



# General Manager's Report July 2022





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## PROJECT SPOTLIGHT

We would like to thank the local business leaders, members of the public, and elected officials who gathered to celebrate the start of the construction of Mission Springs Water District's new Regional Water Reclamation Facility recently on June 10, 2022.

Funded primarily by grants and low-interest loans, the new treatment plant will treat an additional 1.5 million gallons of wastewater per day. This new capacity will allow more homes currently using a septic tank system to connect to the MSWD's treatment system. The state-of-the-art facility will also support the addition of tertiary treatment in the future, which would provide recycled water to enhance water conservation efforts.

Located on land already owned by the District, the new plant is being built adjacent to the MSWD solar installation between 19th and 20th Avenues in Desert Hot Springs. The project includes the construction of a Sequence Batch Reactor (SBR) wastewater treatment plant. Two accompanying projects, the Regional Conveyance Line and the M-2 area septic to sewer projects, are also under development.



Photo (L to R): Shayra Hernandez, Director of Stakeholder Engagement Congressman Ruiz's Office; Miguel A. Romero Ochoa, Field Representative Assemblymember Eduardo Garcia's Office; Grace Elena Garner, Mayor Pro Tem of Palm Springs; Jeff Hewitt, Riverside County Board of Supervisors, District 5; Scott Matas, Mayor of Desert Hot Springs; Peter Satin, Board Member, Colorado River Basin Regional Water Quality Control Board; Russ Martin, President, Mission Springs Water District Board of Directors; Randy Duncan, Mission Springs Water District Board of Directors; Ivan Sewell, Mission Springs Water District Board of Directors; Arden Wallum, General Manager, Mission Springs Water District; Nancy Wright, Vice President Mission Springs Water District Board of Directors; and Esmeralda Perez, Board Assistant Riverside County Supervisor V. Manuel Perez's Office.

## ADMINISTRATION

### Customer Service Department

#### Disconnections Due to Non-Payment

After suspending disconnections over the past two years due to the COVID-19 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 were 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.

As of April 5, 2022, disconnections have resumed. During June 2022, there were 44 disconnections, and technicians were able to make contact with 87 customers to either pay, set up a payment plan with the office, or to get information for bill assistance.

A total of 415 payment plans have been set up by MSWD customers with the pending balance of the payments plans totaling \$339,029.76.



**Disconnections for  
nonpayment  
resume in April  
Contact us for help!**

### 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 169 customers since July 1, 2021.

United Lift has assisted customers by paying \$9,202.07 on customer accounts during June 2022.

California's Water and Wastewater Arrearage Program has assisted customers by providing a one-time payment to eligible accounts totaling \$1,253,914.00 since January 24, 2022.

Riverside County's LIHWAP CARE Program launched on June 2, 2022 and will provide customers with a one-time payment towards their water and/or sewer bill up to \$2,000.00. This program will only run through August 2023. The first month started strong as the LIHWAP program provided \$2,522.94 in customer assistance in June 2022.

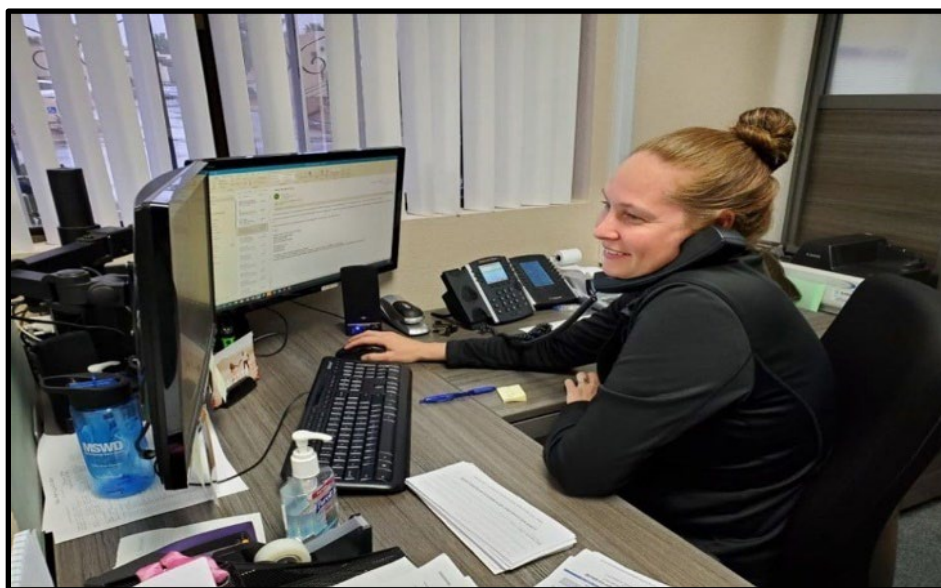
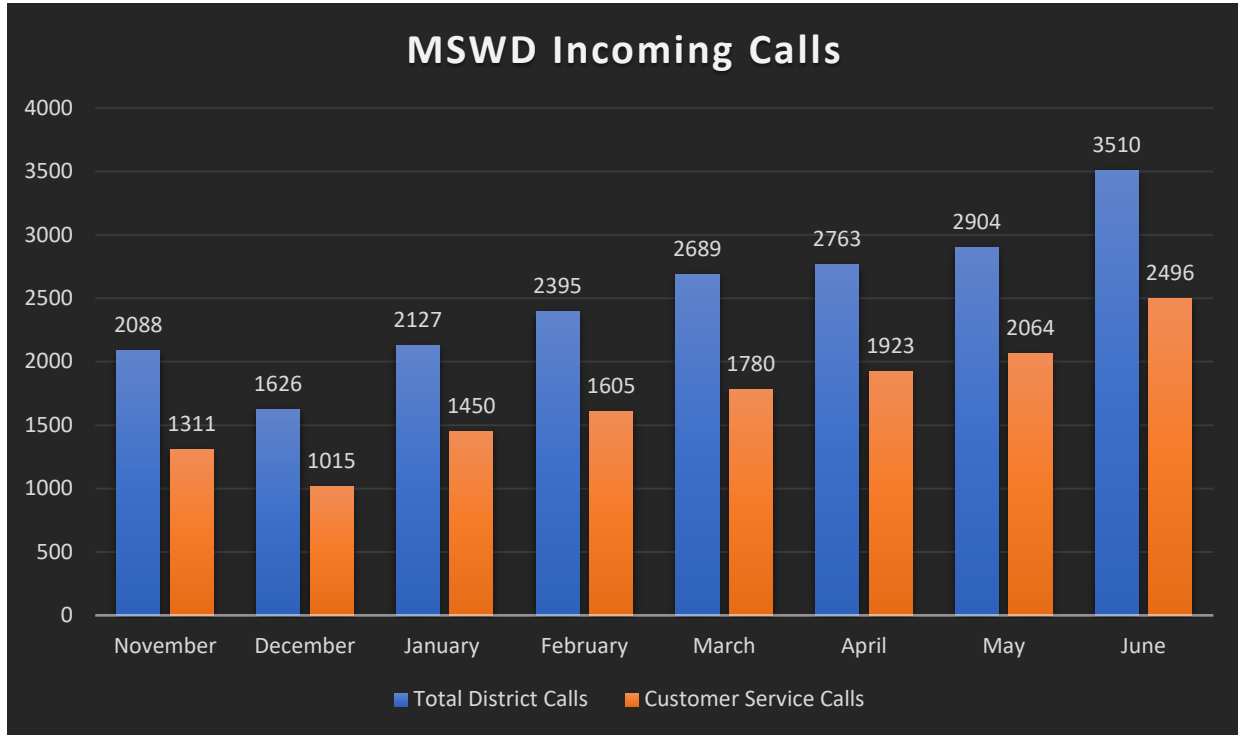


### Customer Portal Update

Vertex One/WaterSmart integration was completed and launched along with the PayNearMe payment portal on May 2, 2022. The paperless PDF bill presentation and e-bill sign up was completed in June 2022.

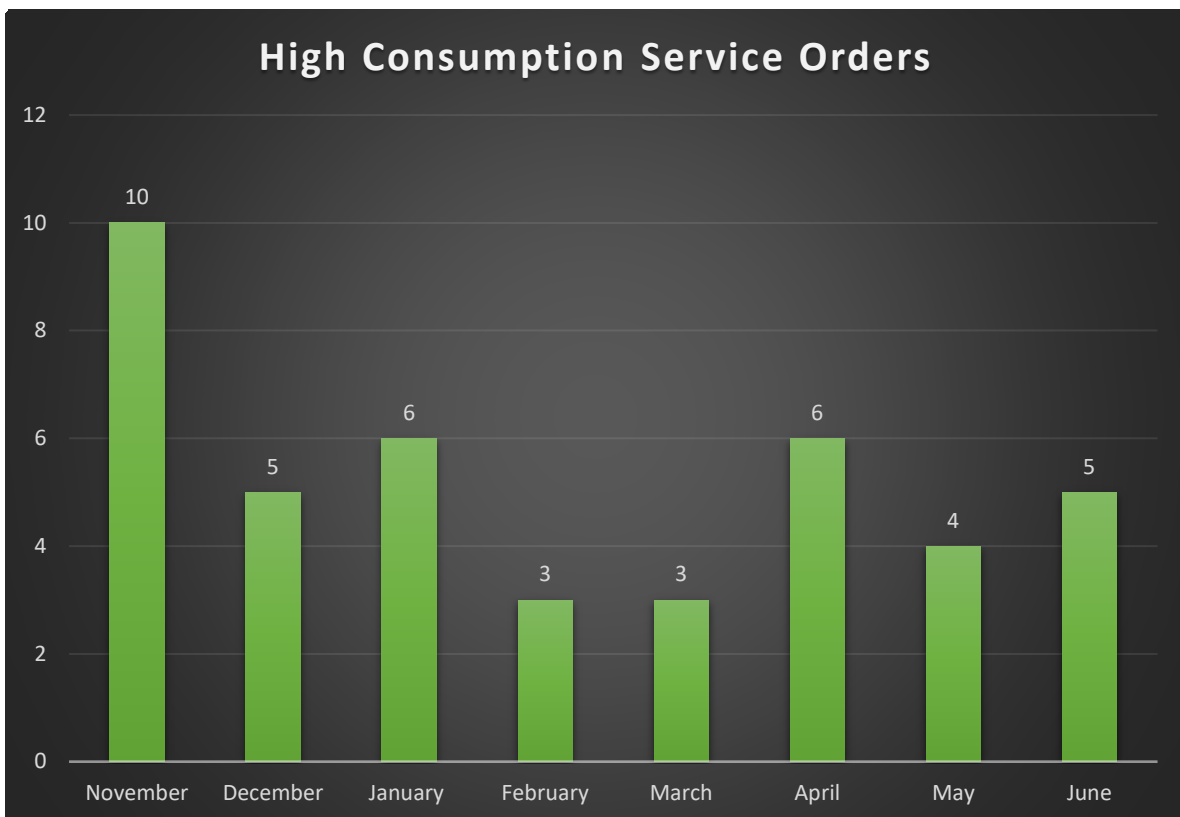
### Calls into the Customer Service Department

The District is seeing an increase in the number of calls. Most calls are related to delinquency letters received, sewer pre-payments, payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The chart below represents MSWD incoming calls and those received by the Customer Service staff. There were 136 roll-over/"new" customer accounts in June 2022.



### High Bill Investigation Requests Versus 13,675 Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal, resulting in consistently less high bill service orders. The District continues to see a return on investment through savings of administrative time resulting from consistently less high bill investigations, and a reduction in Field Technician travel and investigation time.



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

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

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

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

## Ways to Pay Bills

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

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

**MSWD**  
Mission Springs Water District

# BILL PAY OPTIONS

<p><b>ONLINE</b> MSWD.org/Paperless</p>	<p><b>BY PHONE</b> (760) 329-6448</p>	<p><b>BY MAIL</b> 66575 Second Street Desert Hot Springs, CA 92240</p>	<p><b>IN PERSON</b> Drop off</p>
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**OTHER OPTIONS:** Walmart Pay, PayPal, 7-Eleven 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 June 2022.

### Current Work Priorities

During June 2022, the main priority for Finance and Accounting was the fiscal year 2022-2023 operating and capital budget.

Accounting continues to work with Administration, Engineering, and Construction & Maintenance on reimbursable jobs. There were no new reimbursable jobs created in June 2022.

### **Budget**

The fiscal year 2022-2023 operating and capital improvement budgets were approved by the Board on June 20, 2022.

The GANN Limit Budget Calculation was accepted and approved by the Board on June 20, 2022.

The classification and compensation matrix was also approved by the Board on June 20, 2022.

Budget transfers in June 2022 amounted to \$61,144.

### **Payroll**

Payroll is gearing up for the changes that need to be made with the Board approval of the classification and compensation changes. Several employee titles are changing.

Payroll is also working on the changes that need to be made with the completion of fiscal year 2021-2022 and the beginning of the new fiscal year 2022-2023. For example, CalPERS employer contributions will change on July 1, 2022, to the following:

- Classic Members remain the same at 13.35%
- PEPRAs Members will be reduced from 7.59% down to 7.47%

Several employee accruals will be reviewed and updated such as the exempt leave and compensation time accrued during the year.

### **Cash**

Total cash receipts for the month of June 2022 amounted to \$1,663,260.00, with the majority being sewer pre-payments, 14 new connections, and property tax collections for delinquent accounts.

Cash disbursements for the month of June 2022 amounted to \$3,603,196.00, with the largest payments going to:

- \$1,568,585.00 to J.F. Shea Construction
- \$205,317.00 to TKE Engineering
- \$153,530.00 to City of Desert Hot Springs
- \$126,314 to Southern California Edison
- \$350,835.00 to Net Payroll
- \$114,174.00 to Payroll Taxes

## 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 June 2022.

### Technology Improvements

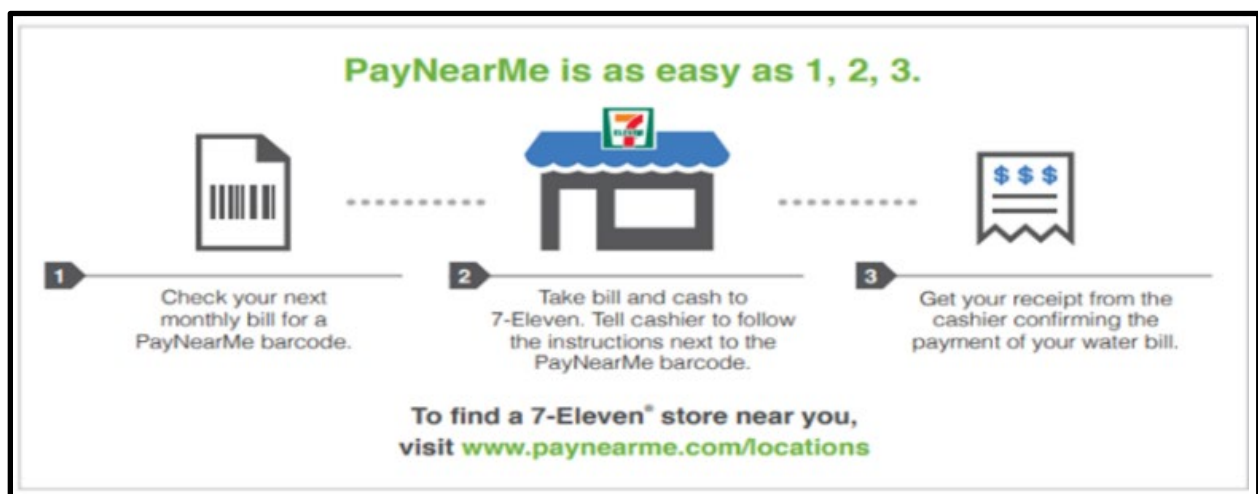
IT is continuing with a system upgrade project with the Wastewater Department to enhance the data collection and availability of our collections inspections. Implementation with our onboarding specialists is expected to begin in mid-July 2022.

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

Desktop computers and laptop upgrades continue as needed.

### WaterSmart Customer Portal

Improvements continue to be made on the Customer Portal regarding eBilling and balance update speed. Staff has put a message on the old portal to inform customers that it will no longer be active in August 2022. Staff is currently planning on redirecting all traffic from the old portal to the new WaterSmart portal in mid-August 2022.



## Purchasing Department

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

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

Staff has received another order of Neptune meters including 160 of the 3/4-inch meters and 64 DFW meter boxes and lids and they have been put into stock.

Staff are still experiencing some supply chain issues with shipping and delivery of some products, but nothing too extreme to halt any of our production.

Staff has started removing the old Master meters. Currently, two of the four shipping containers have been emptied. Staff is working on the removal of the remaining meters.

The annual inventory count has been completed and posted.



# ENGINEERING AND OPERATIONS

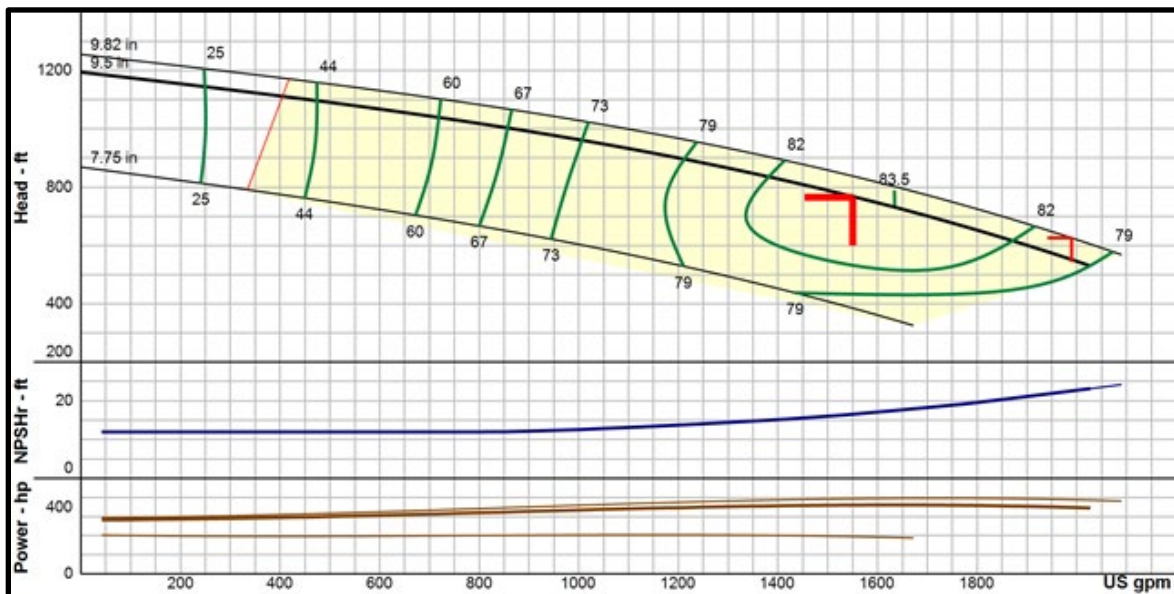
## Engineering Department

Below is a list of Capital Projects and status updates.

### Well 42 Project

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

The Construction Management (CM) Team identified the revised 400 HP pump that best meets the project requirements. The CM Team will update the project specifications and issue a bulletin to the contractor in June 2022 to move forward with equipment procurement.



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

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

Staff has received the appraisal for a required sewer easement and is reviewing. Staff anticipates meeting with the property owner for the proposed easement area for the pipe alignment in the coming weeks.

The consultant, TKE Engineering, completed work on the required final completion report for submission to the California Department of Water Resources (DWR) for grant closeout.

### Well 22 Rehabilitation

The design consultant, TKE Engineering, continued working on the final design package, specifically incorporating provisions for a water lubricated well in-lieu of oil lubricated. Staff anticipates receiving the final design package in the coming weeks and bidding the project thereafter.

Staff is coordinating with the on-call well contractors for a bid to complete the well casing and equipment rehabilitation in preparation for increased demand over the summer.

### Water and Wastewater System Comprehensive Master Plan Update

The consultant, Michael Baker International, completed the draft Water and Sewer Master Plans in June 2022. Staff is currently reviewing the plans.

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

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

### Horton Effluent Filtration System

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



### Horton Odor Control Project

Staff in conjunction with the construction manager consultant, Michael Baker International (MBI), have completed a no cost change order extending the construction contract completion date from June 18, 2022 to July 29, 2022. The current schedule puts the completion to late July 2022 due to material delivery delays from supply chain issues. Staff has extended the MBI contract to November 29, 2022, with no anticipated cost increase. Construction is currently paused until mid to late June 2022. Staff is continuing to monitor inspection and management costs which may be billed to the contractor.



### On-Call Professional Services for Construction Management and Inspection of Capital and Development Projects RFP

Staff received proposals from 11 firms to provide construction management and inspection services for the District. Staff is going through the qualification review and selection process and anticipates awarding contract(s) at the August 2022 Board of Directors meeting.

### 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 Chopper Pumps Project

Staff has contracted with the pump manufacturer, Vaughn Pump, to complete the installation of the four influent chopper pumps. Construction is complete.

### Regional Water Reclamation Facility

Construction has been initiated for the District's new Regional Water Reclamation Facility that will initially treat 1.5 million gallons per day. Note, this item has moved from this report to the Board Packet as a monthly update.



## Operations & Maintenance

### Construction & Maintenance

Staff completed approximately 439 water line location requests in June 2022. Staff continues to use iPads with the GeoViewer mobile app to streamline and manage line locations.



Staff replaced 16 water service lines, repaired 14 service line leaks, and five main line leaks in June 2022.



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 67 ground valves exercised, 31 fire hydrants flushed, zero air release valve inspected and rebuilt, zero Cla-Val valves inspected, and zero blow-offs flushed in June 2022.



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

Staff installed eight new water service lines in June 2022.

Staff continues performing field fire flow tests for the Engineering Department. 11 fire flow tests were conducted in June 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: The gate controller at the Administration Building was replaced after being stolen. Pigeon spikes were installed under the carport at the Administration Building. The restroom faucet was replaced at the corporate yard.

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 functioning correctly and ready to be used when needed.

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

- Services were completed on Units 117, 385, and 393
- Battery was replaced on Units 400 and 401
- Annual waste tire inspection was completed by the County
- Leaky axle seal was repaired on Unit 324

### **Collections**

No Sanitary Sewer Overflows (SSOs) occurred in the collection system during June 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 451 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Staff inspected 10,306 feet of 8-inch mainline using the CCTV truck.

Collections staff assisted with the cleaning of the outfalls from Aeration Tanks 4 & 5, and headworks removing rags and debris as needed.

### **Wastewater Treatment**

Staff spent a combined 318-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 186-man hours operating the sludge belt filter press, including filling and removing 18 trailers of sludge from the Horton and Desert Crest WWTPs.

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

Eight ponds were cleaned and rehabilitated in June 2022. Ponds 1, 2, 3, 4, 5, 6, 7, and 8 were all cleaned this month, and Ponds 1 and 6 were cleaned twice.

Horton WWTP Odor Control Project: The contractor, ATOM, completed what work they could while they are waiting for materials to come in to finish the project, including the grating/covers for the headworks.



A sinkhole developed near the headworks at the Desert Crest WWTP caused by a corroded pipe which fed influent to the headworks. Collections staff excavated the area to inspect and determined the entire pipe needed to be replaced. Tri-Star Contracting II, Inc. was contracted to perform an emergency repair on the mainline and replaced the existing pipe with a ductile iron pipe.



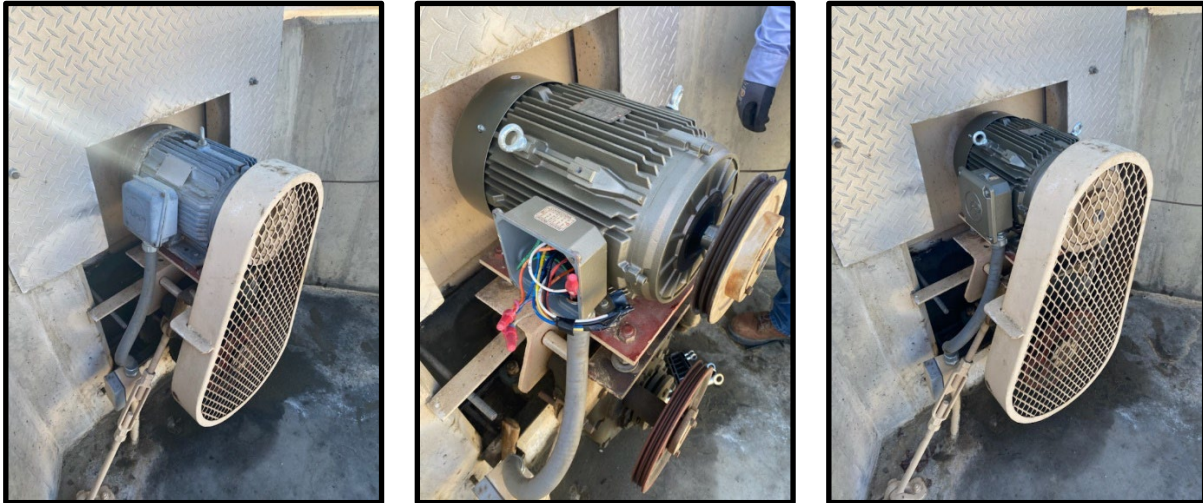
Staff continues to do a weekly “Wastewater Training” program within the department. These trainings are intended to get all the operators on the same page, so that staff is operating equipment more proficiently and are trained in doing so. This training is also to help keep operators safe when completing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

This month’s training included:

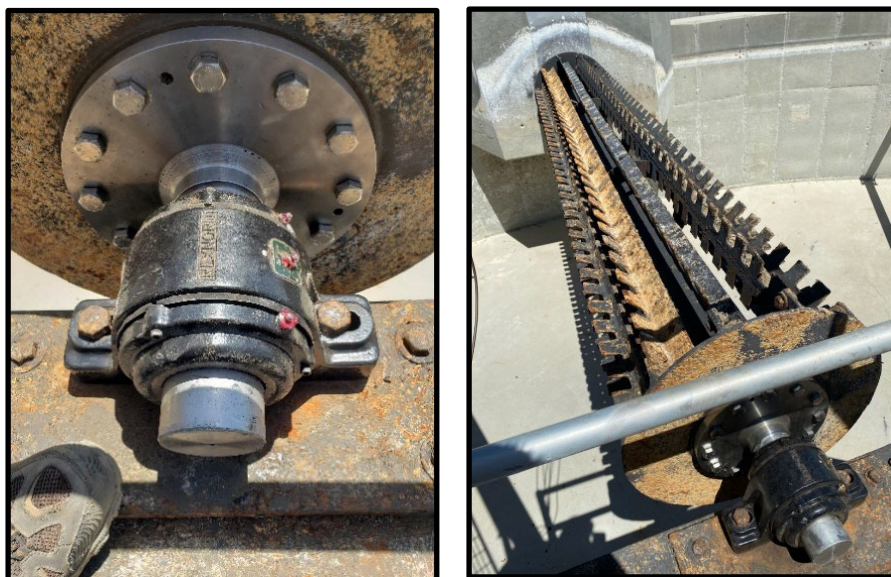
- Heat Safety
- RWRF Groundwater Sampling and Sounding
- Total Nitrogen Sampling
- NIST Traceable Certificates

MSWD held a virtual site visit at the Desert Crest WWTP with the State Water Resources Control Board on June 15, 2022. The last site visit for the Desert Crest WWTP was in 2018.

At the Desert Crest WWTP, staff replaced the motor for the aerator brush in the east tank. The motor had started making unusual noises after a series of power outages that happened near the end of May 2022 and needed to be replaced before it failed.



At the Desert Crest WWTP, staff replaced the inner shaft and the bearing for the aerator located in the west tank that is currently offline. The shaft had to be re-fabricated due to the wear from the old bearing.



Staff submitted the confined space equipment for re-certification. Both the winch and fall arrest have been certified for use and any repairs that needed to be addressed on these items was corrected or replaced.



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.	17	48	1	0	23	5
Apr.	7	18	3	3	15	30
May	16	17	11	3	20	45
June	2	21	7	3	6	70
<b>Annual Total</b>	<b>198</b>	<b>233</b>	<b>61</b>	<b>60</b>	<b>317</b>	<b>185</b>

Additional sanitary service connection information is provided in Appendix B.

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

Monthly Wastewater Flows

<b>WASTEWATER FLOW MGD</b>				
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

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 June 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 June 2022 were sent out to the State Water Resources Control Board on July 7, 2022.



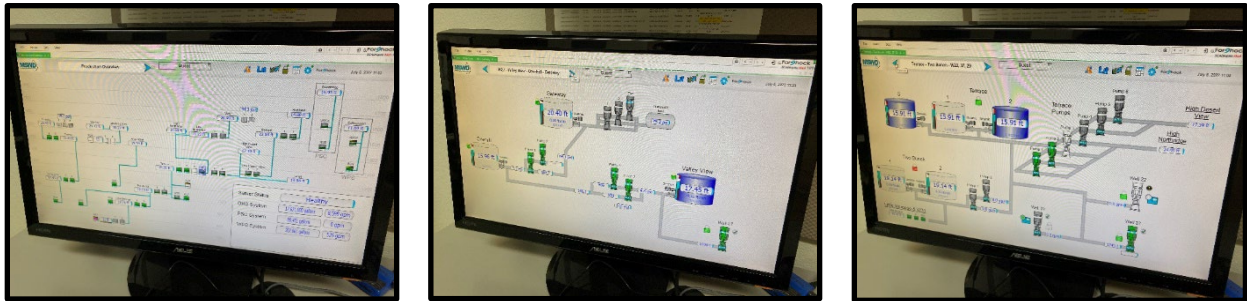
Staff monitors chlorine levels and makes sure that all wells have a sufficient level of chlorine. Weekly chlorine deliveries to all well sites continue and is typically done on Thursdays.

Staff 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 were functioning properly in June 2022.



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.

SCADA Upgrade Project: Staff, along with our SCADA contractor Forshock, has completed the SCADA upgrade project with new software and some new hardware. All the SCADA screens have been improved to reflect new MSWD Production assets according to their elevation.



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.



Staff continues to oversee all Production Department sites and make necessary changes. Staff routinely climbs reservoirs and conducts monthly overflow maintenance as needed. Staff also conducts reservoir roof inspections using a drone. The Quail reservoir was inspected in June 2022.



Staff performed a controlled overflow of the reservoir at Well 33 to help eliminate the buildup of turbine oil on the surface of the water. This was completed on June 14, 2022.



Staff continues to oversee the landscape contract for 36 sites throughout the District. Contractors continue to make the necessary repairs on our irrigation systems. Additionally, staff made some irrigation repairs at the Quail reservoir due to some damaged piping.



Staff performed fire pump testing at the Gateway Reservoir site at the end of June 2022. This test is performed monthly to ensure the fire pump is in good operating condition and works properly when required. This time, staff performed this test from the onsite 4-inch fire hydrant and ran the water into the adjacent drainage channel. This was to prevent the community from thinking that the District is wasting water.



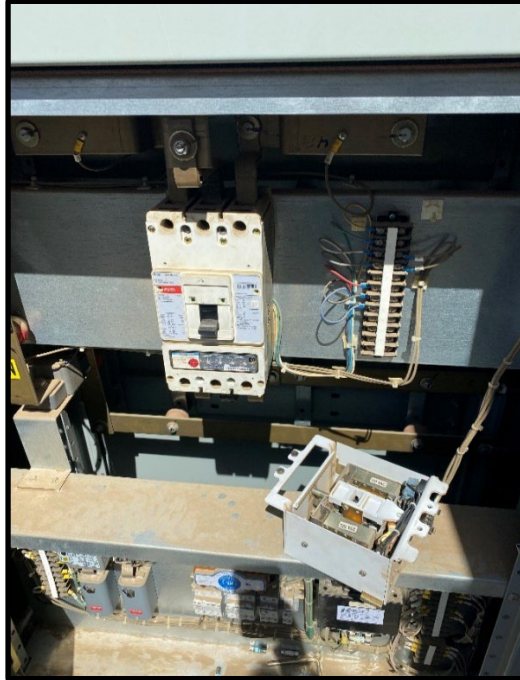
Staff is currently working on the first phase of a multiphase rehabilitation project for Well 22. The well has been brushed, bailed, and swabbed during this initial phase. The well was video inspected on May 26, 2022 and staff is waiting on the findings of that inspection. This project is still underway as staff is reviewing proposals and acquiring more estimates.

Staff is working on making upgrades to the Low Northridge booster station. These upgrades will help protect the motors from future damages due to electrical spikes, surges, etc. Staff is currently looking into installing soft starters on these two pumps. This project is still underway.



Staff is beginning to implement thermal imaging on all the District's electrical panels, motors, and other pumping related equipment. Staff is hoping to begin trending the health of this equipment to identify future failures before they happen. Staff has created an inventory of all the electrical components and will begin conducting the thermal imaging in July 2022.

Staff responded to a power outage at Valley View Reservoir. Staff also found a damaged electrical component. The site is operational, but staff is still waiting for a final repair of this circuit breaker component.



The Terrace Booster Pump #3 has been pulled and is out for repair. This work should be completed in mid-July 2022.



Staff installed MSWD's first automatic Chlorine Analyzer at the Valley View Reservoir/Booster Station. This now reports chlorine residual levels to the SCADA system. Additional parts have been ordered to complete the installation of two more analyzers in the system.



All of the well sites in the ID-E area have been fitted with motion sensors to increase the security of the facilities and to protect the water supplies.



### Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The June 2022 performance report showed that the system produced 238,809 kilowatt hours, which is within 80% of expected energy output.

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	19	16	2	3	6	5
April	6	11	1	3	7	11
May	19	15	12	5	11	9
June	1	24	11	2	8	2
<b>Annual Total</b>	<b>196</b>	<b>150</b>	<b>92</b>	<b>73</b>	<b>88</b>	<b>58</b>
<b>Avg./ Mo.</b>	<b>16.33</b>	<b>12.50</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>	<b>4.83</b>

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 2021/22	Variance from prior year		FY 2020/21	FY 2019/20	FY 2018/19	FY 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	601.44	-24.36	-3.9%	625.80	557.73	490.92	536.09
April	624.07	-25.27	-3.9%	649.34	573.02	635.08	644.06
May	745.36	21.74	3.0%	723.62	698.99	598.36	697.15
June	730.02	-31.61	-4.2%	761.63	806.02	710.39	688.74
<b>TOTAL</b>	<b>8094.17</b>	<b>-261.96</b>	<b>-3.1%</b>	<b>8356.13</b>	<b>7981.79</b>	<b>7617.30</b>	<b>8017.06</b>

Additional water production information is provided in Appendix B.

## Water Resources

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

### **Integrated Regional Water Management Planning**

The Coachella Valley Regional Water Management Group (CVRWWMG) met to discuss on-going grant funded projects and upcoming grant opportunities. The CVRWWMG implements the Integrated Regional Water Management (IRWM) Plan for the Coachella Valley IRWM Region.

MSWD completed and submitted its Annual Water Supply and Demand Assessment reporting. While the assessment identified no water shortage impacts for MSWD, it identified Water Shortage Contingency Plan Stage 1 and 2 actions for implementation to be consistent with State orders and Board action in June 2022.

The CVRWWMG has completed the Call for Projects process under the Proposition 1, Round 2, IRWM Implementation grant program. The Project Partners voted to fund all six projects that applied for funding. The slate of projects includes regional conservation funding and MSWD's GQPP Area D-3 Septic to Sewer project.

### **Mission Creek Subbasin Sustainable Groundwater Management Act Compliance**

The public comment period for the 2022 Alternative Plan Update for the Mission Creek Subbasin is closed and no comments were received. The Plan 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.

### **San Geronio Pass Subbasin Sustainable Groundwater Management Act Compliance**

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

### **Indio Subbasin Sustainable Groundwater Management Act Compliance**

The public comment period for the 2022 Alternative Plan Update for the Indio Subbasin is closed and no comments were received. The Plan is still with the DWR for review, however, DWR doesn't anticipate completing reviews of alternative plans until 2024.

### Salt and Nutrient Management Planning

The Coachella Valley (CV) Salt and Nutrient Management Plan (SNMP) agencies have prepared the First Supplement to the MOU. Following Board approval in June 2022, MSWD executed the First Supplement to the MOU with the CV SNMP Agencies.

The consultant, West Yost, is scheduling a kick-off meeting for the CV SNMP Update in early August 2022.

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



## PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

### Past Sponsorships / Events

#### **Desert Hot Springs Little League Closing Ceremony, June 11, 2022**

A special thank you to the Desert Hot Springs Little League for honoring MSWD with an appreciation award during their annual closing ceremony at Wardman Park. Shown right is Carol Morin, Office Specialist, who attended the event on behalf of MSWD along with Josie Rizzo from the Desert Hot Springs Women's Club, which was also honored.



### Upcoming Sponsorships / Events

#### **MSWD Blood Drive, July 13 and September 14, 2022**

MSWD will host the LifeStream bloodmobile on July 13 and September 14, 2022. All donations made during the July 13, 2022 event will be counted towards the 9-cities desert challenge. Watch your email or the District's social media for appointment information.



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

Public Outreach

Annual Water Quality Report

Customers began receiving MSWD's Annual Water Quality Report in their mailboxes in mid-June, 2022. The 12-page report highlighted programs and services offered by the District and important project updates. Required annually, the District continued to print and mail copies to each household. This year's report was accompanied by a special "how to read your water quality report video" published on the District's website and highlighted on social media. The report also featured QR codes for other videos posted by the District in the past year. In addition, a copy of the information in both English and Spanish is available on our website at www.mswd.org/ccr. Visually impactful, we have noticed an increase in conservation kit requests and other programs due to the publication.

2021 Water Quality Report cover page. Includes title, MSWD logo, and a QR code for more information.

BUILDING FOR THE FUTURE Through Planning And Purposeful Decision Making. Letter from the General Manager. Includes text about the annual report and a QR code.

WaterMatters. GET WATERMATTERS WITH OUR NEW CUSTOMER PORTAL! Sign up today! Includes QR code and contact info.

INVESTING IN WATER SUPPLY RELIABILITY. Vital District Improvement Projects Bringing Value to Customers. Includes photos of construction and a QR code.

GROUNDWATER IS OUT OF SIGHT, BUT ON OUR MIND. How we serve great-tasting, high quality water. Includes photos of water treatment and a QR code.

PARTNERSHIPS SET THE STAGE FOR A STABLE WATER FUTURE. Supporting drought and supply resiliency. Managing groundwater together. Includes photos of water infrastructure and a QR code.

ABOUT YOUR DRINKING WATER QUALITY. What is In My Drinking Water? Drinking Water Assessment. Includes photos of water testing and a QR code.

TEAMING UP TO CONSERVE. DON'T FLUSH MONEY DOWN THE DRAIN! MSWD WATER WINS BIG AT INTERNATIONAL WATER TASTING. Includes photos of water tasting and a QR code.

ABOUT YOUR DRINKING WATER QUALITY. Water Quality Standards. Includes text about water quality standards and a QR code.

2021 WATER SAMPLE RESULTS. TABLES: GENERAL WATER QUALITY STANDARDS, REGULATED SUBSTANCES, UNREGULATED SUBSTANCES, LEAD, DISTRIBUTION SYSTEM, DISTRICTS/UTILITY COMPANIES FACTORS.

2021 WATER SAMPLE RESULTS. TABLES: REGULATED SUBSTANCES, UNREGULATED SUBSTANCES, LEAD, DISTRIBUTION SYSTEM, DISTRICTS/UTILITY COMPANIES FACTORS.

FINANCIAL ASSISTANCE IS AVAILABLE TO AVOID DISCONNECTION. Includes text about financial assistance and a QR code.

### Customer Connect Portal Outreach

Staff has continued to promote the portal through bill messaging, email blasts, the MSWD website, social media, and public meetings.

As a result, 12% of eligible accounts have now signed up for the portal. Additional public outreach will take place throughout the summer of 2022.



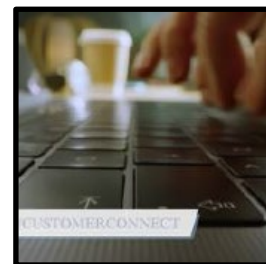
### Regional Water Reclamation Facility Promotion: Joint Op-Ed with Valley Sanitation District & New Billboard

To continue the public momentum gained after the groundbreaking ceremony, the District collaborated with Valley Sanitation to write an opinion piece that spelled out the need for such projects. This resulted in media coverage in the [Desert Sun](#), [ACWA](#), Special District news, and social media. We are also updating the MSWD billboard on Palm Drive to capture the project's ongoing progress.



### MSWD Digital Advertising

The District featured three Google and Facebook/Instagram ads promoting Rebates, Drought Conservation, and our Customer Connect portal. The Customer Connect video performed well, with 3,649 views and 279 clicks. A full report is included in Appendix C.



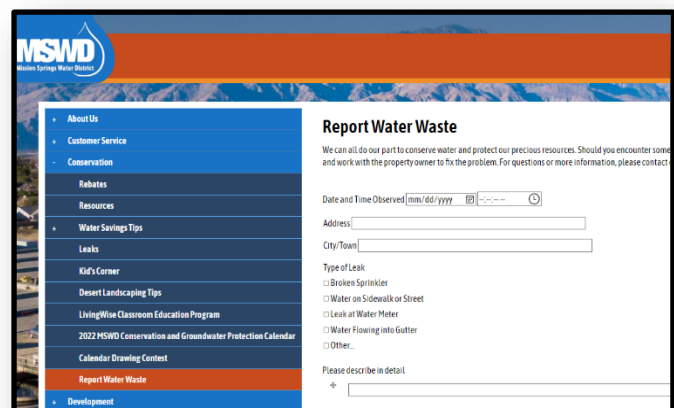
### Water 101 – Let's Talk Water!

The fourth and final Water 101 class was completed in June 2022. The informative meetings brought together many community leaders who wanted to learn more about water. During the June 2022 meeting, staff focused on rates and the financial processes of the District. At the end of the class, attendees posed for a group photo and enjoyed cake as they discussed the various topics covered. Again, participant feedback was positive, and additional courses are planned for Fall 2022 and Spring 2023.



### Drought / Water Conservation

In support of the State's goals to reduce water usage, MSWD is leveraging its partnerships with CV Water Counts (local) and Save our Water (State) to promote water conservation as outlined in Stage 2 of the District's Water Shortage Conservation Plan. In addition to social media posts and bill messaging, we have added a new Water Waste reporting form to our website, and we already see an increase in reports. The Public Affairs and Customer Service teams are collaborating to ensure we have systems to track and monitor these reports. In addition, we are revamping our door hangers and public outreach materials to comply with the current drought restrictions.



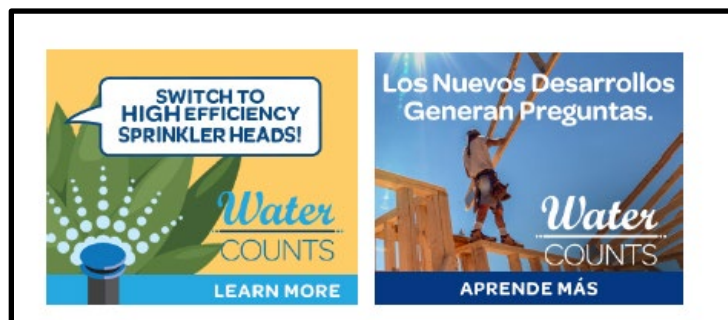
### Social Media

A copy of the June 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 19.2%, with 239,034 impressions, and engagement was up 11.4%. Video from the groundbreaking of the Regional Water Reclamation Facility was our most popular post of the month.

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Fri 6/10/2022 9:05 am PDT	78	14	3	0	—	61
Wed 6/1/2022 11:35 am...	34	8	0	2	8	16
Tue 6/28/2022 11:06 am...	23	11	2	3	—	7

### CV Water Counts

The CV Water Counts Outreach report for June 2022 can be found in Appendix C. There were nearly 4,000 pageviews on the website in June 2022. Although very good, visits were down about 13% from May 2022. The pages for conservation tips and the "Now More than Ever" were the two most viewed pages, thanks mainly to the digital marketing campaigns during the month. Spanish also continues to perform well. However, the Paid Search element of the Ad campaigns saw a reduction of impressions of about 14% during the month, likely due to part-time/second homeowners leaving for the summer and not searching locally for items such as rebates.



### Rebates & Conservation

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

#### **Toilet Rebates**

Staff did not fund any toilet rebates in June 2022. However, there are two pending rebates.

#### **Conservation Kits**

In June 2022, the District did not receive any requests for conservation kits. However, thanks to the mailing of the Annual Water Quality Report, there are more than 20 pending requests for conservation kits.

#### **Turf Rebates**

Staff has two pending turf rebates totaling \$5,100. One of these will be paid this month for \$2,900.



APPENDIX A –  
Federal Update from Carpi & Clay

# Mission Springs Water District Federal Update

July 1, 2022

## FY 2023 Appropriations Update

In June, the House Appropriations Committee began working on their twelve Fiscal Year (FY) 2023 appropriations bills. Below is a table demonstrating the top-line funding level for each bill:

<b><u>Appropriations Bill</u></b>	<b>FY22 Enacted Funding Level (in billions)</b>	<b>FY23 House Committee Funding Level (in billions)</b>
Agriculture	\$25.125	\$27.2
Commerce, Justice, Science	\$78.1	\$85.7
Defense	\$728.474	\$761.681
Energy and Water	\$52.875	\$56.275
Financial Services	\$25.5	\$29.8
Homeland Security	\$82.97	\$85.67
Interior and the Environment	\$38.0	\$44.8
Labor, HHS, Education	\$213.6	\$242.1
Legislative Branch	\$4.748	\$5.702
MilCon/VA	\$284.6	\$314.1
State/Foreign Ops	\$56.095	\$64.57
Transportation, Housing, and Urban Development	\$80.0	\$90.9

Additionally, the House Appropriations Committee [released the list](#) of Member community projects that were included in each of the bills. All twelve bills have now been passed by the full appropriations committee and are awaiting consideration on the House floor. To date, the Senate Appropriations Committee has yet to release a markup schedule for their FY23 appropriations bills. More information for FY 2023 appropriations can be found [HERE](#).

## Speaker Pelosi Extends Proxy Voting in the House until Mid-August

Speaker of the House Nancy Pelosi announced that proxy voting is extended until August 12<sup>th</sup> due to the ongoing COVID-19 pandemic. Under the 2021 House Rules, with notification from the House Sergeant at Arms in consultation with the Office of Attending Physician, the Speaker can extend the expiration date for the proxy voting provision by 60 days.

## Water Efficiency and Conservation Legislation Introduced in House and Senate

Senator Alex Padilla (D-CA) and Representative Jerry McNerney (D-CA) introduced the “*Water Efficiency, Conservation, and Sustainability Act of 2022*” ([S. 4279/H.R. 7847](#)). The legislation seeks to incentivize water-efficiency upgrades and establish programs to identify and repair leaks, especially in areas experiencing severe drought and in low-income communities. The bill would establish three new grant programs at the Environmental Protection Agency (EPA) and authorize each program for \$20-25 million annually for five years. The legislation is endorsed by the Alliance for Water Efficiency, the Natural Resources Defense Council, the International Association of Plumbing & Mechanical Officials, the Association of California Water Agencies, and the Association of Metropolitan Water Agencies.

## Army Corps of Engineers Modernization Efforts

The Assistant Secretary of the Army for Civil Works published a notice in the *Federal Register* that aims to modernize the Army Corps of Engineers (Corps) to identify ways to better serve the needs of Tribal Nations and other disadvantaged and underserved communities. The notice covers several topics including:

- Potential rulemaking on the Protection of Historic Properties
- Updating the Principles, Requirements, & Guidelines
- Seeking input on additional factors that should be considered for environmental justice
- Defining economically disadvantaged communities

To facilitate stakeholder dialogue, the Corps will hold a series of virtual meetings throughout July. The schedule of virtual meetings can be found [HERE](#), and the notice as published in the *Federal Register* can be found [HERE](#).

## Federal Funding Opportunities/Announcements

**EPA Announces \$6.5 Billion in New Funding for Water Infrastructure.** The Environmental Protection Agency (EPA) announced notices of funding availability (NOFA) for the agency’s WIFIA program and the State Infrastructure Financing Authority WIFIA (SWIFIA) program. The NOFA include \$5.5 billion for the WIFIA program and an additional \$1 billion for the SWIFIA program. More information can be found [HERE](#).

**EPA Announces EPA Announces New Drinking Water Health Advisories for PFAS Chemicals and \$1 Billion in BIL Funding for Health Protections.** EPA released four drinking water health advisories for per- and polyfluoroalkyl substances (PFAS) as part of the PFAS Strategic Roadmap. EPA also announced that it is inviting states and territories to apply for \$1 billion – the first of \$5 billion in BIL grant funding – to address PFAS and other emerging contaminants in drinking water. Interested states and territories must submit a letter of intent by August 15<sup>th</sup>. More information can be found [HERE](#).

**EPA Announces Webinar for BIL Funding Opportunities.** EPA announced it will hold a webinar on July 13<sup>th</sup> at 1:00 pm ET to discuss funding opportunities available in BIL. The registration link for the webinar can be found [HERE](#).

**Reclamation Announces \$25.5 Million in BIL Funding for Western Water Efficiency Projects.** The Bureau of Reclamation announced \$25.5 million in BIL funding for WaterSMART Water and Energy Efficiency Grants. The fourteen projects receiving funding will be used to help local communities improve water use efficiency. More information can be found [HERE](#).

**Reclamation Releases Desalination and Water Purification NOFO.** The Bureau of Reclamation released a NOFO for the Desalination and Water Purification Program. The program aims to develop innovative technologies to address cost, energy requirements, environmental impacts, efficiency, and effectiveness for desalination and water filtration processes. Applications are due by July 12<sup>th</sup> and more information on the NOFO can be found [HERE](#).

## Federal Agency Personnel/Regulatory Announcements

**White House Announces Global Water Security Action Plan.** The White House announced its Action Plan on Global Water Security aimed at protecting water resources and association ecosystems to support economic growth and resiliency. The plan includes three major areas:

- Data collection improvements focused on location-specific concerns and water security challenges for pre-disaster adaptations;
- Development and deployment modular energy-efficient, low carbon, low-cost technologies for electrified desalination and wastewater resource recovery; and
- Improvements in building capacity and resource monitoring to enable more accurate and reliable water resource forecasting.

More information can be found [HERE](#).

**White House Drought Resilience Interagency Working Group Releases One-Year Report.** The White House Drought Resilience Interagency Working Group, formed in 2021, released its one-year report that highlights accomplishments from FY 2021. The agencies participating in the Working Group include USDA, EPA, Interior, the Army Corps of Engineers, the National Oceanic Atmosphere Administration, and the Departments of Defense, Health and Human Services, and Homeland Security. The Working Group's report can be found [HERE](#).

**White House Releases Latest Unified Regulatory Agenda.** The White House Office of Information and Regulatory Affairs (OIRA) released the Biden Administration's latest Unified Regulatory Agenda. This agenda is a roadmap indicating the federal rules and regulations agencies will be targeting over the next six months. Of note, EPA is expected to consider the final rule on the revised definition of Waters of the United States by the end of 2022. More information can be found [HERE](#).

**EPA Announces CWA Section 401 Proposed Rule.** EPA announced a NPRM to update the regulations for water quality certification under Clean Water Act (CWA) Section 401. This proposed rule would strengthen the authority of states, territories, and Tribes to protect water resources while supporting a streamlined license and certification process. Comments are due by August 8<sup>th</sup>. More information can be found [HERE](#).

**Reclamation Solicits Public Feedback on Future Colorado River Operations.** The Bureau of Reclamation is seeking public comment regarding the future Colorado River operating provisions. The notice seeks specific input on how to foster meaningful participation by all stakeholders in preparation for beginning the National Environmental Policy Act (NEPA) process to develop post-2026 operating approaches for the Colorado River, and operating strategies to address post-2026. Reclamation is hosting two webinars to discuss its request for feedback: the first on July 12<sup>th</sup> and the second on July 14<sup>th</sup>. More information 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.	17	48	1	0	23	5	0	31	16	2	1
Apr.	7	18	3	3	15	30	0	8	95	14	3
May	16	17	11	3	20	45	7	13	98	3	2
June	2	21	7	3	6	70	4	4	72	2	0
<b>Annual Total</b>	<b>198</b>	<b>233</b>	<b>61</b>	<b>60</b>	<b>317</b>	<b>185</b>	<b>46</b>	<b>734</b>	<b>386</b>	<b>59</b>	<b>16</b>

Connections to Sewer Collection System:

As of June 30, 2021            8467

Plus YTD                                198

**Total Sewer Connections =        8665**

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

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	19	16	2	3	6	5	0	12	0	0	4	5	0	4
April	6	11	1	3	7	11	2	7	0	1	4	1	12	2
May	19	15	12	5	11	9	8	2	0	1	2	0	0	0
June	1	24	11	2	8	2	10	1	0	0	0	1	1	0
<b>Annual Total</b>	<b>196</b>	<b>150</b>	<b>92</b>	<b>73</b>	<b>88</b>	<b>58</b>	<b>49</b>	<b>25</b>	<b>14</b>	<b>6</b>	<b>12</b>	<b>15</b>	<b>25</b>	<b>25</b>
<b>Avg./ Mo.</b>	<b>16.33</b>	<b>12.50</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>	<b>4.83</b>	<b>4.08</b>	<b>2.08</b>	<b>1.17</b>	<b>0.50</b>	<b>1.00</b>	<b>1.25</b>	<b>2.08</b>	<b>2.08</b>

**Connections to Water System:**

As of June 30, 2021      13,141  
 Plus YTD                      196  
**Total Water Connections =      13,337**

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	601.44	-24.36	-3.9%	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84
April	624.07	-25.27	-3.9%	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37
May	745.36	21.74	3.0%	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58
June	730.02	-31.61	-4.2%	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98
<b>TOTAL</b>	<b>8094.17</b>	<b>-261.96</b>	<b>-3.1%</b>	<b>8356.13</b>	<b>7981.79</b>	<b>7617.30</b>	<b>8017.06</b>	<b>7476.47</b>	<b>6,903.75</b>	<b>7,798.69</b>	<b>8,385.66</b>	<b>8,458.99</b>	<b>8,607.90</b>	<b>8,555.70</b>



APPENDIX C – Public Affairs Information



# CVWC Digital Marketing Report

Website, Social, and Marketing Performance

**June, 2022**

by Hunter | Johnsen

# Google Ads Campaigns

 **DISPLAY AD IMPRESSIONS**  
CV WATER COUNTS

92,820

 **SEARCH AD IMPRESSIONS**  
CV WATER COUNTS

1,658

 **VIDEO IMPRESSIONS**  
CV WATER COUNTS

64,079

 **CLICKS**  
CV WATER COUNTS

1,419


 **CTR**  
CV WATER COUNTS

0.89%

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

Campaign	Clicks	Impr.
CV Water Counts June 2022	639	65,001
Water Yard	400	37,446
Now More than Ever	239	27,555
CV Water Counts June 2022 SPANISH	427	27,819
Water Your Yard (Spanish)	234	14,716
Now More Than Ever (Spanish)	193	13,103
	1,066	92,820



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

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	64,079	18,510	8,690	111
CVWC Water Saving Tips YouTube Spanish June 2022	29,620	10,154	4,803	44
CVWC Water Saving Tips English YouTube June 2022	34,459	8,356	3,887	67
	64,079	18,510	8,690	111



## GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	242	1,658
	242	1,658


## KEYWORDS PERFORMANCE

CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	217	1,488	14.58%
water rebates	79	303	26.07%
water agency	63	651	9.68%
water company	26	258	10.08%
grass removal rebate	19	77	24.68%
toilet rebate	8	22	36.36%
turf rebate programs	6	39	15.38%
save water	5	19	26.32%
washing machine rebate	5	41	12.2%
ways to conserve water	4	26	15.38%
water preservation	2	52	3.85%
	217	1,512	14.35%

# Facebook Ad Campaigns

 **FACEBOOK AD PERFORMANCE**  
HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p><b>Tips to Save Water</b> cvwatercounts.com</p> <p>Did you know there are more than 100 ways to save water? And some of them are really easy.</p> <p>Learn more water saving tips by clicking the link.</p>	227	41,540	15,344	2.71	329
	227	41,540	15,344	2.71	329

# Website Information

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

**3,959**

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

**2,092**

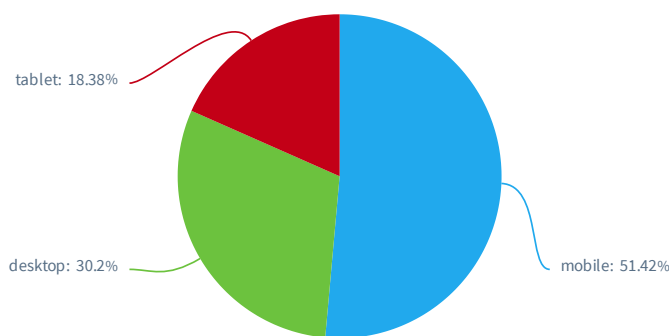
**RETURNING USERS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**436**

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

Page path	Pageviews
/conservation-tips/	1,009
/now-more-than-ever-every-drop-counts/	576
/	372
/water-map/	255
/rebates/	222
/plant-of-the-month-trailing-lantana-lantana-montevideensis/	119
/plant-of-the-month-red-yucca-hesperaloe-parviflora/	105
/drought-irrigation-guide/	80
/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	65
/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/	64
	<b>3,959</b>

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



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

**1.35**

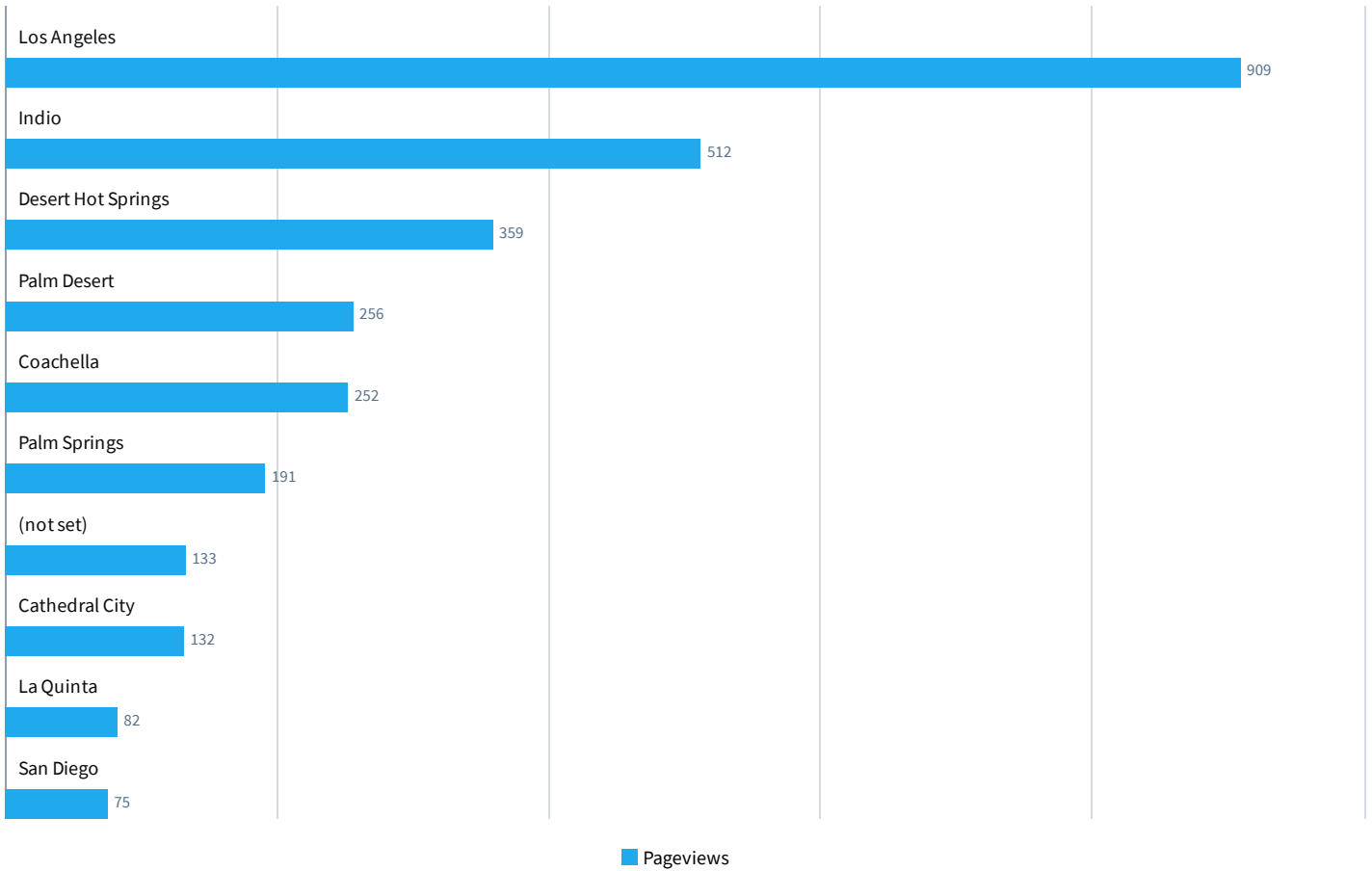
**AVG. SESSION DURATION**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**50s**

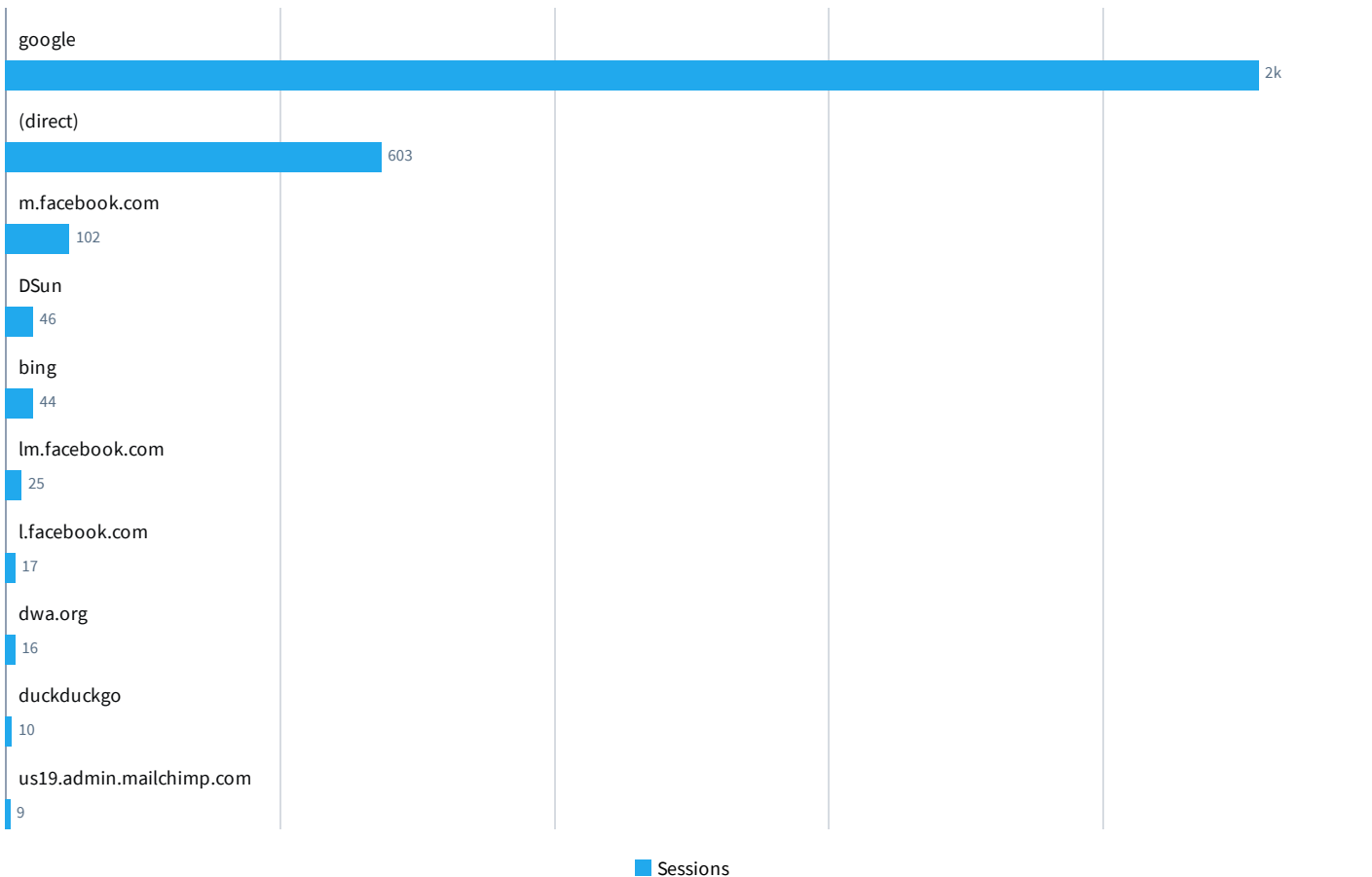
**BOUNCE RATE**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

**83.64%**

**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
June 2022	2,927	2,203	3,959	1.35	50s	83.64%	71.47%
May 2022	3,491	2,715	5,002	1.43	46s	71.7%	68.81%
April 2022	3,383	2,545	5,096	1.51	36s	63.38%	71.5%
March 2022	2,476	1,859	3,453	1.39	42s	83.04%	69.55%
February 2022	2,654	1,912	3,625	1.37	44s	81.2%	67.48%
January 2022	8,388	6,410	10,465	1.25	43s	86.27%	74.61%
December 2021	5,138	4,105	6,353	1.24	37s	87.5%	77.29%
November 2021	6,014	4,869	7,628	1.27	34s	86.51%	79.12%
October 2021	2,133	1,588	2,825	1.32	37s	84.2%	70.46%
September 2021	2,035	1,501	2,791	1.37	49s	83.59%	70.37%
August 2021	2,090	1,439	2,877	1.38	56s	82.82%	65.17%
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%
	45,361	32,794	60,393	1.33	43s	82.29%	71.94%

# Organic Search

## TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	2,646	0	0%	4.74
salvia clevelandii	1,284	2	0.16%	1.9
trailing lantana	1,146	5	0.44%	13.92
lantana ground cover	811	8	0.99%	2.73
palm desert	487	0	0%	5.93
water pledge	487	0	0%	7.21
lantana montevidensis	469	0	0%	12.58
conserve water	433	0	0%	4.82
cv water	347	3	0.86%	5.85
hesperaloe parviflora	321	0	0%	13.19
	8,431	18	0.21%	7.29

## TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
<a href="https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevidensis/">https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevidensis/</a>	4,345	42	0.97%	14.86
<a href="https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/">https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/</a>	3,591	2	0.06%	6.51
<a href="https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/">https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/</a>	2,110	6	0.28%	4.46
<a href="https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/">https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/</a>	1,539	2	0.13%	4.67
<a href="https://cvwatercounts.com/save-water-pledge/">https://cvwatercounts.com/save-water-pledge/</a>	1,515	5	0.33%	3.77
<a href="https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf">https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf</a>	1,425	43	3.02%	23.22
<a href="https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/">https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/</a>	922	8	0.87%	19.96
<a href="https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/">https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/</a>	886	1	0.11%	43.78
<a href="https://cvwatercounts.com/sunday-june-5-is-world-environment-day/">https://cvwatercounts.com/sunday-june-5-is-world-environment-day/</a>	829	0	0%	5.61
<a href="https://cvwatercounts.com/plant-of-the-month-red-yucca-hesperaloe-parviflora/">https://cvwatercounts.com/plant-of-the-month-red-yucca-hesperaloe-parviflora/</a>	775	1	0.13%	32.78
	17,937	110	0.61%	15.96

# Facebook Information

**f** IMPRESSIONS  
CV WATER COUNTS

42,706

**f** REACH  
CV WATER COUNTS

15,298

**f** NEW PAGE LIKES  
CV WATER COUNTS

6

**f** ENGAGED USERS  
CV WATER COUNTS

455


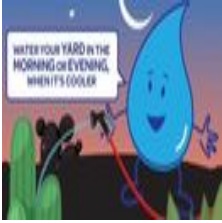


**f** PAGE VIEWS  
CV WATER COUNTS







59

**f** LIFETIME PAGE LIKES  
CV WATER COUNTS







3,970

**f** POSTS  
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p><a href="#">Learn how to use your ...</a></p>	June 29, 2022	89	1	1%	0	1
 <p><a href="#">Water your yard in the ...</a></p>	June 27, 2022	51	1	2%	1	0
 <p><a href="#">Coachella Water Autho...</a></p>	June 24, 2022	39	5	13%	4	0
 <p><a href="#">Wash your pets outdo...</a></p>	June 23, 2022	75	3	4%	3	0
		909	31	3%	26	2

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>If you or someone you...</p>	June 20, 2022	31	2	6%	2	0
 <p>How much and how o...</p>	June 18, 2022	47	3	6%	2	0
 <p>Use a hose nozzle or t...</p>	June 16, 2022	51	1	2%	1	0
 <p>Do you know who you...</p>	June 13, 2022	46	1	2%	1	0
 <p>Tree Bear Grass, or Nol...</p>	June 10, 2022	47	1	2%	1	0
 <p>Dishwashers typically ...</p>	June 9, 2022	67	1	1%	1	0

909 31 3% 26 2

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Today is World Oceans ...</p>	June 7, 2022	107	2	2%	2	0
 <p>World Environment Da...</p>	June 5, 2022	27	1	4%	1	0
 <p>California is experienci...</p>	June 3, 2022	31	2	6%	2	1
 <p>June is National Rivers...</p>	June 2, 2022	86	4	5%	2	0
 <p>Make sure your swimm...</p>	June 2, 2022	48	1	2%	1	0
 <p>CV Water Counts upda...</p>	June 2, 2022	67	2	3%	2	0
		909	31	3%	26	2

# Instagram Information

 **IMPRESSIONS**  
CV WATER COUNTS

316

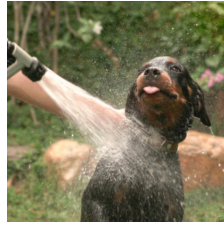


 **LIKES**  
CV WATER COUNTS

4

 **FOLLOWERS ( TOTAL )**  
CV WATER COUNTS

225

 **MEDIA PERFORMANCE**  
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <a href="#">Wash your pets outdo...</a>	22	1	19	0	0
 <a href="#">Do you know who you...</a>	22	2	18	0	0
 <a href="#">Water your yard in the ...</a>	11	1	11	0	0
	55	4	48	0	0

# Twitter Information

Jun 2022 · 30 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 183 impressions

Water your yard in the morning or evening, when it's cooler.

[pic.twitter.com/etU00t2W4U](https://pic.twitter.com/etU00t2W4U)



3 replies 4 likes

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 608 people



**The Palm Springs Post**

@palmspringspost FOLLOWS YOU

"Woke social fools." -- Carol, a new subscriber

[View profile](#)

**Top media Tweet** earned 65 impressions

June is National Rivers Month. The U.S. is home to about 2.9 million miles of river, and we need to make sure we protect them.

To find out what you can do to protect water quality, visit [neefusa.org/nature/water/c...](https://neefusa.org/nature/water/c...)

[pic.twitter.com/z4DKIP03Qu](https://pic.twitter.com/z4DKIP03Qu)



4 likes

[View Tweet activity](#)

[View all Tweet activity](#)

## JUN 2022 SUMMARY

Tweets **15** Tweet Impressions **851**

Profile visits **350** Mentions **2**

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 March June 2022	Wednesday, June 1, 2022 5:15 PM	513	481	54.19%	15.87%	91	8.77%	0.77%	1	1
		513	481	54.19%	15.87%	91	8.77%	0.77%	1	1



# MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

**June, 2022**

Casey Dolan

**Casey Dolan Consulting**

# Google Ads Campaigns

 **IMPRESSIONS**  
MSWD


117,033

 **CLICKS**  
MSWD


739

 **CTR**  
MSWD

0.63%

 **GOOGLE ADS CAMPAIGN PERFORMANCE**  
MSWD

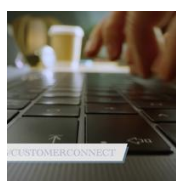
Campaign	Impr.	Clicks	CTR
MSWD Fight Drought June 2022	63,178	431	0.68%
MSWD CustomerConnect Video June 2022	24,882	279	1.12%
MSWD Save June, 2022	28,948	29	0.1%
MSWD Save Water June 2022	25	0	0%
	117,033	739	0.63%



 **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%
MSWD Customer Connect Water Portal Preview	3,649	14.67%	279	16.97%	22.04%	27.73%	44.44%
	3,649	14.67%	279	16.97%	22.04%	27.73%	44.44%

# Facebook Ad Campaigns

 **FACEBOOK AD GROUP PERFORMANCE**  
MSWD

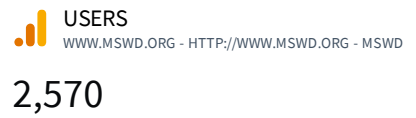
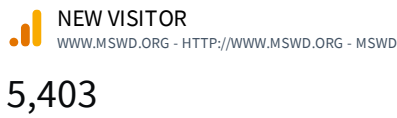
Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p><b>MSWD CustomerConnect</b> Our CustomerConnect water portal provides a wealth of information and insights about your water use.</p> <p>It's now easier than ever to pay bills and manage automatic payments; set and receive leak alerts; identify water waste; access account information instantly - from anywhere; and more.</p>	MSWD Customer Connect Water Portal Video - June 2022	59	9,632	2,403	4.01	0
		130	232,866	64,816	3.59	0

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p><b>FIGHT THE DROUGHT</b> CLICK HERE LEARN HOW YOU CAN HELP OUT</p> <p><b>MSWD - Water Conservation Measures</b> <a href="http://www.mswd.org">www.mswd.org</a> In recognition of the ongoing California drought, Mission Springs Water District approved the implementation of Level 2 demand reduction actions.</p> <p>Click to learn more about the District's Water Shortage Contingency Plan.</p>	MSWD Drought - June 2022	42	114,203	41,400	2.76	0
 <p><b>Save Water &amp; Money</b> Learn how to cash in on our water rebate programs</p> <p><b>MSWD - Rebates Available</b> <a href="http://www.mswd.org">www.mswd.org</a> Our rebate programs are designed to assist homeowners, HOAs, and commercial customers who want to reduce their indoor and outdoor water usage.</p> <p>MSWD is offering incentives to upgrade or replace ineffective toilets and to reduce outdoor water usage by converting lawns to desert-friendly landscaping.</p> <p>Click to learn more.</p>	MSWD Save Money - June 2022	29	109,031	37,432	2.91	0
		130	232,866	64,816	3.59	0

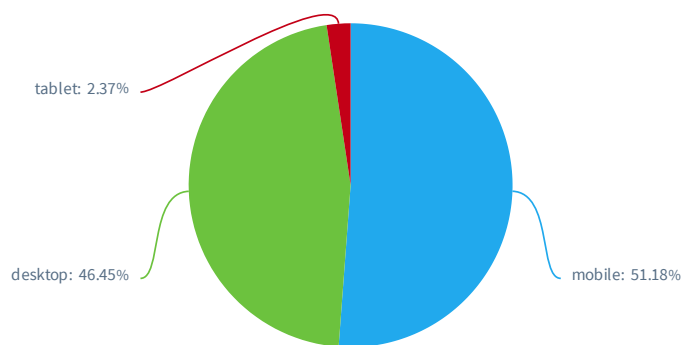
 **VIDEO PERFORMANCE**  
MSWD

Campaign	Video Plays	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 100%	Video Average Play Time	Link Clicks
MSWD Customer Connect Water Portal Video - June 2022	9,510	7,610	1,134	20	18	13s	59
MSWD Save Money - June 2022	0	0	0	0	0	0s	29
MSWD Drought - June 2022	0	0	0	0	0	0s	42
	9,510	7,610	1,134	20	18	13s	130

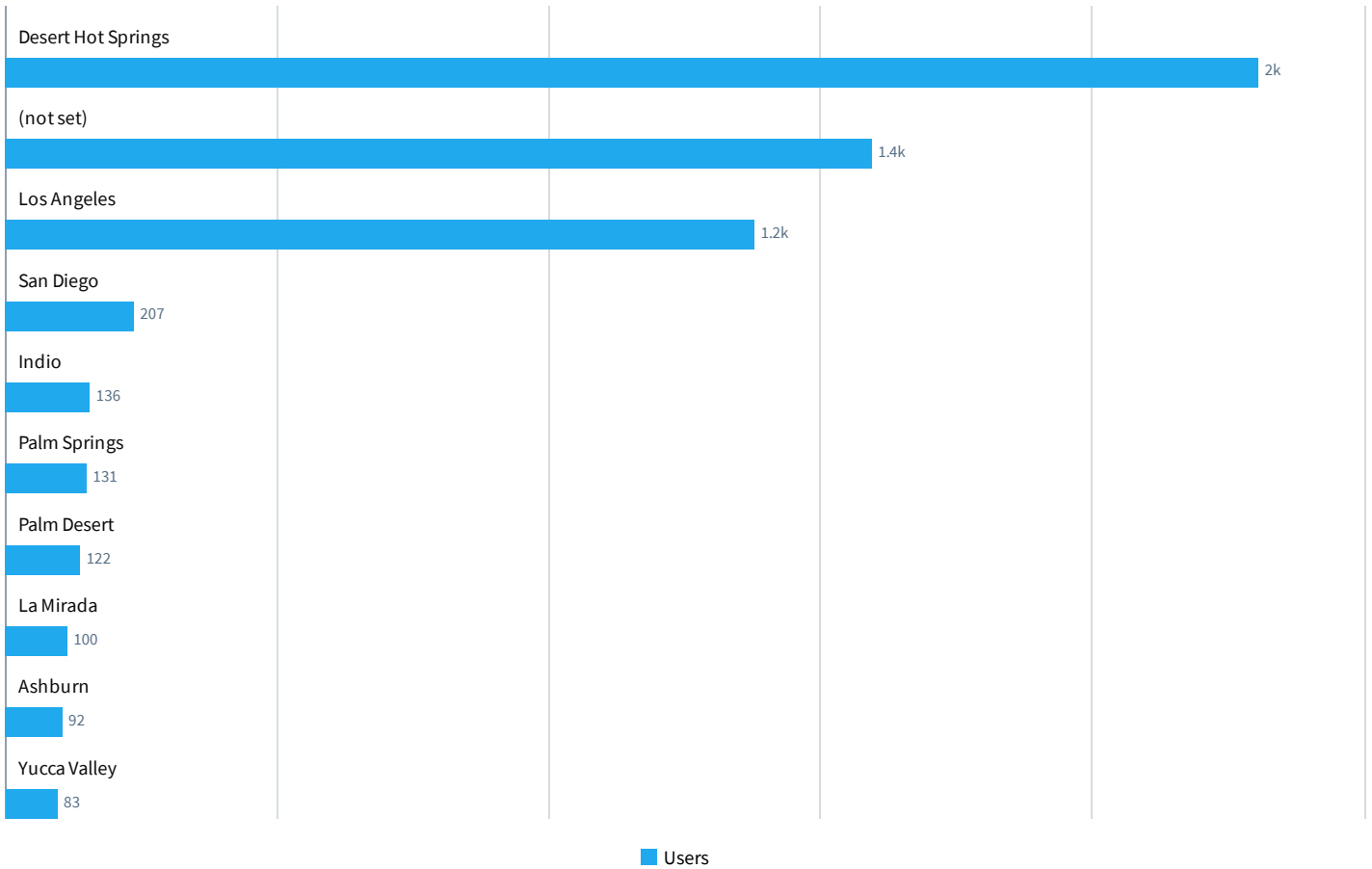
# Website Information



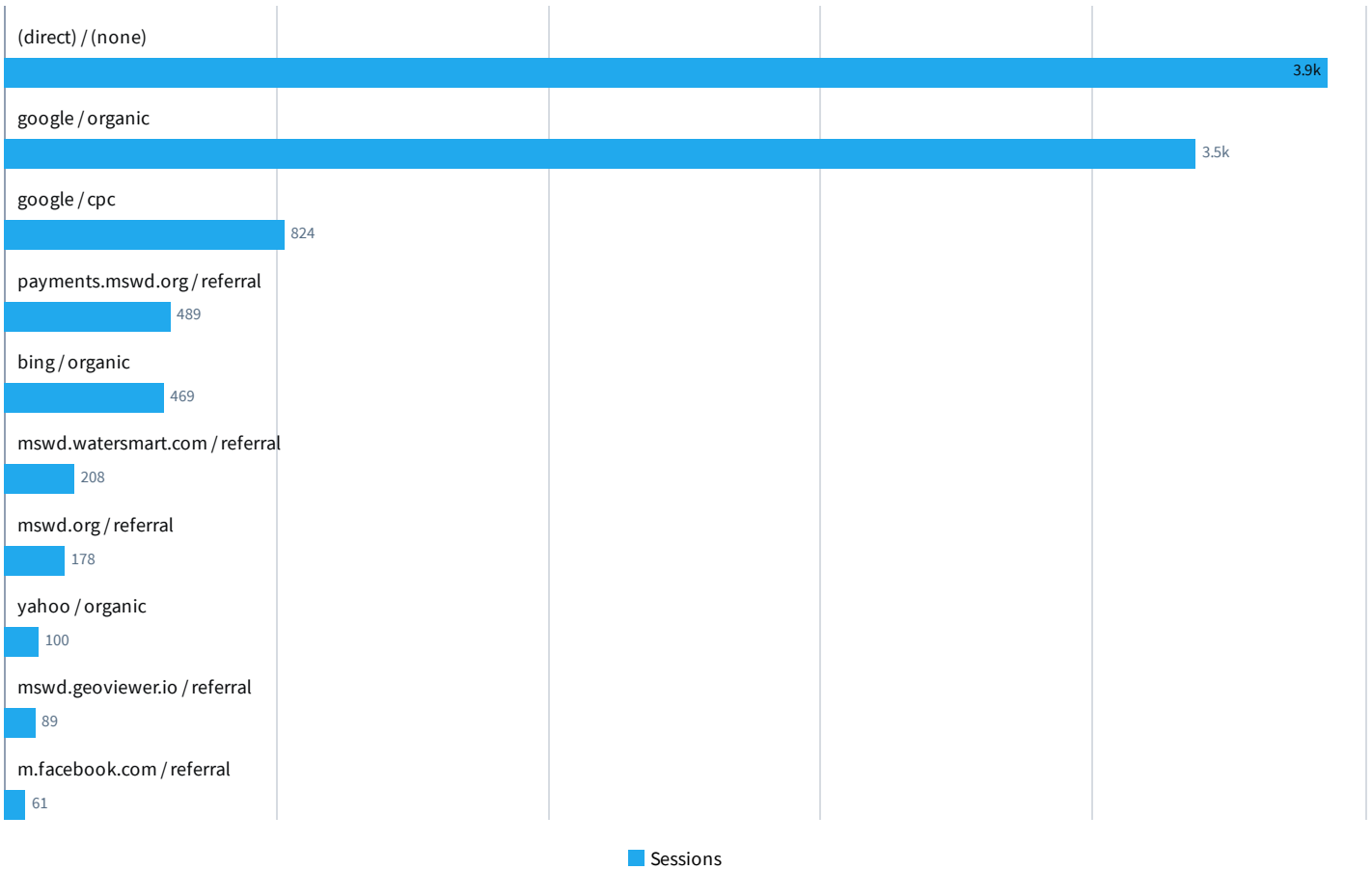
Page Title	Pageviews
Mission Springs Water District Home Page   Mission Springs Water District CA	7,636
New Customer Portal   Mission Springs Water District CA	6,602
Bill Pay Options   Mission Springs Water District CA	2,034
Job Opportunities   Mission Springs Water District CA	949
MSWD Adopts Additional Water Conservation Measures   Mission Springs Water District CA	837
Application for Water Service   Mission Springs Water District CA	580
Careers   Mission Springs Water District CA	544
Search   Mission Springs Water District CA	497
Start/Stop Water Service   Mission Springs Water District CA	466
Upcoming Meetings   Mission Springs Water District CA	451
	26,392



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



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



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

1m 55s

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

2.6

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

30.89%



# MSWD Social Analytics

June 2022

**Included in this Report**

 @MSWaterDistrict

 missionspringswaterdistrict

 Mission Springs Water District

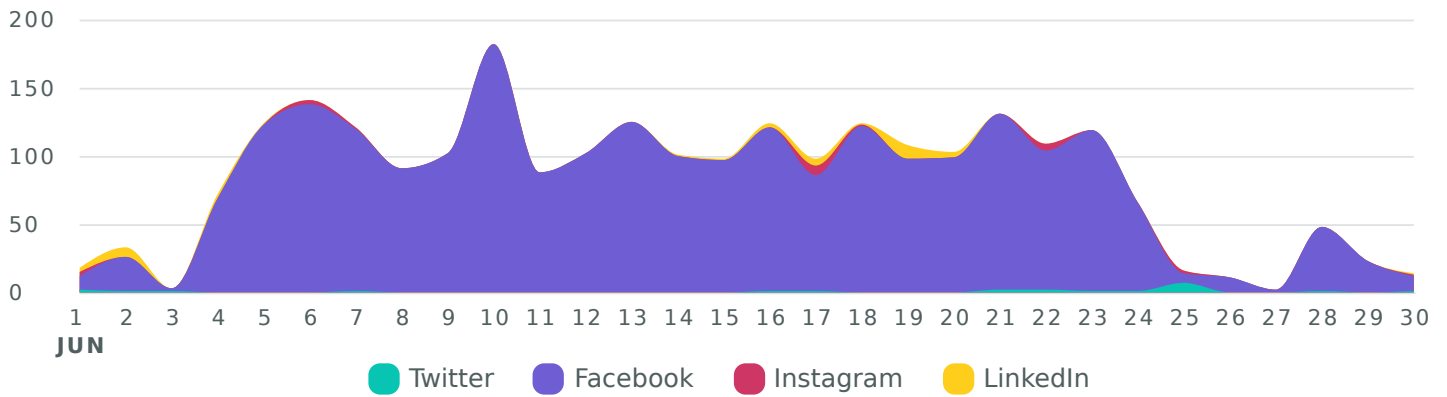
 Mission Springs Water District

## 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
<b>Total Engagements</b>	<b>2,497</b>	<b>↗ 11.4%</b>
Twitter Engagements	22	↗ 29.4%
Facebook Engagements	2,412	↗ 11.8%
Instagram Engagements	23	↘ 51.1%
LinkedIn Engagements	40	↗ 110.5%
<b>Engagement Rate (per Impression)</b>	<b>1.0%</b>	<b>↘ 6.5%</b>

### Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

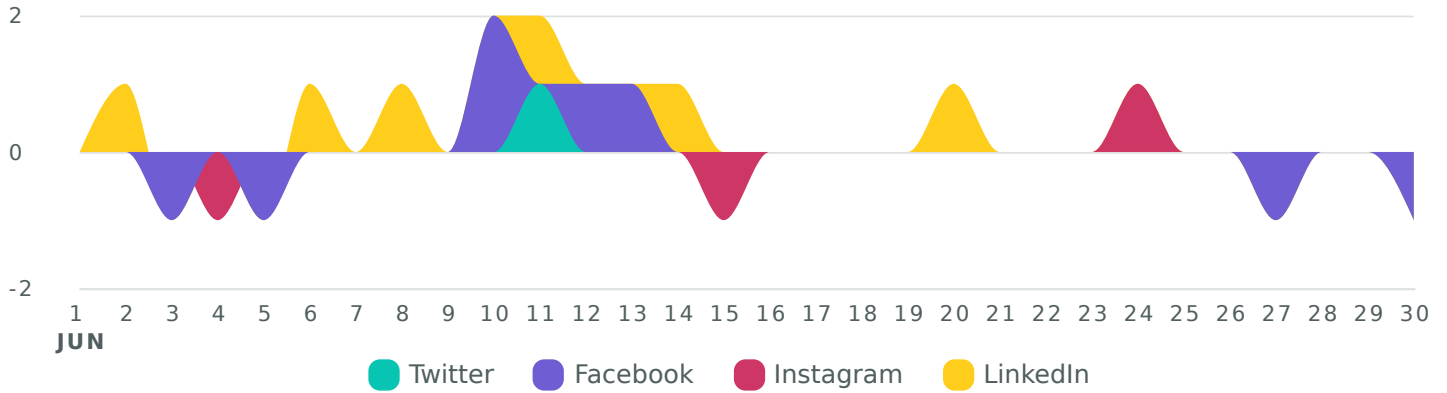
Impressions <b>239,034</b> ↗19.2%	Engagements <b>2,497</b> ↗11.4%	Post Link Clicks <b>160</b> ↘57%
--------------------------------------	------------------------------------	-------------------------------------

### 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
<b>Total Audience</b>	<b>1,549</b>	<b>↗ 0.4%</b>
<b>Total Net Audience Growth</b>	<b>8</b>	<b>↘ 11.1%</b>
Twitter Net Follower Growth	1	↘ 50%
Facebook Net Page Likes	1	↗ —
Instagram Net Follower Growth	-1	↘ 125%
LinkedIn Net Follower Growth	7	↗ 133.3%

### FACEBOOK

## Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

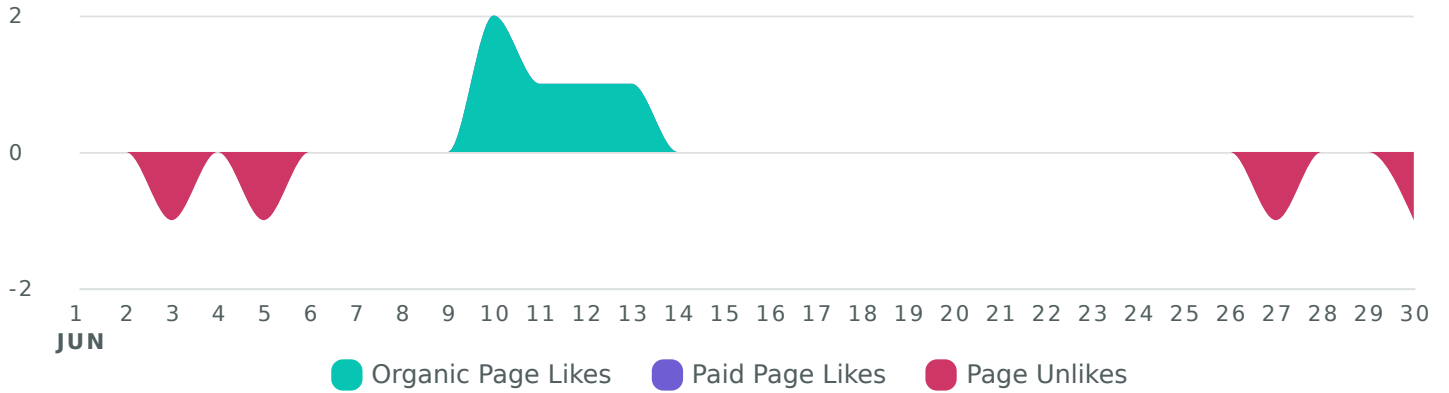
<p>Impressions</p> <p><b>238,114</b> ↗21.3%</p>	<p>Engagements</p> <p><b>2,412</b> ↗11.8%</p>	<p>Post Link Clicks</p> <p><b>147</b> ↘58.9%</p>
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## Facebook Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Page Likes Breakdown, by Day






Audience Metrics	Totals	% Change
<b>Fans</b>	<b>1,139</b>	<b>↘0.1%</b>
<b>Net Page Likes</b>	<b>1</b>	<b>↗—</b>
Organic Page Likes	5	↗150%
Paid Page Likes	0	→0%
Page Unlikes	4	↗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 Image	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
	Fri 6/10/2022 9:05 am PDT	78	14	3	0	—	61
	Wed 6/1/2022 11:35 am...	34	8	0	2	8	16
	Tue 6/28/2022 11:06 am...	23	11	2	3	—	7

### INSTAGRAM

### Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

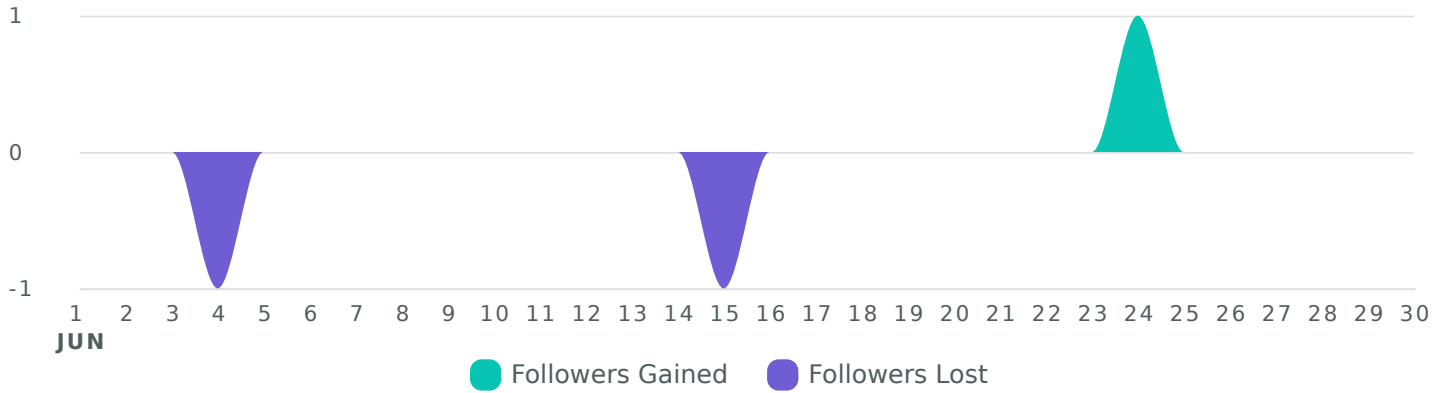
Impressions <b>262</b> ↘ 93%	Engagements <b>23</b> ↘ 51.1%	Profile Actions <b>0</b> → 0%
---------------------------------	----------------------------------	----------------------------------

### 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
<b>Followers</b>	<b>222</b>	<b>↘0.4%</b>
<b>Net Follower Growth</b>	<b>-1</b>	<b>↘125%</b>
Followers Gained	1	↘75%
Followers Lost	2	↗—

### 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	Date	Total Engagements	Likes	Comments	Saves																								
  <b>missionspring...</b> Thu 6/16/2022 11:48 a...	  <b>missionspring...</b> Tue 6/21/2022 7:25 am ...	  <b>missionspring...</b> Wed 6/29/2022 4:54 pm...	Please join us in welcoming Elias Diaz, MSWD's new Field Operations Technician I. In t...	Please join us in welcoming Adrian Gaona, MSWD's new Field Service Representative...	Please join us in welcoming Raul Zazueta and James Steiner. Raul and James are...																								
			<table border="1"> <tr> <td><b>Total Engagements</b></td> <td><b>8</b></td> </tr> <tr> <td>Likes</td> <td>7</td> </tr> <tr> <td>Comments</td> <td>1</td> </tr> <tr> <td>Saves</td> <td>0</td> </tr> </table>	<b>Total Engagements</b>	<b>8</b>	Likes	7	Comments	1	Saves	0	<table border="1"> <tr> <td><b>Total Engagements</b></td> <td><b>4</b></td> </tr> <tr> <td>Likes</td> <td>4</td> </tr> <tr> <td>Comments</td> <td>0</td> </tr> <tr> <td>Saves</td> <td>0</td> </tr> </table>	<b>Total Engagements</b>	<b>4</b>	Likes	4	Comments	0	Saves	0	<table border="1"> <tr> <td><b>Total Engagements</b></td> <td><b>3</b></td> </tr> <tr> <td>Likes</td> <td>3</td> </tr> <tr> <td>Comments</td> <td>0</td> </tr> <tr> <td>Saves</td> <td>0</td> </tr> </table>	<b>Total Engagements</b>	<b>3</b>	Likes	3	Comments	0	Saves	0
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### TWITTER

## Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

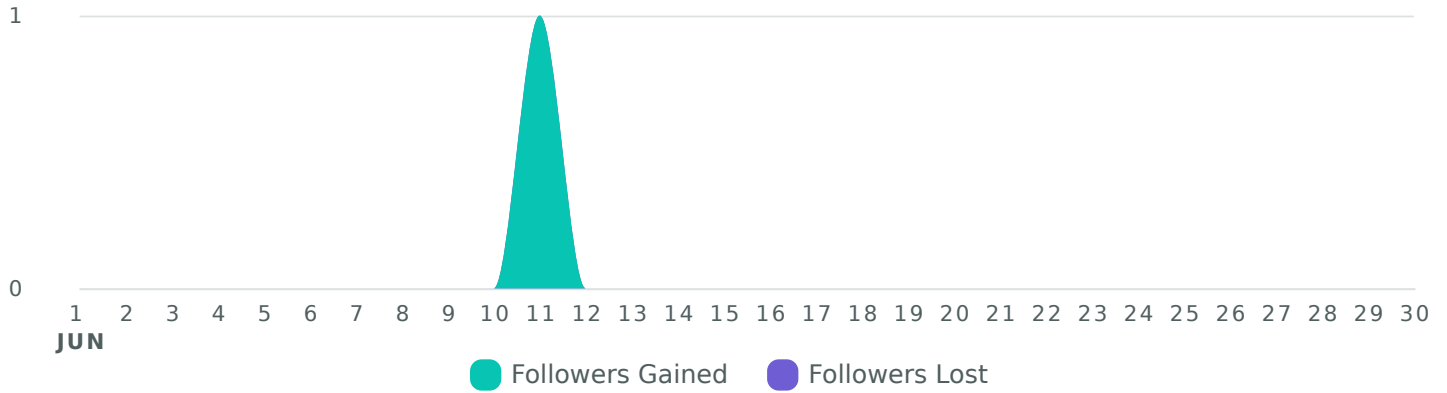
Impressions <b>304</b> ↘ 13.9%	Engagements <b>22</b> ↗ 29.4%	Post Link Clicks <b>4</b> ↘ 20%
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## Twitter Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
@MSWaterDistrict
All Twitter Post Types

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>83</b>	<b>↗1.2%</b>
<b>Net Follower Growth</b>	<b>1</b>	<b>↘50%</b>
Followers Gained	1	↘50%
Followers Lost	0	→0%
<b>Following</b>	<b>100</b>	<b>→0%</b>

### 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 6/24/2022 3:13 pm UTC

MSWD customers can request a FREE Conservation Kit featuring a high-efficiency...

<b>Total Engagements</b>	<b>8</b>
<hr/>	
Likes	<b>1</b>
<hr/>	
Comments	<b>0</b>
<hr/>	
Shares	<b>0</b>
<hr/>	
Post Link Clicks	<b>1</b>
<hr/>	
Other Post Clicks	<b>6</b>
<hr/>	
Other Engagements	<b>0</b>

**🐦 @MSWaterDist...**

Thu 6/30/2022 5:30 pm ...

Stay in the loop with MSWD on all social media platforms! When we stay connected, w...

<b>Total Engagements</b>	<b>4</b>
<hr/>	
Likes	<b>1</b>
<hr/>	
Comments	<b>1</b>
<hr/>	
Shares	<b>0</b>
<hr/>	
Post Link Clicks	<b>—</b>
<hr/>	
Other Post Clicks	<b>2</b>
<hr/>	
Other Engagements	<b>0</b>

LINKEDIN

LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

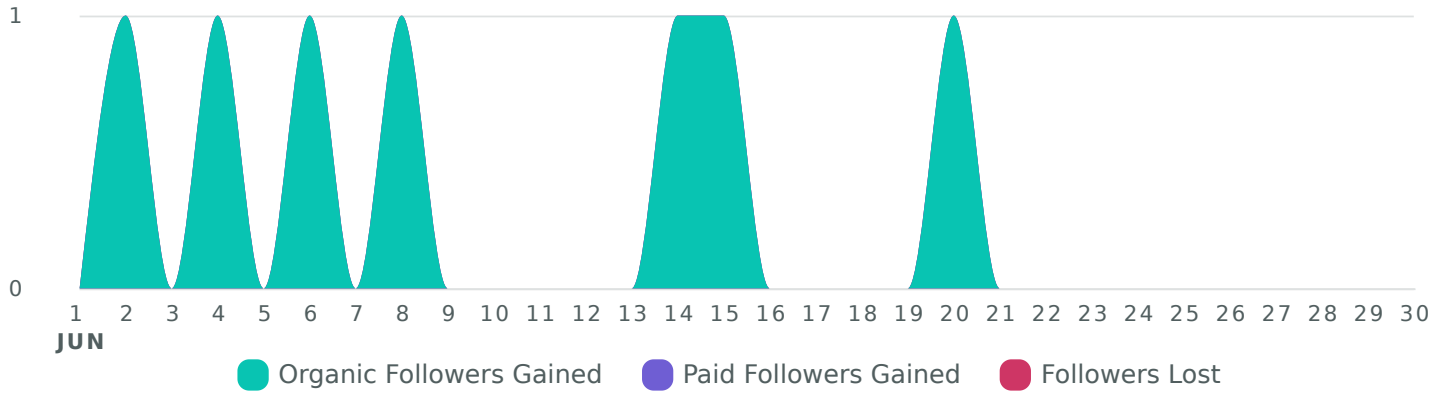
<p>Impressions</p> <p><b>354</b> ↗83.4%</p>	<p>Engagements</p> <p><b>40</b> ↗110.5%</p>	<p>Post Clicks (All)</p> <p><b>9</b> →0%</p>
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## LinkedIn Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>105</b>	<b>↗7.1%</b>
<b>Net Follower Growth</b>	<b>7</b>	<b>↗133.3%</b>
Organic Followers Gained	7	↗133.3%
Paid Followers Gained	0	→0%
Followers Lost	0	→0%

### LinkedIn Top Posts

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

🚀 Post
🚀 Lifetime
🌐 Mission Springs Water District

Descending by Lifetime Engagements



**in Mission Spring...**

Wed 6/1/2022 11:41 pm...

MSWD is here for our customers! From setting up new service to finding ways ...



<b>Total Engagements</b>	<b>11</b>
Reactions	<b>6</b>
Comments	<b>0</b>
Shares	<b>1</b>
Post Link Clicks	<b>4</b>




**in Mission Spring...**

Wed 6/1/2022 6:38 pm ...

This is your opportunity to join the #MSWD team! We are looking for an experienced...




<b>Total Engagements</b>	<b>10</b>
Reactions	<b>5</b>
Comments	<b>0</b>
Shares	<b>3</b>
Post Link Clicks	<b>2</b>



**in Mission Spring...**

Sun 6/19/2022 6:06 pm ...

When you "splurge" on water-saving upgrades like more efficient toilets or convertin...



<b>Total Engagements</b>	<b>5</b>
Reactions	<b>3</b>
Comments	<b>0</b>
Shares	<b>1</b>
Post Link Clicks	<b>1</b>