



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

(Note time change)

October 3, 2019 at 11:00 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. **Network Upgrade Report**
4. **Communications & Technology Initiatives/Accomplishments Update**
5. **Draft Communications Plan**
6. **Review Purchase of Magnetic Signs**
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 September 30, 2019. Posting locations are: 1) District Office; 2) Post Office; 3) Rancho Murieta Association; 4) Murieta Village Association.

MEMORANDUM

Date: October 1, 2019
To: Communications & Technology Committee
From: Mark Martin, General Manager
Subject: Outreach and Technology Items Accomplished/In-Progress

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. Since then, we have expanded the information explaining the purpose and benefits of each initiative. Attached are two worksheets reflecting the revised information.

RMCSO OUTREACH INITIATIVES

October 1, 2019

	Initiative	Status	Short Description	Start Date	Completion Date
1.	RMCSO Website Improvements	Ongoing	Main conduit for District information to the public. Conduct regular improvements to website to more effectively reach out to customers	9/30/2017	Ongoing
2.	RMCSO Facebook Page	Ongoing	Secondary conduit for outreach and mirror of key RMCSO website announcements	9/30/2017	Ongoing
3.	Pipeline Improvements	Ongoing	Primary monthly hard copy communication from District. Working to improve format and content. Added GM's Corner	9/30/2017	Ongoing
4.	Draft Communications Plan	Draft	Communications plan for outreach during important but non-emergency events	6/24/2019	TBD
5.	Electronic Message Board	Tabled	Research into cost of fixed Electronic Message Board - Reviewed Cost - Expensive to implement - \$40-50K for two sided sign plus ongoing maintenance, replacement, and electricity costs, not to mention potential lease cost of land if not on District property.	3/7/2019	4/4/2019
6.	Changeable Message Sign Trailer	Tabled	Researched the cost of a changeable message sign trailer to help direct traffic during heavy traffic events within the community. Costly at about \$19K.	4/4/2019	6/6/2019
7.	Streaming of Regular Board Meetings	Pre-Implementation	A project to implement live and recorded video streaming of Board Meetings. Two systems have been reviewed in-depth. Costs around \$5K/year. Awaiting return of District Secretary to procure and implement.	TBD	1/31/20

RMCSO OUTREACH INITIATIVES

October 1, 2019

	Initiative	Status	Short Description	Start Date	Completion Date
8.	NextDoor.com	Tabled - Revisit 2020	NextDoor is another social media venue for outreach. Staff attempted more than once to join as a public agency but were rejected by NextDoor due to the small size of the agency. After Directors participated in the venue, it was determined that much of the discussion on the site was uncivil and would not be a productive venue for outreach.	5/1/2019	n/a
9.	Flyers in Bills	Ongoing	Assessing opportunities for flyers in bills to call special attention to issues of concern or advertise new services or tools available to customers.	5/1/2019	Ongoing
10.	River Valley Times - CSD Column	Declined	A proposal was made by Director Butler to engage River Valley Times to see if they would be open to a regular RMCSO outreach article. RVT's Editor respectfully declined but committed to continue news stories related to RMCSO.	8/1/2019	9/5/2019
11.	Public Events Outreach	Ongoing	Staff has attended community group meetings, Community Day at RMCC and Neighborhood Night Out gatherings. We expect to continue this practice as opportunities arise.	Ongoing	Ongoing
12.	Magnetic Signs on Work Trucks for Outreach Campaigns	Researching	Initial research conducted. Staff needs to research online options that may reduce cost and see if a different size may be needed than 11x17.	9/5/2019	11/30/2019

RMCS D TECHNOLOGY INITIATIVES

October 1, 2019

	Initiative	Status	Short Description	Start Date	Completion Date
1.	High Speed Internet	Completed	In Fall of 2017, the District's internet service was around 5-6 Mbps for the entire organization. This was akin to operating an organization using a slow home-based internet connection. Acting immediately we moved to implement a 100 Mbps fiber connection. This has greatly increased the productivity of staff and laid the foundation to establish cloud-based computer systems. We intend to upgrade to faster speed internet as needed.	Fall 2017	Fall 2017
2.	Timesheets from Paper to Electronic	Completed	All timesheets were processed in paper format. Starting in Fall 2017, admin office staff began using an Excel based timesheet which made automatic calculations and cut down on transcription errors. The plan is to go to a web-based timesheet system in the near future which will introduce further efficiencies	Fall 2017	Fall 2017
3.	One-Drive Cloud working folders	Completed	One-Drive is part of the Microsoft Office 365 cloud based capability. The one-cloud is a file storage system. This capability allowed staff to manage electronic work files in the cloud instead of on a server stored onsite. This capability allows for more seamless access to work files from smart and mobile devices when offsite, in addition to more robust duplicative backup of files.	Fall 2017	Fall 2018
4.	Ring Central - Unified Communications (Phones/Communication)	Completed	Starting in Fall 2017 the District worked to move a majority of its telephony from a traditional corporate (POTS) system to Ring Central (VOIP). Ring Central provides unified communications. The concept is the ability to communicate via voice, texting, and video conferencing via the same communications system. Staff can make calls from their desktop phone, smart phone, or computer using their own phone extension. Using the same system, staff can communicate by text via computer and smart phones. A major added benefit is the user-friendly web-based management of the phone system which can be handled more easily by staff saving considerable staff time.	Fall 2017	Spring 2018

	Initiative	Status	Short Description	Start Date	Completion Date
5.	Desktop Scanners - More paperless efficiencies	Completed	This initiative recognizes the importance of moving to digital files and the efficiencies gained by locating a scanner on each staff's desktop. A scanner today is as critical to a modern workplace as a computer. Having this capability immediately available at each workstation is more efficient and conditions staff to more readily convert paper files to electronic form.	Summer 2018	Summer 2018
6.	Security Cameras - Public Buildings and Treatment Plants	Completed	The District has maintained security cameras around its treatment plants for some time. In 2018, we expanded security cameras to include administrative and operational offices, including gate houses and the District's administration building. This capability helps to provide extra security at key facilities. We plan to add cameras to key areas as budget becomes available.	Summer 2018	Summer 2018
7.	Upgraded Software Licenses - Microsoft Office 365 Cloud Based Software	Completed	This action was critical to ensure staff systems were upgraded to the latest operating system and Microsoft Office cloud capabilities. Keeping operating and office productivity software up to date is key to maintaining network security and improving staff effectiveness in the use of business systems.	Early 2019	Early 2019
8.	User enabled reset of software passwords	Completed	In the past, staff who managed the IT function had access to all District employee passwords for all systems including communications. This type of arrangement could readily lead to abusive access to confidential Board and management information and compromise the security of District applications and the network. The argument was that staff could receive help when they lost their password. We have implemented a best practice of a more automated user password reset when staff loses their enterprise passwords. This ensures that only each individual knows their passwords ensuring confidentiality of communications. With this approach, the General Manager is made aware in the event an individual needs access to an account that is not their own such as when an employee separates from the District.	Fall 2019	Fall 2019

RMCS D TECHNOLOGY INITIATIVES

October 1, 2019

	Initiative	Status	Short Description	Start Date	Completion Date
9.	North Gate FastPass System	Completed	This system was implemented to handle high-volume traffic events through the North Gate via an electronic FastPass that allows faster check-in at the gate window and via an iPad in additional traffic lanes if warranted. This capability was well received after being implemented for the July 4 holiday in 2019.	5/1/2019	7/1/2019
10.	Portable Computers/Surface Books for Management Staff	Completed	Staff efficiency via strategic investments in key computer systems and technology used daily provides some of the greatest return on investment. Portable computers have become the norm. We have moved away from replacing desktop towers with mobile laptops/docking stations. This mobility allows for greater productivity when at home or away at conferences and training, not to mention collaboration when in staff meetings as staff is now able to pull up information and conduct research during meetings.	Fall 2017	Fall 2019
11.	Network Mirror/Backup - Cloud Based	Completed	The District has backed-up the Network over the internet for some time. However, the process was slow and more difficult to deploy. We now have a more robust cloud-based backup system that provides for greater security and duplication of backups.	Summer 2019	Fall 2019
12.	AUTOCRACY Network Domain Name Change	Completed	When the District's network was established, it was named "AUTOCRACY". This is a very negative term related to despotism and absolute power by a single individual. We have changed the network name to a more professional designation as a key step in establishing a more positive and professional culture. This was a much more complex task than one would imagine, given the naming convention existed for years and was tied to nearly every networked software system used by the District.	Summer 2019	Fall 2019
13.	RMCS D Server Upgrade	Completed	As technology continues to evolve, we expect to move to a mostly cloud-based operating environment. However, for now, some legacy systems require maintenance of a local network server. We have upgraded the local server to improve network speed and reliability.	Summer 2019	Fall 2019

RMCS D TECHNOLOGY INITIATIVES

October 1, 2019

	Initiative	Status	Short Description	Start Date	Completion Date
14.	Public Wi-Fi at Admin Building	Completed	This is a basic capability that most public agencies provide at their administrative offices. This allows the public to access internet during meetings for research, consultants to use their devices during meetings, and a host of other productive purposes.	Fall 2017	Fall 2017
15.	Large Format Plotter/Scanner	Completed	We have purchased and installed a networked Large Format Plotter/Scanner. This allows us to scan all large plans in the office to electronic format and to print plans for mark-up and copying of the mark-ups when useful for office or field use. Having this tool will free up office space for plans storage and provide electronic access to all District large-format plans.	July 2019	September 2019
16.	Established Proxy for back-up P.O. Approver	Completed	Purchase Order approvals within the District's web-based purchase order system were correctly limited to key staff. The problem was that only one individual had approval rights leading to complications when that individual was not in the office. This would require sharing of the P.O. approval password with other authorized staff and the need to reset the password when that individual returns. This new capability allows a second approver to login under their own password as a proxy and authorize P.O.'s, eliminating the need for the password reset, and further ensures the integrity of approvals.	Fall 2019	Fall 2019
17.	Document Imaging System/Escrow Files	System in-place Scanning in progress	This initiative implemented a business hub for scanning and an electronic file management system. The most important component is the incredibly resource intensive scanning and categorization of files once converted to electronic format.	2017	Ongoing

RMCS D TECHNOLOGY INITIATIVES

October 1, 2019

	Initiative	Status	Short Description	Start Date	Completion Date
18.	Patrol Management Software - Cloud Based	Payment/Contract stage	This is a key new capability we are adding to the Security Function. This new system is a cloud-based mobile patrol incident reporting system that will provide for better analytics of Security operations and incidents. Right now, nearly all Security reporting is in paper form. Paper forms have been found to lead to lost documents and transcription errors. The computerized system will improve efficiencies in compiling incident data and better maintain the integrity of the input data.	Summer 2019	December 2019
19.	SharePoint Cloud File and Collaboration Site	In-Process	SharePoint is One-Drive on steroids. Whereas One-Drive is a storage space for individuals' working files, Sharepoint has cloud-based collaboration capabilities that allow for enterprise file management, calendars, intranet and communications. The plan is to ultimately move all District files on the local network drives to SharePoint. This will ensure better protection of District electronic files and a central location for staff to access these files. Setting the permissions properly for Sharepoint and training staff is more complicated than traditional network drives, so the roll-out of this has been limited to start. We will continue this roll-out as staff has capacity.	Spring 2019	Summer 2020
20.	Accounts Payable/General Ledger (Great Plains) Integration	In-Process	The District currently uses AESTIVA as its Purchase Order (P.O.) management software. As of now, there was no link between AESTIVA and our general ledger. We are implementing a cost-effective integration that will eliminate duplicate data entries, and create a seamless flow of data into the general ledger and expand the system to allow for in-the-field verification of receivables by staff.	May 2019	December 2019
21.	Accounting System/General Ledger other Integration	Researching	We are looking into how we can leverage our current general ledger system by implementing integration to our utility billing system. In addition to that integration, we are taking steps to allow us to eliminate the use of Microsoft Access for critical reports, instead developing the capability within the primary software.	April 2019	June 2020

RMCS D TECHNOLOGY INITIATIVES

October 1, 2019

	Initiative	Status	Short Description	Start Date	Completion Date
22.	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
23.	Land Management/Permit System	Researching	The District manages services for every parcel within the District. What is missing is a computerized land management system that allows staff to track all activities related to a parcel or address. Such a system would improve historical records related to each parcel/address improving operations and customer service. Our escrow files now being made electronic is just one resource that could be tied to a computerized land management system. Additionally, we could tie all permits to such a system to ensure that all actions related to an address or parcel are properly recorded. Such a system is composed of tabular and map-based information.	Fall 2019	TBA
24.	Asset Management System (GIS/Data)	Researching	An asset management system is used to manage all infrastructure. This system would contain information for every type of public infrastructure the District manages such as pipes, pump stations, lift stations, basins, etc. The key inputs and metrics of such a system are: What infrastructure do we have, what are the physical properties of the infrastructure, where is it, what condition is it in, when has it been replaced or maintained, and what do we project for maintenance or replacement schedule, and finally, what are the costs for maintenance, rehabilitation or replacement given various funding scenarios? GIS mapping is key as a component tool to produce graphical representations of network condition, maintenance/rehab histories, or project planned improvements based on funding strategies.	Spring 2019	TBA
25.	Online Billing System review options	Researching	We are researching other online billing capabilities that better integrate with the District's financial systems and provide greater flexibility for customers.	Fall 2019	TBA

RMCS D TECHNOLOGY INITIATIVES

October 1, 2019

	Initiative	Status	Short Description	Start Date	Completion Date
26.	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
27.	District Intranet	Researching	There is a heavy reliance on visits to Administrative staff for human resources and other related administrative documents and information. An intranet will allow all District staff to login to an internal website with self-serve access to key human resources and administrative documents. This will help free time for administrative staff for other critical activities.	Fall 2019	TBA

MEMORANDUM

Date: October 1, 2019
To: Communications & Technology Committee
From: Mark Martin, General Manager
Subject: Draft Communications Plan - Update

Attached is an updated draft communications plan for circumstances where timely and thorough community outreach is important but not an emergency. Some minor edits have been made reflecting the fact that RanchoMurieta.com is no longer operating, to add use of magnetic signs as a tool, and expansion of long term messaging/education options.

COMMUNICATION OUTREACH PROCEDURES

1. RMCS D Public Notices

- a. RMCS D Website (District Secretary, General Manager, Dir. of Admin)
 - i. Banner Updates at top (Urgent)
 - ii. Rotating Slideshow
 - iii. Quicklinks
 - iv. Pinned topical info boxes below slideshow
- b. RMCS D Facebook (District Secretary)
- c. Email blast (Mail Chimp)
- d. Texts
- e. Hardcopy/Physical (Urgent/Non-Urgent)
 - i. RMCS D Admin Office Outside Information/Agenda Bulletin Board
 - ii. MVA Clubhouse Bulletin Board
 - iii. RMA Admin Offices Bulletin Board
 - iv. Villas Bulletin Board
 - v. Less immediate updates via Pipeline newsletter
 - vi. Banners
 - vii. Magnetic signs on RMCS D Vehicles
- f. RMCS D Phone Message/tree with info about concern
 - i. Researching capability of current system
- g. Other?
 - i. RMA GM via email
 - ii. MVA GM via email
 - iii. RMCC GM via email
 - iv. RMA Website (Request Permission)
 - v. RMA new electronic message board? (Request Permission)
 - vi. RMA physical large information boards
- h. Reminders for all communications to regularly check RMCS D Website or to call District offices for updated information or concerns.

2. RMCS D STAFF NOTIFICATION

- a. Notification of ALL or SELECTED RMCS D staff depending on issue

3. EXTERNAL POSTINGS

- a. Too much posting on private external sites will:
 - i. Increase staff effort that could be directed usefully elsewhere,
 - ii. Undermine efforts to educate the public to go directly to RMCS D website or call RMCS D when issues arise.
 - 1. Our goal should be to condition the public to seek official information directly from RMCS D.

4. RMCS D BOARD NOTIFICATION

- a. GM Keep Board Notified via Emails
- b. Calls if critical situation

5. LONG-TERM MESSAGING/EDUCATION

- a. Refrigerator magnets with who to call
- b. Pipeline reminders
- c. Magnetic signs on vehicles
- d. Presentations to Community groups

6. AFTER ACTION REVIEW

- a. What could we have done better next time?

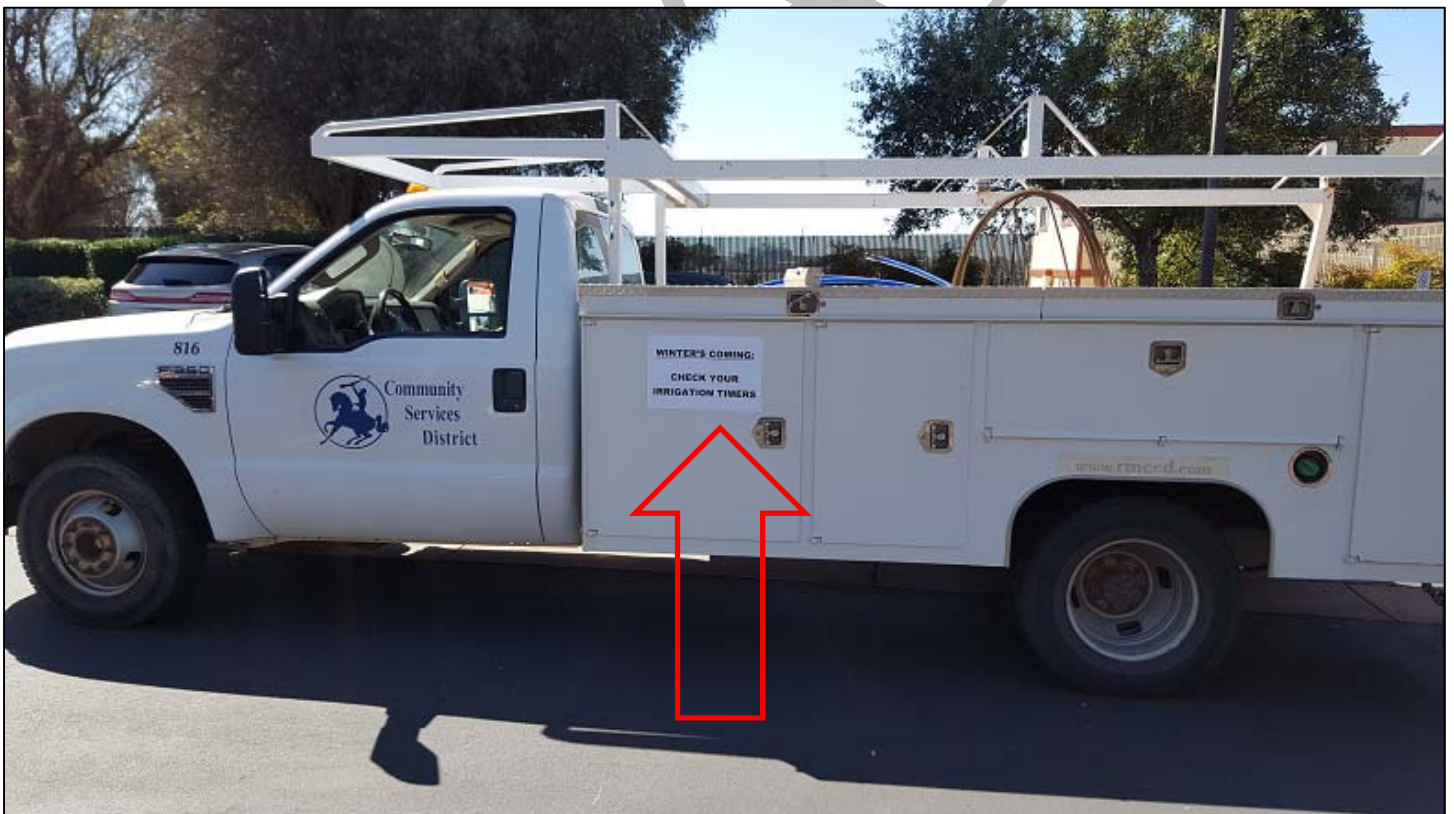
MEMORANDUM

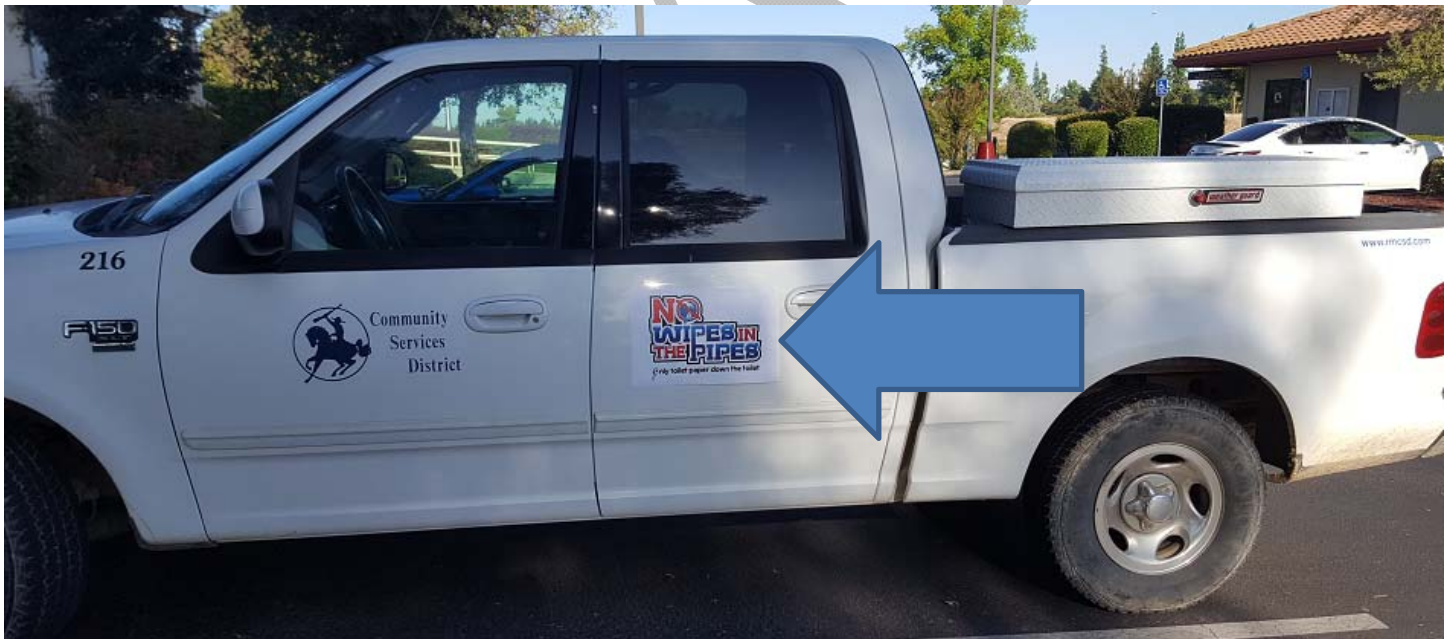
Date: September 24, 2019
To: Communications & Technology Committee
From: Paul Siebensohn, Director of Field Operations
Subject: Review Purchase of Magnetic Signs

DISCUSSION

In looking into options for the District to get information out to the community, one of the ideas was to create magnetic signs with messages which could be placed on District vehicles. I solicited a vendor to inquire about the cost for providing magnetic signs. That quote is attached, from FAST Signs, for twenty signs, with a size of 11" height by 17" width for \$24.95 each plus tax. They reported that typically a proof would take up to two days and printing up to five days, but a rush can be added if needed.

To see what a message that size would look like on a vehicle, I printed out an example on paper and taped them to a District truck to see how visible a message could be. It seems to be fairly visible if we can keep the message short and the font size large. See photo of example below. However, a longer message would require smaller font sizing and make the message less visible.





I believe it would be a good idea for the District to print out varying messages that we would need to communicate seasonally, as well as for special items.

The attached quote is only from one local vendor who can quickly turnaround orders. A quick check online indicates we may be able to produce magnets at a per unit rate less than the attached bid with appropriate lead time.



420 E Bidwell St
 Folsom, CA 95630
 (916) 608-4455

ESTIMATE

FOL-28923

More than fast. More than signs. ®
 fastsigns.com/457

Payment Terms: Cash Customer

Created Date: 9/23/2019

DESCRIPTION: Magnetics

Bill To: Rancho Murieta CSD
 15160 Jackson Rd
 Rancho Murieta, CA 95683
 US

Pickup At: FASTSIGNS
 420 E Bidwell St
 Folsom, CA 95630
 US

Requested By: Paul Siebensohn
 Email: psiebensohn@rmcsd.com
 Work Phone: (916) 354-3700

Salesperson: Shelley Saddler

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Magnetics	20	\$24.95	\$499.00
1.1	Magnetic - Part Qty: 1 Width: 17.00" Height: 11.00" Text: see client print ready files			

Subtotal:	\$499.00
Taxes:	\$38.67
Grand Total:	\$537.67

*** To proceed with the order a 50% deposit is required on orders over \$300. Orders less than \$300 require payment in full. Once paid, production begins or proof is provided if print ready file was not made available. ***

VISA - MASTERCARD - AMEX - DISCOVER

ACCT# _____

EXP DATE _____ CCV CODE _____ ZIP CODE _____

Signature: _____ **Date:** _____