



NORTH MARIN WATER DISTRICT

NORTH MARIN WATER DISTRICT AGENDA - REGULAR MEETING September 17, 2019 – 6:00 p.m. District Headquarters 999 Rush Creek Place Novato, California

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Est. Time	Item	Subject
6:00 p.m.	CALL TO ORDER	
	1. APPROVE MINUTES FROM REGULAR MEETING , September 3, 2019	
	2. GENERAL MANAGER'S REPORT	
	3. OPEN TIME: (Please observe a three-minute time limit)	
	This section of the agenda is provided so that the public may express comments on any issues not listed on the agenda that are of interest to the public and within the jurisdiction of the North Marin Water District. When comments are made about matters not on the agenda, Board members can ask questions for clarification, respond to statements or questions from members of the public, refer a matter to staff, or direct staff to place a matter of business on a future agenda. The public may also express comments on agenda items at the time of Board consideration.	
	4. STAFF/DIRECTORS REPORTS	
	5. MONTHLY PROGRESS REPORT	
	ACTION CALENDAR	
	6. Approve: Website Development Project	
	INFORMATION ITEMS	
	7. Initial Review – Public Communications Strategy and Plan	
	8. Fourth Quarter FY 18/19 - Water Quality Report	
	9. 2018 Strategic Plan – 1 Year Review	
	10. NBWA Meeting – September 6, 2019	
	11. MISCELLANEOUS	
	Disbursements – Dated September 5, 2019	
	Disbursements – Dated September 12, 2019	
	FY 20 Water Conservation and Public Outreach Budget Detail	
	<u>News Articles:</u>	
	Blackout warning system unveiled – Alerts	
	School board mulls map choices – NOVATO ELECTION	
	Fire officials step up push for joint agency – Fire PREVENTION	
	Fire district board doubles meetings pay – NOVATO	
	Wiener proposed legislation to limit PG&E shutoffs	
	PG&E's plan to exit bankruptcy has nearly \$18 billion for fire claims	
	Novato City Hall shake-up widens	

All times are approximate and for reference only.

The Board of Directors may consider an item at a different time than set forth herein.

12. ***CLOSED SESSION: CONFERENCE WITH LEGAL COUNSEL- Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Section 54956.9: (one case)***
13. ***CLOSED SESSION: In accordance with California Government Code Section 54957 for Public Employee Performance Evaluation (One), Title: General Manager***
- 8:30 p.m. 14. ***ADJOURNMENT***

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DRAFT
NORTH MARIN WATER DISTRICT
MINUTES OF REGULAR MEETING
OF THE BOARD OF DIRECTORS
September 3, 2019

CALL TO ORDER

President Jack Baker called the regular meeting of the Board of Directors of North Marin Water District to order at 6:01 p.m. at the District Headquarters and the agenda was accepted as presented. Present were Directors Jack Baker, Rick Fraites, James Grossi, Michael Joly and Stephen Petterle. Also present were General Manager Drew McIntyre, District Secretary Terrie Kehoe, Auditor-Controller Julie Blue and Chief Engineer Rocky Vogler.

Claire Knoles and Kayla Swenson (Kiosk), District employees Robert Clark (Operations/Maintenance) and Ryan Grisso (Water Conservation Coordinator) were also in attendance.

MINUTES

On motion of Director Fraites, seconded by Director Joly the Board approved the minutes from the August 20, 2019 meeting by the following vote:

AYES: Director Baker, Fraites, Grossi, Joly and Petterle

NOES: None

ABSTAIN: None

ABSENT: None

GENERAL MANAGER'S REPORT

Novato Chamber of Commerce Government Affairs Committee

Mr. McIntyre announced that he had his first monthly noon time meeting with the Novato Chamber of Commerce Government Affairs Committee and heard a presentation on the proposed County Wide Wildfire Prevention and Mitigation Initiative for the March 2020 election.

Public Safety Power Shutoff (PSPS)

Mr. McIntyre advised the Board that he and Mr. Clark will be attending their third local partners Public Safety Power Shutoff (PSPS) planning meeting on September 12th. He added that the local partners include the Novato Police Department, Novato Fire District, Novato Sanitary District, Novato Unified School District and the Marin Humane Society.

TAC Meeting

Mr. McIntyre informed the Board that he and Mr. Vogler will be attending a TAC meeting in Santa Rosa on September 9th.

OPEN TIME

President Baker asked if anyone in the audience wished to bring up an item not on the agenda and there was no response.

STAFF/DIRECTORS REPORTS

President Baker asked if staff or Directors wished to bring up an item not on the agenda and the following items were discussed:

Mr. Vogler reminded the Board that the deadline for Water Master Plan comments was today; but asked the Board if they needed more time to review. After general discussion it was decided that the comment deadline will be extended to September 17th.

Ms. Kehoe informed the Board that the District recently donated the old iPads to North Marin Community Services. She noted that they will use them to strengthen all of their programs including, Counseling, Child Development, and Case Management. Director Baker commented that it was great to see them go to a good home.

CONSENT CALENDAR

On the motion of Director Petterle, and seconded by Director Joly the Board approved the consent calendar by the following vote:

AYES: Director Baker, Fraites, Grossi, Joly, and Petterle

NOES: None

ABSTAIN: None

ABSENT: None

WATER AGREEMENT NOVATO UNIFIED SCHOOL DISTRICT (NUSD) - GROUNDS MAINTENANCE AND OPERATIONS (GMO) FACILITY, APN 157-980-07

The Board approved authorization of a Water Service Agreement for Novato Unified School District's Grounds Maintenance and Operations Facility. The project will construct a 10,800 square foot Grounds Maintenance and Operations facility at the corner of State Access Road and C Street. The facility will include office space, parts/equipment storage and shop space.

ACWA REGION 1 BOARD ELECTION (2020-2021)

The Board authorized the General Manager to vote for the ACWA Region 1 Nominating Committee's recommended slate for 2020 and 2021.

**DANIEL MACDONALD AIA ARCHITECTS, INC. – CONSULTING SERVICES AGREEMENT –
LYNWOOD PUMP STATION MOTOR CONTROL CENTER**

The Board authorized the General Manager to execute a Consulting Services Agreement with Daniel MacDonald AIA Architects, Inc. for design services related to the Lynwood Pump Station Motor Control Center improvements project. The scope of work includes a framing plan, coordination with structural engineers, preparation of steel plan diagrams including a schedule suitable for bidding, and revised details for concrete, steel gate and drainage.

ACTION ITEMS

**LOW PRESSURE WATER SERVICE AGREEMENT – BAHIA HEIGHTS, MISTY ROAD,
NOVATO – APN 143-272-07**

Mr. Vogler requested that the Board approve a Low Pressure Water Service Agreement for the Bahia Heights project. He added that the project proposes to construct nine single family homes upon an 8.7 acre vacant parcel located on an extension of Misty Court, off of Topaz Drive. Mr. Vogler explained the initial design was to bring water from Zone 2 to serve the higher elevation homes; but a viable Zone 2 pipeline alignment could not be found due to easement difficulties and steep terrain. Mr. Vogler stated that they worked with the fire department to develop a plan to serve all lots from a Zone 1 pipeline extension that results in 6 low pressure lots. He stated that, while infrequent, Low Pressure agreements for multiple lots have been approved by the Board in the past when there are no other viable alternatives.

Director Baker commented that he was under the understanding that the District tries to discourage low pressure services because of the problems and misunderstandings of low pressure from the consumer. Mr. McIntyre confirmed, stating that we do everything we can to discourage low pressure services; but on some occasions they are the only option. He added that low pressure service agreements are recorded at the County so any potential home buyer will know the low pressure service conditions when reviewing the title report. Director Baker asked that since this is a new subdivision, can we deny the project. Director Petterle asked what the pressure was. Mr. Vogler responded that the highest lot finished grade elevation results in a pressure around 30 psi, and normal pressure is considered 40 psi, so it is not significantly below the standard. He also added Novato Fire District required extra construction, noting the services will be two inch laterals and one and a half inch meters. Mr. Vogler stated a

robust sprinkling system is required and the developer has to do extra and provide privately owned booster pump systems.

Director Joly asked if the hydrants are color coded to determine pressure. Mr. Vogler replied that there is a color code for flow rate which ranges are determined by Novato Fire District. Director Fraites asked if the project is on a ridge line. Mr. Vogler replied that it is nestled in the valley. Director Baker stated that the design makes the best of an awkward situation; however he is inclined to disapprove because of past problems that have come up with people who have low pressure. Director Baker asked if the Board can opt to deny service. Mr. McIntyre replied that we have to provide service in our service area; but we can define the terms. He added that while it is technically feasible to extend Zone 2 services, the long term slope stability risk to a pipeline solely serving six marginally low pressure lots is of concern. Director Joly asked if staff felt comfortable with the agreement, and if they did not foresee any legal problems. Director Fraites commented that as long as the homeowner is aware it should not be an issue. Mr. McIntyre reminded the Board that we have hundreds of low pressure services in our system. Director Grossi stated they should have plenty of pressure capacity.

On the motion of Director Joly, and seconded by Director Grossi the Board approved the Low Pressure Water Service Agreement for Bahia Heights, Misty Road, Novato by the following vote:

AYES: Director Fraites, Grossi, Joly, Petterle

NOES: None

ABSTAIN: Director Baker

ABSENT: None

RESPONSE TO SONOMA COUNTY 2018-19 CIVIL GRAND JURY REPORT – WILL THERE BE WATER AFTER AN EARTHQUAKE?

Mr. McIntyre apprised the Board on a response to Sonoma County 2018-19 Civil Grand Jury Report – Will There be Water After an Earthquake? He noted that SCWA submitted a response to the Grand Jury findings and recommendations however their response did not include responses to finding F8 and recommendation R5 which should be provided by the Agency's Water Contractors. Mr. McIntyre added that as a Water Agency Contractor, NMWD is required to provide a response by September 12th. In reviewing the District's draft response letter, he stated that F8 and R5 responses were reviewed by legal counsel. Mr. McIntyre stated that SCWA is to be commended for being proactive in getting grant funds for many earthquake hazard mitigation projects. He added SCWA will discuss accelerating progress on various

earthquake hazard mitigation projects with the water contractors as part of the FY21 budget review cycle early in 2020.

Director Joly commented that he thought this was a great, and expressed his concern about seismic activity since it has been a long time since we have had a major earthquake. He stated he found this quite interesting, and he would be interested in seeing the Jacobs study. Mr. McIntyre stated there is nothing to see yet but the report will be brought back to the Board in the future. Director Joly asked why the General Manager does not sign in addition to the Board President. Mr. McIntyre replied that historically the General Manager signs, but in this case the letter is being signed by the Board President to take advantage of the full ninety day response period. He added that we didn't get the Agency's response until August 12th which was about 60 days after the initial report date.

On the motion of Director Joly, and seconded by Director Petterle the Board approved the response to Sonoma County 2018-19 Civil Grand Jury Report by the following vote:

AYES: Director Baker, Fraites, Grossi, Joly, Petterle

NOES: None

ABSTAIN: None

ABSENT: None

INFORMATION ITEMS

PUBLIC COMMUNICATION PLAN PRESENTATION

Mr. Grisso introduced Claire Knoles and Kayla Swenson from Kiosk and advised the Board that this work is a result of the NMWD 2018 Strategic Plan goal related to increasing customer engagement. He added Kiosk has completed a draft plan and now wish to present their findings and recommendations to the Board. Mr. Grisso explained the goal is to increase communication, improve our image, and receive customer input. He added that we chose Kiosk because they are a full service, local marketing firm that has worked successfully with the City of Novato.

Ms. Knoles began the presentation giving a summary of their work which was based on research and outreach including interviews with staff, select Board members, customer focus groups, and review of best practices of other agencies. She added they analyzed their findings and came up with a plan based on various strategies/objectives. Ms. Knoles stated the next step is for plan approval in order to move forward with implementation.

Director Fraites asked how they got customer representation and focus groups. Ms. Knoles replied that it was by invitation and it included a good cross section of the population.

162 She added they asked a series of questions, had them review and critique the website, and give
163 feedback as to what information they wanted more of. Director Baker asked how they first drew
164 people in. Ms. Knoles replied that NMWD management did the initial selection of District staff
165 and Kiosk brought in members from the community. Director Joly asked if there will be more
166 specifics in a later report. Ms. Knoles replied that more detailed information will follow in the
167 handout after the presentation. Ms. Knoles stated that universally we have an organization of
168 people that are considered to be high quality, but communication could be better. Ms. Knoles
169 added that staff does a good job with the limited resources they have, however increase of
170 social media support is a priority.

171 Ms. Knoles added that the website is also non ADA compliant for screen users that have
172 a disability, noting some agencies have been sued for this. She recommended the District
173 should use Twitter, adding the City of Novato currently uses it and has created short videos to
174 communicate better. Ms. Knoles stated that increasing social media is the most cost effective
175 way to communicate with your customers. To summarize Ms. Knoles stated the communication
176 objectives for the next fiscal year is brand recognition, outreach to more customers, engage with
177 customers and get feedback, and build trust which is especially important with rate increases.

178 When shown the September 17th deadline for Board adoption, Director Joly stated he
179 would like more time to review information with staff. Mr. McIntyre confirmed it will not be a
180 problem to provide more time and recommended an initial review of the detailed plan at the
181 September 17th meeting with adoption at the October 1 meeting.

182 Director Petterle remarked that he is excited, the presentation was great and added he
183 enjoyed speaking with Kiosk a few months ago. He added he is thrilled that we are taking this
184 on, and noted it is critical to take into account the proper funding and staffing we will need to
185 support this program. Ms. Knoles replied that staff recommended splitting the goals in two fiscal
186 years to be mindful of budgets. Director Joly agreed with Director Petterle's comments, adding
187 this is a jewel of an organization, staff and quality of service as stated is excellent. He stated we
188 just need to update our outreach to continue to build their trust.

189 Director Grossi stated that he is glad to see we are being proactive and are getting
190 ahead of any potential political problems. He asked if Kiosk noticed that not many people from
191 the public attend our meetings, and that is because we are well run agency with little problems;
192 although he agrees it is still great to get ahead of anything before it becomes a problem.
193 Director Joly commented the optics were great, and the Board is doing a splendid job getting
194 across the message. Director Grossi expressed his concern about videotaping the meetings.
195 Director Fraites stated that the District has great employees, and we don't get many people

because the public is satisfied, adding he is not sure about a video; however he is not opposed unless it is a large expense. Director Fraites also commented that he thought the Water Day was a good idea and we need to come up with other events. Director Joly expressed that we do need help and guidance on the pitfalls to avoid and expects that Kiosk has the experience on how to best do this.

FY 18-19 WATER CONSERVATION YEAR END REPORT

Mr. Grisso updated the Board on the FY 18-19 Water Conservation Year End Report. This included an update on water conservation programs as well as public outreach activities implemented during FY 2018/2019. Director Joly said that people have told him they love the new AMI because they can remotely monitor their use when they are away. Director Baker asked what the feedback was that we are getting from people, if it was high water use mostly due to irrigation. Mr. Grisso replied that it is the alerts that cause staff to contact the customer, or the customer will get an automatic email alert, which could be just an irrigation system that is turned on. Mr. Grisso also pointed out that in the past sometimes a customer wouldn't know they had a problem until they got their bill which could be up to sixty days; now we have the data and can communicate with the customer in a timely and positive way.

Director Joly asked Mr. Grisso his thoughts about the expenditures and what we need to budget going forward. Mr. Grisso replied that we were well below the budget the last few years. Director Joly asked what the \$390,000 budget includes. Mr. McIntyre stated that more detailed information can be provided to the Board at a later meeting. Mr. Grisso stated the toilet rebates are stable; cash for grass is lower this year, water smart controllers increase every year and added NMWD may have an opportunity to participate with the grant funded programs this year. Director Baker complimented Mr. Grisso on a good report.

FY 18-19 ENGINEERING DEPARTMENT YEAR END REPORT

Mr. Vogler reviewed the FY 18-19 Engineering Department Year End Report. He provided the Board with the year-end status on the District's performance in completing budgeted FY 18-19 Capital Improvement Projects (CIP) noting the original budget anticipated thirty-one projects, some were deferred, deleted or added, resulting in a new total of forty-eight projects. He added that twenty-six out of the forty-eight projects were completed and about 51% of the budget was spent. Mr. Vogler mentioned upcoming work which included the San Mateo Inlet/Outlet Pipeline which has had some delay due to getting an easement in place. He noted the developer side of work has increased which he expects to continue to see in the next fiscal year. Director Joly asked if he was happy with how the developer projects were proceeding. Mr. Vogler responded that the City of Novato and special districts do their part to

streamline and expedite developer projects to get the projects constructed. Director Joly commented that is was a great report.

Director Baker noted that we had problems with the PRE Tank 4A, and asked the current status of the project. Mr. Vogler replied it will be either on the September 17th or October 1st agenda for the Board to approve advertisement for bid with construction starting in early 2020. Director Baker asked Mr. Vogler to keep the Board apprised since there were many hurdles, permits and politics with that project. Director Grossi asked what the anticipated cost will be due to the delay of the project. Mr. Vogler replied that they will know more once the bids come in, however generally it is good to go out to bid in fall/winter.

Director Fraites inquired about the bird netting at the Stafford Treatment Plant. Mr. Clark replied that they had swallow problems in the spring that made a mess in front of the Plant, so he had a company install bird netting.

WAC/TAC MEETING – AUGUST 5, 2019

Mr. McIntyre updated the Board on the current WAC/TAC Meeting that occurred on August 5, 2019.

MISCELLANEOUS

The Board received the following miscellaneous items: Disbursements – Dated August 22, 2019 and Disbursements – Dated August 29, 2019

The Board received the following news articles: Marin outage hits 61K customers – PACIFIC GAS & ELECTRIC; Novato Chamber of Commerce to Host Election Forum; Lawsuit challenges MMWD fee; Marin IJ Editorial - Housing goals, Coast Guard plan a good fit; Novato Police chief selected as interim manager and Marin Schools - Pension debt load detailed in report.

CLOSED SESSION

President Baker adjourned the Board into closed session at 7:36 p.m. in accordance with California Government Code Section 54957 - Public Employee Performance Evaluation (One), Title: General Manager.

CLOSED SESSION

Upon returning to regular session at 8:45 p.m., President Baker stated that during the closed session the Board had discussed the issue and no reportable action had been taken.

ADJOURNMENT

President Baker adjourned the meeting at 8:45 p.m.

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Submitted by

Theresa Kehoe
District Secretary

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NORTH MARIN WATER DISTRICT
MONTHLY PROGRESS REPORT FOR August 2019
 September 17, 2019

Item #5

1.

Novato Potable Water Prod* - RR & STP Combined - in Million Gallons - FYTD

Month	FY19/20	FY18/19	FY17/18	FY16/17	FY15/16	20 vs 19 %
July	317.2	341.1	331.0	310.3	227.2	-7%
August	280.0	300.9	303.0	299.6	235.2	-7%
FYTD Total	597.1	642.0	634.0	609.8	462.5	-7%

West Marin Potable Water Production - in Million Gallons - FY to Date

Month	FY19/20	FY18/19	FY17/18	FY16/17	FY15/16	20 vs 19 %
July	8.9	10.2	9.5	7.9	6.6	-13%
August	8.4	9.9	8.8	7.4	7.0	-16%
FYTD Total	17.3	20.2	18.3	15.4	13.6	-14%

Stafford Treatment Plant Production - in Million Gallons - FY to Date

Month	FY19/20	FY18/19	FY17/18	FY16/17	FY15/16	20 vs 19 %
July	67.7	78.6	112.6	69.9	107.6	-14%
August	96.6	79.3	81.5	90.4	79.4	22%
FYTD Total	164.3	157.9	194.1	160.3	187.0	4%

Recycled Water Production* - in Million Gallons - FY to Date

Month	FY19/20	FY18/19	FY17/18	FY16/17	FY15/16	20 vs 19 %
July	36.5	30.2	27.7	27.1	21.3	21%
August	33.3	30.6	26.1	26.0	26.2	9%
FYTD Total*	69.8	60.7	53.8	53.1	47.6	15%

*Corrected July- September water delivery data to use SCWA billing meter records not process flow meter records.

**Excludes potable water input to the RW system: FY19=9.2 MG; FY18=15.35MG; FY17=1.4MG; FY16=7.4MG

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2. Stafford Lake Data

	August Average	August 2018	August 2019
Rainfall this month	0.05 Inches	0 Inches	0 Inches
Rainfall this FY to date	0.06 Inches	0 Inches	0 Inches
Lake elevation*	185.0 Feet	182.1 Feet	189.0 Feet
Lake storage**	694 MG	551 MG	922 MG

* Spillway elevation is 196.0 feet

** Lake storage less 390 MG = quantity available for delivery

Temperature (in degrees)

	Minimum	Maximum	Average
August 2018 (Novato)	52	103	71
August 2019 (Novato)	56	109	76

3. Number of Services

August 31	Novato Water			Recycled Water			West Marin Water			Oceana Marin Swr		
	FY20	FY19	Incr %	FY20	FY19	Incr %	FY20	FY19	Incr %	FY20	FY19	Incr %
Total meters installed	20,748	20,758	0.0%	95	70	35.7%	791	790	0.1%	-	-	-
Total meters active	20,541	20,545	0.0%	91	66	37.9%	783	782	0.1%	-	-	-
Active dwelling units	24,076	24,069	0.0%	-	-	-	833	831	0.2%	234	234	0.0%

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4. Oceana Marin Monthly Status Report (August)

Description	August 2018	August 2019
Effluent Flow Volume (MG)	0.530	0.536
Irrigation Field Discharge (MG)	0	0.296
Treatment Pond Freeboard (ft)	No levels – ponds	6.8
Storage Pond Freeboard (ft)	Being cleaned	9.5

5. Developer Projects Status Report (August)

Job No.	Project	% Complete	% This month
1.2807.00	Hamilton Cottages	92	0
1.2786.00	Binford Road Storage	10	0
1.2817.03	College of Marin – New Miwok Center	3	1
1.2816.00	Oakmont Senior Living	95	25
1.2821.00	Atherton Place	65	50
1.2824.00	Park-A-Pup	2	2
1.2823.00	Avesta	2	2

District Projects Status Report - Const. Dept. (August)

Job No.	Project	% Complete	% This month
1.6112.24	Lynwood Pump Station MCC	15	0
2.6263.20	Replace PRE Tank 4A	5	5
1.7150.00	San Mateo Tank Inlet/Outlet	5	5

Employee Hours to Date, FY 18/19

As of Pay Period Ending August 31, 2019

Percent of Fiscal Year Passed = 17%

Developer Projects	Actual	Budget	% YTD Budget	District Projects	Actual	Budget	% YTD Budget
Construction	866	1,400	62%	Construction	261	3,740	7%
Engineering	279	1,504	19%	Engineering	190	3,096	6%

6. Safety/Liability

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FY 20 through August

FY 19 through August

Industrial Injury with Lost Time				Liability Claims Paid	
Lost Days	OH Cost of Lost Days (\$)	No. of Emp. Involved	No. of Incidents	Incurred (FYTD)	Paid (FYTD) (\$)
0	\$0	0	0	0	\$0
0	\$0	0	0	2	\$1,548

Days without a lost time accident through August 31, 2019 155 Days

7. Energy Cost

FYE	kWh	August		Fiscal Year-to-Date thru August		
		¢/kWh	Cost/Day	kWh	¢/kWh	Cost/Day
2020 Stafford TP	94,756	18.6¢	\$568	169,454	18.9¢	\$500
Pumping	178,683	23.5¢	\$1,355	338,918	23.3¢	\$1,297
Other*	56,032	27.7¢	\$501	110,283	18.9¢	\$518
	329,470	22.8¢	\$2,423	618,655	22.9¢	\$2,314
2019 Stafford TP	69,701	19.7¢	\$443	150,306	19.7¢	\$478
Pumping	166,623	20.2¢	\$1,123	348,990	20.3¢	\$1,143
Other*	49,239	26.6¢	\$436	101,306	26.3¢	\$430
	285,563	21.2¢	\$2,002	600,602	21.2¢	\$2,051
2018 Stafford TP	72,354	19.2¢	\$448	156,120	19.2¢	\$483
Pumping	164,964	20.6¢	\$1,135	343,672	20.5¢	\$1,139
Other*	50,589	27.2¢	\$458	100,623	26.7¢	\$434
	287,907	21.4¢	\$2,056	600,415	21.2¢	\$2,089

*Other includes West Marin Facilities

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8. Water Conservation Update

	Month of August 2019	Fiscal Year to Date	Program Total to Date
High Efficiency Toilet (HET) Rebates	12	25	4077
Retrofit Certificates Filed	23	48	6290
Cash for Grass Rebates Paid Out	2	5	926
Washing Machine Rebates	0	0	6797
Water Smart Home Survey	8	20	3767

9. Utility Performance Metric

SERVICE DISRUPTIONS (No. of Customers Impacted)	August 2019	August 2018	Fiscal Year to Date 2019	Fiscal Year to Date 2018
PLANNED				
Duration Between 0.5 and 4 hours	4	7	6	18
Duration Between 4 and 12 hours			96	83
Duration Greater than 12 hours				
UNPLANNED				
Duration Between 0.5 and 4 hours	9	8	12	21
Duration Between 4 and 12 hours				
Duration Greater than 12 hours				
SERVICE LINES REPLACED				
Polybutylene	11	12	16	29
Copper (Replaced or Repaired)	1	1	1	4

NORTH MARIN WATER DISTRICT

Summary of Complaints & Service Orders August 2019

9/11/2019

Type	Aug-19	Aug-18	Action Taken August 2019
<u>Consumers' System Problem</u>			
Service Line Leaks	61	29	Notified Consumer
Meter Leak Consumer's Side	0	10	Notified Consumer
House Plumbing	0	2	Notified Consumer
Noisy Plumbing	1	3	Notified Consumer
House Valve / Meter Off	21	15	Notified Consumer
Nothing Found	24	31	Notified Consumer
Low Pressure	2	2	Low pressure-needs to have PRV inspected/replaced. Low pressure-regulator needs to be replaced.
High Pressure	4	1	Pressure failed @ 100-110 PSI. Replace PRV. Pressure @ 120 PSI. Failed PRV, will contact plumber. Pressure @ 95 PSI. Failed PRV. Pressure @ 90 PSI. Plumber to replace valves.
Total	113	93	
<u>Service Repair Reports</u>			
Meter Replacement	1	6	Replaced
Meter Box Alignment	1	1	Repaired
Box and Lids	0	6	Replaced
Water Off/On Due To Repairs	10	19	Notified Consumer
Misc. Field Investigation	11	10	Notified Consumer
Total	23	42	
<u>Leak NMWD Facilities</u>			
Main-Leak	1	0	Repaired
Service- Leak	4	21	Repaired
Fire Hydrant-Leak	1	0	Repaired
Meter Leak	4	7	Repaired
Meters-Nothing Found	1	1	Notified Consumer
Meters Damaged	1	0	Repaired
Washer Leaks	6	8	Repaired
Total	18	37	
<u>High Bill Complaints</u>			
Consumer Leaks	1	11	Notified Consumer
Meter Testing	0	2	Notified Consumer
Meter Misread	0	9	Notified Consumer
Nothing Found	3	29	Notified Consumer
Excessive Irrigation	13	2	Notified Consumer
Total	17	53	
<u>Low Bill Reports</u>			
Meter Misread	0	1	~
Total	0	1	

NORTH MARIN WATER DISTRICT

Summary of Complaints & Service Orders August 2019

9/11/2019

Type	Aug-19	Aug-18	Action Taken August 2019
<u>Water Quality Complaints</u>			
Taste and Odor	4	1	<p><i>Customer reported odd odor from tap, shower & hose. Grass-like odor. (Hilary Ct.)</i> Lab staff sampled inside and outside taps. Chlorine levels normal for NMWD supply. No odor detected. Customer was notified of results.</p> <p><i>Customer reported strong chlorine taste & odor. (Leslie Ct.)</i> Lab staff sampled taps. Measured chlorine was normal for NMWD supply. Customer was notified of results and is using a new filter.</p> <p><i>Customer reported off taste water, burning in throat as result. (Roca Ct.)</i> Lab staff sampled outside taps and tested water quality after service line was replaced. Results normal for NMWD supply. Customer was notified.</p> <p><i>Customer reported musty and cloudy water in bathroom. (Reichert Ave.)</i> Lab staff sampled recently remodeled bath tap. Chlorine odor noted by staff. Other results normal for NMWD supply. Customer was notified of results.</p>
Color	1	0	<p><i>Customer reported brown water in faucets & toilet bowls. (5th St.)</i> Lab staff sampled water in preschool bathroom. Water was clear at time of sampling. Results normal for NMWD supply. Customer was notified of results. Brown water may have been a result of our valve operation program.</p>
Turbidity	0	1	~
Other	1	0	<p><i>Customer reported getting sores & rashes on body after using water. (South Palm Dr.)</i> Customer is allergic to chlorine. Measured chlorine is normal for NMWD supply. Recommended carbon filter to customer.</p>
Total	6	2	
<u>TOTAL FOR MONTH:</u>	<u>177</u>	<u>228</u>	<u>-22%</u>
 <u>Fiscal YTD Summary</u>			
Consumer's System Problems	199	181	10% Increase In Service Line Leaks.
Service Repair Report	44	73	-40% Decrease In Water Off/On Due to Repairs
Leak NMWD Facilities	49	65	-25% Decrease In Service Leaks.
High Bill Complaints	24	77	-69% Decrease In Nothing Found.
Low Bills	0	2	-100% Decrease in Meter Misreads.
Water Quality Complaints	8	8	0% ~
Total	324	406	-20%
 <u>Change Primarily Due To</u>			

NORTH MARIN WATER DISTRICT

Summary of Complaints & Service Orders August 2019

9/11/2019

Type	Aug-19	Aug-18	Action Taken August 2019
<u>"In House" Generated and Completed Work Orders</u>			
<u>Check Meter:</u> possible consumer/District leak, high bill, flooded, need read, etc.	138	191	
<u>Change Meter:</u> leaks, hard to read	6	5	
<u>Repair Meter:</u> registers, shut offs	1	1	
<u>Replace Boxes/Lids</u>	2	6	
<u>Trims</u>	1	2	
<u>Dig Outs</u>	1	20	
	149	225	

Bill Adjustments Under Board Policy:

August 19 vs. August 18

Aug-19	45	\$10,458
Aug-18	30	\$8,388

Fiscal Year vs Prior FY

19/20 FY	56	\$13,183
18/19 FY	64	\$16,709

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MEMORANDUM

To: Board of Directors

September 13, 2019

From: Julie Blue, Auditor-Controller *JB*
Nancy Holton, Senior Accountant *NH*

Subj: Auditor-Controller's Monthly Report of Investments for August 2019
t:\aclword\invest\20\investment report 0819.doc

RECOMMENDED ACTION: Information

FINANCIAL IMPACT: None

At month end the District's Investment Portfolio had an amortized cost value (i.e., cash balance) of \$19,539,596 and a market value of \$19,569,974. During August the cash balance increased by \$692,025. The market value of securities held increased \$30,378 during the month. The ratio of total cash to budgeted annual operating expense stood at 113%, up 5% from the prior month.

At August 31, 2019, 55% of the District's Portfolio was invested in California's Local Agency Investment Fund (LAIF), 29% in Time Certificates of Deposit, 10% in US Treasury Notes, 5% in the Marin County Treasury, and 1% retained locally for operating purposes. The weighted average maturity of the portfolio was 135 days, compared to 143 days at the end of July. The LAIF interest rate for the month was 2.34%, compared to 2.38% the previous month. The weighted average Portfolio rate was 2.40%, the same as the previous month.

**NORTH MARIN WATER DISTRICT
AUDITOR-CONTROLLER'S MONTHLY REPORT OF INVESTMENTS
August 31, 2019**

Type	Description	S&P Rating	Purchase Date	Maturity Date	Cost Basis ¹	8/31/2019 Market Value	Yield ²	% of Portfolio
LAIF	State of CA Treasury	AA-	Various	Open	\$10,655,179	\$10,673,418	2.34% ³	55%
Time Certificate of Deposit								
TCD	American Express FSB	n/a	9/6/17	9/6/19	247,000	247,000	1.75%	1%
TCD	Goldman Sachs Bank USA	n/a	10/11/17	10/11/19	247,000	247,000	1.70%	1%
TCD	Morgan Stanley Bank	n/a	11/9/17	11/12/19	247,000	247,000	1.75%	1%
TCD	American Express Centurion	n/a	12/5/17	12/5/19	247,000	247,000	1.90%	1%
TCD	Sallie Mae Bank	n/a	1/10/18	1/10/20	247,000	247,000	2.20%	1%
TCD	Discover Bank	n/a	2/13/18	2/24/20	247,000	247,000	2.35%	1%
TCD	Wells Fargo Bank	n/a	3/28/18	3/30/20	248,000	248,000	2.55%	1%
TCD	Citibank	n/a	4/11/18	4/13/20	246,000	246,000	2.55%	1%
TCD	UBS Bank	n/a	5/30/18	6/1/20	249,000	249,000	2.70%	1%
TCD	Enerbank	n/a	6/18/18	5/18/20	249,000	249,000	2.75%	1%
TCD	BMW Bank	n/a	6/15/18	6/15/20	246,000	246,000	2.75%	1%
TCD	Bank of America	n/a	8/15/18	8/17/20	246,000	246,000	2.75%	1%
TCD	Ally Bank	n/a	9/28/18	9/28/20	246,000	246,000	2.80%	1%
TCD	Barclays Bank	n/a	11/14/18	11/16/20	246,000	246,000	3.00%	1%
TCD	CIT Bank	n/a	12/17/18	12/17/20	246,000	246,000	3.00%	1%
TCD	Reliance Bank	n/a	1/11/19	1/11/21	249,000	249,000	2.70%	1%
TCD	Iberia Bank	n/a	1/25/19	1/25/21	246,000	246,000	2.70%	1%
TCD	TIAA Bank	n/a	1/18/19	7/19/21	246,000	246,000	2.75%	1%
TCD	Merrick Bank	n/a	2/8/19	2/8/21	249,000	249,000	2.60%	1%
TCD	Eaglebank	n/a	3/15/19	3/15/21	249,000	249,000	2.60%	1%
TCD	Central Bank	n/a	4/18/19	4/19/21	249,000	249,000	2.40%	1%
TCD	Morgan Stanley Private Bank	n/a	5/23/19	5/24/21	247,000	247,000	2.40%	1%
TCD	Capital One Bank NA	n/a	8/21/19	8/23/21	247,000	247,000	1.85%	1%
					\$5,686,000	\$5,686,000	2.46%	29%
US Treasury Notes								
Treas	2.250%	n/a	7/26/18	3/31/20	998,211	1,002,148	2.56%	5%
Treas	2.750%	n/a	3/5/19	9/30/20	1,002,307	1,010,508	2.75%	5%
					\$2,000,518	\$2,012,656	2.66%	10%
Other								
Agency	Marin Co Treasury	AAA	Various	Open	\$1,080,208	\$1,080,208	2.37%	5%
Other	Various	n/a	Various	Open	117,691	117,691	0.41%	1%
TOTAL IN PORTFOLIO					\$19,539,596	\$19,569,974	2.40%	100%

Weighted Average Maturity = **135 Days**

LAIF: State of California Local Agency Investment Fund.

TCD: Time Certificate of Deposit, Treas: US Treasury Notes with maturity of 5 years or less.

Agency: STP State Revolving Fund Loan Reserve.

Other: Comprised of 5 accounts used for operating purposes. US Bank Operating Account, US Bank STP SRF Loan Account, US Bank FSA Payments Account, Bank of Marin AEEP Checking Account & NMWD Petty Cash Fund.

1 Original cost less repayment of principal and amortization of premium or discount.

2 Yield defined to be annualized interest earnings to maturity as a percentage of invested funds.

3 Earnings are calculated daily - this represents the average yield for the month ending August 31, 2019.

Interest Bearing Loans	Loan Date	Maturity Date	Original Loan Amount	Principal Outstanding	Interest Rate
StoneTree Golf Loan	6/30/06	2/28/24	\$3,612,640	\$1,043,665	2.40%
Marin Country Club Loan	1/1/18	11/1/47	\$1,265,295	\$1,204,506	1.00%
Employee Housing Loans (4)	Various	Various	714,200	714,200	Contingent
TOTAL INTEREST BEARING LOANS			\$5,592,135	\$2,962,371	

The District has the ability to meet the next six months of cash flow requirements.

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MEMORANDUM

To: Board of Directors
From: Ryan Grisso, Water Conservation Coordinator *RG*
Subject: Website Development Project
V:\Memos to Board\Website Development Agreement.doc

September 13, 2019

RECOMMENDED ACTION: Approve Website Development Project

FINANCIAL IMPACT: \$30,000 (Included in FY19/20 Water Conservation and Public Outreach Budget)

At the September 3, 2019 Board meeting, The Board received a presentation on the proposed Public Communications Strategy and Plan. One of the main recommendations from the Plan was the development of a new District website. The last time the District website was re-developed was back in 2008 and has served its useful life. The website is in need of modernized presentation for usefulness and flow of navigation, ADA compliance and mobile friendly access, and increased information in Spanish.

Kiosk has submitted a proposal to develop a new website for the District which would meet all of these objectives for the website redevelopment (Attachment 1). Through Kiosk's research and analysis into the District's objectives for communication and audience for communications, and with their vast experience in developing useful, secure and modernized websites, they are a good and logical fit for developing a new website for the District.

Staff has researched into website development costs for other utilities in the area, including Marin Municipal Water District, Ross Valley Sanitary District and City of Santa Rosa, and has found this proposed cost to be at the bottom of the range of \$30,000 to over \$200,000 for what other utilities have recently paid for website development.

RECOMMENDATION

Board authorize the General Manager to execute Agreement with Kiosk for development of a new website for an amount not to exceed \$30,000.

kiosk



Website Design & Development Proposal

NORTH MARIN WATER DISTRICT

Prepared for Ryan Grisso, Water Conservation Coordinator

Revised September 2019

Hello

Kiosk is pleased to provide a proposal for the design and development of a new website for North Marin Water District.

This document defines the project goals and scope, presents our budget and timeline and describes the approach we take to website design and development.

Goals

- Present NMWDs mission, initiatives, activities and data in a more engaging and useful way
- Review and improve information hierarchy to improve accessibility, usability and relevance and to achieve [Section 508 ADA](#) compliance and [W3C AA](#) compliance
- Identify opportunities for more interesting, useful and inspiring content
- Make the website easier to update and manage for NMWD employees

Scope

- Kiosk will create a secure, custom WordPress website
- Redesign for all existing content
- Add new customer feedback options
- Retain existing integrations with other NMWD and 3rd-party systems, including SCADA
- Responsive design for all popular mobile devices

Website Implementation Process

Kiosk takes a phased approach to website development to allow for collaboration and milestone approval. This project would be delivered in four phases, as follows:

- Phase One: Discovery and Definition
- Phase Two: Design and UX
- Phase Three: Development and Build
- Phase Four: QA, Testing and Deployment

Budget

Kiosk recommends the following budget for this project:

PROJECT DELIVERABLES	Hours	Total Cost
Design and Development		
Phase 1: Discovery and Definition	Hours	Cost
Client meetings - review brief, agree scope and process	2	\$350.00
Review other Water District sites to document insights and ideas (mostly covered by Comms project)	1	\$175.00
Sitemap and site architecture planning	3	\$525.00
Functional Specification	2	\$350.00
Project Plan and Schedule development	1	\$175.00
Content development plan and task list	6	\$1,050.00
Keyword review and SEO Plan	4	\$700.00
Creative Brief development	2	\$350.00
Project management and client liaison	2	\$350.00
	23	\$4,025.00
Phase 2: Design	Hours	Cost
Internal Creative brainstorm meetings	3	\$525.00
Concept exploration and design (2 options): Each concept presented as Homepage and Sub Section page for Desktop and Mobile	20	\$3,500.00
Presentation of concepts and client creative review meeting	2	\$350.00
Design revisions to preferred concept	3	\$525.00
Design remaining templates x 4	20	\$3,500.00
Final design review/approval meeting	2	\$350.00
Project Management and Client Liaison	4	\$700.00
Phase Total	54	\$9,450.00
Phase 3: Development and Build	Hours	Cost
Set up Wordpress development site	1	\$175.00
Custom template development for 6 templates	30	\$5,250.00

Build additional pages - up to 30	10	\$1,750.00
Copywriting and copyediting for SEO	8	\$1,400.00
Content aggregation - images, copy	8	\$1,400.00
Client Review Meeting - ALPHA	2	\$350.00
Revisions based on feedback from ALPHA review	3	\$525.00
Feature: Search and Forms	2	\$350.00
Feature: Map Integration	2	\$350.00
Feature: Customer contact on every page	1	\$175.00
Integration: Social Media channels	1	\$175.00
SEO implementation - backend	4	\$700.00
Final client review / go live approval	1	\$175.00
Setup Google Analytics	1	\$175.00
Project Management and Client Liaison	6	\$1,050.00
Phase Total	80	\$14,000.00
Phase 4: Testing and Deployment	Hours	Cost
QA, browser testing and final testing on development site	4	\$700.00
Bug fixing	3	\$525.00
Deploy to live server & test	2	\$350.00
Project Management and Client Liaison	1	\$175.00
Phase Total	10	\$1,750.00
Subtotal for Design & Development		\$29,225.00
Hard Costs for Year One		
Hard Costs for Year One		Cost
Commercial grade managed Wordpress hosting for 12 months		\$500.00
Wordpress SSL Certificate for 12 months		\$199.00
Budget for Stock Imagery		\$55.00
Subtotal for Hard Costs		\$754.00
Grand Total		\$29,979.00

Notable Exclusions

Ongoing content or feature updates: This assumes that after launch updates to copy or image content, and changes to or additions of features will be covered under a separate agreement.

Ongoing tech maintenance: This would be covered under a general services agreement.

Legal notices. Kiosk recommends that the website includes a Privacy Policy and Website Usage Terms as minimum, but Kiosk is unable to write or provide legal content on North Marin Water District's behalf. This proposal assumes that North Marin Water District will provide all necessary legal notices to comply with local, State and Federal law.

Proposed Team

Claire Knoles, Founder and Chief Strategist

Executive sponsor of the project, and the relationship with North Marin Water District. Responsible for distilling the message and finding the most creative and engaging way to realize it. Claire has 25+ years of digital marketing experience, and is based in our Novato, California office. She is a company founder and full time employee.

Kayla Swenson, Account Lead

Responsible for account management, client communications and client happiness. Kayla has 3+ years of marketing and client management experience, and is based in our Novato, California office. She is a full time employee.

Alan Raistrick, Executive Producer

Responsible for project managing web, tech, branding and design projects for public sector clients. Alan has 25+ years of enterprise-level production experience and is based in our Novato, California office. He is a full time employee.

Mark Day, Content Director

Responsible for content strategy, creative direction and copywriting. Mark has 25+ years of content experience and is based in our Novato, California office. He is a full time employee.

Josh Talbot, Design Director

Responsible for design, user experience, accessibility and creative direction. Josh has 25+ years of design experience and is based in our Novato, California office. He is a full time employee.

Kristina Fishman, Senior Designer / Developer

Responsible for creative vision and front end development. Kristina has 8+ years of design and development experience and is based in our Novato, California office. She is a full time employee.

Zack Vanderbilt, Technology Director

Responsible for overseeing technology integrations and systems admin. Zack has 8+ years of technology leadership, sys admin and data security experience and is based in our Novato, California office. He is a full time employee.

Final staffing will be agreed with North Marin Water District upon award of contract and based on client requirements.

Timeline

The design and build process can be completed within ten weeks of commencement. This timeline allows for reviews and feedback from NMWD staff.

Draft Project Plan for discussion:

Kiosk Tasks	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week
Kiosk + NMWD Tasks	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16
Phase 1: Discovery and Definition												
Project plan and kick off meetings												
Tech. investigation and planning (social, forms, video integration etc.)												
SEO audit and plan												
Content audit and plan												
Sitemap, Functional Spec, Project Plan												
Design concept												
Presentation of designs (home page template and content page)												
Refinement of chosen design / client revisions												
Design all other templates												
Phase 3: Development and Build												
Set-up development site on Wordpress platform												
Custom template development												
Build and style pages												
Copy editing (inc SEO)												
Feedback form and feature integration												
Client review - ALPHA												
Copy approval / client content delivery deadline												
SEO implementation												
Revisions from Alpha Review												
Google Analytics, tracking and tagging set-up												
Final client review												
Final revisions												
Phase 4: QA, Testing and Deployment												
QA, browser testing, bug fixing, live test												



Next Steps

We hope our proposal is in line with your expectations. If there are any aspects that you would like to discuss in further detail, please do not hesitate to reach out.

With your acceptance of this proposal and confirmation of which aspects you would like to commission, Kiosk will be happy to provide the necessary contractual documentation.

We are excited about the opportunity to work with you to redesign the North Marin Water District website. Thank you for this opportunity to be a partner in this endeavor.

Contact

Claire Knoles, Founder
claire@kiosk.tm
650-867-6195

APPENDIX

About Kiosk

"Our mission is to do amazing, life changing things for the people that work for, with and around Kiosk."

Founded in 2004, Kiosk has extensive experience in designing and developing effective, high-quality websites for public sector clients around the world.

Our development team are experts in LAMP stack, PHP development, Drupal, WordPress and site security and website hosting. We build visually stunning, high performance websites that are intuitive, impactful and responsive. We are highly proficient in information architecture, UI/UX, search engine optimization, complex systems and ecommerce integrations and accessibility; our sites are almost exclusively WCAG 2.0 (Level AA) and Section 508 compliant.

Kiosk creates beautiful, award-winning websites that work seamlessly on all of the most popular desktop, mobile and tablet devices. We are lucky to have a talented and experienced team who are passionate about delivering effective technology solutions.

Since day one, Kiosk has donated 10% of our annual profits (cash) and a minimum of 10% of our billable hours to local community projects, local charities and international humanitarian charities as voted by our staff. We actively support our staff-nominated charities with volunteer hours, fundraisers and extra-curricular activities.

We were Liverpool's first carbon neutral company and in California we maintain our status as a Bay Area Green business. We are proud sponsors of Novato Soccer Kicks, a program to connect developmentally disadvantaged youth with the beautiful game of soccer, and of North Marin Community Services. This year, in addition to our long-term charitable commitments, we are proudly supporting Homeward Bound of Marin, Amnesty International and Doctors Without Borders.

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kiosk

Our Approach to Website Development

Technology

Compatibility and compliance: Kiosk uses technological frameworks that are compliant with the existing infrastructure of our clients' systems, and format and technologies are agreed upon in each Statement of Work prior to development. Our solutions are developed to meet our client's minimum standards requirements, including speed, device, browser and accessibility considerations. Kiosk web pages, sites and applications will be designed and developed in compliance with Brand Guidelines and accessibility compliance guidelines, including W3C markup, CSS and RSS compliance.

Adaptive and Responsive Design: We use adaptive and responsive design to create websites that work seamlessly on all of the most popular desktop, mobile and tablet devices. Adaptive and responsive design ensures that the user experience is optimized however they are viewing your site.

Device, Browser and operating system support: All our web pages, applications, sites and microsites work across multiple browsers and devices. Kiosk bases our support standards around the most frequently used browsers and operating systems, recognizing that they provide more consistent support standards than focusing on hardware and device-specific guidelines. Browser market share changes constantly. At Kiosk, we closely track the top browsers to ensure end-users can view and receive content as intended, and that development time is not spent optimizing technology for channels that no longer represent significant numbers of end-users. On an ongoing basis we review global browser market shares and client web traffic data to determine which applications and operating systems should be supported, working with our clients to ensure that proposed specifications meet the needs of their users.

Web standards: Kiosk implements development methodologies that closely follow the World Wide Web Consortium (W3C)'s web standards. We also follow the established best practices of the web design and development communities. When building sites for clients, we carefully consider site design that's both engaging and accessible to the widest range of users, utilizing contemporary web development techniques, with the goal of producing sites that are future-friendly and progressive.

End user accessibility: Kiosk considers universal access to content to be mission-critical for our development team. To achieve the widest possible range of end-user accessibility, Kiosk sites almost exclusively conform to WCAG 2.0 Level A success criteria and are Section 508 compliant. Our Chief Creative Officer, Dave Holden, is considered to be an industry expert on web accessibility. Some examples of Kiosk sites that are WCAG 2.0 (Level AA) and Section 508 compliant include: <https://utx.edu/>, <http://asuonline.asu.edu>, <https://www.cypressgrovecheese.com/> and <http://kiosk.tn/>

Future-proof technology: Kiosk builds sites to allow for scalability and growth with our clients' businesses and to work seamlessly with evolving technology. Many of the software components we use automatically update to support the latest web browsers and new devices - for example new versions of mobile device browsers - to minimize the need for maintenance and upgrades.

Quality Assurance (QA)

Site functionality and bug testing: Each of our web development projects has a tailored QA plan to ensure that functionality is tested thoroughly at each release stage. Functionality is tested by multiple QA engineers and the wider team, and bugs or improvement suggestions are logged and tracked.

Browser and device testing: We use tools such as Litmus and Browserstack to test sites in all of the popular web browsers (and browser versions) - including Chrome, Internet Explorer, Firefox and Safari - across desktops, laptops and commonly used mobile devices.

301 Redirect / backlink testing: When creating a new website at the same URL as an existing site, we set up 301 redirects and carry out thorough testing to ensure all URLs previously published (e.g. on other websites) reroute to the new content.

Communication

Reporting Lines: Kiosk operates two levels of management and reporting - project based and department based. The Project Manager is responsible for delivering the project on time, to budget and to specification in collaboration with Project Leads in the different departments. Heads of Department are responsible for the quality and efficiency of the work from their respective staff in delivering project requirements.

Internal Communications: We hold a project kick-off meeting to set out the client's requirements and establish goals, responsibilities, overall timescales and milestones. Project scheduling meetings are held at the start of each week to plan the priorities and workload across our teams. We also hold "stand-up" meetings at the start of each day as part of our Agile development process. Project management, production resourcing and budget control is overseen by our Production Director.

Client Communications: Kiosk manages projects to provide full client visibility at all stages. Frequent touch points are agreed at commencement and built into the project plan, including email updates, telephone conference calls, and video calls as needed. We provide documentation and development web links throughout for feedback and approvals. Client communication will always involve the Project Manager and include other team members as needed.

Project and Workflow Management

Development Methodology: Kiosk uses Agile development methods to ensure high visibility of the project at all stages and to provide maximum flexibility. Kiosk employs Project Leads within departments and Project Managers to drive development, ensure production quality and timeliness and provide best in class delivery.

Project Management: Kiosk assigns each project a Project Manager. The PM will work with the North Marin Water District team to hone objectives and, upon mutual agreement, will deliver high quality work which leverages our agency's specialized resources. The PM will set timelines, create resource plans and manage delivery to the schedule, ensuring that we are regularly communicating with you.

Project Management Systems and Tools: Kiosk uses Google Apps to collaborate with project

documentation and for general email and communications across our studios and staff. Design work, assets and finalized documents are stored in Box.com, an enterprise level online file sharing system. Files in both Google docs and Box can be shared with clients. We use Harvest and JIRA for workflow management and Slack for team collaboration. JIRA allows us to brief task details to production staff and track progress throughout the cycle from initiation to testing to approvals and "go live".

Phase One: Discovery and Definition

Kiosk begins with a "Discovery and Definition" phase, which will allow us to fully document your requirements. We will continue to spend time reviewing and discussing your business, marketing and brand objectives for the project. The elements of this stage include:

1. **Discovery Meetings:** We will participate in discovery meetings with the North Marin Water District team to review the brief, goals, technical setup and requirements for initial site launches and beyond. As you know, this process is already underway via design and site architecture reviews. Additional meetings will be opportunities for our teams to meet and agree to timelines, milestones and approval processes.
2. **Functional Specifications and Feature Plan:** We will review the technical requirements of the website, including forms for data collection, logged-in states, integrations with third-party technology or your own proprietary systems, special features and performance needs. During this stage our technical team will make recommendations to discuss together.
3. **Project Plan and Schedule Development:** Through research and conversations with the North Marin Water District team, we will consider, discuss and document the overall aims and objectives for each phase of development. Together we will define feedback processes, approval criteria, external dependencies and development timescales. Some of this is already known, but the team would like to have a more solid understanding of these requirements.
4. **Creative Brief:** Kiosk will develop a website creative brief so that objectives, target, key messaging and desired user behavior is agreed before design begins.

Phase Two: Website Design

The elements of this phase will include:

1. **Design Concepts:** Based on the brief, Kiosk will present design concepts focusing on the homepage plus select sub-pages. This will include site and logo type color options. As well as design for desktop, Kiosk will design for mobile devices (responsive/ adaptive design).
2. **Feature research/design:** As part of the design process, Kiosk will research and incorporate the features called for in North Marin Water District's requirements for the site as well as features that will help deliver on the visions and objectives of the project uncovered via the Discovery phase. Kiosk will identify any third party WordPress plugins or licenses necessary to deliver the features.
3. **Revisions through to Final Design Selection:** Kiosk will make revisions to design concepts, incorporating North Marin Water District's feedback to reach an approved design direction. Pricing

assumes an initial round of visual design work and one (1) round of revisions leading to approval.

4. **Page Template Design:** Based on the approved design direction established above, Kiosk will roll out design of up to 4 page templates for the rest of the site (e.g. Key Initiatives, Contact page, Map page, News etc).

Phase Three: Development and Build

Once design is approved, we will begin the "Development and Build" phase, carrying out the tasks outlined below.

1. **Development Site:** We will set up a WordPress development site on our servers and give you access so that we can share progress during the build process.
2. **Copy/Content Aggregation:** Kiosk will work with North Marin Water District to identify all copy and content needs and provide guidance on organization to ease incorporation to the site. North Marin Water District will provide copy and content in rough form and Kiosk will provide copywriting and copy editing services.
3. **Build Out of All Pages:** Based on approved desktop and mobile design and using all aggregated content, we will build all pages across all site sections. We will use responsive design so the site adapts seamlessly to desktop, mobile and tablet devices. We will also customize the site's administrative area to enable content management via the CMS (Admin Area). Assumes up to a total of six different site templates and up to 20 web pages at launch.
4. **Alpha Review:** We will share a work in progress version of the site, prior to integration of features.
5. **Feature Integration:** We will integrate special features, video, contact forms, social media channels, contact forms, and other features identified in the Discovery Phase.
6. **Beta Review:** We will share a close to fully completed version of the site.
7. **SEO Implementation:** We will ensure that every page has been correctly set up with metadata for the search engines.
8. **Google Analytics:** Once the site has been developed, we will set up Google Analytics.

Phase Four: QA, Testing and Deployment

1. **Browser and platform testing:** We use tools such as Litmus and Browserstack to test sites in all of the popular web browsers (and browser versions) including Chrome, Internet Explorer, Firefox and Safari. We perform this testing on Windows and Mac operating systems, as well as iOS and Android.
2. **Site functionality and bug testing:** Each of our web development projects has a tailored QA plan to ensure that functionality is tested thoroughly at each release stage. Functionality is tested by multiple QA engineers and the team, and bugs or improvement suggestions are logged and tracked.

3. **Deployment:** Once the site has been tested, we will deploy the site to live servers. Once the site is live, we will perform spot checks on major browsers and devices.

Samples of Recent Kiosk Websites



Cypress Grove Cheese

<https://www.cypressgrovecheese.com/>

Cypress Grove are the makers of Humbolt Fog and other award-winning American goat cheeses. The Kiosk team designed, developed and launched a comprehensive new web presence for Cypress Grove to reflect the company's quirky brand personality as well as their leadership in the American artisanal cheese movement. The site needed the flexibility to showcase different product lines, and be easy for the Cypress Grove team to easily update and manage their own content. The site won a 2019 award for 'Best Mobile Website' from the Web Awards.



Tapjoy

<https://www.tapjoy.com/>

Tapjoy is the world's leading mobile advertising platform with over 1 million daily transactions, engaging consumers with some of the world's biggest brand advertisers. Kiosk developed the Tapjoy brand and created a responsive, multilingual site to tell compelling stories to a dual audience of app publishers and brand advertisers. The site is built on WordPress (multisite), is in multiple languages and is fully responsive for mobile. Kiosk hosts and maintains the site, and has managed Tapjoy's web presence for 8 years.



Signal88.com

National security services franchisor Signal 88 turned to Kiosk to create a new website to reflect the brand's new positioning. In addition to reinvigorating the brand online, the site includes individual pages for Signal 88's network of franchise owners. Kiosk also manages a digital media program designed to attract new franchise owners to the brand. Uses visitor location to suggest closest franchise. signal88.com



Glu Mobile

Kiosk worked with Glu Mobile to refine and update their brand positioning. Next steps included a new brand look and brand guidelines. Kiosk then designed and built a new website designed to attract talent in a very competitive market, and to showcase a diverse catalogue of mobile games. The Glu site is developed on a Wordpress platform with a custom theme and templates. glu.com



Royal Ambulance

Royal's CEO asked Kiosk to help execute a brand makeover to their voice, their visual image and their recruitment of young EMTs. We developed a mobile-first web experience because these Millennial EMTs live on their phones. And to boost recruitment of new EMTs, we launched an Instagram page @ruletogether to show the camaraderie, compassion and cool factor of working at Royal. royalambulance.com



Stackandtilt.com

Stack & Tilt is a proven system of golf instruction that helps you play with consistency. Kiosk created a mobile-first web experience to reach a dual audience of Golfers and Golf Instructors, and help connect them for in-person and video instruction. The site is accessible and responsive. stackandtilt.com



ShopLocalNovato.com

Kiosk developed a Wordpress-based website for Novato's Shop Local campaign, which includes a Retail Directory that local shop owners can sign up for through the site. We also developed a simple site aimed at Retail Developers which was part of a wider campaign. Our client, City of Novato, was thrilled with the results and we won a CALED award for best local economic development website. shoplocalnovato.com



Texas IDR

Kiosk was tasked with developing a brand and website for the Texas Governor's Task Force in response to the Ebola outbreak at a Texas hospital. Kiosk worked with the client to collaboratively develop a site that provided information to healthcare professionals. The site was designed, developed and set live within one week! txidr.org



Homeward Bound of Marin

The great work done by HBOM needed a great website to provide service information clearly and quickly and to promote its mission to encourage donations. Kiosk worked closely with the staff and some of the families and individuals HBOM supports to create an engaging site infused with the spirit of its work and the community. hbom.org

For more information, client references or samples of our work, please visit our website at www.kiosk.tm

kiosk

7

MEMORANDUM

To: Board of Directors
From: Ryan Grisso, Water Conservation Coordinator *RG*
Subject: Initial Review - Public Communications Strategy and Plan
V:\Memos to Board\Public Outreach Strategy Initial Review.doc

September 13, 2019

RECOMMENDED ACTION: Information only
FINANCIAL IMPACT: FY 20 \$50,000 (Included in Budget)
FY 21 \$20,000

As a result of the North Marin Water District 2018 Strategic Plan, a series of goals were developed. Goal 2, Customer Engagement and Service, focused on increased communication with customers to improve public understanding and support for District policies and to facilitate customer input and engagement. To accomplish this goal, development of an annual public communications (or public outreach plan), including a strategy for more effective social media outreach was recommended.

To help develop a more comprehensive and strategic communications plan, staff solicited the services of Kiosk, a local Novato full service marketing firm with extensive project experience. Their local public entity outreach projects included assistance with the City of Novato's recent public outreach efforts including the City's Communications Strategy and Plan, the Visit Novato campaign, Novato Proud Initiative and the ShopLocalNovato.com project. Kiosk's scope of services included a review of current communication channels/materials, interviews with staff (and select Board members via a Board Ad Hoc Subcommittee), customer focus groups, development of strategies/objectives, and messaging framework compiled in a public communications plan. At the February 19, 2019 Board meeting, the General Manager was authorized to enter into an agreement with Kiosk to create the Public Communications Plan. Kiosk completed a draft Public Communications Plan and presented their findings and recommendations to the Board at the September 3, 2019 meeting.

The draft final Public Communications Strategy and Plan was handed out at the September 3, 2019 meeting along with the presentation from Kiosk. The draft Plan has also been included as

an attachment for your further review (Attachment 1). The Plan includes their process for development including their research and analysis and their strategy and planning. This initial work allowed them to develop the overarching communications strategy (Communication Objectives, Communications Principals, Audiences and Channels for Communication). The Strategy is to implement communications with five objectives including; 1) Recognition; 2) Reach; 3) Educate; 4) Engage; and 5) Build Trust. The plan gives detailed descriptions of specific communications measures intended to achieve each objective.

The final Public Communications Strategy and Plan will be presented to the Board for adoption at the October 1, 2019 Board meeting along with a draft 2-year implementation plan. At the October 15, 2019 meeting, the Board will consider adoption of the 2-year implementation plan and a consulting agreement may also be presented for approval to assist in implementing the recommended actions from the Plan.



Draft Communications Strategy & Plan for FY 2019/2020

V1.0 July 2019

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1. Introduction

The North Marin Water District 2018 Strategic Plan, which was adopted by the board on June 19, 2018, identified the need to increase the frequency of the District's communication with customers, to use communication channels to share positive stories, and to obtain greater input from customers.

In 2019, North Marin Water District commissioned Kiosk, a marketing and communications company, to review the District's current communications, conduct research, and to develop a Communications Strategy and Plan for 2019/2020.

This plan outlines the District's commitment to communications and community engagement. It reflects input and insights from our customers, board members, employees, and communications consultants, and has been inspired by industry best practices.

This is a dynamic plan that commits to District communications that are accessible, accurate, actionable, credible, recognizable, relevant, timely, and understandable. This plan is a resource and reference designed for continuous updates by North Marin Water District's communications coordinator and agents.

It is intended to provide the framework for future communications and community engagement planning.

2. Process

North Marin Water District embarked on the Communications Strategy and Planning project in May 2019. The District wanted to ensure that adequate research and outreach had been undertaken to inform the new Plan.

Research and Analysis

Briefing and Project Planning Meetings

Consultants from Kiosk met with North Marin Water District staff to be briefed on the project, and to agree key objectives, deliverables and timeline.

Situational Analysis and Communications Audit

An audit document was prepared listing all communication channels, outlets and media that the North Marin Water District's staff are using, and the format and frequency of communications, as well as the actual or estimated reach of the various communications. Consultants reviewed the audit and the existing North Marin Water District public communications channels and materials to evaluate opportunities to increase and improve customer engagement and outreach.

Sector Analysis and Peer Organizations Review

Consultants reviewed best practices in communications, and outreach and engagement strategies from eight other water districts and public sector organizations to scout for best practices and learnings. These reviews

provided new ideas for the improvement and expansion of North Marin Water District's communications and messaging. Some of the organizations were selected based on feedback gathered during stakeholder interviews.

Audience Analysis

Staff and consultants discussed and reviewed the various audiences and stakeholders that North Marin Water District communications need to reach and engage with. This was completed in order to consider the specific needs of each audience, and to ensure that representatives of the main audience categories had provided input into the Communications Strategy and Plan.

Stakeholder Interviews with North Marin Water District Staff and Board Directors

Consultants met with four North Marin Water District staff and two Board Directors to talk to them about current and future communications, including audiences, objectives, needs, challenges, opportunities, types of communications, categories, themes and cadence.

Customer Focus Groups

In addition to the stakeholder interviews, project consultants also held focus group sessions with members of the community, including residential customers and business customers. Respondents were selected by researchers to represent a cross section of community. They were asked to provide feedback about how they wished to get information from, and engage with, the District, and about how the District could improve its communications and outreach, including how the website could be improved.

Analysis of Feedback

Feedback and information collected during the Research phase was analyzed and summarized. Over 50 actionable ideas were generated as a result of the research and outreach, and a number of key insights emerged which were then subject to further review, discussion, ideation and planning by consultants and District staff. These ideas and insights formed the bedrock of the Strategy and Plan.

Strategy and Planning

Communications Strategy Development

Based on learnings, interviews, customer feedback and research findings, Consultants developed the overarching strategy, with input from staff, which included establishing the Key Audiences, identifying five key Communications Objectives (which support the District's stated Vision and Values) and agreeing the eight Key Principles which all District communications should adhere to. The Audiences, Objectives and Communication Principles are expected to be the basis of the District's Communications Strategy for years to come, though District staff will review them periodically to ensure that they are still correct and relevant.

Communications and Outreach Plan Development

With the overarching Strategy established, the 2019/2020 Communications and Outreach Plan was developed. It outlines the communication and engagement initiatives and actions that the District will focus on during the next fiscal year and into fiscal year 2020/2021 in order to reach the objectives set out in the Strategy, and details how these will be measured or evaluated. As with the Strategy, it reflects priorities and ideas generated by the Research outreach. It includes recommendations, priorities and suggested budgets.

Communications and Outreach Activity Calendar

The Plan has also been rolled out to a 12-month Communications and Outreach Activity Calendar, which details channels, and cadence/ timing for the recommended activities and initiatives. The Activity Calendar is intended to be a working document, and updated throughout the year.

3. Key Insights from Communications Research

While there were over 80 actionable ideas generated from the outreach and research, six emerged as 'key themes' due to the number of times they were cited by the various customer and stakeholder groups:

1. **Customers are keen for more/ better information** - pertaining to water use and conservation
2. **NMWD website refresh is a priority** - significant issues and frustrations with the current site
3. **Communications need to reinforce quality & positivity** - this will build customer trust
4. **Increased social media support is a priority** - to push content from web and increase engagement
5. **NMWD's brand to be updated, used consistently** - image needs to reflect quality and innovation
6. **NMWD staff are well regarded** - presenting the human side of the organization will be beneficial

4. North Marin Water District - Overarching Communications Strategy

Communications Objectives

The overarching Communications Objectives for the North Marin Water District are as follows:

1. **RECOGNITION** - Improve the NMWD brand identity, and use it more consistently to increase awareness
2. **REACH** - Reach more NMWD customers and voters, and improve access to information
3. **EDUCATE** - Educate and inform NMWD customers and provide helpful, relevant, timely information
4. **ENGAGE** - Engage NMWD's customers, increase feedback and input and build awareness of initiatives
5. **BUILD TRUST** - Continue to grow and expand the trust of customers, the community and voters

Communications Principles

All communications from North Marin Water District should aim to adhere to the following principles:

1. **Accessible** to all persons in our community, both in terms of language, availability and technology
2. **Accurate** communications that state facts clearly, and provide contact details, next steps and actions
3. **Actionable** communications that move our audiences towards action, mobilizing our customers
4. **Credible & Transparent** being trusted, coordinating with partners, and speaking with one voice
5. **Recognizable** making the North Marin Water District brand and communications consistent
6. **Relevant** tailoring communications for our audiences. Ensuring communications are aligned with our

mission and strategic goals

7. **Timely** frequent, regular, well-prepared scheduled communications; responding quickly to situations and emergencies
8. **Understandable** use plain language, avoid acronyms, tell stories, make communications visual

Audiences for Communications and Engagement

The North Marin Water District has multiple audiences and stakeholders that require different communications and sometimes different modes of communications. Key audiences are as follows:

Core Audiences	Residential Customers (approximately 61,000) Householders are split fairly evenly between those who prefer traditional communication methods (print, mail) and those who prefer digital communication methods (web, email)
	Business Customers (approx 2,500*)
	HOAs and Property Managers (approx 500)
	Employees (internal)
Secondary Audiences	Landscape companies and contractors
	Local, Regional, and State agency partners
	Media (newspapers, online news sites, magazines, TV and radio shows etc)
	Community groups

(* Source: 2010 Census Data and City of Novato)

Within any subset of the District's key audiences, consideration needs to be given to those who require communication in a different language, format or delivery method.

Key Communication Channels

At the time of writing, North Marin Water District's current key communications tools and channels include:

Online	Link	# Likes/ Users	Post Frequency
Website	https://www.nmwd.com	-	-
Water Smart Portal	https://www.onlinebiller.com/nmwd	Unknown	
Facebook	https://www.facebook.com/NorthMarinWaterDistrict/	1,183	Twice a month
NextDoor	https://nextdoor.com/agency-detail/ca/novato/north-marin-water-district/	22,000+ 58 neighborhoods	Once a month
Linked In	https://www.linkedin.com/company/north-marin-water-district/	-	Never
YouTube	https://www.youtube.com/user/NMWD1948?feature=BF	2	No posts since 2013
Instagram	NorthMarinWaterDistrict	173	Once a month

Offline	Description	Reach/ Distribution	Frequency
Water Lines Newsletter	Water District Newsletter that is distributed to all households and businesses within the district	Unknown	Twice per year Spring & Fall
Conservation Flyers	Informational flyers e.g. "Why Mulch?"	Unknown	One to two printed each year
Sonoma Marin Water Saving Partnership Campaign	Annual multi-media public outreach campaign focusing on water use efficiency. Campaign includes print and radio ads in English and Spanish language.	~600,000	Once per year
Highway 101 Banner	Banner mounted on the heavy equipment shed in the NMWD yard with a water conservation theme (to dovetail with SMWSP campaign)	Unknown	Perpetual

Public Outreach Events	<p>NMWD has participated in the following events, usually by having an information table or booth:</p> <ol style="list-style-type: none"> 1. Tour of Novato: Booth with games and giveaway items 2. Eco-Friendly Garden Tour: Table at garden tour (one garden) 3. Residential Evacuation Drill: Booth at Margaret Todd Senior Center event 4. City of Novato Sustainability Fair: Booth with giveaways and info 5. 4th of July Parade: NMWD float and giveaways 	Unknown	Each up to once per year
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North Marin Water District

2019/2020 - 2020/2021 Communications Plan

The Communications Plan for North Marin Water District's fiscal year 2019/2020 and 2020/2021 outlines the communication and engagement initiatives, goals, tactics and actions that the District will focus on during the next two fiscal years in order to reach the objectives set out in the Strategy. It also details how these will be measured and/or evaluated. As with the Strategy, it reflects priorities and ideas generated by representatives of the community and the District's various stakeholder audiences during research and outreach.

The Plan sets out to achieve each Communications Objective, and is organized according to each objective, rather than by audience, by timing or by channel.

Phased Approach to Implementation

In terms of implementation, it is important to note that we are recommending that the plan is organized into two phases:

Phase One: 2019/2020

The first phase of the plan will focus on establishing tools, creative elements and materials to improve and increase outreach with. It could be considered as setting the new baseline of communications quality. The new Activity Calendar will help ensure that communications are consistent in terms of quality, brand, messaging, and cadence.

Phase Two: 2020/2021

The second phase of this Communications Plan will focus on establishing larger-scale outreach initiatives and innovative events to extend and amplify reach. This phase will raise the bar, putting the District in a leading position in terms of best practice and innovation.

Objective 1: RECOGNITION

Improve our brand identity, and use it more consistently to increase awareness

- 1.1 Goal: **Standardize and extend the North Marin Water District brand**
- Summary: The District does not need a new logo, but it does need a working set of brand files and brand standards which staff and agents can adhere to, in order to ensure standardization and consistency. The brand is more than just the logo, fonts and colors, and there is an opportunity to extend and enhance the District's brand image through professional photography, video, messaging and outreach content.
- Recommended
Action(s): (i) Create a working set of logo files (stacked, horizontal and device-only versions of the logo in both color and mono in three commonly used file formats), and make these available online for staff and agents to download as needed.
- (ii) Create a set of Brand Guidelines, to include acceptable logo usage, brand fonts and brand colors.
- (iii) Create Messaging Guidelines to ensure consistency in how we talk about the organization, and the tone of voice we use.
- (iv) Commission photography of NMWD's board, staff, in action and more conceptual 'lifestyle' images that convey the quality and value of NMWD's services.
- (v) Develop some employee profiles for use on web and social media to humanize the organization, to celebrate our talent and to help attract candidates for job openings.
- Timing: Fall 2019 and Winter 2020
- Evaluation: (i) Gain feedback from stakeholders who use the logo(s) to evaluate ease of use.
 (ii) Perceptual: anecdotal customer and staff feedback to enhanced brand image
- 1.2 Goal: **Produce new and improved outreach support materials to establish identity**
- Summary: There is an opportunity and a desire for North Marin Water District's communication and outreach materials to match the high quality of the water itself and the customer service that the District provides. This can be achieved with a review and redesign of key District outreach materials and templates, and the launch of a new and improved website and social media visuals.
- Recommended
Actions: (i) Design refresh of existing communications materials, including Presentation. template, Annual Report, Water Quality Report, Water Lines newsletter, and Flyers.
- (ii) New photography (as identified in 1.1 above).
- (iii) New website look, content and features (as identified in 3.1 below).
- (iv) Design social posts template and create branded, visually attractive post images.

- (v) Ensure that new materials for new initiatives adhere to Brand Guidelines and follow the same look and feel.

Timing: Fall 2019 and Winter 2020.

Evaluation: (i) Staff to review and oversee quality of deliverables.

Objective 2: REACH

Reach more of our customers and improve access to information

2.1 Goal: **Increase and improve access to information**

Summary: There are numerous opportunities for North Marin Water District to improve access to existing information, and to open new communications channels to reach more customers with key information. Some opportunities are important for legal compliance, such as making the website accessible to disabled users. Other opportunities are generally considered to be best practice, such as offering a paperless (email) version of the WaterLines newsletter, and providing key information in Spanish language. According to the 2010 Census, 21.3% of the Novato population is Latino; a percentage that has almost certainly increased in the eight years since. Many Latino residents do not use English as their first language.

Recommended

- Action(s):
- (i) Redevelop the North Marin Water District website to be Section 508 ADA and W3C AA compliant, in order to provide disabled users with ease of access to information
 - (ii) Increase information published in Spanish, especially in key documents. We recommend this is achieved by providing (a) a paragraph in Spanish language in key documents, such as the Annual Report and the WaterLines newsletter, that provides readers with the option to request specific information in Spanish, and (b) by having a page on the NMWD website that addresses Spanish speakers, provides pertinent information (such as how to report a problem or request service) in Spanish, and provides the invitation to request more specific information in Spanish language.
 - (iii) Improve search engine optimization (SEO) on NMWD's website, to increase access to information.
 - (iv) eMail marketing: Make Water Lines available as an eNewsletter, so customers may opt to 'go paperless'.
 - (v) Flyers distributed via partner organizations, community organizations and garden centers to promote key initiatives.
 - (vi) Strengthen partnerships with community groups (e.g. the Marin Master Gardeners Association) and provide them with information to disseminate on the District's behalf.
 - (vi) Greater investment in paid outreach, such as bus shelter advertising, posters

	and social media advertising.
Timing:	(i) to (vi) inclusive to be put in place by March 2020. (vii) to be considered for Phase Two initiatives in 2020/2021 fiscal year
Evaluation:	(i) Measured using online accessibility checkers; (ii) through (vi) Staff to review and evaluate.
2.2	<p>Goal: Continue to increase social media presence and programs</p> <p>Summary: Social media platforms are increasingly important for effective communications and outreach. The District has set up key platforms, but more investment is required to fully utilize these platforms. For example, staff do a good job of publishing key news items, but there is an opportunity to publish a regular, pre-programmed schedule of bite-sized water-saving tips, facts and stats: This kind of content, provided it is useful and interesting, will help to build the District's credibility and reach (number of followers) on social media.</p> <p>Recommended Action(s):</p> <ul style="list-style-type: none"> (i) Increase Facebook followers to reach more customers: This can be achieved with a paid program inviting customers within the District to 'like' NMWD's page. A higher number of followers ensures that more customers see NMWD posts. (ii) Develop a program to increase communications through Next Door. (iii) Set up Twitter as an additional platform for communication. (iv) Build out social calendar for the year ahead. (v) Create and launch a sustained social media posts program to share the District's ideas, facts, stats and accomplishments (as distinct from news items). (vi) Boost NMWD branded posts on social media (paid reach). <p>Timing: Starting Winter 2019 and ongoing</p> <p>Evaluation: Number of followers and extent of engagement to be evaluated by staff and reported on via an annual Communications Audit (see Appendix B).</p>
2.3	<p>Goal: Increase access to Board meetings</p> <p>Summary: The District recognizes that board meetings are not well attended by the public throughout the year, and that there are opportunities to improve access.</p> <p>Recommended Action(s):</p> <ul style="list-style-type: none"> (i) Share online versions of Board Agendas via social media one or two days before board meetings, reminding the public that they are welcome to attend. (ii) Video record Board Meetings, and make them available online via the website, to provide wider access to customers who may not be able to attend in person <p>Timing: (i) From Fall 2019 and ongoing. (ii) Phase Two: during fiscal year 2020/2021</p>

Evaluation: Staff to oversee and review (as evidenced online)

Objective 3: EDUCATE

Educate & inform our customers and provide helpful, relevant, timely information

3.1 Goal: **Redesign and redevelop the District's website**

Summary: Improving and redeveloping NMWD's website is the single most important recommendation of this Communications Plan. The need for an updated and improved website was universally stated by staff, board members and customers alike. Crucially, the site is not currently Section 508 ADA compliant, so we are recommending that it is redesigned and redeveloped as soon as budgets allow. In addition to reaching legal accessibility compliance, the site has the opportunity to reach more customers through improved content and search engine optimization, and to provide an easier and vastly improved user experience.

Recommended

- Action(s):
- (i) Design and develop a more customer-focused website.
 - (ii) Ensure that the new site is accessible to all, by achieving Section 508 ADA compliance and W3C AA compliance.
 - (iii) Improve website interface and navigation to make the site more intuitive and accessible.
 - (iv) Include visually interesting infographics, stats and facts to ensure that website content is more engaging.
 - (v) Follow best practice recommendations provided by Kiosk (see Appendix A).

Timing: We recommend that the new site is launched by December 2019.

Evaluation: Measured using online accessibility checkers and as evaluated by staff

3.2 Goal: **Annual Surveys to assess information needs and communication improvement opportunities**

Summary: An important 'best practice' for water districts and other local agencies is to gain regular feedback from customers about the quality, frequency and relevancy of outreach and communications, and to request suggestions for improvements. We recommend that North Marin Water District carries out a short, online annual survey to get valuable feedback and to collect ideas. There should be separate surveys for business owners versus residents.

Recommended

- Action(s):
- (i) Conduct an online residential customers survey and an online business survey that are both incentivized (e.g. "win your last water bill back").

- (ii) Talk to high-use users to better understand their needs.
 - (iii) Review the findings of the annual survey to feed into the Communications Plan and Activity Calendar, where relevant.
- Timing: Starting Spring 2020 and then annually.
- Evaluation: Successful completion of annual surveys.

3.3 Goal: **Plan, develop and publish useful, relevant content in 2019/2020**

Summary: Beyond the design improvements detailed in Section 1.2, the District has an opportunity to improve the quality of the content it publishes on the website, via newsletters and in social media. Customers are less inclined to read long, text-heavy web pages and newsletter stories, and are more likely to engage and digest shorter, more visually-led articles and posts - so we should aim for brevity where possible and appropriate. We recommend that content is reviewed and improved each year, and that an editorial calendar is developed for scheduled posts.

Recommended

- Action(s):
- (i) Plan, develop and publish a regular, pre-programmed schedule of bite-sized water-saving tips, facts and stats, as detailed in Section 2.2.
 - (ii) Improve the New Homeowner information packs.
 - (iii) Create infographics to help communicate accomplishments and to summarize some of the key facts of the Water Quality Report.
 - (iv) Publish tips for saving water and lowering costs.
 - (v) Increased promotion of initiatives and rebates.
 - (vi) Improve website content, as highlighted in Section 3.1.

Timing: From January 2020 and ongoing.

Evaluation: Staff to oversee and review/ recap improvements annually.

3.4 Goal: **Extend Site and Social Content for 2020/2021**

Summary: In addition to planning, developing and publishing useful, relevant content in 2020/2021 and subsequent years, we recommend that the District invests in video Content during Phase Two (2020/2021 fiscal year) to help educate customers about NMWD water quality and services.

Recommended

- Action(s):
- (i) Commission new short videos that can be used on the website and shared on social media (e.g. an introduction to the water treatment plant).

(ii) Provide relevant information for landscapers and landscape companies, made available online, so that they may advocate for water-saving landscapes and help educate customers.

Timing: (i) July 2021. (ii) Summer 2021.

Evaluation: Staff to oversee and review/ recap improvements annually.

Objective 4: ENGAGE

Engage our customers, increase feedback and build awareness of our initiatives

4.1 Goal: New Initiatives and Engagement Events

Summary: North Marin Water District has the opportunity to extend and amplify reach by creating relevant programs, initiatives and events that positive communications can be built around. Most of these activities are planned for Phase Two of the Communications Plan:

Recommended

- Action(s):
- (i) It is recommended that the District conducts a Public Workshop on fiscal issues & fiscal sustainability to provide transparency and increase public engagement in fiscal issues.
 - (ii) Annual contest for Eco-Friendly Water Conserving Garden of the Year (encouraging sustainability). Customers would complete an application form to submit their garden for the award; which would be judged by NMWD staff and local gardening and landscape experts. This is a low-cost initiative that would help NMWD generate lots of relevant content, and encourage customers to be water-wise.
 - (iii) NMWD Water Festival on World Water Day (March 2021); this would be an annual Open House event with information sessions and giveaways. The Open House would include educational and family-friendly activities and would allow staff the chance to interact with customers. The day could also include tours of the water treatment plant.
 - (iv) There should be a bigger push on Water Smart Home Surveys ongoing which can be achieved via the new website and through social media.
 - (v) Water Smart Business program: This would involve encouraging businesses to sign up for a water Smart Survey, and providing them with a "We're a NMWD Water Smart Business!" window vinyl to display as well as a logo badge for their website and digital communications.
 - (vi) Increased community partnerships: It is recommended that NMWD staff and/or board to present at more clubs and events, e.g. Rotary to build awareness of the District's accomplishments and initiatives. We recommend that this is minimum twice per year, or as opportunities arise.

(vii) To build awareness, we recommend that NMWD ‘piggyback’s’ on partner events, e.g. North Marin Water District flyers and giveaways in the Marin Master Gardeners’ Tent at Marin County Fair.

Timing: (i) and (iv) during fiscal year 2019/2020. All other recommended actions are Phase Two (fiscal year 2020/ 2021).

Evaluation: Staff to oversee and evaluate annually.

4.2 Goal: **Increased Investment in Social Media**

Summary: As detailed in Section 2.2, it is recommended that the District increases its investment in social media as an effective means to reach its customers.

Action(s): (i) Increase frequency and quality of posts (consider a new employee or use a marketing agency).

(ii) Increased investment in boosted posts that help achieve strategic goals.

Timing: October 2019 and ongoing.

Evaluation: Aim to increase social media followers by a minimum of 10% in year one. Staff to oversee and evaluate annually (as evidenced by increase in social media followers and levels of engagement).

Objective 5: BUILD TRUST

Grow and expand the community’s trust in the District, customers and voters

5.1 Goal: **Focus on Credible and Positive News**

Summary: Communicating the good news stories is vital to improving North Marin Water District’s reputation for being effective and successful, and has a positive impact both internally and externally. There may always be online trolls or detractors, but communication efforts should focus on putting out clear, factual information and amplifying ‘good news’ rather than responding to negative comments.

Action(s): (i) Show the human face of the organization: share the expertise and quality of the District’s staff on web and social. These posts would be planned in the editorial planning detailed in Section 3.3.

(ii) Communicate key North Marin Water District goals through stories, posts, and press releases.

(iii) Publish customer survey results (anonymized) on the website and social media.

(iv) Publish customer, partner and staff testimonials to highlight positive experiences.

Timing: Starting Fall 2019 and ongoing.

Evaluation: Increased dissemination of the District's success stories, evaluated in the annual social media review.

5.2 Goal: **Be the source of truth**

Summary: North Marin Water District is generally trusted in the community, but the District recognizes that there is always room to grow and extend that trust. With a continued investment in online updates and social media updates (as outlined in Section 3.3), the community will come to trust the District for having current facts, and this will reduce the anxiety that can sometimes lead to misinformation online. In turn, this will reduce the amount of 'misinformation firefighting' that District staff are sometimes required to engage in.

Action(s): (i) Fact seek: An annual survey of customers in the district (as identified in Section 3.2), will help to identify what communication needs and anxieties customers have, so that they may be addressed through our content planning.

(ii) More facts provided in more digestible formats (factoids, infographics).

(iii) Increased visibility at community group meetings and HOA meetings.

(iv) If there are opportunities for North Marin Water District experts to talk at local or regional conferences (e.g. Pablo Ramudo), that would provide an opportunity to establish more credibility, and images/ posts can be shared via social media.

Timing: (i) June 2020 and then annually; (ii) November 2019 and ongoing; (iii) and (iv) Phase Two, from July 2020.

Evaluation: Staff to oversee and report at end of year.

5.3 Goal: **Commitment to regular and timely communications**

Summary: As identified in other sections, there is an important need for regular, consistently time 'scheduled' outreach, which includes website posts, social media posts, press releases and newsletters. It is also sometimes important for the District to publish facts on an (unscheduled) item of local interest in response to customer concerns or media coverage, and there is a need to be timely in such situations.

Action(s): (i) Faster response to publish facts when events, customer concerns, or stories start social 'buzz'.

(ii) Increase number and quality of web and social posts and press releases (consider a new employee or use a marketing agency), as identified in Section 4.3.

(iii) Increased investment in boosted posts that help achieve strategic goals, as

	identified in Section 4.3.
Timing:	Fall 2019 and ongoing.
Evaluation:	Staff to oversee and evaluate annually (as evidenced by increase in social media followers and levels of engagement).

Activity Calendar

In collaboration with North Marin Water District staff, a 12-month Calendar has been developed to map out activities, initiatives and events by week for the 2019/2020 fiscal year.

Contact Information


This document was prepared for North Marin Water District by Kiosk. For inquiries, please contact:

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8

MEMORANDUM

To: Board of Directors
From: Pablo Ramudo, Water Quality Supervisor 
Subject: Fourth Quarter FY 18/19 – Water Quality Report
P:\LAB\WQ Supv\WQ Reports\2019\4rd Qtr FY19 WQ Rpt.doc

September 13, 2019

RECOMMENDED ACTION: Information**FINANCIAL IMPACT:** \$0

The water served to the communities of Novato and Point Reyes met federal and state primary and secondary water quality standards during the fourth quarter of fiscal year 2018-2019.

Following is a review of the activities and water quality issues in regards to:

- Source Water
- Treatment Performance
- Distribution System Water Quality
- Novato Recycled Water

NOVATO SYSTEM**Source Water: Stafford Lake**

Stafford Lake water was used as a source of drinking water throughout the quarter. Water quality was monitored on a weekly basis for chemical and mineral components as well as microbiological activity.

Algae and plankton from the raw water intake were identified and enumerated. Total algae numbers were relatively low for this time of year, and there were no large blooms recorded. Diversity was quite high with 17 genera recorded in appreciable numbers, green algae and diatoms made up the majority of biomass. Cyanobacteria were present at far fewer numbers than previously observed at this time for the past several years.

Treatment Performance: Stafford Treatment Plant

Total organic carbon (TOC) removal was 72-78% during the quarter, far above the 35% requirement of the Enhanced Surface Water Treatment Rule. Finished water TOC concentrations were below the District's goal of 2.0 mg/L for the entire quarter, ranging between 1.2-1.6 mg/L.

Distribution System: Novato

Of the 243 routine samples collected for compliance with the Total Coliform Rule, there were no coliform positive samples.

Chlorine residual concentrations throughout our distribution system were very good. Average disinfection by-product concentrations were fairly low and within standards.

POINT REYES SYSTEM

Source Water:

Coast Guard Wells

Raw water quality was generally good; constituents which are associated with salt water intrusion fell markedly throughout the quarter. Chloride dropped from 120 mg/L to 21mg/L, sodium dropped from 61 mg/L to 41 mg/L, while most importantly, bromide dropped from 390 ug/L to 89 ug/L.

Gallagher Well

Raw water quality was good throughout the quarter. Levels of constituents associated with salt water intrusion were very low as this well is located outside of the reach of tides.

Treatment Performance: Point Reyes Treatment Plant

Treatment was optimal throughout the quarter and finished water quality was excellent. Iron and manganese, the two most common contaminants, were not detected in treated water.

Distribution System: Point Reyes

Of 23 routine samples collected for compliance with the Total Coliform Rule, there were no coliform positive samples this quarter. Chlorine residual concentrations throughout our distribution system were good.

Disinfection byproduct concentrations were moderate during the quarter, and the location running annual average continued to improve.

NOVATO RECYCLED WATER

Deer Island Recycled Water Facility

The Deer Island recycled water facility did not produce any water during the quarter.



North Marin Water District- 4th Quarter FY2018 / 2019

Bacteriological Quality Monitoring

Novato: 243 Samples Analyzed. No samples positive for coliform bacteria
 Point Reyes: 23 Samples analyzed. No samples positive for coliform bacteria.

Chemical Quality Monitoring


Constituent	Units	Maximum Contaminant level	SCWA North Marin Aqueduct	Stafford Treatment Plant	Point Reyes Treatment Plant
Conductivity	umhos/cm	900 *	303	311	298
TDS	mg/L	500 *	183	169	189
Hardness	mg/L	-	121	83.1	128
Alkalinity	mg/L	-	138	72.0	122
Calcium	mg/L	-	24.0	16.3	21.2
Magnesium	mg/L	-	15.0	10.8	18.9
Copper	mg/L	1.0*	ND	ND	ND
Iron	mg/L	0.3*	ND	ND	ND
Manganese	mg/L	0.05 *	ND	ND	ND
Zinc	mg/L	5.0 *	ND	ND	ND
Sodium	mg/L	-	19.5	28.8	12.8
Chloride	mg/L	250 *	7.33	50.7	14.3
Sulfate	mg/L	250 *	14.5	8.49	8.86
Fluoride	mg/L	2.0 (1.4-2.4)	0.0823	0.0945	0.0956
Nitrite as N	mg/L	1.0	ND	ND	NA
Nitrate as N	mg/L	10	0.271	0.0618	NA
pH	pH units	8.5 *	8.29	8.43	6.97
Turbidity	NTU	5	0.07	0.08	0.10
Color	PCU	15	<2.5	<2.5	<2.5
Free Chlorine	mg/L	4.0	1.12	1.32	0.67
Total Chlorine	mg/L	4.0	1.14	1.54	0.81
Temperature	° C	-	17.9	19.5	17.2
Odor	TON	3	<1	<1	<1

*Indicates secondary drinking water standard

ND = Not Detected
 NA = Not Analyzed

9

MEMORANDUM

To: Board of Directors
From: Drew McIntyre, General Manager 
Subject: 2018 Strategic Plan - Year 1 Review
t:\gm\strategic plan\2018\annual strategic plan review memo 9_13_19.doc

September 13, 2019

Recommended Action: Information
Financial Impact: None

At the June 19, 2018 meeting, the Board approved the 2018 Strategic Plan and implementation schedule which included annual updates and a commitment to review and update the Strategic Plan every five years. The 2018 Strategic Plan included updated mission and vision statements and identified five key values of the organization: accountability, integrity, teamwork, honesty and respect. Six major, strategic goals were also identified along with 43 associated objectives (i.e. action items).

This status report focuses on the first year review of the 2018 Strategic Plan. A tabulation for each of the six major goals is attached summarizing which objectives are: (1) Completed, (2) In Progress or (3) Future Activities. All of the objectives scheduled for 2018 have been completed or are in progress with the exception of Objective 4.2.2 – Expand Participation in Supervisor Training offered by Sonoma County. This objective has been delayed due to program scheduling problems but staff has been advised that Sonoma County expects to re-instate this training in 2020. All other objectives are on-track for completion.

Goal No. 1 - Water Supply, Quality, and Reliability. Increase local control and the long-term reliability of the water supply.

Completed	In Progress	Future Activities
1.3.1 Complete the District's Advanced Meter Infrastructure (AMI) project. (Timing: 2018)	1.1.1 Continue involvement with SCWA's and PG&E's Potter Valley Project Relicensing process. Existing PG&E PVP license expires in 2022. (Timing: 2022)	1.1.3 Consider participation in a North Bay Drought Contingency Plan (Marin/Sonoma/Napa). (Timing: 2020)
	1.1.2 Participate in SCWA's Regional Water Supply Resiliency Project to make the region more resilient to future water shortages. (Timing: 2019)	1.1.4 Update the Urban Water Management Plan. (Timing: 2020)
	1.1.5 Keep the Water Conservation Program (including incentives/rebates) current with market and plumbing code trends. (Timing: ongoing)	1.2.1 Conduct a Local Water Supply Enhancement Study to identify new sources of local water supply. The timing of this Study is impacted by initial work on the SCWA Regional Water Supply Resiliency Project. (Timing: 2019)
	1.4.1 Meet or exceed all regulatory standards. (Timing: ongoing)	1.2.2 Continue to work with Novato Sanitary and Las Gallinas Valley Sanitary Districts to explore additional recycled water opportunities. (Timing: ongoing)
	1.4.2 Work to control undesirable taste and odors. (Timing: ongoing)	1.3.3 Update the District's Water Conservation Plan (Timing: 2020)
	1.4.3 Conduct all required water quality monitoring. (Timing: ongoing)	
	1.4.4 Monitor proposed new water quality regulations and plan in advance for necessary changes to District procedures. (Timing: ongoing)	

GOAL No. 2. Customer Engagement and Service. Increase communication with customers and ensure quality service.

Completed	In Progress	Future Activities
2.1.2 Continue to use third-party support for preparing public outreach materials as required. (Timing: 2018)	2.1.1 Develop an annual public outreach plan and program, including a strategy for more effective social media outreach and information about how District spending supports the local community. (Timing: 2018 and beyond)	
2.3.1 Support customers on the new website portal for tracking water use when using AMI meters (Timing: 2018)	2.3.2 Continue to monitor and track customer feedback through ongoing survey questionnaires. (Timing: ongoing)	

Goal 3. Operations, Asset Management, and Infrastructure. Provide proactive and cost-efficient asset management and operations.

Completed	In Progress	Future Activities
3.1.1 Develop and implement a comprehensive Novato Asset Management Plan. (Timing: 2019)	3.1.1 Consider using an extended CIP planning horizon beyond 5 years after completion of the Novato Water Master Plan. Maintain cost control, avoid rate shocks, solve problems before they occur, and ensure long-term reliability and stability of service. (Timing: 2019)	3.1.2 Update West Marin Master Plan every 10 years. (Timing: 2024)
3.3.1 Continue to utilize On-Call Services contracts for select local contractors to improve District's ability to respond to emergencies and improve small contract efficiency. (Timing ongoing)		3.1.3 Update the Oceana Marin Master Plan every 10 years. (Timing: 2025)
		3.3.2 Evaluate the feasibility of implementing a Sewer Lateral Replacement program for Oceana Marin. (Timing: 2020)

Goal 4. People, Technology and Equipment. Retain a high quality, motivated, and efficient workforce with excellent workforce programs and investments in equipment, technology and training.

Completed	In Progress	Future Activities
4.2.4 Update the District's Employee Safety Manual. (Timing: 2019)	4.1.1 Continue to support staff's involvement in local, regional, and national water industry organizations including payment of subscription dues and attendance at conferences. (Timing: ongoing)	4.2.1 Move forward with the design phase of the Office Remodel Project. (Timing: 2019)
4.3.1 Conduct a Compensation Survey in advance of negotiation of a new MOU with the Employees Association. (Timing: 2018)	4.1.2 Evaluate if staff is structured correctly for future challenges, for example in technology, asset management, and emergency management. (Timing: 2020)	4.2.2 Expand participation in supervisor training classes offered by Sonoma County. (Timing: 2018)
4.1.3 Evaluate and implement replacement of proprietary software systems. (Timing: 2019)		4.2.3 Conduct an Employee Engagement Survey and implement recommendations as appropriate to improve employee satisfaction. (Timing: 2019)

Goal 5. Rates and Finance. Extend the budgeting and financial planning horizon to ensure long-term stability, financial security and ratepayer value.

Completed	In Progress	Future Activities
5.4.1 Continue to hire an outside auditor for preparing annual Comprehensive Financial Reports. (Timing: ongoing)	5.1.1 Prepare a Cost of Service Study with peer review. (Timing: 2018)	5.2.1 Evaluate benefits of transferring District-owned fire services to commercial customers. (Timing: 2019)
5.4.2 Continue to apply for the Certificate of Achievement for Excellence in Reporting Award. (Timing: ongoing)	5.3.4 Sell District surplus property that no longer serves District needs. (Timing: 2020)	5.3.2 Consider fee-for-service options, such as identifying and fixing leaks, promoting a third-party insurance program for water lines, and transferring commercial fire service and backflow testing to customers, etc. (Timing: 2019)
5.3.1 Increase income from lease fees. (e.g., grazing, cellular towers). (Timing: ongoing)	5.5.1 Re-evaluate, report on, and update as appropriate reserve goals for Novato, West Marin, and Oceana Marin. (Timing: yearly)	5.3.3 Consider cooperative agreements for additional solar projects on District-owned land. (Timing: 2019)

Goal 6. EMERGENCY PLANNING AND RESILIENCE. Increase preparedness for emergencies as well as long-term challenges such as drought and climate change.

Completed	In Progress	Future Activities
6.1.1 Participate in Marin County Multi-Jurisdictional Local Hazard Mitigation Plan. (Timing: 2018-19)	6.1.3 Update the District's Emergency Operations Plan. (Timing 2020)	
6.1.2 Hire third-party consultant(s) experienced in developing and implementing Tabletop emergency training exercises. (Timing: 2019)		

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North Bay Watershed Association

Board Meeting Notice

Sept 6, 2019

9:30 am– 11:30 am

Napa Sanitation District

1515 Soscol Ferry Rd, Napa, CA
94558

Next Meeting

October 4th, 2019

Sonoma County

Field Trip

Board Meeting Agenda

- | | |
|---|----------|
| 1. Call to Order | 9:30 am |
| <i>Jack Gibson, Chair</i> | |
| 2. Public Comment | |
| 3. Approval of Agenda | 1 min. |
| <i>Action: Approve</i> | |
| 4. Approval of Minutes | 1 min. |
| <i>Action: Approve</i> | |
| 5. Treasure's Report | 1 min. |
| <i>Action: Accept</i> | |
| 6. 1- Year Review of Strategic Plan | 9:45 am |
| <i>Lori Lewis, Chaordic Balance</i> | |
| Lori will guide the Board through a review and update, as needed, of the NBWA Strategic Plan. | |
| <i>Action: Board Discussion/ Recommendations</i> | |
| 7. Overview of Napa Sanitation District | 11:00 am |
| <i>Tim Healy, GM, Napa Sanitation District</i> | |
| The GM will review the current highlights and issues at the District | |
| <i>Information</i> | |
| 8. Announcements | 11:25 am |

Items for next meeting

11

DISBURSEMENTS - DATED SEPTEMBER 5, 2019

Date Prepared 9/3/19

The following demands made against the District are listed for approval and authorization for payment in accordance with Section 31302 of the California Water Code, being a part of the California Water District Law:

Seq	Payable To	For	Amount
*90507	US Bank Card	SSL for Website (\$200), Reference Book "Sizing Water Service Lines & Meters" (\$92) (Eng), Water System Dispenser Case (\$21) (Lab), "Financial Foundation" GFOA Training (\$85) (Blue), "Understanding GASB's Guidance on Leases" GFOA Training (\$85) (Blue), "Front Desk Safety & Security" Class (\$149) (Juarez), "Public Funds Investing" Workshop (\$100) (Holton), Meals for Workshop (\$16), Lodging for Finance Class (\$268) (Accounting),	\$1,015.69
1	Abruzzo, Deon	Refund Security Deposit on Hydrant Meter Less Final Bill	582.53
2	Alpha Analytical Labs	Lab Testing	1,503.00
3	Amazon/Genuine-Hardware	Labels (8) (\$38), Torque Wrenches (10) (\$243), Sunscreen (3) (\$28), DeWalt Batteries (2) (\$323), Thermal Paper (6) (\$20) (Lab), Lab Notebook (\$45), Ethernet Switch (\$378), Dual Lock Hasp (2) (\$295), Service Award (\$87), Lab Labels (\$50), Cord for Board Room Projector (\$27), PC Monitors (2) (\$381) (Eng & IT) & HDMI Adaptors (BOD iPads) (\$26)	1,940.25
4	A.S.T.I.	Annual Fire Service Testing (27)	3,100.00
5	AT&T	August Internet Connection	90.00
6	AT&T	Telephone (\$63), Fax (\$82), Data (\$278) & Leased Lines (\$140)	564.47
7	Dhand, Mark	Novato "Toilet Rebate" Program	300.00
8	Evoqua Water Technologies	Service on Lab Deionization System	263.85
9	Fishman Supply	Ear Plugs (800) (\$136), Anti-Fog Lens Wipes (200), Ibuprofen (800) & Sunscreen (200) (\$115), Rain Jacket (\$65) & Rain Overalls	440.65

Seq	Payable To	For	Amount
10	Grainger	Suction & Discharge Hose & Utility Pump (\$266) (STP), Couplers (4) (\$256), Ball Valve (2) (\$292), Nipple (2), Adaptors (2) (\$222), Tees (2), Reciprocating Saw Blades (15) (\$88), Snap Rings (2) & Tape Measures (2)	1,461.79
11	Harrington Industrial Plastics	Chemical Pump Replacement Motor (STP)	994.41
12	Idexx Laboratories	Vessels (400) & Quanti-Tray (100) (\$245) (Lab)	489.94
13	International Dioxide	1" Valves (3) (STP)	347.56
14	Jones, Nancy Albrecht	Novato "Cash for Grass" Rebate Program	400.00
15	LeBrun, Kent	Exp Reimb: Gas for New F150	25.02
16	Lum, Raymond & Stephanie	Novato "Cash for Grass" Rebate Program	400.00
17	Maltby Electric	Parts for Generator Transfer Switches (\$307) & Copper Wire (200)	373.60
18	McLellan, WK	Concrete Work (9 Upland Lane)	740.70
19	McMaster-Carr Supply	Ceiling Panel/Door (Maintenance Office)	173.17
20	NeoGOV	Annual License (\$3,534) & Subscription Renewal (\$827) (7/19-7/20) (Budget \$4,000)	4,361.11
21	Novato Sanitary District	Sewer Service Charges for Stafford Lake Facility (\$2,900) & Electric Power for Deer Island RW Facility (July-Aug 2018) (\$1,560)	4,460.99
22		Vision Reimbursement	292.99
23	Pace Supply	Brass Nipples (7) Meter Stops (13) (\$1,958), Swivel Couplings (2), PVC Pipe (160'), Adaptors (2), Flanges (9) (\$335), Spool Flanges (3) (\$450), Dual Wedges (3) (\$175), Elbows (3) (\$241), Hydrant Caps (6), 2" Copper Pipe (180') (\$1,725), Bolt & Nuts (12), Dual Wedges (2) (\$89) & 6" In-Line Test Plate (\$175)	5,560.35
24	Pape Machinery	Bushings (8) ('04 John Deer Backhoe) (\$248), Pins (2) (\$465) & Washers (4)	771.51
25	NMWD Petty Cash	Safety Snacks (\$88), Business Lunch (\$15), Notary Fee (\$7) & Safety Buck	110.96

Seq	Payable To	For	Amount
26	Radomile, Leon	Refund Overpayment on Closed Account	49.31
27	Darlene D. Rhodes	Progress Payment #7: HR Consulting Services (Balance Remaining on Contract \$10,500)	1,706.25
28	Staples Business Credit	Copy Paper (100 reams) (\$451), Binders (6) (\$31), Sanitary Wipes, Office Chair (\$200) (Lindsey), Ink Cartridges (\$41) & Pencils	891.90
29	State Water Resources Control	Distribution II Certification Activation Fee (Miranda) (\$60) & T3 Certification Activation Fee (Miranda) (\$120)	180.00
30	Thatcher of California	Ferric Chloride (18 tons) (STP)	14,014.12
31	Township Building Services	Janitorial Supplies	725.31
32	Trotta, Donte	Novato "Toilet Rebate" Program	200.00
33	Underground Construction	Refund Security Deposit on Hydrant Meter Less Final Bill	1,140.13
34	Univar	Sodium Hypochloride (424 gal) (STP)	936.44
35	Watkins, Jeff	Exp Reimb: Safety Boots	200.00
36	Wiley Price & Radulovich	July Legal Fees	837.00
TOTAL DISBURSEMENTS			<u>\$51,645.00</u>

The foregoing payroll and accounts payable vouchers totaling \$51,645.00 are hereby approved and authorized for payment.

	
Auditor-Controller	Date
	
General Manager	Date

DISBURSEMENTS - DATED SEPTEMBER 12, 2019

Date Prepared 9/10/19

The following demands made against the District are listed for approval and authorization for payment in accordance with Section 31302 of the California Water Code, being a part of the California Water District Law:

Seq	Payable To	For	Amount
P/R*	Employees	Net Payroll PPE 8/31/19	\$145,730.89
EFT*	Internal Revenue Service	Federal & FICA Taxes PPE 8/31/19	61,633.68
EFT*	State of California	State Taxes & SDI PPE 8/31/19	13,036.90
EFT*	CalPERS	Pension Contribution PPE 8/31/19	37,299.44
1	Able Tire & Brake	Tires (6) ('07 Equipment Trailer \$1,918 & '15 Int'l Dump Truck \$507)	2,424.53
2	Allied Mechanical	Maintenance on HVAC System	417.00
3	All Star Rents	5 HP Tiller Rental for Main Office	67.29
4	Alpha Analytical Labs	Lab Testing	180.00
5	A.S.T.I.	Annual Fire Service Testing (49) (\$5,110) & Annual Fire Sprinkler Inspection @ STP (\$707)	5,817.00
6	Athens Administrators	Replenishment for Check Written (8/1-8/31) (\$3,380) & July Bill Review Fees (\$72)	3,451.94
7	Ballard, Chris	Refund Alternative Compliance Reg 15 Deposit	315.00
8	Bank of Marin	Bank of Marin Loan Principal & Interest (Pymt 95 of 240) (Aqueduct Energy Efficiency Project)	46,066.67
9	Barlow, Angela	Reissue Check-Original Check Not Cashed	33.30
10	Caltest Analytical Laboratory	Lab Testing	81.05
11	Charles Custom Welding	Welding Services (Oakmont Senior Center \$520 & Atherton Place \$260)	780.00
12	Cilia, Joseph	Retiree Exp Reimb (Sept Health Ins)	333.79
13	Clipper Direct	October Commuter Benefit Program (3)	412.00
14	Coastside Concrete	Raise Valve Caps on Vineyard Road (39)	3,315.00

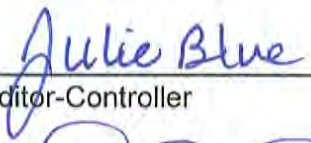

Seq	Payable To	For	Amount
15	Cummings Trucking	Rock (33 yds) (\$1,390) & Sand (31 yds) (\$1,969)	3,360.03
16	F.N. Cuthbert	Pressure Gages (40)	843.51
17	DataTree	August Subscription to Parcel Data Info	100.00
18	Diesel Direct West	Diesel (1,568 gals) (\$5,816) & Gasoline (1,217 gals) (\$3,977)	9,793.22
19	Direct Line	September Telephone Answering Service	337.84
20	Enterprise	September Monthly Lease Charges for Nissan Rouge & Frontier Vehicles (4)	1922.59
21	Eurofins Eaton Analytical	Lab Services for UCMR4 Monitoring	1,565.00
22	Fishman Supply	Safety Vests (14)	144.63
23	Frontier Communications	Leased Lines	1,431.41
24	Grainger	Fuel Cylinders (4), Spray Tips for Vac (\$463), Couplings (10), Tools for Auto Shop Truck (\$111), Battery Back-ups (2) (STP & PLC) (\$431), Low Stress Stapler, Test Probes (2) (\$80), Pressure Washer Hose (50') (\$442), Tubing Cutter & Anti-Seize Spray (10-8oz cans) (\$226), 300' Tape Measure, Pressure Relief Valve for Front Office Boiler, Hooded Coveralls (50) (\$392), Potassium Iodide (\$196) (STP), Meter Leads for Volt Meter, Pry Bar, Knee Boots (\$98) & Service Parts for Hydrocyclone Recirculation System (\$916) (STP)	3,524.36
25	Hach	Plastic Screw Top for pH Probe (STP) & Replacement Chlorine Test Kits for All Personnel in Field (\$4,466)	4,664.59
26	HERC Rentals	Backhoe Rental (1 Month)	2,288.76
27	InfoSend	July Processing Fee for Water Bills (\$1,393), Postage (\$3,901), July Monthly Support Fee (\$817) & Water Quality Report Insertion Fee (\$165)	6,277.32
28	Jackson, David	Retiree Exp Reimb (Sept Health Ins)	986.81
29	JW Mobile	O-Rings (100)	244.66
30		Vision Reimbursement	104.00

Seq	Payable To	For	Amount
31	KP Promotions	Annual Uniform Order	5,979.20
32	Latanyshyn, Roman	Retiree Exp Reimb (Sept Health Ins)	333.79
33	Lemesh, Cynthia	Novato "Toilet" Rebate Program	100.00
34	Lemos, Kerry	Retiree Exp Reimb (Sept Health Ins)	986.81
35	Lincoln Life	Deferred Compensation PPE 8/31/19	10,175.08
36	Maltby Electric	Breakers for Nunes P/S (\$280), Electrical Load Center for Nunes P/S (\$273) & Parts for Transfer Switch Project (\$62)	616.02
37		Vision Reimbursement	368.00
38	Marin Landscape Materials	Concrete (42 Sacks) (\$284), Crushed Rock (1 yd), Concrete (6 yds) (\$1,269) & Soil (1 yd)	1,660.61
39	Marin County Ford	Service Parts ('18 Dodge Ram) (\$64) & Key Cut & Program 3 Keys ('19 F-55 2WD) (\$505)	569.85
40	McLellan, WK	Misc Paving	16,042.86
41	Microtech Scientific	Lauryl Sulfate Broth (Lab)	199.54
42	Nationwide Retirement Solution	Deferred Compensation PPE 8/31/19	1,995.00
43	North Marin Auto Parts	Trailer Wire Plug, Towels for Maint & Const (\$127), CV Boot Clamp, Hydraulic Oil, Roll of Wire (\$150), Fuse Holder for Radios (2), Wire Loom, Fuses, Service Parts (Hyster Forklift, Hose Reel Trailer, Generator w/ Trailer, '16 Nissan Frontier) (\$511), 'O' Rings (8) & Alternators (2) ('99 Forklift) (\$457)	1,697.92
44	North Bay Gas	Welding Torch Repair (\$215), Nitrogen (\$725) (STP), Argon (\$113) & August Cylinder Rental (\$151)	1,204.10
45	Novato Builders Supply	Cement (3 yds) (\$532), Side Boards, Screws & Saw Blades (2)	600.69
46	O'Hara 266	Return Payment - MMWD Customer	76.35
47	On-Site Health & Safety	CPR/First Aid Training on 5/14 & 5/15/19 (45 Employees)	1,650.00

Seq	Payable To	For	Amount
48	Pace Supply	Ells (21) (\$1,327), Hydrant Extension (2) (\$151), Copper Pipe (20') (\$227), Angle Meter Stops (69) (\$3,632), Coupling, Spools (3) (\$451) & Meter Gaskets (1,000) (\$346)	6,177.27
49	Pape Machinery	Bushings (8) ('09 John Deer Backhoe & '04 Backhoe)	146.96
50	Pini Hardware	Wasp & Hornet Spray (3), Vehicle Paint, Snap Clips (2), Parts for Generator Quick Connect, Vent for San Marin East P/S, Hose (\$70), Hand Sanitizer, Parts for Front Office Irrigation, Pitch Fork, Brush, Paint for Back Flow Cages, Tweezers & Clipper for First Aid Kit, Sawsall Blades (\$28), Trowel, Parts for Shop Compressor, Hardware for Hand Truck (\$63) & Disinfectant	416.68
51	Pollard Water	Pipe Plugs (20)	207.77
52	R & B	Couplings (4) (\$632), Valves (15) (\$2,198), Ells (2) (\$200), Service Saddles (2), Flanges (3), Steel Pipe (21'), Corp Stops (20) (\$944) & Tee	4,588.68
53	Darlene D. Rhodes	Prog Pymt#1: HR Consulting Services (Balance Remaining on Contract \$9,450)	1,050.00
54	Soiland	Asphalt Recycling (5 tons)	42.96
55		Vision Reimbursement	184.00
56	Sonoma County Water Agency	August Contract Water	527,276.33
57	S-Scapes	Annual Backflow Testing for Customer Owned RP Devices (70) (\$4,200) & Repair 2" Backflow Preventer (806 Diablo Ave) (\$145)	4,345.00
58	Stafford, Vernon	Retiree Exp Reimb (Sept Health Ins)	333.79
59	State Water Resources Control	Clean Water SRF Loan Principal & Interest-RW North Seg 2 (Pymt #7 of 20)	116,128.88
60	Syar Industries	Asphalt Recycling (5 tons)	758.07
61	Thatcher of California	Ferric Chloride (STP)	6,932.75
62	Thatcher Chemical	Chlorine (STP)	1,705.20
63	Township Building Services	Janitorial Supplies	338.89

Seq	Payable To	For	Amount
64	T & T Valve & Instrument	STP Filter Valve (\$432) & Solenoid for STP Air Valves (\$438)	869.92
65	Univar	Sodium Hypochloride (1,200 gal) (STP)	1,510.38
66	USA BlueBook	Tube Assembly for A3 & M3 Pumps (\$219) & Turbidity Standard (\$259) (STP)	478.92
67	Verizon	Cellular Charges: Data (\$824), Airtime (\$99) & Modem Charges (\$1,648)	2421.77
68	Verizon	Cimis Station	4.35
69	VWR International	Nitric Acid, Conductivity Standard (\$185), Medium (\$153) & Sterilization Wrap (\$76) (Lab)	413.77
70	WQI	Grade 1 Distribution Review (Gibbs & Williamson) & Grade 2 Distribution Review (Rupp & Davenport)	2,000.00
TOTAL DISBURSEMENTS			<u>\$1,081,572.37</u>

The foregoing payroll and accounts payable vouchers totaling \$1,081,572.37 are hereby approved and authorized for payment.

 _____ Auditor-Controller	9/11/19 _____ Date
 _____ General Manager	9/11/19 _____ Date



NORTH MARIN WATER DISTRICT
Director's Compensation Request
for Attendance at Meetings Other than District Board Meetings

BOARD MEMBER: JOHN BAKER

425 Corte Norte
Novato, CA 94949

DATE

8, 6, 19
(TODAY'S DATE)

I attended the WATER ADVISORY COMMITTEE MTS on 8, 5, 19
@ SANTA ROSA (NAME OF MEETING OR WORKSHOP) (DATE OF MEETING)

and wish to be compensated as provided under the Board Compensation Policy.



DIRECTOR SIGNATURE

FOR ACCOUNTING USE ONLY


APPROVED TO PAY BY

8/14/19
DATE

CHARGE TO: 56001-01-11

AMOUNT: \$ _____
(filled in by Accounting)

PAID PAY PERIOD ENDING 8 / 31 / 19

**NORTH MARIN WATER DISTRICT
WATER CONSERVATION PROGRAM DETAIL
BUDGET FOR FY19/20**

t:\accountants\financials\stmlfy20\cpm0719.xls\water conservation budget

			Description	FY 19/20 BUDGET
			NOVATO	
			a. Residential	
1-7700-01	1-7700-26	1	Cash for Grass	\$35,000
1-7700-02	1-7700-27	2	Landscape Efficiency Rebates	5,000
1-7700-03		3	Fixtures Purchases	5,000
1-7700-06	1-7700-28	4	Washing Machine Rebates	5,000
1-7700-07		5	Demonstration Garden Improvements	1,000
1-7700-11	1-7700-29	6	Toilet Rebate SF	18,000
1-7700-12	1-7700-30	7	Toilet Rebate MF	2,000
1-7700-13		8	Residential Audits	65,000
1-7700-15		9	High Efficiency Toilet Distribution	0
1-7700-16		10	Water Waste Ordinance Monitoring	7,000
1-7700-17	1-7700-31	11	Swimming Pool Cover Rebate	1,000
1-7700-19	1-7700-32	12	ET Controller Rebate	5,000
1-7700-08		13	Administration	130,000
1-7700-20		14	New Development Wtr Cons Program	15,000
1-7700-21	1-7700-33	15	Demand Offset Rebate Program	2,000
1-7700-23		16	Grant Administration	1,000
1-7700-24	1-7700-34	17	Hot Water Recirculation Rebate	2,000
1-7700-25		18	Residential Fill Station	0
			b. Commercial	
1-7701-02	1-7701-05	1	Toilet Rebate Program	10,000
1-7701-03	1-7701-04	2	Commercial Audits	9,000
			c. Public Outreach/Information	
1-8672-16		1	Fall Newsletter	8,000
1-8672-17		2	Spring Newsletter	9,000
1-8672-18		3	Summer Newsletter	0
1-7700-04		4	Public Outreach / H ₂ O Fair	17,000
1-7700-05		5	Marketing	15,000
1-7700-22		6	Public Outreach/Leadership Novato	0
			d. Large Landscape	
1-8653-02		1	Large Landscape Audits	3,000
1-7702-01		2	Large Landscape Budgets	1,000
1-7702-02	1-7702-04	3	Large Landscape Irrig Efficiency Rebates	4,000
1-8653-01		4	CIMIS Station Maintenance	2,000
1-7702-03		5	Administration-Large Landscape	13,000
			TOTAL NOVATO WATER CONSERVATION BUDGET	\$390,000
			WEST MARIN WATER	
2-5166-00			a. Water Conservation Program	\$9,000
			TOTAL WATER CONSERVATION BUDGET	\$9,000

Blackout warning system unveiled

Alerts

WILDFIRE PREVENTION

PG& E website updates likelihood of shutdowns

By Adrian Rodriguez

arodriguez@marinij.com @adrianrrodri on Twitter

Marin officials say a new alert system that forecasts PG& E's public safety power shutoffs is a welcome tool, but officials stress that residents should be prepared before the warning comes.

"This is good information for the public to have," said Thomas Jordan, program coordinator for the Marin County Office of Emergency Services.

"But let's not forget that PG& E has to individually inspect and possibly repair its equipment before re-energizing," noting that Marin could see weeklong blackouts if electricity is cut.

Pacific Gas and Electric Co. this week launched the seven-day forecast system on pgc.com/weather advising its 5 million customers across nine geographical regions on the potential for a PSPS.

If the weather in a given area meets certain conditions — including high winds, low humidity and low moisture content of vegetation

— the utility will shut off power there for hours, or even days at a time.

A shutdown could affect telephones, cellular sites, water, lighting, cooling, computers, refrigeration, sanitation, gas pumps, ATMs, security systems, point-of-sale devices and schools.

PG& E launched the preventive power shutdowns in 2018 and has issued warnings about the potential for power cuts before, pledging to give 48 hours' notice before shutoffs if possible.

The new site offers daily updates on the likeli-

Blackout warning system unveiled

Alerts

FROM PAGE 1

hood of a shutdown across PG& E's territory in Northern and Central California.

for the seven-day notice to start preparing for the public safety power shutoffs," she said "But if that is the trigger that they need, hopefully it gives people some additional time to plan and do the things hopefully they're doing now."

San Rafael police Lt. Dan Fink said the new tool is "obviously a big help to serve the community." But he said an alert is one thing. Getting through a power shutoff is another.

As of Friday afternoon, the risk was at its lowest of four levels: Blackouts were “not expected” over the next week in any of the nine regions PG& E serves.

PG& E plans to issue a “PSPS Watch” when conditions create “a reasonable chance of executing” a power shutoff in an area within the next 72 hours. That level also means the company has opened its emergency operations center.

The utility will issue a “PSPS Warning” when a shutoff becomes probable and customers are being warned about blackouts. PG& E will continue to notify people by phone and email if that happens.

According to the county, approximately 69,000 Marin homes are within the highest risk fire zone called the wildland-urban interface, where residential properties abut open space.

A majority of Marin County is within what PG& E calls Tier 3 and Tier 2 wildfire threat zones, said PG& E spokesman Paul Moreno.

Tier 2 means there is an elevated risk for utility-associated fires, while Tier 3 is associated with the extreme risk. “It’s important for residents to be aware of the fire risk and to have an emergency plan,” Moreno said in an email.

The benefit of the added seven-day forecasting tool is that “residents can not only view their local weather conditions in real time but also view what high definition fire cameras are showing from seven different locations in Marin County,” he said.

Quinn Gardner, emergency manager for the San Rafael Fire Department, said preparation is key.

“We certainly hope that people aren’t waiting

“One of the big issues that we will face is that traffic lights are going to be out,” Fink said. “We’re not going to have an officer at every intersection directing traffic, so drivers have to remember to treat the intersections as if there were a stop sign.”

Fink encouraged residents to sign up for emergency notifications at Alert-Marin.org and Nixle.com.

Similarly, Mary Jane Burke, Marin County superintendent of schools, said the school district has an emergency alert notification system for parents and employees and are working to make sure that contact information is up to date.

With the potential shutoffs come a lot of unknowns, she said. “Who knows which schools will be affected and for how long,” she said.

Burke said PG& E and Marin fire officials have visited with the school community to provide an overview of what to expect when the power chord is pulled. She said she is appreciative of the work that is being done.

“A power shutoff is not just going to affect us, it’s going to affect the entire community,” she said. “So we have to be collaborative and work together.”

More information on fire safety and preparedness is available at FireSafeMarin.org and readymarin.org. *The Bay Area News Group contributed to this report.*

School board mulls map choices

Election

NOVATO ELECTION

By Keri Brenner

kbrenner@marinij.com @KeriWorks on Twitter

Novato Unified School District officials this week dissected the pros and cons of four proposed seven-zone district maps.

Like several other Marin public agencies, Novato school board elections will switch starting in November 2020 from the current at-large system, where board members are elected districtwide, to seven separate trustee areas, each electing their own representative. Trustees said although the new system will allow stronger representation from individual neighborhoods, they hope the new zones don't narrow the sense of responsibility held by each board member for the whole district.

"Regardless of where we live, our No. 1 loyalty is to Novato Unified School District as a whole," trustee Tom Cooper said.

On Tuesday, board members ran through four options for the split as proposed by demographic

consultant Corey Burbach. Copies of the maps are available on the district website at nUSD.org.

Most favored Map No. 4

, which kept the San Marin neighborhood intact, but split the downtown area into two zones.

Trustee Maria Aguila said even though the downtown area has the highest concentration of Latino voters, she didn't think it would dilute the community's strength to divide into two.

ELECTION » PAGE 4

School board mulls map choices

Election

FROM PAGE 3

"The Latino community knows we support them," she said.

Trustee Ross Millerick predicted that, with seven zones, having two trustees from predominantly Latino neighborhoods would actually be better than one in terms of political clout. The switch to zoned elections is designed to give more

"This board is asking for public input for seven trustee area districts that will be used possibly for the next decade for trustee elections," said Griggy, 18, a San Marin High School graduate. "At the same time, while seeking input, the board has provided exactly zero ways for the public to (speak out) on their own. ... The only way to get clear public input is to allow the public to submit maps themselves."

Board President Debbie Butler said trustees opted not to purchase the electronic map tool as was offered at San Rafael.

opportunity for representation to traditionally unrepresented groups.

Beside the questions over San Marin and the downtown, the trustees disagreed with some of the maps that grouped the Hamilton area of Novato, a mixed-housing community, in with Black Point, primarily a single-family neighborhood. Trustees said it did not make sense to have Hamilton, which is off Highway 101, and Black Point, which is along Highway 37, in the same zone.

Hamilton resident Zachary Griggy, who helped design the district maps for San Rafael City Schools, said he would like to help NUSD do a better job creating zones, but the district did not provide an online tool or other vehicle to allow the public to submit their own map ideas — as did San Rafael. Griggy was the only person to speak during the public hearing on the maps.

“We decided not to do that,” she said.

Burbach said any members of the public who want to make suggestions on edits of the four proposed maps may feel free to mark up a hard copy of the map to submit at the next public hearing — or at the district office.

Two more public hearings will be conducted next week from 1 to 2 p.m. and 6 to 7 p.m. on Sept. 10 at the district office, 1015 Seventh St., Novato.

The fourth public hearing will be held in late September or early October, based upon the feedback the district receives in the input sessions. Comments can also be sent to districtelections@nUSD.org.

Fire officials step up push for joint agency

Fire

PREVENTION

By Matthew Pera

mpera@marinij.com @MatthewRPera on Twitter

Marin's top fire officials are asking the county's municipal leaders for their support in creating a countywide wildfire prevention agency with a tax-funded \$20 million annual budget.

"We do things very well together when the bell goes off and there's a fire," Marin County fire Chief Jason Weber told the San Rafael City Council on Tuesday. "There's not that same level of collaboration in the pre-fire world."

According to Weber, the proposed Marin Wildfire Prevention Authority would take on projects around the county to reduce the risk of catastrophic fires. The chiefs from each of Marin's fire agencies have come up with a tentative plan for creating the new agency, which would need voter support.

San Rafael's council was among the first to weigh in on the proposal. In the coming weeks, fire officials will attend city and town council meetings throughout Marin to pitch the concept. Next month, following those initial presentations, each jurisdiction will be asked to sign on as a member of the agency.

According to early plans, the agency would be tasked with reducing the vegetation that could fuel wildfires countywide. It would be staffed with inspectors who would evaluate public and private land and work with landowners to create defensible space around homes.

It would also work to improve evacuation routes and hold community fire safety education seminars.

"The resources and synergy available through participation in this regional prevention partnership are beyond anything we could muster locally," San Rafael fire Chief Christopher Gray told the council.

Fire officials are considering several funding options for the agency's \$20 million annual budget, including a \$178 parcel tax for each property in the county. Another option, according to Weber, would be a tax that charges property owners based on the size of their homes at 11 cents per square foot. A quarter-cent sales tax is also being considered, but Weber said that's the least preferred option.

If Marin's city and town councils, its special districts and the county Board of Supervisors sign on to the agency, fire officials plan to ask voters to approve a tax on the March 2020 ballot. Approval from two-thirds of voters will be necessary, according to Weber.

If the tax measure isn't approved, the agency would dissolve, Weber said. Municipalities that don't sign on would be excluded from both the tax and the agency's services.

FIRE » PAGE 4

Fire officials step up push for joint agency

Fire

FROM PAGE 3

Councilman John Gamblin asked fire officials on Tuesday whether creating a new agency with its own board of directors was “the most efficient way to handle this.”

Nearly 20 existing agencies serve Marin’s firefighting needs, Gamblin said. Other nearby counties with larger populations are served by far fewer fire departments, he said. He questioned whether consolidating fire services would be a more efficient way to address fire prevention countywide.

“I see the potential of this regional agency actually as a precursor to a larger, more efficient agency countywide for fire services,” Gray responded. “I think what we’re building here, potentially, is the framework.”

According to Weber, the agency’s administrative cost would be capped at \$1.2 million per year. It would be served by an 11-member board of directors representing several existing fire departments.

“The feedback so far has been very positive,” Weber said. “Across the board, everyone is supportive of the concept of doing this together.”

Fire district board doubles meetings pay

NOVATO

By Will Houston

whouston@marinij.com @Will_S_Houston on Twitter

For the first time since 2002, Novato fire district board members will get a raise for attending meetings.

The five-member board voted unanimously Wednesday evening to raise its permeeting compensation from \$100 to \$200. The board had the ability to raise its compensation to up to \$229 per meeting under state law, but chose \$200 instead. Compensation is only provided for up to four meetings per month, which retained the board's former policy.

"I think today's board faces increasingly complex financial, legal and operational challenges," said Novato fire Chief Bill Tyler on Thursday. "And it requires more hours of reading and analysis and preparation prior to voting. The feeling from the board was that increasing the compensation after 17 years of having the same compensation rate seemed reasonable."

The meeting compensation will increase to \$200 starting on Nov. 19. The decision will cost the district another \$24,000 per year — assuming four meetings are held per month — rising to \$48,000, according to the staff report.

Aside from meeting compensation, the district also covers board members' travel, lodging and food costs when they attend conferences and other special district training, Tyler said.

The vote on Wednesday does not affect these travel benefits.

One member of the public

spoke on the item during the meeting and voiced support for it, Tyler said.

"The other thing that is important is they capped the maximum at four meetings (per month)," Tyler said. "I really think that it's a reasonable step they've taken to try to compensate them for their time. They actually compensated themselves less than what they could have."

The fire district has an annual budget of about \$30 million to cover approximately 60,000 residents over 75 square miles.

Its board members are James Galli, L.J. Silverman, Steve Metcho, William Davis and Bruce Goines.



Novato Fire District Chief Bill Tyler supported the raise in compensation.

PROVIDED BY BILL TYLER

Wiener proposes legislation to limit PG&E shutoffs

Dustin Gardiner_Sep. 6, 2019 Updated: Sep. 6, 2019 4:12 p.m.

Comments



Bill Shaw of the Calistoga grocery store Cal Mart is among the businesses worried about PG&E's power shutoffs.

Photo: Lacy Atkins / Special to the Chronicle

SACRAMENTO — State Sen. Scott Wiener has proposed legislation that he says will prevent Pacific Gas and Electric Co. and other utilities from turning off power unnecessarily during wildfire-prone weather.

Wiener, D-San Francisco, said the state needs guardrails to limit the frequency and duration of planned shutoffs because utilities are inclined to flip the switch to avoid fire liability costs.

“Utilities now have a strong financial incentive to err on the side of blackouts — even when they aren’t necessary — and very little incentive to avoid large blackouts,” he said in a statement. “A utility, with as little as 24 hours notice, can announce a blackout that can last up to a week, even if the risk of fire is minimal.”

His proposal, [SB378](#), would levy hourly fines against utilities during planned blackouts and prohibit them from charging ratepayers for service during that time.

Wiener's bill would also allow people and businesses to bill utilities for costs they incur as a result of shutoffs, within two weeks of a blackout. Utility shareholders, not ratepayers, would be required to cover the tab.



BIZ & TECH

BY SHWANIKA NARAYAN AND J.D. MORRIS

‘Nothing we can do’: Dark prospects for businesses with...

“We are reviewing the language of the bill,” PG&E said. “PG&E’s Public Safety Power Shutoff is designed to keep our customers, their families and communities safe during periods of extreme weather and heightened fire risk. We remain committed to working with all stakeholders to prepare in advance for possible public safety power outages.”

Lawmakers have about a week left before they adjourn for the year on Sept. 13, but Wiener said the bill won’t receive a hearing until January.

PG&E is expected to shut off power in widespread areas in the coming months to avert the risk that its power lines could spark another fire during dry and windy weather. In November, its equipment started the Camp Fire, the deadliest wildfire in state history.

Critics worry the utility will turn off power too frequently, without regard for the dire consequences that lengthy outages could pose for businesses, first responders and people with disabilities.

PG&E executives have said the company’s primary concern in deciding when to shut off power is public safety.

Last month, Wiener and other senators grilled the company about its shutoff calculus at a five-hour hearing at the state Capitol. Sumeet Singh, PG&E's vice president overseeing its community wildfire safety program, pushed back.

"We don't look at it that way," Singh said of the utility's financial liability. "We look at it in terms of the risk of ... not de-energizing and potentially causing a catastrophic wildfire."

Wiener's proposal is supported by San Jose Mayor Sam Liccardo, who has said lengthy shutoffs could snarl emergency-response efforts if cell phone towers lose power and people can't call 911 for help.

Wiener has also warned that prolonged shutoffs could force small businesses into financial ruin if they can't recover the costs of lost operations and materials.

Dustin Gardiner is a San Francisco Chronicle staff writer. Email: dustin.gardiner@sfgchronicle.com Twitter: [@dustingardiner](https://twitter.com/dustingardiner)

BIZ & TECH // BUSINESS

PG&E's plan to exit bankruptcy has nearly \$18 billion for fire claims



J.D. Morris_Sep. 9, 2019 Updated: Sep. 9, 2019 7:52 p.m.

Comments



1of4Amid the wreckage of the Paradise Community Village Apartments, firefighter Mike Rea searches for remains.

Photo: Gabrielle Lurie / San Francisco Chronicle 2018



2of4PG&E proposes to exit bankruptcy with \$18 billion set aside for wildfire liabilities.

Photo: Michael Short / Special to The Chronicle



3of4A home left intact and another turned to ash by the Camp Fire are seen side by side at the end of a cul de sac in the town of Paradise.

Photo: Santiago Mejia / San Francisco Chronicle2018

PG&E Corp.'s proposal to resolve its bankruptcy case includes setting aside nearly \$18 billion to pay claims from the devastating wildfires started by its power lines in recent years, but less than half of that is intended for individual victims.

The company wants to create two trusts to pay wildfire costs, according to the plan of reorganization it and subsidiary Pacific Gas and Electric Co. filed Monday with the U.S. Bankruptcy Court for the Northern District of California.

One trust would be capped at \$8.5 billion, and it would pay the insurance companies with wildfire claims against PG&E. The other trust would pay the individual people who lost homes and family members in deadly blazes PG&E is responsible for, and the company wants it to be capped at \$8.4 billion.

PG&E's plan would also pay \$1 billion to various local governments, per the terms of a settlement the company announced in June.

The cap for individuals is likely to be challenged by wildfire victims' attorneys who believe their clients are owed far more. PG&E said when it filed for bankruptcy in January that its liabilities could exceed \$30 billion, but that estimate — part of its rationale for seeking protection from creditors — did not indicate how much the company ultimately would pay.

In an interview, PG&E Corp. Chief Financial Officer Jason Wells described the company's filing of its reorganization plan as a "critical step in a multistep process."

“We will continue to develop and update the plan of reorganization as additional details are finalized,” Wells said.

Cecily Dumas, an attorney for the committee of wildfire victims involved in the bankruptcy case, said in an emailed statement that the plan PG&E filed “was not negotiated in good faith” with her clients. She said the committee “strongly objects to the artificial and unsupported limitation on funds available to pay wildfire claims” and urged creditors to oppose the plan.

“Their proposal is replacing just a fraction of what is needed to rebuild wildfire victims’ lives,” said Patrick McCallum, who lobbies for victims through an organization called Up from the Ashes. “We look forward to the day that PG&E affords victims of its wrongdoing the same respect it gives to shareholders and bondholders.”

He called the company’s proposal to pay victims through a trust capped at \$8.4 billion “a nonstarter.”

UC Hastings law Professor Jared Ellias, who has been following the PG&E bankruptcy, said the company’s proposal struck him as being “very rigid.” But he also said PG&E is in a tough spot trying to address so many different interests while wrapping up the case on a timeline set by a new state wildfire law.

“PG&E has to drink two glasses of water on a balance beam right now,” Ellias said.

The bankruptcy plan’s filing came three days after the city of San Francisco offered to buy PG&E’s local power lines and other electric equipment for \$2.5 billion. City officials want the offer, which came in a letter from the mayor and city attorney, considered as part of the bankruptcy reorganization.

But PG&E did not address it in the filing. PG&E previously told The Chronicle that it doesn’t think San Francisco creating a fully-government-run electric utility is in its customers’ “best interests,” but the company is “committed to working with the city and will remain open to communication on this issue.”

Also, the amount of PG&E’s obligations to wildfire victims is currently the subject of two court proceedings.

Victims’ attorneys are preparing for a state court trial about whether PG&E is responsible for the 2017 Tubbs Fire, even though state investigators said a private electrical system was to blame. PG&E is trying to prevent the trial from happening. And U.S. District Court Judge James Donato is beginning proceedings to estimate how much money the company owes victims of all past fires, including the 2018 Camp Fire.

The outcomes of all those proceedings will ultimately influence the exact amount of money PG&E has to reserve for wildfire victims.

PG&E would fund its bankruptcy exit plan in part with a \$14 billion investment from current stockholders, Wells said. The company could also offer new shares to the public and plans to raise new debt financing.

One way the company has sought to raise funds for its wildfire costs is through as much as \$20 billion in tax-free bonds. But the company's effort to get the Legislature's approval, which is required, will not bear fruit this year, advocates said last week. Lawmakers could take it up when they return in January.

Wells said PG&E's reorganization plan is "not predicated on approval of AB235," the bill that would authorize the bonds, which the company says it would pay off by diverting shareholder profits.

PG&E wants to continue working with wildfire victims and insurance companies to resolve their claims and is "encouraged that the bill may be picked up at the start of the legislative session next year," Wells said.

PG&E says its plan will not raise customers' rates and will keep the company on track to resolve its bankruptcy by June 30. PG&E must meet that deadline in order to access a new fund that will protect it from future wildfire costs.

The company's shares closed Monday at \$11.19, up 10.14% from Friday.

J.D. Morris is a San Francisco Chronicle staff writer. Email: jd.morris@sfgchronicle.com Twitter: [@thejdmorris](https://twitter.com/thejdmorris)

Novato City Hall shake-up widens

City Hall

STAFF CHANGES

Firing, resignation of 2 managers follow dismissal of top official By Will Houston

whouston@marinij.com @Will_S_Houston on Twitter

The shake-up at Novato City Hall after the recent ousting of city manager Regan Candelario continued this week with the firing of one of his assistant managers and the resignation of the other.

Novato's acting city manager Adam McGill, who replaced Candelario last month, fired assistant city manager Russ Thompson last week. The other assistant city manager, Michael Antwine, plans to resign later this month, though he said the decision is not connected to Candelario's dismissal.

Both Antwine and Thompson were hired by Candelario, who was ousted by the City Council last month under unclear circumstances.

Thompson, the city's former public works director, had only held the assistant city manager position since March. On Wednesday, McGill said he couldn't comment on why he decided to let Thompson go on Friday, but said that

all department heads are atwill employees.

"When our services are no lon-

CITY HALL >> PAGE 2



Regan Candelario was ousted by the City Council as city manager under unclear circumstances.

COURTESY OF CITY OF NOVATO, FILE

Novato City Hall shake-up widens

City Hall

FROM PAGE 1

ger required or needed, the city manger does not need any cause or reason. They can just terminate the employment," McGill said. "That doesn't necessarily mean it was a performance issue or

or Candelario's resignation.

Requests for comment from the other three council members were not returned.

The city will now switch to having just one assistant city manager and plans to make an announcement soon about who will fill that position. McGill said they are negotiating with a prospect. Under the two-assistant structure,

there was any misconduct or that he did anything wrong. It's just his services were no longer needed by the city."

Thompson will receive four months and one week of his salary as a severance payment, McGill said. Department heads are entitled to three months severance pay and an additional one week for every year of city employment. The severance amount is still being calculated, McGill said.

When Thompson was appointed to the new position, the city reported that his monthly salary increased to \$16,028, or \$192,336 a year, which would put his severance amount at \$68,119.

Thompson did not immediately return a request for comment.

Antwine, who started as assistant city manager on Sept. 18, 2017, will resign effective Sept. 26 to pursue a job in Southern California. Prior to joining Novato's administrative staff, Antwine had worked at various agencies in Southern California. Antwine will receive no severance because he resigned, McGill said. Transparent California lists his annual salary and benefits at \$194,504 as of 2018.

Reached by email on Wednesday, Antwine said his resignation had nothing to do with Candelario's departure and that he was not forced or coerced to resign by anyone. Antwine said he is expecting the birth of his second child in the coming months and was already considering returning to Southern California.

"In fact, I mentioned to Regan well before his departure (several weeks before) that I was expecting to be a new father and that I will need to evaluate and talk with my family about relocating them to the North Bay Area or moving back to Southern California, in order to take care of my family," Antwine wrote.

His resignation notice was tendered on Aug. 23, the day after the City Council placed Candelario on administrative leave, McGill said. The Independent Journal asked Antwine on Aug. 23 if he had submitted his resignation, to which he

Thompson handled economic development and communications while Antwine oversaw the city's finance team, information technology, human resources and parks and recreation. The latter three of Antwine's duties will remain with the new assistant city manager, with all other charges being dispersed among various departments, McGill said.

Eklund said she supported McGill's decision, saying it will "give us a little bit more flexibility in our budget."

The city is now recruiting for a newly created finance director position, which was created by the council on Tuesday and will focus solely on the city's financial challenges and opportunities, McGill said.

Along with these staffing changes, McGill also announced during Tuesday's council meeting that he has issued all staff a set of guidelines.

"We look forward to improving our relationship with you and are grateful that the council shares this goal with staff as well," McGill told the council. "To that end I have issued some new staff guidelines that emphasizes our commitment of nonpolitical and professional service and respect to all those that we serve and we are very excited as we move forward as one Novato team."

On Wednesday, McGill said these new guidelines are not a response to the actions of past employees, but are meant to "reemphasize that we are a service organization and our role is to serve others and not our personal interests and beliefs."

"The council decides policy, not the staff or the city manager," McGill said. "We're not in the business of politics."

Meanwhile, the circumstances that led to Candelario's sudden dismissal remained unclear. City staffers said they would not be providing any details as to why Candelario was let go.

The council voted unanimously on Tuesday to approve a resignation agreement with Candelario

responded that he is still employed with the city and that “I think it would be very inappropriate and unprofessional for me to comment on rumors.”

On Wednesday, Antwine said that his name and professional reputation should not be associated with Candelario’s dismissal and that his resignation was not part of “any grand scheme or plan to get rid or hire all of the city’s administration team.”

“My decision to leave Novato was 100% independent of Regan’s dismissal and this was something that I had previously (been) contemplating and had discussions with Regan about as a high probability over the past couple of months,” Antwine wrote.

Councilwoman Pat Eklund said on Wednesday that McGill has been “taking a lot of proactive action in making the changes that he is.”

Mayor Eric Lucan said he couldn’t comment on the personnel decisions

in which he would receive \$280,000 in severance payments. One person asked the council directly if they could provide more information as to their decision to oust Candelario.

Eklund acknowledged that there have been many questions about the city’s silence on this topic.

“I wish I could say more but there is a confidentiality clause that is in the agreement that all of us need to respect,” she said Wednesday.

The city released a brief statement on Tuesday after Candelario’s resignation agreement was approved that provides no details behind the council’s decision other than to say the resignation was “mutually agreed upon.”

“That will be our only and final statement on this matter,” McGill told the council.

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