



General Manager's Report March 2022





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ADMINISTRATION

Customer Service Department

Disconnections Due to Non-Payment

After suspending disconnections over the past two years due to the COVID-19 pandemic, MSWD is announcing 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-19, 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.

Customer Bill Assistance Programs

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, assisting 48 customers the second quarter of this fiscal year (October 1, 2021 – December 31, 2021). This number will be updated for the first quarter of 2022 in the April report.

United Lift has assisted customers by paying \$27,118.28 on customer accounts during February 2022.

Riverside County's CARE Program has not been utilized by any customers since July 1, 2021.

As a result of these programs, customer assistance has totaled \$81,107.53 since July 1, 2021.

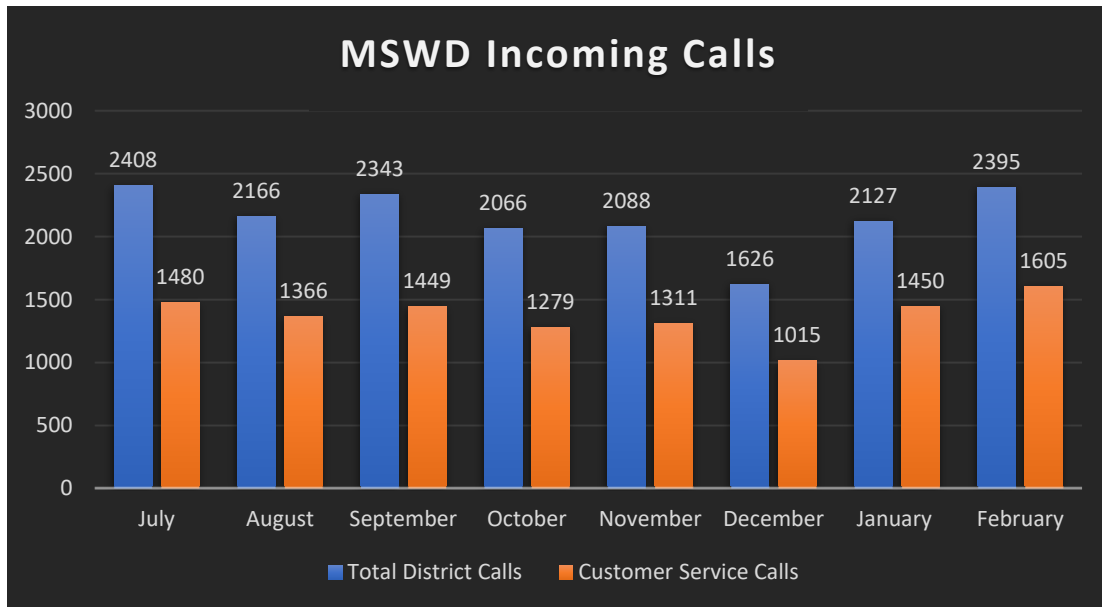
Customer Portal Update

Vertex One/WaterSmart integration continues. The PayNearMe payment portal is in progress as part of the portal integration. Once completed, the District can launch the portal to the public. The expected launch timeframe is May 1, 2022.



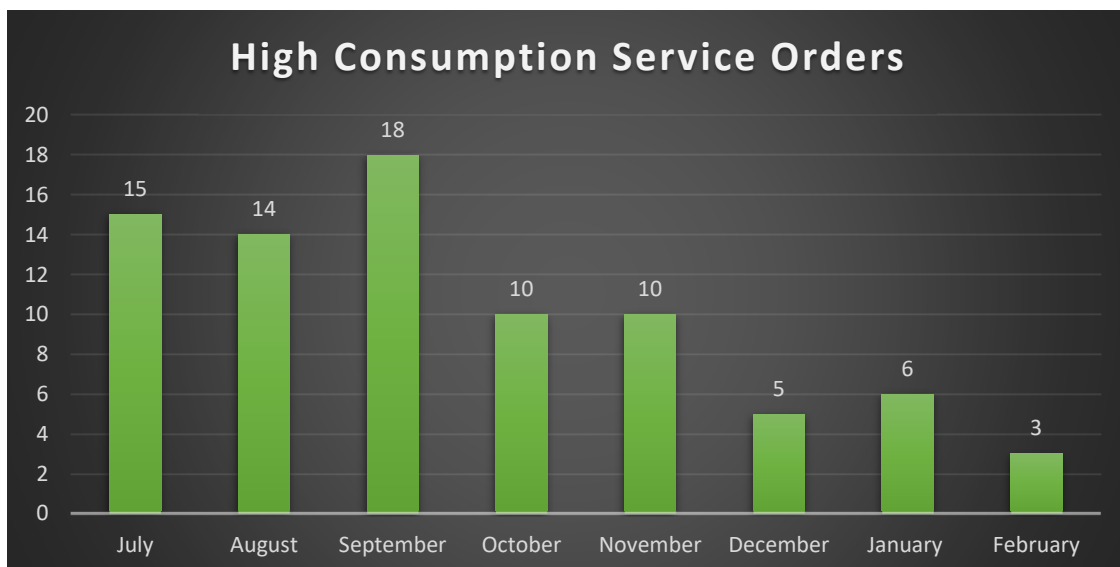
Calls into the Customer Service Department

The District is seeing an increase in the number of calls. Most calls are related to delinquency letters received, 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.



High Bill Investigation Requests Versus 13,430 Accounts

Field Customer Service identified 29 high to urgent level leaks via Neptune 360 reports throughout February 2022. This is one of the reasons the District is consistently seeing less high bill service orders. The District has been identifying and calling customers when tracking the high consumption alerts.



Lobby Open by Appointment Only and COVID-19 Response

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

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

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

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
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance
- Paypal option through Paymentus

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 February 2022.

Current Work Priorities

Staff continues to work with the front office to ensure that all deposits are correctly classified and posted properly to customer accounts or elsewhere in the General Ledger.

Finance staff continues work with the front office on the implementation of the PayNearMe integration with the new customer portal.

Staff continues work with other departments to encourage proper documentation of funds prior to sending them to the front office for deposit, such as the job number it pertains to.

Staff is performing reconciliation and analysis of SCE invoices going back to 2018 to show how much the solar farm is contributing to the General Fund. Staff has been netting it against the expense prior to this fiscal year.

Finance staff is working with IT staff to create workflows in Laserfiche, including overtime requests, budget transfer requests, job number requests, and time off requests. Some are still in development, but many are currently being used. Workflows create an automated approval process along with the proper documentation that our auditors want to see. It also automatically stores the form along with all the approval documentation.

Finance staff continues to work with Administration, Engineering, and Construction and Maintenance staff on reimbursable jobs. Several new reimbursable job numbers were given out and were either started or are about to be started.

- Fire hydrant relocation – Stemmer Development
- Well 35C completion
- Well 34C rehabilitation
- 18-inch intertie line

Finance staff began testing a new Wells Fargo program where the bank makes all the payments on behalf of the District saving time and resources.

The new Accounting Manager continues to train and become familiar with the District operations.

The Director of Finance and Accounting continues to work with the auditors to finalize the June 30, 2021, audit and will present it to the Board in March 2022. There were many delays due to the COVID-19 pandemic restrictions on face-to-face meetings. Additionally, the District lost the Director of Administrative Services at the beginning of the audit, while the accounting firm lost their lead auditor in December 2021.

The Director of Finance and Accounting, along with the IT Manager, participated in two meetings with ACWA-JPIA on the requirements to submit the 2022-2023 cyber security insurance application that is due in March 2022.

Budget

The Director of Finance and Accounting conducted a training for managers in preparation for this year's budgeting process. There will be more training sessions to follow.

Budget transfers for the month of February 2022 amounted to \$84,672.50.

Payroll

Finance staff is currently reconciling all PERS amounts withheld and paid by the District to ensure that all COLA adjustments and Retro Pay for merit increases have been properly included for all employees.

Cash

Total cash receipts for the month of February 2022 amounted to \$1,077,925.31, with \$920,088.03 in customer payments.

A debt payment was made to the USDA loan in the amount of \$13,432.75 on February 1, 2022.

Cash disbursements for the month of February 2022 amounted to \$1,702,040.00, with the largest payments going to:

- \$281,980.04 to Century Village Property Tax Collected for AD #13
- \$226,391.67 to Net Payroll
- \$215,822.44 to the City of Desert Hot Springs
- \$150,032.57 to Southern California Edison
- \$88,730.35 to ACWA-JPIA Health Benefits
- \$88,411.96 to the State Water Resources Control Board

Other

We are happy to report that the entire Finance and Accounting Department participated in the February 10, 2022, blood donation event.

Innovation and Technology Department

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

Cybersecurity Improvements

Staff continues to work with security professionals to protect MSWD infrastructure from cyber-attacks and penetrations. Currently, IT is working on the following items related to cybersecurity:

- District network continues to go through a microsegmentation. Microsegmentation is a method of creating zones in data centers and cloud environments to isolate workloads from one another and secure them individually
- Cloud backups are being upgraded with stricter password and device policies
- District staff continue to utilize a security monitoring service to protect the District firewalls from penetration

- Computers and servers continue to be upgraded
- Desktop and laptop or “office/remote users” are being migrated to only laptops to reduce the number of access points into the District’s infrastructure

SharePoint Migration and Setup Employee Intranet

District staff is reviewing the file structure and naming convention to prepare for the next steps of the SharePoint migration. The SharePoint migration will help the District in cleaning up the current servers by removing files that have been archived, and reorganize the file structure and access. Once the SharePoint Migration is complete, IT staff will establish a SharePoint-based employee intranet, giving employees easy access to forms, applications, files, and information.

Laserfiche Automation

In a continuing effort to go paperless, IT and Accounting staff have been working together to eliminate all paper forms and rubber stamps. Staff has been developing workflows and paperless templates based on existing forms which replace paper or PDFs. The Laserfiche forms can be programmed into workflows to save staff effort, minimize mistakes, and improve our timing and efficiency.

UniData Server Upgrade and Rocket Multi-Value Integrations

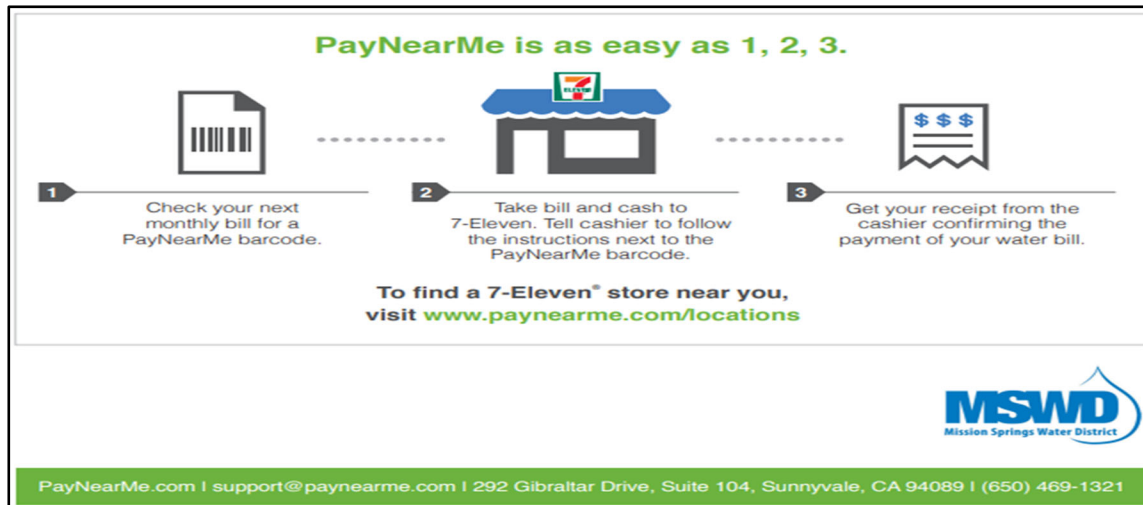
District staff is in the final preparations for the installation of the new UniData server. The new UniData server will allow the District to upgrade its UniData platform to be compatible with all the features in current and future UniData integrations. Following the server upgrade, a Multi-Value Integration Server (MVIS) application will be installed on the UniData server. MVIS will allow external applications to read and write data to our financial database in real-time. IT staff will focus on integrating Laserfiche, Nobel Systems, WaterSmart, and PayNearMe with the MVIS to enhance the field staff’s work order management system and customer service’s customer portal.

Nobel Systems Integration with Unidata

District staff continues to work with Nobel Systems to integrate field staff’s work order management system, timesheets, and inventory with UniData. In December 2021, IT staff entered into an agreement with Nobel Systems to develop a backflow module to better track backflow testing inspections and repairs, and a pretreatment module to better track Fats, Oils, and Grease pretreatment units. Staff continues to further develop GeoViewer to manage inventory, service orders, and timecard entry, which will increase automation and decrease staff workload.

WaterSmart Customer Portal

IT and Customer Service staff continue to work with WaterSmart to develop a customer portal which will allow our customers to view their usage, set notifications, and pay their bill on one platform. The integration of WaterSmart with the District payment system, PayNearMe, has been scheduled with an anticipated completion date of March 2023. By utilizing PayNearMe, the District will save over \$60,000 per year in associated payment service fees.



Purchasing Department

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

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

Staff currently has an order that was placed on October 21, 2021, for 3/4-inch and 1-inch Neptune meters. They were expected to arrive by late January 2022. Unfortunately, they are now scheduled to ship out in mid-March 2022. The delay is with the production of the meters and not a distribution issue. This order contains 160 of the 3/4-inch meters and 60 of the 1-inch meters. Staff currently has 31 of the 3/4-inch meters and 142 of the 1-inch meters on hand. Staff will continue to monitor the situation and will keep everyone informed with any updates.

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 electrical equipment. The District expects to receive the final submittal in March 2022 to review and approve for procurement.

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

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

Staff began the appraisal process for a required sewer easement. Once completed, staff will begin negotiations with the property owner for the proposed easement area for the pipe alignment.

The consultant, TKE Engineering, completed the 100% design plans and specifications, and staff is completing the final plan check.

Water and Wastewater System Comprehensive Master Plan Update

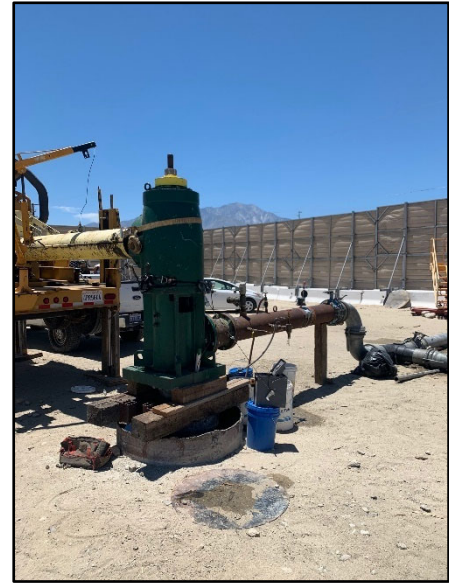
The consultant, Michael Baker International, continued progress on the water and sewer models. The consultant began wastewater flow monitoring to collect field data to calibrate the sewer model.

Horton Odor Control Project

Staff in conjunction with the construction manager consultant, Michael Baker International, have completed a no cost change order extending the contract completion date to February 18, 2022. Current schedule puts the completion beyond that date to March 18, 2022, due to material delivery delays from supply chain issues.

On-Call General Engineering Services RFP

Staff is continuing to use the on-call inspections and plan check contract. Heitec Consulting is executing construction inspection and plan check services.



Backup Generators for Well Sites 27-32 and 37 Projects

Staff is still reviewing the most beneficial locations for fixed and portable generator locations prior to advertising for project bids.

Horton Effluent Filtration System

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

Horton Chopper Pumps Project

Staff has contracted with the pump manufacturer to complete the installation of the four influent pumps. A preconstruction meeting was held in February 2022 and submittals and fabrication is in process. Construction is anticipated in March through April 2022.

Well 22 Rehabilitation

The design consultant, TKE Engineering, continued working on the final design package. Staff anticipates receiving the final design package in the coming weeks and bidding the project thereafter.

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.

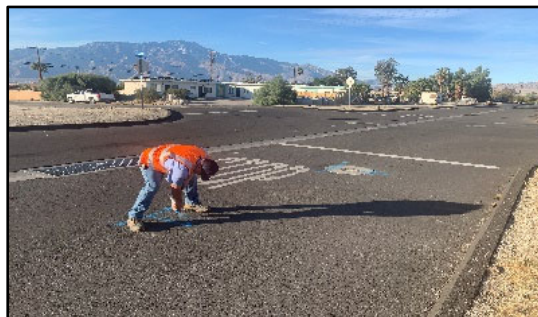
Regional Water Reclamation Facility

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

Operations & Maintenance

Construction & Maintenance

Staff completed approximately 248 water line location requests in February 2022. Staff continues to use iPads with the GeoViewer mobile app to streamline and manage line locations.



Staff replaced ten water services, repaired eight service line leaks, and three main line leaks in February 2022.



Approximately 418,035 gallons of water loss was recorded due to water leaks in February 2022. Most of the water loss was due to two fire hydrants that were stolen at the same time near the Skyborne development.



Staff continues to implement maintenance programs, which consist of ground valve exercising, blow-off flushing, air release valves, Cla-Val automatic control valves, and fire hydrant flushing and painting. There were 139 ground valves exercised, 63 fire hydrants flushed, one air release valve inspected and rebuilt, no Cla-Val valves inspected, and 63 blow-offs flushed in February 2022.



A total of 23 work orders were processed in February 2022 using the CMMS program.

Staff installed 14 new water services in February 2022.

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

Staff has been making necessary adjustments in dealing with the current COVID-19 pandemic. Staff continues to keep good constant 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 each week, Tuesday through Friday, by our janitorial company. Disinfection is completed four times a week and janitorial services are completed twice a week.

Building maintenance continues at District facilities. Staff helped with the problem solving of the odor issues in the Administration Building with the plumbing contractor. The downstairs lock at the Administration Building was replaced due to damages.

Standby Generator Monthly Maintenance continues at the District. Staff found no issues during the monthly testing of standby generators. 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. Below is a listing of services provided in February 2022:

- A total of eight recalls on District vehicles have been completed
- Front end repairs were completed on Unit 421
- The dealership completed front end adjustments on Units 409, 411, and 412
- Services were completed on Units 402 and 410
- A new fuel primer pump was installed on a 6-inch trash pump
- GPS unit installations were completed on Units 381 and 392
- New tires were installed on Unit 410

Collections

No Sanitary Sewer Overflows (SSOs) occurred in the collection system. 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 278 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Approximately 5.1 miles of sewer mainline was cleaned. This included 94 segments of 8-inch VCP sewer pipe.

Staff utilized the CCTV truck to inspect 28 segments of 8-inch VCP mainline. While performing inspections, staff identified one section of 8-inch mainline that needs an emergency repair to replace approximately 150 feet of pipe and five lateral connections. The damage appears to have been caused by roots from nearby tamarisk trees.

Staff continues to help at the wastewater treatment plant as needed, including the cleaning of the vortex grit chamber.

Wastewater Treatment

Staff spent a combined 513-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest plants. Also, during this timeframe staff spent 149-man hours operating the sludge belt filter press, including filling and removing 17 trailers of sludge from the Horton and Desert Crest Plants.

Staff collected 38 samples and spent 57-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District's discharge requirement.

Staff continues to pull the influent pumps a minimum of four times throughout the week, or as needed, including weekends due to ragging of "flushable wipes". Pumping GPM and Hz on the pumps are monitored daily to help determine how frequent the pumps need to be pulled.

Five ponds were cleaned and rehabilitated in February 2022. Ponds 4, 5, 6, 7, and 8 were all cleaned this month, and Pond 7 was cleaned twice.

Staff drained Clarifier 1 due to solids coming up to the surface. Any septic or old material was cleaned out of the bottom and the tank was inspected. The clarifier is back up and running.



Staff replaced the upper and lower scrapper blades on the belt press.



Staff sounded the groundwater wells around the Horton treatment plant.



Staff continued to conduct a weekly “Wastewater Training” program within the department. These training sessions are intended to get all of the operators on the same page with respect to a standard operating procedure, so that Staff is operating equipment more proficiently and are trained in doing so. This training is also to help keep operators safe when conducting maintenance. This month’s training included:

- Dissolved Oxygen (DO) Population Equivalent (PE) testing
- PE testing (Total Dissolved Solids (TDS), Suspended Solids (SS), and pH)
- Headworks emergency pumping
- Pond DO meter membrane replacement



Staff replaced the V-belt on the 6-inch pump and tested it out to make sure it operated correctly.



Staff replaced effluent piping at Desert Crest that was leaking underground. This piping feeds the plant water to the headworks.



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

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	8	7	9	51	2
Aug.	20	4	1	8	53	2
Sep.	20	5	2	12	8	11
Oct.	36	9	4	8	12	4
Nov.	29	50	10	9	7	7
Dec.	12	9	3	3	64	1
Jan.	14	21	7	1	16	8
Feb.	7	23	5	1	42	0
Mar.		48	1	0	23	5
Apr.		18	3	3	15	30
May		17	11	3	20	45
June		21	7	3	6	70
Annual Total	156	233	61	60	317	185

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 Plants.

Monthly Wastewater Flows

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.	1.952152	2.131439	0.048326	0.054720
Feb.	2.009623	2.139096	0.045334	0.052130
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Water Production

Staff collected 45 routine bacteriological (Bac-T) samples, six general physical samples, and uranium samples at Well 26A for analysis in February 2022. Staff works closely with the laboratory when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for February 2022 were sent out to the State Water Resources Control Board on March 8, 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. Purchasing informed staff that the pricing of chlorine has increased. Staff is currently evaluating the chlorine budget to ensure sufficient funds remain to complete this fiscal year.

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. The chlorinator at Well 24 was rebuilt on March 2, 2022.

There are currently only two employees in the Department, the Water Production and Maintenance Foreperson and a Water Production Operator II. Due to staffing shortages, several candidates were interviewed, with anticipated start dates in March 2022.

Staff along with the contractor made electrical repairs to the booster site at 19th Avenue on March 2, 2022. A pump motor contactor/starter was faulty.

Staff sealed some openings at various well heads for increased water quality protection.



Staff continues to monitor the production equipment to ensure equipment is operating properly.



During daily pump run and site checks, staff monitors the system and addresses site vandalism and water theft routinely. Staff continues to do a great job reporting and making repairs as needed.

Staff discovered an oil leak at Well 29 due to a missing plug. Staff replaced the plug stopping the leak, however, the bearing still sounds like it may be going bad. Staff will use a contractor from the Well and Booster On-Call Contract to assess and repair as needed.

Staff along with the contractor, Forshock, is currently working on making SCADA upgrades. Staff expects the main system software to be upgraded within the first two weeks of March 2022. Staff is currently evaluating sites to install the automatic continuous chlorine analyzers. Once installed, these will help to monitor the chlorine residuals via the SCADA system.

Staff continues to sound groundwater levels for 13 production wells and nine monitoring wells. Staff usually strives to complete the soundings early in the month to proactively identify any abnormalities.



Staff continues to oversee all the Production Department sites and make any necessary changes as needed. Staff continues to climb reservoirs and conduct as needed overflow maintenance monthly. Staff is beginning to implement inspections of the tank roofs using a drone.



Staff continues to oversee the landscape maintenance contract for 36 sites throughout the District.

Staff continues to work with Field Service/Customer Service on the planning of construction meter set locations. Staff closely monitors the water usage in the areas that have construction meters.

Staff performed the monthly fire pump testing at the Gateway reservoir. This test is performed monthly to ensure the fire pump is in good working condition and operates properly when required.



On February 23, 2022, MSWD received a notice from the State Water Resources Control Board, Division of Drinking Water regarding the Annual Source Water Nitrate Monitoring Status. Although MSWD was not able to sample Wells 22 and 34 for nitrates this year due to the wells being out of service for rehabilitation, the State still considers MSWD to be in compliance with the Source Water Nitrate Monitoring requirements for calendar year 2021. Staff will keep the State apprised of the status of wells and will include this sampling in the future years.

Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The January 2021 performance report showed that the system produced 119,282 kilowatt hours, which is within 86% of expected energy output.

Well 24 Electrical Panel Rehabilitation Project

This project is currently under construction and is anticipated to be completed in 2022. Currently, the electrical panel and motor control center is being constructed by the contractor offsite. Also, District staff is working with Southern California Edison on new power requirements they requested to be done at Well 24.

Through continued development 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.

New Service Connections to the Water System

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	7	4	5	7	2
August	19	6	10	5	3	2
September	23	18	2	14	4	13
October	33	13	3	21	8	3
November	27	10	16	4	0	7
December	9	2	17	3	3	2
January	14	15	6	3	20	1
February	8	13	8	5	11	1
March		16	2	3	6	5
April		11	1	3	7	11
May		15	12	5	11	9
June		24	11	2	8	2
Annual Total	151	150	92	73	88	58
Avg./ Mo.	12.58	12.50	7.67	6.08	7.33	4.83

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	Variance		FY	FY	FY	FY
	2021/22	from prior	year	2020/21	2019/20	2018/19	2017/18
	AF	AF	%	AF	AF	AF	AF
July	796.57	-61.20	-7.1%	857.77	853.23	857.20	835.87
August	839.93	-45.38	-5.1%	885.31	795.18	806.47	829.93
September	738.65	-46.15	-5.9%	784.80	757.08	689.47	712.40
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86
November	679.85	-10.28	-1.5%	690.13	619.87	631.75	642.41
December	565.48	-22.84	-3.9%	588.32	537.23	502.16	584.24
January	580.28	42.32	7.9%	537.96	553.20	570.20	599.52
February	527.34	31.73	6.4%	495.61	520.85	415.49	512.79
March		0.00	0.0%	625.80	557.73	490.92	536.09
April		0.00	0.0%	649.34	573.02	635.08	644.06
May		0.00	0.0%	723.62	698.99	598.36	697.15
June		0.00	0.0%	761.63	806.02	710.39	688.74
TOTAL	5393.28	-202.46	-3.6%	8356.13	7981.79	7617.30	8017.06

Additional water production information is provided in Appendix B.

Water Resources

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

Integrated Regional Water Management/Coachella Valley Regional Water Management Group

The Coachella Valley Regional Water Management Group (CVRWWMG) met to discuss on-going grant funded projects and upcoming grant opportunities.

The California Department of Water Resources (DWR) is currently reviewing the CVRWWMG's grant application for the Urban and Multi-Benefit Drought Relief Program – Under-Represented Communities and Tribal Set Aside.

The CVRWWMG completed and submitted a comment letter on the draft Proposition 1 Round 2 Integrated Regional Water Management (IRWM) Implementation proposal solicitation package.

The CVRWWMG completed and submitted a grant application with the Coachella Valley Mountain Conservancy for a water conservation technical study.

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

DWR is currently reviewing the 2022 Alternative Plan Update for the Mission Creek Subbasin and will conduct an additional public comment period following preliminary review.

The United State Geological Survey began data collection for the Land Subsidence Study in the Mission Creek Subbasin.

The consultant, Wood, completed the final Mission Creek Subbasin Annual Report for Water Year 2020-2021. The report is due to DWR by April 1, 2022.

San Gorgonio Pass Subbasin Sustainable Groundwater Management Act Compliance

DWR is currently reviewing the 2022 Groundwater Sustainability Plan for the San Gorgonio Pass Subbasin and will conduct an additional public comment period following a preliminary review.

The consultant, Provost & Prichard, is preparing the draft San Gorgonio Pass Subbasin Annual Report for Water Year 2020-2021. Staff expects to receive the report for review in the coming weeks. The report is due to DWR by April 1, 2022.

Indio Subbasin Sustainable Groundwater Management Act Compliance

DWR is currently reviewing the 2022 Alternative Plan Update for the Indio Subbasin and will conduct an additional public comment period following preliminary review.

The consultant, Todd Groundwater, completed the final Indio Subbasin Annual Report for Water Year 2020-2021. The report is due to DWR by April 1, 2022.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Sponsorship Events

Desert Hot Springs Women's Club Fashion Show & Fundraising Event, March 6, 2022

Since 1953, the Desert Hot Springs Women's Club has enriched the city by fundraising, providing scholarships, and performing community service. MSWD is a proud sponsor of the annual fashion show.



Upcoming Events

Palm Springs Air Museum Fundraising Dinner, Friday, March 25, 2022

Honoring the men and women pioneers of aviation, this year's event will include a special tribute in memoriam to Phil Hixon, Chairman Emeritus and one of the Palm Springs Air Museum founders.



Senior Inspiration Awards Luncheon, Thursday, March 31, 2022

Honoring seniors from each of the Coachella Valley cities and the County of Riverside, the event celebrates the accomplishments of some of our most-valued community members.



Desert Hot Springs Rotary Big Hearts Awards Ceremony, Thursday, March 31, 2022

The Desert Hot Springs Rotary Presents the Big Heart Awards annually to honor individuals and local businesses for doing good in our community. This year's MSWD Person of the Year is Executive Assistant Dori Petee, who serves as a Rotarian and also works tirelessly to support the Desert Hot Springs community.



Desert Hot Springs Little League Opening Ceremony, Saturday, March 26, 2022

The Desert Hot Springs Little League is dedicated to building character and providing fair and challenging activities to our Desert Hot Springs youth. Once again, MSWD is a proud sponsor of the league.



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

Awards

The Berkeley Springs International Water Tasting, the World's most prestigious, recently awarded Mission Springs Water District a Bronze Medal, bringing the District's total medal count to 10 since it first entered the annual contest in 1997.

The event featured more than 100 waters, spanning five different continents. The municipal water category was a battle of previous champions, with Village of Montpelier, Ohio taking Gold, Metropolitan Water District of Southern California taking Silver, and MSWD winning Bronze.



MSWD Medal Count	Year	Ranking
1	1997	Silver
2	1999	Gold
3	2001	Silver
4	2003	Bronze
5	2004	Gold
6	2008	Silver
7	2011	Silver
8	2018	Bronze
9	2020	Gold
10	2022	Bronze

The District has won the most medals of any municipal participants, including the best in the World in 2020.

Shown here: MSWD Water Production Operator Tim Owens draws water from our "lucky" well in preparation for the 2022 Berkeley Springs International Water Tasting.



Public Outreach

Disconnection Outreach

On April 2, 2020, Governor Newsom issued Executive Order N-42-20 prohibiting water service shut-offs to residences and critical infrastructure small businesses. The governor subsequently extended this order and later signed Senate Bill 155, which extended the moratorium through December 31, 2021.

To help residential and commercial customers with past due balances related to the pandemic, the District applied for and received funds from the California Water and Wastewater Arrearage Payment Program to cover past-due account balances accrued between March 4, 2020, and June 15, 2021.

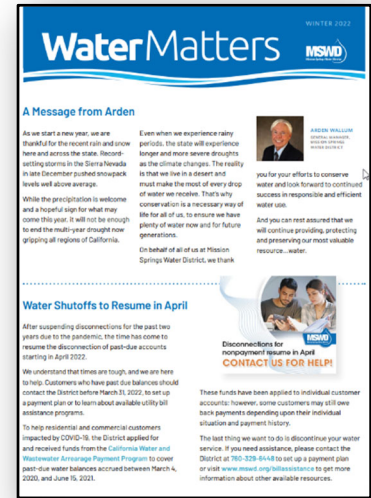
After the credit, some customers still owe back payments depending upon their usage and payment history. To allow these customers time to bring their accounts current, the District will resume its SB 998 governed shut-off procedure in April 2022.

Throughout February and March 2022, the Public Affairs team is implementing an aggressive communications campaign that includes social media, bill messaging, direct mailers, emails, and phone calls encouraging customers to contact the District to enroll in a payment plan or apply for one or more of the various utility bill assistance programs currently available.



Customer Newsletter

This month, a new edition of Water Matters was included in our customer billing statements. Newsletter stories included disconnection/payment assistance information, continued drought conservation, toilet/turf rebates, the availability of FREE conservation kits, and MSWD calendars.



Water 101 – Let's Talk Water!

Later this month, we will be offering our first Water 101 classes to community leaders who want to learn more about water, the lifeblood of our region. We are excited to provide a series of comprehensive courses that will cover MSWD's history, use, and management of this precious resource, along with how we fit into the larger Coachella Valley and State water systems.

We currently have approximately 20 members of the public signed up to attend the four-week series of courses. This includes representatives from local clubs, HOAs, City staff and Council members. Meetings are being held the fourth Thursday of each month during March, April, May, and June 2022 between 6-7 p.m. at the new Desert Hot Springs Library.

Mission Lakes Country Club Assessment District Update

On Thursday, April 7, 2022, the Public Affairs team is meeting with homeowners in the Mission Lakes Country Club to provide a status report on the septic to sewer project in their area. The meeting will be held at 4 p.m. in the MLCC Club House inside the Lakes Room.



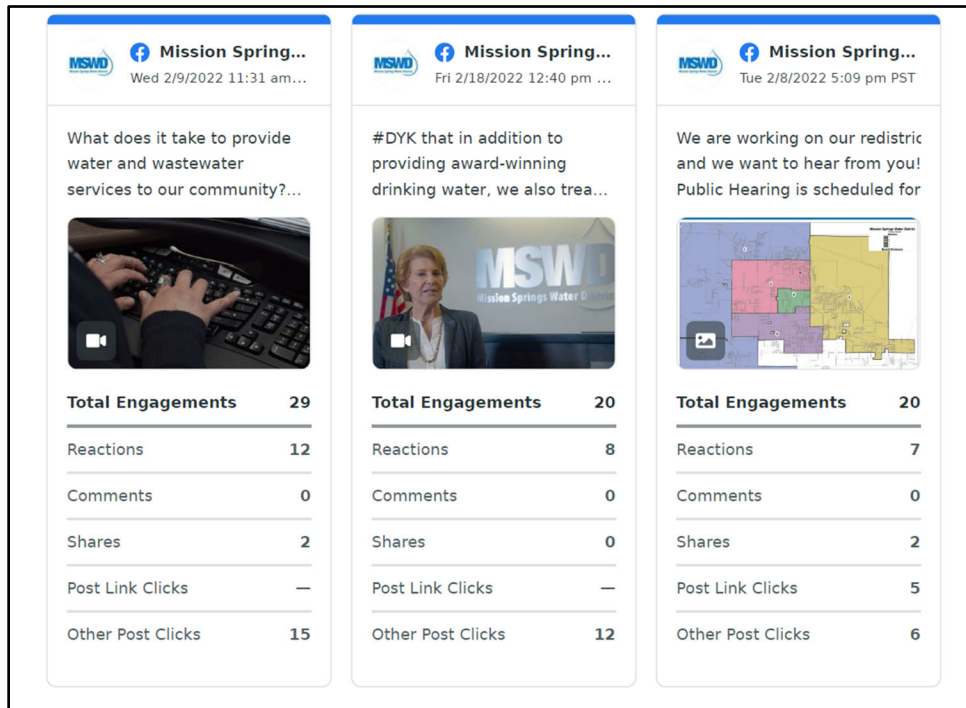
MSWD Digital Advertising

The District featured five Google and Facebook/Instagram ads promoting participation in the redistricting process, disconnection help, FREE conservation kits, toilet rebates, and a special "like us" campaign designed to build our social media followers. As a result, we had more than 450 clicks on the redistricting campaign along with more than 200+ clicks on each of the conservation kit, toilet rebate, and disconnection campaigns. A full report is included in Appendix C.



Social Media

A copy of the February 2022 social media report can be found in Appendix C. This report highlights activities and posts on the District's social media platforms. Our MSWD produced videos and redistricting were some of our top-performing posts this month.



CV Water Counts

The CV Water Counts Outreach report for February 2022 can be found in Appendix C. Website visits and pageviews saw a drop in February from January 2022 – somewhat expected as the CV Water Counts Academy campaign brought in significant traffic. However, year-to-year, February 2022 had about 100 more pageviews than 2021. The Emergency Drought Restrictions page performed well and was the second most viewed page on the site during the month, with more than 800 views. Example posts below:



The CV Water Accounts Academy is finishing up its fifth week this month. Look for a detailed report in next month's Public Affairs update.

Rebates & Conservation

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

Conservation Kits

In February 2022, we received 11 new requests for conservation kits and have distributed 29 since the beginning of the year. We have several more requests pending in March 2022.

Turf Rebates

We currently have two pending turf rebates totaling as much as \$3,000. Both applications are awaiting customer improvements and a post-installation inspection.

Water Donations for February 2022

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
2/1/2022	DHSHS Public Safety Academy	PSA Project	5
2/3/2022	City of DHS	Council/Commission Meetings/Walk-in Guest	25
2/10/2022	Food Now	Charity Golf Tournament	8
2/19/2022	DHS VFW	Veteran's Family Appreciation Day	4
	Total Cases		42

APPENDIX A –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

March 1, 2022

FY22 Appropriations Update

In mid-February, Congress passed yet another continuing resolution (CR) to keep the federal government open and avoid a shutdown. The current CR will run until March 11. Leadership on the House and Senate Appropriations committee are continuing to meet and discuss how to finalize the Fiscal Year 2022 appropriations bills.

White House Announces BIL Infrastructure School

The White House announced that it would be holding a series of virtual webinars called “Infrastructure School.” These webinars are intended to provide an in-depth look at the various programs included in the Bipartisan Infrastructure Law (BIL). Here is the schedule of webinars of interest to the District for the month of March, as well as links to register:

- March 15 at 4pm-5pm ET: Water ([Register Here](#))
- March 17 at 4pm- 5pm ET: Resilience ([Register Here](#))
- March 22 at 4pm-5pm ET: Environmental Remediation ([Register Here](#))

Speaker Pelosi Extends Remote Voting

Speaker of the House Nancy Pelosi (D-CA) has once again extended the period of remote voting for Members of the House. Remote voting has been extended until March 30. Remote voting is not allowed in the Senate.

House T&I Committee Leadership Sends Letter to Corps and CEQ on PR&G

Chair of the House Committee on Transportation and Infrastructure Peter DeFazio (D-OR), Chair of the Subcommittee on Water Resources and Environment Grace Napolitano (D-CA), and Congressman Jesús G. "Chuy" García (D-IL) sent a letter to the Corps and the Council on Environmental Quality urging them to finalize implementation of modernized Principles, Requirements, and Guidelines—the criteria that the Corps uses to evaluate the benefits of a project. The letter can be found [HERE](#).

Federal Funding Opportunities/Announcements

EPA Announces BIL Funding for Great Lakes. The Environmental Protection Agency (EPA) announced the allocation of \$1 billion in funding to address Great Lakes clean-up efforts. More information about the awards can be found [HERE](#).

EPA Announces Anaerobic Digestion Grant Awards. EPA announced the selection of eleven organizations to receive a total of \$2 million in federal funding for anaerobic digestion projects. Anaerobic digestion is a process in which microorganisms break down organic materials, such as food scraps, manure, and sewage sludge, in the absence of oxygen. More information about the awards can be found [HERE](#).

EPA Announces Funding Opportunity to Reduce Lead in Drinking Water. EPA announced \$20 million in grant funding to assist in the removal sources of lead from drinking water. EPA stated that it will award this funding in alignment with the goals of the Justice40 Initiative, and encourages applications that support equity by prioritizing underserved communities, those with lead reduction projects at drinking water systems with at least one lead action level exceedance within the last three years, as well as those with schools with at least 50 percent of the children receiving free and reduced lunch, in Head Start facilities, and/or in areas with additional environmental health burdens. Applications are due on April 19 and more information about the application can be found [HERE](#).

Reclamation Announces Small-Scale Water Efficiency Grants. The Bureau of Reclamation (Reclamation) announced the WaterSMART Small-Scale Water Efficiency grant opportunity. The program provides 50/50 cost share funding to irrigation and water districts, tribes, states and other entities with water or power delivery authority for small water efficiency improvements that have been identified through previous planning efforts. Projects eligible for funding include installation of flow measurement or automation in a specific part of a water delivery system, lining of a section of a canal to address seepage, or other similar projects that are limited in scope. Applications are due on April 28 and more information can be found [HERE](#).

Reclamation Announces Applied Science Funding Opportunity. Reclamation announced the WaterSMART Applied Science grant opportunity. The program support projects to develop hydrologic information, decision support tools, and tools to improve modeling and forecasting capabilities to increase water supply reliability. Applicants may request up to \$200,000 for projects to be completed within two years. A 50 percent non-federal cost share is required. Applications are due on April 14 and more information can be found [HERE](#).

Reclamation Announces Drought Contingency Plan Funding Opportunity. Reclamation has announced the WaterSMART Drought Contingency Plan grant opportunity. This funding opportunity supports the development and update of drought contingency plans. Through this funding opportunity, Reclamation provides financial assistance for planning that, when implemented, will increase water reliability and improve water management using expanded technologies and improved modeling capabilities. Applicants may request up to \$200,000 for plans to be completed within two years. Generally, a 50 percent minimum

recipient cost-share is required. Applications are due on April 14 and more information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

Senate Confirms Fish and Wildlife Director. The Senate confirmed Martha Williams to serve as the Director of the Fish and Wildlife Service. Williams is a former law professor and served as head of the Montana Department of Fish, Wildlife and Parks. She also has experience at the Interior Department from the Obama administration and has been serving as the principal deputy director of Fish and Wildlife Service.

Senate Confirms USDA Under Secretary for Natural Resources and Environment. The Senate confirmed Homer Wilkes to serve as the USDA Under Secretary for Natural Resources and Environment. Secretary Vilsack swore Wilkes into office on February 11th. Wilkes has been with USDA for more than 40 years and during his Senate confirmation hearing, discussed how he would take an active role in addressing forest management issues at the agency.

The Corps and EPA Select Ten Regional Roundtables to Discuss WOTUS. The Corps and EPA selected ten regional roundtables to hold discussions with stakeholders about the implications of the Water of the U.S. (WOTUS) rule. The selected roundtables highlight geographic differences and a range of perspectives—including agriculture, conservation groups, developers, drinking water and wastewater managers, environmental organizations, communities with environmental justice concerns, industry, Tribal nations, and state and local governments. More information about the roundtables can be found [HERE](#).

EPA Launches Environmental Justice Screening and Mapping Tool. EPA released an updated environmental justice (EJ) screening and mapping tool called EJ Screen. EJScreen uses nationally consistent datasets and combines environmental and demographic information to identify areas overburdened by pollution. In addition to the eleven existing environmental indicators and corresponding EJ indexes, the new update includes the addition of a twelfth environmental indicator and EJ index on underground storage tanks. EJScreen tool can be found [HERE](#).

##



APPENDIX B – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	18	8	7	9	51	2	1	139	2	0	0
Aug.	20	4	1	8	53	2	4	214	4	0	2
Sep.	20	5	2	12	8	11	2	90	2	1	0
Oct.	36	9	4	8	12	4	21	65	8	2	1
Nov.	29	50	10	9	7	7	1	52	18	7	3
Dec.	12	9	3	3	64	1	0	86	22	11	2
Jan.	14	21	7	1	16	8	3	27	3	11	1
Feb.	7	23	5	1	42	0	3	5	46	6	1
Mar.		48	1	0	23	5	0	31	16	2	1
Apr.		18	3	3	15	30	0	8	95	14	3
May		17	11	3	20	45	7	13	98	3	2
June		21	7	3	6	70	4	4	72	2	0
Annual Total	156	233	61	60	317	185	46	734	386	59	16

Connections to Sewer Collection System:

As of June 30, 2021 8467

Plus YTD 156

Total Sewer Connections = 8623

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.	1.952152	2.131439	0.048326	0.054720
Feb.	2.009623	2.139096	0.045334	0.052130
Mar.				
Apr.				
May				
June				

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.	1.859783	2.040589	0.043382	0.048920
Apr.	1.897411	2.111914	0.040257	0.060120
May	1.954528	2.151420	0.039293	0.046660
June	2.014604	2.110777	0.038634	0.047440

WATER REPORT

WATER CONNECTION SUMMARY														
	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	2008/09
July	18	7	4	5	7	2	0	0	1	0	0	0	1	2
August	19	6	10	5	3	2	2	0	1	0	0	2	1	2
September	23	18	2	14	4	13	3	0	2	2	0	0	1	0
October	33	13	3	21	8	3	20	0	5	1	1	4	2	1
November	27	10	16	4	0	7	3	0	1	0	1	1	5	1
December	9	2	17	3	3	2	0	0	2	0	0	0	0	2
January	14	15	6	3	20	1	1	2	2	0	0	1	1	9
February	8	13	8	5	11	1	0	1	0	1	0	0	1	2
March		16	2	3	6	5	0	12	0	0	4	5	0	4
April		11	1	3	7	11	2	7	0	1	4	1	12	2
May		15	12	5	11	9	8	2	0	1	2	0	0	0
June		24	11	2	8	2	10	1	0	0	0	1	1	0
Annual Total	151	150	92	73	88	58	49	25	14	6	12	15	25	25
Avg./ Mo.	12.58	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08

Connections to Water System:

As of June 30, 2021 13,141
 Plus YTD 151
Total Water Connections = 13,292

WATER PRODUCTION														
	FY 2021/22	Variance from prior year		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	FY 2010/11
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	796.57	-61.20	-7.1%	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71
August	839.93	-45.38	-5.1%	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34
September	738.65	-46.15	-5.9%	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93
November	679.85	-10.28	-1.5%	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98
December	565.48	-22.84	-3.9%	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09
January	580.28	42.32	7.9%	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04
February	527.34	31.73	6.4%	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57
March		0.00	0.0%	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84
April		0.00	0.0%	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37
May		0.00	0.0%	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58
June		0.00	0.0%	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98
TOTAL	5393.28	-202.46	-3.6%	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	8,555.70

APPENDIX C – Public Affairs Information



MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

February, 2022

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 **IMPRESSIONS**
MSWD


207,887

 **CLICKS**
MSWD

866

 **CTR**
MSWD


0.42%

 **GOOGLE ADS CAMPAIGN PERFORMANCE**
MSWD

Campaign	Impr.	Clicks	CTR
MSWD Redistricting Feb 2022	83,784	362	0.43%
MSWD Disconnection Feb 2022	54,068	200	0.37%
MSWD Toilet Rebate Feb 2022	45,746	181	0.4%
MSWD Conservation Kits Feb 2022	24,289	123	0.51%
	207,887	866	0.42%

Facebook Ad Campaigns

 **FACEBOOK AD GROUP PERFORMANCE**
MSWD

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
	Redistricting Feb 2022	107	17,447	5,562	3.14	0

MSWD: Value is Our Mission





www.mswd.org

To gather public input on proposed division maps for its Board of Directors, Mission Springs Water District will host a virtual public hearing on Tuesday, February 22, 2022.

The public is invited to provide comments during the Public Hearing and/or in writing before the hearing regarding the proposed division boundaries for the redistricting process. Draft maps are available for review on the MSWD website.

There will not be a physical location for this meeting; however, the public is invited to join by phone or by Zoom. No registration is required.

298 162,758 49,518 3.29 22

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p>MSWD: Value is Our Mission www.mswd.org At Mission Springs Water District, Value is Our Mission. Click to learn more about how your household can receive a free conservation kit to help save water and lower your water bill.</p>	Conservation Kits Feb 2022	88	13,481	4,683	2.88	0
 <p>LIKE US MSWD www.facebook.com Roses are red Our tap water tastes good Follow us on Facebook For water news in your neighborhood</p>	MSWD Page Likes Feb 2022	46	15,347	4,105	3.74	22
 <p>Stop flushing money away Toilet rebates available MSWD - Rebates Available www.mswd.org MSWD's Toilet Rebate Program is designed to assist homeowners who want to replace old toilets with newer, more efficient models. Rebates of up to \$100 per toilet are available to eligible homeowners on a first-come, first-served basis. Click to learn more.</p>	MSWD Toilet Rebates Feb 2022	41	115,244	40,064	2.88	0
 <p>Help us plan for the future Join our redistricting hearing February 22 at 10 a.m. MSWD: Value is Our Mission www.mswd.org To gather public input on proposed division maps for its Board of Directors, Mission Springs Water District will host a virtual public hearing on Tuesday, February 22, 2022.</p> <p>The public is invited to provide comments during the Public Hearing and/or in writing before the hearing regarding the proposed division boundaries for the redistricting process. Draft maps are available for review on the MSWD website.</p> <p>There will not be a physical location for this meeting; however, the public is invited to join by phone or by Zoom. No registration is required.</p>	Redistricting Feb 2022	16	1,239	954	1.3	0
		298	162,758	49,518	3.29	22

Website Information

PAGEVIEWS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD
30,190

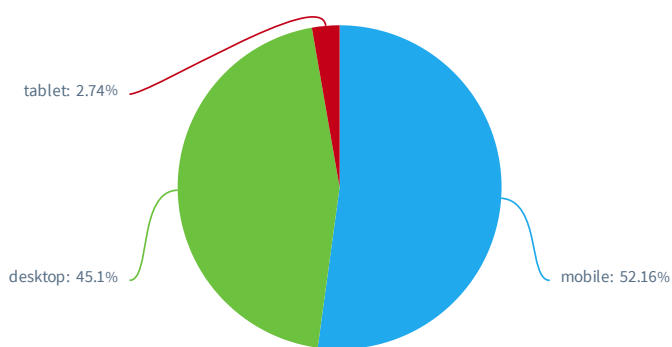
NEW VISITOR
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD
4,889

USERS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD
3,272

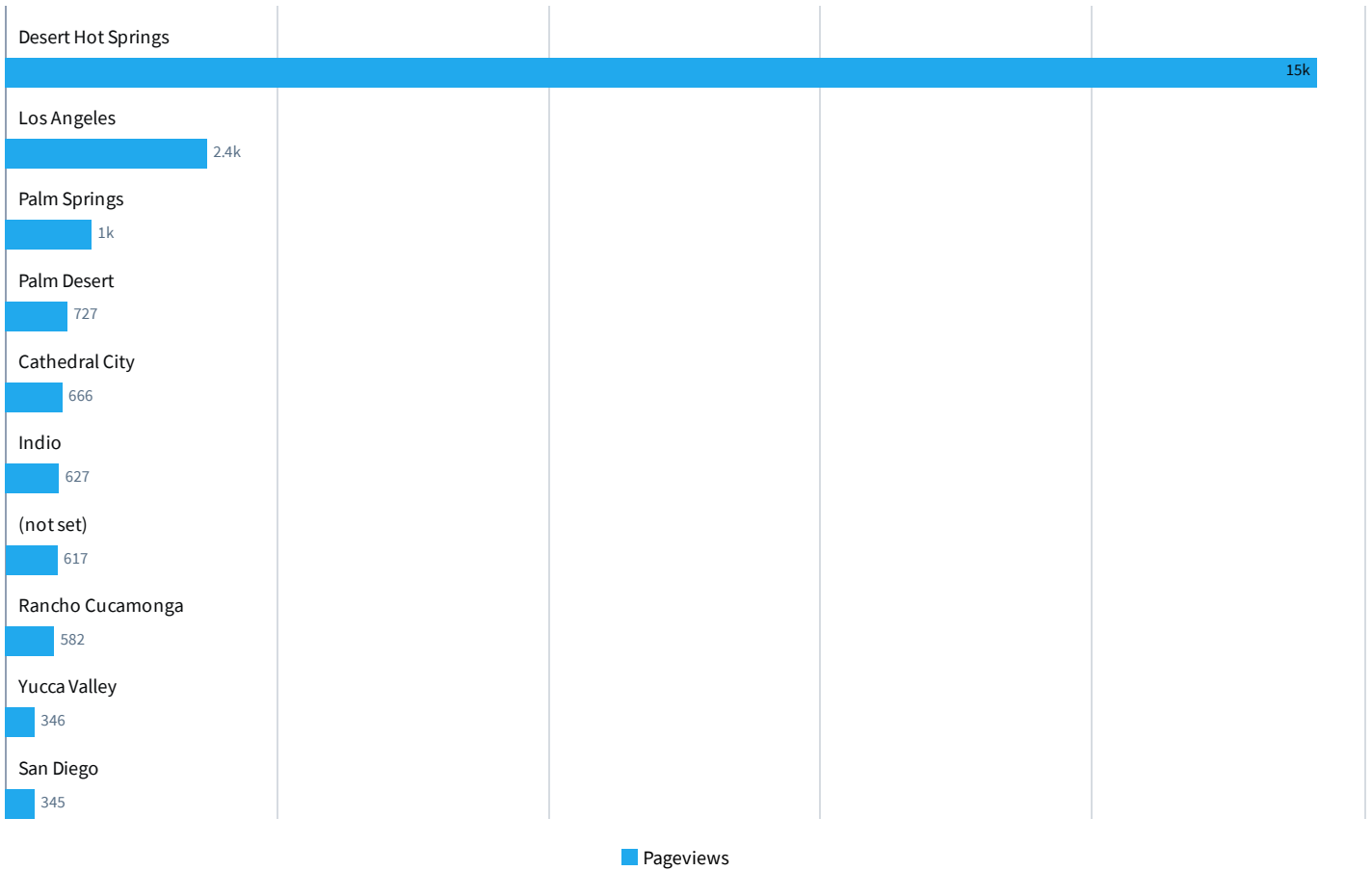
PAGEVIEWS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District Home Page Mission Springs Water District CA	6,191
Mission Springs Water District - Sign In	3,562
Mission Springs Water District - My Account	3,140
(not set)	1,930
Bill Pay Options Mission Springs Water District CA	1,555
Mission Springs Water District - Pay Bills	1,394
Mission Springs Water District - Account Detail	1,017
Mission Springs Water District - Pay as a Guest	935
Mission Springs Water District - Payment Options	902
Mission Springs Water District - You Have Successfully Signed Off	803
	30,190

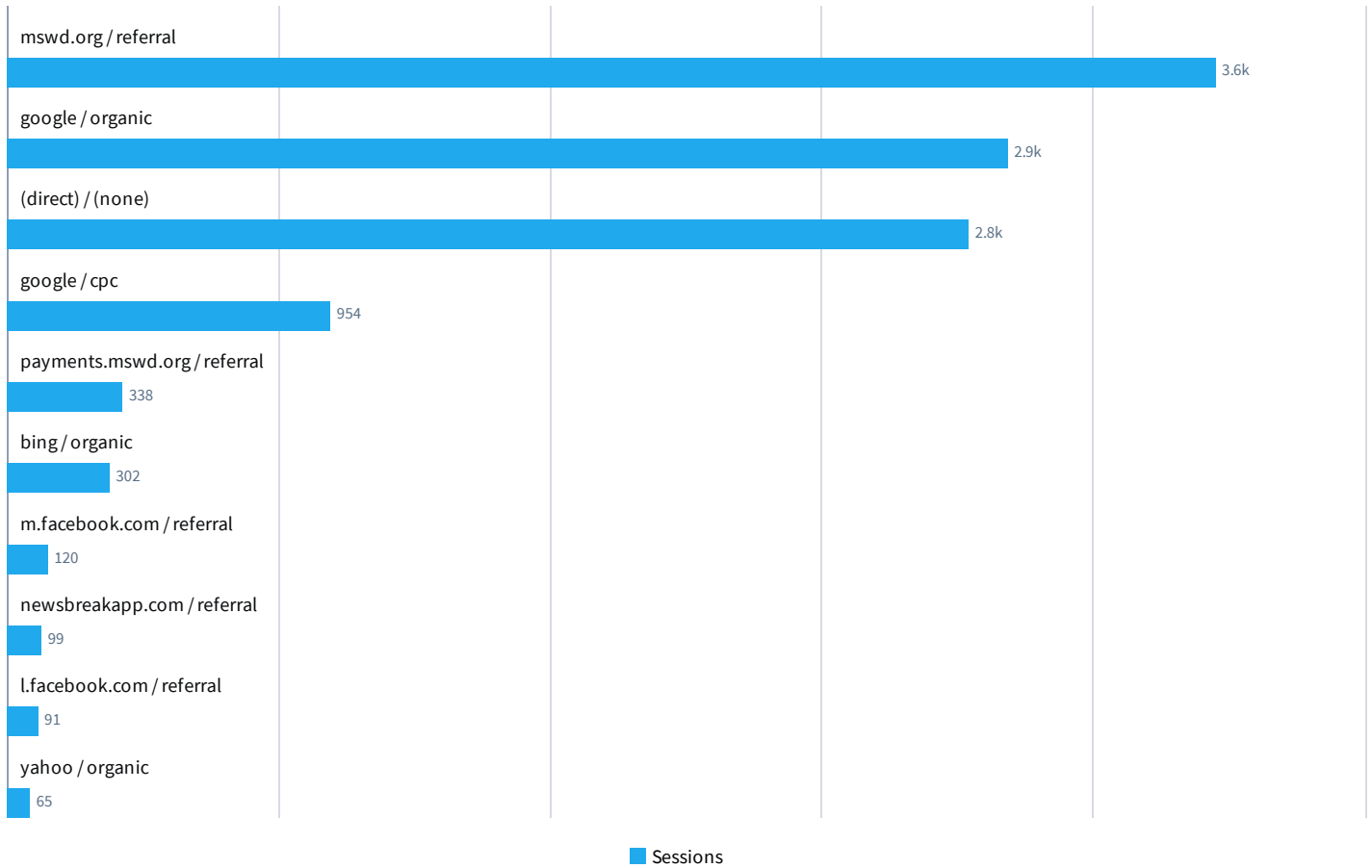
SESSIONS / DEVICE CATEGORY
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



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



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



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

1m 50s

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

2.61

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

29.4%



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

February, 2022

by Hunter | Johnsen

Google Ads Campaigns

 DISPLAY AD IMPRESSIONS
CV WATER COUNTS

87,677

 SEARCH AD IMPRESSIONS
CV WATER COUNTS

2,148

 VIDEO IMPRESSIONS
CV WATER COUNTS

78,877

 CLICKS
CV WATER COUNTS

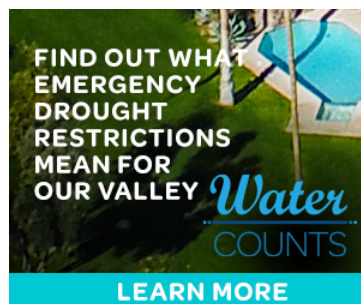
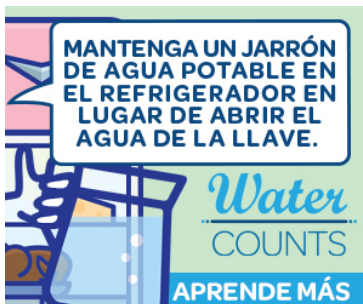
1,407


 CTR
CV WATER COUNTS

0.83%

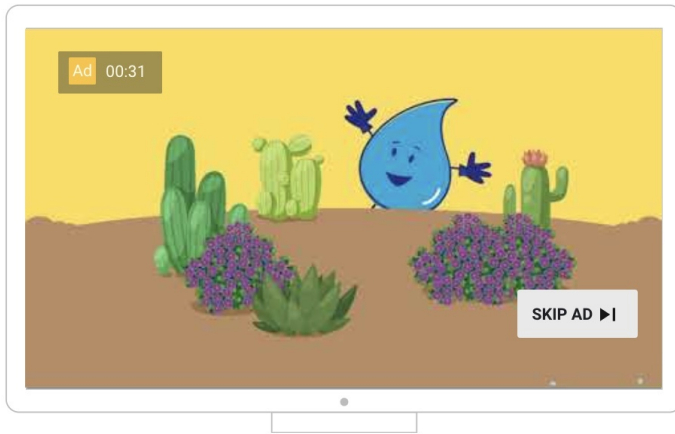
 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign	Clicks	Impr.
CV Water Counts FEB 2022	522	59,124
Pitcher in the Fridge	455	50,979
Drought Restrictions	67	8,145
CV Water Counts FEB 2022 SPANISH	538	28,553
Drought Restrictions (Spanish)	503	26,370
Pitcher Fridge (Spanish)	35	2,183
	1,060	87,677



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Account	Impr.	Engagements	Views	Clicks
CV Water Counts	78,877	25,241	10,260	170
CVWC Water Saving Tips YouTube Spanish Feb 2022 #2	40,789	14,186	6,615	90
CVWC Water Saving Tips English YouTube Feb 2022 #2	38,088	11,055	3,645	80
	78,877	25,241	10,260	170



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	177	2,148
	177	2,148


KEYWORDS PERFORMANCE

CV WATER COUNTS

Account	Clicks	Impr.	CTR
CV Water Counts	173	1,316	13.15%
water agency	72	624	11.54%
water rebates	37	166	22.29%
water company	35	371	9.43%
toilet rebate	13	35	37.14%
grass removal rebate	8	26	30.77%
washing machine rebate	6	48	12.5%
water agency map	1	3	33.33%
water preservation	1	28	3.57%
ways to conserve water	0	13	0%
two ways to save water	0	2	0%
	173	1,317	13.14%

Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE
HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p>Tips to Save Water cvwatercounts.com</p> <p>Did you know there are more than a hundred ways to save water? And some of them are really easy. Learn more water saving tips by clicking the link.</p>	270	34,924	14,599	2.39	357
	270	34,924	14,599	2.39	357

Website Information

PAGEVIEWS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

3,625

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

1,792

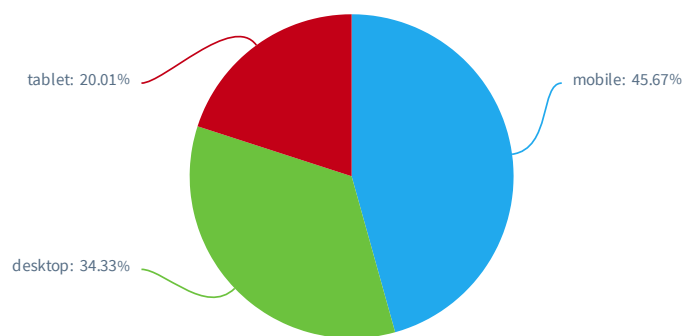
RETURNING USERS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

409

PAGEVIEWS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

Page path	Pageviews
/conservation-tips/	884
/emergency-drought-restrictions-what-it-means-for-the-coachella-valley/	807
/	224
/water-map/	202
/academy/academy-class-presentations/	161
/rebates/	148
/academy/	135
/plant-of-the-month-trailing-lantana-lantana-montevideensis/	63
/about/	57
/academy-class-recordings/	53
	3,625

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



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

1.37

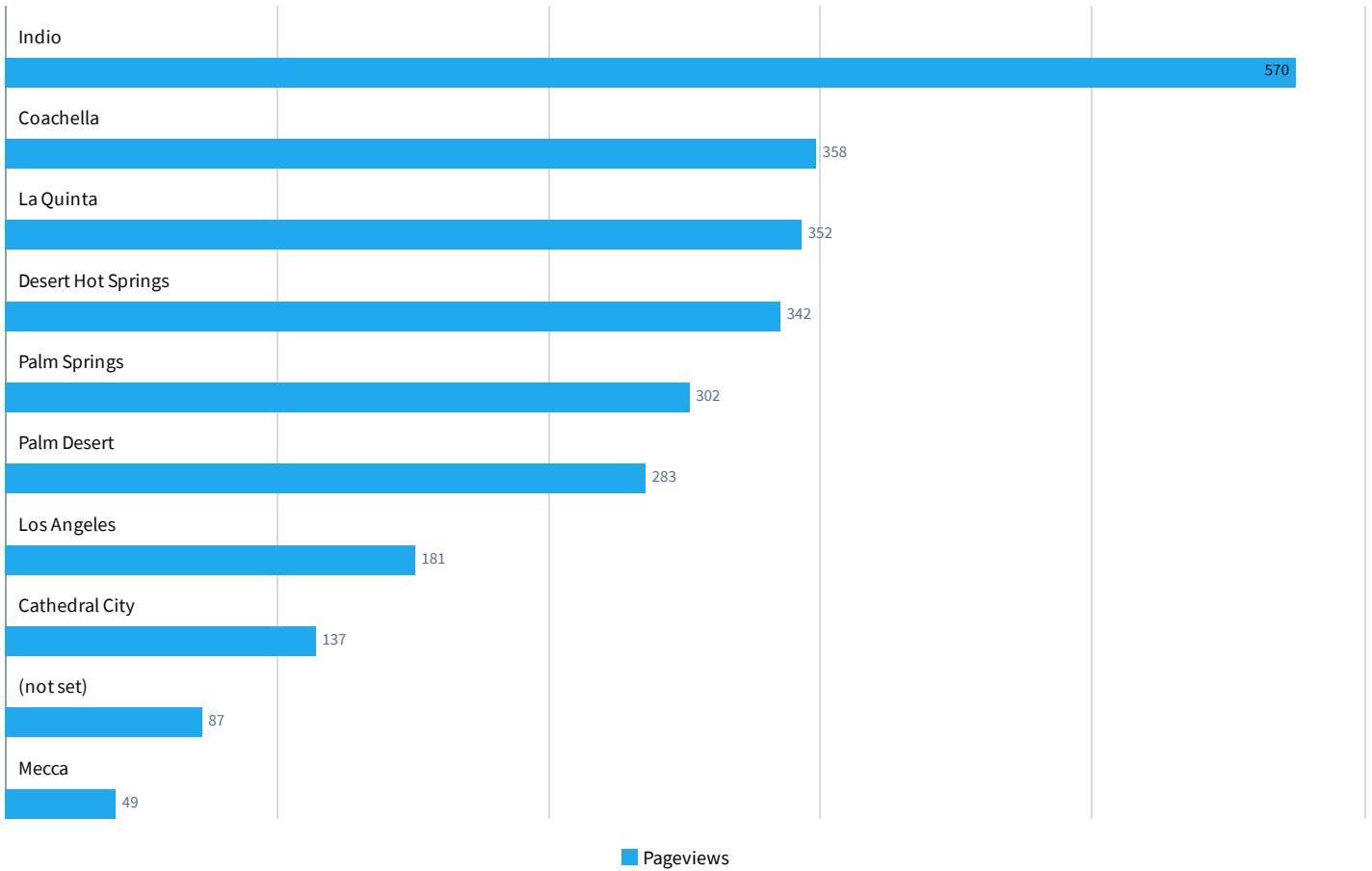
AVG. SESSION DURATION
CV WATER - CV WATER COUNTS - CV WATER COUNTS

44s

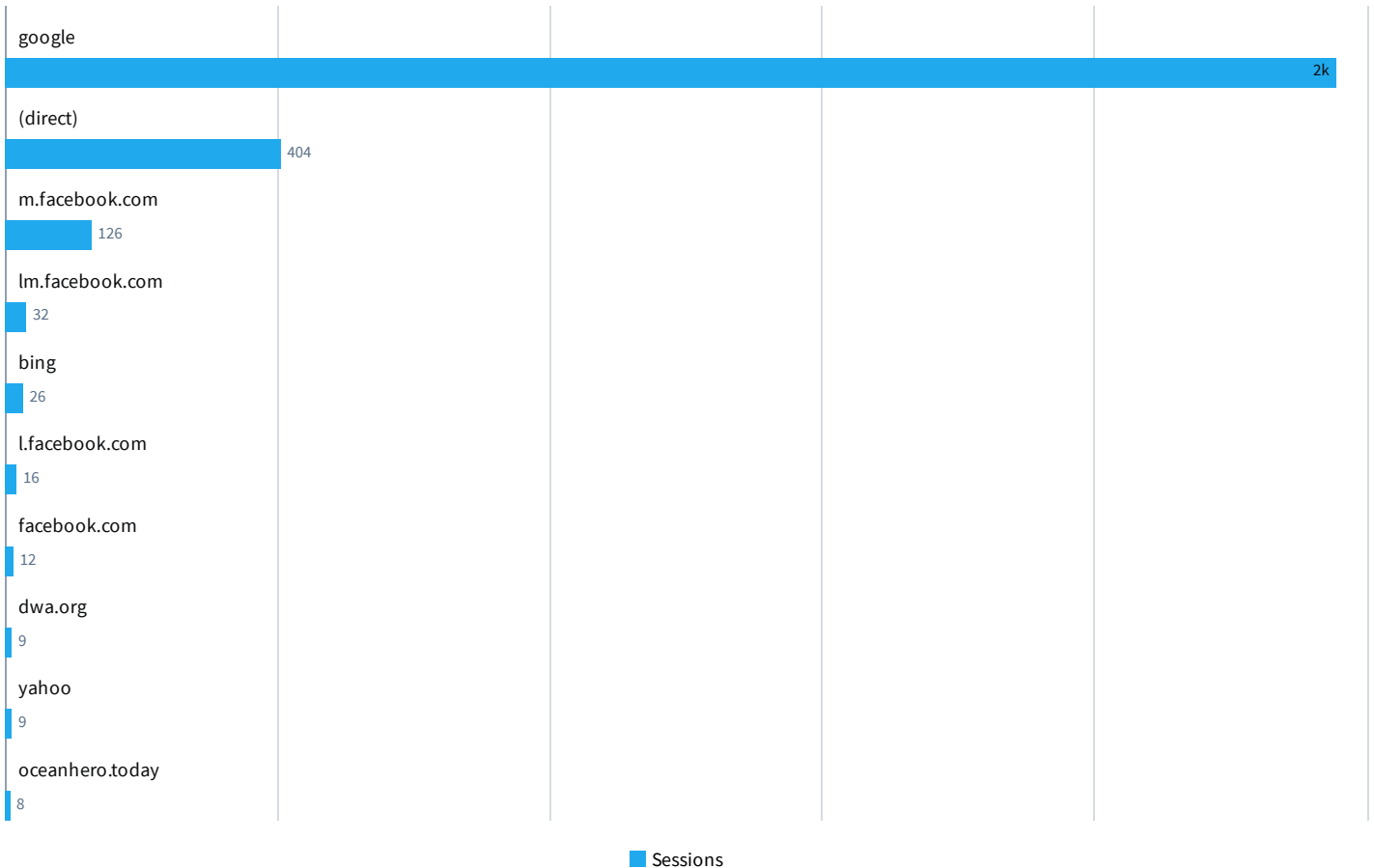
BOUNCE RATE
CV WATER - CV WATER COUNTS - CV WATER COUNTS

81.2%

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
February 2022	2,654	1,912	3,625	1.37	44s	81.2%	67.48%
January 2022	8,388	6,410	10,465	1.25	43s	86.27%	74.61%
December 2021	5,138	4,105	6,353	1.24	37s	87.5%	77.29%
November 2021	6,014	4,869	7,628	1.27	34s	86.51%	79.12%
October 2021	2,133	1,588	2,825	1.32	37s	84.2%	70.46%
September 2021	2,035	1,501	2,791	1.37	49s	83.59%	70.37%
August 2021	2,090	1,439	2,877	1.38	56s	82.82%	65.17%
July 2021	2,278	1,553	3,216	1.41	56s	83.01%	63.48%
June 2021	2,354	1,575	3,103	1.32	44s	83.56%	62.7%
May 2021	2,394	1,558	3,117	1.3	37s	84.13%	60.44%
April 2021	2,640	1,820	4,353	1.65	48s	71.17%	63.98%
March 2021	2,899	2,108	4,617	1.59	52s	74.2%	68.4%
February 2021	2,304	1,604	3,576	1.55	1m 9s	79.86%	66.49%
	43,321	30,867	58,546	1.35	45s	83.24%	70.75%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	5,724	0	0%	4.43
conserve water	1,092	0	0%	7.08
water wise	567	0	0%	7.82
lantana ground cover	541	12	2.22%	5.92
water pledge	538	0	0%	10.25
conserve	462	0	0%	11.25
cv water	295	1	0.34%	7.39
cahuilla lake	245	0	0%	8.25
pledge on water saving	171	0	0%	1.4
trailing lantana	164	1	0.61%	11.29
	9,799	14	0.14%	7.51

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	7,236	9	0.12%	5.58
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	2,587	1	0.04%	6.5
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/	1,768	29	1.64%	21.4
https://cvwatercounts.com/save-water-pledge/	1,434	8	0.56%	5.62
https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/	787	0	0%	8.86
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	670	0	0%	37.44
https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf	560	13	2.32%	29.11
https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/	527	9	1.71%	12.23
https://cvwatercounts.com/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	486	26	5.35%	20.82
https://cvwatercounts.com/	435	18	4.14%	10.19
	16,490	113	0.69%	15.78

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

35,932

f REACH
CV WATER COUNTS

14,349

f NEW PAGE LIKES
CV WATER COUNTS

2

f ENGAGED USERS
CV WATER COUNTS

660





f PAGE VIEWS
CV WATER COUNTS







69

f LIFETIME PAGE LIKES
CV WATER COUNTS







3,977

f POSTS
CV WATER COUNTS


Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>IWA's service area coverage...</p>	February 28, 2022	12	0	0%	0	0
 <p>Be sure to check our R...</p>	February 26, 2022	21	1	5%	1	0
 <p>Rain alert</p>	February 25, 2022	51	1	2%	1	0
 <p>When washing your ha...</p>	February 24, 2022	45	1	2%	1	0
		790	18	2%	16	1

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>When sprinklers sit on ...</p>	February 23, 2022	34	1	3%	1	0
 <p>Most of us living in Cali...</p>	February 20, 2022	19	1	5%	1	0
 <p>If you or someone you...</p>	February 18, 2022	24	0	0%	0	0
<p>CV Water Counts upda...</p>	February 18, 2022	51	1	2%	1	0
 <p>Ornamental grasses ar...</p>	February 17, 2022	36	1	3%	0	0
 <p>Happy Valentine's Day!</p>	February 14, 2022	69	3	4%	3	0
 <p>On January 4, 2022, th...</p>	February 11, 2022	20	0	0%	0	0

790 18 2% 16 1

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>When you give your pe...</p>	February 10, 2022	52	1	2%	1	0
 <p>Did you know the Coac...</p>	February 7, 2022	37	0	0%	0	0
 <p>CV Water Counts upda...</p>	February 4, 2022	47	0	0%	0	0
 <p>According to the Natio...</p>	February 4, 2022	36	0	0%	0	0
 <p>The CV Water Counts A...</p>	February 4, 2022	85	3	4%	3	0
 <p>Monitor your water bill...</p>	February 3, 2022	89	1	1%	0	1

790 18 2% 16 1

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
	February 2, 2022	62	3	5%	3	0
Tip of the Month: Keep...		790	18	2%	16	1

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

1,570

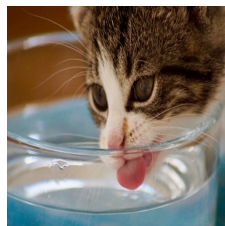

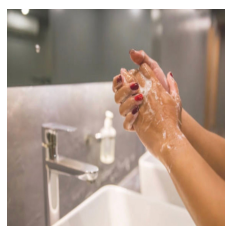

 **LIKES**
CV WATER COUNTS

8

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

222

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 When you give your pe...	30	1	25	0	0
 The CV Water Counts A...	24	4	19	0	0
 When washing your ha...	23	2	20	0	0
 Happy Valentine's Day!	22	1	18	0	0
	99	8	82	0	0

Twitter Information

TWEET HIGHLIGHTS

Top Tweet earned 104 impressions

The CV Water Counts Academy 2022 kicked off this week, with a record-setting number in the class!
pic.twitter.com/dWRxDPwYaD



3

[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 11 people



Kevin Fitzgerald
 @kfitz288 FOLLOWS YOU
 Manager, Governmental Affairs at SCGA
[View profile](#)

Top mention earned 5 engagements

Desert Water Agency
 @DWAwater · Feb 3

Water Counts Academy started today with great presentations from @CVWD experts. DWA is proud to be part of @CVWaterCounts and provide this behind-the-scenes educational opportunity. To learn more about the annual program go to cvwatercounts.com/academy
pic.twitter.com/4Ev7CZwoSk



2

[View Tweet](#)

Top media Tweet earned 100 impressions

Tip of the Month: Keep a pitcher of drinking water in the refrigerator instead of running the tap. pic.twitter.com/LGEt7wini



4

[View Tweet activity](#) [View all Tweet activity](#)



FEB 2022 SUMMARY

Tweets	15	Tweet impressions	1,090
Profile visits	354	Mentions	1
New followers	0		

E-Blast Information

CAMPAIGN PERFORMANCE
 CV WATER COUNTS

Campaign	Send Time	Emails Sent	Total Opens	Open Rate	Industry Open Rate	Total Clicks	Click Rate	Industry Click Rate	Hard Bounces	Unsubscribe Count
CV Water Counts February 2022	Wednesday, February 2, 2022 6:15 PM	500	501	48.6%	15.45%	67	7.8%	0.75%	1	1
		500	501	48.6%	15.45%	67	7.8%	0.75%	1	1



MSWD Social Analytics

February 2022

Included in this Report

 @MSWaterDistrict

 Mission Springs Water District

 Beatrice Makabeh Eslamboly (All 104 C...

 missionspringswaterdistrict

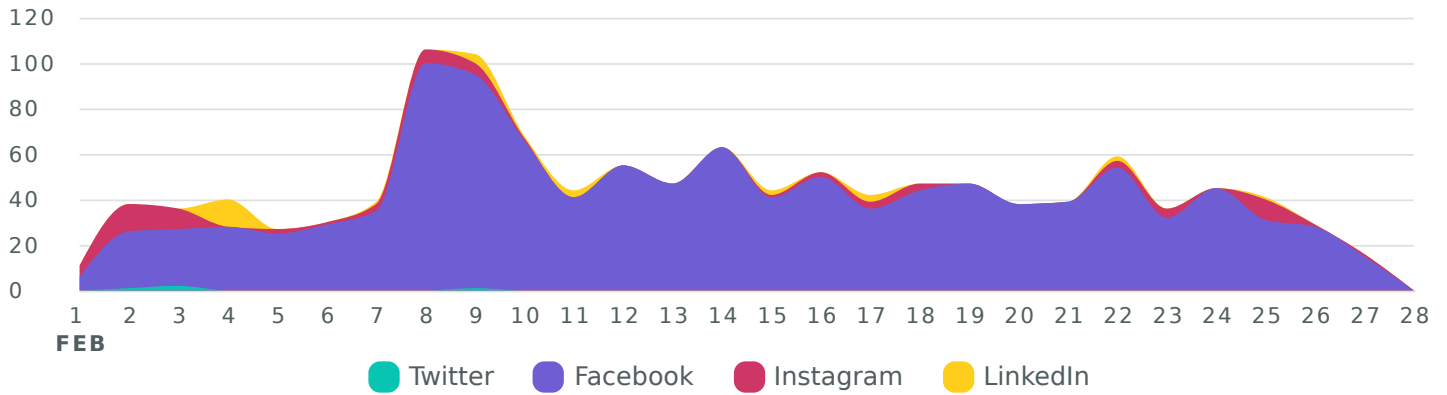
 Mission Springs Water District

Cross-Network Engagement

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

Profile
Reporting Period
All Profiles
All Twitter Post Types

Engagements, by Day






Engagement Metrics	Totals	% Change
Total Engagements ⓘ	1,243	↘ 33.6%
Twitter Engagements	4	↗ —
Facebook Engagements	1,139	↘ 35.4%
Instagram Engagements	71	↘ 30.4%
LinkedIn Engagements	29	↗ 383.3%
Engagement Rate (per Impression) ⓘ	0.7%	↗ 15.3%

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

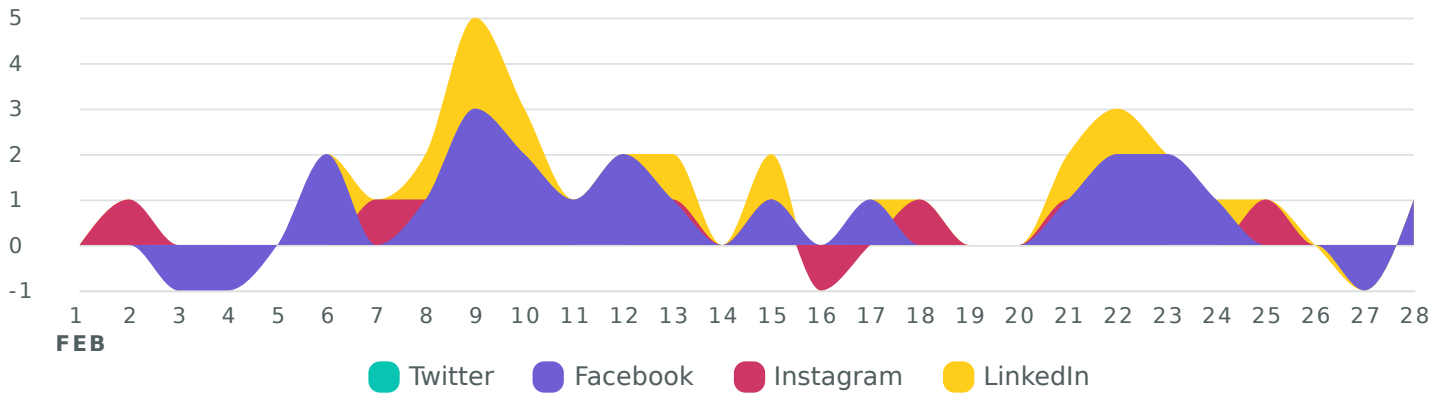
Impressions  168,105 ↘ 42.4%	Engagements  1,243 ↘ 33.6%	Post Link Clicks  318 ↘ 18.5%
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Net Audience Growth, by Day



Audience Metrics	Totals	% Change
Total Audience ⓘ	1,512	↗ 2%
Total Net Audience Growth ⓘ	30	↘ 30.2%
Twitter Net Follower Growth	0	↘ 100%
Facebook Net Page Likes	18	↘ 45.5%
Instagram Net Follower Growth	10	↗ 66.7%
LinkedIn Net Follower Growth	2	↘ 33.3%

FACEBOOK

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

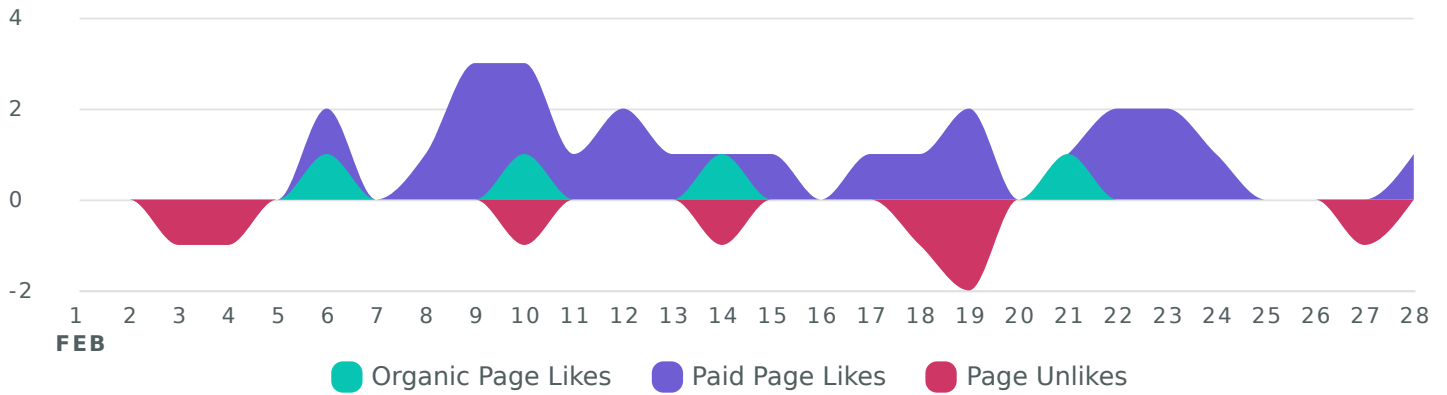
Impressions 165,886 ↘ 43%	Engagements 1,139 ↘ 35.4%	Post Link Clicks 312 ↘ 19.8%
-------------------------------------	-------------------------------------	--

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	1,138	↗ 1.6%
Net Page Likes	18	↘ 45.5%
Organic Page Likes	4	↗ 100%
Paid Page Likes	22	↘ 55.1%
Page Unlikes	8	↘ 55.6%

Facebook Top Posts

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


📌 Post
📌 Lifetime
📌 Mission Springs Water District

Descending by Lifetime Engagements



Mission Spring...
Wed 2/9/2022 11:31 am...

What does it take to provide water and wastewater services to our community?...



Total Engagements	29
Reactions	12
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	15




Mission Spring...
Fri 2/18/2022 12:40 pm ...

#DYK that in addition to providing award-winning drinking water, we also trea...

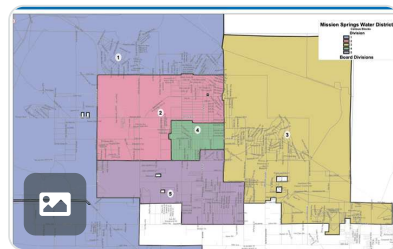


Total Engagements	20
Reactions	8
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	12



Mission Spring...
Tue 2/8/2022 5:09 pm PST

We are working on our redistrict and we want to hear from you! Public Hearing is scheduled for






Total Engagements	20
Reactions	7
Comments	0
Shares	2
Post Link Clicks	5
Other Post Clicks	6

INSTAGRAM

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

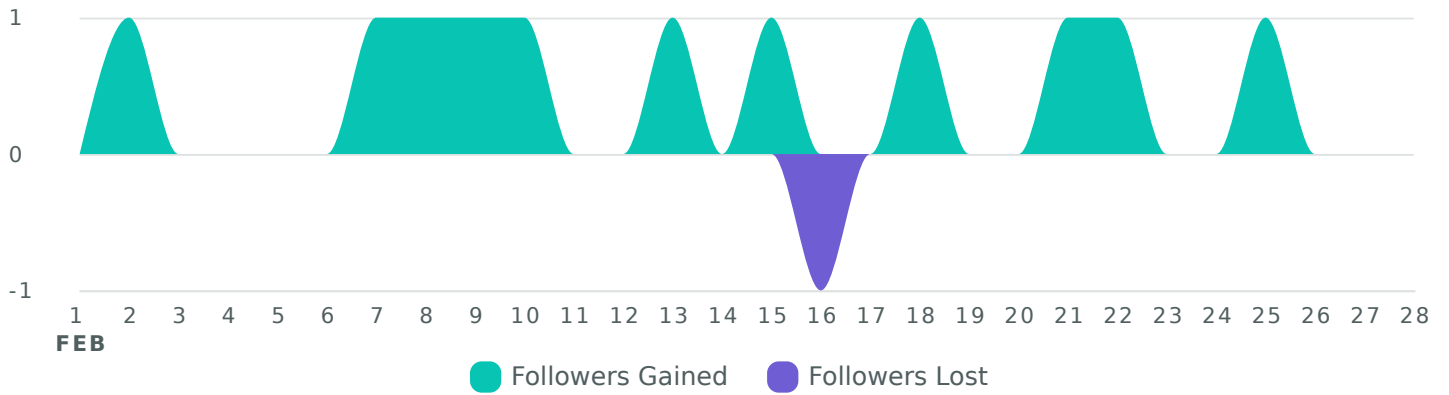
Impressions 1,725 ↗ 230.5%	Engagements 71 ↘ 30.4%	Profile Actions 0 ↘ 100%
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Instagram Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
missionspringswaterdistrict

Net Follower Growth Breakdown, by Day









Audience Metrics	Totals	% Change
Followers	212	↗5%
Net Follower Growth	10	↗66.7%
Followers Gained	11	↗57.1%
Followers Lost	1	→0%

Instagram Top Posts & Stories

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

📌 Post
📌 Lifetime
📷 missionspringswaterdistrict

Descending by Lifetime Engagements

Post/Story	Date	Total Engagements	Likes	Comments	Saves
 missionsprings... Mon 2/7/2022 12:08 pm ... Please join us in welcoming Manuel Gomez, MSWD's new Field Operations Technician ... 	8	8	0	0	
 missionsprings... Wed 2/2/2022 10:07 am... Please join us in welcoming Chad Finch, MSWD's new Water Production and... 	8	7	1	0	
 missionsprings... Thu 2/24/2022 10:53 a... Have you fallen behind on your water bills? We can help! To help customers impacted... 	7	7	0	0	

TWITTER

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

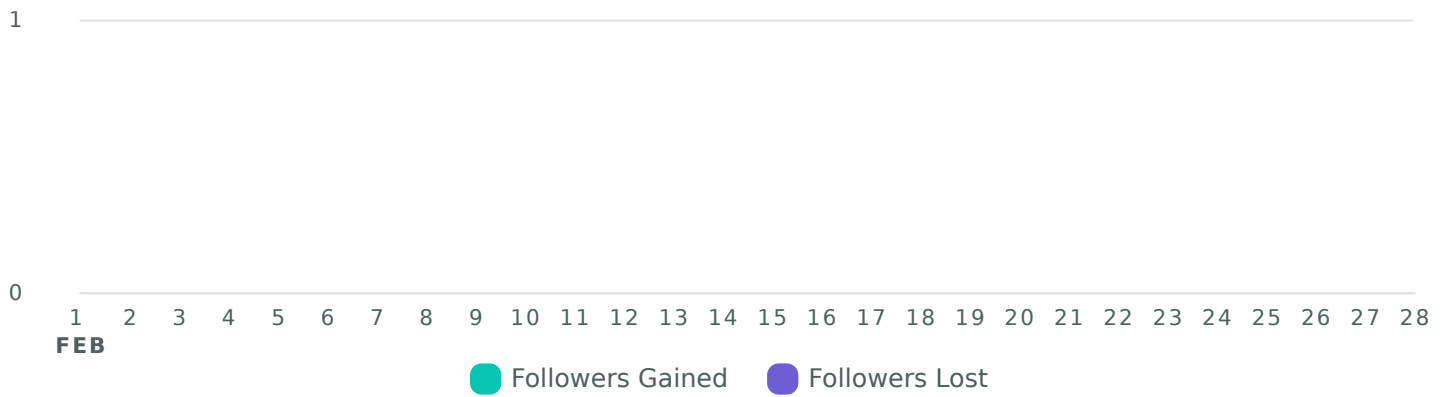
Impressions 352 ↗21.8%	Engagements 4 ↗—	Post Link Clicks 0 →0%
----------------------------------	----------------------------	----------------------------------

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	79	→0%
Net Follower Growth	0	↘100%
Followers Gained	0	↘100%
Followers Lost	0	→0%
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...


Wed 2/2/2022 3:37 pm ...

Happy Groundhog Day! Remember to conserve water and don't spend too much time in the shower.

<https://t.co/u46Ldqgy>

#GroundhogDay
#MSWD

Total Engagements	2
Likes	1
Comments	0
Shares	1
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0




🐦 @MSWaterDist...

Sun 2/6/2022 1:35 am UTC

Shout-out to **#NationalWeathermansDay**

We appreciate anyone who h...



Total Engagements	1
Likes	1
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0


LINKEDIN

LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Mission Springs Water District

Impressions

142 ↗10.1%

Engagements

29 ↗383.3%

Post Clicks (All)

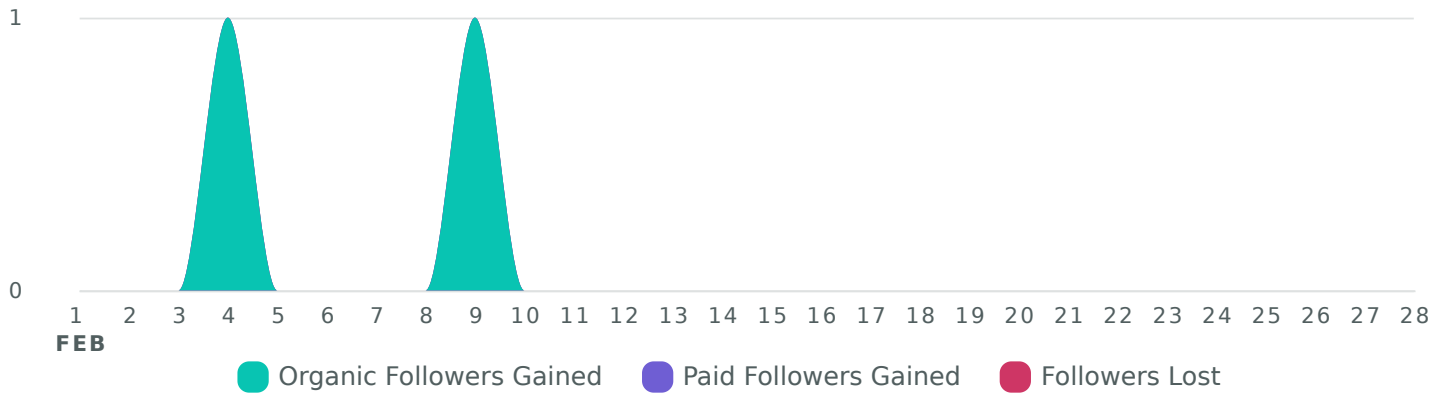
6 ↗500%

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



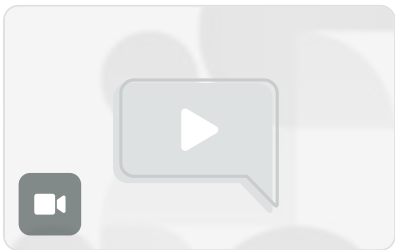

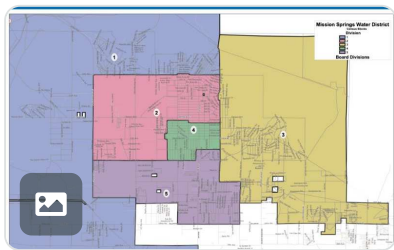
Audience Metrics	Totals	% Change
Followers	83	↗2.5%
Net Follower Growth	2	↘33.3%
Organic Followers Gained	2	↘33.3%
Paid Followers Gained	0	→0%
Followers Lost	0	→0%

LinkedIn Top Posts

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

📌 Post
📌 Lifetime
in Mission Springs Water District

Descending by Lifetime Engagements

MS	in Mission Spring...	Date	Time
MS	in Mission Spring...	Wed 2/9/2022	7:31 pm ...
<p>What does it take to provide water and wastewater services to our community?...</p> 			
Total Engagements		8	
Reactions		3	
Comments		1	
Shares		1	
Post Link Clicks		3	
MS	in Mission Spring...	Thu 2/3/2022	5:40 pm UTC
<p>We're helping with our community's blood shortage by partnering with Life Stre...</p> 			
Total Engagements		7	
Reactions		4	
Comments		0	
Shares		3	
Post Link Clicks		0	
MS	in Mission Spring...	Wed 2/16/2022	11:33 p...
<p>All of our customers deserve proper representation. That is why we are encouraging th...</p> 			
Total Engagements		3	
Reactions		1	
Comments		0	
Shares		1	
Post Link Clicks		1	

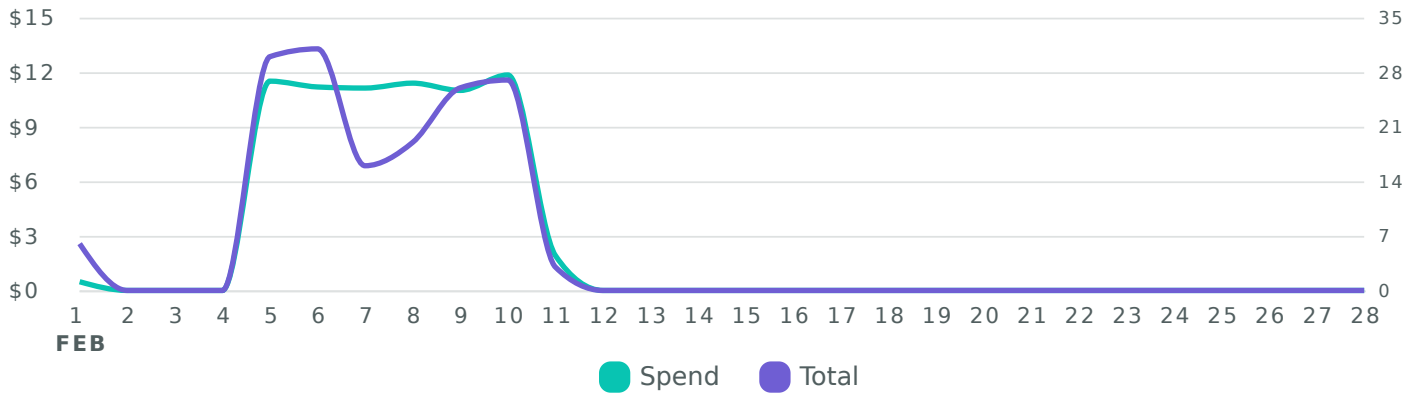
SPONSORED POSTS

Facebook & Instagram Paid Engagement

Visualize and analyze how people are engaging with your paid campaigns during the reporting period.

🇺🇸 Paid
📅 Reporting Period
🌐 All Ad Accounts & Campaigns

Engagements, by Day



Engagement, by Engagement Type	Totals	% Change
Total Engagements	158	↘ 90.9%
Reactions 	137	↘ 20.3%
Shares 	0	↘ 100%
Comments 	2	↗ —
Link Clicks 	10	↘ 97.4%
Other 	9	↘ 99.2%

Facebook & Instagram Paid Engagement

Visualize and analyze how people are engaging with your paid campaigns during the reporting period.

👛 Paid
📅 Reporting Period
📘 All Ad Accounts & Campaigns

Engagements, by Day

Engagement Metrics	Totals	% Change
CPE	\$0.45	↗ 761.1%
Engagement Rate (per Impression)	4.7%	↘ 60.9%
Average Daily Engagements	5.64	↘ 90.9%

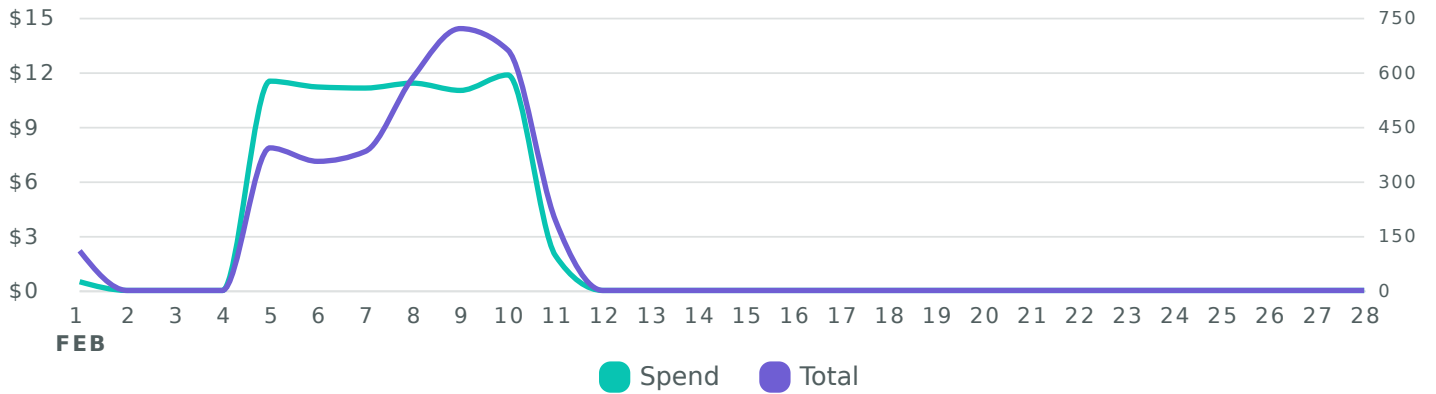
📘 Campaign **Post: "Valley Sanitary District wants to hear from you!"** received the most engagement

Facebook & Instagram Paid Impressions

Review how many times your content was seen by the targeted audience during the reporting period.

🇺🇸 Paid
📅 Reporting Period
📘 All Ad Accounts & Campaigns

Impressions, by Day



Impression Metrics	Totals	% Change
Total Impressions	3,397	↘ 76.6%

Impression Metrics	Totals	% Change
CPM	\$20.75	↗ 236.5%
Average Daily Impressions	121.32	↘ 76.6%