



General Manager's Report

April 2021



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ADMINISTRATION

Accounting Department

The Accounting Department continues to work with its vendors to complete the yearly and necessary tasks to meet State and Federal reporting requirements and the strategic goals established by the Mission Springs Water District Board of Directors (Board). Below are project highlights and summaries for the previous month:

Budget

The Fiscal Year 2021/2022 budget process has begun. Draft budget reports containing past expenses are being disseminated to departments for review and comment. First draft budgets are due to Accounting by April 12th.

COVID-19 Cost Impacts

On March 19th California Senate Bill 95 (SB 95) was signed by Governor Newsom to ensure access to up to 80 hours of COVID-19 supplemental paid sick leave for eligible employees, including those advised to quarantine or isolate and those caring for COVID-impacted family members. As such, the Accounting Department has started to revise applicable sick leave hours as SB 95 covers COVID 19 supplemental paid sick leave of 80 hours retroactive to January 1 and through September 30.

Cash

Total cash receipts for the month of March amounted to \$1,498,067.00 consisting primarily to customer bill payments and charges for several new connections. Additionally, the District received \$74,560 from BLX for the new Rolling Hills Project. Finally, a wire transfer in the amount of \$147,626.80 was received from First Residential towards the Desert Willows Water Line Replacement Project.

Cash Disbursements for the month of March amounted to Accounts Payable – \$1,840,851.60 with the largest payment of \$335,657.56 to Desert Water Agency and total payroll of \$432,236.04.

Bank balance on March 31st amounted to \$7,056,825.71 with large collections from the county in January. Finance is waiting to hear from CalPERS to open a new CalPERS fund that earns a significant amount of interest that will be credited to the District's \$4 million Unfunded Liability.

Wire payments were made in March for:

- City National Bank – \$145,000.00
- Slovak Baron & Empey – \$67,389.50

Technology & Software

Accounting continues to make workflow improvements with the help of the Laserfiche and Microsoft Teams programs. Also, the Accounting staff met with OneSpan on strategizing how to implement digital signatures on workflow procedures to reduce paperwork and improve efficiency.

Payroll Changes and Updates

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

- All State and Federal filings have been completed through December 31, 2020.
- All W-2 forms were completed and distributed to employees. They were mailed out to employees who have since separated from the District.
- Payroll processed several employee Change of Status Forms for employee's performance evaluations with merit increases and retroactive to their anniversary date.
- All COLA pay increases have been processed.
- Accounting processed several employee changes to their deferred compensation deductions through Lincoln Financial.
- The accounting department worked with HR to track the Families First Coronavirus Response Act (FFCRA) benefit extension as approved by the Board. The Federal benefit expired December 31st with an exception allowing companies to extend the benefit to their employees if they choose to.

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

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

Other Important Items

- The accounting received an updated contract for the 2021 audit that will be presented to the Board in April for approval.
 - Includes this year's work create a Comprehensive Annual Financial Report (CAFR) that will provide better financial reporting.
 - Additionally, the CAFR will help the District secure the CSDA Certificate of Excellence award in financial reporting.

Customer Service Department

Disconnections due to Non-Payment

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

As of March 31, 2021, the accounts receivable over 120 days in age amounted to \$591,320.54. There is currently an effort by CSDA to get a share of the State's portion of the recent Federal Infrastructure bill that has funds designated in it. Staff will keep the Board updated as to the progress of this effort.

United Way Customer Bill Assistance Program

The United Way Customer Bill Assistance Program continues to be utilized by those customers who have been impacted the most by the COVID-19 pandemic. 219 customers received bill assistance in 2020 through the Help 2 Others program.

Continued overview of Lobby closure and COVID-19 response

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

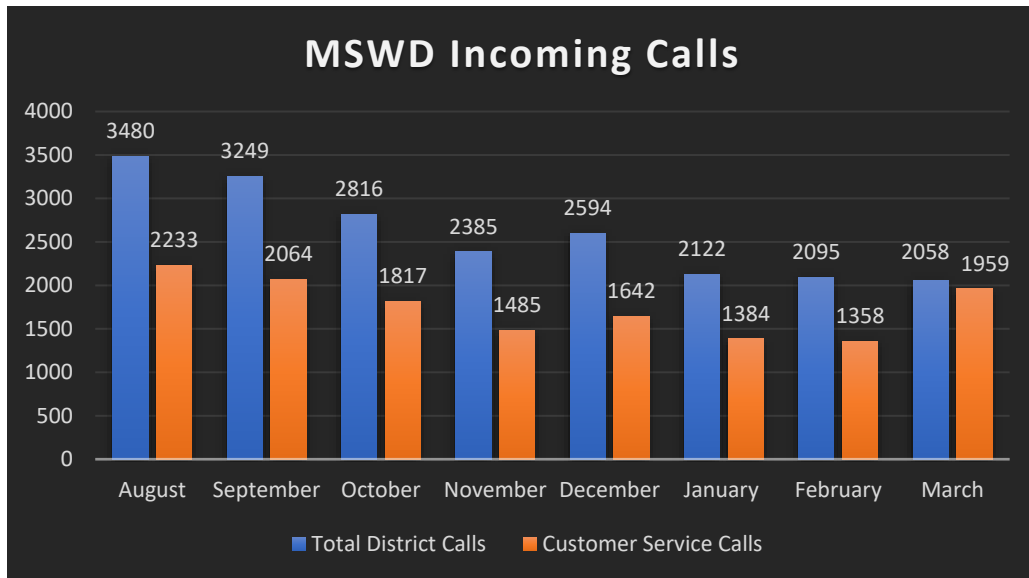
- If customer states they have been out of work due to COVID-19 we will remove late charges, and as with all customers create extensions and payment plans.
- All Customer Service staff is working in office with distancing.
- All Field Service Technicians are working to serve customers in individual trucks.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

Ways to pay bills during lobby closure

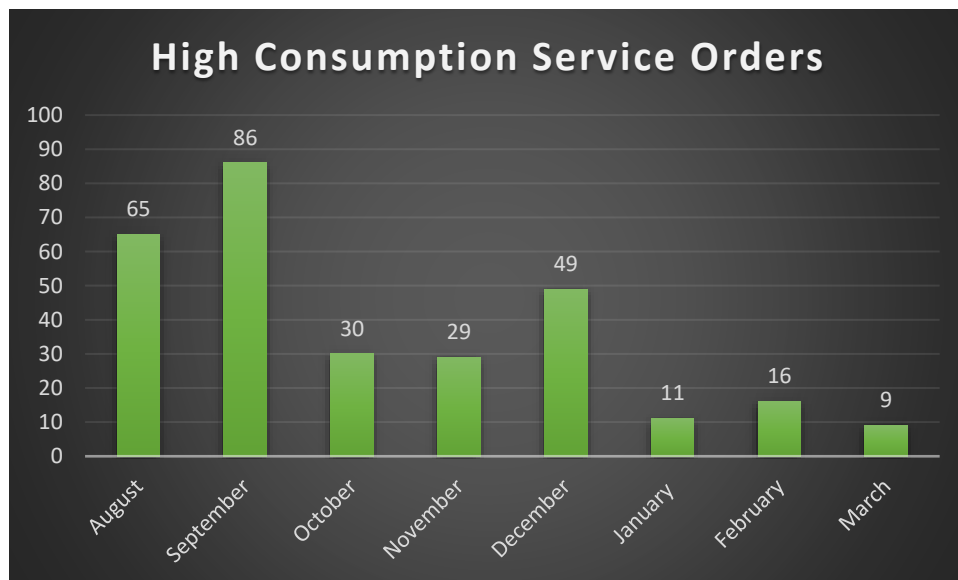
- Customer can drop payments (check or money order) in the drop box
- Customers can pay at 7-11 in DHS, Walmart and must have their bills present
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system
- Paypal option through Paymentus

Calls into the Customer Service Department since June 2020

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



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



Purchasing Department

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

Purchasing staff continues to work with its vendors to find an acceptable meter box/lid replacement for the Dillon Mobile Home Park. There are approximately 100 homes with a style of box/lid combination that is no longer available. We are working with Ferguson on a DFW-Lid that may work.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

Layne Christensen Company began construction on February 4th. Progress completed includes mobilization, clearing and grubbing the site, installing sound walls to minimize noise to surrounding properties, installing the conductor casing, and began drilling the pilot hole. The pilot hole with a target depth of 1,200 feet has been completed.



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

N. Indian Canyon Drive Sewer Project



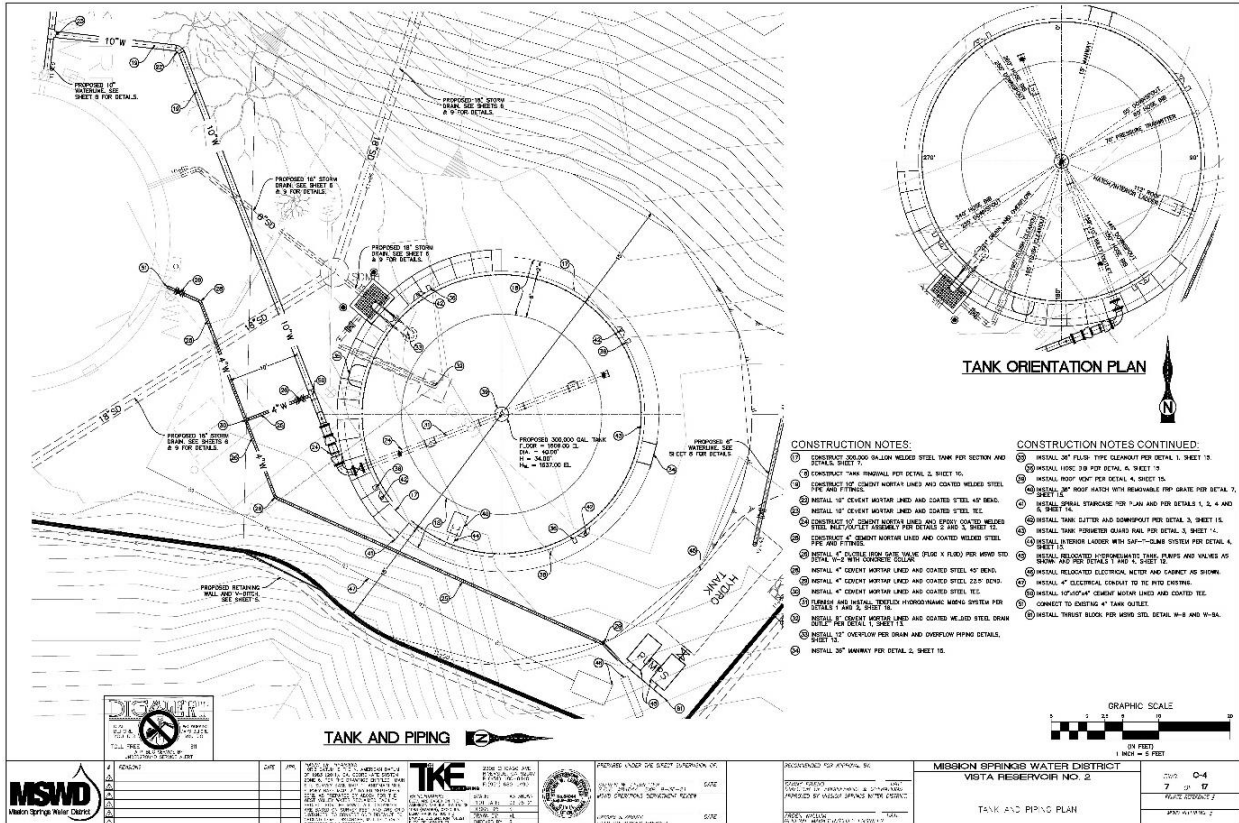
Downing Construction (Downing) began construction on March 8th. During the first month of construction, Downing has completed most of the sewer mainline, with the remaining portions, manholes, and sewer laterals to be completed in April.

Terrace Reservoirs Rehabilitation and Site Improvements

Staff issued the Advertisement of Bids on March 11th which initiates the bidding process. Staff and the design consultant (TKE Engineering) completed the mandatory pre-bid job walk on March 22nd and issued a response to questions on April 1st. During the pre-bid job walk, staff identified the presence of burrowing owls at the project site. Up until now, owls had been witnessed on-site. Staff is working with the CEQA consultant (Tom Dodson and Associates) to complete a pre-construction survey and identify a relocation plan, if required. The bid opening is scheduled for April 8th and staff anticipates bringing a recommendation of award to the Board for award in May/June.

Vista Reservoir No. 2

The consultant (TKE Engineering) completed the final design during the month of March. Staff completed its review of review on the draft Initial Study (IS) and Mitigated Negative Declaration (MND) with comments submitted to the CEQA consultant (Tom Dodson and Associates). Once the comments are addressed, the IS and MND will be circulated for public review. The Notice of Advertisement will be issued in April.



Desert Willows Community Water Line Replacement

In March, the MSWD Board approved the Cooperative Agreement (CA) between MSWD and the Desert Willows Property Owners Association (DWPOA). The CA has been executed and the first of three payments have been received. Also, in March the Board approved the Award of Construction to the Van Dyke Company. Staff and the construction management/inspection consultant (Wallace & Associates) conducted the pre-construction meeting, issued the Notice to Proceed and began reviewing material submittals. Construction began on March 22nd, starting with all streets within the DWPOA Community being pulverized.

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

Staff and consultant continued coordination with one property owner regarding a required pipeline/utility easement and selected an alignment alternative that is being circulated to the owner for approval. Acceptance of the alignment alternative has not been received

from the owner; therefore, Staff placed the final design on hold until the alignment and easement are finalized.

Water System and Wastewater System Comprehensive Master Plan Update

Following Board Award in March, Staff issued a contract to the consultant (Michael Baker International) for execution. Staff plans to kick the project off in April.

Horton Odor Control Project

Following Board approval in March for award of construction, a construction agreement with AToM Engineering Construction, Inc. has been executed. Staff and the construction management/inspection consultant (Michael Baker International) is working to get the project ready to begin construction in April, which includes finalizing contract formalities, conducting the pre-construction meeting, issuing the notice to proceed and processing material submittals.

Backup Generators for Well Sites 27-31, 32 and 37 Projects

Staff has issued a Request for Proposal for the design of this project. Proposals are due on April 6th. Staff will be reviewing and scoring the proposals received. Award of contract to the selected consultant is expected to be done in April or May.

Horton Effluent Filtration System

Staff has issued a Request for Proposal for the preparation of the design and specifications for the project. Proposals are due April 8th, at which time, staff will review and score all proposals received.

Well 22 Rehabilitation

The consultant (TKE Engineering) has completed the preliminary design and is meeting with Staff to review. Following confirmation of preliminary design, the consultant will complete the 60% design for additional review.

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

The consultant (TKE Engineering) completed the draft plans, specifications, and engineer's estimate. Staff is currently reviewing.

MSWD Regional Water Reclamation Facility:

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

Administrative Building

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

Operations & Maintenance

Construction & Maintenance

Construction & Maintenance Staff (C&M) completed approximately 307 water line location requests in March. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations. C&M also replaced 8 water services and repaired 18 service line leaks and 10 main line leaks. Approximately 63,280 gallons of water loss was recorded due to water leaks.



One of the largest reported leaks occurred during a traffic accident where one of the District's fire hydrants were damaged which required staff to clean and repair the area at night. Below are several pictures from the area.



Staff continues to implement the maintenance programs, which consist of ground valves, blow-offs, Cla-Val valves, and fire hydrants. There were 139 ground valves exercised, two fire hydrants flushed, and 173 blow-offs flushed and inspected which now completed the flushing of the blow-offs for this year. There were two Cla-Val valves serviced this month and 20 air release valves inspected.



Staff replaced sample stations in various locations for Water Production to ensure they are in the best condition for water sample taking, and continues to make new installs a priority as they are received. 18 new water services were installed this month.

Fleet and Facility Maintenance

All District buildings continue to be cleaned and disinfected weekly, Tuesday through Friday, by our janitorial company. Disinfection is completed four times a week and janitorial services are completed twice a week. Building maintenance continues at District facilities such as the Administration Building and Corp Yard. Maintenance includes light replacements, smoke detector battery replacements, and flagpole repairs. All fire extinguishers were inspected during the month of March.

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



The District continues to utilize Southern California Fleet Services for maintenance and repairs of District vehicles and equipment. Unit 406 and 409 were taken to Palm Springs Ford for warranty work this month. Units 388 and 407 had tires replaced. Staff requested to have a backup camera installed on unit 414 (valve maintenance truck) to help with backing into a valve location to position more efficient and safer. Staff removed an old generator and storage box off the CCTV trailer and redesigned and mounted a new generator.

Wastewater

Staff spent a combined 504-man hours performing routine plant maintenance, equipment maintenance and plant operations at the Horton and Desert Crest plants during the month. Also during that timeframe, staff spent 270-man hours operating the sludge belt filter press, filling and removing 13 trailers of sludge from the Horton and Desert Crest Plants.



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

WASTEWATER FLOW MGD				
2020/21	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	2.069268	2.140825	0.047916	0.079010
Aug.	2.135828	2.274566	0.053795	0.070420
Sep.	2.003417	2.121446	0.046861	0.077790
Oct.	1.964716	2.100928	0.043720	0.049600
Nov.	1.928082	2.082209	0.046171	0.051750
Dec.	1.750513	2.074777	0.044951	0.050380
Jan.	1.846818	2.018006	0.045299	0.050610
Feb.	1.889826	2.253275	0.043718	0.048950
Mar.	1.859783	2.040589	0.043382	0.048920
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix C.

Staff collected 31 samples and spent 35-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District discharge requirement. Wastewater staff along with Engineering staff will soon begin working on a Cloth Media Filter CIP project to help better the effluent leaving the process at Horton WWTP.

With all teams and staff now back in the office, the Wastewater Department has continued the seven-day week operation but will possibly be transitioning back to the 9/80 next month.

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

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



The percolation ponds at the Horton Plant remain close to capacity. Horton WWTP continues to have ongoing issues with its percolation ponds. This month, staff brought Landmark Consulting to evaluate the ponds and determine a game plan to assist the District in the percolation process. During this exploratory work staff was required to take one pond out of service. To accomplish this task, staff evaluated all options and determined a temporary pond in the south east corner of the facility would need to be re-constructed and properly tested to accommodate effluent without worry of a breach. Staff from Construction and Maintenance (C&M) were tasked with working on building the temporary pond back up and on March 25th and 26th, C&M staff in conjunction with Landmark Consulting built up the berms and confirmed proper compaction and integrity. Staff also contacted the State Water Resources Control Board to notify them of the construction of the temporary pond and the status of the existing ponds at the plant. On Saturday, March 27th, staff was given the green light to start pumping into the temporary pond to keep up with the flow of the treatment plant while pond #8 was being cleaned, evaluated, and ready for service. Staff received odor complaints coming from the Horton WWTP during public comment at the January Board meeting. In response to these complaints, staff located the source of the odors and promptly removed the source. The odors were coming from one of the old asphalt sludge beds where bio-solids had been removed from one of the plant’s clarifiers and were spread out to dry. The solids ended up going septic from the temperature change and the rain that we received. Staff worked diligently to haul away the material that caused the odor issues. Pond #6 was cleaned on March 4th, Pond #5 was cleaned on March 18th, and Pond #8 was cleaned on March 28th.



The interviews to fill the open Collections I/II position have been completed and an offer was made to one of the candidates in late March which has been accepted. A start date is pending satisfactory completion of all pre-employment requirements.

Collections Staff cleaned 26 segments totaling 6472 feet in the Agua Dulce neighborhood. During the cleaning process large amounts of sand was removed from the system blocking flow in the mainline. A few segments in the area were inspected with the CCTV equipment to be sure the mainline was clear.

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

New Sanitary Service Connections to Collection System

	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
July	8	7	9	51	2	1
Aug.	4	1	8	53	2	4
Sep.	5	2	12	8	11	2
Oct.	9	4	8	12	4	21
Nov.	50	10	9	7	7	1
Dec.	9	3	3	64	1	0
Jan.	21	7	1	16	8	3
Feb.	23	5	1	42	0	3
Mar.	48	1	0	23	5	0
Apr.		3	3	15	30	0
May		11	3	20	45	7
June		7	3	6	70	4
Annual Total	177	61	60	317	185	46

Additional sanitary service connection information is provided in Appendix C.

Quarterly PFAS sampling on the three groundwater monitoring wells, Horton influent and effluent, and the Horton belt press sludge was done this month.

Staff assisted in opening a blockage in the maintenance shop bathroom to help it drain. Suitable tools were purchased for future blockages if needed with the coordination of the Facility Maintenance Department.

Water Production

Staff collected 56 routine samples, 7 general physical samples, and quarterly uranium samples at Well 26A for analysis this month. Staff has been taking turns on the sampling rotation. Water Production has been assisting Engineering in coordinating their new construction sample pickups with the lab.



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

Staff conducted monthly chlorine pump & injector maintenance. Part of the maintenance program includes inspection of the chlorine pumps, chlorine injectors, and chlorine barrels on a monthly basis. Staff continues the deep cleaning maintenance of our chlorine barrels, and continue making their way through the system. Staff has began to change out all chlorine injection pumps throughout the District. All well sites in the Whitewater area (PSC) & (WPSV) are completed.



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

On March 2nd, staff met with personnel from Nobel to test out a new GeoViewer feature on their app. Staff along with Nobel Systems visited well sites 29, 27, and 31 to conduct this test. Staff continues to work with Nobel on issues that can better the day-to-day entries and reports.

Staff continues to manage and oversee the landscape work of Sanderson Landscape Solutions at 36 sites throughout the District. Staff also continues to manage and oversee the work of the pest control company. The pest control service is done on the third Friday of every month. Service was completed on March 19th.

Staff conducted the overflow maintenance of 19th St. reservoir on March 3rd. This maintenance is conducted monthly and reported on our water loss report.

On March 18th, our staff assisted MSWD Public Relations personnel in delivering water to a location where COVID-19 vaccines were being administered here in DHS.



Staff continues to work with Southern California Edison (SCE). On March 23rd, SCE had a power outage that was caused by an electrical wire that was damaged possibly due to the high winds. This power outage impacted well 27/31, well 29, and Little Morongo reservoir. Staff contacted SCE and made the necessary changes to keep good water levels in our tanks. SCADA was monitored until the power came back on.

Through continued develop in the Desert Hot Springs area and at the request of new consumers, water services are always being added. Below is a summary of new water services added each month. The total water connections in the District system are currently 13,091.

New Water Services added Monthly

	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
July	7	4	5	7	2	0
August	6	10	5	3	2	2
September	18	2	14	4	13	3
October	13	3	21	8	3	20
November	10	16	4	0	7	3
December	2	17	3	3	2	0
January	15	6	3	20	1	1
February	13	8	5	11	1	0
March	16	2	3	6	5	0
April		1	3	7	11	2
May		12	5	11	9	8
June		11	2	8	2	10
Annual Total	100	92	73	88	58	49
Avg/ Mo.	8.33	7.67	6.08	7.33	4.83	4.08

As expected, the new water services increase the amount of water needed to be pumped; however, the weather and water conservation continue to be the primary factor in MSWD water production. Below is a summary of MSWD water production for each month since FY-2016.

Monthly Water Production

	FY	Variance		FY	FY	FY	FY	FY
	2020/21	from prior		2019/20	2018/19	2017/18	2016/17	2015/16
	AF	year	%	AF	AF	AF	AF	AF
		AF						
July	857.77	4.54	0.5%	853.23	857.20	835.87	714.50	659.11
August	885.31	90.13	11.3%	795.18	806.47	829.93	808.54	706.62
September	784.80	27.72	3.7%	757.08	689.47	712.40	679.54	657.37
October	755.84	46.45	6.5%	709.39	709.81	733.86	678.33	575.86
November	690.13	70.26	11.3%	619.87	631.75	642.41	601.89	582.22
December	588.32	51.09	9.5%	537.23	502.16	584.24	520.63	503.10
January	537.96	-15.24	-2.8%	553.20	570.20	599.52	465.10	431.38
February	495.61	-25.24	-4.8%	520.85	415.49	512.79	453.39	483.92
March	625.80	68.07	12.2%	557.73	490.92	536.09	549.50	514.05
April		0.00	0.0%	573.02	635.08	644.06	540.56	502.36
May		0.00	0.0%	698.99	598.36	697.15	731.81	601.83
June		0.00	0.0%	806.02	710.39	688.74	732.68	685.93
TOTAL	6221.54	317.78	5.4%	7981.79	7617.30	8017.06	7476.47	6,903.75

Well 26

Well 26 was taken out of service on November 12, 2020. The Water Production department has been inspecting every step of the work done by Layne Christensen. This well is now back up and running. Before the well went down and was taken offline it was pumping approximately 235 gallons per minute. This well is now pumping over 500 gallons per minute. In 2019, SCE performed a pump test on this motor and determined that the overall plant efficiency could be improved from 37.6% to 70%. SCE estimated an annual power savings of \$7,000/year.

Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The February performance report showed that the system produced 155,102 kilowatt hours, which is within 91% of expected energy output.



Water Resources

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

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

- DWR accepted the CVRWMG's request to modify the existing boundary to include the areas northeast/east of the Salton Sea (i.e., North Shore and Bombay Beach).
- Staff attended a kickoff meeting for the Prop 1 Round 1 Implementation grant, establishing the quarterly reporting and invoicing requirements for our projects.

Mission Creek Subbasin SGMA and 2022 Alternative Plan Update

- The Final SGMA Annual Report for Water Year 2019/20 was submitted to DWR (two hard copies were provided to the District).
- Staff and consultants (TKE Engineering and EnviroLogic Resources) completed review of the Revised Model Calibration Report.
- Staff continues to monitor progress on the model forecasting scenarios that simulated the changes to the Mission Creek and Garnet Hill Subbasins based on future water demand and proposed agency projects.
 - Staff and consultants (TKE Engineering and EnviroLogic Resources) are working together to provide additional information of the timing of recycled water and recycled water recharge implementation for the model forecast.

San Geronio Pass Subbasin SGMA and 2022 Groundwater Sustainability Plan

- The consultant (Intera) has completed the groundwater model calibration and demand forecasting process. Staff expects the draft modeling summary report for review in April.
- Staff, consultants (Provo & Prichard, TKE Engineering, and EnviroLogic Resources), and DWA continued to meet regarding the sustainable management criteria specific to MSWD's service area within the San Geronio Pass Subbasin.

Indio Subbasin 2022 Alternative Plan Update

- Staff attended the Public Workshop No. 4 on March 3rd which covered updates to the Indio Subbasin groundwater model and demand projections.

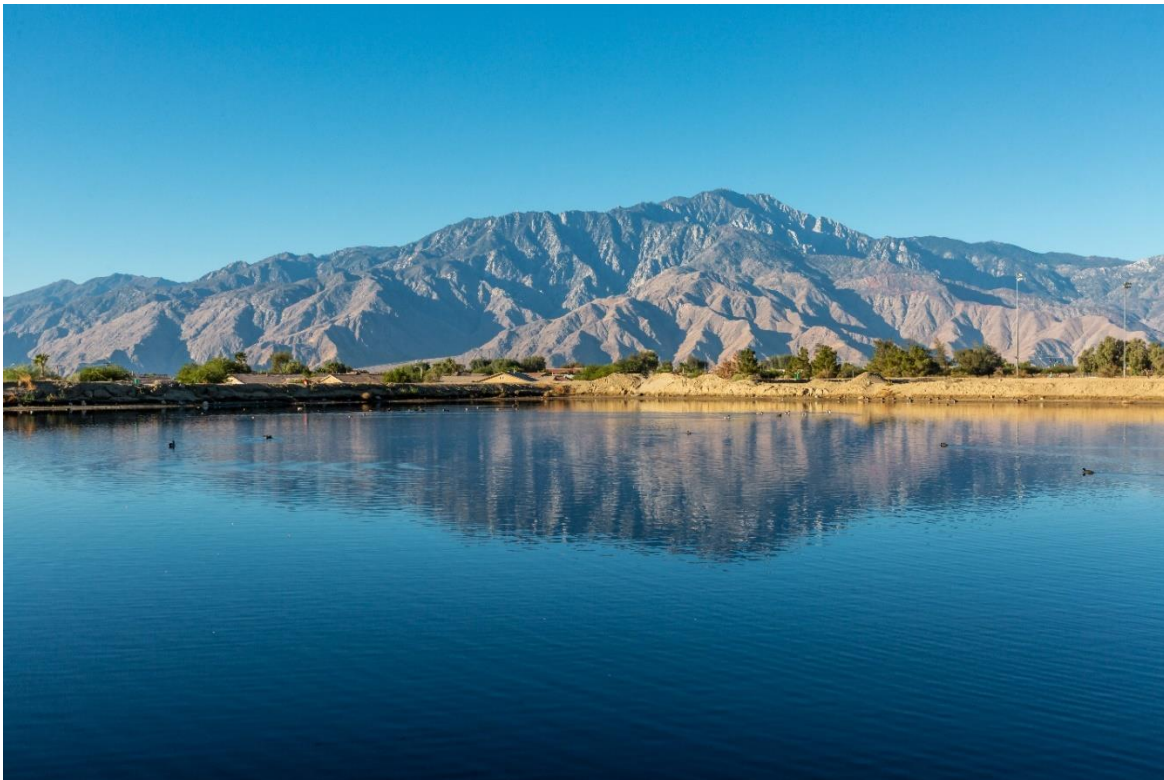
Salt and Nutrient Management Plan (SNMP)

- The consultant (West Yost) completed the CV-SNMP Update Workplan, which staff is reviewing.
- The SNMP agencies held a kickoff meeting for the Monitoring Plan Implementation to discuss agency requirements, timelines, and required information.

- The SNMP agencies are seeking a Technical Support Services grant with DWR for the construction for additional monitoring wells required to support the SNMP monitoring plan.

2020 Regional Urban Water Management Plan (UWMP)

- The consultant (WCS) continued progress on the draft Water Shortage Contingency Plan to meet DWR's new requirements. Staff is expected to bring a revised Water Shortage Contingency Plan to the Board in May and June for review.
- Staff and consultant (TKE Engineering) have completed reviews of the three administrative draft UWMP sections. Additional administrative draft sections are schedule for this month. The Public Draft UWMP is expected by May 25th and will be brought to the Board for consideration in June.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Outreach

CV Water Counts: The CV Water Counts Outreach report for the month of March can be found in Appendix D. Next CV Water Counts meeting: April 15th at 2:30 pm.

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

- Google – 3 total ads: Fix a Leak Week/Conservation Kit, Toilet Rebate, and Conservation Kit
- Facebook/Instagram – 3 total ads: Fix a Leak Week/Conservation Kit, Toilet Rebate, and Conservation Kit

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

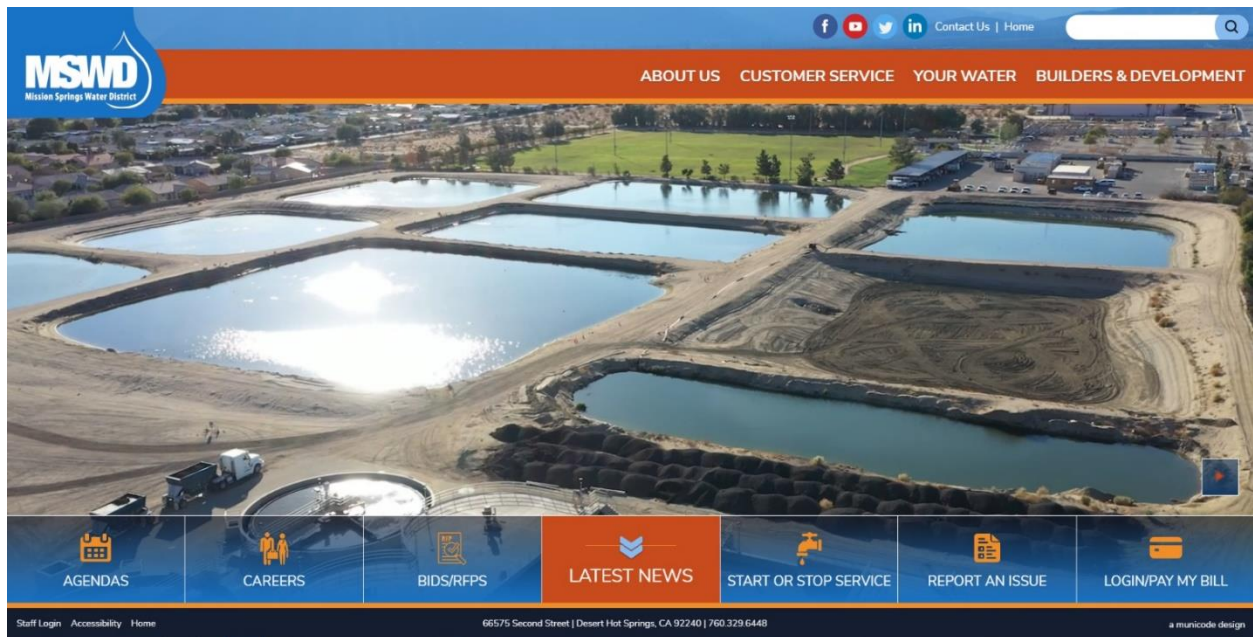
COVID-19 Vaccination Call to Action – On March 18th the Public Affairs team received a call about the long wait and long lines of community members waiting for their vaccination shot at the Carl May Community Center. They were calling to see if MSWD would be willing to donate and pass out water bottles to the individuals waiting in line. Over a two-day period (3/18-3/19), 20 cases of water were provided.



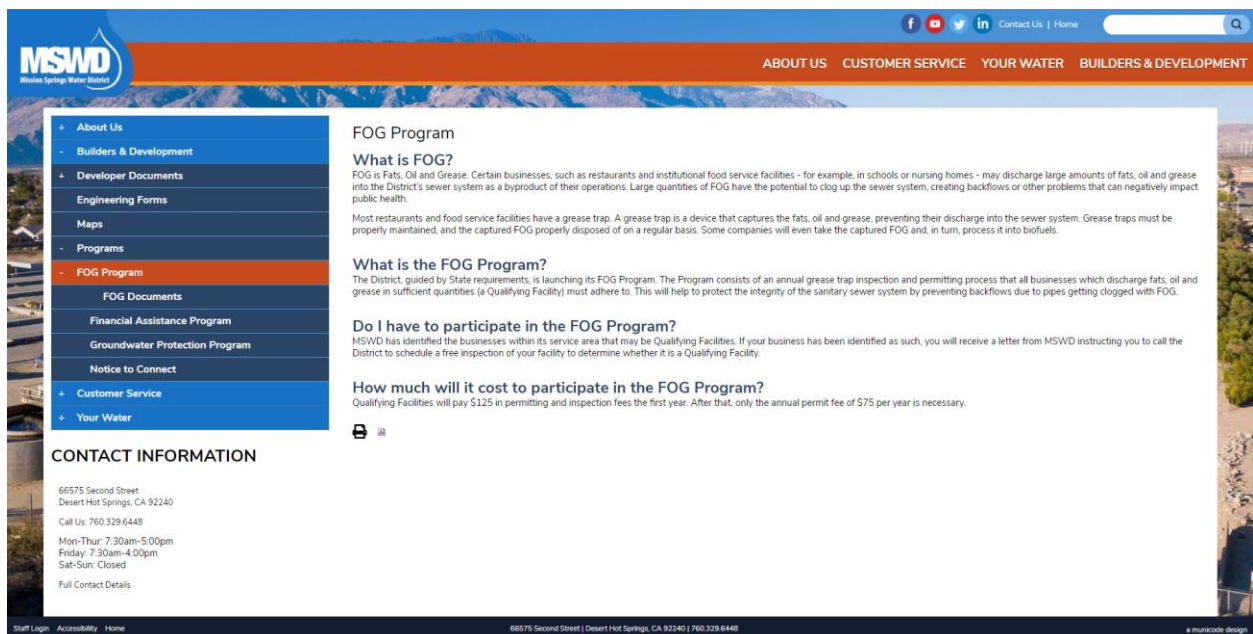
New Website

The new website development is underway. With a potential launch date of early to mid-June 2021. Below are a few screenshots of the home page and a content page. Next step is the conversion of the content for the current website to the new website and working internally with other departments. The mobile version is also under development.

Home Page:



Inside Page:



Conservation

Six (6) toilet rebates were processed in March, totaling approximately \$600 in incentives for customers to replace less efficient toilets. In March, the public affairs (PA) team did a big push about the toilet rebate programs on social media, including boosted posts and digital ads. A bill insert is still being considered. We have received an inquiry from Desert Cove for 30 toilets, status pending. As businesses (i.e. hotels and others) begin to reopen, our hope is that commercial customers will also be interested in the program.

As we start having warmer weather, the PA team has pushed Indoor Conservation Kits on social platforms and on the website. Multiple digital and facebook ads have really garnered more interest in the Indoor Conservation kits. In the month of March, a total of 29 kits were requested by customers. The digital ads will continue running. The request for kits have also been logged in each customer account. If a customer calls in with high consumption, the CS team is aware to check the cust. account and to offer a kit to be sent, if one has not already been received.

Government Affairs

Chris Palmer from CSDA invited MSWD to participate on a call with a member of Congressman Ruiz' staff to discuss special districts and what are one of the areas of concern for each District in 2021. The call took place on March 31st and included individuals from the Coachella Valley Public Cemetery District, Desert Recreation District and Coachella Valley Mosquito & Vector Control District. MSWD discussed the amount of delinquent bills and that our main concern is the Governor's moratorium and that when lifted it will affect those customers. The lack of CAREs Act or American Recovery Act funding for special districts was also discussed. Congressman Ruiz' staff will be following up with each individual member on the call to further discuss needs.

Water Bottle Program

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
3/18-19/21	Carl May Center	COVID-19 Vaccine Clinic	20
		Total Cases	20

Reporting for the State Water Resources Control Board

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

APPENDIX A - Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

March 31, 2021

Congress Passes the American Rescue Plan

Earlier this month, Congress passed, and President Biden signed into law another COVID-19 relief package entitled the “American Rescue Plan” (ARP). The following was included in the \$1.9 trillion bill:

- **\$350 billion for state and local governments**, of which \$130.2 billion for cities and counties divided evenly (\$65.1 billion for cities and \$65.1 billion for counties)
 - Funding will be distributed in 2 parts: 50% of the funding will be distributed starting 60 days after the bill is signed into law, and the other 50% one year after the initial funding was distributed
 - Among other things, funding can be used for revenue replacement as a result of COVID-19 as well as for necessary investments in water, sewer, and broadband infrastructure
 - State and local governments are allowed to transfer to a private nonprofit organization, a public benefit corporation involved in the transportation of passengers or cargo or a special-purpose unit of state or local government.
- **Extends the Families First Coronavirus Response Act paid sick time** and paid family leave credits from March 31, 2021 to September 30, 2021 and allows state and local governments to access the paid sick time and paid family leave credits
- **\$25 billion for Emergency Rental Assistance** (which also allows for payment of utility bills)
- **\$500 million for the Low-Income Household Drinking Water and Wastewater Emergency Assistance Program** that would remain available through September 30, 2023

Update on Low-Income Household Water Assistance Program

In the COVID-19 relief bill that was passed in December 2020, there was \$638 million included for the Department of Health and Human Services (HHS) to create a grant program to provide low-income households with federal funding to pay for drinking water and wastewater services. The grant program, called the Low-Income Household Water Assistance Program (LIHWAP), will be managed by the Office of Community Service (OCS) in the Administration of Children, which also manages the Low-Income Home Energy Assistance Program.

Recently, OCS reached out to governors asking each state to identify a point of contact for the state regarding this program. Now that Xavier Becerra has been confirmed to be the Secretary of HHS, it is anticipated that there will be additional movement on this grant program in the coming weeks.

House Members Reintroduce Wastewater Legislation

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 Representative Brian Fitzpatrick (R-PA) reintroduced the “Water Quality Protection and Job Creation Act of 2021”. The bill would:

- **Authorize \$40 billion over five years in wastewater infrastructure investments through the Clean Water State Revolving Fund**, which provides low-interest loans, loan subsidizations, and grants to communities for wastewater infrastructure.
- **Authorize an additional \$2 billion for grants to municipalities** to capture, treat, or reuse sewer overflows or stormwater.
- **Authorize \$2.5 billion in grants for States** to implement State water pollution control programs.
- **Provide \$1 billion for Clean Water pilot programs** for watershed-based efforts to address wet weather discharges, to promote stormwater best practices, to undertake integrated water resource management, and to increase climate resiliency.
- **Authorize \$1 billion in grants for alternative water source projects**, such as wastewater or stormwater reuse, to augment the existing water supplies.
- **Provide \$1 billion in Clean Water Act grants to municipalities** to implement treatment standards for PFAS and other emerging contaminants.
- **Provide \$2.5 billion in wastewater infrastructure assistance** to address the backlog of critical needs for Indian Tribes.

Senate EPW Committee Approves Water Infrastructure Bill

Last week, the Senate Environment and Public Works Committee approved on a bipartisan basis the “Drinking Water and Wastewater Infrastructure Act of 2021”. This bill would seek to authorize more than \$35 billion for water resource development projects across the country with a focus on upgrading aging infrastructure, addressing the threat of climate change, investing in new technologies, and providing assistance to marginalized communities. The bill now awaits consideration by the full Senate.

Legislation Introduced to Protect Critical Infrastructure

Rep. John Katko (R-NY) has introduced the “DHS Industrial Control Systems Enhancement Act of 2021”. This bill would solidify the Cybersecurity & Infrastructure Security Agency’s (CISA) lead role in protecting our nation’s critical infrastructure, particularly industrial control systems (ICS), from cyber threats by amending the Homeland Security Act to require the Director of CISA to maintain capabilities to detect and mitigate threats and vulnerabilities affecting automated control of critical infrastructure. This includes maintaining cross-sector incident response capabilities to respond to cybersecurity incidents and providing

cybersecurity technical assistance to stakeholders. Lastly, the CISA Director is required to collect, coordinate, and provide vulnerability information to the industrial control systems community.

EPA Seeks Additional Comments on Lead and Copper Rule

In December 2020, the Trump Administration EPA released its final rule updating the current Lead and Copper Rule (LCR). Earlier this month, EPA announced that it will be taking two separate actions extending the effective date of the final rule to seek additional input and public comment. The first action is a final rule that announces an extension of the effective date for the revised LCR from March 16, 2021 until June 17, 2021. The second action proposes to extend the effective date until December 16, 2021 and proposes a corresponding extension of the revised LCR's compliance deadline to September 16, 2024.

A Look Ahead: Will Washington Finally Have Infrastructure Week?

Now that Congress has completed work on the American Rescue Plan Act in response to the COVID-19 pandemic, focus is now shifting to the President's next big priority—infrastructure. This week, President Biden will release his \$3 trillion plan for investing in our nation's surface transportation, water, energy, and other infrastructure. The proposal will include approximately:

- \$625 billion for highways, bridges, ports, aviation, water systems, and transit agencies
- \$400 billion for home and community-based health, elder and disability care
- \$300 billion for affordable housing
- \$300 billion for U.S. manufacturing
- \$180 billion for research and development
- \$100 billion for clean drinking water
- \$100 billion for the electric grid
- \$100 billion for high-speed broadband
- \$100 billion for workforce development and job retraining

The Administration is asking that the proposal be paid for by reversing many of the 2017 tax cuts—primarily tax cuts to corporations. Leadership in the House and Senate have already begun discussions on how to move a large infrastructure package in the coming weeks.

Also, later this week, the Biden Administration is expected to unveil its FY 2022 budget request which will focus only on discretionary spending, the portion that goes through the Appropriations process. The blueprint is expected to include increases in domestic spending, particularly focusing on federal agency programs that tackle education, climate change, housing insecurity, and other priorities of the Administration. The budget blueprint is expected to help kick off discussions in the House and Senate Appropriations Committees over the FY 2022 spending bills.

Federal Grant Opportunities/Announcements

EPA Environmental Justice Small Grants: EPA has announced the application period for the Environmental Justice Small Grant program is open. Funding supports and empowers communities working on solutions to local environmental and public health issues. The program is designed to help communities understand and address exposure to multiple environmental harms and risks. Applications are due on May 7, 2021 and the grant announcement can be found [HERE](#).

Reclamation WIIN Title XVI Water Recycling and Reuse Program. The Bureau of Reclamation is now accepting application for the WIIN Title XVI Water Recycling and Reuse Grant Program. Applications are due April 23, 2021. More information can be found [HERE](#).

Reclamation WIIN Desalination Program. The Bureau of Reclamation is now accepting application for the WIIN Desalination Grant Program. Applications are due April 23, 2021. More information can be found [HERE](#).

Federal Agency Regulatory Announcements

EPA Issues ANPR on Wastewater Discharges from PFAS Formulators and Manufacturers: The EPA has issued an Advanced Notice of Proposed Rulemaking (ANPR) regarding wastewater discharges from PFAS formulators and manufacturers. A link to the ANPR can be found [HERE](#) and comments are due by May 17, 2021.

EPA Seeks Nominations for Local Government Advisory Committee. The EPA is seeking nominations to serve on its Local Government Advisory Committee (LGAC), which advises the EPA on critical environmental issues impacting local governments. The agency is also accepting nominations for LGAC's Small Communities Advisory Subcommittee (SCAS). Applications are due April 16, 2021.

EPA President's Environmental Youth Award & Presidential Innovation Award for Environmental Educators: The EPA has announced that the application period is now open for the President's Environmental Youth Award (PEYA) program and the Presidential Innovation Award for Environmental Educators (PIAEE). The PEYA program recognizes outstanding environmental stewardship projects by K-12 youth, promoting awareness of our nation's natural resources and encouraging positive community involvement. The PIAEE recognizes outstanding kindergarten through grade 12 teachers who employ innovative approaches to environmental education and use the environment as a context for student learning. Applications for PEYA can be found [HERE](#) and applications for PIAEE can be found [HERE](#). Both of which are due April 30, 2021.

EPA Relaunches Climate Change Website: The EPA has relaunched its climate change website. The website will include greenhouse gas emissions data, climate change impacts, scientific reports, and existing climate programs within EPA and across the federal government.

APPENDIX B – Federal and State Legislative Update from CSDA

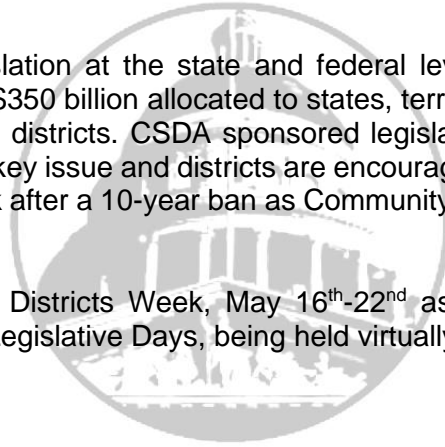


TAKE ACTION BRIEF

April 2021

CSDA continues to monitor legislation at the state and federal level, in addition to strategizing ways to leverage the transfer authority of \$350 billion allocated to states, territories, tribes, counties, and cities in the American Rescue Plan to special districts. CSDA sponsored legislation on the Brown Act during declared emergencies (AB 361) remains a key issue and districts are encouraged to send in letters of support. Federal Earmarks are making a comeback after a 10-year ban as Community Project Funding deadlines approach at the end of April.

Mark your calendars for Special Districts Week, May 16th-22nd as established by Assembly Concurrent Resolution (ACR) 17 and Virtual Legislative Days, being held virtually on May 18-19.



Inside this edition of the Take Action Brief:

COVID-19 Relief Funding: Join the Large Coalition to Support Special Districts Access to a Portion of the \$26 Billion California Will Receive from the American Rescue Plan Act.....2

Federal Earmarks Making a Comeback – An Overview to Quickly Submit Projects4

Late Census and Special Districts Re-districting.....5

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Special Districts Week Coming in May.....7

Significant Workers’ Compensation Legislation Introduced in 2021.....8

CA Supreme Court Broadens Scope of Prevailing Wage for Some Special Districts.....9

Contact a local CSDA representative near you!

Chris Norden
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 Colleen Haley
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➤ COVID-19 RELIEF FUNDING

CSDA's advocacy action priority is to work with the Administration, various state agencies, and the federal government to ensure special districts receive equitable access to COVID-19 relief funding should it become available.

COVID-19 Relief Funding: Join the Large Coalition to Support Special Districts Access to a Portion of the \$26 Billion California Will Receive from the American Rescue Plan Act

The federal government passed the American Rescue Plan Act (ARP) without dedicated funding for special districts, but with direct allocations to states, cities, and counties. However, we were able to secure transfer authority under the Act wherein states and local governments receiving ARP funds are explicitly empowered with the authority to transfer Coronavirus State Fiscal Recovery monies to the special district level of government.

In our continued efforts to assist special districts impacted by COVID-19 response, CSDA has now turned our attention to the state and is urging the Governor and Legislature to use their transfer authority to its fullest extent to distribute a portion of the funding to California's special districts for the benefit of the millions of Californians they serve statewide.

Background

- To date, the state of California will have received just shy of \$58 billion in flexible funding in State and Local Government COVID-19 Relief (collectively between the CARES Act and ARP and those funds directed to the state and to cities and counties).
- None of the Coronavirus Relief Funds from the CARES Act flowed directly to special districts, including from the state's \$9.5 billion share.
- From the ARP alone, California will receive \$26 billion to the General Fund – yet no funds have been committed toward assisting special districts hurting from COVID-19 response efforts.
- And, yet, as local government agencies, special districts have also been excluded from private and non-profit sector forms of relief like PPP, tax credits, and grants.

The Impact

As a result of the \$1.92 billion in experienced unmet need special districts statewide report having incurred as of February 5, 2021 and a projected \$2.43 billion in unmet COVID-19 impacts through December 2021, 33% of special districts report reducing workforce and 42% report reducing services, with one of the most common responses being to delay, defer, or cancel capital improvement projects.

The Ask

CSDA is in the process of mounting a broad coalition of support for special districts access to ARA relief funding and have a coalition letter that will be used in our advocacy efforts. Our goal is to build our coalition as wide and extensive as possible. As of the first week of April, the letter already has 605 signatories representing support from statewide associations, special districts, business, schools, counties, cities, local stakeholder groups, and individuals.

Take Action:

[Sign onto the Coalition Letter Here](#)



TAKE ACTION BRIEF

Tools are available at www.csga.net/take-action/covid to support districts in doing your own coalition building efforts, including talking points, a sample email to stakeholders, and links to the letter and online sign-on form.

We encourage special districts to:

1. Sign onto to the letter asking the Governor to dedicate relief funding to impacted special districts; and,
2. Reach out to your partners and stakeholders and ask those organizations and leaders in your community and throughout the state to also join the coalition.

Suggested organizations that have a direct or peripheral investment in the success and fiscal health of your special district could include:

- Other forms of government in your service area, including cities, counties, JPAs, and schools.
- Labor, contractors, vendors, trade associations, service groups (Rotary, Kiwanis, Lyons)
- Agriculture and other major water users
- Environmental groups, fire safe councils, lifeguards and safety organizations (CPR, American Red Cross, etc.), blood banks
- Hiking, biking, and equestrian groups, nature enthusiasts
- Sports leagues, drama programs, chambers of commerce, visitors bureaus, hotels and restaurants (benefiting from tournaments and festivals, sponsoring teams, hosting pizza parties), vendors, small business owners teaching classes (yoga, art, etc.), churches/pastors
- Non-profits in the health industry, doctor/medical groups, and mental and physical health groups/organizations
- Fishermen and businesses benefiting from the port facilities, companies doing imports/exports
- Any group that uses your facilities or partners with your district



➤ INFRASTRUCTURE, INNOVATION, AND INVESTMENT

CSDA's long range policy principal regarding infrastructure, innovation, and investment is to encourage prudent planning for investment and maintenance of innovative long-term infrastructure. CSDA supports the development of fiscal tools and incentives to assist special districts in their efforts to meet California's changing demands, ensuring the efficient and effective delivery of core local services.

Federal Earmarks Making a Comeback – An Overview to Quickly Submit Projects

CSDA released to members in late march a National Special Districts Coalition [overview](#) of congressional "Community Project Funds" (earmarks).

Districts with an eligible, "shovel ready" project befitting of an earmark request are encouraged to review the information in this article regarding the U.S. House of Representatives' earmark process. As of April 2, the U.S. Senate has yet to release guidance on its potential earmark program, or whether it will even establish one of its own.

Although many House Appropriations subcommittee deadlines for members to submit these projects are in late April, individual offices likely have their own deadlines for **early-mid April**. Districts with projects should be [contacting their representatives in the U.S. House](#) as soon as possible.

When considering projects to request through their U.S. House representative, districts should consider:

- Requests are for Federal Fiscal Year 2022 funds *only* (Oct. 1, 2021, to September 30, 2022), and there are no requests for multi-year funding.
- Impacts a project has on economic development, COVID recovery, climate resiliency and environmental justice. These are priorities the Appropriations Committee have established.
- Whether there is local match funding.
- Community Project Funds are aimed to be a financial gap filler or to finish a project.
- Regional, state and/or national impact of the project.

Examples of documents districts need to prepare and include in their request, as members of Congress will need them when the submit their selected projects to the Committee, include:

- Letters of support from elected community leaders.
- Local media articles/clips highlighting the need.
- Support from newspaper editorial boards.
- Projects listed on State intended use plans, community development plans or other publicly available planning documents.
- Resolutions passed by city councils or boards.

This will be a competitive process, as each member of Congress may request only 10 projects for the entire Fiscal Year 2022 appropriations process.

Contact Cole Karr, CSDA Federal Advocacy Coordinator, at colek@csda.net for questions regarding the earmark process.

[**NSDC Overview of Congressional "Community Project Funds"**](#)



➤ REVENUE, FINANCES, AND TAXATION

CSDA's long range policy priority on revenue, finances, and taxation is to ensure adequate funding for special districts' safe and reliable core local service delivery. Protect special districts' resources from the shift or diversion of revenues without the consent of the affected districts. Promote the financial independence of special districts and afford them access to revenue opportunities equal to that of other types of local agencies.

Late Census and Special Districts Re-districting

Due to the COVID-19 Pandemic, the U.S. Census Bureau is delayed in completing its U.S. Constitutional mandate to complete the census on time, resulting in a 6 month delay of its release to states.

Without this data, state and local electoral divisions cannot be adjusted to reflect the new population changes and to comply with various state and federal voting laws.

While the Legislature was able to avail itself of having state offices, such as the State Assembly, State Senate and Board of Equalization redistricting commission deadlines pushed back by the California State Supreme Court, as of today, local agencies do not have such a remedy.

Some Special District principal acts such as Community Service Districts, Recreation and Parks Districts, and Fire Districts have a November 1, 2021 deadline to have their electoral division boundaries adjusted, if they have electoral divisions. Additionally, there may be other "one-offs" throughout the codes. Given that the U.S. Census Bureau has recently stated that their target date for delivery of tabulated data is September 30, 2021, this leaves mere weeks to conduct a transparent and compliant redistricting process, rather than many months under normal conditions.

The special districts community has dozens of enabling acts and scores of special acts, as well as other code references that may point to their unique deadlines for redistricting. To resolve this, CSDA has been working with the office of Senator Steve Glazer (D – Orinda) and the Senate Committee on Elections and Constitutional Amendments to point all Special Districts to an existing statute used currently by some districts in the Elections Code ([EC § 22000](#)) to provide an over-arching solution. This code section allows for lines to be drawn up to 180 days prior to a general election. At the time of this writing, CSDA is working with the author's office to amend [SB 594 \(Glazer\)](#) to achieve this and is still researching other potential scenarios.

Additionally, those specific district types or "one-offs" will have an opportunity to amend their principal act, special act, or other statutes to conform to this provision to avoid confusion.

If your district or district type has a unique situation, an election in a month other than November (that requires redistricting) or has any other feedback about the proposed changes - please reach out to CSDA Legislative Representative Anthony Tannehill at anthonyt@csda.net



➤ GOVERNANCE AND ACCOUNTABILITY

CSDA's long range policy priority on governance and accountability is to enhance special districts' ability to govern as independent, local government bodies in an open and accessible manner. Encourage best practices that avoid burdensome, costly, redundant, or one-size-fits all approaches. Protect meaningful public participation in local agency formations, dissolutions, and reorganizations, and ensure local services meet the unique needs, priorities, and preference of each community

Remote Meetings During Declared Emergencies

CSDA is sponsoring legislation, [Assembly Bill 361 \(Rivas\)](#), which would allow local agencies to continue to provide critical public services to their communities during declared emergencies.

On March 19, 2020 California Governor Gavin Newsom issued a stay-at-home order to protect the health and well-being of all Californians and to establish consistency across the state in order to slow the spread of COVID-19. In light of the stay-at-home order and the need to keep individuals physically distanced from one another, Governor Newsom issued a number of subsequent executive orders ([N-25-20](#), [N-29-20](#), [N-35-20](#)) modifying the requirements of the Brown Act so that local agencies may meet remotely without requiring that the public have physical access to the remote meeting locations.

If passed by the Legislature, CSDA's sponsored bill, [Assembly Bill 361 \(Rivas\)](#), would allow the following:

- While maintaining transparency and public access, local agencies would be able to meet remotely during a declared state of emergency or a declared local emergency
- While agencies would still be required to post agendas and meeting information, agencies would not be required to post meeting notices and/or agendas in physical locations when remotely meeting during an emergency
- While the public must continue to have access to the remote meeting and provided the ability to make public comment, agencies would not be required to make all remote meeting sites accessible to the public, nor include the remote location details in the meeting notice or agenda during a declared state of emergency or a declared local emergency
- Additionally, agency board members would not be required to be at remote sites within the territorial bounds of the agency during a declared state of emergency or a declared local emergency

Take Action

Register your district's support for AB 361 by downloading a sample letter or completing CSDA's new Automated Form Letter at [csda.net/take-action/brown-act](https://www.csdanet.org/take-action/brown-act)

Visit CSDA's [Take Action page](#) to obtain a fact sheet with more background on the bill and to download a sample letter of support your agency can use as a template. If you or your agency has any questions, please feel free to contact the CSDA staffer leading this effort, Legislative Analyst Marcus Detwiler, at marcusd@csda.net.



Special Districts Week Coming in May

CSDA will commemorate [Special Districts Week](#) next month, from May 16th - 22nd.

In 2019, Assemblymember Ken Cooley (D – Rancho Cordova) introduced ACR 89, to establish the first annual *Special Districts Week*, encouraging all Californians to be involved in their communities and be civically engaged with their local government.

This year, CSDA will celebrate its third annual *Special Districts Week* with the approval of [Assembly Concurrent Resolution \(ACR\) 17](#). Similar to 2019, the Assembly and Senate are encouraging Californians across the state to engage with their local communities and to be actively involved with their government, particularly with special districts and the areas they serve.

As a bonus, this year's *Special Districts Week* will coincide with CSDA's midyear advocacy event, [Special Districts Legislative Days](#).

CSDA is inviting all member agencies to be involved with *Special Districts Week* by doing the following:

- Visit the *Special Districts Week* Take Action Page at <https://www.csdanet.net/advocate/take-action/take-action-special-districts-week>.
- [Submit a letter](#) of support for ACR 17 using the sample letter provided by CSDA. Be sure to copy CSDA on letters you submit to the Legislature.
- Access the [Special Districts Week Toolkit](#) for:
 - A social media image to share on Facebook, Instagram, and Twitter.
 - A sample Resolution for Special Districts Week to pass at your next board meeting.
 - A sample newsletter article that will help you let your constituents know about this exciting week.
 - A sample press release to send to your local newspapers.
- Take a moment to complete the [Grassroots Mobilization Survey](#)
- Ensure your district has adopted a policy governing the process for adopting positions on legislation. For your convenience, CSDA has [provided a sample policy](#) to assist in this process.

If you have any questions regarding *Special Districts Week*, please contact CSDA Legislative Representative Anthony Tannehill at anthonyt@csda.net.



➤ HUMAN RESOURCES AND PERSONNEL

CSDA's long range policy priority on human resources and personnel is to promote policies related to hiring, management, and benefits and retirement that afford flexibility, contain costs, and enhance the ability to recruit and retain highly qualified, career-minded employees to public service. As public agency employers, support policies that foster productive relationships between management and employees, both represented and non-represented.

Significant Workers' Compensation Legislation Introduced in 2021

A significant number of workers' compensation bills affecting employers, including special districts, are being considered in the California State Legislature. While some are narrowly focused on COVID related topics or healthcare workers, other bills are broad and have the potential to make long-term changes and significantly increase the cost of workers' compensation going forward. Below is a partial list of workers' compensation bills CSDA is actively tracking and opposing:

AB 1465 (Reyes) – Workers' Compensation: Medical Provider Networks - OPPOSE

Would establish the state-run California Medical Provider Network (CAMPN). The problem is that the network created under AB 1465 would essentially allow all but the absolute worst doctors into the network, and also allow any injured worker in the state to access care through that network. The key objection to AB 1465 isn't that the state is establishing its own network for its own use, it is that AB 1465 eliminates the exclusivity of the networks already established by California employers and exposes them to substandard treatment from substandard providers.

SB 213 (Cortese) – Workers' Compensation: Hospital Employees – OPPOSE

Will impose an astronomical financial burden on employers in the healthcare industry that is presently grappling with the effects of the COVID-19 pandemic and create a troubling precedent for the workers' compensation system in general by creating a legal presumption that blood-borne infectious disease, tuberculosis, meningitis, methicillin-resistant Staphylococcus aureus (MRSA), cancer, musculoskeletal injury, post-traumatic stress disorder, or respiratory disease are presumptively workplace injuries for all hospital employees that provide direct care.

Injuries occurring within the course and scope of employment are automatically covered by workers' compensation insurance, regardless of fault. SB 213 would require that hospital employees do not need to demonstrate work causation for specified injuries or illnesses in any circumstance. Instead, these injuries and illnesses are presumed under the law to be work related. Presumptions of industrial causation for specific employees and injury types are simply not needed and create a tiered system of benefits that treats employees differently based on occupation and undermines the credibility and consistency of our workers' compensation system.

SB 284 (Stern) – Workers Compensation: PTSD Presumption – OPPOSE

Substantially expands California's current presumption for Post-Traumatic Stress Disorder (PTSD) for police officers and firefighters, to thousands of additional safety officers and non-sworn personnel. The opposition to this expansion of this presumption is based on a continued lack of objective basis upon which to justify a policy that functionally forces public agencies to finance all PTSD claims, whether or not claims are related to work.



➤ LEGAL ADVOCACY

CSDA is the leading legal advocacy voice for all special districts regarding public policy in California and actively tracks and reviews cases of significance affecting special districts in state and federal courts. Under the guidance of CSDA's Legal Advisory Working Group, CSDA files amicus briefs and opines on court cases when appropriate.

CA Supreme Court Broadens Scope of Prevailing Wage for Some Special Districts

Last month, the California Supreme Court issued a decision that may portend the expansion of prevailing wage law to include routine activities within "work done for *irrigation, utility, reclamation, and improvement districts, and other districts of this type*" in the operation of their existing facilities. In *Kaanaana v. Barrett Business Services, Inc.*, a unanimous opinion held that contract workers who act as belt sorters for a county sanitation district (Plaintiffs) are engaged in "work" that falls within the definition of "public works" in Labor Code section 1720(a)(2). Therefore, the private company providing employees to sort recyclables at recycling facilities owned by a sanitation district was required to pay the company's employees prevailing wage.

In 2019, CSDA joined a coalition amicus brief to the California Supreme Court, urging the Court not to adopt an expansive interpretation of "work" as used in Labor Code section 1720(a)(2). Unfortunately, the decision could substantially expand the categories of work for which contract workers at local public agencies must be paid prevailing wages. Although the decision declined to "specify the precise outer boundaries" of which contract workers would now be subject to receiving prevailing wage, it noted that "the prevailing wage law is designed to protect laborers, workers, and mechanics employed on public works (see §§ 1771, 1723) and that plaintiffs fall squarely within that class."

Under current law, when a public works project exceeds \$1,000 prevailing wage rates must be paid to all workers employed on "public works" when the work is performed under contract and not carried out by a public agency with its own forces. Traditionally, the definition of "public works" has been limited to "construction, alteration, demolition, installation, or repair work done under contract and paid for in whole or in part out of public funds..." This decision changes that understanding for irrigation, utility, reclamation, and improvement districts, and other districts of this type.

Notably, in a concurring opinion joined by two colleagues, Justice Kruger adeptly addresses some of the questions that remain unanswered following the decision, namely: "Why, precisely, did the Legislature choose to treat work for utility and other covered districts so differently from work for other public agencies? Whatever reasons the Legislature may once have had, they have been lost in the mists of time. Now, more than 80 years after the statute was first enacted, the Legislature may wish to revisit the issue."

You can read the full decision [HERE](#). For questions about this decision, contact CSDA Deputy General Counsel Mustafa Hessabi at mustafah@csda.net. CSDA will continue to monitor the impacts of this decision and work with coalition partners to determine what appropriate legislative action should result from it.



➤ OTHER WAYS TO TAKE ACTION

[Learn More](#)

Join us for the 2021 Virtual Legislative Days

CSDA's Special District Legislative Days will be held virtually this year on May 18-19 where districts across the state will have the opportunity to come together and share a voice on important issues facing districts.

From the pandemic to climate adaptation, lawmakers in Sacramento and Washington D.C. are making critical decisions that will impact the budget, infrastructure, and operations of your district. Don't miss this opportunity to hear from California's top decision-makers, build partnerships, and strengthen the voice of local control. Past speakers have included California's State Controller, State Treasurer, Secretary of State, Secretary of Natural Resources, Director of the Office of Emergency Services, State Auditor, Legislative Analyst, and Director of Finance.

Register Now at: www.csdanet.net/Learn

Each PAID registration is eligible to register one additional person for 2021 Special Districts Legislative Days at no charge. The additional registrant should - be a staff or board member from YOUR district who has NOT previously attended Special Districts Legislative Days.

2021 CSDA Award Nominations Now Open!

All CSDA award nominations must be submitted by May 14, 2021.

Annually, California Special Districts Association (CSDA) recognizes outstanding contributions by members of the association, as well as districts and chapters, in the following categories:

- Board Member of the Year
- General Manager of the Year
- Staff Member of the Year
- Ralph Heim Exceptional Outreach & Advocacy
- William Hollingsworth Award of Excellence
- Chapter of the Year
- Innovative Program/Project of the Year (*Large and Small District categories*)
- Exceptional Public Outreach & Advocacy (*Large and Small District categories*)
- Excellence in Technology – *NEW this year!*

Each of these awards are presented at the CSDA Annual Conference & Exhibitor Showcase, August 30 – September 2, 2021 in Monterey. Learn more and submit nominations at csdanet.net/about-csda/get-involved/awards by Friday, May 14, 2021. For questions, email CSDA Communications Specialist Vanessa Gonzales at vanessag@csdanet.net.



ILG Beacon Program and Awards Open to Special Districts!

There is no deadline to apply to participate in the Beacon program; however, to be considered for Beacon awards, data is due on July 1, 2021.

New this year, CSDA is pleased to announce additional award recognition opportunities for special districts through our affiliate organization, the Institute for Local Government (ILG). For the past 11 years, the Institute for Local Government's Beacon Program has provided a framework for local governments to be recognized for voluntary efforts that contribute to more sustainable and resilient communities. ILG is thrilled to announce special districts are now eligible to join the program and apply for awards consideration.

Join Today

Join an Expert Feedback Team to provide CSDA staff with invaluable insights on policy issues. Email romanw@csda.net to inquire about joining one of the following teams:

- Budget, Finance and Taxation
- Environment
- Formation and Reorganization
- Human Resources and Personnel
- Governance
- Public Works and Contracting

Stay Informed

In addition to the many ways you can **TAKE ACTION** with CSDA's advocacy efforts, CSDA offers a variety of tools to keep you up-to-date and assist you in your district's legislative and public outreach. Make sure you're reading these resources:

- CSDA's weekly e-Newsletter
- Districts in the News
- CSDA's CA Special District Magazine

Email updates@csda.net for help accessing these additional member resources.



APPENDIX C – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11
July	8	7	9	51	2	1	139	2	0	0	4
Aug.	4	1	8	53	2	4	214	4	0	2	4
Sep.	5	2	12	8	11	2	90	2	1	0	0
Oct.	9	4	8	12	4	21	65	8	2	1	2
Nov.	50	10	9	7	7	1	52	18	7	3	2
Dec.	9	3	3	64	1	0	86	22	11	2	0
Jan.	21	7	1	16	8	3	27	3	11	1	3
Feb.	23	5	1	42	0	3	5	46	6	1	2
Mar.	48	1	0	23	5	0	31	16	2	1	16
Apr.		3	3	15	30	0	8	95	14	3	11
May		11	3	20	45	7	13	98	3	2	6
June		7	3	6	70	4	4	72	2	0	3
Annual Total	177	61	60	317	185	46	734	386	59	16	53

Connections to Sewer Collection System:
 As of June 30, 2020 8234
 Plus YTD 177
Total Sewer Connections = 8411

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.				
May				
June				

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

WATER REPORT

WATER CONNECTION SUMMARY														
	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2009/10	2008/09	2007/08
July	7	4	5	7	2	0	0	1	0	0	0	1	2	10
August	6	10	5	3	2	2	0	1	0	0	2	1	2	35
September	18	2	14	4	13	3	0	2	2	0	0	1	0	37
October	13	3	21	8	3	20	0	5	1	1	4	2	1	23
November	10	16	4	0	7	3	0	1	0	1	1	5	1	52
December	2	17	3	3	2	0	0	2	0	0	0	0	2	14
January	15	6	3	20	1	1	2	2	0	0	1	1	9	5
February	13	8	5	11	1	0	1	0	1	0	0	1	2	3
March	16	2	3	6	5	0	12	0	0	4	5	0	4	6
April		1	3	7	11	2	7	0	1	4	1	12	2	3
May		12	5	11	9	8	2	0	1	2	0	0	0	9
June		11	2	8	2	10	1	0	0	0	1	1	0	1
Annual Total	100	92	73	88	58	49	25	14	6	12	15	25	25	198
Avg./Mo.	8.33	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08	16.50

Connections to Water System:


As of June 30, 2020 12,991
 Plus YTD 100
Total Water Connections = 13,091

WATER PRODUCTION													
	FY 2020/21	Variance from prior year	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	FY 2009/10
	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
		%											
July	857.77	4.54	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71	993.6
August	885.31	90.13	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34	985.57
September	784.80	27.72	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27	887.41
October	755.84	46.45	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93	777.33
November	690.13	70.26	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98	706.01
December	588.32	51.09	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09	596.82
January	537.96	-15.24	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04	533.76
February	495.61	-25.24	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57	487.33
March	625.80	68.07	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84	667.31
April		0.00	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37	668.15
May		0.00	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58	671.41
June		0.00	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98	902.79
TOTAL	6221.54	317.78	7981.79	7617.30	8017.06	7476.47	6,903.75	7,798.69	8,385.66	8,458.99	8,607.90	8,555.70	8,877.49



APPENDIX D – Public Affairs Information

Mission Springs Water District Social Media Report March 2021

 @MSWaterDistrict

 missionspringswaterdistrict

 Mission Springs Water District



<p>f Engagement</p> <p>500 engagements</p>	<p>t Engagement</p> <p>9 engagements</p>	<p>@ Engagement</p> <p>103 engagements</p>
<p>f Engagement > Type</p> <p>Reactions 390</p> <p>Comments 61</p> <p>Shares 49</p>	<p>t Engagement > Type</p> <p>Likes 8</p> <p>Retweets 1</p> <p>Replies 0</p>	<p>@ Engagement > Type</p> <p>Photo 98</p> <p>Video 5</p>
<p>f Page Content Clicks</p> <p>1.6K clicks</p>	<p>f Post Clicks</p> <p>400 clicks</p>	

2021 Month by Month Comparison




















February 2021 - Lighter Blue

March 2021 - Dark Blue





Overall Post Results

LOS ANGELES | PALM DESERT | SACRAMENTO

		■ Reach: Organic / Paid ▼		■ Post Clicks ▼		■ Reactions, Comments & Shares # ▼	
Published	Post	Type	Targeting	Reach	Engagement	Promote	
03/31/2021 3:30 PM	 #DYK... When doing laundry, match the water level to the size of	📄	🌐	127 ■	3 7 ■	Boost Post	
03/29/2021 7:02 AM	 Community Tip: #ICYMI, please don't flush those so-called	📄	🌐	2K ■	198 61 ■	Boost Post	
03/26/2021 11:15 PM	 #DYK that we offer FREE Indoor Water Conservation kits to our	📄	🌐	315 ■	7 22 ■	Boost Post	
03/25/2021 3:11 PM	 We just saw this post about an amazing new show on Morgan	📄	🌐	105 ■	5 9 ■	Boost Post	
03/24/2021 2:35 PM	 Find lots of fun learning games for the kiddos at our Kid's Corner on	📄	🌐	238 ■	26 25 ■	Boost Post	
03/22/2021 7:01 AM	 Water means different things to different people. Today on	📄	🌐	207 ■	8 13 ■	Boost Post	
03/20/2021 10:45 AM	 Happy first day of spring! It's a great time to start a family garden	📄	🌐	222 ■	3 18 ■	Boost Post	
03/19/2021 10:47 AM	 As David and Andy from our Wastewater Treatment Team get	📄	🌐	295 ■	11 26 ■	Boost Post	
03/18/2021 4:56 PM	 MSWD received a call this afternoon about the long	📄	🌐	216 ■	16 31 ■	Boost Post	
03/17/2021 8:40 AM	 Happy St. Patrick's Day... a day to wear green, go green and just	📄	🌐	164 ■	1 11 ■	Boost Post	
03/15/2021 7:02 AM	 #FixaLeakWeek is a fun, annual reminder to check household	📄	🌐	119 ■	2 6 ■	Boost Post	
03/13/2021 9:30 AM	 [Video]	📺	🌐	128 ■	8 10 ■	Boost Post	
03/12/2021 3:15 PM	 Looking for color and drama for your #waterefficientgarden? Here's	📄	🌐	106 ■	3 9 ■	Boost Post	
03/10/2021 10:15 AM	 Planning on replacing that old toilet? Let us help! MSWD is	📄	🌐	1.2K ■	66 42 ■	Boost Post	
03/08/2021 7:02 AM	 Today on #InternationalWomensDay, we	📄	🌐	135 ■	0 7 ■	Boost Post	
03/07/2021 11:55 AM	 #NationalGroundwaterAwarenessWeek highlights how important	📄	🌐	1K ■	52 27 ■	Boost Post	
03/05/2021 8:55 AM	 Today on #NationalEmployeeAppreciationDa	📄	🌐	1.9K ■	82 59 ■	Boost Post	
03/02/2021 9:40 AM	 Oh, how we love reading a good book! Today, join us in celebrating	📄	🌐	158 ■	2 9 ■	Boost Post	
03/01/2021 5:07 PM	 Last year was unprecedented and difficult for all, and a challenge for	📄	🌐	119 ■	4 10 ■	Boost Post	

Boosted Posts

Post: Community Tip: #ICY...   Mission Springs Water District **Active** 

REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE
1541	\$ 25.00	88	193	29 Mar 2021 7:00 am	05 Apr 2021 7:00 am




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

Objective: Post engagement

Audience: Location - living in: United states: desert hot springs, palm springs california; **Friends of connections:** Friends of people who are connected to...

[View metrics](#) ▾

POSTS	REACH	SPENT	REACTIONS	SHARES	CLICKS	COMMENTS
 Community Tip: #ICYMI, please don't flush those so-called...	1541	\$ 25.00	41	2	193	3

Post: Planning on replacin...   Mission Springs Water District **Active** 


REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE
877	\$ 25.00	35	74	10 Mar 2021 10:15 am	17 Mar 2021 10:15 am




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

Objective: Post engagement

Audience: Location - living in: United states: desert hot springs, north palm springs california; **Friends of connections:** Friends of people who are...

[View metrics](#) ▾

POSTS	REACH	SPENT	REACTIONS	SHARES	CLICKS	COMMENTS
 Planning on replacing that old toilet? Let us help! MSWD is...	877	\$ 25.00	18	1	74	1

Post: #NationalGroundwater...   Mission Springs Water District **Active** 


REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE
920	\$ 25.00	32	67	07 Mar 2021 11:55 am	14 Mar 2021 11:55 am




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

Objective: Post engagement

Audience: Location - living in: United states: desert hot springs, north palm springs california; **Friends of connections:** Friends of people who are...

[View metrics](#) ▾

POSTS	REACH	SPENT	REACTIONS	SHARES	CLICKS	COMMENTS
 #NationalGroundwaterAwarenessWeek highlights how...	920	\$ 25.00	24	0	67	0

Post: Today on #NationalEm...   Mission Springs Water District **Active** 


REACH	SPENT	ENGAGEMENT	CLICKS	START DATE	END DATE
1572	\$ 25.00	63	97	05 Mar 2021 8:55 am	12 Mar 2021 10:50 am

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

Objective: Post engagement

Audience: Location - living in: United states: desert hot springs, palm springs california; **Friends of connections:** Friends of people who are connected to...

[View metrics](#) ▾

POSTS	REACH	SPENT	REACTIONS	SHARES	CLICKS	COMMENTS
 Today on #NationalEmployeeApprecia...	1572	\$ 25.00	44	1	97	3

Number of Direct Messages:

Number of Positive Comments posted this month to this month's posts: 51

Number of Negative Comments posted this month to this month's posts: 1

**Note – Only one negative comment which was not about MSWD (see below)*



Considerations:

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

Engagement Opportunities





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



REPORT FOR MAR 1, 2021 - MAR 31, 2021 (GENERATED 3/31/2021)
MISSION SPRINGS WATER DISTRICT

AD CAMPAIGNS

FACEBOOK ADS: ENGAGEMENT BY AD

Ad ID with image	Post Impressions	Link Clicks
 Fix a Leak Week (id: 238467532250603)	27,084	148
 Toilet Rebate (id: 238468042505803)	21,825	445
 Conservation Kit (id: 238465282225603)	13,656	189
 Toilet Rebate Good (id: 238467532828903)	1,968	83
Total	64,533	865

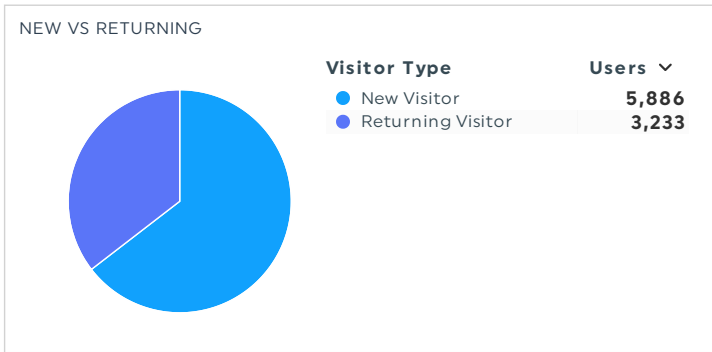
GOOGLE ADS IMPRESSIONS

Ad Group	Impressions
● Toilet Rebates	155,752
● Conservation Kits	91,470
● Fix a Leak March 2021	67,910
Total	315,132

GOOGLE ADS CLICKS

Ad Group	Clicks
● Toilet Rebates	966
● Conservation Kits	580
● Fix a Leak March 2021	463
Total	2,009

WEBSITE PERFORMANCE



SOURCE / MEDIUM BY SESSIONS

Source / Medium	Sessions
Direct	4,814
Organic Search	3,817
Display	2,507
Social	898
Referral	299
Paid Search	19

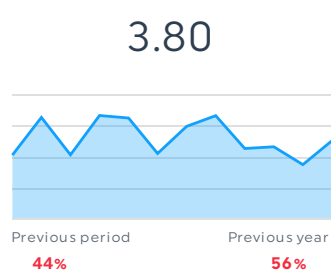
TOP CITIES BY SESSIONS

City	Sessions
Desert Hot Springs	6,915
Los Angeles	1,206
Palm Springs	353
(not set)	243
Indio	241
Cathedral City	231
Palm Desert	222
Yucca Valley	155
San Diego	151
Ontario	140

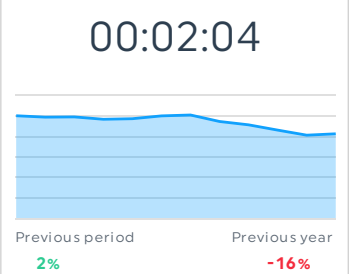
TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/secure/default.aspx	4,738
/login.aspx?ReturnUrl=/secure/billpay.aspx	4,301
/secure/billpay.aspx	3,160
/	3,037
/secure/payment_options.aspx	2,711
/default.aspx	2,508
/guestpay.aspx	1,870
/login.aspx?ref=home	1,771
/logout.aspx	1,564
/rebates.aspx	1,492

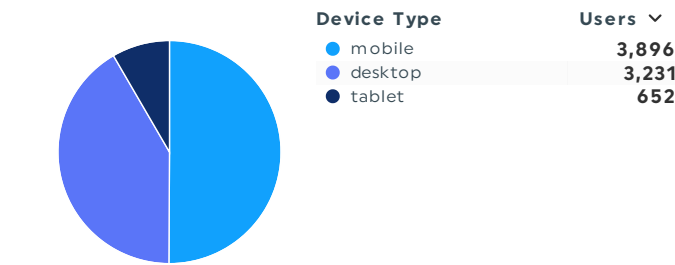
AVG. PAGE LOAD TIME (IN SECO...



AVERAGE SESSION DURATION



USERS



TOP BROWSERS BY SESSIONS

Browser	Sessions
Chrome	5,168
Safari	4,626
Edge	665
Samsung Internet	456
Android Webview	397
Safari (in-app)	342
Firefox	318
Amazon Silk	177
Internet Explorer	120
(not set)	17

FACEBOOK PERFORMANCE

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

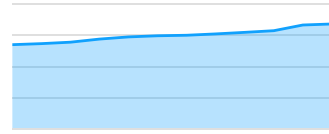
Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
MSWD received a call this afternoon about the long vaccination line at the Carl May Community Center in Desert Hot Springs. With temps over 80 in the sun, we were honored to do our part in the	14.42%	20	0	2
(id: 151057528363990_944941576332546)	11.38%	7	1	1
Looking for color and drama for your #waterefficientgarden? Here's the hot tip -- plant #Echium. At 6-8 feet tall when fully grown, their big colorful spikes are like flower towers in a	10.89%	8	0	1
Find lots of fun learning games for the kiddos at our Kid's Corner on our website! From science projects to word games, help kids learn all about water conservation and more through interactive,	10.87%	7	0	1
Total	7.08%	235	10	28

TOP POSTS BY IMPRESSIONS

Post	Post Impressions
● Today on #NationalEmployeeAppreciationDay...	2,984
● Planning on replacing that old toilet? Let us h...	2,160
● #NationalGroundwaterAwarenessWeek highli...	2,076
● Community Tip: #ICYMI, please don't flush th...	516
● #DYK that we offer FREE Indoor Water Conse...	310
● As David and Andy from our Wastewater Treat...	306
● Find lots of fun learning games for the kiddos...	236
● MSWD received a call this afternoon about th...	227
● Happy first day of spring! It's a great time to s...	224
● Water means different things to different pe...	211

FANS COUNT

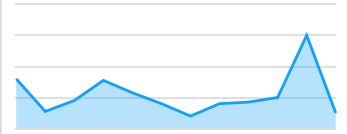
1,010



Previous period: 1%
Previous year: 30%

FAN ADDS

10



Previous period: -83%
Previous year: -75%

TOP POST IMPRESSIONS

Post With Image	Post Impressions
Today on #NationalEmployeeApp	2,984
Planning on replacing that old toi	2,160
#NationalGroundwaterAwareness'	2,076
Community Tip: #ICYMI, please dc	516
#DYK that we offer FREE Indoor v	310
As David and Andy from our Waste	306

TOP POSTS ENGAGEMENT

Post With Image	Post Impressions
Today on #NationalEmployeeApp	109
Planning on replacing that old toi	80
#NationalGroundwaterAwareness'	70
Community Tip: #ICYMI, please dc	36
MSWD received a call this afterno	30
Find lots of fun learning games fc	25

INSTAGRAM PERFORMANCE

IMPRESSIONS

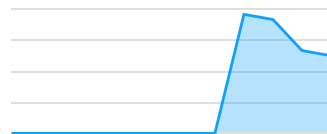
1,091



Previous period: -82%
Previous year: 100%

PROFILE VIEWS

15



Previous period: -6%
Previous year: 100%








ENGAGEMENT

98



Previous period: 27%
Previous year: 100%

PERFORMANCE BY POST

Post	Engagement	Impressions	Reach
 <p>Today on #InternationalWomensDay, we celebrate women celebrating all the women in the water industry and beyond on this wonderful day! #MSWD #ProvideProtectPreserve #IWD2021 #UnrulyWomeninWater #CelebrateWomen #WomeninWater</p>	10	32	28
 <p>Happy St. Patrick's Day... a day to wear green, go green and just celebrate! We're lucky♣️ we get to work and live in #DHS. #MSWD #StPatricksDay #WearingoftheGreen</p>	9	28	23
 <p>Water means different things to different people. Today on #WorldWaterDay2021, let's have a conversation about what water means to YOU. How is water important to your home and family life, your livelihood, your wellbeing, and your local environment? Visit www.mswd.org/resources.aspx and join our conservation conversation! #MSWD #Water2Me</p>	9	29	27
 <p>Oh, how we love reading a good book! Today, join us in celebrating #NationalReadAcrossAmericaDay. This quote by Dr. Seuss sums it up... share your favorite book title below and let's all read! This is one of our favorite photos from a few years ago when staff and family gathered. #MSWD #deserthotsprings #communitypartner</p>	8	31	27
 <p>Last year was unprecedented and difficult for all, and a challenge for many of our customers. Through our #Help2Otherters program, MSWD was able to provide more than \$20,000 in water bill credits to 203 qualified customers. This wonderful program, administered by United Way of the Desert, is also funded by our employees with ongoing</p>	7	26	23
 <p>Today on #NationalEmployeeAppreciationDay, and every day, we celebrate our amazing #TeamMSWD... a group of dedicated people that help us keep the water flowing to our customers. #ThankYou Working together with our community, we make sure that we all continue to enjoy safe, reliable water and sewer services. #communitypartner</p>	7	28	25
 <p>#NationalGroundwaterAwarenessWeek highlights how important groundwater is to our community's health and the environment. #DYK items such as lemon juice, baking soda, and vinegar make great cleaning products, are inexpensive, and environmentally-friendly. As #GroundwaterGuardians, we take our mission seriously to #ProvideProtectPreserve our</p>	7	28	25
Total	98	375	341

CREATED AND PRESENTED BY:

Casey Dolan
DIGITAL CONSULTING



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

March, 2021

by Hunter | Johnsen

Google Ads Campaigns

 **IMPRESSIONS**
CV WATER COUNTS


106,233

 **CLICKS**
CV WATER COUNTS

1,279

 **CTR**
CV WATER COUNTS

1.2%


 **GOOGLE ADS CAMPAIGN PERFORMANCE**
CV WATER COUNTS

Ad group	Campaign	Clicks	Impr.
Save at Home	CV Water Counts March 2021	380	50,139
Groundwater	CV Water Counts March 2021	128	15,888
Save at Home Spanish	CV Water Counts March 2021 Spanish	429	14,484
Irrigation	CV Water Counts March 2021	185	13,978
Groundwater Spanish	CV Water Counts March 2021 Spanish	74	7,115
Reduce Water	CV Water Counts March 2021 Spanish	83	4,629
		1,279	106,233



Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE
HUNTER JOHNSEN

Ad preview	Clicks	Impr.	Reach	Frequency	Page engagement
 <p>10 Ways to Protect and Conserve Ground... cvwatercounts.com</p> <p>Groundwater is the water found underground in the cracks and spaces in soil, sand and rock. It is stored in and moves slowly through geologic formations of soil, sand and rocks called aquifers.</p> <p>Here are 10 ways to protect and conserve groundwater.</p>	290	11,735	6,274	1.87	133
	290	11,735	6,274	1.87	133

Website Information

PAGEVIEWS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

4,617

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

1,984

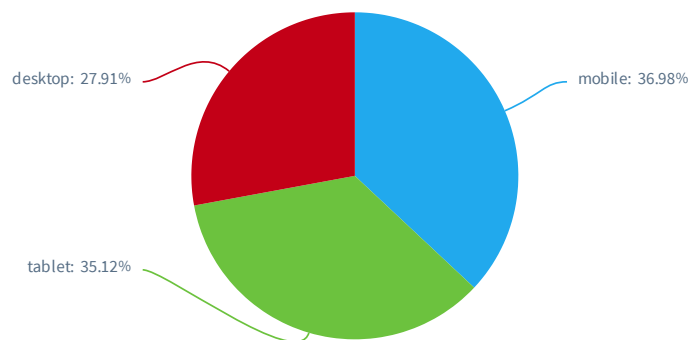
RETURNING USERS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

463

PAGEVIEWS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

Page path	Pageviews
/march-22-is-world-water-day/	1,068
/	1,001
/drought-irrigation-guide/	476
/10-ways-to-protect-and- conserve-groundwater/	278
/save-water-pledge/	176
/water-map/	162
/save/	129
/take-the-pledge-to- conserve-water-for-your-new-years-resolution/	85
/learn/	76
/academy/	61
	4,617

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



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

1.59

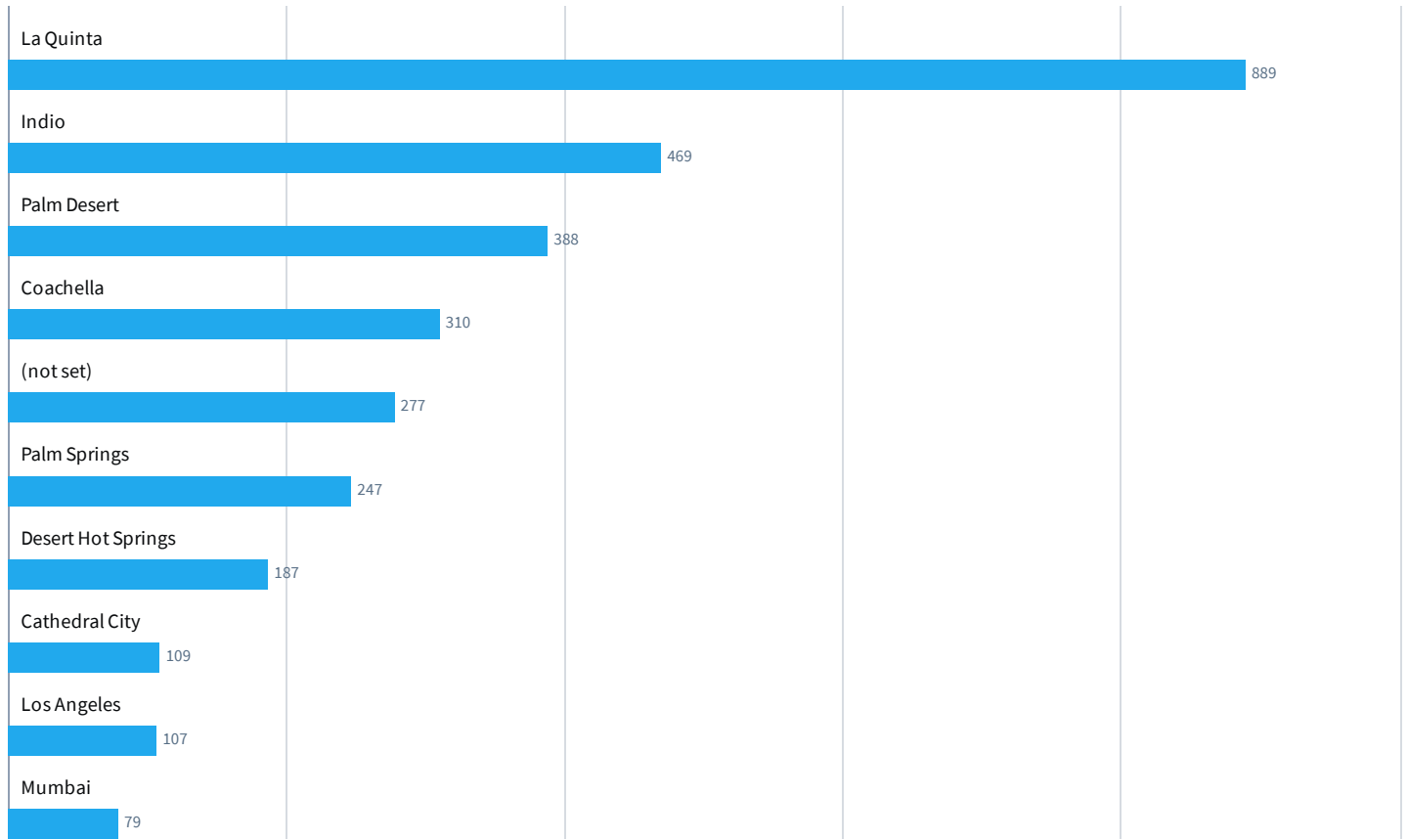
AVG. SESSION DURATION
CV WATER - CV WATER COUNTS - CV WATER COUNTS

52s

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

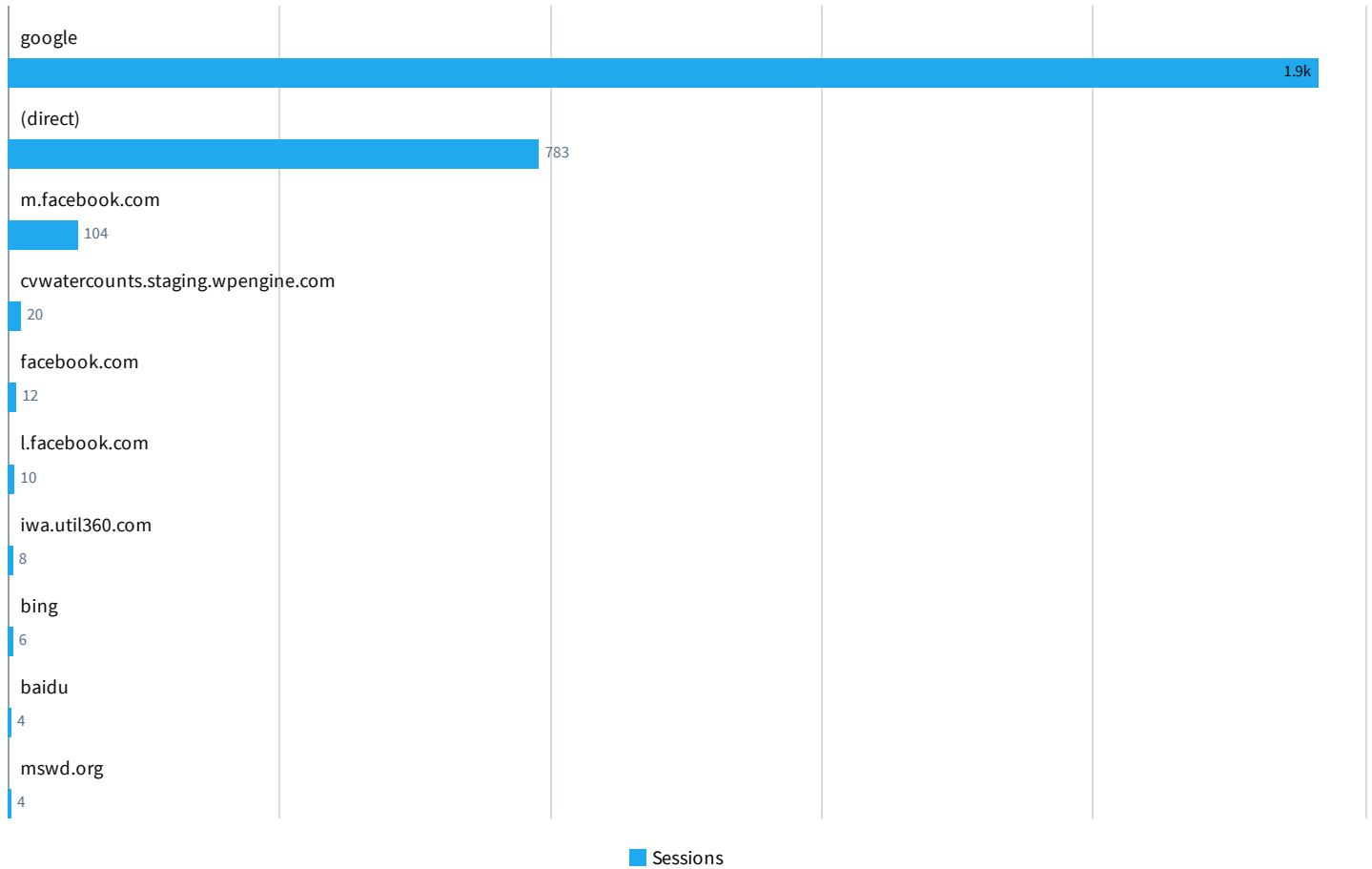
74.2%

PAGEVIEWS BY CITY
CV WATER - CV WATER COUNTS - CV WATER COUNTS



■ Pageviews

USER REFERRERS
CV WATER - CV WATER COUNTS - CV WATER COUNTS



HISTORY
PAST 13 MONTHS: CV WATER - CV WATER COUNTS - CV WATER COUNTS

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
March 2020	2,191	1,754	2,871	1.31	35s	86.17%	77.13%
April 2020	3,451	2,491	4,415	1.28	34s	84%	70.68%
May 2020	4,726	3,193	5,744	1.22	22s	88.89%	65.13%
June 2020	3,379	2,255	4,390	1.3	29s	86.65%	62.3%
July 2020	4,077	2,640	5,175	1.27	25s	86.83%	59.75%
August 2020	4,077	3,299	5,282	1.3	31s	86.36%	78.51%
September 2020	2,426	1,711	3,023	1.25	39s	86.44%	66.41%
October 2020	2,592	1,912	3,308	1.28	40s	86.65%	70.45%
November 2020	1,188	871	2,126	1.79	1m 35s	79.88%	69.11%
December 2020	1,815	1,290	2,416	1.33	43s	83.31%	67.88%
January 2021	2,417	1,858	3,210	1.33	47s	85.64%	74.1%
February 2021	2,304	1,604	3,576	1.55	1m 9s	79.86%	66.49%
	37,542	25,899	50,153	1.34	38s	84.82%	68.57%

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
March 2021	2,899	2,108	4,617	1.59	52s	74.2%	68.4%
	37,542	25,899	50,153	1.34	38s	84.82%	68.57%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
conserve	26,888	0	0%	6.61
conserve water	8,193	3	0.04%	1.76
water pledge	1,233	30	2.43%	5.18
lake cahuilla	493	0	0%	10.45
cv water	482	3	0.62%	5.65
indio car wash	394	0	0%	13.47
result of water conservation	309	15	4.85%	8.2
every drop counts	299	0	0%	2.86
water saving	245	0	0%	2.99
what would happen if you didn't drink water	222	4	1.8%	9.54
	38,758	55	0.14%	6.67

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	36,915	3	0.01%	5.44
https://cvwatercounts.com/save-water-pledge/	3,624	101	2.79%	4.61
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	2,055	2	0.1%	22.11
https://cvwatercounts.com/what-would-happen-if-you-didnt-drink-water/	1,029	17	1.65%	9.44
https://cvwatercounts.com/survey-results/	878	53	6.04%	8.22
https://cvwatercounts.com/	781	10	1.28%	7.36
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	758	1	0.13%	13.04
https://cvwatercounts.com/video-discover-10-water-conservation-tips-with-practical-everyday-water-savings-ideas/	588	1	0.17%	33.03
https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/	472	3	0.64%	11.39
https://cvwatercounts.com/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	465	16	3.44%	17.95
	47,565	207	0.44%	13.26

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

13,191

f REACH
CV WATER COUNTS

6,695

f NEW PAGE LIKES
CV WATER COUNTS

4

f ENGAGED USERS
CV WATER COUNTS

271





f PAGE VIEWS
CV WATER COUNTS







88

f LIFETIME PAGE LIKES
CV WATER COUNTS







4,014

f POSTS
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Myoma Dunes Water C...</p>	March 26, 2021	64	5	8%	4	0
 <p>Remember to weed yo...</p>	March 24, 2021	61	0	0%	0	0
 <p>March 22 is World Wate...</p>	March 22, 2021	47	3	6%	2	0
 <p>There are plenty of har...</p>	March 20, 2021	55	2	4%	1	0
		960	45	5%	32	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>If you accidentally dro...</p>	March 18, 2021	67	0	0%	0	0
 <p>Happy St. Paddy's Day!</p>	March 17, 2021	58	3	5%	2	0
 <p>Thank you ESPN Radio...</p>	March 15, 2021	62	5	8%	5	0
 <p>The Environmental Pr...</p>	March 15, 2021	49	2	4%	2	0
 <p>If you or someone you...</p>	March 12, 2021	58	2	3%	2	0
 <p>Water dry spots by ha...</p>	March 10, 2021	59	0	0%	0	0

960 45 5% 32 0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>The Euphorbia tirucalli...</p>	March 9, 2021	64	6	9%	3	0
 <p>International Women's Day CELEBRATING GREAT WOMEN DESERT WATER</p>	March 8, 2021	101	9	9%	4	0
 <p>Groundwater Awarene...</p>	March 8, 2021	56	1	2%	0	0
 <p>USE A BROOM INSTEAD OF A HOSE TO CLEAN YOUR PATIO, SIDEWALK AND DRIVEWAY. EVERY DROP COUNTS</p> <p>Splash says "Use a broo...</p>	March 4, 2021	55	2	4%	2	0
 <p>THANK YOU CV WEEKLY FOR YOUR CONTINUED SUPPORT OF WATER CONSERVATION IN OUR VALLEY.</p> <p>Water COUNTS CV WEEKLY</p> <p>Thank you CV Weekly f...</p>	March 1, 2021	67	5	7%	5	0
 <p>CV Water Counts upda...</p>	March 1, 2021	37	0	0%	0	0
		960	45	5%	32	0

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

313


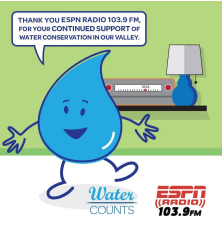

 **LIKES**
CV WATER COUNTS

15

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

197

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>Splash says "Use a broom instead of a hose to clean your path, sidewalk and driveway"</p>	26	6	24	0	0
 <p>Thank you ESPN Radio 103.9 FM for your continued support of water conservation in our valley.</p>	24	6	23	0	0
 <p>Thank you CV Weekly for your continued support of water conservation in our valley.</p>	21	3	20	0	0
	71	15	67	0	0

Twitter Information

Mar 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 319 impressions

Thank you ESPN Radio 103.9 for your continued support of water conservation in the Coachella Valley. 💧 📻
pic.twitter.com/zEYuA761OS



♥ 3

Top media Tweet earned 123 impressions

Thank you CV Weekly for your continued support of water conservation in the Coachella Valley.
pic.twitter.com/N0H23Upzhh



♥ 2

MAR 2021 SUMMARY

Tweets

14

Tweet impressions

2,316

Profile visits

90

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 2021	Wednesday, March 3, 2021 6:30 PM	365	330	42.47%	14.57%	53	9.04%	0.69%	0	2
		365	330	42.47%	14.57%	53	9.04%	0.69%	0	2

