



General Manager's Report November 2022

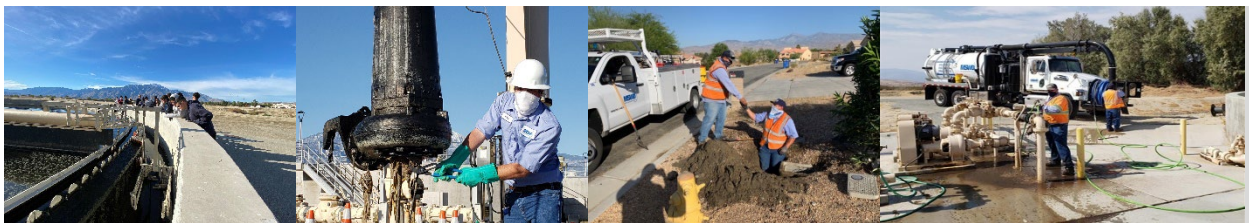


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ADMINISTRATION

Customer Service Department

Disconnections Due to Non-Payment

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

As of April 5, 2022, disconnections have resumed. The October monthly delinquency process began with 299 auto-dialer calls, and technicians were able to make contact with 110 customers to either pay, set up payment plan with the office, or to get information for bill assistance to avoid disconnection. This process reduced delinquency disconnections to only 66 in October 2022.

299 payment plans were set for MSWD customers with pending balance of payment plans totaling \$138,333.81.



Disconnections for nonpayment resume in April

CONTACT US FOR HELP!



Customer Bill Assistance Programs

Riverside County's Low Income Household Water Assistance Program (LIHWAP) Care Program launched on June 2, 2022. This program will provide customers with a one-time payment towards their water and/or sewer bill up to \$2,000. This program will only run through August 2023. The program has started strong with LIHWAP paying \$29,375.56 in customer assistance since it opened to the public in June 2022.



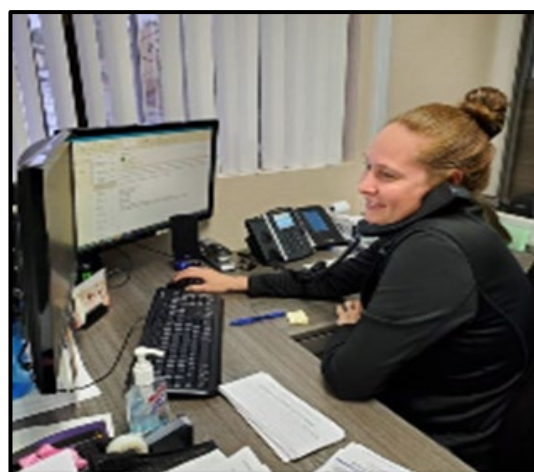
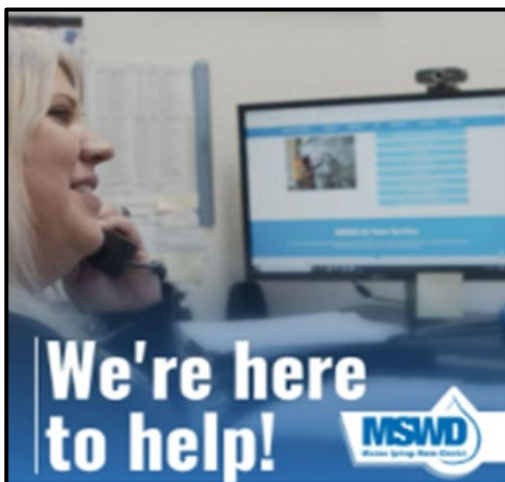
The United Way Customer Bill Assistance Program continues to be utilized by those customers who need assistance one billing period annually, paying \$100 per approved customer.

United Lift has assisted many customers and has exhausted current funding.

The State Arrearages Program provides a one-time payment and was applied to eligible accounts on January 24, 2022, totaling \$1,253,914.00.

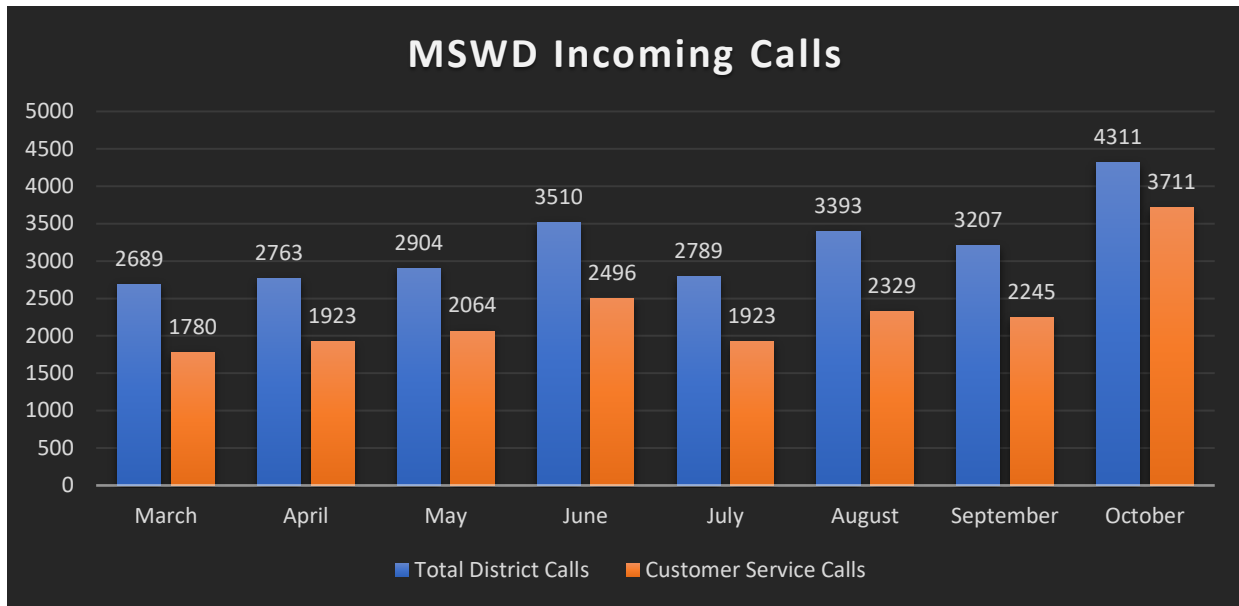
MSWD Lobby Open

The MSWD lobby is open to the public for express bill pay and application assistance.



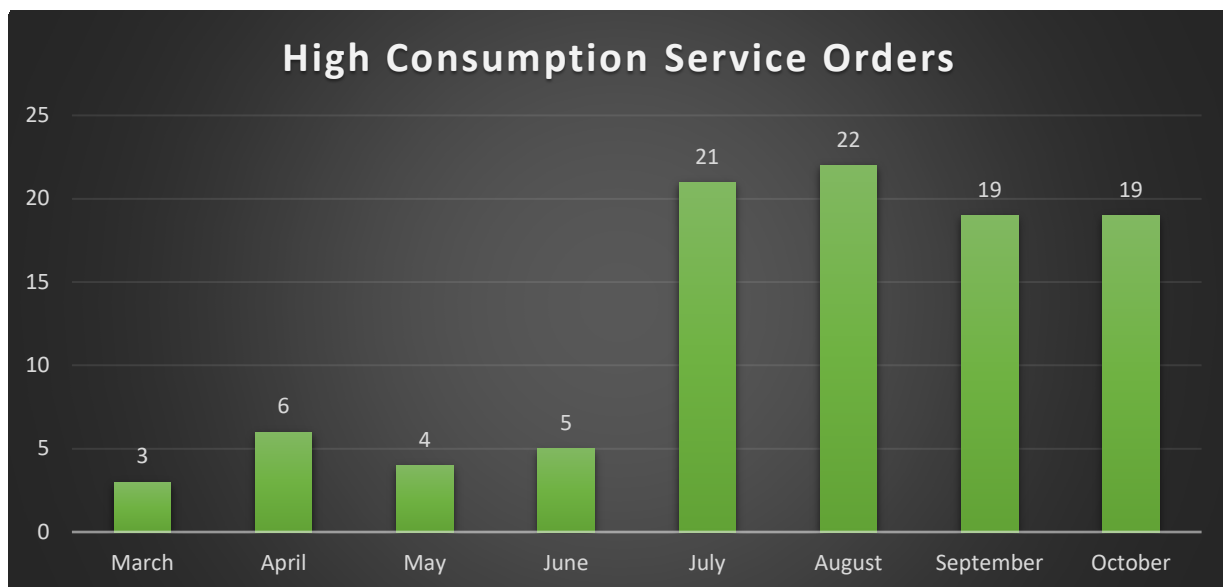
Calls into the Customer Service Department

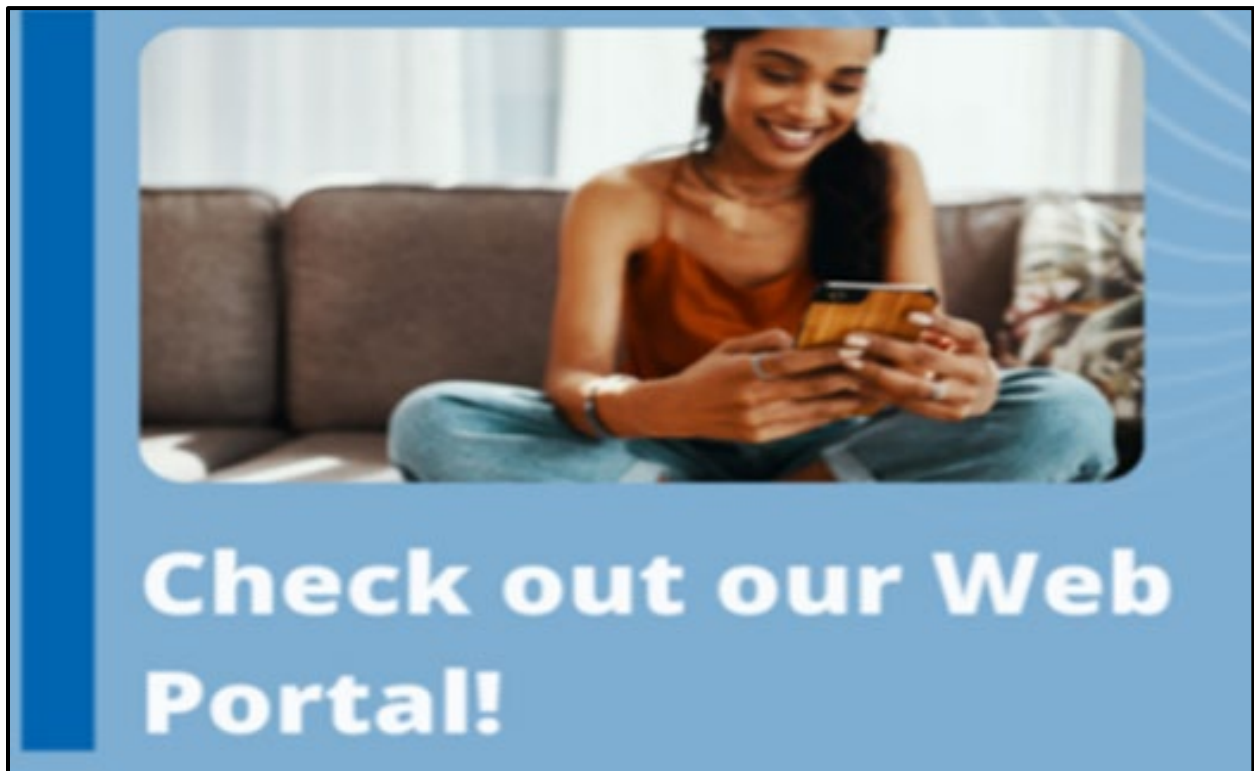
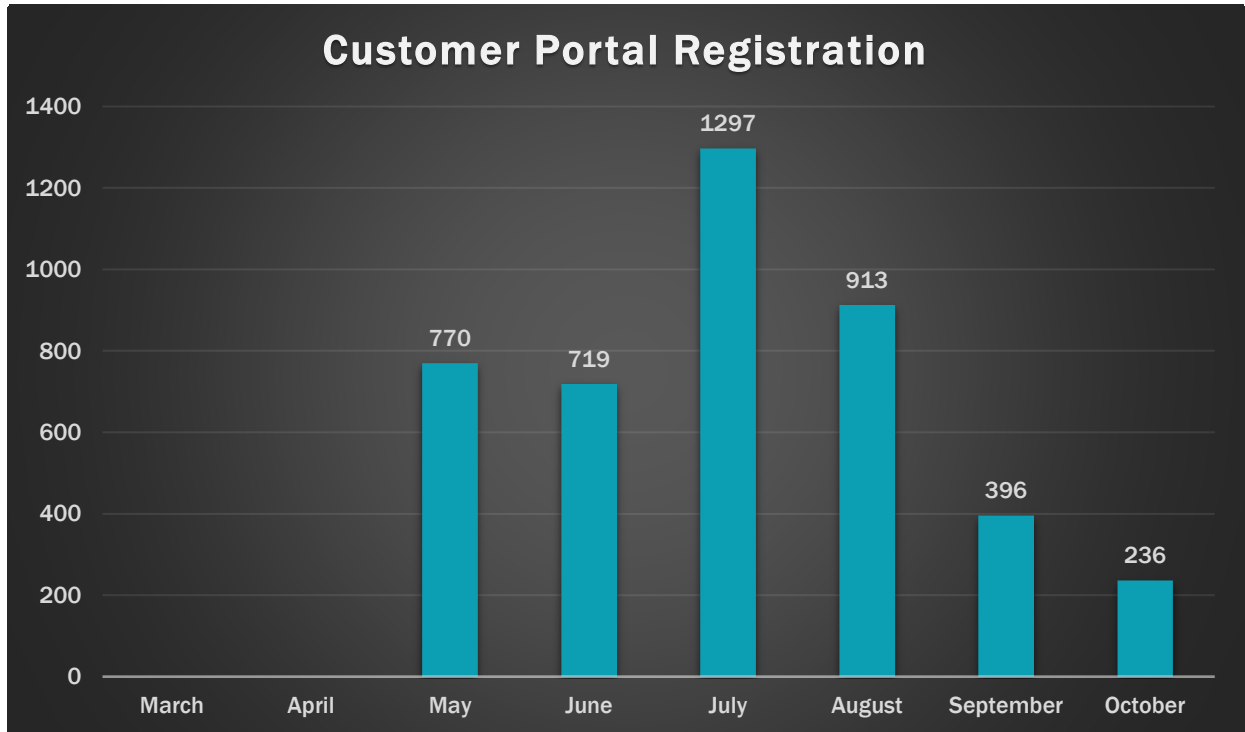
The District is seeing a consistent increase in the number of calls. Most calls are related to delinquency letters received, sewer pre-payments, payment plans, bill assistance information, demand/lien release requests, new property start/stop service, and account balance requests. The chart below represents MSWD incoming calls and those received by the Customer Service staff. There were 126 roll-over/"new" customer accounts in October 2022.

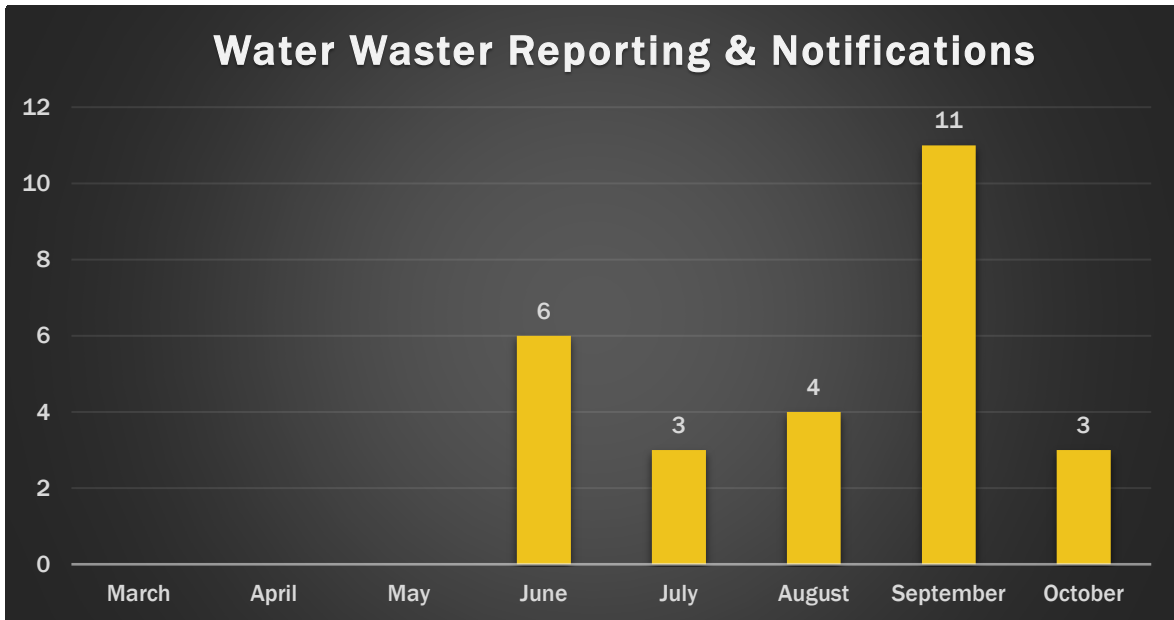


High Bill Investigation Requests Versus 13,755 Accounts

The District continues to leverage the new AMI infrastructure and Neptune 360 portal. All customers are encouraged to sign up for the portal bill and leak alerts. Customer adoption is trending about 5.3% per month since launching, reaching 32% or 4,328 customers registered so far.







Ways to Pay Bills

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

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



BILL PAY OPTIONS



\$

ONLINE
MSWD.org/Paperless



☎

BY PHONE
(760) 329-6448



✉

BY MAIL
66575 Second Street
Desert Hot Springs, CA 92240



👉

IN PERSON
Drop off

OTHER OPTIONS: Walmart Pay PayPal PayNearMe YOUR BANK'S E-PAY PROGRAM

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 October 2022.

Current Work Priorities

The Director of Finance worked with TKE Engineering and the accounting team to coordinate a process to submit reimbursement claims to the State for the Regional Water Reclamation Facility grant agreement. The Director of Finance also received bids for a \$15M line of credit to shore up cashflows through the grant reimbursement timing.

The Long-Range Financial Plan RFQ bid period was completed through PlanetBids and responses were received for review.

The Finance Department continues to update the procurement policy to meet District needs while ensuring it meets State and Federal laws.

The Finance Department made several report corrections to make it easier to identify errors in the accounting system when they are made, instead of waiting until the month is reconciled.

The Accounting Department continues to work with Wells Fargo to implement the payment manager program to help with credit card, ACH, and check payments streamlining the process. This will save time from staff who currently have to manually do many of these procedures.

The Accounting Department began working with Wells Fargo to transition to the new Wells Fargo portal for credit card activity. Wells Fargo will be retiring the previous portal in December 2022. Accounting also began training all other departments on how to use the new portal.

The Accountant prepared and submitted the annual 199 e-form to the State after it was reviewed and approved by the Accounting Manager.

The Accounting Department participated in the Annual Fall Harvest Potluck and everyone had a great time catching up with employees from other departments.

The Accounting Department continues to support other departments as needed.

Human Resources

- Payroll calculations for employees out on worker's compensation.
- Employee changes within the Accounting Department.

Information Technology

- Began the process of evaluating the migration from Unidata to another ERP system.
- The Director of Finance attended a webinar hosted by the Government Finance Officers Association (GFOA) on the process to prepare an ERP upgrade.
- The Director of Finance continues to work with IT on continuous receipts of phishing emails. Most have been added to a spam list and have stopped for the most part, however, they continue to get through under different credentials.

Customer Service

- Continues to work with the State to finalize arrearage data to close the grant provided to help with customer delinquent accounts.
- Provided several corrections to customer service for customer accounts.
- Continued support with Legal for the class action lawsuit. Tom Slovak continues to call the District for information and to provide updated addresses and account status. Staff has spent a considerable amount of time on this project in the current month.

Public Relations

- Finance continues to work with Public Relations on customer outreach related to delinquent accounts and ways to get help to pay for their past due water bills.
- Finance continues to work with Public Relations to answer customer questions related to assessment districts and questions about property tax statements.

Engineering and Construction and Maintenance

- One new capital job was requested by Engineering,, the 19th & 20th Avenue Little Morongo Roadway Project.

Operations

- The Director of Finance prepared financial data needed for the annual water loss audit reported to the State.

Budget

There were no budget transfers in October 2022.

Audit

The auditors began the audit work by requesting several schedules through June 30, 2022.

Payroll

The Payroll Department continues to work with other departments to ensure timecards are prepared accurately.

Cash

Total cash receipts for the month of October 2022 amounted to \$2,085,151 with the majority being normal bill payments and sewer prepayments.

Cash disbursements for the month of October 2022 amounted to \$3,469,484 with the largest payments going to:

- J.F. Shea Construction – \$1,498,914
- Ruhnau Clarke Architects - \$280,954
- Padilla Et Al v - \$225,000
- TKE Engineering - \$170,378
- Southern California Edison – \$169,480
- Net Payroll – \$263,166
- Payroll Taxes – \$110,561



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 October 2022.

Technology Improvements

The IT Department has been working with other departments evaluating surveillance and security systems to be used at the Regional Water Reclamation Facility and Critical Services Center.

Working toward improvements in GIS and technology support for field operations, the IT Manager attended the ESRI Infrastructure Management & GIS Conference in Palm Springs.

The District completed onboarding with a vulnerability detection service to improve the ability to identify vulnerabilities before they can be exploited.

The District continues its push toward paperless operations with the expansion of Laserfiche forms which staff are currently using for managing budgets and submitting overtime. Additional forms are in development along with continuous improvements in current forms.

On-Going Cyber Security Training

The IT Department 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.

Purchasing Department

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

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

Inventory purchases for October 2022 totaled \$28,846.77, and \$27,434.14 of inventory was issued for use by crews.

ENGINEERING AND OPERATIONS

Engineering Department

Below is a list of Capital Projects and status updates.

Well 42 Project

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

The Contractor is reviewing and implementing the requested contract changes per the most recent addendum requiring a 400 HP motor and water lube pump assembly.

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

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

Staff continued to negotiate with the property owner at the south end of Hildago Street for an easement needed to complete the proposed sewer pipe alignment.

Well 22 Rehabilitation

Staff is evaluating the next rehabilitation method for Well 22 and pending a planned well casing survey, it will determine how aggressive future remediation efforts are used to try to keep Well 22 operational.

Staff anticipates bidding the remaining well rehabilitation items during winter 2023.

Water and Wastewater System Comprehensive Master Plan Updates

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

AD-18 GQPP Sewer Project Area “D3-1”

Due to current construction costs, the project is on-hold, with the intent to repurpose the grant funding to the GQPP Area M2 project in the coming months. Staff is waiting on a response from the California Department of Water Resources (DWR) regarding repurposing the grant funding.

Horton Effluent Filtration System

The design consultant, TKE Engineering, has completed the 100% design submittal, including the added shade structure, wind break, and maintenance scaffolding system. Staff expects to complete the final plan check in the coming weeks.

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

The design consultant, Genterra, completed the geotechnical explorations, surveying, and preliminary design report for the project. Staff is currently completing its review of the preliminary design report. Following receipt of comments in early November 2022, the consultant will begin the design phase.

Horton Odor Control Project

The Notice of Completion is on the Agenda for the Board meeting in November 2022. The project came in below the projected budget.

Backup Generators for Well Sites 27-32 and 37 Projects

Staff has the consultant for the project working on completion of the project plans, specifications, and estimate for final staff approval before release for bidding.

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



Staff replaced six water service lines with copper, repaired 33 service line leaks, and five mainline leaks.



Staff continues to implement routine maintenance programs, consisting of ground valve exercising, blow-off flushing, air-release valves, Cla-Val automatic control valves, and fire hydrant flushing/painting. There were 155 ground valves exercised, 54 fire hydrants were flushed and maintained, zero air-release valves were inspected and/or rebuilt, zero Cla-Val valves were inspected, and zero blow-offs were flushed.



A total of 44 work orders were processed in October 2022 using the CMMS program.

Staff installed 17 new water service lines in October 2022.

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

Staff has been making the necessary adjustments in dealing with the current COVID-19 pandemic. Staff continues to keep effective 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 weekly, Tuesday through Friday, by our janitorial company. Disinfection is completed four times per week and routine janitorial services are completed twice a week (Wednesday and Friday).

Building Maintenance

- Staff replaced several light bulbs and fixtures in various locations throughout the Administration Building and Accounting Modular
- Staff reorganized front lobby and customer service work area in preparation of the office opening back up to the public
- Staff installed blinds in the Accounting Modular entrance area
- Staff installed an entrance alarm in the front lobby of the Administration Building
- Staff changed out the AC filters in the Administration Building
- Staff installed partitions in the customer service area
- Staff replaced the garbage disposal in the breakroom at the Administration Building

Standby Generator Monthly Maintenance Program

Staff did not find any issues during the monthly testing of our standby generators. This testing ensures the generators are functioning correctly and ready to be used when needed.

Fleet Maintenance/Repairs

The District continues to utilize Southern California Fleet Services for contract maintenance and repairs of District vehicles and equipment. Below is a listing of services that were provided in October 2022:

- Preventative maintenance services were completed on Units 391, 397, and 421
- Battery was replaced in Units 324, 412, and the 6-inch trash pump at the wastewater plant
- The four surplus vehicles on Gov Deals have sold and been picked up.
- Low coolant level issue was fixed in Unit 397
- Loose battery connection was repaired in Unit 427
- Flat tire was repaired on Unit 367
- Repaired water pump on Administration generator and conducted load test on generator
- Water pressure pump on vacuum trailer repaired on Unit 117
- Trailer wiring was repaired on Unit 385
- Valve machine motor was serviced on Unit 414

Collections

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

Staff completed 446 sewer line location requests. Staff continues to use iPads with the GeoViewer mobile application to streamline and manage line locations.

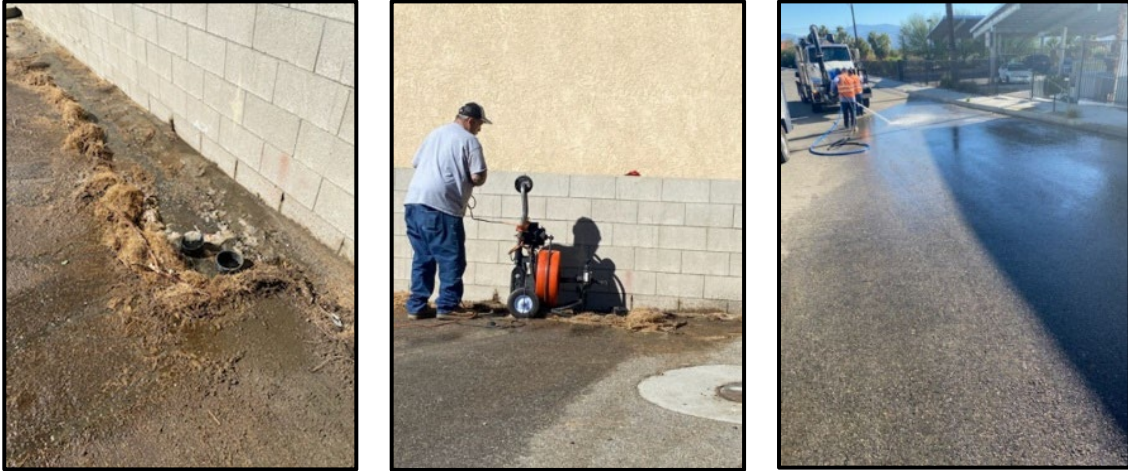
Staff completed 51 CCTV inspections in the AD-11-C1 service area.

Staff vacuumed out rags and grease from the Dos Palmas Lift Station. Staff also helped the Wastewater Treatment staff by vacuuming up sludge/grit at the Desert Crest Wastewater Treatment Plant. Vacuuming out the rags from the outfall boxes on aeration tanks 4 and 5 at the Horton Wastewater Treatment Plant was also completed.



Staff sent the CCTV inspection camera in for service. The manufacturer (Cues) provided a replacement camera until maintenance is completed.

Staff received a sewer backup call for an apartment complex located at 66785 8th Street. The sewer lateral is located on the rear of the property and was discharging into the street. Staff contacted property management and they had their maintenance workers unplug the lateral. After the flow was restored, staff chlorinated the area and cleaned any sewer residual.



Wastewater Treatment

Staff spent a combined 343-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 205-man hours operating the sludge belt filter press, including filling and removing 16 trailers of sludge from the Horton and Desert Crest WWTPs.

Staff collected 41 samples and spent 61.5-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 discharge requirement.

Staff cleaned and rehabilitated Ponds 2, 3, 4, 5, and 7 in October 2022.



Staff took the skip loader out to the Desert Crest Wastewater Treatment Plant to perform rehabilitation on the entire plant area. Unfortunately, the skip loader had a flat tire during the rehabilitation and had to be taken back to the Corporate Yard for maintenance.



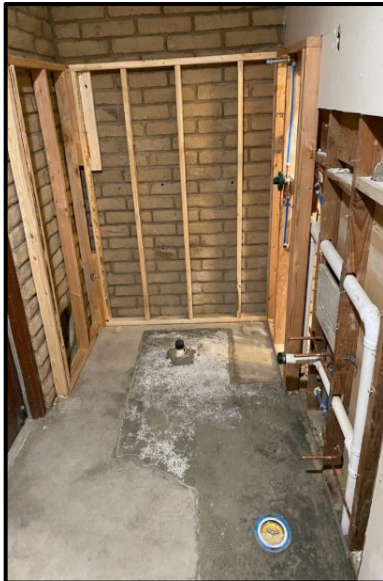
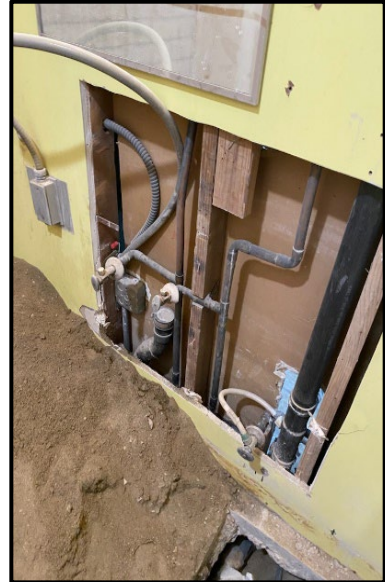
The variable frequency drive (VFD) for the feedbox on the belt press stopped operating. Staff was able to replace the VFD and return to normal operation.



Staff moved one of the containers that will be used for storage and now contains our emergency equipment hoses. By putting the hoses inside the container, it prolongs their life and ensures they are ready for use in an emergency.



The consultant, Cove Electric, continues the Horton North Building Rehabilitation Project with the goal of turning it into a new office, breakroom, and locker room. Southwest Plumbing began the remodel of the bathroom and installed new plumbing for a new and existing bathroom. They have also installed a new tankless water heater to save some space within the building.



Staff continues to perform monthly groundwater sampling and sound water levels at the groundwater monitoring wells for the RWRF.

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

- Plant Lockup Procedures
- Electricity and Water Safety
- Animal Safety Encounters
- Wastewater Treatment Plant Classification



WWTP CLASSIFICATION TABLE*

Class	Wastewater Treatment Process	Design Flow (million gal/day)
I	Primary	1.0 or less
	Conventional Treatment Pond	All
II	Primary	>1.0 - 5.0
	Biofiltration	1.0 or less
	Modified Treatment Pond	All
III	Primary	>5.0 - 20.0
	Biofiltration	>1.0 - 10.0
	Activated Sludge	5.0 or less
	Sequencing Batch Reactor ...	1.0 or less
	Tertiary	1.0 or less
IV	Primary	>20.0
	Biofiltration	>10.0 - 30.0
	Activated Sludge	>5.0 - 20.0
	Sequencing Batch Reactor ...	>1.0 - 10.0
	Tertiary	>1.0 - 10.0
V	Biofiltration	>30.0
	Activated Sludge	>20.0
	Sequencing Batch Reactor ...	>10.0
	Tertiary	>10.0

*Section 3675 of Operator Certification Regulations: California Code of Regulations, title 23, division 3, chapter 26, section 3670 et seq.

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

New Sanitary Service Connections to Collection System

	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18
July	4	18	8	7	9	51
Aug.	26	20	4	1	8	53
Sep.	20	20	5	2	12	8
Oct.	13	36	9	4	8	12
Nov.		29	50	10	9	7
Dec.		12	9	3	3	64
Jan.		14	21	7	1	16
Feb.		7	23	5	1	42
Mar.		17	48	1	0	23
Apr.		7	18	3	3	15
May		16	17	11	3	20
June		2	21	7	3	6
Annual Total	63	198	233	61	60	317

Additional sanitary service connection information is provided in Appendix B.

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

Monthly Wastewater Flows

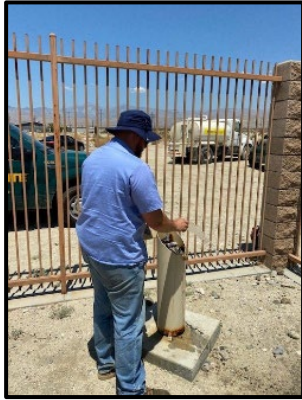
WASTEWATER FLOW MGD				
2022/23	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.980020	2.086591	0.038856	0.045610
Aug.	2.007484	2.156507	0.043378	0.051750
Sep.	2.085598	2.243680	0.042339	0.047130
Oct.	1.980283	2.266199	0.045616	0.052230
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

Additional wastewater flow information is provided in Appendix B.

Water Production

Water Sampling/Testing

Staff collected 66 routine bacteriological (Bac-T) samples and six general physical samples in October 2022. Well 26A has been offline since August 31, 2022, however, staff has collected Bac-T tests on the well and treatment system. Once the results are received, the well can be put back online into the distribution system. Staff works closely with the laboratory when changing sampling dates or taking grab Bac-T samples for incidental water main shutdowns. The MSWD Monthly Coliform Monitoring Reports for October 2022 were sent out to the State Water Resources Control Board on November 4, 2022.



Chlorination System

Staff continues to conduct routine chlorine pump maintenance and inspections at all well sites, making necessary adjustments to all chlorine pumps and/or their related equipment, ensuring proper operation and repairing/rebuilding as needed. All chlorinators are functioning properly in October 2022, with only typical preventative maintenance for these pumps. Staff added monthly pump cleanings using a vinegar-like solution to breakdown any calcification inside the pumps and suction/discharge lines.

Staff is currently working on completing and installing two additional automatic chlorine analyzers. Water Production Operator, Adam Wagner, has begun the build of these two analyzer cabinets.

Staff monitors chlorine levels and makes sure that all wells have a sufficient level of chlorine. Weekly chlorine deliveries to all well sites continue and is typically done on Thursdays, but staff has also been topping them off as needed throughout the week.



Well Soundings

Staff continues to sound the groundwater levels for 13 production wells and nine monitoring wells. Staff usually strives to complete the soundings early in the month to be able to identify any abnormalities. The soundings brought attention to the declining production rate at Well 26A. This well has repaired, but staff is waiting for laboratory results before putting it back online.



Production Facility Updates

Staff continues to oversee all water production sites making necessary changes. Staff routinely climbs reservoirs and conducts monthly overflow maintenance as needed. Staff also conducts reservoir roof inspections using a drone.

There are currently 17 Motor Saver units that still need to be installed. Staff is waiting on a final quote from one of the electrical contractors to provide and install three motor saver units.

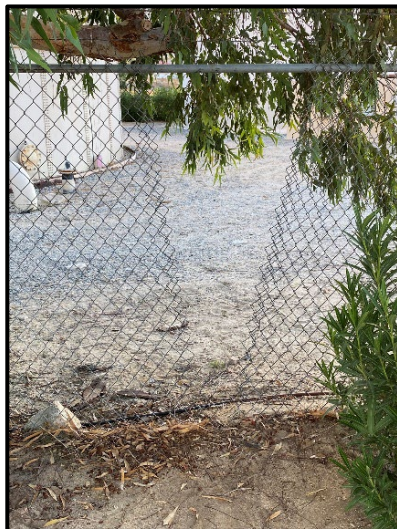


Staff has received multiple estimates to inspect and clean (via diving) five of the District's reservoirs. Staff is reviewing these estimates and plan to begin work in December 2022/January 2023.

Staff is currently working on the first phase of a multiphase rehabilitation project for Well 22. In the first phase the contractor, Legend Pumps, performed test pumping of the well confirming it can achieve a sustainable flow rate of approximately 1,200 GPM. After initial chlorination and flushing efforts have failed, staff has asked Kyle Groundwater to provide a more aggressive well rehabilitation plan for this well. Staff has received this rehabilitation evaluation and are waiting on the contractor to provide an updated cost estimate for this well rehabilitation.



The Two Bunch Booster station was vandalized again on October 30, 2022. The vandals stole the wire that feeds power to booster #1 again. This wire has been replaced and is back in operation. The site has also been fitted with a Ring video camera, and an additional motion sensor for added security and surveillance.



The pump, motor, and airline have been replaced at Well 26A. Additionally, staff pumped the well to waste for approximately 36 hours, and Bac-T sample were collected. Also, the uranium treatment system has been re-tested for Bac-T and uranium. Once passing results are received, staff will put the system back online and into the distribution system.



Staff was unable to perform the Well 33 suction reservoir overflow maintenance this month as the pump and motor were pulled for repairs on August 26, 2022. Kyle Groundwater has provided an evaluation and rehabilitation plan for this well, and this plan has been provided to L.O. Lynch for cost estimate purposes. Staff is waiting on a change order to get approved prior to commencing these rehabilitation efforts.

Pump #4 at the Terrace Booster Station is still out of service. The contractor has had delays on their receipt of an essential part to complete the project. Staff plans on this work being completed in November 2022.

The 350 HP motor at Well 31 burned up on September 29, 2022. A temporary replacement motor was located the same day and connected to the following day. The motor has been repaired and installed back onto the well.



The Mission Lakes, Highland, and Worsley reservoir sites have had updates/upgrades made to their solar systems. Worsley and Highland received new lithium batteries in addition to having their charge controllers updated. Also, staff installed an improved charge control at Mission Lakes to allow for better monitoring and the future installation of a lithium battery.



Landscaping

Staff continues to oversee the landscape contract with Urban Habitat for 36 sites throughout the District.

Well 33 Solar Site

Staff continues to monitor the performance of the solar system. The June and July 2022 performance reports were confirmed being unusual and incorrect by the performance team at Total Energies (formerly SunPower). The performance team is coordinating with the data analytics team and will provide an update once it is resolved. As soon as it is received, staff will provide accurate information for June through October 2022.

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

	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18
July	6	18	7	4	5	7
August	28	19	6	10	5	3
September	22	23	18	2	14	4
October	16	33	13	3	21	8
November		27	10	16	4	0
December		9	2	17	3	3
January		14	15	6	3	20
February		8	13	8	5	11
March		19	16	2	3	6
April		6	11	1	3	7
May		19	15	12	5	11
June		1	24	11	2	8
Annual Total	72	196	150	92	73	88
Avg./ Mo.	6.00	16.33	12.50	7.67	6.08	7.33

Additional water service connection information is provided in Appendix B.

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

Monthly Water Production

	FY 2022/23	Variance from prior year		FY 2021/22	FY 2020/21	FY 2019/20	FY 2018/19
	AF	AF	%	AF	AF	AF	AF
July	751.79	-44.78	-5.6%	796.57	857.77	853.23	857.20
August	850.19	10.26	1.2%	839.93	885.31	795.18	806.47
September	716.03	-22.62	-3.1%	738.65	784.80	757.08	689.47
October	691.98	26.80	4.0%	665.18	755.84	709.39	709.81
November		0.00	0.0%	679.85	690.13	619.87	631.75
December		0.00	0.0%	565.48	588.32	537.23	502.16
January		0.00	0.0%	580.28	537.96	553.20	570.20
February		0.00	0.0%	527.34	495.61	520.85	415.49
March		0.00	0.0%	601.44	625.80	557.73	490.92
April		0.00	0.0%	624.07	649.34	573.02	635.08
May		0.00	0.0%	745.36	723.62	698.99	598.36
June		0.00	0.0%	730.02	761.63	806.02	710.39
TOTAL		-30.34	-1.0%	8094.17	8356.13	7981.79	7617.30

Additional water production information is provided in Appendix B.

Water Resources

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

Integrated Regional Water Management Planning

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

The CVRWMG began preparing a grant application for the Urban Community Drought Relief Grant Program. MSWD has submitted the Well Rehabilitation Program, Mission Lakes Water Main Replacement Project, and Turf Rebate projects for funding consideration. The CVRWMG plans to submit the grant application to the California Department of Water Resources (DWR) in November 2022.

Mission Creek Subbasin Sustainable Groundwater Management Act Compliance

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

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

The Mission Creek Subbasin Management Committee began preparing a grant application for the Sustainable Groundwater Management Round 2 Implementation Grant Program. MSWD submitted the GQPP Area A Sewer Project and the Recycled Water Project Phase 1A for funding consideration. The Management Committee plans to submit the grant application to DWR in November 2022.

Staff participated in the kick-off meeting for the Mission Creek Subbasin SGMA Annual Report for Water Year 2021-22. Engineering and Operations staff are assembling the requested data for the report.

San Geronio Pass Subbasin Sustainable Groundwater Management Act Compliance

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

Staff met with the GSAs to discuss the Data Management System and began preparing for the upcoming Annual Report process.

Indio Subbasin Sustainable Groundwater Management Act Compliance

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

Staff attended the monthly Coachella Valley Salt and Nutrient Management Plan (CV SNMP) Update meeting. The CV SNMP Agencies discussed formation and roles for the different committees required to help move the plan through development and completion, including a steering and technical advisory committee; as well as coordination and participation with the Regional Board, tribes, and other stakeholders. In addition, the CV SNMP Agencies discussed the SNMP website content. The website is expected to be "live" in the coming weeks.

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. DWR has noted they plan to allocate funding/services to the project in 2023.



PUBLIC AFFAIRS

Below is a list of Public Affairs activities:

Past Sponsorships / Events

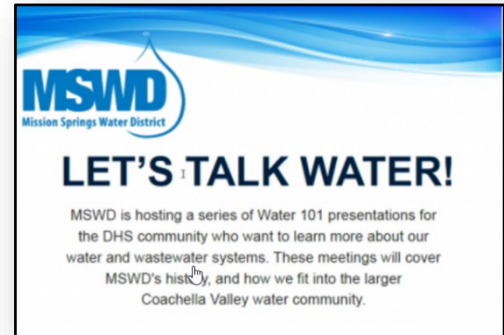
Desert Hot Springs Rotary Career and Health Fair: October 22, 2022

MSWD was proud to participate in the Desert Hot Springs Job and Health Fair. The event was hosted collaboratively by the City of Desert Hot Springs, Desert Hot Springs Rotary Club, El Sol Neighborhood, and the Palm Springs Unified School District.



Water 101 Community Workshops: October 20, 2022

Last month we kicked off our fall/winter series of Water 101 presentations at the Desert Hot Springs Library. With almost 30 members of the community in attendance, the successful event featured the District's water system. Additional sessions will take place on November 10, 2022, December 8, 2022, and January 19, 2023, and will feature topics including our wastewater system, long-term planning, rate-making, and customer service.



Desert Hot Springs Rotary Club's Happy Healthy Halloween: October 29, 2022

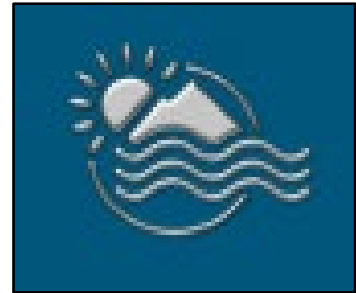
The festivities were fantastic during the Desert Hot Springs Rotary Happy Healthy Halloween event held at Mission Springs park. The event featured booths, games, and a Spooky Car and Bike Show. The MSWD booth featured our award-winning water, and a candy ring toss was very popular and even garnered attention on the KESQ Instagram feed.



Upcoming Sponsorships / Events

Desert Hot Springs State of the City: November 17, 2022

MSWD will again be a proud sponsor of the Desert Hot Springs State of the City event. Held annually by the City and the Greater Coachella Valley Chamber of Commerce, the lunch event will provide valuable information about city projects and new development.



ACWA Fall Conference: November 29 - December 1, 2022

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



MSWD Blood Drive: December 20, 2022

Donate your blood at our end-of-the-year Holiday Blood Drive on Tuesday, December 20, 2022. Held in the MSWD Boardroom from 7 a.m. to 1 p.m., we hope to finish the year strong, saving lives and giving back to the community. Watch your email or the District's social media for appointment information.

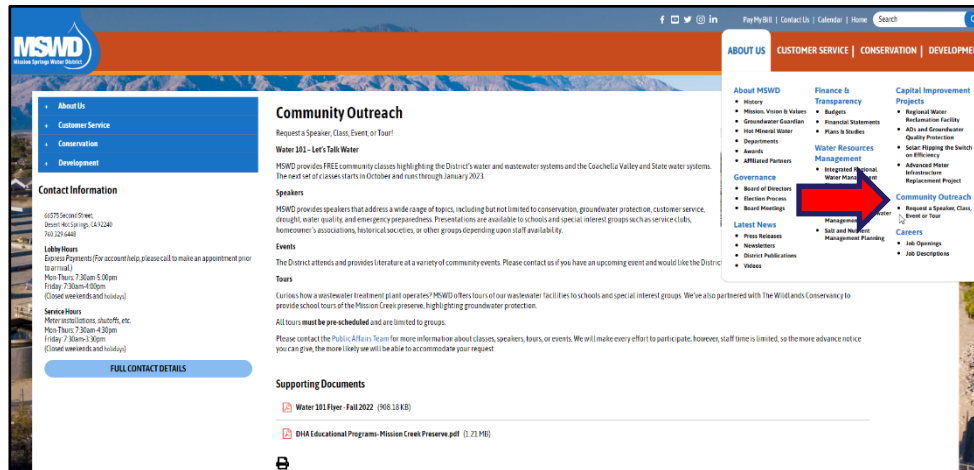
A promotional poster for a blood drive. The top half has a red background with the words 'BLOOD DRIVE' in large white letters. To the right, it says 'Scan the code to make your next appointment!' with a QR code and a 'SCAN ME' button. Below this, on a white background, it says 'PROUDLY HOSTED BY' followed by the MSWD logo (Mission Springs Water District). The event details are: 'Tuesday, Dec. 20, 7 AM to 1 PM, 66575 2nd St., Desert Hot Springs in the Boardroom.' At the bottom, in red text, it says: 'LifeStream is raffling a \$500 e-gift card EVERY DAY, Dec. 20 - Jan. 07. Donate at our upcoming drive on Dec. 20 for your chance to win! All donors will also receive a \$10 e-gift card for their donation today.' The bottom of the poster has a red background with white text: 'For appointments, call 1.800.879.4484, visit lstream.org/mswd, or scan the QR code above.'

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

Public & Media Outreach

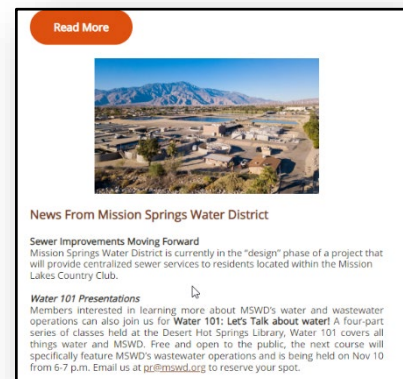
New Website Area: Request a Speaker, Class, Event, or Tour!

We have started a new area of our website that aggregates information for community organizations looking for a speaker, tour, or MSWD participation at an event. Located under the "About Us" tab, the new Community Outreach page features the Public Affairs team's contact information and lists upcoming opportunities.



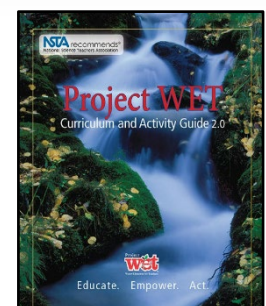
Mission Lakes Country Club Newsletter

Starting in October 2022, MSWD is providing content to the MLCC homeowners association for inclusion in its monthly newsletter. The October 2022 edition featured an update on the sewer design and funding for Assessment District 18, which MLCC is a part of, and an invitation to members to attend Water 101. Future articles will include information on water quality and conservation.



Project WET

The Public Affairs team recently participated in a Project WET workshop at the Whitewater Preserve. Hosted by CVWD, the Preserve, and the Water Education Foundation, Project WET provides hands-on, science-based water education resources to formal and non-formal educators worldwide. These resources encourage responsible environmental stewardship and promote meaningful action to address ecological challenges, climate change, and sustainability. Broken down by water topics, including Groundwater Protection, the program provides materials and exercises for K-12 students that align with the National Science Teacher Association curriculum. We will be working these materials and activities into our Groundwater Guardian program and plan to sponsor and offer this training to teachers in Desert Hot Springs next Spring 2023.



Legal Updates

During October 2022, the Public Affairs team circulated two media releases related to the Class Action Lawsuit and the Notice of Violation. We also shared this information on our social media pages and continue to monitor and share additional information. We also provided our Customer Service and Field Service teams with talking points and further contact information should a member of the public ask them for more details.



MSWD Awards & Recognition

Desert Hot Springs High School – Community Partnership Award



Desert Hot Springs High School presented the District and other community organizations with Community Partnership Awards for support throughout the school year. During a special community partnership meeting, Principal Omar Tinoco highlighted efforts being made by the school to improve College readiness and ways the school is breaking down ethnic barriers.

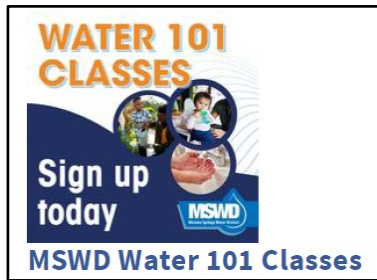
American Outreach Foundation

The American Outreach Foundation recently sent MSWD a thank you for supporting the power chair refurbishment program that assists Veterans and low-income seniors. Below are George B. and George W., who recently gained their mobility back with the help of a refurbished motorized scooter.



MSWD Digital Advertising

The District featured five Google and Facebook/Instagram ads promoting sign-ups for Water 101, Water at Night, Skip Overseeding, and Fix a Leaky Toilet. Together, these ads had 166,000 Google impressions. We also ran a small sprinkler campaign following the rain event, which garnered close to 15,000 FaceBook impressions. A full report is included in Appendix C. Example ads:



Social Media

A copy of the October 2022 social media report can be found in Appendix C. This report highlights activities and posts on the District's social media platforms. Overall, (across all platforms) impressions were up .5%, engagement was up 120.6%, and post clicks were down 32.9%. Some of our most popular posts included employee profile stories shared as part of Water Professionals Appreciation Week.

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Thu 10/6/2022 2:33 pm	301	130	43	2	—	126
Tue 10/4/2022 3:29 pm	251	117	29	7	—	98
Fri 10/7/2022 10:14 am	34	24	2	1	—	7

CV Water Counts

The CV Water Counts Outreach report for October 2022 can be found in Appendix C. The website continues to outperform 2021 numbers, with October 2022 seeing 2,601 users compared to 1,588 in October 2021. Time spent on the site also increased over the previous year, with users spending an average of 51 seconds on the site, compared to 37 seconds last year. In addition, the ad campaigns continue to perform very well, with more than 241,000 impressions and more than 2,600 clicks across Google and Facebook campaigns.



Rebates & Conservation

The Public Affairs team continued to promote rebates and conservation throughout our service territory during the month of October 2022.

Toilet Rebates

The District funded two new toilet rebate applications in October 2022 (3 toilets), totaling \$300.

Turf Rebates

The District paid one turf rebate application in October 2022 in the amount of \$1,050. Staff received two new Turf Rebate applications in October 2022 and have a total of six pending applications totaling \$98,665.



Bottled Water Tracking Report

Water Donations for October 2022

Date Supplied	Requests Filled	Event or Purpose	# Cases Requested
10/5/2022	DHS High School	Edward Wenzlaff Field trips	6
10/6/2022	City of DHS	Council/Commission Meetings/Walk-in Guest	25
10/10/2022	DHS Police Dept.	Investigations, Traffic Accidents	5
10/13/2022	Cabot's Pueblo Museum	Dia de los Muertos	4
10/13/2022	City of DHS	Dia de los Muertos	8
10/20/2022	DHSHS	Public Safety Academy-Great Shakedown	10
10/20/2022	Friends of DHS Library	Authors Series/Book Sale	6
10/22/2022	DHS Rotary	Health & Job Fair	10
10/24/2022	DVBA	Annual Golf Tournament	8
10/28/2022	Miracle Springs Resort	SEECA Mineral Water Retreat	1
10/29/2022	MSWD	Rotary Happy Healthy Halloween	10
10/31/2022	Lily of the Valley Worship Center	Harvest Festival	8
	Total Cases		101

APPENDIX A –
Federal Update from Carpi & Clay

Mission Springs Water District Federal Update

October 31, 2022

White House Holds Virtual Summit on Accelerating Infrastructure

On October 13th, the White House held a virtual summit on Accelerating Infrastructure. The overarching theme of the summit was “On Time. On Task. On Budget.” The event, which occurred just a few weeks before the one-year anniversary of signing the Bipartisan Infrastructure Bill into law, highlighted many of the projects that have received funding from the legislation this past year, as well as shared best practices for accelerating large-scale infrastructure projects. The White House Action Plan to accelerate infrastructure can be found [HERE](#) and the White House fact sheet can be found [HERE](#).

Senators Send Letter to EPA on PFAS Pollution Guidance

A group of Democratic Senators, including Senators Dianne Feinstein (D-CA) and Alex Padilla (D-CA), sent a letter to Environmental Protection Agency (EPA) Administrator Michael Regan to discuss per- and polyfluoroalkyl substances (PFAS) pollution. The letter urges EPA to address PFAS in National Pollutant Discharge Elimination System (NPDES) permits under the Clean Water Act (CWA) and to take steps to limit industrial PFAS discharges. The letter follows an April EPA guidance for federally issued CWA NPDES permits that recognizes the need to identify and control PFAS pollution sources and EPA’s October 2021 PFAS Strategic Roadmap. The letter can be found [HERE](#).

Treasury Department Seeks Input on IRA Tax Provisions

The Department of Treasury (Treasury) and the Internal Revenue Service (IRS) issued six [Notices](#) requesting public input on several climate and clean energy tax incentives in the Inflation Reduction Act (IRA). The Notices seek initial input from the public on specific questions, as well as requests for general comments. While the public will have further opportunities to provide input as the implementation process unfolds, the Notices provide an early way for stakeholders to submit information that can help inform Treasury and the IRS’s work. Comments are due November 4th.

Reclamation Publishes SEIS NOI for Colorado River System

The Bureau of Reclamation (Reclamation) published a Notice of Intent (NOI) to prepare a Supplemental Environmental Impact Statement (SEIS) to revise the 2007 Interim Guidelines for the operation of the Glen Canyon and Hoover Dams in 2023 and 2024. The NOI states that Reclamation may need to modify operations and reduce downstream releases at both dams to provide system stability. The SEIS will analyze possible actions including a Framework Agreement Alternative, a Reservoir Operations Modification Alternative, and a No Action

Alternative. The NOI does not affect the separate process of determining post-2026 Colorado River operations. Comments on the NOI are due by December 20th, and more information can be found [HERE](#).

A Look Ahead: What to Expect When Congress Returns after the Election

In mid-November, Congress will return to Washington, D.C. for the first time since the November election. Depending on the results of the election, Members may be returning to a great deal of change should the House and/or the Senate majorities change. Upon their return, Congress will begin working through organizing activities ahead of the new Congress (leadership elections, office selections, committee assignments and leadership). In addition to these organizing activities, there are also a few legislative items Congress will likely be focused on during the lame duck session:

- FY 2023 Appropriations bills
- Water Resources Development Act
- National Defense Authorization Act
- National Flood Insurance Act Authorization Extension
- Temporary Assistance to Needy Families Authorization Extension

Federal Funding Opportunities/Announcements

EPA Awards \$6.4 Million in Research Grants for National Water Reuse Efforts. EPA announced two awards totaling \$6.4 million to support national efforts for expanded water reuse. The awardees are Iowa State University and the Water Research Foundation, and the funding will support water reuse innovation, information availability, and community engagement. More information can be found [HERE](#).

EPA Announces \$30 Million in WIIN Act Grants. EPA awarded \$30 million in funding for six projects under the Water Infrastructure Improvements for the Nation (WIIN) Act Grant program to address lead in water supplies and the removal of lead pipes. The list of projects can be found [HERE](#).

EPA Announces WIFIA Office Hours. EPA is hosting an office hours session for its Water Infrastructure Finance and Innovation Act (WIFIA) program on November 9th at 3:00 pm ET. Prospective program participants can ask EPA staff questions about the program and requirements for submitting Letters of Interest. The registration form for the session can be found [HERE](#).

EPA Awards \$9 Million in P2 Grants. EPA awarded \$9 million in Pollution Prevention (P2) Grants to 32 recipients. The grants provide states and tribes with funding to offer businesses technical assistance to prevent or reduce pollution. More information can be found [HERE](#).

Reclamation Announces \$6.6 Million for Science and Technology Program. Reclamation awarded \$6.6 million to 21 new research projects and 120 continuing, multi-year projects focused on new solutions to water and power challenges in western states. More information can be found [HERE](#).

Reclamation Awards \$210 Million in BIL Drought Resilience Funding. Reclamation announced \$210 million in BIL funding for drought resilience projects in western states. The funding will develop 1.7 million acre-feet of additional water storage capacity and feasibility studies for additional water storage capacity. The full list of projects and more information can be found [HERE](#).

USDA Releases Application for \$1 Million in Water and Waste Disposal Technical Assistance and Training Grants. USDA announced it is accepting applications for \$1 million in funding through its Water and Waste Disposal Technical Assistance and Training Grants program. The program provides qualified nonprofit organizations with technical assistance and training to benefit homeowners and communities seeking water and waste disposal grants and loans. Applications are due by November 13th, and more information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

Federal Agencies Release Climate Adaptation and Resilience Progress Reports. In October, all federal agencies released their inaugural Climate Adaptation and Resilience Progress Reports. The reports are required by Executive Order 14057, “Catalyzing Clean Energy Industries and Jobs Through Federal Sustainability,” which created the Federal Sustainability Plan to strengthen climate resilience across the federal government. The reports for all agencies can be found [HERE](#), and a fact sheet on the reports can be found [HERE](#).

CDC Releases Report on PFAS EA Sites. The Centers for Disease Control (CDC) released a final report titled “Findings Across Ten Exposure Assessment (EA) Sites.” The report documents exposure to seven different PFAS chemicals in drinking water in ten communities near military sites. The report summary can be found [HERE](#).

EPA Releases 20 Climate Adaptation Implementation Plans. EPA released 20 Climate Adaptation and Implementation Plans developed by its major offices, including national program offices and all ten regional offices. The plans follow EPA’s 2021 Climate Adaptation Action Plan that details the agency’s plan to address climate change and advance environmental justice (EJ). The reports released detail specific actions that each office will take to address public health and climate resilience. The EPA major office reports can be found [HERE](#).

EPA Launches Off-site Stormwater Management Webpage. EPA launched its new Off-site Stormwater Management webpage to provide background information the issue and to be a repository for future updates regarding off-site stormwater management. The webpage can be found [HERE](#).

EPA Solicits Feedback on EJ Considerations for Development of Proposed LCRI. EPA announced it is holding a public meeting on November 1st at 5:00 pm ET to discuss and solicit input on environmental justice considerations related to the development of the proposed Lead and Copper Rule Improvements (LCRI) national primary drinking water regulation under the Safe Drinking Water Act. EPA is also accepting written comments on the proposal

until November 15th. The public meeting registration form can be found [HERE](#), and more information can be found [HERE](#).

EPA Launches EJScreen Updates. EPA launched new updates to its EJ screening and mapping tool EJScreen. The updates include the addition of new data on U.S. territories, threshold maps which provides a cumulative outlook, and supplemental indexes providing socioeconomic information. The EJScreen tool can be found [HERE](#).

EPA Releases Two Online Tools for Environmental Enforcement and Compliance. EPA released two new online tools that provide additional information on environmental enforcement and compliance. EPA's [Enforcement and Compliance History Online](#) tool now incorporates EJ metrics for facilities, and the public can now access benzene concentrations from petroleum refineries on its [Benzene Fenceline Monitoring Dashboard](#).

EPA Releases Strategy to Reduce Lead Exposure. EPA released a report titled "Strategy to Reduce Lead Exposures and Disparities in U.S. Communities." The report is an agency-wide strategy to reduce lead exposures and pollution in communities with funding authorized by BIL. The report can be found [HERE](#).

EPA Issues RFI for Greenhouse Gas Reduction Fund. EPA issued an RFI for the Greenhouse Gas Reduction Fund included in the IRA. The agency is seeking input on how to design the program, which includes \$27 billion in competitive grants for projects that reduce or avoid greenhouse gas emissions. EPA announced two listening sessions for more information on the RFI on November 1st at 7:00 pm ET (registration can be found [HERE](#)) and on November 9th at 7:00 pm ET (registration can be found [HERE](#)). Comments on the RFI are due by December 5th, and more information can be found [HERE](#).

Reclamation Announces BIL Quarterly Update Meeting. Reclamation announced it will host a BIL Quarterly Update on November 10th at 2:00 pm ET. The link to join the meeting can be found [HERE](#).

##

APPENDIX B – Wastewater and Water Production Tables

WASTEWATER REPORT

SEWER CONNECTION SUMMARY											
	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13
July	4	18	8	7	9	51	2	1	139	2	0
Aug.	26	20	4	1	8	53	2	4	214	4	0
Sep.	20	20	5	2	12	8	11	2	90	2	1
Oct.	13	36	9	4	8	12	4	21	65	8	2
Nov.		29	50	10	9	7	7	1	52	18	7
Dec.		12	9	3	3	64	1	0	86	22	11
Jan.		14	21	7	1	16	8	3	27	3	11
Feb.		7	23	5	1	42	0	3	5	46	6
Mar.		17	48	1	0	23	5	0	31	16	2
Apr.		7	18	3	3	15	30	0	8	95	14
May		16	17	11	3	20	45	7	13	98	3
June		2	21	7	3	6	70	4	4	72	2
Annual Total	63	198	233	61	60	317	185	46	734	386	59

Connections to Sewer Collection System:

As of June 30, 2022

8665

Plus YTD

63

Total Sewer Connections =

8728

WASTEWATER FLOW MGD				
2022/23	HORTON PLANT		DESERT CREST	
	Avg. Daily Flow	Peak 24 hr. Flow	Avg. Daily Flow	Peak 24 hr. Flow
July	1.980020	2.086591	0.038856	0.045610
Aug.	2.007484	2.156507	0.043378	0.051750
Sep.	2.085598	2.243680	0.042339	0.047130
Oct.	1.980283	2.266199	0.045616	0.052230
Nov.				
Dec.				
Jan.				
Feb.				
Mar.				
Apr.				
May				
June				

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

WATER REPORT

WATER CONNECTION SUMMARY														
	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2009/10
July	6	18	7	4	5	7	2	0	0	1	0	0	0	1
August	28	19	6	10	5	3	2	2	0	1	0	0	2	1
September	22	23	18	2	14	4	13	3	0	2	2	0	0	1
October	16	33	13	3	21	8	3	20	0	5	1	1	4	2
November		27	10	16	4	0	7	3	0	1	0	1	1	5
December		9	2	17	3	3	2	0	0	2	0	0	0	0
January		14	15	6	3	20	1	1	2	2	0	0	1	1
February		8	13	8	5	11	1	0	1	0	1	0	0	1
March		19	16	2	3	6	5	0	12	0	0	4	5	0
April		6	11	1	3	7	11	2	7	0	1	4	1	12
May		19	15	12	5	11	9	8	2	0	1	2	0	0
June		1	24	11	2	8	2	10	1	0	0	0	1	1
Annual Total	72	196	150	92	73	88	58	49	25	14	6	12	15	25
Avg./ Mo.	6.00	16.33	12.50	7.67	6.08	7.33	4.83	4.08	2.08	1.17	0.50	1.00	1.25	2.08

Connections to Water System:

As of June 30, 2022 13,337
 Plus YTD 72
Total Water Connections = 13,409

WATER PRODUCTION														
	FY 2022/23	Variance from prior year		FY 2021/22	FY 2020/21	FY 2019/20	FY 2018/19	FY 2017/18	FY 2016/17	FY 2015/16	FY 2014/15	FY 2013/14	FY 2012/13	FY 2011/12
	AF	AF	%	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF	AF
July	751.79	-44.78	-5.6%	796.57	857.77	853.23	857.20	835.87	714.50	659.11	859.00	942.82	911.87	838.49
August	850.19	10.26	1.2%	839.93	885.31	795.18	806.47	829.93	808.54	706.62	730.71	828.60	853.85	959.02
September	716.03	-22.62	-3.1%	738.65	784.80	757.08	689.47	712.40	679.54	657.37	800.67	813.20	723.92	826.46
October	691.98	26.80	4.0%	665.18	755.84	709.39	709.81	733.86	678.33	575.86	716.30	716.09	788.55	789.71
November		0.00	0.0%	679.85	690.13	619.87	631.75	642.41	601.89	582.22	533.69	557.05	672.3	654.77
December		0.00	0.0%	565.48	588.32	537.23	502.16	584.24	520.63	503.10	590.83	633.09	520.3	575.27
January		0.00	0.0%	580.28	537.96	553.20	570.20	599.52	465.10	431.38	526.86	582.86	609.45	616.19
February		0.00	0.0%	527.34	495.61	520.85	415.49	512.79	453.39	483.92	506.49	522.87	507.31	561.24
March		0.00	0.0%	621.44	625.80	557.73	490.92	536.09	549.50	514.05	614.94	603.89	559.02	583.70
April		0.00	0.0%	624.07	649.34	573.02	635.08	644.06	540.56	502.36	622.58	664.05	744.77	645.93
May		0.00	0.0%	745.36	723.62	698.99	598.36	697.15	731.81	601.83	590.28	708.18	786.79	763.12
June		0.00	0.0%	730.02	761.63	806.02	710.39	688.74	732.68	685.93	706.34	812.96	780.86	794.00
TOTAL		-30.34	-1.0%	8094.17	8356.13	7981.79	7617.30	8017.06	7476.47	6,903.75	7,798.69	8,385.66	8,458.99	8,607.90

APPENDIX C – Public Affairs Information



CVWC Digital Marketing Report

Website, Social, and Marketing Performance

October, 2022

by Hunter | Johnsen

Google Ads Campaigns

 DISPLAY AD IMPRESSIONS
CV WATER COUNTS

174,482

 SEARCH AD IMPRESSIONS
CV WATER COUNTS

2,129

 VIDEO IMPRESSIONS
CV WATER COUNTS

74,170

 CLICKS
CV WATER COUNTS

2,314

 CTR
CV WATER COUNTS

0.92%

 GOOGLE PROGRAMMATIC DISPLAY AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Campaign	Clicks	Impr.
CV Water Counts Oct 2022	987	123,044
Garden	588	72,476
Rebates	399	50,568
CV Water Counts Oct 2022 SPANISH	759	51,438
Garden (Spanish)	635	42,757
Rebates (Spanish)	124	8,681
	1,746	174,482



 GOOGLE YOUTUBE VIDEO AD CAMPAIGN PERFORMANCE
CV WATER COUNTS

Account name	Impr.	Engagements	Video views	Clicks
CV Water Counts	74,170	28,756	16,537	196
CVWC Water Saving Tips YouTube Spanish Oct 2022	40,167	18,410	12,313	63
CVWC Water Saving Tips English YouTube Oct 2022	34,003	10,346	4,224	133
	74,170	28,756	16,537	196



GOOGLE ADS PAID SEARCH CAMPAIGN PERFORMANCE

CV WATER COUNTS

Campaign	Clicks	Impr.
CVWC Search Campaign 2022	372	2,129
	372	2,129



KEYWORDS PERFORMANCE

CV WATER COUNTS

Account name	Clicks	Impr.	CTR
CV Water Counts	291	1,741	16.71%
water rebates	76	367	20.71%
grass removal rebate	39	193	20.21%
water agency	38	514	7.39%
water rebate program	37	113	32.74%
turf rebate programs	26	147	17.69%
turf removal rebate	24	80	30%
water company	19	193	9.84%
toilet rebate	17	53	32.08%
washing machine rebate	11	49	22.45%
water service provider	4	32	12.5%
	296	1,902	15.56%

Facebook Ad Campaigns

FACEBOOK AD PERFORMANCE HUNTER JOHNSEN

Ad preview	Link Clicks	Impr.	Reach	Frequency	Page engagement
 <p>Rebates cvwatercounts.com Rebates from your water agency can be a great way to beautify your home, save money, and save water too!</p> <p>Learn more by clicking below.</p>	283	35,173	15,696	2.24	304
 <p>After it's been raining, turn off your s... After it's been raining, turn off your sprinklers for the next 3 days.</p> <p>Learn more ways to save water here: https://cvwatercounts.com/conservation-tips/</p>	18	32,403	31,439	1.03	30
	301	67,576	44,527	1.52	334

Website Information

PAGEVIEWS

CV WATER - CV WATER COUNTS - CV WATER ...

5,210

NEW VISITOR

CV WATER - CV WATER COUNTS - CV WATER ...

2,350

RETURNING USERS

CV WATER - CV WATER COUNTS - CV WATER ...

750

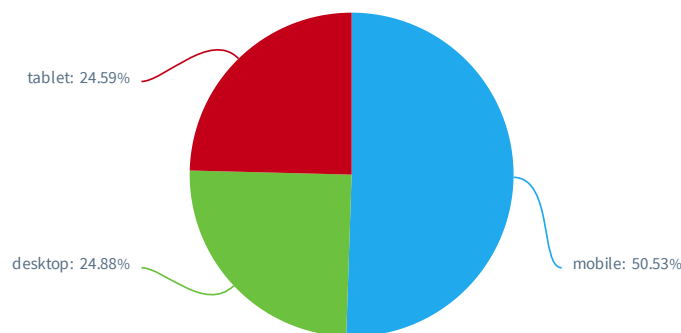
PAGEVIEWS

CV WATER - CV WATER COUNTS - CV WATER COUNTS

Page Title	Pageviews
Aspiring Gardeners - Now's the Time to Start - CV Water Counts	1,808
Rebates - CV Water Counts	1,442
Conservation Tips - CV Water Counts	284
CV Water Counts	266
Coachella Valley Water Conservation Water Rebate Map - CV Water Counts	227
Two Dozen Vegetables to Plant by mid-October in Palm Springs and the Coachella Valley - CV Water Counts	106
Drought Update - CV Water Counts	73
CV Water Counts Water Counts Academy - CV Water Counts	66
Plant of the Month: Trailing Lantana (Lantana Montevicensis) - CV Water Counts	53
Plant of the Month: Scarlet Bush, Fire Bush (Hamelia Patens) - CV Water Counts	41
	5,210

SESSIONS / DEVICE CATEGORY

CV WATER - CV WATER COUNTS - CV WATER COUNTS



PAGES / SESSION

CV WATER - CV WATER COUNTS - CV WATER ...

1.34

AVG. SESSION DURATION

CV WATER - CV WATER COUNTS - CV WATER ...

51s

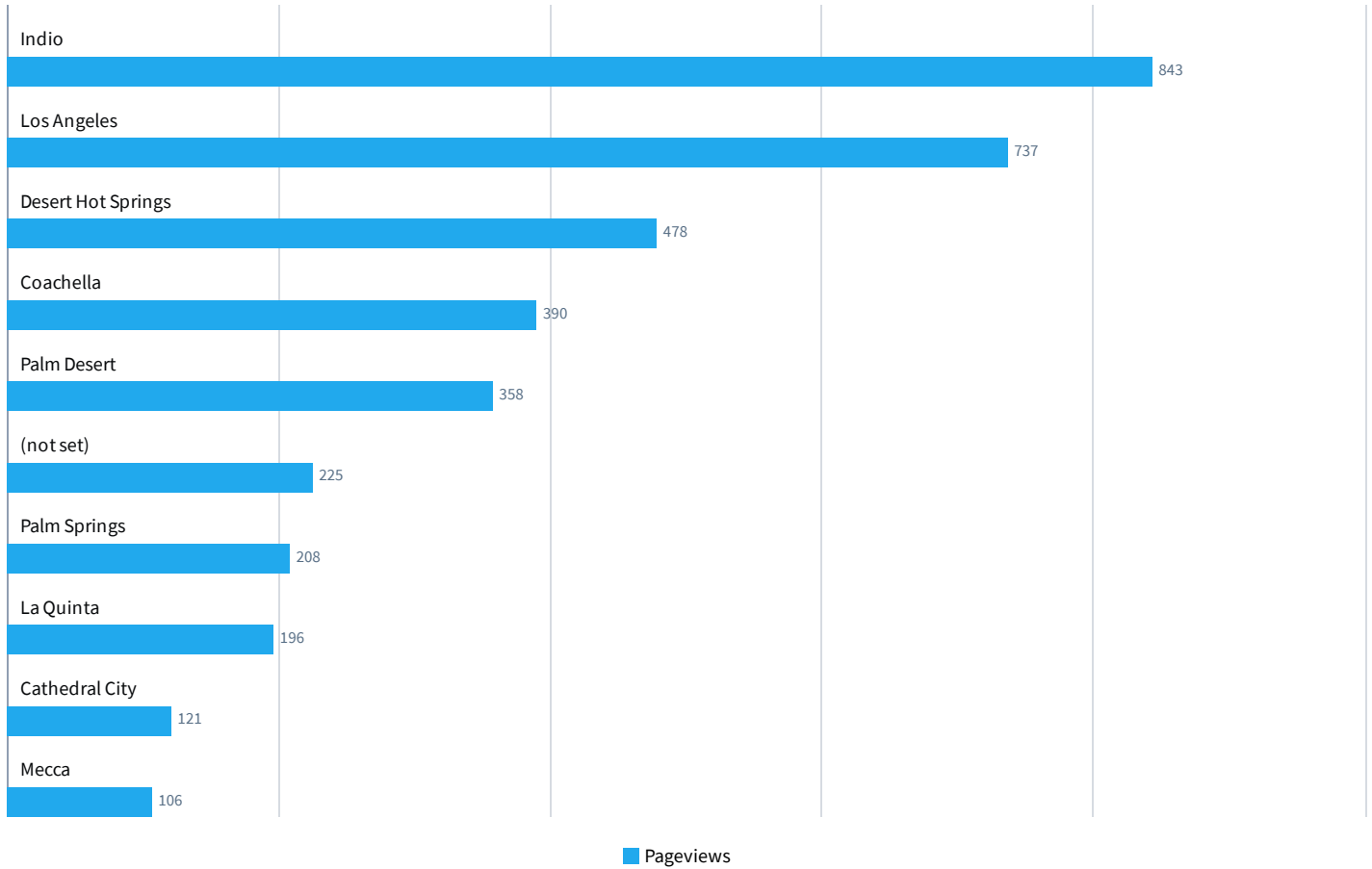
BOUNCE RATE

CV WATER - CV WATER COUNTS - CV WATER ...

81.75%

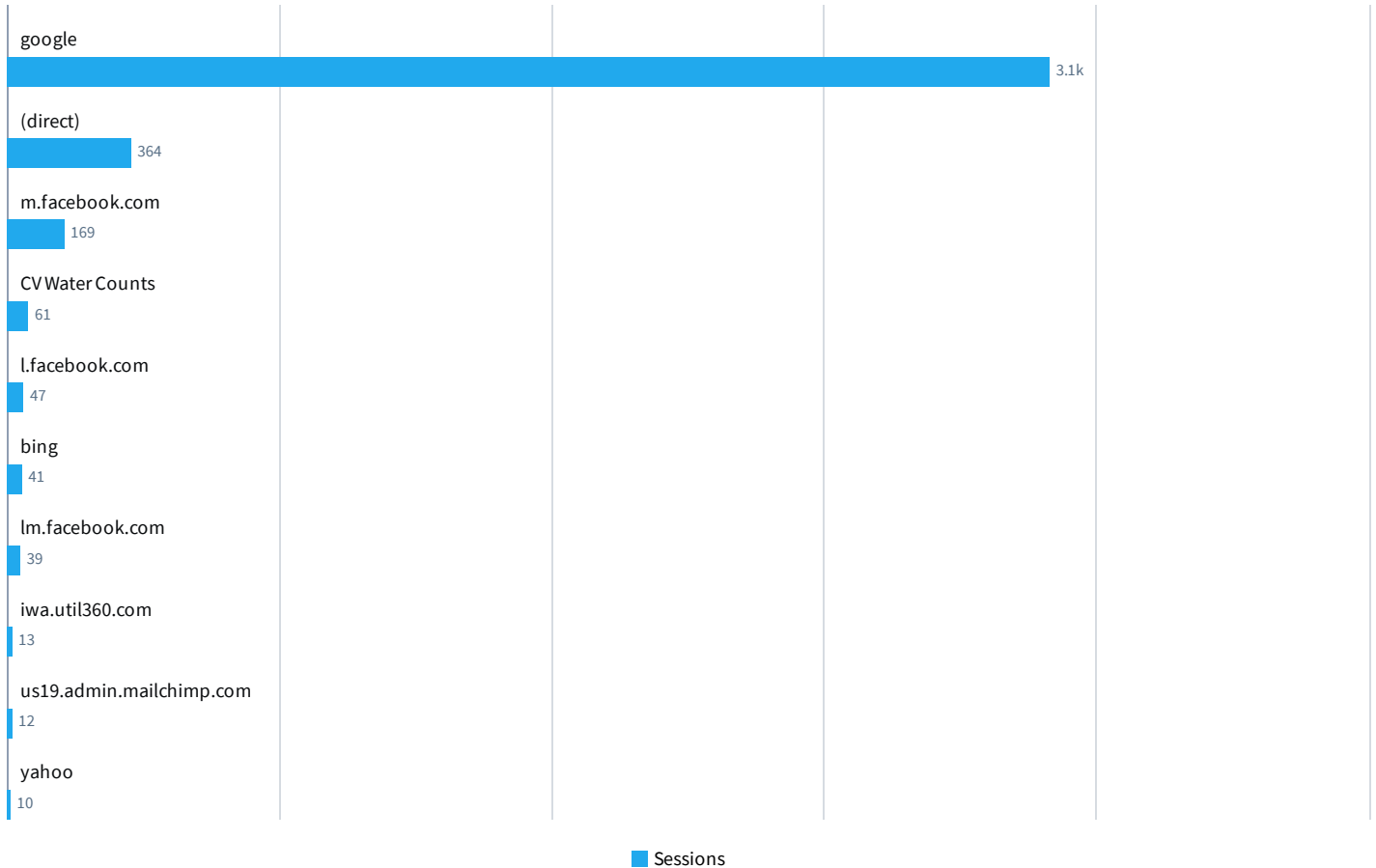
PAGEVIEWS BY CITY

CV WATER - CV WATER COUNTS - CV WATER COUNTS



USER REFERRERS

CV WATER - CV WATER COUNTS - CV WATER COUNTS



HISTORY

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

Month	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions
October 2022	3,879	2,601	5,210	1.34	51s	81.75%	60.58%
September 2022	3,589	2,482	4,931	1.37	46s	83.03%	64.11%
August 2022	3,752	2,617	4,926	1.31	48s	83.96%	64.37%
July 2022	4,831	3,293	6,855	1.42	53s	80.23%	65.16%
June 2022	2,927	2,203	3,959	1.35	50s	83.64%	71.47%
May 2022	3,491	2,715	5,002	1.43	46s	71.7%	68.81%
April 2022	3,383	2,545	5,096	1.51	36s	63.38%	71.5%
March 2022	2,476	1,859	3,453	1.39	42s	83.04%	69.55%
February 2022	2,654	1,912	3,625	1.37	44s	81.2%	67.48%
January 2022	8,388	6,410	10,465	1.25	43s	86.27%	74.61%
December 2021	5,138	4,105	6,353	1.24	37s	87.5%	77.29%
November 2021	6,014	4,869	7,628	1.27	34s	86.51%	79.12%
October 2021	2,133	1,588	2,825	1.32	37s	84.2%	70.46%
	52,655	37,118	70,328	1.34	43s	82.07%	70.52%

Organic Search

TOP KEYWORDS CVWATERCOUNTS.COM/

Query	Impr.	Clicks	CTR	Avg. position
coachella valley water district	1,491	0	0%	4.74
lake cahuilla	1,449	0	0%	7.3
salvia clevelandii	762	2	0.26%	2.71
lantana ground cover	653	3	0.46%	4.41
water pledge	429	0	0%	8.37
cv water	394	3	0.76%	6.84
cleveland sage	371	3	0.81%	3.55
hesperaloe parviflora	212	0	0%	13.66
myoma water	189	0	0%	2.87
lantana montevidensis	149	0	0%	4.6
	6,099	11	0.18%	5.91

TOP PAGES CVWATERCOUNTS.COM/

Page	Impr.	Clicks	CTR	Avg. position
https://cvwatercounts.com/plant-of-the-month-trailing-lantana-lantana-montevidensis/	2,786	31	1.11%	17.14
https://cvwatercounts.com/plant-of-the-month-ocotillo-fouquieria-splendens/	2,773	13	0.47%	8.84
https://cvwatercounts.com/lake-cahuilla-recreation-and-reliability/	2,045	5	0.24%	9.66
https://cvwatercounts.com/plant-of-the-month-cleveland-sage-chaparral-sage-salvia-clevelandii/	1,823	9	0.49%	6.37
https://cvwatercounts.com/agency-spotlight-coachella-valley-water-district/	1,788	0	0%	7.53
https://cvwatercounts.com/save-water-pledge/	1,026	3	0.29%	4.9
https://cvwatercounts.com/wp-content/uploads/2019/02/Golf-and-Recycled-Water.pdf	979	18	1.84%	30.91
https://cvwatercounts.com/plant-of-the-month-mexican-bush-sage-salvia-leucantha/	926	4	0.43%	23
https://cvwatercounts.com/eco-friendly-car-washes-in-the-coachella-valley/	764	3	0.39%	40.8
https://cvwatercounts.com/where-does-the-coachella-valley-water-come-from/	731	5	0.68%	29.53
	15,641	91	0.58%	17.87

Facebook Information

f IMPRESSIONS
CV WATER COUNTS

70,954

f REACH
CV WATER COUNTS

47,567

f NEW PAGE LIKES
CV WATER COUNTS

1

f ENGAGED USERS
CV WATER COUNTS

411





f PAGE VIEWS
CV WATER COUNTS







99

f LIFETIME PAGE LIKES
CV WATER COUNTS







4,009




f POSTS
CV WATER COUNTS

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>Happy Halloween! 🎃</p>	October 31, 2022	99	9	9%	7	0
 <p>Desert Water Agency w...</p>	October 29, 2022	25	5	20%	4	0
 <p>Brooms aren't just for ...</p>	October 26, 2022	116	8	7%	7	0
 <p>By using pressure-regu...</p>	October 26, 2022	42	2	5%	2	0
		35,237	147	0%	73	3

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
	October 24, 2022	88	6	7%	4	0
 CV Water Counts will b...	October 24, 2022	49	3	6%	3	0
 Benjamin Franklin onc...	October 20, 2022	32	2	6%	2	0
 As temperatures drop ...	October 19, 2022	140	6	4%	3	0
 This month, there is al...	October 17, 2022	45	3	7%	2	0
 If you or someone you...	October 16, 2022	36	2	6%	2	0

35,237 147 0% 73 3

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>After it's been raining...</p>	October 16, 2022	32,451	36	0%	10	1
 <p>Englemann's Hedgeho...</p>	October 15, 2022	32	1	3%	2	0
 <p>Make sure all of your h...</p>	October 12, 2022	1,746	34	2%	2	1
<p>CV Water Counts upda...</p>	October 12, 2022	28	4	14%	2	1
	October 12, 2022	27	4	15%	4	0
 <p>If you have questions, ...</p>	October 10, 2022	43	2	5%	2	0
 <p>The first week of Octob...</p>	October 6, 2022	26	3	12%	3	0
		35,237	147	0%	73	3

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments
 <p>We're in a drought. We ...</p>	October 5, 2022	38	3	8%	3	0
 <p>It's Water Professional...</p>	October 3, 2022	135	7	5%	7	0
 <p>CV Water Counts upda...</p>	October 1, 2022	0	2	0%	2	0
		35,237	147	0%	73	3

Instagram Information

 **IMPRESSIONS**
CV WATER COUNTS

15,142


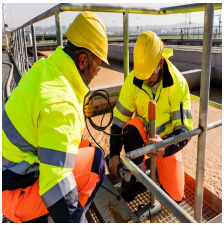


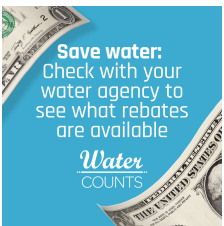
 **LIKES**
CV WATER COUNTS




11

 **FOLLOWERS (TOTAL)**
CV WATER COUNTS

233

 **MEDIA PERFORMANCE**
CV WATER COUNTS

Media	Impr.	Engagement	Reach	Saved	Video views
 As temperatures drop ...	25	1	19	0	0
 The first week of Octob...	19	2	14	0	0
 Brooms aren't just for ...	17	2	12	0	0
 If you have questions, ...	17	2	11	0	0
 We're in a drought. We ...	17	1	13	0	0
	132	11	98	0	0

Media	Impr.	Engagement	Reach	Saved	Video views
 <p>It's Water Professional...</p>	16	1	13	0	0
 <p>If you or someone you...</p>	15	1	10	0	0
 <p>Happy Halloween! 🎃</p>	6	1	6	0	0
	132	11	98	0	0

Twitter Information

Oct 2022 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 75 impressions

Make sure all of your hoses are equipped with an automatic shut-off nozzle. Hoses that are left running can waste 8-12 gallons per minute.

For more water-saving tips, visit CVWaterCounts.com/conservation-t...

#WaterWiseWednesday
pic.twitter.com/N6R89DMWiS



1 retweet 3 likes

[View Tweet activity](#)

[View all Tweet activity](#)

Top media Tweet earned 30 impressions

Happy Halloween! 🎃
pic.twitter.com/ggIFgrhUjY



2 likes

[View Tweet activity](#)

[View all Tweet activity](#)

OCT 2022 SUMMARY

Tweets
16

Tweet impressions
330

Profile visits
47

New followers
1

Top Follower followed by 5,394 people



Rachio

@rachio FOLLOWS YOU

Water with purpose 🌱💧 Rachio smart sprinkler controller makes watering easy & efficient, from anywhere.

[View profile](#)

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 October 2022	Wednesday, October 5, 2022 5:00 PM	536	616	55.6%	16.32%	42	5.6%	0.8%	3	2
		536	616	55.6%	16.32%	42	5.6%	0.8%	3	2



MSWD Digital Marketing and Website Report


Website, Social, and Marketing Performance

October, 2022

Casey Dolan

Casey Dolan Consulting

Google Ads Campaigns

 IMPRESSIONS
MSWD


166,011

 CLICKS
MSWD

461

 CTR
MSWD

0.28%

 GOOGLE ADS CAMPAIGN PERFORMANCE
MSWD

Campaign	Impr.	Clicks	CTR
MSWD Toilet Tank Video - Oct 2022	19,003	369	1.94%
MSWD Water 101 October2022	51,093	34	0.07%
MSWD Overseeding Oct 2022	45,899	30	0.07%
MSWD Night Watering Oct 2022	50,016	28	0.06%
	166,011	461	0.28%

Facebook Ad Campaigns

 FACEBOOK AD GROUP PERFORMANCE
MSWD

Ad	Campaign Name	Link Clicks	Impr.	Reach	Frequency	Page Likes
MSWD Night Watering - Oct 2022	MSWD Night Watering - Oct 2022	132	16,724	4,530	3.69	0
MSWD Water 101 - Oct 2022	MSWD Water 101 - Oct 2022	83	10,955	3,963	2.76	0
MSWD Skip Overseeding - Oct 2022	MSWD Skip Overseeding - Oct 2022	63	10,954	3,989	2.75	0
MSWD Toilet Repair Month - Oct 2022	MSWD Toilet Repair Month - Oct 2022	57	8,321	2,558	3.25	0
MSWD Rain Oct 16, 2022	MSWD Rain Oct 16, 2022	3	14,972	14,571	1.03	0
		338	61,926	18,380	3.37	0

Website Information

PAGEVIEWS

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

20,302

NEW VISITOR

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

4,763

USERS

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

1,965

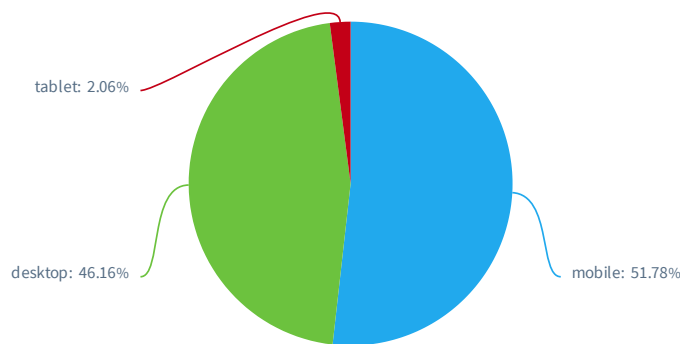
PAGEVIEWS

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

Page Title	Pageviews
Mission Springs Water District Home Page Mission Springs Water District CA	6,017
New Customer Portal Mission Springs Water District CA	5,001
Bill Pay Options Mission Springs Water District CA	1,073
Job Opportunities Mission Springs Water District CA	933
Application for Water Service Mission Springs Water District CA	487
Careers Mission Springs Water District CA	431
Video: True Water Crimes - The case of the leaky toilet flapper Mission Springs Water District CA	426
Search Mission Springs Water District CA	355
Start/Stop Water Service Mission Springs Water District CA	334
Employment Application Mission Springs Water District CA	271
	20,302

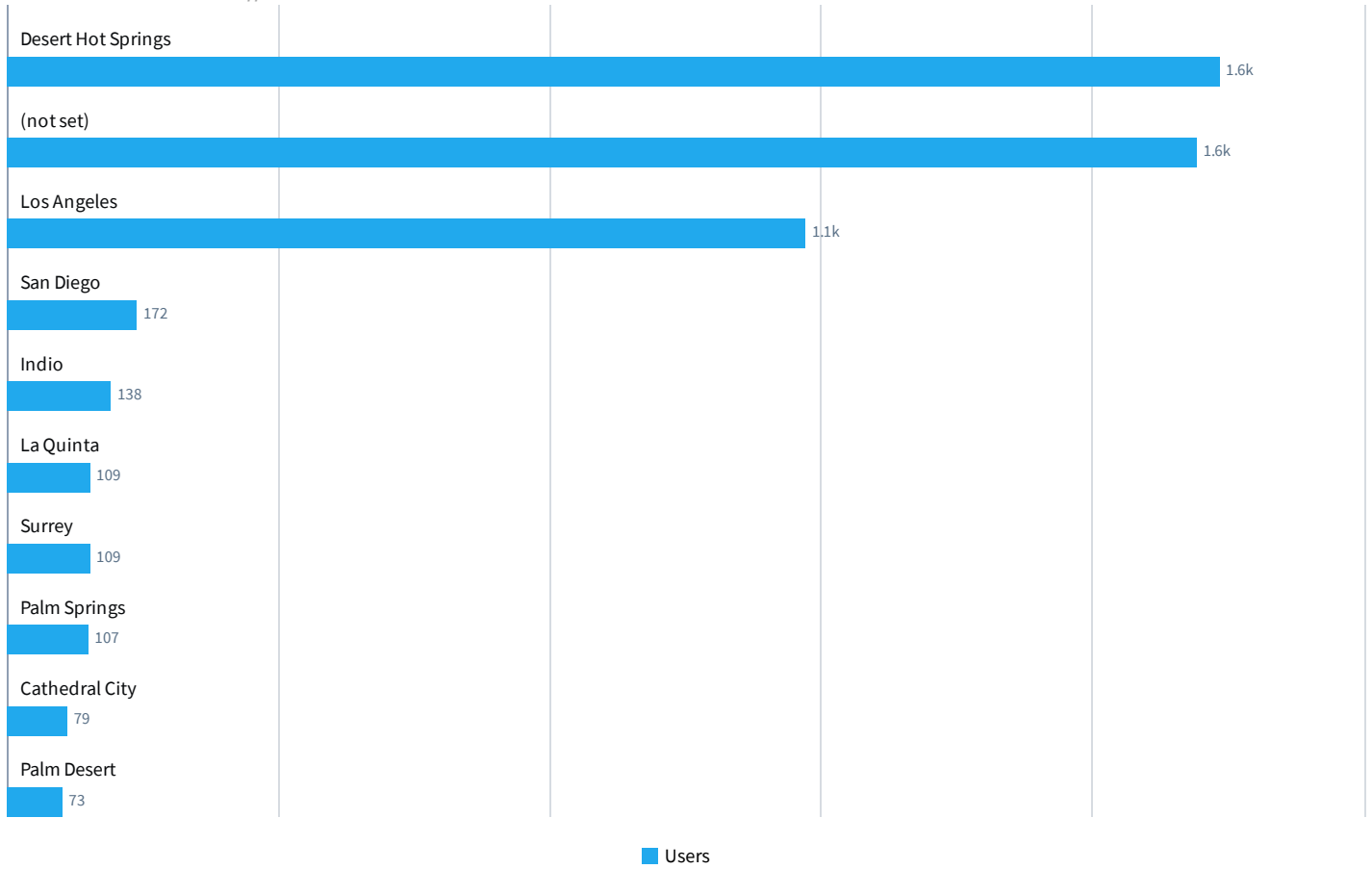
SESSIONS / DEVICE CATEGORY

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



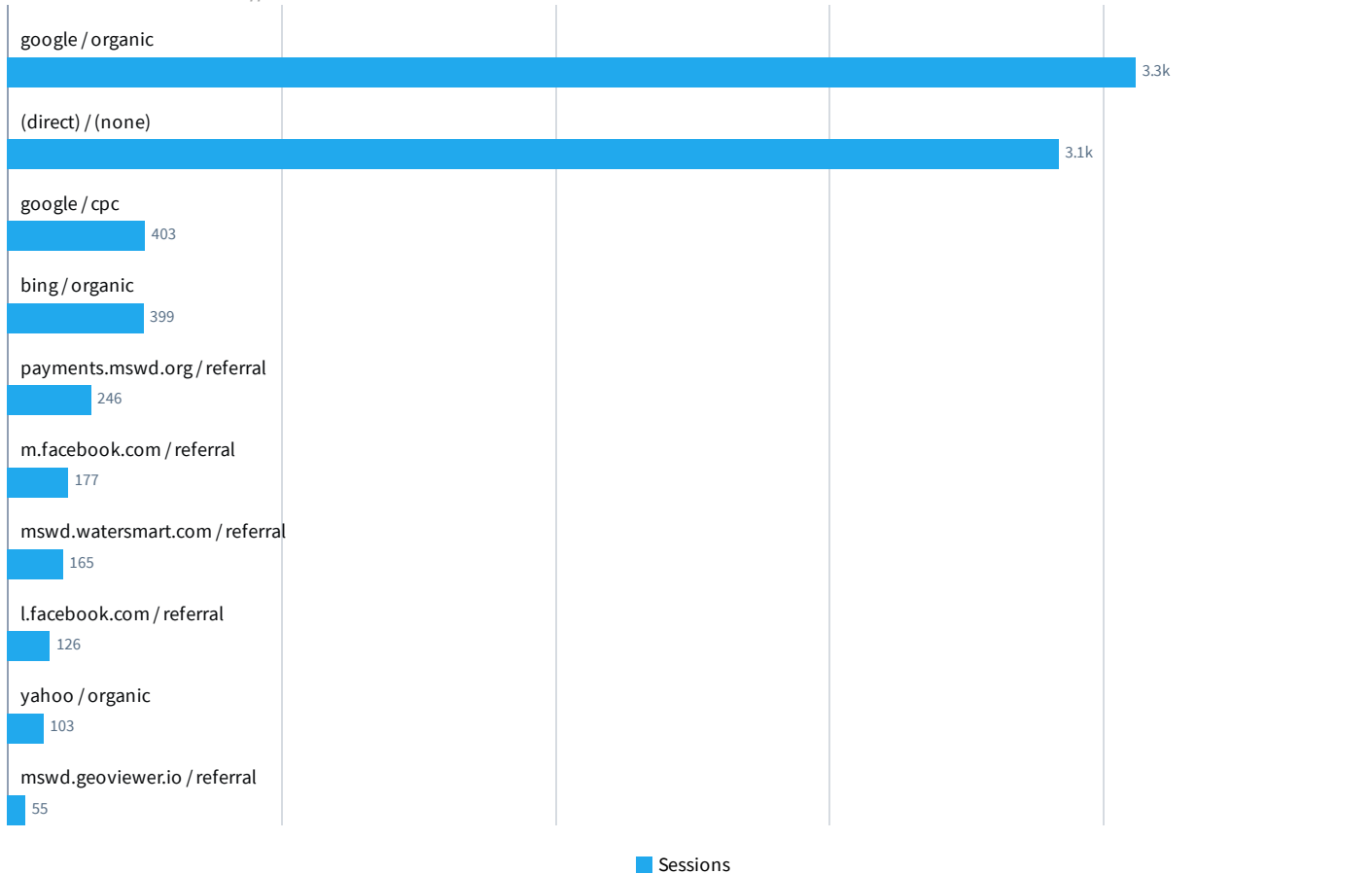
USERS BY CITY

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



USER REFERRERS

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



AVG. SESSION DURATION

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

1m 51s

PAGES / SESSION

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

2.43

BOUNCE RATE

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

32.95%




MSWD Social Analytics

October 2022

Included in this Report

 @MSWaterDistrict

 missionspringswaterdistrict

 Mission Springs Water District

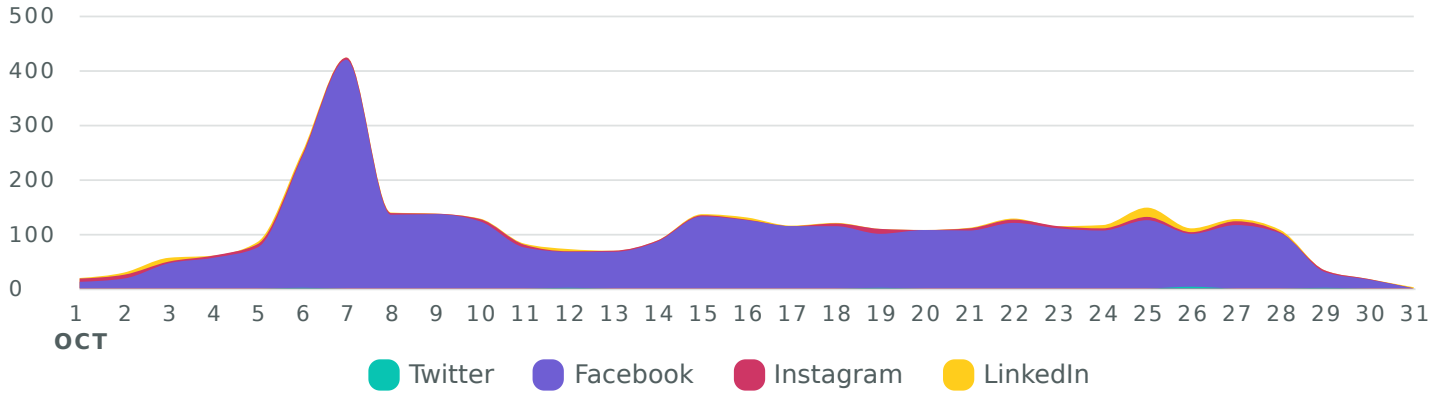
 Mission Springs Water District

Cross-Network Engagement

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

Profile
Reporting Period
All Profiles
All Twitter Post Types

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements	3,366	↗120.6%
Twitter Engagements	7	↗40%
Facebook Engagements	3,170	↗136.6%
Instagram Engagements	109	↗53.5%
LinkedIn Engagements	80	↘27.3%

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

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

<p>Impressions</p> <p>80,884 ↗0.5%</p>	<p>Engagements</p> <p>3,366 ↗120.6%</p>	<p>Post Link Clicks</p> <p>385 ↘32.9%</p>
---	--	--

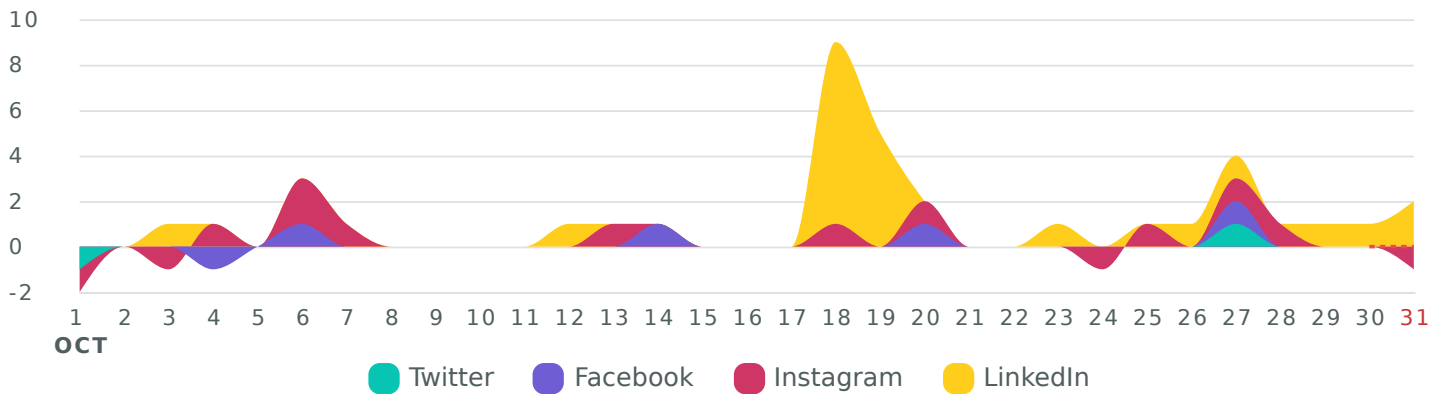
Cross-Network Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
All Profiles
All Twitter Post Types

Net Audience Growth, by Day

We are unable to display data for some of this date range. .



Audience Metrics	Totals	% Change
Total Audience	1,631	↗2.1%
Total Net Audience Growth	31	↗47.6%
Twitter Net Follower Growth	0	↘100%
Facebook Net Page Likes	3	↘40%
Instagram Net Follower Growth	6	→0%
LinkedIn Net Follower Growth	22	↗175%

FACEBOOK

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  Mission Springs Water District

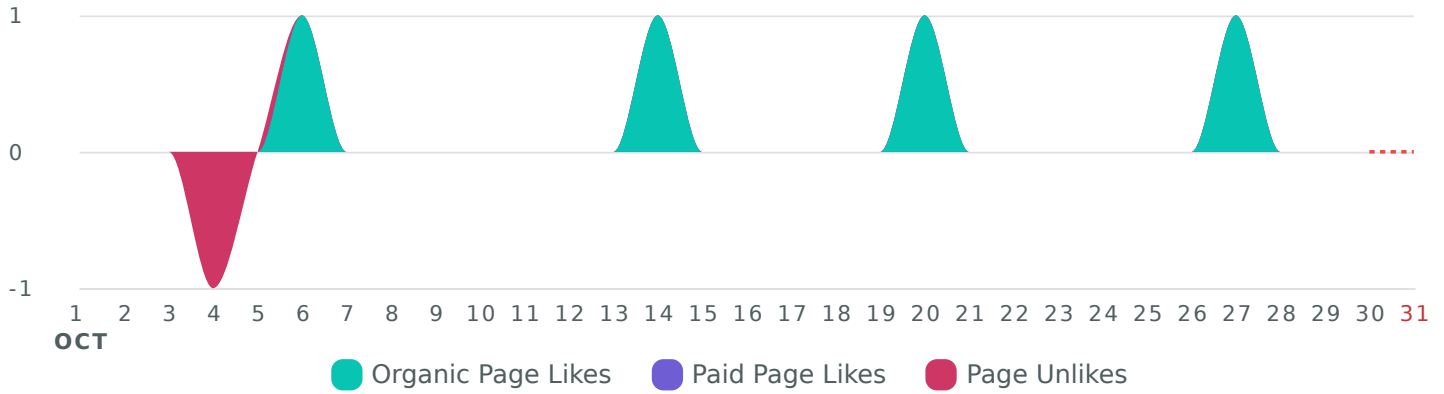
Impressions 68,934 ↘11.2%	Engagements 3,170 ↗136.6%	Post Link Clicks 362 ↘32.7%
-------------------------------------	-------------------------------------	---------------------------------------

Facebook Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	1,157	↗0.4%
Net Page Likes	3	↘40%
Organic Page Likes	4	↘33.3%
Paid Page Likes	0	→0%
Page Unlikes	1	→0%

Facebook Top Posts

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

📌 Post
📌 Lifetime
📌 Mission Springs Water District

Descending by Lifetime Engagements

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p>Mission Spring... Thu 10/6/2022 2:33 pm ...</p> <p>To further celebrate Water Professionals Appreciation Week, today we would like t...</p> <p>Appreciation Week October 1-9, 2022</p> <p>Joey McElrone Collections Systems Operator II</p>	301	130	43	2	—	126
<p>Mission Spring... Tue 10/4/2022 3:29 pm ...</p> <p>October 1-9, 2022 is Water Professionals Appreciation Week! Celebrated by water...</p> <p>Appreciation Week October 1-9, 2022</p> <p>Tim Owens Water Production Operator</p>	251	117	29	7	—	98
<p>Mission Spring... Fri 10/7/2022 10:14 am ...</p> <p>As we near the end of Water Professionals Appreciation Week, today we would like t...</p> <p>Appreciation Week October 1-9, 2022</p> <p>Don Mathein Field Operations Supervisor</p>	34	24	2	1	—	7

INSTAGRAM

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  missionspringswaterdistrict

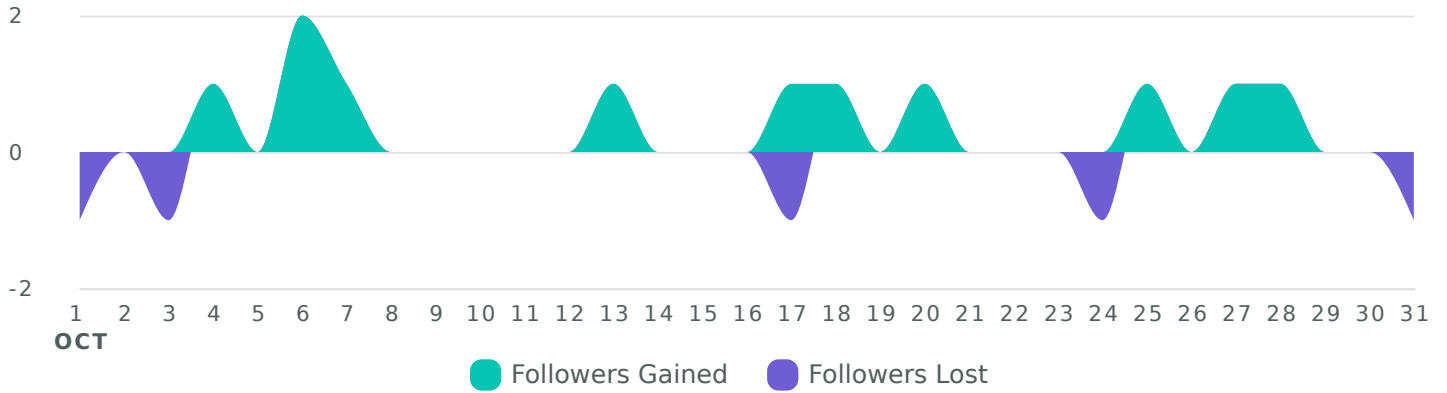
Impressions 11,098 ↗843.7%	Engagements 109 ↗53.5%	Profile Actions 0 →0%
--------------------------------------	----------------------------------	---------------------------------

Instagram Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
missionspringswaterdistrict

Net Follower Growth Breakdown, by Day












Audience Metrics	Totals	% Change
Followers	244	↗2.5%
Net Follower Growth	6	→0%
Followers Gained	11	↗37.5%
Followers Lost	5	↗150%

Instagram Top Posts

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

📌 Post
📌 Lifetime
📷 missionspringswaterdistrict

Descending by Lifetime Engagements

Post	Date	Total Engagements	Likes	Comments	Saves										
  missionsprings... Wed 10/5/2022 12:17 p...	  missionsprings... Mon 10/24/2022 10:14 a...	  missionsprings... Fri 10/21/2022 1:26 pm ...	This week is Water Professionals Appreciation Week! Celebrated by water... 	Halloween can be scary but not as frightening as when Wipes & FOG (fats, oils,... 	News Release: MSWD Settlement Leads to New Groundwater Protection... 	10	8	7	10	8	7	0	0	0	0
Likes	Likes	Likes	Comments	Comments	Comments	Saves	Saves	Saves	Saves	Saves	Saves	Saves	Saves	Saves	Saves

TWITTER

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile  Reporting Period  @MSWaterDistrict  All Twitter Post Types

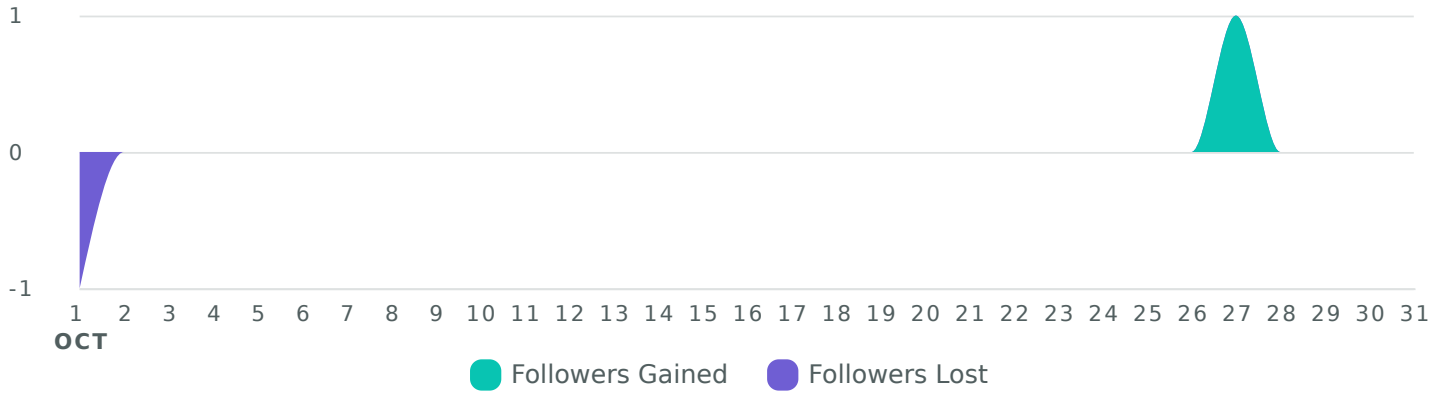
<p>Impressions</p> <p>88 ↘8.3%</p>	<p>Engagements</p> <p>7 ↗40%</p>	<p>Post Link Clicks</p> <p>1 ↗—</p>
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Twitter Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
@MSWaterDistrict
All Twitter Post Types

Net Follower Growth Breakdown, by Day




Audience Metrics	Totals	% Change
Followers	82	→0%
Net Follower Growth	0	↘100%
Followers Gained	1	↘50%
Followers Lost	1	↗—
Following	100	→0%

Twitter Top Posts

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

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

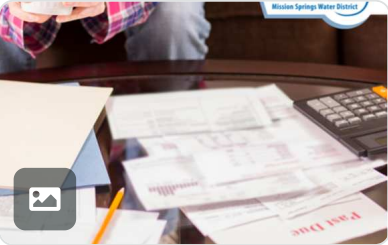
Descending by Lifetime Engagements




🐦 @MSWaterDist...

Fri 10/28/2022 5:04 pm ...

Need help paying a past-due water bill? There are several assistance programs availa...



Total Engagements	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0




🐦 @MSWaterDist...

Mon 10/24/2022 5:02 p...

Halloween can be scary but not as frightening as when Wipes & FOG (fats, oils, grease) damage our city's pipes. Don't get spooked. Watch this video instead!

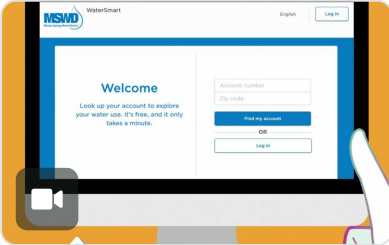
Total Engagements	1
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0



🐦 @MSWaterDist...

Fri 10/21/2022 4:03 pm ...

Save time and simplify your life! MSWD Customer Connect Water Portal makes it easy t...



Total Engagements	1
Likes	1
@Replies	0
Retweets	0
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.

 Profile

 Reporting Period

 Mission Springs Water District

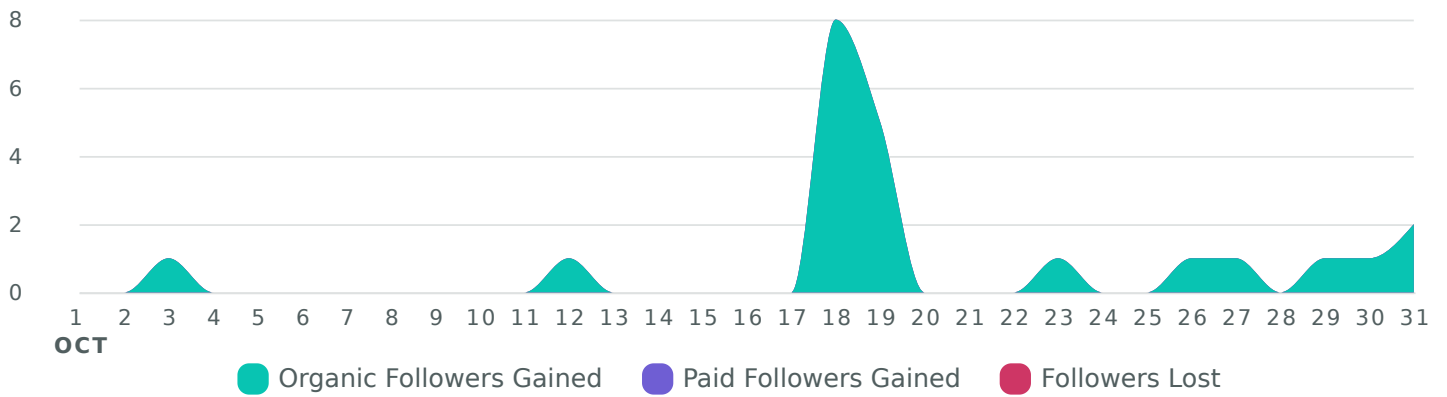
<p>Impressions</p> <p>764 ↘50.7%</p>	<p>Engagements</p> <p>80 ↘27.3%</p>	<p>Post Clicks (All)</p> <p>22 ↘38.9%</p>
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LinkedIn Audience Growth

See how your audience grew during the reporting period.

Profile
Reporting Period
Mission Springs Water District

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	148	↗17.5%
Net Follower Growth	22	↗175%
Organic Followers Gained	22	↗175%
Paid Followers Gained	0	→0%
Followers Lost	0	→0%

LinkedIn Top Posts

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

📌 Post
📌 Lifetime
🌐 Mission Springs Water District

Descending by Lifetime Engagements

MSWD Mission Spring...	MSWD Mission Spring...	MSWD Mission Spring...
<p>Mon 10/24/2022 5:04 p...</p> <p>Halloween can be scary but not as frightening as when Wipes & FOG (fats, oils,...</p> <p>Protect Your Pipes</p>	<p>Wed 10/5/2022 7:33 pm...</p> <p>Water Professionals Appreciation Week: October 1-9, 2022 Celebrated by wate...</p> <p>Water Professionals A...</p>	<p>Wed 10/26/2022 8:44 p...</p> <p>Construction on MSWD's new Regional Water Reclamation Facility is moving fast! Once...</p>
<p>Total Engagements 25</p> <hr/> <p>Reactions 15</p> <hr/> <p>Comments 1</p> <hr/> <p>Shares 2</p> <hr/> <p>Post Clicks (All) 7</p>	<p>Total Engagements 8</p> <hr/> <p>Reactions 5</p> <hr/> <p>Comments 0</p> <hr/> <p>Shares 2</p> <hr/> <p>Post Clicks (All) 1</p>	<p>Total Engagements 7</p> <hr/> <p>Reactions 6</p> <hr/> <p>Comments 0</p> <hr/> <p>Shares 1</p> <hr/> <p>Post Clicks (All) 0</p>