



General Manager's Report January 2022





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EXECUTIVE SUMMARY

The last month was not without its challenges, including a national surge in COVID exposures that saw us return to indoor mask-wearing regardless of one's vaccination status, coupled with a series of winter storms that impacted local roads, vegetation, and our underground infrastructure.

In a span of three weeks, the District had three leaks stemming from Tamarisk roots that grew around our drinking water lines. Sandy soil, coupled with wind and rain, exacerbated this issue and ultimately led to the damages.

The most notable of these occurrences took place in the early hours of Sunday, December 26, impacting a 12-inch line leading to our High Northridge reservoir. As is the case in an emergency like this, the District must react swiftly to protect the community's water supply and prevent any possible contamination.

Fortunately, on standby was Field Operations Technician II Mike Moore; Water Production Operators Julio Martinez and Tim Owens; along with Maintenance Superintendent Jeff Nutter. The team responded quickly, and while repair crews were mobilizing, production staff worked to maintain water levels in the pressure zone. These efforts protected our distribution system as a whole and ensured our water supply was not compromised.

A non-native species originally from southeastern Europe and Asia, Tamarisk was planted in the Coachella Valley as a windbreaker. Unfortunately, this plant has spread to other critical areas and out-competes native plants while using tremendous amounts of water. In light of this, the District is currently working on a plan to identify and prioritize the possible removal of Tamarisk and other invasive foliage that may threaten the local water system. We are also planning a public outreach campaign to inform residents of the dangers these plants pose to underground utilities.



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 customers with high, unpaid balances to inform them of available programs and options. 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 before starting disconnections, potentially January 2022.

Customer Bill Assistance Programs

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

United Lift has assisted customers by paying \$15,143.78 on customer accounts in the second quarter of this fiscal year (October 1 – December 31, 2021).

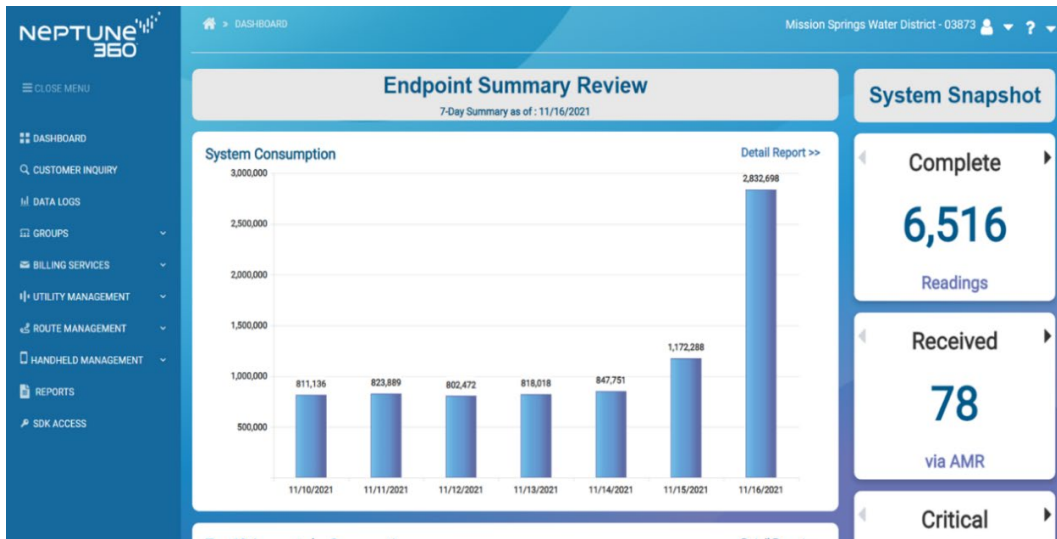
Riverside County's CARE Program has not been utilized by any customers since July 1, 2021.

As a result of these programs, customer assistance has totaled \$35,701.78 since July 1, 2021.

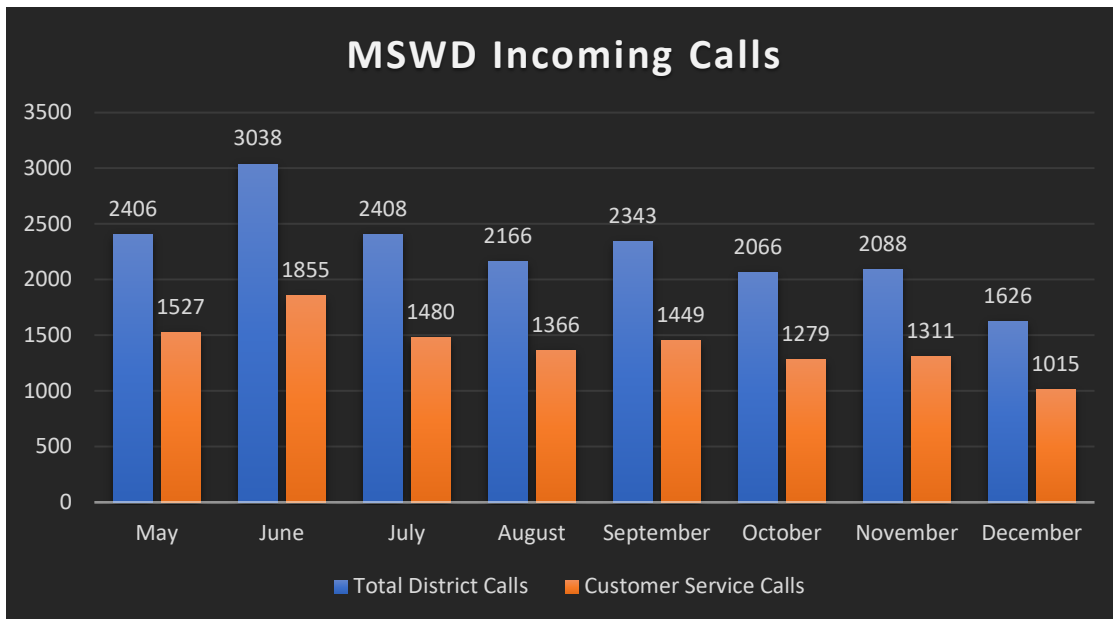
Customer Portal Update

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.

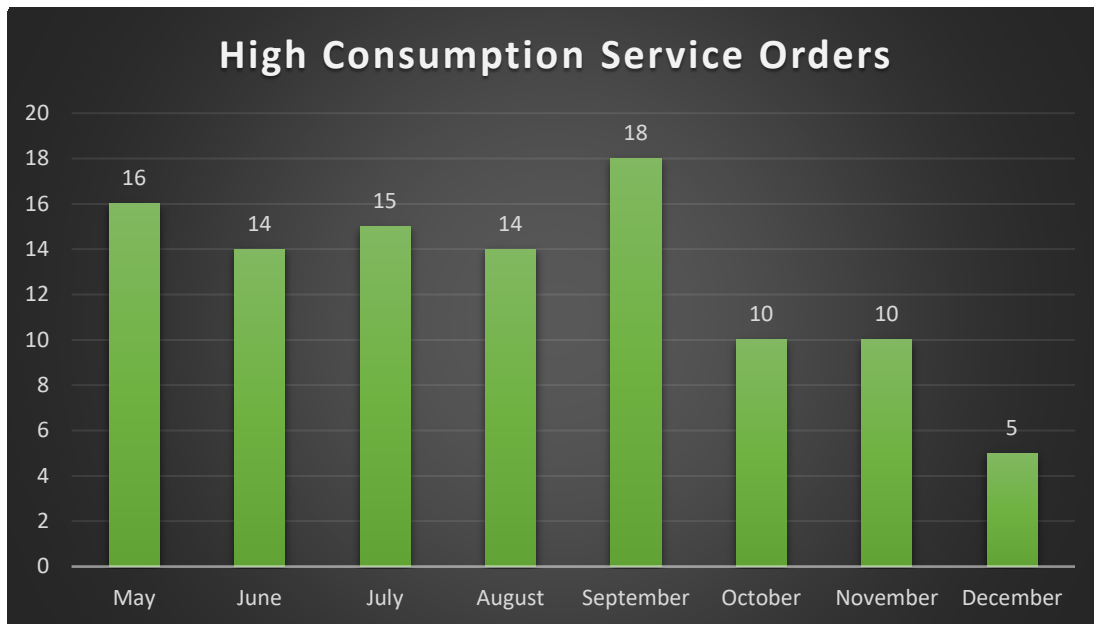
Staff identified 54 high to urgent level leaks via Neptune 360 reports during the month of December. Staff is being proactive and calling customers to let them know of the high water usage, and that the customers were able to make repairs before receiving a high bill. This is one of the reasons the District is consistently seeing decreasing high bill service orders.



The District is seeing a slight decrease in the number of calls. Most calls are related to demand/lien release requests and new property start/stop service. The chart below represents MSWD incoming calls and those received by the Customer Service staff.



Similarly, the District is seeing a slight decrease in the number of high consumption service calls. These service calls typically include reviewing the customers consumption history, usage alerts, and/or limited site investigations.



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.

- Customers can drop payments (check or money order) in the drop box
- Customers can pay at 7-11 in Desert Hot Springs, or Walmart, and must have their bills present

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

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 December 2021.

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.

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 specific expenses related to delicate issues.

- Capital Fixed Asset Job was created to track the expenses related to the annex office space enhancements.
- A reimbursable job was created to track the fees associated with the development project by Palari Villas.
- A reimbursable job was created to track all the expenses related to the 12-inch main line break on December 26, 2021. All staff time and expenses to house the families that had to move out will be tracked through this job, for which the District will request reimbursement.

Several debt payments are due at the beginning of January 2022, and their corresponding wire transfers were set up and approved.

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

Accounting staff moved to the modular offices towards the end of December 2021, with expected additional moves to be made in January 2022, as assigned.

Finance staff continues to work with TKE Engineering and financing agencies to secure funding for the new Regional Water Reclamation Facility and Emergency Response Center.

Accounting staff made several corrections to expenses coded to the wrong accounts or jobs for better reporting.

Budget

Budget transfers in December 2021 amounted to \$40,500.00.

The mid-year budget was due to accounting on December 17, 2021, and a report was created for the January 2022 Board Agenda. No operating revenue or expenses are being requested. Management's control of expenses has allowed staff to keep control of budget amounts and not go over budget.

- Two Capital Improvement Projects are being requested for city and county driven work that requires the District's participation.
- Three Capital Improvement Projects need to have a budget increase to complete and process assets.
- Three Equipment and Improvement jobs are being requested to allow the District to continue operating and making improvements for customers and employees.

Payroll

The following procedures were completed in December 2021:

- Accounting staff came in during the week the District was closed for the holidays to finish payroll as the pay period ended on December 24, 2021, for direct deposit to be issued by December 30, 2021.
- Accounting staff prepared for the January 2022 changes in payroll taxes and forms that need to be issued.

Cash

Total cash receipts for the month of December 2021 amounted to \$5,964,665.00.

Receipts consisted primarily of customer bill payments.

- Received \$413,501.42 from Riverside County in normal collections through the property tax system.
- Received \$4,275,000.00 from Ventures for their share of the construction of a new well as required by the contract.

Cash disbursements for December 2021 amounted to \$1,795,458.00, with the largest payments going to:

- \$283,242.15 to National Auto Fleet Group
- \$343,611.35 to Payroll
- \$105,716.71 to City of Desert Hot Springs
- \$112,081.85 to Aecom Technical Services

Revenues and Expenses

Total operating income and expenses through December 31, 2021 amounted to:

- Operating revenue \$11,902,251.00
- Operating expense \$9,449,906.00
- Non-operating income \$11,723,249.00
- Non-operating expense \$436,926.00
- Net Income \$3,739,368.00

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 December 2021.

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.

WaterSmart Customer Portal

IT and Customer Service staff continue to work with WaterSmart to develop a customer portal that 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 have begun to surface within our industry. Specifically, PVC pipe and fittings, ductile iron pipe and fittings, restraints, hydrants, and valves, as well as many other products, are experiencing significant shortages that could lead to extended lead times. Along with these supply chain problems, pricing continues to escalate. These problems exist with both domestic and imported 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 has received the first order of meter boxes/lids (144) and still have one order pending (192) boxes/lids.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

Construction is still on-hold due to revisions to the well pumping and electrical equipment. The contractor, Layne Christensen Company, has provided a revised submittal for both the well pumping and electrical equipment. The well-pumping equipment is still in review.

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



Desert Willows Community Water Line Replacement

The contractor, Van Dyke Corporation, has completed construction and Staff is working toward project closeout. The Notice of Completion will be presented for acceptance at the Board of Directors meeting in January 2022.

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 January 2022.

Water System and Wastewater System Comprehensive Master Plan Update

The consultant, Michael Baker International, has completed the draft water and sewer models and will be presenting them to staff in January 2022.

Horton Odor Control Project

Staff in conjunction with construction manager consultant, Michael Baker International (MBI), have executed a no cost change order extending the contract completion date to February 18, 2022. The 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 working on the 100% design submittal, specifically the added shade structure, wind break, and maintenance scaffolding system.

Horton Chopper Pumps Project

Following the review of the only bid received. Staff has elected to reject the bid due to elevated bid price. The bid was more than double the engineer's estimate. Staff is evaluating alternatives to complete the required work.

Well 22 Rehabilitation

Staff has completed plan check of the 90% design package and returned comments to the consultant, TKE Engineering. The consultant is reviewing and will prepare the final design, specifications, and engineer's estimate in the coming weeks.

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

Treatment Facility

Staff has completed the contracting process with both JF Shea for construction and TKE Engineering for Construction Management and Inspection Services. Staff will schedule the preconstruction meeting in January 2022.

Staff completed the Monitoring Wells Construction Project bidding process and received two bids. Staff has reviewed the bids and will bring a contract for the lowest responsive bidder to the Board for award in January 2022.

Staff received plan check comments back from the City of Desert Hot Springs (City) on the final parcel map. Staff will work with the consultant, TKE Engineering, to address the City's comments and resubmit the parcel map for approval.

Staff has issued a contract to West Yost to prepare a TDS Impact Evaluation Workplan, a requirement of the WDR Permit. The General manager will execute the contract in early January 2022 and issue the notice to proceed expeditiously. Of note, the TDS Impact Evaluation Workplan must be submitted to the Regional Board by March 31, 2022.

Staff continues to monitor progress on the SRF/Grant funding application with the SWRCB. Staff continues to coordinate with the SWRCB on the final determination of additional Infrastructure Appropriations grant funding for the project. Staff expects the final determination in the coming weeks, at which time the SWRCB will complete the Final Funding Agreement routing process. The Final Funding Agreement is expected in the coming weeks.

Conveyance Line

The consultant, TKE Engineering, continues to coordinate with the CVCC to seek approval of the required easement. CVCC staff has noted that the US Fish and Wildlife Services has completed their review and the easement request is now with the California Fish and Wildlife Services for review and approval. The consultant has also prepared an easement request document with SCE for a portion of the alignment along Little Morongo Road. Staff is currently reviewing prior to submittal to SCE. The consultant began preparing the 90% design package and will be submitting for plan check in the coming weeks.

Area M2 Sewer Collection System

Staff is preparing a contract for AECOM to update the existing Area M2 sewer design plans completed in 2009.

Operations & Maintenance

Construction & Maintenance

Staff completed approximately 271 water line location requests in December 2021. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations.



Staff replaced one water service, repaired 20 service line leaks, and six main line leaks in December 2021.



Approximately 1,106,412 gallons of water loss was recorded due to water leaks in December 2021. Of that water loss, approximately 1,000,080 gallons was lost due to a 12-inch water mainline break that cause serious flooding and water loss.



Staff continues to implement maintenance programs, which consist of ground valve exercising, blow-off flushing, Cla-Val automatic control valves, and fire hydrants. There were 112 ground valves exercised, 27 fire hydrants flushed, and no Cla-Val valves inspected in December 2021.



A total of 29 work orders were processed in December 2021 using the CMMS module.

Staff installed 10 new water services in December 2021.

Staff repaired two fire hydrants that were both damaged from vehicle accidents.



Staff continues performing fire flow tests for the Engineering Department. Nine fire flow tests were conducted in December 2021.



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 helped with the relocation of office furniture in the Annex Building and helped move desks around in the Accounting Modular.

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 done on Unit 403 due to rodent damaging wires
- Fuel leak on pump #2 fill hose was repaired
- All vehicle smog testing was completed for the 2021 year
- Replaced battery on Unit 392
- Replaced tires on Unit 393

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 273 sewer line location requests. Staff continues to use iPads with the GeoViewer Mobile application to streamline and manage line locations.

Approximately 1.8 miles of sewer mainline was cleaned. This included 39 segments of 8" VCP sewer pipe. Staff has also cleaned the remaining 25% of Desert Crest and has continued to notify homeowners for the next segments to be cleaned.

Staff completed three days of training on the new CCTV truck on the operation of the truck and the new inspection software.



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 382.5-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest plants. Also, during this timeframe staff spent 152-man hours operating the sludge belt filter press, including filling and removing 13 trailers of sludge from the Horton and Desert Crest Plants.

Staff collected 33 samples and spent 49.5-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.

There were three customer calls during normal work hours and two after-hour calls. Both after-hour calls were related to odor complaints in the collection system.

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.

Five ponds were cleaned and rehabilitated in December 2021. Ponds 4, 5, 6, 7, and 8 were all cleaned this month, and Ponds 6 and 8 were cleaned three times.

Staff had the headworks crane inspected as part of our annual maintenance. It is inspected by a CAL-OSHA certified inspector.



Staff replaced the polymer injector tubes feeding the belt press as well as the gravity belt for the belt press.



Staff cleaned out the vortex grit chamber as part of our maintenance. Staff also inspected and cleaned most of the piping going into and leaving the grit pumps.



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:

- Changing Ponds
- Gas Meters
- Bypassing in the Headworks
- Headworks Crane
- First Aid Locations: Horton



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.		21	7	1	16	8
Feb.		23	5	1	42	0
Mar.		48	1	0	23	5
Apr.		18	3	3	15	30
May		17	11	3	20	45
June		21	7	3	6	70
Annual Total	135	233	61	60	317	185

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.

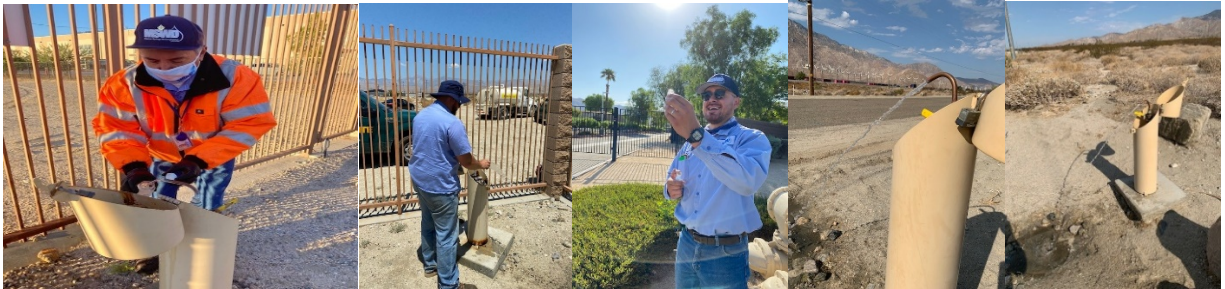
Monthly Wastewater Flows

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.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix C.

Water Production

Staff collected 52 routine samples, six general physical samples, and uranium samples at Well 26A for analysis in December 2021. 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 December 2021 will be sent out to the State Water Regional Control Board on January 5, 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 replaced well production meters at Well 24 and Well 37 due to meter failure.



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



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

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



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



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



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

Staff installed a new compressor at Gateway Hydro Tank. This now allows the system to operate automatically.



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 November 2021 performance report showed that the system produced 138,160 kilowatt hours, which is within 94% of expected energy output. The District also received the first-year performance guarantee true up period check in the amount of \$32,987 on December 14, 2021.

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 SCE on new power requirements they requested to be done at Well 24. On December 17, 2021 staff executed a change order for a time extension for contract completion by July 15, 2022. Due to global material and equipment procurement delays (pandemic related), the contractor requested a time extension to the contract. The original date of completion was December 30, 2021. The contractor anticipates the switchboard and all necessary equipment for the project to ship in May 2022 with construction needing approximately 30 working days.

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		15	6	3	20	1
February		13	8	5	11	1
March		16	2	3	6	5
April		11	1	3	7	11
May		15	12	5	11	9
June		24	11	2	8	2
Annual Total	129	150	92	73	88	58
Avg./ Mo.	10.75	12.50	7.67	6.08	7.33	4.83

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		0.00	0.0%	537.96	553.20	570.20	599.52
February		0.00	0.0%	495.61	520.85	415.49	512.79
March		0.00	0.0%	625.80	557.73	490.92	536.09
April		0.00	0.0%	649.34	573.02	635.08	644.06
May		0.00	0.0%	723.62	698.99	598.36	697.15
June		0.00	0.0%	761.63	806.02	710.39	688.74
TOTAL	4285.66	-276.51	-6.1%	8356.13	7981.79	7617.30	8017.06

Additional water production information is provided in Appendix C.

Water Resources

Below is a list of water resources related activities for December 2021:

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 began preparing 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 and other Colorado River Funding Area regions, San Geronio Pass and Mojave IRWM Regions, have agreed on the cost share for the upcoming Proposition 1 Round 2 IRWM Implementation and Drought Relief grant funding. The cost share will be 40% based on equal split and 60% based on disadvantaged community (DAC) population for each IRWM Region. The cost share agreement will be executed by each of the IRWM Regions and their respective agencies in the coming weeks in preparation for the "call for projects" in February 2022.

The CVRWWMG is continuing to evaluate options to prepare a water conservation technical study. Additional details will be provided in the coming months as they become available.

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

Following Board adoption of the Final 2022 Alternative Plan Update for the Mission Creek Subbasin (Final Plan) in December 2021, the consultant, Wood, submitted the Final Plan to DWR for review in January 2022. DWR will complete a review of the Final Plan and an additional public comment period in the coming months.

The USGS began data collection for the Land Subsidence Study in the Mission Creek Subbasin.

Staff continued coordinating with the consultant, Wood, in completing the data request for the Mission Creek Subbasin Annual Report for Water Year 2020-2021.

San Gorgonio Pass Subbasin Sustainable Groundwater Management Act Compliance

The consultant, Provost & Prichard, completed the response to public comments and reviewed with the Groundwater Sustainability Agencies (GSAs). The GSAs have reviewed, amended, and approved the response to comments for the Final 2022 Groundwater Sustainability Plan for the San Gorgonio Pass Subbasin (Final Plan). Thereafter, the consultant completed the preparation of the Final Plan.

Following Board adoption of the Final Plan and establishing the General Manager as the GSA representative in December 2021, the Verbenia GSAs will meet in January 2022 to adopt the Final Plan and submit to DWR prior to January 31, 2022.

Indio Subbasin Sustainable Groundwater Management Act Compliance

The Indio 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.

Salt and Nutrient Management Plan

Staff began data collection of water quality samples for Salt and Nutrient Management Plan (SNMP) monitoring that will be due in January 2022 for the annual report.

Staff has completed review and comment on the draft RFP for the procurement of a consultant to prepare 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

Team Mom Charities Toy Drive – December 23, 2021

MSWD employees rallied together collecting toys this past December for a city-wide toy drive during the month of December 2021. In collaboration with our local schools and business community, Team Mom Charities welcomed children to the new Desert Hot Springs Library to choose a present and share in the Holiday spirit.



Upcoming Events

MSWD Blood Drive, Thursday, February 10, 2022

Presented by LifeStream Blood Bank, the February 2022 MSWD event is open to employees and the public. More information to follow.

Palm Springs Air Museum Fundraising Dinner, Thursday, February 18, 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 founders of the Palm Springs Air Museum.

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.



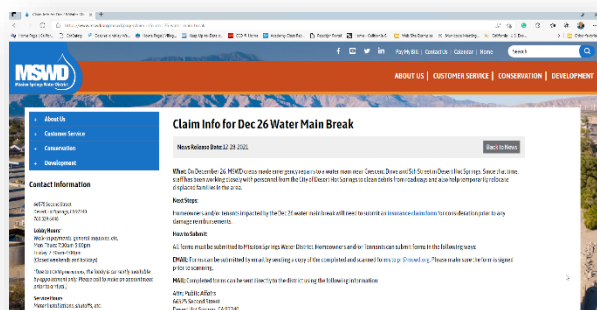
If any other events occur throughout the month, they will be communicated either from the Public Affairs team or Dori Petee.

Communications & Outreach Activities

Community Outreach: December 26 Water Main Leak

In the early hours of December 26, 2021, MSWD crews made emergency repairs to a water main near Crescent Drive and 5th Street in Desert Hot Springs caused by Tamarisk tree roots that had grown into the utility easement. MSWD staff responded quickly and efficiently during the incident, and the distribution system and our water supply were not compromised.

The morning of the incident, the Public Affairs team coordinated with the Desert Hot Springs City Manager's office, media, and impacted residents. MSWD has prioritized communicating with the public and taking care of the affected families. In addition, we are continuing to provide resources and solutions as new situations arise.



The Public Affairs team has set up a claims process for impacted homeowners and tenants, and we have created a special webpage with claim information. In addition, we have reached out directly to anyone identified as having damage the night of the leak. Finally, our claims manager has canvassed the area visiting homes and residents in the area.

To date, we have seven families that have been displaced due to the leak. This includes five families from the apartment complex that were relocated the night of the leak and two families that identified a need for temporary housing after additional inspections were completed following the incident.

Throughout all of this, we have tried to keep these families as local as possible, keeping in mind transportation, childcare, pets, and other specific needs. Unfortunately, hotel availability in Desert Hot Springs has been very limited. As a result, we've leaned on local hoteliers asking them to rearrange reservations to accommodate our families; this includes Miracle Springs Hotel and Spa, the Desert Hot Springs Spa Hotel, Aqua Soleil, as well as some Palm Springs hotels when it was absolutely necessary.

MSWD's liability carrier has retained National Insurance Housing, which specializes in finding temporary housing in situations such as this. Since each family's needs are different, they are working individually with each family to locate a temporary housing solution that best fits their needs and aligns with the timeline for the restoration of their residence.

As we head into the spring planting season, the Public Affairs team will remind customers to evaluate their landscaping for potential hazards to utilities, including Tamarisk trees, and be mindful of any new plantings' location and water usage.

Social Media

A copy of the December 2021 social media report can be found in Appendix D. This report highlights activities and posts on the District's social media platforms. Engagement, Audience, and Followers all increased during the month; popular posts included those promoting the city-wide toy drive, the Desert Hot Springs holiday parade, and the news release related to the water main leak.

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
MSWD employees are proud to support our local community and Team Mom	Wed 12/22/2021 2:36 p...	154	42	6	22	—	84
#Celebrate Thank you to everyone who joined MSWD and our community at the	Thu 12/16/2021 10:00 a...	74	23	4	2	—	45
News Release: MSWD Crews Make Emergency Repairs to Water Main Break Mission Springs Water District is making final repairs to correct a water main	Sun 12/26/2021 2:50 pm...	56	12	3	3	—	38

MSWD Digital Advertising

The District featured four Google and Facebook/Instagram ads promoting bill assistance, the new website, holiday hours, and sprinkler reminders during December 2021. A full copy of the report can be found in Appendix D. The new website and bill assistance ads performed exceptionally well, garnering more than 50 clicks and 75,000 impressions each.



The CV Water Counts Outreach report for the month of December 2021 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 begins in February 2022.



The Public Affairs team continues to promote our rebate programs on social media, including boosted posts and digital ads. Following is a recap of 2021:

Toilet Rebates: January - December 2021

In total, we received 29 applications with a total of 77 toilets. The total rebate amount paid to customers was \$6,954.28. According to the [EPA](#), each replaced toilet represents as much as 13,000 gallons of water savings per year.

Turf Rebates: June - December 2021

We have received six Turf Rebate applications since June 2021. Three have been approved and paid, totaling \$5,620.

Conservation Kits

A total of 58 kits were requested and mailed to customers in 2021.

Water Donations

Water donations for calendar year 2021 totaled 372 cases. The following table is a summary of events that MSWD provided bottled water donations for 2021.

Water Donations for the Calendar Year 2021

Date Supplied	Requests Filled	Event or Purpose	# of Cases Requested
1/20/2021	Team Mom Charities	Veteran Community Event	2
2/18/2021	Mission Lakes Country Club	Women's Golf Association	3
2/22/2021	Team Mom Charities	Black History Month - DHS Scavenger Hunt	10
3/18-19/21	Carl May Center	COVID-19 Vaccine Clinic	20
4/17/2021	Women's Club event	Raffle prizes	2
4/22/2021	DHS Little League	Opening Day	10
4/22/2021	DHS Elks Lodge	Charity Golf Tournament	5
5/3/2021	Bella Vista Elementary School	Teacher's Appreciation Week	3
5/20/2021	City of DHS	Council/Commission Meetings	25
5/25/2021	DHS High School	Public Safety Academy Training Sessions	4
6/2/2021	City of DHS	Council/Commission Meetings	25
6/3/2021	Friends of DHS Library	New Library Grand Opening	6
6/16/2021	DHS Police Dept	Homeless Encampment Cleanup	5
6/24/2021	Nat'l. Charity League, P.S.	2021 Senior Presentation	10

6/28/2021	DHS Eagles Inc.	Volunteers at firework stand	4
7/12/2021	City of DHS	Council/Commission Meetings	25
7/21/2021	Team Mom Charities	Keep it Kind Campaign for the Homeless	5
8/4/2021	DHS Police Dept	Traffic accidents, crime scenes,	6
8/19/2021	City of DHS	City Hall walk-in guest	25
8/24/2021	City of DHS	Clean-up Com/Clean-up Day	2
8/25/2021	PS High School	Varsity Football-DHS students	10
9/1/2021	PS High School	JV Football-DHS students	10
9/8/2021	DHS High School	Medically need students, diabetic students, etc.	10
9/9/2021	MSWD	LifeStream Blood Drive	2
9/14/2021	County of Riverside	Special Election	2
9/14/2021	City of DHS	Council/Commission Meetings	25
10/1/2021	DHS Little League	Fall Baseball	10
10/5/2021	DHS High School	PSA Community Service/ Security at Football games	5
10/21/2021	DHS Library	Book Sale	2
10/26/2021	City of DHS	Council/Commission Meetings/Walk-in Guest	25
11/5/2021	Miracle Springs Hotel	Road Scholar Hiking Program	4
11/16/2021	Desert Valley's Builders Assn	DVBA Annual Golf Tournament	6
11/16/2021	DHS Police Dept	Traffic accidents, crime scenes,	6
11/18/2021	DHS Police Dept	PD Thanksgiving Com. Dinner	5
11/29/2021	City of DHS	Council/Commission Meetings/Walk-in Guest	25

11/30/2021	Friends of DHS Library	Dec. mtg & Annual mtg	3
12/2/2021	Team Mom Charities	City Photos w/Santa	10
12/9/2021	Team Mom Charities	Citywide #2 Photos w/Santa	5
12/21/2021	Team Mom Charities	Citywide Toy Drive	10
		Total	372





APPENDIX A – Financial Report

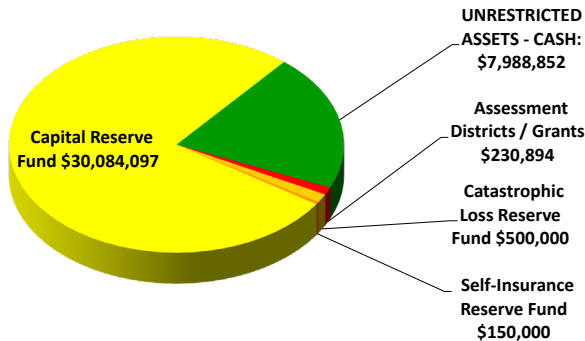
MISSION SPRINGS WATER DISTRICT
COMBINED FUNDS
DISTRICT SUMMARY
JULY 1, 2020 TO DECEMBER 31, 2021

YEAR TO DATE				JULY 1, 2020 TO DECEMBER 31, 2020				
ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	
		AMOUNT	PERCENT			AMOUNT	PERCENT	
11,902,951	11,831,282	71,669	1%	11,738,251	8,580,629	3,157,622	37%	
9,449,906	9,639,652	189,745	2%	8,514,384	8,500,552	(13,832)	0%	
<u>2,453,045</u>	<u>2,191,630</u>	<u>261,414</u>	12%	<u>3,223,867</u>	<u>80,077</u>	<u>3,143,790</u>	3926%	
				OPERATING REVENUE:				
				OPERATING EXPENSE:				
				NET OPERATING INCOME				
1,723,249	1,426,129	297,120	21%	1,463,609	6,515,850	(5,052,241)	-78%	
436,926	443,190	6,264	1%	547,372	450,297	(97,075)	-22%	
<u>1,286,323</u>	<u>982,939</u>	<u>303,384</u>	31%	<u>916,236</u>	<u>6,065,553</u>	<u>(5,149,317)</u>	-85%	
				ADD NON-OPERATING REVENUE				
				LESS NON-OPERATING EXPENSE				
				NET NON-OPERATING INCOME				
<u>3,739,368</u>	<u>3,174,569</u>	<u>564,798</u>	18%	<u>4,140,103</u>	<u>6,145,630</u>	<u>(2,005,527)</u>	-33%	

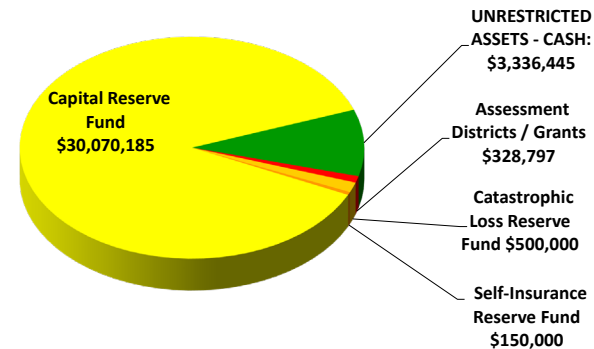
OTHER INFORMATION

	6.03	DEBT SERVICE RATIO	12.05
	0.05%	INVESTMENT RETURN	0.05%
	\$ 39,296,813	CASH - JULY 1	\$ 34,708,247
	\$ (342,970)	INCREASE/(DECREASE) IN CASH	\$ (322,821)
	<u>\$ 38,953,843</u>	CASH - END OF PERIOD	<u>\$ 34,385,426</u>
	\$ 7,988,852	UNRESTRICTED CASH	\$ 3,336,445
	\$ 30,964,991	RESTRICTED CASH	\$ 31,048,981
	<u>\$ 38,953,843</u>	CASH IN CUSTODY OF MSWD	<u>\$ 34,385,426</u>
WELLS FARGO	\$ 21,257	RESTRICTED - ASSESSMENT DISTRICTS	\$ 16,936
CALTRUST	\$ 6,436,309	RESTRICTED - SHORT TERM FUND	\$ 6,435,570
CALTRUST	\$ 21,958,681	RESTRICTED - MEDIUM TERM FUND	\$ 22,048,613
CALTRUST	\$ 2,548,744	RESTRICTED - LIQUIDITY FUND	\$ 2,547,862
	<u>\$ 30,964,991</u>	RESTRICTED TOTAL CASH	<u>\$ 31,048,981</u>

Total Cash In Custody of MSWD 2022



Total Cash In Custody of MSWD 2021



APPENDIX B –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

January 3, 2021

Negotiations Continue Over Build Back Better

After President Biden's "Build Back Better Act" (BBB) passed the House last month, Senate Majority Leader Chuck Schumer (D-NY) led negotiations with the Senate Democrat Caucus to try to find a path forward for the \$1.75 trillion package. The package includes provisions related to health care, education, childcare, climate change, housing, public lands, and transportation. After Senator Joe Manchin (D-WV) expressed concerns over both the total cost of the package as well as several provisions, negotiations will now continue into the new year. Majority Leader Schumer has said he plans to hold a vote in the Senate sometime in January on a revised package.

FY 2022 Appropriations Update

Congress was unable to complete work on the Fiscal Year FY 2022 appropriations bills before the previous continuing resolution (CR) expired on December 3rd. As a result, Congress was forced to pass another CR to avert any lapse in government operations. The new continuing resolution expires on February 18, 2022. Once Congress returns in January, they will have roughly six weeks to finalize the FY 2022 appropriations bills.

The bill text can be found [HERE](#) and the explanatory statement can be found [HERE](#).

Congress Approves a Debt Limit Increase

In mid-December, Congress passed legislation to raise the debt ceiling. This legislation, which raises the debt limit by \$2.5 trillion, allows the U.S. to avoid default over debt. The increase allows the federal government to meet its debt obligations until at least early 2023. The bill was approved on a party-line vote in both the House and Senate through a deal reached with Republicans in the Senate to allow a one-time fast track process for the bill to pass with a simple majority vote.

House and Senate Release 2022 Legislative Calendar

The House of Representatives and Senate have released their respective schedules for the second session of the 117th Congress. The Senate will convene on January 3rd to begin the session while the House will return on January 10th. The House and Senate also have different district work periods for August and October leading up to the 2022 midterm elections. The full House calendar can be found [HERE](#) and the full Senate calendar can be found [HERE](#).

EPA Announces Actions Related to Lead and Copper in Drinking Water

The Biden Administration has released a Lead Pipe and Paint Action Plan that includes fifteen new actions from more than ten federal agencies that ensure the federal government is making rapid progress towards replacing all lead pipes in the next decade. As part of this plan, the Environmental Protection Agency (EPA) is also working to address lead and copper in drinking water and will be looking to prioritize projects that support disadvantaged communities and address equity and environmental justice. As part of this effort, the EPA will begin to develop a new proposed lead and copper rule. This new proposed rule will likely include a requirement for replacement of all lead service lines, testing requirements, and school requirements. The Lead Pipe and Paint Action Plan can be found [HERE](#) and additional information about EPA actions can be found [HERE](#).

Federal Grant Opportunities/Announcements

EPA Announces \$14.1 Million in Environmental Justice Grants. The Environmental Protection Agency (EPA) awarded \$14.1 million in environmental justice grant funding for 133 projects selected through EPA's Environmental Justice Small Grants and Collaborative Problem-Solving Cooperative Agreement programs. These projects cover a wide array of environmental justice issues including the impacts of the COVID-19 pandemic, air monitoring, air quality, food access, community planning, water treatment training, green jobs/infrastructure, emergency preparedness, water quality, and more. Additional information on the grant awards can be found [HERE](#).

EPA Releases List of Projects to Receive \$6.7 Billion in WIFIA Loans. The Environmental Protection Agency (EPA) announced 39 new projects are being invited to apply for Water Infrastructure Finance and Innovation (WIFIA) loans. The selected projects are across 24 states and will help finance over \$15 billion in water infrastructure. The full list of invited recipients can be found [HERE](#).

EPA Awards \$3 Million to Small Businesses for Environmental Technologies. The Environmental Protection Agency (EPA) has announced \$3 million in grant awards to 30 American small businesses to develop technologies to address environmental and public health problems such as automated waste sorting systems at the point of disposal; a system

that employs technology to capture and destroy airborne bacteria and viruses; and a monitoring system that can map methane concentrations and emissions over large areas. Additional information can be found [HERE](#).

Reclamation Initiates Basin Studies and Water Management Options Pilots Selection Process. The Bureau of Reclamation is requesting letters of interest from eligible non-federal entities for Basin Studies and Water Management Options Pilots. These studies develop projections of future water supply and demand, including the impacts of climate change, and to identify collaborative strategies to ensure sustainable future water supplies in river basins across the Western United States. Letters of interest are due February 11, 2022. Additional information can be found [HERE](#).

Reclamation Releases Supplemental Funding Plan to Congress. The Bureau of Reclamation released their \$210 million spend plan for the funding that was included in the recent emergency supplemental spending bill for drought and wildfire. Reclamation's plan includes the following funding allocations:

- \$40 million for the implementation of conserving 500,000+ acre-feet of water over the next two years to stabilize the decline of Lake Mead.
- \$1.2 million for the Lower Colorado River Operations Program to initiate coordination of post-2026 operational guidelines and studies related to drought resiliency.
- \$61.8 million to California's Central Valley Project to address ongoing drought needs throughout the region.
- \$20 million to the WaterSMART Drought Response Program.
- \$10 million for the Klamath Project to support drought response and resiliency activities.
- \$10 million for drought mitigation activities for Native Americans.
- \$22 million for drought-specific projects and activities.
- \$35 million for contingency funding to address the most pressing and emerging drought-related needs as the FY 2022 water year hydrology unfolds.

The full distribution list of additional funding can be found [HERE](#), the transmittal letters sent to Chairs and Ranking Members of the House and Senate Energy and Water Appropriations Subcommittees can be found [HERE](#), and the report to Congress on the distribution of additional funding can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

White House Launches Build.gov. The Administration has launched a website that will provide comprehensive information on the implementation of the Bipartisan Infrastructure Law (BIL) also known as the Infrastructure Investment and Jobs Act. The website serves as a central database for local stakeholders and leaders to access information about the law and view local examples of how it is being implemented. The website can be found [HERE](#).

White House Appoints Advisors to oversee Bipartisan Infrastructure Law. President Biden has announced the appointments of Katie Thomson and Winne Stachelberg as coordinators to implement the Bipartisan Infrastructure Law. Thomson will serve as Director of Bipartisan Infrastructure Law Implementation for the Department of Transportation and Winnie Stachelberg was named Senior Adviser and Infrastructure Coordinator for DOI.

White House Publishes BIL Fact Sheets. The White House has issued several fact sheets on the Bipartisan Infrastructure Law, including the following:

- [The Bipartisan Infrastructure Deal Fact Sheet](#)
- [Supply Chain Fact Sheet](#)
- [Environmental Justice Fact Sheet](#)
- [Climate Fact Sheet](#)
- [Communities of Color Fact Sheet](#)
- [Tribal Communities Fact Sheet](#)
- [Labor Fact Sheet](#)
- [Small Businesses Fact Sheet](#)
- [State Fact Sheets on the Impact of the Infrastructure Investment and Jobs Act](#)

White House Releases Trucking Action Plan. The White House has released a Trucking Action Plan that includes actions by DOT and the Department of Labor to support and expand access to quality driving jobs now and in the years ahead. Details of the plan can be found [HERE](#).

EPA Administrator Sends Letter to Governors on BIL. Environmental Protection Agency (EPA) Administrator Michael Regan sent a letter to the Governors of the 55 states and territories and the Mayor of the District of Columbia that addresses the Fiscal Year 2022 allocation of water infrastructure funding through the State Revolving Funds from the Bipartisan Infrastructure Law. The letter also asserts that the Agency will conduct outreach to stakeholders as it works to implement the bill. The letter can be found [HERE](#).

EPA Appoints Martha Guzman as Region 9 Administrator. President Biden announced his intention to appoint Martha Guzman to become the Environmental Protection Agency's (EPA) Regional Administrator for Region 9 which covers regions in Arizona, California, Hawaii, Nevada, the Pacific Islands, and 148 Tribal Nations. Guzman was previously Commissioner at the California Public Utilities Commission and Deputy Legislative Affairs Secretary in the Office of the Governor.

Reclamation Swears in Camille Touton as Commissioner. Following her confirmation in the Senate, Camille Touton has officially been sworn in as Bureau of Reclamation Commissioner. Touton had been serving as Reclamation's Deputy Commissioner since January 2021.

Reclamation Hosting BIL Tribal and Stakeholder Sessions. The Bureau of Reclamation is hosting several tribal and stakeholder information sessions on the implementation of the

Bipartisan Infrastructure Law through December and January. More information on the information session 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.		21	7	1	16	8	3	27	3	11	1
Feb.		23	5	1	42	0	3	5	46	6	1
Mar.		48	1	0	23	5	0	31	16	2	1
Apr.		18	3	3	15	30	0	8	95	14	3
May		17	11	3	20	45	7	13	98	3	2
June		21	7	3	6	70	4	4	72	2	0
Annual Total	135	233	61	60	317	185	46	734	386	59	16

Connections to Sewer Collection System:

As of June 30, 2021 8467

Plus YTD 135

Total Sewer Connections = 8602

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.				
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	15	6	3	3	20	1	1	2	2	0	0	1	1	9
February	13	8	5	5	11	1	0	1	0	1	0	0	1	2
March	16	2	3	3	6	5	0	12	0	0	4	5	0	4
April	11	1	3	3	7	11	2	7	0	1	4	1	12	2
May	15	12	5	5	11	9	8	2	0	1	2	0	0	0
June		24	11	2	8	2	10	1	0	0	0	1	1	0
Annual Total	129	150	92	73	88	58	49	25	14	6	12	15	25	25
Avg./ Mo.	10.75	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08	2.08

Connections to Water System:

As of June 30, 2021 13,141
 Plus YTD 129
Total Water Connections = 13,270

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		0.00	0.0%	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04
February		0.00	0.0%	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57
March		0.00	0.0%	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84
April		0.00	0.0%	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37
May		0.00	0.0%	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58
June		0.00	0.0%	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98
TOTAL	4285.66	-276.51	-6.1%	8356.13	7981.79	7617.30	8017.06	7476.47	6,903.75	7,798.69	8,385.66	8,458.99	8,607.90	8,555.70

APPENDIX D – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

December, 2021

by Hunter | Johnsen

Google Ads Campaigns

 **DISPLAY AD IMPRESSIONS**
CV WATER COUNTS

459,873

 **SEARCH AD IMPRESSIONS**
CV WATER COUNTS

3,138

 **VIDEO IMPRESSIONS**
CV WATER COUNTS

51,331

 **CLICKS**
CV WATER COUNTS

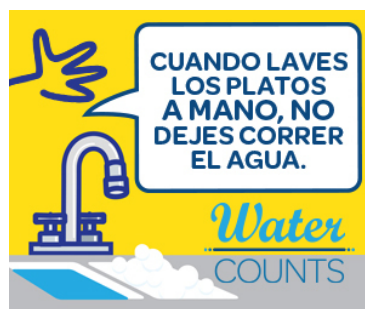
4,134


 **CTR**
CV WATER COUNTS

0.8%

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

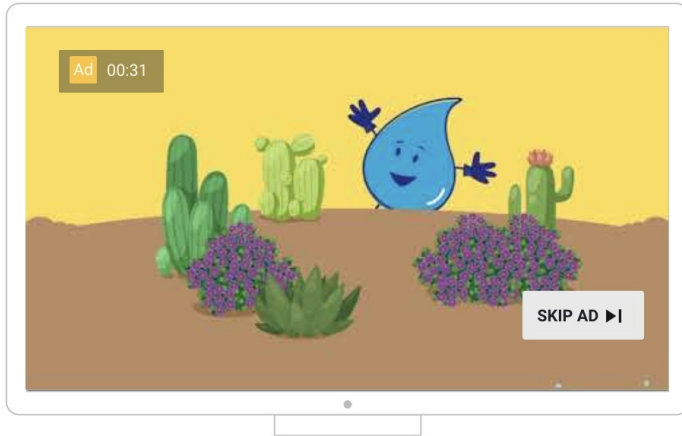
Campaign	Clicks	Impr.
CVWC Academy December 2021	3,296	401,977
CV Water Counts December 2021	315	38,564
CV Water Counts December 2021 SPANISH	288	19,332
	3,899	459,873



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

Account	Impr.	Engagements	Views	Clicks
CV Water Counts	51,331	15,185	5,034	89
	51,331	15,185	5,034	89

Account	Impr.	Engagements	Views	Clicks
CVWC Water Saving Tips YouTube Spanish Dec	23,622	7,434	2,811	48
CVWC Water Saving Tips English YouTube Dec	27,709	7,751	2,223	41
	51,331	15,185	5,034	89



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC search	146	3,138
	146	3,138

KEYWORDS PERFORMANCE



CV WATER COUNTS

Account	Clicks	Impr.	CTR
CV Water Counts	138	1,264	10.92%
water agency	49	473	10.36%
water company	39	525	7.43%
water rebates	25	120	20.83%
toilet rebate	9	27	33.33%
washing machine rebate	6	38	15.79%
grass removal rebate	4	17	23.53%
save water	2	15	13.33%
conservation of water resources	2	26	7.69%
water agency rebates	1	9	11.11%
ways to conserve water	1	14	7.14%
	138	1,286	10.73%

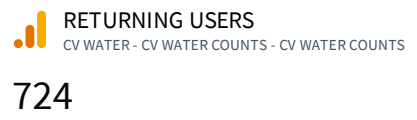
Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE

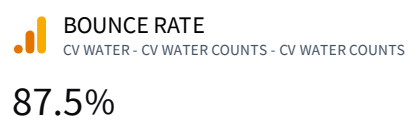
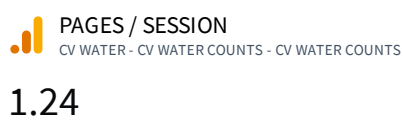
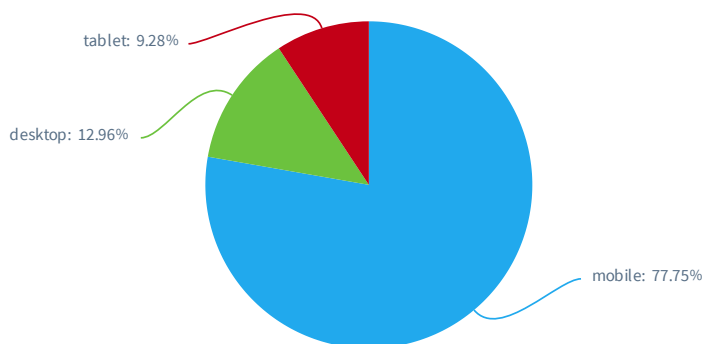
HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p>CV Water Counts Academy 2022 cvwatercounts.com 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>	352	32,188	15,464	2.08	447
 <p>Tips to Save Water cvwatercounts.com 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>	191	25,640	9,742	2.63	278
	543	57,828	21,546	2.68	725

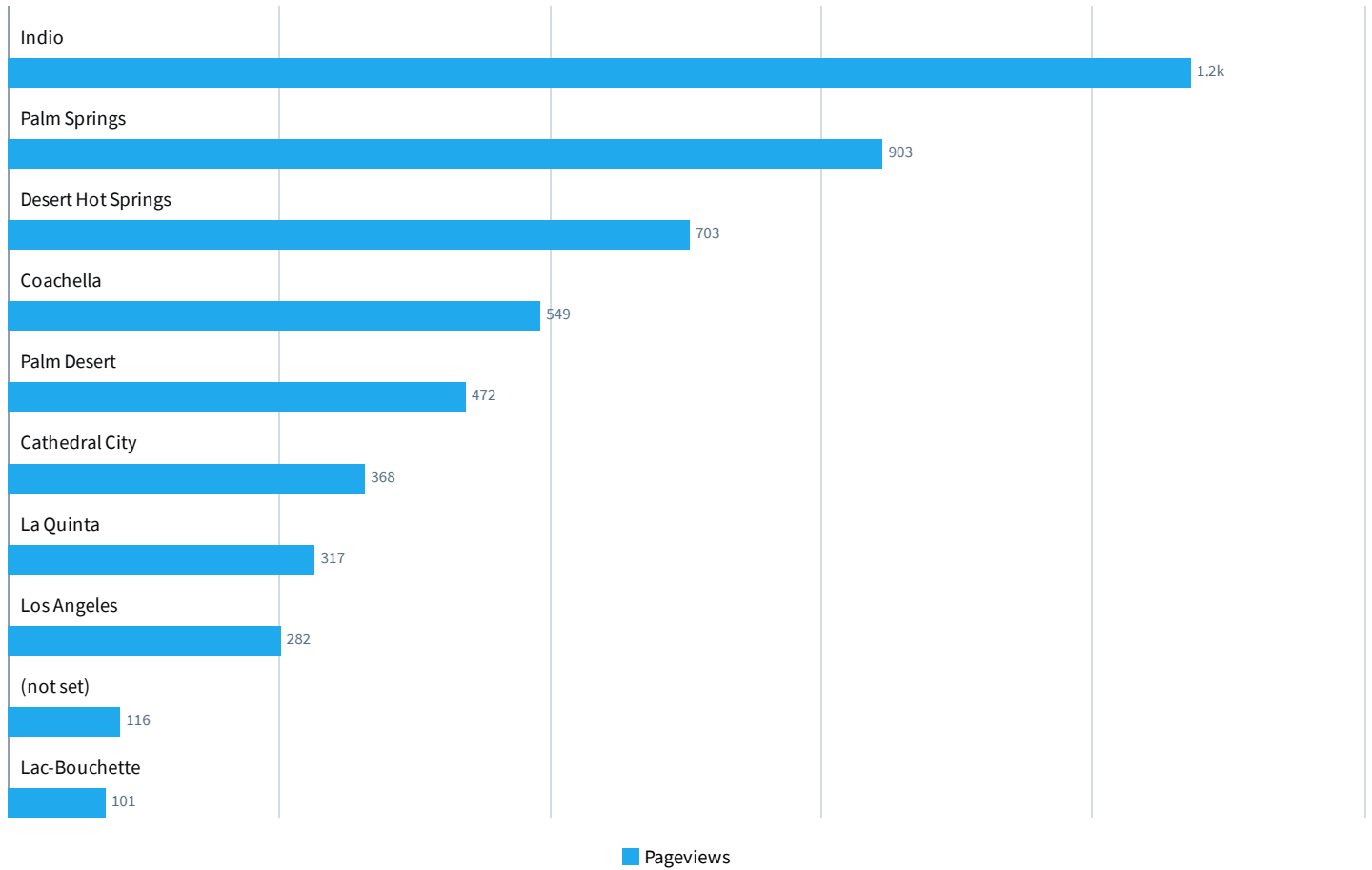
Website Information



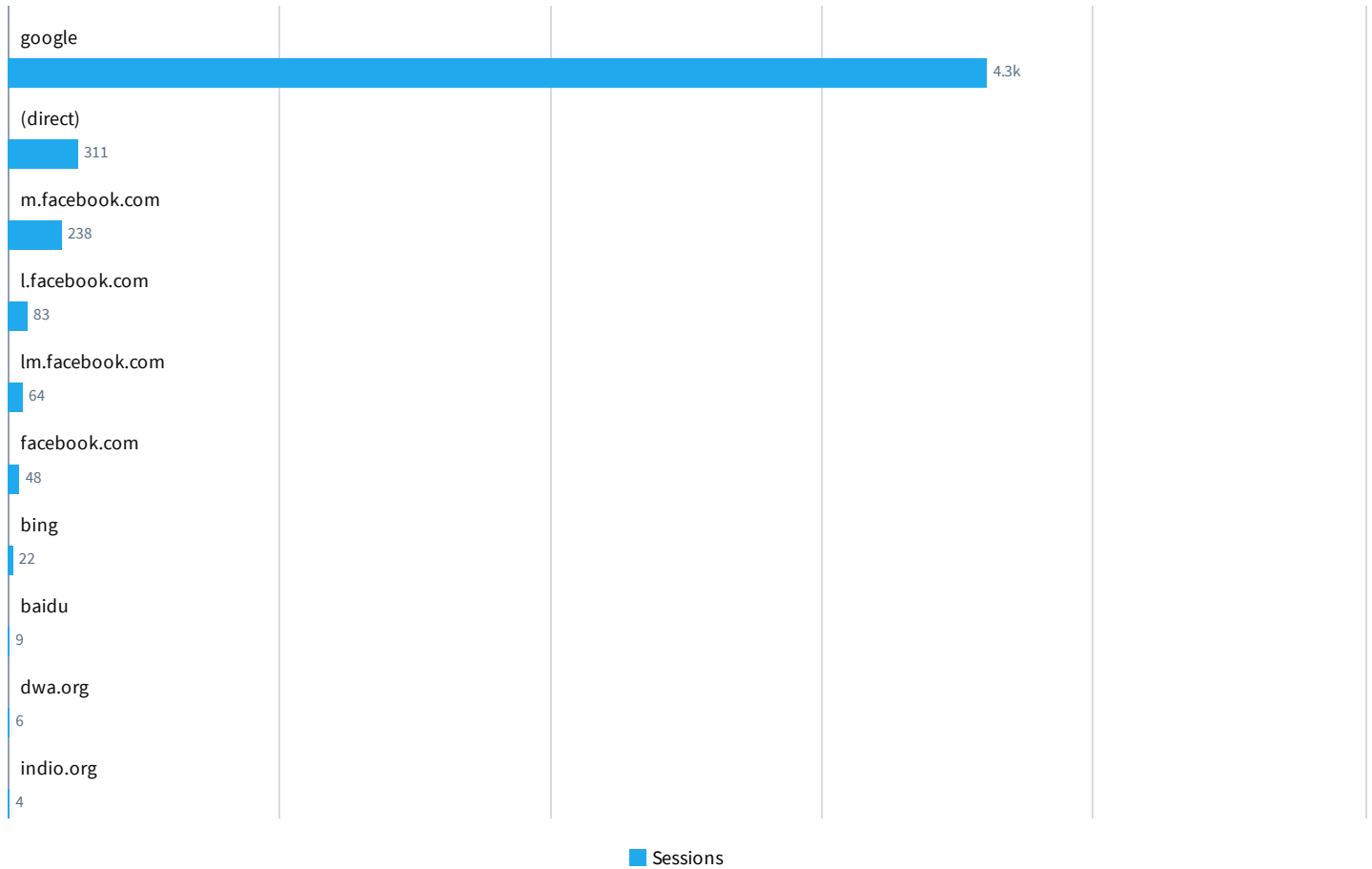
Page path	Pageviews
/academy/	3,627
/conservation-tips/	695
/in-the-desert-conservation-is-a-way-of-life-every-day/	240
/water-map/	223
/	193
/rebates/	121
/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	59
/Academy/	53
/landscaping-tip-of-the-month-choose-desert-friendly-plants/	44
/cv-water-counts-water-counts-academy-program-graduates/	34
	6,353



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
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%
Total	36,511	26,019	50,082	1.37	45s	82.85%	70.18%

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
December 2020	1,815	1,290	2,416	1.33	43s	83.31%	67.88%
	36,511	26,019	50,082	1.37	45s	82.85%	70.18%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	3,094	0	0%	6.84
water pledge	654	2	0.31%	6.11
conserve water	448	0	0%	1.5
water wise	399	0	0%	9.09
cv water	313	3	0.96%	6.22
lantana ground cover	278	2	0.72%	7.46
pledge on water saving	228	0	0%	1.35
pledge on save water	189	0	0%	1.39
conserve	186	0	0%	10.7
dehydration in winter	186	0	0%	10.96
	5,975	7	0.12%	6.16

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	3,825	4	0.1%	8
https://cvwatercounts.com/save-water-pledge/	2,267	8	0.35%	4.15
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	1,323	24	1.81%	4.16
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevicensis/	850	5	0.59%	29.73
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	828	0	0%	40.39
https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/	514	0	0%	10.74
https://cvwatercounts.com/	477	12	2.52%	9.9
https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf	445	9	2.02%	35
https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/	439	0	0%	54.55
https://cvwatercounts.com/dehydration-more-dangerous-in-the-colder-temperatures/	415	0	0%	13.01
	11,383	62	0.54%	20.96

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

59,064

f REACH
CV WATER COUNTS

21,207

f NEW PAGE LIKES
CV WATER COUNTS

9

f ENGAGED USERS
CV WATER COUNTS

1,302





f PAGE VIEWS
CV WATER COUNTS


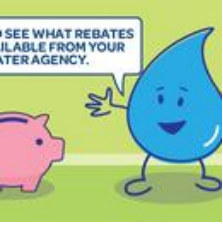




111







f LIFETIME PAGE LIKES
CV WATER COUNTS

3,983


f POSTS
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Happy New Year! Be su...</p>	December 31, 2021	68	2	3%	2	0
 <p>Water only when nece...</p>	December 30, 2021	64	0	0%	0	0
 <p>Coachella Water Autho...</p>	December 27, 2021	43	1	2%	1	1
 <p>This month we are hig...</p>	December 24, 2021	46	0	0%	0	0
		1,098	21	2%	12	4

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Group plants with the ...</p>	December 23, 2021	45	0	0%	0	0
 <p>Check to see what reb...</p>	December 19, 2021	38	0	0%	0	0
 <p>Reduce the amount of ...</p>	December 17, 2021	88	2	2%	1	1
 <p>Teach children - and e...</p>	December 16, 2021	64	1	2%	1	0
 <p>After it's been raining, turn off your sprinklers for the next 2-3 days!</p>	December 15, 2021	111	5	5%	3	1
 <p>An iconic desert cactus...</p>	December 13, 2021	55	1	2%	0	0
		1,098	21	2%	12	4

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>CV Water Counts will b...</p>	December 10, 2021	60	1	2%	0	0
 <p>If your shower fills a o...</p>	December 9, 2021	96	1	1%	1	0
 <p>Are you thinking about...</p>	December 6, 2021	100	4	4%	2	1
 <p>If you or someone you...</p>	December 5, 2021	48	1	2%	0	0
 <p>According to drought.g...</p>	December 3, 2021	46	1	2%	0	0
 <p>CV Water Counts upda...</p>	December 1, 2021	62	1	2%	1	0

1,098 21 2% 12 4

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Reuse leftover water fr...</p>	December 1, 2021	64	0	0%	0	0
		1,098	21	2%	12	4

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

574

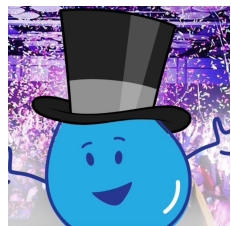
 **LIKES**
CV WATER COUNTS

3

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

215

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>Happy New Year! Be su...</p>	20	3	20	0	0
	20	3	20	0	0

Twitter Information

Dec 2021 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 147 impressions

According to the National Integrated Drought Information System, drought conditions will cause Riverside Co. to experience its 23rd driest year in 127 years. But, what does it mean when we hear the word “drought”?

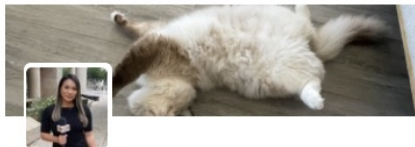
Learn more: [cvwatercounts.com/in-the-desert-... drought.gov](http://cvwatercounts.com/in-the-desert-...drought.gov)

♥ 4

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,402 people



Samantha Lomibao

@samanthalomibao FOLLOWS YOU

Reporter & Producer for @KESQ // ASU Alum
#cronkitenation // San Diego born & raised 🌟

[View profile](#)

Top mention earned 2 engagements

Berlinda Blackburn
@BerlindaMc · Dec 20

Don't forget your reusable water bottle during the holidays... @CVWaterCounts @CityofCoachella #optoutside pic.twitter.com/qWJkd0t3EE



♥ 2

[View Tweet](#)

Top media Tweet earned 120 impressions

If your shower fills a one-gallon bucket in less than 20 seconds, replace the showerhead with a WaterSense® labeled model. #WaterWiseWednesday pic.twitter.com/5xloz4VD22



♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

DEC 2021 SUMMARY

Tweets
15

Tweet impressions
1,061

Profile visits
155

Mentions
2

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 December 2021	Wednesday, December 1, 2021 6:00 PM	489	624	44.79%	15.22%	75	7.77%	0.73%	1	4
		489	624	44.79%	15.22%	75	7.77%	0.73%	1	4



MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

December, 2021

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 **IMPRESSIONS**
MSWD


231,798

 **CLICKS**
MSWD

195

 **CTR**
MSWD

0.08%

 **GOOGLE ADS CAMPAIGN PERFORMANCE**
MSWD




Campaign	Impr.	Clicks	CTR
MSWD New Website Dec 2021	76,228	60	0.08%
Help 2 Others Dec 2021	78,342	46	0.06%
Rain - Sprinklers Christmas Week Storm 2021	15,374	45	0.29%
MSWD Happy Holidays Dec 2021	54,534	40	0.07%
Rain - Sprinklers Dec 14&15 2021	7,320	4	0.05%
	231,798	195	0.08%

Facebook Ad Campaigns

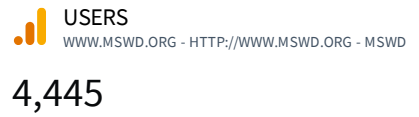
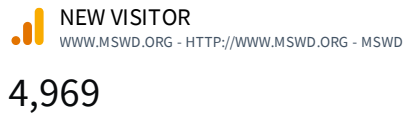
 **FACEBOOK AD GROUP PERFORMANCE**
MSWD

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p>MSWD - Water Bill Assistance www.mswd.org If you need help paying your water bill, MSWD is here for you. Click to learn more about our bill assistance options.</p>	MSWD Bill Assistance Dec 2021	51	36,653	3,649	10.04	0
 <p>MSWD Launches Redesigned Website www.mswd.org Our newly designed website features an enhanced customer service area, conservation and rebate information, a kid's corner, and a special developer section that includes maps, forms, guidelines, and drawings.</p>	MSWD New Website Dec 2021	49	26,757	12,334	2.17	0

142 107,208 20,153 5.32 0

Ad preview	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p>Our offices will be closed Dec. 24 – Jan. 2</p> <p>Happy Holidays from MSWD 🎅 www.mswd.org Extending our warm wishes to you this Holiday Season. 🌲</p>	MSWD Happy Holidays Dec 2021	38	31,983	17,393	1.84	0
 <p>Water Saving Tips from MSWD www.mswd.org Reminder: After it's been raining, shutoff your sprinklers for a few days and help save valuable H2O!</p> <p>Click to learn more water saving tips.</p>	Sprinkler Rain Christmas Week Storm	2	8,359	2,593	3.22	0
 <p>Water Saving Tips from MSWD www.mswd.org Reminder: After it's been raining, shutoff your sprinklers for a few days and help save valuable H2O!</p> <p>Click to learn more water saving tips.</p>	Sprinkler Rain Dec	2	3,456	1,543	2.24	0
		142	107,208	20,153	5.32	0

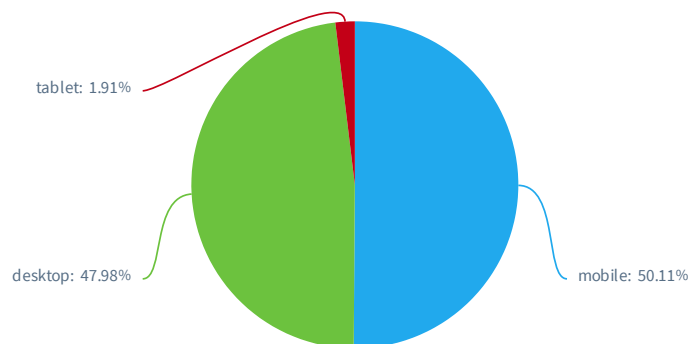
Website Information



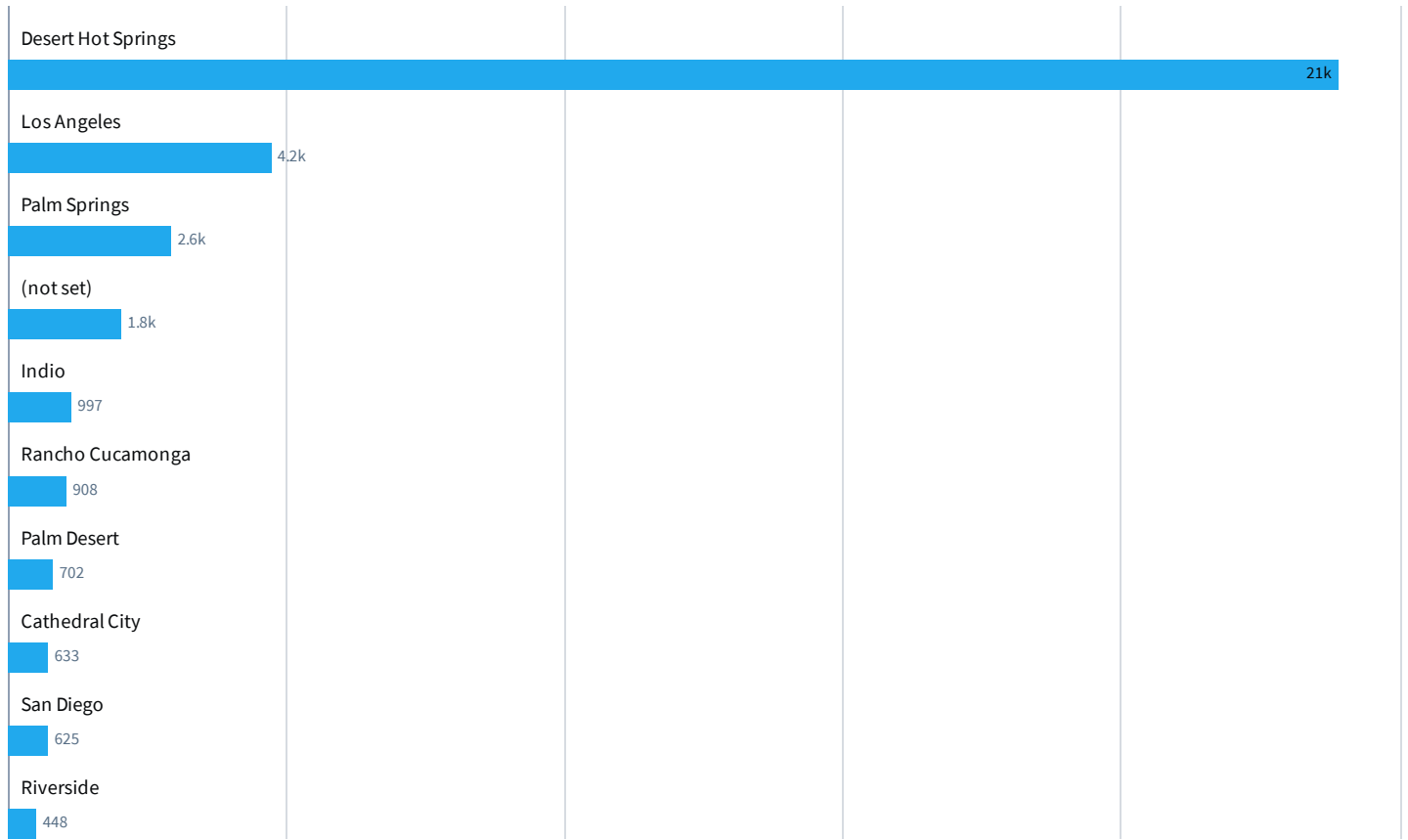
PAGEVIEWS
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District - Sign In	7,497
Mission Springs Water District Home Page Mission Springs Water District CA	6,665
Mission Springs Water District - My Account	5,548
Mission Springs Water District - Pay Bills	3,037
Mission Springs Water District - Payment Options	2,789
(not set)	2,518
Bill Pay Options Mission Springs Water District CA	2,019
Mission Springs Water District - Pay as a Guest	1,949
Mission Springs Water District - You Have Successfully Signed Off	1,486
Mission Springs Water District - Account Detail	1,479
	43,883

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



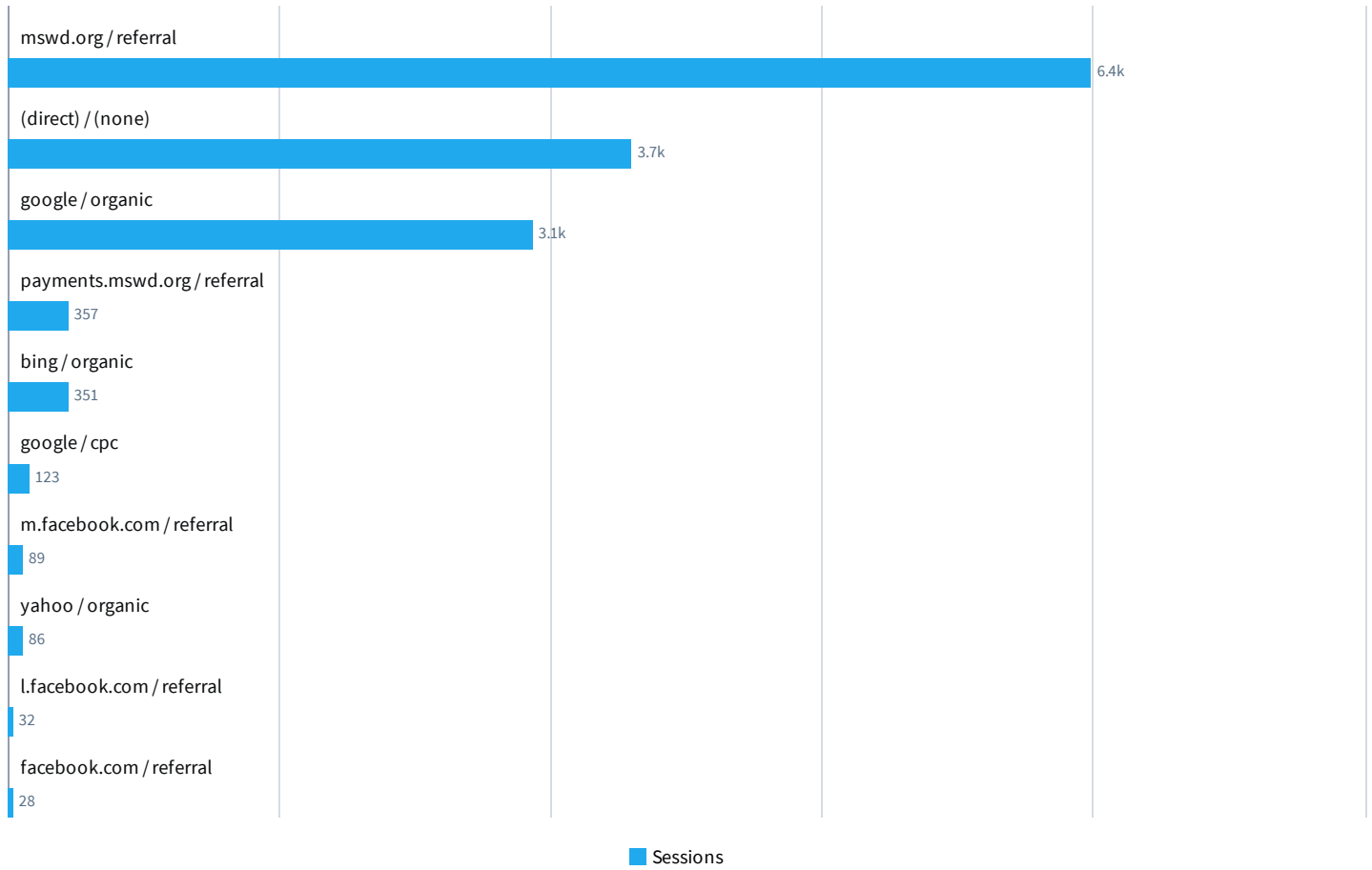
PAGEVIEWS BY CITY
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



■ Pageviews

USER REFERRERS

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



AVG. SESSION DURATION

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

1m 52s

PAGES / SESSION

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

3.03

BOUNCE RATE

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

24.15%



MSWD Social Analytics

December 2021

Included in this Report

 @MSWaterDistrict

 Mission Springs Water District

 Beatrice Makabeh Eslamboly (All 98 Ca...

 missionspringswaterdistrict

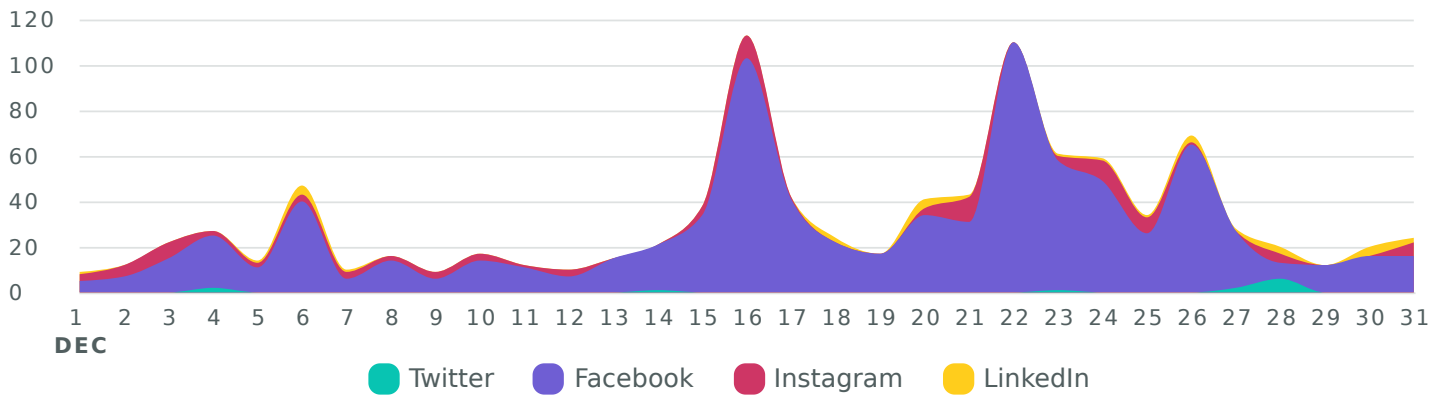
 Mission Springs Water District

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
Total Engagements ⓘ	996	↗ 12.8%
Twitter Engagements	12	↘ 7.7%
Facebook Engagements	859	↗ 15.3%
Instagram Engagements	95	↘ 3.1%
LinkedIn Engagements	30	↗ 11.1%
Engagement Rate (per Impression) ⓘ	0.8%	↗ 101.8%

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

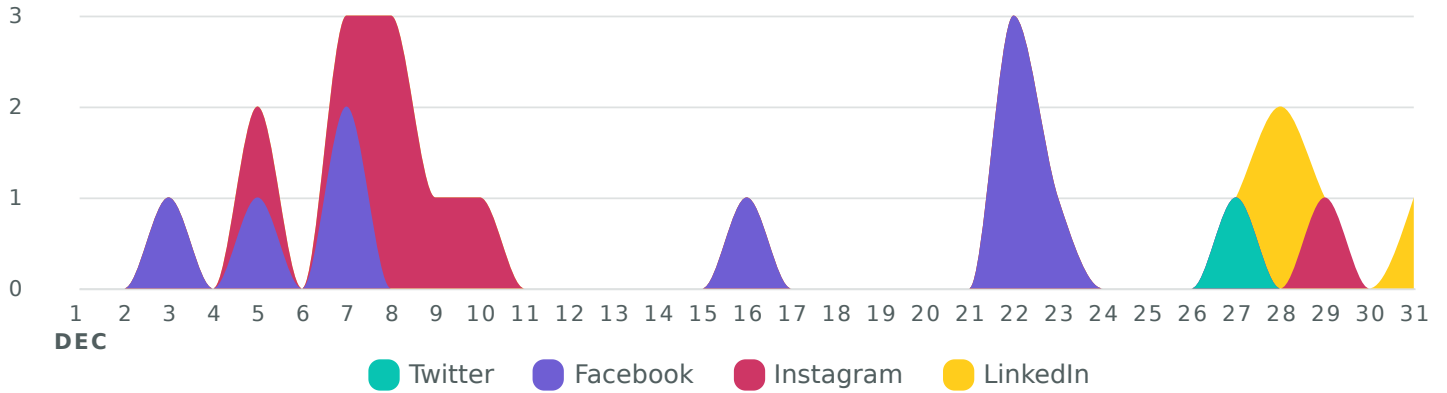
<p>Impressions ⓘ</p> <p>129,582 ↘ 44.1%</p>	<p>Engagements ⓘ</p> <p>996 ↗ 12.8%</p>	<p>Post Link Clicks ⓘ</p> <p>154 ↘ 39.1%</p>
--	--	---

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
Total Audience ⓘ	1,436	↗0.6%
Total Net Audience Growth ⓘ	10	↗150%
Twitter Followers Gained	1	→0%
Facebook Page Likes	9	↗200%
Instagram Followers Gained	8	↗60%
LinkedIn Followers Gained	3	↗200%

FACEBOOK

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

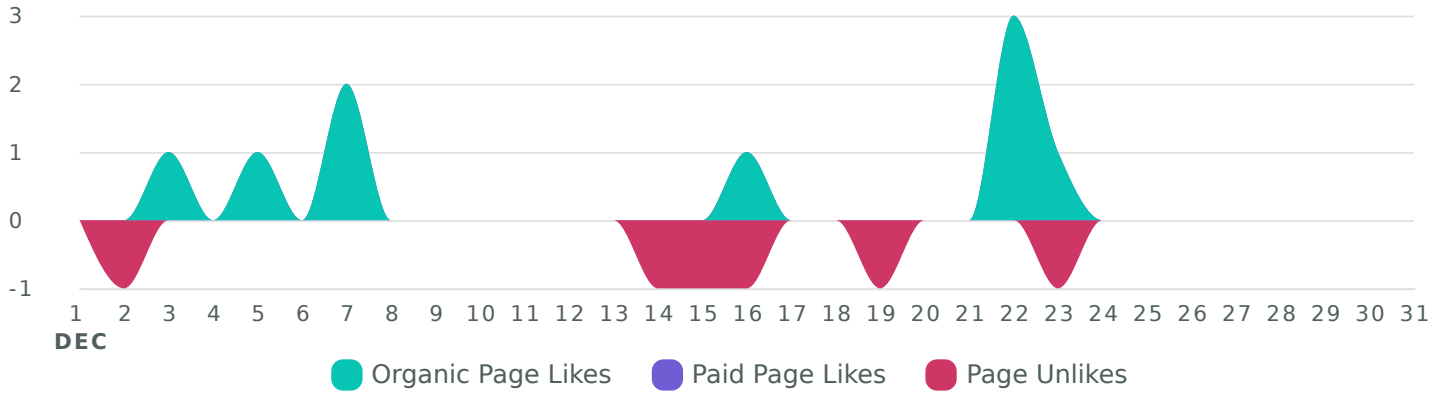
<p>Impressions</p> <p>114,399 ↘ 50.1%</p>	<p>Engagements</p> <p>859 ↗ 15.3%</p>	<p>Post Link Clicks</p> <p>146 ↘ 38.9%</p>
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Facebook Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	1,085	↗0.1%
Net Page Likes	3	↗—
Organic Page Likes	9	↗200%
Paid Page Likes	0	→0%
Page Unlikes	6	↗100%

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...
Wed 12/22/2021 2:36 p...

MSWD employees are proud to support our local community and Team Mom




Total Engagements	154
Reactions	42
Comments	6
Shares	22
Post Link Clicks	—
Other Post Clicks	84







📌 Mission Spring...
Thu 12/16/2021 10:00 a...

#Celebrate Thank you to everyone who joined MSWD and our community at the



Total Engagements	74
Reactions	23
Comments	4
Shares	2
Post Link Clicks	—
Other Post Clicks	45






📌 Mission Spring...
Sun 12/26/2021 2:50 pm...

News Release: MSWD Crews Make Emergency Repairs to Water Main Break Mission Springs Water District is making final repairs to correct a water main

Total Engagements	56
Reactions	12
Comments	3
Shares	3
Post Link Clicks	—
Other Post Clicks	38



INSTAGRAM

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

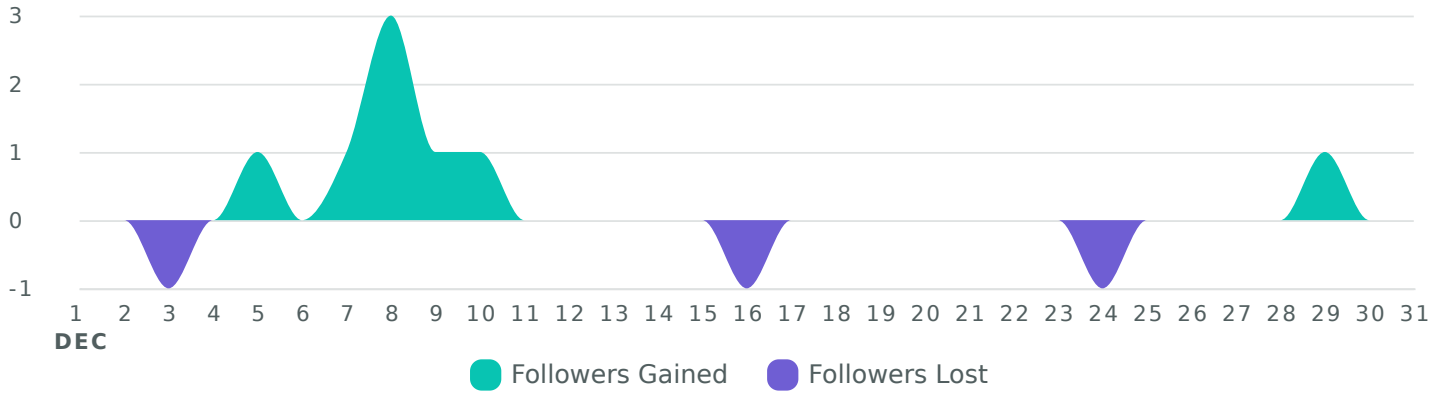
<p>Impressions</p> <p>14,673 ↗738.9%</p>	<p>Engagements</p> <p>95 ↘3.1%</p>	<p>Profile Actions</p> <p>0 ↘100%</p>
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Instagram Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
missionspringswaterdistrict

Net Follower Growth Breakdown, by Day




Audience Metrics	Totals	% Change
Followers	196	↗ 2.6%
Net Follower Growth	5	↗ 66.7%
Followers Gained	8	↗ 60%
Followers Lost	3	↗ 50%


Instagram Top Posts & Stories

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


📌 Post
📌 Lifetime
📷 missionspringswaterdistrict

Descending by Lifetime Engagements






missionspringswaterdistrict
 Wed 12/1/2021 12:04 p...


New homes bring new customers! When buildings are constructed in our service area...




Total Engagements	10
Likes	10
Comments	0
Saves	0








missionspringswaterdistrict
 Wed 12/22/2021 2:36 p...


MSWD employees are proud to support our local community and Team Mom




Total Engagements	9
Likes	9
Comments	0
Saves	0







missionspringswaterdistrict
 Wed 12/15/2021 1:10 p...

On this #WorkerWednesday, we want to highlight the team that recently replaced several...



Total Engagements	8
Likes	8
Comments	0
Saves	0



TWITTER

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

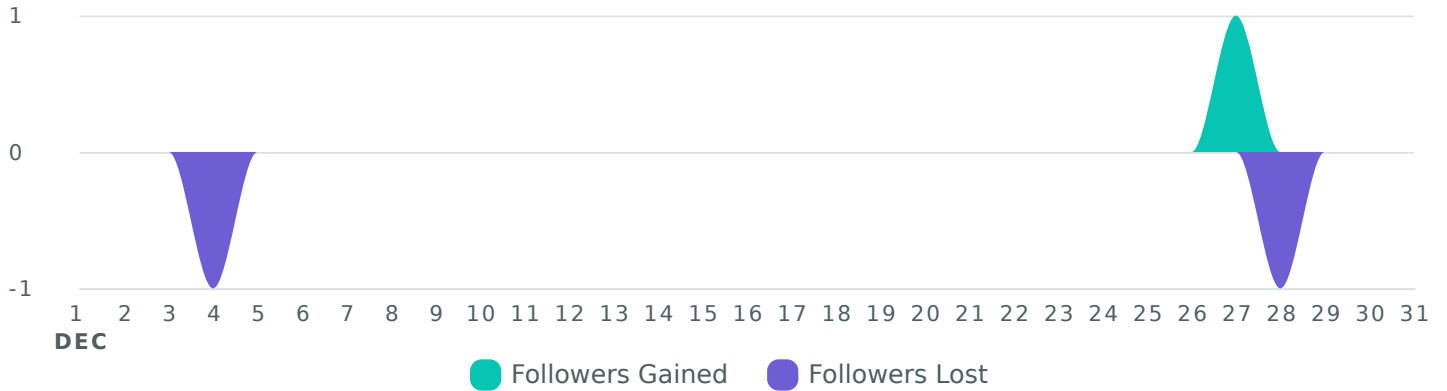
Impressions 208 ↘ 70.7%	Engagements 12 ↘ 7.7%	Post Link Clicks 0 → 0%
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Twitter Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
@MSWaterDistrict
All Twitter Post Types

Net Follower Growth Breakdown, by Day




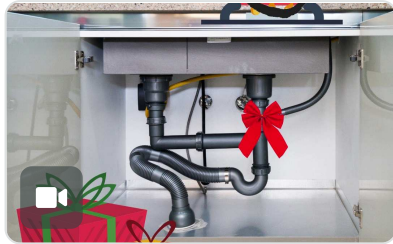




Audience Metrics	Totals	% Change
Followers	78	↘1.3%
Net Follower Growth	-1	↘200%
Followers Gained	1	→0%
Followers Lost	2	↗-
Following	100	→0%

Twitter Top Posts

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

🚩 Post
🚩 Lifetime
🐦 @MSWaterDistrict
💬 All Twitter Post Types

Descending by Lifetime Engagements

MSWD MSWaterDistrict	MSWD MSWaterDistrict	MSWD MSWaterDistrict
Mon 12/27/2021 9:27 p...	Mon 12/13/2021 8:20 p...	Fri 12/24/2021 3:00 pm ...
<p>Save water (and make that pile of laundry disappear a little faster) by only washing</p> 	<p>Give yourself the gift of clean pipes! Fats, Oils & Grease (FOG) are like a lump of coal</p> 	<p>Happy Holidays! Our offices will be closed Friday, December 24, through Friday</p> 
Total Engagements 5	Total Engagements 2	Total Engagements 1
Likes 3	Likes 2	Likes 1
@Replies 0	@Replies 0	@Replies 0
Retweets 1	Retweets 0	Retweets 0
Post Link Clicks —	Post Link Clicks —	Post Link Clicks —
Other Post Clicks 1	Other Post Clicks 0	Other Post Clicks 0
Other Engagements 0	Other Engagements 0	Other Engagements 0
		

LINKEDIN

LinkedIn Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

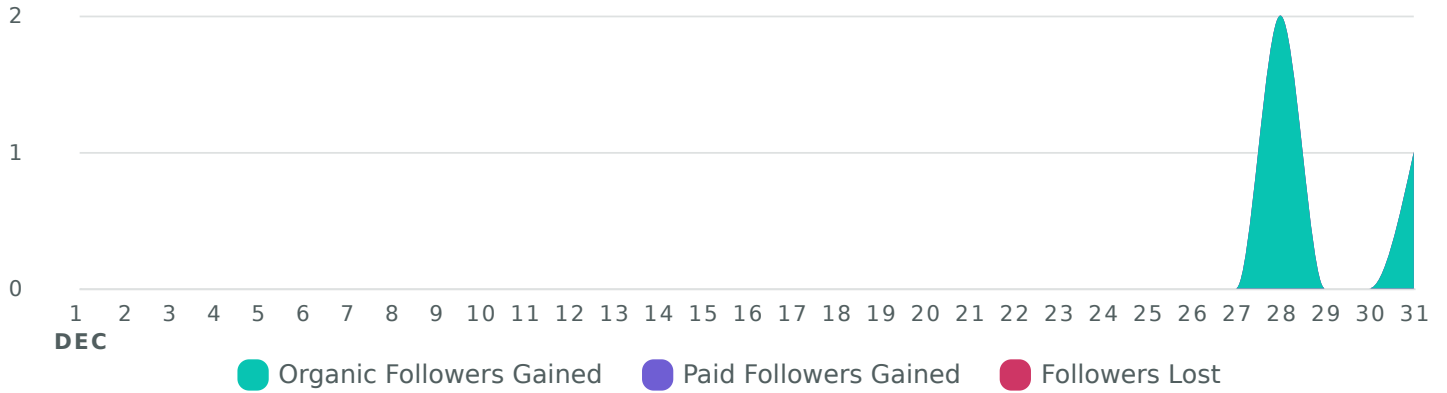
Impressions 302 ↘0.3%	Engagements 30 ↗11.1%	Post Clicks (All) 8 ↘42.9%
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LinkedIn Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Follower Growth Breakdown, by Day






Audience Metrics	Totals	% Change
Followers	77	↗4.1%
Net Follower Growth	3	↗—
Organic Followers Gained	3	↗200%
Paid Followers Gained	0	→0%
Followers Lost	0	↘100%

LinkedIn Top Posts

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

📌 Post
📌 Lifetime
🌐 Mission Springs Water District

Descending by Lifetime Engagements

MS	🌐 Mission Spring...	Date	Time
MS	🌐 Mission Spring...	Sat 12/25/2021	3:26 pm ...
<p>Happy Holidays! Our offices will be closed Friday, December 24, through Friday</p> 			
Total Engagements		9	
Reactions		5	
Comments		0	
Shares		1	
Post Clicks (All)		3	
🗨️			
MS	🌐 Mission Spring...	Fri 12/17/2021	7:10 pm ...
<p>Water plays an essential role in every aspect of our lives. Check out this video to see</p> 			
Total Engagements		5	
Reactions		3	
Comments		0	
Shares		1	
Post Clicks (All)		1	
🗨️			
MS	🌐 Mission Spring...	Sun 12/19/2021	4:23 pm...
<p>This holiday season, we're helping customers with water conservation and some last-</p> 			
Total Engagements		3	
Reactions		1	
Comments		0	
Shares		2	
Post Clicks (All)		0	
🗨️			

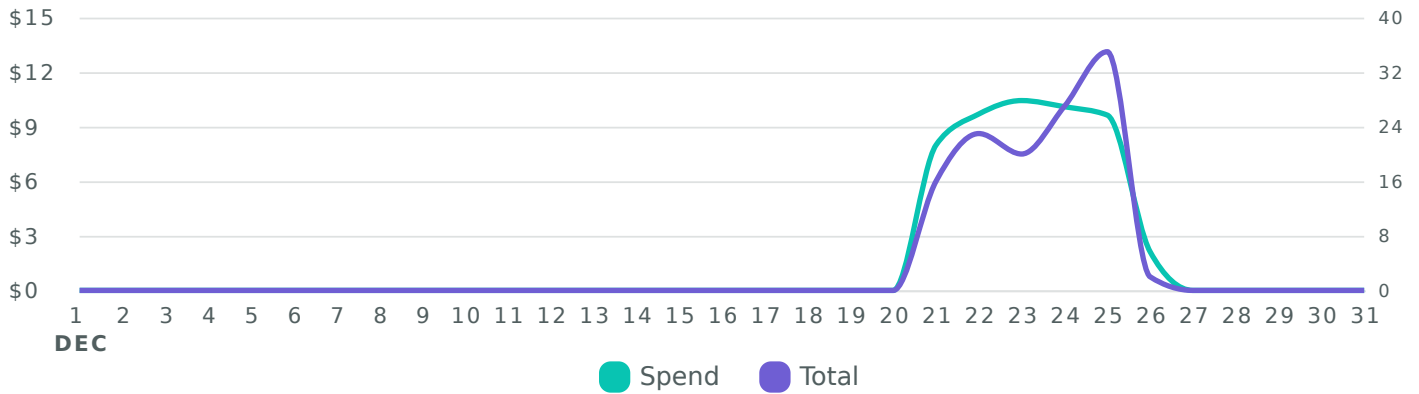
SPONSORED POSTS

Facebook & Instagram Paid Engagement

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

💰 Paid
📅 Reporting Period
📘 All Ad Accounts & Campaigns

Engagements, by Day



Engagement, by Engagement Type		Totals	% Change
Total Engagements		123	↘ 54.9%
Reactions	<div style="width: 26%; background-color: #c00040;"></div>	32	↘ 13.5%
Shares	<div style="width: 3%; background-color: #ffc000;"></div>	4	↗ 100%
Comments	<div style="width: 0%;"></div>	0	↘ 100%
Link Clicks	<div style="width: 64%; background-color: #e00080;"></div>	79	↘ 63.3%
Other	<div style="width: 6%; background-color: #808080;"></div>	8	↘ 55.6%

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	\$0.41	↗ 85%
Engagement Rate (per Impression)	4.4%	↘ 2.8%
Average Daily Engagements	3.97	↘ 54.9%

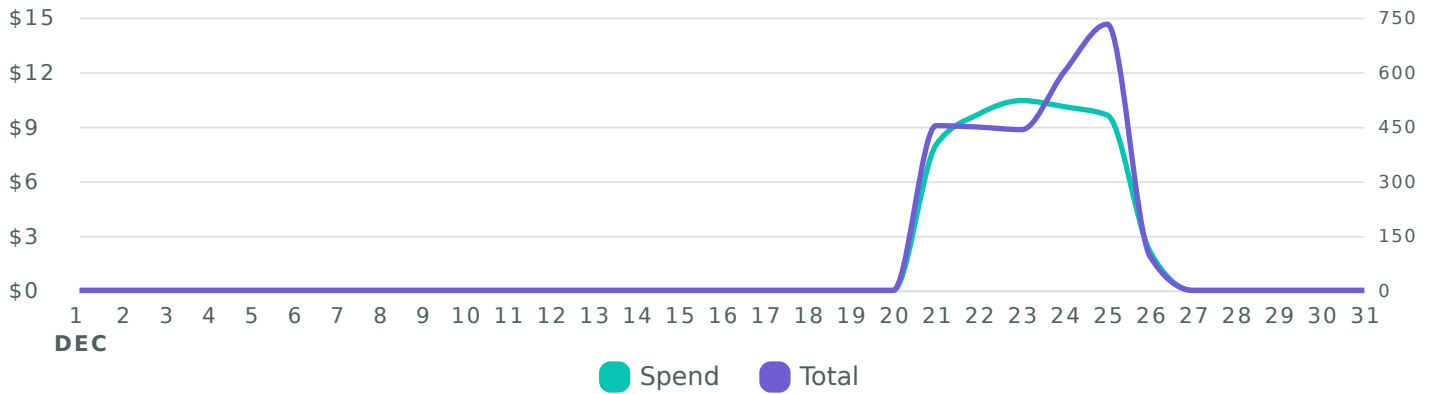
Campaign **Instagram post: Vegan Date Nog to spice up your...** received 1 engagement for every 2,252.85 impressions

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
Total Impressions	2,771	↘ 53.7%

Impression Metrics	Totals	% Change
CPM	\$18.04	↗ 79.8%
Average Daily Impressions	89.39	↘ 53.7%