

Kirkwood Meadows Public Utility District

Communications Committee

REGULAR MEETING NOTICE

NOTICE IS HEREBY GIVEN that the Communications Committee of the Kirkwood Meadows Public Utility District has called a Regular Meeting of the Committee to be held on **Thursday, October 9, 2025 at 2:00 PM** via Zoom at: <https://us02web.zoom.us/j/89141086495>

HOW TO PARTICIPATE / OBSERVE THE MEETING:

Telephone: Call Zoom at (669) 900-6833 and enter Meeting ID# **891 4108 6495** followed by the pound (#) key.

Computer: Follow this link to join the meeting automatically: <https://us02web.zoom.us/j/89141086495>

Mobile: Open the Zoom mobile app on a smartphone and enter Meeting ID# **891 4108 6495**

ACCESSIBILITY INFORMATION:

Committee meetings are accessible to people with disabilities and others who need assistance. Individuals who need special assistance or a disability-related modification or accommodation (including auxiliary aids or services) to observe and/or participate in this meeting and access meeting-related materials should contact the District, at least 48-hours before the meeting at (209) 258-4444 or info@kmpud.com Advanced notification will enable the District to swiftly resolve such requests and ensure accessibility.

Kirkwood Meadows Public Utility District

Communications Committee

REGULAR MEETING NOTICE

- 1) **Fire and Emergency Medical Services Communications.** Discussion & possible action.
- 2) **Water / Wastewater Rate Increase Communication.** Discussion & possible action.
- 3) **Newsletter Content Policy.** Discussion & possible action.
- 4) **KMPUD Branding and Logo.** Discussion & possible action.
- 5) **Roadmap.** Update.
- 6) Next Meeting/Staff Recommendation: *Thursday, November 13, 2025, 2:00 PM.*

The Kirkwood Meadows Public Utility District is an equal opportunity provider and employer.

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the District at (209) 258-4444, by email to info@kmpud.com. Requests must be made as early as possible, and at least two business days before the meeting.

Manganese Waiver

The District's application for a waiver from the California Department of Drinking Water for the requirement on manganese levels in water has been approved!

As noted in the public outreach for this project, KMPUD was issued a Notice of Violation (NOV) from the State Water Resources Control Board for a violation of the secondary maximum contaminant level (MCL) for manganese for Well 4 & 5. Secondary MCLs were established by the State to address aesthetic (color, odor, taste) concerns with drinking water. It is important to note that while exposure to manganese at high levels can pose a neurotoxic risk, the levels that are present in our drinking water **are almost ten times lower** than the health-based advisory levels established by DDW.

In order to comply with the DDW requirement, KMPUD was required to treat the water or apply for a waiver. The cost to install special filters to remove manganese was estimated to be \$1.5M, which would have a big impact on our capital plan and on water rates.

Thanks to support from the community, KMPUD is able to avoid the cost of treatment and the impact on water rates. Thank you to all who responded to the survey and attended the public meeting!

Water/Wastewater Rate Adjustment

On September 5, 2025 the District's Board of Directors held a Public Hearing to discuss a potential rate adjustment for the water and wastewater departments. The details of the rate adjustment can be found in the [Water & Wastewater Study](#), which was presented at the Public Hearing and is available on the KMPUD homepage at www.kmpud.com. The Board found that there were not sufficient protests to the proposed rate changes, and an Ordinance was passed making the rate changes effective October 1, 2025.

The rate increases are needed to fund reserves and requirements of the District water and wastewater systems, and to obtain funds for water and wastewater system improvements that are necessary to maintain and enhance water and wastewater services within the existing District service area. These improvements are detailed in the [2025 Water Master Plan](#), which is posted on the KMPUD homepage.

The adopted rates are the maximum allowable rates that can be charged without another rate study, but the Board will review the projected capital improvements annually and may be able to adopt lower rates if substantial decreases to the system improvements are identified.

At the October 3, 2025 Board meeting, the Board lowered the water rates in response to the approved manganese waiver which eliminates the need to construct a \$1.5 million improvement project at Wells 4/5 to install a manganese filter. Wastewater rates were not affected. The amended rate changes went into effect for the October billing cycle.

Logo Example 1



Logo Example 2



Logo Example 3



Order	Status	Assigned	Date	Area	Topic	Action Item	Description
9	In flight	Staff	Oct 9, 2025	Outbound	Fire & EMS Communications Strategy	Plan community meeting(s) / outreach	We should have more information about Fire & EMS that we can put together a communications plan to discuss.
10	In flight	Staff	Oct 9, 2025	Outbound	Water / Waste Water Rate Design	Community information	Decided what should be posted, and where, regarding the results of the Rate Hearing.
160	Recurring	Committee	Oct 9, 2025	Outbound	Newsletter content policy		Periodically revisit our approach to newsletter content: Annually for a full review and as needed for small updates
180	Scoped	Staff	Oct 9, 2025	Outbound	Branding and logo	Consider focus on being a community-owned	See SMUD branding as suggestions as community-owned.
301	Scoped	Staff	Nov 13, 2025	Website	Meeting dates	Review website for calendar organization	Re-organize meeting dates and documents (currently shown in the Calendar, but mentioned multiple places).
302	Scoped	Committee	Nov 13, 2025	Outbound	Annual Report		Should we define guidelines KMPUD President should use to communicate in the annual report?
303	Recurring	Committee	Nov 13, 2025	Outbound	FAQ documents		Periodically revisit our FAQ documents: Annually for a full review and as needed for small updates
304	Scoped	Committee	Nov 13, 2025	Outbound	Annual article reminding people to update mailing address		When we have 218 process (e.g., W/WW Rate Study), we send paper documents. We should remind people once a
7777				Outbound	New customer onboarding materials	Provide overview of how to approach topic	Review and update KMPUD onboarding documents for our customers.
7777				Outbound	Opt-in vs opt-out	Provide overview of how to approach topic	Review our subscription policies and consider making some / all subscriptions opt-out, instead of opt-in.
7777				Outbound	EDU / AMU updates each year		For customers with AMU in progress, annual updates in April to tell them where they are / what final is - show it on
7777				Outbound	Service rate comparison to other comparables		How do rates for our services compare to other comparable utilities? Provide context as way of explaining.
7777				Outbound	Customer Success Stories		We have customers that have had a lot of benefit from the KMPUD, should we research and highlight these?
7777				Outbound	Social Media presence		Should we consider hiring someone to focus on this.
7777				Outbound	Content of snow removal text messages		What is the content that should be in the text messages?
7777				Outbound	Snow Removal talking points		Discuss key messaging around Snow Removal that should be included in outbound communications.
7777				Outbound	Propane talking points		Discuss key messaging around Propane that should be included in outbound communications.
7777				Policy	Publishing of non-KMPUD related topics		Should KMPUD mention other topics, e.g., KMD (potholes), KMR announcements (e.g., parking reservations)?
7777				Policy	Community involvement for specific topics		What do we do when customers raise issues, whether they are:
8888	Recurring	Committee	Aug 13, 2026	Outbound	Newsletter subscriber campaign		Periodically revisit our newsletter subscriber campaign: Annually for a full review and as needed for small updates
9001	Done		Feb 8, 2024	Policy	General Protocols / Procedures		Create a document that outlines the Districts general protocols and procedures for customer communications.
9002	Done		Apr 11, 2024	Policy	Snow Removal Protocols / Procedures		Create a document that outlines District communications for the specific service.
9003	Done		Apr 11, 2024	Policy	Electricity Protocols / Procedures		Create a document that outlines District communications for the specific service.
9004	Done		Apr 11, 2024	Policy	Propane Protocols / Procedures		Create a document that outlines District communications for the specific service.
9005	Done		Apr 11, 2024	Policy	Water Protocols / Procedures		Create a document that outlines District communications for the specific service.
9006	Done		Apr 11, 2024	Policy	Wastewater Protocols / Procedures		Create a document that outlines District communications for the specific service.
9007	Done		Apr 11, 2024	Policy	Solid Waste Protocols / Procedures		Create a document that outlines District communications for the specific service.
9008	Done		May 9, 2024	Policy	Fire and Emergency Medical Services Protocols / Procedures		Create a document that outlines District communications for the specific service.
9009	Done		May 9, 2024	Marketing	New KVFD logo		The KVFD is drawing up a new logo and our Committee will provide feedback.
9010	Done		Jun 13, 2024	Outbound	Noting that comments / results will be public		When we create community surveys, note comments / results will be public (but not identifiable).
9011	Done		Jul 11, 2024	Outbound	Fire & EMS Communications Letter to Community		The KMPUD Board approved a number of items from the 7/5/24 meeting, this task is to outline the plan.
9012	Done		Aug 8, 2024	Outbound	Bi-annual customer survey		Review questions and ensure survey goes out according to District policies
9013	Done		Aug 8, 2024	Website	Electricity FAQ		Create a FAQ about specific service questions to post on the website.
9014	Done		Aug 8, 2024	Website	Propane FAQ		Create a FAQ about specific service questions to post on the website.
9015	Done		Aug 8, 2024	Website	Snow Removal FAQ		Create a FAQ about specific service questions to post on the website.
9016	Done		Aug 8, 2024	Website	Solid Waste FAQ		Create a FAQ about specific service questions to post on the website.
9017	Done		Aug 8, 2024	Outbound	Energy Rebate program		We need to communicate to customers the new Energy Rebate program approved by the Board.
9018	Done		Sep 12, 2024	Outbound	Newsletter content policy		Define guidelines Staff should use to communicate content to customers in the newsletter.
9019	Done		Oct 10, 2024	Outbound	Snow removal contact policy		HOAs will provide KMPUD 2 contacts for snow removal contracts, individual owners who have questions will be
9020	Done		Nov 14, 2024	Outbound	Newsletter subscriber campaign		Create a plan for Staff to execute in order to increase the number of KMPUD newsletter subscribers.
9021	Done		Nov 14, 2024	Outbound	Bi-annual customer survey - thank you / summary		Create a survey summary email to send to all customers thanking them and discussing next steps.
9022	Done		Nov 14, 2024	Website	Water FAQ		Create a FAQ about specific service questions to post on the website.
9023	Done		Nov 14, 2024	Website	Wastewater FAQ		Create a FAQ about specific service questions to post on the website.
9024	Done		Nov 14, 2024	Website	General FAQ		Create a FAQ about general District questions to post on the website.
9025	Done		Nov 14, 2024	Website	Fire and Emergency Medical Services FAQ		Create a FAQ about specific service questions to post on the website.
9026	Done	Committee	Jun 12, 2025	Outbound	Propane Rate Changes Communication	Community Notice	Advise Propane customers of newly adopted rates.
9027	Done	Committee	Jul 10, 2025	Outbound	Manganese Waiver cover letter	Communication & Survey	Educate customers about Manganese, develop a cover letter, distribute survey.
9028	Done	Staff	Aug 14, 2025	Website	Update broken links to documents	Review website for broken links	Document links were broken when moving to a cloud service, fix the broken links.