



General Manager's Report December 2022

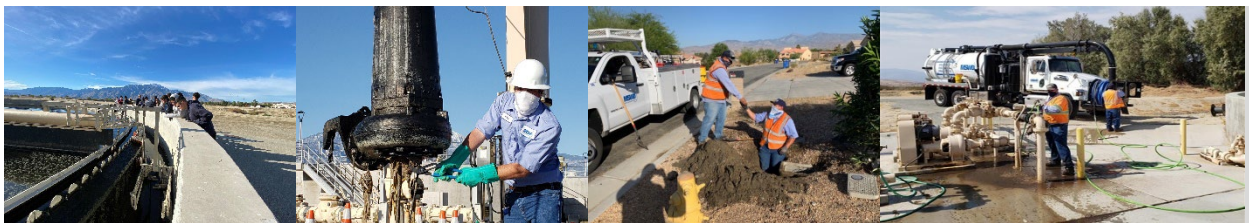


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ADMINISTRATION

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 November 2022 monthly delinquency process began with 363 auto-dialer calls, and technicians were able to make contact with 78 customers to either pay, set up a payment plan with the office, or to get information for bill assistance to avoid disconnection. This process reduced delinquency disconnections to only 60 in November 2022 out of 13,766 accounts.

284 payment plans were set for MSWD customers with pending balance of payment plans totaling \$121,253.79.



Disconnections for nonpayment resume in April

CONTACT US FOR HELP!



Customer Bill Assistance Programs

Riverside County's Low Income Household Water Assistance Program (LIHWAP) Care Program launched on June 2, 2022. This program provides customers with a one-time payment towards their water and/or sewer bill up to \$2,000. This program will only run through August 2023 with federal funding, but will continue at a state level in September 2023 and will include customers who are current on their bills and qualify for assistance. The program has started strong with LIHWAP paying \$36,628.43 in customer assistance since it opened to the public in June 2022.



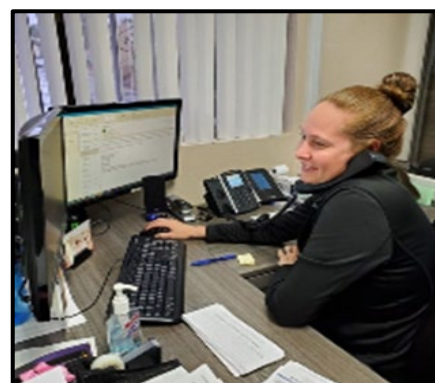
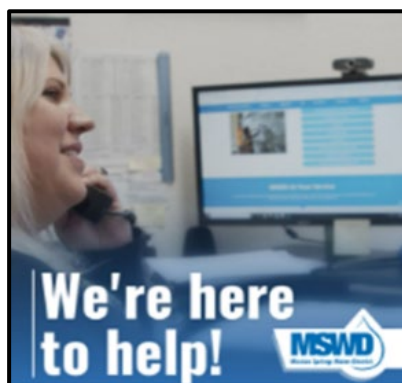
The United Way Customer Bill Assistance Program continues to be utilized by those customers who need assistance one billing period annually, paying \$100 per approved customer. United way has assisted 115 customers since January 1, 2022.

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

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

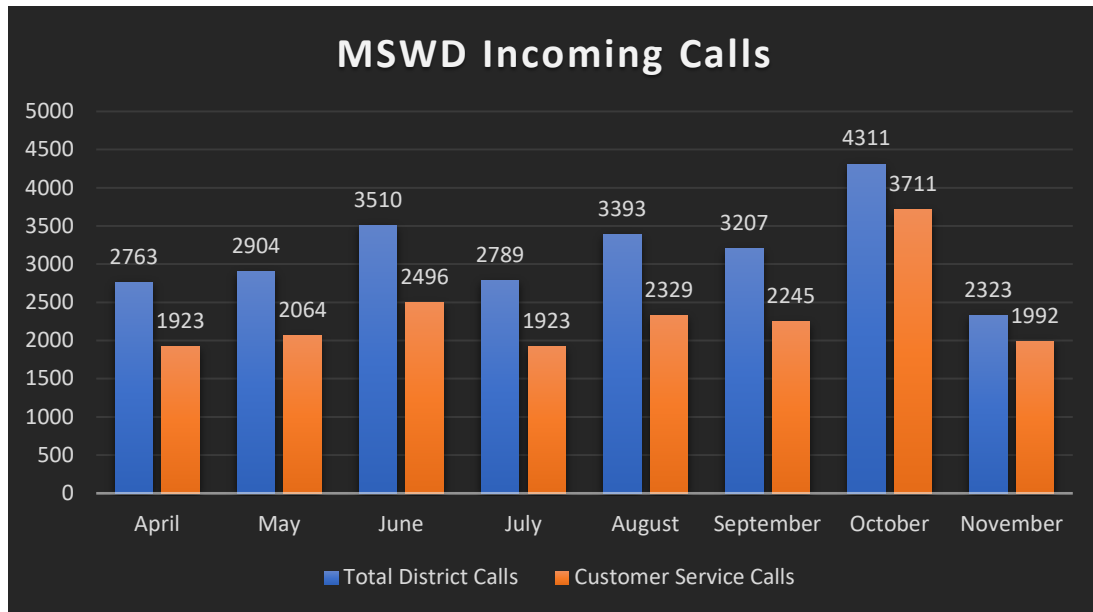
MSWD Lobby Open

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



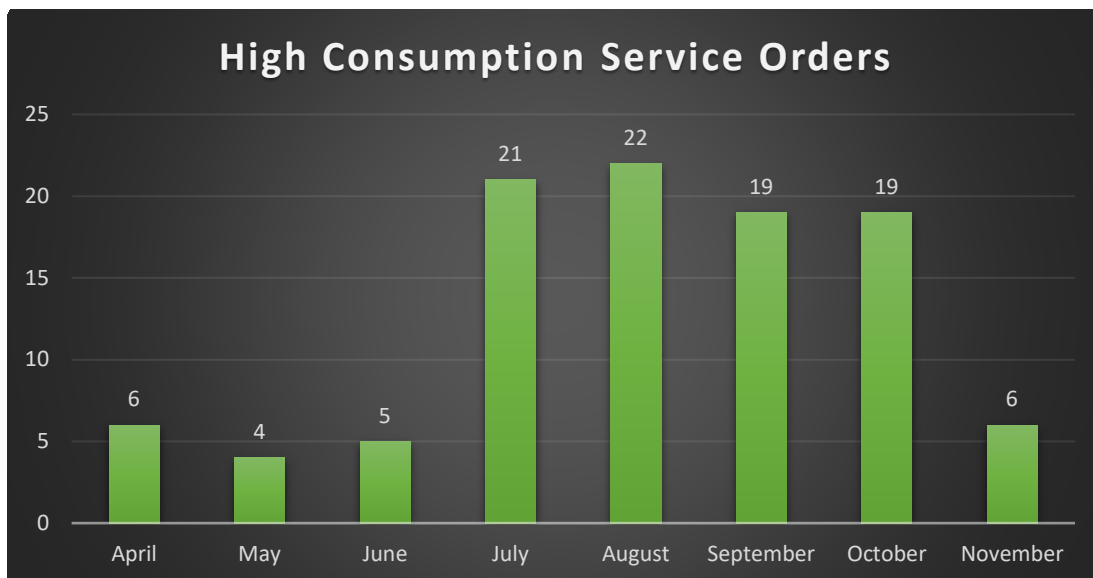
Calls into the Customer Service Department

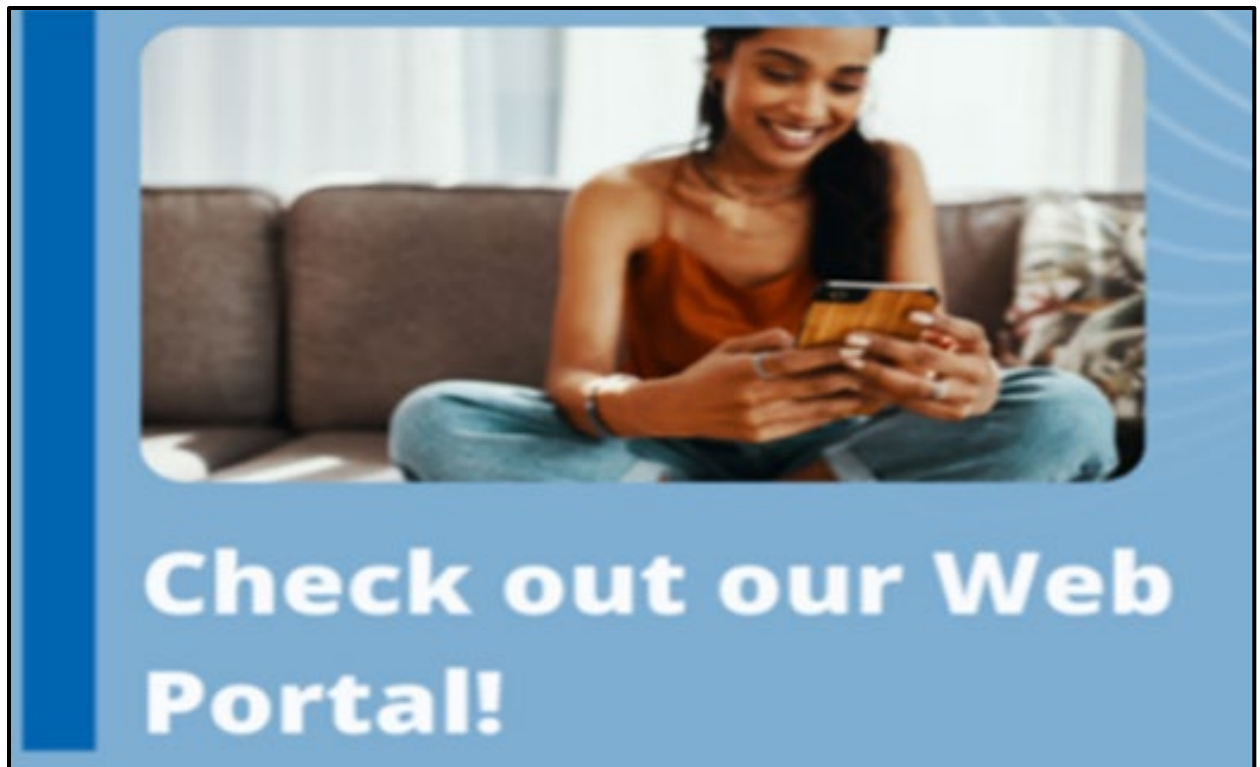
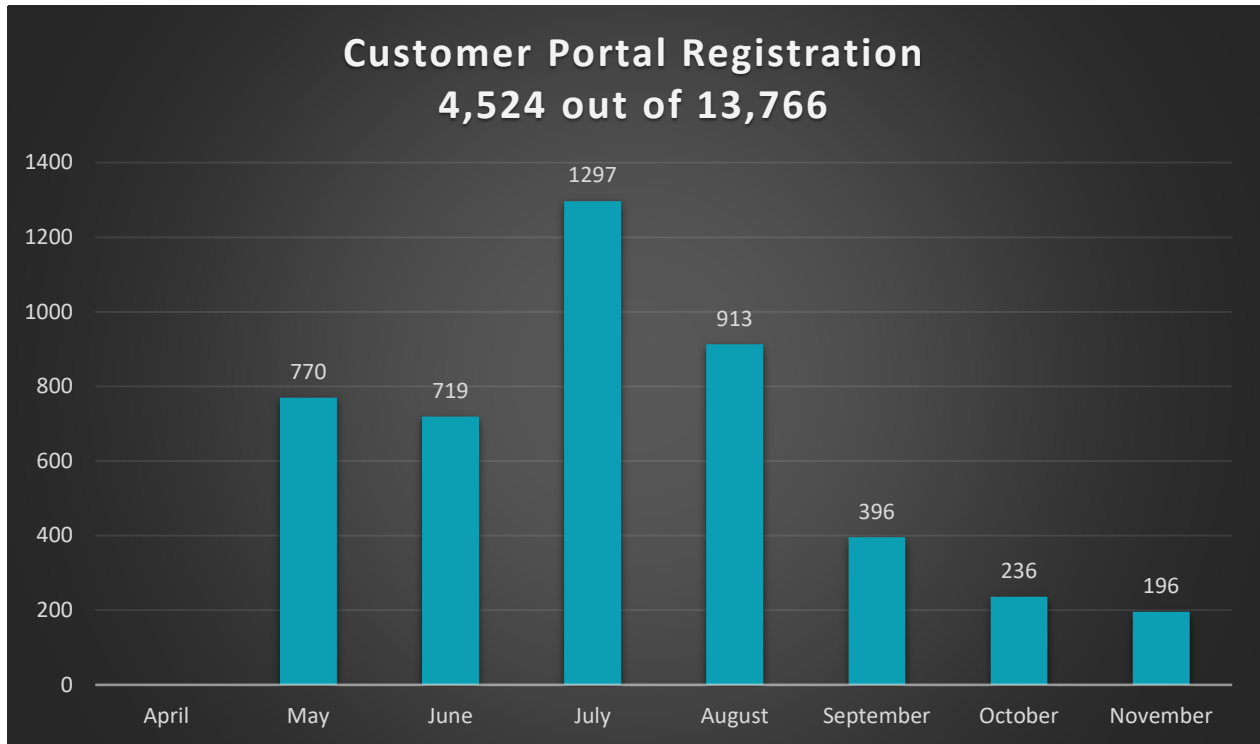
The District is seeing a consistent increase in the number of calls throughout the year, except around the holidays they tend to decrease. Most calls are related to payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The chart below represents MSWD incoming calls and those received by the Customer Service staff. There were 118 roll-over/"new" customer accounts in November 2022.

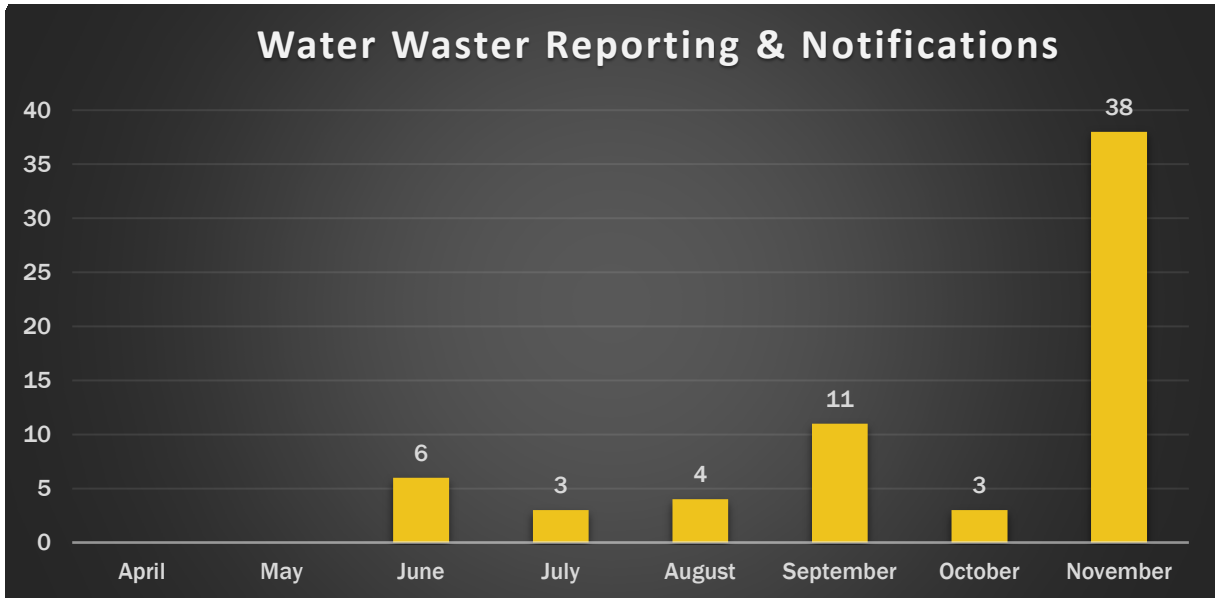


High Bill Investigation Requests Versus 13,766 Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal. All customers are encouraged to sign up for the portal bill and leak alerts. Customer adoption is trending about 5.3% per month since launching, reaching 33% or 4,524 customers registered so far.







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



BILL PAY OPTIONS



\$

ONLINE
MSWD.org/Paperless



☎

BY PHONE
(760) 329-6448



✉

BY MAIL
66575 Second Street
Desert Hot Springs, CA 92240



✋

IN PERSON
Drop off

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

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 October 2022.

Current Work Priorities

The Director of Finance worked with TKE Engineering and the accounting team to coordinate a process to submit reimbursement claims to the State for the Regional Water Reclamation Facility grant agreement. The Director of Finance also received bids for a \$15M line of credit to shore up cashflows through the grant reimbursement timing.

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

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

The Finance Department made several report corrections to make it easier to identify errors in the accounting system when they are made, instead of waiting until the month is reconciled.

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.

The Accounting Department began working with Wells Fargo to transition to the new Wells Fargo portal for credit card activity. Wells Fargo will be retiring the previous portal in December 2022. Accounting also began training all other departments on how to use the new portal.

The Accounting Department continues to support other departments as needed.

Human Resources

- Payroll calculations for employees out on worker's compensation.
- Employee changes within the Accounting Department.

Information Technology

- Began the process of evaluating the migration from Unidata to another ERP system.
- The Director of Finance attended a webinar hosted by the Government Finance Officers Association (GFOA) on the process to prepare an ERP upgrade.
- 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

- Finalized the State arrearage data to close the grant provided to help with customer delinquent accounts.
- 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. Staff has spent a considerable amount of time on this project in the current month.

Public Relations

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

Engineering and Construction and Maintenance

- One new capital job was requested by Engineering, the Supplemental Environmental Project – M2 Sewer.
- Three new reimbursable jobs were requested by Engineering.
 - Rupert Cultivation Facility Improvements
 - DHS 7 Residential Landscape Project
 - 12746 Via Laredo – Sewer Lateral Repair

Operations

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

Budget

There were no budget transfers in November 2022.

Audit

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

Payroll

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

Cash

Total cash receipts for the month of November 2022 amounted to \$1,279,771 with the majority being normal bill payments and sewer prepayments.

Cash disbursements for the month of November 2022 amounted to \$1,483,782 with the largest payments going to:

- TKE Engineering - \$160,838.72
- Ruhnau Clarke Architects - \$155,477.12
- ACWA JPIA - \$152,485.01
- TKE Engineering - \$170,378
- Net Payroll – \$409,495.47
- Payroll Taxes – \$109,006.75



Innovation and Technology Department

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

Technology Improvements

The IT Department has been working with other departments evaluating surveillance and access control to be used at the Regional Water Reclamation Facility and Critical Services Center.

An applicant for the GIS Specialist position was selected. This person is expected to start in January 2023, allowing the District to improve its mapping, work order, and asset management systems.

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

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

Desktop computers and laptop upgrades continues as needed.

On-Going Cyber Security Training

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

Purchasing Department

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

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

Inventory purchases for November 2022 totaled \$22,661.70, and \$15,835.22 of inventory was issued for use by crews.

ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

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

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

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

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

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

Well 22 Rehabilitation

Staff is evaluating the next rehabilitation method for Well 22 and pending a planned well casing survey, it will determine how aggressive future remediation efforts are used to try to keep Well 22 operational.

Staff anticipates bidding the remaining well rehabilitation items during winter 2023.

Water and Wastewater System Comprehensive Master Plan Updates

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

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

AD-18 GQPP Sewer Project Area “D3-1”

Due to current construction costs, the project is on-hold, with the intent to repurpose the grant funding to the GQPP Area M2 project in the coming months. Staff is waiting on a response from the California Department of Water Resources (DWR) regarding repurposing the grant funding.

Horton Effluent Filtration System

Staff is plan checking the 100% design submittal received from TKE Engineering. Once complete, the final bid package will be prepared.

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

Staff completed review and comment on the preliminary design report.

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

Horton Odor Control Project

The Notice of Completion was approved by the Board in the November 2022 meeting.

Backup Generators for Well Sites 27-32 and 37 Projects

Staff has the consultant for the project working on completion of the project plans, specifications, and estimate for final staff approval before release for bidding.

Horton Wastewater Treatment Facility – North Building Improvement Project

Remodeling work on the North Building is nearing completion. The building has been re-roofed, and the air conditioning/heating system has been installed. New showers and restroom improvements are being installed and expected to be completed in the coming weeks.

Regional Water Reclamation Facility

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



Operations & Maintenance

Construction & Maintenance

Staff completed approximately 334 water line location requests. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations.



Staff replaced 14 water service lines with copper, repaired 11 service line leaks, and four mainline leaks.



Staff continues to implement routine maintenance programs, consisting of ground valve exercising, blow-off flushing, air-release valves, Cla-Val automatic control valves, and fire hydrant flushing/painting. There were 255 ground valves exercised, 91 fire hydrants were flushed and maintained, one air-release valves were inspected and/or rebuilt, zero Cla-Val valves were inspected, and zero blow-offs were flushed.



A total of 29 work orders were processed in November 2022 using the CMMS program.

Staff installed 17 new water service lines in November 2022.

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

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

Fleet and Facility Maintenance

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

Building Maintenance

- Staff replaced several light bulbs and fixtures in various locations throughout the Administration Building and Accounting Modular
- Staff repaired the front door to the Annex Building
- Staff repaired a plugged drain in the Administration Building
- Staff used a dump truck and dump trailer to remove trash from the storage room at the Administration Building
- Staff removed the old leaky swamp cooler line at the Corporate Yard

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.

Fleet Maintenance/Repairs

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 November 2022:

- Preventative maintenance services were completed on Units 419
- Battery was replaced in Unit 404
- Installed warning lights on Unit 428
- Repaired bin door on Unit 399
- Completed recalls on Units 398 and 399
- Repaired leaky hub on Unit 389
- Repaired oil leak on generator mounted on Unit 423
- Repaired leaky hose on Unit 117
- Repaired strobe light on Unit 393

Collections

There were no Sanitary Sewer Overflows (SSOs) in the collection system during November 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 332 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Staff completed 23 CCTV inspections in the AD-11-C1 service area.

Staff cleaned approximately 1,364 feet of sewer mainline in November 2022.

Staff vacuumed out rags and grease from the Dos Palmas Lift Station.

Tri-Star Contracting started the repair work of several sewer mainline points between 1st and 7th Streets. Damage was caused by tamarisk tree throughout the neighborhood.



Wastewater Treatment

Staff spent a combined 379-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 165.7-man hours operating the sludge belt filter press, including filling and removing 15 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff collected 45 samples and spent 67.5-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both wastewater treatment plants are producing an effluent that meets the District's discharge requirement.

Staff cleaned and rehabilitated Ponds 1, 2, 6, 7, and 8 in November 2022. Pond 1 was cleaned twice.



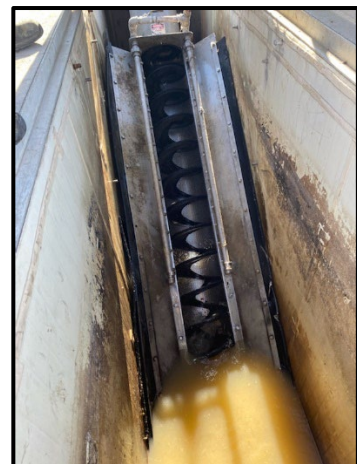
Staff took the skip loader out to the Desert Crest WWTP to perform rehabilitation on the entire plant area.



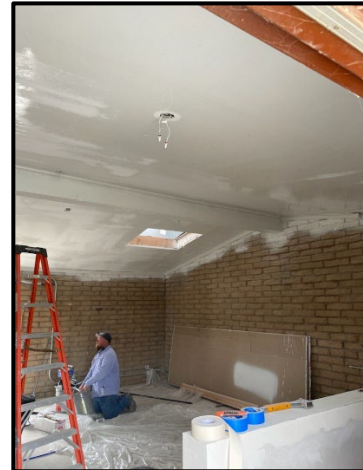
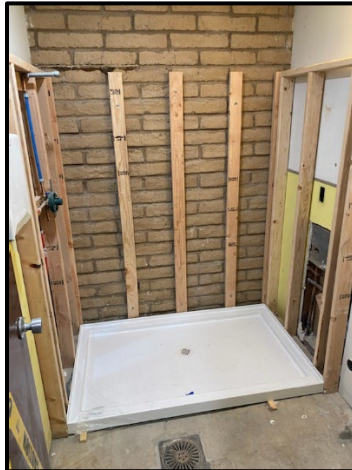
The CORBS plant of the year award tour was held on November 30, 2022. Members of CORBS go to each WWTP to inspect anyone that submitted for plant of the year.



Staff replaced the motor, gearbox, auger brush, and the stainless-steel screen for the auger monster that removes most of the rags that enter the Horton WWTP.



The consultants, PuroClean and Cove Electric, continued work on the Horton North Building Rehabilitation Project with the goal of turning it into a new office, breakroom, and locker room. Southwest Plumbing continued the remodel of the bathroom and installed new plumbing for a new and existing bathroom.



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

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

- Pressure Washing Clarifiers
- Rag Safety – Needles and Other Sharp Objects
- Laboratory – Balance Weight Set Calibration
- Effluent Reuse for Plant Wash Water

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

New Sanitary Service Connections to Collection System

| | 2022/23 | 2021/22 | 2020/21 | 2019/20 | 2018/19 | 2017/18 |
|---------------------|-----------|------------|------------|-----------|-----------|------------|
| July | 4 | 18 | 8 | 7 | 9 | 51 |
| Aug. | 26 | 20 | 4 | 1 | 8 | 53 |
| Sep. | 20 | 20 | 5 | 2 | 12 | 8 |
| Oct. | 13 | 36 | 9 | 4 | 8 | 12 |
| Nov. | 8 | 29 | 50 | 10 | 9 | 7 |
| Dec. | | 12 | 9 | 3 | 3 | 64 |
| Jan. | | 14 | 21 | 7 | 1 | 16 |
| Feb. | | 7 | 23 | 5 | 1 | 42 |
| Mar. | | 17 | 48 | 1 | 0 | 23 |
| Apr. | | 7 | 18 | 3 | 3 | 15 |
| May | | 16 | 17 | 11 | 3 | 20 |
| June | | 2 | 21 | 7 | 3 | 6 |
| Annual Total | 71 | 198 | 233 | 61 | 60 | 317 |

Additional sanitary service connection information is provided in Appendix B.

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

Monthly Wastewater Flows

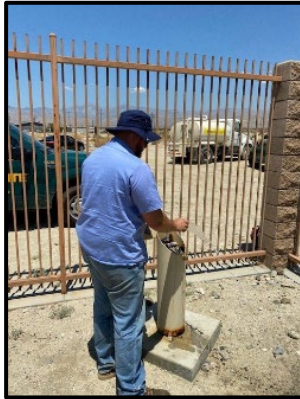
| WASTEWATER FLOW MGD | | | | |
|----------------------------|-----------------|------------------|-----------------|------------------|
| 2022/23 | HORTON PLANT | | DESERT CREST | |
| | Avg. Daily Flow | Peak 24 hr. Flow | Avg. Daily Flow | Peak 24 hr. Flow |
| July | 1.980020 | 2.086591 | 0.038856 | 0.045610 |
| Aug. | 2.007484 | 2.156507 | 0.043378 | 0.051750 |
| Sep. | 2.085598 | 2.243680 | 0.042339 | 0.047130 |
| Oct. | 1.980283 | 2.266199 | 0.045616 | 0.052230 |
| Nov. | 1.966075 | 2.124845 | 0.045861 | 0.050330 |
| Dec. | | | | |
| Jan. | | | | |
| Feb. | | | | |
| Mar. | | | | |
| Apr. | | | | |
| May | | | | |
| June | | | | |

Additional wastewater flow information is provided in Appendix B.

Water Production

Water Sampling/Testing

Staff collected 66 routine bacteriological (Bac-T) samples and five general physical samples in November 2022. Staff works closely with the laboratory when changing sampling dates or taking grab Bac-T samples for incidental water main shutdowns. The MSWD Monthly Coliform Monitoring Reports for November 2022 were sent out to the State Water Resources Control Board on December 8, 2022.



Chlorination System

Staff continues to conduct routine chlorine pump maintenance and inspections at all well sites, making necessary adjustments to all chlorine pumps and/or their related equipment, ensuring proper operation and repairing/rebuilding as needed. All chlorinators are functioning properly in November 2022, with only typical preventative maintenance for these pumps. Staff added monthly pump cleanings using a vinegar-like solution to breakdown any calcification inside the pumps and suction/discharge lines.

Staff is currently working on completing and installing two additional automatic chlorine analyzers. Water Production Operator, Adam Wagner, has begun the build of these two analyzer cabinets. The first of these two analyzers is almost complete and will be installed in the month of December 2022.

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



Well Soundings

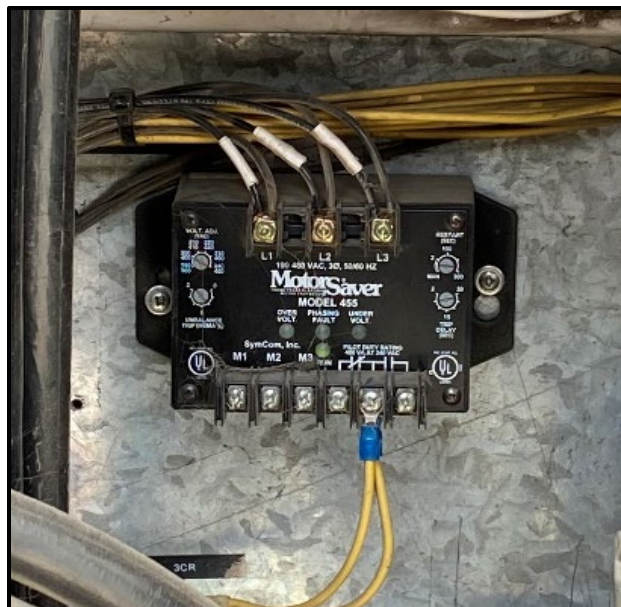
Staff continues to sound the groundwater levels for 13 production wells and nine monitoring wells. Staff usually strives to complete the soundings early in the month to be able to identify any abnormalities. The soundings brought attention to the declining production rate at Well 26A. This well has repaired, but staff is waiting for laboratory results before putting it back online.



Production Facility Updates

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

There are currently 17 Motor Saver units that still need to be installed. Staff received one quote and will reach out to another contractor for an additional quote.



Staff has received multiple estimates to inspect and clean (via diving) five of the District's reservoirs. Staff is reviewing these estimates and plan to begin work in January 2023.

Staff is currently working on the first phase of a multiphase rehabilitation project for Well 22. In the first phase the contractor, Legend Pumps, performed test pumping of the well confirming it can achieve a sustainable flow rate of approximately 1,200 GPM. After initial chlorination and flushing efforts have failed, staff has asked Kyle Groundwater to provide a more aggressive well rehabilitation plan for this well. Staff has received this rehabilitation evaluation and are waiting on the contractor to provide an updated cost estimate for this well rehabilitation.



The District continues to have intruders at the Two Bunch Booster station. Staff has installed an additional camera at the site. The camera did prove effective in preventing the intruder from stealing wire from the site.



Well 26A has been put back online and is functioning properly. However, staff did notice some sand in the bag filters at the site's treatment system. Staff continues to monitor these sand filters to confirm that there are not further sanding issues at this well.

Rehabilitation of Well 33 and reservoir overflow has begun. Brushing and bailing are complete and the chemical rehabilitation process will begin during the beginning of December 2022.

Pump #4 at the Terrace Booster Station has been installed and has been returned to normal operation. Staff will continue to complete these rehabilitations of the pump seals on the adjacent pumps.

Landscaping

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

Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The June and July 2022 performance reports were confirmed being unusual and incorrect by the performance team at Total Energies (formerly SunPower). The performance team is coordinating with the data analytics team and will provide an update once it is resolved. As soon as it is received, staff will provide accurate information for June through November 2022.

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

New Service Connections to the Water System

| | 2022/23 | 2021/22 | 2020/21 | 2019/20 | 2018/19 | 2017/18 |
|---------------------|-------------|--------------|--------------|-------------|-------------|-------------|
| July | 6 | 18 | 7 | 4 | 5 | 7 |
| August | 28 | 19 | 6 | 10 | 5 | 3 |
| September | 22 | 23 | 18 | 2 | 14 | 4 |
| October | 16 | 33 | 13 | 3 | 21 | 8 |
| November | 10 | 27 | 10 | 16 | 4 | 0 |
| December | | 9 | 2 | 17 | 3 | 3 |
| January | | 14 | 15 | 6 | 3 | 20 |
| February | | 8 | 13 | 8 | 5 | 11 |
| March | | 19 | 16 | 2 | 3 | 6 |
| April | | 6 | 11 | 1 | 3 | 7 |
| May | | 19 | 15 | 12 | 5 | 11 |
| June | | 1 | 24 | 11 | 2 | 8 |
| Annual Total | 82 | 196 | 150 | 92 | 73 | 88 |
| Avg./ Mo. | 6.83 | 16.33 | 12.50 | 7.67 | 6.08 | 7.33 |

Additional water service connection information is provided in Appendix B.

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

Monthly Water Production

| | FY 2022/23 | Variance from prior year | | FY 2021/22 | FY 2020/21 | FY 2019/20 | FY 2018/19 |
|--------------|------------|--------------------------|--------------|----------------|----------------|----------------|----------------|
| | AF | AF | % | AF | AF | AF | AF |
| July | 751.79 | -44.78 | -5.6% | 796.57 | 857.77 | 853.23 | 857.20 |
| August | 850.19 | 10.26 | 1.2% | 839.93 | 885.31 | 795.18 | 806.47 |
| September | 716.03 | -22.62 | -3.1% | 738.65 | 784.80 | 757.08 | 689.47 |
| October | 691.98 | 26.80 | 4.0% | 665.18 | 755.84 | 709.39 | 709.81 |
| November | 599.39 | -80.46 | -11.8% | 679.85 | 690.13 | 619.87 | 631.75 |
| December | | 0.00 | 0.0% | 565.48 | 588.32 | 537.23 | 502.16 |
| January | | 0.00 | 0.0% | 580.28 | 537.96 | 553.20 | 570.20 |
| February | | 0.00 | 0.0% | 527.34 | 495.61 | 520.85 | 415.49 |
| March | | 0.00 | 0.0% | 601.44 | 625.80 | 557.73 | 490.92 |
| April | | 0.00 | 0.0% | 624.07 | 649.34 | 573.02 | 635.08 |
| May | | 0.00 | 0.0% | 745.36 | 723.62 | 698.99 | 598.36 |
| June | | 0.00 | 0.0% | 730.02 | 761.63 | 806.02 | 710.39 |
| TOTAL | | -110.80 | -3.0% | 8094.17 | 8356.13 | 7981.79 | 7617.30 |

Additional water production information is provided in Appendix B.

Water Resources

Below is a list of water resources related activities for November 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 completed and submitted a grant application for the Urban Community Drought Relief Grant Program. The application included MSWD's Well Rehabilitation Program, Mission Lakes Water Main Replacement Project, and Turf Rebate projects for funding consideration.

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

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

Staff continued to coordinate with the USGS and CVWD regarding the land subsidence study efforts for the Mission Creek Subbasin. A site access agreement was finalized to allow the USGS to construct two land subsidence benchmarks on MSWD property.

The Mission Creek Subbasin Management Committee began preparing a grant application for the Sustainable Groundwater Management Round 2 Implementation Grant Program. MSWD submitted the GQPP Area A Sewer Project and the Recycled Water Project Phase 1A for funding consideration. The Management Committee plans to submit the grant application to DWR in December 2022.

Staff completed the data request submittal for the Mission Creek Subbasin SGMA Annual Report for Water Year 2021-22. The final report is due to DWR by April 1, 2023.

San Geronio Pass Subbasin Sustainable Groundwater Management Act Compliance

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

Staff met with the GSAs to discuss the Data Management System and began preparing for the upcoming Annual Report process.

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 monthly Coachella Valley Salt and Nutrient Management Plan (CV SNMP) Update meeting. The CV SNMP Agencies discussed formation and roles for the different committees required to help move the plan through development and completion, including a Steering Committee and a Technical Advisory Committee; as well as 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. DWR has noted they plan to allocate funding/services to the project in 2023.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Sponsorships / Events

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

MSWD was a proud sponsor of the Desert Hot Springs State of the City. Hosted annually by the City and the Greater Coachella Valley Chamber of Commerce, the lunch event provided valuable information about city projects and new development. During the event, MSWD Director Ivan Sewell was honored with a special Volunteer of the Year award.



ACWA Fall Conference: November 29 - December 1, 2022

The Association of California Water Agencies (ACWA) 2022 Fall Conference & Exhibition took place at the Renaissance Esmeralda and Hyatt Regency in Indian Wells. Breakout sessions covered various topics, including water management, innovation, public communication, affordable drinking water, energy, and finance.



Thanksgiving Food Drive: November 16, 2022

MSWD employees were proud to partner with Painted Hills Middle School to provide local families with Thanksgiving food bags. Employees donated non-perishable food items and cash donations to families in need. School administrators packaged and paired this with additional contributions and delivered them in MSWD-branded insulated bags.



Desert Hot Springs Women's Club Black & White Fundraiser

MSWD staff and Directors were pleased to support the Desert Hot Springs Women's Club during their annual winter fundraising event. All proceeds from the event will be used to fund scholarships for Desert Hot Springs youth.

Water 101 Community Workshops: November 10, 2022

This fall, we kicked off our fall/winter series of Water 101 presentations at the Desert Hot Springs Library. With almost 30 members of the community in attendance, the November 10, 2022 session featured the District's wastewater system. Additional sessions will take place on December 8, 2022 and January 19, 2023 and will feature topics including long-term planning, rate-making, and customer service.

Upcoming Sponsorships / Events

MSWD Employee Toy Drive: Now through December 15, 2022

MSWD again supports the Desert Hot Springs community through an employee toy drive. This year, we are supporting Team Mom Charities, working with our local Desert Hot Springs schools to identify families needing presents this holiday season. The city-wide toy drive will culminate in a toy distribution event on December 17, 2022 at the Desert Hot Springs High School gymnasium.

MSWD Blood Drive: December 20, 2022

Donate your blood at our end-of-the-year Holiday Blood Drive on Tuesday, December 20, 2022. Held in the MSWD Boardroom from 7:00 a.m. to 1:00 p.m., we hope to finish the year strong, saving lives and giving back to the community. Walk-ins are welcome, or click on the [following link](#) to schedule an appointment.

MSWD 70th Anniversary Event: February 3, 2023

Mark your calendars. MSWD is hosting a community celebration at Mission Springs Park on Friday, February 3, 2023 from 4:00 to -7:00 p.m. We will have food vendors, free children's activities, live music, and of course, our award-winning water.



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

Public & Media Outreach

2023 MSWD Conservation & Groundwater Protection Calendar

The 2023 MSWD community calendar is available for pick-up at District offices and select locations throughout Desert Hot Springs. The English/Spanish calendars feature local student artwork and include conservation and important groundwater protection information.

Top honors were awarded to:

- Joseph V. from Desert Springs Middle School
- Edward S. from Desert Hot Springs High School
- Jacqueline M. from Mission Vista Academy

Every student that submitted an entry into the calendar drawing contest will receive a certificate of appreciation and a copy of the final calendar. For more information or to view the calendar online, please visit www.MSWD.org/communitycalendar



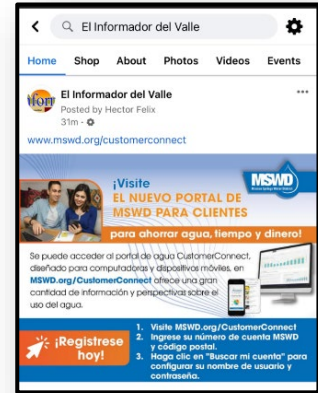
ACWA – QuenchCA Campaign

MSWD has partnered with water agencies across the state to increase awareness of the importance of new water infrastructure projects. As part of this effort, MSWD's new Regional Water Reclamation Facility is featured in the QuenchCA 2023 calendar and has also been shared on ACWA's social media. Look for additional updates with the #QuenchCA hashtag in the future.



Portal Outreach

As part of our portal outreach, MSWD has partnered with El Informador, which is sharing portal information in both its print publication and its online social media. The portal was also featured in this month's Mission Lakes Country Club homeowner newsletter. We currently have 33 percent of customers registered to the portal and will continue to market its use in the coming months.



MSWD Awards & Recognition

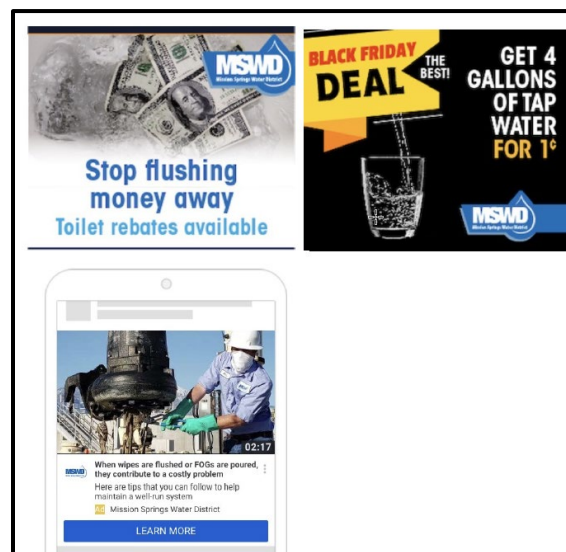
Friends of the Desert Hot Springs Library: Fall Booksale

In recognition of our support for the Friends of the Desert Hot Springs Library Fall Booksale, the organization recently provided MSWD with a certificate of Appreciation. The District provided MSWD swag bags and vouchers for MSWD bottled water to support the event.



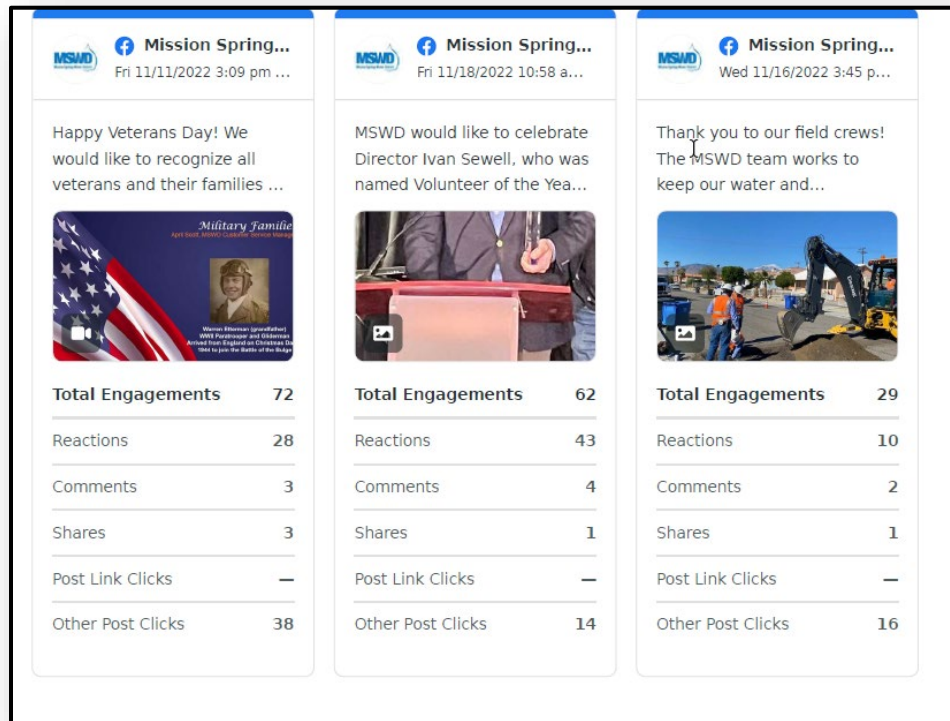
MSWD Digital Advertising

The District featured three Google and Facebook/Instagram ads promoting FOG avoidance over the Thanksgiving holiday, toilet rebates, and the value of MSWD water. We garnered more than 183,000 impressions and 862 clicks through Google and 158,00 with 177 clicks on Facebook/Instagram. A full report is included in Appendix C.



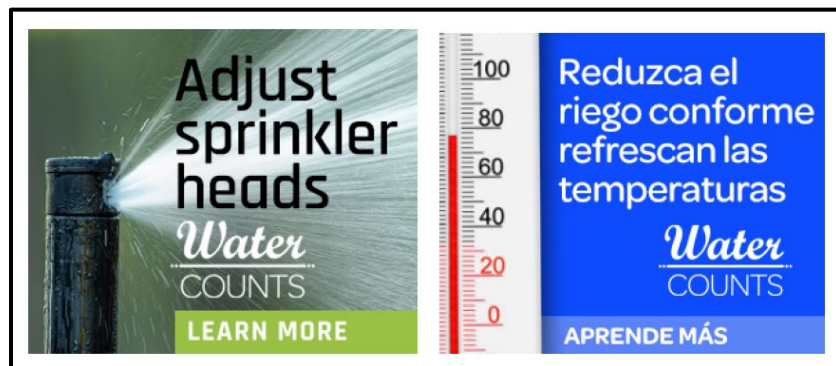
Social Media

A copy of the November 2022 social media report can be found in Appendix C. This report highlights activities and posts on the District's social media platforms. Overall, (across all platforms) impressions were up 98%. Some of our most popular posts included our Veterans Day Video, our State of the City Post, and our Worker Wednesday posts.



CV Water Counts

The CV Water Counts Outreach report for November 2022 can be found in Appendix C. The month finished with more than 155,591 display ad impressions, 79,515 video impressions, and 2,245 visits to the website. The search term advertising campaign continued to perform well – with 313 clicks, most related to rebates (water rebate, grass removal rebate, toilet rebate, etc.). The e-Newsletter continues to perform exceptionally well, with an open rate of nearly 55%, far above the industry rate of 16%.



Rebates & Conservation

The Public Affairs team continued to promote rebates and conservation throughout our service territory during November 2022.

Toilet Rebates

Staff did not receive any toilet rebate applications in the month of November 2022, however, staff had multiple inquiries, including a hotelier who is planning to replace between 75-100 toilets at the beginning of 2023.

Turf Rebates

Staff paid out one turf rebate application in November 2022 in the amount of \$2,050. Staff received two new applications in November 2022 and have a total of seven pending applications totaling \$101,815.

Bottled Water Tracking Report November 2022

| Date Supplied | Requests Filled | Event or Purpose | # Cases Requested |
|----------------------|------------------------|---|--------------------------|
| 11/2/2022 | PSUSD/EWCE ATP | Field Trips | 6 |
| 11/8/2022 | City of DHS | Council/Commission Meetings/Walk-in Guest | 25 |
| 11/10/2022 | Team Mom Charities | Community Thanksgiving Dinner | 12 |
| 11/11/2022 | Diversity DHS | Fundraiser Dance at Cabot's Museum | 15 |
| 11/17/2022 | Quail Valley Assoc. | Fundraiser | 10 |
| | | | |
| | Total Cases | | 68 |

APPENDIX A –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

December 1, 2022

2022 Midterm Election Results

Coming into the midterm election, Democrats held a 50-50 majority in the Senate (with Vice President Kamala Harris serving as the tie breaking vote). After the election, the Senate stands at 50 Democrats and 49 Republicans—a net gain so far of +1 for Democrats— with one race still undecided. In Georgia, the race between incumbent Senator Raphael Warnock (D) and challenger Herschel Walker (R) will now head to a runoff election on December 6th after neither candidate secured 50% of the vote. In the currently divided 50-50 Senate, all committees have an equal number of Democrats and Republicans. Should Sen. Warnock prevail in the Georgia special election, he would deliver a 51-49 Senate Democrat majority, which would alter the committee ratios in Democrats' favor. A Walker win see a return of the 50-50 Senate and parity on committees. Coming into the elections, Democrats held a 220-213 seat majority (with two seats vacant) in the House of Representatives. After the election, the Republicans flipped enough seats to take over the majority in the House with 222-213 seats.

Congressional Lame Duck Update

Congress returned to Washington, D.C. after the Thanksgiving recess with roughly one month to go before the end the 117th Congress. With a limited number of days in the left in the calendar, Congress is running short on time to get movement on their legislative priorities. For context, any legislation that has not passed both the House and the Senate by the end of the 117th Congress will need to be reintroduced in the 118th Congress to still be active and considered. The following list of legislative items are currently being considered during the lame duck session:

- Fiscal Year (FY) 2023 Appropriations bills—Federal government is currently being funded by a Continuing Resolution (CR) that is set to expire on December 16th. Congress is already discussing the need for additional time to finish the FY 2023 appropriations bills and will likely consider another CR to run until December 23rd.
- Water Resources Development Act
- National Defense Authorization Act
- National Flood Insurance Act Authorization Extension
- Emergency Supplemental Appropriations bill
- Tax Extenders

Incoming House Majority Votes on Future of Community Projects

At the end of November, the House Republican Caucus met and discussed internal House rules and procedures for the upcoming 118th Congress. During this meeting, one of the items that they were debating was the future of community project requests (formerly earmarks). The Caucus voted overwhelmingly to keep community projects for the new Congress.

Congressional Leadership Preview for the 118th Congress

Since Congress returned to Washington, D.C. after the midterm election, Members in both the House and the Senate have been sorting out leadership positions for the upcoming 118th Congress. Below is the latest on leadership elections:

Senate Democrats

Senate Democrats are currently scheduled to hold leadership elections the week of December 5th, following the election in Georgia. Meanwhile, with the upcoming retirement of Senator Patrick Leahy (D-VT), the current Senate President Pro Tempore, Majority Leader Schumer has selected Sen. Patty Murray (D-WA) to be President Senate Pro Tempore in the 118th Congress.

Senate Republicans (elections were held November 16):

- Leader: Sen. Mitch McConnell (KY)
- Whip: Sen. John Thune (SD)
- Chair of Republican Conference: Sen. John Barrasso (WY)
- Chair of Republican Policy Committee: Sen. Joni Ernst (IA)
- Vice Chair of Republican Conference: Sen. Shelley Moore Capito (WV)
- Chair of Republican Senatorial Committee: Sen. Steve Daines (MT)

House Republicans (elections held on November 15th):

- Republican Nominee for Speaker of the House: Rep. Kevin McCarthy (CA)*
- Majority Leader: Rep. Steve Scalise (LA)
- Majority Whip: Rep. Tom Emmer (MN)
- Republican Conference Chair: Rep. Elise Stefanik (NY)

*The full House will vote on Speaker when the new Congress convenes on January 3rd. A candidate must receive 218 votes on the floor of the House to win.

House Democrats (elections held on November 30th):

- Minority Leader: Rep. Hakeem Jeffries (NY)
- Majority Whip: Rep. Katherine Clark (MA)
- Democratic Conference Chair: Rep. Pete Aguilar (CA)
- Assistant Democratic Leader: Rep. Jim Clyburn (SC)

House Releases 2023 Calendar

Incoming House Majority Leader Steve Scalise (R-LA) released the House [calendar](#) for 2023. Senate Majority Leader Schumer has yet to release the Senate calendar 2023. It is anticipated that the Senate calendar will not be released until after the special election in Georgia on December 6th.

EPA Issues BIL Year One Anniversary Report

The EPA released a report marking the first anniversary of the Bipartisan Infrastructure Law (BIL). The report outlines actions by EPA to implement BIL's environmental provisions, including efforts on environmental justice, the Clean School Bus Program, water infrastructure, conservation and restoration, Superfund sites and Brownfields, recycling and waste management, and pollution prevention. The full report can be found [HERE](#).

Reclamation Announces IRA Funding for Salton Sea Restoration

The Bureau of Reclamation (Reclamation) announced \$250 million in Inflation Reduction Act (IRA) funding for efforts to restore the Salton Sea in exchange for commitments from water agencies to cut their reliance on the drought-ravaged Colorado River. The agreement is with the California Natural Resources Agency, Imperial Irrigation District, and Coachella Valley Water District. Reclamation believes this is a major step forward in efforts to address both the Salton Sea and the Colorado River. Reclamation will provide \$22 million to the state in FY 2023, and the remaining \$228 million will be distributed over four years. More information can be found [HERE](#).

Federal Funding Opportunities/Announcements

EPA Selects 29 Environmental Finance Centers. EPA announced it has selected 29 Environmental Finance Centers (EFCs) to help communities access federal funding for infrastructure and greenhouse gas reduction projects across the country. EPA will award up to \$150 million in grants to EFCs over the next five years through the Clean Water State Revolving Fund, Drinking Water State Revolving Fund, and EPA appropriations. More information can be found [HERE](#).

Reclamation Awards \$20 Million in BIL Funding for Endangered Species Restoration in the Colorado River Basin. Reclamation announced \$20 million in BIL funding for five projects that promote endangered species recovery and conservation in the Colorado River Basin. Project funding will support the Upper Colorado River Endangered Fish Recovery Program, the San Juan River Basin Recovery Implementation Program, and the Lower Colorado River Multi-Species Conservation Program. More information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

White House Releases Roadmap for Nature-Based Solutions to Fight Climate Change.

The White House's National Climate Task Force released its "Roadmap for Nature-Based Solutions to Fight Climate Change." The document calls for policy changes and funding to accelerate nature-based climate solutions, prioritization of nature-based solutions at federal facilities, workforce training, and research and development. The roadmap can be found [HERE](#).

CEQ Releases Climate and Economic Justice Screening Tool. The Council on Environmental Quality (CEQ) released its Climate and Economic Justice Screening Tool. The tool contains interactive maps to help federal agencies implement climate-related spending

according to the Administration's Justice40 Initiative. More information can be found [HERE](#).

EPA Announces Water Workforce Development Webinar. EPA announced it is hosting the next Water Workforce Development Webinar on December 15th at 1:00 pm ET. Speakers from DC Water and the American Water Works Association will discuss workforce and operational issues. Registration can be found [HERE](#).

EPA to Hold WIFIA Office Hours in December and January. EPA announced it will host office hours for interested stakeholders on Water Infrastructure Finance and Innovation Act (WIFIA) funding opportunities. Sessions will be held on December 7th and January 11th at 3:00 pm ET. Registration information can be found [HERE](#).

EPA Releases Supply Chain Resilience Guide for Water and Wastewater Utilities. EPA released its "Supply Chain Resilience Guide for Water and Wastewater Utilities." This guide aims to identify actions for water and wastewater utilities to prepare for or respond to chemical or equipment supply chain disruptions. The guide covers available federal and state resources, tips for effective supplier management and communication, local partnerships, and potential operational flexibilities. The guide can be found [HERE](#).

EPA Issues Drinking Water CCL 5. EPA published the Final Fifth Drinking Water Contaminant Candidate List (CCL 5), which will serve as the basis for EPA's regulatory considerations over the next five-year cycle under the Safe Drinking Water Act. This update includes a substantial expansion of per- and polyfluoroalkyl substances (PFAS), an important first step towards identifying additional PFAS that may require regulation under the Safe Drinking Water Act. In addition to the group of PFAS, CCL 5 includes 66 individually listed chemicals, two additional chemical groups (cyanotoxins and disinfection byproducts (DBPs)), and 12 microbes. More information can be found [HERE](#).

EPA Issues Supplemental Proposed Rule Modifying TSCA Fees. EPA issued a supplemental proposed rule modifying and adjusting certain aspects of the fees rule established under the Toxic Substances Control Act (TSCA). EPA intends to ensure that collected fees provide the Agency with 25 percent of authorized TSCA costs consistent with direction in the FY 2022 appropriations bill. A webinar is scheduled for December 6th from 1:00 – 2:30 pm ET to provide an overview for stakeholders on proposed revisions. Registration for the webinar can be found [HERE](#), and more information on the supplemental proposed rule can be found [HERE](#).

EPA Office of Water Releases BABA Implementation Procedures. EPA's Office of Water released guidance on implementation procedures for federal financial assistance programs in BABA. The guidance document includes answered questions on BABA waivers, requirements, iron and steel requirements, and program-specific issues for Office of Water programs. The guidance can be found [HERE](#).

EPA Publishes PFAS Strategic Roadmap Progress Report. EPA published a report titled "A Year of Progress Under EPA's PFAS Strategic Roadmap." The report details actions taken since the release of the PFAS Roadmap in October 2021 to limit exposure in water supplies. The report also details steps EPA plans to take in the upcoming year, including proposing

national drinking water standards for Perfluorooctanoic Acid (PFOA) and Perfluorooctane Sulfonate (PFOS), advancing the regulatory process for CERCLA hazardous-substance designations, providing of data on PFAS, and further restricting upstream PFAS discharges. More information can be found [HERE](#).

##

APPENDIX B – Wastewater and Water Production Tables

WASTEWATER REPORT

| SEWER CONNECTION SUMMARY | | | | | | | | | | | |
|--------------------------|-----------|------------|------------|-----------|-----------|------------|------------|-----------|------------|------------|-----------|
| | 2022/23 | 2021/22 | 2020/21 | 2019/20 | 2018/19 | 2017/18 | 2016/17 | 2015/16 | 2014/15 | 2013/14 | 2012/13 |
| July | 4 | 18 | 8 | 7 | 9 | 51 | 2 | 1 | 139 | 2 | 0 |
| Aug. | 26 | 20 | 4 | 1 | 8 | 53 | 2 | 4 | 214 | 4 | 0 |
| Sep. | 20 | 20 | 5 | 2 | 12 | 8 | 11 | 2 | 90 | 2 | 1 |
| Oct. | 13 | 36 | 9 | 4 | 8 | 12 | 4 | 21 | 65 | 8 | 2 |
| Nov. | 8 | 29 | 50 | 10 | 9 | 7 | 7 | 1 | 52 | 18 | 7 |
| Dec. | | 12 | 9 | 3 | 3 | 64 | 1 | 0 | 86 | 22 | 11 |
| Jan. | | 14 | 21 | 7 | 1 | 16 | 8 | 3 | 27 | 3 | 11 |
| Feb. | | 7 | 23 | 5 | 1 | 42 | 0 | 3 | 5 | 46 | 6 |
| Mar. | | 17 | 48 | 1 | 0 | 23 | 5 | 0 | 31 | 16 | 2 |
| Apr. | | 7 | 18 | 3 | 3 | 15 | 30 | 0 | 8 | 95 | 14 |
| May | | 16 | 17 | 11 | 3 | 20 | 45 | 7 | 13 | 98 | 3 |
| June | | 2 | 21 | 7 | 3 | 6 | 70 | 4 | 4 | 72 | 2 |
| Annual Total | 71 | 198 | 233 | 61 | 60 | 317 | 185 | 46 | 734 | 386 | 59 |

Connections to Sewer Collection System:

As of June 30, 2022

8665

Plus YTD

71

Total Sewer Connections =

8736

| WASTEWATER FLOW MGD | | | | |
|---------------------|-----------------|------------------|-----------------|------------------|
| 2022/23 | HORTON PLANT | | DESERT CREST | |
| | Avg. Daily Flow | Peak 24 hr. Flow | Avg. Daily Flow | Peak 24 hr. Flow |
| July | 1.980020 | 2.086591 | 0.038856 | 0.045610 |
| Aug. | 2.007484 | 2.156507 | 0.043378 | 0.051750 |
| Sep. | 2.085598 | 2.243680 | 0.042339 | 0.047130 |
| Oct. | 1.980283 | 2.266199 | 0.045616 | 0.052230 |
| Nov. | 1.966075 | 2.124845 | 0.045861 | 0.050330 |
| Dec. | | | | |
| Jan. | | | | |
| Feb. | | | | |
| Mar. | | | | |
| Apr. | | | | |
| May | | | | |
| June | | | | |

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

WATER REPORT

| WATER CONNECTION SUMMARY | | | | | | | | | | | | | | |
|--------------------------|-------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 2022/23 | 2021/22 | 2020/21 | 2019/20 | 2018/19 | 2017/18 | 2016/17 | 2015/16 | 2014/15 | 2013/14 | 2012/13 | 2011/12 | 2010/11 | 2009/10 |
| July | 6 | 18 | 7 | 4 | 5 | 7 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| August | 28 | 19 | 6 | 10 | 5 | 3 | 2 | 2 | 0 | 1 | 0 | 0 | 2 | 1 |
| September | 22 | 23 | 18 | 2 | 14 | 4 | 13 | 3 | 0 | 2 | 2 | 0 | 0 | 1 |
| October | 16 | 33 | 13 | 3 | 21 | 8 | 3 | 20 | 0 | 5 | 1 | 1 | 4 | 2 |
| November | 10 | 27 | 10 | 16 | 4 | 0 | 7 | 3 | 0 | 1 | 0 | 1 | 1 | 5 |
| December | | 9 | 2 | 17 | 3 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| January | | 14 | 15 | 6 | 3 | 20 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| February | | 8 | 13 | 8 | 5 | 11 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 |
| March | | 19 | 16 | 2 | 3 | 6 | 5 | 0 | 12 | 0 | 0 | 4 | 5 | 0 |
| April | | 6 | 11 | 1 | 3 | 7 | 11 | 2 | 7 | 0 | 1 | 4 | 1 | 12 |
| May | | 19 | 15 | 12 | 5 | 11 | 9 | 8 | 2 | 0 | 1 | 2 | 0 | 0 |
| June | | 1 | 24 | 11 | 2 | 8 | 2 | 10 | 1 | 0 | 0 | 0 | 1 | 1 |
| Annual Total | 82 | 196 | 150 | 92 | 73 | 88 | 58 | 49 | 25 | 14 | 6 | 12 | 15 | 25 |
| Avg./ Mo. | 6.83 | 16.33 | 12.50 | 7.67 | 6.08 | 7.33 | 4.83 | 4.08 | 2.08 | 1.17 | 0.50 | 1.00 | 1.25 | 2.08 |

Connections to Water System:

As of June 30, 2022 13,337
 Plus YTD 82
Total Water Connections = 13,419

| WATER PRODUCTION | | | | | | | | | | | | | | |
|------------------|------------|--------------------------|--------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | FY 2022/23 | Variance from prior year | | FY 2021/22 | FY 2020/21 | FY 2019/20 | FY 2018/19 | FY 2017/18 | FY 2016/17 | FY 2015/16 | FY 2014/15 | FY 2013/14 | FY 2012/13 | FY 2011/12 |
| | AF | AF | % | AF | AF | AF | AF | AF | AF | AF | AF | AF | AF | AF |
| July | 751.79 | -44.78 | -5.6% | 796.57 | 857.77 | 853.23 | 857.20 | 835.87 | 714.50 | 659.11 | 859.00 | 942.82 | 911.87 | 838.49 |
| August | 850.19 | 10.26 | 1.2% | 839.93 | 885.31 | 795.18 | 806.47 | 829.93 | 808.54 | 706.62 | 730.71 | 828.60 | 853.85 | 959.02 |
| September | 716.03 | -22.62 | -3.1% | 738.65 | 784.80 | 757.08 | 689.47 | 712.40 | 679.54 | 657.37 | 800.67 | 813.20 | 723.92 | 826.46 |
| October | 691.98 | 26.80 | 4.0% | 665.18 | 755.84 | 709.39 | 709.81 | 733.86 | 678.33 | 575.86 | 716.30 | 716.09 | 788.55 | 789.71 |
| November | 599.39 | -80.46 | -11.8% | 679.85 | 690.13 | 619.87 | 631.75 | 642.41 | 601.89 | 582.22 | 533.69 | 557.05 | 672.3 | 654.77 |
| December | | 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 |
| TOTAL | | -110.80 | -3.0% | 8094.17 | 8356.13 | 7981.79 | 7617.30 | 8017.06 | 7476.47 | 6,903.75 | 7,798.69 | 8,385.66 | 8,458.99 | 8,607.90 |

APPENDIX C – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

November, 2022

by Hunter | Johnsen

Google Ads Campaigns

 DISPLAY AD IMPRESSIONS
CV WATER COUNTS

155,591

 SEARCH AD IMPRESSIONS
CV WATER COUNTS

1,760

 VIDEO IMPRESSIONS
CV WATER COUNTS

79,515

 CLICKS
CV WATER COUNTS

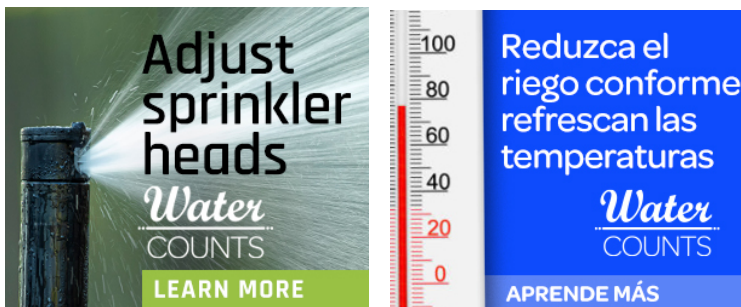
2,245

 CTR
CV WATER COUNTS

0.95%

 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

| Campaign | Clicks | Impr. |
|----------------------------------|--------|---------|
| CV Water Counts Nov 2022 | 884 | 82,879 |
| Reduce Watering | 688 | 57,073 |
| Sprinkler Heads | 196 | 25,806 |
| CV Water Counts Nov 2022 SPANISH | 835 | 72,712 |
| Reduce Watering (Spanish) | 548 | 44,326 |
| Sprinklers (Spanish) | 287 | 28,386 |
| | 1,719 | 155,591 |



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

| Account name | Impr. | Engagements | Video views | Clicks |
|--|--------|-------------|-------------|--------|
| CV Water Counts | 79,515 | 28,461 | 16,164 | 213 |
| CVWC Water Saving Tips YouTube Spanish Nov 2022 | 39,450 | 17,323 | 11,426 | 50 |
| CVWC Water Saving Tips English YouTube Nov 2022 #2 | 40,065 | 11,138 | 4,738 | 163 |
| | 79,515 | 28,461 | 16,164 | 213 |



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

| Campaign | Clicks | Impr. |
|---------------------------|--------|-------|
| CVWC Search Campaign 2022 | 313 | 1,760 |
| | 313 | 1,760 |


KEYWORDS PERFORMANCE

CV WATER COUNTS

| Account name | Clicks | Impr. | CTR |
|------------------------|--------|-------|--------|
| CV Water Counts | 236 | 1,335 | 17.68% |
| water rebate program | 99 | 339 | 29.2% |
| grass removal rebate | 37 | 176 | 21.02% |
| toilet rebate | 26 | 60 | 43.33% |
| water rebates | 25 | 143 | 17.48% |
| water service | 11 | 216 | 5.09% |
| water agency | 11 | 234 | 4.7% |
| turf removal rebate | 11 | 54 | 20.37% |
| washing machine rebate | 7 | 28 | 25% |
| turf rebate programs | 6 | 36 | 16.67% |
| water company | 3 | 49 | 6.12% |
| | 241 | 1,451 | 16.61% |

Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE HUNTER JOHNSEN

| Ad preview | Link Clicks | Impr. | Reach | Frequency | Page engagement |
|--|-------------|--------|--------|-----------|-----------------|
|  <p>Conservation Tips cvwatercounts.com</p> <p>We're in a drought. We all need to reduce our water use by 15 percent. That's about 12 gallons of water per person per day. It's easier than you think...Adjust sprinkler heads to not water sidewalks or streets, and save on average 12-15 gallons each time you water.</p> <p>For more water-saving tips, click the link.</p> | 361 | 66,467 | 21,369 | 3.11 | 433 |
| | 361 | 66,467 | 21,369 | 3.11 | 433 |

Website Information

📊 PAGEVIEWS

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

4,220

📊 NEW VISITOR

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

1,965

📊 RETURNING USERS

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

615

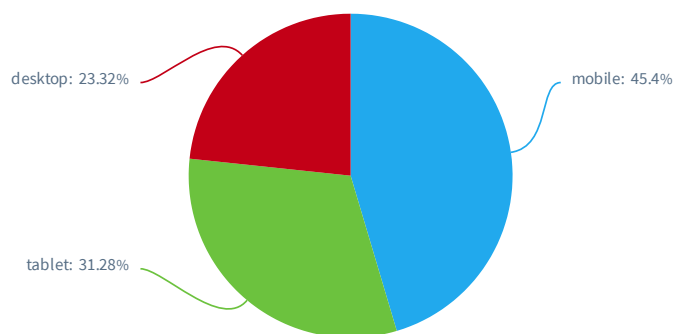
📊 PAGEVIEWS

CV WATER - CV WATER COUNTS - CV WATER COUNTS

| Page Title | Pageviews |
|---|-----------|
| Take Advantage of Cooler Seasonal Temperatures - CV Water Counts | 1,575 |
| Conservation Tips - CV Water Counts | 1,110 |
| Rebates - CV Water Counts | 402 |
| Coachella Valley Water Conservation Water Rebate Map - CV Water Counts | 186 |
| CV Water Counts | 179 |
| CV Water Counts Water Counts Academy - CV Water Counts | 81 |
| Coachella Valley Water District Profile - CV Water Counts | 55 |
| Aspiring Gardeners - Now's the Time to Start - CV Water Counts | 41 |
| Two Dozen Vegetables to Plant by mid-October in Palm Springs and the Coachella Valley - CV Water Counts | 30 |
| Learn - CV Water Counts | 29 |
| | 4,220 |

📊 SESSIONS / DEVICE CATEGORY

CV WATER - CV WATER COUNTS - CV WATER COUNTS



📊 PAGES / SESSION

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

1.29

📊 AVG. SESSION DURATION

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

46s

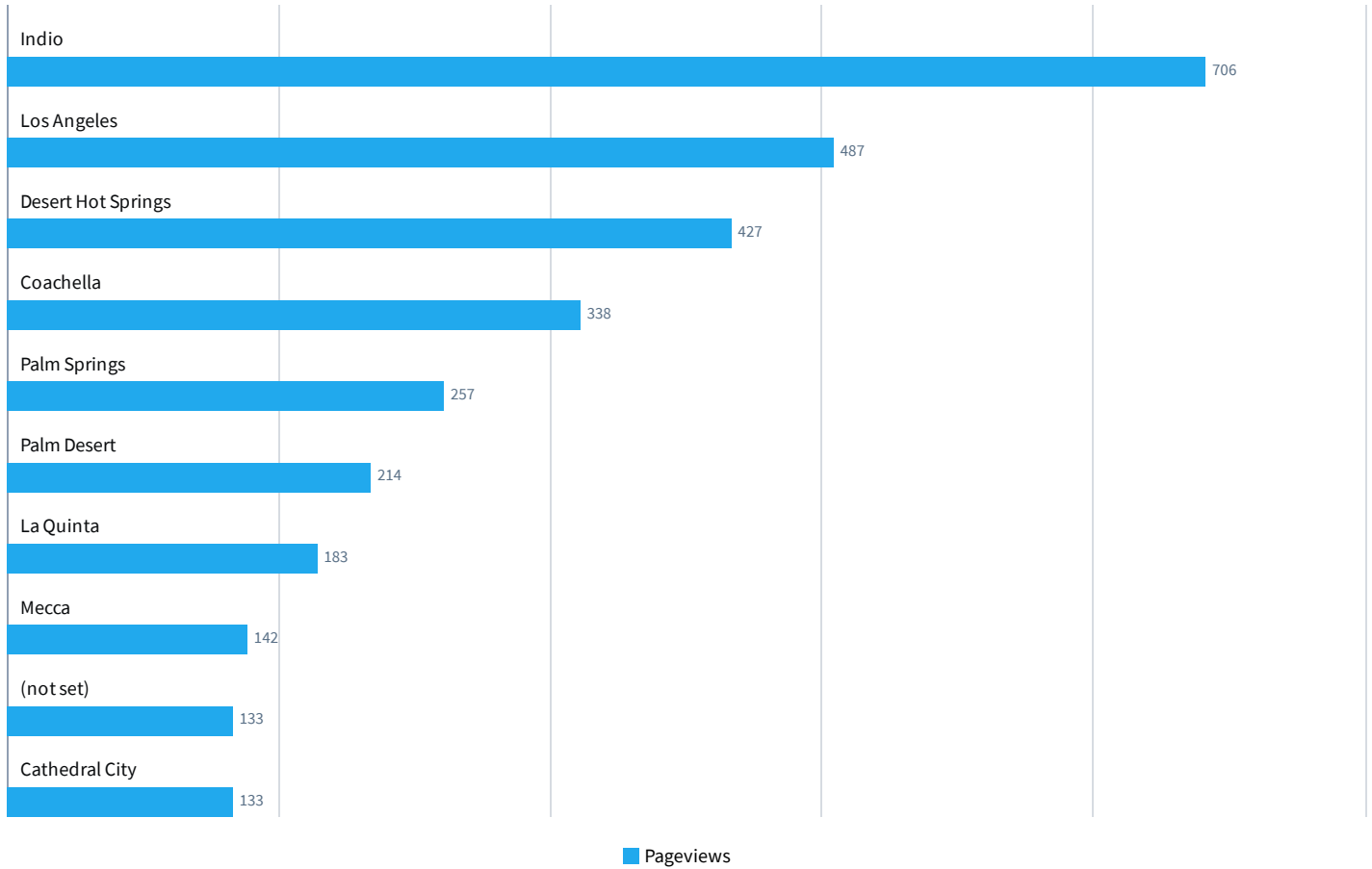
📊 BOUNCE RATE

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

84.24%

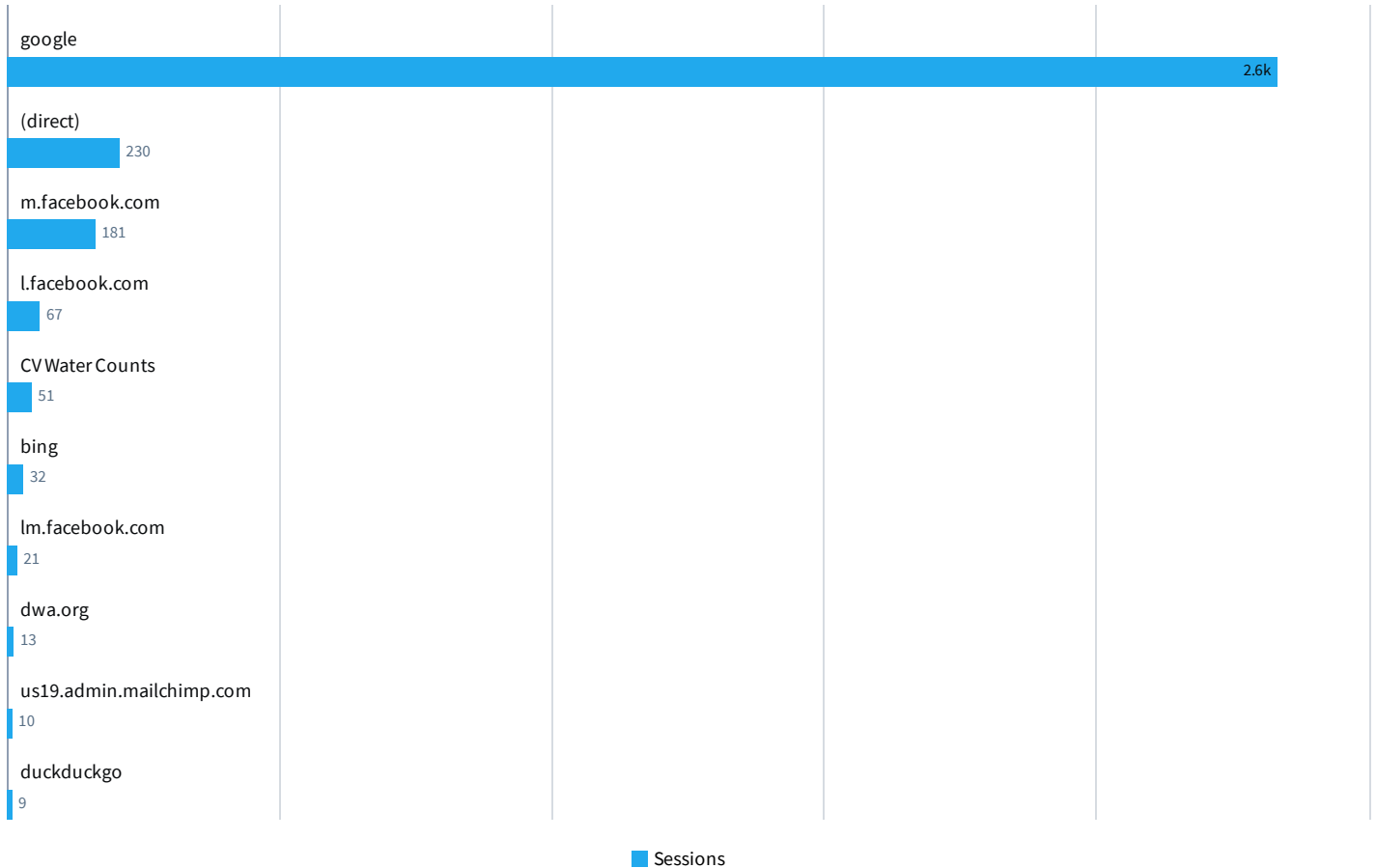
PAGEVIEWS BY CITY

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 |
|----------------|----------|--------|-----------|-----------------|-----------------------|-------------|----------------|
| November 2022 | 3,280 | 2,204 | 4,220 | 1.29 | 46s | 84.24% | 59.91% |
| October 2022 | 3,879 | 2,601 | 5,210 | 1.34 | 51s | 81.75% | 60.58% |
| September 2022 | 3,589 | 2,482 | 4,931 | 1.37 | 46s | 83.03% | 64.11% |
| August 2022 | 3,752 | 2,617 | 4,926 | 1.31 | 48s | 83.96% | 64.37% |
| July 2022 | 4,831 | 3,293 | 6,855 | 1.42 | 53s | 80.23% | 65.16% |
| June 2022 | 2,927 | 2,203 | 3,959 | 1.35 | 50s | 83.64% | 71.47% |
| May 2022 | 3,491 | 2,715 | 5,002 | 1.43 | 46s | 71.7% | 68.81% |
| April 2022 | 3,383 | 2,545 | 5,096 | 1.51 | 36s | 63.38% | 71.5% |
| March 2022 | 2,476 | 1,859 | 3,453 | 1.39 | 42s | 83.04% | 69.55% |
| February 2022 | 2,654 | 1,912 | 3,625 | 1.37 | 44s | 81.2% | 67.48% |
| January 2022 | 8,388 | 6,410 | 10,465 | 1.25 | 43s | 86.27% | 74.61% |
| 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% |
| | 53,802 | 37,740 | 71,723 | 1.33 | 44s | 82.12% | 69.87% |

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

| Query | Impr. | Clicks | CTR | Avg. position |
|---------------------------------------|-------|--------|-------|---------------|
| lake cahuilla | 1,626 | 1 | 0.06% | 7.49 |
| cv water | 403 | 0 | 0% | 5.86 |
| lantana ground cover | 352 | 1 | 0.28% | 4.45 |
| water pledge | 338 | 0 | 0% | 13.8 |
| cleveland sage | 273 | 1 | 0.37% | 4.69 |
| salvia clevelandii | 194 | 2 | 1.03% | 8.46 |
| myoma water | 172 | 0 | 0% | 3.27 |
| water pledge in english | 124 | 0 | 0% | 1.82 |
| how to save water when washing dishes | 108 | 0 | 0% | 65.23 |
| save water in kitchen | 101 | 0 | 0% | 72.81 |
| | 3,691 | 5 | 0.14% | 18.79 |

TOP PAGES CVWATERCOUNTS.COM/

| Page | Impr. | Clicks | CTR | Avg. position |
|---|-------|--------|-------|---------------|
| https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/ | 2,241 | 9 | 0.4% | 9.52 |
| https://cvwatercounts.com/save-water-pledge/ | 1,501 | 2 | 0.13% | 4.87 |
| https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/ | 1,426 | 11 | 0.77% | 23.18 |
| https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf | 835 | 15 | 1.8% | 34.04 |
| https://cvwatercounts.com/plant-of-the-month-ocotillo-fouquieria-splendens/ | 810 | 4 | 0.49% | 19.41 |
| https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/ | 747 | 4 | 0.54% | 11.3 |
| https://cvwatercounts.com/ | 639 | 12 | 1.88% | 7.1 |
| https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/ | 618 | 0 | 0% | 42.23 |
| https://cvwatercounts.com/cv-water-counts-water-counts-academy-program-graduates/ | 543 | 1 | 0.18% | 18.4 |
| https://cvwatercounts.com/plant-of-the-month-desert-carpet-acacia-redolens/ | 481 | 13 | 2.7% | 12.76 |
| | 9,841 | 71 | 0.72% | 18.28 |

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

67,673

f REACH
CV WATER COUNTS

21,979

f NEW PAGE LIKES
CV WATER COUNTS

0

f ENGAGED USERS
CV WATER COUNTS

559





f PAGE VIEWS
CV WATER COUNTS







158







f LIFETIME PAGE LIKES
CV WATER COUNTS



4,007

f POSTS
CV WATER COUNTS

| Post | Created at | Post reach | Engaged users | Post engagement rate | Likes | Comments |
|--|-------------------|------------|---------------|----------------------|-------|----------|
|  <p>Test your toilet for lea...</p> | November 30, 2022 | 43 | 2 | 5% | 2 | 0 |
|  <p>Coachella Valley Water...</p> | November 28, 2022 | 21 | 1 | 5% | 1 | 0 |
|  <p>A vegetable or herb ga...</p> | November 26, 2022 | 24 | 1 | 4% | 1 | 0 |
|  <p>Happy Thanksgiving!</p> | November 24, 2022 | 67 | 2 | 3% | 2 | 0 |
| | | 1,379 | 44 | 3% | 36 | 0 |

| Post | Created at | Post reach | Engaged users | Post engagement rate | Likes | Comments |
|---|-------------------|------------|---------------|----------------------|-------|----------|
|  <p>Scrape dishes rather th...</p> | November 23, 2022 | 27 | 1 | 4% | 1 | 0 |
|  <p>If you or someone you...</p> | November 21, 2022 | 27 | 2 | 7% | 2 | 0 |
|  <p>Have you ever heard o...</p> | November 18, 2022 | 21 | 3 | 14% | 2 | 0 |
|  <p>Run your dishwasher o...</p> | November 17, 2022 | 762 | 6 | 1% | 1 | 0 |
|  <p>CV Water Counts is gea...</p> | November 15, 2022 | 31 | 2 | 6% | 2 | 0 |
|  <p>Thank you, Veterans, f...</p> | November 11, 2022 | 72 | 7 | 10% | 6 | 0 |
| | | 1,379 | 44 | 3% | 36 | 0 |

| Post | Created at | Post reach | Engaged users | Post engagement rate | Likes | Comments |
|--|-------------------|------------|---------------|----------------------|-------|----------|
|  <p>This is a twining vine w...</p> | November 10, 2022 | 28 | 2 | 7% | 2 | 0 |
|  <p>The next time you run ...</p> | November 9, 2022 | 38 | 2 | 5% | 2 | 0 |
|  <p>Collaboration Counts! ...</p> | November 7, 2022 | 56 | 2 | 4% | 2 | 0 |
|  <p>Don't forget to change ...</p> | November 5, 2022 | 45 | 1 | 2% | 1 | 0 |
|  <p>As November brings co...</p> | November 4, 2022 | 25 | 2 | 8% | 2 | 0 |
|  <p>We're in a drought. We ...</p> | November 2, 2022 | 37 | 4 | 11% | 3 | 0 |
| | | 1,379 | 44 | 3% | 36 | 0 |

| Post | Created at | Post reach | Engaged users | Post engagement rate | Likes | Comments |
|---|------------------|------------|---------------|----------------------|-------|----------|
|  <p>Save water: Adjust sprinkler heads to not water sidewalks or streets, and save on average 12-15 gallons each time you water.</p> <p>CV Water Counts upda...</p> | November 1, 2022 | 0 | 3 | 0% | 3 | 0 |
|  <p>Feliz Día de los Muertos</p> | November 1, 2022 | 55 | 1 | 2% | 1 | 0 |
| | | 1,379 | 44 | 3% | 36 | 0 |

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

273






 **LIKES**
CV WATER COUNTS



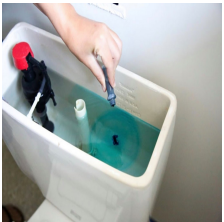
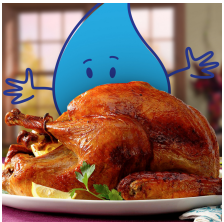
12

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

233

 **MEDIA PERFORMANCE**
CV WATER COUNTS

| Media | Impr. | Engagement | Reach | Saved | Video views |
|---|-------|------------|-------|-------|-------------|
|  Run your dishwasher o... | 22 | 1 | 19 | 0 | 0 |
|  Scrape dishes rather th... | 20 | 1 | 19 | 0 | 0 |
|  Collaboration Counts! ... | 20 | 1 | 14 | 0 | 0 |
|  Thank you, Veterans, f... | 16 | 3 | 12 | 0 | 0 |
|  If you or someone you... | 10 | 2 | 8 | 0 | 0 |
| | 121 | 12 | 95 | 0 | 0 |

| Media | Impr. | Engagement | Reach | Saved | Video views |
|---|-------|------------|-------|-------|-------------|
|  <p>We're in a drought. We ...</p> | 10 | 1 | 5 | 0 | 0 |
|  <p>Feliz Día de los Muertos</p> | 9 | 1 | 5 | 0 | 0 |
|  <p>Test your toilet for lea...</p> | 8 | 1 | 8 | 0 | 0 |
|  <p>Happy Thanksgiving!</p> | 6 | 1 | 5 | 0 | 0 |
| | 121 | 12 | 95 | 0 | 0 |

Twitter Information

Nov 2022 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 67 impressions

Don't forget to change your clocks back one hour! With the cooler temperatures, it's also a good time to reduce your watering times.

For recommendations on how often you should be watering in November, check out our handy Drought Irrigation Guide here: cvwatercounts.com/drought-irriga... pic.twitter.com/oK3lQtwRIE



1 retweet 1 like

[View Tweet activity](#)

[View all Tweet activity](#)

Top media Tweet earned 41 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.

Get details and to fill out an online application here: unitedwayofthedesert.org/help2others pic.twitter.com/U03KvwrjPO



2 likes

[View Tweet activity](#)

[View all Tweet activity](#)

NOV 2022 SUMMARY

Tweets
17

Tweet impressions
394

Profile visits
37

New followers
-5

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 November 2022 | Wednesday, November 2, 2022 5:00 PM | 556 | 600 | 54.68% | 16.43% | 53 | 4.86% | 0.81% | 3 | 0 |
| | | 556 | 600 | 54.68% | 16.43% | 53 | 4.86% | 0.81% | 3 | 0 |



MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

November, 2022

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 IMPRESSIONS
MSWD


183,685

 CLICKS
MSWD


862

 CTR
MSWD

0.47%

 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

| Campaign | Impr. | Clicks | CTR |
|-----------------------------|---------|--------|-------|
| MSWD Toilet Rebate Nov 2022 | 116,797 | 470 | 0.4% |
| MSWD Fog Video Nov 2022 | 15,649 | 331 | 2.12% |
| MSWD Black Friday Nov 2022 | 51,239 | 61 | 0.12% |
| | 183,685 | 862 | 0.47% |

 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 | 2,977 | 19.02% | 331 | 8.31% | 10.11% | 13.04% | 18.87% |
| | 2,977 | 19.02% | 331 | 8.31% | 10.11% | 13.04% | 18.87% |

Facebook Ad Campaigns

 FACEBOOK AD GROUP PERFORMANCE
MSWD

| Ad | Campaign Name | Link Clicks | Impr. | Reach | Frequency | Page Likes |
|-------------------------------|-----------------------------|-------------|---------|--------|-----------|------------|
| MSWD FOG Video Nov 2022 | MSWD FOG Video Nov 2022 | 69 | 9,349 | 2,574 | 3.63 | 0 |
| MSWD Toilet Rebate Nov 2022 | MSWD Toilet Rebate Nov 2022 | 50 | 123,162 | 37,816 | 3.26 | 0 |
| MSWD Black Friday Nov 2022 #2 | MSWD Black Friday Nov 2022 | 33 | 12,788 | 11,132 | 1.15 | 0 |
| MSWD Black Friday Nov 2022 | MSWD Black Friday Nov 2022 | 25 | 13,176 | 11,940 | 1.1 | 0 |
| | | 177 | 158,475 | 52,352 | 3.03 | 0 |

Website Information

📊 PAGEVIEWS

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

17,332

📊 NEW VISITOR

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

4,840

📊 USERS

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

1,822

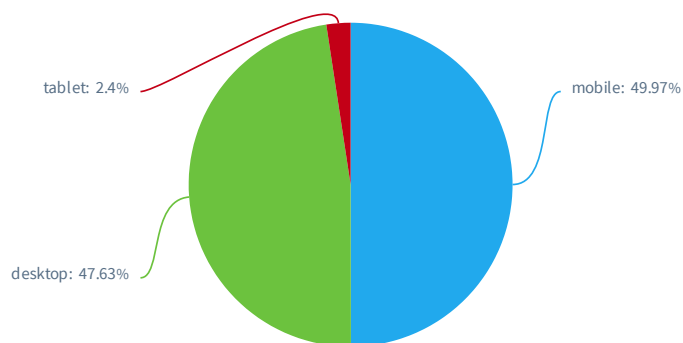
📊 PAGEVIEWS

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

| Page Title | Pageviews |
|--|-----------|
| Mission Springs Water District Home Page Mission Springs Water District CA | 5,288 |
| New Customer Portal Mission Springs Water District CA | 4,434 |
| Rebates Mission Springs Water District CA | 861 |
| Bill Pay Options Mission Springs Water District CA | 714 |
| Job Opportunities Mission Springs Water District CA | 431 |
| Application for Water Service Mission Springs Water District CA | 424 |
| FOG Program Mission Springs Water District CA | 324 |
| Careers Mission Springs Water District CA | 293 |
| Start/Stop Water Service Mission Springs Water District CA | 284 |
| Search Mission Springs Water District CA | 256 |
| | 17,332 |

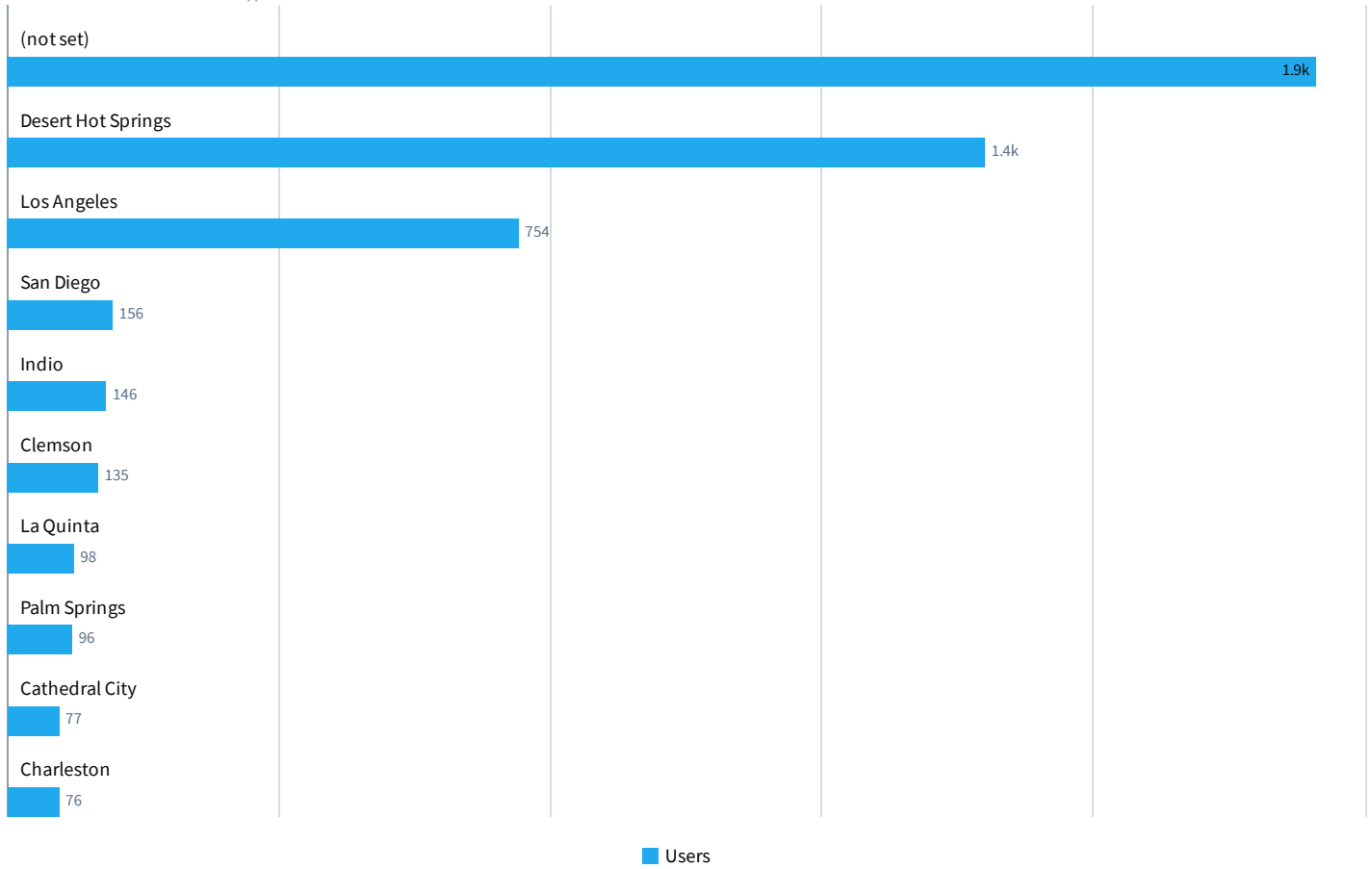
📊 SESSIONS / DEVICE CATEGORY

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



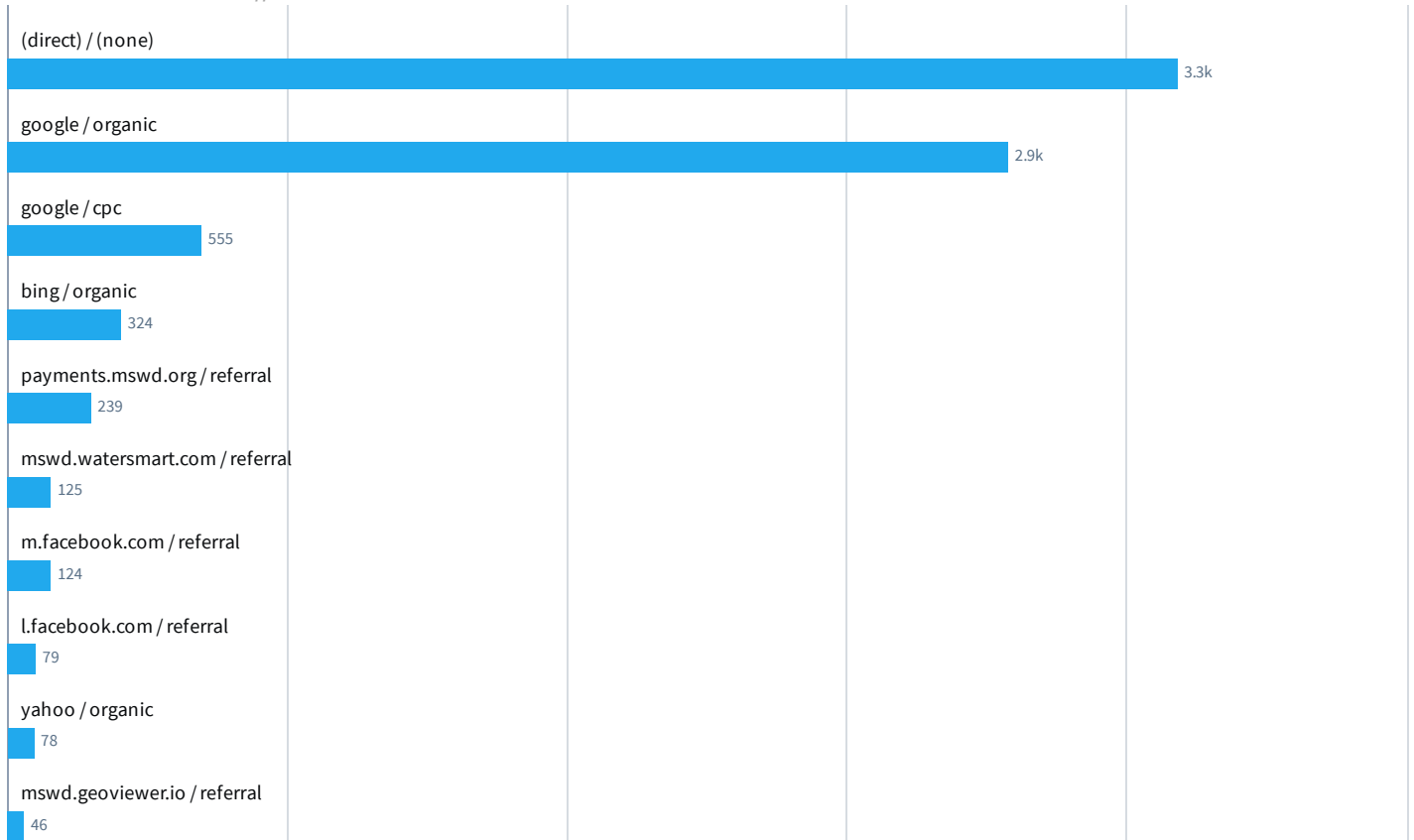
USERS BY CITY

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



USER REFERRERS

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



■ Sessions

AVG. SESSION DURATION

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

1m 19s

PAGES / SESSION

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

2.16

BOUNCE RATE

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

39.53%



MSWD Social Analytics

November 2022

Included in this Report

 @MSWaterDistrict

 missionspringswaterdistrict

 Mission Springs Water District

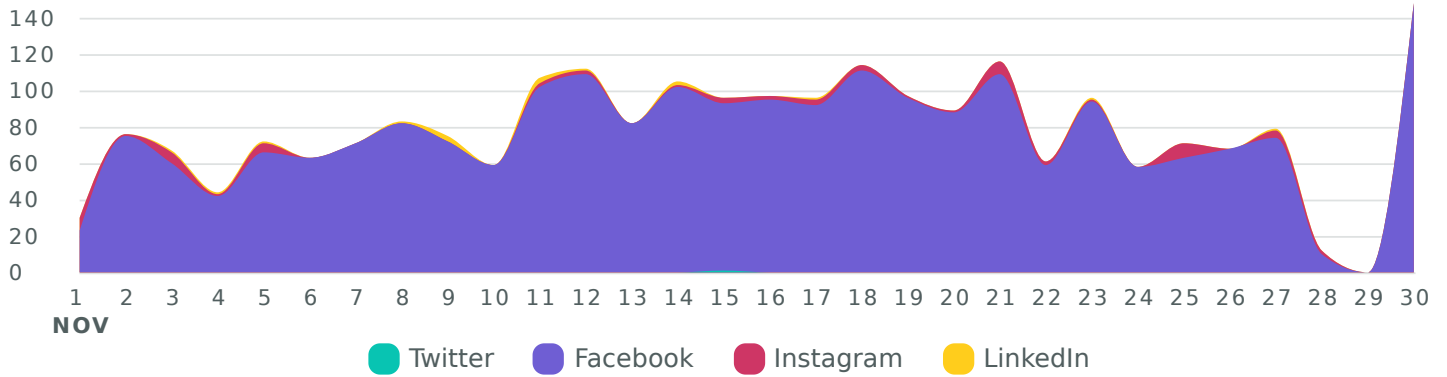
 Mission Springs Water District

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 | 2,343 | ↘30.6% |
| Twitter Engagements | 1 | ↘85.7% |
| Facebook Engagements | 2,265 | ↘28.8% |
| Instagram Engagements | 62 | ↘43.1% |
| LinkedIn Engagements | 15 | ↘80.8% |

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

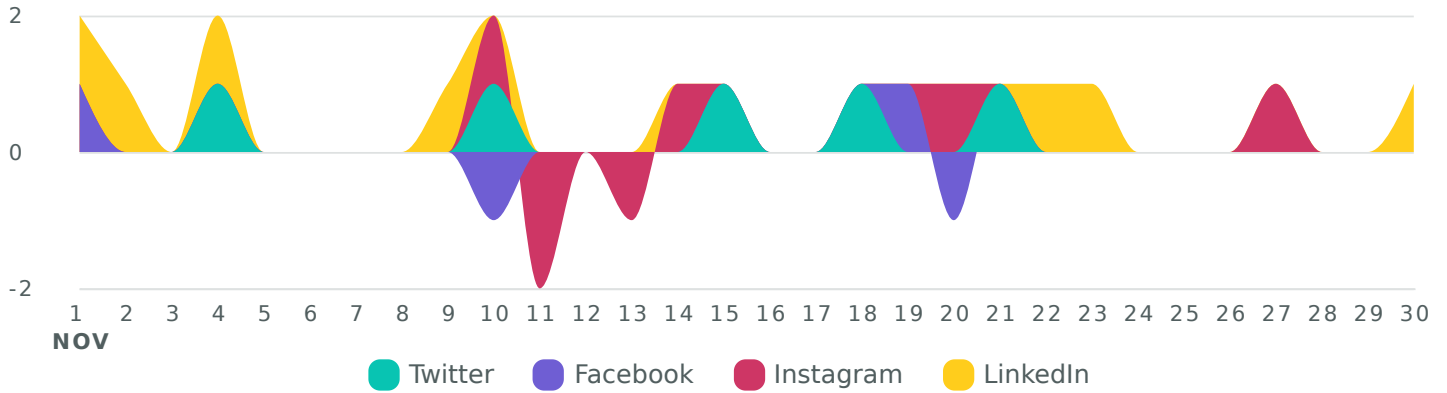
| | | |
|---|---|--|
| <p>Impressions</p> <p>160,353 ↗98%</p> | <p>Engagements</p> <p>2,343 ↘30.6%</p> | <p>Post Link Clicks</p> <p>194 ↘49.5%</p> |
|---|---|--|

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 | 1,647 | ↗0.9% |
| Total Net Audience Growth | 13 | ↘59.4% |
| Twitter Net Follower Growth | 5 | ↗— |
| Facebook Net Page Likes | 0 | ↘100% |
| Instagram Net Follower Growth | 1 | ↘83.3% |
| LinkedIn Net Follower Growth | 7 | ↘68.2% |

FACEBOOK

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

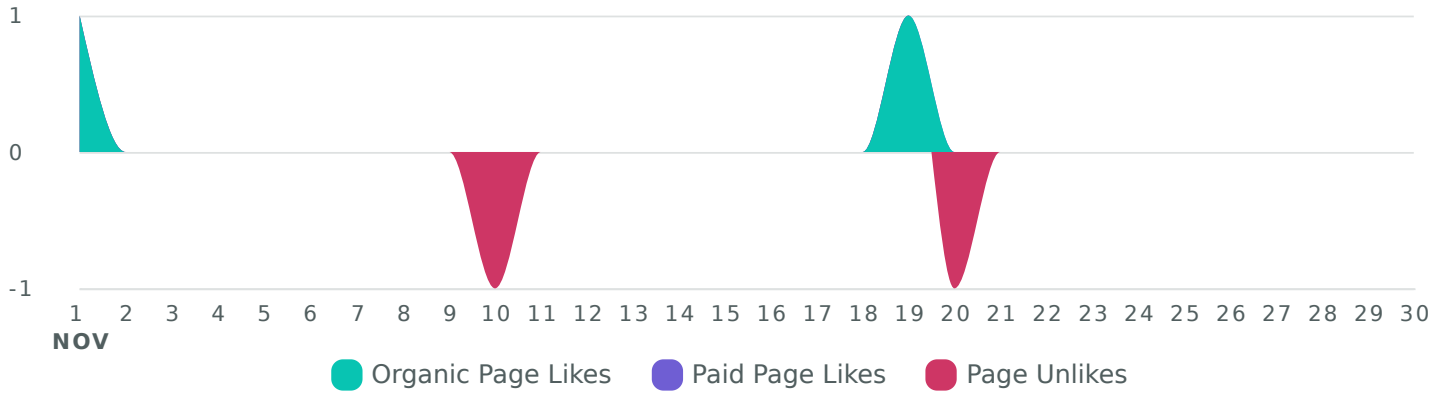
| | | |
|---------------------------------------|------------------------------------|---------------------------------------|
| Impressions 159,230 ↗130.4% | Engagements 2,265 ↘28.8% | Post Link Clicks 190 ↘47.5% |
|---------------------------------------|------------------------------------|---------------------------------------|

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 | 1,159 | →0% |
| Net Page Likes | 0 | ↘100% |
| Organic Page Likes | 2 | ↘60% |
| Paid Page Likes | 0 | →0% |
| Page Unlikes | 2 | ↗100% |

Facebook Top Posts

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

📌 Post
📌 Lifetime
📌 Mission Springs Water District

Descending by Lifetime Engagements

| Post | Total Engagements | Reactions | Comments | Shares | Post Link Clicks | Other Post Clicks |
|--|-------------------|-----------|----------|----------|------------------|-------------------|
|  Mission Spring... Fri 11/11/2022 3:09 pm ... Happy Veterans Day! We would like to recognize all veterans and their families ...  | 72 | 28 | 3 | 3 | — | 38 |
|  Mission Spring... Fri 11/18/2022 10:58 a... MSWD would like to celebrate Director Ivan Sewell, who was named Volunteer of the Yea...  | 62 | 43 | 4 | 1 | — | 14 |
|  Mission Spring... Wed 11/16/2022 3:45 p... Thank you to our field crews! The MSWD team works to keep our water and...  | 29 | 10 | 2 | 1 | — | 16 |

INSTAGRAM

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

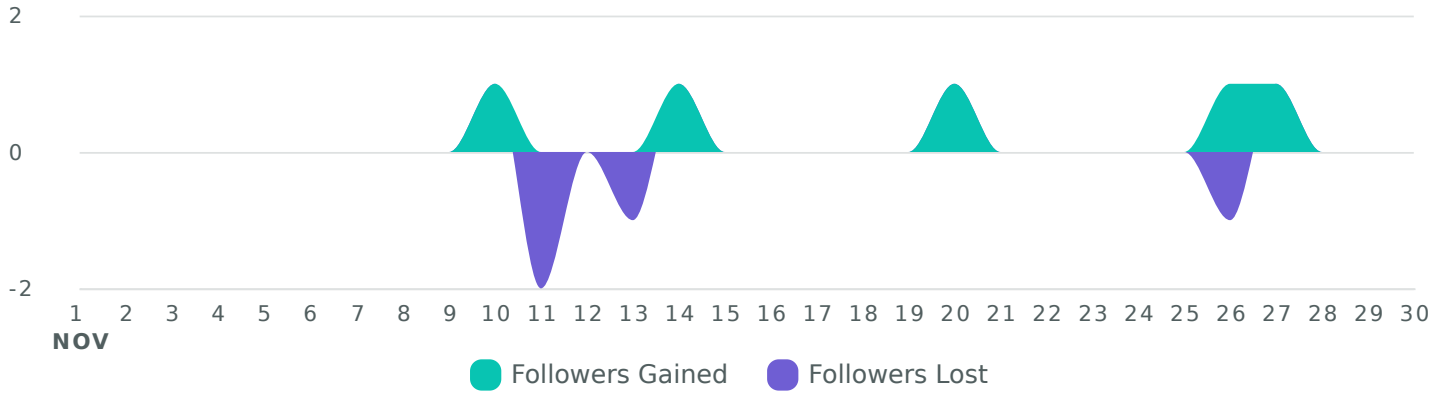
| | | |
|---|--|---|
| <p>Impressions</p> <p>730 ↘93.4%</p> | <p>Engagements</p> <p>62 ↘43.1%</p> | <p>Profile Actions</p> <p>1 ↗—</p> |
|---|--|---|

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 | 245 | ↗0.4% |
| Net Follower Growth | 1 | ↘83.3% |
| Followers Gained | 5 | ↘54.5% |
| Followers Lost | 4 | ↘20% |

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

| MSWD Logo | missionsprings... | Date | Text | Image | Total Engagements | Likes | Comments | Saves |
|---|-------------------|---------------------------|--|--|-------------------|-------|----------|-------|
|  | missionsprings... | Thu 11/24/2022 8:05 a... | Happy Thanksgiving from MSWD! Reminder to keep those yummy fatty foods su... |  | 9 | 9 | 0 | 0 |
|  | missionsprings... | Wed 11/2/2022 1:14 pm... | Thank you to our field crews! The MSWD team works to keep our water and... |  | 9 | 9 | 0 | 0 |
|  | missionsprings... | Sun 11/20/2022 10:01 a... | Thawing your Thanksgiving turkey in the sink can make you one sick bird! The USDA... |  | 6 | 6 | 0 | 0 |

TWITTER

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

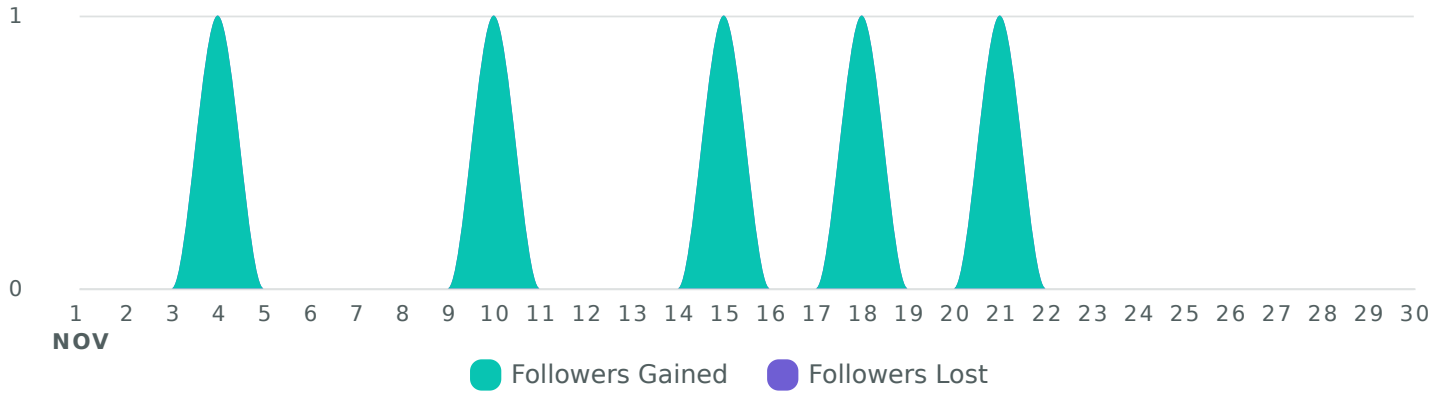
| | | |
|---------------------------------|--------------------------------|------------------------------------|
| Impressions 63 ↘28.4% | Engagements 1 ↘85.7% | Post Link Clicks 0 ↘100% |
|---------------------------------|--------------------------------|------------------------------------|

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 | 87 | ↗6.1% |
| Net Follower Growth | 5 | ↗— |
| Followers Gained | 5 | ↗400% |
| Followers Lost | 0 | ↘100% |
| Following | 100 | →0% |

Twitter Top Posts

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

🚀 Post
🚀 Lifetime
🐦 @MSWaterDistrict
💬 All Twitter Post Types

Descending by Lifetime Engagements



🐦 **@MSWaterDist...**

Fri 11/11/2022 2:41 am ...

In honor of those who have ser
MSWD will be closed tomorrow
November 11, for Veterans Day



| | |
|--------------------------|----------|
| Total Engagements | 2 |
| <hr/> | |
| Likes | 1 |
| <hr/> | |
| @Replies | 0 |
| <hr/> | |
| Retweets | 0 |
| <hr/> | |
| Post Link Clicks | 0 |
| <hr/> | |
| Other Post Clicks | 1 |
| <hr/> | |
| Other Engagements | 0 |

LINKEDIN

LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

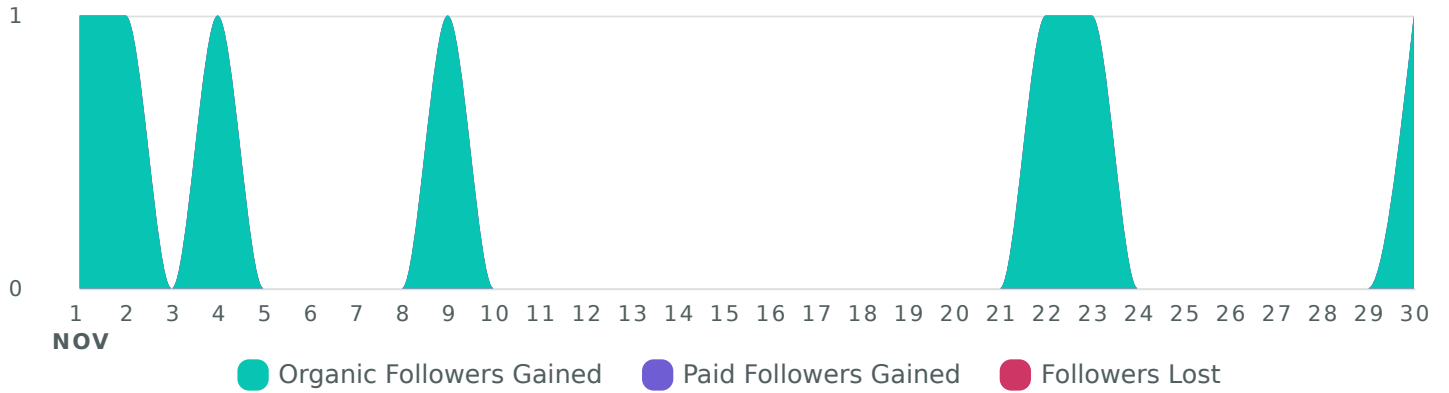
| | | |
|---|--|---|
| <p>Impressions</p> <p>330 ↘52.5%</p> | <p>Engagements</p> <p>15 ↘80.8%</p> | <p>Post Clicks (All)</p> <p>4 ↘81%</p> |
|---|--|---|

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 |
|----------------------------|------------|---------------|
| Followers | 156 | ↗5.4% |
| Net Follower Growth | 7 | ↘68.2% |
| Organic Followers Gained | 7 | ↘68.2% |
| 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



in Mission Spring...
Fri 11/11/2022 2:41 am ...

In honor of those who have ser
MSWD will be closed tomorrow
November 11, for Veterans Day



| | |
|--------------------------|----------|
| Total Engagements | 8 |
| Reactions | 6 |
| Comments | 0 |
| Shares | 0 |
| Post Clicks (All) | 2 |