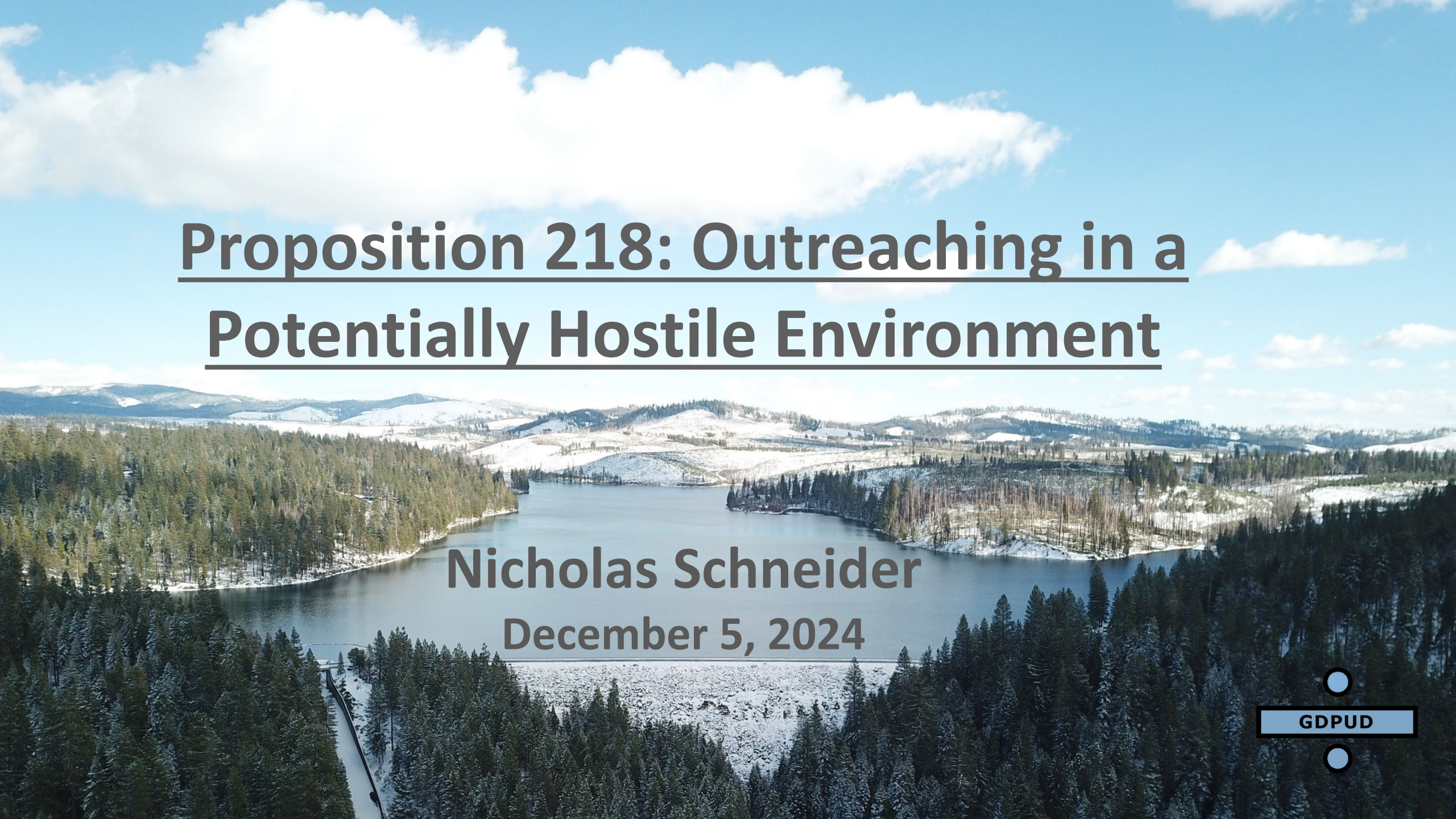




Proposition 218: Outreaching in a Potentially Hostile Environment

Nicholas Schneider
December 5, 2024

GDPUD

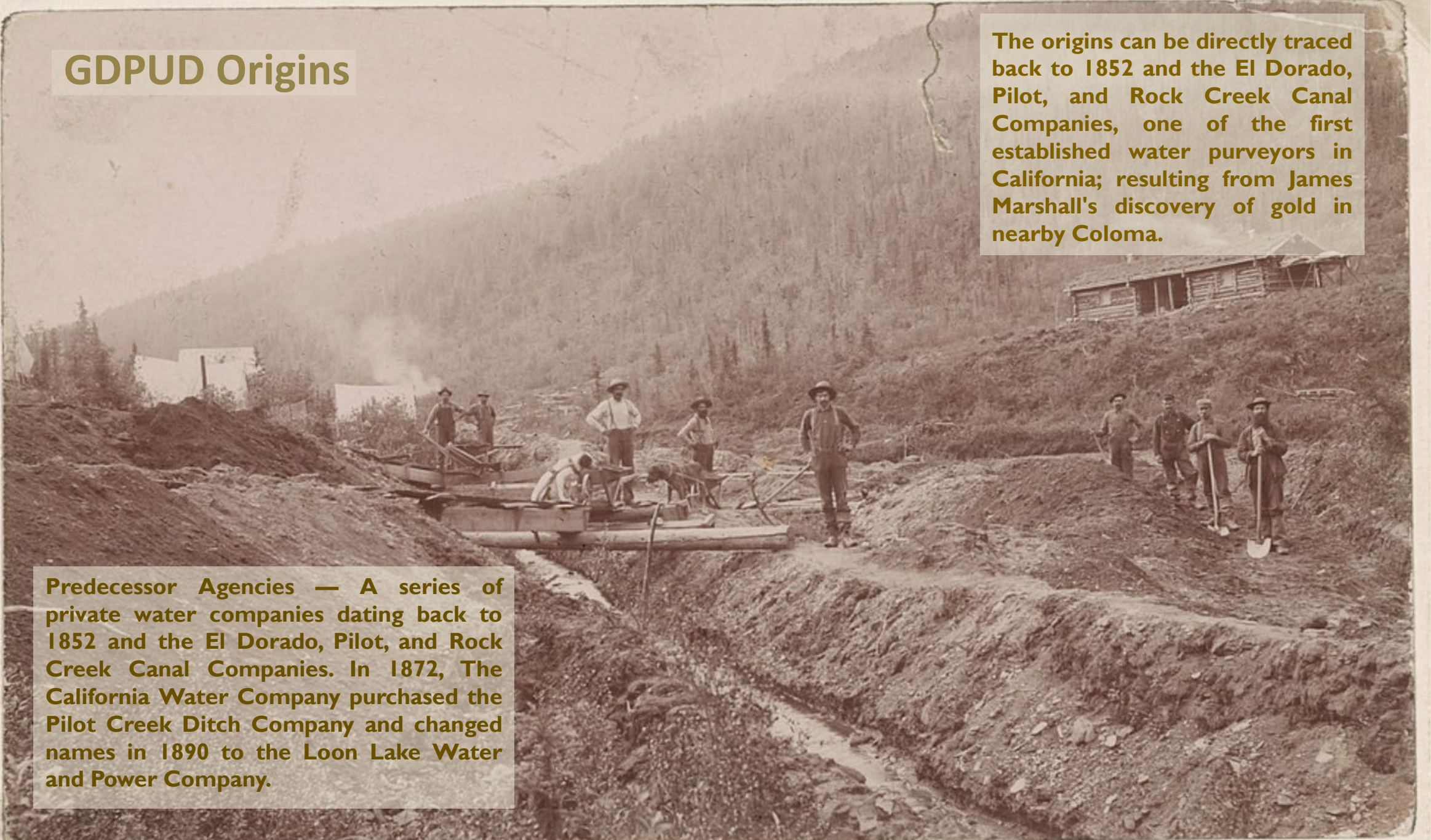
Agenda

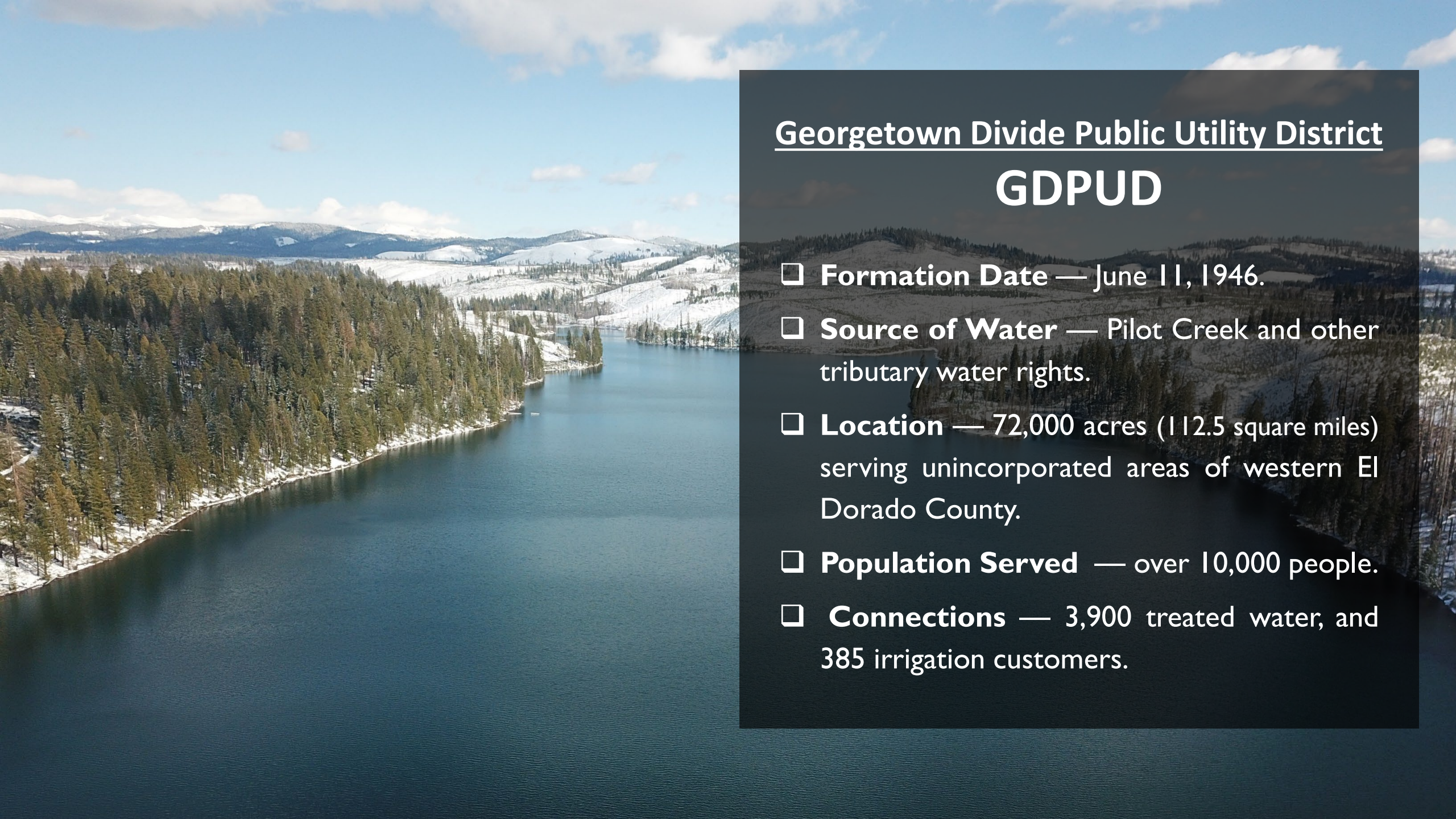
- 💧 Introduction to GDPUD: Who we are...
- 💧 Rate Setting History and Current Impacts
- 💧 2024 Rate Setting Public Outreach Process

GDPUD Origins

The origins can be directly traced back to 1852 and the El Dorado, Pilot, and Rock Creek Canal Companies, one of the first established water purveyors in California; resulting from James Marshall's discovery of gold in nearby Coloma.

Predecessor Agencies — A series of private water companies dating back to 1852 and the El Dorado, Pilot, and Rock Creek Canal Companies. In 1872, The California Water Company purchased the Pilot Creek Ditch Company and changed names in 1890 to the Loon Lake Water and Power Company.





Georgetown Divide Public Utility District **GDPUD**

- ❑ **Formation Date** — June 11, 1946.
- ❑ **Source of Water** — Pilot Creek and other tributary water rights.
- ❑ **Location** — 72,000 acres (112.5 square miles) serving unincorporated areas of western El Dorado County.
- ❑ **Population Served** — over 10,000 people.
- ❑ **Connections** — 3,900 treated water, and 385 irrigation customers.

The District

Challenges:

- ◆ **Established political** perspectives and positions.
- ◆ **Historical perceptions** of the District based on past events.
- ◆ **Previous Board's experience** with implementing the recommendations of the Cost-of-Service Analysis Rate Study from 2017, which included rate increases, and **recall**.
- ◆ A **public** that remains actively engaged and continues to be **influenced by past** perceived bad events.
- ◆ **Economic factors** that have impacted fiscal stability, creating the need for adjustments to ensure the utility's continued solvency.
- ◆ A **diverse demographic** across the 112 sq. mile area, presenting unique outreach and communication challenges.

Previous 2017 Rate Study

- ◆ The rate consult that was utilized was done free of charge; however, some issues were identified with the final report.
 - ◆ Communication issues
 - ◆ A lack of answers to questions
 - ◆ Questionable data
- ◆ While a Public Hearing was held, no public workshops were conducted.
- ◆ Additionally, there were significant gaps in incorporating critical inputs and inflationary factors, such as the inclusion of additional staff and equipment, which lacked sufficient justification.

Impacts

Challenges:

Rates have remained frozen since 2019 due to prior Board decisions to withhold adjustments until more complete and reliable data could be obtained given the incomplete rate study, as well as the District's failure to implement the recommendations from the 2017 Cost of Service Analysis and Rate Design.

As a consequence of not enacting the proposed rate increases, the District is currently at risk of insolvency.

Rate Study in 2017 received an approximately 45% protest rate.

2024 Proposition 218 Intentionality and Procedure

Staff and Board members developed intentional steps, to ensure that this Proposition 218 water rate setting would offer heightened levels of transparency, and inclusion while maintaining legal compliance. Extensive public engagement was identified as the key to gaining trust and support for the necessary water and wastewater rate increases. A wide range of public outreach events and communications were employed.



2024 Outreach

Conducted via multiple channels:

- Website: Updated the District's website with a transparency page that provides information about the rate-setting process, with links to meeting recordings, presentation material, and all documents that were utilized as input for the Cost-of-Service Analysis. Feedback and a direct line for communications has been established via a portal on this page.
- Social Media: Utilizing the YouTube social media platform all meetings were livestreamed to share information and encourage public participation. Recordings are available for review and will remain so in perpetuity. Facebook was used to advertise the meetings to ensure a wide distribution to the public.
- WaterSmart: Distributed email notifications to inform residents about town halls. Posted flyers at strategic locations throughout the District to combat digital illiteracy.
- Mailers: FAQ Informative Flyer was distributed to all ratepayers informing them about the process and necessity for the proposed rate adjustments. A newsletter highlighting ongoing capital improvements, and their role in enhancing value and service, ensuring system resilience, and securing continued reliability for future generations was distributed as a value proposition.

Contact the District with inquiries regarding the Proposition 218 process below.

Your Name

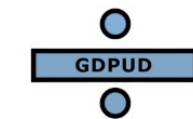
Your Email or Phone Number

Message

Submit

Outreach Digital Components

A dedicated webpage was created on the District website to outline the process, including all relevant documents and records of meetings and presentations.



Georgetown Divide Public Utility District

[Home](#) [About GDPUD](#) [Customer Service](#) [Doing Business With...](#) [Information and Reports](#) [I Want To...](#) [News](#)

THIS ITEM APPEARS ON

[HOMEPAGE](#)

Cost-of-Service and Rate Analysis

Georgetown Divide Public Utility District (GDPUD) is a self-funding, community-owned water utility, created to provide safe, reliable drinking water to the communities of the Divide. The water services are funded by customer rate revenue to pay for operating and maintaining the system (labor, supplies, and electricity costs), as well as projects to rehabilitate all of the infrastructure, and other investments. In addition, for a financially resilient system, rates also go toward debt service to pay back loans and help with reserves to make sure GDPUD can respond and fund unforeseen circumstances.

Development of the Cost of Service Analysis utilized inputs, provided at the bottom of this page, to establish the cost of water service. The process included open meetings with the public and the Board of Directors which are archived herein for reference.

The Request for Proposals (RFP) was issued on February 1st, 2024. The District received two bids in response to the RFP.

- [GDPUD_RFP Water_Wastewater Rate Study.pdf](#)
- [Georgetown Divide PUD_NBS Proposal for Water & Wastewater Cost of Service Analysis and Rate Study Feb 2024.pdf](#)
- [WRE Proposal-GDPUD Cost of Service Analysis & Rate Study.pdf](#)

GDPUD Water and ALT Zone Cost-of-Service and Rate StudyFinal Report -2024

- [Georgetown Divide PUD Water and ALT Zone Rate Study Report Final.pdf](#)



[Contact Us](#) [Pay Your Bill](#)



Georgetown Divide Public Utility District

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GDPUD Water and ALT Zone Cost-of-Service and Rate StudyFinal Report -2024

- [Georgetown Divide PUD Water and ALT Zone Rate Study Report Final.pdf](#)

The District's existing water rate structure was developed in a 2017 study, and the existing ALT Zone rate structure was developed in a 2019 study. The District engaged Water Resources Economics, LLC (WRE) in 2024 to conduct a comprehensive Water and ALT Zone Cost-of-Service and Rate Study, which included the following objectives, available in the report above.

- Project a five-year financial plan to meet financial performance targets for Fiscal Year (FY) 2025 through FY 2029.
- Conduct a cost-of-service analysis based on the operating budget, capital improvement plan (CIP), and customer data to equitably allocate costs to the District's customers.
- Evaluate potential water and ALT Zone rate structure changes to meet the District's policy objectives.
- Develop a five-year water and ALT Zone rate schedule for FY 2025 through FY 2029, with implementation in January of each year.

Meetings and Materials

2024_05_02 Regular Board Meeting Presentation

<https://youtube.com/live/CSeI-cvleAY>

2024_05_02 Water Resource Economics Presentation Water and Wastewater Rate Study

2024_07_10 Board Meeting Financial Plan Presentation

<https://youtube.com/live/aChPordP2s>

2024_07_10 GDPUD Board Meeting Financial Plan Presentation

2024_08_13 Special Board Meeting Water Rate Analysis Presentation

<https://youtube.com/live/KiulZyiWoolM>

2024_08_13 GDPUD Coast Of Service Presentation, Draft Water and Wastewater Rates

2024_08_14 Town Hall Water Rate Analysis Presentation

<https://youtube.com/live/SGA96WZVLUM>

2024_08_14 GDPUD Town Hall Cost of Service Presentation, Draft Water and Wastewater Rates

2024_08_15 Town Hall Water Rate Analysis Presentation

<https://www.youtube.com/watch?v=snYAHpTL7hA>

2024_08_15 GDPUD Town Hall Cost of Service Presentation, Draft Water and Wastewater Rates

2024_08_22 Finance Committee Water Rate Analysis Review

<https://youtube.com/live/sd8g8p8Bhk>

2024_09_05 Board of Directors Analysis Review, and Community Feedback Considerations

<https://youtube.com/live/nuTRwQo-Fg>

2024_09_17 Irrigation Committee Irrigation Rate Analysis Review

<https://youtube.com/live/9ne-LFZfVfCU>

2024_09_24 ALT Water and Wastewater Rates Town Hall

<https://youtube.com/live/-hdRsp8tRBU>

ALT Town Hall FLYER.pdf

2024_09_24 ALT Town Hall Presentation Draft Wastewater Rates.pdf

2024_10_03 Board Meeting Review Final Report

GDPUD Water and ALT Zone Cost of Service and Rate Study Presentation Board Meeting 10-03-24 -pdf

2024_11_07,2024 Regular Board Meeting Water Rate Analysis Review and Discussion

<https://youtube.com/live/CHGJskMuxZQ>

The Outreach Process: Public Meetings

Scheduled 14 different touch points before the public hearing to ensure both public and board member questions and concerns were addressed.

Final Rate Design was established with consideration of public input at the town halls.

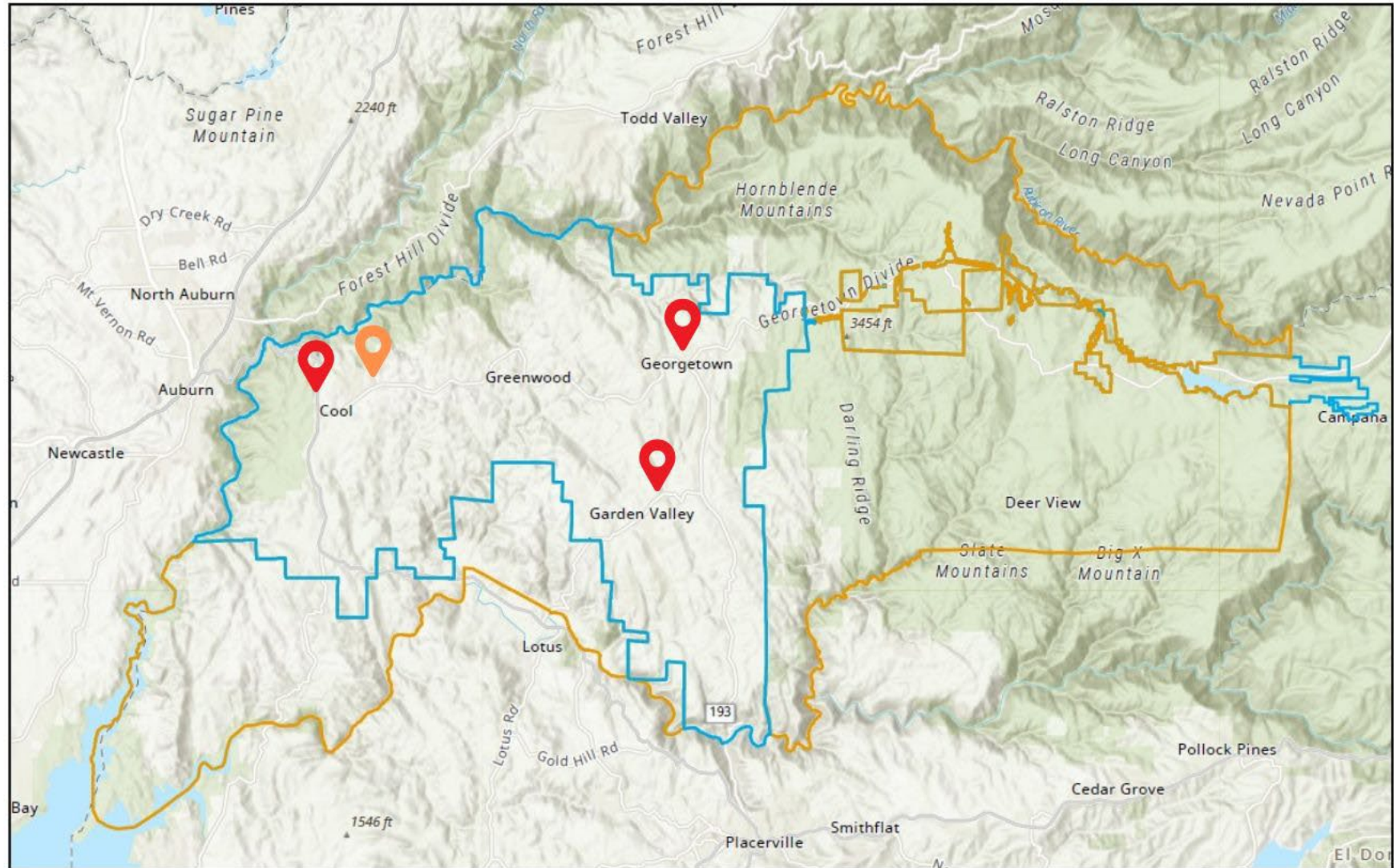
Concerns with the amount of the increases were addressed in person building connection and increased understanding.

Community Events, Townhalls, were facilitated in strategic locations distributed throughout the service area.

Open Public Events

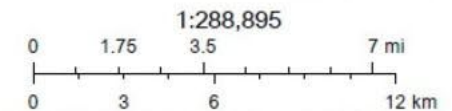
• 04_17_2024	Regular Board Meeting	Kick Off
• 05_02_2024	Regular Board Meeting	Study Background and Introduction Presentation
• 07_10_2024	Regular Board Meeting	Water and Zone Financial Plan
• 08_13_2024	Town Hall-Georgetown	Water and Zone Rate Analysis Presentation
• 08_14_2024	Town Hall-Cool	Water Rate Analysis Presentation
• 08_15_2024	Town Hall-Garden Valley	Water Rate Analysis Presentation
• 08_22_2024	Finance Committee	Water Rate Analysis Review
• 09_05_2024	Regular Board Meeting	Water Rate Analysis Review
• 09_17_2024	Irrigation Committee	Irrigation Rate Analysis Review
• 09_24_2024	Town Hall-ALT	Water and Wastewater Rate Analysis Review
• 10_03_2024	Regular Board Meeting	Water Rate Analysis Review and Discussion
• 11_07_2024	Regular Board Meeting	Water Rate Analysis Review and Discussion
• 11_18_2024	Special Board	Water Rate Scenarios Review and Discussion
• 11_22_2024	Special Finance Committee	Final Budget Analysis for COSA
• 12_12_2024	Regular Board Meeting	Water Rate Public Hearing and Rate Adoption

GDPUD Boundary



11/1/2022, 10:21:26 AM

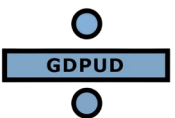
Reference_Layers - District Boundaries  GDPUD Sphere of Influence
 GDPUD District Boundary  Community Town Hall



Esri, NASA, NGA, USGS, California State Parks, Esri, HERE, Garmin, SafeGraph, MET/NASA, USGS, Bureau of Land Management, EPA, NPS,

GDPUD

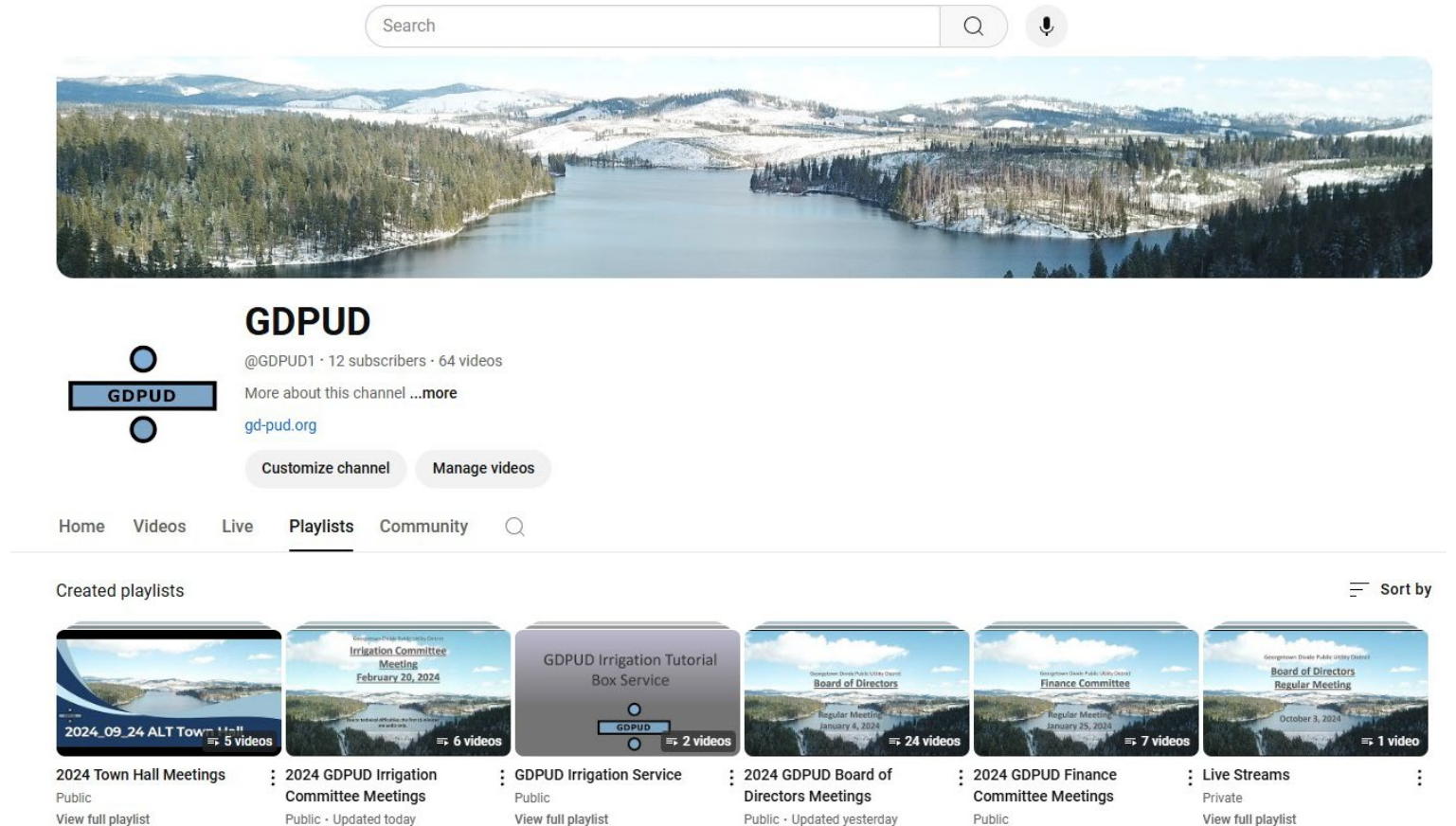
Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community | California State Parks, Esri, HERE, Garmin, SafeGraph,



Digital Outreach Social Media Component

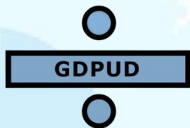
All meetings were live-streamed and remain on the District channel for review.

@GDPUD1



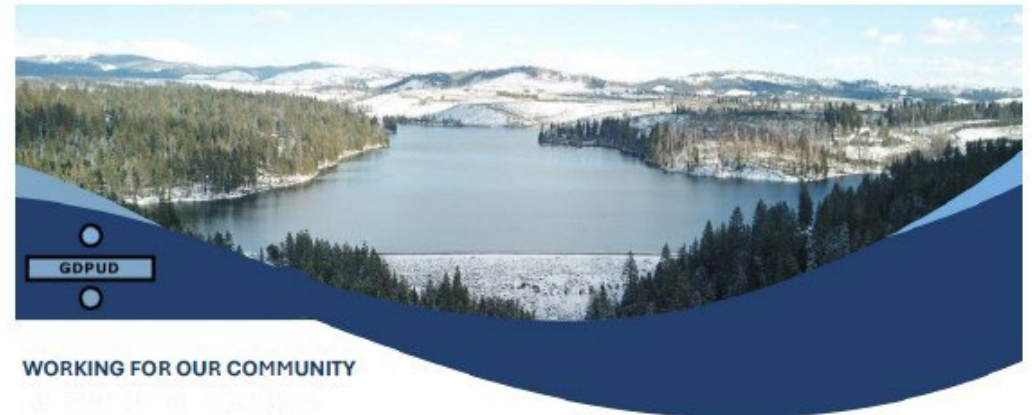
The screenshot shows the YouTube channel page for GDPUD. At the top is a search bar and a microphone icon. Below is a large banner image of a lake surrounded by snow-covered mountains and evergreen trees. The channel name 'GDPUD' is displayed with a profile picture icon. Below the name, it says '@GDPUD1 · 12 subscribers · 64 videos' and 'More about this channel ...more'. The website 'gd-pud.org' is listed. There are buttons for 'Customize channel' and 'Manage videos'. The navigation bar includes 'Home', 'Videos', 'Live', 'Playlists', and 'Community'. Under 'Created playlists', there are six playlists shown with their respective video counts: '2024 Town Hall Meetings' (5 videos), '2024 GDPUD Irrigation Committee Meetings' (6 videos), 'GDPUD Irrigation Service Box Service' (2 videos), '2024 GDPUD Board of Directors Meetings' (24 videos), '2024 GDPUD Finance Committee Meetings' (7 videos), and 'Live Streams' (1 video). Each playlist has a 'View full playlist' link.

Playlist Name	Video Count	Access	Last Updated
2024 Town Hall Meetings	5	Public	
2024 GDPUD Irrigation Committee Meetings	6	Public	Updated today
GDPUD Irrigation Service Box Service	2	Public	
2024 GDPUD Board of Directors Meetings	24	Public	Updated yesterday
2024 GDPUD Finance Committee Meetings	7	Public	
Live Streams	1	Private	



Outreach FAQ Mailer Component

The Board of Directors created an FAQ informational mailer providing ratepayers with detailed information regarding the process and factors necessitating the need for the rate adjustments.



WORKING FOR OUR COMMUNITY

IMPORTANT INFORMATION FROM GDPUD BOARD OF DIRECTORS

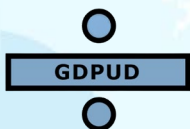
Did you just receive a Proposition 218 notice from GDPUD and have a few questions?
The Georgetown Divide Public Utility District (GDPUD) Board of Directors would like to try to answer some of the most common questions you may have about that notice and how it affects you directly.

Information and additional documentation about the questions in this flyer can be found on the GDPUD website:
<https://www.ed-pud.org/cost-of-service-and-rate-analysis>

What: Proposition 218 Public Hearing
When: Thursday, December 12th at 6:00 p.m.
Where: Cool Community Church

FAQ's

- 1. Why am I receiving this mailer?**
The Board of Directors for GDPUD would like you to better understand Proposition 218 (Prop 218). Due to the complex nature of Prop 218, or the "Right to Vote on Taxes Act," it is important to understand what exactly you need to know about how this affects you.
- 2. Who prepared the proposed rates?**
GDPUD engaged Water Resource Economics (WRE), an independent consultant, to conduct a new Cost of Service Analysis and Rate Design Study in order to establish new rates based on current costs of service and updated customer usage patterns.
- 3. How were the proposed rates formulated?**
A Cost-of-Service and Rate Design Study was conducted for the water and wastewater services to ensure fair and equitable rates are charged to GDPUD customers. GDPUD's current water rate structure was developed based on a 2017 study, and the existing ALT Zone wastewater rate structure was developed based on a 2019 study. The new proposal includes maximum rates that are proposed to take effect on January 1, 2025, and increase each year for a period of five years. The analysis incorporated necessary data including a five-year operations and maintenance budget estimate, utilization of property taxes, a long-term Capital Improvement Plan (CIP) required debt-service payment schedules, projected water demands, billed water and wastewater revenues, and water and wastewater lists.





The District operates and maintains critical infrastructure that in combination with District operators delivers irrigation and drinking water to the communities of the Divide. In part, this infrastructure includes:

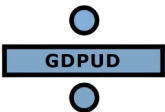
- (70) miles of canals
- (2) water treatment plants.
- (200) miles of drinking water pipes
- (4,000) service line lateral pipes.
- (10) drinking water storage tanks.
- (2) hydroelectric facilities.
- (21,206 AF) supply reservoir; and
- (7) raw water regulating reservoirs.

In 2024, an independent engineering consultant known as KASL completed a *Water System Reliability Study* (a summary of which can be found on the GDPUD website: <https://www.gd-pud.org/cost-of-service-and-rate-analysis>). Short-and long-term costs were developed to ensure the District can continue to supply Divide residents with a reliable supply of water into the future. Immediate short-term and long-term total project costs are shown in detail in the table below.

Short-Term Measures (2024-2030)	Moderate Term Measures (2030-2035)	Moderate Term Measures (2035-2040)	Longer Term Measures (2040-2045)
\$3.5 Million	\$7.5 Million	\$9.3 Million	\$7.7 Million

A Capital Improvement Plan (CIP) was developed utilizing the findings from the study and passed annually during the budget adoption process. The CIP ensures that the system will receive the maintenance and improvements necessary to serve our customers. The Cost-of-Service Analysis shows that the District is projected to allocate approximately \$4.9 million over the next five years toward CIP reserves. The District staff will be working diligently to fund these projects through grants and other means in order to limit customer impacts and minimize costs. Daily Operations and CIP projects require continuous management, operation, and maintenance by District staff.

The Board continues to look at the potential for increased revenue to minimize rate increases. The proposed rate increases do not take into account the potential for increased revenue from grants, water transfer sales, hydro generation, energy alternatives, and other sources. The current proposed rates may be offset or reduced by the Board if alternative revenue sources are identified and received.



Treated Water Service

How these changes impact your bill will vary based on the size of your meter and your water usage. Refer to your bill for the meter size or call the main office. The rates for water service are comprised of a base charge, supplemental surcharge, and consumption usage.

Meter Size	Billing Notation
5/8"	58
3/4"	34
1"	01

5/8" or 3/4" meter

Usage Level	CF per bill	Current Bill	Proposed Bill	Difference (\$)	Difference (%)
Very Low Usage (10th Percentile)	238	\$98.30	\$103.46	\$5.16	5.3%
Low Usage (25th Percentile)	670	\$109.88	\$116.90	\$7.02	6.4%
Median Usage	1,320	\$127.30	\$137.11	\$9.82	7.7%
Average Usage	2,600	\$161.60	\$176.92	\$15.32	9.5%
High Usage (75th Percentile)	2,640	\$162.67	\$178.16	\$15.49	9.5%
Very High Usage (90th Percentile)	5,266	\$233.05	\$259.83	\$26.78	11.5%

1" meter

Usage Level	CF per bill	Current Bill	Proposed Bill	Difference (\$)	Difference (%)
Very Low Usage (10th Percentile)	238	\$98.30	\$159.78	\$61.48	62.5%
Low Usage (25th Percentile)	670	\$109.88	\$173.22	\$63.34	57.6%
Median Usage	1,320	\$127.30	\$193.43	\$66.14	52.0%
Average Usage	2,600	\$161.60	\$233.24	\$71.64	44.3%
High Usage (75th Percentile)	2,640	\$162.67	\$234.48	\$71.81	44.1%
Very High Usage (90th Percentile)	5,266	\$233.05	\$316.15	\$83.10	35.7%

Raw Water/ Irrigation Service

Raw water/ irrigation service is billed per miner's inch on a bi-monthly basis.

Raw Water Rates	Current	FYE 2025	FYE 2026	FYE 2027	FYE 2028	FYE 2029
Inside District						
1/2 Miner's Inch (per bill)	\$77.00	\$92.48	\$101.73	\$111.91	\$123.11	\$135.43
Per 1 Miner's Inch (per MI/bill)	\$154.20	\$184.96	\$203.46	\$223.81	\$246.20	\$270.82
Outside District						
1/2 Miner's Inch (per bill)	\$77.00	\$151.79	\$166.97	\$183.67	\$202.04	\$222.25
Per 1 Miner's Inch (per MI/bill)	\$154.20	\$303.58	\$333.94	\$367.34	\$404.08	\$444.49

Raw Water Customer	MI per month	Current Bill	Proposed Bill	Difference (\$)	Difference (%)
Inside District	1	\$154.20	\$184.96	\$30.76	19.9%
Outside District	1	\$154.20	\$303.58	\$149.38	96.9%

Georgetown Divide Public Utility District

Domestic Water

Irrigation Service

Waste Disposal

Fall 2024



2nd from Left: GM Schneider, Executive Assistant Olson, Water Resource Manager Elliott

GDPUD Awarded CSDA's Transparency Certificate of Excellence

Georgetown Divide Public Utility District (GDPUD) has been awarded the prestigious District Transparency Certificate of Excellence by the Special District Leadership Foundation (SDLF), recognizing its exemplary commitment to transparency and good governance.

"This award is a testament to our dedication to open governance," offered Board Director, Saunders. "We believe that accountability and transparency are paramount in serving our community, the foundation was laid through creation of policy and implementation of industry best practices."

"Our team is committed to empowering our community with information and facilitating meaningful engagement," shared Nicholas Schneider, General Manager. "This reflects the hard work and dedication of our Board and staff, who strive to foster a culture of openness and increased public access."



Operations Update

The 2024 irrigation season ended October 15th which delivered a total of 492 miners inches to a total of 379 customers. Following the season the District focuses on critical infrastructure improvements and/or repairs during favorable weather conditions to ensure future water reliability. A number of sections of open ditch are scheduled to be improved with concrete lining or pipe replacement. These efforts have reduced the total water demand resulting in more water available for potential District customer growth. The raw conveyance tunnel first used in the 1960s, that transports all water to the District for customer use, will undergo an assessment to evaluate overall condition and identify any needed repairs.

Improvements to the raw water conveyance system provides the District the ability to produce high-quality safe drinking water. The production and distribution infrastructure varying in age from early 1970s to 2000s require improvements and repairs to maintain a continuous service. Short-term water treatment improvements include automation and water quality instruments that provide reliable water treatment process monitoring. Distribution operators routinely repair or replace aging service lines and/or mainlines. To help identify significant distribution network upgrades, distribution operators have been installing master supply meters in targeted locations throughout the system. A State grant has been utilized to install backup power generators at pump station facilities and equip recently installed customer meters with the capabilities for hourly usage monitoring.

-Adam Brown Operations Manager



Master Meter Installation



Meadowbrook Line Break Repair



Canal Lining Project

From the Desk of General Manager Schneider

As we welcome the cooler months of November, I want to take a moment to reflect on our commitment to you, the residents of the Georgetown Divide. This can be seen through investments the District continues to make to our infrastructure. The District can accomplish this through a Capital Improvement Projects (CIP) which guides the staff on which projects are most important to the community. This plan is developed utilizing input from experts and the community during the budgeting process and then approved by the Board of Directors.

At GDPUD, we believe that our mission extends beyond merely delivering water; it encompasses being an active and responsive part of this community. The District strives to engage members and was excited to be a participant in the Georgetown Safe and Sound Halloween event, you may have even seen our mascot the Drop there.

We all work tirelessly to maintain and improve your water system, the staff here at the District are dedicated to serving you and this community. As we look forward to the coming months, we remain focused on our mission to you. Thank you again for your continued trust and support and for allowing me to be a part of this amazing community.



The Drop had a haunting good time at Georgetown's Safe and Sound Halloween!

Reminder: Rainy Season Considerations

With rainy season upon us, the G.D.P.U.D. wastewater team would like to remind you to check the cleanouts, lids, and risers of your wastewater treatment system. It is important for all homes with onsite systems, as well as those on the Community Disposal System (CDS), to ensure their systems are watertight. This helps prevent inflow and infiltration (I&I), which can cause problems, possibly overloading the leach field and leading to wastewater backups in the septic tank. This can also reduce the system's ability to treat waste properly, and in some cases, may cause contamination of the groundwater as the soil becomes saturated.

If you live in ALT, have questions, need a copy of your system's as-built, or require assistance, please contact the Water Resources Manager today.

Introducing NO cost pay via Echecks online!!



Pay Your Way via your Bank and
Routing info on our website.



SCAN ME

<https://georgetowndividepudca.municipalonlinepayments.com/georgetowndividepudca>

Board of Directors

GDPUD is an independent public agency governed by an elected Board of Directors to four-year terms.

Your GDPUD Board of Directors

Michael Saunders
Robert Stovall
Mike Thornbrough
Donna Seam
Mitch MacDonald

Public Meetings

The Board of Directors meets regularly on the 1st Thursday of the month at 2:00 p.m. at the GDPUD Office.

6425 Main Street, Georgetown, CA 95634, www.gd-pud.org.

Next Steps and Take Aways

- Our Public Hearing is scheduled for December 12, 2024.
- We have received very little public scrutiny through the entire process.
- Despite the challenges of our potentially difficult community and the possibility of a significant rate increase, this process demonstrates that enhanced outreach is a powerful tool that districts can leverage effectively.
- At present we have very few written protests from the community. We remain hopeful that we can proceed with implementing the new rates starting January 1, 2025.

An aerial photograph of a dense forest in winter. The ground is covered in a thick layer of white snow, and the trees are heavily laden with snow, appearing in shades of white, light blue, and green. Some trees have turned a warm brown color. A dark, winding path or stream is visible on the right side. A semi-transparent dark grey rectangle is centered over the image, containing the word "Questions?" in a large, white, serif font.

Questions?

The logo for GDPUD, featuring the letters "GDPUD" in a white, sans-serif font inside a blue rectangular box. Above and below the box are two small blue circles.

GDPUD