



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

August 5, 2021 at 11:30 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/88039745408>, entering Meeting ID no. 880 3974 5408, and using the audio on your computer, or (2) dialing into 1-669-900-9128 and entering the meeting code 880 3974 5408. 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 Voluntary 15% Water Reduction Communications
5. Update on Reservoir Information and Education Committee
6. Directors & Staff Comments/Suggestions
7. 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 August 3, 2021. Posting locations are: 1) District Office; 2) Post Office; 3) Rancho Murieta Association; 4) Murieta Village Association.

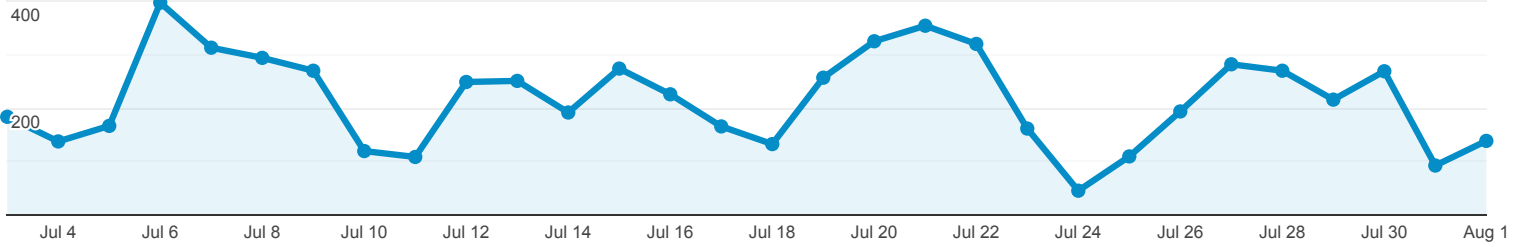
RMCS D Website Stats

Jul 3, 2021 - Aug 1, 2021

All Users
100.00% Users

RMCS D Pages

● Pageviews



Destination Page	Pageviews	Unique Pageviews	Avg. Time on Page
	6,520 % of Total: 100.00% (6,520)	5,190 % of Total: 100.00% (5,190)	00:01:39 Avg for View: 00:01:39 (0.00%)
1. /	1,721 (26.40%)	1,301 (25.07%)	00:01:08
2. /how-to-pay-my-bill	397 (6.09%)	257 (4.95%)	00:01:41
3. /employment-opportunities	387 (5.94%)	295 (5.68%)	00:01:55
4. /district-office-and-phone-numbers	244 (3.74%)	213 (4.10%)	00:02:12
5. /2021-board-meetings	194 (2.98%)	162 (3.12%)	00:04:59
6. /riverview-update	178 (2.73%)	135 (2.60%)	00:03:39
7. /development-projects	142 (2.18%)	92 (1.77%)	00:00:45
8. /salary-schedules	138 (2.12%)	112 (2.16%)	00:03:43
9. /board-meeting-archive	125 (1.92%)	95 (1.83%)	00:00:14
10. /quick-links-security-log	93 (1.43%)	69 (1.33%)	00:03:05

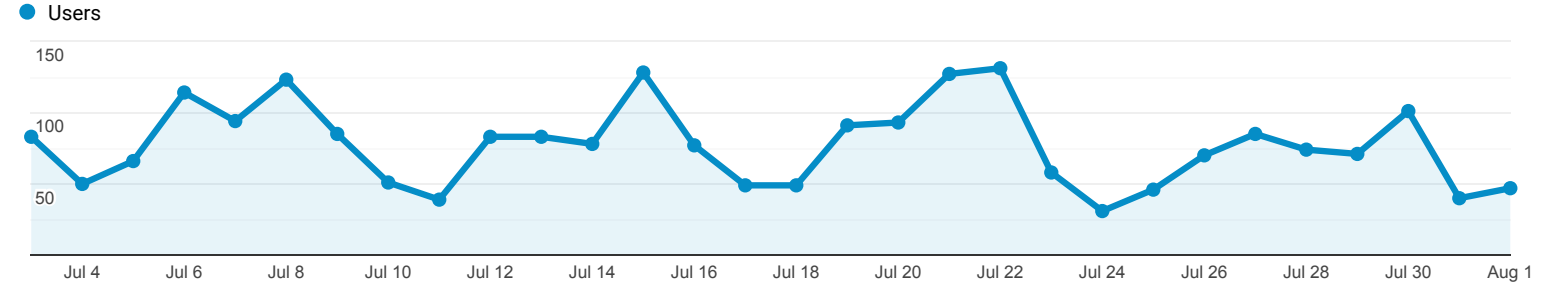
Rows 1 - 10 of 324

RMCS D Website Stats

Jul 3, 2021 - Aug 1, 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
	1,867 % of Total: 100.00% (1,867)	1,621 % of Total: 100.06% (1,620)	6,567 % of Total: 100.00% (6,567)	2,722 % of Total: 100.00% (2,722)	1.46 % of Total: 100.00% (1.46)	6,520 % of Total: 100.00% (6,520)	2.40 Avg for View: 2.40 (0.00%)	00:02:18 Avg for View: 00:02:18 (0.00%)
1. California	1,311 (69.92%)	1,080 (66.63%)	5,624 (85.64%)	2,109 (77.48%)	1.61 (110.81%)	5,592 (85.77%)	2.65	00:02:46
2. Illinois	120 (6.40%)	120 (7.40%)	128 (1.95%)	120 (4.41%)	1.00 (68.88%)	124 (1.90%)	1.03	00:00:01
3. (not set)	100 (5.33%)	100 (6.17%)	106 (1.61%)	101 (3.71%)	1.01 (69.57%)	104 (1.60%)	1.03	00:00:02
4. Texas	66 (3.52%)	64 (3.95%)	101 (1.54%)	68 (2.50%)	1.03 (70.97%)	100 (1.53%)	1.47	00:00:23
5. Nova Scotia	19 (1.01%)	19 (1.17%)	19 (0.29%)	19 (0.70%)	1.00 (68.88%)	19 (0.29%)	1.00	00:00:00
6. Oregon	18 (0.96%)	16 (0.99%)	142 (2.16%)	29 (1.07%)	1.61 (110.98%)	142 (2.18%)	4.90	00:03:06
7. Ontario	17 (0.91%)	17 (1.05%)	25 (0.38%)	17 (0.62%)	1.00 (68.88%)	25 (0.38%)	1.47	00:00:05
8. Washington	16 (0.85%)	14 (0.86%)	31 (0.47%)	18 (0.66%)	1.12 (77.49%)	31 (0.48%)	1.72	00:00:30
9. Virginia	13 (0.69%)	13 (0.80%)	17 (0.26%)	15 (0.55%)	1.15 (79.48%)	17 (0.26%)	1.13	00:00:01
10. Shanghai	11 (0.59%)	11 (0.68%)	12 (0.18%)	12 (0.44%)	1.09 (75.15%)	12 (0.18%)	1.00	00:00:00

Rows 1 - 10 of 83

Results from Jul 5, 2021 - Aug 1, 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

Actions on Page

July 5 - August 1



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

Page Views

July 5 - August 1

130

Total Page Views ▼38%



Page Likes

July 5 - August 1

14

Page Likes ▲40%



Post Reach

July 5 - August 1

3,145

People Reached ▲154%



Story Reach

July 5 - August 1

Get Story Insights

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

Learn More

Recommendations

July 5 - August 1



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

Post Engagement

July 5 - August 1

2,292

Post Engagement ▲574%



Videos

July 5 - August 1



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

Page Followers

July 5 - August 1

14

Page Followers ▲27%



MEMORANDUM

Date: August 2, 2021
To: Communications Committee
From: Tom Hennig, General Manager
Subject: Regional Water Authority Urges 15 Percent Water Reductions Throughout the Sacramento Region

SUMMARY

On July 21, 2021, the Board of Directors unanimously approved a request from the Regional Water Authority to encourage customers to voluntarily reduce water consumption by 15%. As a result, Tom Hennig, General Manager, met with the General Managers of the RMA and the Country Club to combine efforts and communicate this reduction to all members of the Community.

BACKGROUND

On July 21, 2021, the Regional Water Authority (RWA) Board of Directors unanimously adopted a resolution urging its 20 water provider members to take action to voluntarily reduce water use by a minimum of 15 percent.

The action follows RWA's call for 10 percent conservation in May and Gov. Gavin Newsom's July 8 executive order that expanded the drought to 50 of the state's 58 counties and asked residents to reduce water use by 15 percent.

"This is the worst drought since 1977," said RWA Executive Director Jim Peifer. "Water providers are doing a good job of shifting to environmentally-friendly and sustainably-managed groundwater for water supplies but continued dry weather into winter could pose a challenge."

Folsom Lake levels are currently at 27 percent. Natural inflows into Folsom are zero and expected to remain that way through September. "For comparison, even in 2015 during California's most recent drought, water was still naturally flowing into Folsom," Peifer said.

To that end, the District released the attached Press Release August 2, 2021.

**RANCHO MURIETA COMMUNITY SERVICES DISTRICT
RANCHO MURIETA COUNTRY CLUB
RANCHO MURIETA ASSOCIATION
JOINT PRESS RELEASE**

Voluntary Water Reductions for Rancho Murieta Businesses and Residents

The Community Services District, Country Club and Homeowners Association have joined together to lead the Community in a Voluntary Campaign to Reduce Water Use by 15%! As the weather forecast continues to call for dry conditions, and the State is experiencing Severe Drought conditions, we are joining with the Regional Water Authority in urging our residents and businesses to take actions to voluntarily reduce water use by a minimum of 15%. This follows Governor Newsom's July 8th Executive Order that expanded the drought to 50 of the 58 counties in CA and asked residents to reduce water use by 15%. The Rancho Murieta CSD Board voted unanimously on July 21, 2021 to adopt these same voluntary water conservation measures.

The three organizations are joining together to reduce water use and educate the Community of ways we can all add to the reduction of water use.

The District has reduced its overall water usage by 15%
The RMA has reduced its overall water usage by 40%
The Country Club has reduced its overall water usage by 15%

Here are some tips to reduce your water usage:

- Limit Outdoor Water Use. Turn off sprinklers before and after rain events and reduce amount of watering time.
- Consider installation of drought tolerant landscaping. Do not water between 8 a.m. and 8 p.m., otherwise some of the water will be lost to evaporation. Early morning is better. Adjust or deactivate automatic sprinklers on cool, overcast days.
- Fix leaky faucets, toilets, appliances, and sprinklers. Leaks vary in amount, but they can account for a lot of wasted water over time.
- Fill the dishwasher. Wait until you have a full dishwasher to run the machine.
- Take a shower instead of a bath and take shorter showers. As reported by the U.S. Environmental Protection Agency (EPA), if you shower for 5 minutes or less you will use about 10 to 15 gallons of water compared to baths, which use up to 70 gallons of water.
- Turn off the water when brushing your teeth. According to the EPA, this simple act may save more than 200 gallons of water in a single month.

The CSD, Country Club and RMA are dedicated to reducing our water by 15% on landscaping and outdoor use. Please join us as we protect our water, wildlife, and Community.

To learn more about current conditions, the state's response, and informational resources, please visit the state's drought preparedness website: <https://waterresilience.ca.gov/drought-preparedness>.