



# General Manager's Report December 2021





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## EXECUTIVE SUMMARY

The past month has been busy for staff and the Board, as we prepared for the holidays and the close of 2021. Several notable accomplishments include:

- The reappointment of MSWD Board President Nancy Wright to an additional term on the Colorado River Basin Regional Water Quality Control Board for Region 7. The move continues the direct representation MSWD customers have in regional water issues. She has served on the board under four administrations, totaling more than 16 years of service, and is the current Chairperson for the region.
- MSWD's participation in a joint California Groundwater Coalition letter to the State Water Resources Control Board (SWRCB) regarding their Notice of Preparation of a Draft Program Environmental Impact Report Adoption of a Regulation for the Hexavalent Chromium (Chromium 6) Maximum Contaminant Level (MCL). The letter requests that the SWRCB prepare a full Environmental Impact Report (EIR) using the most up-to-date science and risk assessment while also considering the cost and benefit of treatment options, especially for disadvantaged communities that lack access to financial resources and the ability to raise water rates on their customers.
- The execution of a contract between MSWD and West Yost to prepare a TDS Impact Evaluation Work Plan (Work Plan) pursuant to Order R7-2020-0011 for the new Regional Water Reclamation Facility. MSWD is planning to discharge secondary-treated wastewater to three on-site evaporation/infiltration basins. As a result, MSWD is required to prepare the Work Plan and associated schedule to monitor groundwater and determine background concentration of TDS in the area of discharge, determine if wastewater discharge causes or contributes to increased TDS levels, and ensure that any proposed effluent limitations for TDS does not cause an exceedance of the receiving water limitations for groundwater. MSWD is required to submit the Work Plan to the Executive Officer of the Colorado River Basin Regional Water Quality Control Board for review and approval.
- MSWD's Well 22 Rehabilitation project is slated to receive more than \$338,000 in grant funding through the Coachella Valley Regional Water Management Group (CVRWMG) under the Urban and Multi-Benefit Drought Relief Program – Underrepresented Communities and Tribal Set Aside. Under this program, the

District is also eligible to receive an additional \$145,00 for its water conservation programs under the CV Water Counts umbrella.

- And last, but certainly not least, during the 2021 Desert Hot Springs Parade of Lights event, which took place Dec. 11, 2021, the MSWD float won the city's "Best Overall" award for its snow-filled Frosty the Snowman themed entry. A special shout out to Joe Hernandez and Alex Nine for their craftsmanship, Michael Moore for his excellent driving skills, the parade committee and everyone else that helped pull it all together.



## ADMINISTRATION

### Accounting Department

The Accounting Department continues to work with its vendors to complete the yearly and necessary tasks to meet State and Federal reporting requirements and the strategic goals established by the Board of Directors (Board) of MSWD. Below are project highlights and summaries for November 2021.

#### **Current Work Priorities**

Staff prepared and submitted the second COVID Relief Arrearage reports to the State for payment processing. After several changes and modifications to only report water delinquencies, the District should receive an initial payment of \$1,253,914.80, consisting of \$1,217,393.01 for delinquent water accounts, and \$36,516.79 for administrative fees.

Staff continued to help the front office with customer support as follows:

- Customer calls regarding the delinquent accounts that were sent to the County of Riverside for collection through property taxes.
- Creating a new adjustment code to credit account balances to the District through the unclaimed property process.
- Processing the United Way check in the amount of \$5,000.00 to help customers with their past due water bills.
- Website updates to add a lien and assessment district portal for customers to find answers on these matters faster.

Finance continues to work with Administration, Engineering, and Construction and Maintenance on reimbursable jobs. Additionally, several cost accounting jobs were requested and created to track certain expenses related to delicate issues. For example, a cost accounting job was created to track the expenses related to the wastewater notice of violation, and a cost accounting job was created to track the expenses related to the Coachillin owner requests and grievances.

Several debt payments are due at the beginning of December 2021 and their corresponding wire transfers were setup and approved.

The District met and submitted the annual debt covenant reports to our debtors, Berkadia, BBVA, and City National Bank with no issues to report.

Finance continues to work with Laserfiche, Gough Systems, and Strategy 7 to update and improve the finance software. Several improvements were made to the system to link

the Unidata database to Laserfiche and other programs that will provide information instantly.

Finance and Purchasing are making the Engineering move to the Annex a priority. Engineering is scheduled to move towards the middle of December 2021, at which point the Accounting office will move over to the modular office, freeing up several much needed office spaces in the Administration Building.

Finance continues to work with TKE Engineering and financing agencies to secure funding for the new Regional Water Reclamation Facility and emergency response center.

Finance met with Wells Fargo on the implementation of an ACH Vendor payment program to eliminate the District from having to write the many checks that are processed every week. This program should be implemented in January 2022.

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

### **Audit**

Finance continues the electronic preparation of Audit workpapers for the fiscal year ending June 30, 2021.

### **Budget**

Budget transfers in November 2021 amounted to \$9,120.00.

Staff reviewed the contract for professional services with TKE Engineering and updated the Purchase Order to match the Board's contract approval of \$3,671,000.00.

Staff reviewed the third contract amendment with Skyborne Ventures (The Ventures) for the public water system and water service line connection fees. The District received The Ventures' share of the water line replacement cost. The District recorded an amount due from The Ventures of \$4,275,000.00 for their share of the construction of a new well as required by the contract.

### **Payroll**

The following procedures were completed in November 2021:

- Updates were made to the upcoming W2 forms due in January 2022 for calendar year 2021. The IRS required the District to make changes to the form and report the COVID relief pay that several employees benefited from during the past year.

Additionally, research is being conducted on submitting these forms electronically for 2021 as electronic submission will be required for 2022.

- With the reorganization, the Accounting Department's job descriptions were updated to ensure they cover all the job duty changes that are necessary to keep the department on top of priorities.
- Staff completed several Laserfiche forms that are now being used by employees saving countless hours of extra work and resources as these are now all done electronically. These forms are started by an employee by logging into the District's Laserfiche server, where they go through the normal approval process, and ultimately are routed to the corresponding person in Accounting for processing. These include the Budget Transfer Request Form, New Job Request Form, Overtime Request Form, and Change of Status Form.
- Several changes were made to the payroll system to capture data and link it to the new Laserfiche forms.

## Cash

Total cash receipts for the month of November 2021 amounted to \$2,217,870.00.

Receipts consisted primarily of customer bill payments.

- Received \$56,035.40 from Riverside County in normal collections through the property tax system.
- Received \$140,808.40 from the Agua Dulce development in new water connection fees.
- Received \$100,458.16 from Desert Willows for their share of the water line replacement project costs.
- Received \$238,766.43 from Coachella Valley Water District; \$223,433.12 for the Proposition 84 Round 4 IRWM Grant, and \$15,333.31 for the Proposition 1 Conservation Grant.

Cash disbursements for the month of November 2021 amounted to \$2,847,493.35, with the largest payments going to:

- \$415,680.10 to Desert Water Agency
- \$345,030.34 to Payroll
- \$239,807.76 to Southern California Edison

## Revenues and Expenses

Total operating income and expenses through November 30, 2021 amounted to:

- Operating revenue \$9,669,215.00
- Operating expense \$6,353,398.00
- Non-operating income \$1,040,432.00
- Non-operating expense \$388,672.00

- Net Income \$3,967,577.00

### **Other Items**

The Accounting, Finance, and Customer Service Departments are moving into a paperless approval system for signatures

The Finance Department has provided all departments the information needed to review their budgets prior to the January 2022 midyear budget review with the Board of Directors.

The Director of Finance and Accounting toured the East Valley Water District building with great reviews and praises.

The Director of Finance and Accounting interviewed several qualified candidates for the Accounting Manager position with several top applicants.

The Director of Finance and Accounting participated in the interview for the Engineering Manager with another great applicant and possible great addition to the Engineering Department and the District.

### **Customer Service Department**

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

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

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

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

The United Way Customer Bill Assistance Program continues to be utilized by those customers who have been impacted the most by the COVID-19 pandemic, assisting 56 customers the first quarter of this fiscal year (July 1 – September 30, 2021).

United Lift has assisted customers by paying \$9,975.55 on customer accounts the first quarter of this fiscal year (July 1 – September 30, 2021).

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

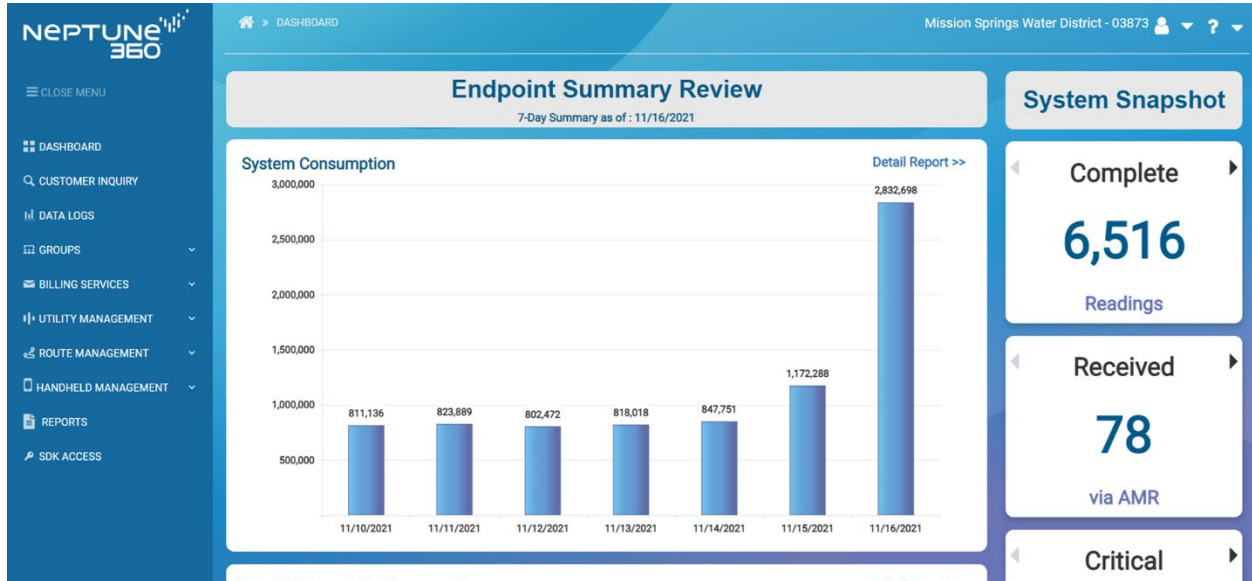
As a result of these programs, customer assistance has totaled \$15,578 since July 1, 2021.

### Customer Portal Update

Vertex One/WaterSmart integration continues and is on track for a December 2021 launch. At this point, the integration team is working on quality control by communicating with other vendors for API connection files. Once PayNearMe is integrated in the next 60-90 days, the portal will launch to the public. The PayNearMe integration delayed the portal launch as the District made the decision in the middle of portal integration because this will save the District \$60,000 or more annually.

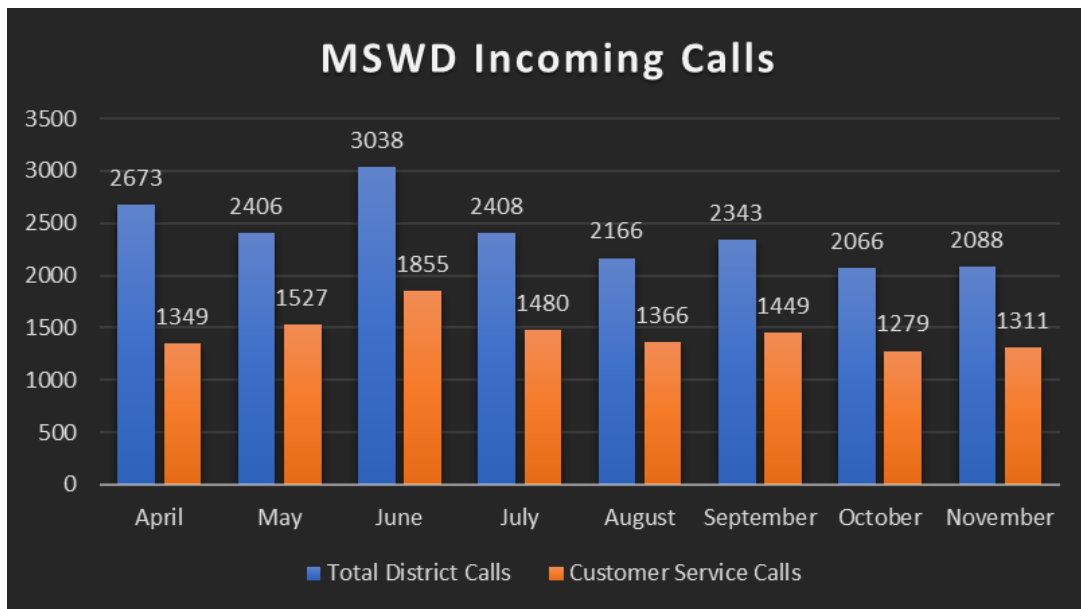
Staff is being proactive prior to the portal launch by tracking customers with high use alerts in Neptune 360. In the last two months, Staff has been able to help 83 customers identify and stop leaks.





### Calls into the Customer Service Department

Customer service calls are decreasing and are much lower than the monthly highs in July and August 2020. Most calls are related to demand/lien release requests and new property start/stop service. The chart below represents MSWD incoming calls and those received by the Customer Service staff.



Similarly, high consumption service calls are decreasing from the highs at the end of 2020. These service calls typically include reviewing the customers consumption history, usage alerts, and/or limited site investigations.



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

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

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

#### Ways to Pay Bills During Lobby Closure

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

- Customer can drop payments (check or money order) in the drop box
- Customers can pay at 7-11 in Desert Hot Springs, or Walmart, and must have their bills present
- Payment Portal on MSWD.org
- Customers can call in and pay through the IVR system, or with Customer Service Representative assistance
- Paypal option through Paymentus

## Purchasing Department

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

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

Staff is continuing with the Supply Chain Fundamentals course through California State University Dominguez Hills. The course will be completed on December 9, 2021.

The desks and partitions for the Annex building have arrived. Staff has installed and reorganized the desks and partitions.





## ENGINEERING AND OPERATIONS

### Engineering Department

Below is a list of Capital Projects and status updates.

#### **Well 42 Project**

Construction is still on-hold due to revisions to the well pumping and electrical equipment. The contractor, Layne Christensen Company, provided a revised submittal for the electrical equipment, but not the pumping equipment. Of note, the contractor is being delayed by the manufacturers who prepare the equipment submittals.

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



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

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

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

Staff and consultant, TKE Engineering, continued coordination with one property owner regarding a required pipeline/utility easement. The owner has given tentative approval of the proposed easement area and pipe alignment. Staff is moving forward with an appraisal to make an offer. Staff has notified the consultant to resume the final design.

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

The consultant, Michael Baker International, continued preparing the updated model for the water and sewer system.

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

Staff in conjunction with construction manager consultant, Michael Baker International (MBI), executed a change order extending the contract by 100 calendar days to February 18, 2022, reducing the total contract by \$37,765.00 down to \$459,633.00. Staff is processing a contract amendment to extend the contract with MBI by 120 days.

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

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

#### **Horton Effluent Filtration System**

The design consultant, TKE Engineering, is working on the 100% design submittal. Staff met with the design engineer to review the structural requirements for the proposed shade structure, wind break, and maintenance scaffolding system.

#### **Horton Chopper Pumps Project**

The bid opening was completed on October 21, 2021 at 2:00 PM. Only one bid was received for the project. Staff is currently reviewing the bid proposal.

#### **Well 22 Rehabilitation**

The consultant, TKE Engineering, prepared the 90% design, specifications, and engineers estimate. Staff is currently plan checking the 90% design package.

#### **AD-18 GQPP Sewer Project Area “D3-1”**

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

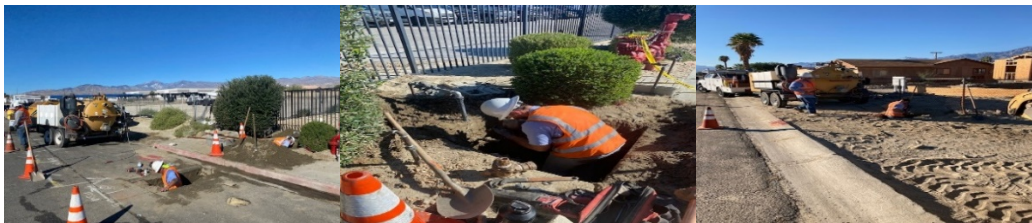
## Regional Water Reclamation Facility

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

## Operations & Maintenance

### Construction & Maintenance

Staff completed approximately 287 water line location requests in November 2021. Staff continues to use iPads with the GeoViewer Mobile app to streamline and manage line locations. Staff also replaced eight water services, repaired 16 service line leaks, and two main line leaks in November 2021. Approximately 37,965 gallons of water loss was recorded due to water leaks in November 2021.

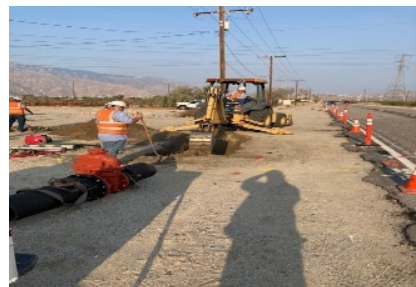


Staff continues to implement maintenance programs, which consist of ground valve exercising, blow-off flushing, Cla-Val automatic control valves, and fire hydrants. There were 138 ground valves exercised, 33 fire hydrants flushed, and no Cla-Val valves inspected in November 2021.



A total of 27 work orders were processed in November 2021 using the CMMS module.

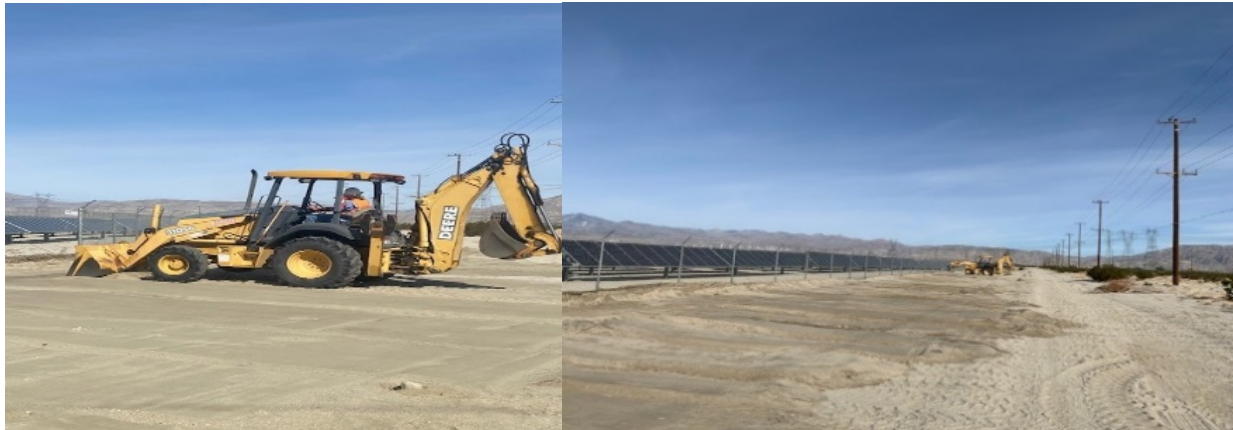
Staff installed 26 new water services in November 2021 with the help of the Customer Service Department installing the drop-in meters.



Staff repaired two fire hydrants that were both damaged from hit and run accidents.



Staff removed and cleaned up the built-up blow sand around the exterior of the suction reservoir at Well 33 and along the fence line of the solar field property.



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



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

### **Fleet and Facility Maintenance**

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

Building maintenance continues at District facilities. LED lights were replaced in the stairwell at the Administration Building for increased visibility. An additional light was installed under the carport at the Administration Building to improve area lighting when Staff arrives and departs the facility in the dark.

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

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

- Unit 391 received routine service
- Front cutting blade was replaced on the skip loader
- Oil leak was repaired on Unit 381
- Coolant leak was repaired on Unit 324
- Front tires were replaced on Unit 389

### **Collections**

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

Staff completed 315 sewer line location requests. Staff continues to use iPads with the GeoViewer Mobile application to streamline and manage line locations.

Approximately 5 miles of sewer mainline was cleaned. This included 110 segments of 8" VCP sewer pipe. Staff has also cleaned 75% of Desert Crest and has continued to notify homeowners for the next segments to be cleaned.



Staff cleared a complete blockage of rags in the Desert Crest collection system before an SSO could occur.

Staff continues to help at the wastewater treatment plant as needed.

### **Wastewater Treatment**

Staff spent a combined 546-man hours performing routine plant maintenance, equipment maintenance, and plant operations at the Horton and Desert Crest plants. Also, during this timeframe staff spent 183-man hours operating the sludge belt filter press, including filling and removing 13 trailers of sludge from the Horton and Desert Crest Plants.

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

WASTEWATER FLOW MGD				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.	2.081568	2.223453	0.046618	0.051660
Nov.	2.084749	2.213652	0.048180	0.053880
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix C.

Staff collected 30 samples and spent 45-man hours performing laboratory duties and analysis for process control and regulatory reporting purposes. Both plants are producing an effluent that meets the District's discharge requirement.

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

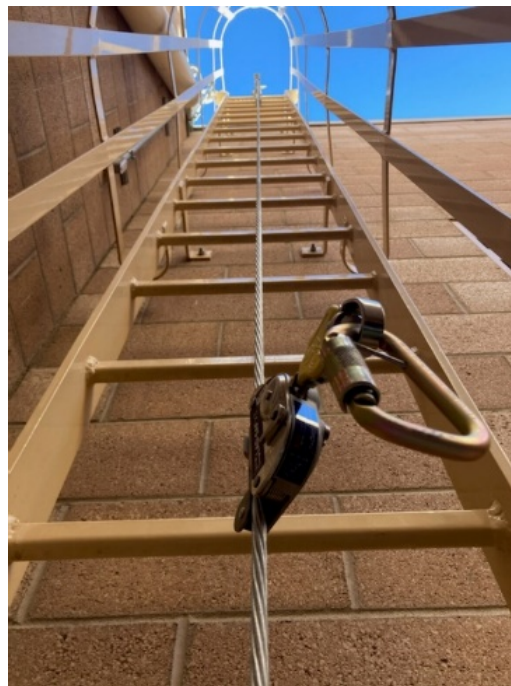
Staff continues to pull the influent pumps a minimum of four times throughout the week, or as needed, including weekends due to ragging of "flushable wipes". Pumping GPM and Hz on the pumps are monitored daily to help determine how frequent the pumps need to be pulled.

Five ponds were cleaned and rehabilitated in November 2021. Ponds 4, 5, 6, 7, and 8 were all cleaned this month, and Ponds 4 and 7 were cleaned twice.

Staff replaced the upper and lower belts for the belt presses as well as replaced the sprayer nozzle on the gravity belt sprayer, paddles, wedges, and other parts that needed to be replaced.



Staff installed a fall arrest system on the ladder going up to the top of the electrical room.



Staff cleaned the west effluent wet well. Staff also took measurements of both pumps and piping for the contractor who will be installing the chopper pumps.



Staff continued to conduct a weekly “Wastewater Training” program within the department. These training sessions are intended to get all of the operators on the same page, so that Staff is operating equipment more proficiently and have more accurate data from sampling. This month’s training included:

- Aerator Bearings/Gearboxes
- Sulfuric Acid
- Boat Safety
- SDS, IIPP, and Disaster Preparedness Plan



A rag was sucked into Grit Pump 3 and had to be removed. Staff also placed the plumbing and lower blow-off seal for RAS Pump 7 due to corrosion.



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

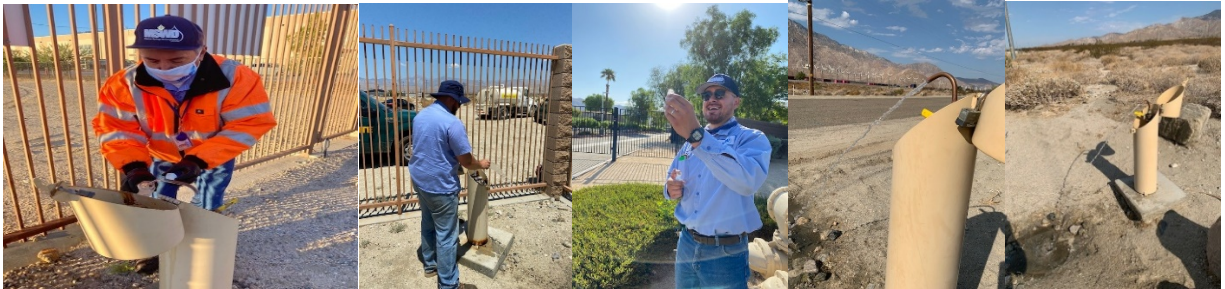
New Sanitary Service Connections to Collection System

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	8	7	9	51	2
Aug.	20	4	1	8	53	2
Sep.	20	5	2	12	8	11
Oct.	36	9	4	8	12	4
Nov.	29	50	10	9	7	7
Dec.		9	3	3	64	1
Jan.		21	7	1	16	8
Feb.		23	5	1	42	0
Mar.		48	1	0	23	5
Apr.		18	3	3	15	30
May		17	11	3	20	45
June		21	7	3	6	70
<b>Annual Total</b>	<b>123</b>	<b>233</b>	<b>61</b>	<b>60</b>	<b>317</b>	<b>185</b>

Additional sanitary service connection information is provided in Appendix C.

## Water Production

Staff collected 63 routine samples, seven general physical samples, and uranium samples at Well 26A for analysis in November 2021. Staff works closely with the lab when changing sampling dates or taking grab Bac-T samples for any mainline shutdowns. The MSWD Monthly Coliform Monitoring Reports for November 2021 will be sent out to the State Water Regional Control Board on December 3, 2021.



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



Staff has been gathering the required well site information in order to begin replacement of the well production meters.



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



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

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



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



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



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

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

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



### **Well 33 Solar Site**

Staff continues to monitor the performance of the solar system. The October 2021 performance report showed that the system produced 157,670 kilowatt hours, which is within 83% of expected energy output.

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

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

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

New Water Services added Monthly

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
July	18	7	4	5	7	2
August	19	6	10	5	3	2
September	23	18	2	14	4	13
October	33	13	3	21	8	3
November	27	10	16	4	0	7
December		2	17	3	3	2
January		15	6	3	20	1
February		13	8	5	11	1
March		16	2	3	6	5
April		11	1	3	7	11
May		15	12	5	11	9
June		24	11	2	8	2
<b>Annual Total</b>	<b>120</b>	<b>150</b>	<b>92</b>	<b>73</b>	<b>88</b>	<b>58</b>
<b>Avg./ Mo.</b>	<b>10.00</b>	<b>12.50</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>	<b>4.83</b>

The total water connections in the District's system are currently 13,206.



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

Monthly Water Production

	FY 2021/22	Variance from prior year		FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18
	AF	AF	%	AF	AF	AF	AF
July	796.57	-61.20	-7.1%	857.77	853.23	857.20	835.87
August	839.93	-45.38	-5.1%	885.31	795.18	806.47	829.93
September	738.65	-46.15	-5.9%	784.80	757.08	689.47	712.40
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86
November	679.85	-10.28	-1.5%	690.13	619.87	631.75	642.41
December		0.00	0.0%	588.32	537.23	502.16	584.24
January		0.00	0.0%	537.96	553.20	570.20	599.52
February		0.00	0.0%	495.61	520.85	415.49	512.79
March		0.00	0.0%	625.80	557.73	490.92	536.09
April		0.00	0.0%	649.34	573.02	635.08	644.06
May		0.00	0.0%	723.62	698.99	598.36	697.15
June		0.00	0.0%	761.63	806.02	710.39	688.74
<b>TOTAL</b>	<b>3720.18</b>	<b>-253.67</b>	<b>-6.4%</b>	<b>8356.13</b>	<b>7981.79</b>	<b>7617.30</b>	<b>8017.06</b>



## Water Resources

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

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

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

The CVRWWMG issued a “call for projects” under the Urban and Multi-Benefit Drought Relief Program – Under Represented Communities and Tribal Set Aside. There is a total of \$1,800,000.00 grant funding available for projects.

- Staff submitted an application for the Well 22 Rehabilitation Project and MSWD is also part of the CV Water Counts Regional Conservation Project application.
- The CVRWWMG received three proposals and scored them based on the Coachella Valley Integrated Regional Water Management (IRWM) project criteria, and the California Department of Water Resources (DWR) program criteria.
- The CVRWWMG met and voted to fund the CV Water Counts Regional Conservation Project, which was the highest scoring project, for the full requested amount. The remaining grant funding will be split between MSWD’s Well 22 Rehabilitation Project and CVWD’s Valley View Mobile Home Park Water Consolidation Project, based on prorated scoring and project needs.

The CVRWWMG and other Colorado River Funding Area regions, San Geronimo Pass and Mojave IRWM Regions, have agreed on the cost share for the upcoming Proposition 1 Round 2 IRWM Implementation and Drought Relief grant funding.

- The cost share will be 40% based on equal split and 60% based on disadvantaged community (DAC) population for each IRWM Region.
- The cost share agreement will be executed by each of the IRWM Regions and their respective agencies in the coming weeks in preparation for the “call for projects” in February 2022.

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

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

The public comment period closed on November 18, 2021 for the Public Draft 2022 Alternative Plan Update for the Mission Creek Subbasin. Only one comment was received from the Riverside County Flood Control and Conservation District. The comment has

been addressed and incorporated into the Final 2022 Alternative Plan Update for the Mission Creek Subbasin.

Staff is bringing the Final 2022 Alternative Plan Update for the Mission Creek Subbasin to the Board of Directors for adoption in December 2022.

Following Board approval in November 2021, the General Manager executed a cost share agreement with CVWD and DWA for the USGS Land Subsidence Study for the Mission Creek Subbasin.

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

The public comment period closed on November 30, 2021 for the Public Draft 2022 Groundwater Sustainability Plan for the San Gorgonio Pass Subbasin.

Comment letters were received from the Morongo Band of Mission Indians and other stakeholders. The consultant, Provost & Prichard, is compiling the comments and responses for the Groundwater Sustainability Agencies (GSAs) to review.

Staff will bring the Final 2022 Groundwater Sustainability Plan for the San Gorgonio Pass Subbasin to the Board of Directors for adoption in January 2022.

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

The GSAs have issued the Final 2022 Alternative Plan Update for the Indio Subbasin and are scheduled to adopt the plan at their respective governing body meetings in December 2021. Note, the plan is also due to the California Department of Water Resources by January 1, 2022.

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

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

Staff anticipates receiving a draft RFP for review in the coming weeks to begin the procurement process for the SNMP update.

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

### Hexavalent Chromium Maximum Contaminant Level

The State Water Resources Control Board (SWRCB) has circulated a Notice of Preparation of a Draft Program Environmental Impact Report (EIR) Adoption of a Regulation for the Hexavalent Chromium (Chromium 6) Maximum Contaminant Level (MCL) for public comment. Our legislative advocate, Rosanna Carvacho Elliott, prepared a letter on behalf of the California Groundwater Coalition (CGC) requesting that the SWRCB complete a full EIR for the Project, following the science and risk assessment while also considering the cost and benefit of treatment options, especially for disadvantaged communities that lack access to financial resources and the ability to raise water rates on their customers.

The draft letter was reviewed by Staff and other CGC members and it was sent out by the December 6, 2021 deadline.



## PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

### Past Events

#### **Food Now Thanksgiving Food Drive, November 2021**

During the month of November 2021, MSWD employees donated non-perishable food items and cash to support Food Now's annual Thanksgiving Food Drive benefiting residents in the Desert Hot Springs area.

#### **Bella Vista Elementary Thanksgiving Food Drive, November 2021**

Supporting local students and their families during the Thanksgiving holiday, the District provided insulated MSWD-branded grocery bags to be used as part of Bella Vista Elementary's Thanksgiving Food giveaway. More than 50 families received food items and gift cards prior to the Thanksgiving holiday.



#### **Desert Valley Builder's Association 14<sup>th</sup> Annual Golf Event, Friday, November 19, 2021**

Supporting the region's builders and developers, MSWD had a presence at the Desert Valley Builder's Association's annual golf event, held this year at the Classic Club in Palm Desert. MSWD branded water was distributed to all participants.



#### **Association of California Water Agencies Fall Conference, November 30 - December 2, 2021**

Members of the Board, along with senior management, recently attended the Association of California Water Agencies fall conference in Pasadena. A premier event for water industry professionals to learn and connect, the event keynote was State Water Resources Control Board Vice Chair Dorene D'Adamo who spoke about water issues affecting agricultural and urban water agencies across the state.

**Desert Hot Springs Women's Club Black & White Charity Dinner, Saturday, December 4, 2021**

MSWD directors and management joined with city officials and Desert Hot Springs (DHS) residents to raise scholarship money for local students during the annual DHS Women's Club Black and White Charity Dinner held recently at the Miracle Springs Resort and Spa. The sold-out event drew almost 200 participants.

**MSWD Employee Appciaiation Luncheon, Wednesday, December 8, 2021**

Management and staff joined together to celebrate another successful year for #TeamMSWD during the District's Annual Employee Appreciation event. Compliments of the MSWD Board of Directors and General Manager Arden Wallum, employees were treated to a special lunch and holiday-themed activities.



**Upcoming Events**

**City of Desert Hot Springs Parade of Lights, Saturday, December 11, 2021**

#TeamFrosty MSWD is making the final preparations on its Frosty the Snowman themed float. Members of the Board of Directors, staff, and their families will participate in the event. To bring awareness to the toy drive, Team Mom Charities will be hosting a series of Holiday Events at the new Desert Hot Springs Library and will have collection boxes located throughout the community.

**Team Mom Charities Toy Drive – Now through December 23, 2021**

MSWD employees are collecting toys this year for Team Mom Charities, which is working with our local Desert Hot Springs schools to identify families in need of presents this holiday season.



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

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

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

## Awards

During the Association of California Water Agencies (ACWA) fall conference, MSWD was awarded with two Joint Powers Insurance Authority (JPIA) President Awards for leadership and financial strength in the areas of Liability and Workers' Compensation. ACWA represents more than 450 public water agencies, all of whom qualify for coverage through ACWA JPIA. The organization was first formed by water agencies across California in 1979 to provide risk-sharing pools. Today, it meets the needs of its members for property, liability, workers' compensation, and employee benefits coverage.

## Communications & Outreach Activities

### **2022 Calendar Drawing Contest**

MSWD launched a children's drawing contest in October 2021, soliciting artwork from local students that illustrate water conservation and groundwater protection. More than 50 local K-12 students submitted original artwork. The calendar, which showcases the top 12 entries, is in the final design stages and will be released in early January 2022. All participants will be mailed a certificate of appreciation, water bottle, and copy of the calendar. The twelve finalists will receive an Amazon gift card. A video showcasing all of the entries is now available on the District's YouTube channel.



### **Desert Hot Springs Library Partnership**

As part of our on-going partnership, the Desert Hot Springs library is now displaying a poster board near the water bottle refill station that touts the value of MSWD's award winning water. We have also provided re-useable water bottles for staff and community. We are currently developing age-appropriate programming, including a monthly story hour for young children, a hands-on activity-based learning program for teens/tweens, and a series of evening water talk meetings for adults who are interested in learning more about topical issues related to water and wastewater treatment. Additional update on this exciting new project will be shared as they become available.



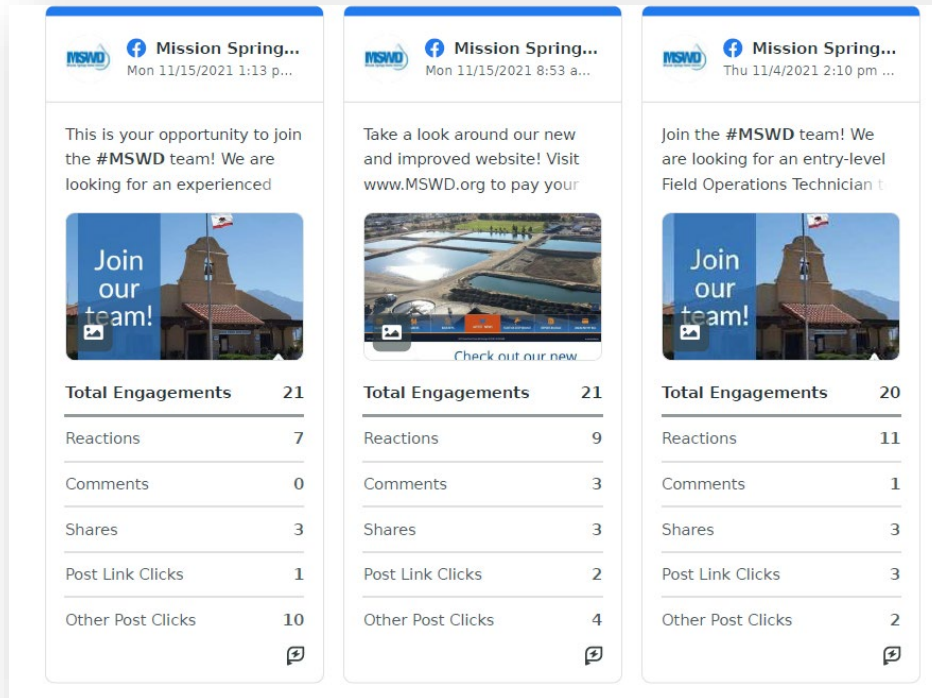
### **MSWD Video Series**

The Public Affairs team is continuing to create a series of informational videos discussing a wide variety of water-related interests. Filming for the next set of videos was

completed on December 10, 2021 and drafts of the next set of videos will be available in January 2022.

**Social Media**

A copy of the November 2021 social media report can be found in Appendix D. This report highlights activities and posts on the District’s social media platforms. Total impressions were up, popular posts included job openings and links to the new website.



**MSWD Digital Advertising**

During the month of November 2021, the District featured five Google and Facebook/Instagram ads promoting conservation, rebates, avoiding FOGs (Fats, Oil and Grease) down the drain, value of water, and the drawing contest. A full copy of the report can found in Appendix D. The FOG posts performed well on Google, generating 356 clicks from over 56,000 impressions with an additional 28 clicks from over 28,000 impressions on Facebook. The Calendar Drawing campaign also performed well, netting 211 clicks between social and Google ads from over 73,000 impressions.



## CV Water Counts

The CV Water Counts Outreach Report for the month of November 2021 can be found in Appendix D. The November 2021 campaign promoted conservation through proper planting and participation in the spring 2022 CV Water Academy, which begins in February 2022.



## Rebates & Conservation

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

### **Turf Rebates**

We have received six Turf Rebate applications since the month of June 2021, two have been approved and paid out, totaling \$4,300. Three more are in process, and one did not qualify due to a lack of grass.

### **Toilet Rebates**

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

- July 2021 – Desert Cove, 24 toilets totaling \$2,400
- August 2021 – one rebate totaling \$200
- September 2021 – one rebate totaling \$200
- October 2021 – two rebates totaling \$500
- November 2021 – four toilet rebates totaling \$600

Water Donations for the Month of November 2021

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
11/5/2021	Miracle Springs Hotel	Road Scholar Hiking Program	4
11/16/2021	Desert Valley's Builder's Association	DVBA Annual Golf Tournament	6
11/16/2021	Desert Hot Springs Police Department	Traffic accidents, crime scenes,	6
11/18/2021	Desert Hot Springs Police Department	PD Thanksgiving Com. Dinner	5
11/29/2021	City of Desert Hot Springs	Council/Commission Meetings/Walk-in Guest	25
11/30/2021	Friends of Desert Hot Springs Library	December meeting & Annual meeting	3
		<b>Total Cases</b>	<b>49</b>



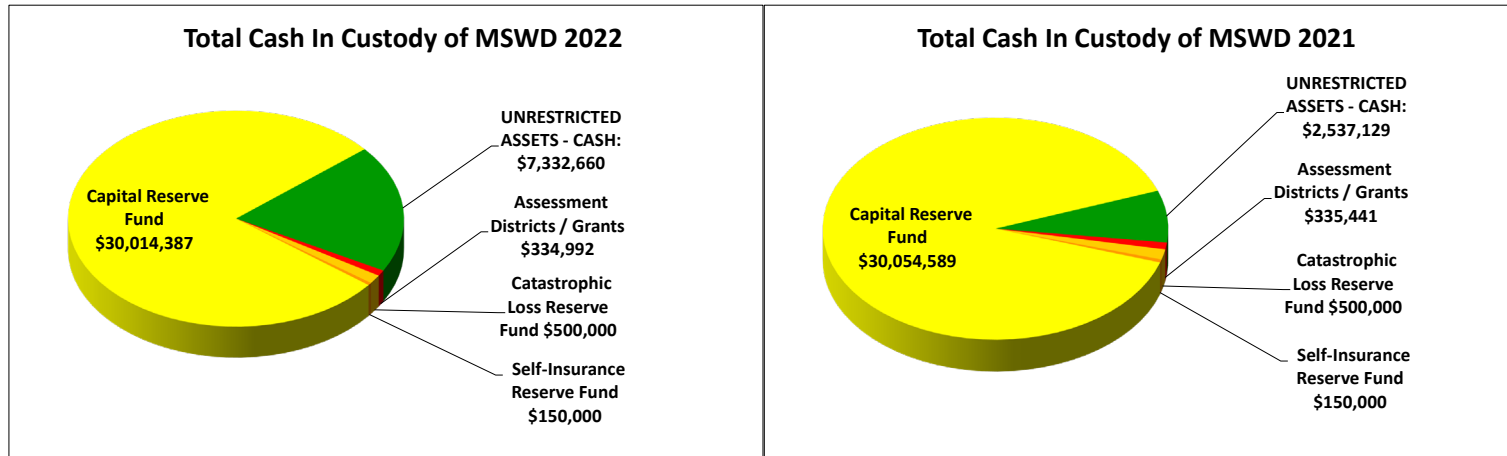
**APPENDIX A – Financial Report**

MISSION SPRINGS WATER DISTRICT  
COMBINED FUNDS  
DISTRICT SUMMARY  
JULY 1, 2020 TO NOVEMBER 30, 2021

YEAR TO DATE				JULY 1, 2020 TO NOVEMBER 30, 2020				
ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE)	FAVORABLE (UNFAVORABLE)	ACTUAL	BUDGET	FAVORABLE (UNFAVORABLE)	FAVORABLE (UNFAVORABLE)	
		VARIANCE AMOUNT	VARIANCE PERCENT			VARIANCE AMOUNT	VARIANCE PERCENT	
9,669,215	9,000,433	668,782	7%	9,346,748	7,150,271	2,196,477	31%	
6,353,398	6,439,985	86,587	1%	6,581,017	7,037,569	456,552	6%	
<u>3,315,818</u>	<u>2,560,448</u>	<u>755,370</u>	<u>30%</u>	<u>2,765,731</u>	<u>112,702</u>	<u>2,653,029</u>	<u>2354%</u>	
				<b>OPERATING REVENUE:</b>				
				<b>OPERATING EXPENSE:</b>				
				<b>NET OPERATING INCOME</b>				
1,040,432	1,183,219	(142,787)	-12%	1,258,722	5,424,051	(4,165,329)	-77%	
388,672	395,249	6,577	2%	497,265	400,251	(97,014)	-24%	
<u>651,759</u>	<u>787,970</u>	<u>(136,211)</u>	<u>-17%</u>	<u>761,457</u>	<u>5,023,800</u>	<u>(4,262,344)</u>	<u>-85%</u>	
				<b>ADD NON-OPERATING REVENUE</b>				
				<b>LESS NON-OPERATING EXPENSE</b>				
				<b>NET NON-OPERATING INCOME</b>				
<u>3,967,577</u>	<u>3,348,418</u>	<u>619,159</u>	<u>18%</u>	<u>3,527,188</u>	<u>5,136,502</u>	<u>(1,609,314)</u>	<u>-31%</u>	

**OTHER INFORMATION**

	7.52	<b>DEBT SERVICE RATIO</b>	9.77
	0.04%	<b>INVESTMENT RETURN</b>	0.05%
	\$ 39,296,813	<b>CASH - JULY 1</b>	\$ 34,708,247
	\$ (987,936)	<b>INCREASE/(DECREASE) IN CASH</b>	\$ (1,131,088)
	<u>\$ 38,308,877</u>	<b>CASH - END OF PERIOD</b>	<u>\$ 33,577,159</u>
	\$ 7,332,660	<b>UNRESTRICTED CASH</b>	\$ 2,537,129
	\$ 30,976,217	<b>RESTRICTED CASH</b>	\$ 31,040,030
	<u>\$ 38,308,877</u>	<b>CASH IN CUSTODY OF MSWD</b>	<u>\$ 33,577,159</u>
<b>WELLS FARGO</b>	\$ 32,482	<b>RESTRICTED - ASSESSMENT DISTRICTS</b>	\$ 23,580
<b>CALTRUST</b>	\$ 6,436,309	<b>RESTRICTED - SHORT TERM FUND</b>	\$ 6,432,898
<b>CALTRUST</b>	\$ 21,958,681	<b>RESTRICTED - MEDIUM TERM FUND</b>	\$ 22,035,811
<b>CALTRUST</b>	\$ 2,548,744	<b>RESTRICTED - LIQUIDITY FUND</b>	\$ 2,547,741
	<u>\$ 30,976,217</u>	<b>RESTRICTED TOTAL CASH</b>	<u>\$ 31,040,030</u>



APPENDIX B –  
Federal Update from Carpi & Clay

# Mission Springs Water District Federal Update

November 30, 2021

## President Biden Signs Bipartisan Infrastructure Bill into Law

On Monday, November 15<sup>th</sup>, President Joe Biden signed into law the “Infrastructure Investment and Jobs Act” (IIJA). The bill was first passed by the Senate in early August by a vote of 69-30, and then approved by the House in early November by a vote of 228-206. The bill, which provides \$550 billion in new spending, includes a five-year reauthorization of the surface transportation programs. The full text of the bill as passed into law can be found [HERE](#). The new funding will be allocated as follows:

- Transportation: \$284 billion
- Water: \$55 billion
- Broadband: \$65 billion
- Energy & Power: \$73 billion
- Environmental remediation for past pollution: \$21 billion
- Western water infrastructure: \$8.3 billion
- Resiliency: \$46 billion

## President Biden Appoints Landrieu to Coordinate IIJA Implementation

During the IIJA bill signing, President Biden announced the appointment of former New Orleans Mayor Mitch Landrieu as a Senior Advisor and Infrastructure Coordinator within the White House. In this role, Landrieu will be responsible for coordinating the spending and implementation of the Infrastructure Investment and Jobs Act programs. Landrieu will also work to establish partnerships across the federal government and with state and local leaders through the implementation of the infrastructure bill.

## House Passes Build Back Better Reconciliation Bill

On November 19<sup>th</sup>, the House passed President Biden’s “Build Back Better Act” (BBB) initiative by a vote of 220 – 213. The \$1.75 trillion reconciliation package includes provisions related to health care, education, childcare, climate change, housing, energy, public lands, and transportation. The bill will now go before the Senate for consideration, where Senators

Joe Manchin (D-WV) and Krysten Sinema (D-AZ) have both expressed concerns about several provision of the bill. The bill text can be found [HERE](#) and a section-by-section can be found [HERE](#).

## **FY22 Appropriations Update**

The federal government is currently being funded by a Continuing Resolution (CR) that is set to expire on December 3<sup>rd</sup>. Since it appears that Congress will not be able to complete work on the Fiscal Year (FY) 2022 appropriations bills by that time, another CR will be needed to avoid a government shutdown. This week, Congress is expected to consider a CR that will run until late January 2022.

## **House Extends Remote Voting Through the End of the Year**

Speaker of the House Nancy Pelosi announced that the House of Representatives will extend the remote voting period until December 31, 2021. Remote voting allows for Members to designate a colleague to record their votes for them rather than physically voting in-person. The announcement follows a House Sergeant-at-Arms notification that the COVID-19 public health emergency remains in effect.

## **Local Government Associations Send Letter to Congress to Update Municipal Finance Laws**

In early November, a group of 29 local government associations, led by the Government Finance Officers Association, sent a letter to Speaker Nancy Pelosi, Senate Majority Leader Chuck Schumer, House Ways and Means Committee Chair Richard Neal, and Senate Finance Committee Chair Ron Wyden, in support of legislation to increase the flexibility of financing critical infrastructure investments with tax-exempt municipal bonds. Additionally, the letter outlines opposition to the inclusion of interest on tax-exempt bonds in a proposed new federal corporate alternative minimum tax. The letter can be found [HERE](#).

## **OPM Issues New Guidance to Federal Agencies on Telework**

The Office of Personnel Management (OPM) issued new guidance to all federal agencies regarding continued telework/remote work for federal workers. The new guidance encourages agencies to ensure that telework and other workplace flexibilities are a fundamental part of their workforce policies. The guidance encourages agencies to offer at least some level of telework to as many work units as possible. This new guidance marks the first major update to the federal government's telework policy in over a decade. Each agency will be responsible for using this new guidance to develop their respective policies. The full guidance can be found [HERE](#).

## Federal Agency Personnel/Regulatory Announcements

**White House Launching Climate Spending Task Force.** White House Climate Adviser Gina McCarthy has announced the Biden Administration will form an intergovernmental climate spending task force. The new task force will establish a dialogue between the federal government and states, localities, communities, and businesses, regarding how the \$550 billion outlined in the Build Back Better Act is spent. Additional information on the task force can be found [HERE](#).

**Army Corps of Engineers ASA Confirmed.** The Senate confirmed Michael Connor to serve as the Assistant Secretary to the Army (ASA) for Civil Works. Connor has previously served as the Bureau of Reclamation Commissioner during the Obama Administration.

**Army Corps of Engineers and EPA Announce WOTUS Update Proposed Rule.** The Army Corps of Engineers and the Environmental Protection Agency announced they will be releasing a proposed rule to re-establish the pre-2015 definition of “Waters of the United States” (WOTUS), updated to reflect consideration of Supreme Court decisions. The rule is intended to support a stable implementation of WOTUS while the agencies continue to consult with states, Tribes, local governments, and other stakeholders regarding a rewrite of the regulation. Once the proposed rule is officially noticed in the Federal Register, there will be a 60-day comment period. A copy of the proposed rule can be found [HERE](#).

**Bureau of Reclamation Commissioner Confirmed.** The Senate confirmed Camille Touton to serve as the Commissioner of the Bureau of Reclamation. Touton has previously served as a committee staffer on both the House Transportation and Infrastructure Committee and the Senate Energy and Natural Resources Committee, in addition to serving as a political appointee at the Department of the Interior during the Obama Administration.

**OSHA Sets Vaccinations/Tests Deadline for Workers.** The Occupational Safety and Health Administration (OSHA) issued a federal rule mandating COVID-19 vaccinations or weekly testing for workers at U.S. companies with 100 or more employees. The first compliance deadline for employers is Dec. 5<sup>th</sup>, and the deadline for employees to be fully vaccinated or submit to testing is January 4, 2022. Additional information can be found [HERE](#).

## ## ##

APPENDIX C – Wastewater and Water Production Tables

## WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12
July	18	8	7	9	51	2	1	139	2	0	0
Aug.	20	4	1	8	53	2	4	214	4	0	2
Sep.	20	5	2	12	8	11	2	90	2	1	0
Oct.	36	9	4	8	12	4	21	65	8	2	1
Nov.	29	50	10	9	7	7	1	52	18	7	3
Dec.		9	3	3	64	1	0	86	22	11	2
Jan.		21	7	1	16	8	3	27	3	11	1
Feb.		23	5	1	42	0	3	5	46	6	1
Mar.		48	1	0	23	5	0	31	16	2	1
Apr.		18	3	3	15	30	0	8	95	14	3
May		17	11	3	20	45	7	13	98	3	2
June		21	7	3	6	70	4	4	72	2	0
<b>Annual Total</b>	<b>123</b>	<b>233</b>	<b>61</b>	<b>60</b>	<b>317</b>	<b>185</b>	<b>46</b>	<b>734</b>	<b>386</b>	<b>59</b>	<b>16</b>

Connections to Sewer Collection System:

As of June 30, 2021 8467

Plus YTD 123

**Total Sewer Connections = 8590**

WASTEWATER FLOW MGD				
2021/22	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.987088	2.104457	0.042128	0.058130
Aug.	2.059728	2.224424	0.052436	0.064940
Sep.	2.061448	2.234327	0.049729	0.066370
Oct.	2.081568	2.223453	0.046618	0.051660
Nov.	2.084749	2.213652	0.048180	0.053880
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

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

## WATER REPORT

WATER CONNECTION SUMMARY														
	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2009/10	2008/09
July	18	7	4	5	7	2	0	0	1	0	0	0	1	2
August	19	6	10	5	3	2	2	0	1	0	0	2	1	2
September	23	18	2	14	4	13	3	0	2	2	0	0	1	0
October	33	13	3	21	8	3	20	0	5	1	1	4	2	1
November	27	10	16	4	0	7	3	0	1	0	1	1	5	1
December		2	17	3	3	2	0	0	2	0	0	0	0	2
January		15	6	3	20	1	1	2	2	0	0	1	1	9
February		13	8	5	11	1	0	1	0	1	0	0	1	2
March		16	2	3	6	5	0	12	0	0	4	5	0	4
April		11	1	3	7	11	2	7	0	1	4	1	12	2
May		15	12	5	11	9	8	2	0	1	2	0	0	0
June		24	11	2	8	2	10	1	0	0	0	1	1	0
<b>Annual Total</b>	<b>120</b>	<b>150</b>	<b>92</b>	<b>73</b>	<b>88</b>	<b>58</b>	<b>49</b>	<b>25</b>	<b>14</b>	<b>6</b>	<b>12</b>	<b>15</b>	<b>25</b>	<b>25</b>
<b>Avg./ Mo.</b>	<b>10.00</b>	<b>12.50</b>	<b>7.67</b>	<b>6.08</b>	<b>7.33</b>	<b>4.83</b>	<b>4.08</b>	<b>2.08</b>	<b>1.17</b>	<b>0.50</b>	<b>1.00</b>	<b>1.25</b>	<b>2.08</b>	<b>2.08</b>

**Connections to Water System:**

As of June 30, 2021      13,141  
 Plus YTD                      120  
**Total Water Connections =      13,261**

WATER PRODUCTION														
	FY 2021/22	Variance from prior year		FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16	FY 2014/15	FY 2013/14	FY 2012/13	FY 2011/12	FY 2010/11
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	796.57	-61.20	-7.1%	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49	902.71
August	839.93	-45.38	-5.1%	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02	964.34
September	738.65	-46.15	-5.9%	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46	896.27
October	665.18	-90.66	-12.0%	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71	701.93
November	679.85	-10.28	-1.5%	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77	709.98
December		0.00	0.0%	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27	548.09
January		0.00	0.0%	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19	545.04
February		0.00	0.0%	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24	486.57
March		0.00	0.0%	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70	575.84
April		0.00	0.0%	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93	626.37
May		0.00	0.0%	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12	758.58
June		0.00	0.0%	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00	839.98
<b>TOTAL</b>	<b>3720.18</b>	<b>-253.67</b>	<b>-6.4%</b>	<b>8356.13</b>	<b>7981.79</b>	<b>7617.30</b>	<b>8017.06</b>	<b>7476.47</b>	<b>6,903.75</b>	<b>7,798.69</b>	<b>8,385.66</b>	<b>8,458.99</b>	<b>8,607.90</b>	<b>8,555.70</b>

APPENDIX D – Public Affairs Information



# MSWD Digital Marketing and Website Report

Website, Social, and Marketing Performance

**November, 2021**

Casey Dolan

**Casey Dolan Consulting**

## Google Ads Campaigns

 **IMPRESSIONS**  
MSWD


212,400

 **CLICKS**  
MSWD

875

 **CTR**  
MSWD

0.41%

 **GOOGLE ADS CAMPAIGN PERFORMANCE**  
MSWD

Campaign	Impr.	Clicks	CTR
MSWD FOG Nov 2021	56,936	356	0.63%
MSWD Drought Nov 2021	41,758	230	0.55%
MSWD Toilet Rebate Nov. 2021	36,311	203	0.56%
Drawing Contest Nov	51,793	67	0.13%
MSWD Black Friday Nov 2021	25,602	19	0.07%
	212,400	875	0.41%

## Facebook Ad Campaigns

 **FACEBOOK AD GROUP PERFORMANCE**  
MSWD

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p><b>Calendar Contest Now Open!</b> Win up to \$150 in prizes MSWD</p> <p><b>MSWD Drawing Contest   Win Up to \$150</b> <a href="http://www.mswd.org">www.mswd.org</a> Our MSWD "Water Conservation &amp; Groundwater Protection Calendar" drawing contest is now underway. 📅 🎨</p> <p>K-12 students at schools in the MSWD service area are invited to draw images for our 2022 calendar with prizes to be awarded valued at up to \$150!</p> <p><b>HURRY!</b> The deadline to enter is November 15, 2021. Click for more details</p>	144	22,224	5,086	4.37	0





231

224,314

65,742

3.41

0

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page Likes
 <p><b>MSWD - Proud to Serve Our Award-Winnin...</b>  <a href="http://www.mswd.org">www.mswd.org</a>                      In addition to costing considerably less than buying bottled water (4 gallons for 1 cent!), we deliver our award-winning tasty water direct to your home 24/7, 365 days a year!</p>	29	16,118	10,124	1.59	0
 <p><b>MSWD - Avoid FOG Clogs</b>  <a href="http://www.mswd.org">www.mswd.org</a>                      Fats, oils and grease (FOGs) can quickly build up on the sides of pipes, solidify, and block flow. Keep your pipes clear by not putting these substances down the drain.</p>	28	63,188	24,391	2.59	0
 <p><b>MSWD - Rebates Available</b>  <a href="http://www.mswd.org">www.mswd.org</a>                      MSWD's Toilet Rebate Program is designed to assist homeowners who want to replace old toilets with newer, more efficient models. Rebates of up to \$100 per toilet are available to eligible homeowners on a first-come, first-served basis. Click to learn more.</p>	17	55,987	23,143	2.42	0
 <p><b>MSWD - Drought Alert</b>  <a href="http://www.mswd.org">www.mswd.org</a>                      Let's all do our part to help conserve water! A drought emergency is now in effect for the entire State of California. Even small actions such as spending one less minute in the shower each day will save more than 900 gallons over the course of a year!</p>	13	66,797	26,341	2.54	0
	231	224,314	65,742	3.41	0

# Website Information

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

**42,967**

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

**5,358**

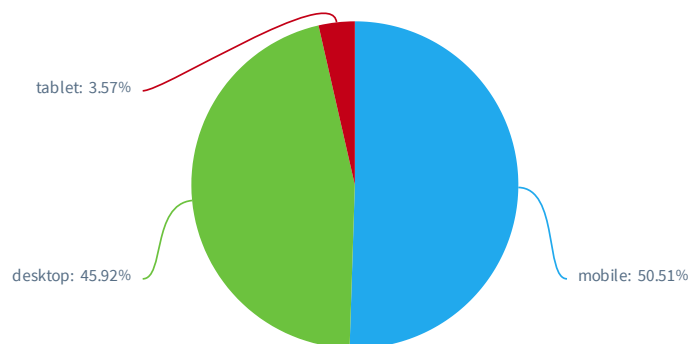
**USERS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

**3,803**

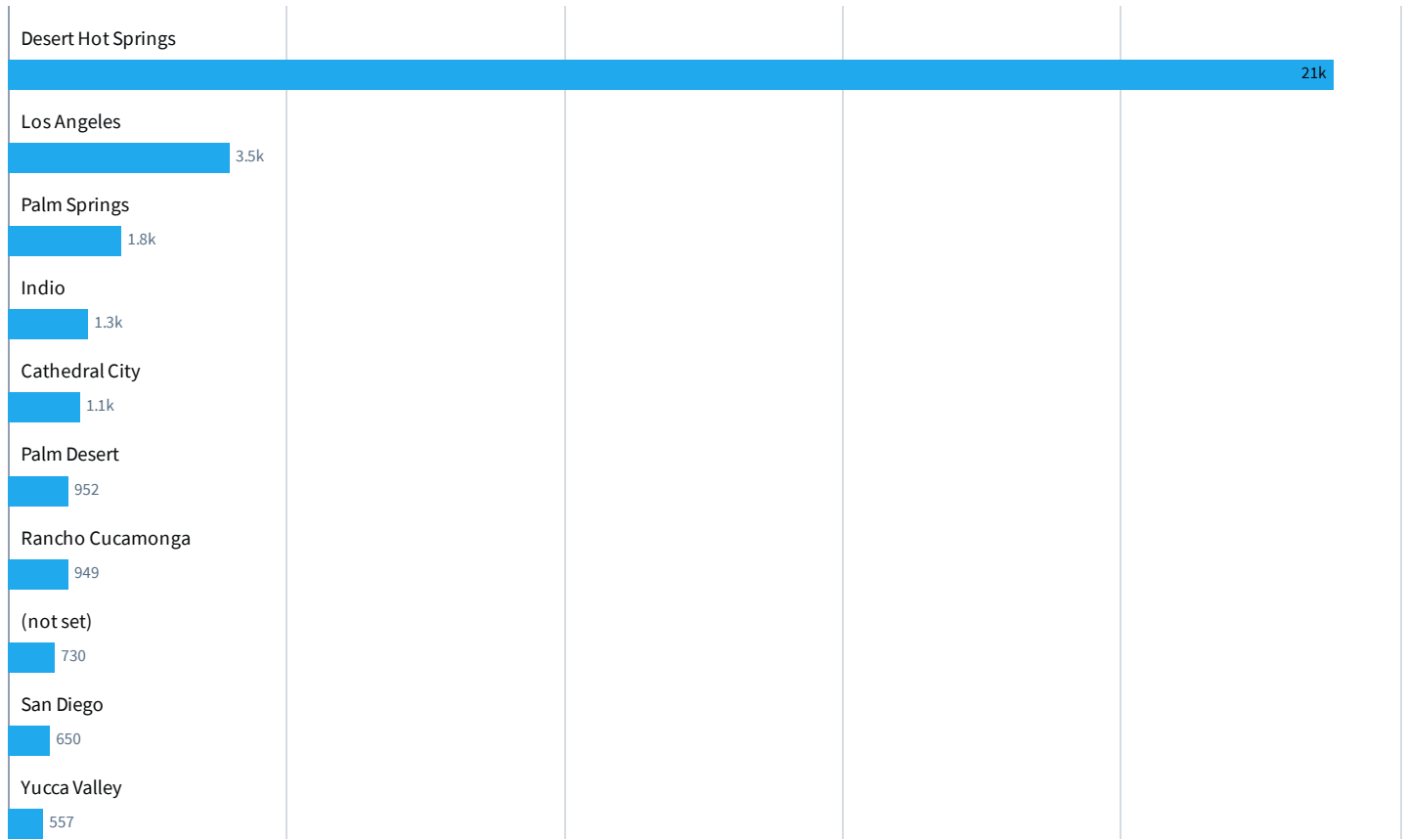
**PAGEVIEWS**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD

Page Title	Pageviews
Mission Springs Water District - Sign In	6,664
Mission Springs Water District - My Account	4,903
Mission Springs Water District Home Page   Mission Springs Water District CA	3,912
Mission Springs Water District - Pay Bills	2,689
(not set)	2,547
Mission Springs Water District - Home	2,405
Mission Springs Water District - Payment Options	2,375
Mission Springs Water District - Pay as a Guest	2,101
Log in   Mission Springs Water District CA	1,614
Mission Springs Water District - You Have Successfully Signed Off	1,357
	42,967

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



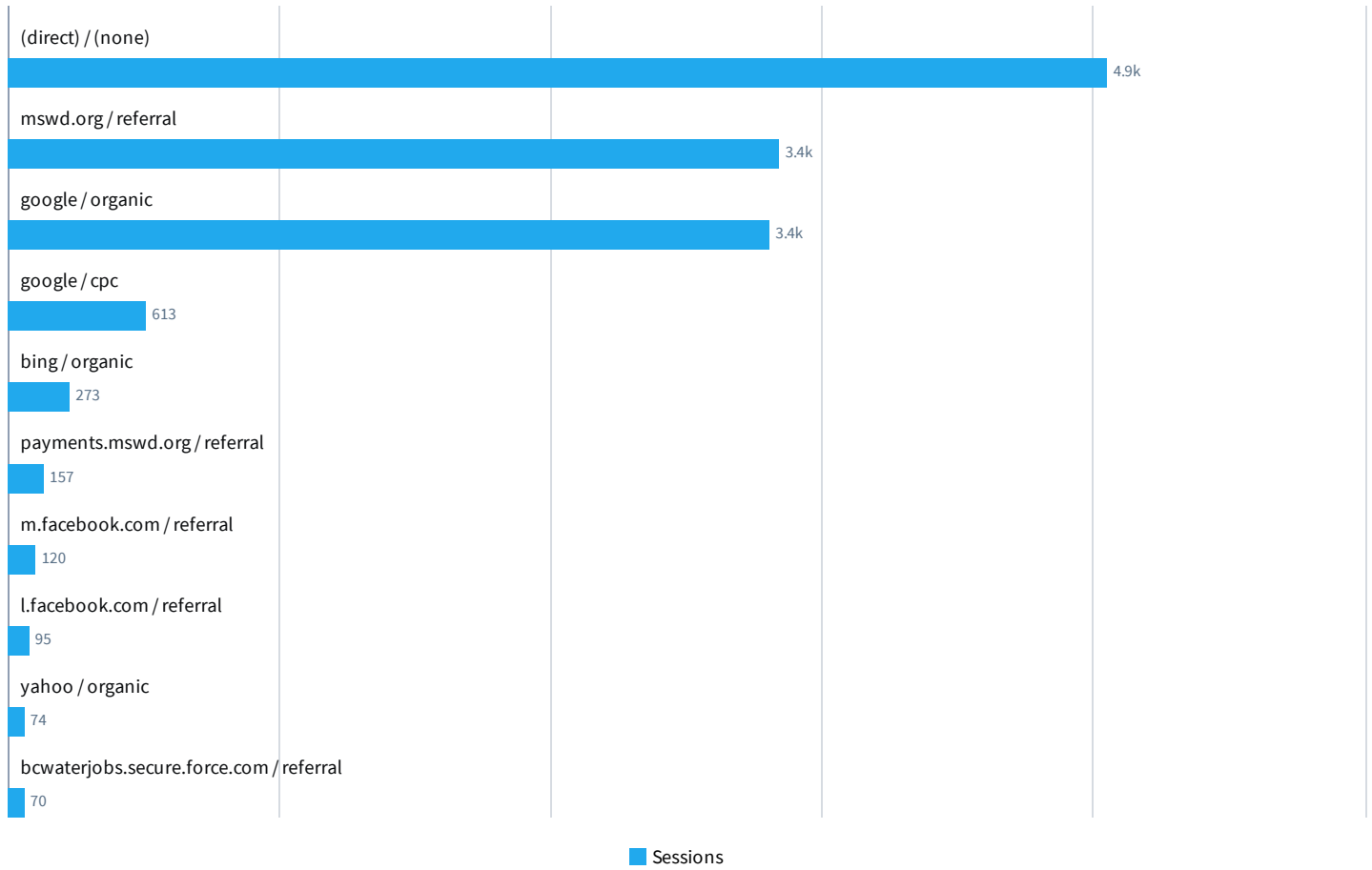
**PAGEVIEWS BY CITY**  
WWW.MSWD.ORG - HTTP://WWW.MSWD.ORG - MSWD



■ Pageviews

### USER REFERRERS

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



### AVG. SESSION DURATION

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

2m 4s

### PAGES / SESSION

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

3.21

### BOUNCE RATE

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

31.16%



# CVWC Digital Marketing Report

Website, Social, and Marketing Performance

**November, 2021**

by Hunter | Johnsen

# Google Ads Campaigns

 **DISPLAY AD IMPRESSIONS**  
CV WATER COUNTS

502,064

 **SEARCH AD IMPRESSIONS**  
CV WATER COUNTS

2,340

 **VIDEO IMPRESSIONS**  
CV WATER COUNTS

34,372

 **CLICKS**  
CV WATER COUNTS

4,734

 **CTR**  
CV WATER COUNTS

0.88%

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

Campaign	Clicks	Impr.
CVWC Academy November 2021	3,882	450,222
CVWC Academy	3,882	450,222
CV Water Counts November 2021	305	34,773
Desert Friendly Plants	250	29,694
Reduce Water Use	55	5,079
CV Water Counts November 2021 SPANISH	309	17,069
Desert Friendly Plants	163	10,259
Reduce Water Use	146	6,810
	4,496	502,064



## GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE

CV WATER COUNTS

Account	Impr.	Engagements	Views	Clicks
CV Water Counts	34,372	10,846	2,822	61
CVWC Water Saving Tips English Nov.	25,368	7,711	1,789	38
CVWC Water Saving Tips Spanish Nov.	9,004	3,135	1,033	23
	34,372	10,846	2,822	61



## GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC search	177	2,340
	177	2,340

## KEYWORDS PERFORMANCE

CV WATER COUNTS



Account	Clicks	Impr.	CTR
CV Water Counts	165	1,887	8.74%
water company	59	848	6.96%
water rebates	40	188	21.28%
water agency	36	674	5.34%
grass removal rebate	12	45	26.67%
toilet rebate	6	22	27.27%
water agency map	3	14	21.43%
washing machine rebate	3	51	5.88%
turf removal rebate	2	14	14.29%
water agency rebates	2	14	14.29%
	168	1,988	8.45%

Account	Clicks	Impr.	CTR
water saving tips	2	17	11.76%
	168	1,988	8.45%

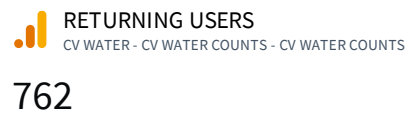
# Facebook Ad Campaigns

## FACEBOOK AD PERFORMANCE

HUNTER JOHNSEN

Ad preview	Clicks	Impr.	Reach	Frequency	Page engagement
 <p><b>CV Water Counts Academy 2022</b>  <a href="http://cvwatercounts.com">cvwatercounts.com</a>            The Water Counts Academy is designed for current and emerging leaders in the Coachella Valley who want to learn about the lifeblood of our valley—its water resources.</p> <p>We are excited to offer this comprehensive course that will cover the history, use and management of water here in the Coachella Valley.</p>	997	28,882	12,061	2.39	572
 <p><b>Choose Desert-Friendly Plants</b>  <a href="http://cvwatercounts.com">cvwatercounts.com</a>            It may surprise you, but the desert offers a wide variety of low-water-use landscape plants. Blending their various colors, textures, and forms allow you to create combinations to suit any yard.</p>	903	23,852	8,535	2.79	540
	1,900	52,734	18,489	2.85	1,112

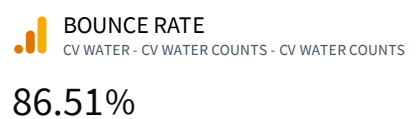
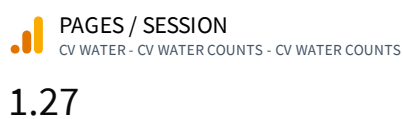
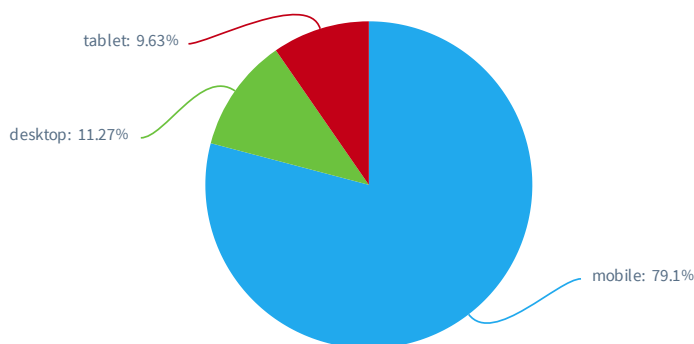
# Website Information



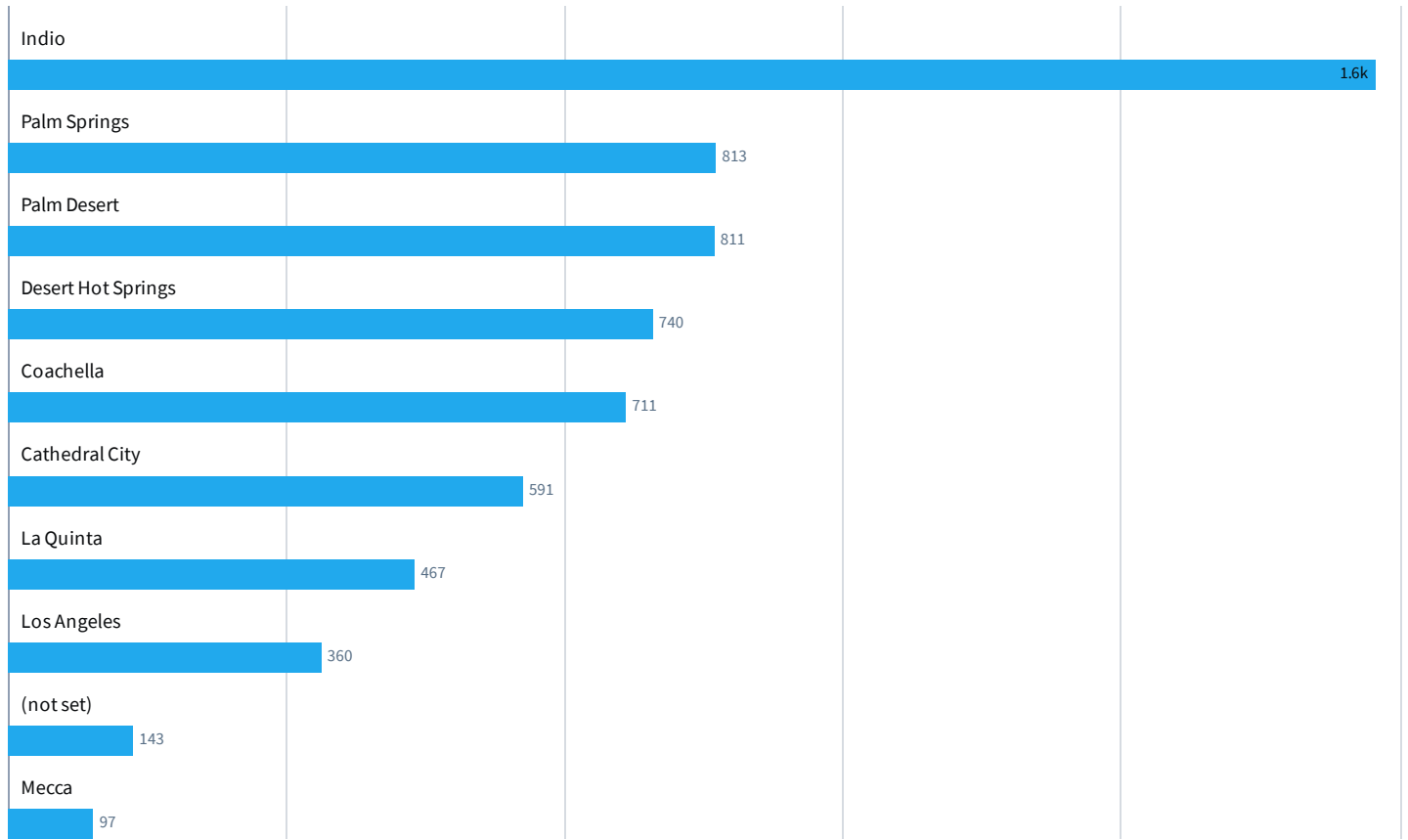
**PAGEVIEWS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS

Page path	Pageviews
/academy/	3,983
/landscaping-tip-of-the-month-choose-desert-friendly-plants/	642
/	367
/reduce-water-use-as-temperatures-cool/	279
/water-map/	233
/rebates/	134
/conservation-tips/	91
/two-dozens-vegetables-to-plant-by-mid-october-in-palm-springs-and-the-coachella-valley/	65
/careers/	58
/learn/	50
	7,628

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

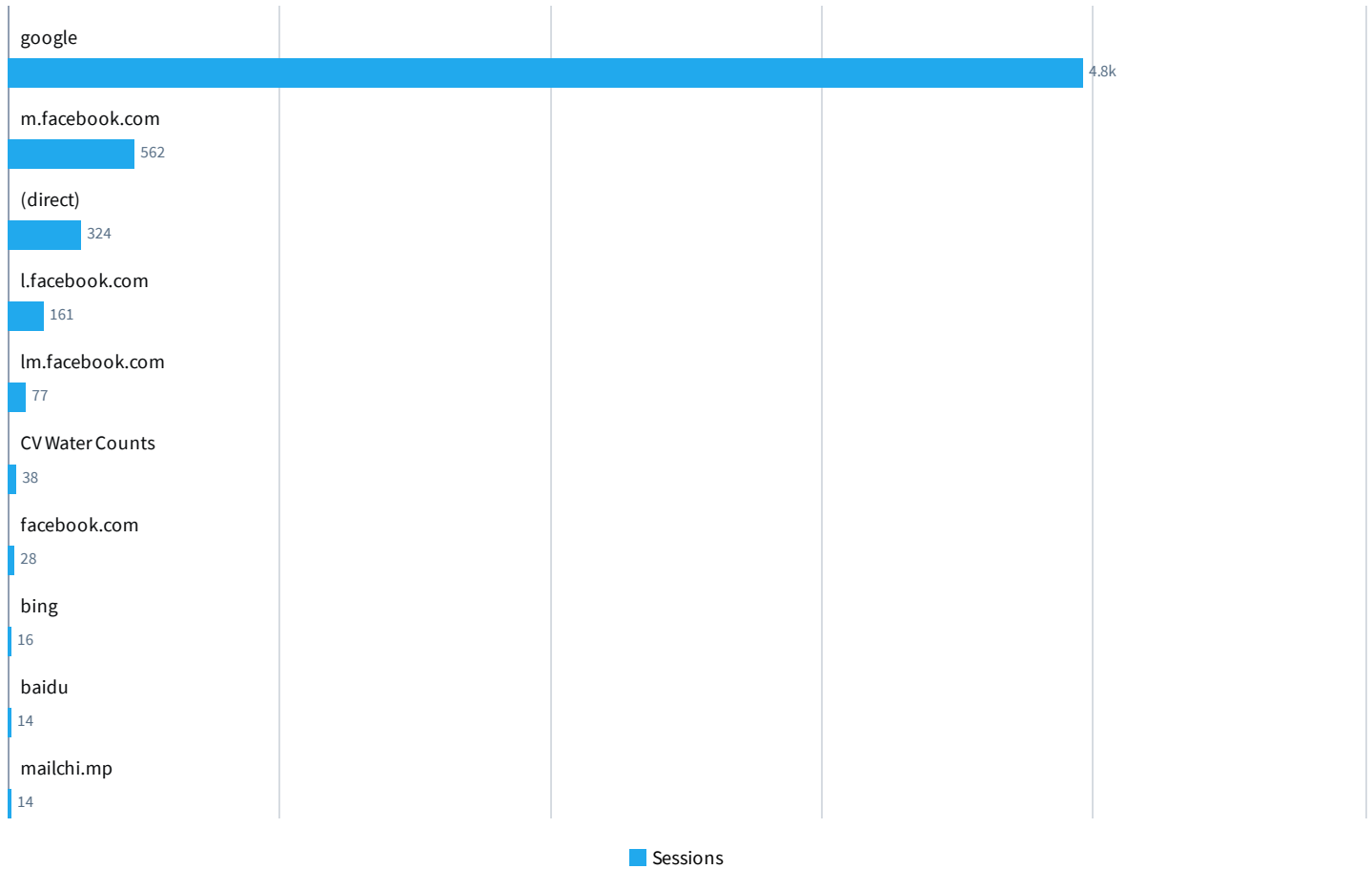


**PAGEVIEWS BY CITY**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS



■ Pageviews

**USER REFERRERS**  
CV WATER - CV WATER COUNTS - CV WATER COUNTS



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

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
November 2021	6,014	4,869	7,628	1.27	34s	86.51%	79.12%
October 2021	2,133	1,588	2,825	1.32	37s	84.2%	70.46%
September 2021	2,035	1,501	2,791	1.37	49s	83.59%	70.37%
August 2021	2,090	1,439	2,877	1.38	56s	82.82%	65.17%
July 2021	2,278	1,553	3,216	1.41	56s	83.01%	63.48%
June 2021	2,354	1,575	3,103	1.32	44s	83.56%	62.7%
May 2021	2,394	1,558	3,117	1.3	37s	84.13%	60.44%
April 2021	2,640	1,820	4,353	1.65	48s	71.17%	63.98%
March 2021	2,899	2,108	4,617	1.59	52s	74.2%	68.4%
February 2021	2,304	1,604	3,576	1.55	1m 9s	79.86%	66.49%
January 2021	2,417	1,858	3,210	1.33	47s	85.64%	74.1%
December 2020	1,815	1,290	2,416	1.33	43s	83.31%	67.88%
	32,561	22,693	45,855	1.41	48s	82.01%	69.02%

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
November 2020	1,188	871	2,126	1.79	1m 35s	79.88%	69.11%
	32,561	22,693	45,855	1.41	48s	82.01%	69.02%

# Organic Search

## TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
lake cahuilla	2,046	0	0%	8.48
water pledge	625	0	0%	5.87
lantana ground cover	486	7	1.44%	10.3
water wise	477	0	0%	9.31
cv water	343	2	0.58%	6.57
palm desert landscaping service	343	0	0%	47.68
pledge on water saving	268	0	0%	1.29
dalea greggii	220	0	0%	1.05
pledge on save water	177	0	0%	1.28
water by ralph waldo emerson	169	1	0.59%	4.34
	5,154	10	0.19%	9.62

## TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
<a href="https://cvwatercounts.com/save-water-pledge/">https://cvwatercounts.com/save-water-pledge/</a>	2,562	9	0.35%	3.55
<a href="https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/">https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/</a>	2,561	2	0.08%	9.64
<a href="https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/">https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevideensis/</a>	1,039	11	1.06%	25.25
<a href="https://cvwatercounts.com/take-the-pledge-to- conserve-water-for-your-new-years-resolution/">https://cvwatercounts.com/take-the-pledge-to- conserve-water-for-your-new-years-resolution/</a>	792	1	0.13%	3.75
<a href="https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/">https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/</a>	739	2	0.27%	39.71
<a href="https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/">https://cvwatercounts.com/celebrate-earth-day-by-being-water-wise/</a>	627	0	0%	10.83
<a href="https://cvwatercounts.com/find-a-landscaper/">https://cvwatercounts.com/find-a-landscaper/</a>	571	2	0.35%	55.83
<a href="https://cvwatercounts.com/">https://cvwatercounts.com/</a>	484	15	3.1%	8
<a href="https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/">https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/</a>	415	0	0%	51.52
<a href="https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf">https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf</a>	391	5	1.28%	41.09
	10,181	47	0.46%	24.92

# Facebook Information

**f** IMPRESSIONS  
CV WATER COUNTS

55,499

**f** REACH  
CV WATER COUNTS

18,929

**f** NEW PAGE LIKES  
CV WATER COUNTS

6

**f** ENGAGED USERS  
CV WATER COUNTS

1,515





**f** PAGE VIEWS  
CV WATER COUNTS

121







**f** LIFETIME PAGE LIKES  
CV WATER COUNTS



3,988

**f** POSTS  
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p><a href="#">Coachella Valley Water...</a></p>	November 29, 2021	21	0	0%	0	0
 <p><a href="#">Happy Thanksgiving!</a></p>	November 25, 2021	82	2	2%	2	0
 <p><a href="#">Learn how to shut off ...</a></p>	November 24, 2021	70	0	0%	0	0
 <p><a href="#">The water workforce o...</a></p>	November 24, 2021	63	4	6%	1	0
		1,171	26	2%	12	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
<p>If you or someone you...</p>	November 22, 2021	45	0	0%	0	0
<p>Thaw your Thanksgivi...</p>	November 20, 2021	118	1	1%	1	0
<p>It may surprise you, bu...</p>	November 18, 2021	49	2	4%	2	0
<p>Toilet leaks can be sile...</p>	November 17, 2021	79	1	1%	1	0
<p>The paddle plant is a p...</p>	November 15, 2021	69	1	1%	1	0
<p>CV Water Counts is gea...</p>	November 12, 2021	121	10	8%	1	0
		1,171	26	2%	12	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p><b>DIY Outdoor Leak Check</b> The sooner you find &amp; fix leaks, the more water and money you save.</p> <p><b>LOOK</b></p> <ul style="list-style-type: none"> <li>• Check for puddled water or stained pavement.</li> <li>• Inspect all faucets and hose spigots for leaks.</li> <li>• Check the irrigation system for damaged parts &amp; leaks.</li> <li>• Inspect irrigation for broken, misaligned or clogged heads.</li> <li>• Using a water pressure gauge, measure at the hose spigot for high pressure.</li> <li>• Check the irrigation controller (and any sensors you have).</li> <li>• Inspect pool equipment and water level.</li> </ul>	November 12, 2021	64	0	0%	0	0
 <p>Washing dark clothes i...</p>	November 10, 2021	33	0	0%	0	0
 <p>SEE WHAT REBATES AVAILABLE FROM YOUR WATER AGENCY.</p> <p>Check to see what reb...</p>	November 7, 2021	56	1	2%	0	0
 <p>We urge returning seas...</p>	November 5, 2021	51	1	2%	0	0
 <p>While local water supp...</p>	November 5, 2021	47	0	0%	0	0
 <p>Designate one glass fo...</p>	November 4, 2021	68	0	0%	0	0
		1,171	26	2%	12	0

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>#diademuertos #dayo...</p>	November 1, 2021	77	3	4%	3	0
 <p>CV Water Counts upda...</p>	November 1, 2021	58	0	0%	0	0
		1,171	26	2%	12	0

# Instagram Information

 **IMPRESSIONS**  
CV WATER COUNTS

407



 **LIKES**  
CV WATER COUNTS

4

 **FOLLOWERS ( TOTAL )**  
CV WATER COUNTS

215

 **MEDIA PERFORMANCE**  
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 Happy Thanksgiving!	24	2	21	0	0
 #diademuertos #dayo...	22	2	19	0	0
	46	4	40	0	0

# Twitter Information

Nov 2021 · 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 153 impressions

Thaw your Thanksgiving Turkey in the fridge, instead of using water in the sink.  
[pic.twitter.com/rtXaLN0co4](https://pic.twitter.com/rtXaLN0co4)



♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

**Top media Tweet** earned 98 impressions

#diademuyertos #dayofthedead  
[pic.twitter.com/miqefTAafH](https://pic.twitter.com/miqefTAafH)



♥ 3

[View Tweet activity](#)

[View all Tweet activity](#)

NOV 2021 SUMMARY

Tweets	Tweet impressions
<b>16</b>	<b>1,508</b>
Profile visits	New followers
<b>216</b>	<b>3</b>

# 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 Academy 2022: Applications Now Being Accepted	Friday, November 19, 2021 7:57 PM	215	279	51.16%	15.13%	51	8.84%	0.73%	4	2
CV Water Counts November 2021	Wednesday, November 3, 2021 5:15 PM	394	341	42.39%	15.13%	56	9.9%	0.73%	1	0
		609	620	45.48%	15.13%	107	9.52%	0.73%	5	2



# MSWD Social Analytics

November 2021

## Included in this Report

 @MSWaterDistrict

 Mission Springs Water District

 Beatrice Makabeh Eslamboly (All 97 Ca...

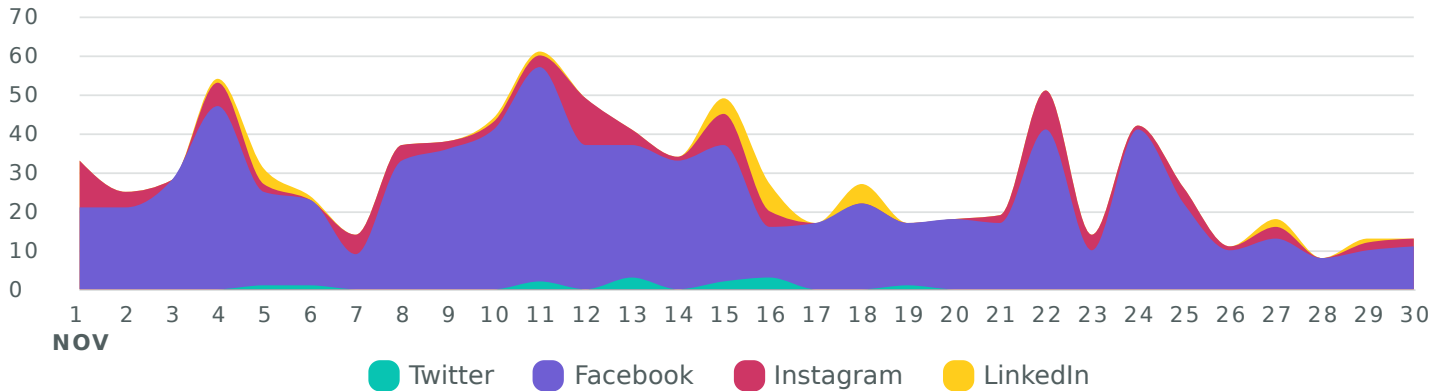
 missionspringswaterdistrict

 Mission Springs Water District

## Cross-Network Engagement

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

Engagements, by Day



Engagement Metrics	Totals	% Change
<b>Total Engagements</b> ⓘ	<b>883</b>	<b>↘ 14.9%</b>
Twitter Engagements	13	↗ 160%
Facebook Engagements	745	↘ 18.9%
Instagram Engagements	98	↘ 2%
LinkedIn Engagements	27	↗ 107.7%
<b>Engagement Rate (per Impression)</b> ⓘ	<b>0.4%</b>	<b>↘ 26.6%</b>

### Cross-Network Performance Summary

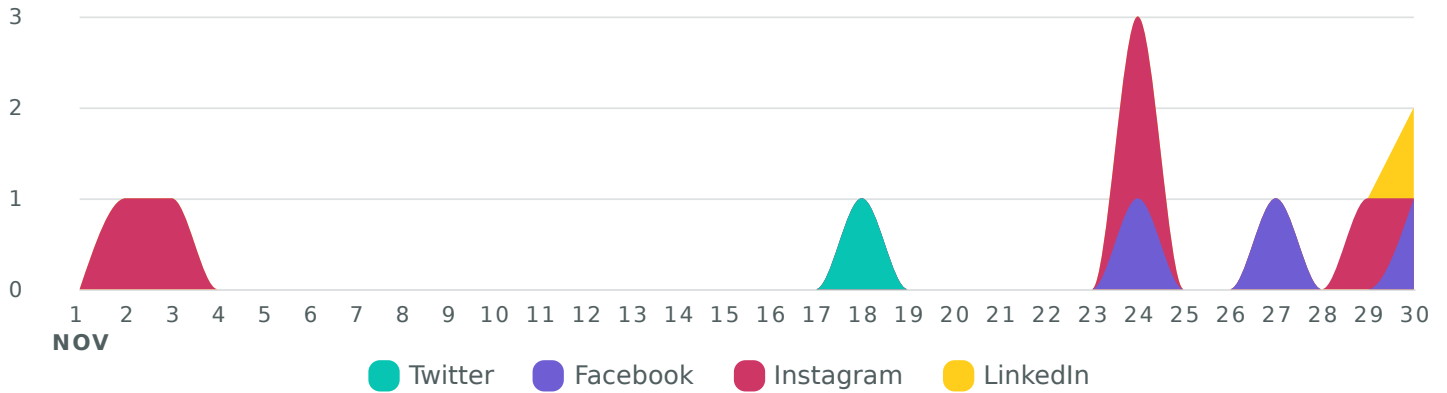
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p><b>231,794</b> ↗ 16%</p>	<p>Engagements ⓘ</p> <p><b>883</b> ↘ 14.9%</p>	<p>Post Link Clicks ⓘ</p> <p><b>253</b> ↘ 19.9%</p>
--	--	---

### Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day



Audience Metrics	Totals	% Change
<b>Total Audience <span>ⓘ</span></b>	<b>1,428</b>	<b>↗10.2%</b>
<b>Total Net Audience Growth <span>ⓘ</span></b>	<b>4</b>	<b>↘55.6%</b>
Twitter Followers Gained	1	↗—
Facebook Page Likes	3	↘25%
Instagram Followers Gained	5	↘28.6%
LinkedIn Followers Gained	1	→0%

### FACEBOOK

### Facebook Performance Summary

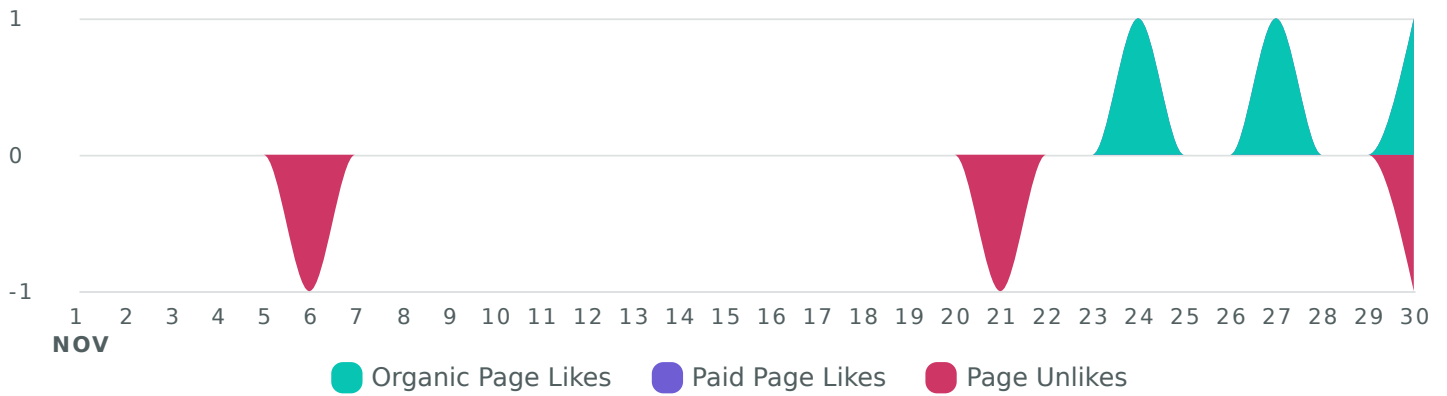
View your key profile performance metrics from the reporting period.

Impressions <b>229,028</b> ↗17.1%	Engagements <b>745</b> ↘18.9%	Post Link Clicks <b>239</b> ↘23.6%
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### Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Fans</b>	<b>1,084</b>	<b>→0%</b>
<b>Net Page Likes</b>	<b>0</b>	<b>↘100%</b>
Organic Page Likes	3	↘25%
Paid Page Likes	0	→0%
Page Unlikes	3	↗50%


### Facebook Top Posts

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

Descending by Lifetime Engagements

f Mission Spring...  
Mon 11/15/2021 1:13 p...


This is your opportunity to join the **#MSWD** team! We are looking for an experienced



<b>Total Engagements</b>	<b>21</b>
Reactions	7
Comments	0
Shares	3
Post Link Clicks	1
Other Post Clicks	10

f Mission Spring...  
Mon 11/15/2021 8:53 a...

Take a look around our new and improved website! Visit [www.MSWD.org](http://www.MSWD.org) to pay your



<b>Total Engagements</b>	<b>21</b>
Reactions	9
Comments	3
Shares	3
Post Link Clicks	2
Other Post Clicks	4

f Mission Spring...  
Thu 11/4/2021 2:10 pm ...

Join the **#MSWD** team! We are looking for an entry-level Field Operations Technician to



<b>Total Engagements</b>	<b>20</b>
Reactions	11
Comments	1
Shares	3
Post Link Clicks	3
Other Post Clicks	2

### INSTAGRAM

### Instagram Performance Summary

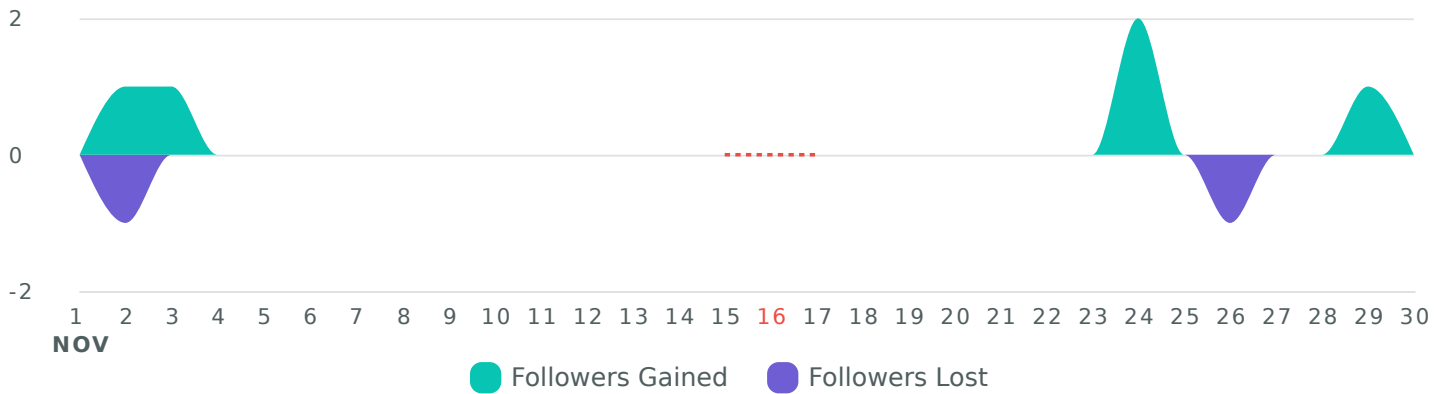
View your key profile performance metrics from the reporting period.

Impressions <b>1,749</b> ↘50.7%	Engagements <b>98</b> ↘2%	Profile Actions <b>1</b> →0%
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### Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>191</b>	<b>↗1.6%</b>
<b>Net Follower Growth</b>	<b>3</b>	<b>↘50%</b>
Followers Gained	5	↘28.6%
Followers Lost	2	↗100%

### Instagram Top Posts & Stories

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

Descending by Lifetime Engagements

**missionsprings...**  
Mon 11/22/2021 9:32 a...


#MSWDTip: In addition the normal fats, oils and grease, #DYK it's also important to



<b>Total Engagements</b>	<b>13</b>
Likes	13
Comments	0
Saves	0

**missionsprings...**  
Thu 11/11/2021 8:00 am...


Join us in honoring those who served our country. Our offices are closed today in



<b>Total Engagements</b>	<b>9</b>
Likes	9
Comments	0
Saves	0

**missionsprings...**  
Mon 11/1/2021 8:15 am ...

Let's raise a toast to the QUALITY, TASTE and VALUE of our tap water! #DYK... We ar



<b>Total Engagements</b>	<b>9</b>
Likes	8
Comments	1
Saves	0

### TWITTER

### Twitter Performance Summary

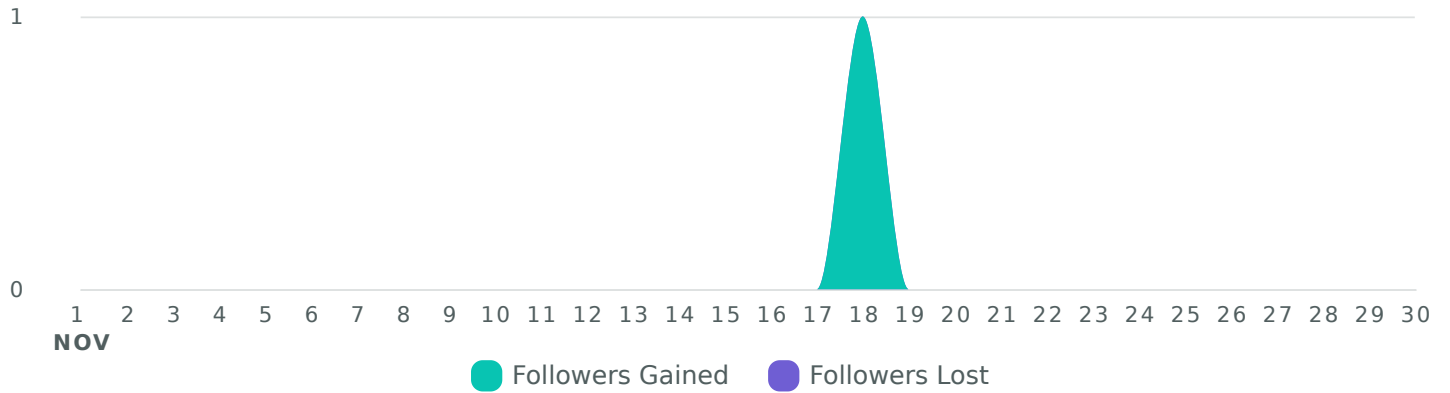
View your key profile performance metrics from the reporting period.

Impressions <b>714</b> ↗91.4%	Engagements <b>13</b> ↗160%	Post Link Clicks <b>0</b> →0%
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## Twitter Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>79</b>	<b>↗1.3%</b>
<b>Net Follower Growth</b>	<b>1</b>	<b>↗—</b>
Followers Gained	1	↗—
Followers Lost	0	→0%
<b>Following</b>	<b>100</b>	<b>→0%</b>


### Twitter Top Posts

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

Descending by Lifetime Engagements

MSWaterDistrict  
Thu 11/11/2021 4:00 pm...


Join us in honoring those who served our country. Our offices are closed today in



<b>Total Engagements</b>	<b>3</b>
Likes	2
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0

MSWaterDistrict  
Mon 11/1/2021 3:15 pm ...

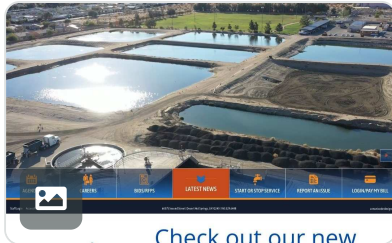
Let's raise a toast to the QUALITY, TASTE and VALUE of our tap water! **#DYK** We are



<b>Total Engagements</b>	<b>3</b>
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0

MSWaterDistrict  
Mon 11/15/2021 4:54 p...

Visit **MSWD.org** to check out our new website! Pay your bills and learn about



<b>Total Engagements</b>	<b>2</b>
Likes	1
@Replies	0
Retweets	1
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0

**LINKEDIN****LinkedIn Performance Summary**

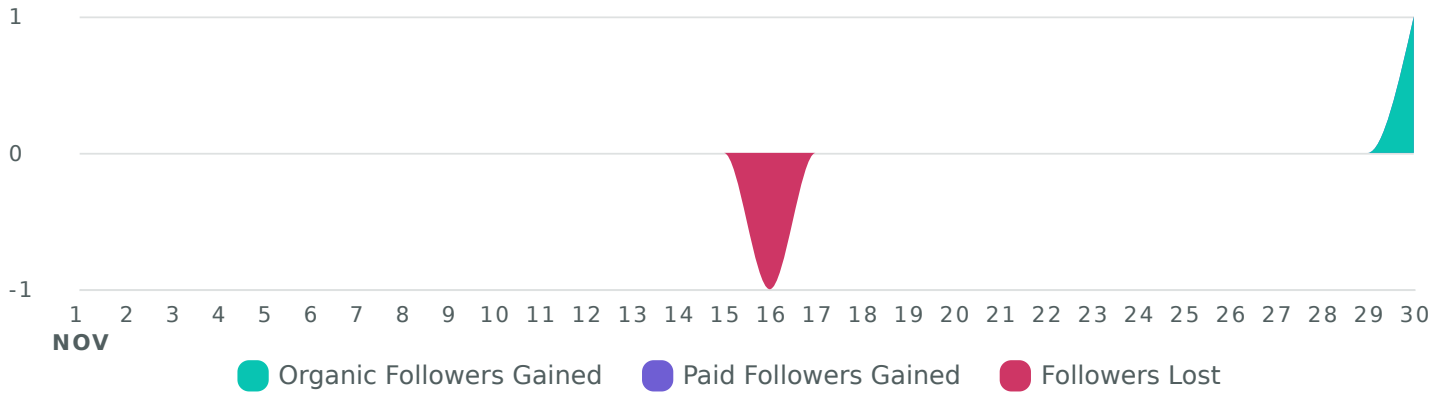
View your key profile performance metrics from the reporting period.

Impressions <b>303</b> ↗46.4%	Engagements <b>27</b> ↗107.7%	Post Clicks (All) <b>14</b> ↗366.7%
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## LinkedIn Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>74</b>	<b>↘1.3%</b>
<b>Net Follower Growth</b>	<b>0</b>	<b>↘100%</b>
Organic Followers Gained	1	→0%
Paid Followers Gained	0	→0%
Followers Lost	1	↗-

### LinkedIn Top Posts

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

Descending by Lifetime Engagements


MS

in

Mission Spring...


Mon 11/15/2021 4:54 p...

We're taking customer service to a whole new level through the launch of our brand new



Check out our new

<b>Total Engagements</b>	<b>8</b>
Reactions	1
Comments	0
Shares	1
Post Clicks (All)	6



MS

in


Mission Spring...

Thu 11/4/2021 9:15 pm ...

Join the **#MSWD** team! We are looking for an entry-level Field Operations Technician t



<b>Total Engagements</b>	<b>6</b>
Reactions	2
Comments	0
Shares	1
Post Clicks (All)	3




MS

in


Mission Spring...

Fri 11/26/2021 2:30 pm ...

The best Black Friday deal - tap water from your own home! **#MSWD**



<b>Total Engagements</b>	<b>4</b>
Reactions	3
Comments	0
Shares	0
Post Clicks (All)	1

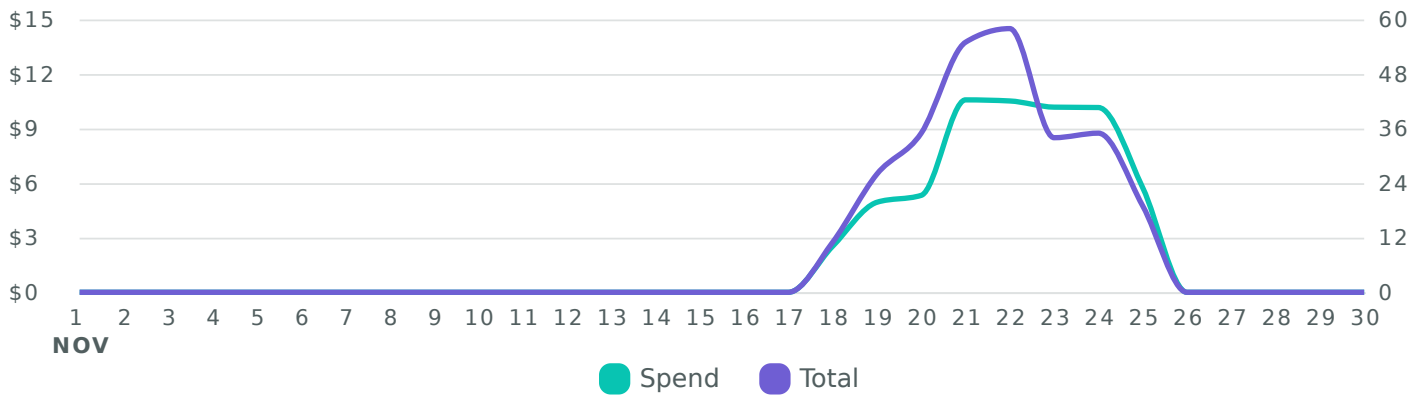


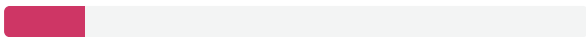
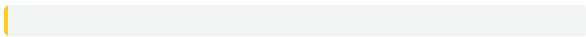
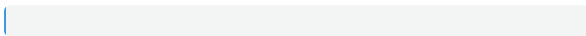

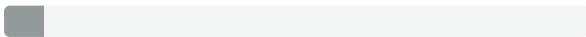
### SPONSORED POSTS

## Facebook & Instagram Paid Engagement

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

Engagements, by Day



Engagement, by Engagement Type	Totals	% Change
<b>Total Engagements</b>	<b>273</b>	↘ 70.8%
Reactions 	<b>37</b>	↘ 47.9%
Shares 	<b>2</b>	→ 0%
Comments 	<b>1</b>	→ 0%
Link Clicks 	<b>215</b>	↘ 55%
Other 	<b>18</b>	↘ 95.3%

Engagement Metrics	Totals	% Change
CPE	<b>\$0.22</b>	↗ 65.2%
Engagement Rate (per Impression)	<b>4.6%</b>	↘ 29.4%
Average Daily Engagements	<b>9.1</b>	↘ 70.8%

## Facebook & Instagram Paid Engagement

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

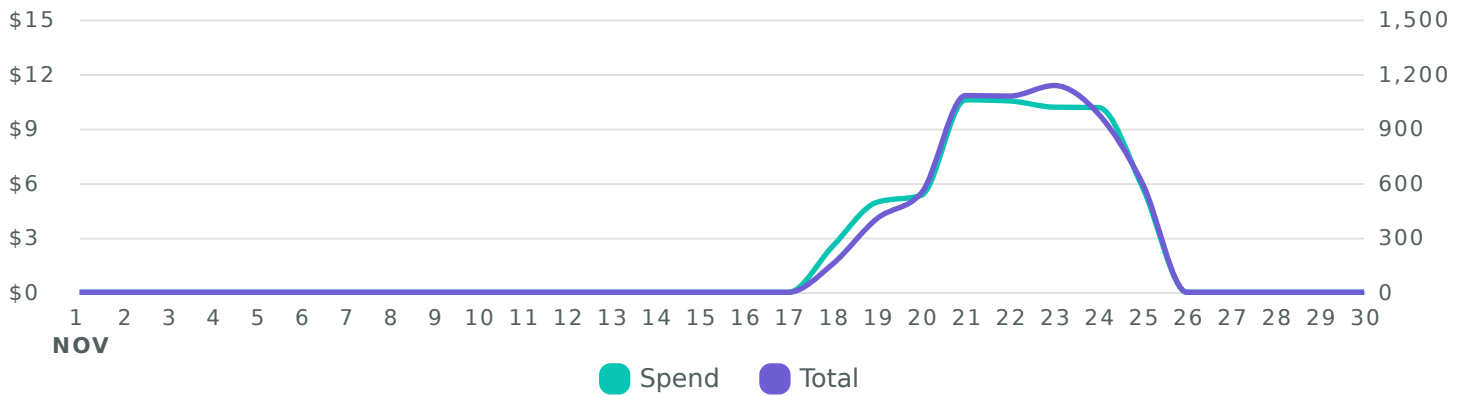
Engagements, by Day

 Campaign **Instagram Post: Your Thanksgiving guests will...** received the most engagement

## Facebook & Instagram Paid Impressions

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

Impressions, by Day



Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>5,980</b>	↘ 58.7%

Impression Metrics	Totals	% Change
CPM	<b>\$10.03</b>	↗ 16.6%
Average Daily Impressions	<b>199.33</b>	↘ 58.7%

## APPENDIX E – State Water Resources Control Board Drought Reporting

## MSWD PER-CAPITA WATER USE REPORTING TO THE SWRCB

### SWRCB Drought Reporting -- 2020

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Production - Month (AF)	553	521	558	573	699	793	856	885	785	756	690	588
Residential use = 65%	359	339	363	372	454	515	556	575	510	491	449	382
325,851 gal per AF	117,127,142	110,349,441	118,186,158	121,363,205	148,050,402	167,959,898	181,303,496	187,445,788	166,265,473	160,123,181	146,144,174	124,540,252
Service area population - 37,600	3115	2935	3143	3228	3938	4467	4822	4985	4422	4259	3887	3312
Number of days in month	31	28	31	30	31	30	31	31	30	31	30	31
Per capita water use (Gal Day)	100	105	101	108	127	149	156	161	147	137	130	107

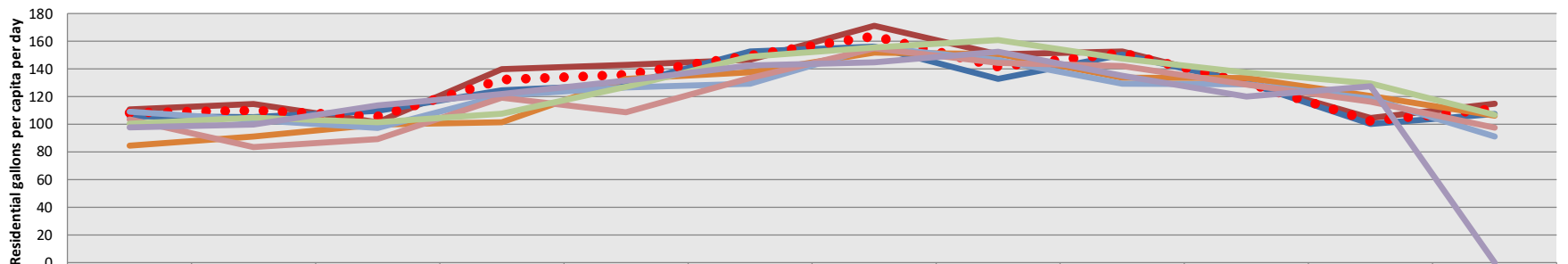
### SWRCB Drought Reporting -- 2021

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Production - Month (AF)	538	496	626	649	724	759	797	839	720	661	680	0
Residential use = 65%	350	322	407	422	471	493	518	545	468	430	442	0
325,851 gal per AF	113,950,095	105,054,362	132,588,772	137,460,244	153,345,481	160,758,591	168,807,111	177,702,843	152,494,032	139,974,348	143,941,421	-
Service area population - 37,600	3031	2794	3526	3656	4078	4275	4490	4726	4056	3723	3828	0
Number of days in month	31	28	31	30	31	30	31	31	30	31	30	31
Per capita water use (Gal Day)	98	100	114	122	132	143	145	152	135	120	128	0

### SWRCB Drought Reporting -- Historical

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Change GPCD from 2013 to 2019	7	31	12	21	34	13	16	6	11	1	(12)	17
Percent Change From 2013 to 2019	6%	27%	12%	15%	24%	9%	10%	4%	7%	1%	-11%	15%
Change GPCD from 2013 to 2020	10	10	0	32	16	(2)	16	(10)	5	(7)	(25)	8
Percent Change From 2013 to 2020	9%	9%	0%	23%	11%	-2%	9%	-7%	3%	-6%	-24%	7%
Change GPCD from 2013 to 2021	13	15	(12)	18	11	4	26	(2)	18	10	(23)	
Percent Change From 2013 to 2021	12%	13%	-12%	13%	8%	3%	15%	-1%	11%	8%	-22%	

### Per Capita/Per Day Comparison



	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2013	111	115	102	140	143	147	171	151	153	130	105	115
2014	106	105	110	125	129	153	156	133	150	130	100	107
2013-14 Average	108	110	106	132	136	150	164	142	152	130	102	111
2017	85	91	100	102	133	138	152	151	134	133	121	106
2018	109	103	97	121	127	129	156	147	129	129	119	91
2019	104	83	89	119	109	133	155	144	142	129	116	98
2020	100	105	101	108	127	149	156	161	147	137	130	107
2021	98	100	114	122	132	143	145	152	135	120	128	0