



Paradise Irrigation District

6332 Clark Rd, Paradise, CA 95969 · 530-877-4971 · Fax: 530-876-0483 · www.pidwater.com

AGENDA

**Paradise Irrigation District
Community Relations Committee Meeting
6332 Clark Road, Paradise, CA 95969**

TUESDAY, FEBRUARY 11, 2025 – 8:00 AM

Committee Members: Board of Directors –Patricia Guillory | Elliott Prest
PID Staff – Kevin Phillips | Mickey Rich
PID Consultant – Cedar Creek Publishing
Public Member – Chuck Bell

- ❖ *The Board of Directors is committed to making its meetings accessible to all citizens. Any persons requiring a special accommodation to participate, is requested to contact the District Secretary at 530-877-4971, extension 2039 at least 72 hours in advance of the meeting.*
- ❖ *Members of the public may submit comments prior to the meeting via email to gborrayo@paradiseirrigation.com before 7:30 a.m. on the day of the meeting or they may comment on Agenda items during the time the item is presented. Speakers may comment on items not listed on the Agenda under Public Comment. Comments should be limited to a maximum of three (3) minutes. State Law prohibits the PID Board of Directors from acting on items not listed on the agenda. The public may access this meeting remotely:
Web access Via Zoom Meeting platform: <https://us02web.zoom.us/j/88192841237>
Telephone: +1 669 900 6833 US
Meeting ID: 881 9284 1237*

1. Opening

2. Public Comment

This is the time for members of the audience to present items not on the Agenda. No action can be taken on these items, but they may be placed on future agendas for consideration. Comments should be limited to a maximum of three minutes duration. If more time is needed, communication may be submitted in writing to committee members, or placed on the agenda for a future committee meeting.

3. Community Relations Activity Update

4. Communication Outreach & Messaging

- a. Monthly Billing Update
- b. Video Production Services
- c. Alternative Sealed Rate Payment Option

5. Bill Design Discussion

6. PID Demonstration Garden Update

7. Adjournment



CEDAR CREEK COMMUNICATIONS

February 11, 2025

I'm not there with the Community Relations committee today because, as you meet, I'm getting ready to board a flight after enjoying a week-long hula camp on O'ahu (somebody has to do these hard things, right?).

I apologize for missing the meeting but have passed along the attached update to Mickey to share with you.

Quick summary: This reflects a busy period for PID messaging and outreach--we've had lot of information to share with the customers and community. This includes a director vacancy, announcement of the appointment of Kevin as the District Manager, the return to single-month billing and the annual district-wide flushing of the distribution system--plus the "usual" messaging and keeping a pulse on the community to anticipate and respond to issues involving PID.

Take a look at the following pages--note any questions or concerns you might have and I'll be happy to address them when I return to the office Feb. 17.



P.S. A quick, but enthusiastic "thank you" to Patty for not only following the PID Facebook page but for her timely comments as well as "like" reactions to so many of the posts there. The Facebook algorithm means that the more people who react to a post, the more times PID's message will be "served up" to other members of our community who haven't yet followed/liked the PID page.

Patty's seemingly "small" action has a big impact--thank you! Wait--let me try that again: Mahalo nui loa!

PARADISE IRRIGATION DISTRICT

Facebook

20 messages posted to PID

5 messages cross-posted to Paradise/
Magalia Rants/Raves (flushing begins,
pile burns, video scholarship)

- PID messages were seen 18,096 times
- 10 post shares
- 293 reactions (like, comment, share)
- 1,845 people follow PID Facebook page

Demographics:

73.2% Women

26.8% men

34% ages 18-44

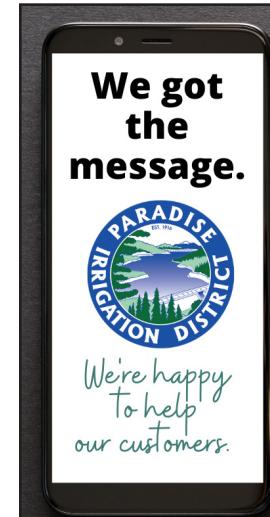
66% ages 45 - 65+

Community Outreach Overview

December 1 - January 31, 2024

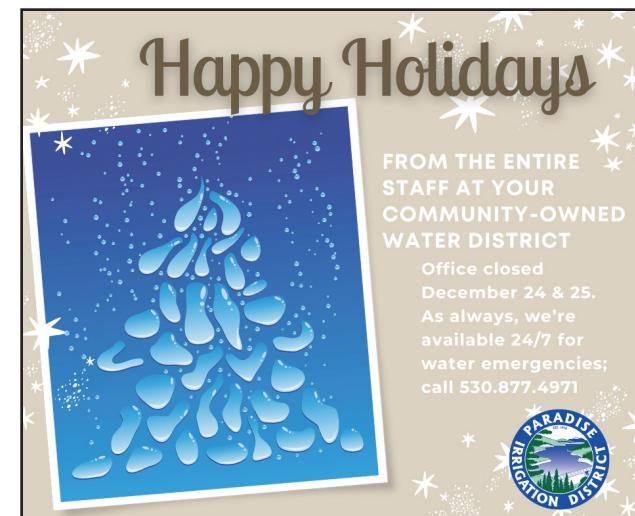
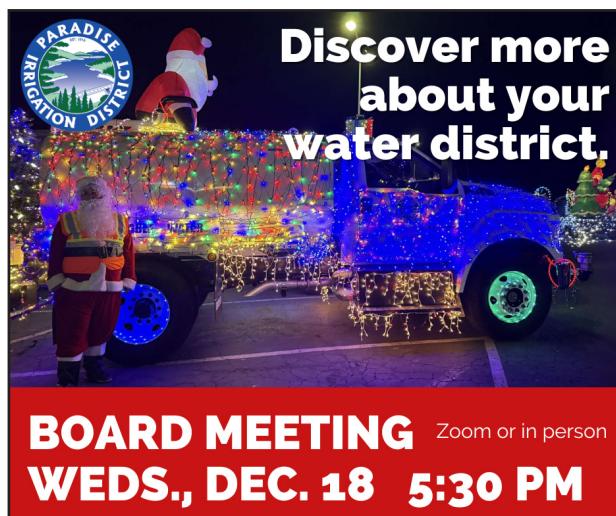


Also on Paradise Rants/Raves

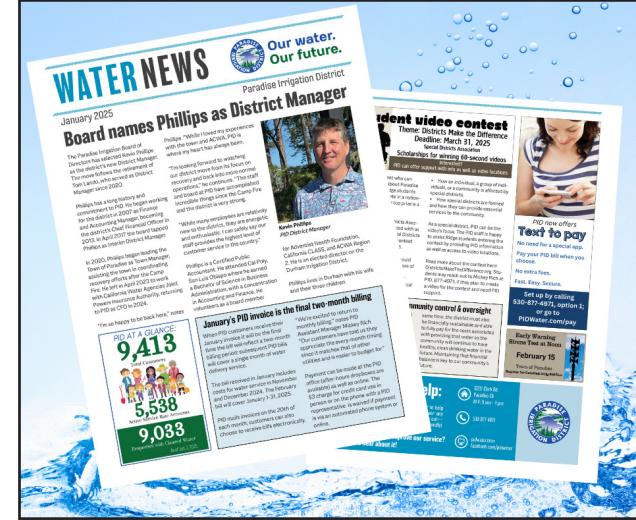
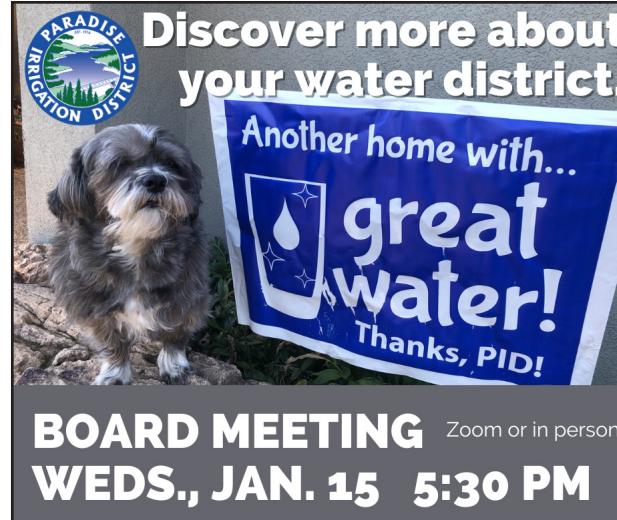
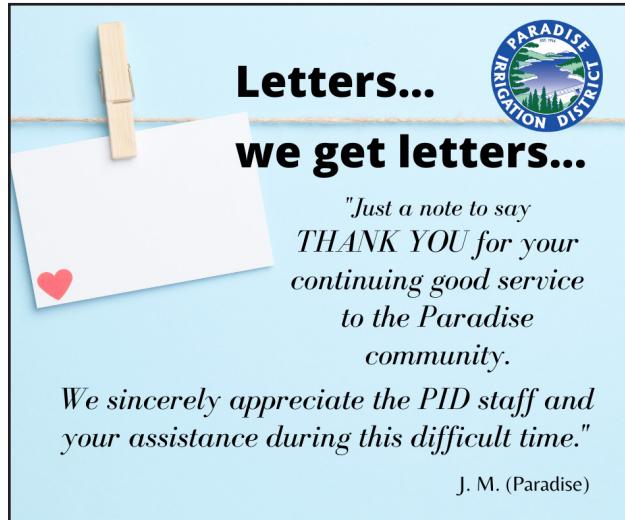
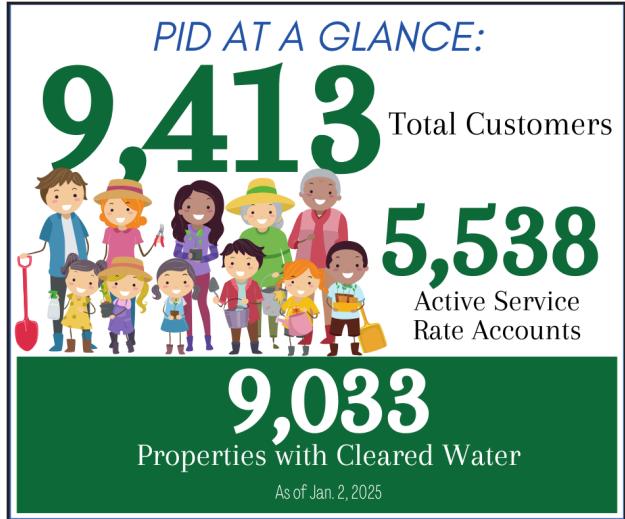


"All my interactions with PID have been extremely helpful, super prompt and very professional. It's really appreciated because wasting water and having a water issue is something that should be taken care of immediately. We appreciate it."

Voice mail to Customer Service
November 1, 2024

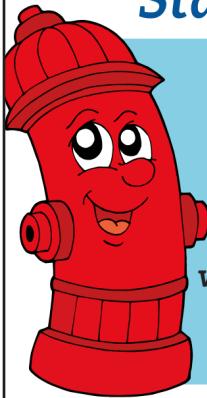


FACEBOOK



FACEBOOK

Starting Jan. 20:



Annual water flushing

of PID's water distribution system

See map of completed areas and upcoming flushing at:
PIDWater.com

Sign up for weekly email alerts to know when a PID crew will be in your neighborhood!

Also on Paradise Rants/Raves
Highest reach: 1,476

student video contest



Theme:
Districts Make the Difference
Deadline: March 31, 2025

Scholarships for winning 60-second videos



Interested?

PID can offer support with info as well as video locations

Also on Paradise Rants/Raves
Most shares

Paradise Irrigation District
January 13 at 9:50 AM · 3

We were saddened to learn of the death of former Paradise Irrigation District member Brian Shaw; he passed Sunday morning in the Sacramento area, the result of a tragic vehicle accident. Brian served as a PID board member from February 19, 2020 until June 17, 2022. Brian was invaluable during his years of PID board member service as the district worked to recover the water system following the 2018 Camp Fire.

We offer our condolences to Brian's family during this difficult time.

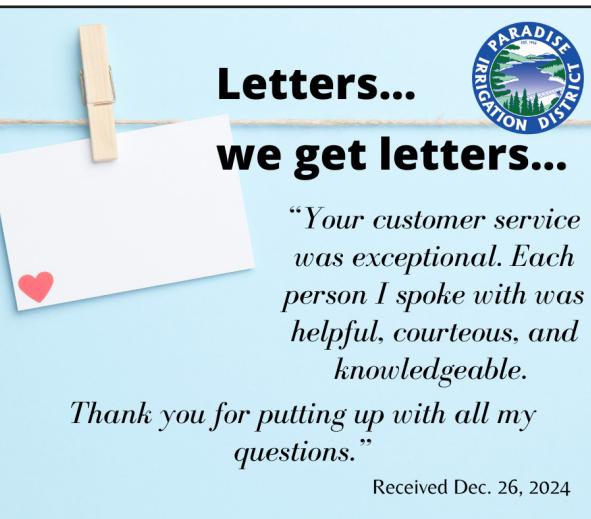
In memoriam...

Brian Shaw

PID Board Director from
2/19/2020 - 6/17/22

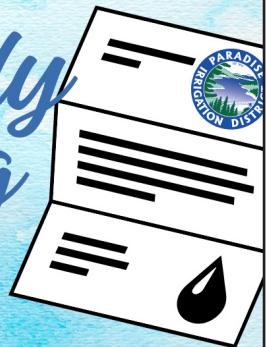


Most reactions: 104



Returning in February 2025...

Monthly Billing



January's invoice is the final two-month billing

PID AT A GLANCE:

9,392 Total Customers



5,530

Active Service Rate Accounts

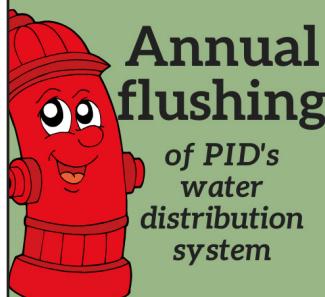
9,182

Properties with Cleared Water

As of Jan. 24, 2025

FACEBOOK

Update: Jan. 27



Flushing continues: Crews are moving "down" through the district

[Sign up for email alerts](#)

See project map online
PIDWater.com/flushing



Also on Paradise Rants/Raves

Constant Contact (email messaging); images on next page

Jan. 10: Date change for flushing start.

5 sends ("flushing alerts" list one day after media release)

100% open rate (5 addresses)

Jan. 11: Newsletter, director vacancy, monthly billing.

6,317 sends ("Interested/customers" list)

52.8% open rate (3,182 addresses)

2.6% unique clicks (157)

135 to director info on website

33 to newsletter

9 to website home page

7 to Facebook

Jan. 13: Flushing begins/sign up for alerts.

6,289 sends ("Interested/customers" list)
54.3% open rate (3,252 addresses)

3.2% unique clicks (190)

165 to alerts sign up

44 to website flushing page

11 to website home page

Jan. 27: Flushing update.

139 sends ("flushing alerts" list)
87.7% open rate (121 addresses)

61.6% unique clicks (85)

85 to website flushing page

1 to Facebook

Jan. 30: Flushing update.

143 sends ("flushing alerts" list)
65% open rate (93 addresses)

39.9% unique clicks (60)

60 to website flushing page

Paying your water bill?

There's an app for that!



Look for "My Civic Utilities" at iOS or Android app store

Tip: If you already have an online pay account with PID, you must use the same login credentials on the app.

FACEBOOK

EMAIL (Constant Contact)



Sign up for updates!

ANNUAL
WATER FLUSHING

Sign up to receive emailed updates about PID's flushing status.

First name

Last name

* Email

Sign Up

If you just opted in, you're consenting to receive marketing emails from: Paradise Irrigation District, 6332 Clark Road, , Paradise, CA 95969. You can revoke your consent emails at any time by using the SafeUnsubscribe® link, found at the bottom of Emails are serviced by Constant Contact

Sign up form for flushing alerts



Division 3 Vacancy
PID Board of Directors

Application due: Jan. 14, 3:30 pm

Paradise Irrigation District has a new vacancy on the Board of Directors. Applicants will represent the full district but must live in Division 3 to qualify for this position; the spot had been previously filled by Shelby Boston, who resigned due to an upcoming move. Deadline for application is 3:30 pm Tuesday, January 14.

For more information and an application, go to: <https://www.pidwater.com/173/Board-of-Directors>

Returning in February 2025...

Monthly Billing

January's PID invoice is the final two-month billing

When PID customers receive their January invoice it will be the final time the bill reflects the November 2024 period; subsequent PID bills will cover a single month of water delivery service.

The bill received in January includes costs for water service in November and December 2024. The January bill will cover January 1-31, 2025.

PID mails invoices on the 20th of each month; customers can also choose to receive bills electronically. "We're excited to return to monthly billing," says PID's District Manager Mickey Rich. "Our customers have told us they appreciate the every-month timing since it matches that of other utilities and is easier to budget for."

Payments can be made at the office (after-hours dropbox) as well as online. The \$3 charge for credit card use in person or on the phone with a PID representative is waived if payment is via an automated phone system or online.

Download the latest PID newsletter

Read about PID's newly-appointed District Manager, find out what is unique about PID as a "special district" and learn about a new scholarship for creative PID customers who can make a video about our water district.

All that and more is in the latest issue of PID's "Water News." The issue is available to [download here](#).

PID AT A GLANCE:



9,413
Total Customers as of Jan. 2, 2025

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PIDWater.com 530/877-4971



Starting Jan. 20:

Annual water flushing of PID's water distribution system

See map of completed areas and upcoming flushing at: PIDWater.com

Sign up for weekly email alerts to know when a PID crew will be in your neighborhood!

Beginning Monday, January 20, Paradise Irrigation District crews will work in each Paradise neighborhood to "flush" the water distribution system. PID anticipates completing the system flushing, neighborhood by neighborhood, by the start of summer. Generally, the flushing will move south through neighborhoods, starting from the "top" northern part of the district. The effects of flushing will generally be noticed only in the immediate area being flushed.

Flushing removes oxidation from inside steel pipes; during flushing the water is forced through pipe sections under high-pressure creating a "scouring" action inside the pipes. The flushed water is released into the roadway ditch.

While the flushing doesn't affect the safety of the water arriving in your home or business, the water may appear cloudy due to the increased air introduced into the system during flushing. You can see this by opening the tap and getting a glass of water; watch as the cloudiness disappears as the small air bubbles settle out.

PID crews will work to thoroughly flush the water mains but a small amount of residual material may remain until your home lines have cleared any discolored water. To more fully clear your home's lines after your neighborhood lines are flushed, open an outside hose bibb or the bathtub tap and run about 80 to 100 gallons of water (one full bathtub) until the water appears clear.

You can view the flushing project's status and the next neighborhoods planned for flushing at PIDWater.com/flushing. Sign up for a weekly email [here](#) to receive the latest flushing location updates in your inbox. PID office staff are unable to provide estimates of when they'll be in your neighborhood—keeping an eye on the website and getting the email alerts is the best way to stay informed.

If you've installed a filtration system in your home, many in-home systems have a sediment filter that can cause low pressure or no water if flushing causes an issue. Please contact your filter provider for details about how PID system flushing may affect your home system.

PID doesn't anticipate the flushing process to cause any issues with the backflow devices, but if you notice water coming from the backflow after flushing, please call PID at 877-4971.

Click to sign up for flushing updates



Sign up for updates!
ANNUAL
WATER FLUSHING

f

Update: Jan. 30

Annual flushing of PID's water distribution system

See project map online



Our water. Our future.
Paradise Irrigation District

530.877.4971

Paradise Irrigation District crews continue the flushing of the water distribution system. See a map of the next anticipated work—and the areas which are finished at the link below.

Note that there will be no system flushing on Friday, January 31; the map linked below reflects the projected flushing for Monday, February 3.

The effects of flushing will generally be noticed only in the immediate area being flushed.

PID is also reaching out to businesses such as restaurants and hair salons a few days in advance to tell them about neighborhood flushing. PID office staff are unable to provide estimates of when they'll be in your neighborhood—keeping an eye on district website and getting the email alerts is the best way to stay informed.

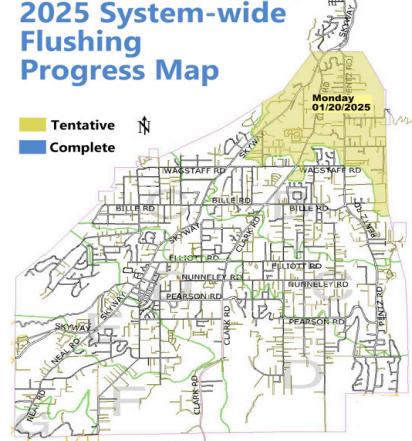
See the map here.

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Example of weekly flushing alert

2025 System-wide Flushing Progress Map

Tentative Complete



Monday 01/20/2025

Update: PID flushing process to begin January 20

Thank you for signing up for email updates about the PID flushing process. Our crews will begin the water distribution system flushing on Monday, January 20 (not Jan. 13 as previously reported). We'll keep you posted throughout the process!

Example of ability to quickly update info when needed

EMAIL (Constant Contact)

Newsletter

Distributed with mailed PID invoices
Available 24/7 at PIDWater.com website
January and February issues

WATER NEWS

January 2025

Board names Phillips as District Manager

The Paradise Irrigation Board of Directors selected Kevin Phillips as the district's new District Manager. The move follows the retirement of Tom Lando, who served as District Manager since 2020.

Phillips has a long history and commitment to PID. He began working for the district in 2008 as Finance and Accounting Manager, becoming the district's Chief Financial Officer in 2013. In April 2017 the board tapped Phillips as Interim District Manager.

In 2020, Phillips began leading the Town of Paradise as Town Manager, assisting the town in its recovery from the Camp Fire. He left in April 2023 to work with California Water Agencies Joint Powers Insurance Authority, returning to PID as CFO in 2024.

"I'm so happy to be back here," notes Phillips. "While I loved my experiences with the town and ACWA, PID is where my heart has always been.

"I'm looking forward to watching our district move from its focus on recovery and back into more normal operations," he continues. "The staff and board at PID have accomplished incredible things since the Camp Fire and the district is very strong."

"While many employees are relatively new to the district, they are energetic and enthusiastic. I can safely say our staff provides the highest level of customer service in the country."

Phillips is a Certified Public Accountant. He attended Cal Poly-San Luis Obispo where he earned a Bachelor of Science in Business Administration, with a concentration in Accounting and Finance. He volunteers as a board member for Adventist Health Foundation, California CLASS, and ACWA Region 2. He is an elected director on the Durham Irrigation District.

Phillips lives in Durham with his wife and their three children.

January's PID invoice is the final two-month billing

When PID customers receive their January invoice it will be the final time the bill will reflect a two-month billing period. Instead, PID bills will cover a single month of water delivery service.

"We're excited to move to a monthly billing," notes PID Assistant Manager Mickey Rich. "Our customers have told us they appreciate the every-month timing since it matches that of other utilities and is easier to budget for."

The bill received in January includes costs for water service in November and December 2024. The February and March 2025 bills will cover January 1-31, 2025.

PID mails invoices on the 20th of each month; customers can also choose to receive bills electronically.

Payment can be made at the PID office (after hours dropboxes are available) as well as online. The \$3 charge for a card to use in a PID person or on the phone with a PID representative is waived if payment is made via an automated phone system or online.

Properties with Cleared Water

9,413 Total Customers
5,538 Active Service-Accrued
9,033 Properties with Cleared Water
As of Jan 1, 2025

Our water. Our future.

Paradise Irrigation District

Student video contest

Theme: Districts Make the Difference
Deadline: March 31, 2025
Special Districts Association
Scholarships for winning 60-second videos
Interests: Environment, Water, Agriculture
PID can offer support with info as well as video locations

student who can video about Paradise? Ridge students compete in a national contest; the top prize is a trip to Washington, D.C.

As a special district, PID can be the video's focus. The PID staff is happy to assist Ridge students entering the contest by providing PID information as well as access to video locations.

Read more about the contest here: DistrictsMakeTheDifference.org. Students may reach out to Mickey Rich at PID, 877-497-1717, to plan to create a video for the contest and need PID support.

Text to pay

No need for a special app. Pay your PID bill when you choose.

No extra fees. Fast, Easy, Secure.

Set up by calling 530-877-4971, option 1; or go to PIDWater.com/pay

Early Warning Sirens Test at Noon

February 15

Town of Paradise
Register for CodeAlert at 408712.com

We're here to help:

Our customer service professionals are always here to help you sign up for water service as well as answer any questions about your PID account; please reach out to us via phone or email. Our website is informative as it is friendly! Check our website and social media page as well.

Do you have an idea to improve our service? We want to hear about it!

6332 Clark Rd.
Paradise CA
M-F 9 am - 4 pm

530-877-4971
pidwater.com
facebook.com/pidwater

Paradise Irrigation District

Marc Sulik
Being sworn in after

NextDoor.com (Paradise)

3,631 NextDoor members in PID service area

Jan. 3: Director vacancy

536 impressions

Jan. 13: District-wide flushing begins

408 impressions

Jan. 27: Flushing continues

394 impressions (plus comment/answer)

Paradise Irrigation District  Community Relations Tonya Dale - 3 days ago

Paradise Irrigation District has a newly-vacated spot on its Board of Directors. Applicants will represent the full district but must live in Division 3 to qualify for this position; the spot had been previously filled by Shelby Boston, who has resigned due to an upcoming move. Deadline for application is 3:30 pm Tuesday, January 14.

For more information and an application, go to: <https://www.pidwater.com/173/Board-of-Directors>



Parade Irrigation District  Community Relations Tonya Dale - Just now

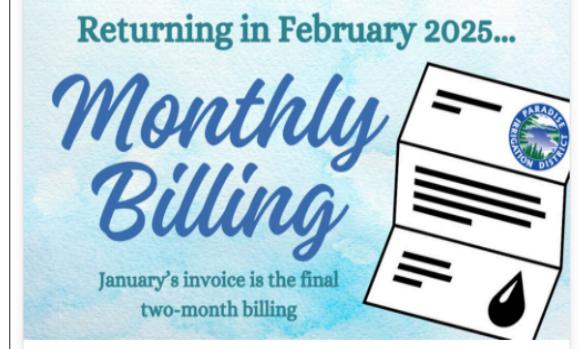
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Payment can be made at the PID office (after-hours dropboxes are available) as well as online. The \$3 charge for credit card use in person or on the phone with a PID representative is waived if payment is via an automated phone system or online.



→ Note interaction from community member and opportunity to answer and point them to PID's website.

Parade Irrigation District  Community Relations Tonya Dale - 3 days ago

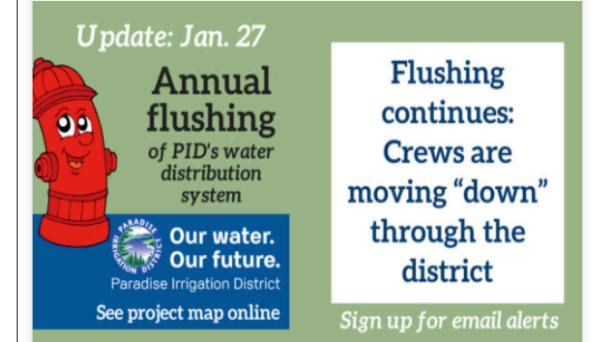
Parade Irrigation District crews will continue the system-wide flushing throughout our community this week; the crews are moving from the "upper" part of Paradise in a generally southward direction.

See a map showing anticipated work--and the areas which are finished--at this link: <https://pidwater.com/flushing>

The effects of flushing will generally be noticed only in the immediate area being flushed.

PID is also reaching out to businesses such as restaurants and hair salons a few days in advance to tell them about neighborhood flushing.

PID office staff are unable to provide estimates of when they'll be in your neighborhood--keeping an eye on district website and getting the email alerts is the best way to stay informed. Sign up for email alerts here: <https://lp.constantcontactpages.com/s1/3AcyygQ>



Update: Jan. 27

Annual flushing of PID's water distribution system

Our water. Our future. Paradise Irrigation District

See project map online

Sign up for email alerts

Posted to Subscribers of Paradise Irrigation District

Add a comment... 394 Impressions  1  3 

Apryl C. · Elliott Rd - 3d

Can someone explain why our water system needs to be flushed regularly / yearly? Was the system flushed before the fires on a regular basis, or is this since the fires? Thanks in advance for the information.

Like Reply Share

Tonya D. · Paradise - 2d

Great question, Apryl. Best management practices for maintaining a healthy drinking water system include periodic flushing of water mains. The primary pipe material that PID focuses on while flushing is steel pipe. This is because steel pipe is subject to oxidation. While there are many factors contributing to oxidation, what is really taking place is corrosion. The inside of steel pipe begins to rust and this turbidity, or "dirtiness" is what gets stirred up when water mains are flushed. The increased velocity caused by the manipulation of system valves causes an effect similar to scouring. PID has flushed its distribution system annually prior to the Camp Fire, typically in late winter or early spring. For more info about flushing, go to: <https://www.pidwater.com/237/Water-flushing>

Like Reply Share 

Apryl C. · Elliott Rd - 1d

Tonya thank you for explaining this, makes sense now.

Like Reply Share

CURRENT:

Monthly billing

Completed November-January messaging, including full-color, 6x11 postcard mailed to 6,458 addresses. Remaining tasks in early- to mid-February include social media (Facebook, Constant Contact, Next Door), PID website, PID newsletter (February), PRPD electronic sign, PID and PRPD electronic signs.

Ridge Business Journal

Chamber of Commerce publication, distributed throughout Ridge; March issue (monthly billing, new manager, new director, text to pay, new website, what is a special district).

New Customer brochure update

Flushing

Timing: Continues until process is complete. Includes media release, social media (Facebook, Constant Contact email alerts list, NextDoor), PID website (new page; will archive for future), PRPD electronic sign, PID and PRPD electronic signs.

Website: Overview, News Flash updates, regular updates/comments

Update News Flash with text/graphics, as needed. Work with staff to update info on pages. Ongoing.

Facebook/NextDoor monitoring

Watch, compile comments, share with staff, as needed. Ongoing.

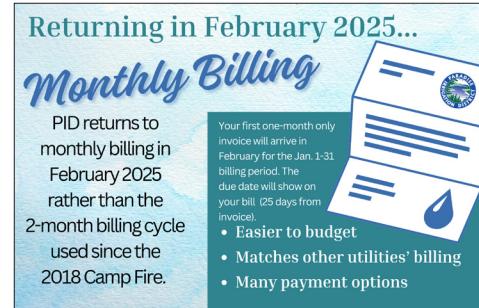
PID and PRPD electronic signs

Support district-wide messaging. Ongoing.

UPCOMING:

Methods of bill payment:

Create short animated video as well as ongoing messaging (website, social media, newsletter). Focus on Text to Pay, mobile app, online pay.



Paradise Irrigation District
6332 Clark Road
Paradise, CA 95969

RECORDED
STANDARD
PERMIT
PAID
PARADISE
IRRIGATION
PERMIT

ASSORTED & UPCOMING

PARADISE IRRIGATION DISTRICT
WATER STATEMENT

Account #: 00-00000-00
Service Dates: 7/1/2021 – 9/1/2021
Bill Date: 9/20/2021
Due Date: 10/14/2021

Water Service For:

First and Last Name(s)
Service Address
City/State/Zip

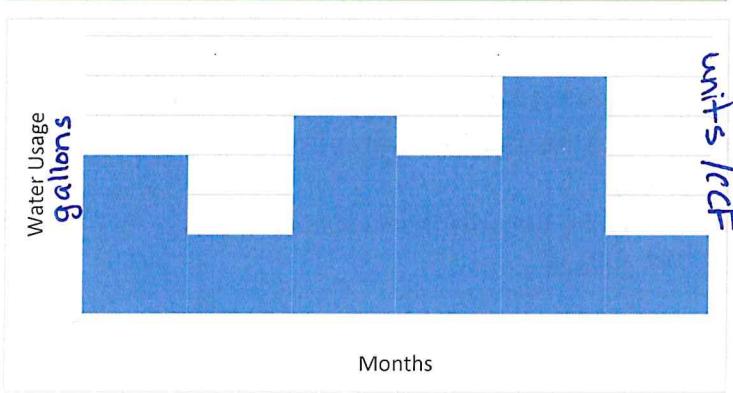
Rate Type: Ready-to-serve / Sealed

AMOUNT DUE
\$0.00

Please pay by:
10/14/2021

Download the Dropcountn app today for water alerts now and to monitor water use (once your meter is in)

Available for Android and Apple iOS devices.
Aim your phone camera here for the link to download!



Your Bill Summary:

Previous Statement Balance	\$ 0.00
Payment(s) Received Since Last Statement	(\$ 0.00)
Previous Unpaid Balance	\$ 0.00
Current Water Charges	\$ 0.00
# of units used at \$1.61 per unit (1 unit = 100 Cubic Feet = 748 gallons) <i>CCF</i>	
Current Service Charge <service code>	\$ 0.00
Backflow Maintenance	\$ 0.00
Town Hydrant Fund	\$ 0.00
Late Penalty	\$ 0.00
TOTAL AMOUNT DUE	\$ 0.00
CREDIT BALANCE	(\$ 0.00)

(Blank space left for changing notices/facts/information)

Please return this portion with your payment. THANK YOU!



Request for change of mailing address on reverse side.

Opt-in to paperless billing. Please email my future bills to: _____

(Barcode)

Service Address	
123 Paradise Lane	
Account Number	00-00000-00
Amount Due	\$0.00
Due Date	10/14/2021

Amount Enclosed: \$ _____
(Thank You!)

First and Last Name(s)
Mailing Address
City/State/Zip

Paradise Irrigation District
6332 Clark Road
Paradise, CA 95969-4146