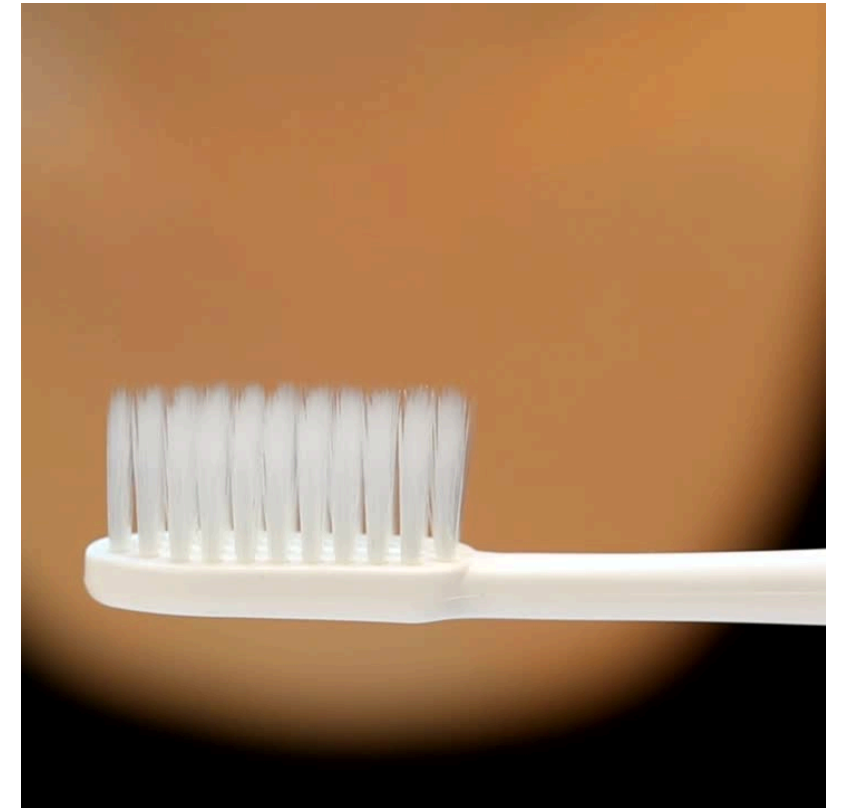


# EXTERNAL AFFAIRS REPORT

SEPTEMBER 25, 2024

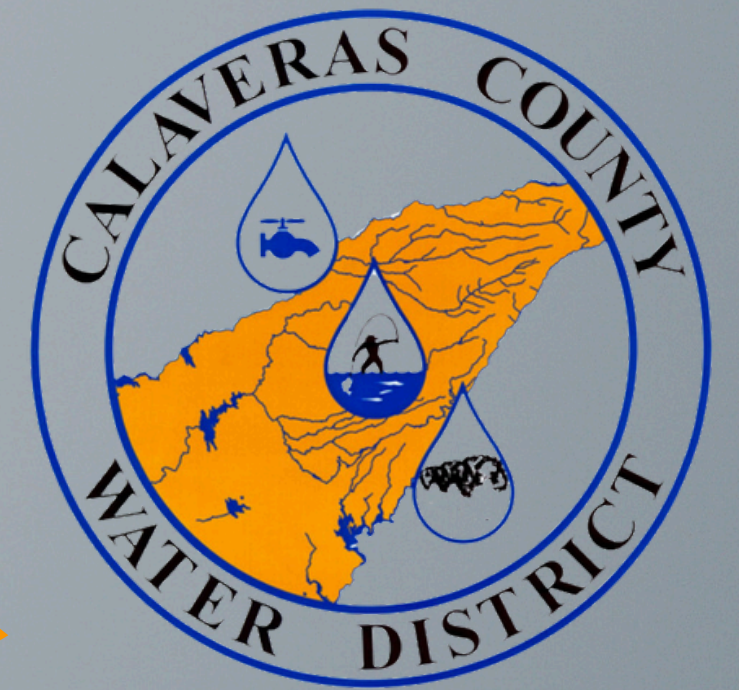








# "The Value of Water" High School Scholarships



**Four \$500  
Scholarships**

**Graciously  
matched with  
EBMUD**









# EXTERNAL AFFAIRS OUT IN THE COMMUNITY

August 7, 2024 - **EPPOC**

August 8, 2024 - **UMRWA / Blue Forest Site Visit**

August 9, 2024 - **Phoenix Energy North Fork Site Visit**

August 13, 2024 - **TUD Board Presentation**

August 21, 2024 - **T-Stan**

August 28, 2024 - **UPUD Board Presentation**

August 31, 2024 - **Poker Flat HOA**

September 4, 2024 - **EPPOC**

September 16, 2024 - **State of the County**

September 16, 2024 - **White Pines Park Committee**

September 18, 2024 - **T-Stan**

September 19, 2024 - **CSDA Gold Country Quarterly Meeting**

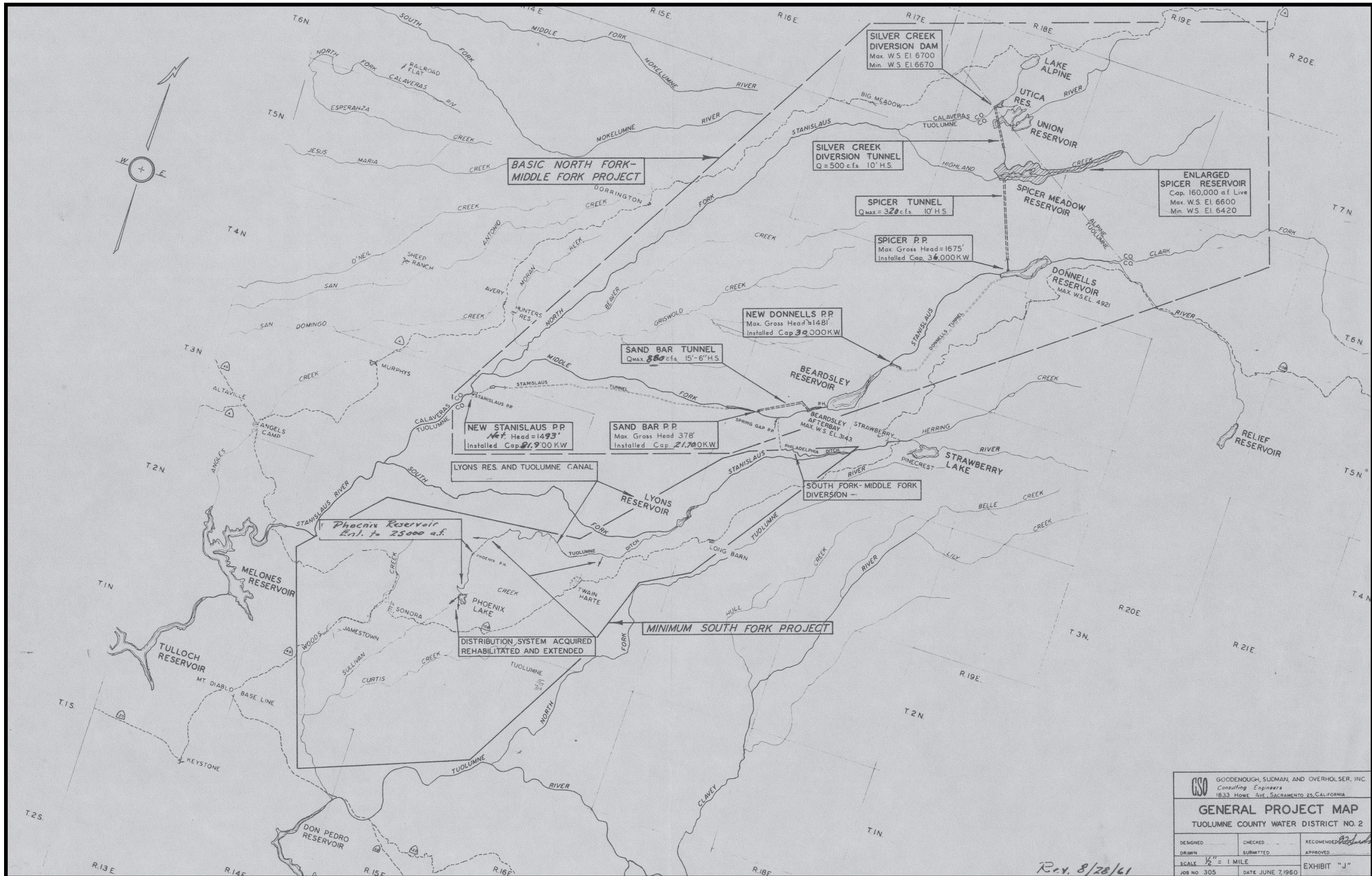
September 21, 2024 - **Community Preparedness Fair**





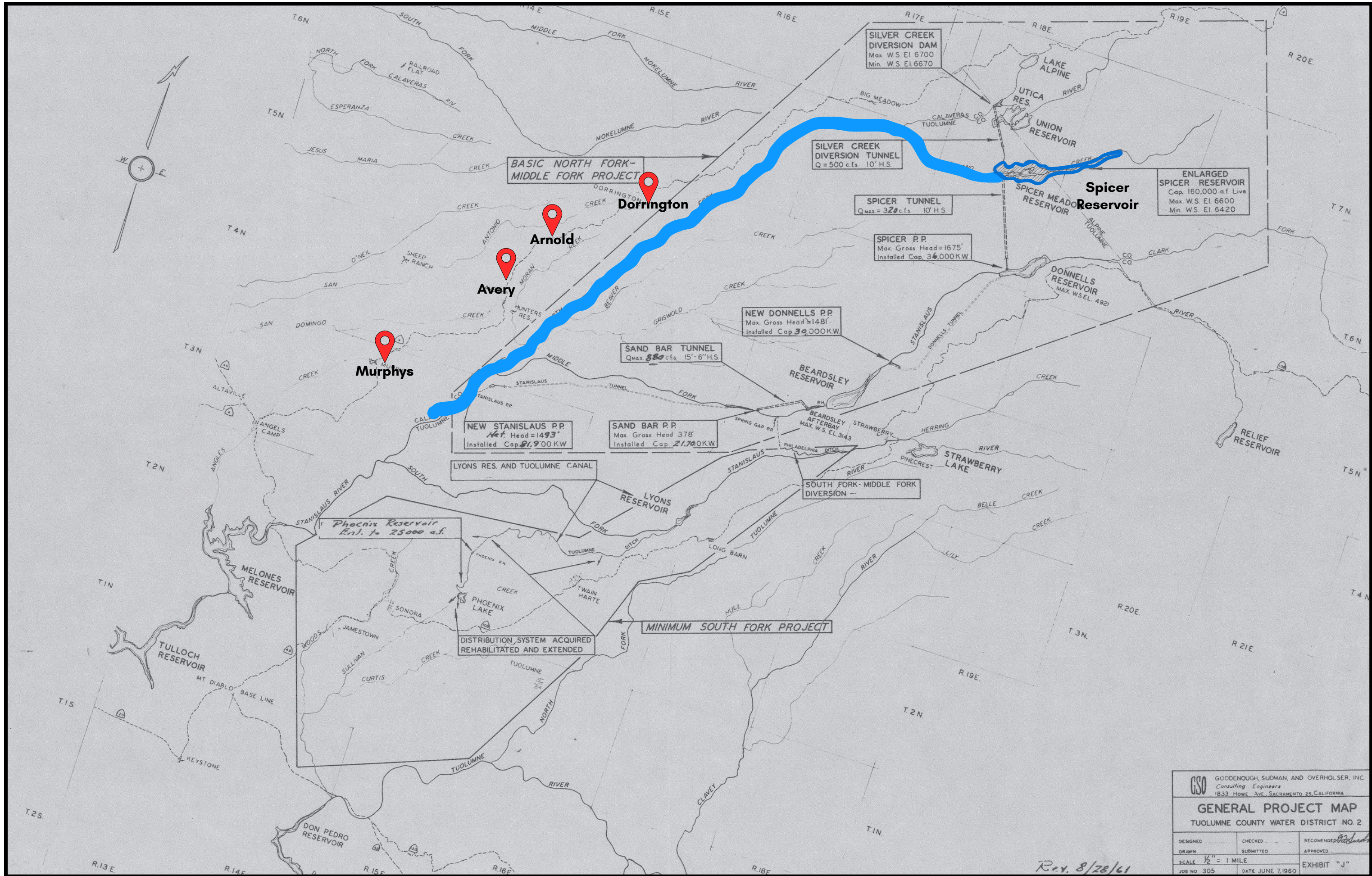
# 1961

PROPOSED  
ALTERNATIVE  
TO  
THE  
NORTH FORK  
PROJECT





# CURRENT NORTH FORK PROJECT ALIGNMENT



CSO GOODENOUGH, SUDMAN, AND OVERHOLSER, INC.  
Consulting Engineers  
1833 HOWE AVE. SACRAMENTO 25, CALIFORNIA

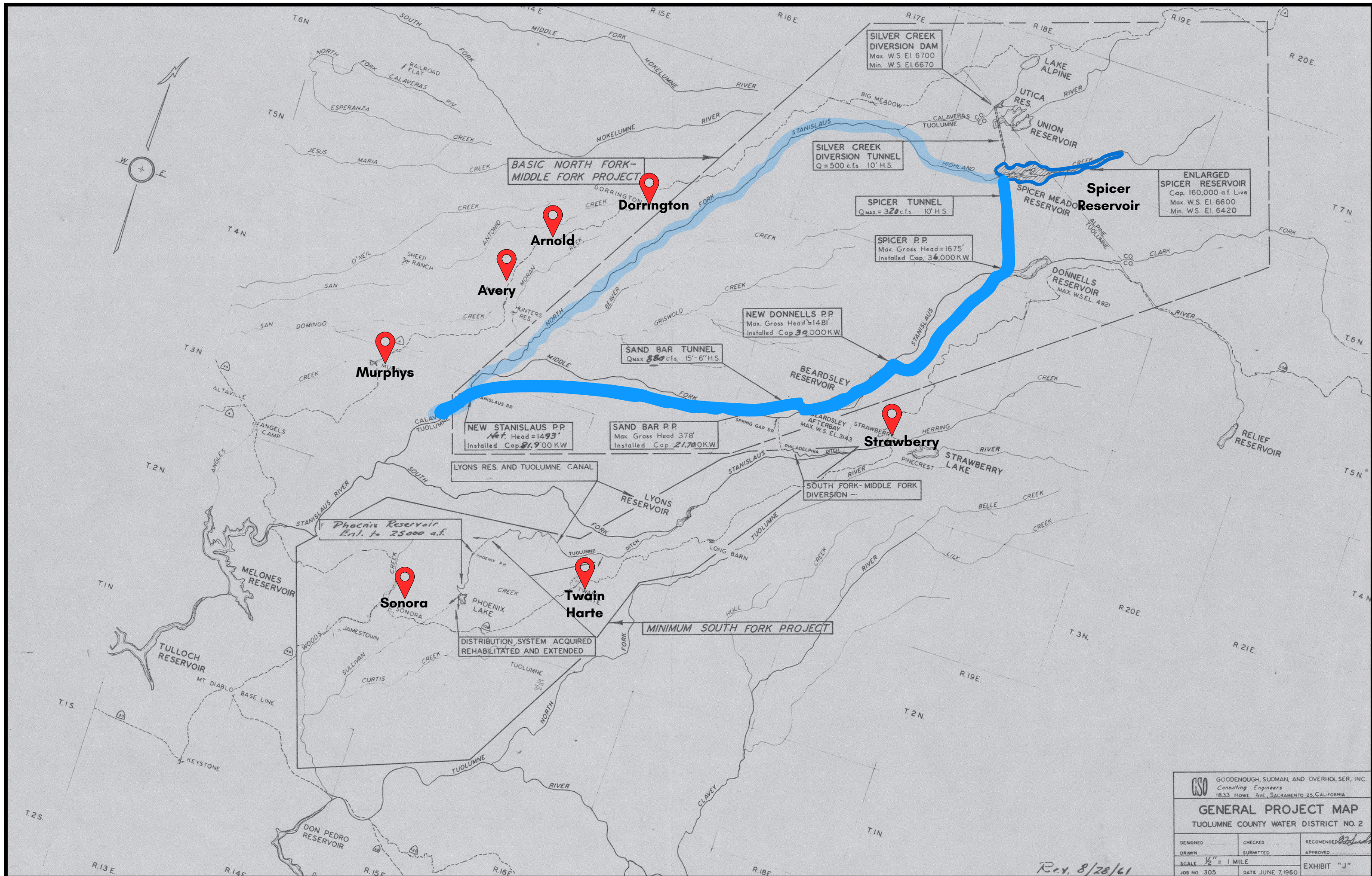
**GENERAL PROJECT MAP**  
TUOLUMNE COUNTY WATER DISTRICT NO. 2

DESIGNED	CHECKED	RECOMMENDED
DRAWN	SUBMITTED	APPROVED
SCALE 1/2" = 1 MILE	DATE JUNE 7, 1960	EXHIBIT "J"
JOB NO. 305		



# 1961

## PROPOSED ALTERNATIVE TO THE NORTH FORK PROJECT







# COMMUNITY PREPAREDNESS FAIR

SEPTEMBER 21, 2024

## Why Attend?

**Be Prepared:** Get tools and resources to help you prepare and stay safe during emergencies and disasters.

## Event Highlights

- Prepare for wildfires
- Learn about internet safety
- Sign up for digital learning classes
- Pet safety during emergencies

## Special Features

- Food and refreshments
- Participate in giveaways
- READI tech kits for seniors

## Event Details

**San Andreas**  
September 21, 2024  
10:00am - 2:00pm  
County Government Center  
891 Mountain Ranch Road

## Sponsors



For more information email [baljitsingh@calaverascounty.gov](mailto:baljitsingh@calaverascounty.gov)

# STRENGTHENING COMMUNITY RESILIENCE: PARTNERING WITH LOCAL AGENCIES FOR EMERGENCY PREPAREDNESS

Calaveras County Health & Human Services Agency

CHP - San Andreas

Calaveras County Sheriff's Office

Area 12 Agency On Aging

Mark Twain Medical Center

California Governor's Office of Emergency Services

American Red Cross

Calaveras County Water District

Calaveras County Public Health



# 2024 WATER RATES

Bi-Monthly Base Rate = **\$152.36**

Monthly Base Rate Cost = **\$76.18**

Daily Base Rate Cost = **\$2.54**

Tier 1 = **\$2.32** per 100 cf (**\$0.0031** per gallon)

Tier 2 = **\$2.52** per 100 cf (**\$0.0034** per gallon)

Tier 3 = **\$2.79** per 100 cf (**\$0.0037** per gallon)





# 2024 WATER RATES

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# BASE RATE

## WHY DO I PAY FOR WATER THAT I DON'T USE?

### **Infrastructure & Operations**

- Pipelines & Mains: Maintenance and replacement of aging infrastructure.
- Treatment Facilities: Ensuring clean, safe drinking water through modern, reliable facilities.
- Pumping Stations: Managing energy and maintenance costs to move water throughout the system.

### **Future Preparedness**

- Capital Improvement Plans: Investing in future system upgrades to ensure long-term reliability.
- Emergency Reserves: Setting aside funds for natural disasters or unexpected system failures.

### **Fire Protection**

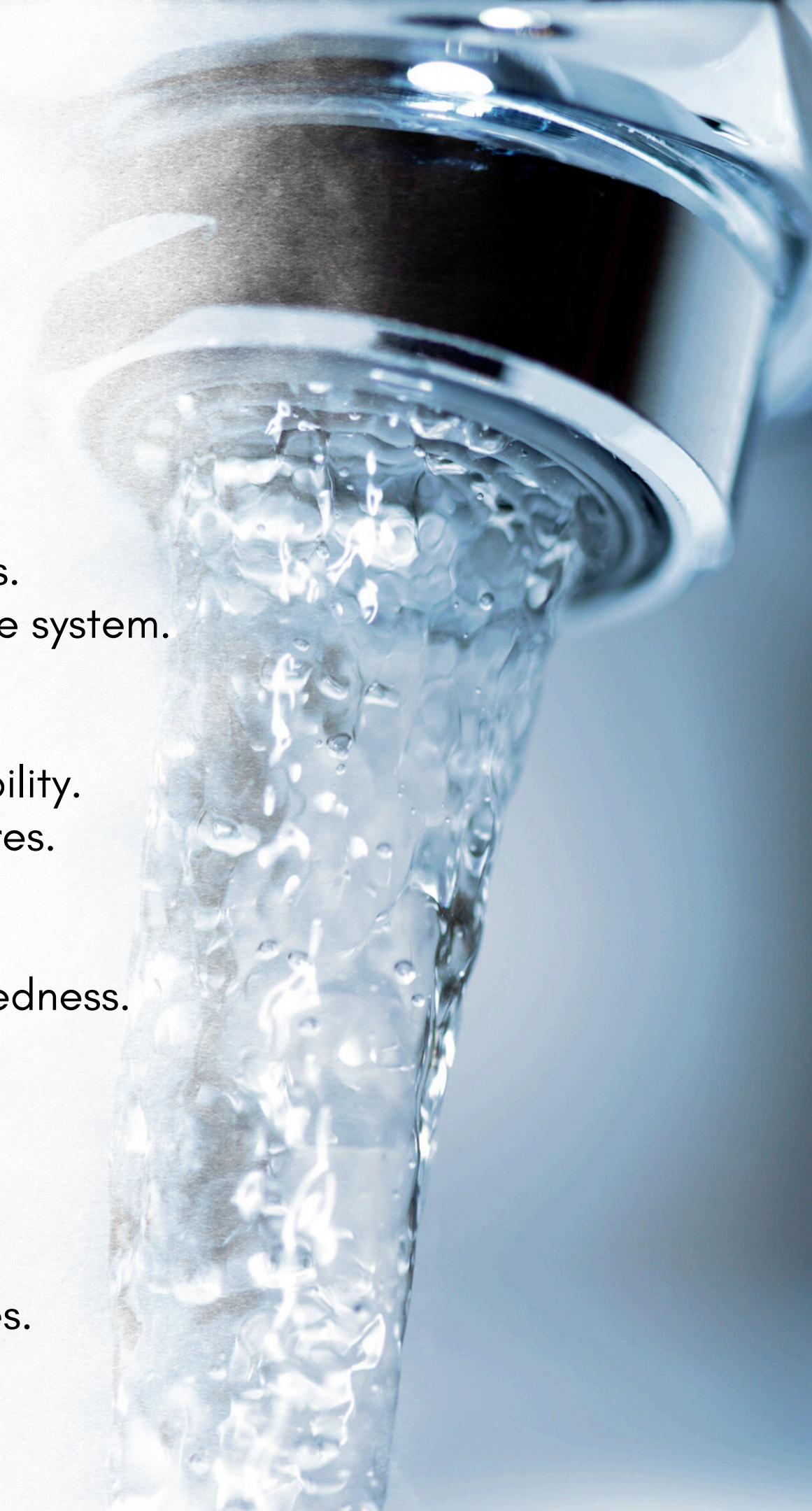
- Water for Emergencies: Water infrastructure is crucial for firefighting and disaster preparedness.

### **Public Health**

- Safe & Reliable Water: Clean, dependable water is essential for a healthy community.

### **Community**

- Essential Resource: Water is the lifeblood of homes, schools, businesses, and public spaces.
- There is no Community without Water: Water is the foundation of any thriving community.





**1,500**

Cubic Feet Consumption

Base Rate = **\$152.36**

Tier 1 = **\$34.80**

Tier 2 = \$00.00

Tier 3 = \$00.00

**TOTAL BILL**

11,222 Gallons = **\$187.16**

**MONTHLY COST**

5,611 Gallons = **\$93.58**

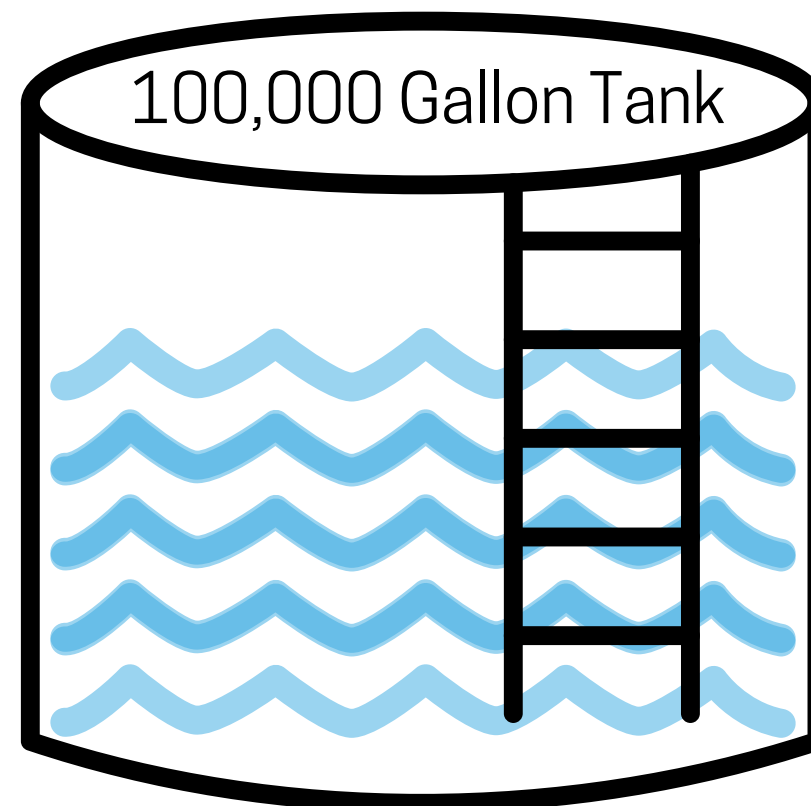
**DAILY COST**

187 Gallons = **\$3.12**

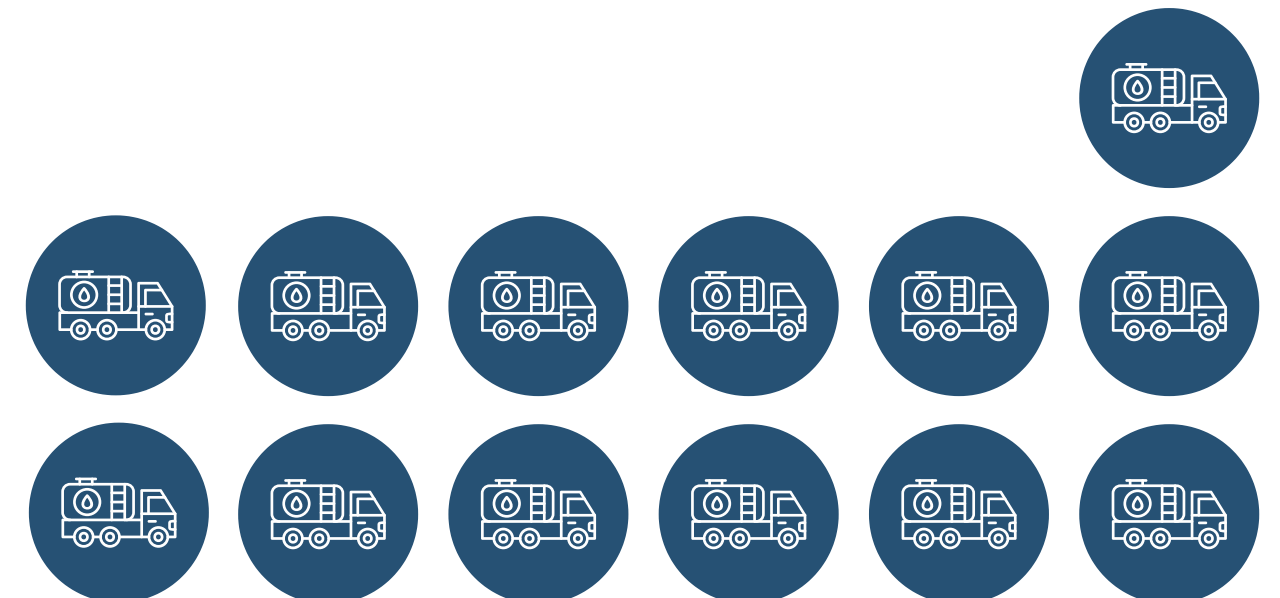
**\$0.017 / Gallon**

**67,332**

**GALLONS / YEAR**



Over 13 - 5,000 gal. Water Trucks





**1,500**

Cubic Feet Consumption

Base Rate = **\$152.36**

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Tier 2 = \$00.00

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**TOTAL BILL**

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**MONTHLY COST**

5,611 Gallons = **\$93.58**

**DAILY COST**

187 Gallons = **\$3.12**

**\$0.017 / Gallon**

**3,000**

Cubic Feet Consumption

Base Rate = **\$152.36**

Tier 1 = **\$34.80**

Tier 2 = **\$37.80**

Tier 3 = \$00.00

**TOTAL BILL**

22,433 Gallons = **\$224.96**

**MONTHLY COST**

11,222 Gallons = **\$112.48**

**DAILY COST**

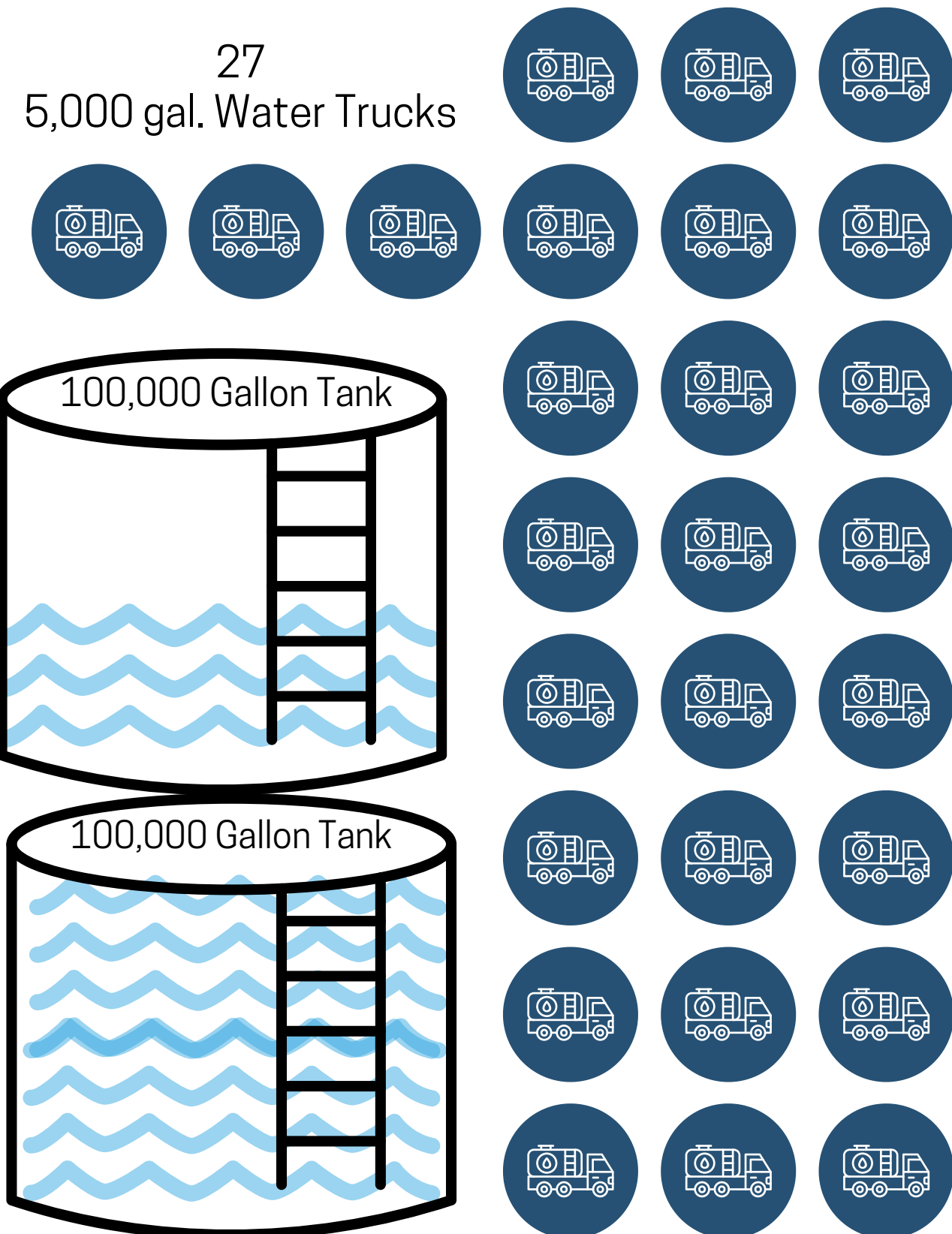
374 Gallons = **\$3.74**

**\$0.010 / Gallon**

**134,664**

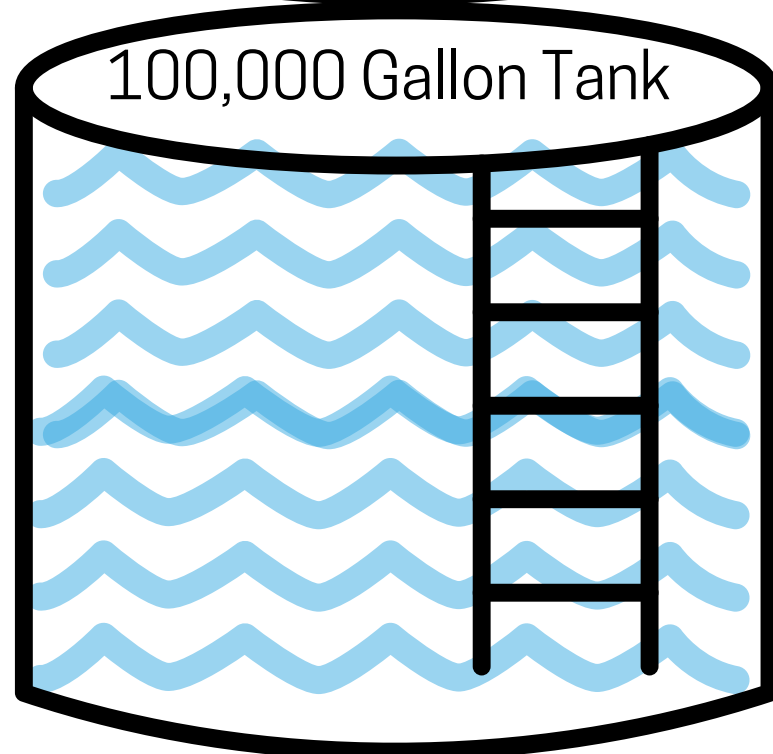
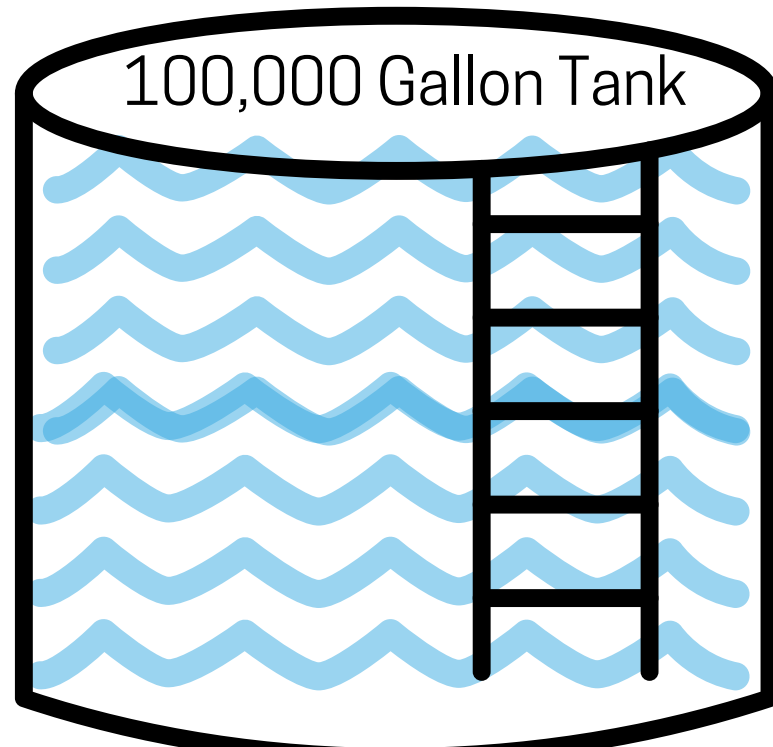
**GALLONS / YEAR**

27  
5,000 gal. Water Trucks





# 201,996 GALLONS / YEAR



Over 40 - 5,000 gal. Water Trucks



**4,500**  
Cubic Feet Consumption

Base Rate = **\$152.36**  
Tier 1 = **\$34.80**  
Tier 2 = **\$37.80**  
Tier 3 = **\$41.85**

**TOTAL BILL**  
33,665 Gallons = **\$266.81**

**MONTHLY COST**  
16,833 Gallons = **\$133.41**

**DAILY COST**  
561 Gallons = **\$4.47**

**\$0.008 / Gallon**



**1,500**

Cubic Feet Consumption

Base Rate = **\$152.36**

Tier 1 = **\$34.80**

Tier 2 = \$00.00

Tier 3 = \$00.00

**TOTAL BILL**

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**MONTHLY COST**

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**DAILY COST**

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**\$0.017 / Gallon**

**3,000**

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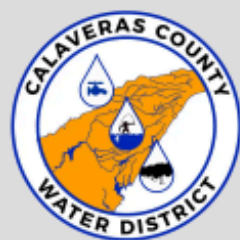


# CCWD WEBSITE UPDATE

**Upcoming Main Line Repair on Baldwin in Rancho Calaveras**

Wednesday September 25, 2024 : 9:00am - 2:00pm - [Click here for details]

Dismiss



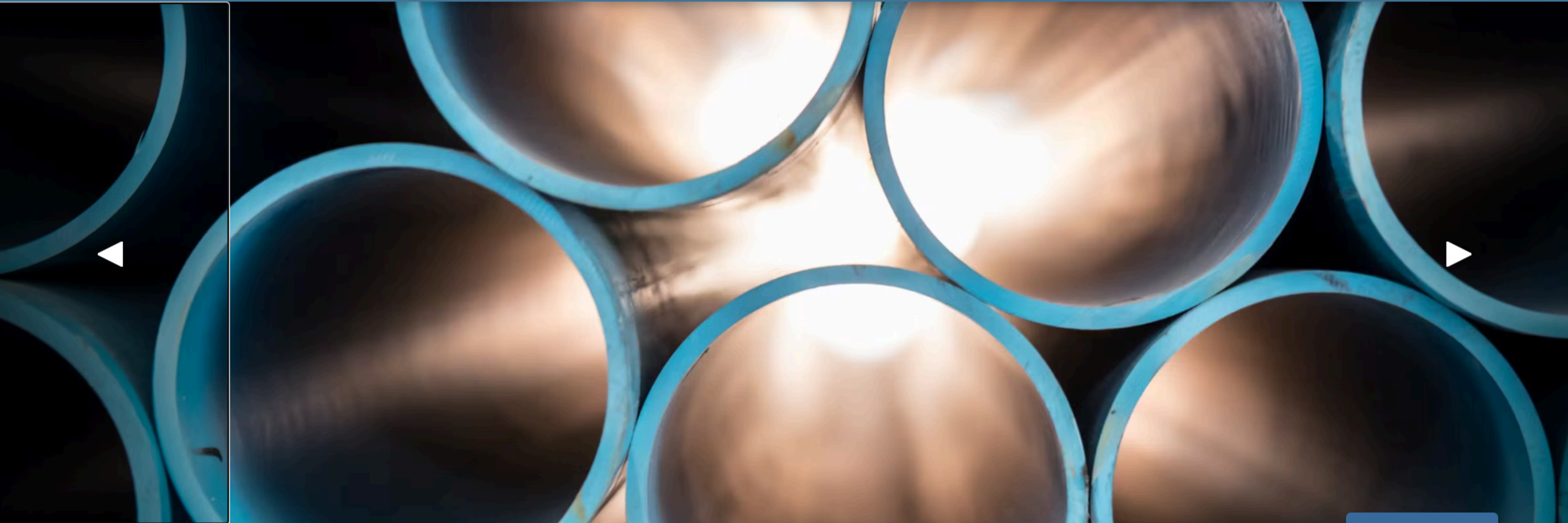
Calaveras County  
Water District



[Communication Survey](#) | [Contact Us](#)

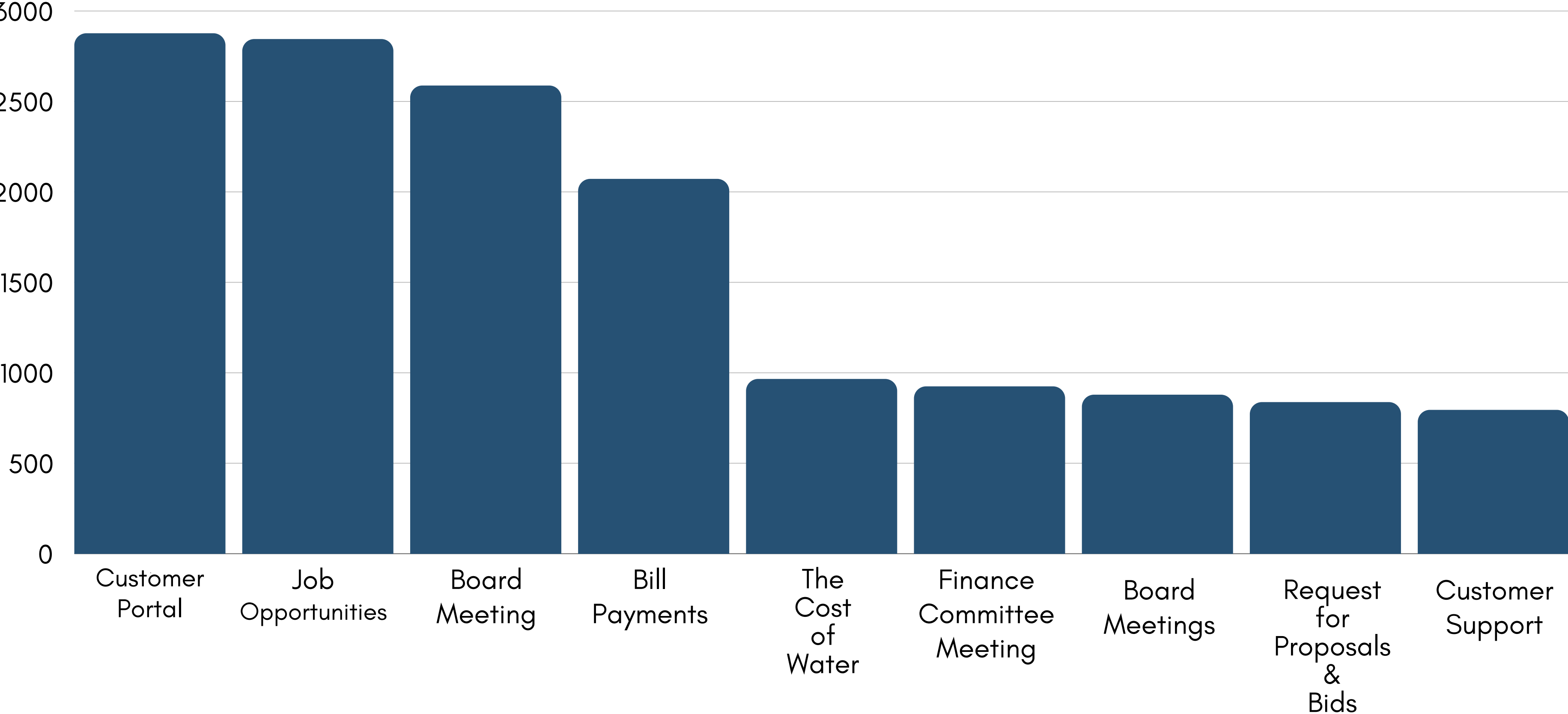
- [Home](#)
- [About ▾](#)
- [Departments ▾](#)
- [Customer Support ▾](#)
- [Board of Directors ▾](#)
- [Customer Portal ▾](#)
- [Announcements & News](#)



Join our mailing list



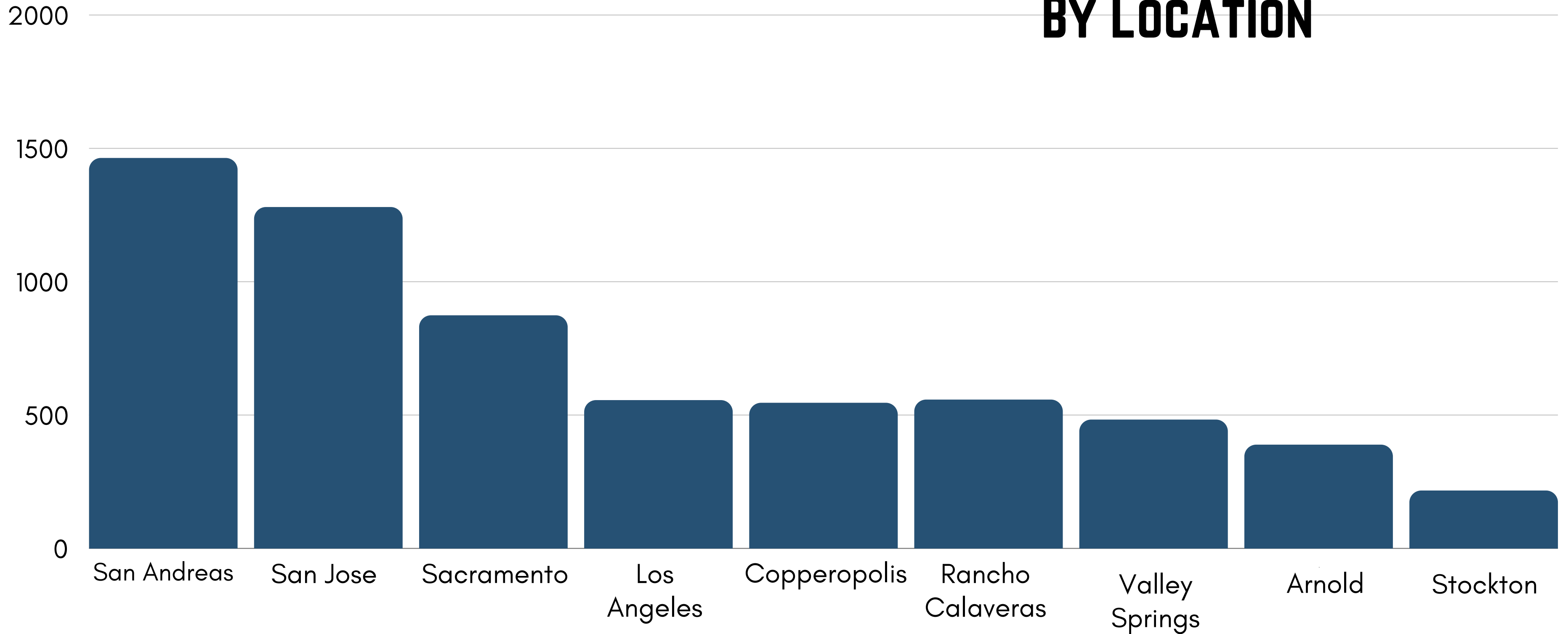
# CCWD WEBSITE TOP VIEWED PAGES





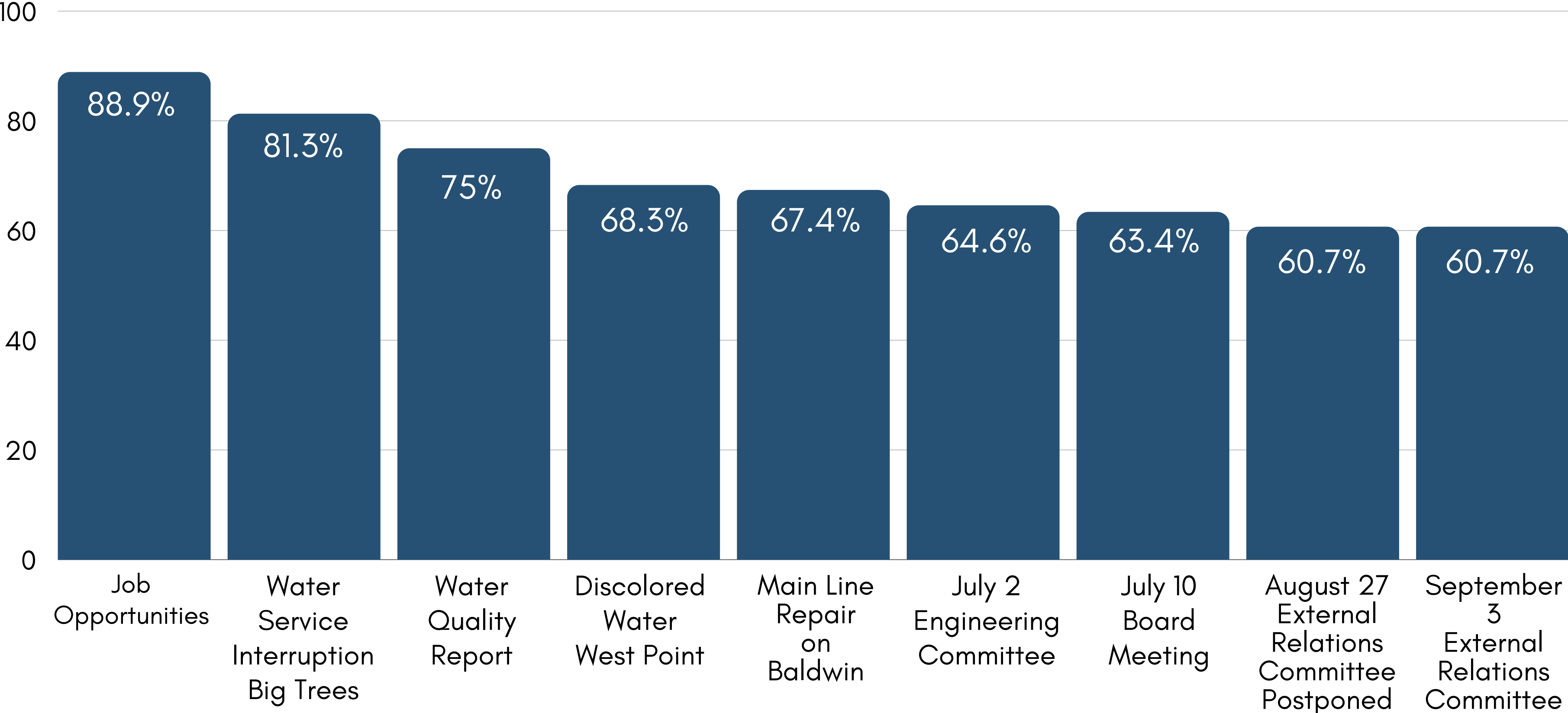
# CCWD WEBSITE TOP ENGAGED SESSIONS

## BY LOCATION





# CCWD WEBSITE EMAIL CAMPAIGN OPENS





# FACEBOOK SEP 2023 - SEP 2024



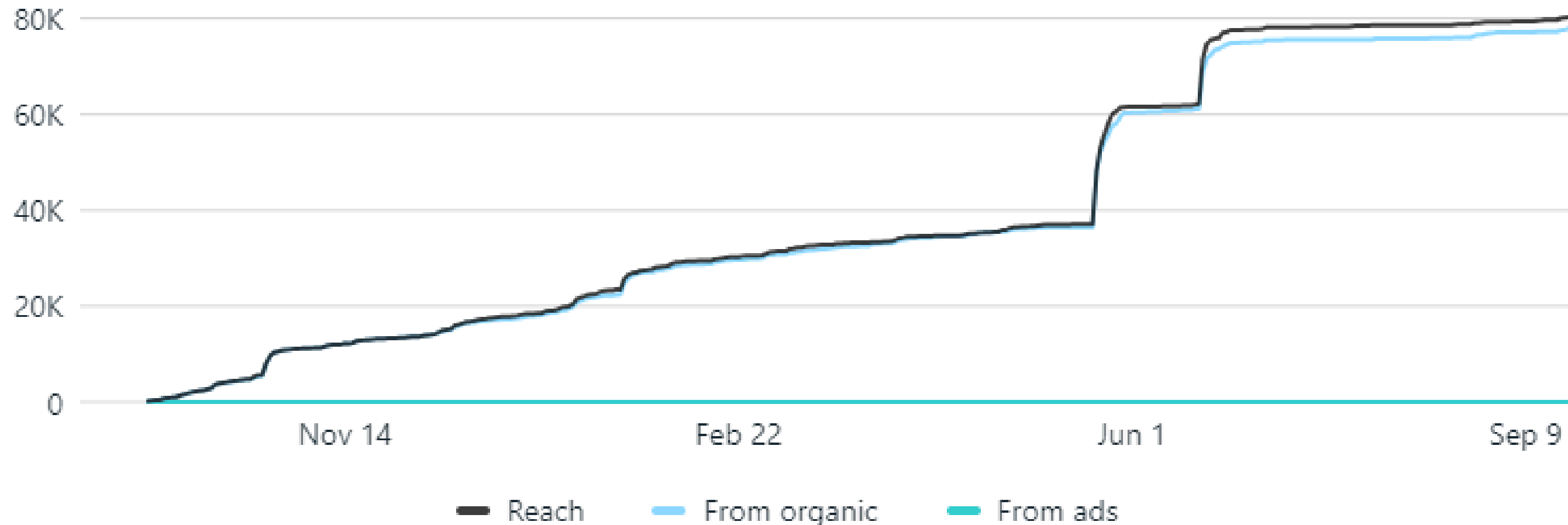
**Reach** ⓘ  
80.4K ↑ 40.3%

**3-second views** ⓘ  
23.8K ↑ 13.6K%

**1-minute views** ⓘ  
823 ↑ 100%

**Content interactions** ⓘ  
5.1K ↑ 21.8%

**Minutes viewed** ⓘ  
6d 11h ↑ 14.6K%



## Reach breakdown ⓘ

Sep 25, 2023 – Sep 23, 2024

### Total

**80,361** ↑ 40.3%

### From followers

**1,267** ↑ 19.1%

### From non-followers

**79,511** ↑ 41.3%



# FACEBOOK PAST MONTH



Reach ⓘ

9.9K ↑ 115.4%

3-second views ⓘ

966 ↑ 39.2%

1-minute views ⓘ

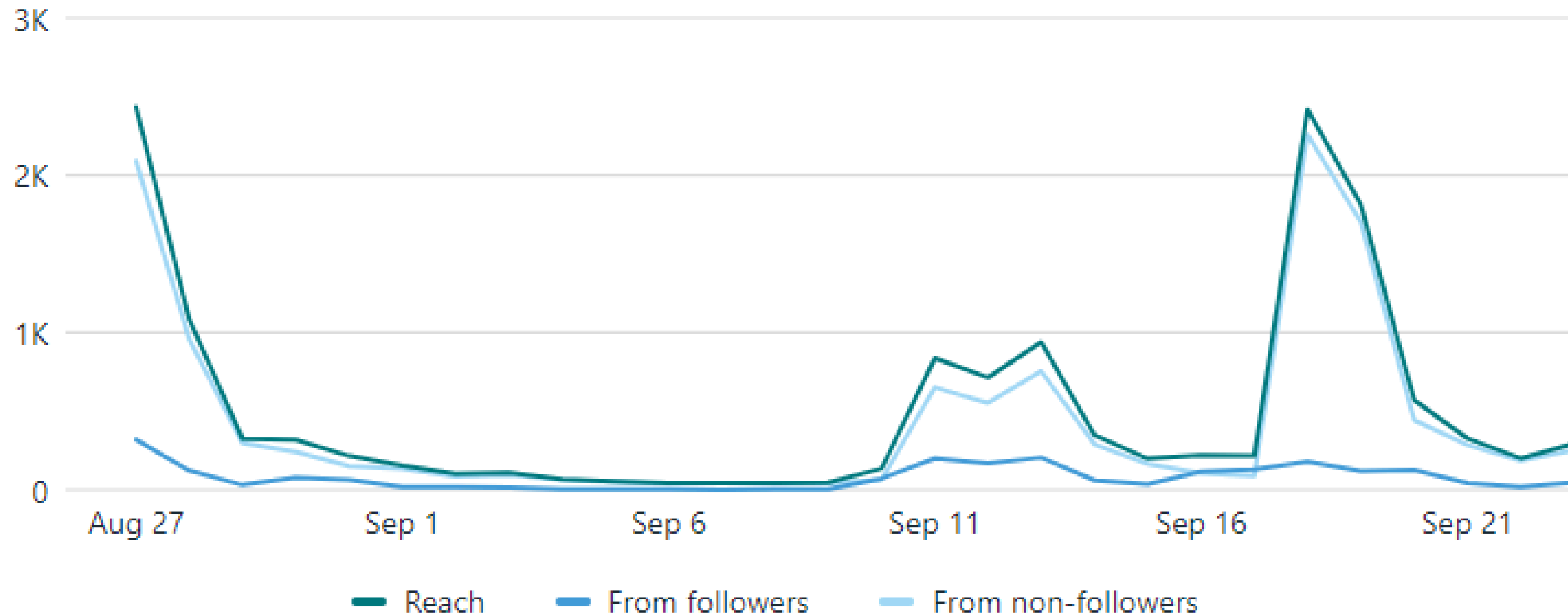
15 ↑ 275%

Content interactions ⓘ

271 ↑ 12.9%

Minutes viewed ⓘ

4h 58m ↑ 15%



Reach breakdown ⓘ

Aug 27 – Sep 23

Total

9,903 ↑ 115.4%

From followers

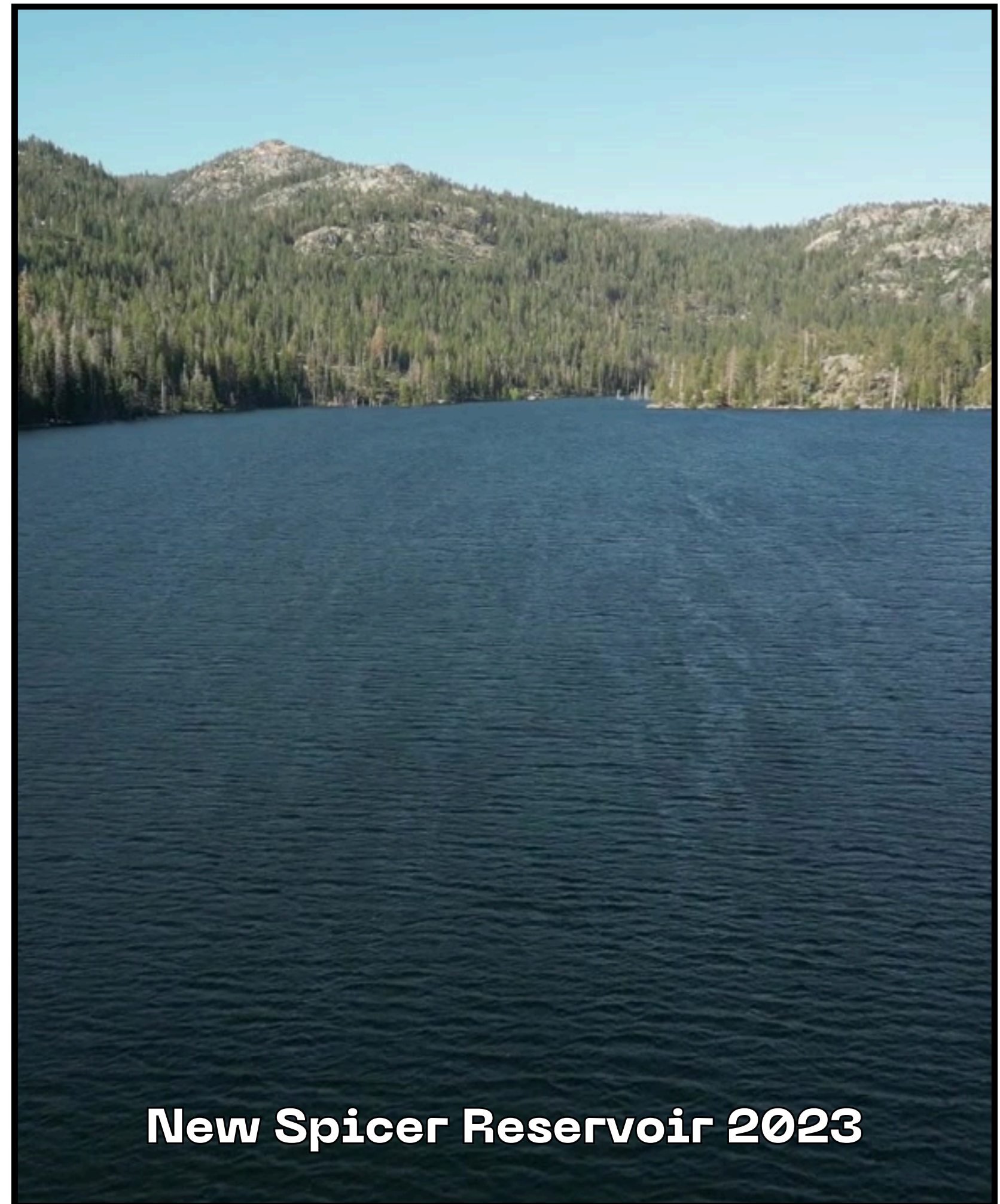
611 ↑ 7%

From non-followers

9,304 ↑ 135.6%



# OCTOBER 1 STARTS THE 2025 WATER YEAR





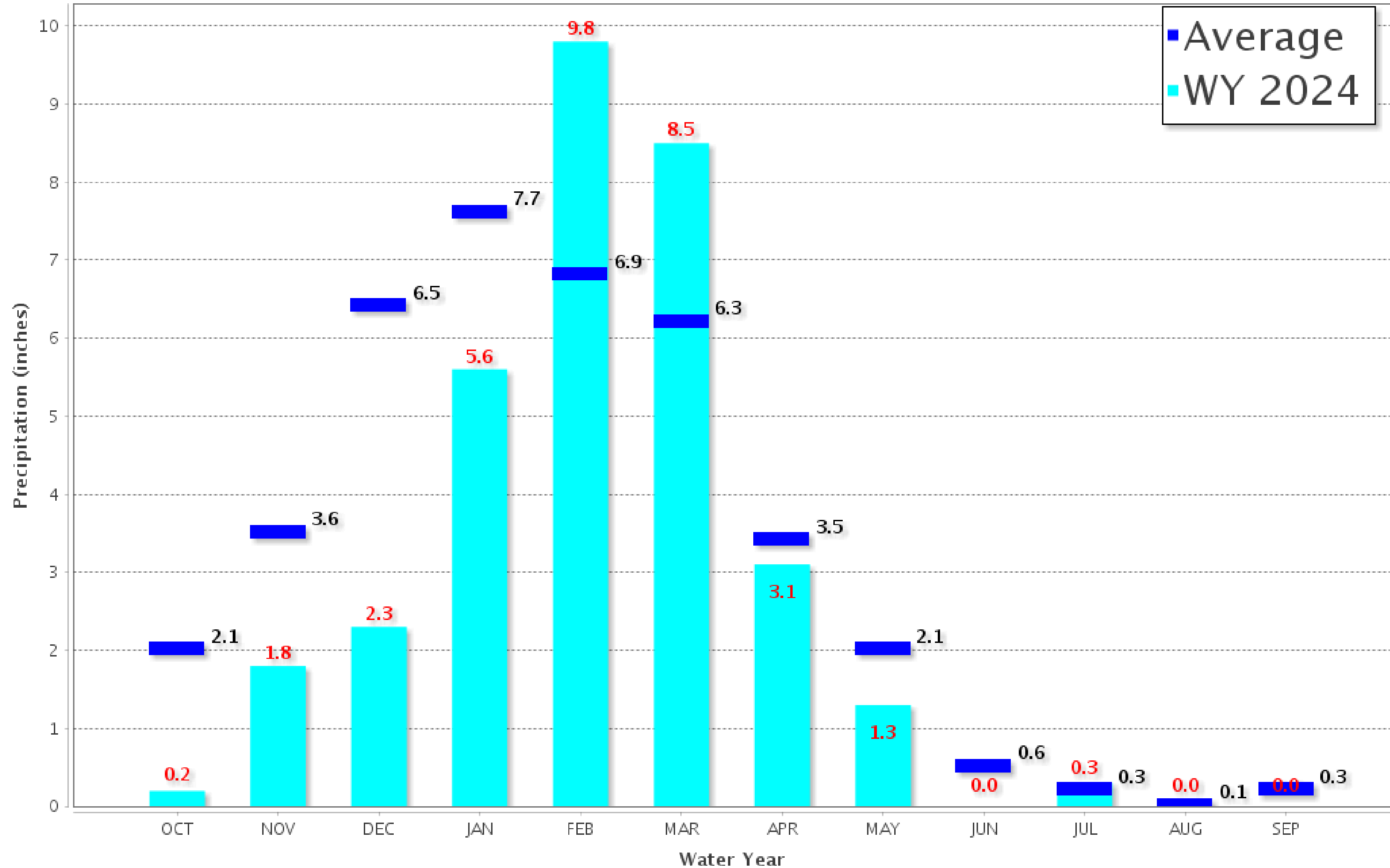


# San Joaquin 5-Station

## Precipitation Index for Water Year 2024 – Updated on September 24, 2024 09:50 PM

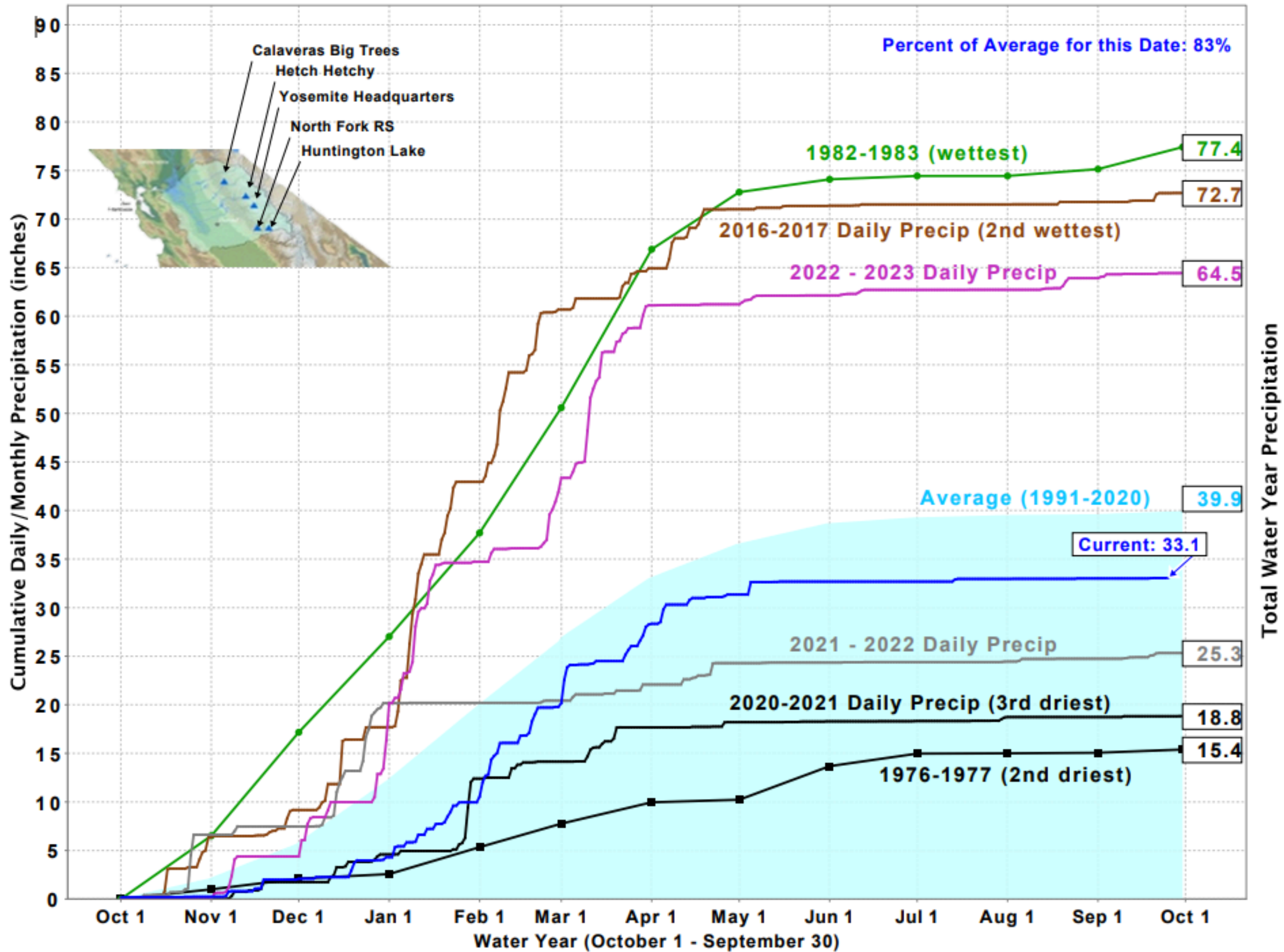
Note: Monthly totals may not add up to seasonal total because of rounding

Water Year Monthly totals are calculated based on Daily precipitation data from 12am to 12am PST





### San Joaquin Precipitation: 5-Station Index, September 25, 2024





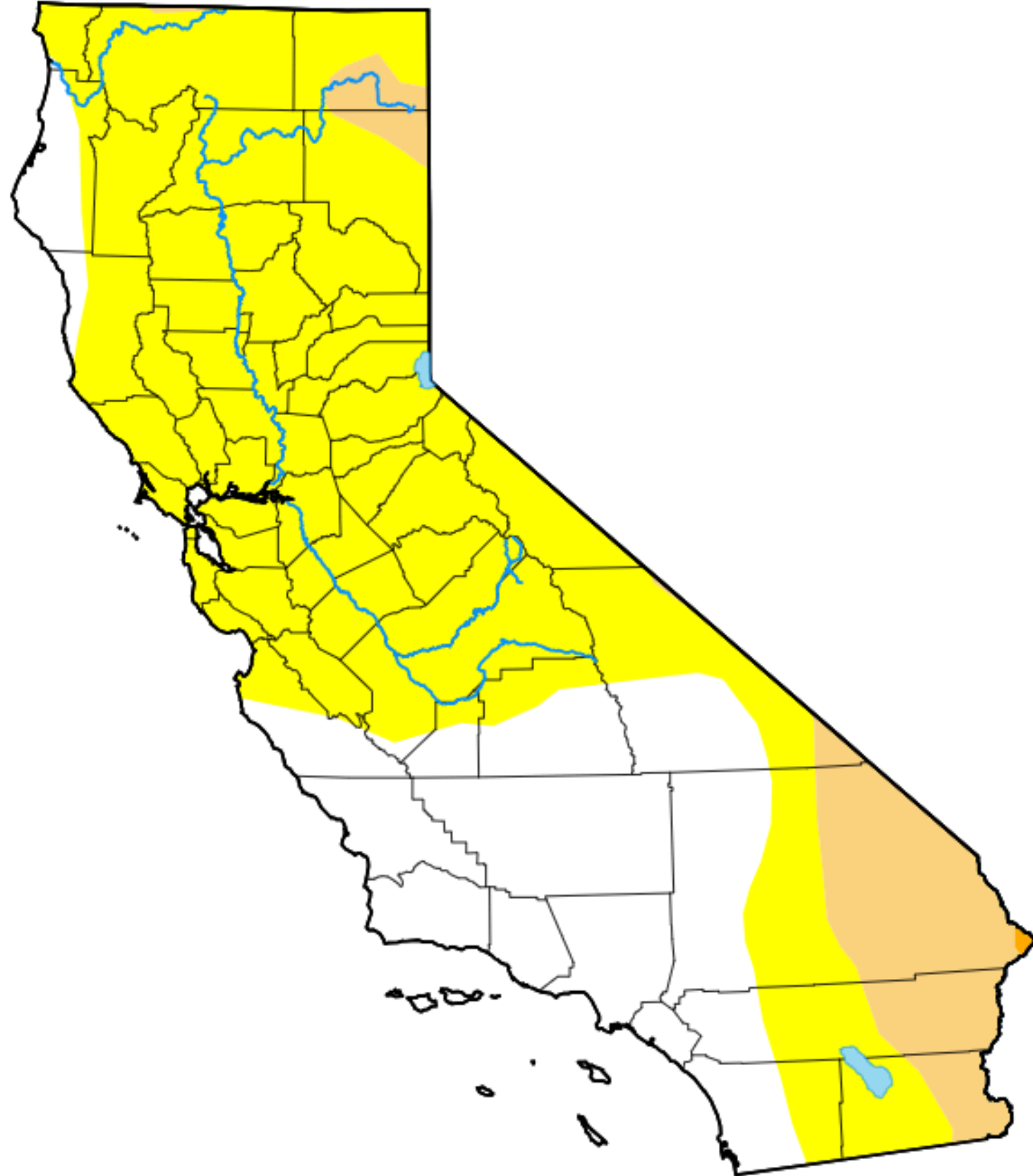
# California

Map released: Thurs. September 19, 2024

Data valid: September 17, 2024 at 8 a.m. EDT

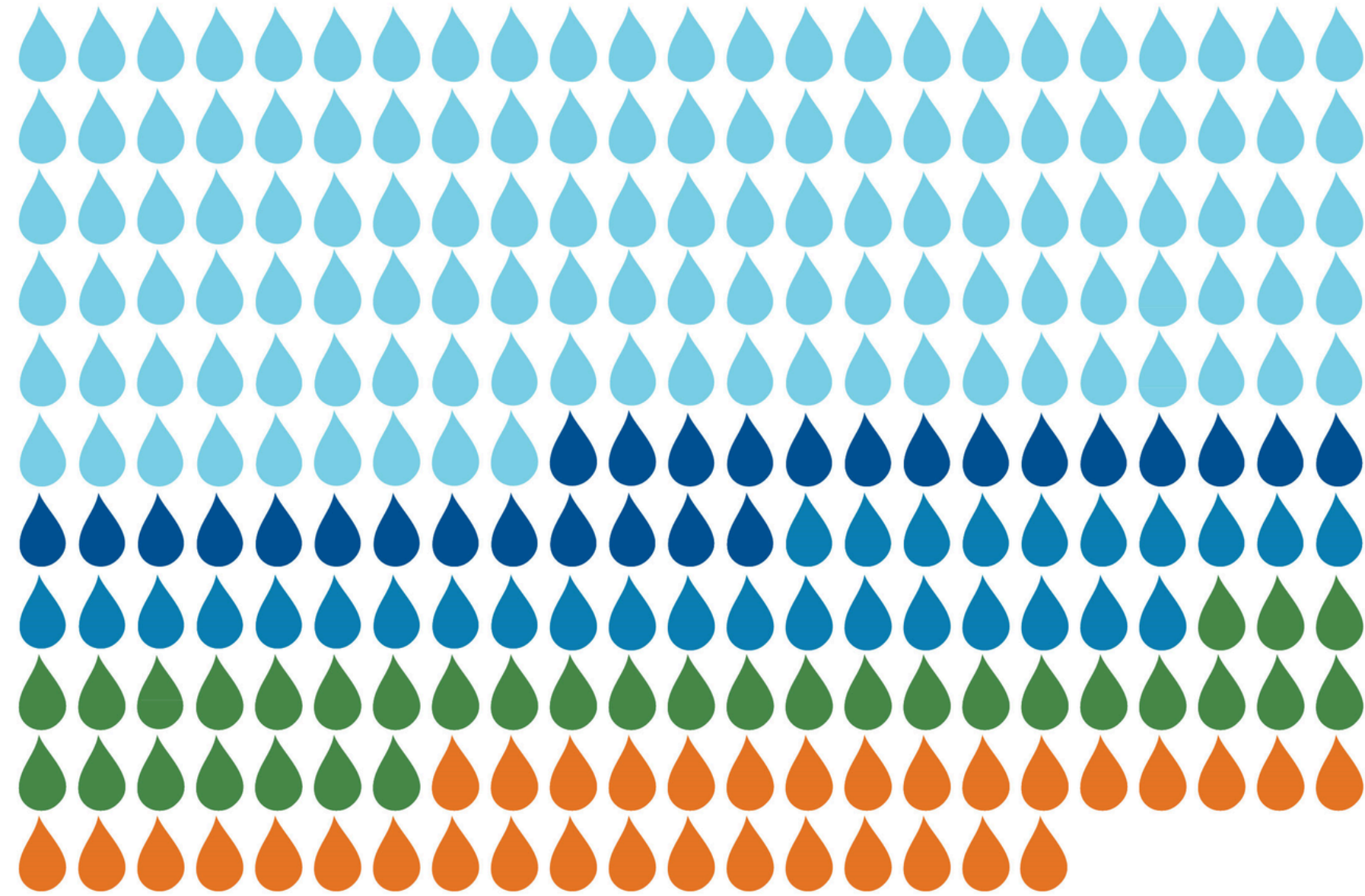
## Intensity

- None
- D0 (Abnormally Dry)
- D1 (Moderate Drought)
- D2 (Severe Drought)
- D3 (Extreme Drought)
- D4 (Exceptional Drought)
- No Data





**WaterSense**  
partners helped save  
**8.7**  
**trillion**  
**gallons of water**



That's the water used in nearly **11 months**  
by all U.S. households!

**1.2**  
**trillion**  
gallons  
saved in  
2023





# The WaterSense® Brand

## What is our vision?

Create an ethic of water efficiency.

## What is our mission?

To promote the value of water and help Americans make smart decisions regarding water use and water-using products.

To transform the marketplace by encouraging consumers and organizations to purchase water-efficient products and services.

## What are the program goals/objectives?

### Program Goal:

Reduce water and wastewater infrastructure costs and conserve water resources for future generations.

### Program Objectives:

- Raise awareness about the importance of water efficiency.
- Ensure product performance.
- Help consumers differentiate among products and services.
- Promote innovation in product development.
- Support state and local water-efficiency efforts.

## How will consumers, utilities, manufacturers, and others benefit from the program?

- Civic benefits: Reducing water waste and water infrastructure requirements.
- Environmental benefits: Watershed protection and aquatic habitat protection.

- Economic benefits: Cost savings to consumers, commercial buyers, and water and wastewater utilities.
- Other benefits: National program provides consistency in labeling of different products.

## What do we do?

Make it easy for consumers and commercial buyers to choose quality products and services that use less water.

## What is our product?

A label backed by independent third-party certification, indicating that both water-efficiency and performance criteria have been met.

## Who are our target audiences and what action do we want them to take?

### Primary Audiences:

- **Consumers:** Seek out the label when choosing products that use water.
- **Commercial, industrial, and institutional purchasers:** Seek out the label and/or certification when purchasing products and services that use water. Use the label as a procurement specification.

### Strategic Partners:

- **Manufacturers:** Make products that qualify for the label. Place label prominently on products and packaging.
- **Retailers:** Stock products, identify products through in-store signage, and promote products in marketing efforts.
- **Utilities:** Adopt program as part of a broader water-efficiency strategy to help reduce the need for infrastructure investment, support sustainable infrastructure, and promote the label to customer base.

## Which benefits will most likely motivate consumers to change behavior?

- Protection of the environment
- Cost savings
- No sacrifice in product performance

## Why are we unique in the marketplace? What are our points of difference?

- The brand will be national in scope.
- Partnerships with retailers, manufacturers, and utilities will help promote the label to the public.
- The brand is credible—backed by EPA.

## What do we want to have happen as a result of our communications efforts?

Purchasers of water-using products and services will:

- Understand that water is a valuable resource that should never be wasted.
- Be aware that there is a label that identifies products that use less water.
- Seek and try products and services with the label.

## What do we believe in?

The ability to transform the marketplace for water-using products by raising awareness of the need to conserve water resources while also creating an easy, credible system that allows people to make water-efficient product choices.

## What key insight should be the focus of the brand?

Water is a precious resource that should never be wasted. In order to create long-term market transformation, we need to change the way people think and feel about water. If consumers understand the value of water while also learning that they can experience the same performance with products that use less water, they will prefer the water-efficient choice. This receptivity combined with successful product trials by the consumer will lead to long-term behavior change.

## What is our personality?

In other words, how do we want our target audiences to think and feel about our brand/products?

- Smart
- Steward
- Progressive
- Efficient
- Credible



A photograph of a white toilet in a bathroom. The toilet seat is up, and the text "The throne" is written in blue on the seat. To the left, there is a wooden-handled grab bar on the wall. Below the toilet, there is a bidet sprayer with a yellow hose and a power cord plugged into a wall outlet. To the right, there is a wooden cabinet.

**The throne**



OCT. 5 - 13, 2024

Show water professionals some

**L**  **LOVE**

**CELEBRATING WATER PROFESSIONALS  
APPRECIATION WEEK.**

[#CAWaterWeek](https://twitter.com/CAWaterWeek)



# BEHIND EVERY DROP OF WATER

is a network of dedicated professionals and critical infrastructure.



OCT. 5 - 13, 2024



# Help Keep Water **FLOWING** for All Californians

Choose a career in California's water industry and make a difference in your community!

- Engineering
- Customer Relations
- Water Treatment
- Operations and Maintenance
- Finance
- Law
- Human Resources
- Public Information / Communications



OCT. 5 - 13, 2024 #CAWaterWeek



# WE WORK FOR WATER

We provide a service that's essential to the world we live in.

[LEARN MORE](#)



OCT. 5 - 13, 2024



# Thanks for keeping water **flowing** to all Californians!

Take a moment to thank the water professionals for the essential services they provide in our community. Use [#ThankWaterPros](#) for a shoutout.



OCT. 5 - 13, 2024

