65
Save - CV Water Counts	61
	4,926

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



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

1.31

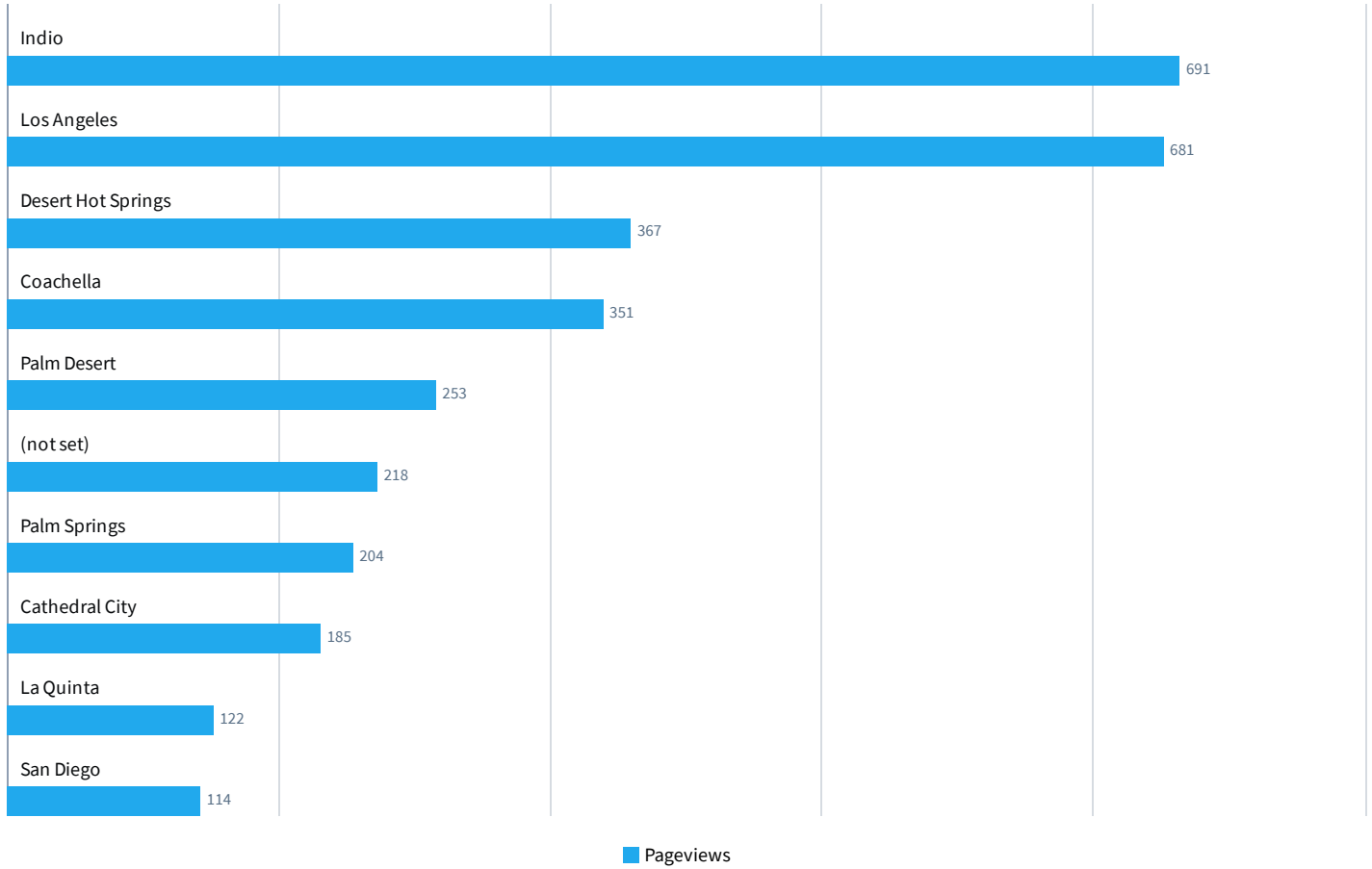
**AVG. SESSION DURATION**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

48s

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

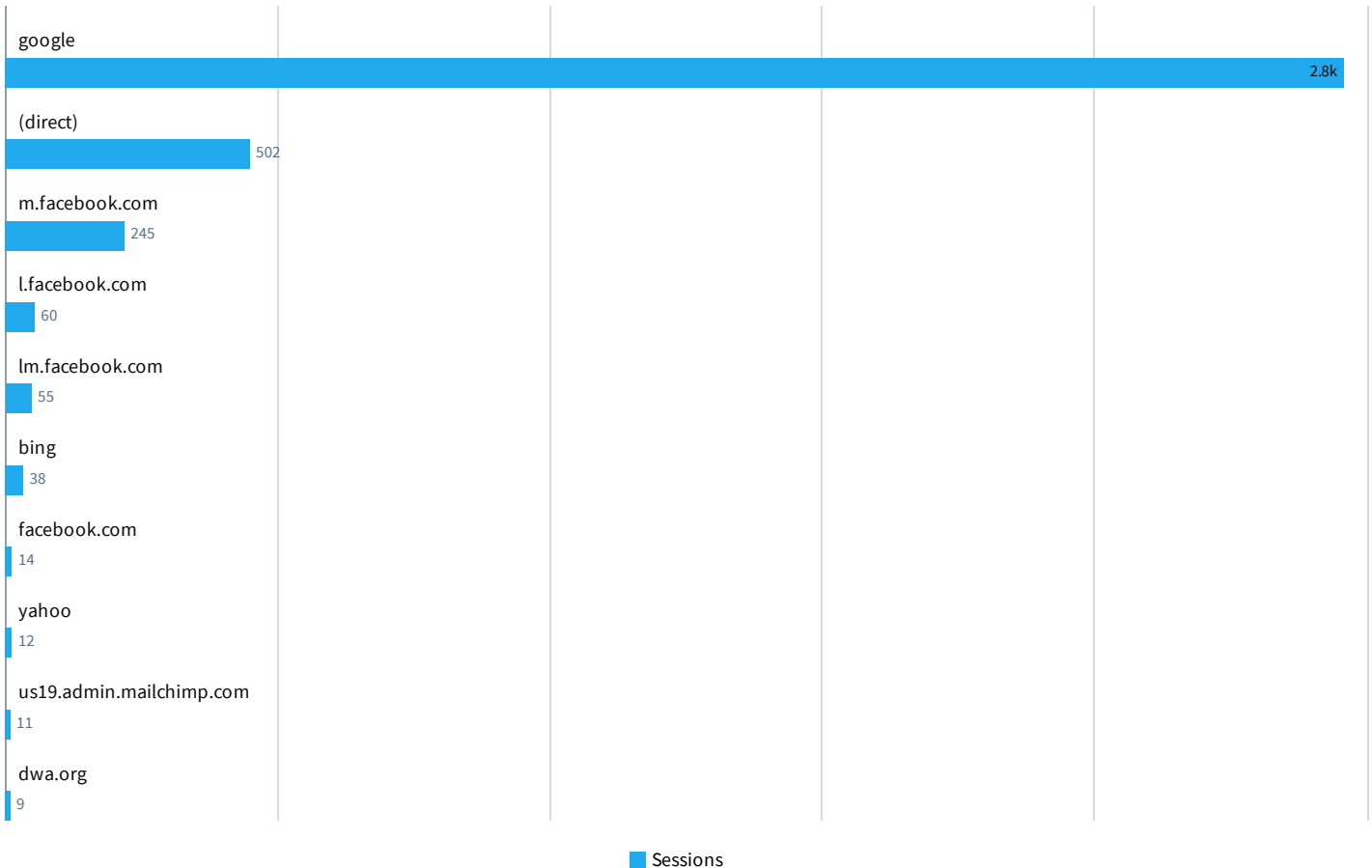
83.96%

**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
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%
August 2021	2,090	1,439	2,877	1.38	56s	82.82%	65.17%
	49,312	35,286	65,855	1.34	43s	82.12%	71.53%

# Organic Search

## TOP KEYWORDS

CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
coachella valley water district	2,231	0	0%	5.51
lake cahuilla	2,139	2	0.09%	5.13
lantana montevidensis	1,712	1	0.06%	4.08
salvia clevelandii	1,218	0	0%	2.2
conserve water	1,163	0	0%	11.07
lantana ground cover	604	9	1.49%	3.02
water pledge	530	0	0%	6.54
cleveland sage	465	0	0%	2.69
water wise	434	0	0%	9.28
hesperaloe parviflora	358	0	0%	10.47
	10,854	12	0.11%	6

## TOP PAGES

CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
<a href="https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevidensis/">https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevidensis/</a>	3,974	41	1.03%	11.57
<a href="https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/">https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/</a>	3,000	5	0.17%	7.15
<a href="https://cvwatercounts.com/agency-spotlight-coachella-valley-water-district/">https://cvwatercounts.com/agency-spotlight-coachella-valley-water-district/</a>	2,648	0	0%	6.81
<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>	2,580	3	0.12%	4.3
<a href="https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/">https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/</a>	1,881	0	0%	9.75
<a href="https://cvwatercounts.com/plant-of-the-month-ocotillo-fouquieria-splendens/">https://cvwatercounts.com/plant-of-the-month-ocotillo-fouquieria-splendens/</a>	1,836	3	0.16%	10.9
<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>	1,557	37	2.38%	22.01
<a href="https://cvwatercounts.com/save-water-pledge/">https://cvwatercounts.com/save-water-pledge/</a>	1,208	6	0.5%	4.11
<a href="https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/">https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/</a>	943	13	1.38%	21.59
<a href="https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/">https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/</a>	893	1	0.11%	8.46
	20,520	109	0.53%	10.67

# Facebook Information

**f** IMPRESSIONS  
CV WATER COUNTS

67,836

**f** REACH  
CV WATER COUNTS

26,733

**f** NEW PAGE LIKES  
CV WATER COUNTS

7

**f** ENGAGED USERS  
CV WATER COUNTS

1,375





**f** PAGE VIEWS  
CV WATER COUNTS





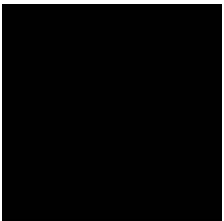
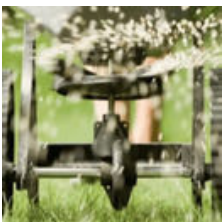
82

**f** LIFETIME PAGE LIKES  
CV WATER COUNTS







3,994

**f** POSTS  
CV WATER COUNTS


Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <a href="#">If you do plan to overs...</a>	August 30, 2022	62	3	5%	2	0
 <a href="#">The Indio Water Autho...</a>	August 26, 2022	46	4	9%	4	0
 <a href="#">Install water-saving ae...</a>	August 25, 2022	75	3	4%	3	0
 <a href="#">World Water Week is A...</a>	August 24, 2022	37	2	5%	2	0
		29,767	1,495	5%	113	59

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>High efficiency nozzles ...</p>	August 19, 2022	55	4	7%	2	0
 <p>During our drought, sk...</p>	August 18, 2022	910	16	2%	2	1
 <p>If you or someone you...</p>	August 16, 2022	41	2	5%	2	0
 <p>This plant has sleek, n...</p>	August 13, 2022	89	4	4%	4	0
 <p>Change your irrigation ...</p>	August 11, 2022	50	8	16%	5	0
 <p>With the current droug...</p>	August 9, 2022	24,415	1,269	5%	56	57

29,767 1,495 5% 113 59

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>It's that time of year ag...</p>	August 7, 2022	70	6	9%	4	0
 <p>We're in a drought. We ...</p>	August 5, 2022	116	10	9%	6	1
 <p>Make sure your irrigati...</p>	August 4, 2022	1,145	16	1%	5	0
	August 3, 2022	27	4	15%	3	0
 <p>Enjoy drinking clean w...</p>	August 2, 2022	36	4	11%	4	0
 <p>Save water: Skip overseeding</p> <p>We're in a drought. We ...</p>	August 1, 2022	2,531	136	5%	5	0

29,767 1,495 5% 113 59

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>CV Water Counts upda...</p>	August 1, 2022	62	4	6%	4	0
		29,767	1,495	5%	113	59

# Instagram Information

 **IMPRESSIONS**  
CV WATER COUNTS

594


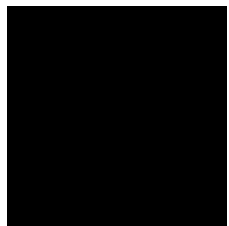
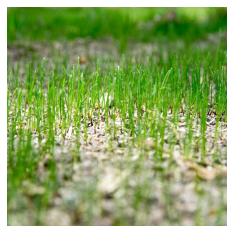
 **LIKES**  
CV WATER COUNTS

4

 **FOLLOWERS ( TOTAL )**  
CV WATER COUNTS

231

 **MEDIA PERFORMANCE**  
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>Save water: Skip overseeding</p> <p><i>Water</i> COUNTS</p> <p>We're in a drought. We ...</p>	24	1	16	0	0
 <p>Change your irrigation ...</p>	21	1	16	0	3
 <p>If you do plan to overs...</p>	15	2	14	0	0
	60	4	46	0	3

# Twitter Information

Aug 2022 · 31 days

## TWEET HIGHLIGHTS

### Top Tweet earned 197 impressions

If you or someone you know is in need of water bill assistance, applications are being accepted now for the Help2Others Assistance Program online.

Click for details and to fill out an online application:  
[unitedwayofthedesert.org/help2others](https://unitedwayofthedesert.org/help2others)  
[pic.twitter.com/si3I74RaEt](https://pic.twitter.com/si3I74RaEt)



1 retweet 3 likes

[View Tweet activity](#)

[View all Tweet activity](#)

### Top media Tweet earned 67 impressions

Enjoy drinking clean water? We do too! August is National Water Quality Month. Learn more about where our delicious water comes from at [cvwatercounts.com/learn/#Water](https://cvwatercounts.com/learn/#Water) [pic.twitter.com/C217SFlh63](https://pic.twitter.com/C217SFlh63)



2 likes

[View Tweet activity](#)

[View all Tweet activity](#)

## AUG 2022 SUMMARY

Tweets: **15** Tweet impressions: **548**

Profile visits: **233** New followers: **1**

### Top Follower followed by 1,075 people



#### City of Palm Desert

@PalmDesertGov [FOLLOWS YOU](#)

Official Twitter page for the City of Palm Desert featuring information about municipal programs and services, plus city news.

[View profile](#)

# 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 August 2022	Wednesday, August 3, 2022 5:00 PM	526	544	53.04%	16.07%	56	6.08%	0.78%	0	1
		526	544	53.04%	16.07%	56	6.08%	0.78%	0	1



# MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

**August, 2022**

Casey Dolan

**Casey Dolan Consulting**

## Google Ads Campaigns

 IMPRESSIONS  
MSWD

125,256

 CLICKS  
MSWD


638

 CTR  
MSWD

0.51%

 GOOGLE ADS CAMPAIGN PERFORMANCE  
MSWD


Campaign	Impr.	Clicks	CTR
MSWD Customer Connect August 2022	37,126	348	0.94%
MSWD Fog Video Aug 2022	9,844	157	1.59%
MSWD Bill Assist August 2022	65,687	67	0.1%
MSWD Summer Conservation Video Aug 2022	12,599	66	0.52%
	125,256	638	0.51%

 VIDEO PERFORMANCE  
MSWD

Video	Video views	View rate	Clicks	Video played to 100%	Video played to 75%	Video played to 50%	Video played to 25%
Protect Your Pipes	2,501	25.41%	157	12.51%	15.13%	19.26%	27.44%
Summer Conservation	983	7.8%	66	12.03%	14.66%	18.52%	25.89%
	3,484	15.52%	223	12.38%	15.01%	19.07%	27.03%

## Facebook Ad Campaigns

 FACEBOOK AD GROUP PERFORMANCE  
MSWD


Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
	MSWD Water Bill Assistance Aug 2022	126	15,143	4,269	3.55	0


### MSWD - Water Bill Assistance

[www.mswd.org](http://www.mswd.org)

Do you need help paying a past-due water bill? MSWD customers may be eligible LIHWAP for a temporary emergency assistance program providing up to \$2,000 to help low-income families catch up on past due water and sewer bills. Click for more information and to find out if you qualify.

369 52,741 7,577 6.96 0

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p><b>MSWD CustomerConnect</b>  <a href="http://www.mswd.org">www.mswd.org</a>                      Our CustomerConnect water portal provides a wealth of information and insights about your water use.</p> <p>It's now easier than ever to pay bills and manage automatic payments; set and receive leak alerts; identify water waste; access account information instantly - from anywhere; and more.</p>	MSWD Customer Connect - Aug 2022	85	19,983	4,117	4.85	0
 <p><b>Summer Water Conservation</b>                      You can take simple steps to conserve water when it's hot outside. Watch this video and learn more!</p>	MSWD Summer Conservation Video	57	5,828	2,189	2.66	0
 <p><b>Don't Let Wipes or FOGS Become Clogs</b>                      You may not know it, but every time you pour fat, oil, or grease (FOG) down your sink (e.g., bacon grease), you are contributing to a costly problem in the sewer collection system.</p> <p>Remember to place a wastebasket in each bathroom for solid wastes like disposable diapers, creams and lotions, and personal hygiene products including non-biodegradable and "so-called" flushable wipes.</p>	MSWD FOG Video, August 2022	51	6,629	2,029	3.27	0
 <p><b>MSWD - Water Bill Assistance</b>  <a href="http://www.mswd.org">www.mswd.org</a>                      Do you need help paying a past-due water bill? MSWD customers may be eligible LIHWAP for a temporary emergency assistance program providing up to \$2,000 to help low-income families catch up on past due water and sewer bills. Click for more information and to find out if you qualify.</p>	MSWD Water Bill Assistance Aug 2022	50	5,158	1,956	2.64	0
		369	52,741	7,577	6.96	0

 VIDEO PERFORMANCE  
MSWD

Campaign	Video Plays	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 100%	Video Average Play Time	Link Clicks
MSWD FOG Video, August 2022	6,576	41	12	7	8	13s	51
MSWD Summer Conservation Video	5,768	11	6	2	2	13s	57
MSWD Customer Connect - Aug 2022	0	0	0	0	0	0s	85
MSWD Water Bill Assistance Aug 2022	0	0	0	0	0	0s	176
	12,344	52	18	9	10	13s	369

# Website Information

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

25,196

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

5,560

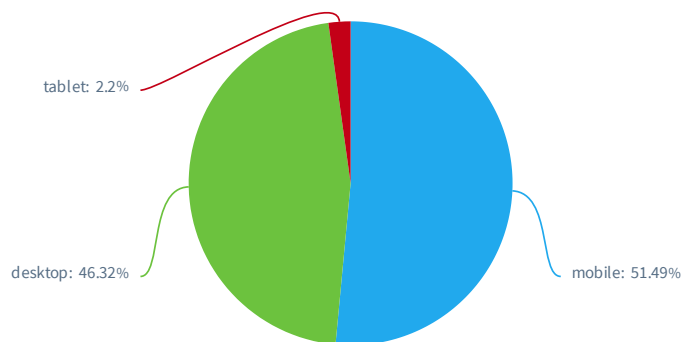
**USERS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

2,404

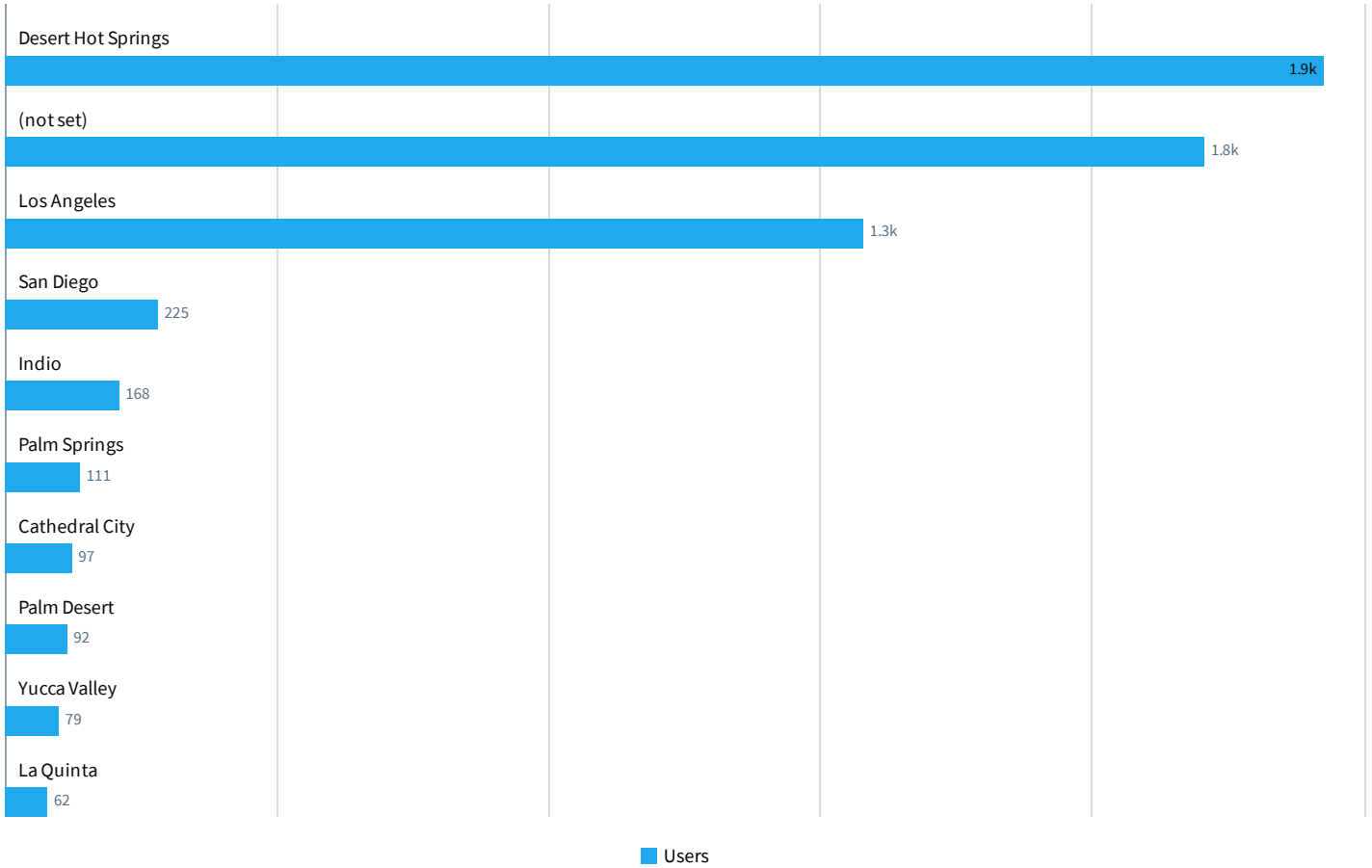
**PAGEVIEWS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District Home Page   Mission Springs Water District CA	7,401
New Customer Portal   Mission Springs Water District CA	6,984
Bill Pay Options   Mission Springs Water District CA	2,029
Application for Water Service   Mission Springs Water District CA	612
Job Opportunities   Mission Springs Water District CA	542
Start/Stop Water Service   Mission Springs Water District CA	438
Search   Mission Springs Water District CA	404
Careers   Mission Springs Water District CA	380
Bill Assistance and Resources   Mission Springs Water District CA	349
Upcoming Meetings   Mission Springs Water District CA	326
	25,196

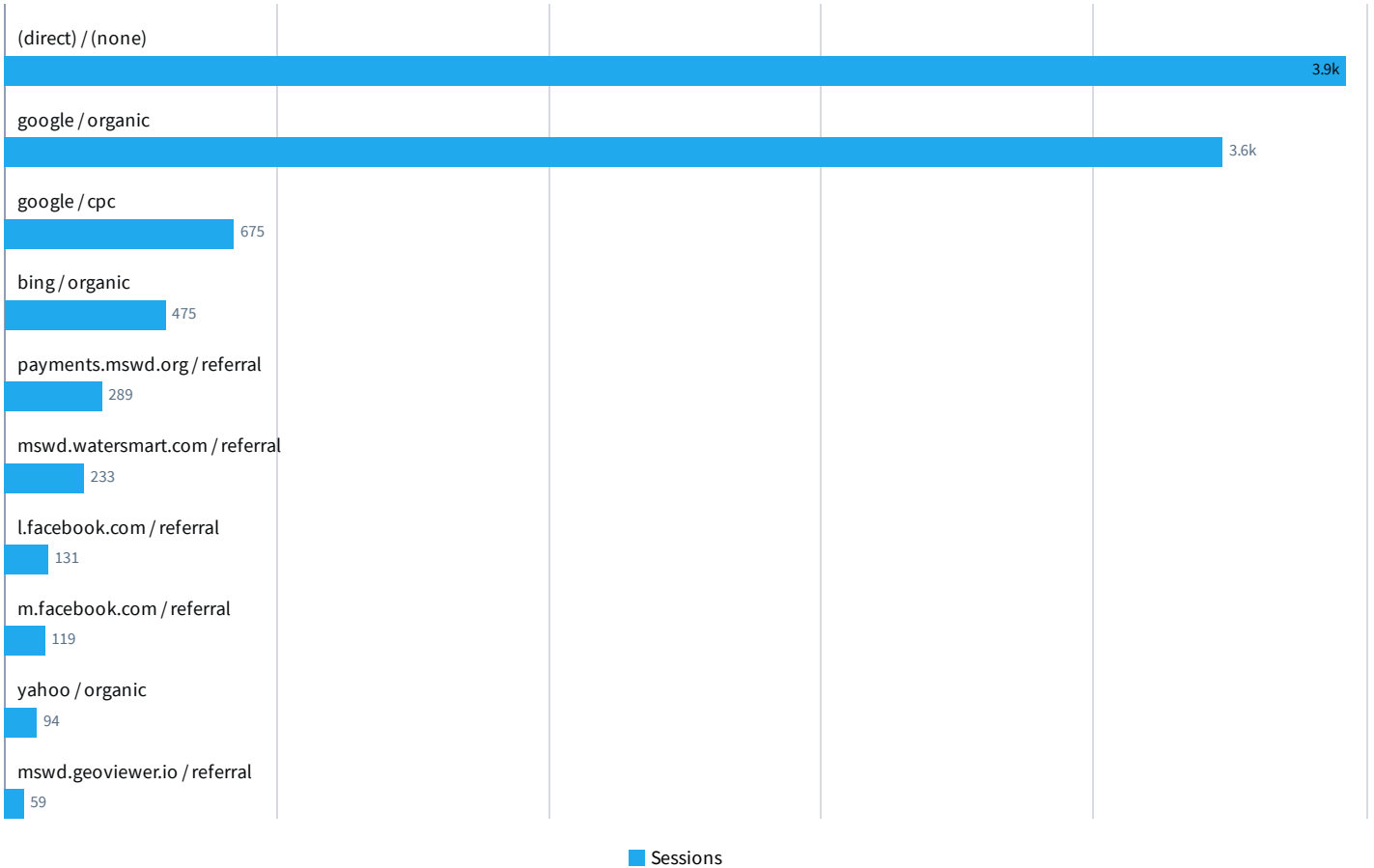
**SESSIONS / DEVICE CATEGORY**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



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



**USER REFERRERS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



**AVG. SESSION DURATION**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

1m 58s

**PAGES / SESSION**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

2.53

**BOUNCE RATE**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

31.01%



# MSWD Social Analytics

August 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.

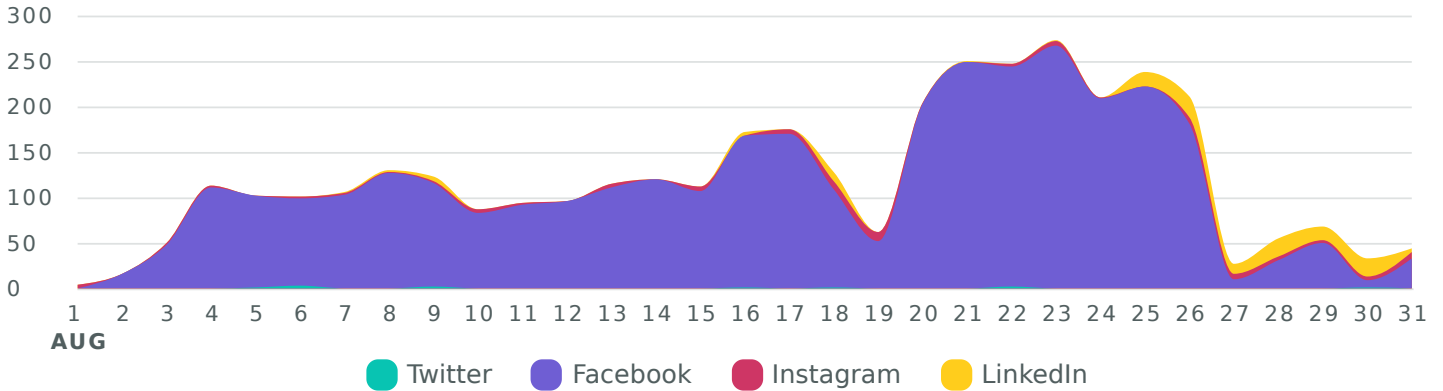
 Profile

 Reporting Period

 All Profiles

 All Twitter Post Types

Engagements, by Day



Engagement Metrics

Totals

% Change

**Total Engagements**

**3,766**

**↗ 19.1%**

Twitter Engagements

11

↗ 22.2%

Facebook Engagements

3,527

↗ 15%

Instagram Engagements

95

↗ 53.2%

LinkedIn Engagements

133

↗ 454.2%

**Engagement Rate (per Impression)**

**6.0%**

**↗ 68.9%**

## Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

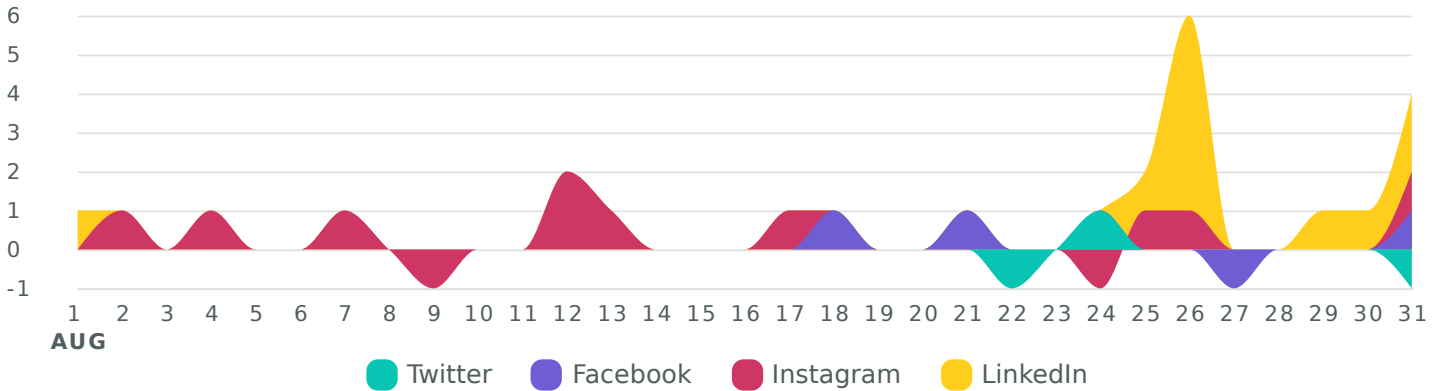
<p>Impressions</p> <p><b>62,382</b> ↘29.5%</p>	<p>Engagements</p> <p><b>3,766</b> ↗19.1%</p>	<p>Post Link Clicks</p> <p><b>441</b> ↘18.8%</p>
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## Cross-Network Audience Growth

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**

**1,455**

↘ **6.3%**

**Total Net Audience Growth**

**20**

↗ **1,900%**

Twitter Net Follower Growth

-1

↗ **50%**

Facebook Net Page Likes

2

↗ **200%**

Instagram Net Follower Growth

8

↗ **300%**

LinkedIn Net Follower Growth

11

↗ **266.7%**

## 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><b>58,506</b> ↘29%</p>	<p>Engagements</p> <p><b>3,527</b> ↗15%</p>	<p>Post Link Clicks</p> <p><b>393</b> ↘26.1%</p>
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## Facebook Audience Growth

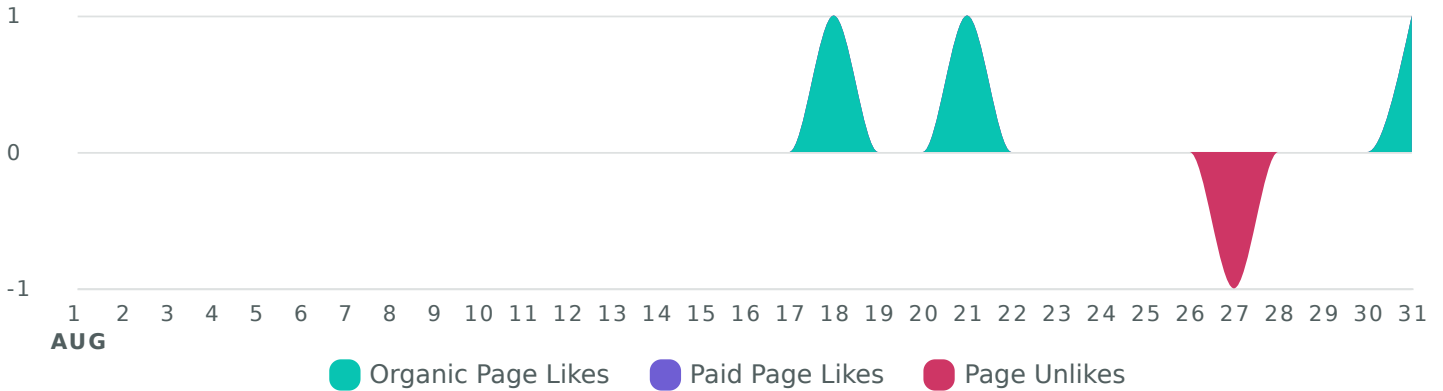
See how your audience grew during the reporting period.

 Profile

 Reporting Period

 Mission Springs Water District

Net Page Likes Breakdown, by Day



Audience Metrics

Totals

% Change

**Fans**

**1,143**

**↗0.1%**

**Net Page Likes**

**2**

**↗200%**

Organic Page Likes

3

→0%

Paid Page Likes

0

→0%

Page Unlikes

1

↘80%

## Facebook Top Posts

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

📌 Post
📌 Lifetime
📌 Mission Springs Water District

Descending by Lifetime Engagements



**Mission Springs...**


Tue 8/16/2022 11:38 am...

News Release: MSWD Director Randy Duncan Honored For Years of Service - Board See...



MSWD Director Duncan Honored  
Board Seeks Replacement  
[mswd.org/electionprocess](https://mswd.org/electionprocess)


<b>Total Engagements</b>	<b>104</b>
Reactions	<b>40</b>
Comments	<b>17</b>
Shares	<b>2</b>
Post Link Clicks	<b>—</b>
Other Post Clicks	<b>45</b>




**Mission Springs...**

Wed 8/3/2022 11:09 am...

Protect our crews as they work hard to protect you! It is important to remember that...




<b>Total Engagements</b>	<b>45</b>
Reactions	<b>20</b>
Comments	<b>2</b>
Shares	<b>1</b>
Post Link Clicks	<b>—</b>
Other Post Clicks	<b>22</b>



**Mission Springs...**

Mon 8/29/2022 10:33 a...

Boil Water Notice Issued to 40 Customers An electrical proble Redbud Booster station is caus



**Boil Water Notice Issued to 40 Customers in the Highland Reservoir Area**

**Crews are on-site making repairs**

<b>Total Engagements</b>	<b>24</b>
Reactions	<b>6</b>
Comments	<b>0</b>
Shares	<b>3</b>
Post Link Clicks	<b>1</b>
Other Post Clicks	<b>14</b>


## INSTAGRAM

## Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 missionspringswaterdistrict

Impressions

**2,390** ↘ 58.4%

Engagements

**95** ↗ 53.2%

Profile Actions


**1** ↗ —

## Instagram Audience Growth

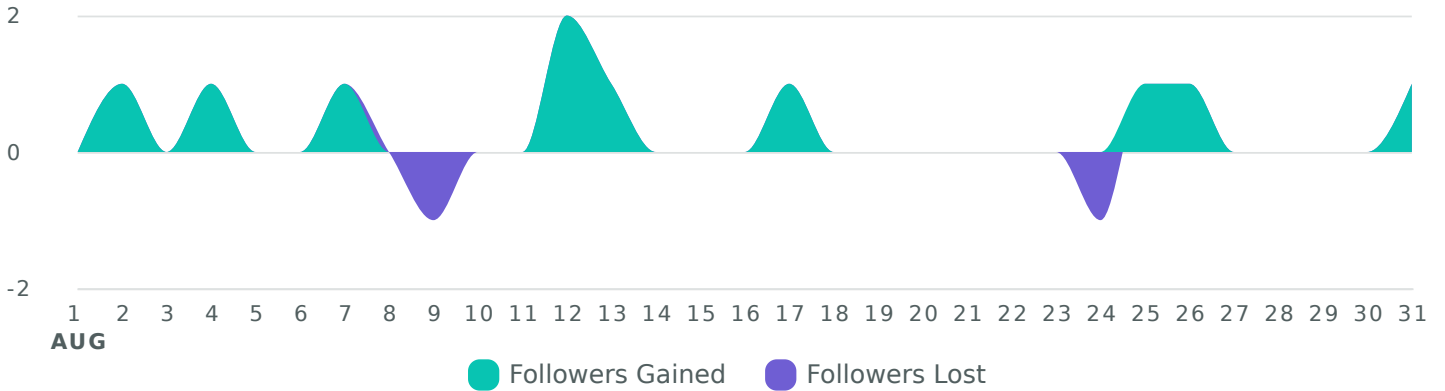
See how your audience grew during the reporting period.

 Profile

 Reporting Period

 missionspringswaterdistrict

Net Follower Growth Breakdown, by Day



Audience Metrics

Totals

% Change

**Followers**

**232**

**↗ 3.6%**

**Net Follower Growth**

**8**

**↗ 300%**

Followers Gained

10

↗ 150%

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	
 <span>missionsprings...</span> Wed 8/17/2022 4:04 pm... Work on MSWD's new Regional Water Reclamation Facility continues! Once... 	 <span>missionsprings...</span> Thu 8/25/2022 2:22 pm ... News Release: MSWD Receives \$68 Million in Grant Funding for Regional Water... 	 <span>missionsprings...</span> Sat 8/13/2022 11:05 pm... Dispose of grease the way grandma taught mom and mom taught us. Some thing... 	<b>9</b>	<b>9</b>	<b>0</b>	<b>0</b>
		<b>8</b>	<b>8</b>	<b>0</b>	<b>0</b>	
		<b>7</b>	<b>7</b>	<b>0</b>	<b>0</b>	

## TWITTER

## Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

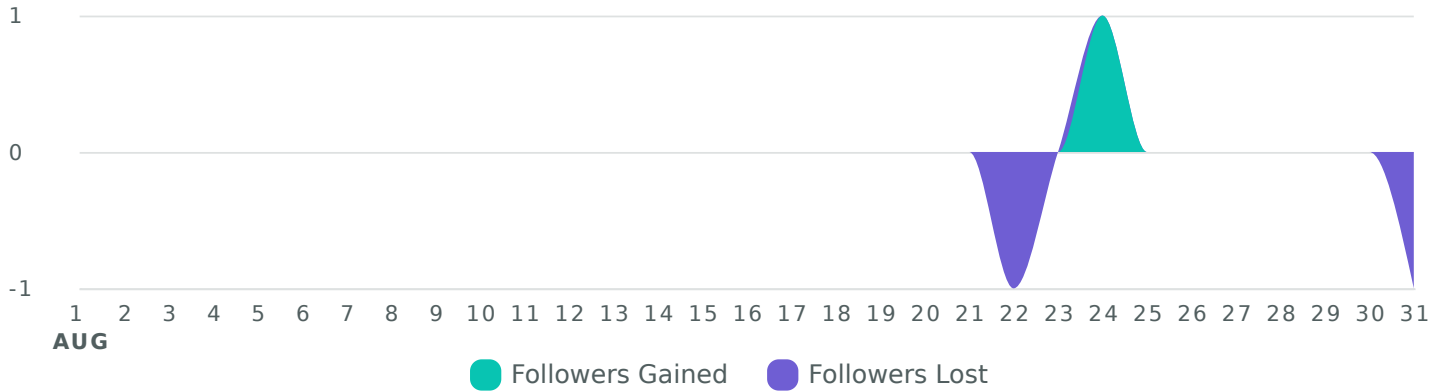
Impressions <b>163</b> ↗71.6%	Engagements <b>11</b> ↗22.2%	Post Link Clicks <b>1</b> ↘66.7%
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## Twitter Audience Growth

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**

**80**

↘ **1.2%**

**Net Follower Growth**

**-1**

↗ **50%**

Followers Gained

1

→ 0%

Followers Lost

2

↘ 33.3%

**Following**

**100**







→ 0%

## Twitter Top Posts

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

Post
Lifetime
@MSWaterDistrict
All Twitter Post Types

Descending by Lifetime Engagements

Post	Date	Engagements	Engagement Breakdown		
 <span>@MSWaterDist...</span> Fri 8/5/2022 4:10 pm UTC	 <span>@MSWaterDist...</span> Tue 8/30/2022 3:02 pm ...	 <span>@MSWaterDist...</span> Tue 8/16/2022 7:03 pm ...	<p>New to the neighborhood? We <b>#drought</b> you know about the wide variety of...</p>  <p><b>REBATES</b></p> <p><b>Total Engagements</b> <b>5</b></p> <p>Likes <b>1</b></p> <p>Comments <b>0</b></p> <p>Shares <b>1</b></p> <p>Post Link Clicks <b>1</b></p> <p>Other Post Clicks <b>2</b></p> <p>Other Engagements <b>0</b></p>	<p><b>#DYK</b> You can save over 8,000 gallons of water for every 1,000 square feet of...</p>  <p><b>SKIN OVERSEEDING</b></p> <p><b>Total Engagements</b> <b>2</b></p> <p>Likes <b>1</b></p> <p>Comments <b>0</b></p> <p>Shares <b>1</b></p> <p>Post Link Clicks <b>—</b></p> <p>Other Post Clicks <b>0</b></p> <p>Other Engagements <b>0</b></p>	<p>MSWD has a a new tool to help <b>#conserve</b> and manage your water usage. Customer Connect WaterSmart portal provides more bill payment options,</p>  <p><b>Total Engagements</b> <b>2</b></p> <p>Likes <b>1</b></p> <p>Comments <b>0</b></p> <p>Shares <b>1</b></p> <p>Post Link Clicks <b>0</b></p> <p>Other Post Clicks <b>0</b></p> <p>Other Engagements <b>0</b></p>


## LINKEDIN

### LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Mission Springs Water District

Impressions

**1,323** ↗524.1%

Engagements

**133** ↗454.2%

Post Clicks (All)

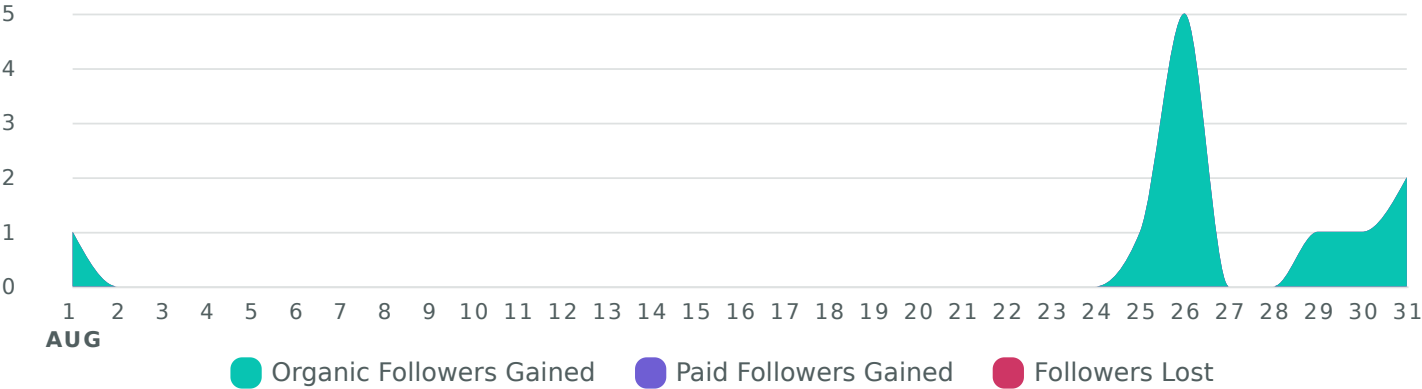
**47** ↗487.5%

### LinkedIn Audience Growth

See how your audience grew during the reporting period.

Profile Reporting Period Mission Springs Water District

Net Follower Growth Breakdown, by Day



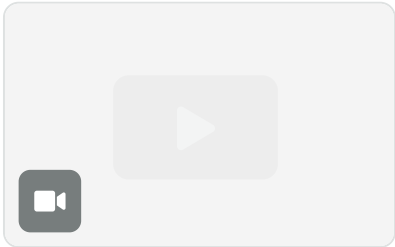

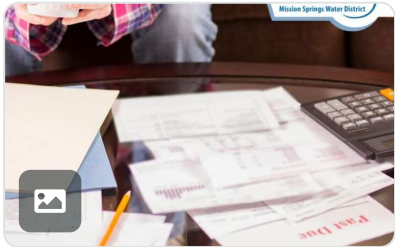
Audience Metrics	Totals	% Change
<b>Followers</b>	—	—
<b>Net Follower Growth</b>	<b>11</b>	<b>↗ 266.7%</b>
Organic Followers Gained	11	↗ 266.7%
Paid Followers Gained	0	→ 0%
Followers Lost	0	→ 0%

## 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

MSWD Mission Springs...	MSWD Mission Springs...	MSWD Mission Springs...
<p>Wed 8/17/2022 11:06 p...</p> <p>Work continues on MSWD's new Regional Water Reclamation Facility! Once...</p> 	<p>Tue 8/16/2022 6:41 pm ...</p> <p>MSWD Director Randy Duncan Honored For Years of Service - Board Seeks Interested...</p> 	<p>Mon 8/29/2022 12:01 a...</p> <p>We're working to help those with past-due water bills. Our customers may be eligible f...</p> 
<p><b>Total Engagements</b> <b>11</b></p> <hr/> <p>Reactions <b>8</b></p> <hr/> <p>Comments <b>0</b></p> <hr/> <p>Shares <b>2</b></p> <hr/> <p>Post Link Clicks <b>1</b></p>	<p><b>Total Engagements</b> <b>8</b></p> <hr/> <p>Reactions <b>4</b></p> <hr/> <p>Comments <b>0</b></p> <hr/> <p>Shares <b>1</b></p> <hr/> <p>Post Link Clicks <b>3</b></p>	<p><b>Total Engagements</b> <b>6</b></p> <hr/> <p>Reactions <b>3</b></p> <hr/> <p>Comments <b>0</b></p> <hr/> <p>Shares <b>1</b></p> <hr/> <p>Post Link Clicks <b>2</b></p>