



General Manager's Report

March 2021



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ADMINISTRATION

Accounting Department

The 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 Mission Springs Water District Board of Directors (Board). Below are project highlights and summaries for the previous month;

Budget

The Fiscal Year 2021/2022 budget process has begun. Draft budget reports containing past expenses are being disseminated to departments for review and comment. The Employee Request meeting was held on March 3, 2021.

COVID-19 Costs to Date

Thru February 28, 2021, MSWD has spent approximately \$1,023,000 on COVID-19 related expenditures.

Cash

Total cash receipts for the month of February amounted to \$1,345,510.00 consisting primarily to customer bill payments and charges for several new connections related to the Agua Dulce Construction Project. Cash Disbursements for the month of February amounted to Accounts Payable – \$1,371,333.17 and Payroll – \$432,236.04.

Bank balance on February 28th amounted to \$7,138,630.66 with large collections from Riverside County in January. A transfer is being considered to either CalTrust or opening a new CalPERS fund that earns a significant amount of interest that will be credited to the District's \$4 million Unfunded Liability.

Wire payments were made in February for:

- BBVA – \$97,612.33
- City National Bank – \$45,922.74
- Slovak Baron & Empey – \$85,265.05
- US Bank (AD #13) – \$2,098.42
- US Bank (AD #13) – \$278,535.48

Accounts Payable

After the board approved the midyear budget increases, the United Way check was requisitioned by customer service and a payment of \$5,000.00 was mailed to help MSWD customers with their water bills. An additional \$5,000.00 was sent two weeks later to help with the program and MSWD customers through the pandemic hardship.

- The District's CalCard program has officially been cancelled. All previous card statements were downloaded for future reference if needed.
- The 2020 1099 forms were completed and mailed out to vendors who require them.
- Accounting is working with Operations on the monthly Southern California Edison Invoices for a large invoice received that goes back to 2019 including several retroactive credits for the solar program.
- Accounting worked with several departments on expense requisitions that have been open for months; they were all cleared out.
- The City of DHS emailed the District about a change of address to receive the monthly UUT payments collected from customer accounts.
- Accounting keeps working with the front office to handle the many returned checks that are sent to customers when their accounts are closed. Many come back requiring an investigation to send them to the correct address.

Technology & Software

- Improvements continue to be made to the District's accounting software. New windows programs are replacing the different modules that have been used since 1995. Currently completed are the following modules:
 - Customer Accounts and Billing
 - Accounts Payable
 - Payroll
 - General Ledger
 - Pending modules are:
 - Purchasing
 - Fixed Assets
 - Inventory
- Employees continue to connect the accounting software to Laserfiche to improve the payroll and accounts payable procedures.
- The accounting department continues to work with the software developers on issues that arise from the accounting software. These are due primarily to the many improvements that are being made to the system.

Payroll Changes and Updates

Processing of employee W-2 Forms, Board approved Cost of Living Adjustments (COLA), several merit adjustments, and other payroll changes occurred in the month of February.

- All State and Federal filings have been completed through December 31, 2020.
- All W-2 forms were completed and distributed to employees. They were mailed out to employees who have since separated from the District.
- Payroll processed several employee Change of Status Forms for employee's performance evaluations with merit increases and retroactive to their anniversary date.

- All COLA pay increases have been processed.
- Accounting processed several employee changes to their deferred compensation deductions through Lincoln Financial.
- The accounting department worked with HR to track the Families First Coronavirus Response Act (FFCRA) benefit extension as approved by the board. The Federal benefit expired December 31 with an exception allowing companies to extend the benefit to their employees if they choose to.

Enhancements to several processes occurred to make the department more efficient.

- Implemented same day ACH with Wells Fargo to correct payroll problems on the same day as opposed to waiting a day or two to be corrected.
- Improvements continue to be made to the timecard process and certain clarifications have been recommended to the handbook related to overtime and holiday pay. A timesheet training is being discussed for these updates.
- Accounting worked with the accounting software developers to make the system calculate Compensatory Time when an employee chooses it instead of overtime. This was previously being done by manual calculation.

Other Important Items

- Accounting Records Monthly storage boxes were prepared and ready to send to storage prior to destruction per the District's record retention policy.
- The audit was received, and a copy has been mailed/emailed to required agencies like the County, City, and debt agencies.
- A copy of the audited financial statements can be found at <https://www.mswd.org/financialstatements.aspx>.
- The accounting department is working with the auditors to bring a contract for the 2021 audit to the April Board Meeting for approval.
 - Included in this year's work will be to have a complete Comprehensive Annual Financial Report (CAFR) that will provide better financial reporting.
 - Additionally, the CAFR will help the District secure the CSDA Certificate of Excellence award in financial reporting.
- Accounting completed the California Statement of Information Form (SI-100), this form is required to be completed every year for MSWD.
- The Accounting department worked with Operations to submit the District's asset insurance renewal for 2022.
- The Accounting department also renewed the fraud protection coverage with coverage of \$1 Million in damages.
- Accounting is working with the front office to implement a better lien release program that will give customers more information about how to get a lien released.

Customer Service Department

Disconnections due to Non-Payment

On April 2, 2020, Governor Newsom issued Executive Order N-42-20 prohibiting shut offs of water service to residences and critical infrastructure sector small businesses. As such, MSWD has been working with and tracking those customers who have been the most impacted by the COVID-19 pandemic. Beginning in March, MSWD Customer Service staff will begin contacting those customers with high, unpaid balances to inform them of programs and options which are available. The programs and options include waiving of late fees, 12-month payment plans, utilization of the CARE program or Help2others for bill assistance, and high consumption adjustments due to leaks.

United Way Customer Bill Assistance Program

The United Way Customer Bill Assistance Program continues to be utilized by those customers who have been impacted the most by the COVID-19 pandemic. 202 customers received bill assistance in 2020 through the Help 2 Others program.

Continued overview of Lobby closure and COVID-19 response

With the customer lobby access still closed to the public, MSWD Customer Service Representatives continue to assist our customers with minimal disruption. We feel comfortable remaining closed if needed due to COVID-19, customers have adapted, and we are assisting in creative ways if needed if the customer does not have internet access.

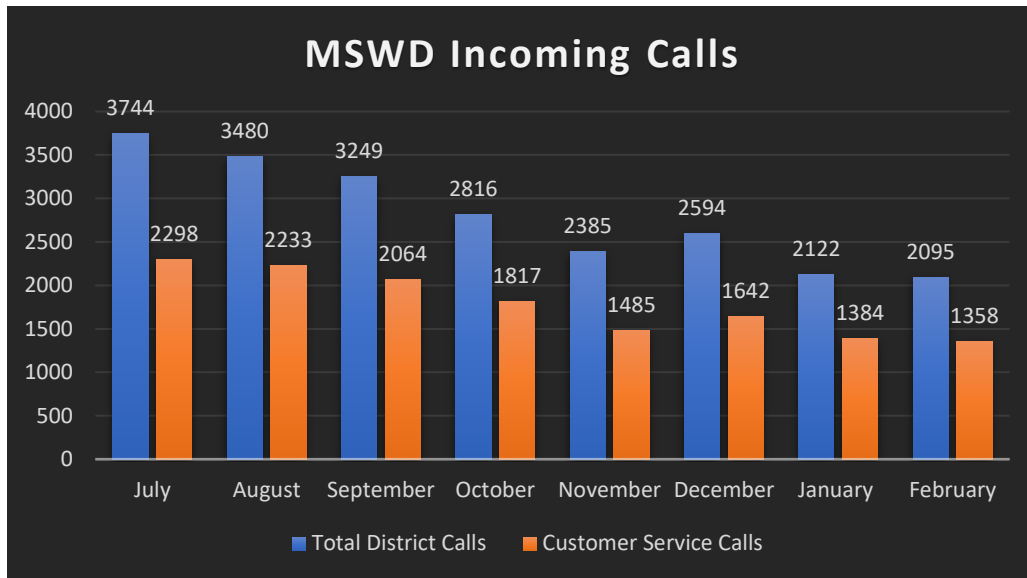
- If customer states they have been out of work due to COVID-19 we will remove late charges, and as with all customers create extensions and payment plans.
- All Customer Service staff is working in office with distancing.
- All Field Service Technicians are working to serve customers in individual trucks.
- Applications available on MSWD.org
- Mailing paper applications to customers that are unable or uncomfortable with online processes.

Ways to pay bills during lobby closure

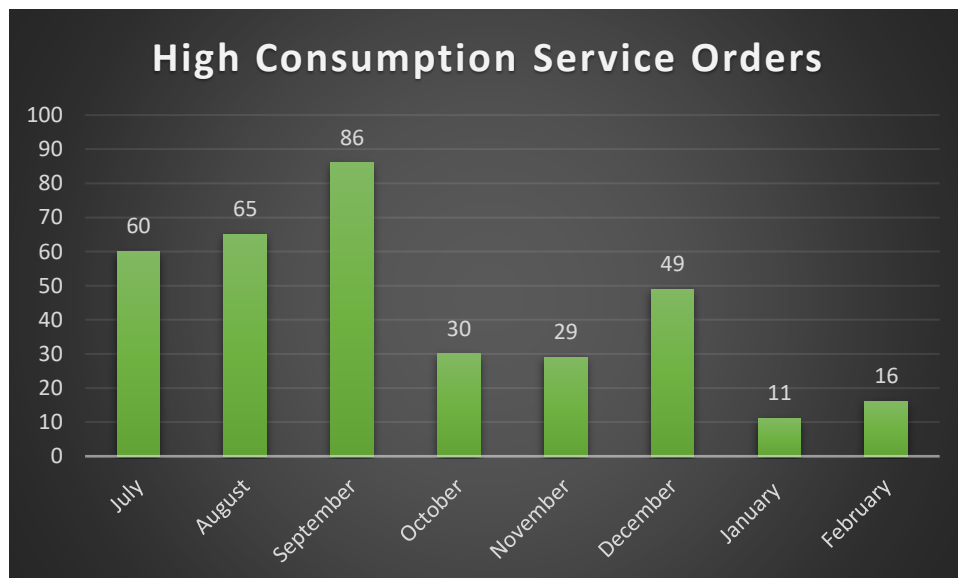
- Customer can drop payments (check or money order) in the drop box
- Customers can pay at 7-11 in DHS, Walmart must have their bills present
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system
- Paypal option through Paymentus

Calls into the Customer Service Department since June 2020

We continue to see decline in customer service calls from our monthly highs in July 2020 with the exception of December. Many calls are for payment extensions, late fee removal requests, lien release requests, new property start/stop service. The chart below represents MSWD incoming calls and those received by the Customer Service staff.



Similarly, we continue to see a decline in the high consumption service calls from the high in September. These service calls typically include reviewing the customers consumption history, usage alerts, and/or limited site investigations.



Purchasing Department

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



ENGINEERING AND OPERATIONS

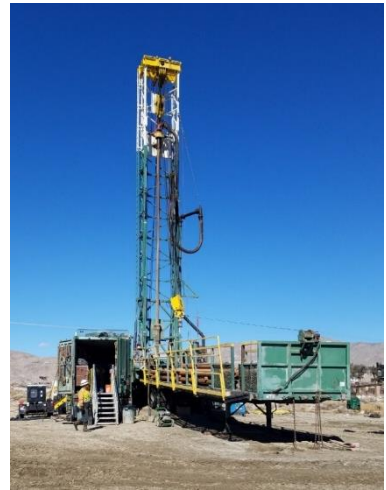
Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

Layne Christensen Company began construction on February 4th. Progress completed includes mobilization, clearing and grubbing the site, installing sound walls to minimize noise to surrounding properties, installing the conductor casing, and began drilling the pilot hole. Pilot hole drilling is expected to be completed in early March to the target depth of 1,200 feet.

Staff and construction management consultant (TKE Engineering) continued hosting weekly construction progress meetings, coordinating with Southern California Edison regarding the new electrical service, processing submittals, responding to RFIs, and processing the progress payment.



N. Indian Canyon Drive Sewer Project

Staff and construction management consultant (TKE Engineering) completed coordination with Riverside County on permitting, traffic control plan approval, and cost share agreement. The notice to proceed (NTP) is set for March 8th.

Terrace Reservoirs Rehabilitation and Site Improvements

The consultant (TKE Engineering) completed the final design package, including plans, specifications, and engineer's estimate. Staff plans to release the notice of inviting bids in March.

Vista Reservoir No. 2

The consultant (TKE Engineering) resumed progress on the final design and is expected to complete the final issue for bidding package in March. The CEQA consultant (Tom Dodson and Associates) completed the draft Initial Study and Mitigated Negative Declaration. Following staff review, it will be circulated for public comments. Staff plans to release the notice of inviting bids in April.

Desert Willows Community Water Line Replacement

Following Board approval of the cooperative agreement with the Desert Willows Property Owners Association (DWPOA), the agreement was executed by the General Manager and DWPOA. Also, the construction contract was provided to The Van Dyke Company for execution.

Staff will continue to prepare for construction activities which includes completion of the construction agreement, hosting the pre-construction meeting, processing submittals, and establishing the Notice to Proceed construction.

AD-18 – GQPP Sewer Project Areas "H" & "I"

Staff and consultant continued coordination with one property owner regarding a required pipeline/utility easement and selected an alignment alternative that is being circulated to the owner for approval. Acceptance of the alignment alternative is expected in February, at which time, the formal easement documents and appraisal will take place. Staff placed the final design on hold until the alignment and easement are finalized.

Water System and Wastewater System Comprehensive Master Plan Update

Staff began negotiations with the highest scored firm and anticipates completing negotiation in February; and will bring the item to the Board of Directors for approval in March.

Horton Odor Control Project

The bid opening occurred on February 11th. Staff has reviewed all bids and found AToM Engineering to be the apparent low bidder. The contract award is on the March Board Agenda. A budget augmentation will also be recommended as part of the staff report due to increasing construction costs.

On-Call General Engineering Services RFP

As department workload continues to increase, the RFP for on-call general engineering services allows the Engineering Department the ability to have additional resources/consultants as needed to provide and maintain the level of service required. The proposals received have been reviewed and scored, however, before the selection process moves forward, staff is reevaluating current CIP/Development projects and the priority of upcoming CIP projects to better determine what immediate and future resource support is required. After the project evaluation staff anticipates awarding contracts to multiple consultants as early as March 2021. The value the RFP process provides is it will also allow staff the keep remaining proposals not awarded on file and the flexibility to award other contracts when future project needs arise.

Horton Effluent Filtration System

Staff has reviewed and approved the Preliminary Design Report. This proposed filtration process will improve the quality of the plant effluent and will greatly reduce the concentration of Total Dissolved Solids from the secondary effluent, reducing the rate of clogging within the percolation ponds. Staff is in preparation of the Request for Proposal documentation aiming to announce the construction project for bid in March. The approved budget is \$1.52M

Well 22 Rehabilitation

The consultant (TKE Engineering) completed the field survey and began records research and preliminary design. As part of the rehabilitation, Southern California Edison was asked to and completed an upgrade to the transformer and interconnection conduit.

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

The consultant (TKE Engineering) began preparing the draft plans, specifications, and engineer's estimate. Staff expected the draft design package in early March.

MSWD Regional Water Reclamation Facility:

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

Administrative Building

This item has moved from this report to the Board Packet.



Operations & Maintenance

Construction & Maintenance

Construction & Maintenance Staff (C&M) completed approximately 316 water line location requests in the previous month. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations. C&M also replaced 3 water services and repaired 10 service line leaks and 4 main line leaks. Approximately 19,920 gallons of water loss was recorded due to water leaks. One of the largest reported leaks occurred during a traffic accident where one of the District's fire hydrants were damaged which required staff to clean and repair the area at night. Below are several pictures from the area.



Staff continues to replace angle meter stops (AMSs) (District side shutoff valve) allowing water service to be shut off for replacement of the remaining Master Meter water meters with new Neptune water meters as part of the meter replacement project. There are several AMSs that the contractor was not able to operate to replace the old meter.

Staff continues to implement the maintenance programs, which consist of ground valves, blow-offs, Cla-Val valves and fire hydrants. There were 45 ground valves exercised, 18 fire hydrants flushed, and 75 blow-offs flushed and inspected. There were no Cla-Val valves serviced this month.



Staff replaced sample stations in various locations for Water Production to ensure they are in the best condition for water sample taking.

B-81 Paving, Inc. started work on the District's asphalt pavement patch replacement program this month. The patch replacement program is in place to permanently repair temporary patches in various locations throughout the District service area created from repairs and new installations performed by District staff.



Staff continues to make new installs a priority as they are received. 19 new water services were installed this month. The photo below shows staff using the asphalt zipper to grind the asphalt allowing for trench excavation.

Staff has been making the necessary staffing adjustments in dealing with the current COVID-19 pandemic. We continue to keep good constant communication with our department, and with other departments and managers in 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 a week and janitorial services are completed twice a week.

Staff tests the standby generators as part of our monthly maintenance program. This testing ensures the generators are ready when needed.

The District continues to utilize Southern California Fleet Services for maintenance and repairs of District vehicles and equipment. Three of the District vehicles that fall under the annual opacity testing were inspected. This is a smoke test that must be done to any vehicle that is 14,000 pounds gross vehicle weight rating (GVWR) and above. Two large emergency backup generators for the Horton Plant and the lift station were serviced and tested. The seat from the forklift was removed and sent out to be reupholstered. Two services were completed this month on fleet vehicles and both backhoes were serviced. Leaky hubs were repaired on the dump truck. Unit 410 was taken to Palm Springs Ford for front end repairs.



Wastewater

Staff spent a combined 504-man hours performing routine plant maintenance, equipment maintenance and plant operations at the Horton and Desert Crest plants during the month. Also, during that timeframe, staff spent 234-man hours operating the sludge belt filter press, filling and removing 13 trailers of sludge from the Horton and Desert Crest Plants.

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

WASTEWATER FLOW MGD				
2020/21	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	2.069268	2.140825	0.047916	0.079010
Aug.	2.135828	2.274566	0.053795	0.070420
Sep.	2.003417	2.121446	0.046861	0.077790
Oct.	1.964716	2.100928	0.043720	0.049600
Nov.	1.928082	2.082209	0.046171	0.051750
Dec.	1.750513	2.074777	0.044951	0.050380
Jan.	1.846818	2.018006	0.045299	0.050610
Feb.	1.889826	2.253275	0.043718	0.048950
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Staff collected 26 samples and spent 26-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District discharge requirement. Wastewater staff along with Engineering staff will soon begin working on a Cloth Media Filter CIP project to help better the effluent leaving the process at Horton WWTP.

A representative from BDP Industries (belt press manufacturer) visited our site in January to evaluate the belt press and make recommendations for repair and replacement of parts. We are now in the process of reviewing and budgeting for the recommended replacement parts. The rep also discussed with the operators our current maintenance schedule and answered questions they had. Since a representative for BDP was already in the Southern California region, they performed the service at no charge to the District.

Due to maintenance requirements and to better manage workload due to COVID restrictions, staff has been contemplating a temporary 7-day work week schedule.

Currently, some maintenance and process require staff to provide 7-day coverage with overtime hours. The proposed 7-day work week schedule will provide coverage as regular hours, reducing overtime, boosting productivity by lessening the amount of time that the team is “working from home” currently, thus allowing the department to have more people working at the plant during the COVID-19 A/B team split. The 7-day schedule includes 10-hour workdays with an anticipated start date of February 5, 2021 outlined below:

- “A” team will be working Sunday through Wednesday, 6:00 a.m. to 4:30 p.m.
- “B” team will be working Wednesday through Saturday, 6:00 a.m. to 4:30 p.m.

To avoid the teams coming into contact with one another, the teams will be rotating working from home every other Wednesday, which is currently being done.

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

Staff continues to pull the influent pumps due to ragging of “flushable wipes” as needed on a weekly basis, including weekends. Pumping GPM and Hz on the pumps are checked daily to ensure pumps do not need to be pulled out more frequently.



The percolation ponds at the Horton Plant remain close to capacity. Staff is taking all necessary steps to help drain ponds for cleaning. These steps include the use of 6-inch & 3-inch pumps to move effluent between ponds to help with percolation. The ponds performance depends on the quality of the effluent being discharged into the ponds. The heavier the solids are leaving the clarifiers, the worse the ponds perform. Staff works diligently to ensure that the effluent going into the ponds is a high-quality product which allows the ponds to percolate as designed. The percolation ponds are monitored daily. Pond no. 7, and the sand beds were cleaned and prepped for use this month, by scraping solids into a pile, loading the solids out with dump trucks, and then ripping the bottom of the pond to open the sub-surface. A disc is then used to further break up the soil, then the pond is ready for use. Staff has been working with different manufacturers and consultants on developing a cloth filtration process to help minimize or eliminate solids from getting to the ponds. The CIP project was approved as part of the mid-year budget. Staff is working with Engineering to get a consultant in contract for the design work. Once design is completed, the project will be put out to bid. When this improvement is constructed, the

process to clean the ponds will reduce substantially and the ponds will percolate more effectively. The Construction & Maintenance (C&M) Department assisted the Wastewater Department this month, cleaning one of the larger percolation ponds. The teamwork provided by the C&M Department was the B-Team staff came in on their day off to help clean the pond to keep the A/B teams separated from each other.

Staff received odor complaints coming from the Horton WWTP during public comment at the January Board meeting. In response to these complaints, staff located the source of the odors and promptly removed the source. The odors were coming from one of the old asphalt sludge beds where bio-solids had been removed from one of the plant's clarifiers and were spread out to dry. The solids ended up going septic from the temperature change and the rain that we received. Staff worked diligently to haul away the material that was cause the odor issues. Staff also contacted the customers we received complaints from.

Aeration tank #3 was put back online after staff was able to bring the biology in the system back up to normal standards. Since the restart of the aeration tank, clarifier #3 has responded with producing a much better effluent than before the tank was taken offline.



Through continued develop 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 connection added each month.

New Sanitary Service Connections to Collection System

	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
July	8	7	9	51	2	1
Aug.	4	1	8	53	2	4
Sep.	5	2	12	8	11	2
Oct.	9	4	8	12	4	21
Nov.	50	10	9	7	7	1
Dec.	9	3	3	64	1	0
Jan.	21	7	1	16	8	3
Feb.	23	5	1	42	0	3
Mar.		1	0	23	5	0
Apr.		3	3	15	30	0
May		11	3	20	45	7
June		7	3	6	70	4
Annual Total	129	61	60	317	185	46

Additional sanitary service connection information is provided in Appendix B.

Water Production

Staff collected 45 routine samples, 6 general physical samples, and quarterly uranium samples at Well 26A for analysis this month. Staff has been taking turns on the sampling rotation. Both teams keep good communication during the A/B Team split. Water Production has been assisting Engineering in coordinating their new construction sample pickups with the lab.



Staff continues to deliver chlorine to well sites on a weekly basis. Staff delivers chlorine to the well sites on Thursdays, however, we do have certain situations where we will deliver chlorine to sites if needed earlier in the week. Staff maintains daily chlorine level records using their iPads in the GeoViewer program. Records are kept to keep track of trends, and levels of the previous day, and for any state reporting.

Staff conducted monthly chlorine pump & injector maintenance. Staff inspects the chlorine pumps, chlorine injectors, and chlorine barrels on a monthly basis. Team members help one another with each others sites. Staff informs each other when equipment needs immediate attention/repairs.



Staff sounded water levels for 13 production wells and nine monitoring wells. Staff usually strives to get soundings done early in the month and conduct other maintenance for the month after the soundings are completed. Staff has assigned sites; however, they will help each other with soundings if needed to get these done early in the month.

Staff continues to oversee the landscape work of Sanderson Landscape Solutions at 36 sites throughout the District. Irrigation repairs have been approved for MSWD main office and High Northridge reservoir.

Staff continues to oversee the work of the pest control company. The pest control service is done on the third Friday of every month.

Staff conducted the overflow maintenance of 19th St. reservoir on February 2nd. This maintenance is conducted monthly and reported on our water loss report.

Staff continues to oversee the landscape work of Sanderson Landscape Solutions at 36 sites throughout the District.

Irrigation improvements were made at Well 25. A pipe sleeve was installed by the gate to protect the irrigation underground.



Staff has been working together and conducting sample tap maintenance around the District. Our team is cleaning sample stations and making the necessary repairs. C&M has assisted our team in making some repairs as well.

Staff made the necessary corrections on the deficiency list for the WPSV sanitary survey report. The PSC sanitary survey report deficiency list corrections will be completed by the mid-March.

Through continued develop in the Desert Hot Springs area and at the request of new consumers, water services are always being added. Below is a summary of new water services added each month. The total water connections is currently 13,062.

New Water Services added Monthly

	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
July	7	4	5	7	2	0
August	6	10	5	3	2	2
September	18	2	14	4	13	3
October	13	3	21	8	3	20
November	10	16	4	0	7	3
December	2	17	3	3	2	0
January	15	6	3	20	1	1
February	13	8	5	11	1	0
March		2	3	6	5	0
April		1	3	7	11	2
May		12	5	11	9	8
June		11	2	8	2	10
Annual Total	84	92	73	88	58	49
Avg/ Mo.	7.00	7.67	6.08	7.33	4.83	4.08

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. Below is a summary of MSWD water production for each month since FY2016.

Monthly Water Production

	FY 2020/21	Variance from prior year		FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16
	AF	AF	%	AF	AF	AF	AF	AF
July	857.77	4.54	0.5%	853.23	857.20	835.87	714.50	659.11
August	885.31	90.13	11.3%	795.18	806.47	829.93	808.54	706.62
September	784.80	27.72	3.7%	757.08	689.47	712.40	679.54	657.37
October	755.84	46.45	6.5%	709.39	709.81	733.86	678.33	575.86
November	690.13	70.26	11.3%	619.87	631.75	642.41	601.89	582.22
December	588.32	51.09	9.5%	537.23	502.16	584.24	520.63	503.10
January	537.96	-15.24	-2.8%	553.20	570.20	599.52	465.10	431.38
February	495.61	-25.24	-4.8%	520.85	415.49	512.79	453.39	483.92
March		0.00	0.0%	557.73	490.92	536.09	549.50	514.05
April		0.00	0.0%	573.02	635.08	644.06	540.56	502.36
May		0.00	0.0%	698.99	598.36	697.15	731.81	601.83
June		0.00	0.0%	806.02	710.39	688.74	732.68	685.93
TOTAL	5595.74	249.71	4.7%	7981.79	7617.30	8017.06	7476.47	6,903.75



Water Resources

Below is a list of water resources related activities for the prior month;

Integrated Regional Management (IRWM) / Coachella Valley Regional Water Management Group (CVRWMG)

- DWR approved the 2018 IRWM / Storm Water Resource Plan revisions related to the stormwater project selection and scoring/ranking.
- Staff and consultant (TKE Engineering) completed an extension request for the Prop 84 Round 4—Well 42 Project due to delays related to land acquisition completed late 2020. DWR is processing the request.
- Both the City of Palm Springs and Myoma Dunes Water Company are inquiring about CVRWMG membership. The CVRWMG agencies are currently evaluating the eligibility of each agency.

Mission Creek Subbasin SGMA and 2022 Alternative Plan Update

- Staff and consultant (TKE Engineering) completed review and comment of the Final Draft SGMA Annual Report for Water Year 2019/20 (due to DWR on April 1, 2021). Following, the consultant (Wood) completed final report, which will be submitted to DWR in March.
- The consultant (Wood) completed the Revised Model Calibration Report, which the Management Committee is currently reviewing. Additionally, the consultant (Wood) has prepared preliminary model forecasting scenarios that simulated the changed to the Mission Creek and garnet Hill Subbasins based on future water demand.
- The consultants (Wood and Kennedy Jenks) completed two administrative draft Alternative Plan sections; Staff and consultants (TKE Engineering and EnviroLogic Resources) completed their review and comment. Additional administrative draft sections are scheduled over the next couple months for review and comment by the Management Committee, with the Public Draft Alternative Plan Update expected in August.

Salt and Nutrient Management Plan (SNMP)

- The RWQCB approved the Final Monitoring Workplan.
- The consultant (West Yost) continued progress on the CV-SNMP Update Workplan, with the draft expected in March for agency review.

Indio Subbasin 2022 Alternative Plan Update

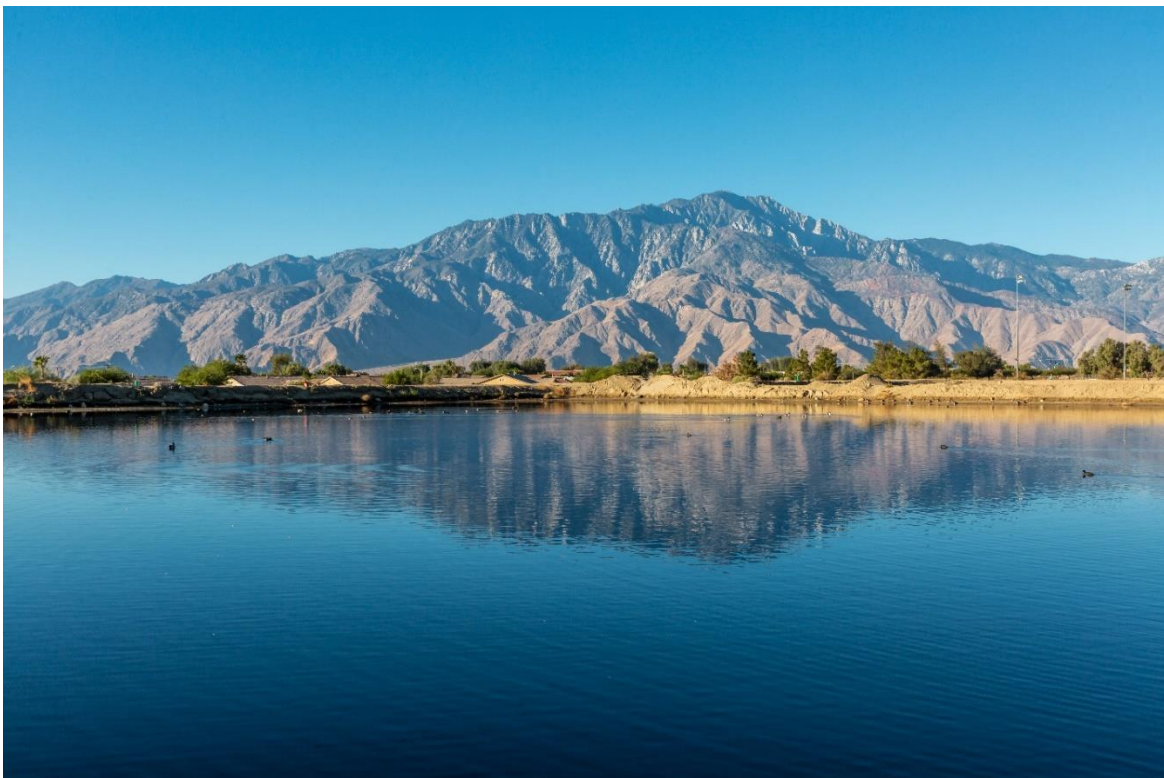
- Staff plans to attend the next Public Workshop on March 3rd to receive additional information on the status of the modeling and alternative plan update.

San Geronio Pass Subbasin SGMA and 2022 Groundwater Sustainability Plan

- The consultant (Intera) continues to work through the groundwater model calibration and demand forecasting process. Staff expects the draft modeling summary report for review in March.
- Staff, consultants (Provo & Prichard, TKE Engineering, and EnviroLogic Resources), and DWA met to review the sustainable management criteria specific to MSWD's service area within the San Geronio Pass Subbasin. Staff and consultants (TKE Engineering and EnviroLogic Resources) are evaluating which monitoring well will be the best representation of groundwater conditions and tracking sustainable management within MSWD's management area.

2020 Regional Urban Water Management Plan (UWMP)

- The consultant (WCS) continued progress on the draft Water Shortage Contingency Plan to meet DWR's new requirements. Staff is expected to bring a revised Water Shortage Contingency Plan to the Board in April for consideration.
- The consultant (WCS) completed three administrative draft UWMP sections for agencies to review. Staff and consultant (TKE Engineering) are currently reviewing the sections. Additional administrative draft sections are scheduled over the next couple months for review and comment by staff, with the Public Draft UWMP expected in April. Staff expects to bring the Final UWMP to the Board in June for consideration.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Outreach

CV Water Counts: The Water Counts Academy five-week class finished on March 5th. Three MSWD staff members received their Academy certificate: April Scott, Lisa Pelton and Carol Morin. Last session was the virtual tour, which can be viewed here:

<https://www.youtube.com/watch?v=qHuLTyzwPCA>

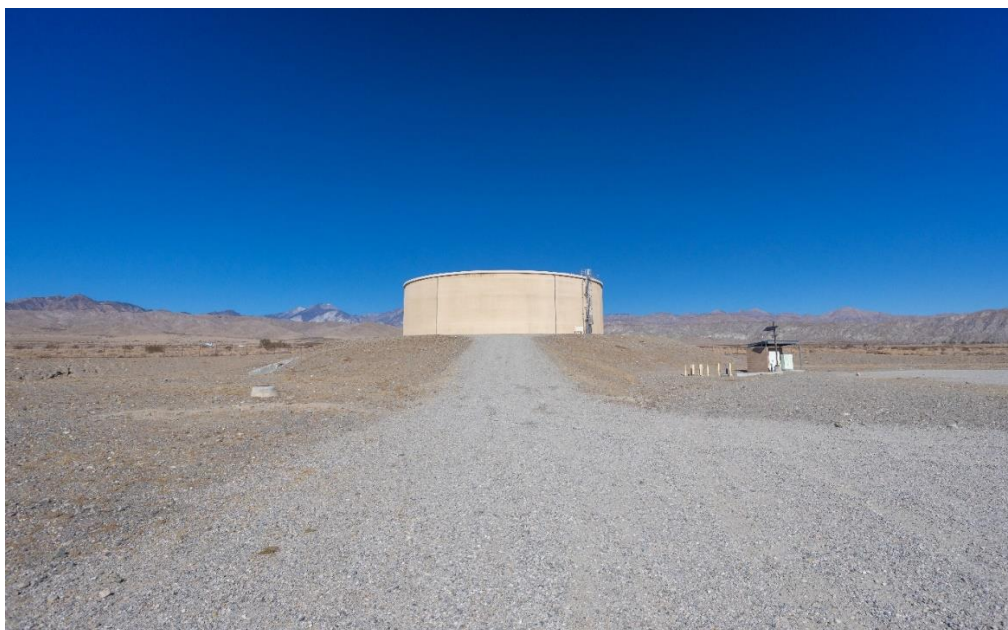
The CV Water Counts Outreach report for the month of February can be found in Appendix C.

Next CV Water Counts meeting: April 15th at 2:30 pm.

MSWD Digital Advertising report for month of February can be found in Appendix C. This includes the two types of ads we are running on Google and Facebook as well as website analytics.

- Google – 4 total ads: Value is our Mission (same as billboard) & January Newsletter, Essential Workers, & Water Bottle/ Hydration Tip
- Facebook/Instagram – 3 total ads: Value is our Mission/Rolando, Virtual Tour Teaser, Conservation Tips, and January Newsletter

MSWD Social Media Report for month of January can be found in Appendix C. This report highlights Facebook, Twitter and Instagram posts.



Conservation

- Four (4) toilet rebates have been processed, totaling approximately \$400 in incentives for customers to replace less efficient toilets. Bill insert and social push are being considered for more outreach. As businesses (i.e. hotels and others) begin to reopen, our hope is that commercial customers will also be interested in the program.

Water Bottle Program

Date Supplied	Requests Filled		Event or Purpose		# Cases Requested
2/18/2021	Mission Lakes Country Clue		Women's Golf Association		3
2/22/2021	Team Mom Charities		Black History Month - DHS Scavenger Hunt		10
			Total Cases		13

Reporting for the State Water Resources Control Board

The monthly water use reported to the SWRCB is attached in Appendix C.

APPENDIX A - Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

March 1, 2021

Update on COVID-19 Relief Bill

Early Saturday morning, the House passed another COVID-19 relief bill entitled the “American Rescue Plan Act of 2021” by a vote of 219-212. The bill would provide \$1.9 trillion in funding to help address the various impacts of the COVID-19 pandemic, including the following:

- \$350 billion for state and local governments
 - \$65 billion for counties and \$65 billion for cities
 - No deadline for spending funds
 - Revenue replacement is an eligible use
 - Unclear if funding can be transferred to special districts
- Extends the Families First Coronavirus Response Act paid sick time and paid family leave credits from March 31, 2021 to September 30, 2021. Allows state and local governments to access the paid sick time and paid family leave credits.
- \$25 billion for Emergency Rental Assistance (which also allows for payment of utility bills).
- \$500 million for the Low-Income Household Drinking Water and Wastewater Emergency Assistance Program that would remain available through September 30, 2023.

The bill has now been sent to the Senate for consideration. Senate Democrats are hoping to move quickly, with the goal of passing the bill by the end of the week. However, once the bill passes the Senate, it will have to go back to the House for its consideration. This is because it is expected that the Senate will make changes to the House bill. Most notably, the House bill currently contain language to increase the minimum wage to \$15/hour. The Senate parliamentarian has ruled that this language cannot remain in the bill as it violates Senate rules, so it will be removed. Senators will also have an opportunity to offer amendments to the bill, so there could be additional changes made on the Senate side. President Biden has indicated that he would like to receive a bill passed by Congress by March 14th.

Earmarks

Late last week, Chair of the House Appropriations Committee, Rep. Rosa DeLauro (D-CT) announced that earmarks, which will now be called Community Project Funding, will be

returning in the Fiscal Year 2022 (FY22) appropriations bills. So far, the information that has been released about Community Project Funding is as follows:

- Members of Congress can only request a maximum of 10 projects
- Members can only request projects from state and local governments and eligible non-profits
- All requests will be posted on Member's websites
- Members must certify to the Committee that they have no financial interests in requested projects
- Limited number of accounts will be available for Community Project Funding
- Appropriations subcommittees will post list of projects to be included in their bills 24 hours before markup
- Total funding for all Community Project Funding will be capped at one percent of discretionary spending

While it has been reported that House and Senate Democrats have agreed on moving forward with Community Project Funding, Senate Appropriations Chair, Sen. Patrick Leahy (D-VT), has yet to release any information. Additionally, Republicans leadership in the House nor the Senate have stated whether or not their caucus will also participate in this proposal.

Rep. Napolitano Reintroduces Title XI Legislation

Rep. Grace Napolitano (D-CA) has reintroduced the "Water Recycling Investment and Improvement Act" (H.R. 1015). This bill would increase the funding authorization for the Bureau of Reclamation's Title XVI water recycling competitive grant program from \$50 million to \$500 million. Identical legislation was sponsored by Napolitano in the 116th Congress (H.R. 1162) and was included in the Moving Forward Act (H.R. 2), which passed the House in July of 2020.

U.S. Census Bureau Announces Updated Timeline for Releasing Redistricting Data

The U.S. Census Bureau (Census) has announced an updated timeline for when it plans to release redistricting data from the 2020 Census. Typically, the Census aims to release this date by the end of March. However, due to the impacts of the COVID-19 pandemic, the Census has announced that it plans to release redistricting data by September 30, 2021.

Biden Administration Nominations and Personnel

Below is the current status of President Biden's cabinet nominations:

<u>Name</u>	<u>Position</u>	<u>Status</u>
Antony Blinken	Secretary of State	Confirmed by the Senate & sworn into office
Lloyd Austin	Secretary of Defense	Confirmed by the Senate & sworn into office
Janet Yellin	Secretary of Treasury	Confirmed by the Senate & sworn into office

Alejandro Mayorkas	Secretary of Homeland Security	Confirmed by the Senate & sworn into office
Pete Buttigieg	Secretary of Transportation	Confirmed by the Senate & sworn into office
Jennifer Granholm	Secretary of Energy	Confirmed by the Senate & sworn into office
Tom Vilsack	Secretary of Agriculture	Confirmed by the Senate & sworn into office
Denis McDonough	Secretary of Veterans Affairs	Confirmed by the Senate & sworn into office
Miguel Cardona	Secretary of Education	Confirmed by the Senate & sworn into office
Marcia Fudge	Secretary of Housing and Urban Development	Approved by Committee and awaiting vote in the full Senate
Gina Raimondo	Secretary of Commerce	Senate expected to vote on confirmation the week of 3/1
Michael Regan	Administrator of Environmental Protection Agency	Approved by Committee and awaiting vote in the full Senate
Marty Walsh	Secretary of Labor	Approved by Committee and awaiting vote in the full Senate
Merrick Garland	Attorney General	Approved by Committee and awaiting vote in the full Senate
Deb Haaland	Secretary of the Interior	Committee vote scheduled for 3/4
Xavier Becerra	Secretary of Health and Human Services	Committee held a hearing on 2/24

Federal Grant Opportunities/Announcements

Reclamation WaterSMART Drought Resiliency Program. The Bureau of Reclamation has announced the award of \$15.4 million for projects in the WaterSMART Drought Resiliency Grant Program. A list of awards can be found [HERE](#).

Reclamation WaterSMART Applied Science Grants. The Bureau of Reclamation has announced the availability of funding in the WaterSMART Applied Science Grant Program. Applicants may request funding for projects that develop hydrologic information and water management tools as well as projects that improve modeling and forecasting capabilities. Applications are due April 21, 2021 and the grant announcement can be found [HERE](#).

Reclamation WaterSMART Water Marketing Strategy Grants. The Bureau of Reclamation has announced the availability of funding in the WaterSMART Water Marketing Strategy Grants, which supports the development water marketing strategies to increase water supply reliability. Applicants may request funding to develop a water marketing strategy (project) to establish or expand water markets or water marketing activities. Applications are due April 7, 2021 and the grant announcement can be found [HERE](#).

Federal Agency Regulatory Announcements

EPA Launches Benchmarking and Building Performance Toolkit. The Environmental Protection Agency (EPA) has launched a new Benchmarking and Building Performance Standards Policy Toolkit aimed at helping state and local governments adopt policies that reduce energy and carbon footprints of existing buildings. EPA will also be holding a webinar on March 17th to discuss the features of the Toolkit.

EPA Announces Allocation Formula for Sewer Overflow and Stormwater Reuse Municipal Grant Program. The Environmental Protection Agency has announced its formula for the upcoming Sewer Overflow and Stormwater Reuse Municipal Grant Program. This formula describes how the agency will distribute program funds for the states, District of Columbia, and the U.S. territories to provide grants to manage combined sewer overflows, sanitary sewer overflows, and stormwater flows. In August 2020, EPA proposed an allocation formula for this program and received comments from the public which were considered in finalizing the formula.

APPENDIX B – Wastewater and Water Production Tables

WATER REPORT

WATER CONNECTION SUMMARY														
	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2009/10	2008/09	2007/08
July	7	4	5	7	2	0	0	1	0	0	0	1	2	10
August	6	10	5	3	2	2	0	1	0	0	2	1	2	35
September	18	2	14	4	13	3	0	2	2	0	0	1	0	37
October	13	3	21	8	3	20	0	5	1	1	4	2	1	23
November	10	16	4	0	7	3	0	1	0	1	1	5	1	52
December	2	17	3	3	2	0	0	2	0	0	0	0	2	14
January	15	6	3	20	1	1	2	2	0	0	1	1	9	5
February	13	8	5	11	1	0	1	0	1	0	0	1	2	3
March		2	3	6	5	0	12	0	0	4	5	0	4	6
April		1	3	7	11	2	7	0	1	4	1	12	2	3
May		12	5	11	9	8	2	0	1	2	0	0	0	9
June		11	2	8	2	10	1	0	0	0	1	1	0	1
Annual Total	84	92	73	88	58	49	25	14	6	12	15	25	25	198
Avg./ Mo.	7.00	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08	16.50

Connections to Water System:

As of June 30, 2020 12,991
 Plus YTD 84
Total Water Connections = 13,075

WATER PRODUCTION														
	FY 2020/21 AF	Variance from prior year AF	%	FY 2019/20 AF	FY 2018/19 AF	FY 2017/18 AF	FY 2016/17 AF	FY 2015/16 AF	FY 2014/15 AF	FY 2013/14 AF	FY 2012/13 AF	FY 2011/12 AF	FY 2010/11 AF	FY 2009/10 AF
July	857.77	4.54	0.5%	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71	993.6
August	885.31	90.13	11.3%	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34	985.57
September	784.80	27.72	3.7%	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27	887.41
October	755.84	46.45	6.5%	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93	777.33
November	690.13	70.26	11.3%	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98	706.01
December	588.32	51.09	9.5%	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09	596.82
January	537.96	-15.24	-2.8%	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04	533.76
February	495.61	-25.24	-4.8%	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57	487.33
March		0.00	0.0%	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84	667.31
April		0.00	0.0%	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37	668.15
May		0.00	0.0%	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58	671.41
June		0.00	0.0%	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98	902.79
TOTAL	5595.74	249.71	4.7%	7981.79	7617.30	8017.06	7476.47	6,903.75	7,798.69	8,385.66	8,458.99	8,607.90	8,555.70	8,877.49

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11
July	8	7	9	51	2	1	139	2	0	0	4
Aug.	4	1	8	53	2	4	214	4	0	2	4
Sep.	5	2	12	8	11	2	90	2	1	0	0
Oct.	9	4	8	12	4	21	65	8	2	1	2
Nov.	50	10	9	7	7	1	52	18	7	3	2
Dec.	9	3	3	64	1	0	86	22	11	2	0
Jan.	21	7	1	16	8	3	27	3	11	1	3
Feb.	23	5	1	42	0	3	5	46	6	1	2
Mar.		1	0	23	5	0	31	16	2	1	16
Apr.		3	3	15	30	0	8	95	14	3	11
May		11	3	20	45	7	13	98	3	2	6
June		7	3	6	70	4	4	72	2	0	3
Annual Total	129	61	60	317	185	46	734	386	59	16	53

Connections to Sewer Collection System:

As of June 30, 2020

8234

Plus YTD

129

Total Sewer Connections =

8363

WASTEWATER FLOW MGD				
2020/21	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	2.069268	2.140825	0.047916	0.079010
Aug.	2.135828	2.274566	0.053795	0.070420
Sep.	2.003417	2.121446	0.046861	0.077790
Oct.	1.964716	2.100928	0.043720	0.049600
Nov.	1.928082	2.082209	0.046171	0.051750
Dec.	1.750513	2.074777	0.044951	0.050380
Jan.	1.846818	2.018006	0.045299	0.050610
Feb.	1.889826	2.253275	0.043718	0.048950
Mar.				
Apr.				
May				
June				

WASTEWATER FLOW MGD				
2019/20	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.893400	1.976753	0.035005	0.039760
Aug.	1.939618	2.075061	0.044118	0.054500
Sep.	1.938945	2.103750	0.047067	0.060890
Oct.	1.960259	2.128060	0.044138	0.051910
Nov.	1.974733	2.167597	0.048817	0.056680
Dec.	1.950048	2.087114	0.055636	0.062560
Jan.	1.942426	2.079006	0.054299	0.065950
Feb.	1.993778	2.141232	0.048580	0.054200
Mar.	2.007461	2.111940	0.046409	0.054187
Apr.	1.985816	2.079129	0.044385	0.052020
May	2.010753	2.090775	0.042464	0.049900
June	2.076213	2.147513	0.036850	0.043170

APPENDIX C – Public Affairs Information

CV WATER COUNTS
WEBSITE INFORMATION
FEBRUARY, 2021

HUNTER JOHNSEN



Visitors

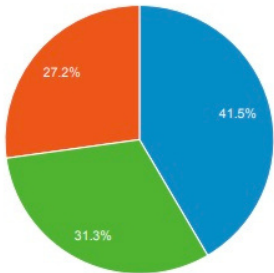
User Type	Users
New Visitor	1,532
Returning Visitor	355

Pageviews by Page Title

Page Title	Pageviews
Drought Irrigation Guide - CV Water Counts	1,457
Home - CV Water Counts	301
Academy Class Presentations - CV Water Counts	221
Coachella Valley Water Conservation Water Rebate Map - CV Water Counts	200
CV Water Counts Water Counts Academy - CV Water Counts	182
Save Water Pledge - CV Water Counts	116
Learn - CV Water Counts	102
Reduce Watering Times as Temperatures Cool - CV Water Counts	94
Survey Results - CV Water Counts	79
New Home - CV Water Counts	64

Users by Device Category

mobile tablet desktop



Pageviews



Pageviews by City

City	Pageviews
La Quinta	672
Indio	422
Palm Desert	303
Coachella	265
Palm Springs	225
Los Angeles	219
Desert Hot Springs	196
(not set)	167
Mumbai	117
Cathedral City	110

Users by Source / Medium

Source / Medium	Users
google / cpc	921
google / organic	319
(direct) / (none)	306
facebook.com / referral	11
m.facebook.com / referral	10
baidu / organic	7
iwa.util360.com / referral	6
bing / organic	5
dwa.org / referral	4
mailchi.mp / referral	3

CV WATER COUNTS
2021 / 2020
INFORMATION

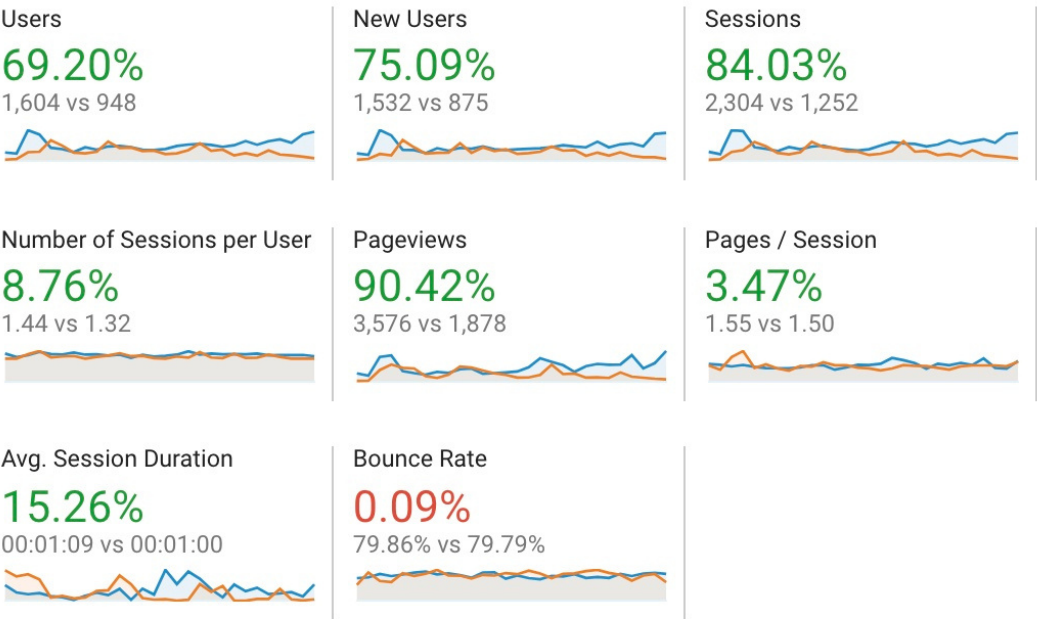
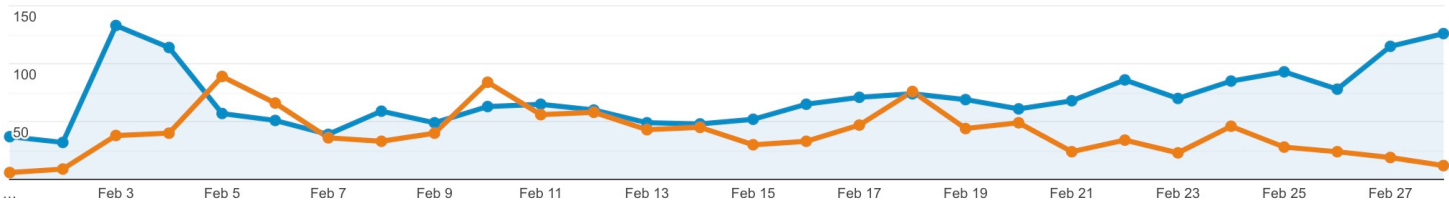
HUNTER JOHNSEN



Water

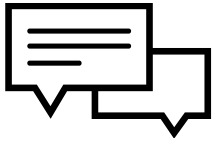
COUNTS

Feb 1, 2021 - Feb 28, 2021: ● Users
Feb 1, 2020 - Feb 28, 2020: ● Users



CV WATER COUNTS SOCIAL MEDIA

HUNTER JOHNSEN

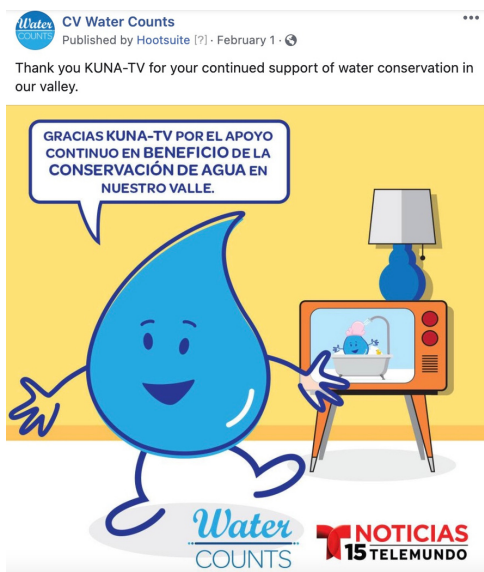


FACEBOOK

- Total Reach: 5,281
- Post Engagements (likes, comments, clicks, shares): 99
- Follower count: -12

TOP POSTS

FACEBOOK



- Reach: 3,684
- Engagements: 16
- Post clicks: 23

TWITTER

- Impressions: 2,522
- Profile Visits: 31
- Follower count: +4

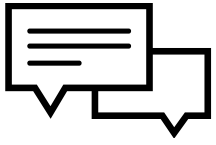
TWITTER



- Impressions: 689
- Retweets: 0
- Likes: 2

CV WATER COUNTS DIGITAL ADVERTISING

HUNTER JOHNSEN



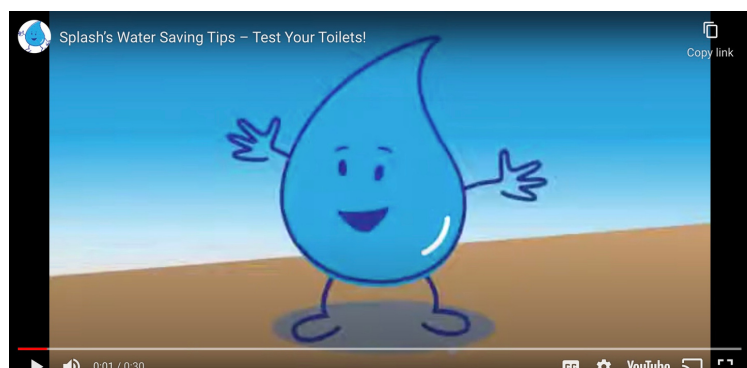
DISPLAY ADS

- Impressions: 100,280
- Clicks: 1,195



YOUTUBE ADS

- Impressions: 4,039
- Clicks: 11



CV WATER COUNTS

EMAIL

HUNTER JOHNSEN



Water
COUNTS

WATER WATCH SENT: FEBRUARY 3

AUDIENCE

- Open Rate: 43.4%
- Clicks: 25
- Recipients: 357
- Bounced: 0
- Unsubscribed: 1

TOP LINKS

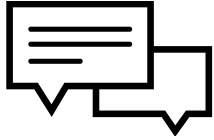
- 1) YouTube video
- 2) Rainy Skies post
- 3) Plant of the Month



DIGITAL MARKETING CAMPAIGNS

FEBRUARY, 2021

CASEY DOLAN CONSULTING



GOOGLE ADS



Newsletter

Impressions: 68,044

Clicks: 452

Note: 300x250 sizes shown. Campaigns also ran 728x90, 320x50, 300x600 ad units



Value is Our Mission

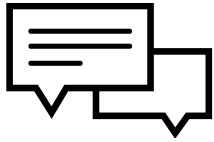
Impressions: 110,195

Clicks: 636



DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



GOOGLE ADS



Produce

Impressions: 198,834

Clicks: 1,018

Totals

Impressions: 377,073

Clicks: 2,106

DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



FACEBOOK | INSTAGRAM ADS



Newsletter

Impressions: 22,659

Clicks: 132

Post Engagements: 10



Produce

Impressions: 28,790

Clicks: 100

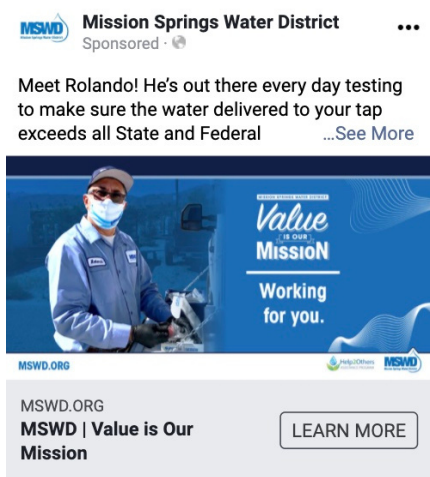
Post Engagements: 7

DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



FACEBOOK | INSTAGRAM ADS

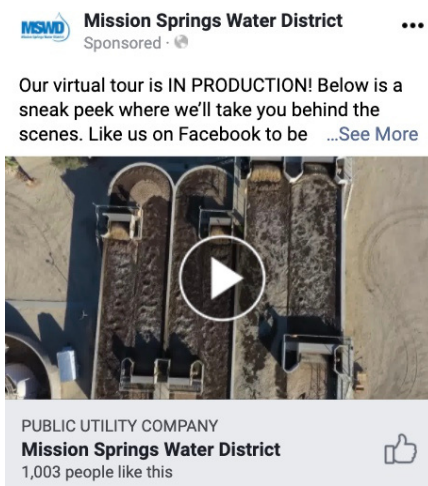


Rolando

Impressions: 19,568

Clicks: 21

Post Engagements: 143



Virtual Tour (Page Like)

Impressions: 13,350

Page Likes: 48

Totals

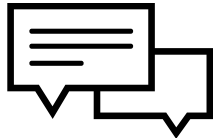
Impressions: 84,367

Clicks: 375

Page Likes: 48

DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



MONTHLY WEBSITE ANALYTICS

Visitors

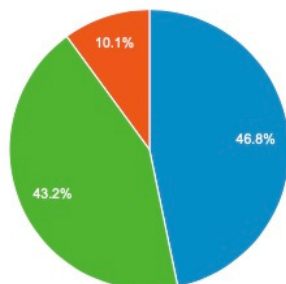
User Type	Users
New Visitor	5,087
Returning Visitor	2,902

Pageviews by Page Title

Page Title	Pageviews
Mission Springs Water District - Sign In	6,246
Mission Springs Water District - Home	5,608
Mission Springs Water District - My Account	4,709
Mission Springs Water District - Pay Bills	2,903
Mission Springs Water District - Payment Options	2,510
(not set)	2,497
Mission Springs Water District - Pay as a Guest	1,711
Mission Springs Water District - You Have Successfully Signed Off	1,413
Mission Springs Water District - Account Detail	1,395
Mission Springs Water District - Water Savings Tips	1,325

Users by Device Category

mobile desktop tablet



Pageviews

Pageviews



Pageviews by City

City	Pageviews
Desert Hot Springs	19,363
Los Angeles	3,302
(not set)	1,207
Palm Springs	1,190
Indio	743
Palm Desert	622
Yucca Valley	520
Cathedral City	474
San Diego	426
Rancho Cucamonga	395

Users by Default Channel Grouping

Default Channel Grouping	Users
Direct	3,030
Organic Search	2,300
Display	1,234
Social	202
Referral	170

Mission Springs Water District
Social Media Report
February 2021



@MSWaterDistrict



missionspringswaterdistrict



Mission Springs Water District

 **Fans**



 **Followers**



 **Followers**



 **Posts**









18
posts

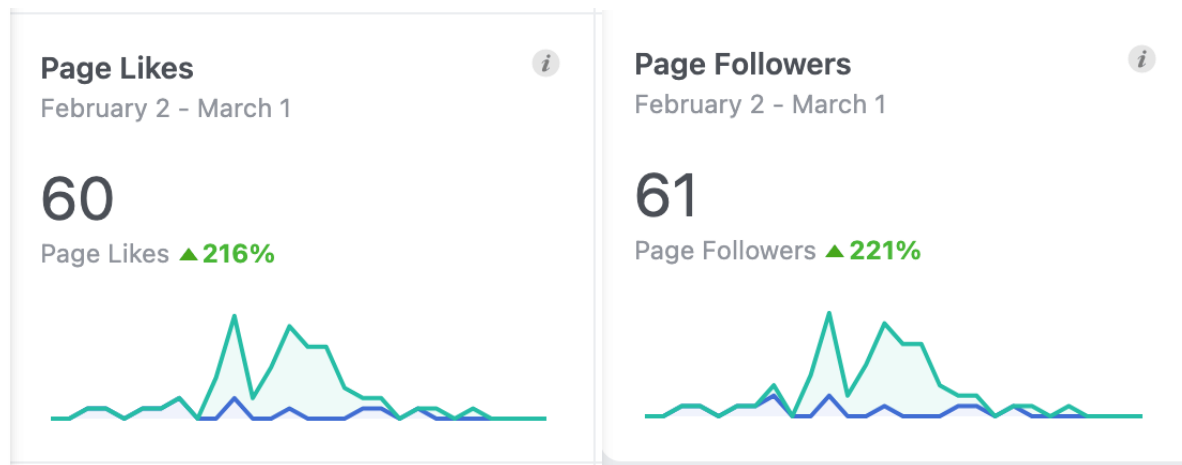
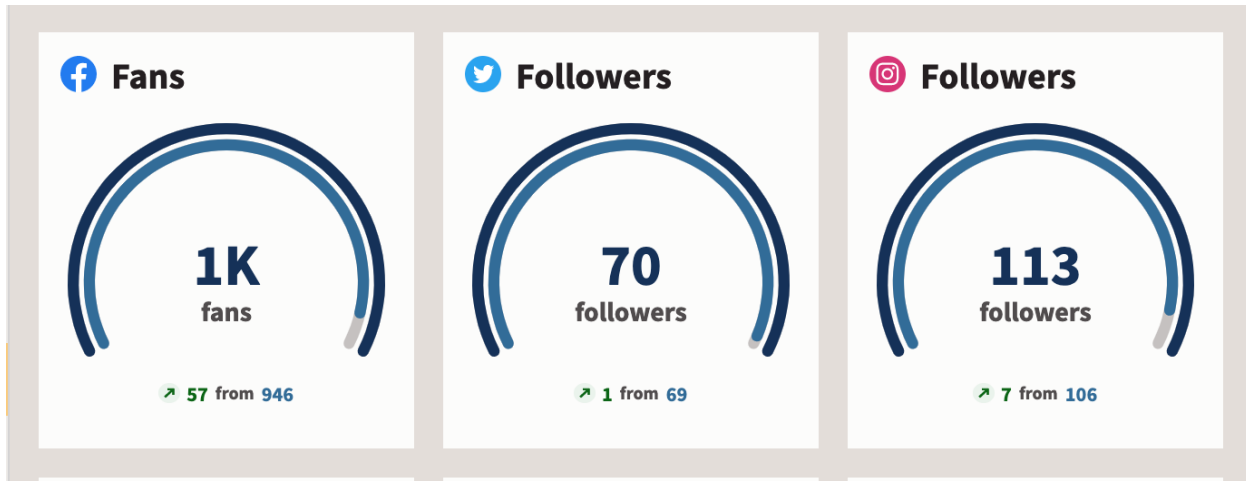
 **Tweets**

5
tweets

 **Posts**

















































































16
posts

 Engagement 460 engagements	 Engagement 6 engagements	 Engagement 79 engagements
 Engagement > Type Reactions 368 Comments 64 Shares 28	 Engagement > Type Likes 4 Retweets 2 Replies 0	 Engagement > Type Photo 73 Video 6
 Page Content Clicks 1.2K clicks	 Post Clicks 157 clicks	




2021 Month by Month Comparison*January – Lighter Blue**February -Dark Blue*

Overall Post Results

Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/28/2021 1:30 PM	 As we bid goodbye to February, we say hello to March with these top			59 	1 3 	Boost Post
02/26/2021 4:30 PM	 Here's a #FridayFunTip... to help kickstart your weekend! If any of			62 	4 2 	Boost Post
02/24/2021 5:40 PM	 #DidYouKnow ? ? Using your garbage disposal requires a lot of			74 	4 3 	Boost Post
02/22/2021 7:03 AM	 #DYK that #MSWD provided over 2,506,405,760 gallons of water to			123 	1 6 	Boost Post
02/20/2021 9:35 AM	 It's one of our favorite days... it's #LoveYourPetDay! Post your best			1.5K 	59 65 	Boost Post
02/19/2021 11:18 AM	 #DYK: Timing is everything, especially when it comes to			1.7K 	29 12 	Boost Post
02/17/2021 4:35 PM	 Here's a tip on something we all dread... how to repair or replace a			104 	0 7 	Boost Post
02/15/2021 7:02 AM	 #HappyPresidentsDay from our team! On this special day of			159 	5 6 	Boost Post
02/14/2021 8:15 AM	 Start this special day with a splash of water... #HappyValentinesDay!			56 	1 5 	Boost Post
02/12/2021 3:15 PM	 #FridayFun – Today is the perfect time to share our favorite ways to			102 	1 8 	Boost Post
02/11/2021 12:15 PM	 #ThursdayTip: This Spring, add a few of these stunning Blue Agave			100 	4 4 	Boost Post
02/09/2021 2:15 PM	 Looking for a fun activity for the kiddos? Check out our super cool			247 	2 12 	Boost Post
02/08/2021 7:03 AM	 We never get tired of this view of the #MSWD Mission Lakes			2.2K 	92 90 	Boost Post
02/05/2021 11:15 AM	 It's so easy to get lost in thought in the shower... But how to get clean			84 	1 6 	Boost Post
02/02/2021 8:30 AM	 #HappyGroundhogDay! So if he sees his shadow it's six more			186 	0 6 	Boost Post
02/01/2021 7:01 AM	 We are proud to be the #goldmedalwinner of the Berkeley			116 	0 5 	Boost Post

Boosted Posts


Post: Meet Greg, one of ou...   Mission Springs Water District ☒ **Active** 


REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE
1920	\$ 25.00	90	199	30 Jan 2021 11:15 am	06 Feb 2021 2:40 pm




Boosted by Beatrice Eslamboly [View settings for this campaign](#)

Objective: Post engagement

Audience: **Location - living in:** United states: desert hot springs california; **Age:** 18 - 65+;

[View metrics](#) 

POSTS	REACH	SPENT	REACTIONS	SHARES	CLICKS	COMMENTS
 Meet Greg, one of our dedicated field staff. He's bee...	1920	\$ 25.00	70	0	199	3

Post: We never get tired o...   Mission Springs Water District ☐ **Inactive** 


REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE
2017	\$ 50.00	108	146	08 Feb 2021 7:00 am	15 Feb 2021 7:00 am


Boosted by Beatrice Eslamboly [View settings for this campaign](#)

Objective: Post engagement

Audience: **Location - living in:** United states: desert hot springs california;

Friends of connections: Friends of people who are connected to mission...

[View metrics](#) 

POSTS	REACH	SPENT	REACTIONS	SHARES	CLICKS	COMMENTS
 We never get tired of this view of the #MSWD Mission Lakes...	2017	\$ 50.00	75	3	146	1

Post: #DYK: Timing is eve...



Mission Springs Water District



Inactive



REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE
1501	\$ 24.97	399	24	19 Feb 2021 11:19 am	24 Feb 2021 11:19 am

Boosted by Beatrice Eslamboly

[View settings for this campaign](#)**Objective:** Post engagement**Audience: Location - living in:** United states: desert hot springs, palm springs california; **Friends of connections:** Friends of people who are connected to...[View metrics](#) ▾

POSTS



#DYK: Timing is everything, especially when it comes to...

REACH SPENT REACTIONS SHARES CLICKS COMMENTS

1501 \$ 24.97 3 0 24 0



Post: It's one of our favo...



Mission Springs Water District



Inactive



REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE
1330	\$ 50.00	57	76	20 Feb 2021 9:35 am	27 Feb 2021 9:30 pm

Boosted by Beatrice Eslamboly

[View settings for this campaign](#)**Objective:** Post engagement**Audience: Location - living in:** United states: desert hot springs california; **Friends of connections:** Friends of people who are connected to mission...[View metrics](#) ▾

POSTS

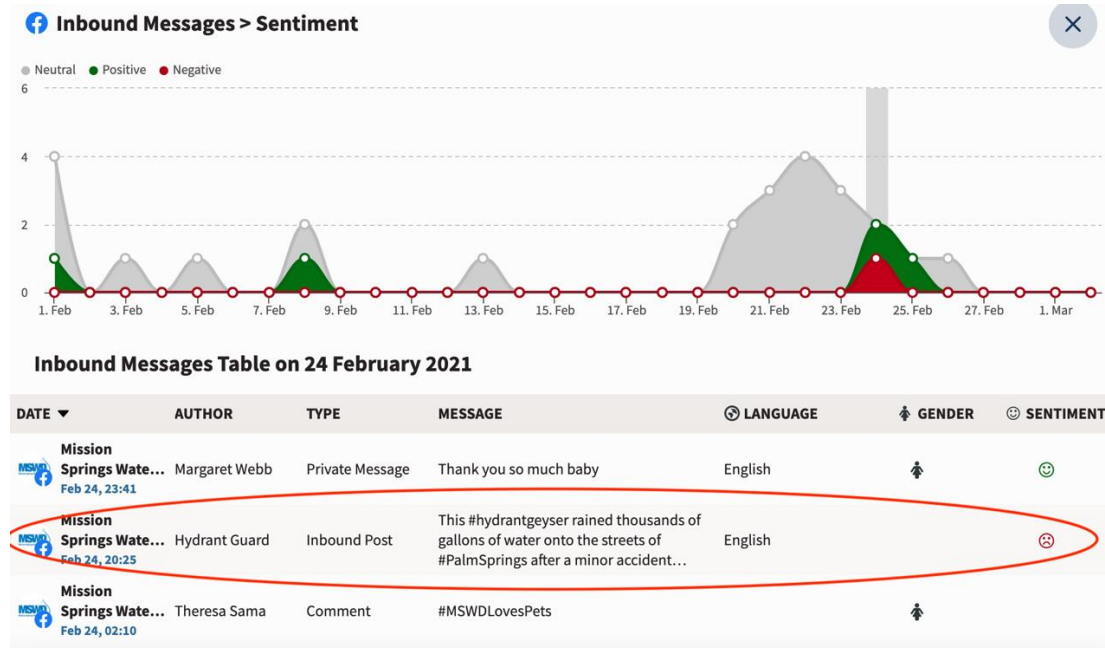


It's one of our favorite days... it's #LoveYourPetDay! Post y...

REACH SPENT REACTIONS SHARES CLICKS COMMENTS

1330 \$ 50.00 40 3 76 9



Number of Direct Messages:**Number of Positive Comments posted this month to this month's posts: 63****Number of Negative Comments posted this month to this month's posts: 1****Note – Only one negative comment which was not from an MSWD customer (see below)***Considerations:**

- This month's posts have substantially more positive comments due to Conservation Kit giveaways.
- Most engagement comes from event-style news rather than static information.

Engagement Opportunities

- Continue to include more time-sensitive posts to increase positive engagement.
- Ensure answers to questions are thorough and have been run through the Communications staff to ensure consistency.

Monthly Water Use Reporting for the SWRCB

SWRCB Drought Reporting -- 2014												
Production - Month (AF)	583	523	604	664	708	813	859	731	801	716	534	591
Residential use = 65%	379	340	393	432	460	528	558	475	520	466	347	384
325,851 gal per AF	123,451,584	110,745,513	127,905,804	140,647,882	149,994,755	172,187,489	181,938,906	154,766,680	169,584,428	151,714,596	113,037,223	125,139,655
Service area population - 37,600	3283	2945	3402	3741	3989	4579	4839	4116	4510	4035	3006	3328
Number of days in month	31	28	31	30	31	30	31	31	30	31	30	31
Per capita water use (Gal Day)	106	105	110	125	129	153	156	133	150	130	100	107

SWRCB Drought Reporting -- 2017												
Production - Month (AF)	465.1	453	549	541	731	733	836	830	712	734	642	584
Residential use = 65%	302	294	357	351	475	476	543	540	463	477	417	380
325,851 gal per AF	98,509,645	95,946,827	116,279,929	114,492,311	154,828,103	155,251,709	177,039,899	175,796,615	150803843	155463512	135977622	123693040
Service area population - 37,600	2620	2552	3093	3045	4118	4129	4709	4675	4011	4135	3616	3290
Number of days in month	31	28	31	30	31	30	31	31	30	31	30	31
Per capita water use (Gal Day)	85	91	100	102	133	138	152	151	134	133	121	106

SWRCB Drought Reporting -- 2019												
Production - Month (AF)	570	415	491	635	598	710	853	795	757	709	620	537
Residential use = 65%	371	270	319	413	389	462	554	517	492	461	403	349
325,851 gal per AF	120,727,796	87,898,307	103,995,347	134,495,000	126,658,284	150,380,237	180,668,087	168,383,504	160,334,985	150,168,433	131,317,953	113,738,292
Service area population - 37,600	3211	2338	2766	3577	3369	3999	4805	4478	4264	3994	3492	3025
Number of days in month	31	28	31	30	31	30	31	31	30	31	30	31
Per capita water use (Gal Day)	104	83	89	119	109	133	155	144	142	129	116	98

[illegible]

MSWD PER-CAPITA WATER USE REPORTING
TO THE SWRCB[illegible]