



General Manager's Report August 2022



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ADMINISTRATION

Customer Service Department

Disconnections Due to Non-Payment

After suspending disconnections, the past two years due to the COVID pandemic, MSWD announced that it will resume disconnection of past due accounts, beginning in April 2022. To avoid disconnection, customers who have past due balances are strongly encouraged to contact the District before March 31, 2022, to set up a payment plan and learn about available assistance programs. To assist residential and commercial customers with past due balances related to COVID, the District applied for and received funds from the California Water and Wastewater Arrearage Payment Program to cover past-due drinking water balances that were accrued between March 4, 2020, and June 15, 2021.



As of April 5th, 2022 disconnections have resumed. The July monthly delinquency process began with 422 auto-dialer calls, 101 door hangers, technicians were able to make contact with 31 customers to either pay, set up payment plan with the office, or to get information for bill assistance: this process reduced delinquencies to only 13 disconnections in July.

426 payment plans set for MSWD customers, pending balance of payment plans - \$310,063.54

Customer Bill Assistance Programs

The United Way Customer Bill Assistance Program continues to be utilized by those customers who need assistance one billing period annually, paying \$100 per approved customer.

United Lift has assisted customers by paying \$2301.72 on customer accounts in July 2022. State Arrearages Program This one-time payment was applied to eligible accounts January 24th, 2022, totaling 1,253,914.00.

Riverside County's LIHWAP Care Program (Riverside County Program) launching June 2, 2022, this will provide customers a one-time payment towards their water and/or sewer bill up to \$2,000. This program will only run through August 2023. The program has started

strong, LIHWAP has paid \$7628.65 in customer assistance since it opened to the public in June 2022.



Ways to Pay Bills

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

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

Lobby Open by Appointment Only and COVID-19 Response

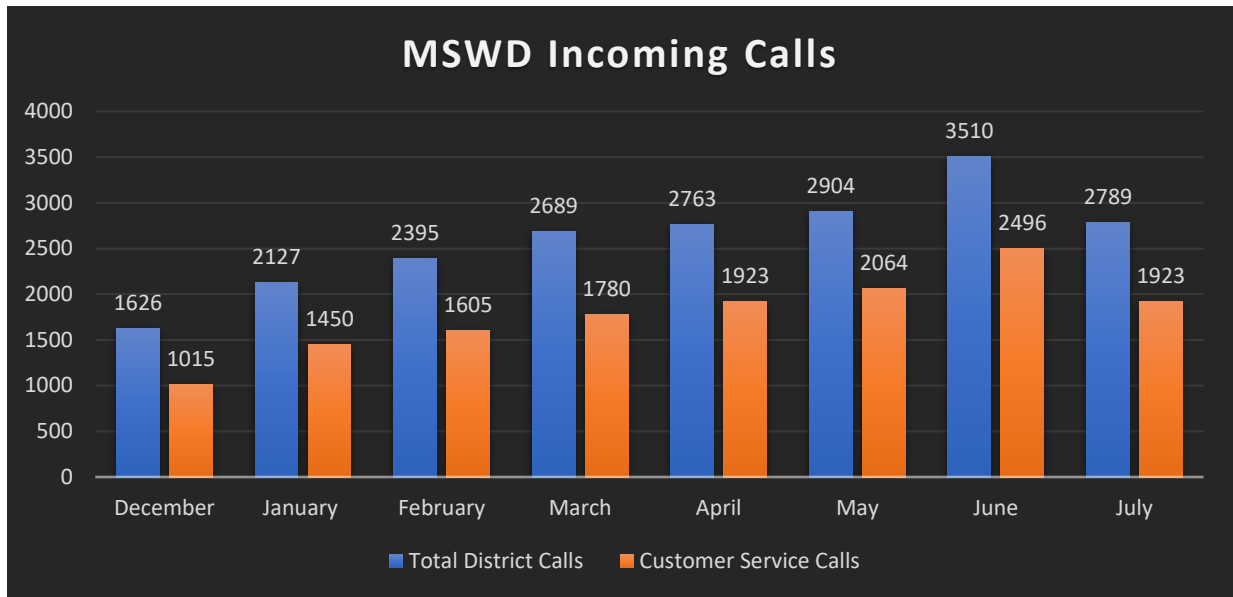
As part of the COVID-19 response, the MSWD lobby continues to be open by appointment only. The District had five appointments in June 2022 to assist customers in person.

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

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

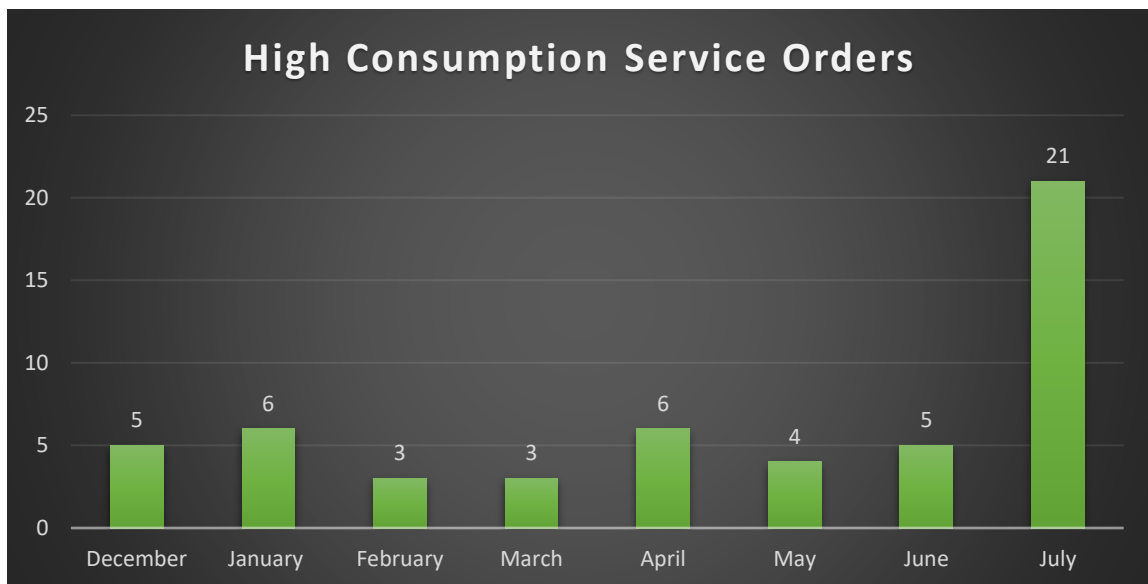
Calls into the Customer Service Department

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



High Bill Investigation Requests Versus 13,675 Accounts

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



Finance and Accounting Department

The Finance and Accounting Department continues to work with its vendors to complete the yearly and necessary tasks to meet State and Federal reporting requirements and the strategic goals established by the MSWD Board of Directors. Below are project highlights and summaries for July 2022.

Current Work Priorities

The main priority for Finance and Accounting was the FY22/23 budget, and implementing the following changes:

- Entered the new budget amounts to the accounting system to begin utilizing in FY22/23.
- Created the new capital jobs approved by the Board
- Updated the service contracts for the new fiscal year as needed.
- Completed the staff changes from the classification and compensation plan:
 - Several employees became non-exempt as their duties changed.
 - Several employees had to relinquish District vehicles as their duties changed and the vehicles could be repurposed for other employees
- Reviewed information from the 2020 Statewide Community Infrastructure Program (SCIP) Financing that is looking to complete an additional 77 homes in 2023.
- Completed the final review of the Long Range Financial Plan RFQ which will be posted for consultant consideration in August.
- Continued to update the procurement policy to meet District needs while ensuring it meets State and Federal laws.
- Continued to work with Wells Fargo to implement the payment manager program to help with credit card, ACH, and check payment process.

Accounting continues to support other departments as needed as indicated below;

Human Resources

- Implemented the certificate and education pay incentive. Accounting made the necessary changes in the payroll system to implement this policy update.
- Implemented all the changes from the Classification and Compensation Study, from changing employee titles, salaries, purchasing approvals to updating the retirement records for the increase in salaries.
- Update the District's Conflict of Interest Policy due to the change in employee titles.
- Director of Finance attended an online webinar on Diversity, Equity and Inclusion in the Workplace.
- Provided guidance on meal per diem amounts to provide to employees while they attend the Tri-State training in August.
- Implemented a new employee benefit, Aflac supplemental insurance. The cost of Aflac supplemental insurance is borne by the employees.

Customer Service

- Submitted final arrearage data requested by the State to close the grant provided to help with customer delinquent accounts.
- Completed the sewer on property tax review to send to the County.
- Provided several corrections to customer service for customer accounts.
- Entered and provided the new meter job tracking for field service employees to use when installing new meters.

Public Relations

- Completed the Integrated Regional Water Management toilet and turf rebate grant reimbursement through June 30, 2022
- Helped to compile the annual accomplishments list
- Entered a new job for the CV Water Counts campaign that will be administered by the District for the 2023 fiscal year. Several deposits came in from the other participating water agencies for their cost share of the project.
- Compiled the information for the public records requests

Engineering and Construction and Maintenance

- Established two (2) new reimbursable jobs were requested by Engineering
 - Relax Hotel & Spa
 - Golden Lake Business Park

Budget

Budget transfers in July amounted to \$12,521 due to recoding expenses that occurred early in the year.

Cash

Total cash receipts for the month of June amounted to \$1,584,109 with the majority being normal bill payments, sewer prepayments, grant cost share payments and the final property tax collections for the 2022 fiscal year.

Cash disbursements for the month of July 2022 amounted to \$3,459,757, with the largest payments going to:

- J.F. Shea Construction – \$1,144,130
- CalPERS Unfunded Liability Prepayment – \$585,452
- TKE Engineering – \$117,610
- AToM Engineering – \$171,663
- Ruhnau Clarke Architects – \$87,048
- Net Payroll – \$609,977
- Payroll Taxes – \$169,892
- Berkadia AD #5 and #7 debt
 - AD #5 – \$4,228 – final payment.
 - AD #7 – \$15,631

Innovation and Technology Department

The Innovation and Technology Department (IT) continues to work with staff and vendors to achieve technological enhancement and meet innovation goals established by the MSWD Board of Directors. Below are project highlights and summaries for July 2022.

Technology Improvements

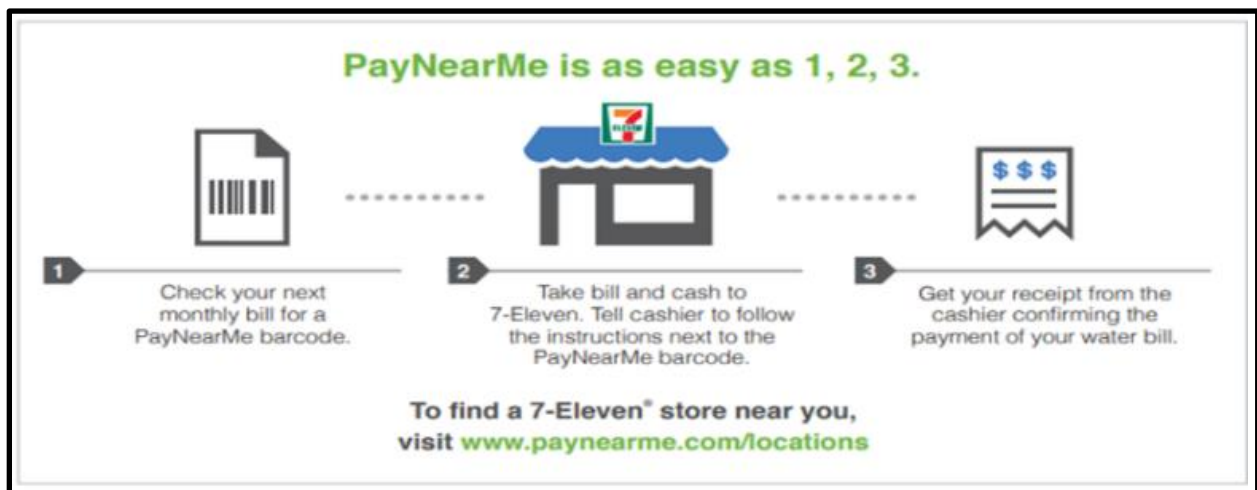
- IT is continuing with a system upgrade project with the Wastewater Department to enhance the data collection and availability of our collections inspections. Implementation with our onboarding specialists is expected to begin in mid-July 2022.
- MSWD continues its push toward paperless operations with the expansion of Laserfiche forms which staff are currently using for managing budgets and submitting overtime. Additional forms are in development along with continuous improvements in current forms.
- Desktop computers and laptop upgrades continue as needed

On-Going Cyber Security Training

IT continues the monthly anti-phishing training scenarios with staff and Board members. Staff has been diligent in reporting suspicious emails or contacting the IT Manager for review of suspicious emails before acting.

WaterSmart Customer Portal

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



Purchasing Department

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

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

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

Storage Containers/Master Meters

- We currently have emptied out three of the storage shipping containers that were used for the old Master meters.
- We are in the process of getting two of the empty shipping containers moved for the Wastewater Department; one will be moved to the Desert Crest plant, and the other will stay at the Horton Plant in a different location.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

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

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

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

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

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

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

Well 22 Rehabilitation

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

Following Board approval in July, staff is contracting with one of the on-call well contractors (Legend) to complete the well casing and equipment rehabilitation to meet increased demands.

Water and Wastewater System Comprehensive Master Plan Updates

Staff is in the process of reviewing the draft water and sewer master plans.

AD-18 GQPP Sewer Project Area “D3-1”

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

Horton Effluent Filtration System

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

Horton Odor Control Project

Trench paving is to be completed on August 3, 2022. A drain was added to the project per no-cost Change Order 4. Staff and consultant are working to set a final job walk with the contractor. The odor control unit start up is scheduled for August 15, 2022 with contract completion to be accomplished by the end of August.



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

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

Backup Generators for Well Sites 27-32 and 37 Projects

Staff is working with the selected engineering consultant to begin the design the control panels and select generator which will meet the Air Quality Management District (AQMD) requirements for use in California.

Regional Water Reclamation Facility

Through the month of July, JF Shea completed forming and pouring the Plant Drain Pump Station walls, continued progress on forming and pouring the SBR Tank slabs, including all reinforcements, conduits, and construction joints, and continued progress on the electrical conduits, water lines, and sewer lines for the administration building.



Staff continued the process of contacting property owners to acquire right-of-way along 20th Avenue to construct the third required monitoring well, to be constructed at a later date. Staff and the consultant (TKE Engineering) finalized and submitted the final parcel map to the City for approval.

Staff continues to monitor progress on the SRF/Grant funding application with the SWRCB. The Final Funding Agreement is expected in the next 2-months.

Operations & Maintenance

Construction & Maintenance

Staff completed approximately 370 water line location requests. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations.



Other key items staff completed in July are;

- replaced 15 water service lines with copper
- repaired 25 service line leaks and six mainline leaks
- exercised 180 ground valves
- flushed 56 fire hydrants to ensure water quality in areas where historical data shows low flow
- installed 6 new water service lines
- conducted 11 fire flow tests with Engineering Department to support local development projects

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 per week and routine janitorial services are completed twice a week. Starting the first week of August the District will be using a new janitorial company, Eternal Love, LLC. They were the lowest and responsive bidder from our bid process in late-May.

Building Maintenance:

- A security cage was installed over new gate controller at the Administration Building to help prevent another theft.
- AC unit number 4 for the Administration Building was repaired due to not cooling.
- Several light bulbs and fixtures were replaced in various locations throughout the Admin. Building.
- Standby Generator Monthly Maintenance Program: Staff did not find any issues during the monthly testing of our standby generators. This testing ensures the generators are functioning correctly and ready to be used when needed.

The District continues to utilize Southern California Fleet Services for contract maintenance and repairs of District vehicles and equipment. Below is a listing of services that were provided this month:

- Services were completed on units 389, 418, 404, 388 and 420
- Battery was replaced in units 389 and 390
- Front brakes were replaced in unit 388
- Pump in unit 385 was repaired
- Rear brake lights were replaced in small dump trailer
- Both front rims were replaced on the Case skip loader along with both front tires
- Tires on trailer 395 were replaced

Collections

No Sanitary Sewer Overflows (SSOs) occurred in the collection system during July 2022. No problems occurred at the Dos Palmas Lift Station. The operators continued to visit the site each day to check proper pump operation, ensure the SCADA system is working properly, and check site security.

Staff completed 351 sewer line location requests and inspected 2,640 feet of 8-inch mainline using the CCTV truck. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.



Collections staff assisted wastewater with the cleaning of the outfalls from Aeration Tanks 4 & 5, removing rags and debris headworks, and replaced the main hose reel on the GapVax.

Wastewater Treatment

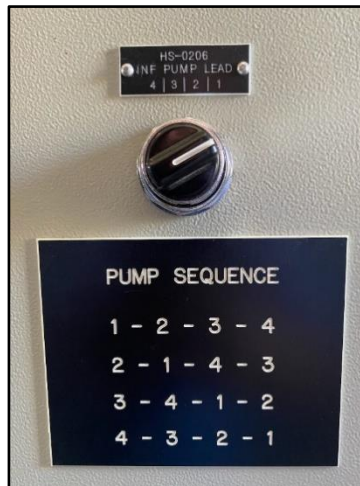
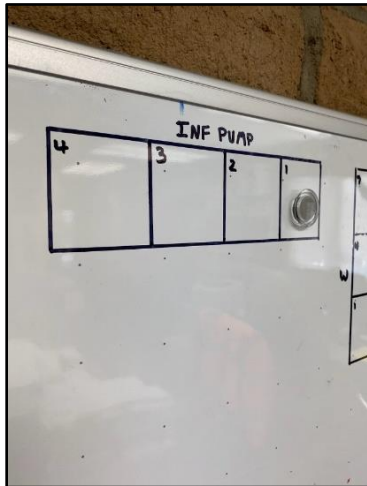
Staff spent a combined 469 hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest Wastewater Treatment Plants (WWTPs). Also, during this timeframe staff spent 173 hours operating the sludge belt filter press, including filling and removing 14 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff collected 40 samples and spent 60 hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both wastewater treatment plants are producing an effluent that meets the District's discharge requirement.



Staff completed the following maintenance tasks in July;

- Cleaned and rehabilitated Ponds 2, 3, 4, 5, 6, 7 and 8
- Cleaned and removed grit from the headworks as part of our annual maintenance
- Used the Kubota to rehabilitate the ponds, wasting beds, scum beds and the area around the Desert Crest WWTP.
- Cleared a blockage in the raw activated sludge pipe at the Desert Crest WWTP
- Began inhouse performance testing on all analysts that perform certain field testing within the Horton Wastewater Laboratory. The inhouse performance testing is required once a year to ensure analysts are performing laboratory procedures correctly.
- Continued weekly "Wastewater Training" as part of a District facilitated program to ensure all operators safely use of all the testing equipment in the laboratory. This month's training included:
 - Influent Pump Cycling
 - Composite Sampling Program Setup
 - Laboratory Fortified Blank .01 M KCl



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

	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18
July	4	18	8	7	9	51
Aug.		20	4	1	8	53
Sep.		20	5	2	12	8
Oct.		36	9	4	8	12
Nov.		29	50	10	9	7
Dec.		12	9	3	3	64
Jan.		14	21	7	1	16
Feb.		7	23	5	1	42
Mar.		17	48	1	0	23
Apr.		7	18	3	3	15
May		16	17	11	3	20
June		2	21	7	3	6
Annual Total	4	198	233	61	60	317

Additional sanitary service connection information is provided in Appendix B.

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

Monthly Wastewater Flows

WASTEWATER FLOW MGD				
2022/23	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.980020	2.086591	0.038856	0.045610
Aug.				
Sep.				
Oct.				
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Water Production

Staff collected 45 routine bacteriological (Bac-T) samples, six general physical samples, and uranium samples at Well 26A for analysis in June 2022. Staff works closely with the laboratory when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for July 2022 were sent out to the State Water Resources Control Board on August 4, 2022.



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

Staff continues to conduct routine chlorine pump maintenance and inspections at all well sites, making necessary adjustments to all chlorine pumps and/or their related equipment, ensuring proper operation and repairing/rebuilding as needed.

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



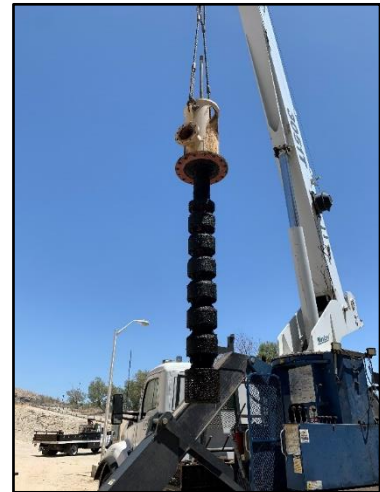
Staff continues to oversee the landscape contract for 36 sites throughout the District. A new landscaping contractor (Urban Habitat) is now completing work for the District. They have already made several irrigation repairs at some of our water production sites.

Specific site work completed in July 2022 included;

- Fire pump testing at Gateway Reservoir: This test is performed monthly to confirm the fire pump is in good operating condition and works properly when required. Staff performs this test from the onsite 4" fire hydrant and ran the water into the adjacent drainage channel.
- Multiphase rehabilitation project for Well 22: We have recently contracted Legend Pump to install a test pump so that we can confirm water quality and determine proper pumping rates. The test pump is scheduled to be installed on August 3, 2022.
- Upgrades to the Low Northridge booster station. K.S.M. Electric (through an on-call services contract) has been asked to install two motor saver devices on our existing electrical system. We anticipate this installation to be completed mid-August.



- Thermal Imaging at all sites: Staff is beginning to implement thermal imaging on all our electrical panels, motors, and other pumping related equipment. This month, Staff began collecting thermal images on approximately 75% of our electrical equipment and motors. This is an ongoing project and Staff is adjusting their workflow to ensure that we are collecting the correct information for trending purposes.
- Repairs to Terrace Booster Pump #3: The pump was pulled for repairs in July with the repaired pump expected to be installed in August. Once the pump installation is complete, we will move onto an additional pump at the Terrace booster station to continue with our maintenance project.
- Installation of Chlorine Analyzers: Staff installed MSWD's first automatic chlorine analyzer at the Valley View Reservoir/Booster Station. The new analyzer now reports chlorine residual levels directly to our SCADA system and has been working great. We have had to make a few minor adjustments, but it is currently working as desired. A dry well was installed for the drain water. Additional parts have been ordered to complete the installation of two more analyzers in our system.



- Sanitary Survey: Staff is working on completing the required Sanitary Survey response items and will be responding to the State before the August 15, 2022 deadline.
- Well 33 Solar Site: Staff continues to monitor the performance of the solar system. The June performance report is unavailable and will be reported with July's information next month.

New Service Connections to the Water System

	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18
July	6	18	7	4	5	7
August		19	6	10	5	3
September		23	18	2	14	4
October		33	13	3	21	8
November		27	10	16	4	0
December		9	2	17	3	3
January		14	15	6	3	20
February		8	13	8	5	11
March		19	16	2	3	6
April		6	11	1	3	7
May		19	15	12	5	11
June		1	24	11	2	8
Annual Total	6	196	150	92	73	88
Avg./ Mo.	0.50	16.33	12.50	7.67	6.08	7.33

Additional water service connection information is provided in Appendix B.

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

Monthly Water Production

	FY	Variance		FY	FY	FY	FY
	2022/23	from prior	%	2021/22	2020/21	2019/20	2018/19
	AF	year		AF	AF	AF	AF
		AF					
July	751.79	-44.78	-5.6%	796.57	857.77	853.23	857.20
August		0.00	0.0%	839.93	885.31	795.18	806.47
September		0.00	0.0%	738.65	784.80	757.08	689.47
October		0.00	0.0%	665.18	755.84	709.39	709.81
November		0.00	0.0%	679.85	690.13	619.87	631.75
December		0.00	0.0%	565.48	588.32	537.23	502.16
January		0.00	0.0%	580.28	537.96	553.20	570.20
February		0.00	0.0%	527.34	495.61	520.85	415.49
March		0.00	0.0%	601.44	625.80	557.73	490.92
April		0.00	0.0%	624.07	649.34	573.02	635.08
May		0.00	0.0%	745.36	723.62	698.99	598.36
June		0.00	0.0%	730.02	761.63	806.02	710.39
TOTAL		-44.78	-5.6%	8094.17	8356.13	7981.79	7617.30

Additional water production information is provided in Appendix B.

Water Resources

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

Integrated Regional Water Management Planning

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

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

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

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

Staff continued to coordinate with the USGS and CVWD regarding the land subsidence study efforts for the Mission Creek Subbasin.

San Geronio Pass Subbasin Sustainable Groundwater Management Act Compliance

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

Indio Subbasin Sustainable Groundwater Management Act Compliance

DWR is currently reviewing the 2022 Indio Subbasin Water Management Plan; however, DWR doesn't anticipate completing reviews of alternative plans until 2024.

Salt and Nutrient Management Planning

The Coachella Valley (CV) Salt and Nutrient Management Plan (SNMP) agencies have prepared the First Supplement to the MOU. Following Board approval in June 2022, MSWD executed the First Supplement to the MOU with the CV SNMP Agencies. The consultant, West Yost, is scheduling a kick-off meeting for the CV SNMP Update in early August 2022.

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

PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Sponsorships / Events

MSWD Blood Drive, Jul. 13

As part of the 9 Cities Blood Challenge, MSWD hosted LifeStream blood bank in July. MSWD had more than 15 life-saving donations during the event that counted toward the Desert Hot Springs tally. Open through Aug. 31, 2022, Palm Desert currently leads the competition with 110 pints collected.



Upcoming Sponsorships / Events

Cabot Yerxa Elementary School: Back to School Night, Aug. 9, 6-7 p.m.

On Tuesday, Aug. 9, MSWD staff will be at Cabot Yerxa Elementary School sharing conservation and program information with parents and students as they make their way to a special back-to-school night.

CSDA Annual Conference Aug 22-25, 2022

The California Special District Association Annual Conference will occur at the JW Marriott Resort in Palm Desert. Packed with educational and networking experiences, the event will allow leaders to come together with others and hear from the best in special district-specific topics.

MSWD Blood Drive Sept. 14, 2022

MSWD will host the LifeStream bloodmobile again on Sept. 14. Watch your email or the District's social media for appointment information.

Water 101 Community Workshops: Oct. 20, Nov. 10, Dec. 8, and Jan. 19

We have secured the Desert Hot Springs Library for another round of Water 101 community meetings. Designed to give attendees a broad understanding of the District and our operations, the sessions are free and open to the public. The Public Affairs team will start soliciting sign-ups in the coming month.

ACWA Fall Conference Nov. 29 - Dec. 1, 2022

The ACWA 2022 Fall Conference & Exhibition is set to take place at the Renaissance Esmeralda and Hyatt Regency in Indian Wells. Sessions will cover various topics, including water management, innovation, public communication, affordable drinking water, energy, finance, federal forum, and more.

Public Outreach

Customer Connect Portal Outreach

We continue to promote the portal through bill messaging, email blasts, the MSWD website, social media, and public meetings. As a result, 21% of eligible accounts have signed up for the portal.

MSWD Community Calendar Drawing Contest

MSWD is again launching a children's drawing contest, soliciting local students' artwork that illustrates water conservation and groundwater protection. K-12 students throughout the District are being encouraged to participate. In addition, the Public Affairs team is promoting the contest through our local schools, social media, and our Summer customer newsletter. Twelve winners will receive an Amazon gift card and have their artwork showcased in the District's 2023 community calendar. The deadline for submission is Oct. 3, 2022. More information and a copy of the entry form are available on the District's website at www.mswd.org/drawingcontest.



MSWD Summer Newsletter

The Summer issue of the MSWD Customer Newsletter, Water Matters, will feature topics such as the Regional Water Reclamation Facility, Drought/ Water Conservation Information, the Customer Connect Portal, Rebates, the Calendar Drawing Contest, and the new Low Income Household Water Assistance Program.

Conservation – Hotels and Restaurants

In support of our local hotels and restaurants, the District continues to reach out to them and is offering free table tents and materials with water conservation messaging. We will continue to market to these businesses in the coming months.



MSWD Digital Advertising

The District featured three Google and Facebook/Instagram ads promoting Water Conservation, Customer Portal and Water Quality. Together, those three ads had almost 158,000 impressions and garnered 803 clicks to our website or video. A full report is included in Appendix C.



Social Media

A copy of the July 2022 social media report can be found in Appendix C. This report highlights activities and posts on the District's social media platforms. Overall, (across all platforms) impressions were down; however, engagement was up 27%, and Post Clicks were up 261%. Following are samples from our Facebook account.

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
District News: MSWD Operator Named 2021 Operator and Laboratory Person of the Year	Wed 7/27/2022 8:00 am...	327	161	36	3	1	126
Work continues on MSWD's new Regional Water Reclamation Facility! Once...	Thu 7/21/2022 5:54 pm ...	18	7	0	1	—	10
Please join us in welcoming Jacob Mosqueda, MSWD's new Wastewater Treatment Plant...	Fri 7/8/2022 2:47 pm PDT	18	16	0	2	—	0

CV Water Counts

Pageviews were up 73% from June on the CVWC website. The jump is due to the significant increase in clicks and impressions of the Ad campaigns – primarily due to the increase in budget for monthly advertising, plus the 2021-2022 FY launch of the display ad campaign that ran at the beginning of the month.



The Paid Search advertising continues to perform well, with the keywords "water rebates," "water agency," and "turf rebate programs" leading the way. The July e-Newsletter, which features MSWD, had an open rate of nearly 53%.

The CV Water Counts Outreach report for July can be found in Appendix C.

Rebates & Conservation

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

Toilet Rebates

We funded 2 new toilet rebate applications in July (4 toilets) totaling \$400.

Conservation Kits

In July, we received 32 new requests for conservation kits and have distributed 119 since the beginning of the year.

Turf Rebates

We funded one new turf rebate in July for \$2,902 and still have one pending turf rebate totaling \$2,200.

Bottled Water Tracking Report

Water Donations for July 2022

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
7/6/2022	City of DHS	Council/Commission Meetings/Walk-in Guest	25
7/14/2022	St. Elizabeth's Church	Knights of Columbus Mtgs	2
	Total Cases		27

APPENDIX A –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

August 1, 2022

Senators Schumer and Manchin Reach Deal on Reconciliation

Senate Majority Leader Chuck Schumer (D-NY) and Senator Joe Manchin (D-WV) announced that they have reached a deal on the long-awaited Senate reconciliation package. Formerly known as Build Back Better (which passed the House last November), the new package entitled the “[Inflation Reduction Act of 2022](#)” is much smaller in size and scope than the House-passed version. The bill aims to:

- Allow Medicare to negotiate for prescription drug prices and extend the expanded Affordable Care Act program through 2025.
- Invest approximately \$300 billion in Deficit Reduction and \$369 billion in energy security and climate change programs over the next ten years.
- Reduce carbon emissions by roughly 40 percent by 2030.

As far as timing, the current plan is for the Senate to vote on the bill prior to adjourning for the August Congressional recess. To secure Senate passage, Democratic leadership needs to get all 50 Senators on board with the bill and present to vote. Since there is no remote voting option in the Senate, Senators must be present to vote, and with a couple of Senator Democrats currently isolating with COVID, the timing is a bit up in the air.

FY 2023 Appropriations Update

On July 20th, the House passed a six-bill Fiscal Year (FY) 2023 minibus appropriations package by a vote of 220–207. The package includes the following bills: the Departments of Transportation, Housing and Urban Development, Agriculture, Interior, and Veterans Affairs along with funding Rural Development, Energy and Water Development, Financial Services and General Government, and Military Construction ([H.R. 8924](#)). Additionally, the House Appropriations Committee [released the list](#) of Member community projects that were included in all the appropriations bills. The chart below displays the status of all twelve bills in the House.

Appropriations Bill	FY 2023 House Funding Level (in billions)	Status
Agriculture	\$27.2	Passed by the full House as a part of a six-bill minibus package on 7/20/22.

Commerce, Justice, Science	\$85.7	Approved by full Appropriations Committee on 6/28/22.
Defense	\$761.681	Approved by full Appropriations Committee on 6/22/22.
Energy and Water	\$56.275	Passed by the full House as a part of a six-bill minibuss package on 7/20/22.
Financial Services	\$29.8	Passed by the full House as a part of a six-bill minibuss package on 7/20/22.
Homeland Security	\$60.3	Approved by full Appropriations Committee on 6/24/22.
Interior and the Environment	\$44.8	Passed by the full House as a part of a six-bill minibuss package on 7/20/22.
Labor, HHS, Education	\$242.1	Approved by full Appropriations Committee on 6/30/22.
Legislative Branch	\$5.702	Approved by full Appropriations Committee on 6/22/22.
MilCon/VA	\$314.1	Passed by the full House as a part of a six-bill minibuss package on 7/20/22.
State/Foreign Ops	\$64.57	Approved by full Appropriations Committee on 6/29/22.
Transportation, Housing, and Urban Development	\$90.9	Passed by the full House as a part of a six-bill minibuss package on 7/20/22.

The Senate just released its FY 2023 appropriations bills. The bills largely reflect Democrat priorities and will not be considered by the full Committee. The topline numbers for each bill are included below.

Appropriations Bill	FY 2023 Senate Funding Level (in billions)
Agriculture	\$27.1
Commerce, Justice, Science	\$85.8
Defense	\$792.1
Energy and Water	\$57.54
Financial Services	\$29.45
Homeland Security	\$59.9

Interior and the Environment	\$42.21
Labor, HHS, Education	\$216.1
Legislative Branch	\$4.78
MilCon/VA	\$317
State/Foreign Ops	\$64.56
Transportation, Housing, and Urban Development	\$89.05

Bill texts, summaries, and Committee explanatory statements for all twelve bills can be found [HERE](#).

House Passes Wildfire and Drought Response Package

Prior to adjourning for the August Congressional recess, the House passed the “*Wildfire Response and Drought Resiliency Act*” ([H.R. 5118](#)) by a vote of 218-199. This bill is a legislative package containing forty-eight different pieces of legislation seeking to address the issues of wildfire and drought. The package is a wide-ranging bill that addresses safeguarding water resources, drought mitigation efforts, water recycling and desalination, land and water reclamation projects, wildfire mitigation efforts, and creates a new federal job classification for wildland firefighters to address the pay disparity between federal and state agency firefighters. The bill text can be found [HERE](#).

Federal Funding Opportunities/Announcements

Reclamation Announces Water Supply Safeguard Funding. The Bureau of Reclamation (Reclamation) announced \$26.7 million in investments for twelve states and Puerto Rico to safeguard local water supplies in the wake of the record droughts. Twenty-seven projects will be funded to protect watersheds impacted by wildfires, restore aquatic habitats and stream beds, and advance other environmental restoration projects to mitigate drought-related impacts. More information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

White House Announces Talent Pipeline Challenge. In July, Senior Advisor to the President and White House Infrastructure Implementation Coordinator Mitch Landrieu announced the Biden Administration’s Talent Pipeline Challenge. The Challenge aims to help spur efforts to recruit, train, and support a skilled and ready workforce to implement BIL. More information can be found [HERE](#).

EPA Announces 30 Members to Serve on Environmental Financial Advisory Board. The Environmental Protection Agency (EPA) announced the appointment of 30 members to the agency’s Environmental Financial Advisory Board (EFAB). EFAB provides advice to the EPA Administrator, agency programs, and regional offices on ways to lower costs while increasing investments in environmental and public health protection. More information and the list of EFAB members can be found [HERE](#).

Interagency Working Group Releases Heat Tracker Website. The Department of Commerce, National Oceanic and Atmospheric Administration, the Department of Health and Human Services, and the Centers for Disease Control and Prevention released www.heat.gov, a collaborative effort to share federal data on the prevalence and dangers of extreme heat with the public. The website is the culmination of work by the Extreme Heat Interagency Working Group established by President Biden in 2021.

USDA Proposes Buy America Waiver for De Minimis, Small Grants, and Minor Components. USDA is proposing to issue departmentwide public interest waivers for De Minimis, Small Grants, and Minor Components to recipients of Federal financial assistance from application of the Buy America provisions as applied to the iron, steel, manufactured products, and construction materials requirement of the Build America, Buy America Act (BABA). Comments are due August 2nd, and more information can be found [HERE](#).

USDA Rural Development Proposes Build America, Buy America Waiver. USDA's Office of Rural Development announced it is seeking a public interest waiver to allow additional time to implement BABA, pursuant to guidance issued by OMB. The comment period closed on July 18th. More information can be found [HERE](#).

##

APPENDIX B – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13
July	4	18	8	7	9	51	2	1	139	2	0
Aug.		20	4	1	8	53	2	4	214	4	0
Sep.		20	5	2	12	8	11	2	90	2	1
Oct.		36	9	4	8	12	4	21	65	8	2
Nov.		29	50	10	9	7	7	1	52	18	7
Dec.		12	9	3	3	64	1	0	86	22	11
Jan.		14	21	7	1	16	8	3	27	3	11
Feb.		7	23	5	1	42	0	3	5	46	6
Mar.		17	48	1	0	23	5	0	31	16	2
Apr.		7	18	3	3	15	30	0	8	95	14
May		16	17	11	3	20	45	7	13	98	3
June		2	21	7	3	6	70	4	4	72	2
Annual Total	4	198	233	61	60	317	185	46	734	386	59

Connections to Sewer Collection System:

As of June 30, 2022

8665

Plus YTD

4

Total Sewer Connections =

8669

WASTEWATER FLOW MGD				
2022/23	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.980020	2.086591	0.038856	0.045610
Aug.				
Sep.				
Oct.				
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

WASTEWATER FLOW MGD				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.	2.081568	2.223453	0.046618	0.051660
Nov.	2.084749	2.213652	0.048180	0.053880
Dec.	2.024843	2.311905	0.051887	0.068500
Jan.	1.984410	2.131439	0.048326	0.054720
Feb.	2.009623	2.139096	0.045334	0.052130
Mar.	2.028970	2.171029	0.045059	0.055840
Apr.	1.980131	2.131250	0.041919	0.046130
May	1.975843	2.097045	0.039858	0.047940
June	1.966058	2.095268	0.037201	0.047720

WATER REPORT

WATER CONNECTION SUMMARY

	2022/23	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
July	6	18	7	4	5	7	2	0	0	1	0	0	0	1
August		19	6	10	5	3	2	2	0	1	0	0	2	1
September		23	18	2	14	4	13	3	0	2	2	0	0	1
October		33	13	3	21	8	3	20	0	5	1	1	4	2
November		27	10	16	4	0	7	3	0	1	0	1	1	5
December		9	2	17	3	3	2	0	0	2	0	0	0	0
January		14	15	6	3	20	1	1	2	2	0	0	1	1
February		8	13	8	5	11	1	0	1	0	1	0	0	1
March		19	16	2	3	6	5	0	12	0	0	4	5	0
April		6	11	1	3	7	11	2	7	0	1	4	1	12
May		19	15	12	5	11	9	8	2	0	1	2	0	0
June		1	24	11	2	8	2	10	1	0	0	0	1	1
Annual Total	6	196	150	92	73	88	58	49	25	14	6	12	15	25
Avg./ Mo.	0.50	16.33	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08

Connections to Water System:

As of June 30, 2022 13,337
 Plus YTD 6
Total Water Connections = 13,343

WATER PRODUCTION

	FY 2022/23	Variance from prior year		FY 2021/22	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
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	751.79	-44.78	-5.6%	796.57	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49
August		0.00	0.0%	839.93	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02
September		0.00	0.0%	738.65	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46
October		0.00	0.0%	665.18	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71
November		0.00	0.0%	679.85	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77
December		0.00	0.0%	565.48	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27
January		0.00	0.0%	580.28	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19
February		0.00	0.0%	527.34	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24
March		0.00	0.0%	601.44	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70
April		0.00	0.0%	624.07	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93
May		0.00	0.0%	745.36	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12
June		0.00	0.0%	730.02	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00
TOTAL		-44.78	-5.6%	8094.17	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

APPENDIX C – Public Affairs Information



MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

July, 2022

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 IMPRESSIONS
MSWD

157,970

 CLICKS
MSWD


803

 CTR
MSWD

0.51%

 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Campaign	Impr.	Clicks	CTR
MSWD Customer Connect July 2022	82,278	493	0.6%
MSWD Water Quality Video July 2022	17,328	240	1.39%
MSWD Save July, 2022	58,364	70	0.12%
	157,970	803	0.51%

 VIDEO PERFORMANCE
MSWD

Video	Video views	View rate	Clicks	Video played to 100%	Video played to 75%	Video played to 50%	Video played to 25%
Understanding Your Water Quality Report	1,192	13.71%	124	9.33%	11.73%	14.65%	20.43%
MSWD Customer Connect Water Portal Preview	1,225	14.19%	116	15.55%	20.35%	25.73%	43.37%
	2,417	13.95%	240	12.86%	16.61%	20.92%	33.42%

Facebook Ad Campaigns

 FACEBOOK AD GROUP PERFORMANCE
MSWD

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
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Understanding Your Water Quality Report


MSWD is proud to serve some of the best-tasting drinking water in the world, drawn from the Mission Creek Subbasin aquifer.


The District is committed to serving pure, clean water and to responsible stewardship of that water, guided by its mission statement, "To Provide, Preserve and Protect our most valuable resource – water."

MSWD Water Quality Report - July 2022


338 25,129 6,530 3.85 0

522 78,277 28,840 2.71 0

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p>MSWD CustomerConnect www.mswd.org Our CustomerConnect water portal provides a wealth of information and insights about your water use.</p> <p>It's now easier than ever to pay bills and manage automatic payments; set and receive leak alerts; identify water waste; access account information instantly - from anywhere; and more.</p>	MSWD Customer Connect - July 2022	179	31,404	5,548	5.66	0

 <p>MSWD - Rebates Available www.mswd.org Our rebate programs are designed to assist homeowners, HOAs, and commercial customers who want to reduce their indoor and outdoor water usage.</p> <p>MSWD is offering incentives to upgrade or replace ineffective toilets and to reduce outdoor water usage by converting lawns to desert-friendly landscaping.</p> <p>Click to learn more.</p>	MSWD Save Money - July 2022	5	21,744	20,684	1.05	0
--	-----------------------------	---	--------	--------	------	---

522 78,277 28,840 2.71 0

 **VIDEO PERFORMANCE**
MSWD

Campaign	Video Plays	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 100%	Video Average Play Time	Link Clicks
MSWD Water Quality Report - July 2022	19,130	130	63	39	36	4s	338
MSWD Save Money - July 2022	0	0	0	0	0	0s	5
MSWD Customer Connect - July 2022	0	0	0	0	0	0s	179
	19,130	130	63	39	36	4s	522

Website Information

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

26,625

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

6,100

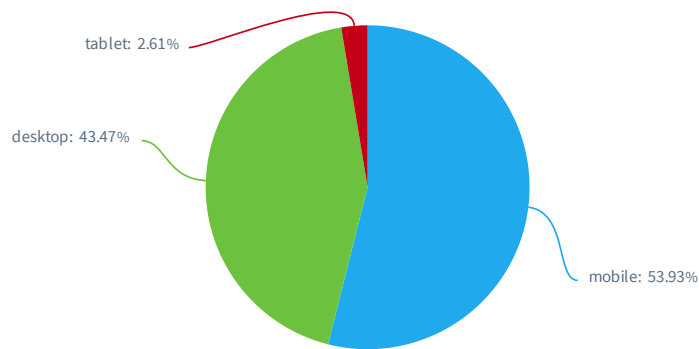
USERS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

2,591

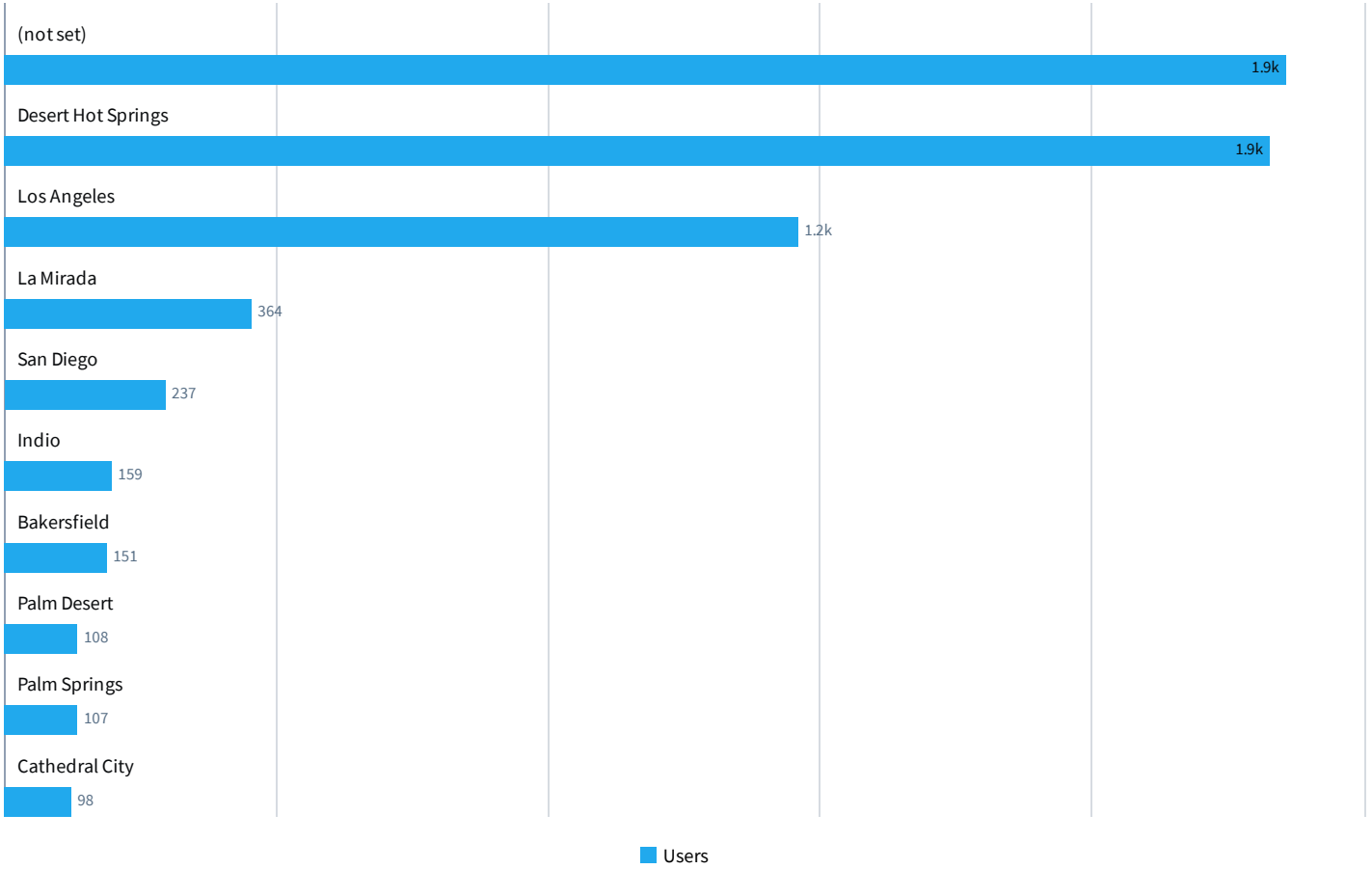
PAGEVIEWS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
New Customer Portal Mission Springs Water District CA	7,639
Mission Springs Water District Home Page Mission Springs Water District CA	7,262
Bill Pay Options Mission Springs Water District CA	2,131
Job Opportunities Mission Springs Water District CA	688
Application for Water Service Mission Springs Water District CA	533
New Water Bill Assistance Program Mission Springs Water District CA	500
Careers Mission Springs Water District CA	498
Search Mission Springs Water District CA	441
Job Descriptions Mission Springs Water District CA	409
Start/Stop Water Service Mission Springs Water District CA	405
	26,625

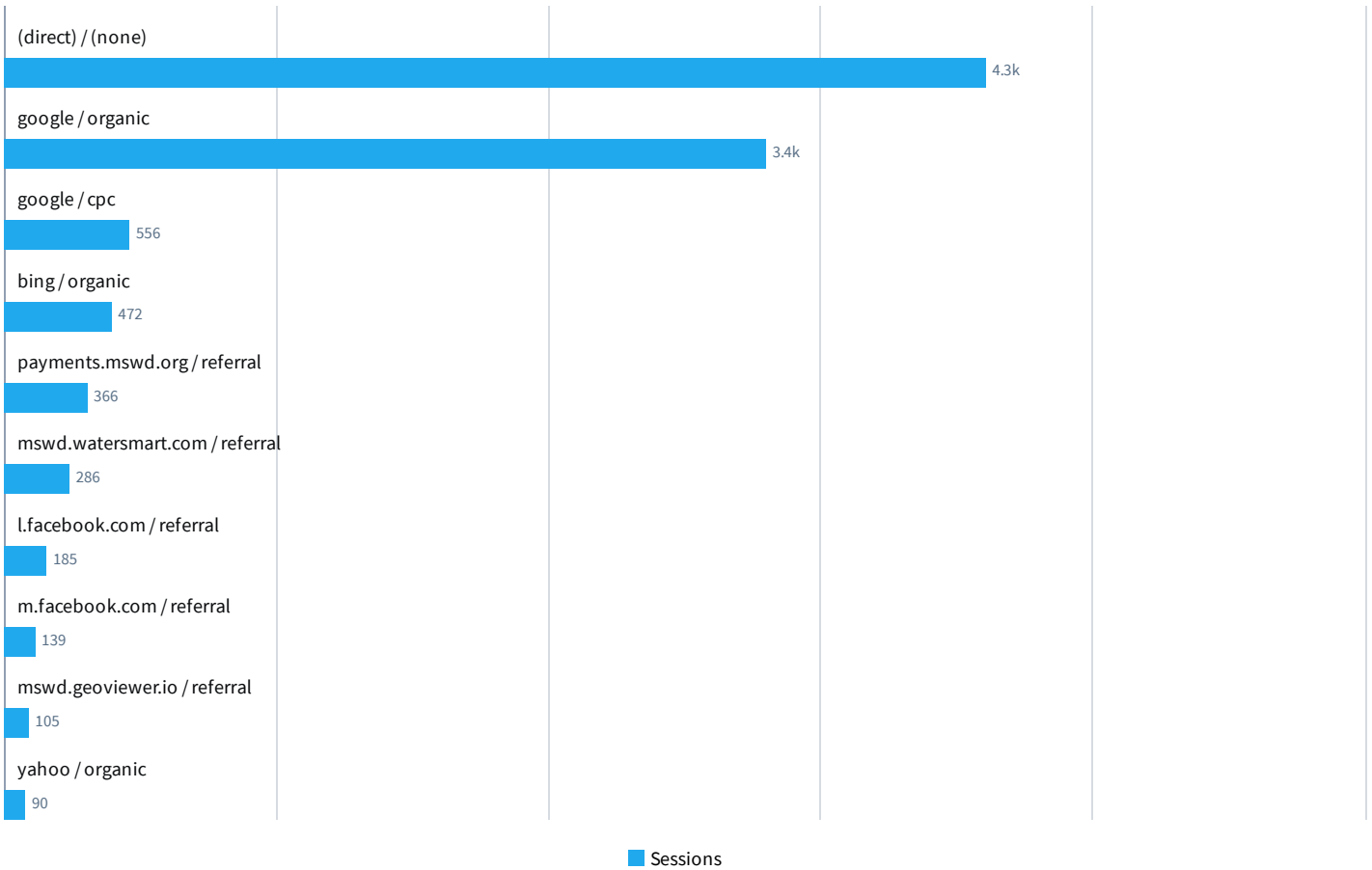
SESSIONS / DEVICE CATEGORY
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



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



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



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

1m 46s

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

2.5

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

36.17%




MSWD Social Analytics

July 2022

Included in this Report

 @MSWaterDistrict

 missionspringswaterdistrict

 Mission Springs Water District

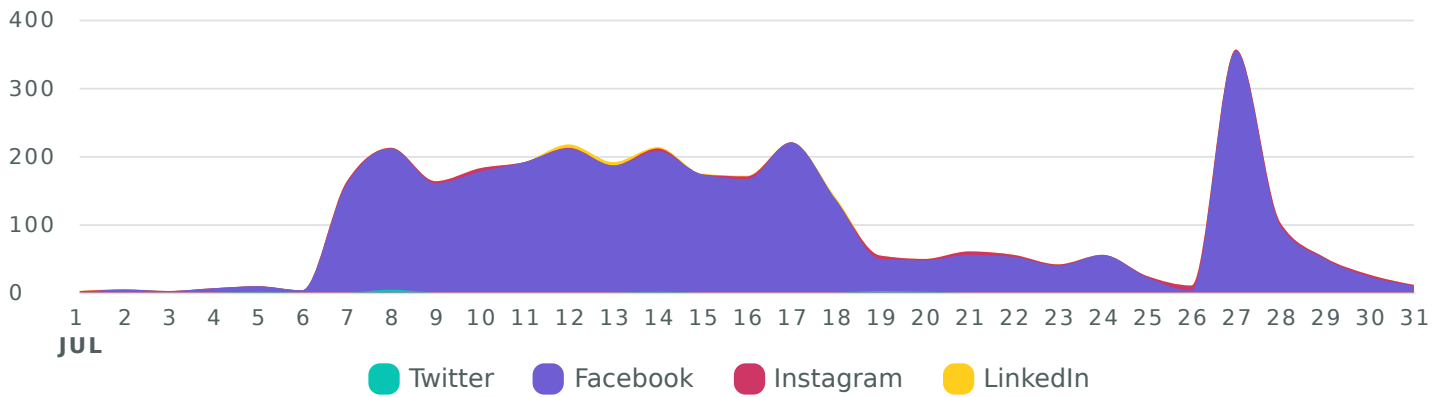
 Mission Springs Water District

Cross-Network Engagement

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

Profile
Reporting Period
All Profiles
All Twitter Post Types

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements	3,156	↗ 26.3%
Twitter Engagements	9	↘ 60.9%
Facebook Engagements	3,067	↗ 27.2%
Instagram Engagements	62	↗ 169.6%
LinkedIn Engagements	18	↘ 55%
Engagement Rate (per Impression)	3.6%	↗ 241.5%

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

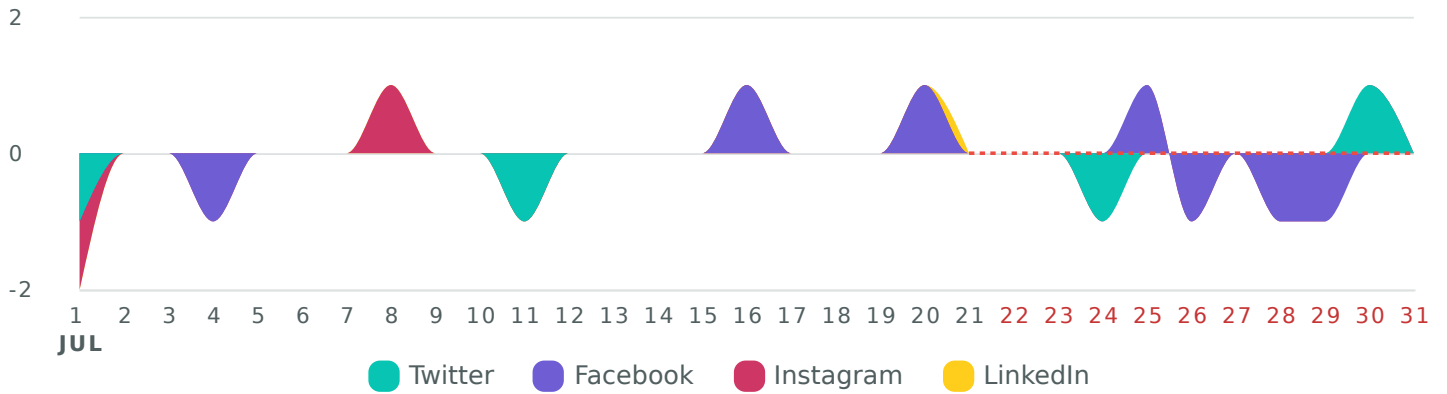
<p>Impressions</p> <p>88,422 ↘63%</p>	<p>Engagements</p> <p>3,156 ↗26.3%</p>	<p>Post Link Clicks</p> <p>541 ↗238.1%</p>
--	---	---

Cross-Network Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Net Audience Growth, by Day



Audience Metrics	Totals	% Change
Total Audience	1,554	↘0.1%
Total Net Audience Growth	-2	↘120%
Twitter Net Follower Growth	-2	↘300%
Facebook Net Page Likes	-2	↘300%
Instagram Net Follower Growth	1	→0%
LinkedIn Net Follower Growth	1	↘85.7%

FACEBOOK

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

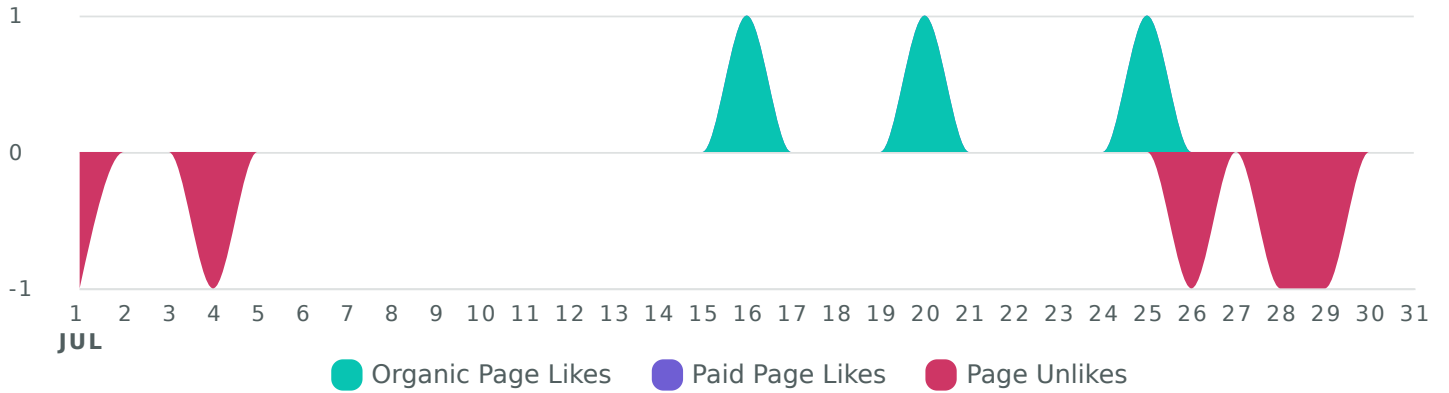
<p>Impressions</p> <p>82,410 ↘65.4%</p>	<p>Engagements</p> <p>3,067 ↗27.2%</p>	<p>Post Link Clicks</p> <p>532 ↗261.9%</p>
--	---	---

Facebook Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Page Likes Breakdown, by Day






Audience Metrics	Totals	% Change
Fans	1,142	↘0.2%
Net Page Likes	-2	↘300%
Organic Page Likes	3	↘40%
Paid Page Likes	0	→0%
Page Unlikes	5	↗25%

Facebook Top Posts

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

📌 Post
📌 Lifetime
📌 Mission Springs Water District



Descending by Lifetime Engagements

Post Preview	Total Engagements
<p>Mission Spring... Wed 7/27/2022 8:00 am...</p> <p>District News: MSWD Operator Named 2021 Operator and Laboratory Person of the Ye...</p> 	<p>327</p> <p>Reactions: 161</p> <p>Comments: 36</p> <p>Shares: 3</p> <p>Post Link Clicks: 1</p> <p>Other Post Clicks: 126</p>
<p>Mission Spring... Thu 7/21/2022 5:54 pm ...</p> <p>Work continues on MSWD's new Regional Water Reclamation Facility! Once...</p> 	<p>18</p> <p>Reactions: 7</p> <p>Comments: 0</p> <p>Shares: 1</p> <p>Post Link Clicks: —</p> <p>Other Post Clicks: 10</p>
<p>Mission Spring... Fri 7/8/2022 2:47 pm PDT</p> <p>Please join us in welcoming Jacob Mosqueda, MSWD's new Wastewater Treatment Plant...</p> 	<p>18</p> <p>Reactions: 16</p> <p>Comments: 0</p> <p>Shares: 2</p> <p>Post Link Clicks: —</p> <p>Other Post Clicks: 0</p>

INSTAGRAM

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

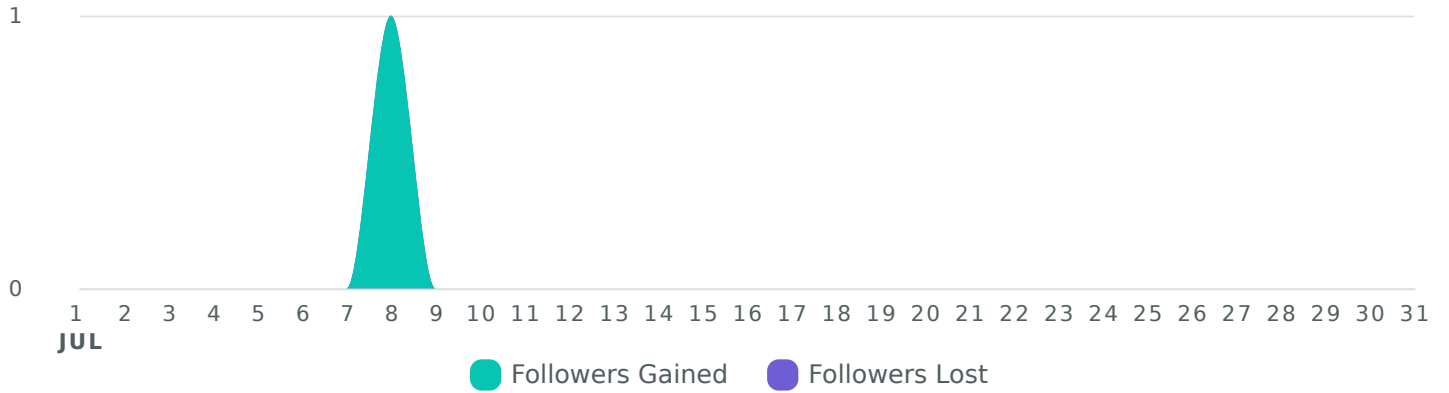
<p>Impressions</p> <p>5,752 ↗2,095.4%</p>	<p>Engagements</p> <p>62 ↗169.6%</p>	<p>Profile Actions</p> <p>0 →0%</p>
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Instagram Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
missionspringswaterdistrict

Net Follower Growth Breakdown, by Day









Audience Metrics	Totals	% Change
Followers	225	↗0.4%
Net Follower Growth	1	→0%
Followers Gained	1	→0%
Followers Lost	0	→0%

Instagram Top Posts

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

📌 Post
📌 Lifetime
📷 missionspringswaterdistrict

Descending by Lifetime Engagements

MSWD Logo	missionsprings...	Date/Time	Caption	Image	Total Engagements	Likes	Comments	Saves
	missionsprings...	Wed 7/27/2022 8:00 am...	District News: MSWD Operator Named 2021 Operator and Laboratory Person of the Ye...		10	9	1	0
	missionsprings...	Wed 7/20/2022 8:45 am...	Providing reliable water service is no small task. Replacing valves and pipes...		6	6	0	0
	missionsprings...	Mon 7/18/2022 10:50 a...	A nice, cold drink of water can provide the perfect refreshment on a hot summ...		6	6	0	0

TWITTER

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

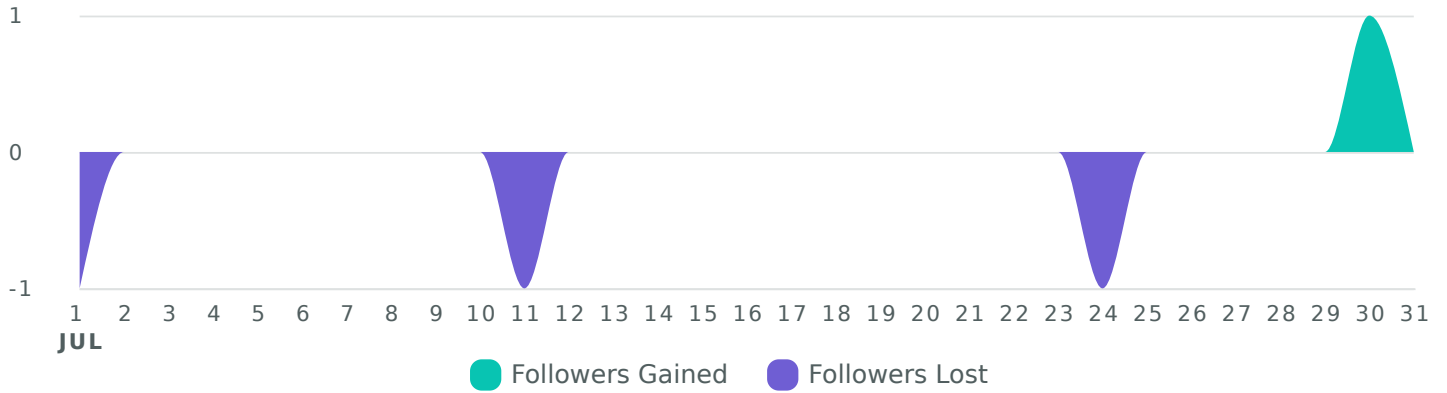
Impressions 95 ↘ 69.2%	Engagements 9 ↘ 60.9%	Post Link Clicks 3 ↘ 25%
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Twitter Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
@MSWaterDistrict
All Twitter Post Types

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	81	↘2.4%
Net Follower Growth	-2	↘300%
Followers Gained	1	→0%
Followers Lost	3	↗—
Following	100	→0%

LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

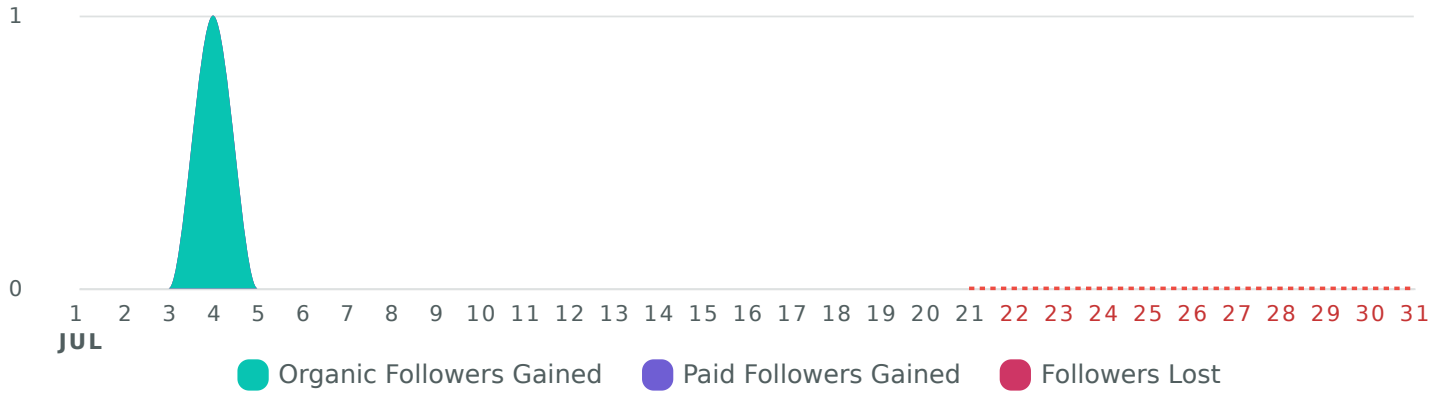
Impressions 165 ↘ 53.4%	Engagements 18 ↘ 55%	Post Clicks (All) 6 ↘ 33.3%
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LinkedIn Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	106	↗1%
Net Follower Growth	1	↘85.7%
Organic Followers Gained	1	↘85.7%
Paid Followers Gained	0	→0%
Followers Lost	0	→0%

LinkedIn Top Posts

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

📌 Post
📌 Lifetime
🌐 Mission Springs Water District

Descending by Lifetime Engagements

in Mission Spring...

Tue 7/12/2022 6:45 pm ...

We're building for the future! W is now underway on the new Regional Water Reclamation...

Regional Water Recla...

Total Engagements	15
Reactions	7
Comments	0
Shares	3
Post Link Clicks	5

in Mission Spring...

Thu 7/21/2022 11:24 p...

Work continues on MSWD's new Regional Water Reclamation Facility! Once...

Total Engagements	1
Reactions	1
Comments	0
Shares	0
Post Link Clicks	0



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

July, 2022

by Hunter | Johnsen

Google Ads Campaigns

 **DISPLAY AD IMPRESSIONS**
CV WATER COUNTS

406,910

 **SEARCH AD IMPRESSIONS**
CV WATER COUNTS

1,429

 **VIDEO IMPRESSIONS**
CV WATER COUNTS

79,145

 **CLICKS**
CV WATER COUNTS

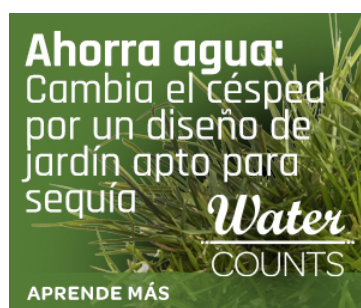
3,024


 **CTR**
CV WATER COUNTS

0.62%

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

Campaign	Clicks	Impr.
2021-2022 FY Launch Programmatic Display	1,040	270,287
2021-2022 FY Launch	1,040	270,287
CV Water Counts July 2022	896	83,616
Now More than Ever	660	60,379
Swap Grass	236	23,237
CV Water Counts July 2022 SPANISH	723	53,007
Swap Grass (Spanish)	520	35,772
Now More Than Ever (Spanish)	203	17,235
	2,659	406,910



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

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	79,145	24,715	12,317	133
CVWC Water Saving Tips YouTube Spanish July 2022	40,329	14,762	7,769	43
CVWC Water Saving Tips English YouTube July 2022	38,816	9,953	4,548	90
	79,145	24,715	12,317	133



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	232	1,429
	232	1,429

KEYWORDS PERFORMANCE

CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	217	1,273	17.05%
water rebates	89	323	27.55%
water agency	58	542	10.7%
turf rebate programs	51	172	29.65%
water company	14	207	6.76%
water agency map	2	17	11.76%
toilet rebate	2	5	40%
washing machine rebate	1	3	33.33%
water saving tips	0	1	0%
save water	0	1	0%
water preservation	0	2	0%
	217	1,306	16.62%

Facebook Ad Campaigns

 **FACEBOOK AD PERFORMANCE**
HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p>Save 15%! Swap grass for drought-friendly landscape</p> <p><i>Water</i> COUNTS</p> <p>We're in a drought. We all need to reduce ... We're in a drought. We all need to reduce our water use by 15%. That's about 12 gallons per person per day. It's easier than you think. Visit our SAVE page for conservation tips, a handy outdoor watering guide, rebates offered by your water agency, and more!</p> <p>https://cwwatercounts.com/save/</p>	167	46,596	21,660	2.15	253
	167	46,596	21,660	2.15	253

Website Information

PAGEVIEWS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

6,855

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

3,148

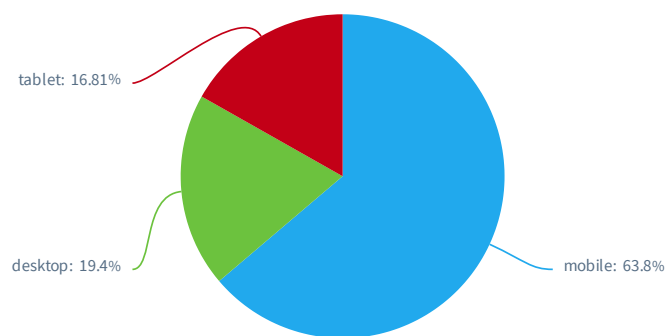
RETURNING USERS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

807

PAGEVIEWS
CV WATER - CV WATER COUNTS - CV WATER COUNTS

Page path	Pageviews
/	2,313
/conservation-tips/	1,122
/making-every-drop-count-matters-more-now/	1,112
/rebates/	472
/water-map/	272
/save/	123
/plant-of-the-month-trailing-lantana-lantana-montevicensis/	79
/plant-of-the-month-red-yucca-hesperaloe-parviflora/	66
/two-dozen-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-cochella-valley/	65
/about/	64
	6,855

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



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

1.42

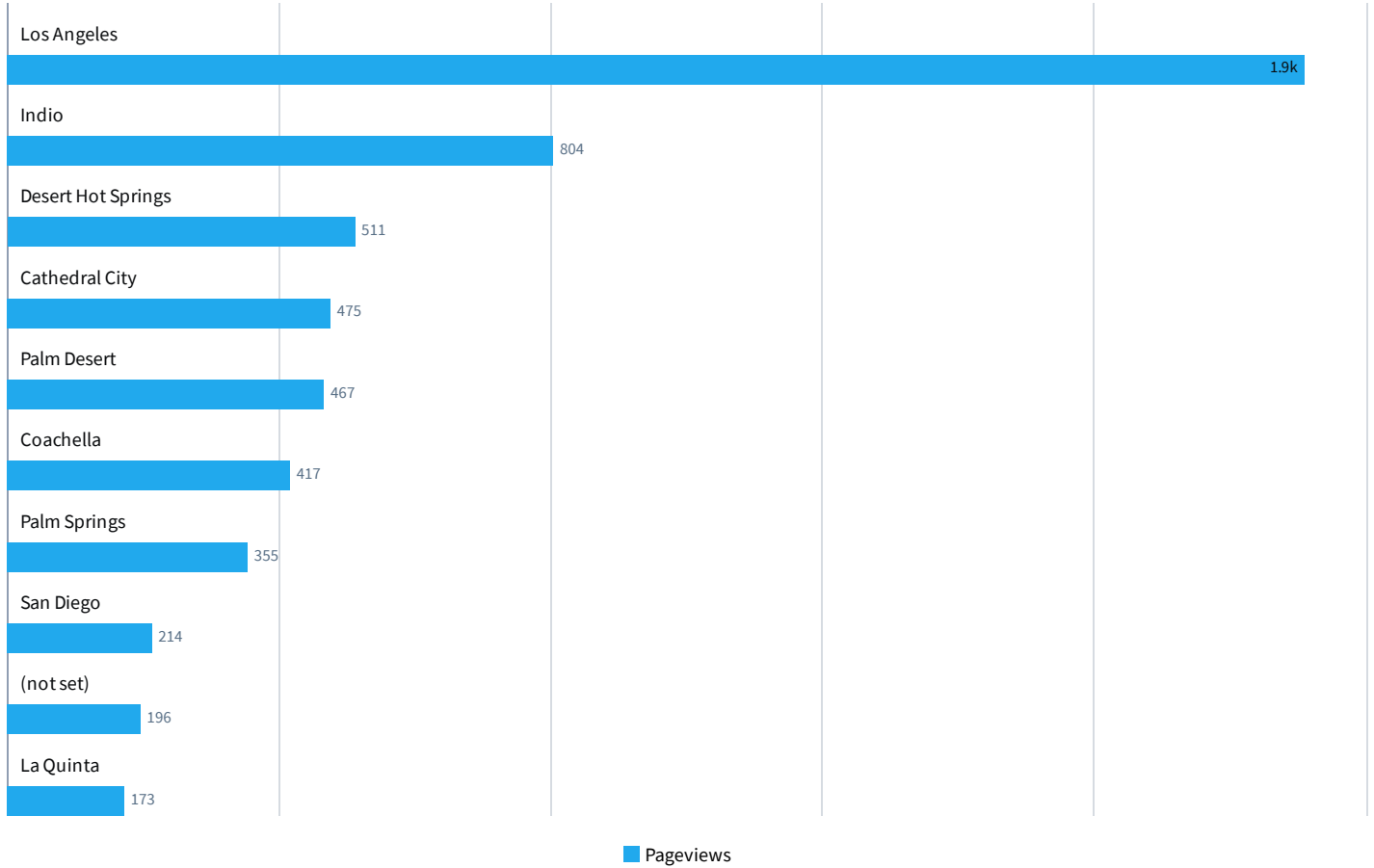
AVG. SESSION DURATION
CV WATER - CV WATER COUNTS - CV WATER COUNTS

53s

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

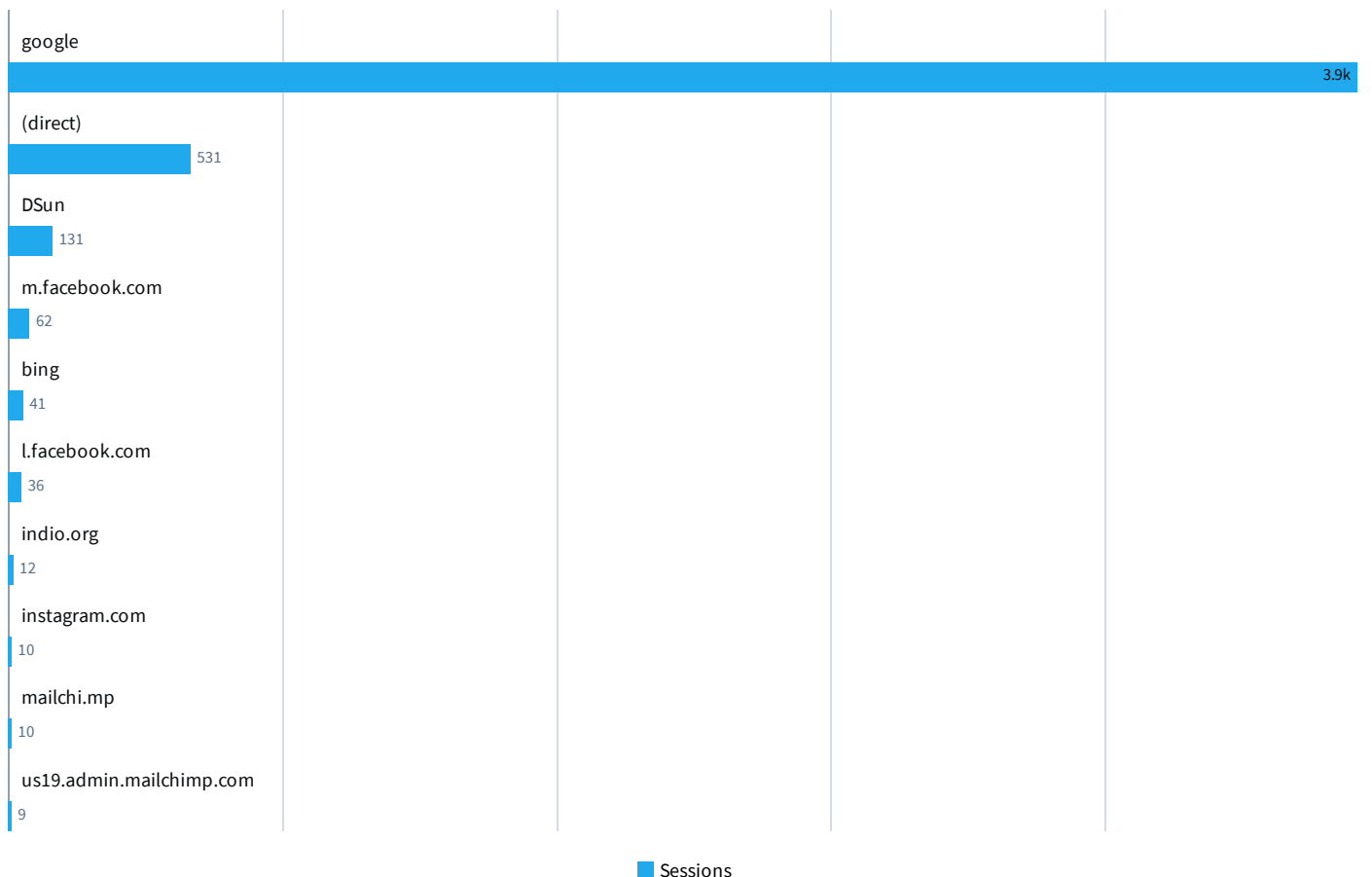
80.23%

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



USER REFERRERS

CV WATER - CV WATER COUNTS - CV WATER COUNTS



HISTORY

PAST 13 MONTH: CV WATER - CV WATER COUNTS - CV WATER COUNTS

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
July 2022	4,831	3,293	6,855	1.42	53s	80.23%	65.16%
June 2022	2,927	2,203	3,959	1.35	50s	83.64%	71.47%
May 2022	3,491	2,715	5,002	1.43	46s	71.7%	68.81%
April 2022	3,383	2,545	5,096	1.51	36s	63.38%	71.5%
March 2022	2,476	1,859	3,453	1.39	42s	83.04%	69.55%
February 2022	2,654	1,912	3,625	1.37	44s	81.2%	67.48%
January 2022	8,388	6,410	10,465	1.25	43s	86.27%	74.61%
December 2021	5,138	4,105	6,353	1.24	37s	87.5%	77.29%
November 2021	6,014	4,869	7,628	1.27	34s	86.51%	79.12%
October 2021	2,133	1,588	2,825	1.32	37s	84.2%	70.46%
September 2021	2,035	1,501	2,791	1.37	49s	83.59%	70.37%
August 2021	2,090	1,439	2,877	1.38	56s	82.82%	65.17%
July 2021	2,278	1,553	3,216	1.41	56s	83.01%	63.48%
	47,838	34,287	64,145	1.34	44s	82.02%	71.71%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	1,924	0	0%	4.89
salvia clevelandii	1,533	3	0.2%	2.2
lantana montevidensis	1,345	0	0%	6.74
hesperaloe parviflora	839	1	0.12%	5.93
lantana ground cover	733	6	0.82%	2.42
conserve water	638	0	0%	12.6
trailing lantana	512	4	0.78%	13.35
cleveland sage	394	0	0%	3.5
water pledge	382	0	0%	11.98
cv water	332	5	1.51%	7.15
	8,632	19	0.22%	7.08

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevidensis/	4,295	34	0.79%	13.36
https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/	2,836	6	0.21%	4.28
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	2,669	1	0.04%	6.94
https://cvwatercounts.com/plant-of-the-month-red-yucca-hesperaloe-parviflora/	1,370	2	0.15%	17.19
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	1,234	2	0.16%	11.4
https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf	1,205	23	1.91%	29.1
https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/	940	10	1.06%	24.11
https://cvwatercounts.com/save-water-pledge/	924	2	0.22%	6.43
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	856	1	0.12%	51.59
https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/	795	2	0.25%	46.55
	17,124	83	0.48%	21.1

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

49,228

f REACH
CV WATER COUNTS

23,411

f NEW PAGE LIKES
CV WATER COUNTS

2

f ENGAGED USERS
CV WATER COUNTS

397





f PAGE VIEWS
CV WATER COUNTS







56

f LIFETIME PAGE LIKES
CV WATER COUNTS







3,985

f POSTS
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 Preserving our local w...	July 31, 2022	33	1	3%	0	1
 Mission Springs Water ...	July 29, 2022	22	0	0%	0	0
 Use a broom instead o...	July 28, 2022	165	6	4%	1	0
 If you or someone you...	July 24, 2022	479	7	1%	1	0
		24,314	425	2%	53	10

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Replacing turf with low...</p>	July 22, 2022	57	2	4%	1	0
 <p>Give your irrigation sys...</p>	July 21, 2022	40	1	3%	1	0
	July 18, 2022	29	1	3%	1	0
 <p>This fast-growing shru...</p>	July 17, 2022	47	2	4%	2	0
 <p>Whether heading out f...</p>	July 17, 2022	47	4	9%	4	0
	July 15, 2022	22	2	9%	1	0

24,314 425 2% 53 10

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
	July 15, 2022	49	1	2%	1	0
 We're in a drought. We ...	July 12, 2022	22,892	383	2%	30	9
 As we head into the su...	July 10, 2022	35	1	3%	1	0
 Like most water users i...	July 9, 2022	24	1	4%	1	0
 Test your toilet for lea...	July 7, 2022	52	3	6%	1	0
 CV Water Counts upda...	July 5, 2022	55	1	2%	1	0

24,314 425 2% 53 10

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
	July 5, 2022	129	6	5%	3	0
 <p>Happy Fourth of July!</p>	July 4, 2022	93	2	2%	2	0
 <p>July is Smart Irrigation...</p>	July 1, 2022	44	1	2%	1	0
		24,314	425	2%	53	10

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

12,079



 **LIKES**
CV WATER COUNTS

2

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

229

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>Happy Fourth of July!</p>	18	1	13	0	0
	15	1	13	0	0
	33	2	26	0	0

Twitter Information

Jul 2022 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 167 impressions

Give your irrigation system a checkup regularly to ensure it's working efficiently. For more water-saving tips, visit CVWaterCounts.com/Conservation-T... **#WaterWiseWednesday** pic.twitter.com/i2i0Er5O5s



2 replies 3 likes

[View Tweet activity](#)

[View all Tweet activity](#)

Top media Tweet earned 75 impressions

We're in a drought. We all need to reduce our water use by 15%. That's about 12 gallons per person per day. It's easier than you think. Visit our SAVE page for conservation tips, a handy outdoor watering guide, rebates offered by your water agency, & more

cvwatercounts.com/save/ pic.twitter.com/1VzQOFQbjz



1 reply 1 like

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 193 people



Water Conditioning & Purification

@WCPonline [FOLLOWS YOU](#)

The voice of professional excellence in POU/POE water treatment for over six decades, WC&P is committed to the water treatment industry.

[View profile](#)

JUL 2022 SUMMARY

Tweets	Tweet impressions
13	760
Profile visits	New followers
186	3

E-Blast Information

CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign	Send Time	Emails Sent	Total Opens	Open Rate	Industry Open Rate	Total Clicks	Click Rate	Industry Click Rate	Hard Bounces	Unsubscribe Count
CV Water Counts July 2022	Wednesday, July 6, 2022 5:15 PM	519	528	52.99%	15.99%	83	9.63%	0.77%	1	2
		519	528	52.99%	15.99%	83	9.63%	0.77%	1	2