



General Manager's Report December 2023



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ADMINISTRATION

Customer Service

Customer Experience Enhancement Program

The Customer Service Department continues the Customer Experience Enhancement Program. This program will provide an Online Booking Calendar for in person one-on-one account assistance and review, in addition to phone screening and on-the-spot feedback/coaching with a Customer Service representative.



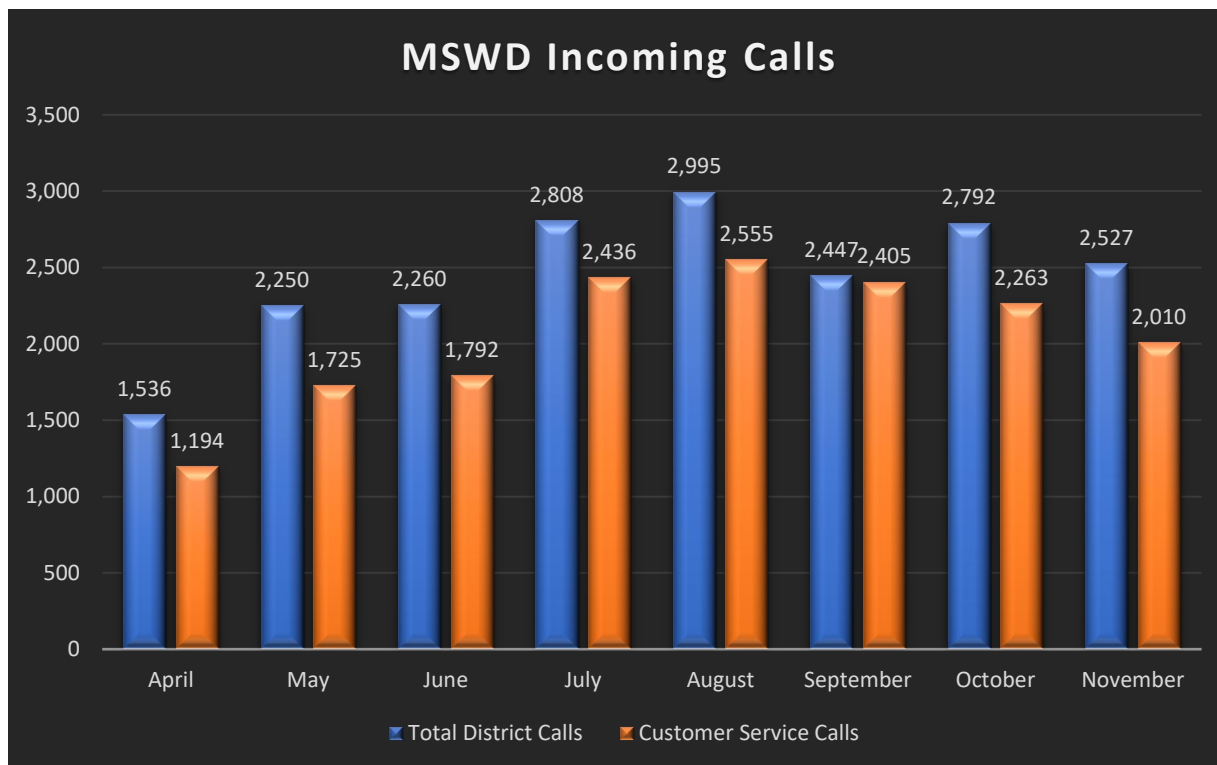
The Customer Service team continues to host “Coffee Talk Wednesdays” providing mini-training and discussions. Weekly training topics include:

- What does Customer Service mean to You?
- Greeting Customers: the importance of and how to
- Diffusing an Interaction: what can we do to find a solution
- Tone of Your Voice: you can hear a smile through the phone
- Importance of customer inquiry follow-up
- Active Listening: verbal and non-verbal
- Customer Experience versus Customer Service
- Going the Extra Mile: inform, assist, and impress
- The Internal and External Customer
- Communication between departments



Calls into the Customer Service Department

After the District had seen a steady increase in the number of calls earlier in the year, there has been a very slight decline in the number of calls over the last three months. The chart below represents total MSWD incoming calls and those received by the Customer Service staff.

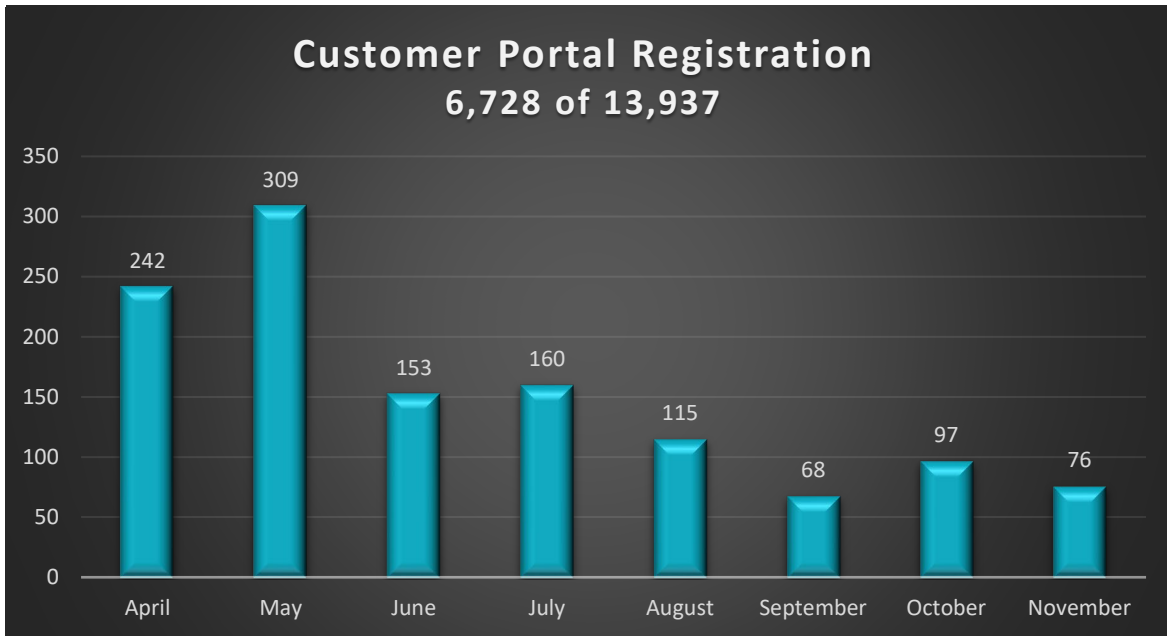


Most calls are related to payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The table below provides a summary of the number of calls by category received by the Customer Service staff.

Customer Request	Total for November 2023	Monthly Avg. for FY 2024	Total for FY 2024
Water Waste	2	1.40	7
High Bill Calls / Service Line Leaks	8	9.20	46
No Water	7	8.80	44
Disconnections by Request & Non-Pay	84	120.40	602
Reconnections by Request & Non-Pay	48	77.60	388
Service Transfers	96	99.80	499
High/Low Pressure	6	8.60	43
Water Quality	2	2.60	13
Other / Miscellaneous	98	96.40	482

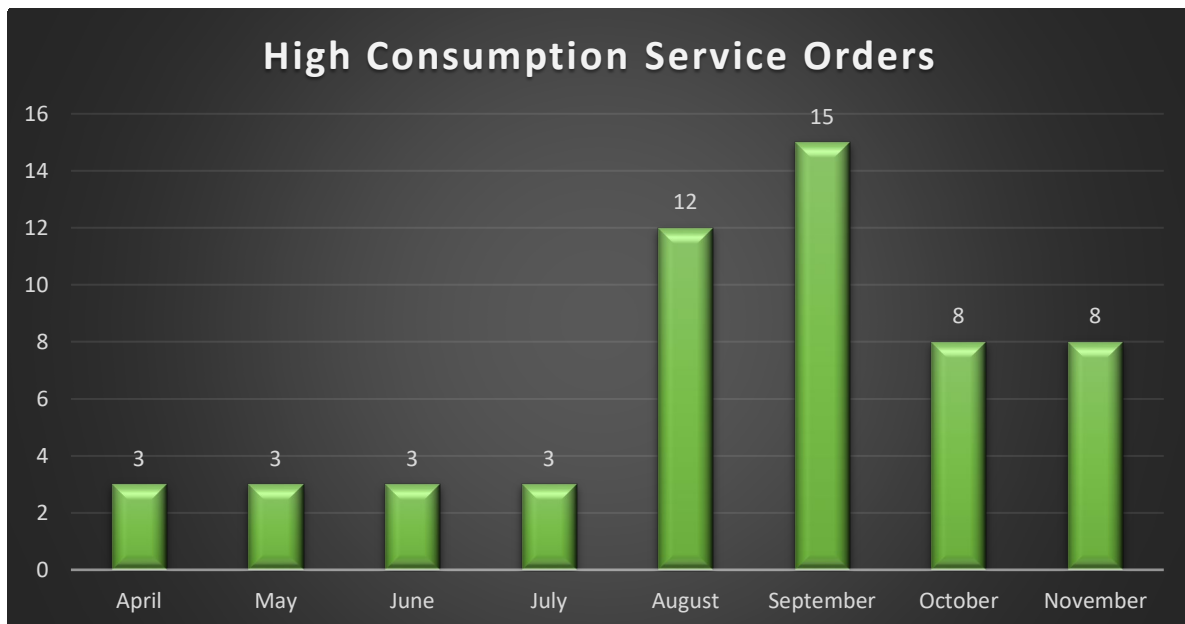
Customer Portal

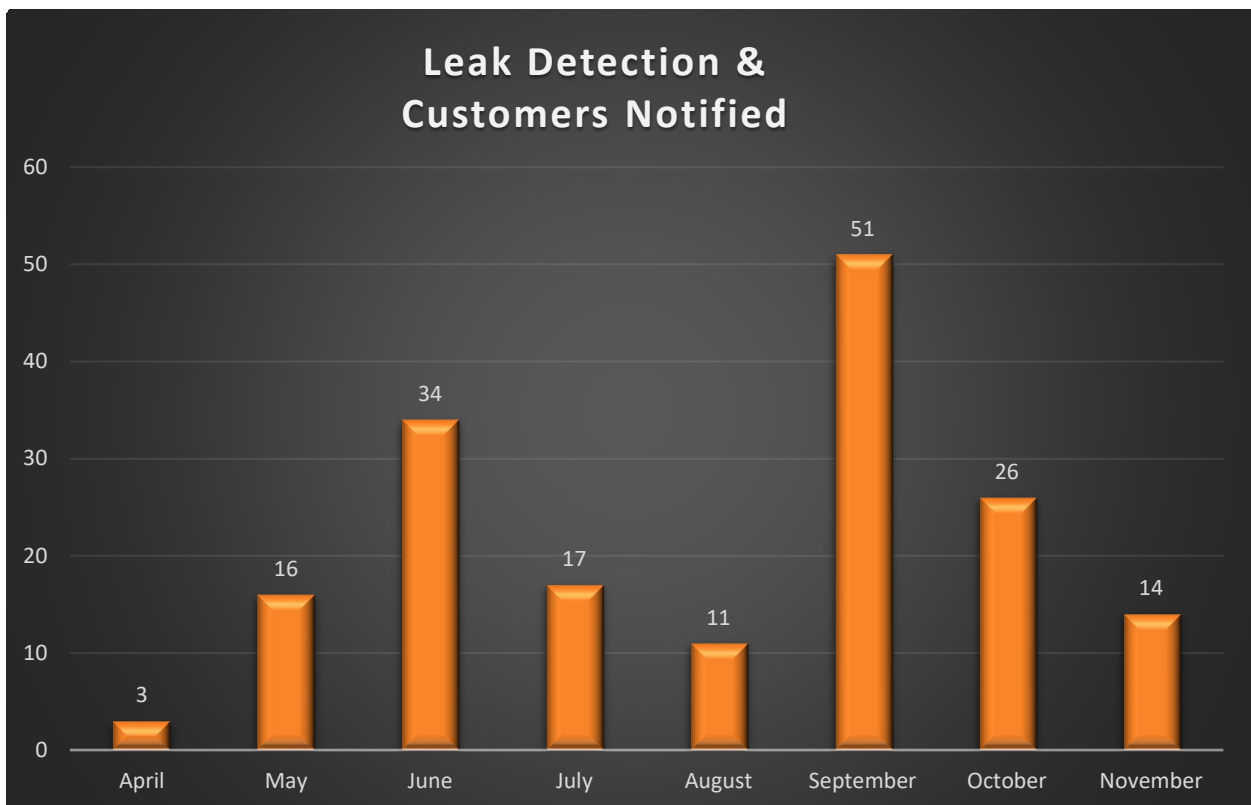
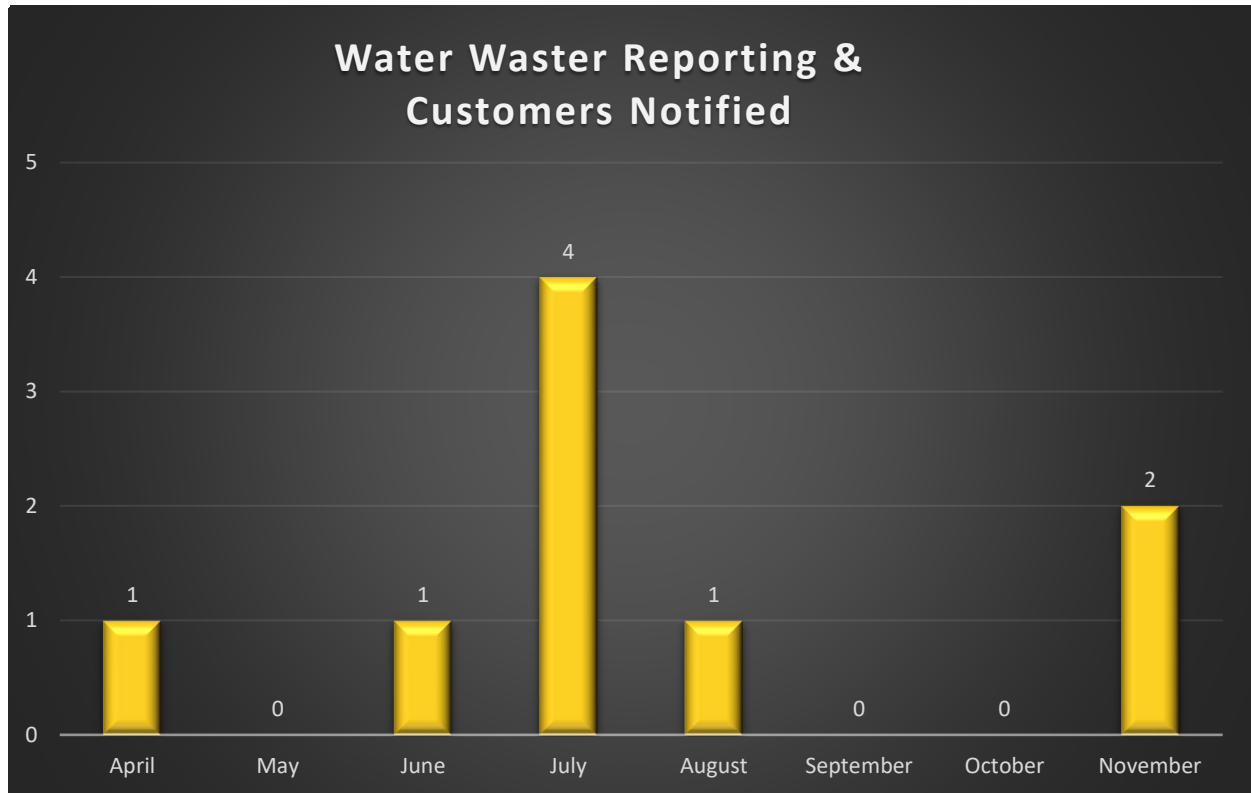
The District has implemented an AMI infrastructure and Neptune 360 portal. All customers are encouraged to sign up for the Customer Portal to access bills and leak alerts. Since launching the portal, customer adoption has reached 48%, or 6,728 customers registered so far.



Monitoring of Customer Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal to investigate high consumption, identify water wasters, and detect leaks. The following charts represent the monitoring results for 13,937 customer accounts by the Customer Service staff.





Customer Bill Assistance Programs

The District continues to facilitate bill assistance programs for the benefit of its customers.

- The United Way Customer Bill Assistance Program continues to be utilized by those customers who need assistance for one billing period annually, paying \$100 per approved customer.
- Riverside County's Low Income Household Water Assistance Program (LIHWAP) Care Program provides customers with a one-time payment towards their water and/or sewer bill up to \$2,000. The U.S. Department of Health and Human Services has permitted the extension of the LIHWAP program through March 31, 2024. Staff will immediately work with Local Service Providers to extend the program through December 31, 2023, and then evaluate further extension of the program.
- Beginning March 13, 2023, LIHWAP will now be able to assist customers even if their account does not have an arrearage. When a customer is not past due on their bill, they will receive a base payment ranging between \$200 - \$371. The amount the customer receives will depend on their household size and income.



The table below summarizes the results of the customer bill assistance programs administered by the Customer Service staff.

Assistance Program	Customers Assisted in November 2024	Total Assistance in November 2024	Total Assistance in FY 2024
United Way of the Desert	4	\$400.00	\$3,200.00
LIHWAP / CAP Riverside	9	\$2,436.00	\$40,503.09
MSWD Payment Plans Last Month	Previous Month Remaining to be Billed	MSWD Current Customer Payment Plans	Current Balance Remaining to be Billed
124	\$47,592.49	135	\$49,248.13



Delinquency Service Disconnections

Staff continued to reach out to customers with delinquent accounts to provide information for assistance and repayment options to avoid disconnection. The table below summarizes the activities of Customer Service staff regarding delinquent accounts.

Fiscal Year	Auto-Dialer Calls to Customers	Door Hangers to Property	Customer Contact to Make Payment Plan	Service Disconnections
2023 – 2024 (Year to Date)	2,165	340	438	273
2022 – 2023	5,107	759	1,171	656
2021 – 2022 (3/24/2022 – 6/30/2022 COVID Moratorium Ended)	1,937	494	378	286
2020 – 2021 (COVID Moratorium)	0	0	0	0
2019 – 2020 (7/1/2019 – 3/9/2020 COVID Moratorium Started)	7,182	1,760	814	667

Customer Bill Pay Options

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

- Payment Portal on MSWD.org/Customer Connect.
- Customers can pay at 7-11 in Desert Hot Springs, Palm Springs, Cathedral City, and Yucca Valley; CVS or Walmart in Palm Springs; and Family Dollar in Yucca Valley. Customers must have their bills present.
- Customers can drop payments (check or money order) in the drop box or pay in the lobby.
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance.
- Pay Near Me is promoting inclusive payment options including: Cash App Pay (New), PayPal, Google Pay, Apple Pay, and the QR code on the back of the bill. Customers can pay directly from their smartphone.



Cash App Pay

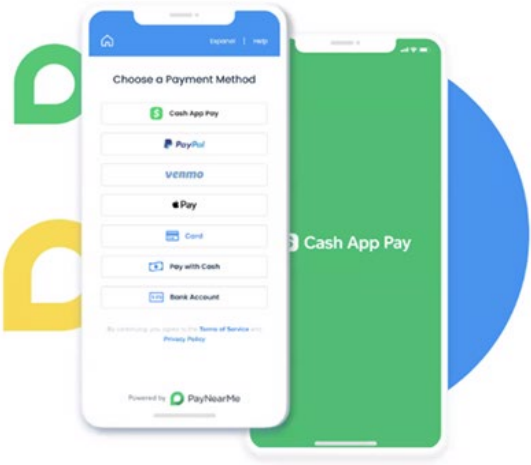
Pay Near Me is excited to announce that Cash App Pay is available as a payment option for billers. According to Pay Near Me research, 1 in 5 consumers say Cash App Pay is an important or very important option for bill pay. Now, Pay Near Me clients can offer even more convenient options for payments.


Cash App Pay entered the market with their peer-to-peer money transfer service years ago and has since amassed 53 million monthly transacting activities as of March 2023. In 2021, the financial services app made it possible for merchants within the Square network to accept consumer payments via Cash App Pay. And recently, they welcomed merchants outside of the Square network, including Pay Near Me clients, to also reap the benefits of Cash App Pay.

Cash App Pay

Accept payments from the mobile wallets your customers use daily.

- Offer a convenient, online payment option for your underbanked customers.
- More than two-thirds of Cash App's monthly transacting activities are Millennial or Gen Z customers
- Supports one-time, future-dated payments and recurring payments.
- Pay with stored balances
- Mobile-first customer experience



 PayNearMe



Finance and Accounting Department

The Finance and Accounting Department continues to work with its vendors to complete the yearly and necessary tasks to meet State and Federal reporting requirements and the strategic goals established by the MSWD Board of Directors. Below are project highlights and summaries for November 2023.

Current Work Priorities

The Accounting Department continues to support other departments as needed.

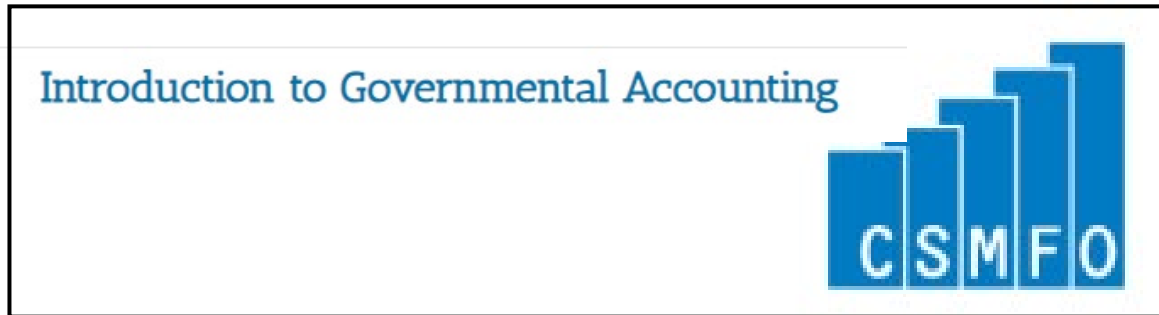
Human Resources

- Accounting set up and reviewed multiple new employees.

Training

Accounting staff attended several trainings during November 2023

- Accounting staff attended the virtual training “Introduction to Governmental Accounting” on November 14-15, 2023, hosted by CSMFO.



Budget

Budget transfers in November for Fiscal Year 2023-2024 totaled \$20,500.

BID	DESCRIPTION OF EXPENDITURE	G/L NUMBER	TRANSFER DATE	TRANSFER AMOUNT	TO BID	TRANSFER TO DESCRIPTION	TRANS TO GL NUMBER
326	TAX ROLL PREPARATION AD #4	101-5220-56011-000	11-07-2023	300.00	485	TAX ROLL PREPARATION SEWER CHARGES	101-5220-56011-000
399	TAX ROLL PREP - STANDBY	201-5520-68002-000	11-07-2023	200.00	456	TAX ROLL PREP - STANDBY	301-5700-68003-000
546	EMERGENCY REPAIRS	201-5460-53381-000	11-29-2023	20,000.00	515	FACILITY MAINTENANCE	101-5020-53005-000

Audit

Audit field work was performed during the month of November 2023. Accounting staff provided year end schedules and testing selections to the audit team. Onsite testing was performed on November 1, 2023, and continues remotely for several weeks.

Cash

Total cash receipts for the month of November 2023 amounted to \$1,257,948. The receipts consisted mainly of the water and sewer customer account payments.

Cash disbursements for the month of November 2023 amounted to \$6,150,154 with the largest payments going to:

- BBVA Compass - \$1,744,861.73
- JF Shea Construction - \$1,501,224.25
- Downing Construction - \$632,632.04
- Net Payroll - \$284,100.91
- TKE Engineering - \$286,736.25
- ACWA/Joint Powers Insurance Authority - \$184,852.00
- CalPERS - \$107,095.82
- EFTP-IRS Payroll Tax Remittance - \$104,308.34
- ACWA-JPIA Health Benefits Authority - \$94,972.92
- Southern California Edison - \$91,132.83

Financial Statement

A year-to-date summary of the District's financial position for Fiscal Year 2023-2024, in addition to a comparison to the previous fiscal year, can be found in Appendix A.

Capital Improvement Program

The District maintains a 5-year Capital Improvement Program that includes water and sewer infrastructure, facilities, equipment, and fleet. A year-to-date summary of the District's Capital Improvement Program for Fiscal Year 2023-2024 can be found in Appendix A.



Innovation and Technology Department

The Innovation and Technology (IT) Department continues to work with staff and vendors to achieve technological enhancement and meet innovation goals established by the MSWD Board of Directors. Below are project highlights and summaries for November 2023.

Department Updates

After awarding the IT Services contract to Intelesys at the November 2023 Board Meeting, staff has begun the contract process.

The GIS solutions RFP process continues, and the final recommendation should be presented to the Board at the February 2024 Board Meeting.

On-Going Cyber Security Training

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

Technology Improvements

IT worked with Accounting and the ERP developer to set up a test environment and test changes to payroll before implementing improvements.

The District's IT company has begun the setup of the new web server.

MSWD continues its push toward paperless operations with the expansion of Laserfiche forms which staff are currently used for managing budgets and submitting overtime. An off-work report form is currently in progress and will eliminate existing paper forms and dramatically speed up the approval process and communication with Accounting for payroll processing.

Cybersecurity improvements continue to be made to improve District security.

Desktop computers and laptop upgrades continue as needed.

Cyber Security News Roundup

The IT Department tracks trends in cyber security to note new opportunities for security and new concerns to defend against. The news below is a brief selection of news intended for informational purposes and provides no insight to the District's cyber security controls.

- Identity management service Okta was breached in October 2023 and recently learned hackers were able to access information about all its customers. 1% of

customers were affected in a way that could allow hackers access into secured networks. ([TechCrunch](#))

- Arden Health had to close emergency rooms in Oklahoma, New Mexico, and Texas after a becoming victim to a Thanksgiving ransomware attack. FBI Director, Christopher Wray, urges organization to not pay ransoms as “that’s the gasoline that’s pouring on the fire.” Attackers often carry out attacks on holidays when fewer people may notice the attack. ([The Guardian](#))
- A survey published by Illumio of 1,600 IT and security decision-makers found the consensus that cloud security approaches are failing. 98% of organizations stored their most sensitive data in the cloud but 90% of IT and security leaders are concerned about lack of visibility and reaction time to inevitable cloud breaches. The Cloud Security Index 2023 revealed that 47% of all data breaches originated in the cloud. The report concluded that Zero Trust Segmentation technology should become foundational security technology for organizations. ([Illumio](#))



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 service brass 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.

Total inventory purchases were \$90,286.56, and the total issued for use by field crews totaled \$33,537.79 for November 2023.



ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates for November 2023.

Well 42 Project

Construction is still on hold due to revisions to the pumping and electrical equipment. The contractor is in the process of procuring the well motor and pump assembly and is coordinating a submittal for the MCC equipment from the manufacturer. 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. Staff is currently securing contract change order costs and anticipates presenting a project update at the January 2024 Board of Directors meeting.

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

Staff has been unable to reach an agreement with the property owner at the south end of Hildago Street for an easement needed to complete the proposed sewer pipe alignment. As such, Staff is evaluating other options, including a small lift station to avoid crossing the parcel.

Well 22 Rehabilitation

Staff has posted the project for bids on the PlanetBids website. The pre-bid meeting was completed on October 25, 2023, and the bid opening has been rescheduled to December 20, 2023, at 2:00pm. Following the completion of the bidding process, bids will be evaluated, and the lowest responsible and responsive bid will be brought to the Board for award.

Water and Wastewater System Comprehensive Master Plan Updates

Staff are preparing for the next steps to evaluate future demands and system needs, as well as finalizing the master plans.

AD-18 – GQPP Sewer Project Area “D3-1”

Staff has submitted revised amendment documents to DWR for approval. Following approval, staff anticipates completing the design and CEQA updates to the existing documents, followed by bidding and construction.

AD-18 – GQPP Sewer Project Areas “A” & “G”

The design consultant, Genterra, completed the 90% construction plans and specifications. Staff is completing a plan check of the 90% design package and will provide comments back to the consultant in December 2023. Thereafter, the consultant will complete the final design package.

Backup Generators for Well Sites 27-32 and 37 Projects

Staff received the contract extension from the consultant extending the contract term for one year. Staff have the plans signed and ready for bidding. Staff will review the specifications and prepare the contract documents for bidding purposes to solicit construction bids in the first quarter of 2024.

Supplemental Environmental Project

Construction began November 7, 2023, with construction mobilization and the contractor, RE Chaffee, began connecting the properties to the existing sewer laterals. As part of the contract, 21 properties are going to be connected and septic tanks abated. Staff estimates the project will be completed before the end of the calendar year.

Well 34 Rehabilitation

The project was awarded by the Board in October 2023. Staff completed the contract/agreement with the contractor, Legend Pump and Well Service. The pre-construction meeting was held on November 28, 2023, and construction is scheduled to begin December 4, 2023.

Regional Water Reclamation Facility

The Project Team continued processing submittals and responding to RFIs submitted by JF Shea Construction.

JF Shea Construction continued construction on the Regional Water Reclamation Facility (RWRF). Through the month of November 2023, JF Shea Construction:

- Continued outfitting the operations building including insulation, conduits, fire suppression system, cable trays, air ducting, drywall, etc.
- Continued equipping the Headworks area and SBR and AST tanks with ALP piping, fine and course air bubble diffusers, wiring and electrical, valves, lighting, etc.
- Continued excavation and grading of the infiltration pond area.





The Project Team continued the process of contacting property owners to acquire right-of-way along 20th Avenue to construct the third required monitoring well, to be constructed in early 2024. The outcome was positive, and Staff is preparing the easement acquisition documents to bring to the Board for approval in January 2024.

The Project Team and Staff continued to coordinate with the property/well owners near Palm Drive and Interstate 10 to obtain access to one of their wells for annual sampling and reporting to the RWQCB.

The Project Team continues to coordinate with the State Water Resources Control Board (SWRCB) on the SRF/Grant funding agreement and reimbursement requests.

- Staff completed Reimbursement Request No. 2 and submitted it to the SWRCB.
- Staff continues to check in with the SWRCB regarding approval of the Conveyance Line FBA.

RWRF Conveyance Line

The Project Team continued processing submittals, responding to RFIs, and processing change orders and payment requests submitted by the contractor, Downing Construction. The contractor continued constructing the force main along Dillon Road and has completed the portion Little Morongo Road to Palm Drive. The crossing of Palm Drive was successfully completed on December 1, 2023.

Area M2 Sewer Collection System (AD-15)

Staff has completed checking the draft design package and will be returning it to the design consultant, AECOM, to finalize in the coming weeks. The Project Team is working with the design consultant to incorporate water service replacements throughout the project area.

RWRF Roadway Design (19th Avenue, Little Morongo Road, and 20th Avenue)

The design consultant, TKE Engineering, continued progress on the 60% design. Staff expects to receive the 60% design package in December 2023 for plan check.

Operations & Maintenance

Construction & Maintenance

Water Line Locations

Staff completed approximately 447 water line location requests using iPads and the GeoViewer Mobile app to streamline and manage line locations.



Water System Repairs/Replacement

Staff continued to repair and replace components of the water distribution system keeping it in optimum working order and properly functioning without any interruption. Below is a summary of the repairs and replacements completed in November 2023.

- 15 water service lines were replaced with copper.
- Nine service line leaks were repaired.
- Five mainline leaks were repaired.
- Zero fire hydrants were repaired/replaced.



Water System Maintenance

Staff continued to implement preventative maintenance and inspection programs keeping the water distribution system in optimum working order and properly functioning without any interruption. Below is a summary of the maintenance completed in November 2023.

- 152 ground valves were exercised.
- 74 fire hydrants were flushed, maintained, and painted.
- One air-release valve was inspected and/or rebuilt.
- One blow-off was flushed.



Street/Asphalt Repair (City/County)

The District's contractor, B-81, continued efforts to finalize permanent asphalt repairs from leaks and scheduled work throughout the District. After all pending repairs are completed, repair work will be dispersed quarterly.

CMMS Workorder Program

A total of 54 work orders were processed in November 2023 using the CMMS program.

New Water Meter Service Installation

Staff installed six new water service lines in November 2023.

Fire Flow Testing

Staff continued performing field fire flow tests for the Engineering Department. 16 fire flow tests were conducted in November 2023.

Fleet and Facility Maintenance

Janitorial Services

All District buildings continue to be cleaned and disinfected by our janitorial company, Executive Facilities. Routine disinfection is completed four times per week Tuesday through Friday, and routine janitorial services are performed twice per week on Wednesday and Friday.

Building Maintenance

Staff completed the following building maintenance during the month of November 2023:

- Removed fallen tree branch in front of the Annex Building.
- Repaired irrigation leaks at Well 27/31 and Well 25.
- Capped off a total of eight sprinklers at High Northridge Tank and Vista Tank.
- Valved off irrigation at Low Desert View due to stuck sprinkler valve. Repairs to follow.
- Lubricated door lock at Corporate Yard office west door.
- Flushed water fountain drain in the Accounting Modular and removed dead animal from underneath the ramp.
- Cleaned, reorganized, and stocked water room (Old Stores).
- Removed and cleaned bathroom vent fans in stores and shop at the Corporate Yard.
- Began reassembly of the MSWD parade float for the City of Desert Hot Springs parade.
- Cleaned and lubricated stuck latch on east Annex Building to garden.

Standby Generator Monthly Maintenance Program

This testing ensures the generators are in good working order and ready to be used when needed. There were no generator issues in October 2023, however, the 230KW Cummins portable generator remains out of service.

Fleet Maintenance/Repairs

- Unit 385 had weld repair redone and tank mat installed below Vortex Tank and suction tube repaired. Replaced female cam lock on 2-inch pump hose.
- Unit 399 had a burnt trailer light fuse replaced.
- Unit 425 loader had all zerk fittings greased and cabin filter cleaned.
- Units 423 and 393 had PM service performed.
- Unit 420 had the driver side toolbox latch adjusted.
- Installed radios in Units 402 and 427.
- Unit 402 had a protective coating applied to tailgate.
- Units 430 and 397 had holes in tires plugged in the left front and right rear, respectively.
- Unit 391 had the LRO tire patched by Desert Tire.
- Units 365, 391, 398, and 414 had smog certification performed at Ultimate Motors.
- Unit 117 had the radiator cap replaced due to overheating issues.
- Unit 418 had windshield wipers replaced.
- Unit 391 had front brake rotors and pads replaced, front tires rebalanced, and front-end fittings greased.
- Unit 362 had the battery recharged.
- The Troy-Bilt 18-inch chainsaw was prepped for dry storage and put away.
- Unit 424 had the rear upper glass panel replaced.

Wastewater Collections

Sanitary Sewer Overflows (SSOs)

There were no Sanitary Sewer Overflows (SSOs) in the collection system during November 2023.

Dos Palmas Lift Station

Operators conducted daily site visits checking for proper pump operation, ensuring the SCADA system is working properly, and checking site security. Pump 1 is still inoperable, so the Xylem bypass pump is still set up as a backup if pump 2 fails. The onsite generator was inspected and needs a new control board. Parts have been ordered and should be installed at the beginning of December 2023. Staff removed a non-removable bollard and replaced it with a slip in removable bollard. This will allow easier access for cleaning the lift station wet well and backing up a 6-inch pump to the site for emergency bypassing.

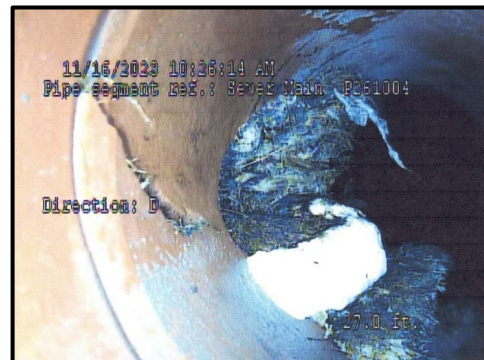


Sewer Line Locations

Staff completed 438 sewer line location requests using iPads and the GeoViewer mobile application to streamline and manage line locations.

Sewer Line/Collections Maintenance

- Staff completed 33 CCTV inspections, totaling 9,482 feet in November 2023.
- Staff cleaned approximately 1.071 miles of sewer mainline in November 2023.



Wastewater Treatment

Plant Maintenance

Staff spent a combined 544.5-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest Wastewater Treatment Plants (WWTPs). Also, during this timeframe staff spent 114.8-man hours operating the sludge belt filter press, including filling and removing 14 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff replaced the motors for RAS pumps 3 and 4. Staff took apart the motor to see what could be causing the motor failure. After inspection, staff realized the grease relief port located on the bottom of the motor was getting clogged, so staff created an opening on the plate underneath the motor. This should allow grease to be discharged instead of grease building up inside the motor, damaging the winding.



Staff replaced the south cyclone rubber liner that feeds a grit separator. The rubber liner inside had worn down from grit over the years.



Staff replaced the floats for the sump pump that receives the discharge filtrate from the belt press, and it is now back to normal operation. A cross beam was installed to be able to cut the grating for the pit, allowing easier access for maintenance into the pit.



Staff repaired the effluent discharge piping for the west clarifier at Desert Crest WWTP. The west tank is back to fully operational if we ever needed to use it.



Sampling and Laboratory

Staff collected 47 samples and spent 70.5-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both wastewater treatment plants are producing an effluent that meets the District's permit discharge requirement.



Staff continued to perform monthly groundwater sampling and sound water levels at the groundwater monitoring wells for the Wright RWRf.

Pond Maintenance

Staff cleaned and rehabilitated Ponds 1, 4, 6, 7, and 8 in November 2023. Staff have continued to rebuild and widen some of the dikes and access roads between the ponds. Staff have been using material from the bottom of Ponds 1, 4, 6, 7, and 8 to accomplish this task.



Weekly Wastewater Training

Staff continues to conduct a weekly department “Wastewater Training” program. These training courses are intended to provide all operators with consistent knowledge and a better understanding of processes, including operating equipment in a more proficient manner. This training also aids in keeping operators safe when completing maintenance. This month’s training included:

- RAS Pump 1-4 Lubing
- Sludge Trailer Weight Tracking
- Static Interference and Your Laboratory Scale
- RAS Pump 6 Manual Operation
- Transitioning to TNI, Alan L. Horton WWTP Laboratory Effective January 1, 2024



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

	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19
July	4	4	18	8	7	9
August	12	26	20	4	1	8
September	17	20	20	5	2	12
October	3	13	36	9	4	8
November		8	29	50	10	9
December		8	12	9	3	3
January		35	14	21	7	1
February		4	7	23	5	1
March		24	17	48	1	0
April		16	7	18	3	3
May		9	16	17	11	3
June		4	2	21	7	3
Annual	36	171	198	233	61	60

Additional sanitary service connection information is provided in Appendix B.

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

Monthly Wastewater Flows

WASTEWATER FLOW MGD				
2023/24	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.922043	2.149212	0.050983	0.071200
August	1.929369	2.592078	0.047453	0.067540
September	2.037218	2.182773	0.046081	0.055570
October	2.050049	2.173503	0.040804	0.051000
November				
December				
January				
February				
March				
April				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Water Production

Water Pumped/Produced

During the month of November 2023, the District's three public water systems produced the following quantity of water:

- MSWD (CA3310008) – 613.49 Acre Feet (199.91 MG)
- Palm Springs Crest (CA3310081) – 11.24 Acre Feet (3.66 MG)
- West Palm Springs Village (CA3310078) – 4.32 Acre Feet (1.41 MG)

Water Sampling/Testing

- Staff collected 50 routine samples in Desert Hot Springs, four routine samples in ID-E, seven well samples in Desert Hot Springs, and four well samples in ID-E.
- Staff also collected 16 general physical samples in Desert Hot Springs and two general physical samples in ID-E.
- The monthly uranium sampling at Well 26A was completed on November 6, 2023.
- The MSWD Monthly Coliform Monitoring Report for November 2023 was sent to the SWRCB on December 5, 2023.



Chlorination System Updates

- Staff continued to conduct routine chlorine pump maintenance and inspections at all well sites, making necessary adjustments to all chlorine pumps and/or their related equipment, ensuring proper operation and repairing/rebuilding as needed. All chlorinators were functioning properly in November 2023, with only typical preventative maintenance required for these pumps.
- Staff began cleaning all chlorinators two times per month with a vinegar-based solution to reduce chlorinator issues. All of the chlorine pumps were cleaned during November 2023.

- During the month of November 2023, a total of 1,712 gallons of chlorine (12.5% solution strength) was used to disinfect the distribution system and the production facilities. (Reflects usage in the MSWD and ID-E systems)
- During the month of November 2023, the Production staff checked and documented the chlorine residuals at all the wells that are in-use a total of 220 times. The average chlorine residual of these 220 readings was 1.12 ppm. (Reflects data in the MSWD and ID-E systems)
- During the month of November 2023, the Production staff checked and documented the chlorine residuals throughout the distribution system a total of 105 times. The average chlorine residual of these 105 readings was 0.97 ppm. (Reflects data in the MSWD and ID-E systems)

Well Soundings

Staff continued to sound the groundwater levels for 13 production wells and nine monitoring wells.



Production Facility Updates

Staff continued to oversee all water production sites making necessary adjustments. Staff routinely climb reservoirs and conduct monthly overflow maintenance as needed. Staff also conduct reservoir roof inspections using a drone.

- Well 22 Rehabilitation – The contractor, L.O. Lynch, gave a target completion date by the end of August 2023.
 - Both the mechanical and chemical rehabilitation methods were completed.
 - Test pumping was performed during the first couple of weeks in May 2023. The test pumping provided the important information regarding the possible yield capacity of this well. A maximum flow rate of approximately 1,290 gpm was achieved with a drawdown rate of less than 10 feet. The test pump and motor was pulled during the last week of May 2023.

- A larger pump and motor was installed during the first week of June 2023. A maximum flow rate of approximately 1,500 gpm was achieved, which was less than expected. The constant rate test pumping was performed during the week of June 19, 2023. The test pump equipment was pulled from the well during the week of June 26, 2023.
- The final step is disinfection and outfitting the well with the permanent pump and motor. The downhole equipment has been ordered and there is a minimum 2 month lead time on the pump. The final design flow was determined to be 1,600 gpm.
- As of October 31, 2023, the contractor has installed all of the downhole equipment. The only items remaining are the pump discharge head and the installation of the motor. These items are expected to be installed in early November 2023, and then we will disinfect, pump to waste, and collect BacT samples. Once passed, we will put the well back into service.
- As of November 30, 2023, L.O. Lynch is waiting for a component to be delivered to complete the water lube system for the well. Once received, the final work will be completed to startup this well and perform a BacT test.
- Gateway Fire Pump Monthly Testing – Staff performed the monthly fire pump testing on November 8, 2023. All systems functioned properly. Water loss data was captured and entered into the water loss tracking worksheet.
- Low Northridge B2 – Staff was called out on October 16, 2023, due to a failed motor starter. The pump was taken offline while waiting for the repair proposals. Three proposals were received for this issue and McDonald Electric came in with the lowest price. The MCC components at the Low Northridge Booster Station have been replaced for both pumps. The system is now more reliable, and an added element of safety has been added too.



- Dead Trees at District Sites – All dead trees have been removed from all Water Production Facilities.
- Well 24 – This well continues to exhibit an unusual amount of vibration. L.O. Lynch was called out on October 31, 2023, to evaluate the vibration and determine a work plan to resolve this issue. We're waiting for a proposal from L.O. Lynch for these repairs to be made.
- Well 29 Chlorine Room – This project is 95% complete. All wires have been installed. The final portion of work that remains is to install the water line for the Chlorine Analyzer. This project completion date is expected to be by the end of December 2023.
- Salt Nutrient Management Plan Data Request – Work to complete the required Salt and Nutrient Management Plan sampling has commenced. This work will continue throughout much of December 2023 as we work diligently to meet the due date of December 31, 2023.
- Sanitary Survey (IDE) Preparation – A Sanitary Survey was scheduled for November 28, 2023. MSWD staff worked diligently to ensure that we were prepared for this survey. Some of the things that were done are as follows: Painting wellhead headers, cleaning chlorine rooms, housekeeping pad washdowns, etc. While only a verbal comment, the State Inspector mentioned that he was very impressed with the condition of the Water Production facilities in IDE.
- Bulk Water for Bottled Water Pickup – Water Production staff helped with the bulk water pickup for our water bottling program.
- Valley View Header – The header at Valley View booster station was recently painted during the month of November 2023 by Water Production staff.
- Well 22 and Gateway Fence Repair - Quotes for these repairs have been received and are currently being reviewed. We anticipate these repairs to be completed by the end of December 2023.



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

New Service Connections to the Water System

	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19
July	5	6	18	7	4	5
August	14	28	19	6	10	5
September	19	22	23	18	2	14
October	3	16	33	13	3	21
November		10	27	10	16	4
December		9	9	2	17	3
January		26	14	15	6	3
February		14	8	13	8	5
March		29	19	16	2	3
April		24	6	11	1	3
May		16	19	15	12	5
June		5	1	24	11	2
Annual	41	205	196	150	92	73
Avg./ Mo.	3.42	17.08	16.33	12.50	7.67	6.08

Additional water service connection information is provided in Appendix B.

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

Monthly Water Production

	FY	Variance		FY	FY	FY	FY
	2023/24	from prior year		2022/23	2021/22	2020/21	2019/20
	AF	AF	%	AF	AF	AF	AF
July	789.99	38.20	5.08%	751.79	796.57	857.77	853.23
August	737.74	-112.45	-13.23%	850.19	839.93	885.31	795.18
September	675.06	-40.97	-5.72%	716.03	738.65	784.80	757.08
October	709.23	17.25	2.49%	691.98	665.18	755.84	709.39
November		-	0.00%	599.39	679.85	690.13	619.87
December		-	0.00%	554.27	565.48	588.32	537.23
January		-	0.00%	530.39	580.28	537.96	553.20
February		-	0.00%	490.41	527.34	495.61	520.85
March		-	0.00%	500.37	601.44	625.80	557.73
April		-	0.00%	552.34	624.07	649.34	573.02
May		-	0.00%	726.25	745.36	723.62	698.99
June		-	0.00%	682.09	730.02	761.63	806.02
TOTAL	2,912.02	-97.97	-3.25%	7,645.50	8,094.17	8,356.13	7,981.79

Additional water production information is provided in Appendix B.

Water Resources

Below is a list of water resources related activities for November 2023:

Integrated Regional Water Management Planning

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

The CVRWVG agencies continued discussing the proposed State Water Board regulatory framework for making water conservation a California way of life. This includes a new Water Use Efficiency Objective annual reporting. The first annual report is due on January 1, 2024.

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

Staff attended a kick-off meeting with CVWD, DWA, and consultant (WSP) for the SGMA Annual Report for Water Year 2022-23. Staff also compiled and submitted the water production, demand, quality, and wastewater flow data to the consultant.

The 2022 Alternative Plan Update for the Mission Creek Subbasin is still with the California Department of Water Resources (DWR) for review, however, DWR doesn't anticipate completing reviews of alternative plans until 2024.

San Geronio Pass Subbasin Sustainable Groundwater Management Act Compliance

A meeting is scheduled for December 2023 with the GSAs to discuss the SGMA Annual Report for Water Year 2022-23 and next steps for the 2022 San Geronio Pass Subbasin Groundwater Sustainability Plan approval.

Indio Subbasin Sustainable Groundwater Management Act Compliance

Staff compiled and submitted the water production, demand, quality, and wastewater flow data to the consultant (Woodard and Curran).

The 2022 Alternative Plan Update for the Indio Subbasin is still with the DWR for review, however, DWR doesn't anticipate completing reviews of alternative plans until 2024.

Salt and Nutrient Management Planning

The Task 1 Technical Memorandum – Characterize TDS/N Mass Loading to the Coachella Valley Groundwater Basin was released for public review in November 2023. Public comments are due in the coming weeks.

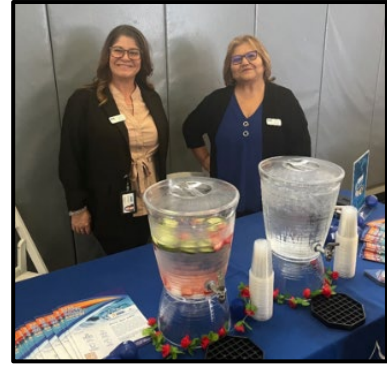
PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past and Upcoming Sponsorships / Events

Desert Hot Springs State of the City: November 16, 2023, 11:30am

MSWD was a proud sponsor of the Desert Hot Springs State of the City presentation, brought to us by the Greater Coachella Valley Chamber of Commerce. MSWD joined local officials and the business community to learn about what is happening in our city. MSWD had a special informational booth featuring our award-winning water, and MSWD's Public Affairs Manager received a Volunteer of the Year award.



DVBA Golf Tournament: November 9, 2023

MSWD was a proud water sponsor of the Desert Valley Builders' annual golf competition. All golfers received a bottle of MSWD's award-winning water, and MSWD staff were present to help facilitate the event.



CVCAN Golf Tournament, November 17, 2023

MSWD was a proud Water Sponsor of the CVCAN Putt & Puff golf competition—the valley's first event of its kind held at the Shadow Mountain Gold Club. MSWD staff attended the event.

ACWA Fall Conference: November 28-30, 2023

MSWD staff and members of the Board attended the ACWA 2023 Fall Conference & Expo, which featured a keynote address from California Secretary for Environmental Protection Yana Garcia. In addition, MSWD attended multiple breakout sections covering various issues, including communications/outreach best practices, potential Prop 218 changes, Conservation as a Way of Life, and other informative program offerings.



Desert Hot Springs Women's Black and White Fundraiser: December 2, 2023

MSWD was a proud table sponsor at this year's Desert Hot Springs Women's Club Black and White fundraiser. Focused on providing scholarships to Desert Hot Springs youth, this is one of the club's primary fundraising events of the year. Joining the MSWD table was Shayra Hernandez, Director of Stakeholder Engagement for Congressman Raul Ruiz, and Cabot's Pueblo Museum Executive Director Irene Rodriguez.



City of Desert Hot Springs Holiday Parade: December 9, 2023

Team MSWD will once again participate in the Desert Hot Springs Holiday Parade. This year's theme is "1963-2023 Holiday Traditions," which is a nod to the city's 60th anniversary. MSWD is proud to participate in this event once again.



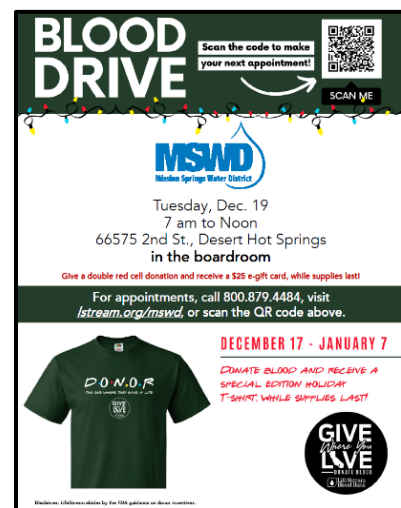
Honey Mesquite Restoration Workshop: December 14-15, 2023

The Coachella Valley Conservation Committee is hosting a free two-day workshop to discuss restoring Western Honey Mesquite (*Prosopis glandulosa* v. *torreyana*) in the Coachella Valley. MSWD will present information on its septic-to-sewer/groundwater protection programs.



MSWD LifeStream Blood Drive: December 19, 2023, 7:00am-noon

It's that time again to save lives. One more chance to donate blood at our end-of-the-year Holiday Blood Drive on Tuesday, December 19. All donors will receive a special edition Holiday T-shirt, and those who can donate a double red cell will also receive a \$25 e-gift card. There will also be other giveaways, such as holiday goodies and a case of our new bottled Award-winning water. To set an appointment, please visit



https://giftoflife.lstream.org/donor/schedules/drive_schedule/104832.

Water 101: Let's Talk Water: August – December 2023

MSWD launched a new fall series of the popular Water 101: Let's Talk Water community workshops. The monthly courses at the new Desert Hot Springs Library from 6:00-7:00pm discuss the District's water and wastewater systems, finances, and planning functions. The second session was held on October 26, 2023, and featured information about our wastewater system. Upcoming sessions include:

- November 9, 2023: Budgets, Rate Setting, and Customer Service
- December 21, 2023: Water Supply and Coachella Valley Collaboration

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

Public & Media Outreach

MSWD Conservation & Groundwater Prevention Calendar

The 2024 MSWD community calendar is available for pick-up at District offices and select locations throughout Desert Hot Springs. The English/Spanish calendars feature local student artwork and include conservation and important groundwater protection information.

Top honors were awarded to:

- Nahomy V. from Desert Hot Springs High School
- Mason A. from Painted Hills Middle School
- Jose D. from Painted Hills Middle School
- Emmanuel D. from Desert Springs Middle School
- Victoria C. from Bella Vista Elementary
- Coltin Y. from Cabot Yerxa Elementary
- Maximilian W. from CAVA/Private
- Diego R. from Two Bunch Palms Elementary
- Kaylee H. from Bella Vista Elementary
- Joziah D. from Julius Corsini Elementary
- Jayden A. from Cabot Yerxa Elementary
- Emily N. from Cabot Yerxa Elementary



Every student who submitted an entry into the calendar drawing contest will receive a certificate of appreciation and a copy of the final calendar. For more information or to view the calendar online, please visit www.MSWD.org/communitycalendar.

Customer Newsletter

Our November 2023 Water Matters newsletter featured information about invasive Tamarisk tree roots and how to save water during the winter.

A copy of the newsletter is included in Appendix D.



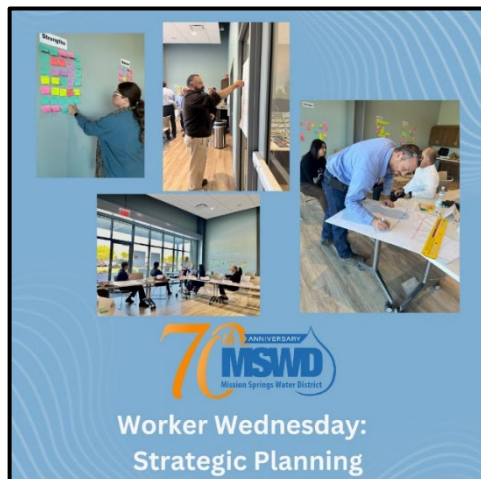
Mission Creek Preserve – Now Open

Following Tropical Storm Hilary, roads to Mission Creek Preserve were severely damaged.

Now that the roads and trails have been repaired, Mission Springs Water District and the Wildlands Conservancy are thrilled to announce the resumption of our sponsored tours at the Preserve. In December, we will promote the tours on our paid social media and send flyers and information to all of the schools within the District. We currently have three classes working to reserve dates and anticipate additional requests in the coming weeks.



Strategic Planning Effort



MSWD has held special Board workshops on November 21, 2023 (Board and Strategic Planning Committee), November 28, 2023 (All Employees), and December 5, 2023 (Board and Strategic Planning Committee) to discuss the future and priorities of the District; this includes our Mission, Vision, and Values statements along with the overall strategic direction of the District.

Our vendor is now taking the information gathered from these meetings to develop a formal plan that will be reviewed and adopted in January/February of 2024.

Holiday and Community Giving Opportunities for Employees

Besides our LifeStream Blooddrive on December 19, 2023, employees have several events and opportunities for community giving this holiday season.

Thanksgiving Canned Food Drive, November 6-21, 2023

This Thanksgiving, we are encouraging employees to give at least two cans each for a canned food drive benefiting Team Mom Charities, which will distribute hot meals and food directly to the homeless within Desert Hot Springs this holiday season. Collection boxes have been set up in both the Administration Building and the Corporate Yard breakroom.



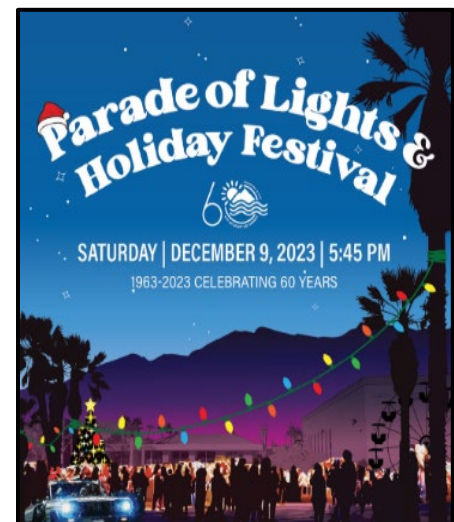
Snowflake Employee Toy Drive, Now through December 6, 2023



MSWD employees are collecting unwrapped toys for children in need this holiday season. Working through Riverside County's First 5 Program, MSWD has 40 snowflake wishes from local children. We already have 20 pledges and hope to get 20 more employee reservations before our December 6, 2023 holiday party. Employees who bring an unwrapped toy for a child in need will receive an extra raffle ticket in our employee holiday drawing. Children's wishes vary by child and age group; most are modest requests ranging from hoodie sweatshirts to toy cars or board games.

Desert Hot Springs Parade of Lights December 9, 2023

MSWD Holiday Float Committee is busy designing this year's entry into the Desert Hot Springs Parade of Lights Parade. Members of the Board, Employees, and their families are welcome to ride or walk alongside the float.



Legislative Update

Federal: Congress Passes Continuing Resolution

Before departing Washington, D.C. for the Thanksgiving holiday, Congress passed a Continuing Resolution (CR) to allow the federal government to remain funded beyond the November 17, 2023 deadline from the previous CR. The new CR take a two-tiered laddered approach to extending federal funding. The CR extends funding across all federal agencies at current fiscal year (FY) 2023 levels, but groups the twelve appropriations bills into the following two groups with two different deadlines:

- Extends the agencies funded under the below bills through January 19, 2024:
 - Agriculture-FDA
 - Energy and Water
 - Military Construction-Veterans Affairs
 - Transportation-Housing and Urban Development
- Extends agencies funded under the below bills through February 2, 2024:
 - Commerce-Justice-Science
 - Labor-HHS-Education
 - Defense
 - Financial Services
 - Homeland Security
 - Interior-Environment
 - Legislative Branch
 - State-Foreign Operations

In addition to extending current funding levels for federal agencies, the CR also includes extensions for the following programs:

- Health programs, including funding for community health centers and delay of Medicaid payment cuts to disproportionate share hospitals through January 19, 2024
- TANF through February 2, 2024
- NFIP through February 2, 2024
- Farm bill programs through September 30, 2024

A complete federal update can be located in Appendix C.

California: Water Board Releases Changed Chromium (MCL) Language

The State Water Resources Control Board changed the text of the proposed Hexavalent Chromium Maximum Contaminant Level (MCL) regulations made the changed text available for public comment before adopting the resulting regulations.

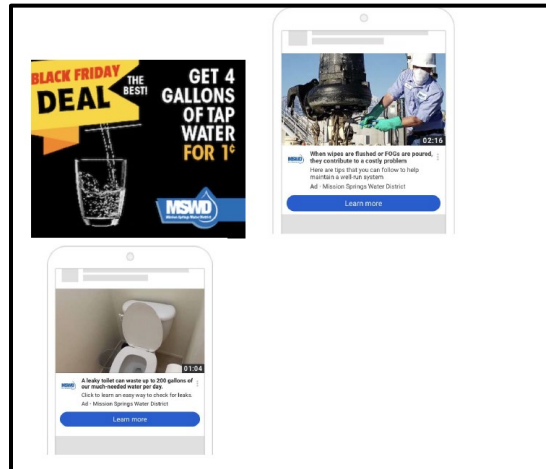
The proposed text has been modified to (1) remove the requirement that a water system describe how it would comply by the applicable compliance deadline and (2) require

increased public notification for hexavalent chromium MCL exceedances before the applicable compliance deadline. MSWD is working with its Chrom-6 advisor to review and prepare comments on the proposed changes before the December 15, 2023, deadline. A copy of those remarks will be included in the January 2024 report.

MSWD Digital Advertising

The District featured three Google and Facebook/Instagram ads promoting various MSWD programs.

The campaigns garnered more than 113,258 impressions and 655 link clicks. Our Facebook ads garnered more than 59,000 impressions and 136 link clicks. A full report is included in Appendix D.



Social Media

A copy of the November 2023 social media report can be found in Appendix D. This report highlights activities and posts on the District's social media platforms. Some of our most engaging posts included MSWD in the News and two Worker Wednesday posts featuring our Strategic Planning efforts and employees working in a tight rear easement.

3 Most Engaging Posts		3 Highest Reach Posts		3 Most Shared Posts		
	Worker Wed - Strategic Planning 🔧 Worker Wednesday: 🚧 Behind the scenes, we're diving in...	14.53%		Worker Wed - Field Crews 🔧 On this Worker Wednesday, we're highlighting the dedica...	288	
	MSWD in the News 📺 IKYM! Explore Desert Hot Springs on NBC! 📺🔥 Embark o...	12.5%		Day of the Dead 🌻🔥 Honoring our Ancestors on Día de los Muertos 🌻🔥 Today...	252	
	Worker Wed - tight space 🚧 Making a Difference! 💧 Our dedicated MSWD Construction ...	11.46%		Worker Wed - Strategic Planning 🔧 Worker Wednesday: 🚧 Behind the scenes, we're diving in...	179	
					Post 27870307 💧 Avoid monster clogs in your pipes by tossing fats, oils...	1
					Worker Wed - Field Crews 🔧 On this Worker Wednesday, we're highlighting the dedica...	1
					Worker Wed - tight space 🚧 Making a Difference! 💧 Our dedicated MSWD Construction ...	0

CV Water Counts

Nearly 2,100 people visited the website during the month of November. The Conservation Tips page was the most viewed page on the site, followed by the blog post on cutting water during cooler months and the Master Gardener Webinar sign-up page. On Facebook, posts had over 117,000 impressions during the month, while Instagram posts had over 3,600. A full report is in Appendix D.



Rebates & Conservation

The Public Affairs team continued to promote rebates and conservation throughout our service territory during November 2023.

Toilet Rebates

There were no new toilet rebates in November 2023. Typically, there is a slowdown in rebate activities during November and December each year.

Turf Rebates

There are two pending turf rebate applications (upon completion \$4,670)

Conservation Kits

There were no new requests for Conservation Kits in November 2023. However, staff will promote them District-wide again in January 2024 as part of our annual communication plan.

Bottled Water Tracking Report

Water Donations for November 2023

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
11/1/2023	DiversityDHS	Speakers Series	4
11/1/2023	Norman McKee	Ancestor's Day Event	4
11/10/2023	Hanson House Fdtn	Gala/fundraiser event for trauma, cancer, ICU	6
11/16/2023	Coachella Valley Cannabis Alliance Network	Putting Tournament	3
11/18/2023	DVBA	Golf Tournament	7
11/16/2023	City of DHS	DHS State of the City	9
	Total Cases		33



APPENDIX A – Finance and Accounting Informatino

MISSION SPRINGS WATER DISTRICT
COMBINED FUNDS
DISTRICT SUMMARY
JULY 1, 2023 TO NOVEMBER 30, 2023

YEAR TO DATE				JULY 1, 2022 TO NOVEMBER 30, 2022			
ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE	ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE) VARIANCE	FAVORABLE (UNFAVORABLE) VARIANCE
		AMOUNT	PERCENT			AMOUNT	PERCENT
9,048,955	8,861,495	187,460	2%	9,403,179	8,661,010	742,169	9%
8,209,483	9,905,639	1,696,156	17%	7,994,404	9,450,627	1,456,223	15%
<u>839,473</u>	<u>(1,044,144)</u>	<u>1,883,616</u>	<u>180%</u>	<u>1,408,775</u>	<u>(789,617)</u>	<u>2,198,392</u>	<u>278%</u>
4,365,684	1,965,593	2,400,091	122%	1,445,563	1,460,996	(15,433)	-1%
367,742	443,285	75,543	17%	250,816	311,690	60,874	20%
<u>3,997,942</u>	<u>1,522,308</u>	<u>2,475,634</u>	<u>163%</u>	<u>1,194,747</u>	<u>1,149,306</u>	<u>45,441</u>	<u>4%</u>
<u>4,837,415</u>	<u>478,164</u>	<u>4,359,251</u>	<u>912%</u>	<u>2,603,522</u>	<u>359,689</u>	<u>2,243,833</u>	<u>624%</u>

OPERATING REVENUE:
OPERATING EXPENSE:
NET OPERATING INCOME

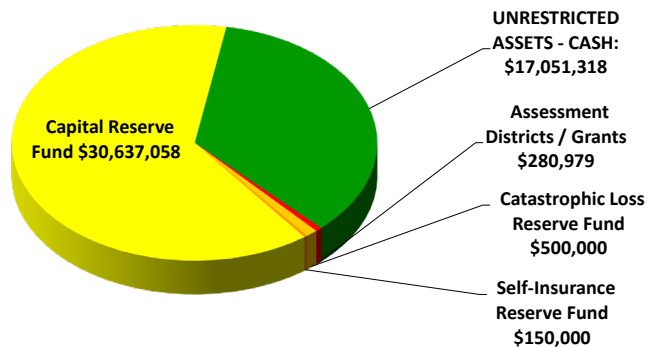
ADD NON-OPERATING REVENUE
LESS NON-OPERATING EXPENSE
NET NON-OPERATING INCOME

NET INCOME

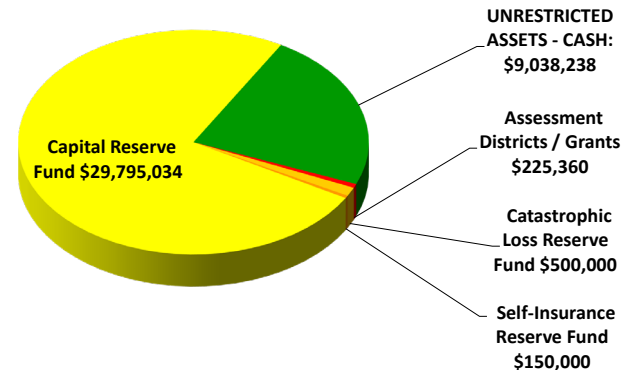
OTHER INFORMATION

	9.60	DEBT SERVICE RATIO	6.18
	0.38%	INVESTMENT RETURN	0.02%
EARNED \$	48,750	WELLS FARGO LOAN INTEREST	\$ 53,200 PAID
	\$ 42,784,058	CASH - JULY 1	\$ 47,763,077
	\$ 5,835,296	INCREASE/(DECREASE) IN CASH	\$ (8,054,445)
	<u>\$ 48,619,354</u>	CASH - END OF PERIOD	<u>\$ 39,708,632</u>
WELLS FARGO	\$ 17,051,318	UNRESTRICTED CASH	\$ 9,038,238
WELLS FARGO	\$ 253,882	RESTRICTED - ASSESSMENT DISTRICTS	\$ 442,968
CALTRUST	\$ 6,708,442	RESTRICTED - SHORT TERM FUND	\$ 6,398,368
CALTRUST	\$ 21,893,109	RESTRICTED - MEDIUM TERM FUND	\$ 21,279,272
CALTRUST	\$ 2,712,604	RESTRICTED - LIQUIDITY FUND	\$ 2,549,787
	<u>\$ 48,619,354</u>	RESTRICTED TOTAL CASH	<u>\$ 39,708,632</u>

Total Cash In Custody of MSWD 2023



Total Cash In Custody of MSWD 2022



**MISSION SPRINGS WATER DISTRICT
CAPITAL IMPROVEMENT PROGRAM
NOVEMBER 30, 2023**

	A	B	C	D	E	F	G	H	I	J
1			BEG BAL	CURRENT	YEAR TO DATE	TOTAL	CLOSED TO	ADOPTED	BALANCE	
2	JOBNO	PROJECT TITLE	07-01-2023	MONTH	11-30-23	COST	PROPERTY	BUDGET	OF BUDGET	STATUS
3	10371	SEWER LINE ENCASEMENT I-10 CROSSING @ INDIAN	251,972.22			251,972.22		251,972.00	-0.22	COMPLETED
4	10693	WELL SITE-WORSLEY RD NORTH-27 ACRES	39,326.00			39,326.00		39,326.00	0.00	COMPLETED
5	10702	WELL SITE WORSLEY-ENV/ENG	2,404.50			2,404.50		2,405.00	0.50	COMPLETED
6	10969	PRELIM DESIGN/ENG HORTON WWTP EXP# 5	171,702.93			171,702.93		171,703.00	0.07	COMPLETED
7	11032	FINAL DESIGN HORTON WWTP EXP #5	940,340.32			940,340.32		940,340.00	-0.32	COMPLETED
8	11076	WELL #38 DESIGN & ENVIRONMENTAL	366,443.48			366,443.48		375,000.00	8,556.52	COMPLETED
9	11087	HORTON WWTP EXPANSION #5	152,615.52			152,615.52		13,404,000.00	13,251,384.48	PAUSED
10	11088	EIR HORTON WWTP EXPANSION #5	71,415.62			71,415.62		71,416.00	0.38	COMPLETED
11	11147	WELL #42 (NEAR TO EXISTING WELL # 22)	2,414,627.28	56,848.41	249,737.92	2,664,365.20		4,600,000.00	1,935,634.80	ONGOING
12	11159	1530 ZONE REDBUD TANK #2 LAND AND CONSTR	70,708.46			70,708.46		80,000.00	9,291.54	PAUSED
13	11205	I-10 & INDIAN SEWER COLLECTION SYSTEM	594,668.44			594,668.44	0.00	652,000.00	57,331.56	PAUSED
14	11282	MISSION CREEK - 80 ACRES	325,077.18			325,077.18		328,000.00	2,922.82	PAUSED
15	11347	WATER MASTER PLAN UPDATE	382,122.45	630.00	5,997.17	388,119.62		345,000.00	-43,119.62	COMPLETED
16	11348	SEWER MASTER PLAN UPDATE	188,446.76			188,446.76		290,300.00	101,853.24	COMPLETED
17	11392	WELL & BOOSTER SCADA ENHANCEMENT	29,207.20			29,207.20		30,000.00	792.80	COMPLETED
18	11424	REGIONAL WASTEWATER TREATMENT PLANT	35,657,188.93	75,561.11	8,450,505.99	44,107,694.92		51,000,000.00	6,892,305.08	ONGOING
19	11425	AREA M-2 (AD #15)	634,711.19	70.00	210.00	634,921.19	0.00	11,450,000.00	10,815,078.81	ONGOING
20	11426	CONVEYANCE LINE FROM LS TO RWWTP	1,886,431.81	86,668.89	2,063,536.57	3,949,968.38		8,300,000.00	4,350,031.62	ONGOING
21	11451	CHROMIUM 6 COMPLIANCE STUDY	14,489.48			14,489.48		200,000.00	185,510.52	PAUSED
22	11456	HWWTP INFL. PUMP STATION ODOR CONTROL	647,827.69	0.00	118.32	647,946.01		730,000.00	82,053.99	ONGOING
23	11460	WELL 29 CHROMIUM 6 TREATMENT DESIGN				0.00		200,000.00	200,000.00	NOT STARTED
24	11472	AREA J-2	293,853.72			293,853.72		300,000.00	6,146.28	PAUSED
25	11498	HWWTP PERCOLATION POND REHAB	28,181.34			28,181.34		42,000.00	13,818.66	PAUSED
26	11556	HWWTP ASU DEMOLITION	45,077.20			45,077.20		167,275.00	122,197.80	PAUSED
27	11557	HWWTP PERCOLATION PONDS (2)	350,213.58			350,213.58		380,000.00	29,786.42	PAUSED
28	11566	DESIGN & ENGINEERING AREAS H & I	332,182.49		465.26	332,647.75		460,000.00	127,352.25	ONGOING
29	11598	BLOCK WALL AT CORP YARD & WASTEWATER FACILITY	1,451.86			1,451.86		155,000.00	153,548.14	PAUSED
30	11599	BLOCK WALL/FENCE AT TERRACE RESERVOIR	25,947.91			25,947.91		226,288.00	200,340.09	PAUSED
31	11600	BOOSTER	119,375.93			119,375.93		150,000.00	30,624.07	PAUSED
32	11601	MODULAR ENCL FOR CHLORINE EQUIP AT WELL SITES	88,417.25			88,417.25		124,180.00	35,762.75	PAUSED
33	11602	ELECTRICAL PANEL/MOTOR REHAB (3 SITES)	699,854.57		365.23	700,219.80		741,404.00	41,184.20	ONGOING
34	11604	PAVEMENT REPAIRS - CORP YARD	43,757.39			43,757.39		345,575.00	301,817.61	PAUSED
35	11607	TERRACE RESERVOIR NO. 1	30,667.76			30,667.76		754,343.00	723,675.24	PAUSED
36	11608	TERRACE RESERVOIR NO. 2	32,374.80			32,374.80		814,461.00	782,086.20	PAUSED
37	11609	TERRACE RESERVOIR NO. 3	30,882.54			30,882.54		361,363.00	330,480.46	PAUSED
38	11610	VISTA RESERVOIR NO. 2	125,979.40			125,979.40		975,427.00	849,447.60	PAUSED
39	11611	WELL REHABILITATION PROGRAM - WELL 22	315,712.46	179,999.53	198,098.76	513,811.22		1,560,000.00	1,046,188.78	ONGOING
40	11613	HWWTP ABOVE GROUND PIPING & APPURTENANCE REHAB	343.68			343.68		150,000.00	149,656.32	PAUSED
41	11617	HWWTP SCADA UPGRADES	40,080.36			40,080.36		129,008.00	88,927.64	PAUSED
42	11618	DESIGN & ENGINEERING FOR AREAS A & G	526,554.15	2,721.22	3,704.82	530,258.97		1,600,000.00	1,069,741.03	ONGOING
43	11621	ADMIN BUILDING	1,523,556.61		8,369.14	1,531,925.75		33,300,000.00	31,768,074.25	ONGOING
44	11622	2020 WATER CIP PIPELINE REPLACEMENT	275,188.54			275,188.54		2,264,975.00	1,989,786.46	PAUSED
45	11645	MISSION CREEK SUBBASIN ALTERNATIVE PLAN	340,014.59		0.00	340,014.59	-340,014.59	560,000.00	219,985.41	COMPLETED
46	11657	SEWER SYSTEM COLLECTIONS	560,651.81		128.56	560,780.37		750,000.00	189,219.63	ONGOING
47	11665	WELL AND RESERVOIR SITES SECURITY CAMERAS	2,366.86			2,366.86		225,075.00	222,708.14	PAUSED
48	11666	EMERGENCY BACKUP GENERATOR WELL 27/31	18,098.29		3,549.25	21,647.54		411,002.00	389,354.46	ONGOING
49	11667	EMERGENCY BACKUP GENERATOR WELL 32	18,008.94		3,546.51	21,555.45		300,331.00	278,775.55	ONGOING
50	11668	EMERGENCY BACKUP GENERATOR WELL 37	18,043.56		3,548.32	21,591.88		300,331.00	278,739.12	ONGOING
51	11689	FILTRATION FOR HWWTP	108,952.07			108,952.07		1,500,000.00	1,391,047.93	PAUSED
52	11691	MUNICODE WEBSITE	9,021.78			9,021.78		31,000.00	21,978.22	PAUSED

APPENDIX B – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY

	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	4	4	18	8	7	9	51	2	1	139	2	0	0
August	12	26	20	4	1	8	53	2	4	214	4	0	2
September	17	20	20	5	2	12	8	11	2	90	2	1	0
October	3	13	36	9	4	8	12	4	21	65	8	2	1
November	7	8	29	50	10	9	7	7	1	52	18	7	3
December		8	12	9	3	3	64	1	0	86	22	11	2
January		35	14	21	7	1	16	8	3	27	3	11	1
February		4	7	23	5	1	42	0	3	5	46	6	1
March		24	17	48	1	0	23	5	0	31	16	2	1
April		16	7	18	3	3	15	30	0	8	95	14	3
May		9	16	17	11	3	20	45	7	13	98	3	2
June		4	2	21	7	3	6	70	4	4	72	2	0
Annual	43	171	198	233	61	60	317	185	46	734	386	59	16

Connections to Sewer Collection System:

As of June 30, 2023 8,836
 Plus YTD 43

Total Sewer Connections = 8,879

WASTEWATER FLOW MGD

2023/24	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.922043	2.149212	0.050983	0.071200
August	1.929369	2.592078	0.047453	0.067540
September	2.037218	2.182773	0.046081	0.055570
October	2.050049	2.173503	0.040804	0.051000
November	2.065661	2.265582	0.046158	0.059550
December				
January				
February				
March				
April				
May				
June				

WASTEWATER FLOW MGD

2022/23	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.980020	2.086591	0.038856	0.045610
August	2.007484	2.156507	0.043378	0.051750
September	2.085598	2.243680	0.042339	0.047130
October	1.980283	2.266199	0.045616	0.052230
November	1.966075	2.124845	0.045861	0.050330
December	1.963779	2.145901	0.041817	0.050300
January	1.954007	2.142796	0.043181	0.048220
February	1.917610	2.093768	0.041724	0.056170
March	1.977725	2.134190	0.042863	0.047530
April	2.047194	2.217048	0.037373	0.047160
May	1.977976	2.188987	0.040162	0.059330
June	1.938862	2.058816	0.049741	0.067470

WATER REPORT

WATER CONNECTION SUMMARY													
	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	5	6	18	7	4	5	7	2	0	0	1	0	0
August	14	28	19	6	10	5	3	2	2	0	1	0	0
September	19	22	23	18	2	14	4	13	3	0	2	2	0
October	4	16	33	13	3	21	8	3	20	0	5	1	1
November	9	10	27	10	16	4	0	7	3	0	1	0	1
December		9	9	2	17	3	3	2	0	0	2	0	0
January		26	14	15	6	3	20	1	1	2	2	0	0
February		14	8	13	8	5	11	1	0	1	0	1	0
March		29	19	16	2	3	6	5	0	12	0	0	4
April		24	6	11	1	3	7	11	2	7	0	1	4
May		16	19	15	12	5	11	9	8	2	0	1	2
June		5	1	24	11	2	8	2	10	1	0	0	0
Annual	51	205	196	150	92	73	88	58	49	25	14	6	12
Avg./ Mo.	4.25	17.08	16.33	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00

Connections to Water System:

As of June 30, 2023 13,542

Plus YTD 51

Total Water Connections = 13,593

WATER PRODUCTION SUMMARY													
	FY 2023/24	Variance from prior year		FY 2022/23	FY 2021/22	FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16	FY 2014/15	FY 2013/14
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	789.99	38.20	5.08%	751.79	796.57	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82
August	737.74	-112.45	-13.23%	850.19	839.93	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60
September	675.06	-40.97	-5.72%	716.03	738.65	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20
October	709.23	17.25	2.49%	691.98	665.18	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09
November	629.05	29.66	4.95%	599.39	679.85	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05
December	-	-	0.00%	554.27	565.48	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09
January	-	-	0.00%	530.39	580.28	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86
February	-	-	0.00%	490.41	527.34	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87
March	-	-	0.00%	500.37	601.44	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89
April	-	-	0.00%	552.34	624.07	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05
May	-	-	0.00%	726.25	745.36	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18
June	-	-	0.00%	682.09	730.02	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96
TOTAL	3,541.07	-68.31	-1.89%	7,645.50	8,094.17	8,356.13	7,981.79	7,617.30	8,017.06	7,476.47	6,903.75	7,798.69	8,385.66

APPENDIX C – Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

November 30, 2023

Congress Passes Continuing Resolution

Before departing Washington, D.C. for the Thanksgiving holiday, Congress passed a **Continuing Resolution** (CR) to allow the federal government to remain funded beyond the November 17th deadline from the previous CR. The new CR take a two-tiered laddered approach to extending federal funding. The CR extends funding across all federal agencies at current fiscal year (FY) 2023 levels, but groups the twelve appropriations bills into the following two groups with two different deadlines:

- Extends the agencies funded under the below bills through **January 19th, 2024**:
 - Agriculture-FDA
 - Energy and Water
 - Military Construction-Veterans Affairs
 - Transportation-Housing and Urban Development

- Extends agencies funded under the below bills through **February 2nd, 2024**:
 - Commerce-Justice-Science
 - Labor-HHS-Education
 - Defense
 - Financial Services
 - Homeland Security
 - Interior-Environment
 - Legislative Branch
 - State-Foreign Operations

In addition to extending current funding levels for federal agencies, the CR also includes extensions for the following programs:

- Health programs, including funding for community health centers and delay of Medicaid payment cuts to disproportionate share hospitals through January 19th
- TANF through February 2nd
- NFIP through February 2nd
- Farm bill programs through September 30th

2024 Congressional Calendar Released

The House and Senate released their anticipated schedules for 2024. Since it is an election year, in addition to Congress being in recess the month of August, Congress will also be in recess the month of October, returning to Washington, D.C. after the November election. A combined copy of the calendars can be found [HERE](#).

EPA Releases \$2 Billion NOFO for Community Change Grants

The Environmental Protection Agency (EPA) released a \$2 billion [Notice of Funding Opportunity](#) (NOFO) for the Environmental and Climate Justice Community Change Grants Program, authorized in the Inflation Reduction Act (IRA). Funding will support projects that promote climate resiliency and adaptation, mitigate climate and health risks, monitor and prevent indoor and outdoor pollution, implement infrastructure upgrades, and develop workforce initiatives. Applications are accepted on a rolling basis through November 21, 2024. There are two application tracks:

- **Community-Driven Investments for Change:** EPA expects to award \$1.96 billion for 150 projects, totaling between \$10 and \$20 million for each awardee.
- **Meaningful Engagement for Equitable Governance:** EPA expects to award \$40 million for 20 projects, totaling between \$1 and \$3 million for each awardee.

Congressional Letters

Senate Majority Leader Schumer Sends “Dear Colleague” On Upcoming Senate Work Period. Senate Majority Leader Chuck Schumer (D-NY) sent a [“Dear Colleague” letter](#) on the upcoming Senate work period before the holiday break. The letter outlines Leader Schumer plans to bring President Biden’s \$106 billion national security supplemental request to the floor for consideration “as soon as the week of December 4th.” The Senate will also move forward with a rule change that will allow military promotions to proceed and will continue to consider Judicial Branch nominees before adjourning the First Session of the 118th Congress.

Federal Funding Opportunities & Announcements

Reclamation Announces Environmental Water Resource Projects Awards. The Bureau of Reclamation (Reclamation) announced [\\$50 million for 30 Environmental Water Resource Projects](#). The funding will support projects focused on water conservation, water management, and restoration efforts that benefit the health of ecosystems and watersheds.

Reclamation Releases WaterSMART Small-Scale Water Efficiency NOFO. Reclamation released a [NOFO](#) for \$12 million for the WaterSMART Small-Scale Water Efficiency program. Eligible projects include installation of flow measurement or automation in a specific part of a water delivery system, lining or piping a section of a canal to address seepage, municipal meters, landscape efficiencies, or other similar projects. Applications are due January 16th.

Federal Agency Personnel/Regulatory Announcements

White House Updates BIL Technical Assistance Guide and Tools. Corresponding with the second anniversary of the Bipartisan Infrastructure Law (BIL), the White House released an updated technical assistance guide and other related tools to help local governments better navigate programs under BIL. The updated tools include:

- [Technical Assistance Guide](#)
- [State-by-State Fact Sheets](#)
- [Interactive Map of Projects](#)

White House Publishes GHG Emissions Tracking Plan. The White House Greenhouse Gas Monitoring and Measurement Interagency Working Group published the “[National Strategy to Advance an Integrated U.S. Greenhouse Gas Measurement, Monitoring, and Information System](#).” The plan aims to streamline the federal government’s greenhouse gas (GHG) emission tracking efforts by improving coordination between federal agencies that monitor GHG emissions.

CEQ Issues Environmental Justice Scorecard RFI. The Council on Environmental Quality (CEQ) released a [Request for Information](#) (RFI) on Phase One of the Environmental Justice Scorecard to inform further development. The RFI solicits feedback on improving the Scorecard, additional metrics to measure progress, and qualitative information preferences. Comments are due January 19th.

EPA Launches Get the Lead Out Initiative. EPA launched the [Get the Lead Out \(GLO\) Initiative](#) for up to 200 underserved communities to receive assistance in identifying lead service lines, developing replacement plans, and applying for funding to implement replacement plans. EPA will assist in developing Lead Service Line Inventories, Community Engagement Plans, Lead Service Line Replacement Plans, and State Revolving Fund Applications. Communities can request assistance from the program [HERE](#).

EPA Announces Lead and Copper Proposed Rule. EPA announced the release of a new Lead and Copper [proposed rule](#). The proposed rule would require replacement of lead service lines within ten years of adoption, regular lead service line inventory updates, changes to tap water sampling protocols, lower the lead action level, and implement other measures to prevent lead exposure. EPA is hosting a [webinar](#) to discuss the proposed rule on December 6th at 2:00 PM ET. Comments will be due 60 days following publication in the *Federal Register*.

EPA Issues RFI for Products Used in Water Infrastructure Programs. EPA released an [RFI](#) for Products and Categories of Products Used in Water Infrastructure Programs. EPA intends to use the information collected to develop funding programs subject to Build America, Buy America (BABA) Act requirements and ensure the agency has accurate information on the domestic availability of products used in the construction, alteration, and/or maintenance of water infrastructure. Comments are due December 20th.

EPA Launches National Environmental Youth Advisory Council. EPA announced the appointment of 16 members to the newly-formed [National Environmental Youth Advisory Council](#). The Council will provide policy advice and guidance to EPA regarding the agency's efforts to address environmental issues impacting youth.

EPA Researchers Publish Critical Review of PFAS Landfill Disposal. EPA released a report titled, "[A Critical Review of Perfluoroalkyl and Polyfluoroalkyl Substances \(PFAS\) Landfill Disposal in the United States](#)." The report's purpose is to inform stakeholders about waste derived PFAS disposed of in landfills, PFAS emissions, and related environmental impacts.

FEMA and CISA Release Cyber Incidents Planning Guidance. The Federal Emergency Management Agency (FEMA) and the Cybersecurity and Infrastructure Security Agency (CISA) released an [incident planning guide](#) for emergency managers. The guide provides state, local, tribal, and territorial emergency managers with knowledge of cyber incidents to promote cyber preparedness efforts in their jurisdictions. It is intended to support emergency management personnel collaboratively prepare for a cyber incident and support the development of a cyber incident response plan.

##

APPENDIX D – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

November, 2023

by Hunter | Johnsen

Google Ads Campaigns

 DISPLAY AD IMPRESSIONS
CV WATER COUNTS

123,675

 SEARCH AD IMPRESSIONS
CV WATER COUNTS

1,267

 VIDEO IMPRESSIONS
CV WATER COUNTS

96,794

 CLICKS
CV WATER COUNTS

1,917

 CTR
CV WATER COUNTS

0.86%

 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign name	Clicks	Impr.
CV Water Counts November 2023 SPANISH	611	53,852
CV Water Counts November 2023	629	43,895
CVWC Webinar Dec 2023	395	25,928
	1,635	123,675



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	96,794	36,825	17,246	225
CVWC Water Saving Tips YouTube Spanish November 2023	45,456	19,757	11,848	105
CVWC Water Saving Tips English YouTube Nov 2023	51,338	17,068	5,398	120
	96,794	36,825	17,246	225



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE



CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaigns	57	1,267
	57	1,267

Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE

HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p>CVWC - November 2023 www.instagram.com Check with your water agency to see what rebates are available to save water, money, and beautify your home! For more water-saving tips, visit CVWaterCounts.com/conservation-tips.</p> <p>#WaterWiseWednesday</p>	530	85,375	34,752	2.46	530
 <p>CVWC - Webinar www.instagram.com ☑️ Join us for a special webinar on Tuesday, December 12 @ Noon featuring Brad Hardison, UCCE Master Gardener, Riverside County.</p> <p>Learn more and RSVP: https://cwwatercounts.com/webinars/</p>	234	33,057	19,172	1.72	260
	764	118,432	43,024	2.75	790

Website Information

USERS
CV WATER - CV WATER COUNTS - GA4

2,088

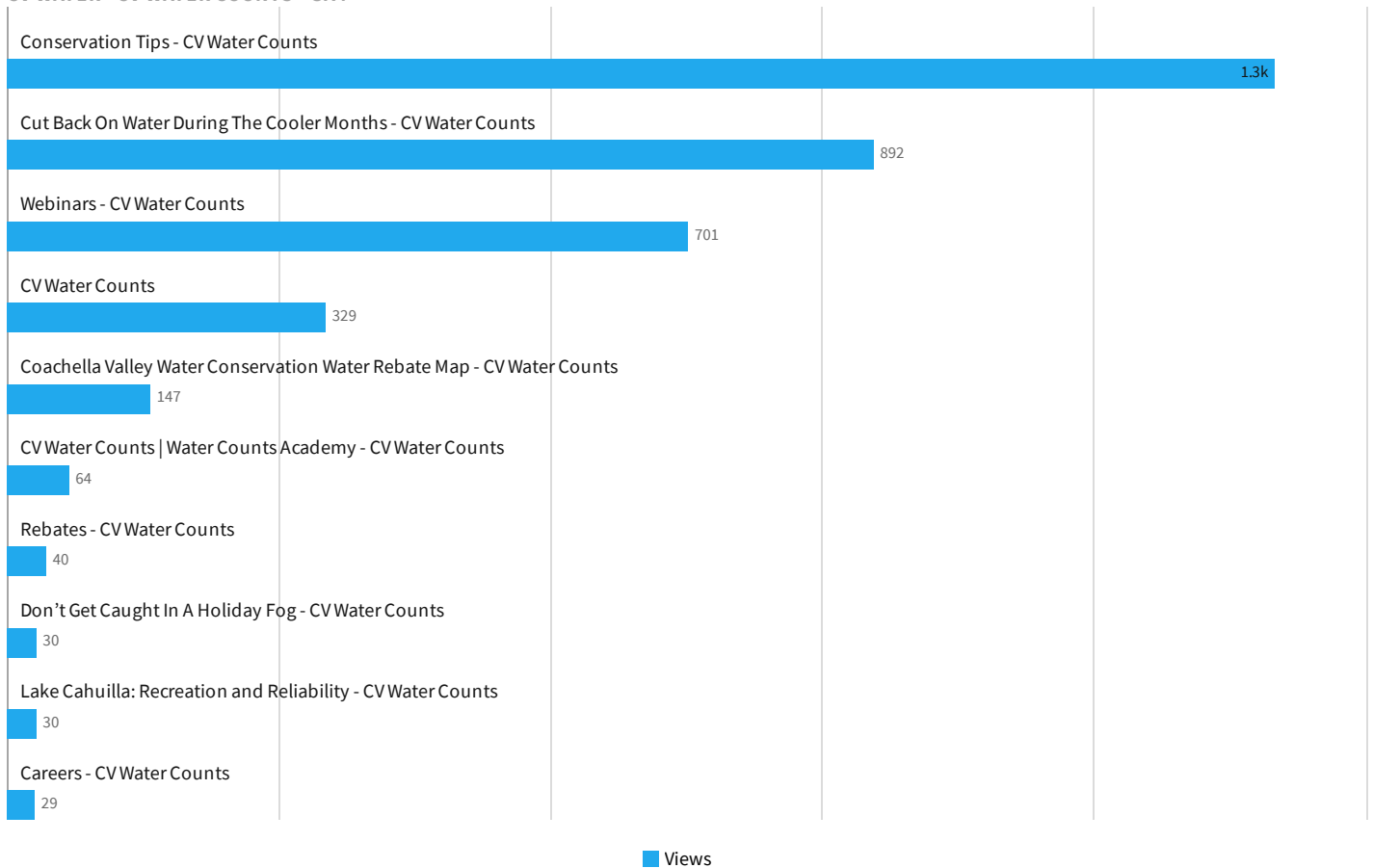
SESSIONS
CV WATER - CV WATER COUNTS - GA4

2,932

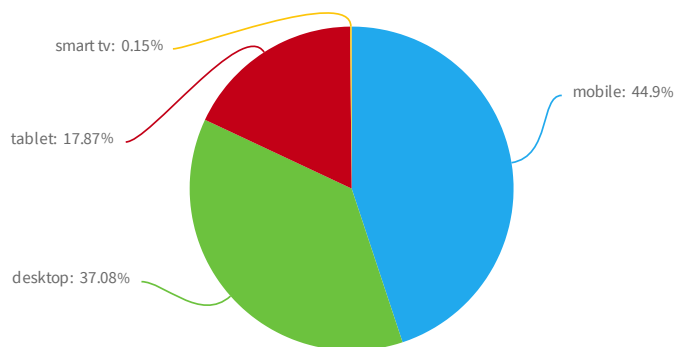
PAGEVIEWS
CV WATER - CV WATER COUNTS - GA4

4,027

VIEWS BY PAGE TITLE AND SCREEN CLASS
CV WATER - CV WATER COUNTS - GA4

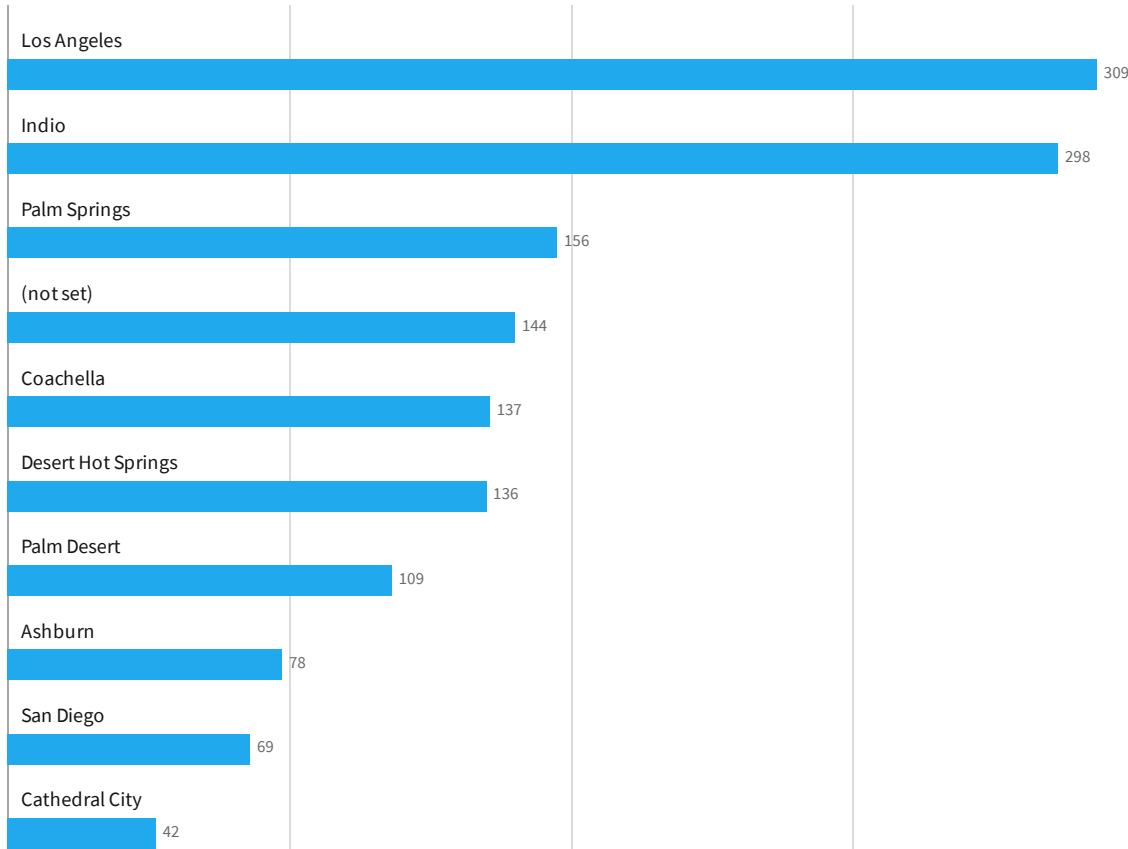


ENGAGED SESSIONS BY DEVICE CATEGORY
CV WATER - CV WATER COUNTS - GA4



USERS BY CITY

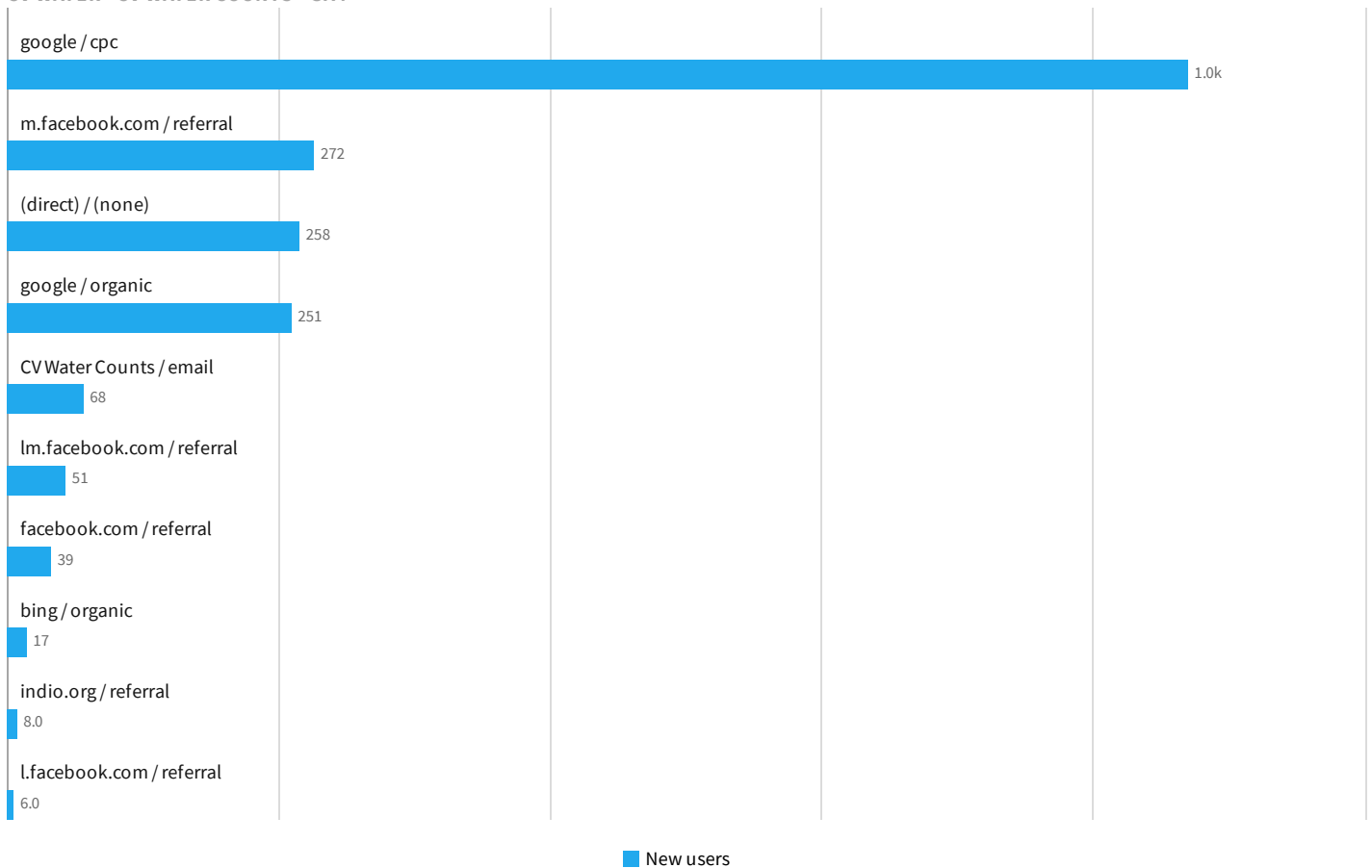
CV WATER - CV WATER COUNTS - GA4



■ Users

NEW USERS BY FIRST USER SOURCE / MEDIUM

CV WATER - CV WATER COUNTS - GA4



MONTH PERFORMANCE

PAST 6 MONTHS: CV WATER - CV WATER COUNTS - GA4

Month	New users	Engaged sessions	Engagement rate	Sessions per User	Average engagement time	Conv.
November 2023	2,046	674	23.0%	1.4	14s	193
October 2023	1,751	562	24.8%	1.26	15s	105
September 2023	1,806	814	28.2%	1.56	16s	198
August 2023	1,711	611	24.6%	1.43	17s	5
July 2023	1,965	632	25.2%	1.28	15s	0
June 2023	19	4	19.0%	1.17	15s	0
Total	9,298	3,350	25.4%	1.42	16s	501

Organic Search

QUERY PERFORMANCE

CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	938	1	0.11%	8.97
water pledge	749	0	0%	8.55
indio water authority	340	0	0%	11.72
cv water	325	2	0.62%	5.29
portulacaria afra	244	0	0%	11.51
mission springs water district	194	0	0%	12.63
coachella valley water district	169	0	0%	11.58
gardening cv	163	0	0%	62.47
chaparral sage	157	2	1.27%	10.14
dry creek bed landscaping	154	0	0%	64.56
	3,433	5	0.15%	20.74

PAGE PERFORMANCE

CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	2,154	22	1.02%	11.08
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/	1,365	7	0.51%	20.28
https://cvwatercounts.com/save-water-pledge/	1,359	1	0.07%	6.84
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	852	0	0%	47.77
https://cvwatercounts.com/	718	17	2.37%	19.44
https://cvwatercounts.com/plant-of-the-month-prickly-pear-cactus-opuntia/	706	2	0.28%	13.66
https://cvwatercounts.com/take-the-pledge-to-conserve-water-for-your-new-years-resolution/	681	0	0%	5.74
https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/	634	10	1.58%	10.27
https://cvwatercounts.com/plant-of-the-month-desert-carpet-acacia-redolens/	555	7	1.26%	10.21
https://cvwatercounts.com/simple-way-check-toilet-leaks/	543	0	0%	18.58
	9,567	66	0.69%	16.39

Facebook Information

f IMPR.
CV WATER COUNTS

117,476

f REACH
CV WATER COUNTS

53,299

f NEW PAGE LIKES
CV WATER COUNTS

3

f ENGAGED USER
CV WATER COUNTS

790










f TOTAL PAGE VIEWS
CV WATER COUNTS










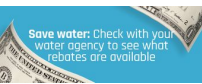

99

f PAGE LIKES
CV WATER COUNTS

3,996

f POST PERFORMANCE
CV WATER COUNTS

Post	Created at	Post reach	Post engaged users	Likes
 Celebrating four years of bringing you the CV Water Counts Water Watch e-Newsletter. To subscribe, visit CVWaterCounts.com.	November 30, 2023	63	2	2
 Coachella Valley Water District (CVWD) is a special district established in 1918 to protect and conserve local water resources. With nearly 570 employees today, CVWD provides water-related utility services to more than 270,000 people in the Coa...	November 27, 2023	27	4	4
 Thinking about a career in water? To find out about opportunities in the Coachella Valley, visit CVWaterCounts.com/careers	November 25, 2023	141	10	4
 CV Water Counts is gearing up for the eighth class of the Water Counts Academy, designed for community leaders in the Coachella Valley who want to learn about local water resources. This comprehensive course covers the different services and us...	November 24, 2023	108	3	2
 Happy Thanksgiving!	November 23, 2023	139	6	5
 There can be a lot of dishes to wash around Thanksgiving. At any time of year, be sure to run your dishwasher only when full. For more water-saving tips, visit CVWaterCounts.com/conservation-tips. #WaterWiseWednesday	November 23, 2023	115	2	2
 Soil can become compacted during home construction or from normal foot traffic. Aerating your soil with a simple aerator can increase the infiltration of water into the ground, improving water flow to the plant's root zone and reducing water run...	November 21, 2023	52	2	2
 For more water-saving tips, visit CVWaterCounts.com/conservation-tips	November 20, 2023	29	2	2
 Prostrate rosemary can be clumping, mounding, creeping or trailing, depending on the selection. In addition, upright forms grow as shrubs up to 6 feet tall. It is recommended that cultivars be selected carefully to fit the purpose and garden spa...	November 17, 2023	45	2	2
		56,696	837	62

Post	Created at	Post reach	Post engaged users	Likes
 <p>☔ Join us for a special webinar on Tuesday, December 12 @ Noon featuring Brad Hardison, UCCE Master Gardener, Riverside County. Learn more and RSVP: https://cvwatercounts.com/webinars/</p>	November 17, 2023	20,127	273	11
 <p>The TRIC system can help your trees thrive. Learn more at CVWaterCounts.com/Learn/#Tree. For more water-saving tips, visit CVWaterCounts.com/conservation-tips. #WaterWiseWednesday</p>	November 16, 2023	90	4	4
 <p>If you or someone you know is in need of water bill assistance during this difficult time, applications are being accepted now for the Help2Others Assistance Program online. Click here for details and to fill out an online application at UnitedW...</p>	November 13, 2023	82	2	2
 <p>Thank you to all who have served.</p>	November 11, 2023	32	2	2
 <p>With the holiday season just around the corner, many families are looking forward to their annual gatherings with traditional meals. It is important to remember that holiday cooking can include foods with byproducts that, if not disposed of prop...</p>	November 10, 2023	32	3	2
 <p>Apply water only as fast as the soil can absorb it. For more water-saving tips, visit CVWaterCounts.com/conservation-tips. #WaterWiseWednesday</p>	November 9, 2023	114	2	2
 <p>CV Water Counts Academy 2024 is now accepting applications! These fun and informative sessions are designed for current and emerging leaders in the Coachella Valley who want to learn more about water resources in the Coachella Valley. To learn m...</p>	November 6, 2023	81	5	4
 <p>As November brings cooler weather to the desert, use less water in your landscaping to avoid wasting water. Plants and grass use less water during the fall and winter seasons. Gradually reduce watering as temperatures continue to drop. Reducing...</p>	November 3, 2023	29	2	2
 <p>https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.surveymonkey.com%2F%2F59SKBF&h=AT33Yr4pCDBEA-HcRfoJizqPfQ2v-JXHecCt_LzTdsW326BSVfflYQKCDuqS8-CvQXR3ZNe7aaoHVhZ0WG0p0Qjhjz1Lp-YaSfs-krly9WdfcjN9lyQLKWfQWztvDnJ&s=1</p>	November 3, 2023	52	3	3
 <p>CV Water Counts updated their cover photo. https://www.facebook.com/cvwatercounts</p>	November 1, 2023	46	0	3
 <p>Check with your water agency to see what rebates are available to save water, money, and beautify your home! For more water-saving tips, visit CVWaterCounts.com/conservation-tips. #WaterWiseWednesday</p>	November 1, 2023	35,292	508	2
		56,696	837	62

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

3,651









 **LIKES**
CV WATER COUNTS

20

 **FOLLOWERS (LIFETIME)**
CV WATER COUNTS

236

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 Celebrating four years of bringing you the CV Water Counts Water Watch e-Newsletter. To subscribe, visit CVWaterCounts.com .	0	1	0	0	0
 Thinking about a career in water? To find out about opportunities in the Coachella Valley, visit CVWaterCounts.com/careers	0	4	0	0	0
 Happy Thanksgiving!	0	1	0	0	0
 For more water-saving tips, visit CVWaterCounts.com/conservation-tips	0	1	0	0	17
 If you or someone you know is in need of water bill assistance during this difficult time, applications are being accepted now for the Help2Others Assistance Program online. For details and to fill out an online application visit: UnitedWayoft...	0	3	0	0	0
 Thank you to all who have served.	0	4	0	0	0
 CV Water Counts Academy 2024 is now accepting applications! These fun and informative sessions are designed for current and emerging leaders in the Coachella Valley who want to learn more about water resources in the Coachella Valley. To learn...	0	3	0	0	0
 Check with your water agency to see what rebates are available to save water, money, and beautify your home! For more water-saving tips, visit the link in our bio. #WaterWiseWednesday	0	3	0	0	0
	0	20	0	0	17

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 Invites You To A Free Master Gardener Webinar	Wednesday, November 29, 2023 6:45 PM	609	662	58.46%	17.58%	58	5.32%	0.86%	1	4
CV Water Counts November 2023	Wednesday, November 1, 2023 5:00 PM	616	624	57.14%	17.58%	60	5.14%	0.86%	9	3
		1,225	1,286	57.8%	17.58%	118	5.23%	0.86%	10	7



MSWD Digital Marketing & Website Report

Website, Social, and Marketing Performance

November, 2023

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

IMPRESSIONS
MSWD

113,258

CLICKS
MSWD

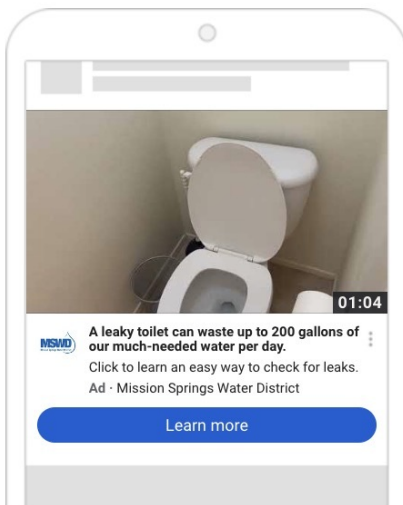
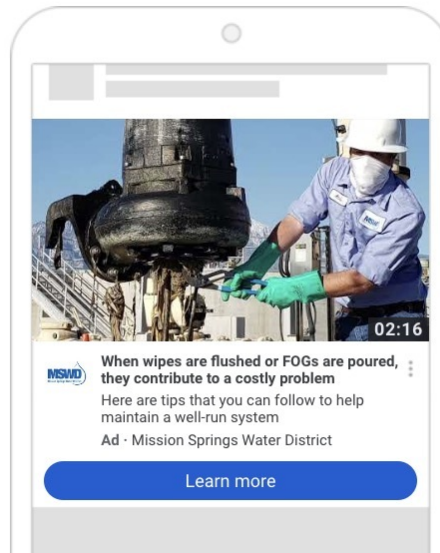
665

CTR
MSWD

0.59%

GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Ad group	Impr.	Clicks	CTR
MSWD Toilet Tank Video 2023	19,743	358	1.81%
MSWD FOGs Video	17,398	246	1.41%
MSWD Black Friday	76,117	61	0.08%
	113,258	665	0.59%



Facebook Ad Campaigns

Includes ad campaign information for all campaigns, excluding anniversary event


AD PERFORMANCE

MSWD

Ad	Link Clicks	Impr.	Reach	Page Likes
MSWD Toilet Repair Video - Nov 2023	53	10,152	3,254	0
MSWD FOG Video Nov 2023	43	8,859	2,916	0
MSWD Black Friday Nov 2023	40	40,118	28,948	0
	136	59,129	30,217	0

Instagram

missionspringswaterdistrict
Sponsored




Learn more >

missionspringswaterdistrict You may not know it, but every time you pour fat, oil, or grease (FOG) down your sink (e.g., bacon grease), you are contributing to a costly problem in the sewer collection system.

Remember to place a wastebasket in each bathroom for solid wastes like disposable diapers, creams and lotions, and personal hygiene products including non-biodegradable and "so-called" flushable wipes.

MSWD Mission Springs Water District
Sponsored

In addition to costing considerably less than buying bottled water (4 gallons for 1 cent!), we deliver our award-winning tasty ...See more



mswd.org
MSWD - Proud to Serve Our Award-Winning Water

Learn more

Like Comment Share

Mission Springs Water District
Published by Casey Dolan October 6 at 5:51 PM

October is National Toilet Tank Repair Month.

A leaky toilet isn't just a nuisance, it can also waste up to 200 gallons of our much-needed water per day! The simplest way to find toilet leaks is by adding a drop of food coloring in the toilet tank. If you see color in your toilet bowl after 5 minutes, you know there is a leak. Some toilets also continue to run long after flushing.

Toilet problems are usually caused by a faulty fill valve or flapper. You can stop leaks by purchasing a toilet repair kit. Kits are found at most home improvement stores or purchased online. They are inexpensive and instructions are easy to follow.



MSWD.ORG
True Water Crimes - The case of the leaky toilet flapper

Learn more

Website Information

Note: New Google Analytics GA4 tracking enabled on 7/10, with information below from 7/10-7/31.

USERS

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

5,432

VIEWS

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

16,891

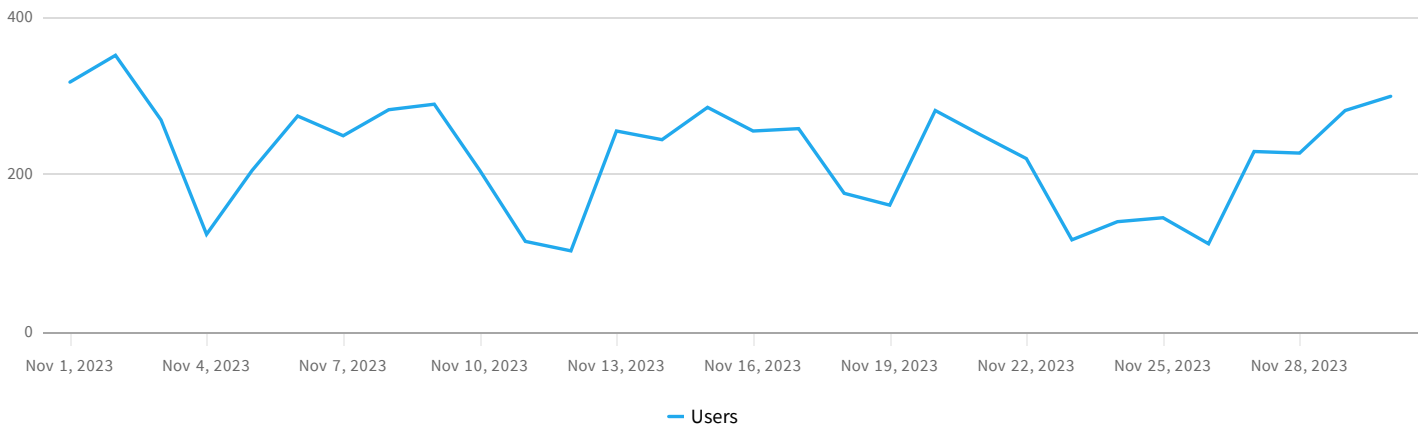
ENGAGED SESSIONS

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

5,316

USERS BY DAY

WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4

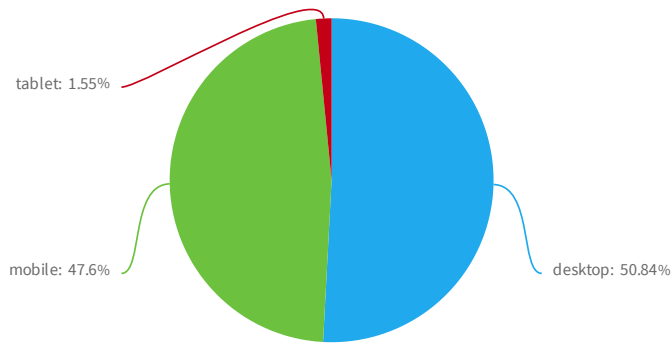


PAGE TITLE PERFORMANCE

WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4

Page Title	Views	Views per user	Users	Engaged sessions	Sessions per User	Average engagement time
Home Page Mission Springs, CA Water District	4,952	1.58	3,136	3,775	1.37	18s
New Customer Portal Mission Springs, CA Water District	3,906	1.58	2,461	3,093	1.44	13s
Job Opportunities Mission Springs, CA Water District	904	2.71	331	427	1.6	24s
Bill Pay Options Mission Springs, CA Water District	682	1.28	530	452	1.22	18s
Page not found Mission Springs, CA Water District	657	1.61	405	433	1.45	25s
Careers Mission Springs, CA Water District	443	1.92	231	326	1.59	23s
Video: True Water Crimes - The case of the leaky toilet flapper Mission Springs, CA Water District	434	1.25	335	106	1.2	12s
Application for Water Service Mission Springs, CA Water District	349	2.24	156	204	1.71	2m 54s
Start/Stop Water Service Mission Springs, CA Water District	263	1.45	181	204	1.22	18s
Search Mission Springs, CA Water District	250	2.05	122	129	1.08	48s
	16,891	3.08	5,432	5,316	1.47	50s

ENGAGED SESSIONS BY DEVICE CATEGORY
 WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4

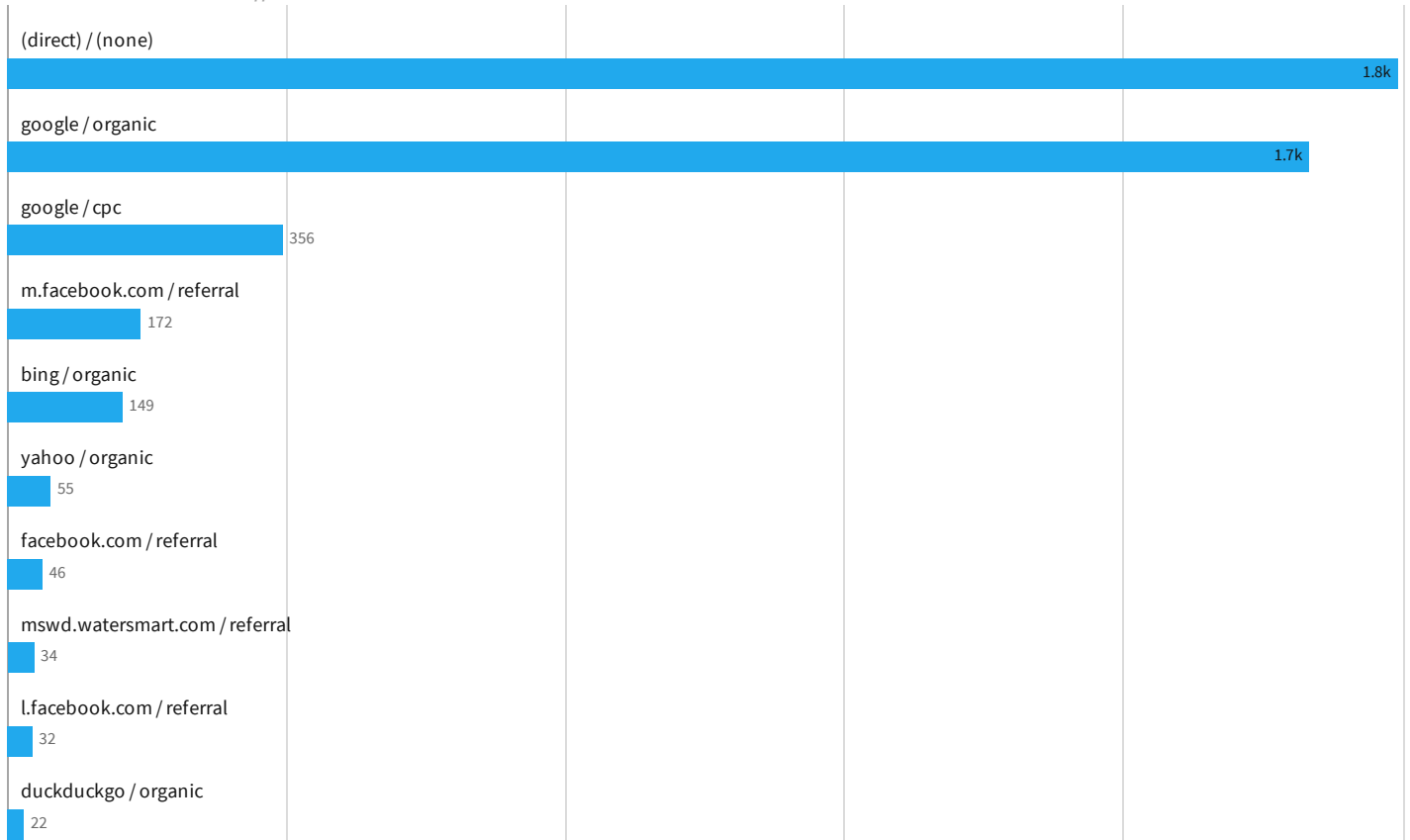


USERS BY CITY
 WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4

City	Users
Desert Hot Springs	1,288
Los Angeles	1,110
(not set)	600
Indio	246
San Diego	174
Palm Springs	155
La Quinta	131
Ashburn	108
Palm Desert	75
Cathedral City	37
	5,432

NEW USERS BY FIRST USER SOURCE / MEDIUM

WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - GA4




■ New users


Facebook Account Overview (November 1 - 30, 2023)


Posts Published <h1 style="margin: 0;">17</h1> <p style="margin: 0; color: red;">-2 -10.5%</p>	Total Likes <h1 style="margin: 0;">1,226</h1> <p style="margin: 0; color: green;">+1 0.1%</p>	New Likes <h1 style="margin: 0;">1</h1>	Unlikes <h1 style="margin: 0;">0</h1> <p style="margin: 0; color: red;">-1 -100.0%</p>	Engaged People <h1 style="margin: 0;">280</h1> <p style="margin: 0; color: red;">-238 -45.9%</p>
Total Reach <h1 style="margin: 0;">39,801</h1> <p style="margin: 0; color: red;">-939 -2.3%</p>	Organic Reach <h1 style="margin: 0;">1,767</h1> <p style="margin: 0; color: red;">-1,264 -41.7%</p>	Paid Reach <h1 style="margin: 0;">38,469</h1> <p style="margin: 0; color: green;">+623 1.6%</p>	Impressions <h1 style="margin: 0;">46,489</h1> <p style="margin: 0; color: red;">-7,831 -14.4%</p>	Video Views <h1 style="margin: 0;">15,718</h1> <p style="margin: 0; color: green;">+4,319 37.9%</p>

3 Most Engaging Posts	3 Highest Reach Posts	3 Most Shared Posts
<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - Strategic Planning "🔧 Worker Wednesday: 🚀 Behind the scenes, we're diving in...</p> <p style="text-align: right;">14.53%</p> </div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - Field Crews 💧🔧 On this Worker Wednesday, we're highlighting the dedica...</p> <p style="text-align: right;">288</p> </div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Post 27870307 💧❤️ Avoid monster clogs in your pipes by tossing fats, oils...</p> <p style="text-align: right;">1</p> </div> </div>
<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>MSWD in the News 🌵🎥 IKYMI: Explore Desert Hot Springs on NBC! 🚗🌟</p> <p>Embark o...</p> <p style="text-align: right;">12.5%</p> </div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Day of the Dead 🌻🌟 Honoring our Ancestors on Día de los Muertos 🌻🌟</p> <p>Today...</p> <p style="text-align: right;">252</p> </div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - Field Crews 💧🔧 On this Worker Wednesday, we're highlighting the dedica...</p> <p style="text-align: right;">1</p> </div> </div>
<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - tight space 🚧 Making a Difference! 💧 Our dedicated MSWD Construction ...</p> <p style="text-align: right;">11.46%</p> </div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - Strategic Planning "🔧 Worker Wednesday: 🚀 Behind the scenes, we're diving in...</p> <p style="text-align: right;">179</p> </div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - tight space 🚧 Making a Difference! 💧 Our dedicated MSWD Construction ...</p> <p style="text-align: right;">0</p> </div> </div>

3 Least Engaging Posts


- 


Swamp Cooler Weatherization
 🍂❄️ Winter-Ready Tips for Evaporative Coolers! 💧🔧
 Did yo... 2.27%
- 


Black Friday
 🍀🌟 This Black Friday, we're serving up an unbeatable deal... 3.25%
- 

Winter Water Conservation
 ❄️💧 Winter Water Conservation Tips! 🍀🌿
 As the temperature... 3.79%

3 Lowest Reach Posts


- 


Fog Prevetion
 🔍🚫 Avoid the Mess! Watch Now: Fats, Oil, and Grease Preve... 45
- 


MSWD in the News
 🌱🎥 IKYMI: Explore Desert Hot Springs on NBC! 🚗🌟
 Embark o... 48
- 

Join us for Water 101
 💧 Dive into the world of H2O with Water 101! 💧 Join us fo... 54

3 Least Shared Posts

- 

Swamp Cooler Weatherization
 🍂❄️ Winter-Ready Tips for Evaporative Coolers! 💧🔧
 Did yo... 0
- 

This pipeline project is MSWD's new Regional Conveyance L... 0
- 

Black Friday
 🍀🌟 This Black Friday, we're serving up an unbeatable deal... 0

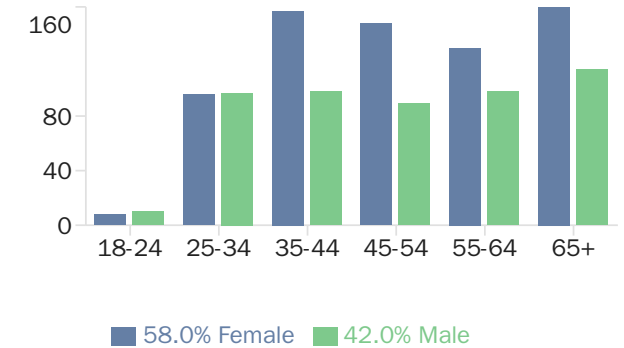
Likes By Country

1. United States of America (1,192 likes)
2. Mexico (13 likes)
3. France (4 likes)
4. Canada (3 likes)
5. Sierra Leone (1 like)

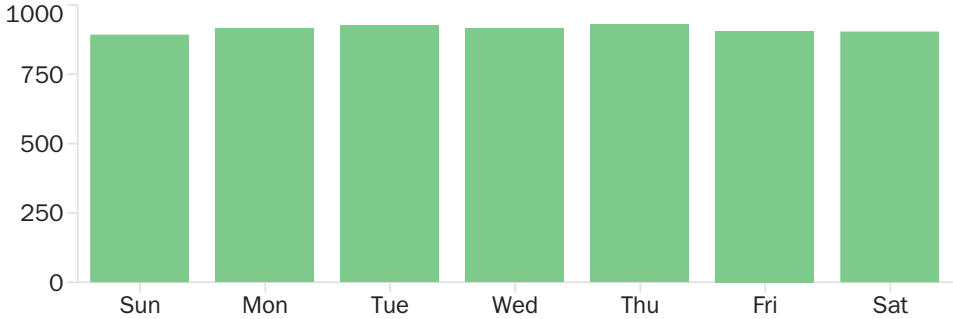
Likes By City

1. Desert Hot Springs, CA (561 likes)
2. Indio, CA (64 likes)
3. Palm Springs, CA (57 likes)
4. La Quinta, CA (50 likes)
5. Cathedral City, CA (46 likes)

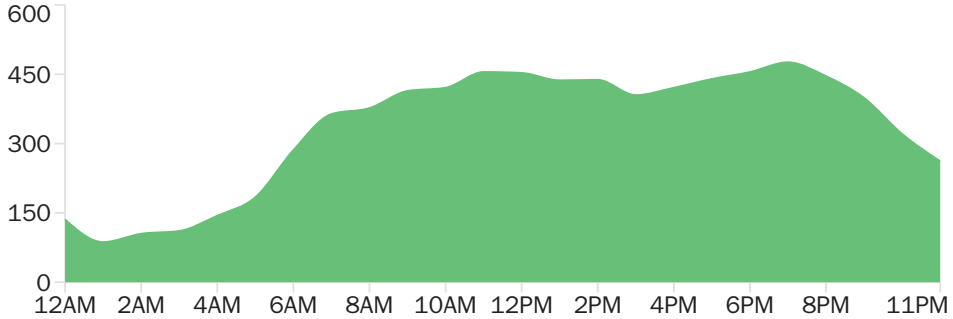
Likes by age & gender







Days your fans are online











Hours fans are online





















Facebook Post Metrics (November 1 - 30, 2023)







Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 30, 2023 4:01 PM PST	 Image	 <p>Swamp Cooler Weatherization 🍂❄️ Winter-Ready Tips for Evaporative Coolers! 💧🔧 Did you know that properly maintained evaporative coolers can be water-efficient during winter? 🏠 Here's how to prepare for the colder months htt...</p>	<div style="background-color: #28a745; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">Conservation/Reba...</div>	132	3	2.27%	3	0	0	0	0
November 29, 2023 3:59 PM PST	 Image	 <p>Worker Wed - Field Crews 🛠️💧 On this Worker Wednesday, we're highlighting the dedicated efforts of our team as they work tirelessly to ensure the reliability of your water service! 💪🔧 #WorkerWednesday #ReliableWaterService #...</p>	<div style="background-color: #17a2b8; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">Worker Wed</div>	288	22	7.64%	13	0	1	8	0












Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 29, 2023 8:52 AM PST	 Image	 <p>This pipeline project is MSWD's new Regional Conveyance Line, which is one of three concurrent projects that will provide wastewater flows to the District's new Regional Water Reclamation facility.</p>		88	7	7.95%	5	0	0	3	0
November 24, 2023 3:56 PM PST	 Image	 <p>Black Friday 🎉 This Black Friday, we're serving up an unbeatable deal for you! Get 4 gallons of pure tap water for just 1 cent! 🚰💙 Don't miss out, quench your thirst without breaking the bank! Tag your friends...</p>	Event	123	4	3.25%	3	0	0	1	0














Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 22, 2023 3:40 PM PST	 Image	 <p>Worker Wed - Strategic Planning "🔧 Worker Wednesday: 🚀 Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on our thinking caps and crafting the roadmap to success. 🌍 Hard work today, success t...</p>	<div style="background-color: #007bff; color: white; padding: 2px 5px; border-radius: 10px; display: inline-block;">Worker Wed</div>	179	26	14.53%	10	0	0	20	0
November 20, 2023 3:49 PM PST	 Link	 <p>Fog Prevetion 🔍🚫 Avoid the Mess! Watch Now: Fats, Oil, and Grease Prevention 🧼💡 Cooking up a storm in the kitchen? 🍳 Before you get started, check out our latest video guide on how to keep Fats, Oil, and Grease...</p>	<div style="background-color: #008080; color: white; padding: 2px 5px; border-radius: 10px; display: inline-block;">FOG/Wipes</div>	45	5	11.11%	6	0	0	1	0



Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 17, 2023 3:48 PM PST	 Image	 <p>Winter Water Conservation   Winter Water Conservation Tips!   As the temperature drops, so does your water usage!  Here's how you can save even more water this winter:  Mindful Plant Care: Adjust your irrigation sched...</p>	<div style="background-color: #28a745; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">Conservation/Reba...</div>	132	5	3.79%	4	0	0	1	0
November 15, 2023 3:45 PM PST	 Image	 <p>Worker Wed - Fog Inspection   Worker Wednesday Spotlight: Fats, Oil, and Grease Inspection Edition!   This Worker Wednesday, join us behind the scenes as our dedicated team conducts a thorough inspection of pipes to en...</p>	<div style="background-color: #17a2b8; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">FOG/Wipes</div>	128	8	6.25%	7	0	0	1	0

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 14, 2023 3:42 PM PST	 Image	 <p>Post 27870307 💧❤️ Avoid monster clogs in your pipes by tossing fats, oils and grease (FOG) in the trash instead of pouring them down the drain. Just ask Edward S. from DHS High School, whose artwork is highlighte...</p>		158	9	5.7%	8	0	1	2	0
November 11, 2023 3:39 PM PST	 Video	 <p>Veterans Day Nov 11 🎉 Happy Veterans Day! 🧡 Today, we honor and express our deepest gratitude to all veterans and their families. Your courage, dedication, and hard work inspire us every day. 🌟 As a tribute, we're sha...</p>	<div data-bbox="1021 639 1218 675" style="background-color: #e91e63; color: white; border-radius: 10px; padding: 2px 10px; display: inline-block;">Event</div>	64	7	10.94%	6	0	0	3	22

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 10, 2023 3:37 PM PST	 Image	 <p>Veterans Day In honor of Veterans' Day, our offices will be closed on Friday, Nov. 10, 2023. 📅 We extend our deepest gratitude to all who have served and continue to serve our nation. 🚒 Emergency Assistance A...</p>		104	8	7.69%	8	0	0	2	0
November 09, 2023 3:23 PM PST	 Video	 <p>Join us for Water 101 💧 Dive into the world of H2O with Water 101! 💧 Join us for an enlightening session on Budgeting, Finance, and Customer Service. 📊 ✨ Let the water knowledge flow and empower yourself with essential i...</p>		54	3	5.56%	3	0	0	0	13







Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 08, 2023 1:01 PM PST	 Image	 <p>Water 101 - Sewer Cleaning  Sewer Cleaning & CCTV Inspection Spotlight!  Today's Worker Wed post features a behind-the-scenes journey as our MSWD staff dives into the critical tasks of sewer cleaning and CCTV inspecti...</p>	<div data-bbox="1021 201 1223 233" style="background-color: #00728f; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">FOG/Wipes</div>	149	12	8.05%	7	0	0	6	0
November 07, 2023 4:11 PM PST	 Link	 <p>MSWD in the News   IKYMI: Explore Desert Hot Springs on NBC!   Embark on a delightful journey through our city with the launch of the DHS's new video series, "Discover Desert Hot Springs"!  Hosted by the incred...</p>	<div data-bbox="1021 711 1223 743" style="background-color: #9966cc; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">News Releases</div>	48	6	12.5%	4	0	0	2	0

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 06, 2023 11:59 AM PST	 Image	 <p>Oct Water Matters  #ICYMI - October Customer Newsletter  Dive into our latest Water Matters newsletter for some essential updates to keep your pipes protected and the holiday vibes flowing!    Pipe Protection...</p>	<div data-bbox="1021 201 1223 233" style="background-color: #f08080; border-radius: 10px; padding: 2px 10px; display: inline-block;">Customer Service</div>	117	5	4.27%	7	0	0	0	0
November 02, 2023 4:39 PM PDT	 Image	 <p>Day of the Dead   Honoring our Ancestors on Día de los Muertos   Today, MSWD embraces the rich tradition of Día de los Muertos, a celebration of love, remembrance, and the enduring connection to those who have ...</p>	<div data-bbox="1021 676 1223 708" style="background-color: #f08080; border-radius: 10px; padding: 2px 10px; display: inline-block;">Event</div>	252	15	5.95%	11	0	0	7	0

Date	Format	Post	Labels	Reach	Engaged Users	Engagement Rate	Reactions	Comments	Shares	Clicks	Video Views
November 01, 2023 5:00 PM PDT	 Image	 <p>Worker Wed - tight space 🚧 Making a Difference! 💧 Our dedicated MSWD Construction and Maintenance team is hard at work, tackling the challenge of repairing water infrastructure affected by tenacious Tamarisk Roots. 🌱💪 In ...</p>	Worker Wed	96	11	11.46%	9	0	0	4	0
Total				2,157	156		114	0	2	61	35
Average				126.9	9.2	7.23%	6.7	0.0	0.1	3.6	2.1

Twitter Account Overview (November 1 - 30, 2023)

Tweets Published	Total Likes	Total Retweets	Total Followers	Following
4	0	0	101	99
-7 -63.6%			+1 1.0%	

3 Most Retweeted Posts	3 Most Liked Posts
<div style="margin-bottom: 10px;">  <p>MSWD in the News 🌵👥 IKYMI: Explore Desert Hot Springs on NBC! 🚗🌟 Embark on a delightful journey through our city with the launch of... h...</p> <p style="text-align: right;">0</p> </div> <div style="margin-bottom: 10px;">  <p>Fog Prevetion Cooking up a storm in the kitchen? Before you get started, check out our latest video guide on how to keep Fats, O... ..</p> <p style="text-align: right;">0</p> </div> <div>  <p>Worker Wed - Strategic Planning "🔧 Worker Wednesday: 🚀: Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on... h...</p> <p style="text-align: right;">0</p> </div>	<div style="margin-bottom: 10px;">  <p>MSWD in the News 🌵👥 IKYMI: Explore Desert Hot Springs on NBC! 🚗🌟 Embark on a delightful journey through our city with the launch of... h...</p> <p style="text-align: right;">0</p> </div> <div style="margin-bottom: 10px;">  <p>Fog Prevetion Cooking up a storm in the kitchen? Before you get started, check out our latest video guide on how to keep Fats, O... ..</p> <p style="text-align: right;">0</p> </div> <div>  <p>Worker Wed - Strategic Planning "🔧 Worker Wednesday: 🚀: Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on... h...</p> <p style="text-align: right;">0</p> </div>

3 Least Retweeted Posts



Black Friday

💰🌟 This Black Friday, we're serving up an unbeatable deal for you! Get 4 gallons of pure tap water for just 1 cent!... ..

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Worker Wed - Strategic Planning

"🔧 Worker Wednesday: 🚀: Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on... h...

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Fog Prevetion

Cooking up a storm in the kitchen? Before you get started, check out our latest video guide on how to keep Fats, O... ..

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3 Least Liked Posts



Black Friday

💰🌟 This Black Friday, we're serving up an unbeatable deal for you! Get 4 gallons of pure tap water for just 1 cent!... ..

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Worker Wed - Strategic Planning

"🔧 Worker Wednesday: 🚀: Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on... h...

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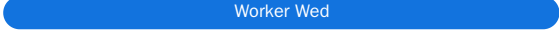












Fog Prevetion

Cooking up a storm in the kitchen? Before you get started, check out our latest video guide on how to keep Fats, O... ..

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Twitter Post Metrics (November 1 - 30, 2023)

Date	Format	Post	Labels	Retweets	Likes
November 24, 2023 3:56 PM PST	 Link	 <p>Black Friday 🎉🌟 This Black Friday, we're serving up an unbeatable deal for you! Get 4 gallons of pure tap water for just 1 cent!... https://t.co/5I1dbkFmwE</p>		0	0
November 22, 2023 3:40 PM PST	 Link	 <p>Worker Wed - Strategic Planning 🛠️ Worker Wednesday: 🚀 Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on... https://t.co/gXfy0qXLOA</p>		0	0
November 20, 2023 3:49 PM PST	 Link	 <p>Fog Prevetion Cooking up a storm in the kitchen? Before you get started, check out our latest video guide on how to keep Fats, O... https://t.co/ibleujZDro</p>		0	0

Date	Format	Post	Labels	Retweets	Likes
November 07, 2023 4:11 PM PST	 Link	 <p>MSWD in the News   IKYMI: Explore Desert Hot Springs on NBC!   Embark on a delightful journey through our city with the launch of... https://t.co/NX6Ye2hvmq</p>		0	0
Total				0	0
Average				0.0	0.0


Instagram Account Overview (November 1 - 30, 2023)

Posts Published	Total Followers	New Followers	Impressions	Reach	Profile Views
15	307	4	1,261	634	47
-1 -6.3%	+2 0.7%	-2 -33.3%	-12,615 -90.9%	-10,405 -94.3%	-12 -20.3%

3 Most Liked Posts

- 

Worker Wed - Field Crews
 💧🔧 On this Worker Wednesday, we're highlighting the dedicated efforts of our team as they work tirelessly to ensure th...

17
- 


Worker Wed - tight space
 🚧 Making a Difference! 💧 Our dedicated MSWD Construction and Maintenance team is hard at work, tackling the challenge...

12
- 


Water 101 - Sewer Cleaning
 🚰👷 Sewer Cleaning & CCTV Inspection Spotlight! 🎥🔧
 Today's Worker Wed post features a behind-the-scenes journey as ...

7


3 Most Commented Posts

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Worker Wed - Field Crews
 💧🔧 On this Worker Wednesday, we're highlighting the dedicated efforts of our team as they work tirelessly to ensure th...

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Worker Wed - tight space
 🚧 Making a Difference! 💧 Our dedicated MSWD Construction and Maintenance team is hard at work, tackling the challenge...

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Day of the Dead
 🌻🌟 Honoring our Ancestors on Día de los Muertos 🌟🌻
 Today, MSWD embraces the rich tradition of Día de los Muertos, a ...

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3 Least Liked Posts



Day of the Dead

🌻🌟 Honoring our Ancestors on Día de los Muertos 🌟🌻

Today, MSWD embraces the rich tradition of Día de los Muertos,

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a ...



Fog Prevetion

🔍🚫 Avoid the Mess! Watch Now: Fats, Oil, and Grease

Prevention 🧼💡

4

Cooking up a storm in the kitchen? 🌀 Before you ge...



Winter Water Conservation

❄️💧 Winter Water Conservation Tips! 💙🌿

As the temperature drops, so does your water usage! 💧🔧 Here's

4

how you can save...

3 Least Commented Posts



Swamp Cooler Weatherization

🍂❄️ Winter-Ready Tips for Evaporative Coolers! 💧🔧

Did you know that properly maintained evaporative coolers can be

0

W...



Black Friday

🎉🌟 This Black Friday, we're serving up an unbeatable deal for

you! Get 4 gallons of pure tap water for just 1 cent! 🇺🇸...

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Worker Wed - Strategic Planning

"🔧 Worker Wednesday: 🚀: Behind the scenes, we're diving into





the nitty-gritty of strategic planning! 💡 Putting on ou...




0




Instagram Story Metrics (November 1 - 30, 2023)




Date	Story	Labels	Exits	Impressions	Reach	Replies	Taps Forward	Taps Back
<p><i>No stories found within the selected date range.</i></p>								




Instagram Post Metrics (November 1 - 30, 2023)




Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
November 30, 2023 4:02 PM PST	 Image	 <p>Swamp Cooler Weatherization 🍂❄️ Winter-Ready Tips for Evaporative Coolers! 💧🔧 Did you know that properly maintained evaporative coolers can be water-efficient during winter? 🏠 Here's how to prepare for the colder months htt...</p>	<div style="background-color: #28a745; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">Conservation/Reba...</div>	5	0	30	27	5	18.52%	0	
November 29, 2023 3:59 PM PST	 Image	 <p>Worker Wed - Field Crews 💧🔧 On this Worker Wednesday, we're highlighting the dedicated efforts of our team as they work tirelessly to ensure the reliability of your water service! 💪🚰 #WorkerWednesday #ReliableWaterService #...</p>	<div style="background-color: #17a2b8; color: white; border-radius: 10px; padding: 2px 5px; display: inline-block;">Worker Wed</div>	17	1	83	74	18	24.32%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
November 24, 2023 3:56 PM PST	Image	 <p>Black Friday 🎉🌟 This Black Friday, we're serving up an unbeatable deal for you! Get 4 gallons of pure tap water for just 1 cent! 🚰 ❤️ Don't miss out, quench your thirst without breaking the bank! Tag your friends...</p>	Event	5	0	56	50	5	10.0%	0	
November 22, 2023 3:40 PM PST	Image	 <p>Worker Wed - Strategic Planning 🔧 Worker Wednesday: 🚀 Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on our thinking caps and crafting the roadmap to success. 🌍 Hard work today, success...</p>	Worker Wed	5	0	43	39	5	12.82%	0	
November 20, 2023 3:49 PM PST	Image	 <p>Fog Prevetion 🔍🚫 Avoid the Mess! Watch Now: Fats, Oil, and Grease Prevention 🚰💡 Cooking up a storm in the kitchen? 🌀 Before you get started, check out our latest video guide on how to keep Fats, Oil, and Grease...</p>	FOG/Wipes	4	0	86	83	4	4.82%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
November 17, 2023 3:48 PM PST	Image	 <p>Winter Water Conservation ❄️💧 Winter Water Conservation Tips! 💙🌿 As the temperature drops, so does your water usage! 🚰 Here's how you can save even more water this winter: 🌱 Mindful Plant Care: Adjust your irrigation sched...</p>	Conservation/Reba...	4	0	41	36	4	11.11%	0	
November 15, 2023 3:45 PM PST	Image	 <p>Worker Wed - Fog Inspection 🔍👷 Worker Wednesday Spotlight: Fats, Oil, and Grease Inspection Edition! 💧🔧 This Worker Wednesday, join us behind the scenes as our dedicated team conducts a thorough inspection of pipes to en...</p>	FOG/Wipes	5	0	39	35	5	14.29%	0	
November 14, 2023 3:42 PM PST	Image	 <p>Post 27870307 💧💙 Avoid monster clogs in your pipes by tossing fats, oils and grease (FOG) in the trash instead of pouring them down the drain. Just ask Edward S. from DHS High School, whose artwork is highlighte...</p>		6	0	62	54	6	11.11%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
November 11, 2023 3:39 PM PST	Video	 <p>Veterans Day Nov 11 🎉 Happy Veterans Day! 🧡 Today, we honor and express our deepest gratitude to all veterans and their families. Your courage, dedication, and hard work inspire us every day. 👏 As a tribute, we're sha...</p>	Event	5	0		90	5	5.56%	0	
November 10, 2023 3:37 PM PST	Image	 <p>Veterans Day In honor of Veterans' Day, our offices will be closed on Friday, Nov. 10, 2023. 📅 We extend our deepest gratitude to all who have served and continue to serve our nation. 🚒 Emergency Assistance A...</p>	Event	4	0	31	23	4	17.39%	0	
November 08, 2023 1:07 PM PST	Image	 <p>Water 101 - Sewer Cleaning 🚰👨‍🔧 Sewer Cleaning & CCTV Inspection Spotlight! 🎥🔧 Today's Worker Wed post features a behind-the-scenes journey as our MSWD staff dives into the critical tasks of sewer cleaning and CCTV inspecti...</p>	FOG/Wipes	7	0	40	35	7	20.0%	0	

Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
November 07, 2023 4:11 PM PST	Image	 <p>MSWD in the News 🌵👥 IKYMI: Explore Desert Hot Springs on NBC! 🚗✨ Embark on a delightful journey through our city with the launch of the DHS's new video series, "Discover Desert Hot Springs"! 🌴 Hosted by the incred...</p>	News Releases	4	0	37	31	4	12.9%	0	
November 06, 2023 12:04 PM PST	Image	 <p>Oct Water Matters 🌊 #ICYMI - October Customer Newsletter 🍂 Dive into our latest Water Matters newsletter for some essential updates to keep your pipes protected and the holiday vibes flowing! 🚰🍂 🔧 Pipe Protection ...</p>	Customer Service	6	0	30	26	6	23.08%	0	
November 02, 2023 4:39 PM PDT	Image	 <p>Day of the Dead 🌻✨ Honoring our Ancestors on Día de los Muertos 🌻✨ Today, MSWD embraces the rich tradition of Día de los Muertos, a celebration of love, remembrance, and the enduring connection to those who have ...</p>	Event	2	0	28	22	2	9.09%	0	




Date	Format	Post	Labels	Likes	Comments	Impressions	Reach	Engagements	Engagement Rate	Saves	Video Views
November 01, 2023 5:01 PM PDT	 Image	 Worker Wed - tight space 🚧 Making a Difference! 💧 Our dedicated MSWD Construction and Maintenance team is hard at work, tackling the challenge of repairing water infrastructure affected by tenacious Tamarisk Roots. 🌿💪 In ...		12	0	69	61	12	19.67%	0	
Total				91	1	675	686	92		0	
Average				6.1	0.1	48.2	45.7	6.1	13.41%	0.0	

LinkedIn Account Overview (November 1 - 30, 2023)




Posts Published <h1 style="margin: 0;">5</h1> <p style="color: red; font-size: small;">-5 -50.0%</p>	Likes <h1 style="margin: 0;">42</h1> <p style="color: red; font-size: small;">-27 -39.1%</p>	Views <h1 style="margin: 0;">36</h1> <p style="color: red; font-size: small;">-27 -42.9%</p>	Followers <h1 style="margin: 0;">258</h1> <p style="color: red; font-size: small;">-2 -0.8%</p>
Comments <h1 style="margin: 0;">0</h1> <p style="color: red; font-size: small;">-1 -100.0%</p>	Impressions <h1 style="margin: 0;">1,134</h1> <p style="color: red; font-size: small;">-467 -29.2%</p>	Clicks <h1 style="margin: 0;">43</h1> <p style="color: green; font-size: small;">+6 16.2%</p>	Engagement Rate <h1 style="margin: 0;">7.76%</h1> <p style="color: red; font-size: small;">0.0 -4.5%</p>

3 Most Engaging Posts	3 Most Shared Posts
<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - Strategic Planning</p> <p>"🔧 Worker Wednesday: 🚀 Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on our ...</p> </div> <div style="text-align: right; font-weight: bold;">15.76%</div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - Strategic Planning</p> <p>"🔧 Worker Wednesday: 🚀 Behind the scenes, we're diving into the nitty-gritty of strategic planning! 💡 Putting on our ...</p> </div> <div style="text-align: right; font-weight: bold;">1</div> </div>
<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>MSWD in the News</p> <p>🌵👤 IKYMI: Explore Desert Hot Springs on NBC! 🚗🌟</p> <p>Embark on a delightful journey through our city with the launch of t...</p> </div> <div style="text-align: right; font-weight: bold;">10.69%</div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Black Friday</p> <p>🎁🌟 This Black Friday, we're serving up an unbeatable deal for you! Get 4 gallons of pure tap water for just 1 cent! ...</p> </div> <div style="text-align: right; font-weight: bold;">1</div> </div>
<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>Worker Wed - Fog Inspection</p> <p>🔍👤 Worker Wednesday Spotlight: Fats, Oil, and Grease Inspection Edition! 💧🔧</p> <p>This Worker Wednesday, join us behin...</p> </div> <div style="text-align: right; font-weight: bold;">10.35%</div> </div>	<div style="display: flex; align-items: flex-start;"> <div style="flex-grow: 1;"> <p>MSWD in the News</p> <p>🌵👤 IKYMI: Explore Desert Hot Springs on NBC! 🚗🌟</p> <p>Embark on a delightful journey through our city with the launch of t...</p> </div> <div style="text-align: right; font-weight: bold;">0</div> </div>



















3 Least Engaging Posts





	Fog Prevetion 🔍🚫 Avoid the Mess! Watch Now: Fats, Oil, and Grease Prevention 🧼💡 Cooking up a storm in the kitchen? 🌀 Before you ge...	1.96%
	Black Friday 🧺🌟 This Black Friday, we're serving up an unbeatable deal for you! Get 4 gallons of pure tap water for just 1 cent! ...	9.79%
	Worker Wed - Fog Inspection 🔍👷 Worker Wednesday Spotlight: Fats, Oil, and Grease Inspection Edition! 💧🔧 This Worker Wednesday, join us behin...	10.35%

3 Least Shared Posts

	Fog Prevetion 🔍🚫 Avoid the Mess! Watch Now: Fats, Oil, and Grease Prevention 🧼💡 Cooking up a storm in the kitchen? 🌀 Before you ge...	0
	Worker Wed - Fog Inspection 🔍👷 Worker Wednesday Spotlight: Fats, Oil, and Grease Inspection Edition! 💧🔧 This Worker Wednesday, join us behin...	0
	MSWD in the News 🌱👤 IKYMI: Explore Desert Hot Springs on NBC! 🚗🌟 Embark on a delightful journey through our city with the launch of t...	0

LinkedIn Post Metrics (November 1 - 30, 2023)

Date	Format	Post	Labels	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
November 24, 2023 3:56 PM PST	 Image	 <p>Black Friday   This Black Friday, we're serving up an unbeatable deal for you! Get 4 gallons of pure tap water for just 1 cent!   Don't miss out, quench your thirst without breaking the bank! Tag your friend...</p>	Event	1	6	9.79%	12	194	0
November 22, 2023 3:40 PM PST	 Image	 <p>Worker Wed - Strategic Planning  Worker Wednesday:  Behind the scenes, we're diving into the nitty-gritty of strategic planning!  Putting on our thinking caps and crafting the roadmap to success.  Hard work today, success t...</p>	Worker Wed	1	18	15.76%	10	184	0
November 20, 2023 3:49 PM PST	 Link	 <p>Fog Prevetion  Avoid the Mess! Watch Now: Fats, Oil, and Grease Prevention   Cooking up a storm in the kitchen?  Before you get started, check out our latest video guide on how to keep Fats, Oil, and Grease...</p>	FOG/Wipes	0	0	1.96%	1	51	0

Date	Format	Post	Labels	Shares	Clicks	Engagement Rate	Reactions	Impressions	Comments
November 15, 2023 3:45 PM PST	 Image	 <p>Worker Wed - Fog Inspection 🔍👷 Worker Wednesday Spotlight: Fats, Oil, and Grease Inspection Edition! 🔧💧 This Worker Wednesday, join us behind the scenes as our dedicated team conducts a thorough inspection of pipes to en...</p>	FOG/Wipes	0	5	10.35%	4	87	0
November 07, 2023 4:11 PM PST	 Link	 <p>MSWD in the News 🌵👷 IKYMI: Explore Desert Hot Springs on NBC! 🚗🌟 Embark on a delightful journey through our city with the launch of the DHS's new video series, "Discover Desert Hot Springs"! 🌴 Hosted by the incred...</p>	News Releases	0	11	10.69%	6	159	0
Total				2	40		33	675	0
Average				0.4	8.0	9.71%	6.6	135.0	0.0

Tamarisk Trouble: A Threat Below the Surface

Tamarisk Trees, also known as Saltcedar, may seem like an attractive addition to your landscape. However, these seemingly harmless plants can significantly threaten your property's underground infrastructure. Their aggressive root systems are notorious for infiltrating water and sewer lines, causing costly damage and disruptions.



Unchecked Tamarisk growth can lead to blockages, leaks, and even complete pipe failures. The consequences extend beyond the financial burden of repairs; they can disrupt your daily life and harm the environment.

Tamarisk Trees are particularly thirsty, absorbing excessive amounts of water and contributing to soil salinity, negatively impacting local ecosystems.

Choose Desert-Friendly Alternatives

Before you embark on your next landscaping project, we encourage you to explore aesthetically pleasing and environmentally responsible alternatives.

Mission Springs Water District offers a comprehensive guide to desert-friendly plants that thrive in our arid climate and promote environmental sustainability. Visit www.mswd.org/conservation to access valuable resources, including plant recommendations, water conservation tips, and insights on creating a resilient and eco-friendly landscape.

Winter Water Conservation

As winter approaches with its chilly embrace, it's time to adapt our water usage habits. Here are some Winter Water Conservation Tips to help you make every drop count:

Mindful Plant Care

Adjust your irrigation schedule to align with the changing needs of your plants. In cooler months, plants require less water, so be mindful not to overwater. This can weaken plants, impacting their resilience for the warmer seasons ahead. Let's nurture our gardens wisely!

Indoor Conservation

Small changes can make a significant impact on water conservation indoors. Check out our 101 Ways to Save at www.mswd.org/save and discover simple yet effective ways to save water, from optimizing your shower routine to fixing leaks promptly. Every drop you save indoors contributes to a more environmentally sustainable water future.

Winter Watering Schedule

Stay informed by checking out our Winter Watering Schedule at www.mswd.org/waterschedule. Following a seasonal watering plan ensures that you provide your outdoor spaces with just the right amount of water, promoting healthy landscapes without unnecessary waste.

For rebate information and more water-friendly ideas, visit www.mswd.org/conservation.

