



# General Manager's Report February 2022





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## EXECUTIVE SUMMARY

The past month has set the tone for what looks like a promising new year. COVID infection rates continue to decrease, both locally and at the state and national levels and restrictions are continuing to ease.

As a District, we are also seeing a pre-pandemic return to the way we handle our disconnection process. As you may recall, in April 2020, Governor Gavin Newsom issued Executive Order N-42-20 prohibiting shutoffs of water service to residences and critical infrastructure small businesses. The governor subsequently extended this order and later signed into law Senate Bill 155, which extended the moratorium through December 31, 2021. This sunseting of the shutoff moratorium signals the need for water agencies across the state to reimplement their state-regulated shutoff policies.



To help MSWD residential and commercial customers with past due balances related to the pandemic, the District applied for and received funds from the California Water and Wastewater Arrearage Payment Program to cover past-due account balances accrued between March 4, 2020, and June 15, 2021.

Under the drinking water portion of the program, the District has received more than \$1.2 million, which was applied to 9,166 water accounts earlier this month. In addition to this, we received \$36,522 to help offset associated administrative costs.

The submittal period for the wastewater portion of the program opened on February 1, 2022. MSWD is applying for approximately \$53,000, which will assist 24 customers, the bulk of which are commercial.

After the water bill credit, some of our customers still owe back payments depending upon their water usage and payment history. To allow these customers time to bring their accounts current, the District will resume its SB 998 governed shutoff procedure in April.

We currently have approximately 2,000 residential/commercial past due water accounts, 1,700 of which have balances of \$100 or more. During the next two months, we will be conducting a public outreach campaign that targets these customers and encourages them to contact the District to enroll in a payment plan or take advantage of one of the utility assistance programs available to our customers. Outreach efforts will include social media posts, newsletter stories, direct mailers, phone calls, and door hangers.

Other Coachella Valley water agencies, including Indio Water Authority, Coachella Valley Water District, Myoma Dunes Water Company, and Coachella Water Authority, plan to resume disconnections for lack of payment near the same time as MSWD. Desert Water Agency resumed its disconnection policy at the end of last month.



## ADMINISTRATION

### Customer Service Department

#### **Disconnections Due to Non-Payment**

On April 2, 2020, Governor Newsom issued Executive Order N-42-20 prohibiting shut offs of water service to residences and critical infrastructure sector small businesses. As such, MSWD has been working with and tracking those customers who have been the most impacted by the COVID-19 pandemic. Beginning in March 2021, MSWD Customer Service staff began contacting those customers with high, unpaid balances to inform them of programs and options which are available. The programs and options include waiving of late fees, 12-month payment plans, utilization of the CARE program or Help2others for bill assistance, and high consumption adjustments due to leaks.

On June 11, 2021, Governor Newsom issued Executive Order N-08-21 which states that Executive Order N-42-20 shall remain in place and shall have full force and effect through September 30, 2021, upon which time it will expire. Staff will continue to contact and work with customers to bring their accounts into good standing to avoid disconnections by setting payment plans, and utilizing the CARE program, United lift, or Help2others for bill assistance prior to starting disconnections January 2022.

#### **Customer Bill Assistance Programs**

The United Way Customer Bill Assistance Program continues to be utilized by those customers who have been impacted the most by the COVID-19 pandemic, assisting 48 customers the second quarter of this fiscal year (October 1, 2021 – December 31, 2021).

United Lift has assisted customers by paying \$33,431.25 on customer accounts the second quarter of this fiscal year (October 1, 2021 – February 1, 2022).

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

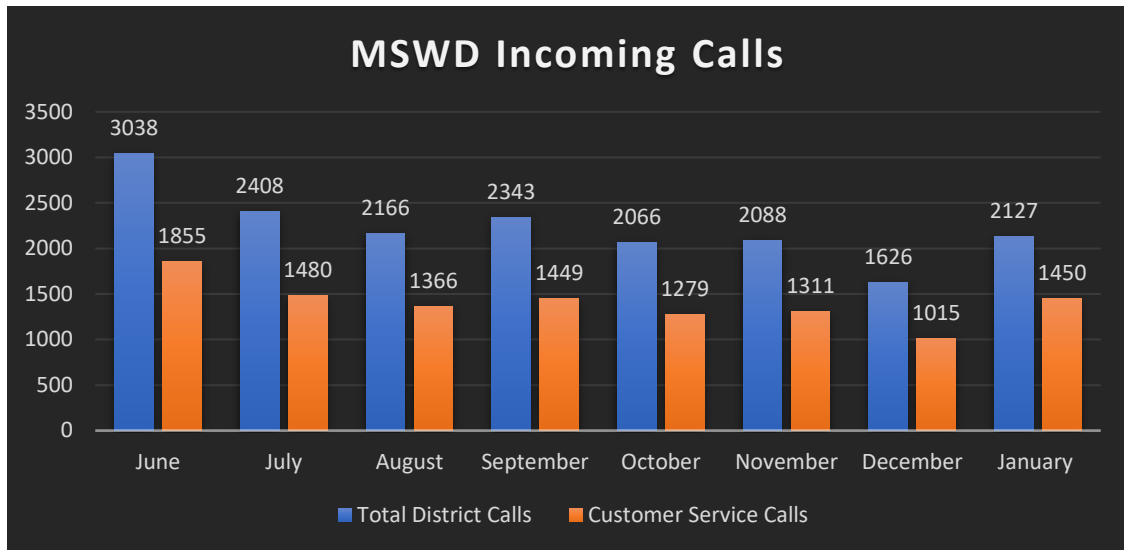
As a result of these programs, customer assistance has totaled \$53,989.25 since July 1, 2021.

#### **Customer Portal Update**

Vertex One/WaterSmart integration continues. At this point, the integration team is working on quality control by communicating with other vendors for API connection files. Once PayNearMe is integrated in the next 60-90 days, the portal will launch to the public. The PayNearMe integration delayed the portal launch as the District made the decision in the middle of portal integration reasoning that this will save the District \$60,000 or more annually.

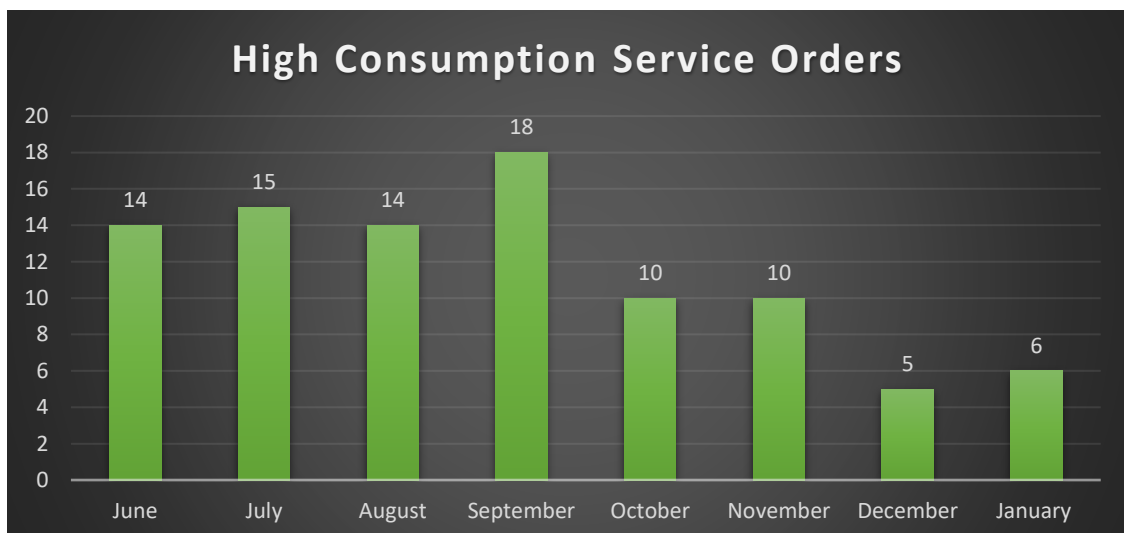
### Calls into the Customer Service Department

The District is seeing an increase in the number of calls. Most calls are related to demand/lien release requests, and new property start/stop service, account balance request, and payment plans. The chart below represents MSWD incoming calls and those received by the Customer Service staff.



### High Bill Investigation Requests Versus 13,430 Accounts

Field Customer Service identified 65 high to urgent level leaks via Neptune 360 reports throughout the last 6 weeks, which is one of the reasons the District is consistently seeing less high bill service orders. The District has been identifying and calling customers for months, has started tracking the number of calls, and has been prioritizing the larger flow verses the smaller out of the 2,500 – 2,800 showing up daily on the reports.



### **Continued Overview of Lobby Closure and COVID-19 Response**

With the customer lobby access still closed to the public, MSWD Customer Service Representatives continue to assist our customers with minimal disruption. Staff feels comfortable remaining closed if needed due to COVID-19, customers have adapted, and Staff are assisting in creative ways, if needed, if the customer does not have internet access. Appointments are available to customers that can't meet their needs online or over the phone.

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

### **Ways to Pay Bills During Lobby Closure**

With the customer lobby access still closed to the public, MSWD Customer Service continues to provide customers multiple options for bill payment.

- Customer 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
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance
- Paypal option through Paymentus

### **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 Board of Directors (Board) of MSWD. Below are project highlights and summaries for January 2022.

#### **Current Work Priorities**

Staff continues to help the front office with customers regarding the delinquent accounts that were sent to the County for collection through the property taxes. Funds of over \$1.2 million were received and posted to customer accounts.

Finance staff continues to work with Administration, Engineering, and Construction and Maintenance on reimbursable jobs. Additionally, several cost accounting jobs were requested and created to track certain expenses related to delicate issues.

- Pierson Boulevard – Slurry seal project
- Riverside City Mountain View – Resurfacing project
- Rocket – Multi-value integration server

All debt payments for January 2022, and the beginning of February 2022, have been made.

Finance staff continues to work with Laserfiche, Gough Systems, and Strategy 7 to update and improve the finance software.

Finance staff completed the Mid-Year Budget process.

The new Accounting Manager started on January 5, 2022 and is being trained primarily by the Director with all accounting staff helping to make the process faster. The Accounting Manager is doing well for his first three weeks.

Accounting staff prepared and mailed the 1099 forms.

### **Budget**

Budget transfers in January 2022 amounted to \$366,034 to cover the last six months of the current fiscal year. No operating budget requests were made to the Board in the mid-year budget because staff has been able to control expenses. This is the reason these transfers could be made.

### **Payroll**

The following procedures were completed in January 2022:

- Tax tables were updated with 2022 rates per IRS Publication 15 (2022 Circular E)
- The Federal and State quarterly payroll tax returns were prepared and mailed. All taxes had been paid when due throughout the quarter
- W2 forms were prepared and mailed
- Excess vacation hours accrued by employees were bought back (paid out to the employees) by the District the first payroll in January 2022
- Employees with excess sick hours accrued were notified and offered to sell them back to the District or convert them to vacation hours. These were all settled on the second payroll in January 2022

### **Cash**

Total cash receipts for the month of January 2022 amounted to \$8,211,166.84. The transactions consisted primarily of customer bill payments.

- Received \$1,217,393.00 from the State for delinquent accounts
- Received \$603,843.28 from the Coachella Valley Water District for grant refunds
- Received \$4,937,004.00 from County Property Tax deposits on January 28, 2022

Cash disbursements for the month of January 2022 amounted to \$1,470,418.72, with the largest payments going to:

- \$332,944.91 to the State Water Resources Control Board
- \$251,049.36 to Payroll
- \$137,744.92 to Payroll Taxes
- \$93,398.89 to Southern California Edison
- \$97,099.57 to ACWA-JPIA Health Benefits

### **Revenues and Expenses**

Total operating income and expenses through January 31, 2022 amounted to:

- Operating revenue \$13,434,846.00
- Operating expense \$8,624,399.00
- Non-operating income \$1,951,369.00
- Non-operating expense \$468,943.00
- Net Income \$6,292,872.00

### **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 Board of Directors (Board) of MSWD. Below are project highlights and summaries for January 2022.

#### **Cybersecurity Improvements**

Staff continues to work with security professionals to protect MSWD infrastructure from cyber-attacks and penetrations. Currently IT is working on the following items related to cybersecurity;

- All Wi-Fi access points on District properties are being upgraded
- District network is going through a microsegmentation. Microsegmentation is a method of creating zones in data centers and cloud environments to isolate workloads from one another and secure them individually
- Cloud backups are being upgraded with stricter password and device policies
- Multifactor authentication (MFA) is being added to all software packages. MFA adds a layer of protection to the sign-in process. When accessing accounts or apps, users provide additional identity verification, such as scanning a fingerprint or entering a code received by phone
- A continuous security monitoring service has been contracted to protect the District firewalls from penetration
- Computers and servers are being upgraded
- Desktop and laptop or "office/remote users" are being migrated to only laptops to reduce the number of access points into the District's infrastructure

### **SharePoint Migration and Setup Employee Intranet**

The SharePoint migration will help the District in cleaning up the current servers by removing files have been archived, and reorganize the file structure and access. Once the SharePoint Migration is complete, IT will establish a SharePoint-based employee intranet, giving employees easy access to forms, applications, files, and information.

### **Laserfiche Automation**

In a continuing effort to go paperless, IT and Accounting have been working together to eliminate all paper forms and rubber stamps. To do this, staff has been developing which replace paper or PDFs which are printed and saved. The Laserfiche forms can be programmed into workflows to save staff effort, minimize mistakes, and improve our timing and efficiency.

### **UniData Server Upgrade and Rocket Multivalue Integrations**

The new Unidata server will allow the District to upgrade its Unidata platform to be compatible with all the features current and future Unidata integrations. To install this new server, IT and their integrator will set up a test version of the current server, upgrade the server, and then verify our applications still work properly. Following the server upgrade, a Multivalue Integration Server (MVIS) application will be installed on the Unidata server. MVIS will allow external applications to read and write data to our financial database in real-time. IT staff will focus on integrating Laserfiche, Nobel Systems, WaterSmart, and PayNearMe with the MVIS to enhance the field staff's work order management system and customer service's customer portal.

### **Nobel Systems Integration with Unidata**

Nobel Systems will integrate field staff's work order management system, timesheets, inventory with Unidata. In December 2021, IT staff entered into an agreement with Nobel Systems to develop a backflow module to better track backflow testing inspections and repairs; and pretreatment module to better track Fats, Oils, and Grease pretreatment units. Staff have also begun the early stages of development to allow Geoviewer to manage inventory, service orders, and timecard entry, which will increase automation and decrease staff workload.

### **WaterSmart Customer Portal**

IT and Customer Service staff continue to work with WaterSmart to develop a customer portal which will allow our customers to view their usage, set notifications, and pay their bill on one platform. Current staff is working to integrate PayNearMe with WaterSmart thus allowing customers to pay within the customers portal.

## 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 completed the Supply Chain Fundamentals course through California State University Dominguez Hills. All five of the required courses have been completed and a Certificate in Purchasing from California State University Dominguez Hills will be awarded in February 2022.

Staff currently has an order that was placed on October 21, 2021 for 3/4-inch and 1-inch Neptune meters. They were expected to arrive by late January 2022. Unfortunately, they are now scheduled to ship out in mid-March 2022. The delay is with the production of the meters and not a distribution issue. This order contains 160 of the 3/4-inch meters and 60 of the 1-inch meters. Staff currently has 31 of the 3/4-inch meters and 142 of the 1-inch meters on hand. Staff will continue to monitor the situation and will keep everyone informed with any updates.



## 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 electrical equipment. The project team met with the manufacturer to address the remaining submittal comments. The District expects to receive the final submittal in February 2022 to review and approve for 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.



#### **Desert Willows Community Water Line Replacement**

The contractor, Van Dyke Corporation, has completed construction. The Notice of Completion was presented for acceptance at the Board of Directors meeting in January 2022. The project is complete.

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

Staff has contacted an appraiser to begin the appraisal process. Once complete, staff will begin negotiations with the property owner for the proposed easement area for the pipe alignment.

The consultant, TKE Engineering, continued working on the final design and specifications that are expected to be completed in February 2022.

#### **Water and Wastewater System Comprehensive Master Plan Update**

Staff had a workshop with the consultant, Michael Baker International, to review the water and sewer models. Staff will be providing direction to the consultant on location for wastewater flow monitoring and locations for reservoir seismic analysis. Staff will also be providing hydraulic profiles to the consultant.

#### **Horton Odor Control Project**

Staff in conjunction with construction manager consultant, Michael Baker International, have completed a no cost change order extending the contract completion date to

February 18, 2022. Current schedule extends the completion beyond that date to March 18, 2022 due to material delivery delays from supply chain issues.

### **On-Call Engineering Services**

Staff is continuing to use the on-call inspections and plan check contract. Staff has contacted MSA Consulting about adding these types of services in January 2022. Heitec consulting is executing construction inspection and plan check services.

### **Backup Generators for Well Sites 27-32 and 37 Projects**

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

### **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 Chopper Pumps Project**

Staff has contracted with the pump manufacturer to complete the installation of the four influent pumps. Staff has a preconstruction meeting scheduled for February 3, 2022 and staff anticipates starting construction shortly thereafter.

### **Well 22 Rehabilitation**

The design consultant, TKE Engineering, began preparing the final design package. Staff anticipates receiving the final design package in the coming weeks and bidding the project thereafter.

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

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

### **Regional Water Reclamation Facility**

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

## **Operations & Maintenance**

### **Construction & Maintenance**

Staff completed approximately 295 water line location requests in January 2022. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations.

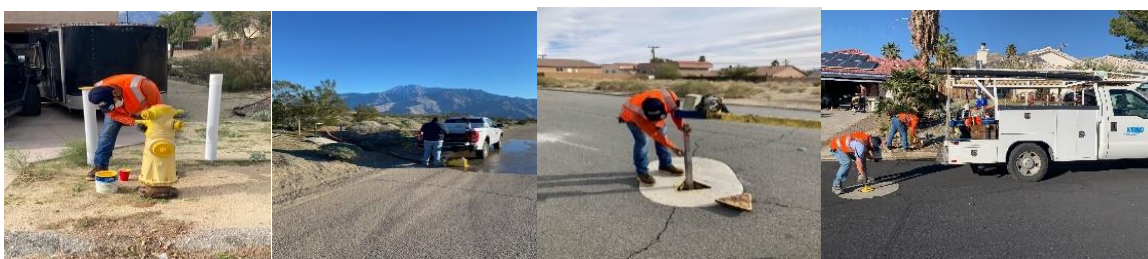
Staff replaced three water services, repaired eight service line leaks, and three main line leaks in January 2022.



Approximately 31,500 gallons of water loss was recorded due to water leaks in January 2022.



Staff continues to implement maintenance programs, which consist of ground valve exercising, blow-off flushing, air release valves, Cla-Val automatic control valves, and fire hydrant flushing and painting. There were 101 ground valves exercised, 54 fire hydrants flushed, one air release valve inspected and rebuilt, no Cla-Val valves inspected, and 45 blow-offs flushed in January 2022.



A total of 15 work orders were processed in January 2022 using the CMMS program.

Staff installed 17 new water services in January 2022.

Staff continues performing field fire flow tests for the Engineering Department. Nine fire flow tests were conducted in January 2022.

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

### **Fleet and Facility Maintenance**

All District buildings continue to be cleaned and disinfected each week, Tuesday through Friday, by our janitorial company. Disinfection is completed four times a week and janitorial services are completed twice a week.

Building maintenance continues at District facilities. Staff continues to help with the relocation of office furniture in the Annex Building and helped move desks around in the Accounting Modular.

Active pure devices were installed on the AC units at the Administration Building, Annex Building, and Accounting Modular. These devices have been proven to be an effective surface and air countermeasure to reduce up to 99% of pathogens, viruses, and bacteria. They also remove allergy and asthma triggering contaminants.

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

The District continues to utilize Southern California Fleet Services for maintenance and repairs of District vehicles and equipment. Below is a listing of services provided in December 2021;

- Electrical repairs were completed on Unit 386 due to rodent damage to wiring
- Replaced battery on Units 418, 385, and 365
- Service was completed on Unit 402
- GPS units were installed on all District vehicles

### **Collections**

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

Staff completed 264 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

Approximately 3/4 of a mile of sewer mainline was cleaned. This included 15 segments of 8" VCP sewer pipe.

Staff familiarized themselves with the operation of the new CCTV truck and the new inspection software. Staff participated in a joint meeting with our IT Department and the vendor, Cues Software, for possible budget additions in July 2022, which would improve the work order management process for the Collections Department.

Staff continues to help at the wastewater treatment plant as needed, including the cleaning of the vortex grit chamber.

### Wastewater Treatment

Staff spent a combined 438-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest plants. Also, during this timeframe staff spent 164-man hours operating the sludge belt filter press, including filling and removing 17 trailers of sludge from the Horton and Desert Crest Plants.

Staff collected 39 samples and spent 58.5-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District's discharge requirement.

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

Staff sent a camera through the grit pump piping and determined it required cleaning. Rags and debris were removed, and all piping is clear.



Five ponds were cleaned and rehabilitated in January 2022. Ponds 4, 5, 6, 7, and 8 were all cleaned this month, and Ponds 4 was cleaned twice.

Patton Door and Gate came out to service our main gate entrance to the Horton Plant. They may possibly complete additional work to update some of the features on the operation of the gate.



Staff adjusted the sprayer bars on the belt press. They also flushed the polymer system and changed out the polymer hose.



Staff continued to conduct a weekly “Wastewater Training” program within the department. These training sessions are intended to get all of the operators on the same page with respect to a standard operating procedure, so that Staff is operating equipment more proficiently and are trained in doing so. This training is also to help keep operators safe when conducting maintenance. This month’s training included:

- First aid locations: Horton
- Scrubbing clarifiers 1-3 safely
- Clarifiers 4 and 5 shear pins
- Clarifiers 1 and 2 blow-offs
- Lab schedule



Staff replaced the bearing and gear reducer on Aeration Brush #1. Staff also changed out the bearing on Aeration Brush #2 with the help of the Collections staff.



Staff inspected and cleaned out the auger monster in our headworks, which removes most of the rags from our influent. The sprayer bars were taken out and cleaned thoroughly.



Staff transported the skip loader out to the Desert Crest Plant. Staff cleaned and rehabilitated six wasting beds, two scum beds, and two percolation ponds. Additionally, the entire plant area was also cleaned up.



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

New Sanitary Service Connections to Collection System

|                     | 2021/22    | 2020/21    | 2019/20   | 2018/19   | 2017/18    | 2016/17    |
|---------------------|------------|------------|-----------|-----------|------------|------------|
| July                | 18         | 8          | 7         | 9         | 51         | 2          |
| Aug.                | 20         | 4          | 1         | 8         | 53         | 2          |
| Sep.                | 20         | 5          | 2         | 12        | 8          | 11         |
| Oct.                | 36         | 9          | 4         | 8         | 12         | 4          |
| Nov.                | 29         | 50         | 10        | 9         | 7          | 7          |
| Dec.                | 12         | 9          | 3         | 3         | 64         | 1          |
| Jan.                | 14         | 21         | 7         | 1         | 16         | 8          |
| Feb.                |            | 23         | 5         | 1         | 42         | 0          |
| Mar.                |            | 48         | 1         | 0         | 23         | 5          |
| Apr.                |            | 18         | 3         | 3         | 15         | 30         |
| May                 |            | 17         | 11        | 3         | 20         | 45         |
| June                |            | 21         | 7         | 3         | 6          | 70         |
| <b>Annual Total</b> | <b>149</b> | <b>233</b> | <b>61</b> | <b>60</b> | <b>317</b> | <b>185</b> |

Additional sanitary service connection information is provided in Appendix C.

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

Monthly Wastewater Flows

| <b>WASTEWATER FLOW MGD</b> |                 |                  |                 |                  |
|----------------------------|-----------------|------------------|-----------------|------------------|
| 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        | <b>2.311905</b>  | 0.051887        | 0.068500         |
| Jan.                       | 1.952152        | 2.131439         | 0.048326        | 0.054720         |
| Feb.                       |                 |                  |                 |                  |
| Mar.                       |                 |                  |                 |                  |
| Apr.                       |                 |                  |                 |                  |
| May                        |                 |                  |                 |                  |
| June                       |                 |                  |                 |                  |

Additional wastewater flow information is provided in Appendix C.

## Water Production

Staff collected 45 routine bacteriological (Bac-T) samples, six general physical samples, and uranium samples at Well 26A for analysis in January 2022. Staff works closely with the lab when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for January 2022 will be sent out to the State Water Regional Control Board on February 3, 2022.



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

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



Staff along with contractor made electrical repairs to Well 32 and got it back online after being down for several weeks.

Staff worked with our SCADA integrator to connect two production meters at Wells 27 and 31 to the SCADA system, which now allows staff to monitor flow and other data.



Staff replaced a water supply line to the pump control valve at Well 31 due to theft.



Staff changed out the filter bags on the uranium filter system at Well 26A.



Staff continues to monitor the production equipment to ensure equipment is operating properly. During daily pump run and site checks, staff also monitors the system, and addresses any site vandalism or water theft on a regular basis. Staff continues to do a great job reporting and making repairs as needed.



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



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



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

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

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



### **Well 33 Solar Site**

Staff continues to monitor the performance of the solar system. The December 2021 performance report showed that the system produced 98,091 kilowatt hours, which is within 89% of expected energy output..

### **Well 24 Electrical Panel Rehabilitation Project**

This project is currently under construction and is anticipated to be completed in 2022. Currently, the electrical panel and motor control center is being constructed by the contractor offsite. Also, District staff is working with Southern California Edison on new power requirements they requested to be done at Well 24.

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

New Service Connections to the Water System

|                     | 2021/22      | 2020/21      | 2019/20     | 2018/19     | 2017/18     | 2016/17     |
|---------------------|--------------|--------------|-------------|-------------|-------------|-------------|
| July                | 18           | 7            | 4           | 5           | 7           | 2           |
| August              | 19           | 6            | 10          | 5           | 3           | 2           |
| September           | 23           | 18           | 2           | 14          | 4           | 13          |
| October             | 33           | 13           | 3           | 21          | 8           | 3           |
| November            | 27           | 10           | 16          | 4           | 0           | 7           |
| December            | 9            | 2            | 17          | 3           | 3           | 2           |
| January             | 14           | 15           | 6           | 3           | 20          | 1           |
| February            |              | 13           | 8           | 5           | 11          | 1           |
| March               |              | 16           | 2           | 3           | 6           | 5           |
| April               |              | 11           | 1           | 3           | 7           | 11          |
| May                 |              | 15           | 12          | 5           | 11          | 9           |
| June                |              | 24           | 11          | 2           | 8           | 2           |
| <b>Annual Total</b> | <b>143</b>   | <b>150</b>   | <b>92</b>   | <b>73</b>   | <b>88</b>   | <b>58</b>   |
| <b>Avg./ Mo.</b>    | <b>11.92</b> | <b>12.50</b> | <b>7.67</b> | <b>6.08</b> | <b>7.33</b> | <b>4.83</b> |

Additional water service connection information is provided in Appendix C.

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

Monthly Water Production

|              | FY 2021/22     | Variance from prior year |              | FY 2020/21     | FY 2019/20     | FY 2018/19     | FY 2017/18     |
|--------------|----------------|--------------------------|--------------|----------------|----------------|----------------|----------------|
|              | AF             | AF                       | %            | AF             | AF             | AF             | AF             |
| July         | 796.57         | -61.20                   | -7.1%        | 857.77         | 853.23         | 857.20         | 835.87         |
| August       | 839.93         | -45.38                   | -5.1%        | 885.31         | 795.18         | 806.47         | 829.93         |
| September    | 738.65         | -46.15                   | -5.9%        | 784.80         | 757.08         | 689.47         | 712.40         |
| October      | 665.18         | -90.66                   | -12.0%       | 755.84         | 709.39         | 709.81         | 733.86         |
| November     | 679.85         | -10.28                   | -1.5%        | 690.13         | 619.87         | 631.75         | 642.41         |
| December     | 565.48         | -22.84                   | -3.9%        | 588.32         | 537.23         | 502.16         | 584.24         |
| January      | 580.28         | 42.32                    | 7.9%         | 537.96         | 553.20         | 570.20         | 599.52         |
| February     |                | 0.00                     | 0.0%         | 495.61         | 520.85         | 415.49         | 512.79         |
| March        |                | 0.00                     | 0.0%         | 625.80         | 557.73         | 490.92         | 536.09         |
| April        |                | 0.00                     | 0.0%         | 649.34         | 573.02         | 635.08         | 644.06         |
| May          |                | 0.00                     | 0.0%         | 723.62         | 698.99         | 598.36         | 697.15         |
| June         |                | 0.00                     | 0.0%         | 761.63         | 806.02         | 710.39         | 688.74         |
| <b>TOTAL</b> | <b>4865.94</b> | <b>-234.19</b>           | <b>-4.6%</b> | <b>8356.13</b> | <b>7981.79</b> | <b>7617.30</b> | <b>8017.06</b> |

Additional water production information is provided in Appendix C.

## Water Resources

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

### **Integrated Regional Water Management/Coachella Valley Regional Water Management Group**

The Coachella Valley Regional Water Management Group (CVRWWMG) met to discuss on-going grant funded projects and upcoming grant opportunities.

The CVRWWMG completed and submitted a grant application to the California Department of Water Resources (DWR) under the “call for projects” for the Urban and Multi-Benefit Drought Relief Program – Under Represented Communities and Tribal Set Aside. The three projects being submitted are the CV Water Counts Project (CVRWWMG), the Well 22 Rehabilitation Project (MSWD), and the Valley View Mobile Home Park Water Consolidation Project (CVWD).

The CVRWWMG is reviewing the draft Proposition 1 Round 2 Integrated Regional Water Management (IRWM) Implementation proposal solicitation package and is preparing a comment letter to DWR.

The CVRWWMG has begun preparing a grant application with the Coachella Valley Mountain Conservancy for a water conservation technical study.

### **Mission Creek Subbasin Sustainable Groundwater Management Act Compliance**

DWR is currently reviewing the Final 2022 Alternative Plan Update for the Mission Creek Subbasin and will conduct an additional public comment period following preliminary review.

The United State Geological Survey began data collection for the Land Subsidence Study in the Mission Creek Subbasin.

The consultant, Wood, completed the draft Mission Creek Subbasin Annual Report for Water Year 2020-2021. Staff is currently reviewing the report and will submit comments in February 2022. The report is due to DWR by April 1, 2022.

### **San Gorgonio Pass Subbasin Sustainable Groundwater Management Act Compliance**

Following Groundwater Sustainability Agency (GSA) adoption of the Final 2022 Groundwater Sustainability Plan for the San Gorgonio Pass Subbasin (Final Plan), the consultant, Provost & Prichard, submitted the Final Plan to DWR for review. DWR will

complete a review of the Final Plan and an additional public comment period in the coming months.

Staff continued coordinating with the consultant, Provost & Prichard, in completing the data request for the first San Geronio Pass Subbasin Annual Report.

### **Indio Subbasin Sustainable Groundwater Management Act Compliance**

The Indio Subbasin GSAs have completed and adopted the Final 2022 Alternative Plan Update for the Indio Subbasin (Final Plan) at their respective governing body meetings in December 2021, and submitted the Final Plan to DWR in January 2022 for review and approval.

The Indio Subbasin GSAs continued coordinating with the consultant, Todd Groundwater, in completing the data request for the Indio Subbasin Annual Report for Water Year 2020-2021.

### **Salt and Nutrient Management Plan**

Staff completed the data request for the Salt and Nutrient Management Plan (SNMP) monitoring annual report. Staff expects to receive the draft report and the end of February 2022 for review and comment.

The Coachella Valley SNMP Agencies have issued an RFP for the procurement of a consultant for the SNMP update.

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.



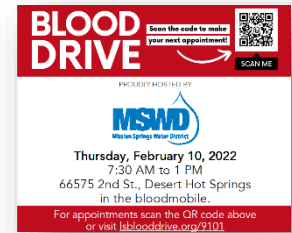
## PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

### Past Events

#### **MSWD Blood Drive, Thursday, February 10, 2022**

Presented by LifeStream Blood Bank, the February event drew more than 28 employees and members of the public.



#### **FoodNow Charity Golf Classic, February 12, 2022**

Held at Mission Lakes Country Club, the event raised funds for FoodNow, which provides residents with food assistance and support services designed to strengthen families and build a healthy community. MSWD provided water and was a Tee Sponsor of the almost sold-out event.



### Upcoming Events

#### **DHS Women's Club Fashion Show & Fundraising Event, March 6, 2022**

Since 1953, the Desert Hot Springs Women's Club has enriched the city by fundraising, providing scholarships, and performing community service. MSWD is a proud sponsor of the annual fashion show.



#### **Palm Springs Air Museum Fundraising Dinner, moved to Friday, March 25, 2022**

Honoring the men and women pioneers of aviation, this year's event will include a special tribute in memoriam to Phil Hixon, Chairman Emeritus and one of the Palm Springs Air Museum founders.



#### **Senior Inspiration Awards Luncheon, Thursday, March 31, 2022**

Honoring seniors from each of the Coachella Valley cities and the County of Riverside, the event celebrates the accomplishments of some of our most-valued community members.



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

## Communications & Outreach Activities

### Water 101 Presentations

Starting in March 2022, MSWD will be offering Water 101 classes to community leaders who want to learn more about water, the lifeblood of our region. We are excited to provide a series of comprehensive courses that will cover MSWD's history, use, and management of this precious resource, along with how we fit into the larger Coachella Valley and State water systems.

The Public Affairs Office is reaching out to local clubs, HOAs, and the city to invite leaders and community influencers to participate. Meetings during March, April, May, and June 2022 will be held the fourth Thursday of each month between 6-7 p.m. at the new Desert Hot Springs Library.

### Redistricting Outreach

During February 2022, the Public Affairs team encourages residents to participate in the redistricting process by reviewing and providing comments on our draft division maps. In addition, information is being presented on the District's Social Media accounts and our website at [www.mswd.org/redistricting](http://www.mswd.org/redistricting).



### Disconnection Outreach

On April 2, 2020, Governor Newsom issued Executive Order N-42-20 prohibiting water service shut-offs to residences and critical infrastructure small businesses. The governor subsequently extended this order and later signed Senate Bill 155, which extended the moratorium through December 31, 2021.

To help residential and commercial customers with past due balances related to the pandemic, the District applied for and



received funds from the California Water and Wastewater Arrearage Payment Program to cover past-due account balances accrued between March 4, 2020, and June 15, 2021.

After the credit, some customers still owe back payments depending upon their usage and payment history. To allow these customers time to bring their accounts current, the District will resume its Senat Bill 998 governed shut-off procedure in April 2022.

Throughout February and March 2022, the Public Affairs team is planning an aggressive communications campaign that includes social media, bill messaging, direct mailers, emails, and phone calls encouraging customers to contact the District to enroll in a payment plan or apply for one or more of the various utility bill assistance programs currently available.



### Social Media

A copy of the January 2022 social media report can be found in Appendix D. This report highlights activities and posts on the District's social media platforms.

Across the channels, impressions, engagements, and post link clicks all increased. In total, we had almost 300,000 impressions. This month, the three top performing Facebook posts were the blood drive, FREE conservation kits, and a poll asking followers their favorite way to conserve water.

| Post Content  | Total Engagements | Reactions | Comments | Shares | Post Link Clicks | Other Post Clicks |
|---|-------------------|-----------|----------|--------|------------------|-------------------|
| <p><b>Mission Spring...</b><br/>Mon 1/24/2022 5:36 pm ...</p> <p>We're counting on YOU in 2022! You can help with our community's blood shortag...</p> <p><b>MSWD</b><br/>Thursday, February 10, 2022<br/>7:30 AM to 1 PM<br/>66575 2nd St., Desert Hot Springs<br/>in the bloodmobile.<br/>For appointments scan the QR code above<br/>or visit <a href="https://bit.ly/blooddrive2022">bit.ly/blooddrive2022</a></p> <p><b>Counting on YOU in 2022!</b></p> | 25                | 15        | 2        | 4      | —                | 4                 |
| <p><b>Mission Spring...</b><br/>Sat 1/1/2022 8:27 am PST</p> <p>Happy New Year! Resolve to #ConserveWater in 2022. Our customers can request ...</p> <p><b>TO GET TANK BANK</b><br/>DEPOSIT AND SAVE WATER AND MONEY</p>  | 20                | 8         | 2        | 1      | 1                | 8                 |
| <p><b>Mission Spring...</b><br/>Fri 1/28/2022 12:00 pm ...</p> <p>What's your favorite conservation tip? Leave your answer in the comments...</p> <p>Shorter Showers<br/>Wear off-shoulder<br/>What's your favorite conservation tip?</p>   | 18                | 7         | 2        | 0      | —                | 9                 |

### New Billboard

In January 2022, the MSWD billboard on Palm Drive received new vinyl and was moved to the southeast corner of Dillon Road and Palm Drive. Messaging on the board reminds residents of the District's commitment to protecting groundwater and MSWD's value to our community.

### MSWD Digital Advertising

The District featured five Google and Facebook/Instagram ads promoting FREE conservation kits, toilet rebates, and a special "like us" campaign designed to build our social media followers during January 2022. The rebate and conservation kit ads continue to perform well. In addition, we had used multiple variations of the Page Like campaign, which resulted in 50 new follows through the month. A full copy of the report can be found in Appendix D.



### CV Water Counts

The CV Water Counts Outreach report for the month of January 2022 can be found in Appendix D. The campaign promoted conservation as a way of life and participation in the Spring 2022 CV Water Academy, which began this month. Visits to the CV Water Counts website increased this month, with more than 10,000 pageviews from 6,258 visitors. This was due in large part to the paid Academy Campaign.



**Rebates & Conservation**

The Public Affairs team promoted rebates and conservation throughout our service territory throughout the month. Historically, January/February are slow months for customer rebates. Knowing this, we encouraged FREE conservation kits throughout January 2022 and will continue to promote them and our rebate programs in February 2022.

**Conservation Kits**

In total, we received 18 requests for conservation kits, and we expect to add to this during the remainder of spring.

**Toilet Rebates**

We received and paid one toilet rebate in January 2022, totaling \$100. According to the [EPA](#), each replaced toilet represents as much as 13,000 gallons of water savings per year.

**Turf Rebates**

We currently have two pending turf rebates totaling as much as \$3,000. Both applications are awaiting customer improvements and a post-installation inspection.

**Water Donations for January 2022**

| Date Supplied | Requests Filled          | Event or Purpose       | # Cases Requested |
|---------------|--------------------------|------------------------|-------------------|
| 1/7/2022      | Cabot Yerxa Elem. School | Classrooms             | 10                |
| 1/26/2022     | Quail Valley Park        | 37th Anniversary Event | 8                 |
|               |                          |                        |                   |
|               |                          | <b>Total Cases</b>     | <b>18</b>         |



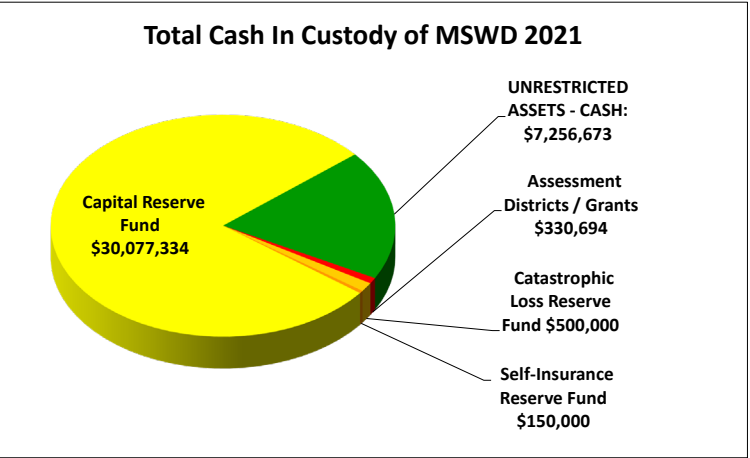
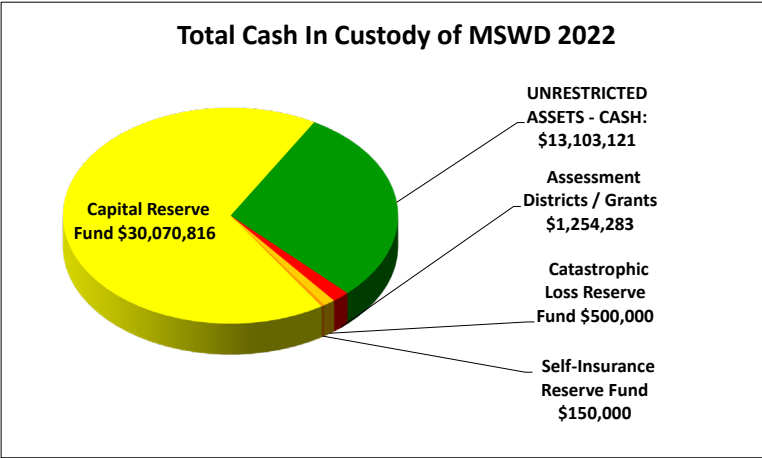
**APPENDIX A – Financial Report**

MISSION SPRINGS WATER DISTRICT  
COMBINED FUNDS  
DISTRICT SUMMARY  
JULY 1, 2020 TO JANUARY 31, 2022

| YEAR TO DATE |            |  |  | JULY 1, 2020 TO JANUARY 31, 2021  |            |  |  |  |
|--------------|------------|--|--|-----------------------------------|------------|--|--|--|
| ACTUAL       | BUDGET     | FAVORABLE<br>(UNFAVORABLE)<br>VARIANCE | FAVORABLE<br>(UNFAVORABLE)<br>VARIANCE | ACTUAL                            | BUDGET     | FAVORABLE<br>(UNFAVORABLE)<br>VARIANCE | FAVORABLE<br>(UNFAVORABLE)<br>VARIANCE |  |
|              |            | AMOUNT                                 | PERCENT                                |                                   |            | AMOUNT                                 | PERCENT                                |  |
| 13,434,846   | 13,496,626 | (61,780)                               | 0%                                     | 12,815,312                        | 12,348,188 | 467,124                                | 4%                                     |  |
| 8,624,399    | 11,230,462 | 2,606,063                              | 23%                                    | 9,748,792                         | 10,568,383 | 819,591                                | 8%                                     |  |
| 4,810,447    | 2,266,164  | 2,544,283                              | 112%                                   | 3,066,520                         | 1,779,805  | 1,286,714                              | 72%                                    |  |
|              |            |  |  | <b>OPERATING REVENUE:</b>         |            |  |  |  |
|              |            |  |  | <b>OPERATING EXPENSE:</b>         |            |  |  |  |
|              |            |  |  | <b>NET OPERATING INCOME</b>       |            |  |  |  |
| 1,951,369    | 1,661,668  | 289,701                                | 17%                                    | 1,714,222                         | 7,600,275  | (5,886,053)                            | -77%                                   |  |
| 468,943      | 491,131    | 22,188                                 | 5%                                     | 682,445                           | 500,343    | (182,102)                              | -36%                                   |  |
| 1,482,426    | 1,170,537  | 311,889                                | 27%                                    | 1,031,777                         | 7,099,932  | (6,068,155)                            | -85%                                   |  |
|              |            |  |  | <b>ADD NON-OPERATING REVENUE</b>  |            |  |  |  |
|              |            |  |  | <b>LESS NON-OPERATING EXPENSE</b> |            |  |  |  |
|              |            |  |  | <b>NET NON-OPERATING INCOME</b>   |            |  |  |  |
| 6,292,872    | 3,436,701  | 2,856,172                              | 83%                                    | 4,098,297                         | 8,879,737  | (4,781,441)                            | -54%                                   |  |
|              |            |  |  | <b>NET INCOME</b>                 |            |  |  |  |

**OTHER INFORMATION**

|                                 |       |  |                      |
|---------------------------------|-------|--|----------------------|
|                                 | 22.98 | <b>DEBT SERVICE RATIO</b>                | 24.07                |
|                                 | 0.05% | <b>INVESTMENT RETURN</b>                 | 0.05%                |
| \$ 39,296,813                   |       | <b>CASH - JULY 1</b>                     | \$ 34,708,247        |
| \$ 5,781,406                    |       | <b>INCREASE/(DECREASE) IN CASH</b>       | \$ 3,606,454         |
| <u>\$ 45,078,219</u>            |       | <b>CASH - END OF PERIOD</b>              | <u>\$ 38,314,701</u> |
| \$ 13,103,121                   |       | <b>UNRESTRICTED CASH</b>                 | \$ 7,256,673         |
| \$ 31,975,098                   |       | <b>RESTRICTED CASH</b>                   | \$ 31,058,028        |
| <u>\$ 45,078,219</u>            |       | <b>CASH IN CUSTODY OF MSWD</b>           | <u>\$ 38,314,701</u> |
| <b>WELLS FARGO</b> \$ 1,219,685 |       | <b>RESTRICTED - ASSESSMENT DISTRICTS</b> | \$ 18,833            |
| <b>CALTRUST</b> \$ 6,425,160    |       | <b>RESTRICTED - SHORT TERM FUND</b>      | \$ 6,431,297         |
| <b>CALTRUST</b> \$ 21,781,381   |       | <b>RESTRICTED - MEDIUM TERM FUND</b>     | \$ 22,059,913        |
| <b>CALTRUST</b> \$ 2,548,872    |       | <b>RESTRICTED - LIQUIDITY FUND</b>       | \$ 2,547,986         |
| <u>\$ 31,975,098</u>            |       | <b>RESTRICTED TOTAL CASH</b>             | <u>\$ 31,058,028</u> |



APPENDIX B –  
Federal Update from Carpi & Clay

# Mission Springs Water District Federal Update

February 1, 2022

## Treasury Department Issues Final Rule on Coronavirus State and Local Fiscal Relief Funding

The Department of the Treasury released the final rule for the State and Local Fiscal Recovery Funds (SLFRF) program. The American Rescue Plan Act, which President Biden signed into law in March 2021, provided \$350 billion in funding to state, local, and Tribal governments to support their response to and recovery from the COVID-19 pandemic. The guidance provides additional detail and clarification for each recipient's compliance and reporting responsibilities. [HERE](#) is a link to the final rule and [HERE](#) is a link to the Treasury Department's summary.

## White House Releases Bipartisan Infrastructure Law Guidebook

The White House has released a 465-page guidebook on the Bipartisan Infrastructure Law (BIL). This guidebook is a roadmap to the funding available under the law, as well as an explanatory document that shows direct federal spending at the program level. The guidebook aims to provide information for the funding opportunities included in BIL, such as who is eligible to apply, how to apply, and points of contact within the federal agencies. The full guidebook can be found [HERE](#).

## A Look Ahead: Status of FY22 Appropriations and the Build Back Better Act

February in Washington will be focused on how to move both the Fiscal Year 2022 (FY22) appropriations bill and the Build Back Better Act (BBB) forward. The current Continuing Resolution (CR) that is funding the federal government expires on February 18<sup>th</sup>. Leadership of the House and Senate Appropriations Committee are working to find a path forward. With a less than three weeks before the CR expires, there remains a possibility that Congress will need to pass yet another CR to provide additional time for leadership to come to an agreement on FY22. Turning to BBB, the White House and Congressional Democrats are

continuing discussions on how best to move the Build Back Better Act forward. President Biden indicated an openness to breaking the legislation up into pieces as a possible path to move the bill forward. The challenge with BBB remains Democrats' ability to find a package that can receive 50 votes in the Senate.

## **Speaker Pelosi Extends Remote Voting**

Speaker of the House Nancy Pelosi (D-CA) has extended the period of remote voting for Members of the House. Remote voting has been extended until February 13<sup>th</sup>. Remote voting is not allowed in the Senate.

## **Speaker Pelosi Invites President to Give State of the Union**

Speaker Pelosi has invited President Biden to give his annual State of the Union speech on Tuesday, March 1<sup>st</sup>. Each year, the Speaker of the House formally invites the President to provide a State of the Union speech before a joint session of Congress.

## **Bureau of Reclamation Releases BIL Spend Plan for FY22**

The Bureau of Reclamation released its initial spend plan for fiscal year 2022 (FY22) funding allocations authorized in the Bipartisan Infrastructure Law (BIL). The FY22 spend plan lays out how Reclamation will spend the \$1.66 billion annually provided for in BIL and is shared with the Chairs and Ranking Members of the House and Senate Energy and Water Appropriations Subcommittees. The FY22 spend plan includes the following:

- \$420 million for rural water projects that benefit various tribal and non-tribal underserved communities by increasing access to potable water.
- \$245 million for WaterSMART Title XVI that supports the planning, design, and construction of water recycling and reuse projects.
- \$210 million for construction of water storage, groundwater storage and conveyance project infrastructure.
- \$160 million for WaterSMART grants to support Reclamation efforts to work cooperatively with states, Tribes, and local entities to implement infrastructure investments to increase water supply.
- \$100 million for aging infrastructure for major repairs and rehabilitation of facilities.
- \$100 million for safety of dams to implement safety modifications of critical infrastructure.
- \$50 million for the implementation of Colorado River Basin drought contingency plans to support the goal of reducing the risk of Lake Mead and Lake Powell reaching critically low water levels.
- \$18 million for WaterSMART's Cooperative Watershed Management Program for watershed planning and restoration projects for watershed groups.

- \$15 million for Research and Development's Desalination and Water Purification Program for construction efforts to address ocean or brackish water desalination.
- \$8.5 million for Colorado River Basin Endangered Species Recovery and Conservation Programs.

## EPA Announces Action Plan to Accelerate Cyber-Resilience for the Water Sector

The Environmental Protection Agency (EPA) announced the Industrial Control Systems Cybersecurity Initiative – Water and Wastewater Sector Action Plan to help protect water systems from cyberattacks. The Action Plan focuses on high-impact activities that can be surged within 100 days to safeguard water resources by improving cybersecurity across the water sector. The Water and Wastewater Sector Action Plan focuses on promoting and supporting the water sector's adoption of strategies for the early detection of cyber-threats and allow for the rapid sharing of cyber-threat data across the government in order to expedite analysis and action. The Action Plan can be found [HERE](#) and includes the following actions:

- Establishing a task force of water sector leaders.
- Implementing pilot projects to demonstrate and accelerate adoption of incident monitoring.
- Improving information sharing and data analysis.
- Providing technical support to water systems.

## Federal Funding Opportunities/Announcements

**White House Releases Fact Sheet on BIL Competitive Grant Opportunities.** The White House has released a fact sheet on competitive grant opportunities funded in the Bipartisan Infrastructure Law (BIL). The fact sheet provides additional information about when Notices of Funding Opportunities (NOFOs) are expected to be released. The fact sheet can be found [HERE](#).

**Bureau of Reclamation Announces Title XVI BIL Funding Opportunities.** The Bureau of Reclamation has announced a funding opportunity for Title XVI reuse and recycling projects. Reclamation received \$550 million in BIL for Title XVI projects. Applications for this first round of funding are due March 15<sup>th</sup>. More information can be found [HERE](#).

**Bureau of Reclamation Announces WaterSMART Cooperative Watershed Management Grant.** The Bureau of Reclamation has announced a funding opportunity for the WaterSMART Cooperative Watershed Management Program. Funds will be awarded to develop a watershed group, complete watershed management planning activities, and design watershed management activities. Applicants may request up to \$200,000 for projects to be completed within two years. Applications are due March 31<sup>st</sup> and more information can be found [HERE](#).

**Bureau of Reclamation Announces Drought Resiliency Grant Awards.** The Bureau of Reclamation announced \$20.5 million in grants for drought resiliency projects. The full list of awards can be found [HERE](#).

## Federal Agency Personnel/Regulatory Announcements

**White House Launches Made in America Council.** The White House has announced the launch of the Made in America Council which will create a regular forum for agencies to strengthen the use of federal procurement and assistance to increase the reliance on domestic supply chains and cut down on Buy American waivers. Celeste Drake in the White House's Office of Management and Budget has been named the Council's Chair. The Council's website can be found [HERE](#).

**Environmental Protection Agency Updates WOTUS Rule Timeline.** The EPA has updated its timeline for releasing a new draft Waters of the U.S. (WOTUS) proposed rule. While the Administration's Unified Regulatory Agenda had indicated a date of February 2022 for the release of the new draft rule, EPA has stated that date will not be met and it will likely be "later this year."

**Environmental Protection Agency Releases Draft EJ Plan for Land Protection and Cleanup Programs.** The EPA has released a draft Environmental Justice Plan for Land Protection and Cleanup Programs. The Plan highlighting projects, tools, and practices to be applied to the Agency's Office of Land and Emergency Management programs. These programs include Superfund, Brownfields, Emergency Response, Solid Waste Management and Corrective Action, and Underground Storage Tanks. EPA will provide opportunities for meaningful public input at several upcoming virtual and in-person engagement events in 2022. The draft Plan can be found [HERE](#).

##    ##    ##

APPENDIX C – Wastewater and Water Production Tables

## WASTEWATER REPORT

| SEWER CONNECTION SUMMARY |            |            |           |           |            |            |           |            |            |           |           |
|--------------------------|------------|------------|-----------|-----------|------------|------------|-----------|------------|------------|-----------|-----------|
|                          | 2021/22    | 2020/21    | 2019/20   | 2018/19   | 2017/18    | 2016/17    | 2015/16   | 2014/15    | 2013/14    | 2012/13   | 2011/12   |
| July                     | 18         | 8          | 7         | 9         | 51         | 2          | 1         | 139        | 2          | 0         | 0         |
| Aug.                     | 20         | 4          | 1         | 8         | 53         | 2          | 4         | 214        | 4          | 0         | 2         |
| Sep.                     | 20         | 5          | 2         | 12        | 8          | 11         | 2         | 90         | 2          | 1         | 0         |
| Oct.                     | 36         | 9          | 4         | 8         | 12         | 4          | 21        | 65         | 8          | 2         | 1         |
| Nov.                     | 29         | 50         | 10        | 9         | 7          | 7          | 1         | 52         | 18         | 7         | 3         |
| Dec.                     | 12         | 9          | 3         | 3         | 64         | 1          | 0         | 86         | 22         | 11        | 2         |
| Jan.                     | 14         | 21         | 7         | 1         | 16         | 8          | 3         | 27         | 3          | 11        | 1         |
| Feb.                     |            | 23         | 5         | 1         | 42         | 0          | 3         | 5          | 46         | 6         | 1         |
| Mar.                     |            | 48         | 1         | 0         | 23         | 5          | 0         | 31         | 16         | 2         | 1         |
| Apr.                     |            | 18         | 3         | 3         | 15         | 30         | 0         | 8          | 95         | 14        | 3         |
| May                      |            | 17         | 11        | 3         | 20         | 45         | 7         | 13         | 98         | 3         | 2         |
| June                     |            | 21         | 7         | 3         | 6          | 70         | 4         | 4          | 72         | 2         | 0         |
| <b>Annual Total</b>      | <b>149</b> | <b>233</b> | <b>61</b> | <b>60</b> | <b>317</b> | <b>185</b> | <b>46</b> | <b>734</b> | <b>386</b> | <b>59</b> | <b>16</b> |

Connections to Sewer Collection System:

As of June 30, 2021            8467

Plus YTD                                149

**Total Sewer Connections =        8616**

| 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.                | 1.952152        | 2.131439         | 0.048326        | 0.054720         |
| Feb.                |                 |                  |                 |                  |
| Mar.                |                 |                  |                 |                  |
| Apr.                |                 |                  |                 |                  |
| May                 |                 |                  |                 |                  |
| June                |                 |                  |                 |                  |

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

## WATER REPORT

| WATER CONNECTION SUMMARY |              |              |             |             |             |             |             |             |             |             |             |             |             |             |
|--------------------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          | 2021/22      | 2020/21      | 2019/20     | 2018/19     | 2017/18     | 2016/17     | 2015/16     | 2014/15     | 2013/14     | 2012/13     | 2011/12     | 2010/11     | 2009/10     | 2008/09     |
| July                     | 18           | 7            | 4           | 5           | 7           | 2           | 0           | 0           | 1           | 0           | 0           | 0           | 1           | 2           |
| August                   | 19           | 6            | 10          | 5           | 3           | 2           | 2           | 0           | 1           | 0           | 0           | 2           | 1           | 2           |
| September                | 23           | 18           | 2           | 14          | 4           | 13          | 3           | 0           | 2           | 2           | 0           | 0           | 1           | 0           |
| October                  | 33           | 13           | 3           | 21          | 8           | 3           | 20          | 0           | 5           | 1           | 1           | 4           | 2           | 1           |
| November                 | 27           | 10           | 16          | 4           | 0           | 7           | 3           | 0           | 1           | 0           | 1           | 1           | 5           | 1           |
| December                 | 9            | 2            | 17          | 3           | 3           | 2           | 0           | 0           | 2           | 0           | 0           | 0           | 0           | 2           |
| January                  | 14           | 15           | 6           | 3           | 20          | 1           | 1           | 2           | 2           | 0           | 0           | 1           | 1           | 9           |
| February                 |              | 13           | 8           | 5           | 11          | 1           | 0           | 1           | 0           | 1           | 0           | 0           | 1           | 2           |
| March                    |              | 16           | 2           | 3           | 6           | 5           | 0           | 12          | 0           | 0           | 4           | 5           | 0           | 4           |
| April                    |              | 11           | 1           | 3           | 7           | 11          | 2           | 7           | 0           | 1           | 4           | 1           | 12          | 2           |
| May                      |              | 15           | 12          | 5           | 11          | 9           | 8           | 2           | 0           | 1           | 2           | 0           | 0           | 0           |
| June                     |              | 24           | 11          | 2           | 8           | 2           | 10          | 1           | 0           | 0           | 0           | 1           | 1           | 0           |
| <b>Annual Total</b>      | <b>143</b>   | <b>150</b>   | <b>92</b>   | <b>73</b>   | <b>88</b>   | <b>58</b>   | <b>49</b>   | <b>25</b>   | <b>14</b>   | <b>6</b>    | <b>12</b>   | <b>15</b>   | <b>25</b>   | <b>25</b>   |
| <b>Avg./ Mo.</b>         | <b>11.92</b> | <b>12.50</b> | <b>7.67</b> | <b>6.08</b> | <b>7.33</b> | <b>4.83</b> | <b>4.08</b> | <b>2.08</b> | <b>1.17</b> | <b>0.50</b> | <b>1.00</b> | <b>1.25</b> | <b>2.08</b> | <b>2.08</b> |

**Connections to Water System:**

As of June 30, 2021      13,141  
 Plus YTD                      143  
**Total Water Connections =      13,284**

| WATER PRODUCTION |                |                          |              |                |                |                |                |                |                 |                 |                 |                 |                 |                 |
|------------------|----------------|--------------------------|--------------|----------------|----------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                  | FY 2021/22     | Variance from prior year |              | FY 2020/21     | FY 2019/20     | FY 2018/19     | FY 2017/18     | FY 2016/17     | FY 2015/16      | FY 2014/15      | FY 2013/14      | FY 2012/13      | FY 2011/12      | FY 2010/11      |
|                  | AF             | AF                       | %            | AF             | AF             | AF             | AF             | AF             | AF              | AF              | AF              | AF              | AF              | AF              |
| July             | 796.57         | -61.20                   | -7.1%        | 857.77         | 853.23         | 857.20         | 835.87         | 714.50         | 659.11          | 859.00          | 942.82          | 911.87          | 838.49          | 902.71          |
| August           | 839.93         | -45.38                   | -5.1%        | 885.31         | 795.18         | 806.47         | 829.93         | 808.54         | 706.62          | 730.71          | 828.60          | 853.85          | 959.02          | 964.34          |
| September        | 738.65         | -46.15                   | -5.9%        | 784.80         | 757.08         | 689.47         | 712.40         | 679.54         | 657.37          | 800.67          | 813.20          | 723.92          | 826.46          | 896.27          |
| October          | 665.18         | -90.66                   | -12.0%       | 755.84         | 709.39         | 709.81         | 733.86         | 678.33         | 575.86          | 716.30          | 716.09          | 788.55          | 789.71          | 701.93          |
| November         | 679.85         | -10.28                   | -1.5%        | 690.13         | 619.87         | 631.75         | 642.41         | 601.89         | 582.22          | 533.69          | 557.05          | 672.3           | 654.77          | 709.98          |
| December         | 565.48         | -22.84                   | -3.9%        | 588.32         | 537.23         | 502.16         | 584.24         | 520.63         | 503.10          | 590.83          | 633.09          | 520.3           | 575.27          | 548.09          |
| January          | 580.28         | 42.32                    | 7.9%         | 537.96         | 553.20         | 570.20         | 599.52         | 465.10         | 431.38          | 526.86          | 582.86          | 609.45          | 616.19          | 545.04          |
| February         |                | 0.00                     | 0.0%         | 495.61         | 520.85         | 415.49         | 512.79         | 453.39         | 483.92          | 506.49          | 522.87          | 507.31          | 561.24          | 486.57          |
| March            |                | 0.00                     | 0.0%         | 625.80         | 557.73         | 490.92         | 536.09         | 549.50         | 514.05          | 614.94          | 603.89          | 559.02          | 583.70          | 575.84          |
| April            |                | 0.00                     | 0.0%         | 649.34         | 573.02         | 635.08         | 644.06         | 540.56         | 502.36          | 622.58          | 664.05          | 744.77          | 645.93          | 626.37          |
| May              |                | 0.00                     | 0.0%         | 723.62         | 698.99         | 598.36         | 697.15         | 731.81         | 601.83          | 590.28          | 708.18          | 786.79          | 763.12          | 758.58          |
| June             |                | 0.00                     | 0.0%         | 761.63         | 806.02         | 710.39         | 688.74         | 732.68         | 685.93          | 706.34          | 812.96          | 780.86          | 794.00          | 839.98          |
| <b>TOTAL</b>     | <b>4865.94</b> | <b>-234.19</b>           | <b>-4.6%</b> | <b>8356.13</b> | <b>7981.79</b> | <b>7617.30</b> | <b>8017.06</b> | <b>7476.47</b> | <b>6,903.75</b> | <b>7,798.69</b> | <b>8,385.66</b> | <b>8,458.99</b> | <b>8,607.90</b> | <b>8,555.70</b> |

APPENDIX D – Public Affairs Information



# MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

**January, 2022**

Casey Dolan

**Casey Dolan Consulting**

# Google Ads Campaigns

 **IMPRESSIONS**  
MSWD


211,086

 **CLICKS**  
MSWD

995

 **CTR**  
MSWD



0.47%

 **GOOGLE ADS CAMPAIGN PERFORMANCE**  
MSWD

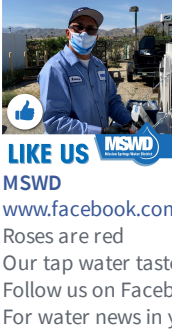



| Campaign                        | Impr.   | Clicks | CTR   |
|---------------------------------|---------|--------|-------|
| MSWD Toilet Rebate Jan 2022     | 129,483 | 576    | 0.44% |
| MSWD Conservation Kits Jan 2022 | 81,603  | 419    | 0.51% |
|                                 | 211,086 | 995    | 0.47% |

# Facebook Ad Campaigns




 **FACEBOOK AD GROUP PERFORMANCE**  
MSWD

| Ad preview   | Campaign Name                  | Link Clicks | Impr.   | Reach  | Frequency | Page Likes |
|--|--------------------------------|-------------|---------|--------|-----------|------------|
|  <p><b>MSWD: Value is Our Mission</b><br/>www.mswd.org<br/>At Mission Springs Water District, Value is Our Mission. Click to learn more about how your household can receive a free conservation kit to help save water and lower your water bill.</p>   | Conservation Kits January 2022 | 236         | 34,931  | 5,012  | 6.97      | 0          |
|  <p><b>MSWD - Rebates Available</b><br/>www.mswd.org<br/>MSWD's Toilet Rebate Program is designed to assist homeowners who want to replace old toilets with newer, more efficient models. Rebates of up to \$100 per toilet are available to eligible homeowners on a first-come, first-served basis. Click to learn more.</p> | MSWD Toilet Rebates Jan 2022   | 67          | 228,069 | 47,881 | 4.76      | 0          |

383 281,594 55,190 5.1 50

| Ad preview   | Campaign Name            | Link Clicks | Impr. | Reach | Frequency | Page Likes |
|--|--------------------------|-------------|-------|-------|-----------|------------|
|    | MSWD Page Likes Jan 2022 | 28          | 5,651 | 2,456 | 2.3       | 22         |
|    | MSWD Page Likes Jan 2022 | 25          | 6,673 | 2,899 | 2.3       | 15         |
|   | MSWD Page Likes Jan 2022 | 11          | 1,857 | 916   | 2.03      | 3          |
|  | MSWD Page Likes Jan 2022 | 6           | 2,200 | 1,138 | 1.93      | 5          |

383 281,594 55,190 5.1 50

| Ad preview   | Campaign Name            | Link Clicks | Impr.   | Reach  | Frequency | Page Likes |
|--|--------------------------|-------------|---------|--------|-----------|------------|
|  <p><b>MSWD</b><br/>www.facebook.com</p> <p>Sure, there are a lot of Facebook pages you can follow, but there is only one that is also delivering you delicious, award-winning water right to your tap all day, every day. 💧</p> <p>Plus, you will see news, conservation tips, and so much more in your feed from MSWD!</p>   | MSWD Page Likes Jan 2022 | 4           | 921     | 528    | 1.74      | 3          |
|  <p><b>MSWD</b><br/>www.facebook.com</p> <p>Roses are red<br/>Our tap water tastes good<br/>Follow us on Facebook<br/>For water news in your neighborhood</p>  | MSWD Page Likes Jan 2022 | 3           | 333     | 305    | 1.09      | 1          |
|  <p><b>MSWD</b><br/>www.facebook.com</p> <p>Sure, there are a lot of Facebook pages you can follow, but there is only one that is also delivering you delicious, award-winning water right to your tap all day, every day. 💧</p> <p>Plus, you will see news, conservation tips, and so much more in your feed from MSWD!</p> | MSWD Page Likes Jan 2022 | 3           | 959     | 499    | 1.92      | 1          |
|  |                          | 383         | 281,594 | 55,190 | 5.1       | 50         |

# Website Information

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

44,691

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

5,375

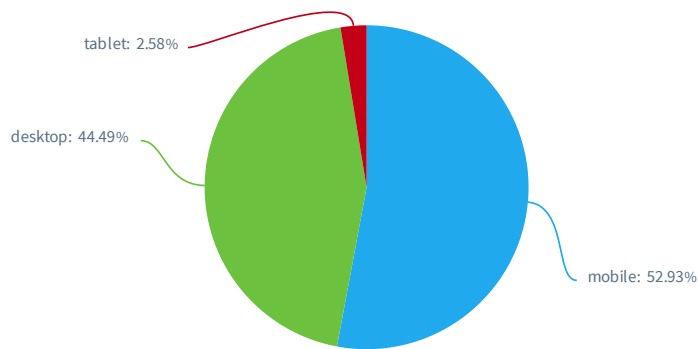
**USERS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

4,496

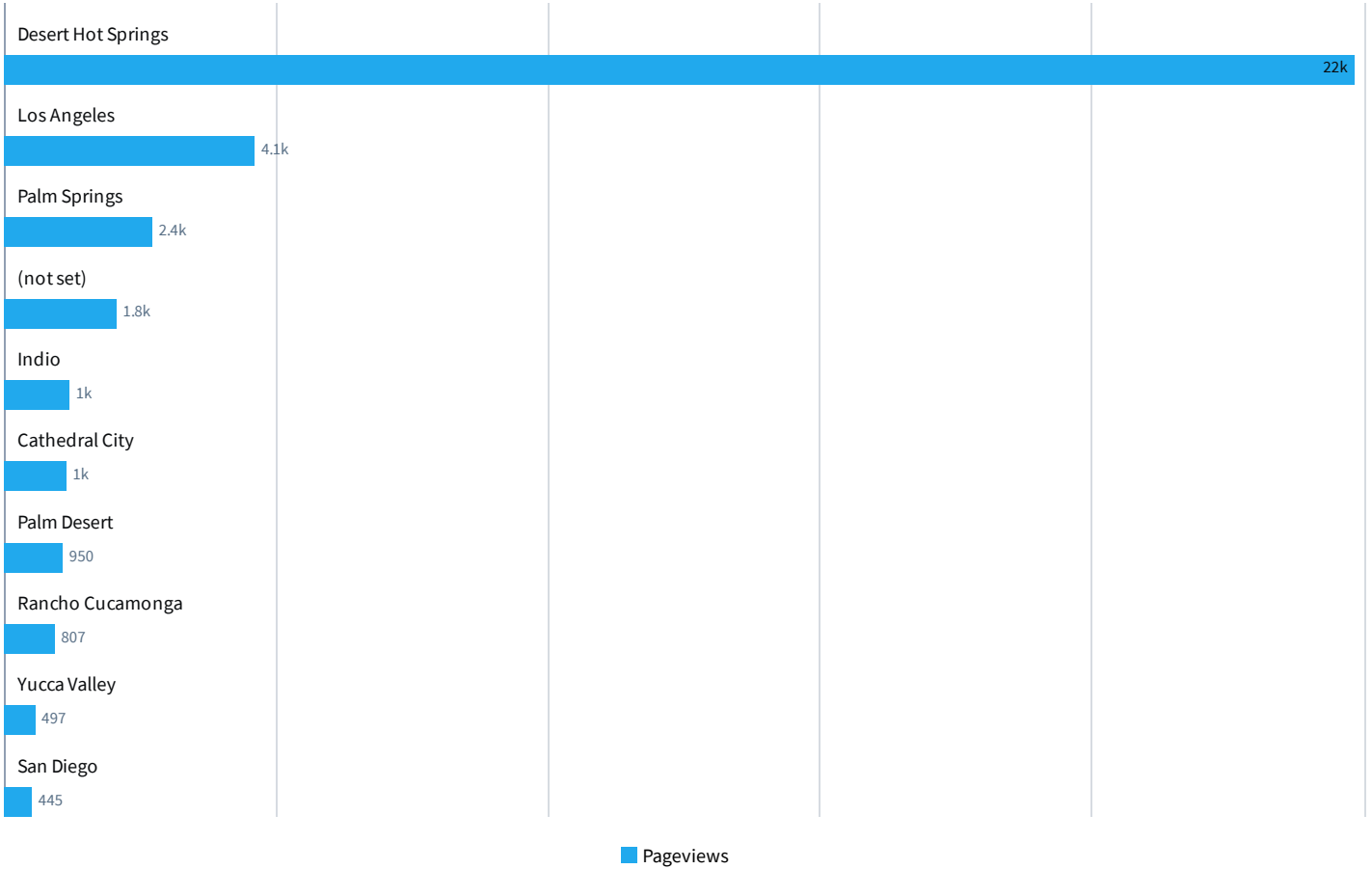
**PAGEVIEWS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

| Page Title   | Pageviews |
|--|-----------|
| Mission Springs Water District - Sign In                                     | 7,044     |
| Mission Springs Water District Home Page   Mission Springs Water District CA | 6,924     |
| Mission Springs Water District - My Account                                  | 5,883     |
| Mission Springs Water District - Pay Bills                                   | 2,759     |
| (not set)  | 2,596     |
| Mission Springs Water District - Payment Options                             | 2,324     |
| Mission Springs Water District - Pay as a Guest                              | 1,894     |
| Mission Springs Water District - Account Detail                              | 1,718     |
| Bill Pay Options   Mission Springs Water District CA                         | 1,699     |
| Mission Springs Water District - You Have Successfully Signed Off            | 1,513     |
|  | 44,691    |

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

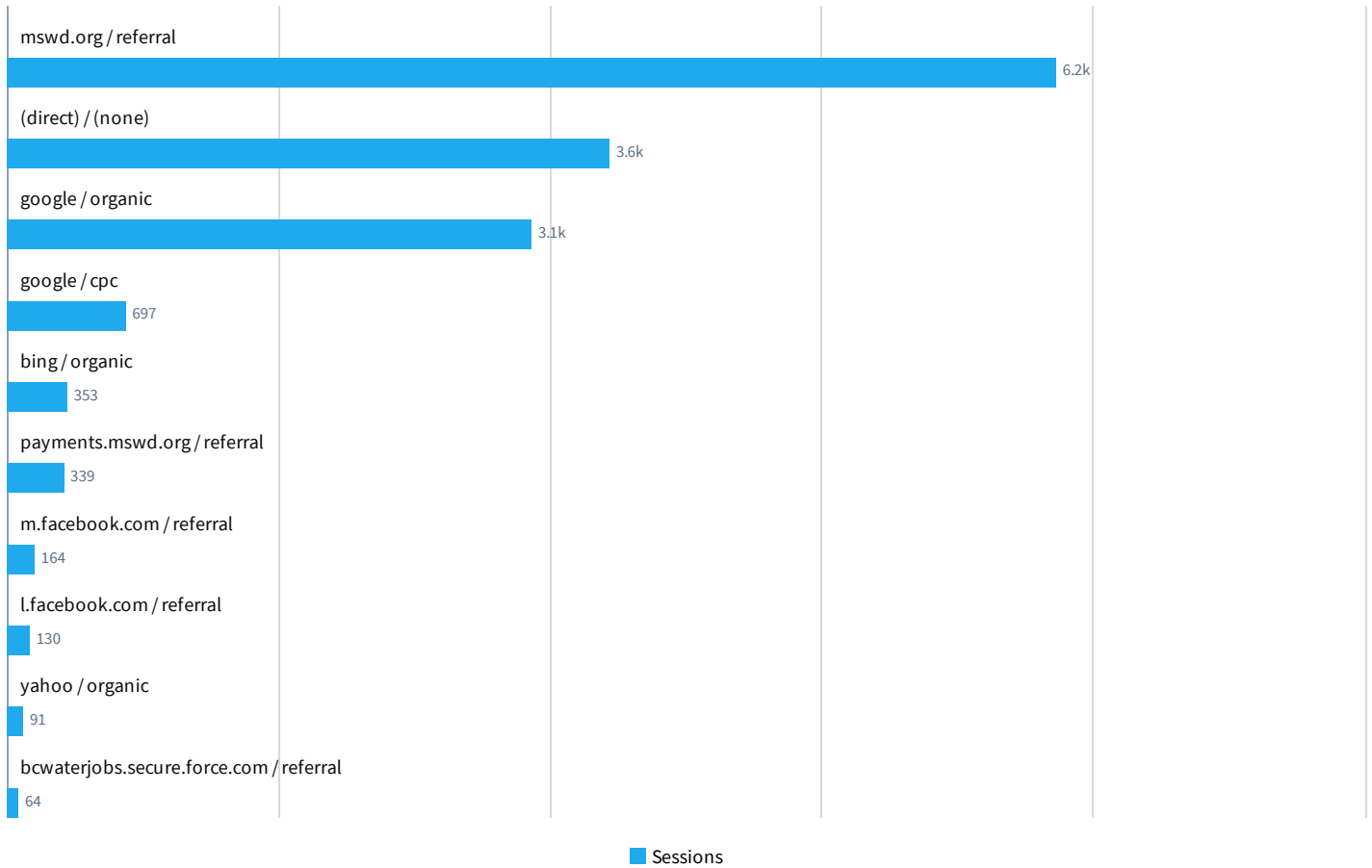


 **PAGEVIEWS BY CITY**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



### USER REFERRERS

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



### AVG. SESSION DURATION

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

1m 53s

### PAGES / SESSION

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

3

### BOUNCE RATE

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

27.28%



# CVWC Digital Marketing Report

Website, Social, and Marketing Performance

**January, 2022**

by Hunter | Johnsen

# Google Ads Campaigns

 **DISPLAY AD IMPRESSIONS**  
CV WATER COUNTS

746,031

 **SEARCH AD IMPRESSIONS**  
CV WATER COUNTS

3,723

 **VIDEO IMPRESSIONS**  
CV WATER COUNTS

78,751

 **CLICKS**  
CV WATER COUNTS

7,237

 **CTR**  
CV WATER COUNTS

0.87%

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

| Campaign                             | Clicks | Impr.   |
|--------------------------------------|--------|---------|
| CVWC Academy January 2022            | 5,877  | 657,542 |
| CVWC Academy                         | 5,877  | 657,542 |
| CV Water Counts January 2022         | 498    | 54,688  |
| Water When Nec.                      | 347    | 36,391  |
| Even when it Rains / Conservation    | 151    | 18,297  |
| CV Water Counts January 2022 SPANISH | 524    | 33,801  |
| Even When it rains / Conservation    | 280    | 16,918  |
| Water When Nec.                      | 244    | 16,883  |
|                                      | 6,899  | 746,031 |



## GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE

CV WATER COUNTS

| Account   | Impr.  | Engagements | Views  | Clicks |
|---|--------|-------------|--------|--------|
| CV Water Counts                                 | 78,751 | 25,073      | 10,404 | 119    |
| CVWC Water Saving Tips YouTube Spanish Jan 2022 | 36,546 | 12,690      | 5,957  | 50     |
| CVWC Water Saving Tips English YouTube Jan 2022 | 42,205 | 12,383      | 4,447  | 69     |
|   | 78,751 | 25,073      | 10,404 | 119    |



## GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

| Campaign                  | Clicks | Impr. |
|---------------------------|--------|-------|
| CVWC Search Campaign 2022 | 219    | 3,723 |
|                           | 219    | 3,723 |

## KEYWORDS PERFORMANCE



CV WATER COUNTS

| Account                       | Clicks | Impr. | CTR    |
|-------------------------------|--------|-------|--------|
| CV Water Counts               | 181    | 1,604 | 11.28% |
| water agency                  | 63     | 605   | 10.41% |
| water company                 | 47     | 519   | 9.06%  |
| water rebates                 | 44     | 257   | 17.12% |
| washing machine rebate        | 11     | 78    | 14.1%  |
| grass removal rebate          | 9      | 59    | 15.25% |
| water preservation            | 2      | 46    | 4.35%  |
| water conservation techniques | 2      | 14    | 14.29% |
| water efficiency              | 1      | 15    | 6.67%  |
| toilet rebate                 | 1      | 3     | 33.33% |
|                               | 182    | 1,622 | 11.22% |

| Account             | Clicks | Impr. | CTR    |
|---------------------|--------|-------|--------|
| turf removal rebate | 1      | 8     | 12.5%  |
|                     | 182    | 1,622 | 11.22% |

# Facebook Ad Campaigns

**FACEBOOK AD PERFORMANCE**  
HUNTER JOHNSEN

| Ad preview  | Link Clicks | Impr.   | Reach  | Frequency | Page engagement |
|---|-------------|---------|--------|-----------|-----------------|
|  <p><b>CV Water Counts Academy 2022</b><br/>cvwatercounts.com</p> <p>The Water Counts Academy is designed for current and emerging leaders in the Coachella Valley who want to learn about the lifeblood of our valley—its water resources.</p> <p>We are excited to offer this comprehensive course that will cover the history, use and management of water here in the Coachella Valley.</p> | 651         | 80,053  | 29,992 | 2.67      | 814             |
|  <p><b>Tips to Save Water</b><br/>cvwatercounts.com</p> <p>Did you know there are more than a hundred ways to save water? And some of them are really easy. Learn more water saving tips by clicking the link.</p>   | 265         | 39,793  | 13,066 | 3.05      | 314             |
|   | 916         | 119,846 | 33,843 | 3.54      | 1,128           |

# Website Information

**PAGEVIEWS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

10,465

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

6,258

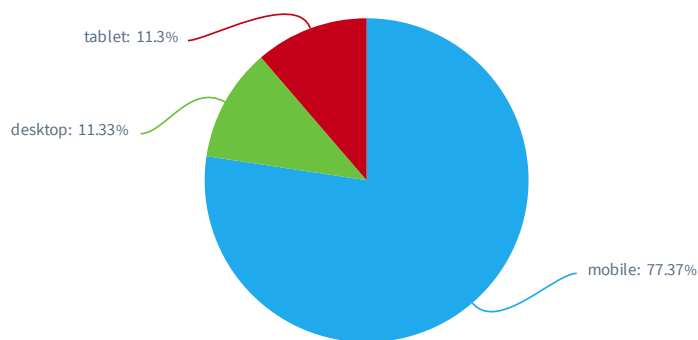
**RETURNING USERS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

1,257

**PAGEVIEWS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

| Page path   | Pageviews |
|---|-----------|
| /academy/   | 6,503     |
| /conservation-tips/   | 982       |
| /even-when-it-rains-conservation-in-the-west-is-still-needed/     | 616       |
| /   | 317       |
| /water-map/   | 282       |
| /rebates/   | 140       |
| /plant-of-the-month-desert-carpet-acacia-redolens/                | 70        |
| /learn/   | 69        |
| /about/   | 51        |
| /take-the-pledge-to-conserve-water-for-your-new-years-resolution/ | 51        |
|   | 10,465    |

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



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

1.25

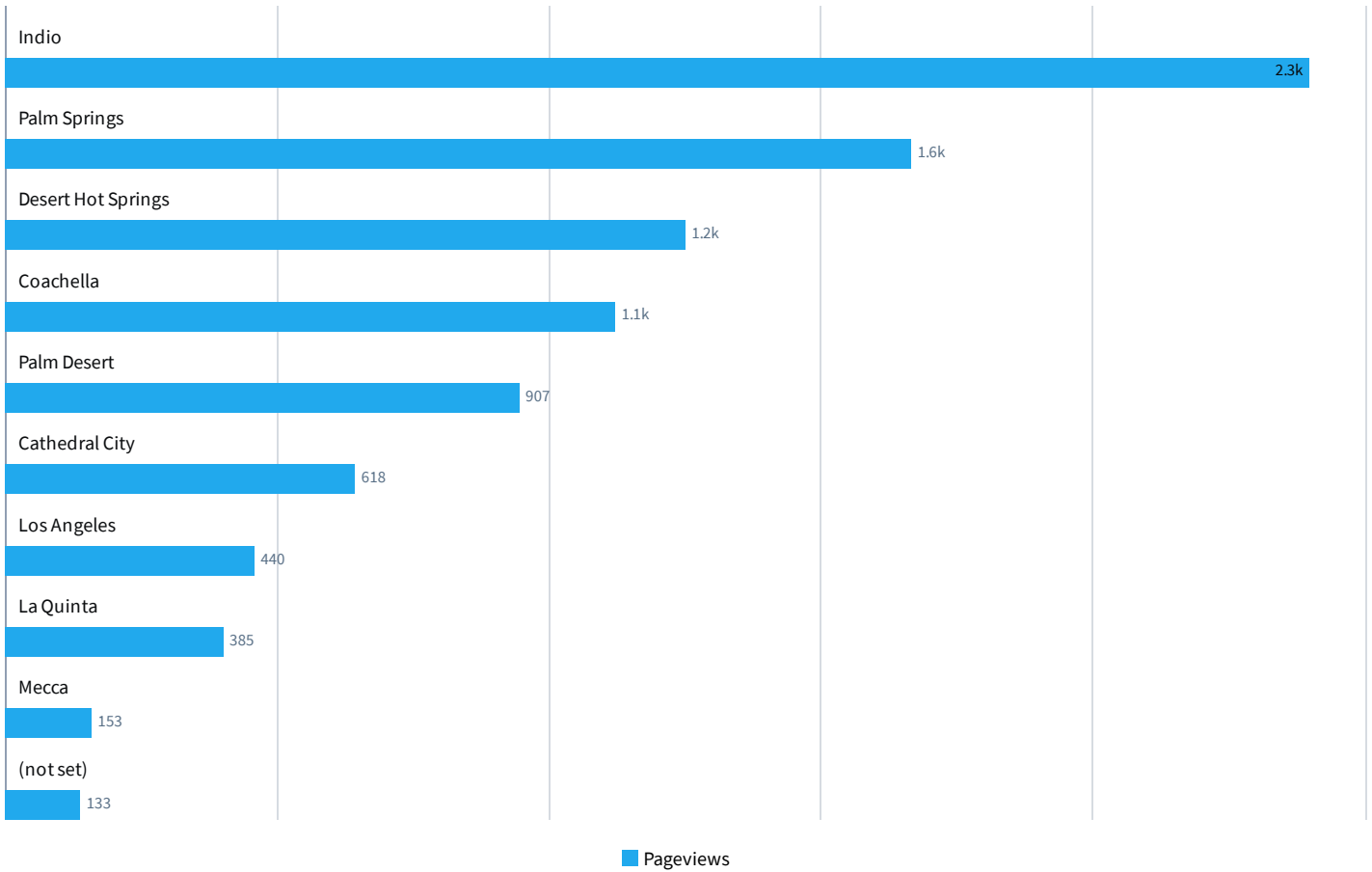
**AVG. SESSION DURATION**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

43s

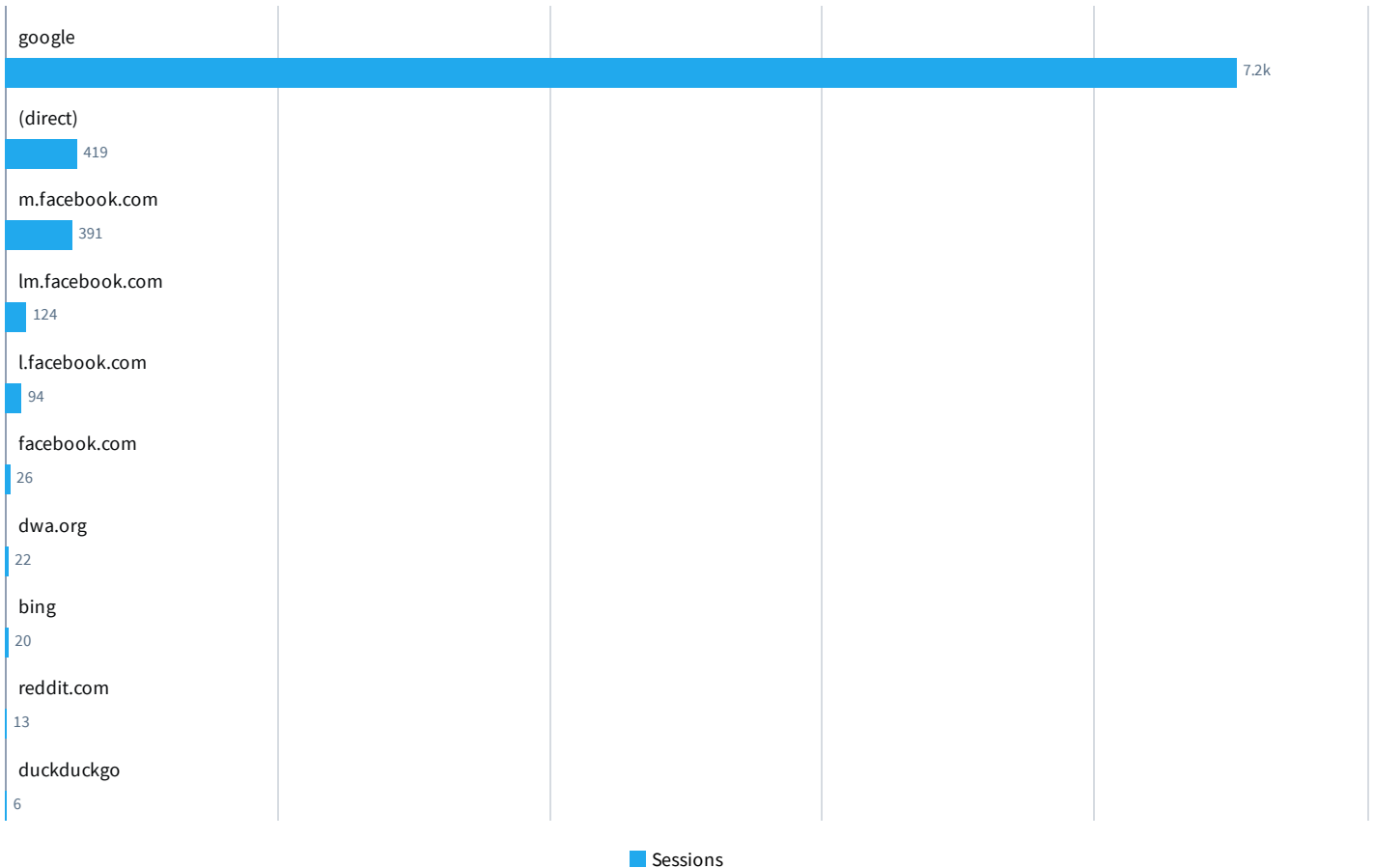
**BOUNCE RATE**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

86.27%

**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 |
|----------------|----------|--------|-----------|-----------------|-----------------------|-------------|----------------|
| 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%         |
| June 2021      | 2,354    | 1,575  | 3,103     | 1.32            | 44s                   | 83.56%      | 62.7%          |
| May 2021       | 2,394    | 1,558  | 3,117     | 1.3             | 37s                   | 84.13%      | 60.44%         |
| April 2021     | 2,640    | 1,820  | 4,353     | 1.65            | 48s                   | 71.17%      | 63.98%         |
| March 2021     | 2,899    | 2,108  | 4,617     | 1.59            | 52s                   | 74.2%       | 68.4%          |
| February 2021  | 2,304    | 1,604  | 3,576     | 1.55            | 1m 9s                 | 79.86%      | 66.49%         |
| January 2021   | 2,417    | 1,858  | 3,210     | 1.33            | 47s                   | 85.64%      | 74.1%          |
|                | 43,084   | 30,967 | 58,131    | 1.35            | 45s                   | 83.5%       | 71.14%         |

# Organic Search

## TOP KEYWORDS CVWATERCOUNTS.COM/

| Query                  | Impr. | Clicks | CTR   | Avg. position |
|------------------------|-------|--------|-------|---------------|
| lake cahuilla          | 2,909 | 1      | 0.03% | 6.97          |
| water wise             | 505   | 0      | 0%    | 9.85          |
| lantana ground cover   | 359   | 2      | 0.56% | 8.62          |
| water pledge           | 349   | 0      | 0%    | 10.41         |
| conserve water         | 342   | 0      | 0%    | 3.91          |
| cv water               | 278   | 2      | 0.72% | 6.75          |
| dehydration in winter  | 260   | 0      | 0%    | 6.72          |
| conserve               | 258   | 0      | 0%    | 11.59         |
| pledge on water saving | 161   | 0      | 0%    | 1.45          |
| red pancake plant      | 122   | 0      | 0%    | 1.05          |
|                        | 5,543 | 5      | 0.09% | 6.73          |

## TOP PAGES CVWATERCOUNTS.COM/

| Page  | Impr.  | Clicks | CTR   | Avg. position |
|---|--------|--------|-------|---------------|
| <a href="https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/">https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/</a>   | 3,630  | 6      | 0.17% | 8.09          |
| <a href="https://cvwatercounts.com/save-water-pledge/">https://cvwatercounts.com/save-water-pledge/</a>   | 1,440  | 6      | 0.42% | 4.77          |
| <a href="https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/">https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/</a>   | 1,234  | 9      | 0.73% | 5.24          |
| <a href="https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/">https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/</a>   | 1,146  | 9      | 0.79% | 26.44         |
| <a href="https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/">https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/</a>   | 664    | 0      | 0%    | 37.79         |
| <a href="https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/">https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/</a>   | 658    | 0      | 0%    | 11.13         |
| <a href="https://cvwatercounts.com/dehydration-more-dangerous-in-the-colder-temperatures/">https://cvwatercounts.com/dehydration-more-dangerous-in-the-colder-temperatures/</a>   | 544    | 0      | 0%    | 9.19          |
| <a href="https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf">https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf</a>   | 530    | 12     | 2.26% | 31.55         |
| <a href="https://cvwatercounts.com/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/">https://cvwatercounts.com/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/</a> | 473    | 29     | 6.13% | 22.91         |
| <a href="https://cvwatercounts.com/">https://cvwatercounts.com/</a>   | 452    | 19     | 4.2%  | 9.06          |
|   | 10,771 | 90     | 0.84% | 16.62         |

# Facebook Information

**f** IMPRESSIONS  
CV WATER COUNTS

121,086

**f** REACH  
CV WATER COUNTS

35,636

**f** NEW PAGE LIKES  
CV WATER COUNTS

9

**f** ENGAGED USERS  
CV WATER COUNTS

2,127

**f** PAGE VIEWS  
CV WATER COUNTS

108







**f** LIFETIME PAGE LIKES  
CV WATER COUNTS







3,981

**f** POSTS  
CV WATER COUNTS


| Post   | Created at       | Post reach | Engaged users | Post engagement rate | Likes | Comments |
|--|------------------|------------|---------------|----------------------|-------|----------|
| <p>Take the Water Walkth...</p>              | January 31, 2022 | 38         | 0             | 0%                   | 0     | 0        |
| <p>Mission Springs Water ...</p>             | January 28, 2022 | 32         | 1             | 3%                   | 1     | 0        |
| <p>Signs of overwatering: ...</p>            | January 27, 2022 | 60         | 0             | 0%                   | 0     | 0        |
| <p>TOMORROW @ noon Districting Workshop!</p> | January 26, 2022 | 43         | 0             | 0%                   | 0     | 0        |

766 4 1% 1 0

| Post  | Created at       | Post reach | Engaged users | Post engagement rate | Likes | Comments |
|---|------------------|------------|---------------|----------------------|-------|----------|
|  <p>Healthy soils cycle nut...</p>                            | January 23, 2022 | 32         | 1             | 3%                   | 0     | 0        |
|  <p>The Jacaranda is an ey...</p>                             | January 21, 2022 | 19         | 0             | 0%                   | 0     | 0        |
|  <p>Drop tissues in the tras...</p>                           | January 20, 2022 | 36         | 0             | 0%                   | 0     | 0        |
|  <p>United Way of the D</p> <p>If you or someone you...</p> | January 17, 2022 | 37         | 0             | 0%                   | 0     | 0        |
|  <p>WATER YOUR PLANTS ONLY WHEN NECESSARY</p>               | January 15, 2022 | 55         | 1             | 2%                   | 0     | 0        |
|  <p>We've all done it, mad...</p>                           | January 14, 2022 | 25         | 0             | 0%                   | 0     | 0        |
|   |                  | 766        | 4             | 1%                   | 1     | 0        |

| Post  | Created at       | Post reach | Engaged users | Post engagement rate | Likes | Comments |
|---|------------------|------------|---------------|----------------------|-------|----------|
|  <p>When shopping for a n...</p>   | January 12, 2022 | 59         | 0             | 0%                   | 0     | 0        |
|  <p>Today is National Hous...</p>   | January 10, 2022 | 58         | 0             | 0%                   | 0     | 0        |
|  <p>Drought in California a...</p>  | January 9, 2022  | 42         | 0             | 0%                   | 0     | 0        |
|  <p>CV Water Counts is acc...</p> | January 6, 2022  | 52         | 0             | 0%                   | 0     | 0        |
|  <p>Select the proper pan ...</p> | January 5, 2022  | 67         | 0             | 0%                   | 0     | 0        |
|  <p>CV Water Counts upda...</p>   | January 3, 2022  | 68         | 1             | 1%                   | 0     | 0        |

766 4 1% 1 0

| Post  | Created at      | Post reach | Engaged users | Post engagement rate | Likes | Comments |
|---|-----------------|------------|---------------|----------------------|-------|----------|
| <br>CV Water Counts is a n... | January 3, 2022 | 43         | 0             | 0%                   | 0     | 0        |
|   |                 | 766        | 4             | 1%                   | 1     | 0        |

# Instagram Information

 **IMPRESSIONS**  
CV WATER COUNTS

3,183

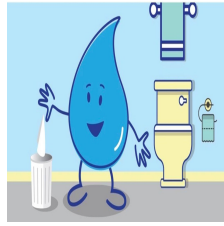

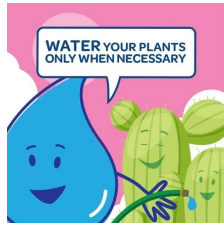
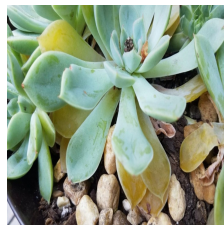
 **LIKES**  
CV WATER COUNTS

11

 **FOLLOWERS ( TOTAL )**  
CV WATER COUNTS

218

 **MEDIA PERFORMANCE**  
CV WATER COUNTS

| Media  | Impr. | Engagement | Reach | Saved | Video views |
|--|-------|------------|-------|-------|-------------|
|  <p>Drop tissues in the tras...</p>  | 33    | 4          | 28    | 0     | 0           |
|  <p>CV Water Counts is a n...</p>   | 31    | 2          | 24    | 0     | 0           |
|                                    | 28    | 2          | 20    | 0     | 0           |
|  <p>Signs of overwatering: ...</p> | 25    | 3          | 22    | 0     | 0           |
|  | 117   | 11         | 94    | 0     | 0           |

# Twitter Information

Jan 2022 · 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 137 impressions

The Jacaranda is an eye-catching, round-headed semi-evergreen tree that grows at a moderate to rapid rate and reached 30 to 50 feet high and 15 to 30 feet wide.

Learn more: [cvwatercounts.com/a-new-years-re...](http://cvwatercounts.com/a-new-years-re...)

♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

**Top media Tweet** earned 111 impressions

[pic.twitter.com/YX9UVxNU6p](http://pic.twitter.com/YX9UVxNU6p)



♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 9,635 people



**Ezra David Romero** ✓

@ezraromero FOLLOWS YOU

Climate Reporter @KQED @KQEDscience. Previous: @CapRadioNews @KVPR @AJEnglish 🇺🇸🇨🇦🇳🇪🇵🇸  
(he/him) Contact: [eromero@kqed.org](mailto:eromero@kqed.org)

JAN 2022 SUMMARY

Tweets  
**15**

Tweet impressions  
**1,299**

Profile visits  
**257**

New followers  
**-1**

# 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 January 2022 | Wednesday, January 5, 2022 6:00 PM | 487         | 640         | 48.05%    | 15.31%             | 121          | 6.98%      | 0.74%               | 0            | 1                 |
|                              |                                    | 487         | 640         | 48.05%    | 15.31%             | 121          | 6.98%      | 0.74%               | 0            | 1                 |



# MSWD Social Analytics


January 2022

## Included in this Report

 @MSWaterDistrict

 Mission Springs Water District

 Beatrice Makabeh Eslamboly (All 102 C...

 missionspringswaterdistrict

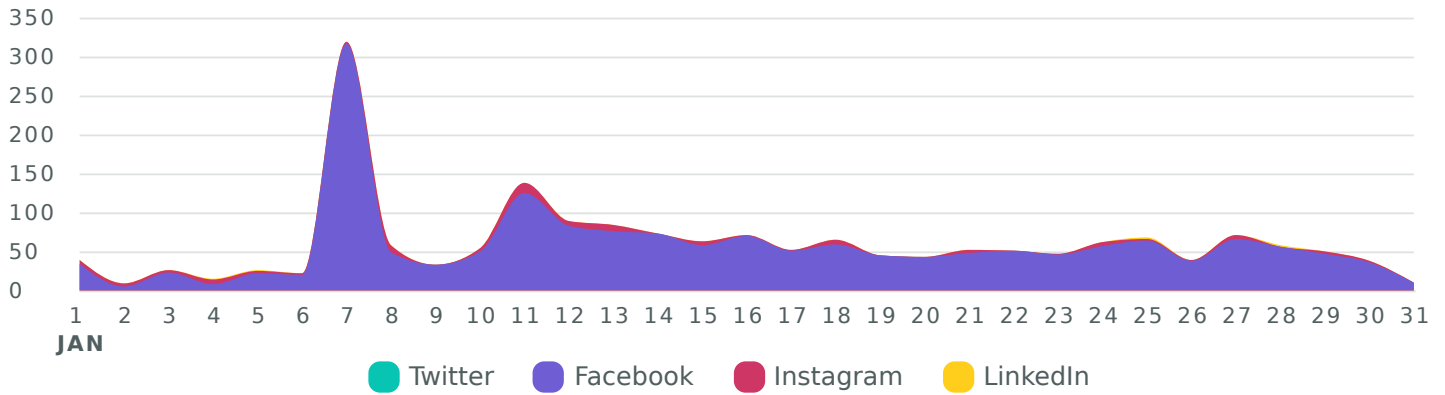
 Mission Springs Water District

## 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       |
|---|--------------|----------------|
| <b>Total Engagements</b> ⓘ                | <b>1,870</b> | <b>↗ 87.9%</b> |
| Twitter Engagements                       | 0            | ↘ 100%         |
| Facebook Engagements                      | 1,763        | ↗ 105.2%       |
| Instagram Engagements                     | 101          | ↗ 6.3%         |
| LinkedIn Engagements                      | 6            | ↘ 79.3%        |
| <b>Engagement Rate (per Impression)</b> ⓘ | <b>0.6%</b>  | <b>↘ 16.5%</b> |

### Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

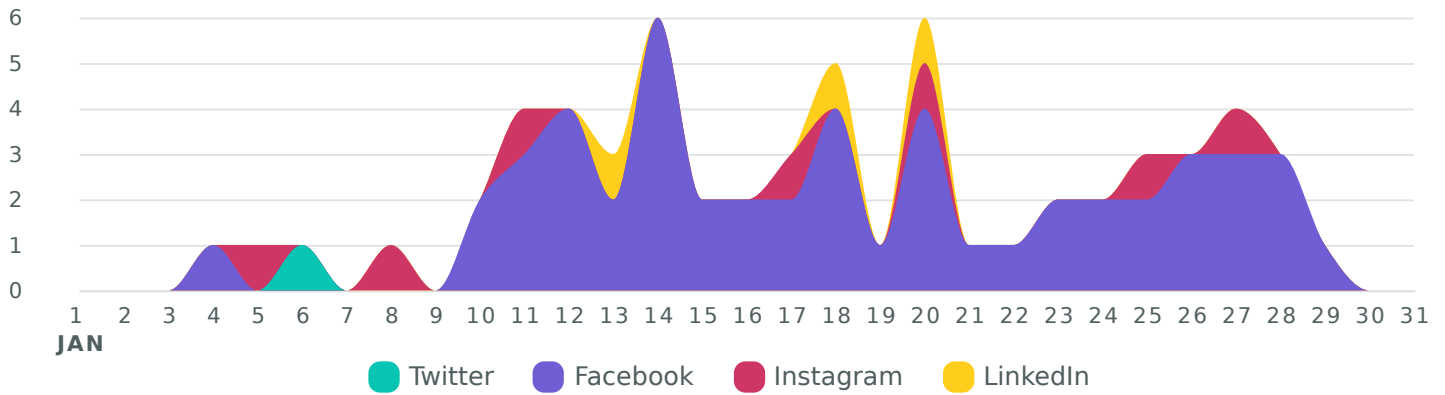
|   |  |  |
|---|--|--|
| <p>Impressions </p> <p><b>291,729</b> ↗ 125.1%</p> | <p>Engagements </p> <p><b>1,870</b> ↗ 87.9%</p> | <p>Post Link Clicks </p> <p><b>390</b> ↗ 153.2%</p> |
|---|--|--|

### Cross-Network Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Audience Gained, by Day



| Audience Metrics                   | Totals       | % Change      |
|------------------------------------|--------------|---------------|
| <b>Total Audience</b> ⓘ            | <b>1,482</b> | <b>↗ 3.2%</b> |
| <b>Total Net Audience Growth</b> ⓘ | <b>43</b>    | <b>↗ 330%</b> |
| Twitter Followers Gained           | 1            | → 0%          |
| Facebook Page Likes                | 51           | ↗ 466.7%      |
| Instagram Followers Gained         | 7            | ↘ 12.5%       |
| LinkedIn Followers Gained          | 3            | → 0%          |

### FACEBOOK

## Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

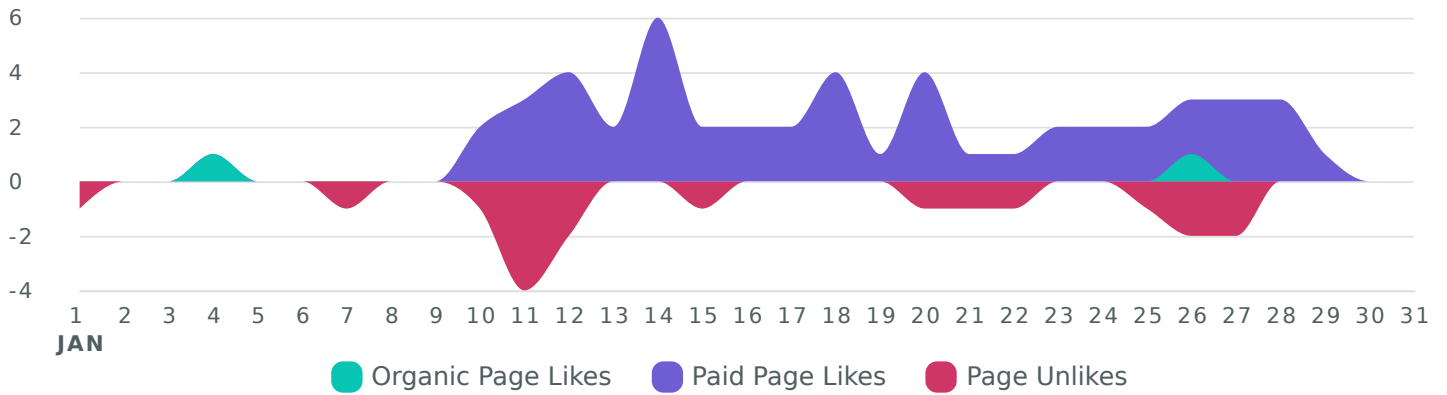
|  |                                      |   |
|--|--------------------------------------|---|
| Impressions<br><b>290,776</b> ↗ 154.2% | Engagements<br><b>1,763</b> ↗ 105.2% | Post Link Clicks<br><b>389</b> ↗ 166.4% |
|--|--------------------------------------|---|

## 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        |
|-----------------------|--------------|-----------------|
| <b>Fans</b>           | <b>1,120</b> | <b>↗ 3.2%</b>   |
| <b>Net Page Likes</b> | <b>33</b>    | <b>↗ 1,000%</b> |
| Organic Page Likes    | 2            | ↘ 77.8%         |
| Paid Page Likes       | 49           | ↗ —             |
| Page Unlikes          | 18           | ↗ 200%          |

### 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




**Mission Spring...**

Mon 1/24/2022 5:36 pm ...

We're counting on YOU in 2022! You can help with our community's blood shortag...




|                          |           |
|--------------------------|-----------|
| <b>Total Engagements</b> | <b>25</b> |
| Reactions                | 15        |
| Comments                 | 2         |
| Shares                   | 4         |
| Post Link Clicks         | —         |
| Other Post Clicks        | 4         |




**Mission Spring...**

Sat 1/1/2022 8:27 am PST

🎉 Happy New Year! Resolve to #ConserveWater in 2022. Our customers can request ...




|                          |           |
|--------------------------|-----------|
| <b>Total Engagements</b> | <b>20</b> |
| Reactions                | 8         |
| Comments                 | 2         |
| Shares                   | 1         |
| Post Link Clicks         | 1         |
| Other Post Clicks        | 8         |



**Mission Spring...**

Fri 1/28/2022 12:00 pm ...

What's your favorite conservation tip? Leave your answer in the comments...



|                          |           |
|--------------------------|-----------|
| <b>Total Engagements</b> | <b>18</b> |
| Reactions                | 7         |
| Comments                 | 2         |
| Shares                   | 0         |
| Post Link Clicks         | —         |
| Other Post Clicks        | 9         |

### INSTAGRAM

### Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

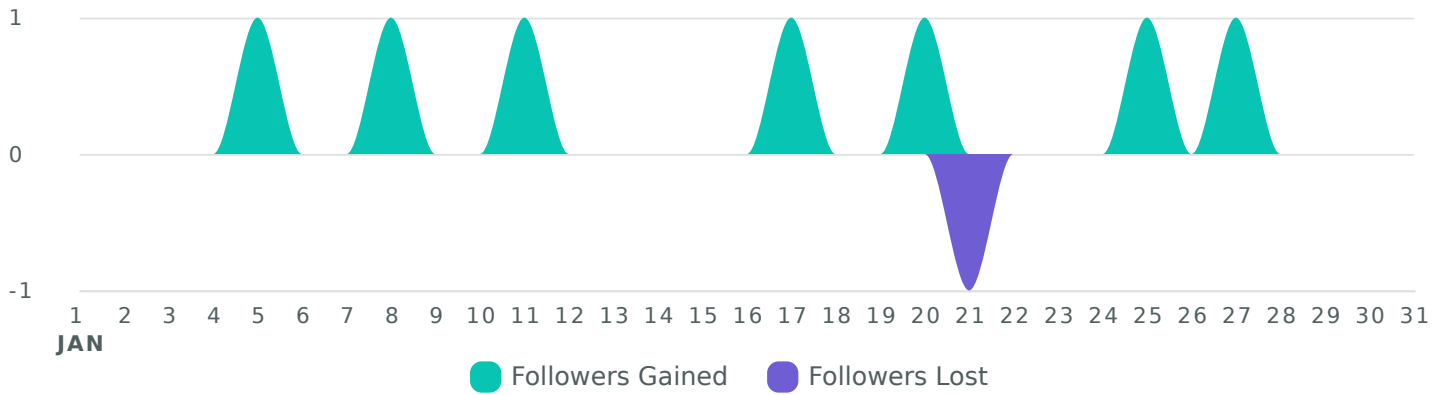
|  |   |  |
|--|---|--|
| <p>Impressions</p> <p><b>522</b> ↘ 96.4%</p> | <p>Engagements</p> <p><b>101</b> ↗ 6.3%</p> | <p>Profile Actions</p> <p><b>2</b> ↗ —</p> |
|--|---|--|

## 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     |
|----------------------------|------------|--------------|
| <b>Followers</b>           | <b>202</b> | <b>↗3.1%</b> |
| <b>Net Follower Growth</b> | <b>6</b>   | <b>↗20%</b>  |
| Followers Gained           | 7          | ↘12.5%       |
| Followers Lost             | 1          | ↘66.7%       |

### Instagram Top Posts & Stories

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

📌 Post
📌 Lifetime
📷 missionspringswaterdistrict

Descending by Lifetime Engagements

| Post  | Date  | Total Engagements   | Likes | Comments | Saves |
|---|---|---|-------|----------|-------|
|   <b>missionsprings...</b><br>Tue 1/11/2022 11:01 am... |   <b>missionsprings...</b><br>Mon 1/10/2022 1:24 pm ... |   <b>missionsprings...</b><br>Mon 1/24/2022 5:37 pm ... |       |          |       |
| <p>Please join us in welcoming Eric Weck, who joins MSWD as our new Engineering Manage</p>    | <p>Thank you for conserving water during the drought. There are a number of ways</p>   | <p>We're counting on YOU in 2022! You can help with our community's blood shortage</p>    |       |          |       |
| <p><b>Total Engagements</b> <b>9</b></p> <hr/> <p>Likes <b>9</b></p> <hr/> <p>Comments <b>0</b></p> <hr/> <p>Saves <b>0</b></p>   | <p><b>Total Engagements</b> <b>8</b></p> <hr/> <p>Likes <b>8</b></p> <hr/> <p>Comments <b>0</b></p> <hr/> <p>Saves <b>0</b></p>   | <p><b>Total Engagements</b> <b>7</b></p> <hr/> <p>Likes <b>7</b></p> <hr/> <p>Comments <b>0</b></p> <hr/> <p>Saves <b>0</b></p>   |       |          |       |

### TWITTER

### Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

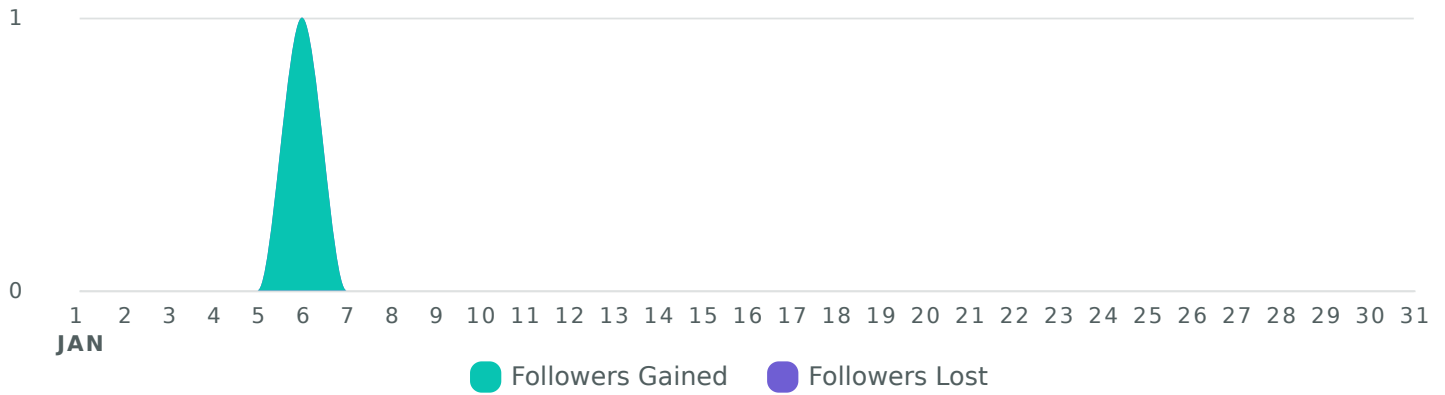
|                                   |                                |                                   |
|-----------------------------------|--------------------------------|-----------------------------------|
| Impressions<br><b>302</b> ↗ 45.9% | Engagements<br><b>0</b> ↘ 100% | Post Link Clicks<br><b>0</b> → 0% |
|-----------------------------------|--------------------------------|-----------------------------------|

## 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     |
|----------------------------|------------|--------------|
| <b>Followers</b>           | <b>79</b>  | <b>↗1.3%</b> |
| <b>Net Follower Growth</b> | <b>1</b>   | <b>↗200%</b> |
| Followers Gained           | 1          | →0%          |
| Followers Lost             | 0          | ↘100%        |
| <b>Following</b>           | <b>100</b> | <b>→0%</b>   |

## LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Mission Springs Water District

Impressions

**129** ↘ 57.3%

Engagements

**6** ↘ 79.3%

Post Clicks (All)

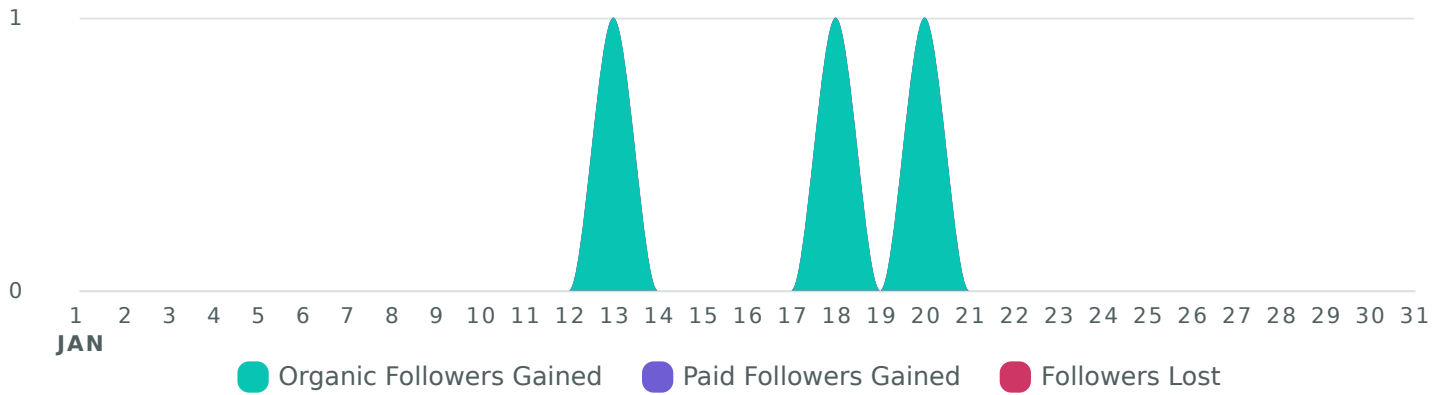
**1** ↘ 87.5%

## 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     |
|----------------------------|-----------|--------------|
| <b>Followers</b>           | <b>81</b> | <b>↗5.2%</b> |
| <b>Net Follower Growth</b> | <b>3</b>  | <b>→0%</b>   |
| Organic Followers Gained   | 3         | →0%          |
| 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
in Mission Springs Water District


Descending by Lifetime Engagements

MS


**in Mission Spring...**

Fri 1/28/2022 8:00 pm UTC

Everyone has a favorite conservation tip! What is yours? We're engaging with



|                          |          |
|--------------------------|----------|
| <b>Total Engagements</b> | <b>2</b> |
| Reactions                | <b>1</b> |
| Comments                 | <b>0</b> |
| Shares                   | <b>1</b> |
| Post Clicks (All)        | <b>0</b> |




MS


**in Mission Spring...**

Mon 1/24/2022 4:58 pm ...

It's essential for our customers to understand the significance of protecting our



|                          |          |
|--------------------------|----------|
| <b>Total Engagements</b> | <b>2</b> |
| Reactions                | <b>1</b> |
| Comments                 | <b>0</b> |
| Shares                   | <b>1</b> |
| Post Clicks (All)        | <b>0</b> |



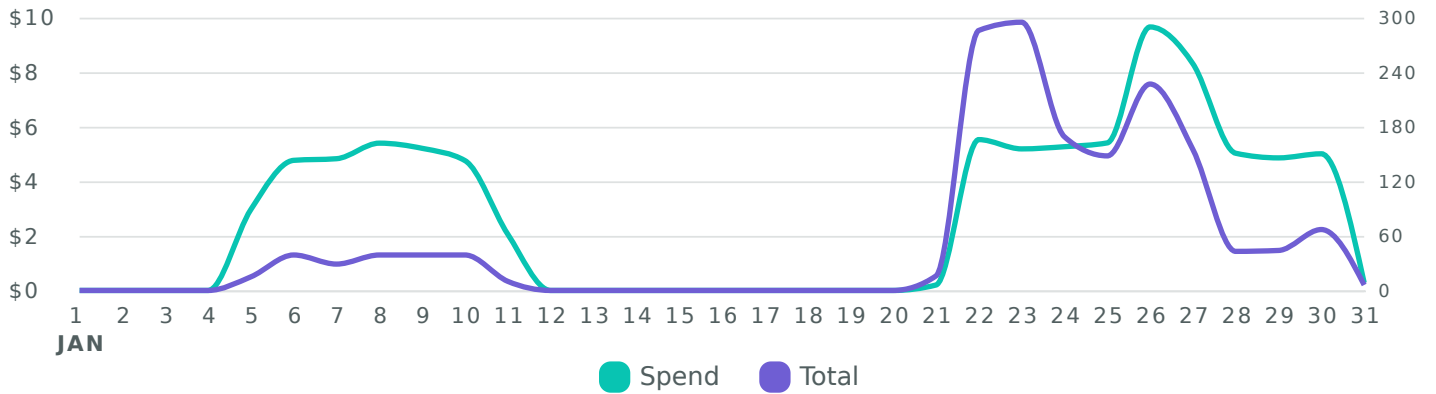
### SPONSORED POSTS

## Facebook & Instagram Paid Engagement

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

👛 Paid
📅 Reporting Period
📘 All Ad Accounts & Campaigns

Engagements, by Day



| Engagement, by Engagement Type |   | Totals       | % Change           |
|--------------------------------|---|--------------|--------------------|
| <b>Total Engagements</b>       |   | <b>1,666</b> | <b>↗ 1,254.5%</b>  |
| Reactions                      | <div style="width: 16.2%; height: 10px; background-color: #e91e63;"></div>  | <b>162</b>   | <b>↗ 406.3%</b>    |
| Shares                         | <div style="width: 0.6%; height: 10px; background-color: #e91e63;"></div>   | <b>6</b>     | <b>↗ 50%</b>       |
| Comments                       | <div style="width: 0%; height: 10px; background-color: #e91e63;"></div>     | <b>0</b>     | <b>→ 0%</b>        |
| Link Clicks                    | <div style="width: 34.3%; height: 10px; background-color: #e91e63;"></div>  | <b>343</b>   | <b>↗ 334.2%</b>    |
| Other                          | <div style="width: 115.5%; height: 10px; background-color: #e91e63;"></div> | <b>1,155</b> | <b>↗ 14,337.5%</b> |

## Facebook & Instagram Paid Engagement

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

👛 Paid
📅 Reporting Period
📘 All Ad Accounts & Campaigns

Engagements, by Day

| Engagement Metrics               | Totals        | % Change   |
|----------------------------------|---------------|------------|
| CPE                              | <b>\$0.05</b> | ↘ 87.5%    |
| Engagement Rate (per Impression) | <b>12.6%</b>  | ↗ 185%     |
| Average Daily Engagements        | <b>53.74</b>  | ↗ 1,254.5% |

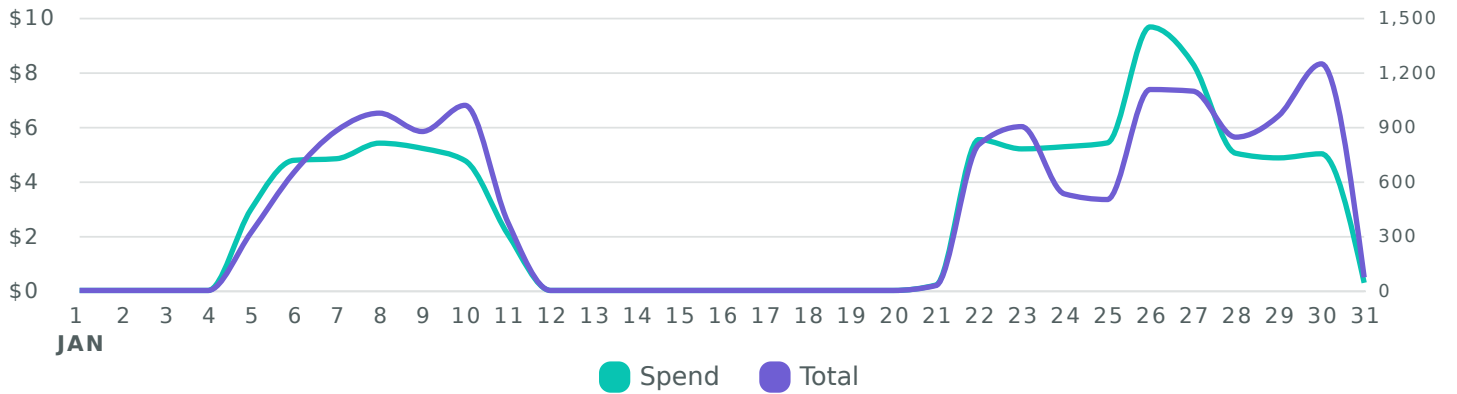
📷 Campaign **Instagram post: When @aartipaartipics is craving...** received the most engagement

## Facebook & Instagram Paid Impressions

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

🇺🇸 Paid
📅 Reporting Period
🇺🇸 All Ad Accounts & Campaigns

Impressions, by Day



| Impression Metrics       | Totals        | % Change        |
|--------------------------|---------------|-----------------|
| <b>Total Impressions</b> | <b>13,170</b> | <b>↗ 375.3%</b> |

| Impression Metrics        | Totals        | % Change        |
|---------------------------|---------------|-----------------|
| CPM                       | <b>\$6.44</b> | <b>↘ 64.3%</b>  |
| Average Daily Impressions | <b>424.84</b> | <b>↗ 375.3%</b> |