



Paradise Irrigation District

6332 Clark Rd, Paradise, CA 95969 · 530-877-4971 · Fax: 530-876-0483 · www.pidwater.com

AGENDA

Paradise Irrigation District Community Relations Committee Meeting 6332 Clark Road, Paradise, CA 95969

TUESDAY, SEPTEMBER 8, 2020 – 8:00 AM

- The Paradise Irrigation District Community Relations Committee will meet via teleconference at 8:00 AM on TUESDAY, SEPTEMBER 8, 2020. Members of the public may fully participate in the meeting telephonically by calling (Toll Free): **1-877-309-2073** and entering access code: **309-628-845**

You may also join the meeting from your computer, tablet or smartphone at: <https://global.gotomeeting.com/join/309628845>

1. **Opening**
2. **Public Participation -**
Individuals will be given an opportunity to present items not on the Agenda. No action can be taken on these items, but they may be placed on future agendas for consideration. Comments should be limited to a maximum of five minutes duration. If more time is needed, communication may be submitted in writing to committee members, or placed on the agenda for a future committee meeting.
3. **Staff Community Relations Activities Update:**(Mickey Rich)
4. **Outreach for Water Quality Campaign /Stott Outdoor Advertising** (Mickey Rich)
5. **Customer Service Update:**
6. **Five Gallon Water Jug Distribution Update** (Mickey Rich)
7. **Community Relations Plan Update** (Mickey Rich) Review and consider making changes to the District's Community Relations Plan.
8. **Ad Hoc Demonstration Garden Committee Update** (Director Sulik / Ward Habriel / Chuck Bell)
9. **Consider Establishing Future Meeting Date**
10. **Adjournment**

###

Please Take Notice, as a result of the COVID-19 pandemic, in order to protect the health and safety of the public and District employees, District facilities, including the District office building located at 6332 Clark Road, Paradise, CA 95969, is closed to the public until further notice. In accordance with the State of California Governor's Office Executive Order (EO) N-29-20, the public may fully participate in the September 8, 2020 meeting by teleconference via the instructions provided above. Members of the public will be given the opportunity to provide public comment on the agenda item. Meeting information is also available to view or download from the District's website at www.pidwater.com.

WATER NEWS



**Our water.
Our future.**

September 2020

Paradise Irrigation District

Paradise Irrigation District has made significant recovery progress in under two years

As we approach the second anniversary of the 2018 Camp Fire and reflect on the recovery work completed by our local water district, we're reminded of the childhood story about a small engine asked to pull a very long train over a high mountain. The little engine steps up to the task and repeats the mantra, "I think I can, I think I can", and because of its dedication and hard work overcomes a seemingly impossible task.

PID staff personally affected by the 2018 Camp Fire were also faced with the monumental task of repressuring the water distribution system comprised of 173 miles of pipeline, identifying fire-related damage, managing hundreds of leaks, and restoring clean drinking water to customers after water quality was compromised due to the devastation of the 2018 Camp Fire. Additionally, one 3-million gallon in-ground storage tank (B Reservoir) was damaged as well as customer water meters and the infrastructure that supported an automated metering system.

The good news nearly two years later, is that the District with the help of federal, state, and local agencies, and our partners, has accomplished much of this seemingly impossible work; most notably, restoring clean drinking water to residents and businesses and creating solutions to ensure that we're delivering clean water that meets or exceeds regulatory standards to every customer rebuilding in Paradise. A water-quality advisory remains in effect for vacant lots and lots where a final certificate of occupancy has not been issued. Visit <https://pidwater.com/wq-advisory> for more information. (Continued on back)

Status Report for all Recovery Projects

Project	Goal	Target Date	Progress
Pressurize & clear mainlines *	Repair, test and restore potable water service to 100% of PID main pipeline system.	Efforts Ongoing	95%
* PID crews are still working to identify & assess water leaks as well as needed repairs to an estimated 100 small dead-end street pipelines.			
Test all standing structures	Test service laterals to ensure water delivered to lots with standing structures meets drinking water standards.	March 30 2020	COMPLETE
Expedite service lateral replacement	Keep up with Paradise's rebuild pace. Contractors are replacing approximately 650 service laterals this year. This project is in addition to service laterals replaced by PID crews.	August 2020	Almost 1,000 Service Laterals have been replaced by contractors and District crews.
Replace B Reservoir	Construct the Reservoir B replacement. The earth embankment reservoir with plastic liner/cover was destroyed in the fire.	To Be Determined	IN PLANNING
Replace meters	Replace fire-damaged meters and return to normal billing.	Planned for 2021	IN PLANNING

Online Updates



pidwater.com
facebook.com/pidwater



6332 Clark
Rd, Paradise



530-877-4971

PID to begin system-wide leak detection project



For PID, proactive leak detection is nothing new. Over the past decade, the District has made a practice of working with leak detection professionals to find undetected leaks and repair them before they surfaced; saving time and money in the long run, and conserving water for PID customers. Prior to the 2018 Camp Fire, the District had become so good at finding and repairing leaks that it reported only a very low 8% unaccounted for water loss. But since the 2018 Camp Fire, PID water crews battle leaks daily and worry about the leaks they cannot see. "We know we have leaks," says the District's Assistant Superintendent Pete Grout, "because we're delivering more water than our now small customer-base could be using." The water treatment plant is producing approximately two-thirds the volume of water it produced pre-fire for an estimated one-third of the population.

Because these new leaks are believed to be caused by the 2018 Camp Fire as a result of depressurization of the water system, the repairs qualify for FEMA funding. However, before the District can ask for FEMA funds, it must prove the leaks exist. To make its case to FEMA the District has hired Utility Services Associates to perform leak detection services on the entire 173 miles of distribution main. The cost of the service is \$389.00 per mile, totaling just over \$67,000.00, a smart investment needed to prove its multi-million dollar FEMA claim. PID crews will work closely with the leak detection firm to survey, pinpoint leaks, then schedule these leaks for future repair. Leak detection will start soon and may continue through the end of the year.

(Continued from front: Recovery progress)

What's next for PID's recovery?

Water Quality Assurance Monitoring: The District has successfully lifted the water quality advisory for all surviving structures and completed rebuilds. A revised advisory was issued in May for vacant lots and lots under construction. We understand how important safe drinking water is for our community. To ensure our customers can trust the quality of water delivered by PID we've developed a monitoring program. The district will continue to test and monitor water quality within its distribution system over the next two years.

Replace fire-damaged meters and return to normal billing: PID's metering system was badly damaged during the fire so the district hasn't had the equipment to measure and charge customers for the water they're using. Currently, customers pay either a ready-to-serve rate of \$21.49 per month or just the active rate (\$42.98 for residential) if the water advisory has been lifted at the property. Once the new meters are installed, customers will be charged \$1.61 per 100 cubic feet of water, plus the active service rate. The new metering system will be hardened to lessen damage should another fire occur on the ridge.

PID Board hires Interim District Manager



We're pleased to welcome Tom Lando to the Paradise Irrigation District. Lando will provide leadership for the District while the Board of Directors searches for a permanent District Manager.

Tom Lando has served in many director positions in Butte County since 1980 including City Manager for The City of Chico for 14 years and Interim City Manager for the City of Oroville since 2018. He has a Doctorate and Master's Degree in Public Administration, and a Master's Degree in City Planning.

"The District's in great shape and well run," notes Lando, "I'm excited to help bridge the gap."



Strategic Planning: Timeline Revision

Because of a director vacancy to be filled in November's election, the Board of Directors will postpone its strategic planning sessions. These public meetings originally scheduled for October will be rescheduled after the Division 2 Board vacancy has been filled.



Online Updates



pidwater.com
facebook.com/pidwater



6332 Clark Rd.
Paradise CA



530-877-4971

Arriving in mailboxes this week:
"Drinking Water Restored Here" Certificates!

Please join these local businesses & agencies in sharing the good news about YOUR drinking water.

Contact PID If you don't receive your drinking water certificate in the mail.



Drinking Water Restored To This Address

«Your Business Address Here»

The Paradise Irrigation District, following the 2018 Camp Fire, has restored drinking water to the service lateral connection for this address. Source water and water within all distribution mainlines up to and including the service connection for this address meets or exceeds California drinking water standards. For detailed information and test results for this and other locations in Paradise, visit pidwater.com/recovery.

Steve Phillips

District Manager
Paradise Irrigation District



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Our future.**
Paradise Irrigation District



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Paradise Irrigation District

PID understands the importance of keeping trust with your customers and recognizing the efforts made by all to restore and maintain Paradise's drinking water.

To help inform residents and visitors to Paradise of the good drinking water delivered to your address, the District has created the "Drinking Water Restored

Here" certificate for businesses to display for their customers. The blue certificate should be displayed where it is easily visible to walk-in customers.

PID staff mailed certificates to the billing address on file for each qualifying business address (232 addresses) on August 24th. If you are a tenant or you haven't received the certificate for your business address, you may request one for your property by calling customer service at 530-877-4971 or by

PID Water District

Posters 2020

October-

L-2160 P-1 EF

Skyway w/o Jewel Rd

Illuminated



PID Water District

Posters 2020

October-

L-2221 P-1 NF

Clark Rd. s/o Pearson

Illuminated



PID Water District

Posters 2020

November-

L-2100 P-1 NF

Skyway e/o Oliver

Illuminated



PID Water District

Posters 2020

December-

L-2160 P-1 EF

Skyway w/o Jewel Rd.

Illuminated



Guaranteed Placement Rate Card

1-2 Panel Program (Per Unit Rate, Per Month)			
Product	1 Month	2-5 Months	6-12 Months
Posters	\$805	\$785	\$755
Junior Posters	\$410	\$380	\$350
Transit Shelters	\$410	\$380	\$350

3 or More Panels Program (Per Unit Rate, Per Month)			
Product	1 Month	2-5 Months	6-12 Months
Posters	\$775	\$740	\$710
Junior Posters	\$365	\$345	\$330
Transit Shelters	\$365	\$345	\$330

All rates are net. Space rates only, production will be quoted separately. One poster per month is required, plus 10% overage. Minimum contract \$1500.



P.O. Box 7209 | Chico, CA 95927 | (530) 342-3235 | Fax: (530) 342-0712

www.stottoutdoor.com

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Chico-Redding Local Showing Rate Card

Population 409,232 Adults 18+

Posters	# of Panels	1 Month		3 Months		6 Months		12 Months		Impressions (000) 4 Weeks	Reach 4 Weeks	Frequency 4 Weeks
		Rate Per Panel	CPM	Rate Per Panel	CPM	Rate Per Panel	CPM	Rate Per Panel	CPM			
Activate	4	\$470	\$2.41	\$435	\$2.06	\$405	\$1.91	\$375	\$1.77	781	30%	6.3X
Impact	6	\$435	\$2.23	\$405	\$1.91	\$375	\$1.71	\$345	\$1.63	1,172	37%	7.6X
Dominate	9	\$405	\$2.07	\$375	\$1.77	\$345	\$1.63	\$315	\$1.49	1,757	44%	9.7X

Post date is the 5th of each month.

Junior Posters	# of Panels	1 Month		3 Months		6 Months		12 Months		Impressions (000) 4 Weeks	Reach 4 Weeks	Frequency 4 Weeks
		Rate Per Panel	CPM	Rate Per Panel	CPM	Rate Per Panel	CPM	Rate Per Panel	CPM			
Activate	3	\$280	\$2.57	\$260	\$2.20	\$240	\$2.03	\$220	\$1.86	327	16%	5.1X
Impact	8	\$260	\$2.39	\$240	\$2.03	\$220	\$1.86	\$200	\$1.69	872	31%	6.7X
Dominate	15	\$240	\$2.20	\$220	\$1.86	\$200	\$1.69	\$180	\$1.52	1,634	43%	9.3X

Post date is the 1st of each month.

Transit Shelters	# of Panels	1 Month		3 Months		6 Months		12 Months		Impressions (000) 4 Weeks	Reach 4 Weeks	Frequency 4 Weeks
		Rate Per Panel	CPM	Rate Per Panel	CPM	Rate Per Panel	CPM	Rate Per Panel	CPM			
Activate	3	\$305	\$2.72	\$275	\$2.26	\$185	\$1.52	\$160	\$1.31	337	17%	4.8X
Impact	8	\$225	\$2.00	\$210	\$1.74	\$150	\$1.23	\$115	\$0.94	899	38%	5.7X
Dominate	15	\$160	\$1.42	\$140	\$1.15	\$120	\$0.99	\$100	\$0.82	1,685	57%	7.1X

Post date is the 15th of each month.

All rates are net. Space rates only, production will be quoted separately. One poster per month is required, plus 10% overage. General market coverage with equal distribution - display locations change monthly. Minimum contract \$1500.



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rev.08/31/20

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Paradise Irrigation District

Community Relations Plan

Updated 2017

Overview

Community Relations is an integral part of PID's management and service philosophy. Effective community relations outreach leads the district and the community into two-way communication on an ongoing basis.

Goal

To engage with PID customers and the community to bring about understanding and goodwill toward the district, ultimately increasing public support—and trust—in PID's goals and operations.

Objectives

1. Continue to communicate who we are: our industry, governance, services and mission, using two-way communication whenever possible.
2. Prepare customers to understand, accept and support rate hikes and potentially-costly capital improvement projects through ongoing and timely outreach, education and conversation.
3. Raise customer confidence in PID, gaining and retaining the community's trust and support.
4. As stewards of our community's water supply, effectively educate customers about their water, from rainfall to tap, and the value of that water to the community's well-being.
5. Be ready to effectively communicate during any water crisis— minor or catastrophic— through repetition and multiple media channels.
6. Assess community knowledge and beliefs about PID.

Approach

To meet the objectives of this plan, staff has developed a strategic approach for community relations. We are dedicated to using cost-effective methods to achieve the objectives of this plan. Whenever possible, we will use existing resources such as owned technology, contracted consultants and employee talent to carry out the work of this plan.

- Key performance indicators and cost estimates will be developed in each area.
- PID board to receive regular updates of CR activities.

Outreach Methods

Community Relations builds relationships. Relationships result from two-way communication over time and via multiple channels between PID, its customers and other stakeholders. These channels include:

Printed material created by PID:

- Brochures, rack cards, flyers, posters, signs, banners, marketing (bulk) mail, personalized mail, table tents, door hangers
- Monthly bill
- Monthly newsletters

Electronic:

- PID websites and Facebook page(s)
- Social media (including Nextdoor, Facebook, LinkedIn - postings and paid adverts)
- Chamber of commerce website
- Email, bulk and individual

Community:

- Rotating series of fresh, informative, engaging posters (photos, graphics, text, infographics, etc.) placed in high traffic locations in our community, at community events and in the PID office
- PRPD electronic billboard and PID's Clark Road sign
- Local media TV, radio
- Participation in community events, business social opportunities, etc.
- Speaker's bureau consisting of a variety of qualified speakers available to address a selection of PID topics
- Chamber of Commerce membership, participation
- PID print materials that may be distributed to high-traffic community sites, including physician offices, Paradise Senior Center, etc.

Achieving Objective 1: *Continue to communicate who we are: our industry, governance, services and mission - using two-way communication whenever possible.*

PID will regularly use the following methods to engage in a conversation with customers and community about who we are, our industry, governance, services and mission as well as district messaging.

- Monthly Water Talk newsletters
- Weekly Facebook posts
- Monthly Nextdoor.com posts
- Monthly sign rotation at local businesses
- Monthly street sign rotation at PID office and PRPD
- Participate in local events such as Party in the Park, Gold Nugget Days, Johnny Appleseed Days.
- Participation in community events featuring conservation, emergency preparedness, sustainability and other appropriate themes.
- Provide public workshops focusing on capital improvement projects and/or policy changes.
- Quarterly outreach to local clubs and organizations offering PID speakers and presentations.

Achieving Objective 2: *Prepare customers to understand, accept and support rate hikes and potentially-costly capital improvement projects through ongoing and timely outreach, education and conversation.*

In addition to regular communication with the community:

- Develop a 12-month timeline, when possible, to familiarize the community with the proposed rate increase.
- Assess community awareness and thoughts on issue using surveys and small focus groups.
- Offer additional speaking topics to clubs and organizations focusing on rate change and/or capital improvement projects.
- Provide public workshops focusing on rate change and/or capital improvement projects.
- Optimize official Prop 218 notice with FAQ, infographics and protest form.
- Optimize CCR report to serve community relations needs: Include an annual status report.
- District Manager writes an explanatory 'Editor for a Day' column in Paradise Post.

- Create online ‘video’ version of prop 218 notice.
- Conduct a Facebook Live question and answer session with the District Manager.
- Create and maintain an ongoing state of “Prop 218 readiness” in all communication outreach.

Achieving Objective 3: *Raise customer confidence in PID, gaining and retaining the community’s trust and support.*

PID recognizes that its employees are a vital key to building trust with customers and community. The district is committed to providing customer service that meets or exceeds customer expectation.

- Optimize opportunities to build goodwill by highlighting Paradise Lake recreation.
 - “Look what I caught at Paradise Lake” sign
 - Annual KFD Video
- Communicate to customers and community decisions made by the District that affect them.
- Continued emphasis on transparency: Ensure district governance information is available online, continually updated and easy to find.
- Recognize and implement the technology customers expect when doing business with a professional organization such as automatic payment options, online services, etc.
- Bi-annual customer service training for PID CSR employees.
- Present current PID messaging to all employees monthly so they can respond accurately to customer questions.
- Collect monthly customer satisfaction results – share these results with Board and online. Expand customer service metrics to include short surveys from customers helped over the phone.
- Feature employees in district publications and outreach, emphasizing those areas of messaging to support PID’s community relations goals.
- Ensure excellence in all PID publications, web site, and social media.
- Ensure consistency in messaging and information given by employees, Board members, and representatives of the District.
- Respond promptly to negative publicity: Provide media with correct information and/or “fix the problem” publicly.
- Media Monitoring: PID staff will monitor print and social media daily.

Achieving Objective 4: *As stewards of our community's water supply, effectively educate customers about their water, from rainfall to tap, and the value of that water to the community's well-being.*

- Maintain water conservation website.
- Continue 4th Grade education at local schools.
- Create and maintain the PID Demonstration Garden.
- Develop a speaker's bureau consisting of a variety of qualified speakers available to address a selection of PID topics
- Keep PID-created conservation videos available online in district's YouTube "conservation" channel.
- Offer low-cost water conservation products to customers.
- Continue to offer AquaHawk water monitoring software to customers and provide "testimonials" to its efficacy/use.
- Provide customers with annual update of PID-specific water use guidelines, as adopted by board.
- Continue to produce and distribute table tents to hotels (towels/sheets) and restaurants (ask for water) as per state requirements.

Achieving Objective 5: *Be ready to effectively communicate during any water crisis— minor or catastrophic—through repetition and multiple media channels.*

In an emergency, or large crisis, the District will need to be prepared to communicate with the public.

- Maintain and annually update the process for using public communication tools available through the Town of Paradise and Butte County Office of Emergency Management.
- Delegate individuals (If not the District Manager) within the district to communicate with the public during a crisis.
- Ensure media and emergency services know how to communicate with district personnel.
- Use social media and online communications as an additional way to inform people what to do during the crisis.
- Prepare and continually update water crisis sections on the website.
- Integrate process for community relations communications into district's existing crisis management plan.

Achieving Objective 6: *Assess community knowledge and beliefs about PID*

- Conduct small focus group, identifying public sentiment “hot spots” and areas where there is a lack of information or presence of misinformation.
- Conduct mini-polls at public events and through targeted outreach.
- Conduct in-depth polling with customer base, repeat as needed, at least annually.
- Conduct a communications audit of district outreach.