



RANCHO MURIETA COMMUNITY SERVICES DISTRICT

15160 Jackson Road, Rancho Murieta, CA 95683

Office - 916-354-3700 Fax – 916-354-2082

COMMUNICATION & TECHNOLOGY COMMITTEE

(Directors John Merchant and Linda Butler)

Special Meeting
January 9, 2020 at 8:30 a.m.

All persons present at District meetings will place their cellular devices in silent and/or vibrate mode (no ringing of any kind). During meetings, these devices will be used only for emergency purposes and, if used, the party called/calling will exit the meeting room for conversation. Other electronic and internet enabled devices are to be used in the “silent” mode. Under no circumstances will recording devices or problems associated with them be permitted to interrupt or delay District meetings.

AGENDA

1. **Call to Order**
2. **Comments from the Public**
3. **Monthly Website and Facebook Statistics**
4. **Quarterly Update to Outreach and Technology Items**
5. **Communications Related to Special Events and Coordination with RMA**
6. **Developer Communications to Community**
7. **Directors & Staff Comments/Suggestions [no action]**
8. **Adjournment**

In accordance with California Government Code Section 54957.5, any writing or document that is a public record, relates to an open session agenda item and is distributed less than 72 hours prior to a regular meeting will be made available for public inspection in the District offices during normal business hours. If, however, the document is not distributed until the regular meeting to which it relates, then the document or writing will be made available to the public at the location of the meeting.

Note: This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. The date of this posting is January 6, 2020. Posting locations are: 1) District Office; 2) Post Office; 3) Rancho Murieta Association; 4) Murieta Village Association.

MEMORANDUM

Date: January 6, 2020
To: Personnel Committee
From: Mark Martin, General Manager
Subject: Monthly Website and Facebook Statistics Update

As part of the ongoing effort to keep the Board informed of the effectiveness of Staff's outreach to the Community, we will be providing monthly Website and Facebook Statistics. At the conclusion of a year, we will provide the annual statistics the following January. Please see attached reports of RMCS D's website engagements for January 1, 2019 – December 31, 2019, and the Facebook statistics from December 5, 2019 – January 1, 2020. We do not currently have Facebook stats for the entirety of 2019 and are researching if it is possible to generate this information.

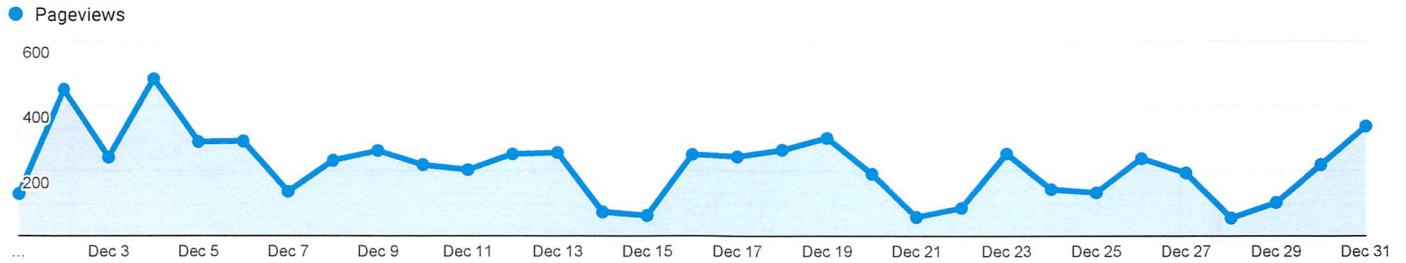
RMCS D Website Stats

RMCS D WEBSITE

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Users

RMCS D Pages



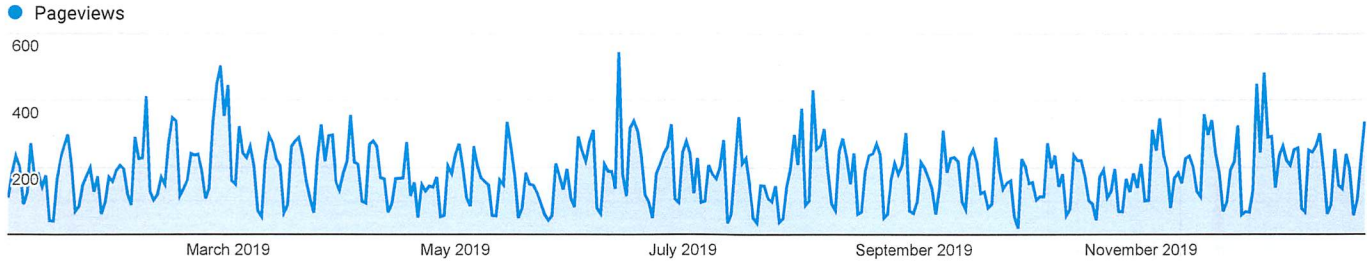
Destination Page	Pageviews	Unique Pageviews	Avg. Time on Page
	6,653 % of Total: 100.00% (6,653)	4,965 % of Total: 100.00% (4,965)	00:01:56 Avg for View: 00:01:56 (0.00%)
1. /	1,962 (29.49%)	1,387 (27.94%)	00:02:14
2. /employment-opportunities	746 (11.21%)	544 (10.96%)	00:02:16
3. /deer-creek-scott-road-crossing-stream-gauge	459 (6.90%)	405 (8.16%)	00:05:41
4. /how-to-pay-my-bill	303 (4.55%)	206 (4.15%)	00:02:19
5. /district-office-and-phone-numbers	200 (3.01%)	147 (2.96%)	00:02:07
6. /2019-board-meetings	164 (2.47%)	135 (2.72%)	00:04:06
7. /salary-schedules	154 (2.31%)	121 (2.44%)	00:02:42
8. /quick-links-security-logs	125 (1.88%)	76 (1.53%)	00:04:44
9. /policies	95 (1.43%)	26 (0.52%)	00:00:26
10. /update-your-visitor-information	87 (1.31%)	77 (1.55%)	00:03:03
11. /sign-up-for-e-billing	85 (1.28%)	56 (1.13%)	00:00:51
12. /board-meeting-archive	83 (1.25%)	70 (1.41%)	00:00:30
13. /job-descriptions	82 (1.23%)	67 (1.35%)	00:01:54
14. /2019-district-committee-meetings	81 (1.22%)	59 (1.19%)	00:02:15
15. /board-of-directors	69 (1.04%)	62 (1.25%)	00:00:44
16. /committee-meetings	61 (0.92%)	27 (0.54%)	00:00:21
17. /district-staff	61 (0.92%)	53 (1.07%)	00:00:20
18. /ordinances	58 (0.87%)	24 (0.48%)	00:00:16
19. /security-department	54 (0.81%)	42 (0.85%)	00:00:25
20. /finances	53 (0.80%)	34 (0.68%)	00:00:20
21. /contact-security	49	45	00:02:43

RMCS D Website Stats

All Users
100.00% Users

Jan 1, 2019 - Dec 31, 2019

RMCS D Pages



Destination Page	Pageviews	Unique Pageviews	Avg. Time on Page
	66,675 % of Total: 100.00% (66,675)	51,012 % of Total: 100.00% (51,012)	00:01:44 Avg for View: 00:01:44 (0.00%)
1. /	21,064 (31.59%)	14,809 (29.03%)	00:01:51
2. /employment-opportunities	5,339 (8.01%)	4,061 (7.96%)	00:02:04
3. /deer-creek-scott-road-crossing-stream-gauge	2,552 (3.83%)	2,337 (4.58%)	00:04:04
4. /how-to-pay-my-bill	2,192 (3.29%)	1,666 (3.27%)	00:02:27
5. /salary-schedules	1,441 (2.16%)	1,161 (2.28%)	00:02:57
6. /2019-board-meetings	1,186 (1.78%)	924 (1.81%)	00:03:25
7. /2019-district-committee-meetings	1,128 (1.69%)	790 (1.55%)	00:03:57
8. /district-office-and-phone-numbers	1,081 (1.62%)	823 (1.61%)	00:01:43
9. /security-department	1,061 (1.59%)	862 (1.69%)	00:00:42
10. /job-descriptions	933 (1.40%)	756 (1.48%)	00:02:11
11. /board-of-directors	872 (1.31%)	711 (1.39%)	00:01:03
12. /district-staff-18aaebc	865 (1.30%)	703 (1.38%)	00:01:51
13. /update-your-visitor-information	865 (1.30%)	729 (1.43%)	00:02:35
14. /2019-district-board-meetings-4e46171	836 (1.25%)	637 (1.25%)	00:04:23
15. /board-meetings	775 (1.16%)	595 (1.17%)	00:00:19
16. /committee-meetings	706 (1.06%)	561 (1.10%)	00:00:12
17. /board-meeting-archive	702 (1.05%)	554 (1.09%)	00:00:23
18. /policies	694 (1.04%)	202 (0.40%)	00:00:21
19. /utilities-0264f3a	626 (0.94%)	499 (0.98%)	00:00:44
20. /finances	623 (0.93%)	480 (0.94%)	00:00:48
21. /codered-emeraencv-notification-svsystem	522	481	00:04:03

	(0.74%)	(0.91%)	
22. /district-code	48 (0.72%)	34 (0.68%)	00:01:30
23. /cal-waste-holiday-service-announcements	46 (0.69%)	45 (0.91%)	00:01:34
24. /rate-structure-and-fees	46 (0.69%)	27 (0.54%)	00:01:00
25. /district-office-holiday-hours	45 (0.68%)	32 (0.64%)	00:01:27

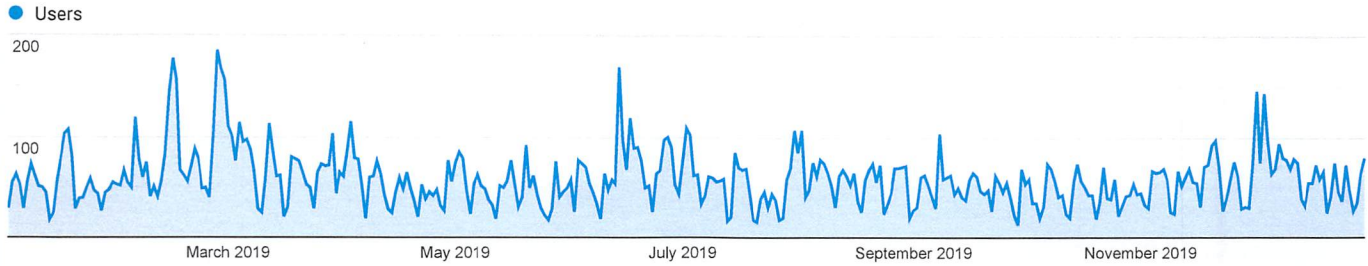
Rows 1 - 25 of 218

RMCS D Website Stats

All Users
100.00% Users

Jan 1, 2019 - Dec 31, 2019

RMCS D Website Visitors



Region	Users	New Users	Hits	Sessions	Number of Sessions per User	Pageviews	Pages / Session	Avg. Session Duration
	13,580 % of Total: 100.00% (13,580)	13,438 % of Total: 100.02% (13,435)	67,230 % of Total: 100.00% (67,230)	26,424 % of Total: 100.00% (26,424)	1.95 % of Total: 100.00% (1.95)	66,675 % of Total: 100.00% (66,675)	2.52 Avg for View: 2.52 (0.00%)	00:02:38 Avg for View: 00:02:38 (0.00%)
1. California	10,348 (75.01%)	10,116 (75.28%)	61,365 (91.28%)	22,649 (85.71%)	2.19 (114.27%)	60,845 (91.26%)	2.69	00:02:58
2. Illinois	738 (5.35%)	726 (5.40%)	882 (1.31%)	758 (2.87%)	1.03 (53.63%)	873 (1.31%)	1.15	00:00:04
3. Virginia	437 (3.17%)	436 (3.24%)	524 (0.78%)	458 (1.73%)	1.05 (54.72%)	521 (0.78%)	1.14	00:00:18
4. (not set)	259 (1.88%)	255 (1.90%)	515 (0.77%)	276 (1.04%)	1.07 (55.64%)	510 (0.76%)	1.85	00:00:24
5. Washington	162 (1.17%)	151 (1.12%)	251 (0.37%)	171 (0.65%)	1.06 (55.11%)	251 (0.38%)	1.47	00:00:42
6. Texas	142 (1.03%)	133 (0.99%)	314 (0.47%)	169 (0.64%)	1.19 (62.14%)	312 (0.47%)	1.85	00:01:23
7. New York	107 (0.78%)	93 (0.69%)	205 (0.30%)	138 (0.52%)	1.29 (67.34%)	203 (0.30%)	1.47	00:00:52
8. Oregon	91 (0.66%)	88 (0.65%)	134 (0.20%)	95 (0.36%)	1.04 (54.51%)	131 (0.20%)	1.38	00:00:33
9. Michigan	85 (0.62%)	78 (0.58%)	222 (0.33%)	125 (0.47%)	1.47 (76.78%)	222 (0.33%)	1.78	00:00:22
10. Wyoming	78 (0.57%)	78 (0.58%)	80 (0.12%)	78 (0.30%)	1.00 (52.21%)	78 (0.12%)	1.00	00:00:00

Rows 1 - 10 of 266

Overview

- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Messages
- Orders
- Promote
- Manage Promotions

Page Summary Last 28 days

FACEBOOK

Export Data

Results from Dec 5, 2019 - Jan 1, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

December 5 - January 1

We have insufficient data to show for the selected time period.

Page Views

December 5 - January 1

228

Total Page Views 25%



Page Previews

December 5 - January 1

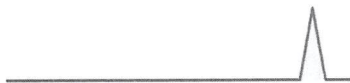
We have insufficient data to show for the selected time period.

Page Likes

December 5 - January 1

1

Page Likes 50%



Post Reach

December 5 - January 1

112

People Reached 88%



Story Reach

December 5 - January 1

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn More

Recommendations

December 5 - January 1

We have insufficient data to show for the selected time period.

Post Engagement

December 5 - January 1

34

Post Engagement 88%



Videos

December 5 - January 1

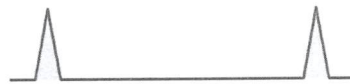
We have insufficient data to show for the selected time period.

Page Followers

December 5 - January 1

2

Page Followers 0%



Orders

December 5 - January 1

0

Number of Orders 0%

0

Earnings from Orders 0%

Ad Results Have Moved

All the info you're used to seeing, and more, is now in Ad Center. Learn More

Visit Ad Center

Your 5 Most Recent Posts

Create Post

Reach: Organic / Paid Post Clicks Engagement

Published	Post	Type	Targeting	Reach	Chat
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Overview

Ads

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Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

Stories

People

Messages

Orders

Promote

Manage Promotions

12/05/2019 3:45 PM	Rancho Murieta Community Services District added a button to help you	86	22 5	Boost Post
12/05/2019 3:44 PM	Sign-up for E-Billing If you are interested in reducing paper and	71	1 0	Boost Post
12/04/2019 3:39 PM	WORK COMPLETED!! - Construction Alert - For Thursday,	83	4 3	Boost Post
12/04/2019 8:47 AM	WORK COMPLETE!! Construction Alert - For Wednesday, December 4,	68	1 0	Boost Post

See All Posts

Pages to Watch

Create Post

Compare the performance of your Page and posts with similar Pages on Facebook.



Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. Add Pages to get started.

Add Pages

Engagement

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1 	146	0.7%	0	1

Suggested Pages to Watch

	RanchoMurieta.com Since 2000, Rancho Murieta's "d...	1.9K	Watch Page
	Zeta Broadband Wireless Internet Service Provide...	88	Watch Page
	Rancho Murieta Thrive Rancho Murieta neighbors suppo...	327	Watch Page

See More Suggested Pages

MEMORANDUM

Date: January 7, 2020
To: Communications & Technology Committee
From: Mark Martin, General Manager
Subject: Outreach and Technology Items Accomplished/In-Progress Quarterly Update

At the August 2019 Communications & Technology meeting, Director Butler asked for staff to separately track outreach and technology initiatives accomplished and, in the works, including the status of each. At the September 2019 meeting, we provided lists of these accomplishments. These spreadsheets were expanded with information explaining the purpose and benefits of each initiative for presentation at the October 2019 meeting.

In December 2019 we added the Field Operations Technological Initiatives spreadsheet. We will be updating the Board on a Quarterly basis. Attached are the spreadsheets reflecting the updated information. Since the Field Operations list was just provided, there are no updates for this month.

RMCS D FIELD OPERATIONS TECHNOLOGY INITIATIVES

Updated 12/02/2019

	Initiative	Status	Short Description	Start Date	Completion Date	Comments
Existing						
1.	Maintenance Management and Work Order System	Researching	A maintenance management and work order system lets an agency manage work orders and maintenance activities by tracking staff, materials and equipment related to activities. The District maintains an outdated rudimentary software system that could be improved.	July 2019	TBA	We have brought in a vendor who is capable of providing a system that would meet the goals of these items. Due to costs we need to solicit other vendors in and that process.
2.	Customer Management System	Researching	Although a work order system tracks customer maintenance requests, the District is in need of a way to better track customer issues/complaints that may not be related to maintenance activities. We are researching tools for this. It is possible a Land Management System could function in this manner as complaints issues would be tied to a parcel or address and have reporting capabilities to remind staff of outstanding complaints/matters.	Fall 2019	TBA	We have brought in a vendor who is capable of providing a system that would meet the goals of these items. Due to costs we need to solicit other vendors in and that process.
Proposed:						
1	Network District facilities	Proposing	The goal of this would be too connect all of the district's sewer lift stations, Rio Oso tank & potable water pump station, MainLift South & FAA stormwater pump stations, and Granlees raw water pumping stations to the main network.	TBD	TBA	Having a hard-lined system would add to internal network security for facilities.
1a	Wastewater plant and warehouse	Research in process	I'm having staff research the viability of a conduit that would run from the wastewater plant gate back to the wastewater control building that could be utilized for installation of a fiber optic line. Additional network and cable would have to be treched and installed back to the warehouse.	In process		
1b	Sewer Lift Station PLCs	Research in process	Would start with getting connectivity - possibly through Greefield fiberoptic system or ATT phone lines.	Winter 2019-2020		
1c	Pump Stations	Research in process	Would start with getting connectivity - possibly through Greefield fiberoptic system or ATT phone lines.	Winter 2019-2020		
2	Centralized SCADA system	Proposing	The goal of this project would be to utilize the wastewater plant SCADA system as a centralized for the remaining district facilities. Due to security concerns the water plant would remain on its own system.	TBD	TBA	

3	WWRP Automation	Proposing	This would require the installation of automated valve systems that could be controlled through SCADA, as well as flow metering systems with feedback loops to regulate and control flows.	TBD	TBA	This would create efficiencies for staff to be able to respond and control systems remotely.
4	Lake Level Monitoring system	Approved but on Hold	This project was proposed and approved by the board as it was assumed it was a legal requirement by the department of water resources. We found out we did not meet the threshold to have to comply with this at this time.	TBD	TBA	
5	And sewer lift station upgrades		Control systems at several of the sewer line stations are coming due for replacement. We need to upgrade two systems that allow networking and control of the facilities remotely.	TBD	TBA	

MEMORANDUM

Date: January 8, 2020
To: Personnel Committee
From: Mark Martin, General Manager
Subject: Communications Related to Special Events/Coordination with RMA

Director Butler has asked staff to engage RMA more thoroughly in coordinating special events communications and coordination as it relates to activities that involve CSD functions, especially those events impacting Security. CSD has created a draft generalized annual calendar of community events which is attached for review. We had expected to have a conversation on this topic between the CSD and RMA General Managers by now, however, the meeting has been delayed to January 8 due to a number of circumstances including the holidays. I expect to provide verbal feedback on the outcome of the General Managers' discussion at the committee meeting.

RMCS D COMMUNITY ANNUAL EVENTS CALENDAR*

JANUARY	NEW YEARS DAY			
FEBRUARY				
MARCH				
APRIL	EASTER SUNDAY			
MAY	MOTHER'S DAY	ETC CONCERTS	Horse Expo 7-10	
JUNE		ETC CONCERTS		
JULY	4TH OF JULY	ETC CONCERTS		
AUGUST		ETC CONCERTS		
SEPTEMBER	SUMMER FEST	ETC CONCERTS	International Horse Show 23-27	International Horse Show Cup 30-Oct 4
OCTOBER	HOLLOWEEN			
NOVEMBER	SPARTAN RACE 16-17	THANKSGIVING		
DECEMBER	CHRISTMAS	NEW YEARS EVE		

January 8, 2020

MEMORANDUM

Date: January 8, 2020
To: Personnel Committee
From: Mark Martin, General Manager
Subject: Development Progress Updates by Developers

Staff have been asked to reach out to Developers (largely Cosumnes River Land et al.) to request that the Developers keep the community informed about the progress of development in the community.

CSD provides regular development progress updates as part of the monthly Utilities staff report provided as part of the CSD monthly Board meeting packet.

Due to the holidays, and lack of development progress on a number of fronts, this past month's CSD/Murieta Gardens-Rancho Murieta North monthly developer meeting was canceled due to a lack of substantive topics to warrant a large gathering of staff. That said, I conveyed by phone to the Developer the District's desire for greater community outreach by the Developer on the progress of development projects within the community.