



General Manager's Report November 2021

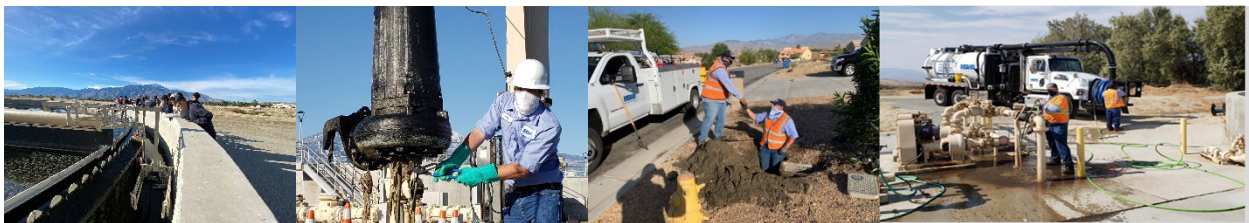




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ADMINISTRATION

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:

Current Work Priorities

Finance retained one temporary employee to help with the transition through the current reorganization.

Staff continued to help the front office with customer support as follows:

- Demand notices for assessment districts and financial assistance loans.
- Sewer account corrections for accounts that were not sent to the county for collection in prior years or those that have been connected for a while and just informing the District.

Finance continues to work with Engineering and Construction and Maintenance on reimbursable jobs. Several were requested by Engineering for new construction on District boundaries. Several were also requested by Construction and Maintenance for damaged property caused by others (i.e. broken meter, broken angle stop, etc.). Additionally, several new financial assistance loans were processed.

Finance continues to work with the new managers to ensure they get what they need to work through the finance system.

The Finance Department continues to work with Laserfiche, Gough Systems, and Strategy 7 to update and improve the finance software. Several issues need to be corrected with the current system to avoid errors and report issues.

Finance and Purchasing are making the Engineering move to the Annex a priority. Office desks were ordered to begin the move and free up office space at the main building.

Finance continues to work with TKE Engineering and financing agencies to secure funding for the new Regional Water Reclamation Facility and emergency response center.

Finance continues to work with customer service, engineering, and administration on the lawsuits involving MSWD.

Audit

Finance continues the electronic preparation of audit workpapers for the fiscal year ending June 30, 2021.

Budget

Budget transfers in October amounted to \$3,400.00

The budget for the Regional Water Reclamation Facility was augmented after the Board approved an additional \$23,000,000.

Payroll

The following procedures were completed in the current month:

- Accounting Tech completed the quarterly state tax return and was submitted online with no issues.
- Accounting Tech completed the quarterly federal tax return and was sent via registered mail with no issues.
- Accounting Tech completed and submitted the quarterly worker's compensation report to JPIA and paid the current charges of \$16,329.36 showing a reduction in the cost of approximately \$15,000 from the previous quarter due to a decrease in the modification factor.

Cash

The District submitted several grant invoices for over \$700,000 through September 30, 2021.

The District was reimbursed \$398,922 in October by Southern California Edison for various account refunds encompassing several years.

The District sold five obsolete vehicles in September for \$72,000.

An attempted forged check was intercepted and denied by Wells Fargo Bank on behalf of the District in the amount of \$20,000.

Total cash receipts for the month October amounted to \$1,820,699. Receipts consisted primarily of customer bill payments.

Receipt of \$333,077.24 was received by Riverside County in normal collections through the property tax system.

Cash Disbursements for the month of October amounted to \$1,138,007.09, with the largest payments going to:

- Payroll - \$371,770.58
- Rockwell Engineering and Equipment Company - \$143,281.80
- ACWA/Joint Powers Insurance Authority - \$113,097.00
- Southern California Edison - \$169,522.61

Revenues and Expenses

Total operating income and expenses through September 30 amounted to:

- Operating revenue \$6,964,927
- Operating expense \$4,783,541
- Non-operating income \$717,095
- Non-operating expense \$340,547
- Net Income \$2,557,934

Other Items

Annual filings of California State Franchise Tax Form 199N and CalPERS State Social Security Administration Information were timely filed.

Updated the requisition program for the current reorganization, moving customer service back to Finance and Operations under the AGM to approve invoiced and credit card expenses.

Finance and Accounting Staff attended the Annual CalPERS Conference virtually over two days in October.

The Director of Finance and Accounting submitted customer details to the California Water Board related to the California Water and Wastewater Arrearage Payment Program requesting relief for past due customers.

Accounting Technician continued the cleanup of all vendors contact information and requested current updated data for accurate record keeping.

Finance continues to identify and close completed jobs monthly. Reimbursable jobs are invoiced as completed paperwork details are submitted.

Finance and accounting enjoyed participating in:

- The October 5th all hands meeting for water professional's week.
- 1st annual BBQ championship (great morale booster!!)

Finance and accounting gladly reviewed the updated hazard mitigation plan that will allow the District to pursue larger grants offered by the FEMA and other federal agencies.

Customer Service Department

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 Staff are assisting in creative ways, if needed, if the customer does not have internet access. Appointments are available to customers that can't meet their needs online or over the phone.

- 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 Desert Hot Springs, or Walmart, and must have their bills present
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance
- Paypal option through Paymentus

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 began 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.

On June 11, 2021, Governor Newsom issued Executive Order N-08-21 which states that Executive Order N-42-20 shall remain in place and shall have full force and effect through

September 30, 2021, upon which time it will expire. Staff will continue to contact and work with customers to bring their accounts into good standing to avoid disconnections by setting payment plans, and utilizing the CARE program, United lift, or Help2others for bill assistance prior to starting disconnections potentially January 2022.

Customer Bill Assistance Programs

The United Way Customer Bill Assistance Program continues to be utilized by those customers who have been impacted the most by the COVID-19 pandemic, assisting 56 customers the first quarter of this fiscal year (July 1 – September 30, 2021).

United Lift has assisted customers by paying \$9,975.55 on customer accounts the first quarter of this fiscal year.

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

As a result of these programs, customer assistance has totaled \$15,578 since July 1, 2021.

Customer Portal Update

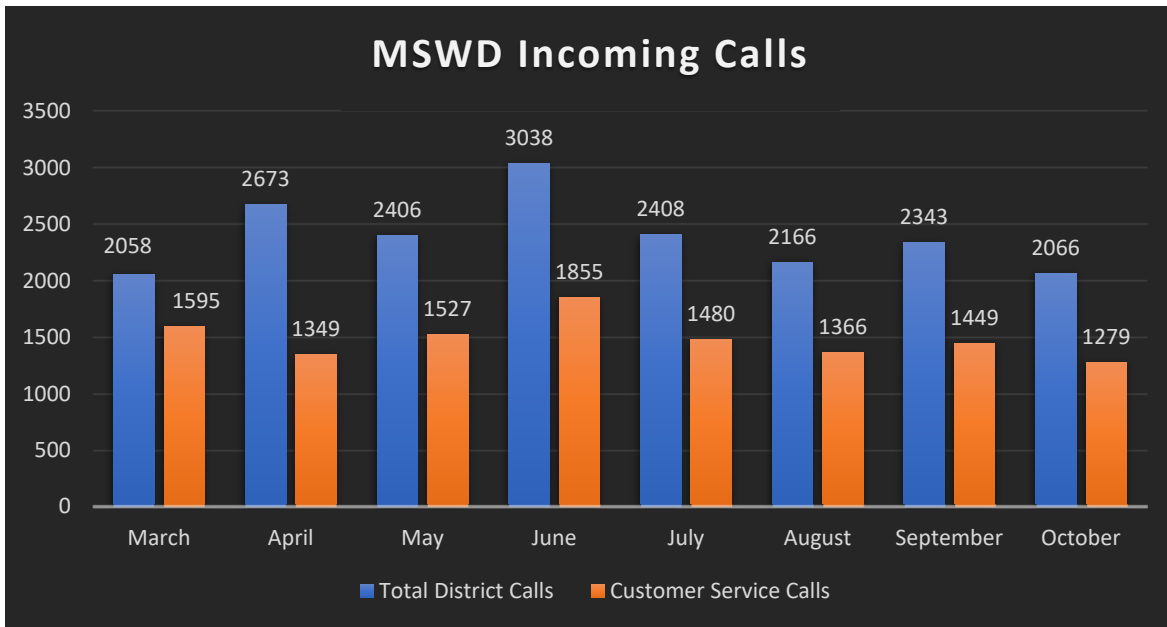
Vertex One/WaterSmart integration continues and is on track for a December 2021 launch. At this point, the integration team is working on quality control by communicating with other vendors for API connection files. Once PayNearMe is integrated in the next 60-90 days, the portal will launch to the public.

Staff is being proactive prior to the portal launch by tracking customers with high use alerts in Neptune 360. In the last two months, Staff has been able to help 83 customers identify and stop leaks.

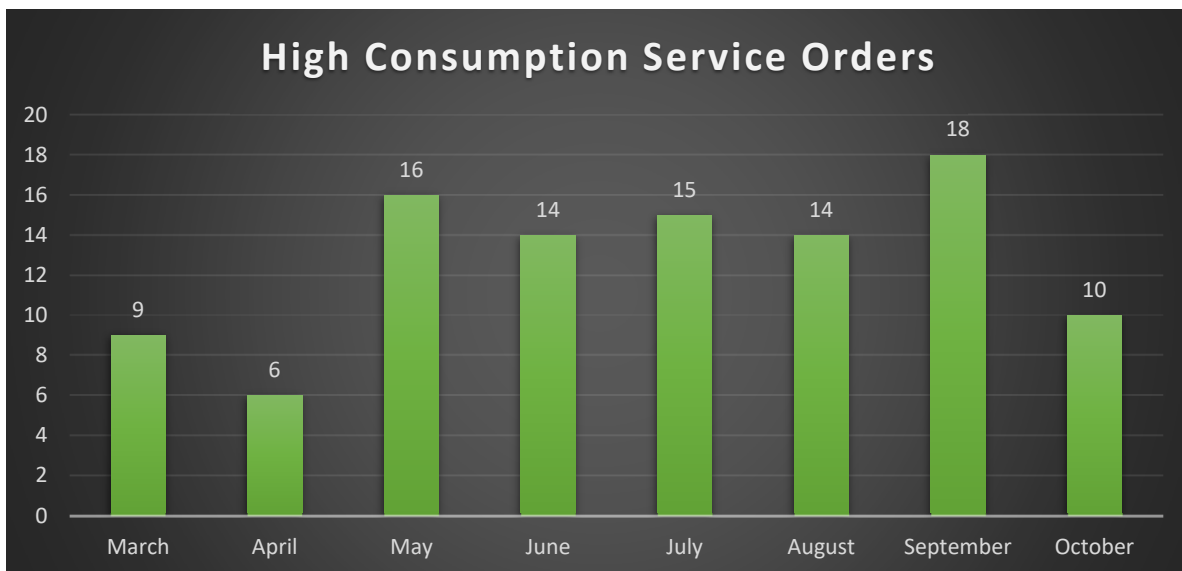


Calls into the Customer Service Department

Customer service calls are decreasing and are much lower than the monthly highs in July and August 2020. Most calls are related to demand/lien requests and new property start/stop service. The chart below represents MSWD incoming calls and those received by the Customer Service staff.



Similarly, high consumption service calls are decreasing from the highs at the end of 2020. These service calls typically include reviewing the customers consumption history, usage alerts, and/or limited site investigations.



Purchasing Department

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

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

Staff is continuing with the Supply Chain Fundamentals course through California State University Dominguez Hills.

Staff is working with Brian Macy regarding furnishing the Annex Building. All items have been ordered and will be installed on November 3rd. The items include new desks and partitions for seven workstations for the Engineering Department.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

Construction is still on-hold due to revisions to the well pumping and electrical equipment. The contractor, Layne Christensen Company, has been unable to provide submittals for these two key pieces of equipment to MSWD for approval. Of note, the contractor is being delayed by the manufacturers who prepare the equipment submittals.

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



Desert Willows Community Water Line Replacement

The contractor, Van Dyke Corporation, has completed construction and Staff is working toward project closeout. The Notice of Completion will be presented for acceptance at the December Board of Directors meeting.

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

Staff and consultant, TKE Engineering, continued coordination with one property owner regarding a required pipeline/utility easement. MSWD provided the proposed sewer easement to the property owner for approval. Staff expects approval of the revised alignment in the coming weeks and proceeding with appraisal, formal easement documents, and acquisition. Staff placed the final design on hold until the easement is finalized as it will impact the final design.

Water System and Wastewater System Comprehensive Master Plan Update

The consultant, Michael Baker International, continued preparing the updated model for the water and sewer system. Staff met with the consultant to conduct field calibration testing on the water system. The field information will be used to calibrate the model.

Horton Odor Control Project

Staff in conjunction with construction manager consultant, Michael Baker International, are reviewing the latest material submittals and analyzing the timing in the procurement process, aiming on decision about the construction contract extension.

On-Call General Engineering Services RFP

Staff continues to use the on-call inspections and plan check contracts. Murow Development Consultants and Heitec are executing construction inspection and plan check services.

Backup Generators for Well Sites 27-32 and 37 Projects

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

Horton Effluent Filtration System

Staff has completed plan check of the 90% design and returned comments to the design consultant, TKE Engineering. The design consultant is working on the 100% design submittal.

Horton Chopper Pumps Project

The bid opening was completed on October 21 at 2:00 PM. Only one bid was received for the project. Staff is currently reviewing the bid proposal.

Well 22 Rehabilitation

The consultant, TKE Engineering, is preparing the 90% design, specifications, and engineers estimate. Staff expects the 90% design to be submitted in early November for plan check.

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

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

Regional Water Reclamation Facility

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

Operations & Maintenance

Construction & Maintenance

Construction & Maintenance Staff (C&M) completed approximately 319 water line location requests in October. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations. C&M also replaced 10 water services, repaired 19 service line leaks, and 7 main line leaks in October. Approximately 177,170 gallons of water loss was recorded due to water leaks in October.

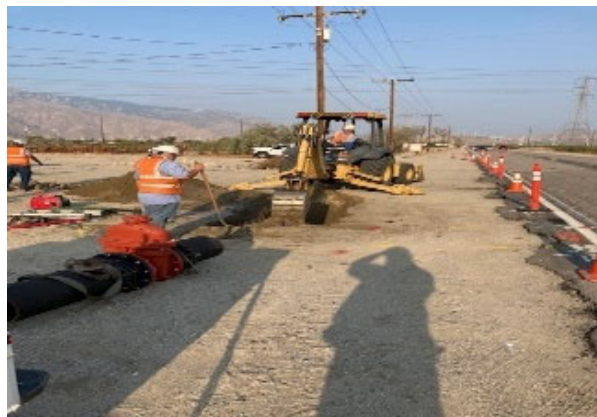


Staff continues to implement the maintenance programs, which consist of ground valves, blow-offs, Cla-Val automatic control valves, and fire hydrants. There were 133 ground valves exercised, 42 fire hydrants flushed, and 16 Cla-Val valves inspected in October.



A total of 37 work orders were processed in October using the CMMS module.

Staff installed 30 new water services this month.



Staff conducted various fire flow tests throughout the District as part of the Water Master Plan Update project.



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

Fleet and Facility Maintenance

All District buildings continue to be cleaned and disinfected 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. Operations staff along with IT determined existing cabling that is strung between the Administration Building and the Engineering Modular/Garage were no longer in operation and have begun sagging due to lack of support. Staff worked together and removed cables that are not needed and secured the remaining cables. Staff helped running wires and mounting of exterior cameras at the Administration Building.

Standby Generator Monthly Maintenance continues at the District. Staff found no issues during the monthly testing of standby generators. This testing ensures the generators are ready when needed.

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

- Units 289, 410, and 421 received routine maintenance
- AC on the Case skip loader was repaired
- Battery was replaced in Unit 362
- Hydraulic leak was repaired on Unit 117

Collections

No Sanitary Sewer Overflows occurred in the collection system. No problems occurred at the Dos Palmas Lift Station. The operators continued to visit the site each day to check proper pump operation, ensure the SCADA system is working properly, and check site security.

The collections staff completed 315 USA line location tickets.

Approximately 9.98 miles of sewer mainline was cleaned in the Dos Palmas service area. This included 220 segments of 8" VCP sewer pipe. The community of Eagle Point, Pierson Blvd., the 8th Street easement from Little Morongo to Cholla, and West Drive were cleaned, as the collection crew worked towards the northeast portion of the sewer system.



Staff continues to help at the WWTP as needed.

Wastewater

Staff spent a combined 657-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest plants. Also, during this timeframe staff spent 234-man hours operating the sludge belt filter press, including filling and removing 15 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				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.	2.081568	2.223453	0.046706	0.051660
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix C.

Staff collected 31 samples and spent 51-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District's discharge requirement.

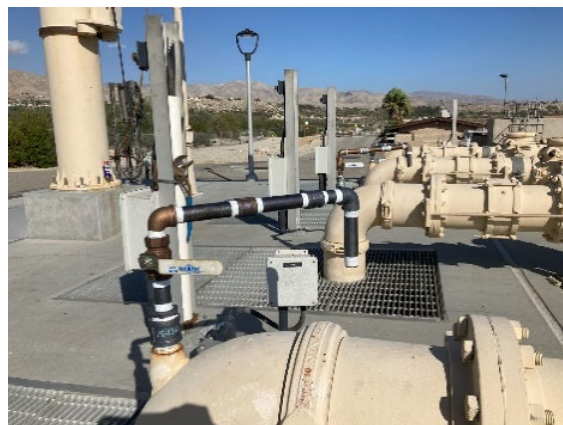
There were two customer calls during normal work hours and four after-hour calls. All the after-hour calls were related to power outages.

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

Ponds 4, 5, 6, 7, and 8 were all cleaned this month. Pond 4 was cleaned twice.

Several of the systems that received maintenance or replacement during the month were:

- Staff changed out two valves for the wasting and return lines. Both of these valves are used daily, and Staff has been forced to use cheaper pipes to open or close them due to wear and tear. Staff replaced the return valve for Clarifier 3 and the wasting valve for Clarifiers 1 and 2.
- Staff changed out the sampling taps on the influent pumps to make it easier to collect samples.



- Staff has started a “Wastewater Training” program within the department. These training sessions are intended to get all of the operators on the same page, so that Staff is operating equipment more proficiently and have more accurate data from sampling. This month’s training included:



- D.O.s and clarities
 - Polymer flushing/polymer house changeout
 - Belt press minimum start up expectations
 - Draining Clarifier 1 and 2 in case of emergency or mechanical failure
- Staff had a job walk for the Chopper Pump project. Staff is evaluating the bids received and the next steps are forthcoming.

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

New Sanitary Service Connections to Collection System

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	8	7	9	51	2
Aug.	20	4	1	8	53	2
Sep.	20	5	2	12	8	11
Oct.	36	9	4	8	12	4
Nov.		50	10	9	7	7
Dec.		9	3	3	64	1
Jan.		21	7	1	16	8
Feb.		23	5	1	42	0
Mar.		48	1	0	23	5
Apr.		18	3	3	15	30
May		17	11	3	20	45
June		21	7	3	6	70
Annual Total	94	233	61	60	317	185

Additional sanitary service connection information is provided in Appendix C.

Water Production

Staff collected 56 routine samples, seven general physical samples, and uranium samples at Well 26A for analysis in October. Staff works closely with the lab when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for September will be sent out to the State Water Regional Control Board on November 8, 2021.



Staff delivers chlorine to all the well sites typically on Thursday of each week. Staff continues to monitor chlorine levels and make sure that all the wells have a sufficient level of chlorine.

Staff has been working at sites to address well production meters and has gathered the required information to start replacing meters.



Staff continues to monitor the production equipment to ensure equipment is operating properly to avoid possibilities of equipment failure whether it is electrical or pressure in the hydro tanks.

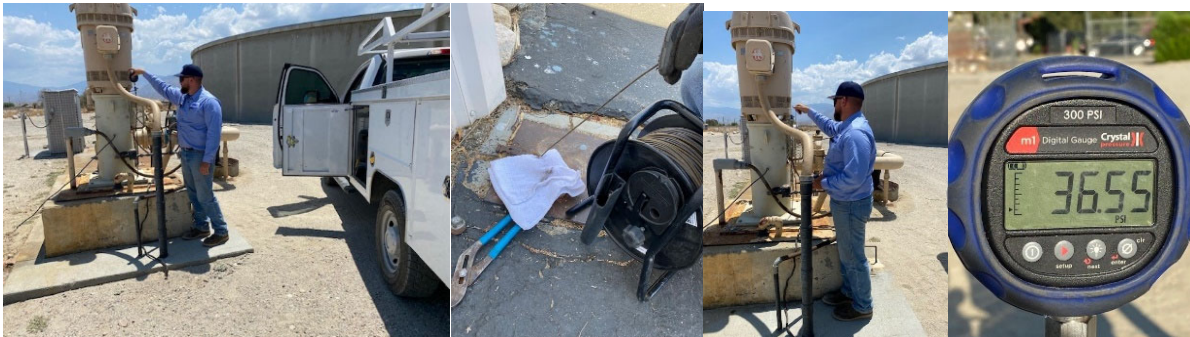


During daily pump run and site checks, Staff monitors the system, and addresses site vandalism and water theft on a regular basis. Staff continues to do a great job reporting and making repairs as needed.



Staff continues to conduct chlorine pump maintenance and inspections at all well sites. Staff continues to monitor the pumps and makes any necessary adjustments as needed.

Staff continues to sound well groundwater levels for 13 production wells and nine monitoring wells. Staff usually strives to get soundings done early in the month to be able to identify any abnormalities.



Staff continues to oversee all the Production Department sites and make any necessary changes as needed. Staff continues to climb reservoirs and conduct as needed overflow maintenance monthly.

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

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



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

Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The September performance report showed that the system produced 189,944 kilowatt hours, which is within 90% of expected energy output.

Well 24 Electrical Panel Rehabilitation Project

This project is currently under construction and is anticipated to be completed in December 2021. Currently, the electrical panel and motor control center is being constructed by the contractor offsite. Also, District staff is working with SCE on new power requirements they requested to be done at Well 24.

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

New Water Services added Monthly

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	7	4	5	7	2
August	19	6	10	5	3	2
September	23	18	2	14	4	13
October	33	13	3	21	8	3
November		10	16	4	0	7
December		2	17	3	3	2
January		15	6	3	20	1
February		13	8	5	11	1
March		16	2	3	6	5
April		11	1	3	7	11
May		15	12	5	11	9
June		24	11	2	8	2
Annual Total	93	150	92	73	88	58
Avg./ Mo.	7.75	12.50	7.67	6.08	7.33	4.83

The total water connections in the District's system are currently 13,179.



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

Monthly Water Production

	FY 2021/22	Variance from prior year		FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18
	AF	AF	%	AF	AF	AF	AF
July	796.67	-61.10	-7.1%	857.77	853.23	857.20	835.87
August	840.02	-45.29	-5.1%	885.31	795.18	806.47	829.93
September	738.75	-46.05	-5.9%	784.80	757.08	689.47	712.40
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86
November		0.00	0.0%	690.13	619.87	631.75	642.41
December		0.00	0.0%	588.32	537.23	502.16	584.24
January		0.00	0.0%	537.96	553.20	570.20	599.52
February		0.00	0.0%	495.61	520.85	415.49	512.79
March		0.00	0.0%	625.80	557.73	490.92	536.09
April		0.00	0.0%	649.34	573.02	635.08	644.06
May		0.00	0.0%	723.62	698.99	598.36	697.15
June		0.00	0.0%	761.63	806.02	710.39	688.74
TOTAL	3040.62	-243.10	-7.4%	8356.13	7981.79	7617.30	8017.06



Water Resources

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

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

- The CVRWWMG did not have its monthly meeting in October due to inactivity.
- The CVRWWMG continues to coordinate with other Colorado River Funding Area regions (San Gorgonio Pass and Mojave) on the cost share for the upcoming Proposition 1 Round 2 IRWM Implementation and Drought Relief grant funding.
- The CVRWWMG is continuing to evaluate options to prepare a water conservation technical study. Additional details will be provided in the coming months as they become available.

Mission Creek Subbasin SGMA and 2022 Alternative Plan Update

- The Public Draft Alternative Plan Update was released on October 18th.
- Public Workshop No. 4 was completed on October 27th, presenting the Public Draft Alternative Plan Update.
- The public comment period closes November 18th, at which time the consultants (Wood and Kennedy Jenks) will respond to comments.
- Staff will bring the Final Alternative Plan Update for Board approval in December.
- CVWD is contracting with the USGS to conduct a land subsidence study and analysis for the Mission Creek Subbasin. CVWD, DWA, and MSWD have finalized a cost share agreement to share the total cost of the study (1/3 each) and expect to execute the agreement in November.

San Gorgonio Pass Subbasin SGMA and 2022 Groundwater Sustainability Plan

- The Public Draft Groundwater Sustainability Plan was released on October 1st.
- The public comment period closes on November 29th, at which time the consultant (Provost & Prichard) will respond to comments.
- Staff will bring the Final Groundwater Sustainability Plan to the Board for approval in January.

Indio Subbasin 2022 Alternative Plan Update

- Staff attended the public workshop to review the Public Draft Alternative Plan Update on October 20th.
- The public comment period closed on October 29th.

Salt and Nutrient Management Plan (SNMP)

- The Regional Board approved the Development Workplan in October.

- The agencies met in October to begin data collection for SNMP monitoring and to initiate the SNMP update process.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Events

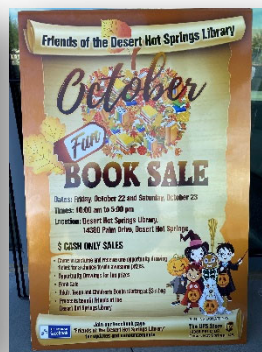
Desert Hot Springs State of the City, Business Awards, and Exposition

On Thursday, October 21, 2021, community and business leaders from across the Coachella Valley gathered to hear a review of the city's economic activity during the past year, as well as future development updates from Desert Hot Springs' Mayor Scott Matas. As a proud sponsor, members of the MSWD Board of Directors and key staff attended the close to sold-out event.



Friends of the Desert Hot Springs Library Fall Book Sale

MSWD is a proud supporter of the Friends of the Library, an organization dedicated to providing resources to the new state-of-the-art Desert Hot Springs library that recently opened. The Friends of the Desert Hot Spring Library Fall Book Sale was held on Friday, October 22, 2021 and Saturday, October 23, 2021. A copy of the certificate of appreciation that was sent to the District as a thank you is included in Appendix D. Photos from the event, including one of volunteers holding their MSWD water bottles, are below.



Upcoming Events

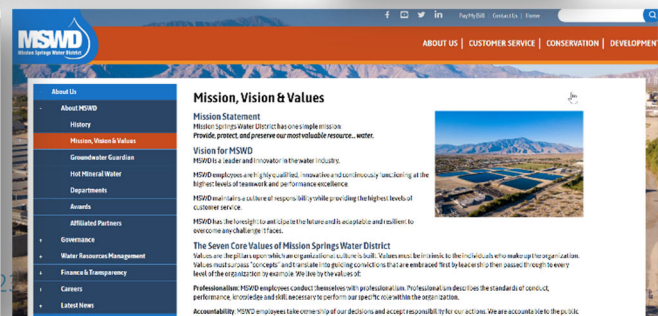
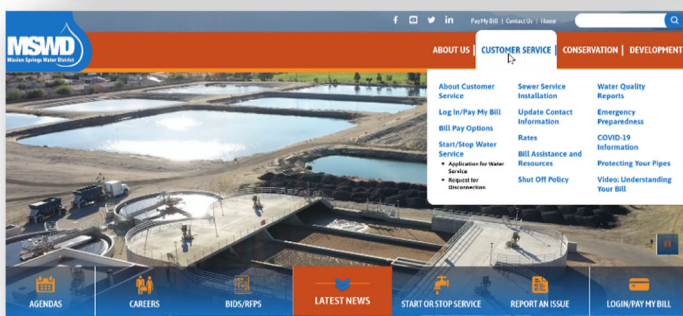
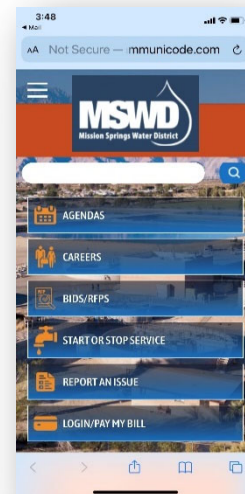
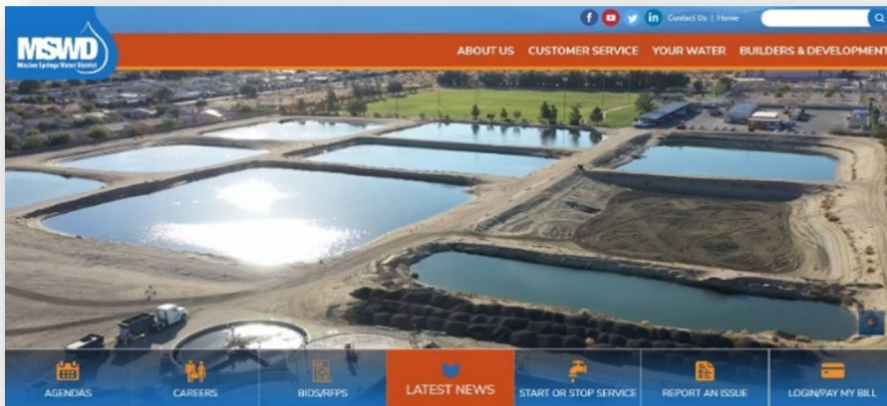
- DVBA Public Works Luncheon featuring Salton Sea Action Committee, Wednesday, November 10, 2021 at 11:30 a.m.
- BIA Riverside County Chapter “Building for the Future” Installation Gala, Friday, November 19, 2021 at 4:30 p.m.
- ACWA Fall Conference, November 30 – December 2, 2021, Pasadena, CA.
- DHS Women’s Club Black & White Charity Dinner Saturday, December 4, 2021 at 5:30 p.m., Miracle Springs Resort & Spa
- Desert Hot Springs Parade of Lights, Saturday December 11, 2021, Desert Hot Springs.

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

Communications & Outreach

Website Launch

The new MSWD website will launch following the Board of Directors Study Session on Wednesday, November 10, 2021. The new user-friendly site has undergone a complete redesign and is now a “one-stop shop” for customers and regional partners alike. Key features of the site include enhanced navigation and mobile friendly design.



Calendar Drawing Contest

MSWD launched a children's drawing contest in October 2021, soliciting artwork from local students that illustrate water conservation and groundwater protection. K-12 students throughout the district have been encouraged to participate. The Public Affairs team is promoting the contest through our local schools, social media, and in our Fall customer newsletter. Twelve winners will receive an Amazon gift card and have their artwork showcased in the District's 2022 calendar. The deadline for submission is November 15, 2021. A copy of the entry form is included in Appendix D, additional information is available on the District's website at www.mswd.org/drawingcontest.



Regional Water Reclamation Plant Billboard

As part of our on-going efforts to communicate important activities and initiatives of the District, MSWD has secured billboard space near the intersection of Dillon Road and Palm Drive. The new billboard prominently displays a rendering of the new Regional Water Reclamation Plant currently under development.



MSWD Video Series

MSWD's Public Affairs team is working with one of our local marketing/communications firms to develop a series of informational videos that will be showcased on our website and shared on social media during the next year. Topics include a range of water-related interests, including conservation, groundwater protection, and MSWD history, to name a few. These videos will feature comments from staff and/or one or two members of the Board. The Public Affairs team will be reaching out directly to each Board member to schedule individual videotaping sessions during the month of November 2021. Following are links to the first three videos produced:

Understanding your bill: <https://youtu.be/f7odWbh7I8I>

Value of Water: <https://youtu.be/4lDqiztG61Y>

Emergency Preparedness: https://youtu.be/VkMug-eR_WM

DHS Library Partnership

Earlier this month, General Manager Wallum, members of the Board, and the Public Affairs team met with Desert Hot Springs library staff to discuss opportunities to showcase water in the new library. We are planning to develop different age-appropriate programming, including a monthly story hour for young children, a hands-on activity-based learning program for teens/tween, and a series of evening water talks meetings for adults who are interested in learning more about topical issues related to water and wastewater treatment. Additional update on this exciting new project will be shared as they become available.

CV Water Counts

The CV Water Counts Outreach report for the month of October 2021 can be found in Appendix D. The next CV Water Counts meeting is November 16, 2021, at 2:30 p.m.



MSWD Digital Advertising

During the month of October 2021, the District featured five Google and Facebook/Instagram ads promoting conservation, water saving tips, rebates, and the drawing contest. A full copy of the report can be found in Appendix D. This includes the types of ads we are running, as well as website analytics.



MSWD Social Media Report

A copy of the October 2021 social media report can be found in Appendix D. This report highlights activities and posts on the District's social media platforms. Total engagement was up significantly during the month, with our most popular posts highlighting crews and District activities.

Post Description	Total Engagements	Reactions	Comments	Shares
We're always there for you, ready to deal with emergencies 24/7/365! Our	67	26	1	1
Watch our team in action as they dealt with a broken fire hydrant earlier this month!	59	28	0	4
Help celebrate #WaterProfessionalsAppreciationWeek! We would	31	19	1	3

Drought Proclamation

Meteorologists say that California had its driest year on record in nearly 100 years. This prompted Governor Newsom to issue a statewide drought emergency proclamation last month, expanding his existing proclamation to add eight additional counties, including Riverside, that were not previously included. The proclamation encourages residents to voluntarily reduce water use by 15 percent, and also allows the governor's office to help fund additional drought response and water delivery programs. Recent storm activity in Northern California has helped; however, experts say that it will take much more to make a dent in the current drought.

In response, MSWD is stepping up our conservation messages in both our paid and unpaid media, encouraging customers to save. We are also leveraging our membership in CV Water Counts, the nonprofit group formed by the six water agencies in the Coachella Valley, to help disseminate the conservation message.

Rebates

The Public Affairs team continues to promote our rebate programs on social media, including boosted posts and digital ads. Following is a list of recent rebate processing activities:

- July – Desert Cove, 24 toilets totaling \$2,400
- August – 1 rebate totaling \$200
- September – 1 rebate totaling \$200
- October – 2 rebates totaling \$500

We have received five Turf Rebate applications since the month of June, two have been approved and paid out, totaling \$4,300. Two more are in process, and one did not qualify due to a lack of grass.

Water Donations for the month of October

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
10/1/2021	DHS Little League	Fall Baseball	10
10/5/2021	DHS High School	PSA Community Service/ Security at Football games	5
10/21/2021	DHS Library	Book Sale	2
10/26/2021	City of DHS	Council/Commission Meetings/Walk-in Guest	25
		Total Cases	42



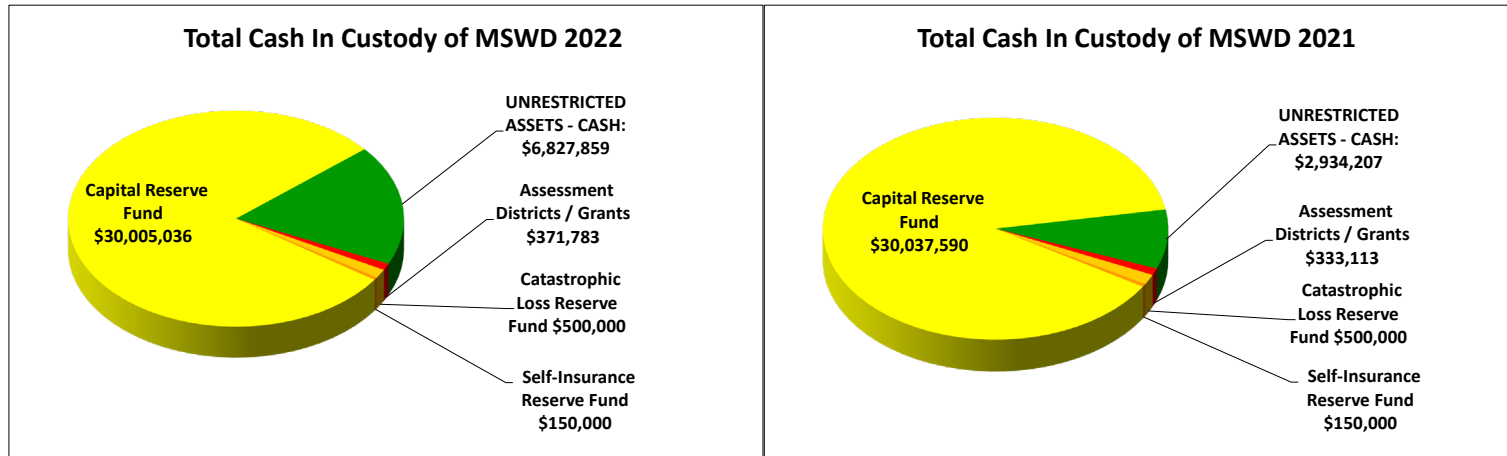
APPENDIX A – Financial Report

MISSION SPRINGS WATER DISTRICT
COMBINED FUNDS
DISTRICT SUMMARY
JULY 1, 2020 TO OCTOBER 31, 2021

YEAR TO DATE				JULY 1, 2020 TO OCTOBER 31, 2020				
ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE)	FAVORABLE (UNFAVORABLE)	ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE)	FAVORABLE (UNFAVORABLE)	
		VARIANCE AMOUNT	VARIANCE PERCENT			VARIANCE AMOUNT	VARIANCE PERCENT	
6,964,927	7,335,089	(370,162)	-5%	8,550,234	5,720,418	2,829,816	49%	
4,783,541	4,851,994	68,453	1%	5,324,874	5,609,662	284,787	5%	
<u>2,181,386</u>	<u>2,483,095</u>	<u>(301,709)</u>	<u>-12%</u>	<u>3,225,360</u>	<u>110,756</u>	<u>3,114,603</u>	<u>2812%</u>	
				OPERATING REVENUE:				
717,095	947,682	(230,587)	-24%	999,244	4,339,625	(3,340,381)	-77%	
340,547	347,308	6,761	2%	409,758	350,205	(59,553)	-17%	
<u>376,548</u>	<u>600,374</u>	<u>(223,826)</u>	<u>-37%</u>	<u>589,486</u>	<u>3,989,420</u>	<u>(3,399,934)</u>	<u>-85%</u>	
				ADD NON-OPERATING REVENUE				
				LESS NON-OPERATING EXPENSE				
				NET NON-OPERATING INCOME				
<u>2,557,934</u>	<u>3,083,469</u>	<u>(525,535)</u>	<u>-17%</u>	<u>3,814,845</u>	<u>4,100,176</u>	<u>(285,331)</u>	<u>-7%</u>	
				NET INCOME				

OTHER INFORMATION

	4.22	DEBT SERVICE RATIO	9.73
	0.03%	INVESTMENT RETURN	0.18%
\$ 39,296,813		CASH - JULY 1	\$ 34,708,247
<u>\$ (1,442,135)</u>		INCREASE/(DECREASE) IN CASH	<u>\$ (753,336)</u>
<u>\$ 37,854,678</u>		CASH - END OF PERIOD	<u>\$ 33,954,911</u>
\$ 6,827,859		UNRESTRICTED CASH	\$ 2,934,207
<u>\$ 31,026,819</u>		RESTRICTED CASH	<u>\$ 31,020,703</u>
<u>\$ 37,854,678</u>		CASH IN CUSTODY OF MSWD	<u>\$ 33,954,911</u>
WELLS FARGO \$ 69,273		RESTRICTED - ASSESSMENT DISTRICTS \$ 21,252	WELLS FARGO
CALTRUST \$ 6,435,439		RESTRICTED - SHORT TERM FUND \$ 6,429,918	CALTRUST
CALTRUST \$ 21,973,429		RESTRICTED - MEDIUM TERM FUND \$ 22,021,921	CALTRUST
CALTRUST \$ 2,548,677		RESTRICTED - LIQUIDITY FUND \$ 2,547,612	CALTRUST
<u>\$ 31,026,819</u>		RESTRICTED TOTAL CASH \$ 31,020,703	



APPENDIX B –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

November 1, 2021

House Schedules Votes for Infrastructure and Build Back Better Act

House Democratic Leadership has announced that the House is scheduled to vote this week on both the Infrastructure Investment and Jobs Act (bipartisan infrastructure package) and the Build Back Better Act (reconciliation bill). Late last week, President Biden presented a framework to Congress for the Build Back Better Act. The \$1.75 trillion bill contains funding for several categories of spending including housing, health care, climate change, childcare provisions, and infrastructure. Below are some highlights of the bill of particular interest to the District:

Environmental Protection Agency

- Lead Remediation Projects: \$9 billion for lead remediation projects, including lead service line replacement funding
- Water Assistance Program: \$225 million for grants to states and tribes to provide assistance for low-income water customers to reduce arrearages and water rates
- Alternative Water Source Project Grants: \$125 million to support investment in alternative water source projects, including groundwater recharge and potable reuse
- Individual Household Decentralized Wastewater Treatment Systems Grants: \$150 million

Bureau of Reclamation

- Potable Water Supply Projects: \$550 million

FY 2022 Appropriations Update

Earlier this month, the Chairman of the Senate Appropriations Committee, Senator Patrick Leahy (D-VT), released the remaining Fiscal Year 2022 (FY22) Senate Appropriations bills. As in previous years, the Senate Appropriations Committee will not vote on these bills in Committee. Instead, they will serve as markers to negotiate with the House Appropriations Committee to try and finalize the 12 bills. Below is a chart below outlines the current status of the FY22 appropriations bills in both the House and the Senate:

<u>Appropriations Bill</u>	House of Representatives	Senate
Energy and Water	Approved by the full House on 7/29/21	Approved by the Senate Appropriations Committee on 8/4/21
Interior and the Environment	Approved by the full House on 7/29/21	Released by the Senate Appropriations Committee on 10/18/21

The federal government is currently being funded by a Continuing Resolution (CR) that is set to expire on December 3rd. Prior to that deadline, Congress will either need to pass the 12 FY22 Appropriations bills or pass another CR to avoid a government shutdown.

Treasury Releases Statement on Status of ARPA State and Local Funding Final Rule

The Treasury Department released a statement on the process for finalizing the Interim Final Rule for the American Rescue Plan Act’s (ARPA) Coronavirus State and Local Fiscal Recovery Fund. Treasury received over 1,000 comments in response to the Interim Final Rule and is currently reviewing those comments. Treasury has indicated that it expects to publish the Final Rule later this fall. Additionally, Treasury has assured state and local government entities that funds used in a manner consistent with the Interim Final Rule while the Interim Final Rule is effective will not be subject to recoupment. A copy of Treasury’s full statement can be found [HERE](#).

Senate Passes ARPA Recovery Funds Legislation

Earlier this month, the Senate passed the “State, Local, Tribal, and Territorial Fiscal Recovery, Infrastructure, and Disaster Relief Flexibility Act” (S. 3011) introduced by Senators John Cornyn (R-TX) and Alex Padilla (D-CA). This bipartisan bill would:

- Allow \$10 million (or 30 percent) of a county’s ARPA Recovery Fund allocation to be used for infrastructure-related activities authorized under existing federal surface transportation laws or a Community Development Block Grant project
- Allow counties to allocate up to \$10 million in ARPA Recovery Funds for the provision of government services without being required to calculate revenue loss
- Allow ARPA Recovery Funds to provide emergency relief from natural disasters and their negative economic impacts, including temporary emergency housing, food assistance, financial assistance for lost wages, or other immediate needs

The bill is currently awaiting consideration in the House of Representatives. National groups such as the National Association of Counties, the U.S. Conference of Mayors, and the National League of Cities are all pushing for its passage.

EPA Announces National Strategy on PFAS

The Environmental Protection Agency (EPA) announced a comprehensive Strategic Roadmap to confront Per- and Polyfluoroalkyl Substances (PFAS) contamination nationwide. EPA's Roadmap is centered on three guiding strategies: increase investments in research, leverage authorities to act now to restrict PFAS chemicals from being released into the environment and accelerate the cleanup of PFAS contamination. According to EPA, the Roadmap lays out the following:

- Aggressive timelines to set enforceable drinking water limits under the Safe Drinking Water Act to ensure water is safe to drink in every community.
- A hazardous substance designation under the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA), to strengthen the ability to hold polluters financially accountable.
- Timelines for action—whether it is data collection or rulemaking—on Effluent Guideline Limitations under the Clean Water Act for nine industrial categories.
- A review of past actions on PFAS taken under the Toxic Substances Control Act to address those that are insufficiently protective.
- Increased monitoring, data collection and research so that the agency can identify what actions are needed and when to take them.
- A final toxicity assessment for GenX, which can be used to develop health advisories that will help communities make informed decisions to better protect human health and ecological wellness.
- Continued efforts to build the technical foundation needed on PFAS air emissions to inform future actions under the Clean Air Act.

Additionally, EPA is announcing a new national testing strategy that requires PFAS manufacturers to provide the agency with toxicity data and information on categories of PFAS chemicals. The PFAS to be tested will be selected based on an approach that breaks the large number of PFAS today into smaller categories based on similar features and considers what existing data are available for each category. EPA's initial set of test orders for PFAS, which are expected in a matter of months, will be strategically selected from more than 20 different categories of PFAS. The full roadmap can be accessed [HERE](#).

Federal Agency Personnel/Regulatory Announcements

Treasury Extends ARPA SLFRF Reporting Guidelines. Treasury Department announced that it is revising the deadline for the submission of the first Project and Expenditure Report for the State and Local Fiscal Recovery Fund (SLFRF) grant as follows:

- For states and territories, the report will now be due on January 31, 2022, and will cover the period between award date and December 31, 2021. This is a change from the previously communicated October 31, 2021, due date for the Project and Expenditure Report.

- For non-entitlement units of government (NEUs), the Project and Expenditure report will now be due on April 30, 2022 and will cover the period between award date and March 31, 2022. This is a change from the previously communicated October 31, 2021 due date for the NEU Project and Expenditure Report.

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

DOI Releases Climate Adaptation Resilience Plan. The Department of the Interior published a Climate Action Plan that outlines DOI's initiatives to prepare for and respond to the impacts of climate change. The Plan highlights major categories of adaptation actions and identifies the institutional approaches DOI will use to tackle the climate crisis, as well as climate-related vulnerabilities to DOI's mission, and strategies to secure climate-ready sites, facilities, products, and services. The full Climate Action Plan can be found [HERE](#).

EPA Recognizes WaterSense Partners with Annual Awards. EPA recognized 34 utilities, manufacturers, builders, and other organizations as recipients of the 2021 Sustained Excellence Award, WaterSense Partners of the Year Award, and Excellence Award. These accolades are given to WaterSense partners who promote WaterSense labeled products and programs, build WaterSense labeled homes, and operate WaterSense labeled certification label programs. The full list of awardees can be found [HERE](#).

EPA Releases Action Plan to Address Tribal Water Issues. EPA released an action plan to address critical water challenges in Tribes and Alaska Native Villages. The action plans will promote coordination and consultation with Tribal nations, expand water governance in Indian country, increase infrastructure funding and capacity development, and protect Tribal reserved rights related to water issues. The full action plan can be found [HERE](#).

Martha Williams Nominated as U.S. Fish & Wildlife Director. President Biden has announced his intent to nominate Martha Williams to serve as the Director for the U.S. Fish & Wildlife Service. Williams is currently serving as the Principal Deputy Director of the USFWS. Prior to this position, she served as the Director of the Montana Department of Fish, Wildlife, and Parks from 2017-2020 and was also an assistant professor at the Blewett School of Law at the University of Montana. Her nomination will go before the Senate Energy and Natural Resources Committee for consideration.

CISA Releases Cybersecurity Advisory to Water & Wastewater Systems. The Cybersecurity & Infrastructure Security Agency (CISA), in partnership with the FBI, EPA, and NSA, have issued a joint cybersecurity advisory (CSA) that details ongoing cyber threats to U.S. water & wastewater systems. The joint CSA provides extensive mitigations and resources to assist in strengthening operational resilience and cybersecurity practices. Additional information on the initiative can be found [HERE](#).

Biden Administration requests re-initiation of consultation on the Long-Term Operation of the CVP and SWP. The Bureau of Reclamation sent a letter to the USFWS and NMFS to request to reinitiate the consultation on the Long-Term Operation of the CVP and SWP. The letter is signed by Reclamation Regional Director Ernest Conant and makes the request based on anticipated modifications to the Proposed Action that may cause effects to

listed species or designated critical habitats not analyzed in the Biological Opinions dated October 21, 2019. The full document can be accessed [HERE](#).

EPA Announces Webinar for Water Recycling in Small and Disadvantaged Communities. The Environmental Protection Agency has announced that it will be holding a webinar entitled “Keys to Success: Water Recycling in Small and Disadvantaged Communities”. The webinar will help water managers in small and resource-limited communities learn what it takes to be successful in developing and implementing wastewater reuse and stormwater capture and use projects. The training is a product of the recently issued national Water Reuse Action Plan. A link to register can be found [HERE](#).

HHS Renews Public Health Emergency Declaration. Effective immediately, the Department of Health and Human Services has issued a renewal of determination that a public health emergency (PHE) exists. The declaration will remain in effect until January 16, 2022 and will allow states and counties who have also declared a state of emergency to waive certain regulatory requirements, will expand telehealth and telemedicine capabilities, and will broaden federal grant funding and supplemental appropriations. More information can be found [HERE](#).

EPA Releases 2021 Climate Adaptation Action Plan. The Environmental Protection Agency has published their 2021 Climate Adaptation Action Plan, which lays out Agency priorities for confronting climate crisis. These include integrating climate adaptation and consideration of climate impacts into EPA programs, policies, rulemaking processes, and enforcement activities; consulting and partnering with Tribes; state, local, territorial governments, and others; and implementing measures to protect the critical infrastructure, supply chains, and procurement processes from the risks posed by climate change. More information on the Adaptation Action Plan can be found [HERE](#).

EPA Announces New Members of NEJAC. The Environmental Protection Agency announced the appointment of ten new members of the National Environmental Justice Advisory Council, all of which will serve for an initial one-year term. The NEJAC members provide recommendations to the EPA administrator on issues related to environmental justice. The full list of new members and their affiliations can be found [HERE](#).



APPENDIX C – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	18	8	7	9	51	2	1	139	2	0	0
Aug.	20	4	1	8	53	2	4	214	4	0	2
Sep.	20	5	2	12	8	11	2	90	2	1	0
Oct.	36	9	4	8	12	4	21	65	8	2	1
Nov.		50	10	9	7	7	1	52	18	7	3
Dec.		9	3	3	64	1	0	86	22	11	2
Jan.		21	7	1	16	8	3	27	3	11	1
Feb.		23	5	1	42	0	3	5	46	6	1
Mar.		48	1	0	23	5	0	31	16	2	1
Apr.		18	3	3	15	30	0	8	95	14	3
May		17	11	3	20	45	7	13	98	3	2
June		21	7	3	6	70	4	4	72	2	0
Annual Total	94	233	61	60	317	185	46	734	386	59	16

Connections to Sewer Collection System:

As of June 30, 2021 8467

Plus YTD 94

Total Sewer Connections = 8561

WASTEWATER FLOW MGD				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.	2.081568	2.223453	0.046706	0.051660
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

WASTEWATER FLOW MGD				
2020/21	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	2.069268	2.140825	0.047916	0.079010
Aug.	2.135828	2.274566	0.053795	0.070420
Sep.	2.003417	2.121446	0.046861	0.077790
Oct.	1.964716	2.100928	0.043720	0.049600
Nov.	1.928082	2.082209	0.046171	0.051750
Dec.	1.750513	2.074777	0.044951	0.050380
Jan.	1.846818	2.018006	0.045299	0.050610
Feb.	1.889826	2.253275	0.043718	0.048950
Mar.	1.859783	2.040589	0.043382	0.048920
Apr.	1.897411	2.111914	0.040257	0.060120
May	1.954528	2.151420	0.039293	0.046660
June	2.014604	2.110777	0.038634	0.047440

WATER REPORT

WATER CONNECTION SUMMARY														
	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2009/10	2008/09
July	18	7	4	5	7	2	0	0	1	0	0	0	1	2
August	19	6	10	5	3	2	2	0	1	0	0	2	1	2
September	23	18	2	14	4	13	3	0	2	2	0	0	1	0
October	33	13	3	21	8	3	20	0	5	1	1	4	2	1
November		10	16	4	0	7	3	0	1	0	1	1	5	1
December		2	17	3	3	2	0	0	2	0	0	0	0	2
January		15	6	3	20	1	1	2	2	0	0	1	1	9
February		13	8	5	11	1	0	1	0	1	0	0	1	2
March		16	2	3	6	5	0	12	0	0	4	5	0	4
April		11	1	3	7	11	2	7	0	1	4	1	12	2
May		15	12	5	11	9	8	2	0	1	2	0	0	0
June		24	11	2	8	2	10	1	0	0	0	1	1	0
Annual Total	93	150	92	73	88	58	49	25	14	6	12	15	25	25
Avg./ Mo.	7.75	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08

Connections to Water System:

As of June 30, 2021 13,141
 Plus YTD 93
Total Water Connections = 13,234

WATER PRODUCTION														
	FY 2021/22	Variance from prior year		FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16	FY 2014/15	FY 2013/14	FY 2012/13	FY 2011/12	FY 2010/11
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	796.67	-61.10	-7.1%	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71
August	840.02	-45.29	-5.1%	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34
September	738.75	-46.05	-5.9%	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93
November		0.00	0.0%	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98
December		0.00	0.0%	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09
January		0.00	0.0%	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04
February		0.00	0.0%	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57
March		0.00	0.0%	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84
April		0.00	0.0%	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37
May		0.00	0.0%	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58
June		0.00	0.0%	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98
TOTAL	3040.62	-243.10	-7.4%	8356.13	7981.79	7617.30	8017.06	7476.47	6,903.75	7,798.69	8,385.66	8,458.99	8,607.90	8,555.70



APPENDIX D – Public Affairs Information



MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

October, 2021

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 **IMPRESSIONS**
MSWD


225,559

 **CLICKS**
MSWD

528

 **CTR**
MSWD



0.23%

 **GOOGLE ADS CAMPAIGN PERFORMANCE**
MSWD

Campaign	Impr.	Clicks	CTR
MSWD Turf Removal Rebate - Oct 2021	101,663	432	0.42%
Help 2 Others Oct 2021	114,024	88	0.08%
Rain - Sprinklers Oct	8,387	7	0.08%
Drawing Contest Oct	1,485	1	0.07%
	225,559	528	0.23%

Facebook Ad Campaigns

 **FACEBOOK AD GROUP PERFORMANCE**
MSWD

Ad preview	Clicks	Impr.	Reach	Frequency	Page Likes
 <p>MSWD Value is Our Mission www.mswd.org MSWD encourages customers to reduce outdoor water usage by converting their lawns to desert-friendly landscaping. Residential customers can receive up to \$3,000 in rebates and \$10,000 for commercial customers.</p>	367	29,533	6,786	4.35	0
 <p>MSWD - Water Bill Assistance www.mswd.org If you need help paying your water bill, MSWD is here for you. Click to learn more about our bill assistance options.</p>	86	144,846	49,560	2.92	0
	535	189,169	61,224	3.09	0

Ad preview	Clicks	Impr.	Reach	Frequency	Page Likes
<p>Calendar Contest Now Open!</p>  <p>Win up to \$150 in prizes</p> <p>MSWD Drawing Contest Win Up to \$150 www.mswd.org Our MSWD "Water Conservation & Groundwater Protection Calendar" drawing contest is now underway. 🎨 📅</p> <p>K-12 students at schools in the MSWD service area are invited to draw images for our 2022 calendar with prizes to be awarded valued at up to \$150!</p> <p>HURRY! The deadline to enter is November 15, 2021. Click for more details</p>	70	5,303	1,718	3.09	0
 <p>Let's all do our part to help conserve wat... Let's all do our part to help conserve water! A drought emergency is now in effect for the entire State of California. Even small actions such as spending one less minute in the shower each day will save more than 900 gallons over the course of a year! #ProvideProtectPreserve #DoOurPart #drought #MSWD</p>	6	4,774	4,614	1.03	0
 <p>Water Saving Tips from MSWD www.mswd.org Reminder: After it's been raining, shutoff your sprinklers for a few days and help save valuable H2O!</p> <p>Click to learn more water saving tips.</p>	6	4,713	2,034	2.32	0
	535	189,169	61,224	3.09	0

Website Information

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

36,668

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

4,775

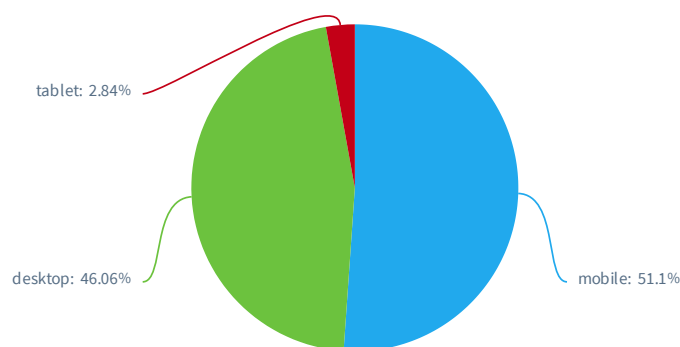
USERS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

2,656

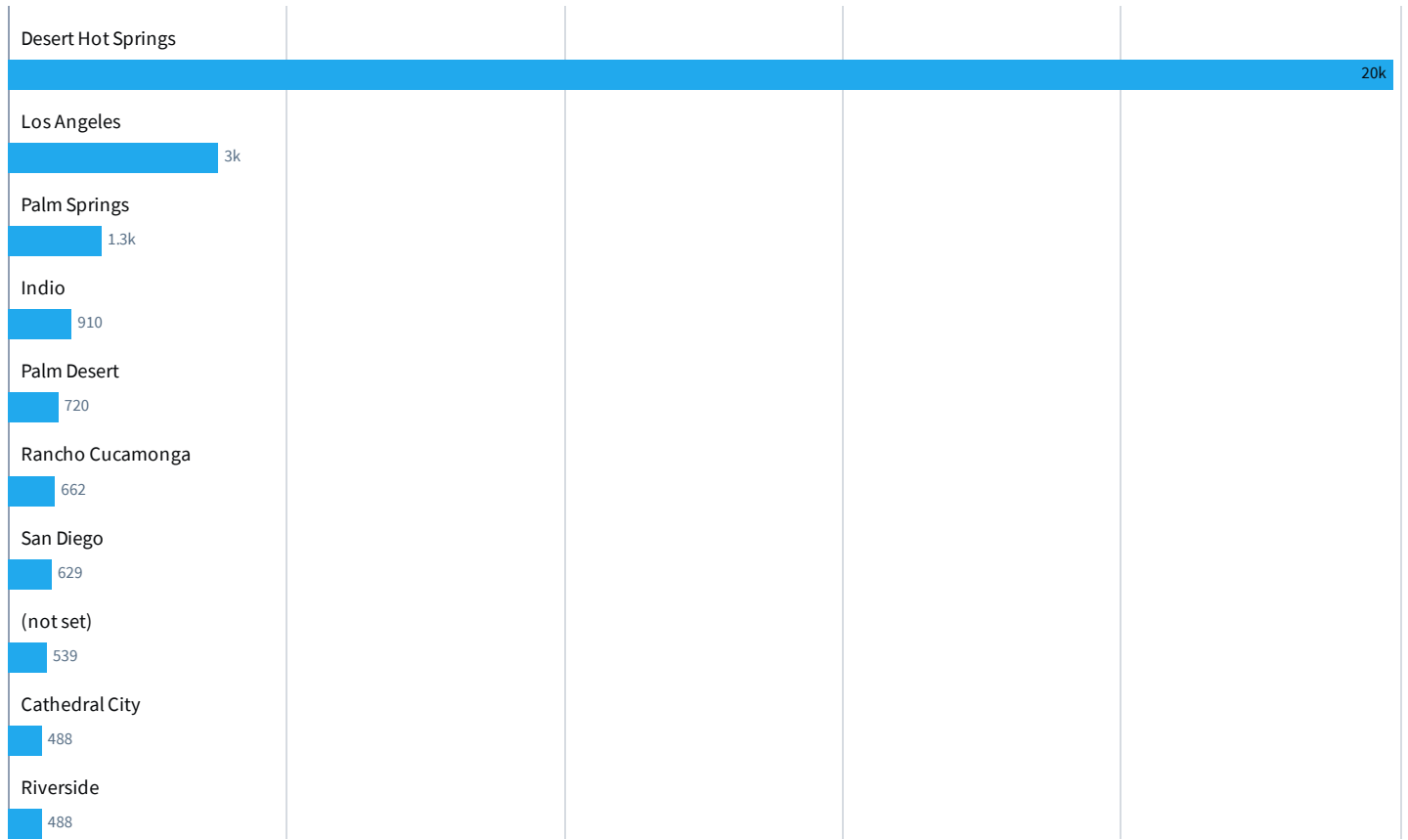
PAGEVIEWS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District - Sign In	6,952
Mission Springs Water District - My Account	5,336
Mission Springs Water District - Home	5,273
Mission Springs Water District - Pay Bills	3,287
Mission Springs Water District - Payment Options	2,820
(not set)	2,738
Mission Springs Water District - Pay as a Guest	1,811
Mission Springs Water District - You Have Successfully Signed Off	1,537
Mission Springs Water District - Account Detail	1,377
Mission Springs Water District - Rebates	880
	36,668

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

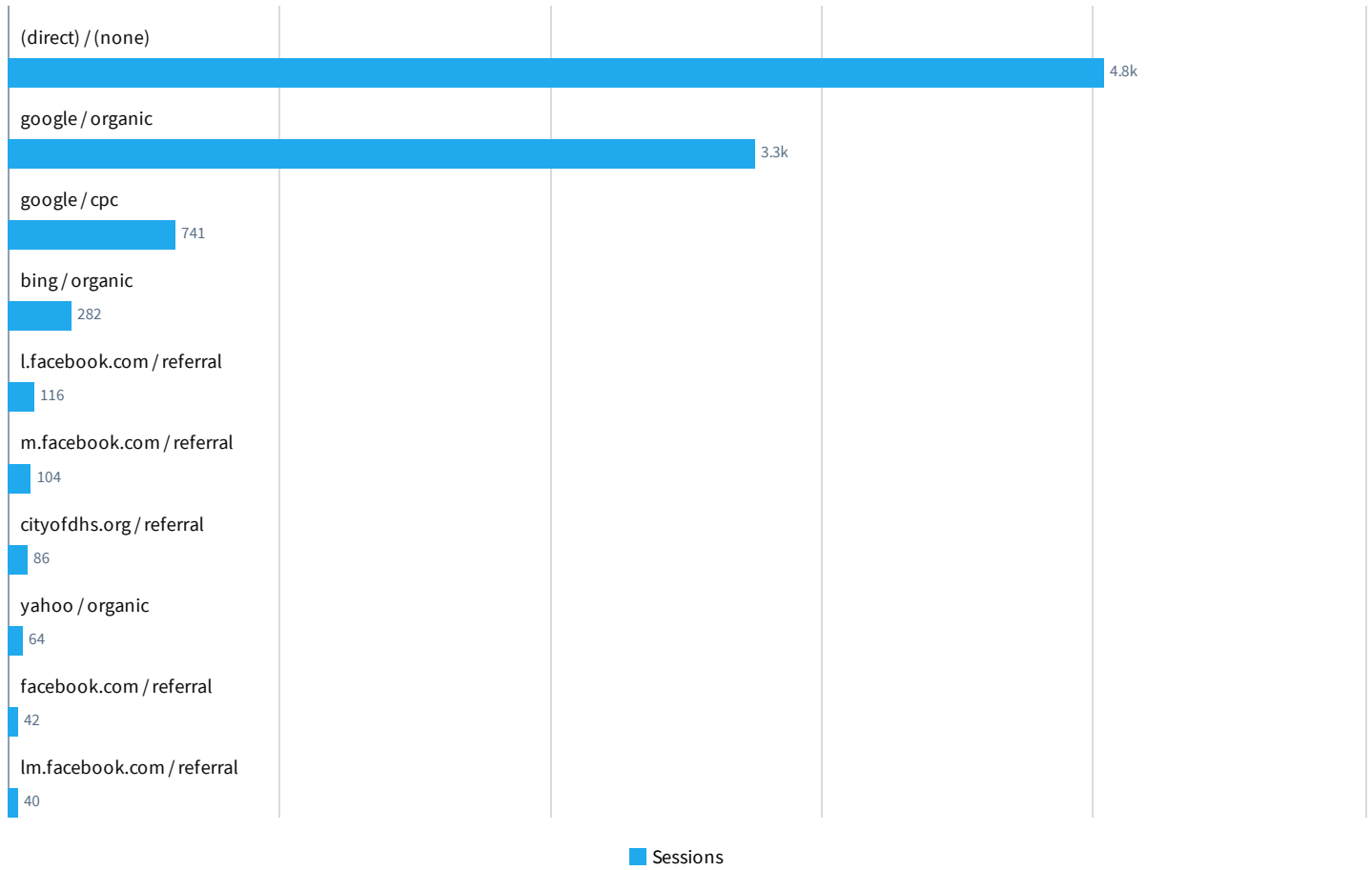


 **PAGEVIEWS BY CITY**
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



■ Pageviews

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



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

2m 26s

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

3.72

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

36.52%



MSWD Social Analytics

October 2021

Included in this Report

 @MSWaterDistrict

 Mission Springs Water District

 Beatrice Makabeh Eslamboly (All 93 Ca...

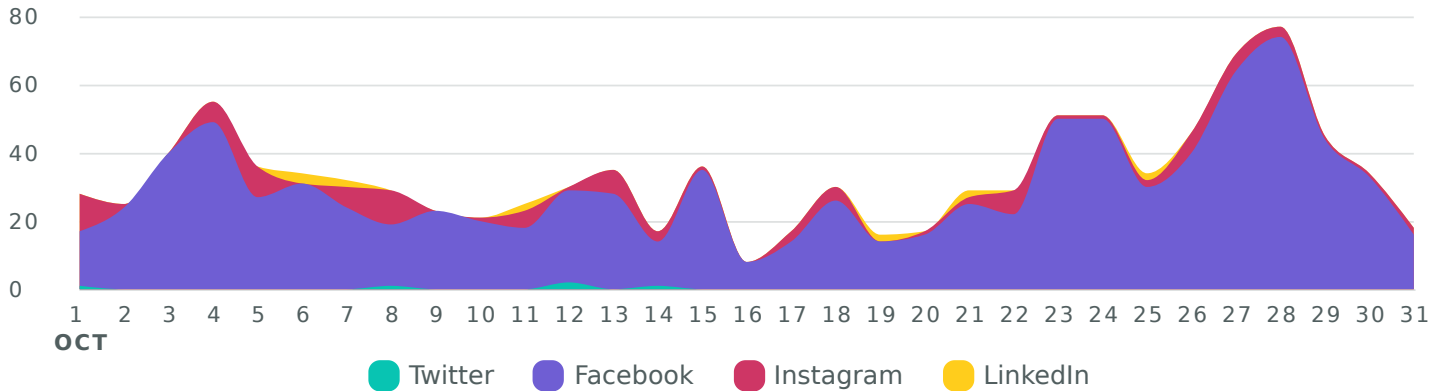
 missionspringswaterdistrict

 Mission Springs Water District

Cross-Network Engagement

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

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements ⓘ	1,037	↗ 12.4%
Twitter Engagements	5	↘ 82.1%
Facebook Engagements	919	↗ 13.6%
Instagram Engagements	100	↗ 35.1%
LinkedIn Engagements	13	↗ 8.3%
Engagement Rate (per Impression) ⓘ	0.5%	↘ 20.1%

Cross-Network Performance Summary

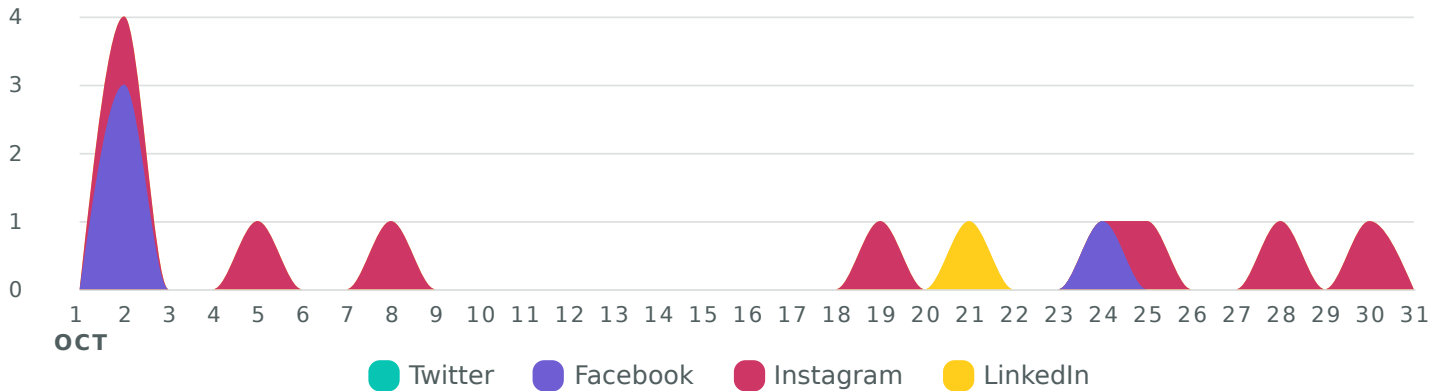
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>199,776 ↗40.6%</p>	<p>Engagements ⓘ</p> <p>1,037 ↗12.4%</p>	<p>Post Link Clicks ⓘ</p> <p>316 ↗6%</p>
---	---	---

Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day



Audience Metrics	Totals	% Change
Total Audience ⓘ	1,425	↗0.6%
Total Net Audience Growth ⓘ	9	→0%
Twitter Followers Gained	0	↘100%
Facebook Page Likes	4	↘20%
Instagram Followers Gained	7	↗133.3%
LinkedIn Followers Gained	1	↘75%

FACEBOOK

Facebook Performance Summary

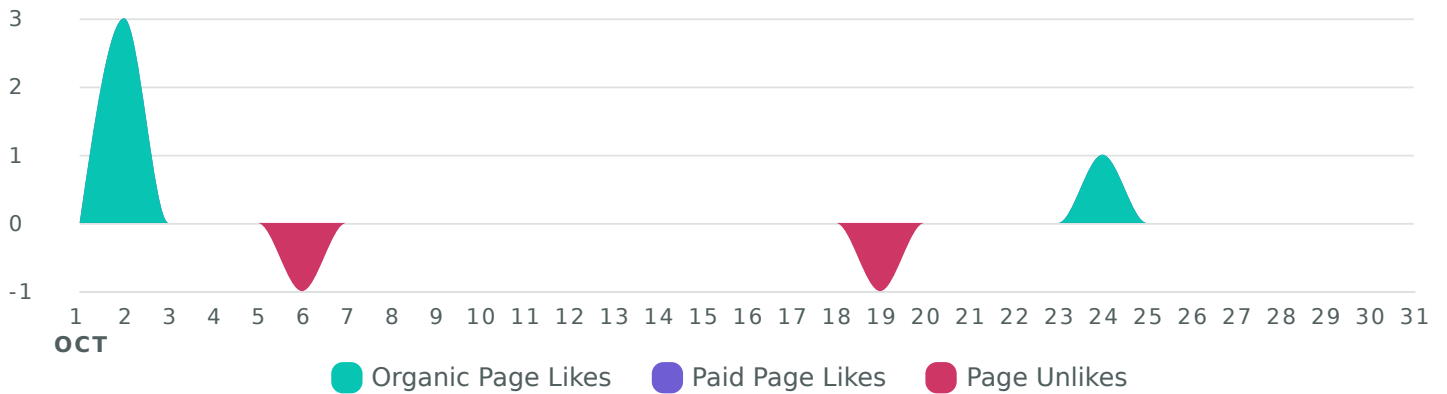
View your key profile performance metrics from the reporting period.

Impressions 195,649 ↗46.6%	Engagements 919 ↗13.6%	Post Link Clicks 313 ↗5%
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day





Audience Metrics	Totals	% Change
Fans	1,084	↗0.2%
Net Page Likes	2	↘60%
Organic Page Likes	4	↘20%
Paid Page Likes	0	→0%
Page Unlikes	2	↗—

Facebook Top Posts


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

Descending ▼ by Lifetime Engagements




 **Mission Spring...**
 Sat 10/23/2021 10:29 a...

We're always there for you, ready to deal with emergencies 24/7/365! Our



Total Engagements	67
Reactions	26
Comments	1
Shares	1
Post Link Clicks	—
Other Post Clicks	39





 **Mission Spring...**
 Tue 10/26/2021 12:56 p...

Watch our team in action as they dealt with a broken fire hydrant earlier this month! A



Total Engagements	59
Reactions	28
Comments	0
Shares	4
Post Link Clicks	—
Other Post Clicks	27





 **Mission Spring...**
 Mon 10/4/2021 5:13 pm ...

Help celebrate **#WaterProfessionalsAppreciationWeek!** 🎉 We would li



Total Engagements	31
Reactions	19
Comments	1
Shares	3
Post Link Clicks	—
Other Post Clicks	8



INSTAGRAM

Instagram Performance Summary

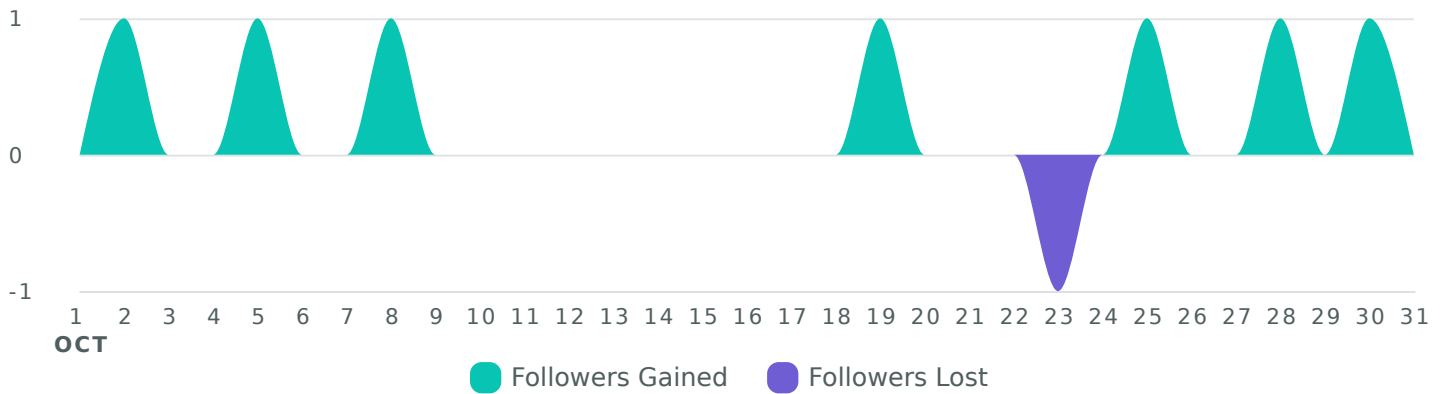
View your key profile performance metrics from the reporting period.

Impressions 3,548 ↘55.6%	Engagements 100 ↗35.1%	Profile Actions 1 →0%
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Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day





Audience Metrics	Totals	% Change
Followers	188	↗3.3%
Net Follower Growth	6	↗500%
Followers Gained	7	↗133.3%
Followers Lost	1	↘50%

Instagram Top Posts & Stories

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

Descending ▼ by Lifetime Engagements





missionsprings...
 Mon 10/4/2021 5:13 pm ...


Help celebrate
 #WaterProfessionalsAppreciati
 onWeek! 🎉 We would like to




Total Engagements	10
Likes	10
Comments	0
Saves	0








missionsprings...
 Wed 10/27/2021 12:36 p...


Check out the Deal of the
 Day! In addition to costing
 considerably less than buying



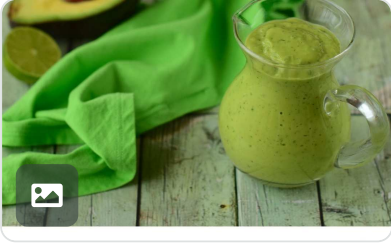
Total Engagements	9
Likes	8
Comments	1
Saves	0







missionsprings...
 Sun 10/17/2021 12:31 p...

FOGS cause CLOGS! Avoid
 putting FOG (fats, oil &
 grease) and other fatty foods



Total Engagements	8
Likes	8
Comments	0
Saves	0



TWITTER

Twitter Performance Summary

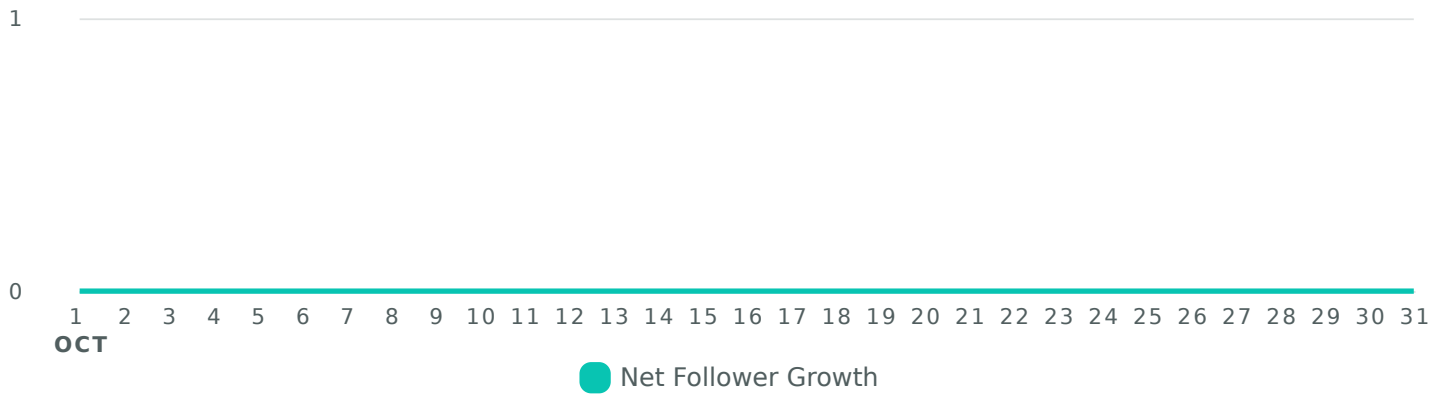
View your key profile performance metrics from the reporting period.

Impressions 372 ↘ 25.6%	Engagements 5 ↘ 82.1%	Post Link Clicks 0 → 0%
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Twitter Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth, by Day





Audience Metrics	Totals	% Change
Followers	78	→0%
Net Follower Growth	0	↗100%
Following	100	→0%

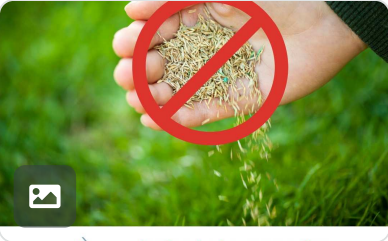
Twitter Top Posts

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


Descending  by Lifetime Engagements

**MSWaterDistrict**
Fri 10/8/2021 7:02 pm UTC

Why waste time on your lawn?
Instead of overseeding this
year, convert to desert



Total Engagements	4
Likes	2
@Replies	0
Retweets	1
Post Link Clicks	0
Other Post Clicks	1
Other Engagements	0



LINKEDIN**LinkedIn Performance Summary**

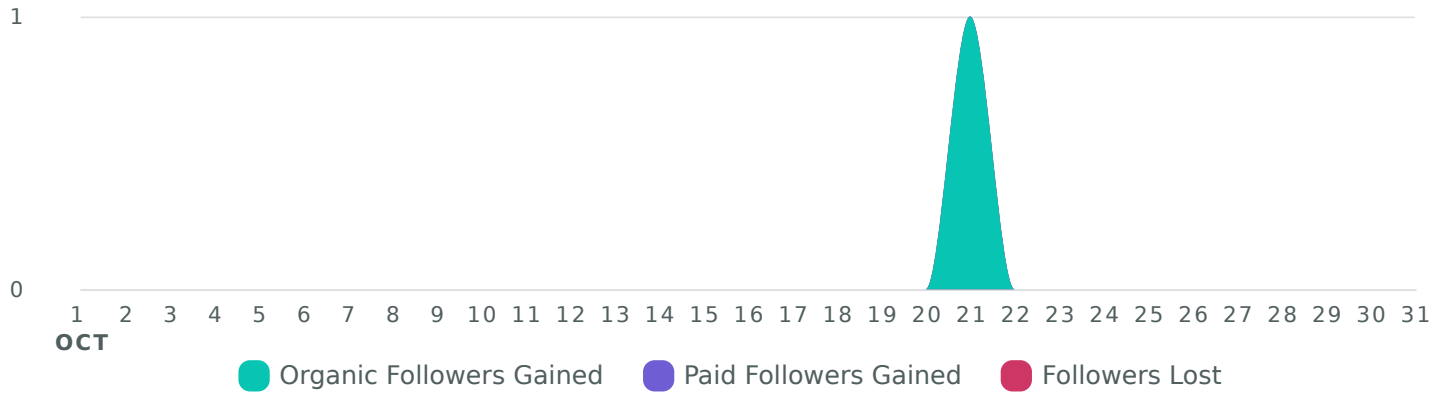
View your key profile performance metrics from the reporting period.

Impressions 207 ↗58%	Engagements 13 ↗8.3%	Post Clicks (All) 3 ↗—
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LinkedIn Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	75	↗1.4%
Net Follower Growth	1	↘75%
Organic Followers Gained	1	↘75%
Paid Followers Gained	0	→0%
Followers Lost	0	→0%

LinkedIn Top Posts

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

Descending ▼ by Lifetime Engagements



in Mission Spring...


Wed 10/6/2021 5:00 pm ...

We are proud to celebrate our staff during this **#WaterProfessionalsAppr**



Total Engagements	7
Reactions	4
Comments	0
Shares	0
Post Clicks (All)	3






in Mission Spring...


Thu 10/21/2021 10:36 p...


A drought emergency has been declared for the state, and here in Southern

Conservation is the K...



Total Engagements	2
Reactions	1
Comments	0
Shares	1
Post Clicks (All)	0







in Mission Spring...

Thu 10/21/2021 3:30 pm...

Each October 21, we set aside time to remind everyone about the value of water by



Total Engagements	2
Reactions	1
Comments	0
Shares	1
Post Clicks (All)	0

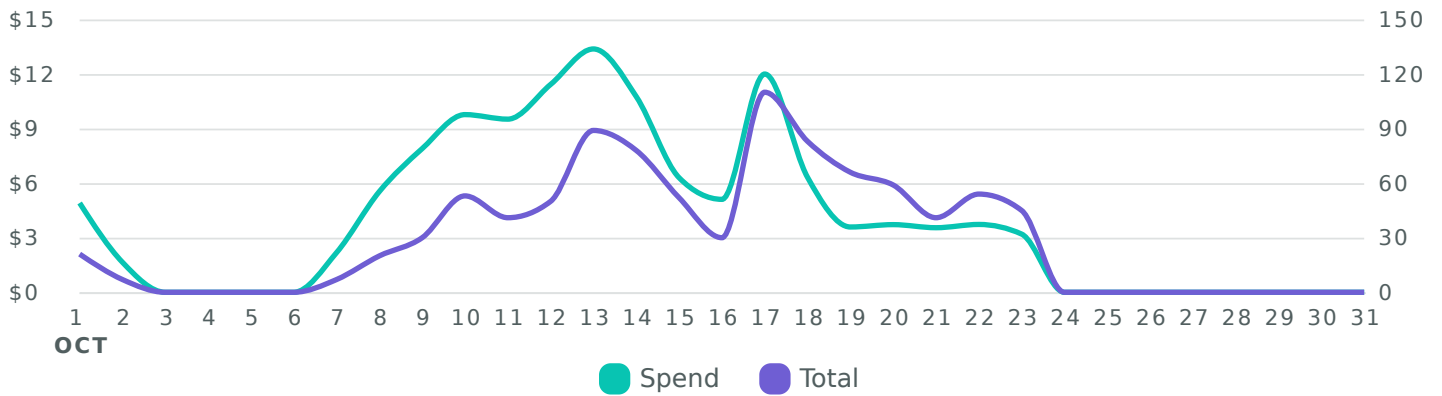


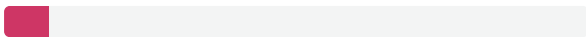
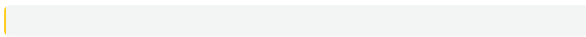
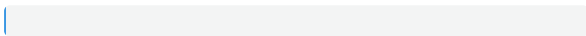

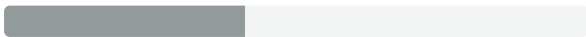
SPONSORED POSTS

Facebook & Instagram Paid Engagement

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

Engagements, by Day



Engagement, by Engagement Type	Totals	% Change
Total Engagements	936	↗ 583.2%
Reactions 	71	↗ 173.1%
Shares 	2	↗ —
Comments 	1	↗ —
Link Clicks 	478	↗ 346.7%
Other 	384	↗ 9,500%

Engagement Metrics	Totals	% Change
CPE	\$0.13	↘ 22.2%
Engagement Rate (per Impression)	6.5%	↗ 140.3%
Average Daily Engagements	30.19	↗ 583.2%

Facebook & Instagram Paid Engagement

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

Engagements, by Day

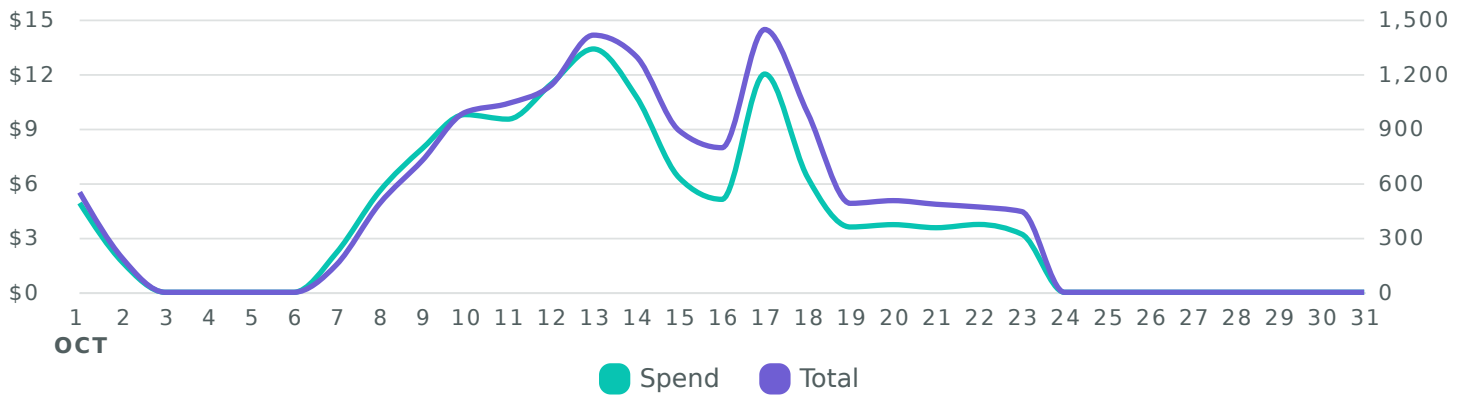


Campaign **Post: "We had a blast celebrating #BossesDay with the..."** received the most engagement

Facebook & Instagram Paid Impressions

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

Impressions, by Day



Impression Metrics	Totals	% Change
Total Impressions	14,479	↗ 184.3%

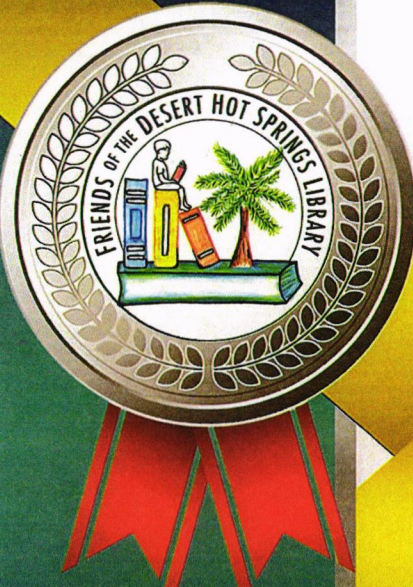
Impression Metrics	Totals	% Change
CPM	\$8.60	↗ 86.9%
Average Daily Impressions	467.06	↗ 184.3%

Certificate of APPRECIATION

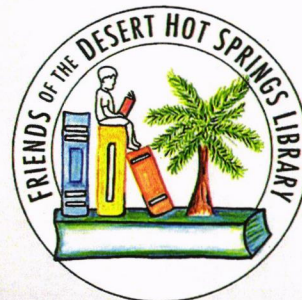
THIS AWARD IS PROUDLY PRESENTED TO:

Mission Springs Water District

The Friends of the Desert Hot Springs Library
would like to thank you for your generous donation!


Mike Crowson

BOARD PRESIDENT



10-29-2021

DATE



WATER CONSERVATION & GROUNDWATER PROTECTION CALENDAR DRAWING CONTEST

ATTENTION STUDENTS! Enter today for a chance to win prizes and have your artwork published in Mission Springs Water District's community calendar.

The contest is open to all K-12 students at schools within the MSWD service area. Selected student artwork will be used in the District calendar.

Artwork for the MSWD Water Conservation & Groundwater Protection Calendar Drawing Contest should be based on one of these themes:

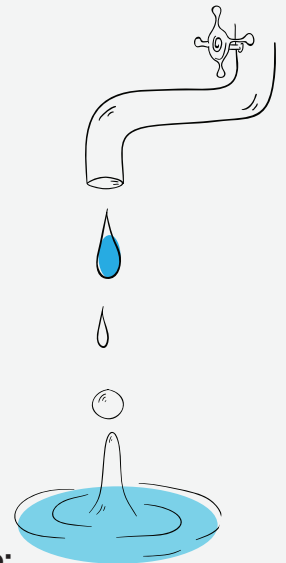
- ✓ **Saving water**
- ✓ **Proper disposal of fats, oils, grease (FOG)**
- ✓ **Water-wise car washing**
- ✓ **Drinking water quality**
- ✓ **Don't flush wipes**
- ✓ **Desert-friendly landscaping**

Each student may submit one drawing. Drawings should focus on one message only. Twelve winning entries will be selected for the calendar.

AVAILABLE PRIZES

The following prizes will be awarded:

- > **First Place:**
\$150 Amazon gift card
- > **Second Place:**
\$100 Amazon gift card
- > **Third Place:**
\$50 Amazon gift card
- > All other artists who create drawings selected for the calendar will receive a \$25 Amazon gift card



HOW TO ENTER

Draw or paint an original picture depicting one of the six messages above.

Send entries to:

Mission Springs Water District
Attn: Drawing Contest
66575 Second Street
Desert Hot Springs, CA 92240

Deadline: November 15, 2021

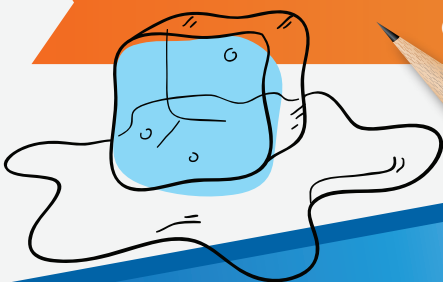
DESIGN REQUIREMENTS

Artwork **MUST** be ORIGINAL and HORIZONTAL on an 8.5" x 11" sheet of white paper with no lamination or protruding parts.

Drawings will need to be created on WHITE paper with crayons, paint and/or colored pencils/pens. Full-color artwork is preferred over black and white. Computer-generated artwork will not be accepted.

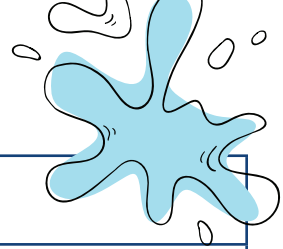
All submitted artwork will be available at the MSWD office for pick up after January 15, 2022.

For more information, please visit www.MSWD.org
or call (760) 329-6448 ext. 145



OFFICIAL DRAWING CONTEST ENTRY FORM

MSWD Water Conservation & Groundwater Protection Calendar



Student name:		Parent/guardian name:	
Signature of student or parent/guardian (if under 18):			
Age:	School:	Grade:	Teacher:
Address:			
Phone:		Email:	
Please indicate the drawing message (Check One) <input type="checkbox"/> Saving water <input type="checkbox"/> Water-wise car washing <input type="checkbox"/> Drinking Water Quality <input type="checkbox"/> Don't flush wipes <input type="checkbox"/> Desert-friendly landscaping <input type="checkbox"/> Proper disposal of fats, oils, grease (FOG)			

QUALIFYING SCHOOLS:

- | | | |
|----------------------------------|-----------------------------------|-------------------------------------|
| Bella Vista Elementary School | Julius Corsini Elementary School | Edward L. Wenzlaff Education Center |
| Bubbling Wells Elementary School | Two Bunch Palms Elementary School | Desert Hot Springs High School |
| Cabot Yerxa Elementary School | Desert Springs Middle School | Painted Hills Middle School |

ENTRY REQUIREMENTS:

Each entry **MUST INCLUDE** a copy of the Entry Form filled out completely. Please ensure your drawing message is checked on the entry form. Tape the entry form to the back of the drawing. Do not staple the entry form to the drawing.

Submitted artwork becomes the property of Mission Springs Water District and may not be copyrighted by others. MSWD reserves the right to accept or reject any submittal. Artwork and the artist's name may appear in newspapers, on the MSWD website, MSWD social media accounts, and other communications.



CALENDARIO DEL CONCURSO DE DIBUJO

¡ATENCIÓN ESTUDIANTES! Ingresen hoy para tener la oportunidad de ganar premios y que su obra de arte se publique en el calendario de la comunidad de Mission Springs Water District.

El concurso está abierto a todos los estudiantes K-12 en las escuelas dentro del área de servicio de MSWD. Los dibujos seleccionados de los estudiantes se incluirán en el calendario del Distrito.

Las obras de arte para el concurso de dibujo del calendario sobre protección de las aguas subterráneas y conservación del agua del MSWD se deben basar en uno de estos temas:

- ✓ **Ahorro de agua**
- ✓ **Correcta eliminación de fats, oils, grease (grasas, aceites y lubricantes, FOG)**
- ✓ **Lavado de vehículos con uso eficiente del agua**
- ✓ **Calidad del agua potable**
- ✓ **No tirar toallitas por el inodoro**
- ✓ **Paisajismo amigable con el desierto**

Cada estudiante puede presentar un dibujo. Los dibujos deben centrarse solo en un mensaje. Se seleccionarán doce ganadores para el calendario.

PREMIOS DISPONIBLES

Se otorgarán los siguientes premios:

- > **Primer lugar**
Tarjeta de regalo de Amazon de \$150
- > **Segundo lugar**
Tarjeta de regalo de Amazon de \$100
- > **Tercer lugar**
Tarjeta de regalo de Amazon de \$50
- > Todos los demás artistas que creen dibujos seleccionados para el calendario recibirán una tarjeta de regalo de Amazon de \$25.

CÓMO PARTICIPAR

Dibuja o pinta una imagen original que represente uno de los seis mensajes anteriores.

Envía tu obra a:

Mission Springs Water District
Attn: Drawing Contest
66575 Second Street
Desert Hot Springs, CA 92240

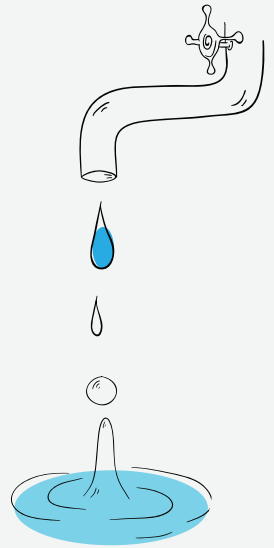
Fecha límite: 15 de noviembre de 2021

Todos los dibujos que se envíen estarán disponibles en la oficina del MSWD y se podrán recoger después del 15 de enero de 2022.

REQUISITOS DE DISEÑO

El dibujo DEBE ser ORIGINAL y HORIZONTAL en una hoja de papel blanco de 8.5" x 11" sin laminado ni alto relieve.

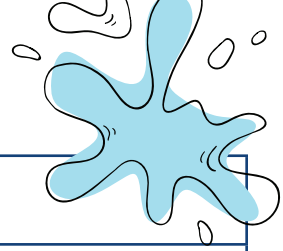
Los dibujos deben hacerse en papel BLANCO con crayones, pintura o lápices/plumas de colores. Se prefieren dibujos a color que en blanco y negro. No se aceptarán dibujos generados por computadora.



Para obtener más información, visite www.MSWD.org o llame al (760) 329-6448 extensión 145

FORMULARIO OFICIAL DE INSCRIPCIÓN PARA EL CONCURSO DE DIBUJO

Calendario de protección de las aguas subterráneas y conservación del agua del MSWD



Nombre del estudiante:		Nombre del padre/tutor:	
Firma del estudiante o padre/tutor (si es menor de 18 años):			
Edad:	Escuela:	Grado:	Maestro:
Dirección:			
Celular:		Correo electrónico:	
Indica el mensaje del dibujo (marca una opción) <input type="checkbox"/> Ahorro de agua <input type="checkbox"/> Lavado de vehículos con uso eficiente del agua <input type="checkbox"/> Calidad del agua potable <input type="checkbox"/> No tirar toallitas por el inodoro <input type="checkbox"/> Paisajismo amigable con el desierto <input type="checkbox"/> Correcta eliminación de grasas, aceites y lubricantes (FOG)			

ESCUELAS QUE CALIFICAN:

Bella Vista Elementary School

Julius Corsini Elementary School

Edward L. Wenzlaff Education Center

Bubbling Wells Elementary School

Two Bunch Palms Elementary School

Desert Hot Springs High School

Cabot Yerxa Elementary School

Desert Springs Middle School

Painted Hills Middle School

REQUISITOS PARA PARTICIPAR:

Cada dibujo **DEBE INCLUIR** una copia del formulario de inscripción completo. Asegúrate de que el mensaje del dibujo esté marcado en el formulario de inscripción. Pega con cinta adhesiva el formulario de inscripción en la parte de atrás del dibujo. No engrapes el formulario de inscripción al dibujo.

Los dibujos enviados pasan a ser propiedad del Mission Springs Water District y nadie puede tener los derechos de autor. El MSWD se reserva el derecho de aceptar o rechazar cualquier entrega. El dibujo y el nombre del artista pueden aparecer en periódicos, en el sitio web del MSWD, en las cuentas de redes sociales del MSWD y en otras comunicaciones.

