



UPDATED 6/30/2021

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)

Regular Meeting

July 1, 2021 at 8:30 a.m.

This meeting will be held via ZOOM video conference only. You can join the conference by (1) logging on to <https://us02web.zoom.us/j/85316054105>, entering Meeting ID no. 853 1605 4105, and using the audio on your computer, or (2) dialing into 1-669-900-9128 and entering the meeting code 853 1605 4105. Those wishing to join with audio only can simply call the telephone number above and enter the code. Participants wishing to join the call anonymously have the option of dialing *67 from their phone. Please refer to your telephone service provider for specific instructions. **PLEASE NOTE – MOBILE DEVICE USERS MAY NEED TO INSTALL AN APP PRIOR TO USE AND MAC AND PC DESKTOP AND LAPTOP USES WILL REQUIRE YOU TO RUN A ZOOM INSTALLER APPLICATION – PLEASE FOLLOW DIRECTIONS AS PROVIDED BY ZOOM. IT IS RECOMMENDED YOU ATTEMPT TO LOGIN AT LEAST 5 MINUTES BEFORE THE START OF THE MEETING.**

AGENDA

- 1. Call to Order**
- 2. Comments from the Public**
- 3. Monthly Website and Social Media Update**
- 4. Update on NextDoor Posts**
- 5. Update on Cyber Security Activities**
- 6. Update on Water Emergency Communications**
- 7. Directors & Staff Comments/Suggestions**
- 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 24 hours prior to a special 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."

In compliance with the Americans with Disabilities Act if you are an individual with a disability and you need a disability-related modification or accommodation to participate in this meeting or need assistance to participate in this teleconference meeting, please contact the District Office at 916-354-3700 or awilder@rmcsd.com. Requests must be made as soon as possible.

Note: This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. The date of this posting is June 30, 2021. Posting locations are: 1) District Office; 2) Post Office; 3) Rancho Murieta Association; 4) Murieta Village Association.

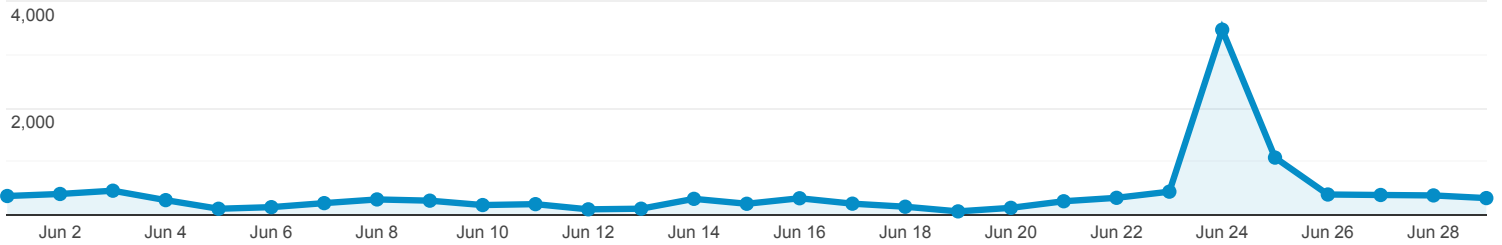
2021-03 COM 3A Google Pages Feb 2021

Jun 1, 2021 - Jun 29, 2021

All Users
100.00% Pageviews

Explorer

● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	11,691 % of Total: 100.00% (11,691)	9,093 % of Total: 100.00% (9,093)	00:01:44 Avg for View: 00:01:44 (0.00%)	4,652 % of Total: 100.00% (4,652)	45.72% Avg for View: 45.72% (0.00%)	39.79% Avg for View: 39.79% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	3,561 (30.46%)	2,543 (27.97%)	00:01:13	2,351 (50.54%)	26.71%	26.12%	\$0.00 (0.00%)
2. /rmcsd-boil-water-notice-june-24-2021	846 (7.24%)	644 (7.08%)	00:02:57	171 (3.68%)	68.42%	63.36%	\$0.00 (0.00%)
3. /employment-opportunities	652 (5.58%)	474 (5.21%)	00:02:31	269 (5.78%)	62.45%	53.07%	\$0.00 (0.00%)
4. /how-to-pay-my-bill	425 (3.64%)	272 (2.99%)	00:02:12	103 (2.21%)	44.66%	47.29%	\$0.00 (0.00%)
5. /district-office-and-phone-numbers	333 (2.85%)	267 (2.94%)	00:02:02	73 (1.57%)	71.23%	48.35%	\$0.00 (0.00%)
6. /2021-board-meetings	308 (2.63%)	236 (2.60%)	00:04:21	38 (0.82%)	76.32%	53.57%	\$0.00 (0.00%)
7. /riverview-update	242 (2.07%)	181 (1.99%)	00:02:11	91 (1.96%)	84.62%	50.83%	\$0.00 (0.00%)
8. /2021-pipeline-newsletter-d73a345	236 (2.02%)	199 (2.19%)	00:02:22	12 (0.26%)	33.33%	29.66%	\$0.00 (0.00%)
9. /informational-bulletin-rmcsd-fire-hydrant-destruction	185 (1.58%)	158 (1.74%)	00:01:49	67 (1.44%)	80.60%	55.14%	\$0.00 (0.00%)
10. /salary-schedules	182 (1.56%)	149 (1.64%)	00:01:59	21 (0.45%)	57.14%	52.20%	\$0.00 (0.00%)

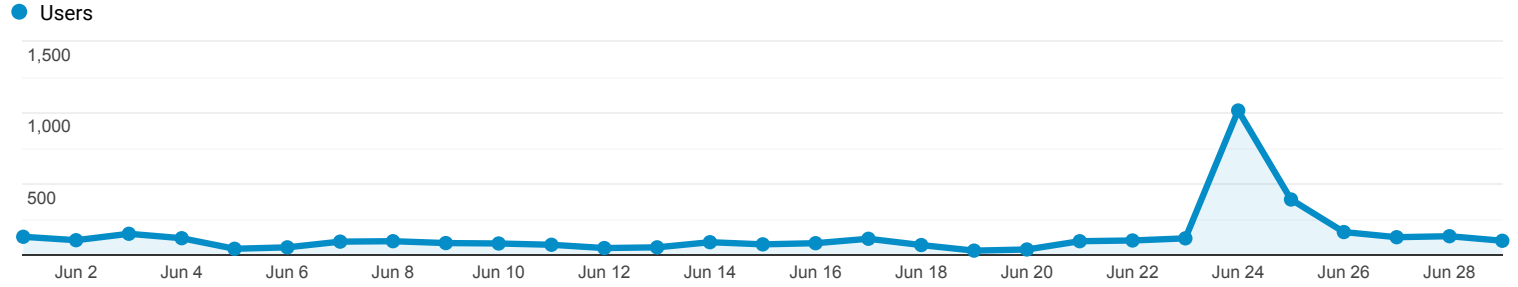
Rows 1 - 10 of 574

RMCS D Website Stats

Jun 1, 2021 - Jun 29, 2021

All Users
100.00% Users

RMCS D Website Visitors











Region	Users	New Users	Hits	Sessions	Number of Sessions per User	Pageviews	Pages / Session	Avg. Session Duration
	3,051 % of Total: 100.00% (3,051)	2,794 % of Total: 100.00% (2,794)	11,810 % of Total: 100.00% (11,810)	4,652 % of Total: 100.00% (4,652)	1.52 % of Total: 100.00% (1.52)	11,691 % of Total: 100.00% (11,691)	2.51 Avg for View: 2.51 (0.00%)	00:02:37 Avg for View: 00:02:37 (0.00%)
1. California	2,414 (78.38%)	2,171 (77.70%)	10,538 (89.23%)	3,904 (83.92%)	1.62 (107.07%)	10,423 (89.15%)	2.67	00:02:54
2. (not set)	121 (3.93%)	118 (4.22%)	152 (1.29%)	125 (2.69%)	1.03 (68.40%)	151 (1.29%)	1.21	00:00:17
3. Illinois	121 (3.93%)	120 (4.29%)	138 (1.17%)	122 (2.62%)	1.01 (66.76%)	137 (1.17%)	1.12	00:00:23
4. Texas	73 (2.37%)	70 (2.51%)	158 (1.34%)	81 (1.74%)	1.11 (73.46%)	158 (1.35%)	1.95	00:00:49
5. Washington	31 (1.01%)	23 (0.82%)	125 (1.06%)	47 (1.01%)	1.52 (100.38%)	125 (1.07%)	2.66	00:02:42
6. Virginia	29 (0.94%)	29 (1.04%)	29 (0.25%)	29 (0.62%)	1.00 (66.21%)	29 (0.25%)	1.00	00:00:00
7. Oregon	24 (0.78%)	22 (0.79%)	60 (0.51%)	27 (0.58%)	1.12 (74.48%)	60 (0.51%)	2.22	00:03:18
8. Quebec	22 (0.71%)	22 (0.79%)	22 (0.19%)	22 (0.47%)	1.00 (66.21%)	22 (0.19%)	1.00	00:00:00
9. Nevada	22 (0.71%)	17 (0.61%)	64 (0.54%)	27 (0.58%)	1.23 (81.26%)	64 (0.55%)	2.37	00:01:18
10. Florida	16 (0.52%)	13 (0.47%)	37 (0.31%)	17 (0.37%)	1.06 (70.35%)	37 (0.32%)	2.18	00:02:40

Rows 1 - 10 of 72

Results from Jun 2, 2021 - Jun 29, 2021

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

<p>Actions on Page June 2 - June 29 ?</p>  <p>We have insufficient data to show for the selected time period.</p>	<p>Page Views June 2 - June 29 ?</p> <p>194 Total Page Views ▲229%</p> 	<p>Page Likes June 2 - June 29 ?</p> <p>8 Page Likes ▲60%</p> 
<p>Post Reach June 2 - June 29 ?</p> <p>1,117 People Reached ▼9%</p> 	<p>Story Reach June 2 - June 29 ?</p> <p>Get Story Insights See stats on how your Page's recent stories have performed.</p> <p>Learn More</p>	<p>Recommendations June 2 - June 29 ?</p>  <p>We have insufficient data to show for the selected time period.</p>
<p>Post Engagement June 2 - June 29 ?</p> <p>282 Post Engagement ▲1%</p> 	<p>Videos June 2 - June 29 ?</p>  <p>We have insufficient data to show for the selected time period.</p>	<p>Page Followers June 2 - June 29 ?</p> <p>8 Page Followers ▲0%</p> 

MEMORANDUM

Date: June 29, 2021
To: Communications Committee
From: Paula O'Keefe, Director of Administration
Subject: Discussion of Water Incident Communications Efforts

RECOMMENDED ACTION

Discussion item only.

BACKGROUND

On June 24, 2021, District staff responded to an alarm of low levels in the Water Treatment Plant tanks. Staff found a fire hydrant had been sheared off on an access road next to Lake Clementia. Staff sent out several Code Red alerts, alerting residents that the water would be off until approximately 11:30 am that morning. The following communications were provided to residents, as information was rapidly changing:

- Code Red Alerts – via text messages, emails and phone calls
- Website updates, to include street lists and maps, boil water notification, etc.
- Facebook post
- Boil Water Notification fliers handed out
- Code Red information on June 25th utility bill message and inserts
- Security Information Bulletin insert for June 25th utility bill

SUMMARY

Administration staff completed a debrief to ensure that information is delivered to the residents in a timely and accurate manner and in the event that an emergency incident occurs in the future, staff will be prepared to provide up-to-date information quickly and accurately.