



General Manager's Report December 2020



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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 are planned to be presented to the Board at the January meeting. Currently, the team is working on the reconciliation of assessment and property tax collection.

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 Board Meeting.

Wells Fargo Credit Cards

The District has officially migrated to the Wells Fargo Commercial Credit Card Program. All District expenses which can be managed by the credit card program have been linked to make reporting easier for the cardholders and the accounts payable staff. Staff is preparing to adopt a program where we can pay our vendors using credit cards for specific items or purchases.

COVID-19 costs to date

From March 1 through November 30, 2020, MSWD has spent approximately \$649,000 on COVID-19 related expenditures.

Customer Service Department

Meter Change-Out Program Update

Almost all MSWD meters have been removed and replaced as part of this project. Only 30 meters have yet to be removed and replaced or upgraded to Advanced Metering Infrastructure technology. The remaining meters include large meter retrofits, customer refusal for new meters, and/or no access to the meter box/vault. We continue to work with Ferguson to complete the project.

United Way/Help to Others Program

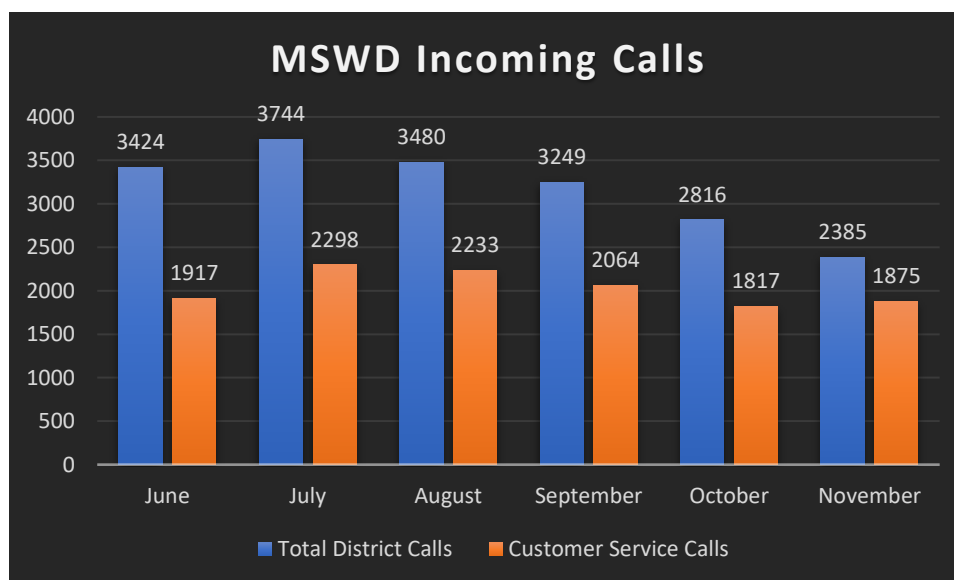
MSWD contributed an additional \$5,000 to the Help to Others Program in September, which brings our contributions for this calendar year to \$15,000. To date, this Program has provided over \$14,000 to MSWD customer with a monthly average disbursement of \$2,300.

Customer Portal Update

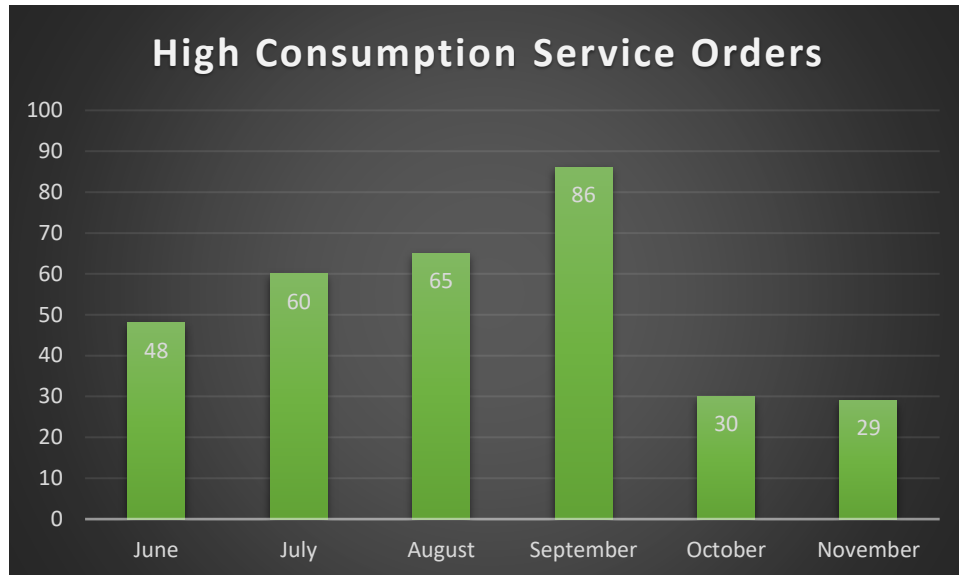
Qualifications from interested vendors has been received and evaluated. The award of contract is expected next month. Integration of a customer portal typically occurs over 90 – 120 days.

Calls into the Customer Service Department since June 2020

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



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



Overview of lobby closure and COVID-19 response

With the customer lobby access still closed to the public due to COVID-19, MSWD Customer Service Representatives continue to assist our customers with minimal disruption. Below are examples of the impacts of COVID-19:

- Staff removes late charges for out-of-work customers due to COVID-19; all customers can request extensions and payment plans.
- Staff is working in the office following social distancing guidelines.
- All Field Service Technicians are working to serve customers in individual trucks.
- Customer can make payments via;
 - Drop box located at the MSWD Administration Building
 - 7-11 convenient stores (in DHS)
 - Walmart
 - Payment Portal on MSWD.org
 - Call in and pay through the IVR system
 - Payment Applications are available on MSWD.org or USPS for customers that are unable or uncomfortable with online processes.

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

The escrow process is complete, and the District is now the legal owner of the proposed project site. Staff completed the preliminary new well permitting process with the State Water Resource Control Board Department of Drinking Water. Following Board approval, Staff awarded the project to Layne Christensen Company and is working through the contracting.

N. Indian Canyon Drive Sewer Project

Following Board approval, Staff awarded the project to Downing Construction, Inc. and has completed the contracting process. Staff and construction management consultant (TKE) began preliminary construction coordination and have a pre-construction meeting set for early December.

Terrace Reservoirs Rehabilitation and Site Improvements

Following Board approval, the project's CEQA document was filed with the State Clearinghouse. The consultant (TKE) was directed to revise the design to include the new tub rings and associated work as a bid alternative to bring the existing tank up to current seismic and structural code.

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. Staff expects to complete plan check review in December.

Desert Willows Community Water Line Replacement

Following Board approval, the project's CEQA document was filed with the State Clearinghouse. The Desert Willows Property Owners Association (POA) voted to move forward with partnering with the District on the pavement rehabilitation within the community. Staff is preparing a draft MOU to share with the Desert Willows POA and seek their approval in December. Following, Staff will bring the MOU and construction contract to the Board in January for approval.

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 January 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 in January 2021.



Operations & Maintenance

Construction & Maintenance

Construction & Maintenance Staff (C&M) completed approximately 230 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 16 water services and repaired 14 service line leaks and five main line leaks.



C&M staff along with Collections staff installed two 4-inch VCP sewer laterals for two new homes on Second Street.

Staff continues to implement the valve maintenance program and used the new valve truck and valve equipment this month. There were 112 valves exercised, and one fire hydrant flushed. There were three Cla-Val valves serviced this month and staff replaced two broken valves.

A total of 47 work orders were processed this month using the CMMS module which included 12 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.



Wastewater

Staff spent a combined 461-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 240-man hours operating the sludge belt filter press, filling and removing 17 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.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Staff collected 21 samples and spent 28-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 17 after-hour calls in the previous month.

Under an emergency contract, Tri-Star Contracting, Inc. replaced 12 feet of 8-inch VCP pipe and one sewer lateral wye due to damage caused by roots and creating a sewer backup at 66271 Buena Vista. Collections staff was able to open the blockage prior to the replacement of the broken pipe.

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. The percolation ponds are monitored daily including Saturday and Sunday. Pond No. 5 and No. 6 were cleaned and prepped for use.

Staff replaced the submersible pump in the drain sump for the belt filter press after it failed.

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.		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	76	61	60	317	185	46
Connections to Sewer Collection System:						
	As of June 30, 2020				8234	
	Plus YTD				76	
	Total Sewer Connections =				8310	

Additional sanitary service connection information is provided in Appendix B.

Water Production

Staff collected 56 routine samples and 7 general physical samples for analysis. Staff assisted lab personnel in taking regular synthetic organic chemicals samples this month which are due every three years.

Staff –

- Participated in a sanitary survey conducted by the State Water Resources Control Board at our Palms Springs Crest and West Palm Springs Village water systems
- 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.

- 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.
- Continues to climb reservoirs, and conduct transducer maintenance.

Water Production wrapped Cla-Val valves in the ID-E and Painted Hills areas to protect the lines from freezing during the upcoming cold season.

The Facilities Maintenance Lead continues to train staff, and recently finished the installation of lights at Well 37 and other electrical repair work at Well 33.



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 13,045.

New Water Services added Monthly

	2020/21	2019/20	2018/19	2017/18	2016/17
July	7	4	5	7	2
August	6	10	5	3	2
September	18	2	14	4	13
October	13	3	21	8	3
November	10	16	4	0	7
December		17	3	3	2
January		6	3	20	1
February		8	5	11	1
March		2	3	6	5
April		1	3	7	11
May		12	5	11	9
June		11	2	8	2
Annual Total	54	92	73	88	58
Avg./ Mo.	4.50	7.67	6.08	7.33	4.83

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 AF	%	FY 2019/20 AF	FY 2018/19 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	70.26	11.3%	619.87	631.75
December		0.00	0.0%	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	3973.85	239.10	6.4%	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.

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)

- The monthly CVRWMG meeting was held on Nov. 18.
 - The Group reviewed comments from DWR on the Stormwater resources Plan and developed a strategy to address them.
 - CVWD submitted comments on the Prop. 1 Round 1 Implementation draft grant agreement to DWR for review.

Mission Creek Subbasin SGMA and 2022 Alternative Plan Update

- Staff completed the data request 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) continues to work through the groundwater model calibration process, with the modeling calibration report scheduled for review in December.
- Staff and the consultant (Kennedy Jenks) continue to work together in developing the water demand projections.

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 December.

Indio Subbasin 2022 Alternative Plan Update

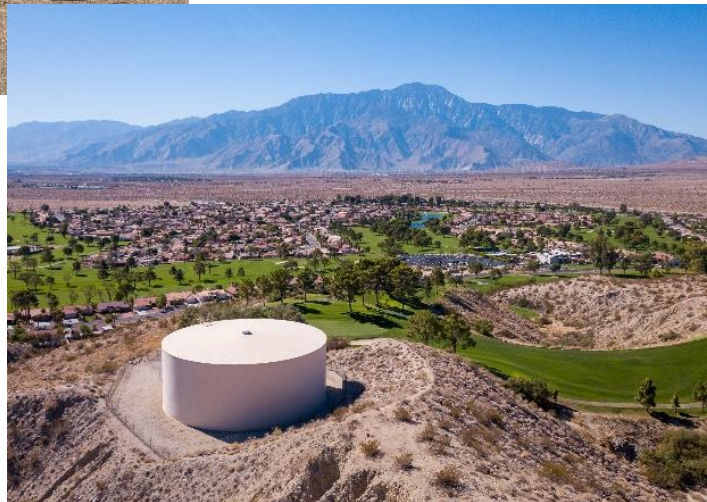
- Staff completed the second data request and submitted it to DWA.
- The third public workshop was held on November 19 with a good turn out from stakeholders. The meeting focused on the development of the groundwater model and preliminary results.

Salt and Nutrient Management Plan (SNMP)

- The consultant (WEI) completed the public draft Monitoring Workplan and submitted it to the RWQCB for review and comment.
- The agencies will have a review workshop with the Regional Board on December 2 at 10 AM via virtual meeting.

2020 Regional Urban Water Management Plan (UWMP)

- The agencies and consultant (WCS) began preparing for the public workshop on December 9 at 10 AM via virtual meeting.
- The consultant (WCS) prepared a rough outline of the proposed Water Shortage Contingency Plan, to align with new DWR requirements, for the agencies to review.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Events

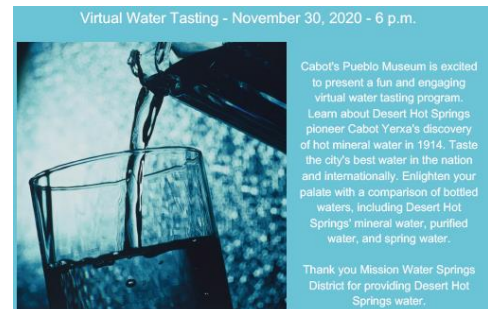
Flu Shot Clinic & PPE Distribution Event: November 18, 2020

- 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 in collaboration with numerous local and state agencies like the State Council on Developmental Disabilities, County Supervisor V. Manuel Perez's office, and Listos California.
- Over 200 bags of PPE were distributed and over 75 flu shots administered.
- Another event will be held at the Walgreens on Palm Drive in January!



Cabot's Museum Virtual Water Tasting: November 30, 2020

- Cabot's held a virtual water tasting event which included Mission Springs Water, Crystal Geiser and water filtered through reverse osmosis.
- The event was attended by Nancy Wright, Russ Martin, Brian Macy and Victoria Llort, as well as other members of the public.



Upcoming Events

Berkeley Springs International Water Tasting Competition

- The event, normally taking place in March, has been delayed until June 3-6, 2021 with the hope to still have an in-person event at that time.

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 November 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

Bottled Water Donations for November 5, 2020 – November 30, 2020

Date Supplied	Requests Filled		Event or Purpose		# Cases Requested
11/16/2020	Desert Valley's Builders Assn		DVBA Annual Golf Tournament		8
11/18/2020	MSWD/United Way		Free PPE/Flu Shot Drive thru Event		50
			Total Cases		58

APPENDIX A - Federal Update from Carpi & Clay



MEMORANDUM

To: Arden Wallum
From: Laura Morgan-Kessler
Subject: Monthly Federal Update
Date: December 2, 2020

2020 Election Results

The White House. Former Vice President Joe Biden (D) has been named the projected winner in the 2020 Presidential election with 306 electoral votes to 232 electoral votes for President Donald Trump (R).

Senate. Coming into this election, Republicans held a 53-47 majority in the Senate. After the election, the Senate stands at 48 Democrats and 50 Republicans—a net gain so far of +1 for Democrats— with two races in Georgia to be decided in a run-off election on January 5th. These two Senate elections in January will determine which party will be in the majority in the 117th Congress. If Democrats are successful in both races, the chamber would be 50-50 with Vice President Kamala Harris as the tie-breaking vote. Additionally, with the upcoming resignation of Senator Harris from the Senate, California Governor Gavin Newsom will appoint a successor to fill the seat she will be vacating.

House of Representatives. Coming into this election, Democrats hold a 232-197 majority in the House. After the election, the House stands at 222 Democrats and 206 Republicans with 7 races still yet to be called.

Leadership Elections. In the Senate, there will be no changes to top positions on either side of the aisle, with Sens. Mitch McConnell and Chuck Schumer retaining their current leadership positions. In the House, there will also be no changes to top positions on either side of the aisle, with Speaker Nancy Pelosi and Minority Leader Kevin McCarthy retaining their current leadership positions.

Biden Administration Transition

President-elect Biden has begun moving forward with the transition process. On Monday, November 23rd, the General Services Administration (GSA) officially signed off on the letter to allow the formal transition process to begin. In addition to providing federal funding, this letter also allows members of the Biden transition team to officially begin conversations with all of the federal agencies and to start formally conducting their agency review process. Additionally, the Biden transition now have an official government website (buildbackbetter.gov).

President-elect Biden has made several announcements regarding senior staff. A few positions of note are:

- Chief of Staff: Ron Klain (longtime Biden aide; former Chief of Staff to Vice President Biden; former White House Ebola Response Coordinator)
- Deputy Chief of Staff: Jen O'Malley Dillon (former Biden campaign manager)
- Director of the White House Office of Intergovernmental Affairs: Julie Rodriguez (native Californian; longtime Harris aide; former Deputy Press Sec. at the Department of the Interior for Secretary Salazar)
- Director of Communications: Kate Bedingfield (Deputy Campaign Manager and Communications Director for the Biden-Harris Campaign)
- Press Secretary: Jen Psaki (Former White House Communications Director; former State Department Spokesperson)

Last week, President-elect Biden made his first round of cabinet secretary nomination and appointment announcements, focused around the issues of National Security, which included the following:

- Secretary of State: Antony Blinken (Served as Deputy Secretary of State during the Obama Administration)
- Secretary of Homeland Security: Alejandro Mayorkas (Deputy Secretary of Homeland Security in the Obama Administration)
- Director of National Intelligence: Avril Haines (Former Principal Deputy National Security Advisor to President Barack Obama and Legal Advisor to the National Security Council)
- Ambassador to the U.N.: Linda Thomas-Greenfield (35-year veteran of the U.S. Foreign Service who has served on four continents; Assistant Secretary for the Bureau of African Affairs under the Obama Administration)
- Special Presidential Envoy for Climate Change: Former Secretary John Kerry (former Secretary of State in Obama Administration and former US Senator)

This week, President-elect Biden made another round of cabinet secretary nomination and appointment announcements, focused around economic issues, which included the following:

- Secretary of the Treasury: Janet Yellen (Former Chair of the Council of Economic Advisors; former Chair of the Federal Reserve)
- Deputy Secretary of the Treasury: Wally Adyeymo (Served as the Deputy Director of the National Economic Council and Deputy National Security Advisor in the Obama Administration; former Chief of Staff of the Consumer Financial Protection Bureau)
- Director of the Office of Management and Budget: Neera Tanden (President & CEO of the Center for American Progress)
- Chair of the Council of Economic Advisors: Cecilia Rouse (Former member of the Obama Council of Economic Advisers; dean of the Princeton School of Public and International Affairs)

Over the coming weeks, it is expected that President-elect Biden will continue to make announcements for additional cabinet secretaries and senior staff.

FY21 Appropriations Update

In late October, the President issued an Executive Order (EO) entitled “Modernizing Earlier this month, the Senate Appropriations Committee released all twelve of their FY21 Appropriations bills to begin negotiations with the House and working to move towards a final appropriations package. The federal government is still being funded by a Continuing Resolution (CR) that runs until December 11th. Before the Thanksgiving break, House and Senate negotiators struck a deal on dividing \$1.4 trillion among the 12 individual spending bills. That agreement clears the way for appropriators to put the finishing touches on their bills, which will be rolled into an omnibus package. If talks do not continue to progress regarding an omnibus appropriations package over the next few days, another CR will need to be passed to avoid a government shutdown. Both Speaker of the House Nancy Pelosi and Senate Majority Leader Mitch McConnell have indicated their preference to pass an omnibus and avoid another CR.

Feinstein Announces She Will Not Seek Top Spot on Judiciary Committee

Senator Dianne Feinstein (D-CA) announced she will not seek the position of chairman or ranking member of the Senate Judiciary Committee in the 117th Congress. She has served as ranking member of the Judiciary Committee since 2017 and previously served as chairman and vice chairman of the Senate Intelligence Committee and chairman of the Senate Rules Committee. She will continue to serve as a member of those committees next year, as well as remaining on the Senate Appropriations Committee.

Latest on Negotiations for COVID-19 Relief Legislation

Since returning to Washington, D.C. after the elections, negotiations on an additional COVID-19 relief package have stalled. Both sides still appear to be far apart on an overall price tag of the package, as well as many aspects of a package, including funding for state and local governments and extending unemployment insurance. In an effort to restart negotiations, in late November, Speaker Pelosi and Minority Leader Schumer sent a joint letter to Majority Leader McConnell asking him to meet with them and begin discussions on an additional COVID-19 relief package.

A Look Ahead: What Congress Might Tackle in the Remaining Days of the Lame Duck

Congress to pass legislation is beginning to close. There are a few legislative items that Congress is focusing on during the remaining days in the lame duck session including:

- FY21 Appropriations Bills
- Additional COVID-19 Relief Package
- National Defense Authorization Act
- Water Resources Development Act
- Extension of the Temporary Assistance for Needy Families (which expires on December 31, 2020)

Congressional desire to stay in Washington, D.C. for a few more weeks to try and complete some of these items may be waning, coupled with an increase in the number of Members of Congress who have recently tested positive for COVID-19). House Majority Leader Steny Hoyer announced that the House may complete its business for the year early next week.

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	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05
July	8	7	9	51	2	1	139	2	0	0	4	2	46	4	6	27	21
Aug.	4	1	8	53	2	4	214	4	0	2	4	6	48	11	35	111	18
Sep.	5	2	12	8	11	2	90	2	1	0	0	0	45	36	60	107	24
Oct.	9	4	8	12	4	21	65	8	2	1	2	1	77	6	9	108	16
Nov.	50	10	9	7	7	1	52	18	7	3	2	6	26	46	4	53	18
Dec.		3	3	64	1	0	86	22	11	2	0	3	90	12	8	29	77
Jan.		7	1	16	8	3	27	3	11	1	3	2	109	2	28	35	79
Feb.		5	1	42	0	3	5	46	6	1	2	4	92	1	4	36	98
Mar.		1	0	23	5	0	31	16	2	1	16	1	18	4	37	48	164
Apr.		3	3	15	30	0	8	95	14	3	11	8	6	1	34	30	69
May		11	3	20	45	7	13	98	3	2	6	1	3	9	12	6	88
June		7	3	6	70	4	4	72	2	0	3	2	4	33	22	39	133
Annual Total	76	61	60	317	185	46	734	386	59	16	53	36	564	165	259	629	805

Connections to Sewer Collection System:

As of June 30, 2020

8234

Plus YTD

76

Total Sewer Connections =

8310

WASTEWATER FLOW MGD				
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	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	2.069268	2.140825	0.047916	0.079010
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Sep.	2.003417	2.121446	0.046861	0.077790
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Dec.				
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WASTEWATER FLOW MGD				
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	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		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	54	92	73	88	58	49	25	14	6	12	15	25	25	198
Avg./ Mo.	4.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08	16.50

Connections to Water System:

As of June 30, 2020 12,991

Plus YTD 54

Total Water Connections = 13,045

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		0.00	0.0%	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	3973.85	239.10	6.4%	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

Monthly Water Use Reporting for the SWRCB												
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec

SWRCB Drought Reporting -- 2014												
Production - Month (AF)	583	523	604	664	708	813	859	731	801	716	534	591
Residential use = 65%	379	340	393	432	460	528	558	475	520	466	347	384
325,851 gal per AF	123,451,584	110,745,513	127,905,804	140,647,882	149,984,755	172,187,489	181,938,906	154,766,680	169,584,428	151,714,596	113,037,223	125,139,655
Service area population - 37,600	3283	2945	3402	3741	3989	4579	4839	4116	4510	4035	3006	3328
Number of days in month	31	28	31	31	31	30	31	31	30	31	30	31
per capita water use (Gal/Day)	106	105	110	125	129	153	156	133	150	130	100	107

SWRCB Drought Reporting -- 2017												
Production - Month (AF)	465.1	453	549	541	731	733	836	830	712	734	642	584
Residential use = 63%	302	294	357	351	475	476	543	540	463	477	380	
325.851 gal per AF	98,509,645	95,946,827	116,279,929	114,492,311	154,828,103	155,251,709	177,039,899	175,796,615	150,803,843	155,466,352	13,597,622	12,369,040
Service area population - 37,600	2620	2552	3093	3045	4118	4129	4709	4675	4011	4135	3616	3290
Number of days in month	31	31	31	30	30	31	31	31	30	31	31	30
Per capita water use (Gal/Day)	85	91	100	102	133	138	152	151	134	133	121	106

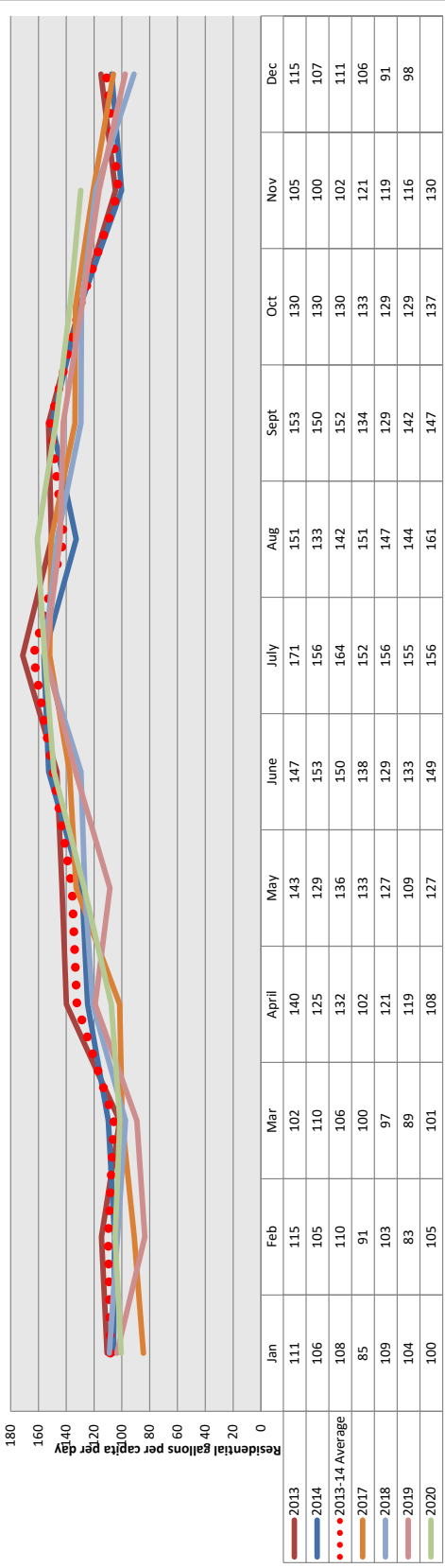
SWRCB Drought Reporting -- 2019												
Production - Month (AF)	570	415	491	635	598	710	853	795	757	709	620	537
Residential use = 65%	371	270	319	413	389	462	554	517	492	461	403	349
325,851 gal per AF	120,727,796	87,898,307	103,995,347	134,495,007	126,658,284	150,380,237	180,668,087	168,383,504	160,334,985	150,168,433	131,317,953	113,738,292
Service area population - 37,600	3211	2338	2766	3577	3369	3999	4805	4478	4264	3994	3492	3025
Number of days in month	31	28	31	30	31	30	31	31	30	31	30	31
per capita water use (gal/day)	104	83	89	119	109	142	155	144	132	129	116	98

	31%	18%	8%	33%	24%	12%	24%	2%	16%	5%	-8%	18%
Percent Change from 2013 to 2016												
Change GPCD from 2013 to 2017	26	24	2	38	10	9	19	(0)	19	(3)	(16)	9
Percent Change From 2013 to 2017	24%	21%	2%	27%	7%	6%	11%	0%	12%	-3%	-15%	8%

MSWD PER-CAPITA WATER USE REPORTING
TO THE SWRCB

Change GPCD from 2013 to 2018	2	11	4	19	16	17	16	4	23	1	(14)	24
Percent Change From 2013 to 2018	1%	10%	4%	14%	11%	12%	9%	3%	15%	1%	-13%	21%
Change GPCD from 2013 to 2019	7	31	12	21	34	13	16	6	11	1	(12)	17
Percent Change From 2013 to 2019	6%	27%	12%	15%	24%	9%	10%	4%	7%	1%	-11%	15%
Change GPCD from 2013 to 2020	10	10	0	32	16	(2)	16	(10)	5	(7)	(25)	
Percent Change From 2013 to 2020	9%	9%	0%	23%	11%	-2%	9%	-7%	3%	-6%	-24%	

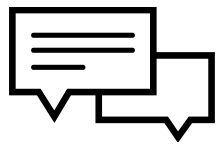
Per Capita/Per Day Comparison



APPENDIX C – Public Affairs Information

CV WATER COUNTS WEBSITE INFORMATION NOVEMBER, 2020

HUNTER JOHNSEN



Visitors

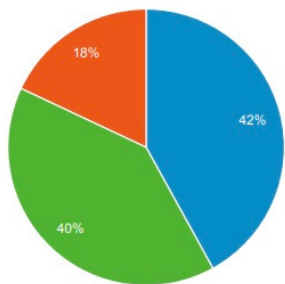
User Type	Users
New Visitor	821
Returning Visitor	173

Pageviews by Page Title

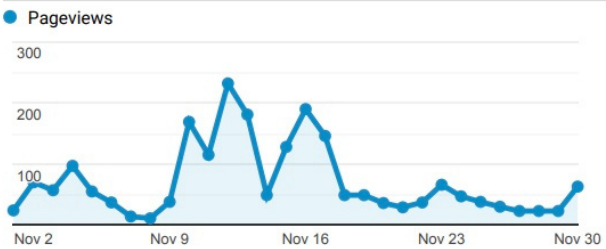
Page Title	Pageviews
Reduce Watering Times as Temperatures Cool - CV Water Counts	466
Home - CV Water Counts	211
New Home - CV Water Counts	208
Coachella Valley Water Conservation Water Rebate Map - CV Water Counts	200
Splash's CV Water Counts Poster Contest - CV Water Counts	121
About - CV Water Counts	107
Latest Coachella Valley Water Conservation News - CV Water Counts	89
Two Dozen Vegetables to Plant by mid-October in Palm Springs and the Coachella Valley - CV Water Counts	57
Connect - CV Water Counts	40
Virtual Water Counts Academy 2021 Coming Soon - CV Water Counts	38

Users by Device Category

desktop mobile tablet



Pageviews



Pageviews by City

City	Pageviews
La Quinta	712
Indio	215
Palm Desert	188
Palm Springs	133
Desert Hot Springs	96
Coachella	84
Cathedral City	48
(not set)	42
San Diego	39
Mecca	36

Users by Source / Medium

Source / Medium	Users
google / cpc	321
google / organic	230
(direct) / (none)	202
m.facebook.com / referral	27
classroom.google.com / referral	23
spectrumreach / digitalbanners	19
l.facebook.com / referral	10
facebook.com / referral	8
baidu / organic	4
dwa.org / referral	4

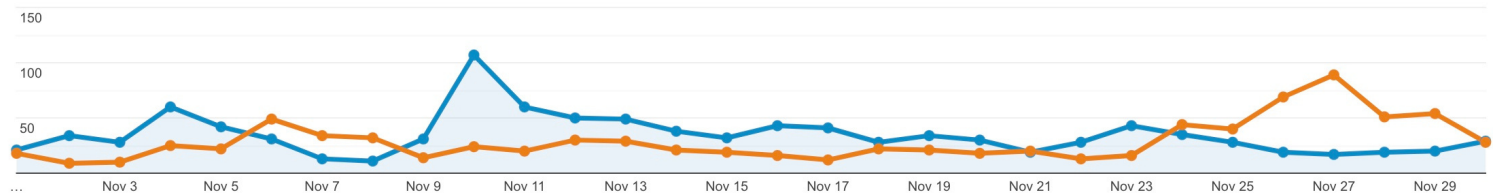
CV WATER COUNTS
2020 / 2019
INFORMATION

HUNTER JOHNSEN



Water COUNTS

Nov 1, 2020 - Nov 30, 2020: ● Users
Nov 1, 2019 - Nov 30, 2019: ● Users



Users

14.30%

871 vs 762



New Users

16.79%

821 vs 703



Sessions

26.25%

1,188 vs 941



Number of Sessions per User

10.45%

1.36 vs 1.23



Pageviews

63.41%

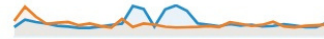
2,126 vs 1,301



Pages / Session

29.44%

1.79 vs 1.38



Avg. Session Duration

113.48%

00:01:35 vs 00:00:45



Bounce Rate

-4.61%

79.88% vs 83.74%



CV WATER COUNTS SOCIAL MEDIA

HUNTER JOHNSEN




FACEBOOK


- Total Reach: 6,144
- Post Engagements (likes, comments, shares): 331
- Follower count: +4

TOP POSTS

FACEBOOK

 **CV Water Counts**
Published by Hootsuite • November 7 at 2:25 PM •

As nighttime temperatures begin to cool, gradually reduce watering times to avoid wasting water. Plants and grass do not need much water during the fall and winter seasons.



CVWATERCOUNTS.COM
Reduce Watering Times as Temperatures Cool
As nighttime temperatures begin to cool, gradually reduce watering ... [Learn More](#)

4,434 People Reached 242 Engagements [Boost Again](#)

- Reach: 4,434
- Engagements: 306
- Post clicks: 207
- Link Clicks: 147

TWITTER

- Impressions: 3,520
- Profile Visits: 44
- Follower count: +1

TWITTER

 **CV Water Counts** @CVWaterCounts · Nov 2

Our Poster Contest deadline has been extended to November 30! Open to all students at elementary, middle, and high school levels, winner from each level receives a \$50 gift card, and the runner-up from each level receives \$25 gift card. Plus a goodie bag!



- Impressions: 166
- Retweets: 1
- Likes: 2

CV WATER COUNTS DIGITAL ADVERTISING

HUNTER JOHNSEN



FACEBOOK POSTS

- Impressions: 18,003
- Reach: 14,369
- Link Clicks: 60



CV Water Counts @CVWaterCounts · Sep 25

CV Water Counts is proud to announce our 1st annual Poster Contest! If you are a student in the Coachella, you are invited to create a poster which depicts water being used wisely at home, in the community, or in the environment.

Learn more here: cvwatercounts.com/splashes-cv-wat...



CV Water Counts

Published by Hootsuite · November 7 at 2:25 PM ·

As nighttime temperatures begin to cool, gradually reduce watering times to avoid wasting water. Plants and grass do not need much water during the fall and winter seasons.



CVWATERCOUNTS.COM

Reduce Watering Times as Temperatures Cool

As nighttime temperatures begin to cool, gradually reduce watering ...

[Learn More](#)

DISPLAY ADS

- Impressions: 36,754
- Clicks: 358

CV WATER COUNTS

EMAIL

HUNTER JOHNSEN



Water
COUNTS

WATER WATCH SENT: NOV. 4

AUDIENCE

- Open Rate: 41.2%
- Clicks: 31
- Recipients: 348
- Bounced: 3
- Unsubscribed: 1

TOP LINKS

- 1) Academy blog post
- 2) TV Commercial on YouTube
- 3) Fogs blog post



DIGITAL MARKETING CAMPAIGNS

NOVEMBER, 2020

CASEY DOLAN CONSULTING



GOOGLE ADS



Vs. Campaign

Impressions: 103,862

Clicks: 727

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



Value is Our Mission

Impressions: 60,842


Clicks: 365

DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING




FACEBOOK | INSTAGRAM ADS

 **Mission Springs Water District** Sponsored · 🌐 ...

Even the most efficient human dish washer can't come close to a high efficiency dishwashing machine. To make the most of this valuable tool in your conservation toolbox, make sure to **ONLY** run full loads and choose the most water-efficient cycle.

If you must wash by hand, use two basins or tubs in the sink, fill one for soap, the other to rinse. This uses a lot less water than continuously filling the sink, and you can better control your usage.

Click for more water saving tips.



MSWD.ORG
Mission Springs Water District - Tips

LEARN MORE

Vs. Campaign

Impressions: 29,182

Clicks: 122

Post Engagements: 32

 **Mission Springs Water District** Sponsored · 🌐 ...

It's fall y'all and the winds are blowing. Using a broom to sweep your driveway and outdoor areas saves water and money. ...See More

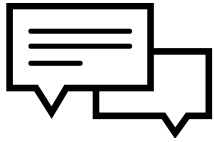


MSWD.ORG
Mission Springs Water District - Tips

LEARN MORE

DIGITAL MARKETING CAMPAIGNS


CASEY DOLAN CONSULTING



FACEBOOK | INSTAGRAM ADS

Mission Springs Water District
Published by Casey Dolan · November 2 at 9:50 AM · 🌐

Mission Springs Water District is working for you. Have an issue or question for us? We are here for you 24/7. Click the contact button for more information.



MSWD.ORG
Value is Our Mission
Our mission is to provide, protect, and preserve our most valuable res...

Contact Us

Value is Our Mission

Impressions: 33,411

Clicks: 128

Post Engagements: 28

Totals

Impressions: 70,166

Clicks: 293

Post Engagements: 42

DIGITAL MARKETING CAMPAIGNS

CASEY DOLAN CONSULTING



MONTHLY WEBSITE ANALYTICS

Visitors

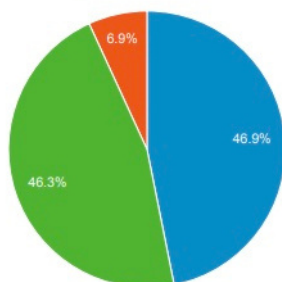
User Type	Users
New Visitor	4,278
Returning Visitor	2,716

Pageviews by Page Title

Page Title	Pageviews
Mission Springs Water District - Sign In	6,448
Mission Springs Water District - My Account	5,084
Mission Springs Water District - Home	5,050
Mission Springs Water District - Pay Bills	2,847
(not set)	2,439
Mission Springs Water District - Payment Options	2,412
Mission Springs Water District - Pay as a Guest	1,548
Mission Springs Water District - You Have Successfully Signed Off	1,521
Mission Springs Water District - Account Detail	1,334
Mission Springs Water District - Water Savings Tips	1,027

Users by Device Category

desktop mobile tablet



Pageviews



Pageviews by City

City	Pageviews
Desert Hot Springs	19,838
Ontario	1,580
Los Angeles	1,387
Palm Springs	1,120
San Diego	817
Indio	684
Cathedral City	669
Palm Desert	652
Riverside	408
Irvine	391

Users by Default Channel Grouping

Default Channel Grouping	Users
Direct	2,796
Organic Search	2,281
Display	752
Social	164
Referral	125
Paid Search	2