



## McKINLEYVILLE Community Services District

# Newsletter

Water - Sewer - Streetlights - Parks - Recreation - Library

Winter/Spring 2014

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Director

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Director

Gregory P. Orsini  
General Manager

## A MESSAGE FROM THE GENERAL MANAGER

### Where Do Your Water Bill Dollars Go?

MCSD provides water service to over 5,000 residential and commercial customers. Monthly water rates charged to customers are the primary source of revenue to operate the water system, and are used solely for this purpose. Water rate revenue provides funding for costs related to wholesale water purchased from Humboldt Bay Municipal Water District (HBMWD), system operations, capital projects, debt service, administration, as well as costs related to prudent long-term operational or financial management of the utility, such as maintaining adequate fund reserves and planning for contingencies.

The proposed rates are based on a comprehensive rate study and financial plan. MCSD will annually review revenues and expenditures for the water fund to ensure that sufficient and appropriate revenues are collected to effectively provide for the short and long-term water service needs of the community.

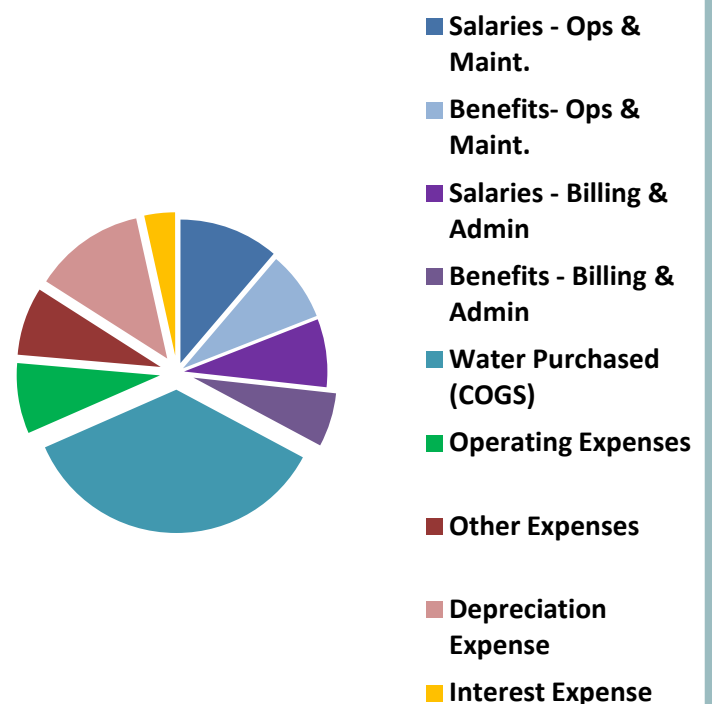
Our customers sometimes ask us, "What am I paying for when I pay my water bill?" Below is a breakdown of where your water bill dollars go:

Salaries - Operations	11%
Benefits - Operations	8%
Salaries - Administrative	8%
Benefits - Administrative	6%
Purchased water	36%
Operating expenses	8%
Other expenses	8%
Depreciation expense	13%
Interest expense	3%

At the January 8, 2014 MCSD Board meeting, the Board discussed future water rate adjustments.

In 2012, an independent consultant conducted a financial rate study, which determined that MCSD's existing water rates were not sufficient to fund MCSD's costs for purchased water, system operations and maintenance, and capital projects.

### Water Expenses



## A Message From the General Manager (continued)

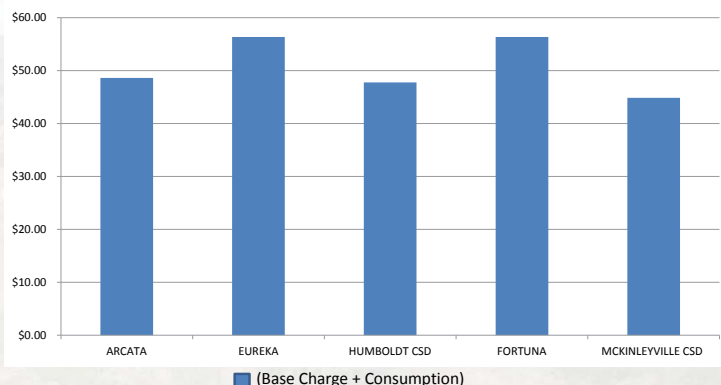
At the conclusion of this study, MCSD adopted updated water rates that were intended to address these deficiencies. However, due to an error in the model that was used during the process of developing the new water rates, the cost of wholesale water purchased from HBMWD was not included in the final customer rates. As a result, MCSD was not fully recovering from its customers the cost of purchasing water from HBMWD and has been drawing on operating reserves to fund ongoing water expenses. These new proposed water rates are needed in order to correct this problem by including the wholesale cost of water purchased from HBMWD and a recovery surcharge for previously purchased water.

The proposed rates have been calculated based on MCSD's cost to provide water service to users. Required revenue is based on projected expenses for operations, maintenance, and required repairs and/or replacement for capital facilities and equipment. Projected expenses are allocated between monthly Base (fixed) Charges and Volume Charges. The monthly Base Charge is based on the size of the meter and recovers fixed costs of providing water service, with costs allocated based on number of accounts and the size of a customer's water meter. The Volume Charge recovers the variable costs of providing water service and costs associated with the delivery of water. The rate structure was designed so that each system user will be charged an amount that is proportional to the cost of serving that user.

The chart below compares our proposed rates to the existing rates for other local agencies:

### Monthly Water Cost Comparison

RESIDENTIAL 5/8" METER WATER COST COMPARISON  
BETWEEN MUNICIPALITIES FOR 12 CCF (AVERAGE MCSD  
RESIDENTIAL CONSUMPTION)



## Employee of the Year

Each year, MCSD employees cast votes to determine who they feel should be Employee of the Year.

The employee of the year is a person who has brought about significant positive change, eliminates obstacles in achieving District goals and objectives, brings new ideas and cost savings, is innovative, contributes constructively, exceeds expectations, inspires others, goes beyond the basic job expectations, and proactively identifies and resolves challenges.

The 2013 Employee of the Year award went to Bill McBroome, Utility II. In the photo above is 2012's Employee of the Year, Lesley Frisbee (right) and 2013's recipient, Bill McBroome (left).



In November 2013, the MCSD Board of Directors adopted a Resolution recognizing and commending Bill for serving MCSD for ten (10) continuous years.



Throughout his years of service, Bill has demonstrated unwavering loyalty and dedication to MCSD. Bill lends his talents, experience and leadership to the development and service to the District having served in a variety of positions such as Electrician (which he has earned multiple California Water Environment Association awards for), Treatment Plant Operator and Streetlight Technician.

Bill has taught several training classes on the subjects of Electrical troubleshooting and Chlorine Safety not only for MCSD employees, but also for surrounding organizations.

Bill has assisted in several projects resulting in substantial cost savings to the District from motor repairs, pump rehabilitation to his gifted troubleshooting skills.

Resolution 2013-26 states, "The Board of Directors of McKinleyville Community Services District hereby confers upon William McBroome its highest commendation for the dedicated service he has performed for the District and the community and, further marks his historic accomplishment as a McKinleyville Community Services District's employee for ten (10) years."

**Strategic Plan** - MCSD's Strategic Plan identifies actions, activities, and planning efforts that are currently underway and which are needed for continued success in operations and management of the District, and provides for periodic reviews and updates. It serves as a framework for decision making over a five-year period. It is a disciplined effort to produce fundamental decisions that shape what a District plans to accomplish by selecting a rational course of action.

MCSD's 2014/15 - 2019/20 Strategic Plan has been updated for the start of fiscal year 2014/15, beginning July 1, 2014 and is available for review at [www.mckinleyvillecsd.com](http://www.mckinleyvillecsd.com).



# A Message From the Parks & Recreation Department

## Recreation Activity Guide

We are pleased to have completed our Winter/Spring 2014 Recreation Activity Guide, which is included in this newsletter. Recognizing the growing needs in our community, McKinleyville Parks & Recreation is continually developing new and exciting programs and events for residents of all ages. Having fun is an important part of maintaining a high quality of life, so check out our Winter/Spring Recreation Activity Guide and discover great ways to play! We take pride in "Creating Community through People, Parks & Programs." Our goal is to help you to find programs that meet your individual and family needs. We love to help people play! For more information about local parks and recreation opportunities, please call the friendly folks at McKinleyville Parks & Recreation at 839-9003.

## Teen & Community Center

Our staff would like to thank all the community members who have been involved with the design process for the teen and community center. As you probably know by now, the new facility will be attached to the existing McKinleyville Activity Center at Pierson Park. Based on input provided from teens and other community members through a series of community meetings and events, the new facility will be approximately 6,000 square feet and will come with a quiet study area, two



Option A ↗



Option B ↗

classrooms, a game room, sound proof music room, outdoor performance area, lounge, cafe, commercial kitchen, office and reception area. In November 2013, LDA Partners who is the architect firm working with MCSD and the community to come up with the design held a series of meetings to gather input on the exterior design of the facility. Two options were proposed. Community members are encouraged to choose their favorite option by contacting our parks & recreation staff at 839-9003 or posting on LDA Partners facebook account at [www.facebook.com/LDAPartners](http://www.facebook.com/LDAPartners).

We will be accepting votes until late January at which time we feel we will have enough feedback to make a decision on which option is most preferred by community members.

So what's next? Staff will be working with LDA Partners to prepare construction documents in January. We will also begin the permit process. Our goal is to go out to bid in March 2014 with construction starting as early as April 2014. It is not likely that the facility will be completed by the fall 2014 school year but we are aiming towards opening the doors soon thereafter.

## Botanical Garden at Hiller Park



The project will include three (3) large beds with a variety of flowers and shrubs. Ultimately, our goal is for clubs and organizations to "adopt a bed" and continue the expansion of the garden. We estimate opening the garden in February or March 2014.

We are excited about installing a botanical garden at Hiller Park, just west of the playground along the Hiller Park Loop Trails. Staff has been working with local individuals for the design and layout of the pathways and beds as well as what type of plants will be installed. Singing Tree Gardens has donated several Rhododendrons for the project. Leftover irrigation pipe from the Hiller Sports Complex project was utilized to help offset the costs of installing the irrigation. Because of an agreement made between MCSD and the California Conservation Corps, the labor to do some of the planting, install chips for the pathways and spread mulch will be no cost to MCSD. Initially, the



## Do You Think You Might Have a Water Leak?



MCSD understands that our customers may experience water leaks from time to time. We make an effort to be proactive and help our customers identify when there is a leak and offer suggestions to assist in locating the leak. Your bill provides you with a comparison of your current use and the amount you used in the previous year for the same month. If you notice that the current amount used is higher, and your water use habits have not changed, you may have a leak.

The process begins with our meter readers. When they read your meter, if your water use is over a certain volume, the handheld device requires that the read be re-entered. Then the meter reader will enter your meter read again to make sure that the read is correct. The meter reader will then normally indicate if the meter is moving. This information will then be generated on a report that is used when the billing process is started from the meter reads collected. The meter reader may also attempt to notify the customer that it appears they may have a leak.

After the meter reads have been removed from the handheld, the information is verified by staff in the office. The report that generates notes regarding high water use entered by the meter reader is used during the verification process. Staff also attempts to catch anomalies in use amounts and if a high water use is noticed that may not have exceeded the threshold to require the meter reader to verify the read entered, you may receive a phone call to alert you that your use is higher than normal. Some steps we may suggest to you to determine if you have a leak are:

1. Ensure all faucets, toilets, etc are off.
2. Locate your meter box and open the lid.
3. Look on the meter face for a blue starfish/red triangle.
4. If this blue starfish/red triangle is rotating, you have water going through your meter and that implies the existence of a leak.
5. If your meter is moving, try to find a shut off valve where the water enters your house.
6. The shutoff is normally a handle on a pipe below a hose faucet.
7. If you find this, turn it off.
8. Go back to the meter and look at the blue starfish/red triangle again.
9. If it is still moving, the leak is between the meter and the shutoff valve.
10. If it stopped moving, the leak is after the shutoff valve.
11. If the water leak is determined to be before your shutoff, walk a straight line from water meter to the shutoff. Feel and look for wet ground, greener than normal grass, and listen for the sound of water moving. Using a metal rod to gently probe the ground may assist in locating water logged soil. In ground irrigation systems are often a source of leaks. If you find the leak, repair it.
12. If the water leak is determined to be inside your house, check all faucets, toilets, shower/tub heads for leaking. If you locate a leak, repair it.
13. If you are unable to locate or repair the leak, call a plumber.
14. Once you believe your leak is fixed, check your meter's blue starfish/red triangle to confirm that the repair was successful.



## Do You Know About Our Water Leak Adjustment Policy?

In order to promote water conservation and for the protection of our rate payers, MCSD has a Water Leak Adjustment Policy. The General Manager or designee is authorized to consider a potential adjustment to a customer's water and sewer bill where the customer proves that excess usage occurred as a result of a water leak and that the leak has been repaired. If the adjustment is accepted, the account would not be eligible for another leak adjustment for twenty four months. Sewer fees are only adjusted if the leak did not cause an impact on the sewer system. Listed below are the conditions required to be eligible for an adjustment:

1. Customers may apply for a water leak adjustment by completing a Water Leak Adjustment Request Form available at the MCSD office, 1656 Sutter Road, McKinleyville.
2. Customers will provide receipts for parts or a copy of the plumber's bill if available. If no receipts are provided, the District may wait until the next scheduled meter read date to verify that the leak has been repaired.
3. The adjustment may be calculated as up to 50% of the difference between the actual water charge for the month of the leak and the average monthly charge based on the previous 12 month use or the longest period of the customer's use, if less than 12 months.
4. The maximum amount of any single adjustment by the General Manager shall not exceed \$500.00.
5. The decision of the General Manager shall be final unless the Board Chair finds there would be good cause for a Board hearing or appeal.





## Pierson Park Lighting

MCSD Parks & Recreation staff recently worked with the Redwood Coast Energy Authority to conduct an energy audit for the lighting at Pierson Park. It was discovered that MCSD could see a real cost savings by changing the exterior fixtures on the McKinleyville Activity Center to LED lights. It was also discovered that the five (5) main park lights (pictured below) would see a decrease in energy cost by replacing them with LED



lights. The simple payback is estimated to be 5.2 years, with an estimated cost saving of \$1,140.00 per year. All lights have been replaced and not only will MCSD be saving money by reducing its energy usage, but the lights in the park are much cleaner and nicer to look at.

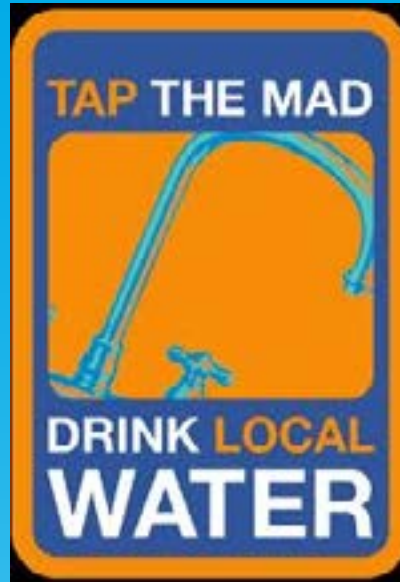
## Welcoming a New Board Member

On behalf of staff and the MCSD Board of Directors, we would like to welcome George Wheeler as a new Board member for MCSD. George was elected in November 2013 for a term ending 2017. The following was submitted by George for our website:



I bring a lifetime of experience to help me in the decisions we will be making on the McKinleyville Community Services Board. I hope you will be well pleased with my service. Once upon a time, I was a United States Marine (68/69), serving with the First Marines in Viet Nam. Subsequently I worked as a U.S. Postal Service mail carrier for 16 years. In my middle years, I returned to school, earning a Bachelor of Science in Computer Information Systems and a Masters in Business Administration. I busied myself for almost a decade, as an Associate Professor at Humboldt State. All along the way I've always been involved in residential construction at some level, from tradesman to Owner/Builder. Being parents to five and grandparents to three has kept my wife and I busy for a long time. Today, all but one of our children has launched, leaving me with time to give back to the community that has given so much to our family over the years. I look forward to serving McKinleyville as we collectively develop the partnerships that will determine what our town is going to look like when it's all grown up.

## Drink Local Water



The Humboldt Bay Municipal Water District (HBMWD) and the cities and special districts HBMWD supplies encourage the public and local businesses to drink local water, not bottled water. Instead, use a pitcher and refillable containers filled with municipal tap water. When in our local restaurants, ask for tap water instead of bottled water. By consuming water from our own local sources we can avoid the environmental degradation associated with consuming water sold in single-use plastic bottles.

**The following is from HBMWD:**

U.S. consumes nearly 9 billion gallons of bottled water at a cost of more than \$11 billion a year.

As much as 44% of commercial bottled water comes from municipal tap water.

The energy required to make these water bottles in the U.S. is equivalent to 32-54 million barrels of oil annually, enough to fuel 2-3 million cars for a year.

Bottled water must travel many miles from the source, resulting in the burning of massive amounts of fossil fuels, releasing CO2 and other greenhouse gases into the atmosphere.

38 billion single-use water bottles a year end up in our landfills, one of the fastest growing sources of municipal waste, and it is estimated that 86% of the single-use water bottles produced are not recycled into other products.

**The following sugar facts are from the Rethink Your Drink campaign:**

1. There are 16-18 teaspoons of sugar in a 20 oz. soda.
2. Drinking sports and Energy drinks can lead to obesity, heart disease and diabetes.
3. Drinking one soda a day can equal an extra 25 pounds of weight per year.
4. Sugar-loaded beverages are the single major source of added sugar consumed by the average American.
5. Nearly 50% of the average American's increased calorie consumption is from sugar-loaded beverages.

**RETHINK YOUR  
DRINK**

## Cost Savings



The dedicated MCSD staff members have continued efforts to look for opportunities for cost and efficiency saving measures for the District. We thought it would be useful to share the cost savings over the course of last year. After all, these cost savings mean lower rates for you, our customers. **In 2013, the total cost savings for the District was over \$375,000.** MCSD staff accomplishes these cost savings in a variety of ways, such as obtaining grant funding, completing in-house repairs to facilities and equipment, and actively recruiting volunteer labor.



2014

# Humboldt HOOPS



Youth 3 on 3 Basketball Tournament

*A Benefit for Youth Scholarships and Fee Reductions*

**Earlybird Registration Deadline: March 13 2014**  
(Register early to purchase an event t-shirt!)

**Official Registration Deadline: March 21, 2014**  
(All registration must be in by this date)

**WHEN:** Friday, March 28, &  
Saturday, March 29, 2014  
**WHERE:** Various Locations in McK  
**FEE:** \$110.00 per team

### Categories of Competition

#### Boys Divisions:

3rd-4th grade  
5th-6th grade  
7th-8th grade  
9th-10th grade  
11th-12th grade

#### Girls Divisions:

3rd-4th grade  
5th-6th grade  
7th-8th grade  
9th-10th grade  
11th-12th grade



Registration information  
available at the  
McKinleyville  
Parks & Recreation office  
(1656 Sutter Rd).  
707-839-9003

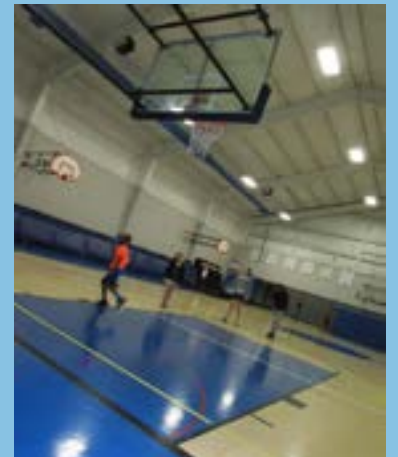


## Youth Driven Saturday Nights!

Youth Driven is an open recreation program for youth in 6th-12th grades every Saturday evening at the McKinleyville Activity Center. (Some Saturdays are cancelled due to Special Events and Facility Reservations).

**WHEN:** Saturdays from 7:00 pm to 9:30 pm  
**AGES:** 6th through 12th graders  
**WHERE:** McKinleyville Activity Center  
**COST:** FREE!

Come and hang out, have snacks and have FUN! Play basketball, Apples to Apples, Xbox 360 Kinect on the big screen, Wii, and more...



Youth  
Driven!

## McKinleyville Playgroup

This playgroup is a gathering of parents and their pre-school aged children, who get together for play and interaction. A playgroup can significantly help children develop social skills, gain independence, and build self-confidence. It can also give you a chance to meet and learn from other parents - all adding up to newfound friendships and a healthy, nurturing environment. Thanks to a grant from First 5 Humboldt, we are able to supply many games and toys for your children to enjoy.

**WHO:** Parents with children age 5 & under  
**WHEN:** Mondays, 10:00 am - 12:30 pm  
Thursdays, 10:00 am - 12:30 pm  
Fridays, 10:00 am - 12:30 pm  
**WHERE:** McKinleyville Activity Center (1705 Gwin Road)



**Advertise With Us!**

**AFFORDABLE, TARGETED, NOW!**

Call us today at 839-9003 for more information



## Sign up for Email Notifications

MCSD staff is constantly looking into ways to keep our community informed of upcoming meetings and events. One great way to stay tuned is to access our website and click on the Notification Sign-up link located at the left of our home page.

This will allow you to sign up for up to three (3) different types of notifications:

1. Weekly Updates
2. Document Notifications
3. Alert Notifications



Weekly Updates and Document Notifications are sent via email and Alert Notifications are sent via text (text charge may apply).

It's free, it's fast and it's easy! So sign up today and stay informed with what's going on with YOUR Community Services District. Our website address is [www.mckinleyvillecsd.com](http://www.mckinleyvillecsd.com).



## Find us on Facebook!

We have a facebook account that we feel is helpful to distribute information about MCSD. We often post information about community events, recreation programs, program cancellations, field closures, water issues, etc. So add us as a friend and you will be notified about important news and events regarding McKinleyville!



### The following Water Trivia Facts are from the EPA Website:

Only 3% of Earth's water is fresh water. 97% of the water on Earth is salt water.

More than 25% of bottled water comes from a municipal water supply, the same place that tap water comes from.

There is more fresh water in the atmosphere than in all of the rivers on the planet combined.

Water boils quicker in Denver, Colorado than in New York City.

In one year, the average American residence uses over 100,000 gallons (indoors and outside).

It takes seven and a half years for the average American residence to use the same amount of water that flows over the Niagara Falls in one second (750,000 gallons).

## A Message From the Operations Department

As you may have noticed throughout McKinleyville, the High Pressure Sodium streetlights have been retrofitted with LED streetlights. McKinleyville Community Services District's Operations Department received a zero interest loan from PG&E to accommodate this project. After extensive research and a cost analysis, the project went before the Board for approval. Phase 1 included 34 fixtures on Central Avenue. After seeing the results, the board approved to move forward with completing the remaining streetlights owned by



MCSD totaling 353 fixtures. 200 watt light fixtures were replaced with 82 watt, 100 watt fixtures were replaced with 54 watt, and 70 watt fixtures were replaced with 43 watt. The zero interest loan is projected to be paid back within 6 years solely based on the energy savings, and will allow the Operations' Streetlight Department to build up revenue for maintenance and repairs. Labor to complete this project was done by MCSD staff to minimize the cost of the project.

## Dogs at Hiller Park

Most dog owners in this area know that Hiller Park is a great place to take your pets for a nice walk. MCSD staff and the Board of Directors are happy to be able to provide this great space. Most people know that Hiller Park has a large meadow area where dogs are welcome to roam off-leash. What many people don't know is that we ask that dogs remain on-leash until after the split rail fence, which is approximately 100 yards west of the parking lot. Many people like to bring their children to play on the two playgrounds at Hiller Park and having unfamiliar dogs running around off leash can be somewhat frightening to some children and adults.

We also stock doggi-pot bags and trash cans at the park for the convenience of dog owners. Our staff certainly appreciates those of you who are responsible dog owners and pick up after your pets. In the last few months, our staff has noticed that many dog owners are not picking up after their dogs. This does not provide for a very good experience for our many park users. On behalf of MCSD staff and Board of Directors, thank you for helping us keep your park clean.

**Welcome!**

**You are entering Hiller Park  
Off-Leash Area**

**PLEASE** Keep your dog under voice control

**PLEASE** respect other park users  
Stop bothersome behavior immediately

**PLEASE** use the plastic bags provided for you to  
pick up after your pet

**PLEASE** keep your dog on leash unless in the  
designated off-leash area

Public opinion relies upon the behavior of you and  
your dog. The success of this park depends on  
what you do.

Please call 839-0003 for more info.

McKinleyville CSD  
PO Box 2037  
McKinleyville, CA 95519

Presort Standard  
US Postage  
PAID  
Arcata, CA  
Permit No. 239



## Upcoming Public Meetings

### ✓ February

5 Board Meeting Azalea Hall 7:00 pm  
20 Recreation Committee 6:00 pm

### ✓ March

5 Board Meeting Azalea Hall 7:00 pm  
20 Recreation Committee 6:00 pm

### ✓ April

2 Board Meeting Azalea Hall 7:00 pm  
17 Recreation Committee 6:00 pm

### ✓ May

7 Board Meeting Azalea Hall 7:00 pm  
15 Recreation Committee 6:00 pm

### ✓ June

4 Board Meeting Azalea Hall 7:00 pm  
19 Recreation Committee 6:00 pm

### ✓ July

2 Board Meeting Azalea Hall 7:00 pm  
17 Recreation Committee 6:00 pm



Online Information is available at [www.mckinleyvillecsd.com](http://www.mckinleyvillecsd.com)

Have you checked out the District's website lately? If not, make sure you do...and give us some feedback.

We are constantly striving to improve the information available to you, our customer!

Visit our Website ... [www.mckinleyvillecsd.com](http://www.mckinleyvillecsd.com) or e-mail our office at [mcsd@mckinleyvillecsd.com](mailto:mcsd@mckinleyvillecsd.com)

