



General Manager's Report January 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;

Financial Statement Audit

The Staff continues to work with Rogers, Anderson, Malody & Scott, LLP to complete the yearly financial statement audit. With the on-going COVID-19 pandemic, the schedule has revised multiple times. The audit findings and Financial Statements will be presented to the Board at the January meeting.

Unclaimed Property

Staff is developing a list of customers with a credit balance which is legally referred to as "Unclaimed Property". The list of unclaimed property or credit balance which has not been claimed for several years will be advertised in local newspapers. If the unclaimed property is not claimed by the customer, the balance will be transferred to the District. Due to COVID-19, the advertisement was postponed until January 2021.

Mid-Year Budget Preparation

Staff is reviewing revenue, expenses, budgeted items, and future needs to determine if any changes to the FY2021 Budget are necessary. The Mid-Year Budget Report will be presented to the Board at the January Workshop and Board Meeting.

End of the Year Activities

At the end of every calendar there are activities which need to be completed to close the previous "calendar" year. Those items are;

- Yearly payment coupons for retirees that are still in the District's medical plan were sent out for the cost changes for the 2021 year.
- Preparation for the State Controller's Report due January 31 has begun.
- Year-end preparations related to State and Federal Tax changes and form filings as begun.

COVID-19 costs to date

From March 1 through December 31, 2020, MSWD has spent approximately \$780,000 on COVID-19 related expenditures.

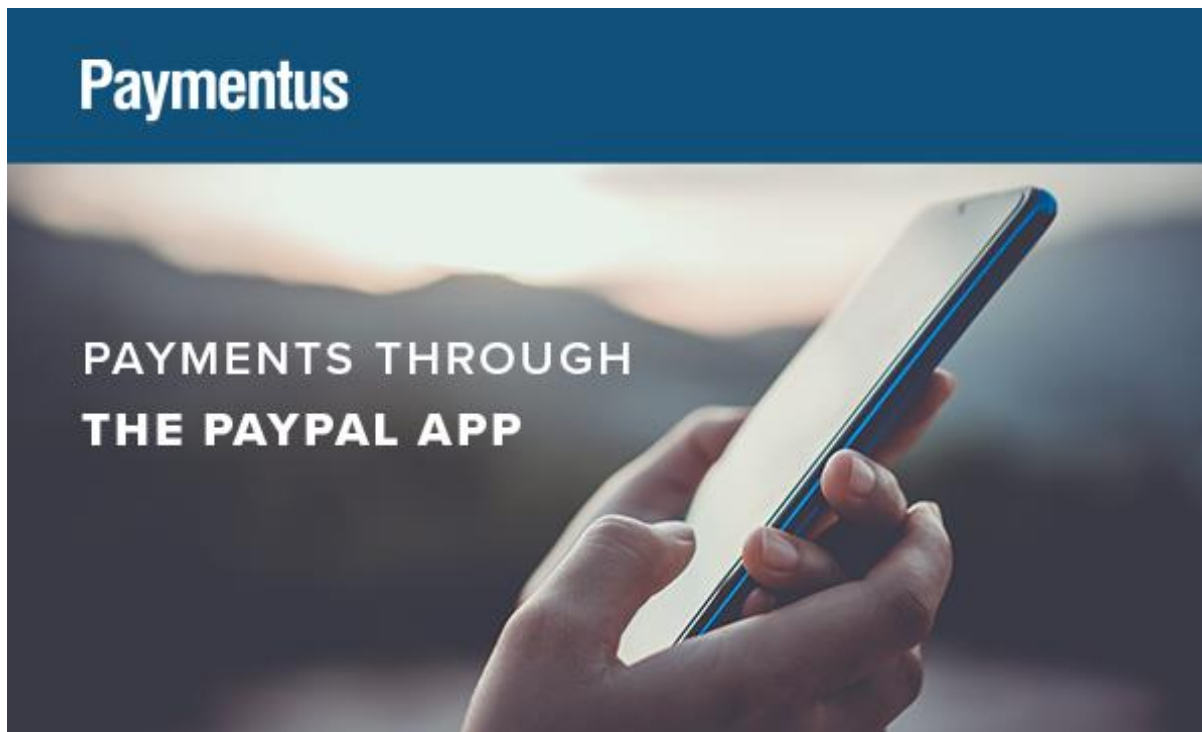
Customer Service Department

Customer Portal Update

Qualifications from interested vendors has been received and evaluated. The award of contract is expected next month. Integration of a customer portal typically occurs over 90 – 120 days.

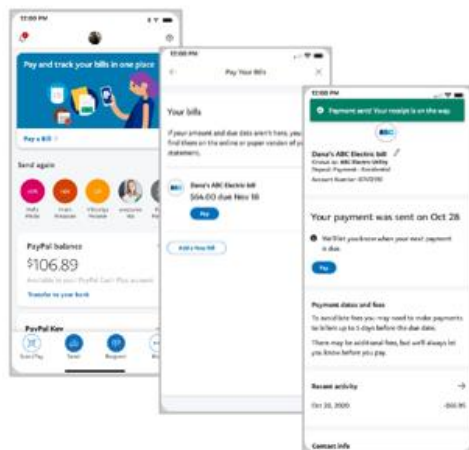
Additional Payment Options via Paymentus

Paymentus, the District's payment processor has recently added PayPal to their payment options for our customers. Below is additional information on this:



Dear Valued Client:

*We're excited to announce yet another milestone in our continued expansion of the Instant Payment Network (IPN). In the upcoming weeks, as a Paymentus client, your **customers will now be able to pay their bill via the PayPal app**, as part of an initial limited rollout. Paymentus has performed an extensive integration with PayPal to ensure these payments post to your customers' account through your existing Paymentus integration, with no changes required by you.*



Payments initiated through the PayPal app will also be visible in your Paymentus Agent Dashboard, in the same manner as your other payments made through Paymentus today, and will be identified with a payment method of “PayPal” and a channel indicator of “Instant Payment Network”.

Paymentus is committed to expanding the payments landscape. We're creating new opportunities and channels for you to interact with your customers – all available through a single integration with Paymentus.



Purchasing Department

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

ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

MSWD has completed secured and executed the contract with Layne Christensen Company. Staff and construction management consultant (TKE) submitted a new electrical service application to Southern California Edison (SCE) and held a field meeting with SCE to discuss project requirements. The pre-construction meeting and Notice to Proceed (NTP) issuance are scheduled for January 2021.

N. Indian Canyon Drive Sewer Project

The pre-construction meeting with the contractor, Downing Construction was held in December. Staff and construction management consultant (TKE) are coordinating permitting, traffic control plan approval, and cost share agreement with Riverside County.

Terrace Reservoirs Rehabilitation and Site Improvements

Staff is currently reviewing the 100% design plans and specifications.

Vista Reservoir No. 2

CEQA consultant (TDA) is preparing the initial study and has begun the AB-52 notification process. The consultant (TKE) submitted the 90% design plans, specifications, and estimate for District review. The consultant is expected to complete the final design in January.

Desert Willows Community Water Line Replacement

Staff, consultant (TKE), and legal counsel (SBEMP) prepared a cooperative agreement for the Desert Willows Property Owners Association (POA) for consideration. The POA has requested additional conditions and language which are being reviewed and considered by the District. Due to additional time needed to coordinate the agreement with the POA, staff will request an award extension from the apparent low bidder and the contingent contractor in January. Award of contract is expected no later than February 2021.

Administrative Building

Staff has asked the Contractor/Architect (APS/Holt Architecture) to provide a rendering of a potential building at the District Corporate Yard location.

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

The CEQA consultant (TDA) is preparing the initial study and has begun the AB-52 notification process. Staff has completed its 90% plan check and returned the comments to the consultant (TKE) to be addressed in the final design. Staff is preparing the legal description and plat required to get the proposed easement appraised.

On-Call General Engineering Services

The department workload continues to increase. Allowing for more engineering resource flexibility to bring on additional consultants as needed for the upcoming CIP projects, a new Request for Proposals was released in August. After the review and selection process staff anticipates awarding one or more contracts at the February Board meeting.

Water System and Wastewater System Comprehensive Master Plan Update

Staff completed proposal review and scoring and anticipates presenting for Board of Directors approval as early as February 2021.



Operations & Maintenance

Construction & Maintenance

Construction & Maintenance Staff (C&M) completed approximately 213 water line location requests in the previous month. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations. C&M also replaced 12 water services and repaired 44 service line leaks and five main line leaks. Approximately 67,168 gallons of water loss was recorded due to water leaks.



Staff continues to implement the valve maintenance program and used the new valve truck and valve equipment this month. There were 46 valves exercised, and 22 fire hydrant flushed. There were no Cla-Val valves serviced this month and staff replaced two broken valves.

A total of 64 work orders were processed this month using the CMMS module which included 6 new water services.

Staff has been making the necessary staffing adjustments in dealing with the current COVID-19 pandemic. We continue to keep good constant communication with our department, and with other departments and managers in the District.



Fleet and Facility Maintenance

Over the past six months, staff has been working with ADT to fix issues with the alarm system at the Administration (Admin) Building. After numerous phone calls and service repairs, staff was able to get an upgrade to our facilities done. The alarm system in the Admin Building was upgraded this month to the newest version which now allows for remote access to arm/disarm and monitor the alarm system along with other features and equipment.

The motion sensors for the alarm system in the Engineering modular were repaired. These were old and needed to be replaced. The Engineering modular alarm system is scheduled to be upgraded in January of 2021, along with the Annex Building and Corp Yard.

The Admin Building backdoor (downstairs) had to be repaired this month due to the crash bar on the inside of the door malfunctioning and falling off. Staff contacted locksmith as an emergency and had the door repaired that night.

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.

The District received four new vehicles this fiscal year through the Enterprise Fleet Management lease program. The four vehicles have been outfitted with lights, radios, toolboxes, District logos and have been assigned to Water Production, Wastewater and C&M departments for use.



The District continues to utilize Southern California Fleet Services to keep up on the maintenance and repairs to District vehicles and equipment. Four District vehicles were maintained this month along with repairing a fuel issue on the 6-inch transfer pump that is used daily at the wastewater treatment plant to transfer effluent water from pond to pond. A few batteries were also replaced this month due to age and no longer being able to hold a charge.

All District vehicles that required smog checks for the year 2020 were completed and reported to the Government Fleet Smog Check Program.

Wastewater

Staff spent a combined 252-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 306-man hours operating the sludge belt filter press, filling and removing 14 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.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Staff collected 20 samples and spent 23-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes over the past two-month period. Both plants are producing effluent within regulatory guidelines.

No problems occurred at the Dos Palmas Lift Station. The operators continued to visit the site each day (Monday thru Friday) to ensure proper pump and phone dialer operations to ensure the SCADA system is working properly, also checking site security.

Staff responded to 2 customer calls during normal work hours and 6 after-hour calls in the previous month.

Vaughan's Industrial Repair has completed the Aerator Paddle Replacement project by replacing all the aerator paddles at the Horton Plant in aeration tanks 1 thru 3. With the work completed, aeration tanks 1, 2 and 3 were put back into service allowing the process to improve the treatment of raw sewage at the plant. While work was in progress on the aerators, aeration tanks 4 and 5 were receiving approximately 1.9 MGD of flow. Once the microbiology in tanks 1-3 are back to normal with the addition of oxygen transfer from the recently replaced paddles the entire plant treatment process will improve, which will help produce a better effluent going to the percolation ponds.



Staff has continued to see a decline of the influent pumps ragging up due to “flushable wipes” requiring the pumps to be pulled from service less frequently. Currently, we are pulling pumps for inspection every other day, including Saturday and Sunday. Part of this decline is due to a recently installed pump that has been out of service for three months for repairs.



The percolation ponds at the Horton Plant remain close to capacity, and staff is taking all necessary steps to drain ponds for cleaning. These steps include the use of 6-inch & 3-inch pumps to move effluent between ponds to help with percolation. The ponds' performance depends on the quality of the effluent being discharged into the ponds. The heavier the solids are leaving the clarifiers the worse the ponds perform. Staff works diligently to ensure that the effluent going into the ponds is a high-quality product which allows the ponds to percolate as designed. Staff takes all necessary steps to make sure that the plant is running properly so that the ponds can percolate as they should. The percolation ponds are monitored daily including Saturday



and Sunday. Pond No. 2 and No. 4 were cleaned and prepped for use, by scraping solids into a pile, loading the solids out with dump trucks, and then ripping the bottom of the pond to open the sub-surface of the pond. A disc is then used to further break up the soil, then the pond is ready for use. Staff has been working with different manufacturers and consultants on developing a cloth filtration process to help minimize or eliminate solids from getting to the ponds. When this improvement is constructed the process to clean the ponds will reduce substantially and the ponds will percolate more effectively.

On December 23rd, staff found one of the belts had ripped on the belt filter press, allowing sludge to go everywhere and not work properly. Staff immediately shut the press down and proceeded to replace the damaged belt. This is a three or four-person job, and with limited staffing due to the COVID-19 team split, staff worked together and got the belt replaced in a few hours.



Due to COVID-19, the A team in the Wastewater Department was required to isolate and work from home during the month of December. The B team was brought into the plant and continued to work each week until the A team was able to return to work. Staff took all precautions to keep teams separated during this time.

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

New Sanitary Service Connections to Collection System

	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
July	8	7	9	51	2	1
Aug.	4	1	8	53	2	4
Sep.	5	2	12	8	11	2
Oct.	9	4	8	12	4	21
Nov.	50	10	9	7	7	1
Dec.	9	3	3	64	1	0
Jan.		7	1	16	8	3
Feb.		5	1	42	0	3
Mar.		1	0	23	5	0
Apr.		3	3	15	30	0
May		11	3	20	45	7
June		7	3	6	70	4
Annual Total	85	61	60	317	185	46
<p align="center">Connections to Sewer Collection System:</p> <p align="right">As of June 30, 2020 8234</p> <p align="right">Plus YTD 85</p> <p align="right">Total Sewer Connections = 8319</p>						

Additional sanitary service connection information is provided in Appendix B.

Water Production

Staff collected 45 routine samples, 6 general physical samples, and quarterly uranium samples at Well 26A for analysis this month. Staff has been taking turns on the sampling rotation to ensure all staff can have the opportunity to learn and understand the sampling process across the District.



Staff –

- Sounded water levels for 13 production wells and 9 monitoring wells
- Continues to deliver chlorine to well sites on a weekly basis and conducted monthly maintenance to chlorine pumps and injectors.
- Conducted monthly chlorine pump & injector maintenance. Staff inspects the chlorine pumps, and chlorine injectors monthly. Each staff member has their own sites that they are responsible for, however, it is not uncommon for team members to help each other out with their sites when needed.
- Continues to oversee the landscape work of Sanderson Landscape Solutions at 36 sites throughout the District
- Continues to oversee the contract work of the Pest Control Company
- Continues to work with Southern California Edison (SCE) and plans accordingly in case of any future Public Safety Power Shutoff (PSPS) events.
- Continues to oversee all the Production Department sites and make improvements as needed.
- Concentrated on cleaning up electrical panels and conducting maintenance at production sites. Staff routinely visits all production sites to ensure electrical panels are always clean and accessible.
- Continues to work with Field Service/Customer Service on construction meter requests. Staff verifies that the proposed construction meter locations are in areas where we will be able to provide water to the customer with no issues.
- Continues to train staff in small electrical projects. He makes sure that if any electrical issue comes up, he is able share his knowledge with staff.
- Fixed a small list of issues that were brought up when the sanitary survey was conducted in the Palms Springs Crest and West Palms Springs Village systems recently.
- Oversaw the work of an electrical contractor at the Terrace Reservoir site. Recently, generator connections were installed to provide generator power to booster pumps 5 and 6. Staff oversaw the installation and testing of this connection.

Through continued develop in the Desert Hot Springs area and at the request of new consumers, water services are always being added. Below is a summary of new water services added each month. The total water connections is currently 13,047.

New Water Services added Monthly

	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15
July	7	4	5	7	2	0	0
August	6	10	5	3	2	2	0
September	18	2	14	4	13	3	0
October	13	3	21	8	3	20	0
November	10	18	4	0	7	3	0
December	2	17	3	3	2	0	0
January		6	3	20	1	1	2
February		8	5	11	1	0	1
March		2	3	6	5	0	12
April		1	3	7	11	2	7
May		12	5	11	9	8	2
June		11	2	8	2	10	1
Annual Total	56	92	73	88	58	49	25
Avg./ Mo.	4.67	7.67	6.08	7.33	4.83	4.08	2.08
Connections to Water System:							
As of June 30, 2020						12,991	
Plus YTD						56	
Total Water Connections =						13,047	

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 FY2019.

Monthly Water Production

	FY 2020/21 AF	Variance from prior year		FY 2019/20 AF	FY 2018/19 AF
		AF	%		
July	857.77	4.54	0.5%	853.23	857.20
August	885.31	90.13	11.3%	795.18	806.47
September	784.80	27.72	3.7%	757.08	689.47
October	755.84	46.45	6.5%	709.39	709.81
November	690.13	70.28	11.3%	619.87	631.75
December	588.32	51.09	9.5%	537.23	502.16
January		0.00	0.0%	553.20	570.20
February		0.00	0.0%	520.85	415.49
March		0.00	0.0%	557.73	490.92
April		0.00	0.0%	573.02	635.08
May		0.00	0.0%	698.99	598.36
June		0.00	0.0%	806.02	710.39
TOTAL	4562.17	290.19	6.8%	7981.79	7617.30

Additional water service and water production information as well as MSWD per capita water use which is reported to the State Water Resources Control Board is provided in Appendix B.

On 12/21/2020, staff discovered an electrical issue at Well 26A. An electrical contractor was onsite the same day and determined an issue with the electrical breaker. The electrical breaker was replaced the next morning when parts became available.



Well, Booster and Electrical Panel Rehabilitation Programs

Well 22

In July 2020, Well 22 was taken out of service due to multiple positive routine samples for coliform. On Monday July 13th, staff took routine samples throughout the District water system which includes wells, reservoirs, and the distribution system (samples taken from well sites are raw water samples prior to chlorine injection). The following morning, staff was contacted by the lab for another positive sample at Well 22. All other samples including the distribution system came back negative. Immediately following the phone call, staff pump the well to waste to flush out any potential contaminants that may be present. Following this process samples were taken and sent to the lab to be analyzed. The following morning staff was notified that the sample was positive for Coliform again. Staff contacted the State Water Resources Control Board engineer to inform them of the issue we encountered and discussed a plan to get the well back in service. Staff proceeded to chlorinate the well and pumped to waste three times with no luck. At this point, it was determined that the motor and pumping equipment would need to be pulled and a downhole inspection needed to be performed.

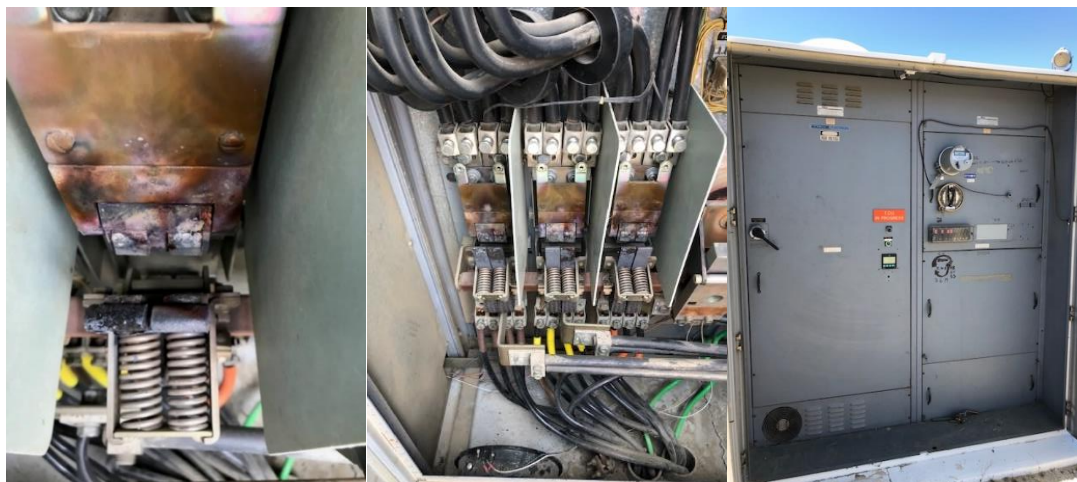
Staff requested bids for the removal of motor, pumping equipment and a video log of the well for inspection. In October of 2020, Legend Pump and Well Service, Inc. was awarded the project and performed the work. Based on the video log and visual inspection of the equipment, nothing was found to be out of the ordinary. Staff has taken the information

and reports from Legend Pump along with requirements from the State and is in the process of hiring a consultant to develop plans and specifications for a full rehabilitation of Well 22, which will include repairing/replacing worn-out or damaged pumping equipment, replacement of the old and inefficient motor, brushing and bailing of approximately 750 feet of well casing, retrofitting the concrete well head base, relocation and upgrades to the electrical panel and replacement of above ground well header piping due to age and condition. Staff anticipates completing plans, specifications, and advertising for bid in February 2021.



Well 24

The well was taken out of operation in October 2020 due to electrical panel issues. The issue became apparent when staff received a start-fail SCADA alarm, later confirming the electrical panel issue after visiting the site. The electrical contractor found numerous issues in the panel with the main issue being the bypass contactors not making contact evenly. This issue caused excessive arcing and heat in the panel box. If not addressed, excessive heat and arcing could result in the contactors welding together causing the motor to single phase causing the motor to burn up. Staff determined the well needed to be left out of service and an upgrade to the panel completed. In December of 2020, staff contracted with a consultant to put plans and specifications together and is anticipating advertising the project for bid in January 2021. Currently the 1400 Annandale zone is being supplied water from the Terrace Reservoir Boosters which supply water to the 1400 High Desert View Zone. Both Annandale and High Desert View Reservoirs are floating together and working flawlessly.



Well 26

Well 26 is currently under construction for rehabilitation due to equipment failure. Please see staff report and presentation for update.

Low Northridge Reservoir Booster Station

On December 28th, staff received a start-fail SCADA alarm notifying there was an issue at the site. Upon arriving at the Low Northridge Reservoir site, staff witnessed a fuse on the SCE power pole was blown and realized the power outage was due to SCE equipment failure. SCE was contacted and a crew was mobilized to the site. Once power was restored, SCE gave their okay that the problem was corrected, and staff attempted to start up the booster station which caused a power surge due to one of the three phases of power SCE provides being lost. The power surge to the site caused the booster pumps to fail and burn up. Another service call was placed with SCE to repair their failed equipment.



Boosters 1 and 2 are the only supply for water to the Vista Reservoir 1630 pressure zone. This area is bounded by West Drive, Mission Lakes Blvd., and Verbena Drive. At the time the pumps failed, the water level at Vista Reservoir was approximately 16 feet, roughly 50% capacity. Staff immediately began making phone calls to contractors and suppliers looking for portable water pumps, submersible pumps and motors, potable water trucks and any assistance we could find. Staff also utilized the CalWarn mutual support system to reach out to water agencies across California. The CalWarn program resulted in numerous agencies reaching out to provide mutual aid from Long Beach to San Diego, the City of Banning, agencies in the Coachella Valley—CVWD, IWA and DWA, including neighboring agencies—Hi-Desert Water District and Bighorn Desert View Water Agency.

Once staff understood what support was available, they began developing a plan to restore water service. Many of the pump companies staff contacted were unable to come out until the morning as they were dealing with staff shortages due to COVID-19 and extended holiday vacations. The Operations Manager from the City of Banning was a tremendous help and put us in contact with a pump company they work with, L.O. Lynch Quality Well and Pumps, Inc. He also assisted with coordination efforts in picking up a submersible pump from a supplier in Redlands and delivered it to the Low Northridge Site so the pump contractor could focus on getting to the site. Staff had our electrical contractor, On Power, in route to assist with pulling and replacing the pumps and ensuring electrical issues onsite were resolved prior to powering up the site. As this plan was materializing other staff were reaching out to state approved water haulers and by early evening lined up three potable water haulers to deliver water to the Vista Reservoir site. One being a private water hauler from Lucerne Valley and two trucks came via mutual aid from DWA. Throughout the

evening staff monitored the water level at Vista Reservoir. The water level was dropping approximately one foot per hour. Staff coordinated with Public Relations and worked on posting information on Facebook and Nextdoor urging residents to conserve water during our outage.

By this time SCE had a crew onsite with initial estimates of power restoration being between 3 AM and 6 AM. Staff developed a new plan to provide power with one of our portable standby generators as the pump work would be completed before then. SCE was able to provide a temporary repair to get power restored sooner which happened shortly after 11 PM. After dealing with several hours of heavy rain, just after midnight things were starting to get put back together. Fortunately, the water level in Vista Reservoir maintained around seven feet with the help of the potable water trucks hauling water allowing us to sustain water pressure and delivery of safe drinking water. Around 2 AM after energizing the new pump and performing several tests to ensure power was being delivered correctly, staff was pumping water to Vista Reservoir from Low Northridge booster station and was visibly seeing a gain in water level.



Staff has accounted for all costs and is submitting a reimbursement claim with SCE. The outstanding teamwork and excellent communication between departments, contractors and other water agencies made the outcome of this emergency work a great success. A huge thank you for everyone's help.

Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The November performance report showed that the system produced 138,567 kilowatt hours, which is within 95% 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)

- No monthly meeting was held due to lack of activity.

Mission Creek Subbasin SGMA and 2022 Alternative Plan Update

- Staff completed the review and comment on the status of implementation projects for the SGMA Annual Report for Water Year 2019/20 (due to DWR on April 1, 2021). The consultant (Wood) is preparing the draft plan for review in January.
- The consultant (Wood) completed the groundwater model calibration process and report. A review meeting is scheduled in January.
- Staff and the consultant (KJ) completed the revised water demand projections. They will be used to for model forecasting scenarios in the coming months.

San Geronio Pass Subbasin SGMA and 2022 Groundwater Sustainability Plan

- The consultant (Intera) continues to work through the groundwater model calibration process. Staff expects the draft modeling summary report for review in January.

Indio Subbasin 2022 Alternative Plan Update

- Staff continues to work with the consultant (Woodard and Curran) on the water demand and demand projections within the MSWD's service area.

Salt and Nutrient Management Plan (SNMP)

- The agencies have completed the MOU for collaborating on the development of the workplan to update the Coachella Valley Salt and Nutrient Management Plan (CV-SNMP) and Groundwater Monitoring Program Workplan.
- The agencies and consultant (West Yost) met with the Regional Board to review the draft Monitoring Workplan and receive comments.
- Thereafter, the consultant (West Yost) completed the Final Monitoring Workplan and submitted it to the RWQCB.
- The agencies will now begin working on the CV-SNMP Update Workplan.

2020 Regional Urban Water Management Plan (UWMP)

- The agencies and consultant (WCS) completed the public workshop in December. The virtual meeting was well attended and included a public input portion to discuss areas on high importance from stakeholders.

PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Outreach

CV Water Counts: Next meeting: January 19, `

- The Water Counts Academy will be held virtually due to COVID-19 and to prioritize the health of attendees and presenters. The academy starts on February 2nd. The CV Water Counts Outreach report for the month of December can be found in Appendix C

MSWD Digital Advertising

- MSWD Digital Advertising report for month of November is provided in Appendix C. It includes the two types of ads we are running on Google and Facebook as well as website analytics. In collaboration with CV Strategies, we have launched a “Tips” campaign for conservation ideas.
 - Google – 3 total ads: Working for You (same as billboard) & Conservation Tips
 - Facebook/Instagram – 3 total ads: Here for you & Conservation Tips

MSWD Social Media Report

- MSWD Social Media report for month of December is attached. This report highlights Facebook, Twitter and Instagram posts. Moving into 2021, the Public Affairs team will be focusing on building the MSWD brand on LinkedIn, Google Business and Yelp.

APPENDIX A - Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

December 30, 2020

FY 2021 Appropriations Update

In late December, Congress passed and the President signed into law a \$1.4 trillion Fiscal Year 2021 omnibus appropriations package. This package contains all twelve FY21 appropriations bills and will fund the federal government through the end of the fiscal year that ends on September 30, 2021. Below are some programmatic funding levels of interest.

FY21 Environmental Protection Agency Funding

Agency/Program	Final FY21 Funding Level	Change from FY20 Enacted Level
EPA	\$9.24 billion	Increase of \$180 million
Clean Water State Revolving Fund	\$1.638 billion	No change
Drinking Water State Revolving Fund	\$1.126 billion	No Change
WIFIA	\$60 million	No Change

FY21 Army Corps of Engineers and Bureau of Reclamation Funding

Agency/Program	Final FY21 Funding Level	Change from FY20 Enacted Level
Environmental Infrastructure	\$100 million	No change
Bureau of Reclamation	\$1.69 billion	Increase of \$11 million
WaterSMART Grants	\$55 million	No change
Title XVI Program (WIIN Projects)	\$20 million	No change

Deal Reached on COVID-19 Relief Package

Within days of the Christmas holiday, Congress and the White House reached a deal on an additional COVID-19 relief package. The final package was attached to the FY21 omnibus appropriations package and passed together. Details of the package are included below.

While the President has signed the package into law, right before the Christmas holiday, he began to raise a strong objection to the amount of funding in the bill for direct payments to individuals, which is currently \$600 for individuals, and that he would like to see that

number increased to \$2,000. Congressional Democrats jumped on board with this proposal and began expressing their support for the idea. On Monday, December 28th, the House voted and passed an amendment to the COVID-19 relief package to raise direct payments to individuals. The amendment now goes to the Senate for its consideration.

Unemployment Insurance: \$120 Billion

- Federal Pandemic Unemployment Compensation (FPUC): provides an additional \$300/week starting December 26th and ending March 14, 2021
- Pandemic Unemployment Assistance (PUA): extends PUA for self-employed, freelancers, gig workers, and part-time workers until April 5, 2021
- Pandemic Emergency Unemployment Compensation (PEUC): extends PEUC which provides additional benefits when regular state benefits run out until April 5, 2021

Direct Payments to Individuals: \$160 Billion

- One-time payments of \$600 for individuals making up to \$75,000 and \$1,200 for couples making up to \$150,000, as well as an extra \$600 per eligible child dependent.

Extension of Paid Leave Credits

- Extends refundable payroll tax credits for paid sick and family leave that was established in the Families First Coronavirus Response Act, through March 31, 2021

Paycheck Protection Program: \$284 billion

- Extends PPP through March 31, 2021
- Creates a set-aside for very small businesses with 10 or fewer employees
- Allows for small businesses in the restaurant and hospitality industries to receive larger awards of 3.5 times average total monthly payroll, rather than 2.5 times

Emergency Rental Assistance: \$25 billion

- Extends eviction moratorium until January 31, 2021
- Allows for funding to be used to pay utilities bills, both current and previously owed

Low-Income Water Utility Bill Assistance: \$638 million

- a new program that will help low-income families cover the costs of their drinking water and wastewater utility bills
- provide grants to states and tribes, who in turn will provide funds to owners or operators of public water systems or treatment works to reduce arrearages and rates to low-income households

Congress Passes WRDA Bill

Also included in the end-of-the-year omnibus appropriations and COVID-19 relief package was the Water Resources Development Act of 2020 (WRDA). The WRDA bill provides policy direction and project authorizations for the U.S. Army Corps of Engineers. The WRDA bill is typically passed by Congress on a two-year cycle. The 2020 WRDA bill includes the following:

- Authorizes 46 pending Chief's Reports for construction
- Authorizes 27 feasibility studies for water resources development projects
- Directs the Corps to conduct six river basin studies
- Provides authorization for additional funding for the Harbor Maintenance Trust Fund
- Allows for calculation in sea level rise benefits for Corps projects
- Directs the Corps to finalize the Principles, Requirements, and Guidelines

Biden Administration Cabinet Secretary Nominations

President-elect Biden and Vice President-elect Harris have continued to move forward with the transition process. To date, here are the following individuals that President-elect Biden has announced he plans to nominate for cabinet-level positions:

- Secretary of State: Antony Blinken (Served as Deputy Secretary of State during the Obama Administration)
- Secretary of Defense: Lloyd Austin (Retired 4-star Army General)
- Secretary of Homeland Security: Alejandro Mayorkas (Deputy Secretary of Homeland Security in the Obama Administration)
- Secretary of the Treasury: Janet Yellen (Former Chair of the Council of Economic Advisors; former Chair of the Federal Reserve)
- Secretary of the Interior: Congresswoman Deb Haaland (D-NM)
- Secretary of Energy: Jennifer Granholm (former Governor of Michigan)
- Administrator of the Environmental Protection Agency: Michael Regan (Secretary of the North Carolina Department of Environmental Quality)
- Secretary of Agriculture: Tom Vilsack (former Secretary of Agriculture in the Obama Administration)
- Secretary of Housing and Urban Development: Congresswoman Marcia Fudge (D-OH)
- Secretary of Veterans Affairs: Denis McDonough (White House Chief of Staff, Deputy National Security Advisor, and Chief of Staff of the National Security Council during the Obama-Biden Administration)
- Secretary of Transportation: Pete Buttigieg (former Mayor of South Bend, IN)
- Secretary of Education: Dr. Miguel Cardona (Connecticut's Commissioner of Education)
- Secretary of Health and Human Services: Xavier Becerra (California Attorney General and former Member of Congress)

EPA Launches New Clearinghouse for Environmental Finance

In mid-December, the Environmental Protection Agency (EPA) launched the Clearinghouse for Environmental Finance (Clearinghouse), an online database of land, air, and water information. This new Clearinghouse catalogues available funding, financing, and instructional resources to aid communities in their efforts to improve environmental conditions. The new Clearinghouse includes over 1,800 funding and financing opportunities and information resources. The Clearinghouse can be accessed at www.epa.gov/chef.

EPA Finalizes Lead and Copper Rule Update

In late December, EPA released its final rule updating the current Lead and Copper Rule. Back in October of 2019, EPA released its proposed update to the current rule, which was the first time the rule had been updated since 1991. The new rule focuses on 6 issue areas:

- Identifying the most impacted areas
- Strengthening drinking water treatment
- Replacing lead service lines
- Increasing drinking water sampling reliability
- Improving risk communications to customers
- Better protecting children in schools and childcare facilities

The final rule will take effect 60 days after it is published in the Federal Register.

APPENDIX B – 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.		7	1	16	8	3	27	3	11	1	3
Feb.		5	1	42	0	3	5	46	6	1	2
Mar.		1	0	23	5	0	31	16	2	1	16
Apr.		3	3	15	30	0	8	95	14	3	11
May		11	3	20	45	7	13	98	3	2	6
June		7	3	6	70	4	4	72	2	0	3
Annual Total	85	61	60	317	185	46	734	386	59	16	53

Connections to Sewer Collection System:

As of June 30, 2020

8234

Plus YTD

85

Total Sewer Connections =

8319

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.				
Feb.				
Mar.				
Apr.				
May				
June				

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

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		6	3	20	1	1	2	2	0	0	1	1	9	5
February		8	5	11	1	0	1	0	1	0	0	1	2	3
March		2	3	6	5	0	12	0	0	4	5	0	4	6
April		1	3	7	11	2	7	0	1	4	1	12	2	3
May		12	5	11	9	8	2	0	1	2	0	0	0	9
June		11	2	8	2	10	1	0	0	0	1	1	0	1
Annual Total	56	92	73	88	58	49	25	14	6	12	15	25	25	198
Avg./ Mo.	4.67	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 56
Total Water Connections = 13,047

WATER PRODUCTION														
	FY 2020/21 AF	Variance from prior year AF	%	FY 2019/20 AF	FY 2018/19 AF	FY 2017/18 AF	FY 2016/17 AF	FY 2015/16 AF	FY 2014/15 AF	FY 2013/14 AF	FY 2012/13 AF	FY 2011/12 AF	FY 2010/11 AF	FY 2009/10 AF
July	857.77	4.54	0.5%	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71	993.6
August	885.31	90.13	11.3%	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34	985.57
September	784.80	27.72	3.7%	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27	887.41
October	755.84	46.45	6.5%	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93	777.33
November	690.13	70.26	11.3%	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98	706.01
December	588.32	51.09	9.5%	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09	596.82
January		0.00	0.0%	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04	533.76
February		0.00	0.0%	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57	487.33
March		0.00	0.0%	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84	667.31
April		0.00	0.0%	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37	668.15
May		0.00	0.0%	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58	671.41
June		0.00	0.0%	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98	902.79
TOTAL	4562.17	290.19	6.8%	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 C – Public Affairs Information

A Message from Arden

Happy New Year from MSWD! I think most everyone would agree that 2020 was a very challenging year and one we are happy is over. Yet, even with the hardships caused by the pandemic, we have seen an incredible resilience and goodwill that speaks highly of the great hard-working people we have in this community. We are starting this new year with hopes of a successful vaccine that should take us out of this pandemic. We promise that we will continue to provide you with a safe reliable water supply. We will all get through this together!



ARDEN WALLUM
GENERAL MANAGER,
MISSION SPRINGS
WATER DISTRICT

Water Bill Assistance Program

MSWD's customer assistance program offers eligible residential customers a \$100 credit on their water bill once in a 12-month period.

MSWD worked with **United Way of the Desert** to establish a fund specifically to help customers in need pay their water bills, funded in part by MSWD Employees and its vendors. You may also contribute to the fund and help someone who may be struggling to pay their water bill, especially during the COVID-19 crisis. Donations must be made directly to United Way of the Desert. All donations are tax-deductible.

Customers who need help paying their water bill can apply through United Way of the Desert by calling (760) 323-2731.



Election Results

Congratulations to **Randy Duncan, Russ Martin** and **Ivan Sewell**, who have been re-elected to serve another 4-year term on the **MSWD Board of Directors**. The results of the 2020 General Election were certified December 3, 2020. The Board members were sworn-in in December.

Did You Know?

One inch of rain on one acre of ground adds up to 27,154 gallons, which weighs 113 tons! Remember to turn off your sprinklers when it rains and keep them off for at least 48 hours after measurable rain this winter season.



**1" of rain
on 1 acre**



**27,154
gallons**

Toilet Rebates & Conservation Kits Available

MSWD was recently awarded Proposition 1 grant funds from the CA Department of Water Resources through the **Integrated Regional Water Management Program** for turf removal and toilet rebate programs.

If you feel that you may have a toilet leak or want a water wise friendly option, it may be time to consider a new toilet. **Toilet rebates are now available** and turf



rebates are coming soon. Head over to www.mswd.org/rebates to download the application.

MSWD also has **indoor water conservation kits available** at no charge. Supplies are limited.

If you are interested in this free kit, please email: Conservation@mswd.org



Water Counts Academy

Mission Springs Water District and its CV Water Counts partners will host the **5th Annual Water Counts Academy**. Anyone interested in learning about our local water supply, history, conservation, and infrastructure is welcome to apply! Due to the COVID-19 pandemic and to prioritize the health of our attendees and presenters, this year's academy will be held virtually starting February 4th.

There is no tuition or fee to participate. Participants are required to attend the four Thursday sessions and a virtual tour to receive their certificate. To apply, **visit** cvwatercounts.com/academy

Free PPE/Flu Shot Clinic Highlights

Mission Springs Water District was proud to sponsor a **FREE PPE/FLU SHOT CLINIC EVENT** on November 18th at the Desert Hot Springs Elks Lodge. By collaborating with numerous local and state agencies like the State Council on Developmental Disabilities, County Supervisor V. Manuel Perez's office, Listos California, and United Way of the Desert, more than **200 BAGS OF PPE** were distributed and more than **75 FLU SHOTS ADMINISTERED**.

Another event will be held at the Walgreens on Palm Drive in January!



MSWD IS HERE FOR YOU!

Contact us if you have questions or concerns about your water bill. We are here to help answer questions and provide assistance. Give us a call at 760.329.6448.

MSWD BOARD MEETINGS

The Board of Directors meets on the third Monday of each month, and the Thursday prior to that Monday for study session. Meetings begin at 3 p.m. The public is encouraged to attend these meetings to learn more about the water district. Meeting agendas are posted online days prior to a meeting and include the time and location. Meeting agendas will contain information about any adjustments to participation procedures due to COVID-19.

BOARD OF DIRECTORS Nancy Wright, President | Russ Martin, Vice President | Randy Duncan | Steve Grasha | Ivan Sewell
MSWD, 66575 SECOND STREET, DESERT HOT SPRINGS, CALIFORNIA 92240 | 760.329.6448 | MSWD.ORG



MISSION SPRINGS WATER DISTRICT

Value
IS OUR
Mission

Here for you.



NEED HELP? PLEASE VISIT [MSWD.ORG](https://mswd.org)



DIGITAL MARKETING CAMPAIGNS

DECEMBER, 2020

CASEY DOLAN CONSULTING



GOOGLE ADS



Shop Local

Impressions: 64,111

Clicks: 564

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



Value is Our Mission

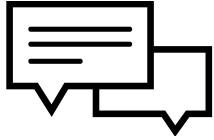
Impressions: 45,532

Clicks: 555

DIGITAL MARKETING CAMPAIGNS

DECEMBER, 2020

CASEY DOLAN CONSULTING



GOOGLE ADS



Conservation Tips

Impressions: 23,684

Clicks: 237

Totals

Impressions: 133,327

Clicks: 1,356



DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



FACEBOOK | INSTAGRAM ADS

Mission Springs Water District
Published by Casey Dolan · December 8 at 5:43 PM · 🌐

After a year like this one, we hope you will join us and [#ShopLocal](#) this holiday season. Let's help out our local small businesses, who are our friends and neighbors, too. List your favorite local business below, and one lucky winner will be chosen randomly for some snazzy MSWD swag including reusable water bottle, shower timer and sink aerators.



MSWD.ORG
Shop Local and Win MSWD Swag!
The COVID-19 outbreak will not impact your water service. Mission ...

[Learn More](#)

Shop Local

Impressions: 18,633

Clicks: 149

Post Engagements: 22

Mission Springs Water District
Published by Casey Dolan · December 15 at 12:35 PM · 🌐

Meet Rolando! He's out there every day testing to make sure the water delivered to your tap exceeds all State and Federal regulations. Thank you, Rolando!



MSWD.ORG
MSWD | Value is Our Mission

[Learn More](#)

Value is Our Mission

Impressions: 18,308

Clicks: 81

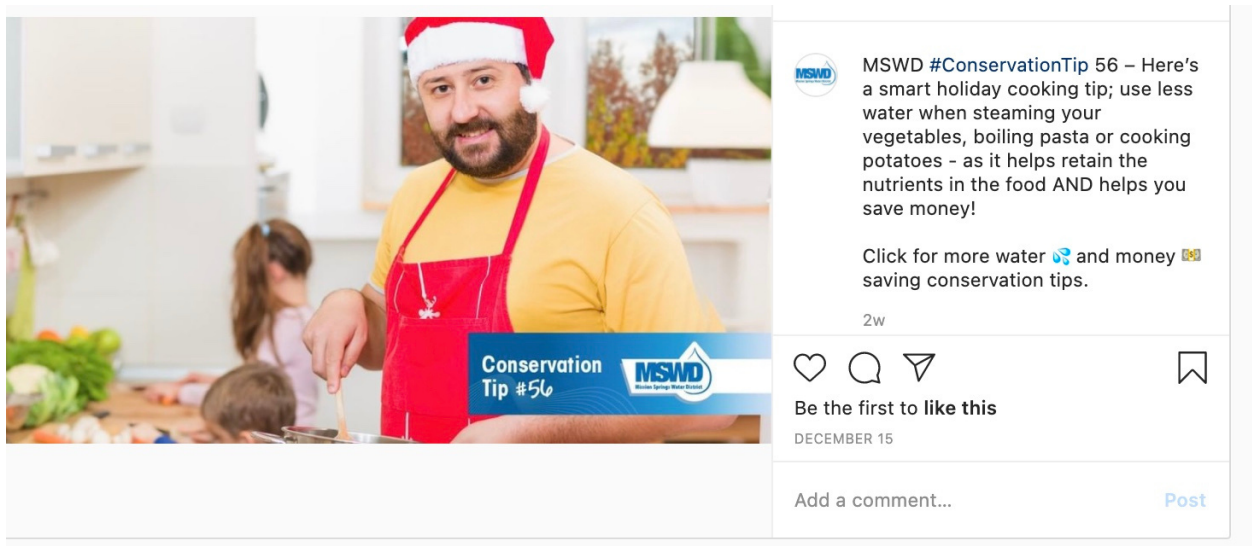
Post Engagements: 15

DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



FACEBOOK | INSTAGRAM ADS



Value is Our Mission

Impressions: 26,443

Clicks: 150

Post Engagements: 28

Totals

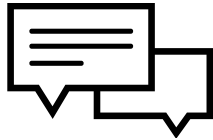
Impressions: 70,166

Clicks: 293

Post Engagements: 42

DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



MONTHLY WEBSITE ANALYTICS

Visitors

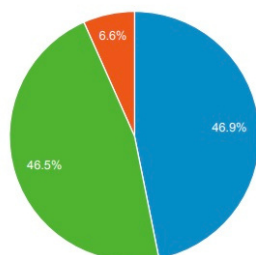
User Type	Pageviews	Avg. Time on Page
Returning Visitor	19,660	00:00:52
New Visitor	17,484	00:00:54

Pageviews by City

City	Pageviews
(not set)	12,802
Desert Hot Springs	9,860
Ontario	1,964
Los Angeles	1,330
Cathedral City	900
Palm Springs	853
Indio	651
San Diego	649
Palm Desert	528
Irvine	404

Users by Device Category

mobile desktop tablet



Pageviews

Pageviews



Pageviews by Page Title

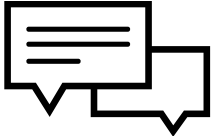
Page Title	Pageviews
Mission Springs Water District - Sign In	6,964
Mission Springs Water District - Home	6,077
Mission Springs Water District - My Account	5,415
Mission Springs Water District - Pay Bills	3,146
Mission Springs Water District - Payment Options	2,679
(not set)	2,665
Mission Springs Water District - Pay as a Guest	1,714
Mission Springs Water District - Account Detail	1,648
Mission Springs Water District - You Have Successfully Signed Off	1,615
Mission Springs Water District - Contact Us	1,137

Referrals

Source / Medium	Users
(direct) / (none)	3,259
google / organic	1,973
google / cpc	808
bing / organic	185
m.facebook.com / referral	162
l.facebook.com / referral	70
cityofdhs.org / referral	62
yahoo / organic	60
facebook.com / referral	26
duckduckgo / organic	20

DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING

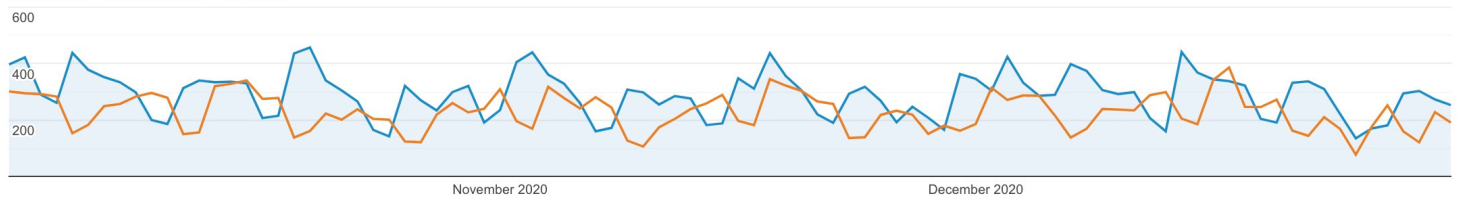


4th Q 2020 vs 4TH Q 2019

Website Stats

Oct 1, 2020 - Dec 31, 2020: ● Users

Oct 1, 2019 - Dec 31, 2019: ● Users



Users

31.45%

16,767 vs 12,755



New Users

34.45%

14,254 vs 10,602



Sessions

28.83%

30,569 vs 23,729



Number of Sessions per User

-2.00%

1.82 vs 1.86



Pageviews

21.85%

112,549 vs 92,366



Pages / Session

-5.41%

3.68 vs 3.89



Avg. Session Duration

-4.96%

00:02:23 vs 00:02:31



Bounce Rate

9.43%

37.39% vs 34.16%



DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



4th Q 2020 vs 4TH Q 2019

Facebook Advertising

Reach (Oct 1, 2020 - Dec 31, 2020)	Reach (Oct 1, 2019 - Dec 31, 2019)	Reach Change	Reach Change(%)
13204	9710	3494	36.0
Impressions (Oct 1, 2020 - Dec 31, 2020)	Impressions (Oct 1, 2019 - Dec 31, 2019)	Impressions Change	Impressions Change(%)
196143	108924	87219	80.1
Clicks (All) (Oct 1, 2020 - Dec 31, 2020)	Clicks (All) (Oct 1, 2019 - Dec 31, 2019)	Clicks (All) Change	Clicks (All) Change(%)
1712	1436	276	19.2

Google Display Advertising

9/1/19 - 12/31/19

Campaign type ▼	↓ Clicks ▼	Impressions ▼
Display	2,774	2,199,410

9/1/20 - 12/31/20

Campaign type ▼	↓ Clicks ▼	Impressions ▼
Display	4,325	616,008

CV WATER COUNTS
WEBSITE INFORMATION
DECEMBER, 2020

HUNTER JOHNSEN



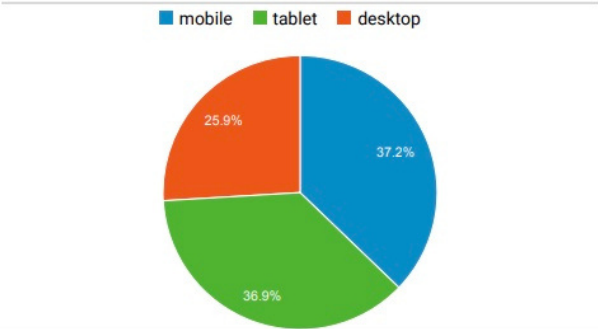
Visitors

User Type	Users
New Visitor	1,232
Returning Visitor	284

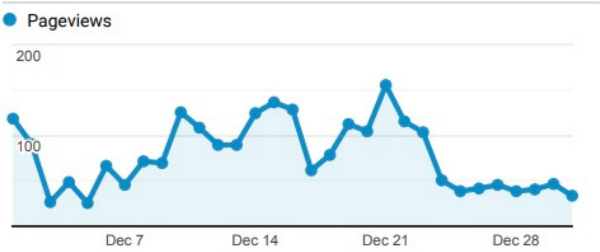
Pageviews by Page Title

Page Title	Pageviews
CV Water Counts Water Counts Academy - CV Water Counts	1,088
Fun & Games with Splash - CV Water Counts	265
Home - CV Water Counts	197
Coachella Valley Water Conservation Water Rebate Map - CV Water Counts	174
Reduce Watering Times as Temperatures Cool - CV Water Counts	77
Splash's CV Water Counts Poster Contest - CV Water Counts	69
Two Dozen Vegetables to Plant by mid-October in Palm Springs and the Coachella Valley - CV Water Counts	43
Agency Spotlight: Coachella Water Authority - CV Water Counts	33
Take the Pledge to Conserve Water for Your New Year's Resolution - CV Water Counts	31
Latest Coachella Valley Water Conservation News - CV Water Counts	30

Users by Device Category



Pageviews



Pageviews by City

City	Pageviews
(not set)	662
Palm Desert	218
La Quinta	203
Indio	174
Palm Springs	100
Cathedral City	76
Desert Hot Springs	63
Ontario	60
Beaumont	50
Coachella	50

Users by Source / Medium

Source / Medium	Users
google / cpc	625
(direct) / (none)	287
google / organic	180
m.facebook.com / referral	82
l.facebook.com / referral	56
facebook.com / referral	18
classroom.google.com / referral	8
baidu / organic	7
t.co / referral	5
yahoo / organic	5

CV WATER COUNTS
2020 / 2019
INFORMATION

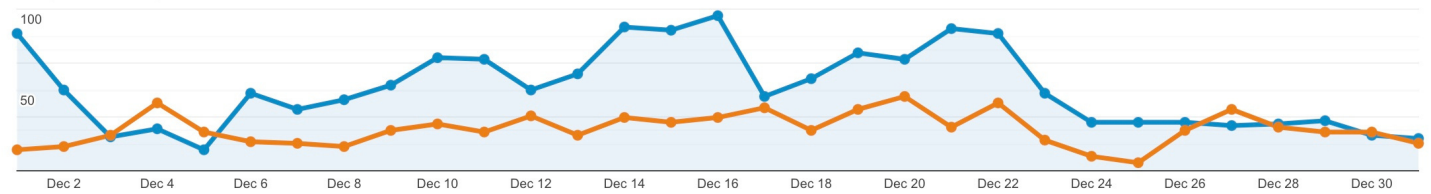
HUNTER JOHNSEN



Water

COUNTS

Dec 1, 2020 - Dec 31, 2020: ● Users
Dec 1, 2019 - Dec 31, 2019: ● Users



Users

88.32%
1,290 vs 685



New Users

97.44%
1,232 vs 624



Sessions

111.79%
1,815 vs 857



Number of Sessions per User

12.46%
1.41 vs 1.25



Pageviews

93.28%
2,416 vs 1,250



Pages / Session

-8.74%
1.33 vs 1.46



Avg. Session Duration

-11.77%
00:00:43 vs 00:00:49



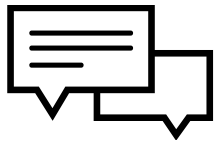
Bounce Rate

-0.98%
83.31% vs 84.13%



CV WATER COUNTS SOCIAL MEDIA

HUNTER JOHNSEN



FACEBOOK

- Total Reach: 40,699
- Post Engagements (likes, comments, shares): 608
- Follower count: -3

TOP POSTS

FACEBOOK



- Reach: 146
- Engagements: 7
- Post clicks: 0
- Link Clicks: 0

TWITTER

- Impressions: 2,626
- Profile Visits: 32
- Follower count: -1

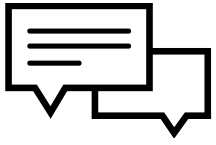
TWITTER



- Impressions: 283
- Retweets: 1
- Likes: 1

CV WATER COUNTS DIGITAL ADVERTISING

HUNTER JOHNSEN



FACEBOOK POST

- Impressions: 44,933
- Reach: 25,932
- Link Clicks: 228



DISPLAY ADS

- Impressions: 67,458
- Clicks: 782



CV WATER COUNTS

EMAIL

HUNTER JOHNSEN



Water
COUNTS

WATER WATCH SENT: DEC. 2

AUDIENCE

- Open Rate: 38.9%
- Clicks: 32
- Recipients: 349
- Bounced: 3
- Unsubscribed: 1

TOP LINKS

- 1) Overseed Post
- 2) Let's Talk Water Post
- 3) Wildflower Video

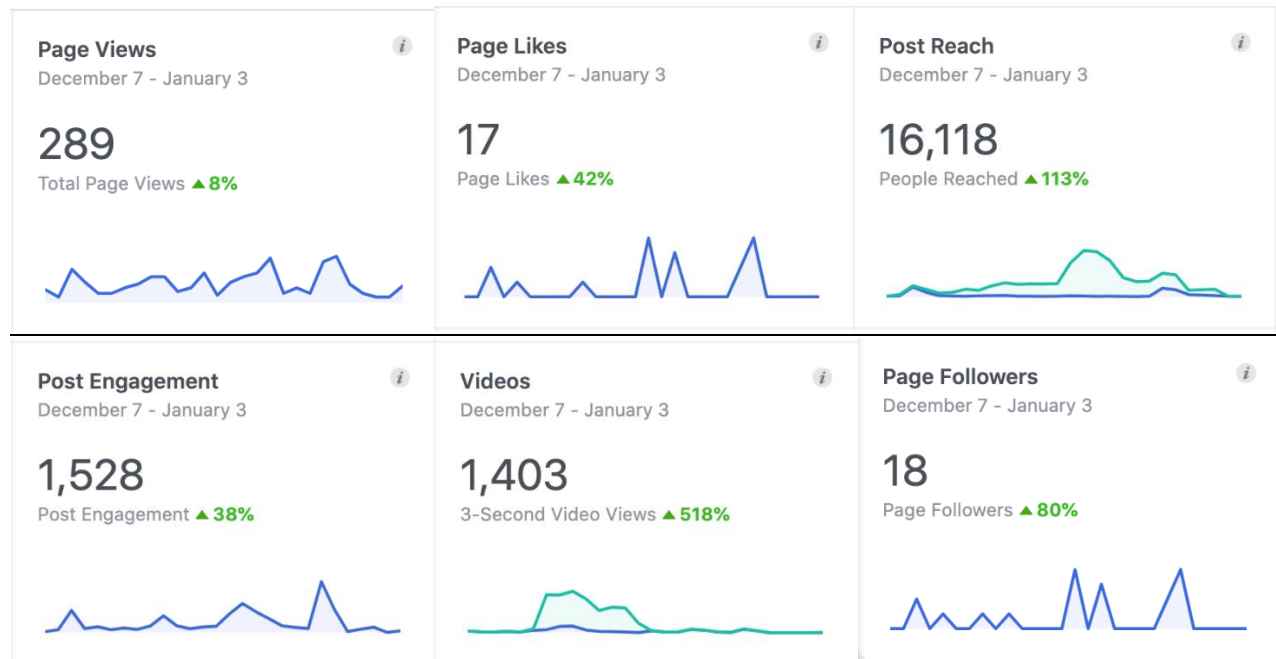


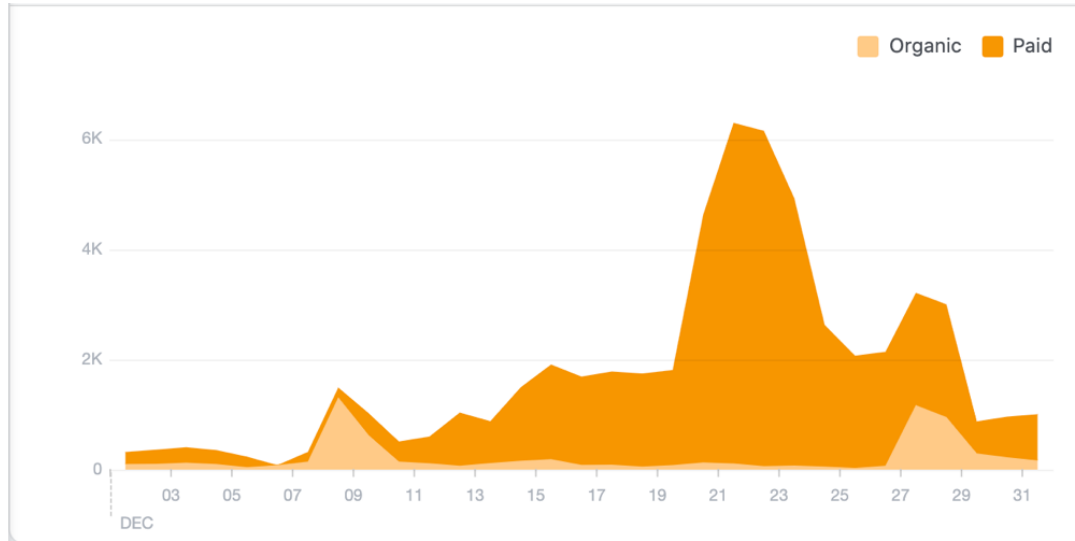
Mission Springs Water District Social Media Report December 2020

Last 28 days At A Glance

< Page Insights

Dec 7 - Jan 3 Last 28 days ▾




Overall Reach**Page Growth**

Highlighted Posts

High engagement from the “Value is our Mission Working for you” MSWD Team posts.

Mission Springs Water District
Published by Hootsuite [?] · December 8, 2020 at 9:15 AM · 🌐

Meet Rolando! He's out there every day testing to make sure the water delivered to your tap exceeds all State and Federal regulations. Thank you, Rolando! #essentialworker #ValueisourMission #gratitude



MSWD.ORG

1,333 People Reached **58** Engagements [Boost Post](#)

👍❤️ 23 3 Shares

Performance for Your Post**1,333** People Reached**35** Reactions, Comments & Shares ⓘ

28 Like	23 On Post	5 On Shares
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4 Love	2 On Post	2 On Shares
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0 Comments	0 On Post	0 On Shares
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3 Shares	3 On Post	0 On Shares
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23 Post Clicks


9 Photo Views	0 Link Clicks ⓘ	14 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Mission Springs Water District
Published by Hootsuite [?] · December 29, 2020 at 9:30 AM · 🌐

This year we've been so grateful to our staff (like Jesus), our leadership and most importantly our community. Thank you! Next year we're excited to be working for you again, as we have for more than 65 years. #gratitude #ValueisourMission #provideprotectpreserve



FOR MORE INFORMATION VISIT MSWD.ORG

1,578 People Reached **55** Engagements [Boost Post](#)

👍❤️ Nina Gomez Duarte, Connie Slade and 13 others

👍 Like 💬 Comment ➦ Share

Performance for Your Post**1,578** People Reached**17** Reactions, Comments & Shares ⓘ

15 Like	15 On Post	0 On Shares
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2 Love	2 On Post	0 On Shares
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0 Comments	0 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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38 Post Clicks




















































































































10 Photo Views	0 Link Clicks ⓘ	28 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

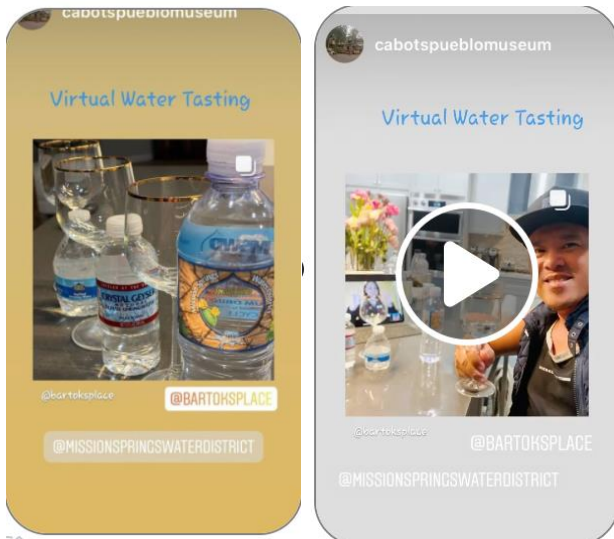
Reported stats may be delayed from what appears on posts

Overall Post Results

01/01/2021 10:00 AM	 #GoGreen in 2021! Start the year off with your own compost! It's			133		0 8		Boost Post
12/31/2020 8:30 AM	 MSWD will be closed today and tomorrow in observance of New			73		3 6		Boost Post
12/29/2020 9:56 AM	 Thank you to our customers who helped conserve water yesterday			122		4 20		Boost Post
12/29/2020 9:30 AM	 This year we've been so grateful to our staff (like Jesus), our leadership			1.6K		38 17		Boost Post
12/28/2020 5:23 PM	 #ServiceAlert: MSWD is currently experiencing a power failure and			525		128 45		Boost Post
12/27/2020 10:30 AM	 Small repairs can lead to big savings! Issues like a clogged sink			79		5 8		Boost Post
12/25/2020 10:56 AM				62		0 5		Boost Post
12/24/2020 8:58 AM	 We wish you all a very merry day celebrating with close family and			87		7 8		Boost Post
12/21/2020 8:45 AM	 A fun way to welcome the first day of Winter, and to remind everyone			157		2 7		Boost Post
12/20/2020 9:40 AM	 MSWD #ConservationTip 56 – Here's a smart holiday cooking tip;			1.5K		37 21		Boost Post
12/18/2020 10:40 AM	 As we prepare for holiday cooking, this may be the most important			117		2 9		Boost Post
12/16/2020 1:37 PM	 Thank you to the Desert Hot Springs Chamber of			169		13 12		Boost Post
12/16/2020 7:15 AM	 MSWD #ConservationTip #39 – You know that			67		0 4		Boost Post
12/14/2020 4:43 PM	 MSWD delivers staff donations of toys and			222		8 14		Boost Post
12/14/2020 3:15 PM	 MSWD #ConservationTip 31 – Use bath towels and			60		0 3		Boost Post
12/12/2020 9:10 AM	 After a year like this one, we hope you will join us			1.8K		67 40		Boost Post
12/10/2020 12:15 PM	 MSWD #ConservationTip 102 – Multitask while			112		0 6		Boost Post
12/09/2020 3:10 PM	 #ServiceAlert MSWD Crews are onsite at the			326		42 42		Boost Post
12/09/2020 11:09 AM	 MSWD is proud to partner with Supervisor V. Manuel			102		3 7		Boost Post
12/08/2020 9:15 AM	 Meet Rolando! He's out there every day testing to			1.3K		23 35		Boost Post
12/05/2020 10:15 AM	 MSWD #ConservationTip 9 – Make conserving			178		4 9		Boost Post
12/03/2020 9:40 AM	 #DYK: According to the National Christmas Tree			226		4 12		Boost Post
12/01/2020 9:45 AM	 Tip #12: Using a hose to wash your car in the			959		41 25		View Promotion

MSWD Mentions/Tags by other organizations:

- 12/2 Cabots Pueblo Museum (Story – reshared by MSWD on story)

**Number of Direct Messages:**

Number of Negative Comments posted this month to this month's posts: 0

Number of Positive Comments posted this month to this month's posts: 2

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

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

Considerations:


























- This month's posts have substantially fewer negative comments than last month's posts.
- 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.

MSWD Hootsuite Analytics – December 2020

Facebook


































	Mission Springs Water District Dec 31, 16:30		MSWD will be closed today and tomorrow in observance of New Years. Happy New Years!	Beatrice Eslamboly	0	7	10%	70	6	0	0
	Mission Springs Water District Dec 29, 17:56		Thank you to our customers who helped conserve water yesterday evening. MSWD operations are back to normal. Power and service has been restored to our affected areas. #ServiceAlert #ProvideProtectPreserve		0	16	13.11%	122	7	5	0
	Mission Springs Water District Dec 29, 17:30		This year we've been so grateful to our staff (like Jesus), our leadership and most importantly our community. Thank you! Next year we're excited to be working for you again, as we have for more than 65 years. #gratitude...	Beatrice Eslamboly	0	45	2.85%	1,578	15	0	0
	Mission Springs Water District Dec 29, 11:23		#ServiceAlert: MSWD is currently experiencing a power failure and working with Southern California Edison to correct the issue. We ask that homes east of West Drive, west of Verbena Drive, north of Mission Lakes Boulevard conserve water...		3	73	13.93%	524	3	12	0
	Mission Springs Water District Dec 27, 17:30		Small repairs can lead to big savings! Issues like a clogged sink can often be done without the need for a plumber. Not sure how to do it? Check out this video from...Dad, How do I? https://www.youtube.com/watch?v=V2s-RJdNk0k	Beatrice Eslamboly	0	8	10.13%	79	4	1	0
	Mission Springs Water District Dec 25, 18:56		(Post with no description)	Beatrice Eslamboly	0	5	8.06%	62	5	0	29
	Mission Springs Water District Dec 24, 16:58		We wish you all a very merry day celebrating with close family and friends. Our offices are closed today and tomorrow while our staff is off making merry too! #HappyHolidays	Beatrice Eslamboly	0	13	14.94%	87	8	0	26
	Mission Springs Water District Dec 22, 23:50		(Post with no description)		0	9	7.96%	113	6	0	0
	Mission Springs Water District Dec 21, 16:45		A fun way to welcome the first day of Winter, and to remind everyone to adjust outdoor irrigation times and cycles as plants need less water in cooler weather. And this guy should know... For more water ☐ and money ☐ saving...	Beatrice Eslamboly	0	9	5.73%	157	4	1	0
	Mission Springs Water District Dec 20, 17:40		MSWD #ConservationTip 56 - Here's a smart holiday cooking tip: use less water when steaming your vegetables, boiling pasta or cooking potatoes - as it helps retain the nutrients in the food AND helps you save money! For more water ☐...	Beatrice Eslamboly	2	42	2.71%	1,547	16	2	0
	Mission Springs Water District Dec 18, 18:40		As we prepare for holiday cooking, this may be the most important thing for you to know. NEVER pour Fats, Oils and Grease down the drain. Pour these items into an empty can for using again, and simply wipe down pots and pans with a...	Beatrice Eslamboly	0	9	7.69%	117	8	1	0
	Mission Springs Water District Dec 16, 21:37		Thank you to the Desert Hot Springs Chamber of Commerce for recognizing Mission Springs Water District with the #ThisDHS award. We are honored and humbled as we continue to provide safe, reliable drinking water and...		0	16	9.47%	169	12	0	0
	Mission Springs Water District Dec 16, 15:15		MSWD #ConservationTip #39 - You know that sound...you're in bed and hear a dripping faucet. While it's annoying, this tip says it's time to get up and do something about it! Little leaks can add up to big charges on your bill, so put...	Beatrice Eslamboly	0	4	5.97%	67	4	0	0

 Mission Springs Water District Dec 15, 00:43		MSWD delivers staff donations of toys and games to the district office of Supervisor V. Manuel Perez. The MSWD staff is proud to partner with Supervisor Perez to add to the Holiday Gift Wish List for the 19 foster children in #MHS an...	Beatrice Eslamboly	0	19	8.56%	222	9	2	87
 Mission Springs Water District Dec 14, 23:15		MSWD #ConservationTip 31 – Use bath towels and wear bathrobes and other clothing a few times before washing...less laundry = less water used! For more water ☐ and money ☐ saving conservation tips, visit https://mswd.org/conservation-tips	Beatrice Eslamboly	0	3	5%	60	3	0	0
 Mission Springs Water District Dec 12, 17:10		After a year like this one, we hope you will join us and #ShopLocal this holiday season. Let's help out our local small businesses, who are our friends and neighbors, too. List your favorite local business below, and one lucky winner ...	Beatrice Eslamboly	18	75	4.09%	1,833	18	1	1,214
 Mission Springs Water District Dec 10, 23:15		MSWD #ConservationTip 102 – Multitask while taking your pup on a walk! It's the perfect time to do a spot-check on your irrigation and make sure everything is working properly. For more water ☐ and money ☐ saving conservation tips...	Beatrice Eslamboly	0	6	5.36%	112	5	1	0
 Mission Springs Water District Dec 09, 23:10		#ServiceAlert MSWD Crews are onsite at the Park West Mobile Home Park on Pierson Blvd (located in between Desert Terrace Way & Little Morongo Rd). The water has been turned off. Our crews hope to have service back on with in the hour. As a reminder, when water is restored, it is possible...		0	53	16.26%	326	6	10	0
 Mission Springs Water District Dec 09, 19:09		MSWD is proud to partner with Supervisor V. Manuel Perez to add to the Holiday Gift Wish List for the 199 foster children in the 4th district. #mswdcares		0	8	7.84%	102	6	1	0
 Mission Springs Water District Dec 08, 17:15		Meet Rolando! He's out there every day testing to make sure the water delivered to your tap exceeds all State and Federal regulations. Thank you, Rolando! #essentialworker #ValueourMission #gratitude	Beatrice Eslamboly	0	43	3.23%	1,333	23	3	0
 Mission Springs Water District Dec 05, 18:15		MSWD #ConservationTip 9 – Make conserving water a family affair! Talk with your kids about water conservation and visit https://cwwatercounts.com and/or mswd.org/kids ...for fun games, tips and more! For more water ☐ and money ...	Beatrice Eslamboly	0	10	5.62%	178	8	1	0
 Mission Springs Water District Dec 03, 17:40		#DIYK: According to the National Christmas Tree Association, one quart of water (think 32oz Big Gulp) is required for EACH INCH of a Christmas tree's trunk diameter. Wow! We suggest getting your tree closer to the holidays, or... maybe...	Beatrice Eslamboly	0	13	5.75%	226	5	4	89
 Mission Springs Water District Dec 01, 17:45		Tip #12: Using a hose to wash your car in the driveway may seem thrifty, but it's a terrible waste of water. The average household uses 80 to 140 gallons of water to wash their car at home, whereas commercial car wash only uses about 30 L...		2	51	5.32%	958	15	3	0

Instagram

DATE ▼	POST	COMMENTS	ENGAGEMENT	ENGAGEMENT RATE	LIKES	SAVES	
Missionspringswaterdistrict Dec 31, 16:30		MSWD will be closed today and tomorrow in observance of New Years. Happy New Years!	0	6	40%	6	0
Missionspringswaterdistrict Dec 25, 19:01		(No description)	0	4	22.22%	4	0
Missionspringswaterdistrict Dec 24, 17:04		We wish you all a very merry day celebrating with close family and friends. Our offices are closed today and tomorrow while our staff is off making merry too! #HappyHolidays	0	6	40%	6	0
Missionspringswaterdistrict Dec 21, 16:45		A fun way to welcome the first day of Winter, and to remind everyone to adjust outdoor irrigation times and cycles as plants need less water in cooler weather. And this guy should know...! For more water ☑ and money ☑ saving...	0	3	13.64%	3	0
Missionspringswaterdistrict Dec 20, 17:40		MSWD #ConservationTip 56 – Here's a smart holiday cooking tip; use less water when steaming your vegetables, boiling pasta or cooking potatoes - as it helps retain the nutrients in the food AND helps you save money! For more water ☑	0	5	26.32%	5	0
Missionspringswaterdistrict Dec 18, 18:40		As we prepare for holiday cooking, this may be the most important thing for you to know. NEVER pour Fats, Oils and Grease down the drain. Pour these items into an empty can for using again, and simply wipe down pots and pans with a...	0	4	21.05%	4	0
Missionspringswaterdistrict Dec 16, 15:15		MSWD #ConservationTip #39 – You know that sound... you're in bed and hear a dripping faucet. While it's annoying, this tip says it's time to get up and do something about it! Little leaks can add up to big charges on your bill, so put...	0	4	17.39%	4	0
Missionspringswaterdistrict Dec 15, 00:43		MSWD delivers staff donations of toys and games to the district office of Supervisor V Manuel Perez. The MSWD staff is proud to partner with Supervisor Perez to add to the Holiday Gift Wish List for the 19 foster children in #DHS an...	0	4	33.33%	4	0
Missionspringswaterdistrict Dec 14, 23:15		MSWD #ConservationTip 31 – Use bath towels and wear bathrobes and other clothing a few times before washing... less laundry = less water used! For more water ☑ and money ☑ saving conservation tips, visit https://mswd.org/conser...	0	2	14.29%	2	0
Missionspringswaterdistrict Dec 12, 17:15		After a year like this one, we hope you will join us and #ShopLocal this holiday season. Let's help out our local small businesses, who are our friends and neighbors, too. List your favorite local business below, and one lucky winner ...	1	2	18.18%	1	0
Missionspringswaterdistrict Dec 10, 20:15		MSWD #ConservationTip 102 – Multitask while taking your pup on a walk! It's the perfect time to do a spot-check on your irrigation and make sure everything is working properly. For more water ☑ and money ☑ saving conservation tips...	0	4	23.53%	4	0
Missionspringswaterdistrict Dec 08, 17:15		Meet Roland of He's out there every day testing to make sure the water delivered to your tap exceeds all State and Federal regulations. Thank you, Roland! #essentialworker #ValueOurMission #gratitude	0	7	25.93%	7	0
Missionspringswaterdistrict Dec 05, 18:15		MSWD #ConservationTip 9 – Make conserving water a family affair! Talk with your kids about water conservation and visit https://cvwatercounts.com and/or mswd.org/kids... for fun games, tips and more! For more water ☑ and money ...	0	2	10%	2	0
Missionspringswaterdistrict Dec 03, 17:45		#DIYK: According to the National Christmas Tree Association, one quart of water (think 32oz Big Gulp) is required for EACH INCH of a Christmas tree's trunk diameter. Wow! We suggest getting your tree closer to the holidays, or... maybe...	0	4	20%	4	0

Twitter

	@MSWaterDistrict Dec 31, 16:30		MSWD will be closed today and tomorrow in observance of New Years. Happy New Years! https://twitter.com/MSWaterDistrict/status/1344682356410560512/photo/1	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 29, 17:57		MSWD operations back to normal - Thank you for conserving! https://nextdoor.com/city/post/172128566 via @Nextdoor		0	0	0
	@MSWaterDistrict Dec 29, 17:30		This year we've been so grateful to our staff (like Jesus), our leadership and most importantly our community. Thank you! Next year we're excited to be working for you again, as we have for more than 65 years. #gratitude...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 29, 01:38		#ServiceAlert: Homes East of West Drive, West of Verbena & North of Mission Lakes Boulevard are asked to conserve water! https://nextdoor.com/city/post/172081214 via @Nextdoor		0	0	0
	@MSWaterDistrict Dec 27, 18:30		Small repairs can lead to big savings! Issues like a clogged sink can often be done without the need for a plumber. Not sure how to do it? Check out this video from...Dad, How do I? https://www.youtube.com/watch?v=V2s-RJdMk0k	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 25, 19:00		https://twitter.com/MSWaterDistrict/status/1342545711880167425/video/1	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 24, 17:02		We wish you all a very merry day celebrating with close family and friends. Our offices are closed today and tomorrow while our staff is off making merry too! #HappyHolidays https://twitter.com/MSWaterDistrict/status/1342153621622...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 21, 16:45		A fun way to welcome the first day of Winter, and to remind everyone to adjust outdoor irrigation times and cycles as plants need less water in cooler weather. For more water 💧 and money 💰 saving conservation tips, visit https://mswd.org...	Beatrice Eslambody	0	0	1
	@MSWaterDistrict Dec 20, 17:40		MSWD #ConservationTip 16 - Holiday cooking tip: use less water when steaming vegetables, boiling pasta or cooking potatoes - it retains the nutrients in the food AND helps you save money! For more water 💧 and money 💰 saving...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 18, 18:40		As we prepare for holiday cooking, NEVER pour Fats, Oils and Grease down the drain. Pour these items into an empty can for using again, and simply wipe down pots and pans with a paper towel. Help keep your sewer systems in perfect...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 16, 15:15		MSWD #ConservationTip #139 - You know that sound... you're in bed and hear a dripping faucet. Little leaks can add up to big charges on your bill, so put this at the top of the honey-do list! For more water 💧 and money 💰 saving...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 15, 00:44		MSWD delivers staff donations of toys and games to the district office of Supervisor V. Manuel Perez. The MSWD staff is proud to partner with Supervisor Perez to add to the Holiday Gift Wish List for the 19 foster children in RDHS an...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 14, 23:15		MSWD #ConservationTip 31 - Use bath towels and wear bathrobes and other clothing a few times before washing... Less laundry = less water used! For more water 💧 and money 💰 saving conservation tips, visit http://mswd.org/conserv...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 12, 17:15		Join us and #ShopLocal this holiday season. Let's help out our local small businesses, who are our friends and neighbors, too. List your favorite local business below, and one lucky winner will be chosen randomly for some snaz...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 09, 20:15		MSWD #ConservationTip 102 - Multitask while taking your pup on a walk! It's the perfect time to do a spot-check on your irrigation and make sure everything is working properly. For more water 💧 and money 💰 saving conservation tips...	Beatrice Eslambody	0	0	0
	@MSWaterDistrict Dec 08, 17:15		Meet Roland! He's out there every day testing to make sure the water delivered to your tap exceeds all State and Federal regulations. Thank you, Roland! #essentialworker #ValentinesMason #gratitude https://twitter.com/...	Beatrice Eslambody	1	0	0
	@MSWaterDistrict Dec 09, 18:15		MSWD #ConservationTip 9 - Talk with your kids about water conservation and visit https://cvwater.courts.com and/or http://mswd.org/kids... for fun games, tips and more! For more water 💧 and money 💰 saving conservation tips, visit...	Beatrice Eslambody	1	0	0
	@MSWaterDistrict Dec 03, 17:45		#DIY: According to the National Christmas Tree Association, one quart of water is required for EACH INCH of a Christmas tree's trunk diameter. Wow! We suggest getting your tree closer to the holidays, or... maybe it's time to get an artificial...	Beatrice Eslambody	1	0	0