

TO: BOARD OF DIRECTORS
REVIEWED: MICHAEL S. LEBRUN *MSL*
GENERAL MANAGER
FROM: PETER V. SEVCIK, P.E.
DIRECTOR OF
ENGINEERING & OPERATIONS
DATE: NOVEMBER 5, 2015

**AGENDA ITEM
E-3
NOVEMBER 12, 2015**

**AUTHORIZE TASK ORDER WITH MICHAEL K. NUNLEY &
ASSOCIATES FOR SUPPLEMENTAL WATER PROJECT PHASE 1
OPERATIONS AND MAINTENANCE MANUAL**

ITEM

Authorize Task Order for Supplemental Water Project Phase 1 Operations and Maintenance Manual with Michael K. Nunley & Associates in the amount of \$38,670 and authorize contingency in the amount of \$4000 [RECOMMEND BY MOTION AND ROLL CALL VOTE AUTHORIZE TASK ORDER WITH MICHAEL K. NUNLEY & ASSOCIATES IN THE AMOUNT OF \$38,670, AUTHORIZE STAFF TO EXECUTE TASK ORDER, AND AUTHORIZE CHANGE ORDER CONTINGENCY IN THE AMOUNT OF \$4000].

BACKGROUND

The Nipomo Supplemental Water Project Phase 1 (Project) interconnected the District's water distribution system with the City of Santa Maria water distribution system. The Project consisted of approximately 7500 lineal feet of 24 inch diameter ductile iron pipe (DIP) waterline, 2600 lineal feet of 24 inch nominal inside diameter high-density polyethylene (HDPE) pipe under the Santa Maria River, a flow meter and flow control station, a 400 gallon per minute (gpm) pump station with two (2) pumps, a chloramination system, and related power, back-up power, controls and instrumentation systems, a pressure reducing station, and chloramination systems at five (5) existing District production wells. The Project is in operation.

The Project is currently delivering 650 acre-feet per year (AFY) of supplemental water purchased by the District from the City of Santa Maria and allows the District to reduce pumping from existing wells. The Project also increases the reliability of the District water supply by providing an additional source other than groundwater. The Project is consistent with the settlement agreement and the judgment related to the groundwater adjudication of the Santa Maria Groundwater Basin.

Staff requested that Michael K. Nunley & Associates (MKN) provide a proposal for development of an operations and maintenance (O&M) manual for Supplemental Water Project facilities to assist staff in the overall operation of the new water supply infrastructure. The O&M manual will address the general operation of the project components and reflect the design intent of the facilities. In addition, the manual will include operating procedures such as start-up, shut down, abnormal operations, process flow diagrams, equipment layout, trouble-shooting guide, safety features, and key maintenance requirements provided by equipment suppliers. As set forth in the attached proposal, MKN is willing to perform this work on a time-and-materials basis with a not-to-exceed expenditure limit of \$38,670.

MKN staff has been involved in the development of the District's Supplemental Water Project as well as modeling of the District's water system for several years and is uniquely qualified to provide the requested services based on this past experience.

FISCAL IMPACT

Funding for the project is available in the FY 2015-2016 budget. The cost for development of the operations and maintenance manual is within the funding plan amount originally approved for Phase 1 of the Supplemental Water Project.

STRATEGIC PLAN

Goal 1 – WATER SUPPLY – Actively plan to provide reliable water supply of sufficient quality and quantity to serve both current customers and those in the long-term future.

RECOMMENDATION

Staff recommends that the Board, by motion and roll call vote:

1. Authorize Task Order for development of Supplemental Water Project Phase 1 Operations and Maintenance Manual with Michael K. Nunley & Associates in the amount of \$38,670 and authorize General Manager to execute Task Order.
2. Authorize the General Manager to issue Change Orders to the Task Order with an aggregate total amount not to exceed \$4000.

ATTACHMENTS

- A. Michael K. Nunley & Associates proposal dated October 12, 2015

November 12, 2015

ITEM E-3

ATTACHMENT A



MKN & Associates, Inc.
P O Box 1604
Arroyo Grande CA 93421
805 904 6530

October 12, 2015

Mr. Peter Sevcik, PE
Director of Engineering and Operations
Nipomo Community Services District
Submitted Electronically

SUBJECT: Supplemental Water Project Phase 1 Operations and Maintenance Manual

Dear Peter,

Michael K. Nunley & Associates, Inc. (MKN) is pleased to provide this proposal for professional engineering services. This letter describes the proposed scope of work to assist the Nipomo Community Services District ("District") with development of an Operations and Maintenance Manual for Phase 1 of the Supplemental Water Project.

MKN offers the following qualifications for this project:

- Key staff's involvement in project management, planning, and design of the Supplemental Water Project over the past 8 years;
- Development of the Nitrification Monitoring and Control Plan and Water System Permit Amendment;
- Development of the Operations Memorandum of Understanding (OMOU) with the City of Santa Maria;
- Successful completion of the Operations and Maintenance Manual for Blacklake Wastewater Treatment Plant;
- An approach that will maximize use of the existing SWP documents. MKN will use a pdf format and link critical sections of other documents to the new Operations and Maintenance manual to prevent redundancy and facilitate use of all documents by District Operations staff.

PROJECT UNDERSTANDING

Construction of the District's Phase 1 Supplemental Water Project (SWP) has been completed, allowing the District to import potable water from the City of Santa Maria. The District prepared for the system changes by updating water quality monitoring plans, updating the water supply permit with the SWRCB Drinking Water Division, and developing an Operations Memorandum of Understanding (OMOU) with the City. The work proposed herein is to develop an Operations and Maintenance Manual for the Phase 1 Supplemental Water Project (SWP). The Operations and Maintenance Manual will include a description of the facilities; discussion of normal operation, equipment and vendor information; standard operating procedures (SOPs); and maintenance checklists.

Phase 1 SWP includes the following facilities:

- Ductile iron waterline along North Blosser Road with a flow control valve and flow meter station,
- HDPE waterline that runs under the Santa Maria River and connects to a ductile iron waterline on the Nipomo Mesa,
- Joshua Road Pump Station with chloramine booster system,
- Ductile iron waterline that connects to the main District distribution system,
- Santa Maria Vista Way Pressure Reducing Valve station, and
- Chloramination facilities at five of the District groundwater wells: Sundale, Eureka, Knollwood, Blacklake #4, and Via Concha.

The District may construct a 500,000 gallon concrete reservoir at the Joshua Road Pump Station within the next year. Therefore, it is also included in this proposal.

SUMMARY OF PROPOSED SERVICES

If selected to perform this work, the MKN team will perform the following:

- Review and organize SWP documents and plans related to system operation, including construction documents, operations and maintenance records and logs, Phase 1 SWP equipment and vendor information, and relevant regulations and permitting requirements;
- Develop preliminary maintenance checklists and list of standard operating procedures;
- Conduct workshops with District operations staff; and
- Prepare a draft and final Operations & Maintenance Manual.

SCOPE OF WORK

Task Group 100 – Data Collection and Review

Task 101. Review existing water system documents and information – MKN will review available documents and information regarding the NCSO water system and operations and maintenance. A list of data needs will be prepared for the kickoff meeting (described in Task 300) and it is assumed the District will provide available information on the water system required for the work. The following is a preliminary list of documents that will be requested:

- Final construction documents and/or as-builts for the Supplemental Water Project;
- Water system operations documents, including but not limited to operations plans, maintenance plans, policies, practices, operations and maintenance records or logs;
- Water quality sampling plans and records; and
- Approved O&M Manuals for equipment/systems provided as part of the Phase 1 SWP submittals.

MKN will review the SWP as-builts and O&M Manuals for SWP equipment and systems, notify the District of any missing information, organize the O&M Manuals and vendor/equipment information and index them in an appendix to the SWP Operations and Maintenance Manual.

Task Group 200 – Operations and Maintenance Manual

Task 201. Preliminary maintenance checklists and list of Standard Operating Procedures (SOPs) – After review of available information, MKN will develop preliminary maintenance checklists and a list of SOPs for the major Supplemental Water Project facilities.

Task 202 and 203. Operations and Maintenance (O&M) Manual – After the relevant information gathered and organized and after comments are received on the preliminary maintenance checklists and list of SOPs, MKN will develop a Draft O&M Manual and provide the District with an electronic copy for staff review and comment. MKN will minimize potential for redundancy by referring to the OMOU and the Nitrification and Monitoring Control Plan (NMCP) where possible.

A preliminary outline of the O&M Manual is attached. The preliminary outline was prepared for this proposal to estimate the anticipated level of effort and describe the deliverable for consideration by District staff. The outline and lists of maintenance items and SOPs will be reviewed, updated, and expanded if this work is awarded.

The O&M Manual may become a very large document. MKN will provide the document in Adobe PDF format with hyperlinks throughout to assist with navigation. Hyperlinks will also be provided to various related documents, such as the OMOU and NMCP, to facilitate use of these documents together and prevent redundancy.

MKN will coordinate and attend a meeting with District staff to review and discuss District staff comments after the draft submittal (Task 202). After comments are received from the District, MKN will coordinate a conference call to discuss District staff comments as needed. MKN will prepare the Final O&M Manual and provide the District with an electronic copy in PDF and Word format. MKN can provide hard copies of the O&M Manual at the District's request, with a cost based on the actual cost of production plus a 10% markup for coordination per the attached fee schedule.

Task Group 300 – Meetings

Task 301. Kickoff Meeting – MKN will coordinate and attend a meeting with District staff to initiate this work. MKN will prepare and provide a draft agenda at least one (1) business day before the meeting. Topics covered will include scope of work, a preliminary list of data needs, general O&M Manual organization and content, project schedule, and project deliverables and reviews.

Task 302. Workshop 1 – MKN will coordinate and attend a progress meeting to discuss District comments on the preliminary maintenance checklists and list of standard operating procedures.

Task 303. Workshop 2 – MKN will coordinate and attend a progress meeting to discuss District comments on the Administrative Draft Operations and Maintenance Manual.

This proposal includes development of an O&M Manual for the SWP Phase 1 facilities and Joshua Road Tank only. At the District's request, other water system facilities can be added to the manual for an additional fee. MKN is pleased to provide an estimated level of effort to include other components as desired.

BUDGET

MKN proposes to perform this work for a budget not to exceed \$38,670. Payment requests will be submitted monthly on a time and materials (T&M) basis. Rates are attached, but may be revised annually. Costs for copies, mileage and other direct reimbursables will be charged to the District in addition to the rates provided in the attached sheet based on the current MKN fee schedule.

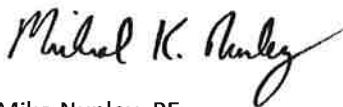
SCHEDULE

The proposed schedule is summarized in the following table.

	Time from Notice to Proceed
Kickoff Meeting	1 week
Receipt of data/information requested	4 weeks
Preliminary maintenance checklists & list of SOPs	8 weeks
Workshop 1	10 weeks
Draft O&M Manual	14 weeks
Workshop 2	16 weeks
Final O&M Manual	20 weeks

We hope this proposal meets your expectations and we look forward to working with you. Thank you for inviting MKN to propose on this work.

Sincerely,



Mike Nunley, PE
Project Manager

Attached: Preliminary Outline, Estimated Budget, 2015 MKN Fee Schedule

Nipomo Community Services District
Supplemental Water Project Phase 1
Operations and Maintenance Manual
Preliminary Outline

1. Introduction
 - a. Project Overview (by NCSD)
 - b. Purpose of Manual
 - c. Related Plans and Documents
 - i. OMOU
 - ii. NMCP
 - d. SWP Facilities
 - e. Contact information
 - i. NCSD Operations and Emergency Contacts
 - ii. Chemical suppliers
 - iii. Major equipment vendors
2. Blosser Road Facilities
 - a. Purpose
 - b. Description
 - c. Normal operation
 - d. Alternate operation
 - e. Maintenance
 - f. Inspection and Monitoring
 - g. Figures
 - h. SOPs - Refer to OMOU
 - i. Calibrate Flow Meter
3. Santa Maria River Crossing
 - a. Purpose
 - b. Description
 - c. Maintenance
 - d. Inspection and Monitoring
4. Joshua Road Pump Station and Reservoir
 - a. Purpose
 - b. Description
 - c. Normal operation
 - d. Alternate operation
 - e. Maintenance
 - f. Inspection and Monitoring
 - g. Figures
 - h. SOPs (examples)
 - i. Startup PS
 - ii. Isolate Pump 1
 - iii. Isolate Pump 2
 - iv. Calibrate Flow Meter
 - v. Adjust Flow Rates

- vi. Calibrate Chemical Pumps
 - vii. Adjust Chemical Dosage
 - viii. Startup Reservoir
 - ix. Bypass Reservoir
 - x. Isolate Surge Tank
5. Santa Maria Vista Pressure Reducing Valve Station
- a. Purpose
 - b. Description
 - c. Normal operation
 - d. Alternate operation
 - e. Maintenance
 - f. Inspection and Monitoring
 - g. Figures
 - h. SOPs (examples)
 - i. Bypass PRV Station
 - ii. Adjust PRV Setpoints
6. Wellhead Chloramination Facilities
- a. Purpose
 - b. Description
 - c. Normal operation
 - d. Alternate operation
 - e. Maintenance
 - f. Inspection and Monitoring
 - g. Figures
 - h. SOPs (examples)
 - i. Start Well
 - ii. Shutdown Well
 - iii. Calibrate Chemical Pumps
 - iv. Adjust Chemical Feed Rates

Appendices:

Equipment and Vendor Information (Indexed)

Maintenance logs

Proposal - 2015 Nipomo Community Services District - Supplemental Water Project Phase 1 Operations & Maintenance Manual

	Project Manager	Senior Engineer	Project Engineer	Assistant Engineer	Administrative Assistant	Total Hours	ODCs	Total Labor	Total Cost
Task Group 100 - Data Collection and Review									
Task 101 - Review and organize existing water system documents and information	2	8	28		4	42	\$ -	\$ 5,530	\$ 5,530
Subtotal	2	8	28	0	4	42	\$ -	\$ 5,530	\$ 5,530
Task Group 200 - Operations and Maintenance Manual									
Task 201 - Preliminary maintenance checklists and list of SOPs	16	16	24		1	57	\$ -	\$ 8,405	\$ 8,405
Task 202 - Draft O&M Manual	24	24	60	24	6	138	\$ 25	\$ 18,810	\$ 18,835
Task 203 - Final O&M Manual	1	2	12	6	1	22	\$ 25	\$ 2,830	\$ 2,855
Subtotal	41	42	96	30	8	217	\$ 50	\$ 30,045	\$ 30,095
Task Group 300 - Meetings									
Kickoff Meeting	1	1	2			4	\$ 15	\$ 590	\$ 605
Workshop 1	4		4			8	\$ 20	\$ 1,200	\$ 1,220
Workshop 2	4		4			8	\$ 20	\$ 1,200	\$ 1,220
Subtotal	9	1	10	0	0	20	\$ 55	\$ 2,990	\$ 3,045
TOTAL ESTIMATED BUDGET	52	51	134	30	12	279	\$ 105	\$ 38,565	\$ 38,670

Billing Rates	\$/hr
Project Manager	165
Senior Engineer	155
Project Engineer	135
Assistant Engineer	115
Administrative Assistant	45

Mileage to be reimbursed at IRS rate





MKN & Associates, Inc.
PO Box 1604
Arroyo Grande, CA 93421
805 904 6530

FEE SCHEDULE FOR PROFESSIONAL SERVICES

ENGINEERS AND TECHNICAL SUPPORT STAFF

Project Manager	\$165/HR
Senior Project Engineer	\$155/HR
Project Engineer	\$135/HR
Senior Planner	\$125/HR
Assistant Engineer	\$115/HR
Hydraulic Analyst	\$115/HR
GIS Specialist	\$115/HR
GIS Technician	\$95/HR
Drafter	\$80/HR
Administrative Assistant	\$45/HR

Routine office expenses such as computer usage, telephone charges, office equipment and supplies, incidental postage, copying, faxes, etc., are included in the hourly rates.

DIRECT PROJECT EXPENSES

Outside Reproduction	Cost
Subcontracted or Subconsultant Services	Cost + 10%
Travel & Subsistence (other than mileage)	Cost
Auto Mileage	Current IRS Rate - \$.575/mi.

TO: BOARD OF DIRECTORS

REVIEWED: MICHAEL S. LEBRUN
GENERAL MANAGER

FROM: JESSICA MATSON
PUBLIC INFORMATION
DIRECTOR/CLERK

DATE: NOVEMBER 5, 2015

**AGENDA ITEM
E-4
NOVEMBER 12, 2015**

ANNUAL REVIEW OF SOCIAL MEDIA POLICY

ITEM

Review current District social media policy. [RECOMMEND CONSIDER INFORMATION AND DIRECT STAFF]

BACKGROUND

At your Board's regular meeting on October 8, 2014, staff presented a draft social media policy for consideration. The policy was adopted and staff were directed to bring back to the Board for annual review (Attachment A).

The purpose of District social media accounts is to improve communication with District customers.

The U.S. Government defines social media as the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content. Social media uses many technologies and forms, including social-networking, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mash-ups, widgets, virtual worlds, microblogs, Really Simple Syndication (RSS) and more. The District currently uses Facebook and Twitter.

Since the launch in October 2014, District communications have improved and public participation is growing. A summary of District social media accounts and public engagement has been included with this staff report (Attachment B).

Staff reviewed the policy and made no substantive changes.

FISCAL IMPACT

Budgeted staff time is expended managing the District's social media sites.

STRATEGIC PLAN

Goal 6. GOVERNANCE AND ADMINISTRATION. Conduct District activities in an efficient, equitable and cost-effective manner.

- 6.2 Utilize technology to maximize productivity and communications.
- 6.3 Provide excellent customer service.

Goal 7. COMMUNICATION. Use public outreach to communicate effectively with the public to obtain their input and build understanding and support for the District.

7.1 Develop and implement a complete outreach plan and timeline with specific goals and budget each year.

7.2 Maintain productive communication and relationships with key stakeholders, such as city, County, State and Federal legislators, service clubs, etc.

RECOMMENDATION

Consider information and direct staff.

ATTACHMENTS

- A. Resolution 2014-1358 Social Media Policy
- B. Summary of Social Media Accounts and Public Engagement

November 12, 2015

ITEM E-4

ATTACHMENT A

**NIPOMO COMMUNITY SERVICES DISTRICT
RESOLUTION NO. 2014-1358**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NIPOMO COMMUNITY
SERVICES DISTRICT ESTABLISHING SOCIAL MEDIA USE POLICY**

WHEREAS, the Board of Directors of the Nipomo Community Services District recognizes the value in using social media and the District's website to broaden communication regarding District services and to facilitate greater customer engagement; and

WHEREAS, the Board of Directors of the Nipomo Community Services District desires that social media should be used prudently to facilitate accurate, timely, and appropriate public information; and

WHEREAS, the purpose of the District's Social Media Use Policy is to set forth the District's goals, policies, and procedures on social media sites and to guide and regulate employees who are responsible for maintaining the District's presence on social media; and

WHEREAS, the Board of Directors of the Nipomo Community Services District has determined that the adoption of the policy attached hereto is in the best interest of the customers and employees of the District.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Nipomo Community Services District:

SECTION 1. The above recitals are true and correct.

SECTION 2. The Social Media Use Policy in the form presented at this meeting attached hereto Exhibit "A" is hereby approved and adopted.

SECTION 3. The officers of the District are hereby directed to do and cause to be done any and all acts and things necessary or proper in order to effectuate the purposes of this resolution.

SECTION 4. This resolution shall take effect immediately.

Upon a motion by Director Harrison, seconded by Director Blair, on the following roll call vote, to wit:

AYES: Directors Harrison, Blair, Vierheilig, and Armstrong

NOES: Director Gaddis

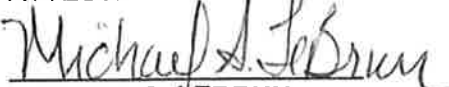
ABSENT:

CONFLICTS:

The foregoing resolution is hereby adopted this 8th day of October 2014.


CRAIG ARMSTRONG
President, Board of Directors

ATTEST:


MICHAEL S. LEBRUN
General Manager and Secretary to the Board

APPROVED AS TO FORM:


MICHAEL W. SEITZ
District Legal Counsel

NIPOMO COMMUNITY SERVICES DISTRICT
SOCIAL MEDIA POLICY
EXHIBIT"A"

PURPOSE. Nipomo Community Services District has a business need to augment traditional communication methods with the use of social media channels to further the District's missions and goals.

The District endorses the secure use of social media technology to enhance communication, collaboration and information exchange; streamline processes; and foster productivity improvements. However, their application must not compromise data confidentiality and integrity. The same standards of conduct, principles and guidelines that apply to District employees in the performance of their assigned duties apply to employee social media technology use. This document establishes District social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible.

APPLICABILITY. This policy applies to all District employees and approved volunteers, consultants, service providers and contractors performing business on behalf of the District

POLICY. Use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein. All NCSD social media sites shall be managed consistent with the Ralph M. Brown Act (Cal. Gov. Code § 54950 et seq.). Members of the Board of Directors shall not respond to any published postings, or use the District social media sites or any form of communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the District.

1.0 Definitions

1.1 SOCIAL MEDIA. The U.S. Government defines social media as the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content. Social media uses many technologies and forms, including social-networking, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mash-ups, widgets, virtual worlds, microblogs, Really Simple Syndication (RSS) and more. Not all forms of social media may be appropriate.

1.2 OFFICIAL EMAIL ACCOUNT. Email account provided by District that is used for official District business.

1.3 APPROVED SOCIAL NETWORKING SITE. Approved social networking site refers to social networks that General Manager has assessed and approved for use.

1.4 POST. An administrator submitted message/blog in the form of, but may not be limited to, text, videos, photographs, graphics, links (hyperlinks), documents, computer applications, etc.

1.5 COMMENT. A user submitted response to an administrator post.

2.0 Responsibility

2.1 BOARD APPROVAL AND RESPONSIBILITY. Resolution 2014-1358 Social Media Use Policy was approved by the District Board on October 8, 2014. The General Manager, or his designee, is responsible for facilitating the District's Social Media Policy in compliance with established Board rules and protocols. This includes responsibility to audit use of social media and enforce policy compliance.

NIPOMO COMMUNITY SERVICES DISTRICT
SOCIAL MEDIA POLICY
EXHIBIT "A"

2.2 AUTHORIZED USERS. Access to social media networks from within the District's information technology infrastructure is limited to individuals performing official District business and are designated to do so. To ensure the appropriateness of content Designated Social Media User(s) are appointed by the General Manager with authority to use social media on behalf of the District.

2.2.1. Social media network usage shall be limited only to those with a clear business purpose to use the forum.

2.2.2. Appropriate usage levels shall be determined and granted, including identifying what sites the individual is approved to use, as well as defining capability to: publish, edit, comment or view only.

2.2.3. Authorized users shall review the District's social media policies and procedures and are required to acknowledge, in writing, their understanding and acceptance of their scope of responsibility.

2.3 USER BEHAVIOR. The same standards, principles and guidelines that apply to District employees in the performance of their assigned duties apply to employee social media technology use. Users must take care not to violate the Brown Act which requires that decisions of a Governing Board must take place in an open meeting. Likewise users should be aware that the contents of a social media page or a specific post are subject to the Public Records act.

2.3.1. Authorized social media spokespersons shall refrain from participating in social networking discussions related to District business matters in off-District time.

2.3.2. Violations of this policy shall be reviewed on a case-by-case basis and may result in appropriate disciplinary actions.

2.2.3. Employees using social media and the internet for personal use should remember that their comments may be linked with the District. If employees publish content on any social media site outside of the District and it has something to do with the work you do or subjects associated with the District, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent the District's positions or opinions."

3.0 Procedures

3.1 DISTRICT SOCIAL MEDIA TECHNOLOGY USE MUST CONFORM TO THE LAW, POLICIES AND REGULATIONS. Use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein: all applicable federal, state, county, and District laws, regulations and policies. This includes adherence to but may not be limited to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), California Public Records Act, First Amendment, Americans with Disabilities Act (ADA), Health Insurance Portability and Accountability Act (HIPAA), Hatch Act of 1939, privacy laws, and employment related laws.

3.2 APPROVED SOCIAL MEDIA NETWORKS. Designated social media users shall only utilize District approved social media networks for hosting official District social media sites approved by the General Manager.

NIPOMO COMMUNITY SERVICES DISTRICT
SOCIAL MEDIA POLICY
EXHIBIT "A"

4.0 Authenticity Establishment

4.1. MAKING DISTRICT SITES IDENTIFIABLE. District social media sites shall be created and maintained with identifiable characteristics of an official District site that distinguishes them from non-professional or personal uses.

- 4.1.1. District social media network accounts shall be created using an official District email account.
- 4.1.2. Contact information should display an official District email address, include something about being the “official account”, and provide a link to the District website.
- 4.1.3. The “Nipomo Community Services District” logo must be displayed.
- 4.1.4. Link (hyperlink) District Social Media User Responsibility Guideline must be displayed conspicuously on the District web site.

5.0 Site Content

5.1. RULES AND GUIDELINES FOR SITE CONTENT. Designated Social Media Users shall review site activity regularly for exploitation, misuse or activities that have the potential to place the District at risk.

5.2. COMPLY WITH PERSONNEL REGULATIONS. Social media content shall fully comply with all of the District’s Personnel Management Regulations.

5.3. CONSIDERED PUBLIC RECORDS. Contents posted on District social media sites may be considered public records subject to disclosure under California’s Public Record Act. PRA requests for the production of posts on a District social media site shall be referred to the District General Manager and Counsel for review and response.

5.4 CONTENT SUBJECT TO REMOVAL. The following forms of content posted by external and authorized users may be subject to removal if they contain:

- 5.4.1. Profane language or content;
- 5.4.2. Content that promotes, fosters or perpetuates discrimination of protected classes;
- 5.4.3. Sexual harassment content or pornographic content and language
- 5.4.3. Solicitation of commerce, including but not limited to, promotion or advertising of any kind, including a business, organization, event or product for sale. Nipomo Community Services District does not endorse any advertising found on Facebook.
- 5.4.4. Solicitations of commerce or advertisements including promotion or endorsement;
- 5.4.5. Comments in support of, or in opposition to any political issues, campaigns or ballot measures;
- 5.4.6. Conduct in violation of any federal, state or local law or encouragement of illegal activity;
- 5.4.7. Information that may tend to compromise the safety or security of the public or public systems;
- 5.4.8. Content intended to defame any person, group or organization;
- 5.4.9. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
- 5.4.10. Rude, defamatory or personal attacks, as well as false, vicious or malicious statements;

NIPOMO COMMUNITY SERVICES DISTRICT
SOCIAL MEDIA POLICY
EXHIBIT "A"

- 5.4.11. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- 5.4.12. Violent or threatening content;
- 5.4.13. Disclosure of confidential, sensitive or proprietary information;
- 5.4.14. Comments which include personally identifiable information, such as an address, phone number, social security number or other sensitive information.
- 5.4.15. Advocating for alteration of hours, wages, and terms and conditions of employment (applies to District employees only).
- 5.4.16. Unacceptable content and repeat individual violators shall be removed. Contact District General Manager and Counsel on any legal issues. See § 6.0 concerning content management and deletion.
- 5.4.17. The General Manager shall have preventative measure in place against potential destructive technical incidents.
- 5.4.18. The District website shall remain the primary and predominant source for Internet information.

6.0 Records Management

6.1. ACCESSIBILITY. All content is to be fully accessible to any person requesting documents from the social media site.

6.2. SAVING CONTENT BEFORE REMOVING. Content deemed inappropriate per § 5.0 or technically destructive per § 7.0 shall be promptly documented (screenshot/printout), saved pursuant to policies and procedures regarding record retention, and then be removed immediately. Contact District Manager then Counsel on any legal issues.

6.3. REMOVING THOSE WHO POST INAPPROPRIATELY. Individuals (e.g., friends, fans or followers) who continue to post inappropriate content shall be removed.

6.4 MAINTAINING SITE AND USER RECORDS. The District shall maintain a record of social media sites created for District use, including, but may not be limited to:

6.4.1. A file containing the name of the social media network, account id, password, registered email address, date established, account and agreed to the sites terms of use agreement and/or policy.

6.4.2. A record of the sites usage agreement at the time the site was created and any updated versions.

6.4.3. A list of authorized site content authors and editors.

7.0. Network Security

7.1. SECURITY CONTROLS. The District shall have security controls in place to protect District information and technology assets against potential destructive technical incidents.

7.1.1. Perceived or known compromises to the District's internal network shall be promptly reported to the General Manager. Computers, laptops and mobile devices used to administer social media sites shall have up to date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.

November 12, 2015

ITEM E-4

ATTACHMENT B

Social Media Accounts and Public Engagement Summary

October 2014 - October 2015

FACEBOOK

Users	Public Engagement				Moderation		
	Comment Likes	Comment Shares	User Posts (Comments)	Content Views	Reviews/ Current Rating	Posts Removed Due to Content	Users Removed Due to Repeated Offenses
55	134	3	31	4,941	6/3.0	0	0

TWITTER

Users	Public Engagement		
	Re-Tweets (Shares)	Mentions/ Favorites (Comments)	Visits to Links
119	64	71	172
			25,011

TO: BOARD OF DIRECTORS
FROM: MICHAEL S. LEBRUN *MSL*
GENERAL MANAGER
DATE: NOVEMBER 6, 2015

**AGENDA ITEM
E-5
NOVEMBER 12, 2015**

ANNUAL REVIEW OF DISTRICT WATER CONSERVATION PROGRAM

ITEM

Review District Water Conservation Program [RECOMMEND CONSIDER INFORMATION AND DIRECT STAFF]

BACKGROUND

The District adopted its Water Conservation Program in February 2008 with the primary goal of reducing water use by 15% utilizing a number of core and non-core conservation measures.

The core program measures include:

- Public outreach and education
- Advertising
- Workshops
- Technical assistance (leak detection and water audits)
- Conservation-based, multi-tiered water rate structure

The non-core measures are rebates for: plumbing retrofits, high efficiency clothes washers, removal of lawn, and installation of 'smart' irrigation controller.

All core measures were actively implemented during the past year. Of the non-core measures, only clothes washer rebates are currently offered.

Drought conditions in recent years have focused the District and its customers on water conservation. Public education, outreach, and 4-tiered water rates remain the corner-stone of the District's conservation efforts.

The District is currently meeting all State mandates and District goals for water conservation. An update of the District's Urban Water Management Plan is require in 2016. The District's Water Conservation Program will be thoroughly reviewed during that process.

FISCAL IMPACT

Funding for ongoing conservation activities is provided in the approved 2015-2016 budget.

RECOMMENDATION

Staff recommends that your Board consider the information, ask questions, and direct staff.

ATTACHMENTS

None