

STAFF REPORT

To: Coastside County Water District Board of Directors

From: David Dickson, General Manager

Agenda: February 14, 2017

Report

Date: February 8, 2017

Subject: Web Site Media Campaign

Recommendation:

None.

Background:

President Reynolds provided the attached slide presentation and requested that it be placed on the agenda.

Fiscal Impact:

None.

Coastside County Water District

Investing in better water



A monthly web site positive
media campaign



It's wrong to just let a broken pipe get the headline

If owe our customers the good news, it's a part of running a quality water district



We have the tools

Now we need to do it.

Our website is a perfect starting place

Updating a web page can cost between: zero if done internally to less than a thousand dollars if contracted out.

Right now we are not telling our story

Here are some examples of how we could do it.



Replacing our pipe



Water pipe is our single largest asset. To keep our distribution system working we need to replace pipe which is too old, with new pipe. The replacement pipe is smoother inside which provides better fire flow, and helps keep the water tasting fresh. A typical Bay Area utility budgets about \$400 per foot to replace water mains. Our system has about XXX feet of water main, so it's a big part of our budget. Our water mains average about XX years of service life which means we have gotten great value from our old pipe.



Water Tanks need paint

While the Golden Gate Bridge, gets painted every year, we only need to paint our water tanks every fifteen years. With eleven storage tanks in our system we need to repaint one tank every sixteen months!





Drink local

We have worked extremely hard to source water here on the coast to reduce the cost and electrical bills from pumping Sierra Water over highway 92. While it costs money in the short term to upgrade our local water treatment plant, the long term savings and reliability of having local water is invaluable.

Picture of denniston plant



Our own backhoe

Owning our own heavy equipment not only reduces cost but allows a faster emergency response time. Your water district has it's own dump truck and backhoe.





Larger Dump Truck saves district funds



Purchasing a replacement dump truck doesn't just save money on repair bills, it saves time! Our old dump truck meant we had to make multiple trips to offload on every project, which wasted both staff time and slowed the project down as all digging had to stop while our team waited for the truck to be emptied.



Lead in Drinking water

A big news item this year; Coastside County Water District has been testing for lead since XXXX. Even though our tests have always been much less than the limit, we keep testing just to be safe. Our repair crews always remove any lead pipe or lead joints which they find during repair work. This year the water district will be able to include schools as part of our testing program.



Financial impact of the drought

While the rains have been bountiful this winter, the past several years of drought have reduced income to the district as people use less water and the cost for our purchased water increases. Our operating costs remain the same or even go up as we work with customers to reduce water waste. This means we must balance our budget with rate increases. We have worked hard to be as efficient as possible and have kept our rates less than other bay area water districts.



How our new billing software will help

The State responded to the drought by requiring all water utilities to report monthly water use, yet our old billing system required we compile this data by hand. This cost our district a lot of staff time and hindered our helping customers identify leaks! Our new billing system allows us to look at water use quickly and easily. The new system helps us comply with state requirements with much less staff effort, allowing the district to save money.



Why water meters matter

Our new meters are more accurate, last longer and a read remotely. All these features will save our water district not only money but reduce unaccounted for water!



In house expertise

Not only do our staff maintain water license and certification, but our district wins awards:

Best dressed operator

Cleanest service truck

Nicest customer service smile



ok , these were just to see if you were still awake :)