

DSRSD Public Affairs

2022 Outreach & Activities

LEA BLEVINS
PUBLIC AFFAIRS SPECIALIST

Presentation to the Board of Directors
February 21, 2022



**Dublin San Ramon
Services District**
Water, wastewater, recycled water

Public Affairs Team

DAN MCINTYRE
General Manager



JOYCE CHANG
Visual Communications Specialist



LEA BLEVINS
Public Affairs Specialist



MARIZA SOBEJANA-LOTH
Administrative Assistant



Public Affairs Team

MICHELLE GALLARDO
Special Assistant to the
General Manager



JOYCE CHANG
Visual Communications Specialist

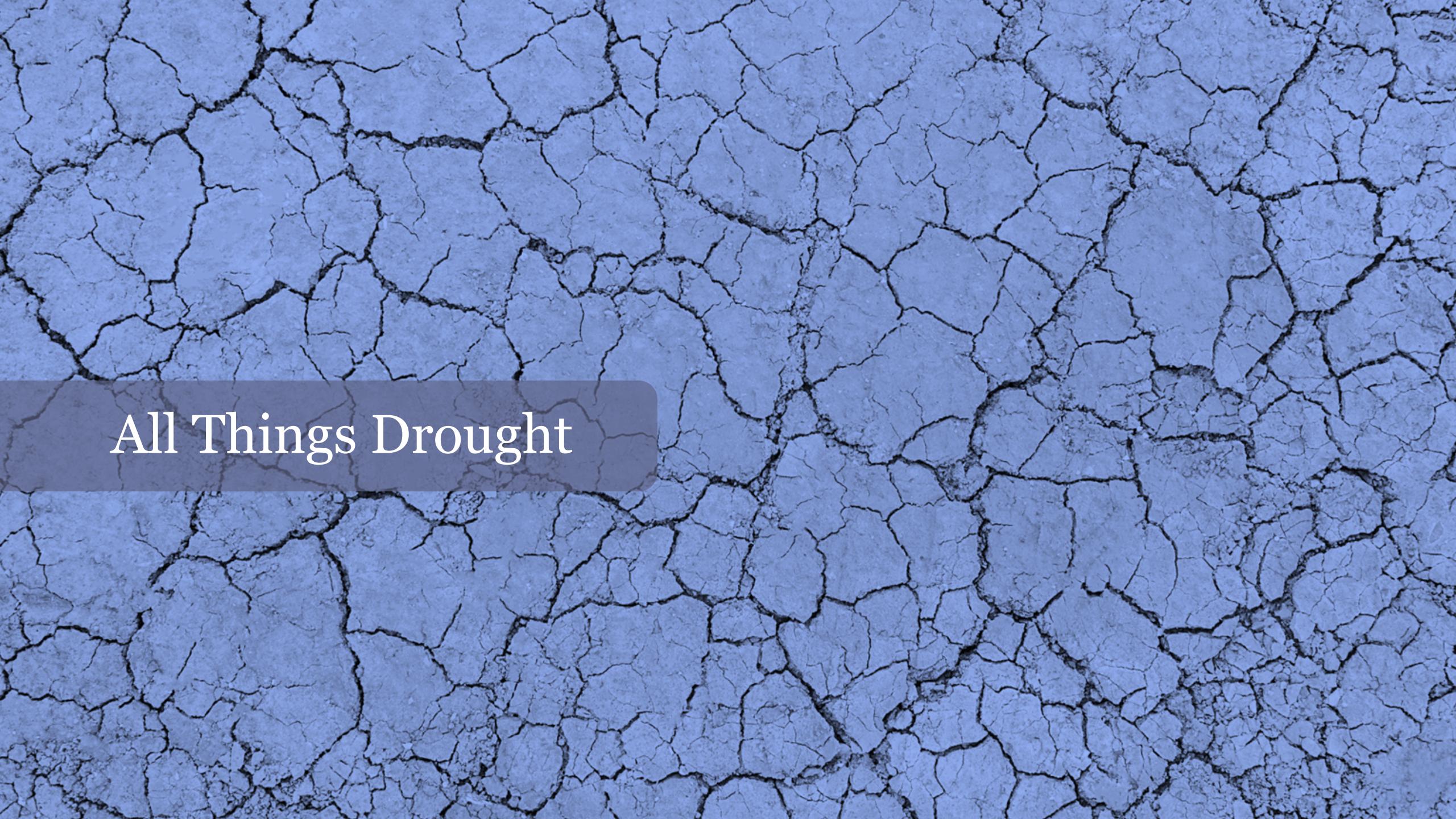


LEA BLEVINS
Public Affairs Specialist



NICOLE MOORE
Administrative Assistant II,
Confidential





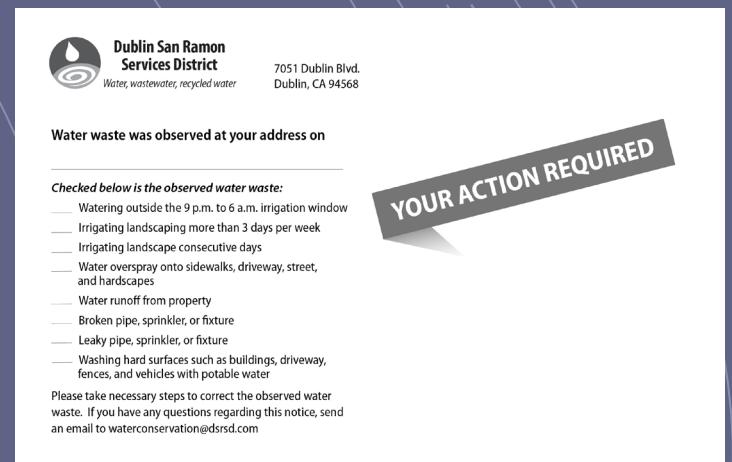
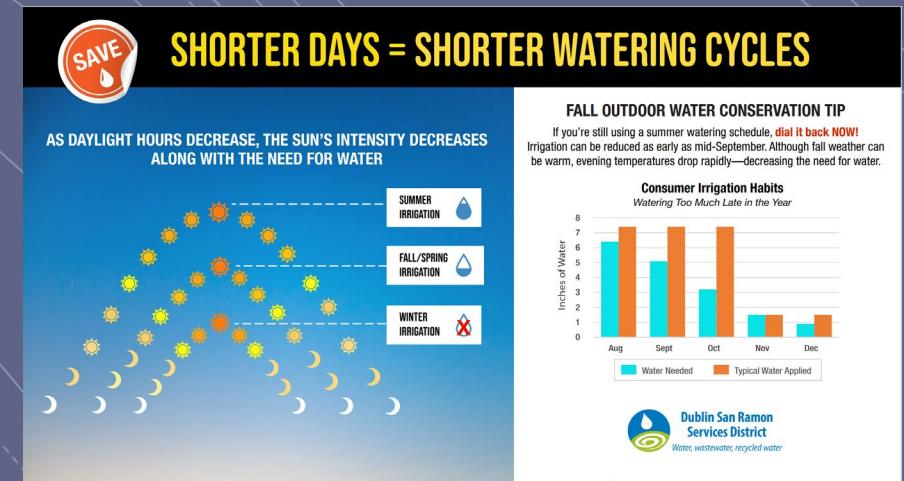
All Things Drought

Drought/Water Conservation



- Public affairs part of “DIRT” team
- Printed materials
 - *Postcards, bill inserts, other mailers*
- Four banners in service area
- Digital marketing campaign
- Water conservation device giveaways
- Partner with sister agencies on messaging & advertising

Mailers



Banners

- District Office
- Dougherty Hills Dog Park
- Intersection of Fallon Road at Dublin Boulevard
- Dougherty Valley location along Bollinger Canyon Road at Main Branch Road





Water Conservation Giveaways

- Free water-saving devices
- Customers can pre-order
- Pickup at Customer Service counter and lobby

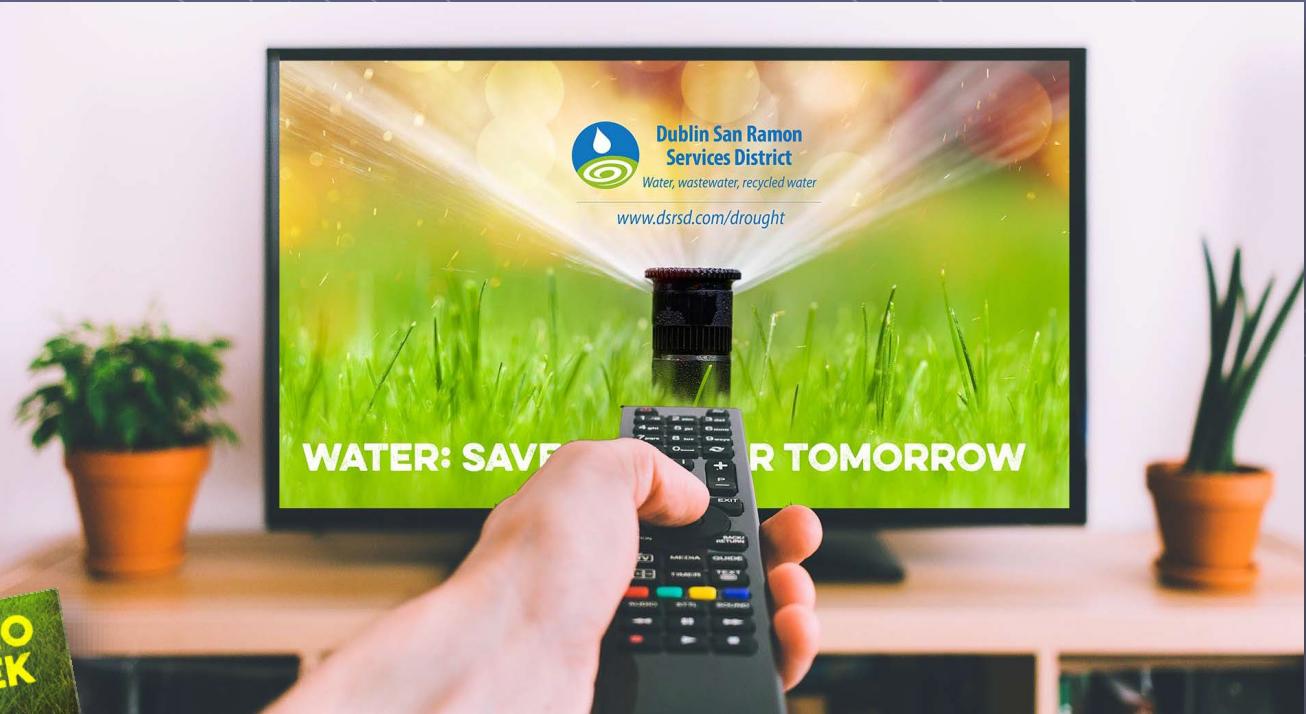
Drought Partnerships

- Tri-Valley Drought Communications Committee
 - *Zone 7 Water Agency, Cities of Livermore and Pleasanton, CalWater*
- Bay Area regional public information officials
 - *Joint messaging on Bay Area water conservation*
 - *Drought event with statewide Save Our Water campaign*
- East Bay Municipal Utility District
 - *Shared advertising campaign in San Ramon*

Regional Drought Outreach



- Collective social media messaging
- Regional Bay Area media event with Save Our Water statewide campaign



Digital Marketing

- Campaign with AlphaMedia
- Targeted cell phones in DSRSD zip codes
- Connects to users' home network devices
 - *Computers/tablets*
 - *Connected/smart TV*

Digital Impressions

VIDEO



PHONES/COMPUTERS

81,570

Clicks to website: 1,537



CONNECTED/SMART TV

91,750

GRAPHIC AD



PHONES/COMPUTERS

12,250

Device Performance for Graphic Display Ads



Mobile: 130,245 impressions | 250 clicks

Desktop: 43,068 impressions | 32 clicks

Tablet: 33,476 impressions | 132 clicks

CLIMATE CHANGE
means we have to
change the way
we use water

KEEP UP YOUR
CONSERVATION
EFFORTS

Save Water Every Day

WE ARE FACING OUR THIRD DRY YEAR IN A ROW

Conservation is a way of life for Californians. The warmer, drier months of spring and summer are key when it comes to water conservation. A majority of residential use comes from outdoor watering, making it the perfect place to conserve.

WHAT CAN YOU DO?

- Irrigate no more than three non-consecutive days a week
- Water outdoors between 9 p.m. and 6 a.m. to reduce evaporation
- Use a broom instead of a hose to dust off driveways and patios
- Check out rebates for smart irrigation controllers and lawn conversion to water-wise plants

Learn about water rules and rebates at www.dsrsd.com/outreach/water-conservation

YOU'RE GRADUATING...
**WHAT WILL
YOU DO WITH
Your
LIFE?**

Would you like a college education without the debt?

Would you like a solid career where you get to protect public health and the environment 24/7?

Learn how to be a water/wastewater systems operator and get reimbursed for college-level classes and books thanks to the Bay Area Consortium for Water and Wastewater Education (BACWWE). Dublin San Ramon Services District is one of more than 20 partner agencies that encourage new people to consider the water/wastewater profession. Instructors are working professionals, and courses prepare students for state certification exams. Entry level salaries range from \$76,000 to \$87,000 annually for an Operator-in-Training or a Wastewater Treatment Plant Operator I.

Dublin San Ramon Services District
Water, wastewater, recycled water

BAY AREA CONSORTIUM FOR WATER & WASTEWATER EDUCATION

See full profiles of DSRSD Wastewater Treatment Operators who went through the BACWWE program:
www.dsrsd.com/careers/career-training/bacwwe-profiles

Learn more about the BACWWE program:
www.bacwa.org/education/bacwwe

Dublin High School

- Water conservation ads in DHS athletics program
- Also promoted careers in BACWWE's water/wastewater college training program

Tri-Valley Drought Advertising

- DSRSD took lead on spring ad campaign
 - Newspapers:
East Bay Times,
Pleasanton Weekly,
The Independent
 - KKIQ radio ads
 - Two different 30-second commercials



Tri-Valley Drought Advertising

- Additional campaigns into summer & fall
 - *Ads on 18 Wheels buses with Dublin, Livermore, and Pleasanton routes*
 - *Cinema ads at Regal Hacienda Crossings in Dublin & Vine Cinema in Livermore*





Commercial Smart Controllers Uncovered

Lori Palmquist, CID, CIC, CLWM, CLIA, QWEL
support@loripalmquist.com
<https://puddle-stompers.com>

0:27 / 1:29:57

Slide 1 of 55

Lori Palmquist

Water Conservation Webinars

- Zone 7 webinars with water retailers
 - *July: Residential Smart Controllers*
 - *August: Commercial Smart Controllers*
 - *September: Saving Your Trees During the Drought*

EBMUD Ad Partnership

- Digital kiosks at City Center Bishop Ranch
- Three rotating displays



Digital Outreach



NEWS RELEASES

Font Size: + -

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DSRSD Director elected as CASA President Georangean Vonheeder-Leopold to lead California Association of Sanitation Agencies

Post Date: 08/18/2022

Contact: Lea Blevins, 925-875-2294 (office), 925-557-0161 (cell), blevins@dsrsd.com



DUBLIN, CA (August 18, 2022)—DSRSD Director Georangean Vonheeder-Leopold was installed as president of the California Association of Sanitation Agencies at its annual conference in August in Olympic Valley, Calif.

Vonheeder-Leopold is a long-time member of the Dublin San Ramon Services District Board of Directors, and she has been an active member of CASA for more than 15 years. She previously served as vice president of CASA until the official passing of the gavel on Friday, August 12, during the conference's closing session. Her term as president is for one year on the 13-member board.

"I'm excited to lead the CASA Board of Directors and communicate the value of proactive advocacy to the association membership," Vonheeder-Leopold said. "Our goal is to educate policymakers with real-world examples of the role wastewater agencies play in our communities."

Director Georangean Vonheeder-Leopold.

CASA represents more than 125 local public agencies engaged in the collection, treatment, and recycling of wastewater and biosolids to protect public health and the environment. The association serves as the leading voice for member agencies on regulatory and legislative issues.

General Outreach

- News releases
- Pipeline eNewsletter
- Website
- Social media

DSRSD in the News

Pleasanton Weekly.com

News

DSRSD promotes principal engineer Steve Delight

Delight will now serve as the district's engineering services director

by Julia Baum / Pleasanton Weekly

Uploaded: Thu, Jan 6, 2022, 6:41 pm

Time to read: about 1 minutes

Longtime Dublin San Ramon Services District employee Steve Delight was officially promoted as the district's new permanent engineering services director and district engineer on Monday.

"I'm excited to work with the cities and customers we serve and our partner agencies," Delight said in a statement. "I look forward to continuing our asset management efforts to make sure we replace infrastructure at the right time to ensure we are using ratepayers' funds wisely."

Delight is taking over from Judy Zavadil, who retired from the position last month, after serving as acting engineering services director since Dec. 7. According to the district, the engineering services director is responsible for planning, permitting, capital improvements, asset management, and clean water and water conservation programs.

General Manager Dan McIntyre said he looks forward to "the continuing success of the Engineering Department under Steve's leadership," and added that Delight "is familiar with all aspects of the district's engineering activities."

[Read more](#)

THE Independent[®]

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late Filing for the Dublin San Ramon Services
t Officially Opens July 18



Dublin San Ramon
Services District

Water, wastewater, recycled water

Listen to this article now
powered by Trinity Audio

The Dublin San Ramon Services District (DSRSD) Board of Directors can file their official nomination papers for the Nov. 8 election on Monday, July 18.

The five-member board is up for election on the Nov. 8 ballot, including Divisions 4 and 5, which encompass most of Dublin. Directors normally serve four-year terms; however, the Division 5 seat is a one-year term due to a short-term appointment in 2020. The board currently consists of three at-large seats and two at-large seats, but DSRSD is in the process of transitioning to five district-

At-large directors file their declaration of candidacy with the county which encompasses their division. The county oversees the election process and pays the counties to officiate and run its elections. The filing period runs through July 18. Candidates must be U.S. citizens, at least 18 years old, and a registered voter residing within the county boundaries. The office is nonpartisan.

DSRSD serves 187,500 people, providing potable and recycled water service to Dublin and the surrounding Valley area of San Ramon, wastewater collection and treatment to Dublin and south San Jose, and wastewater treatment by contract to Pleasanton.

**NEW YEAR! NEW
HERITAGE ES**

2023 is a great time to move to Pleasanton! Family and friends are always welcome! Visit us any time to learn more and enjoy our many events. Restaurants are open, activities and events are back, and we're here to help.

New Year's Specials

Apartment Upgrades, Leases, and More! Apartments through Feb. 28.

AFFORDABLE RENTING & ASSISTED LIVING

LAS POSTAS

INVEST IN YOUR FUTURE

Don't let finances get in the way of your future. Get help paying for college costs like tuition, books, and more.



DSRSD in the News

ENVIRONMENT >

Recycled water filling station draws NIMBY resistance in Pleasanton neighborhood

CBS NEWS
BAY AREA

BY KATIE NIELSEN

AUGUST 11, 2022 / 11:19 PM / CBS SAN FRANCISCO

f  

Pipeline Newsletter



- Started June 2021
- Email monthly to 14,000 customers
- Average 66% open rate
- Links to pages on website



Pipeline Newsletter

TOTAL SENDS

12

Number of editions sent

TOTAL DELIVERIES

157,652

Total number of emails delivered

AVG OPEN RATE

66%

Average open rate across these editions

TOP PERFORMING LINK

319

Clicks to Water Conservation Rebates page

AVG SMART BREVITY SCORE

97%

Average SB score across all cards

AVG WORD COUNT

619

Average word count across these editions

Social Media

Facebook

- facebook.com/DublinSanRamonServicesDistrict

Twitter

- twitter.com/DSRSDnews

Nextdoor

- nextdoor.com/agency/dublin-san-ramon-services-district

YouTube channel

- youtube.com/dublinsanramonSD

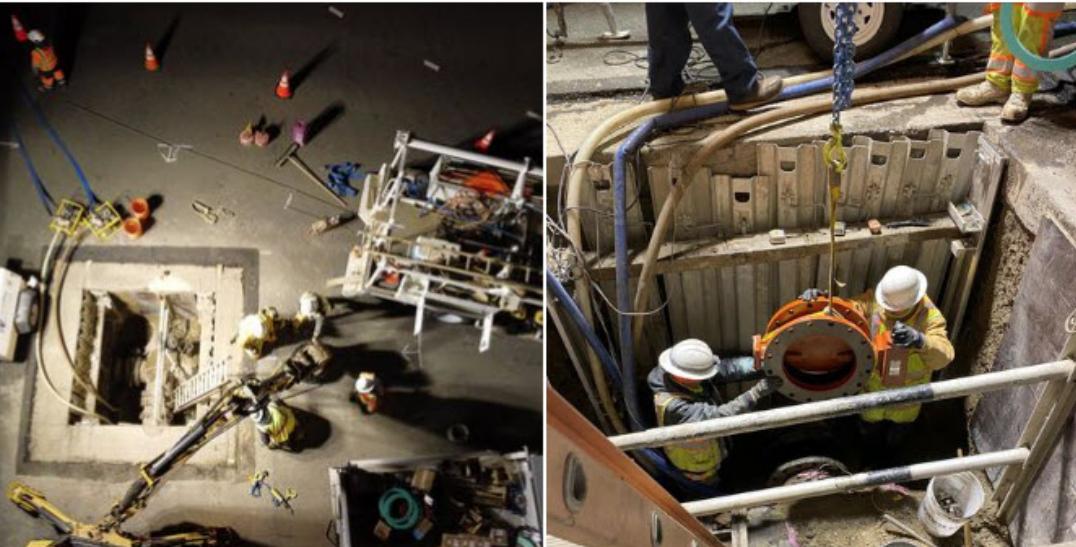


Facebook

Dublin San Ramon Services District - DSRSD
Published by Lea Blevins · February 8, 2022 · [...](#)

These cool photos taken last week during nighttime repairs at Tassajara Road and Gleason Drive in Dublin offer a unique perspective on the work done behind the scenes to maintain water, wastewater, and recycled water systems.

DSRSD and West Valley Construction excavated a trench to replace valves that were not functioning correctly in the recycled water system. Thanks to all who drove safely around this repair! 🚗

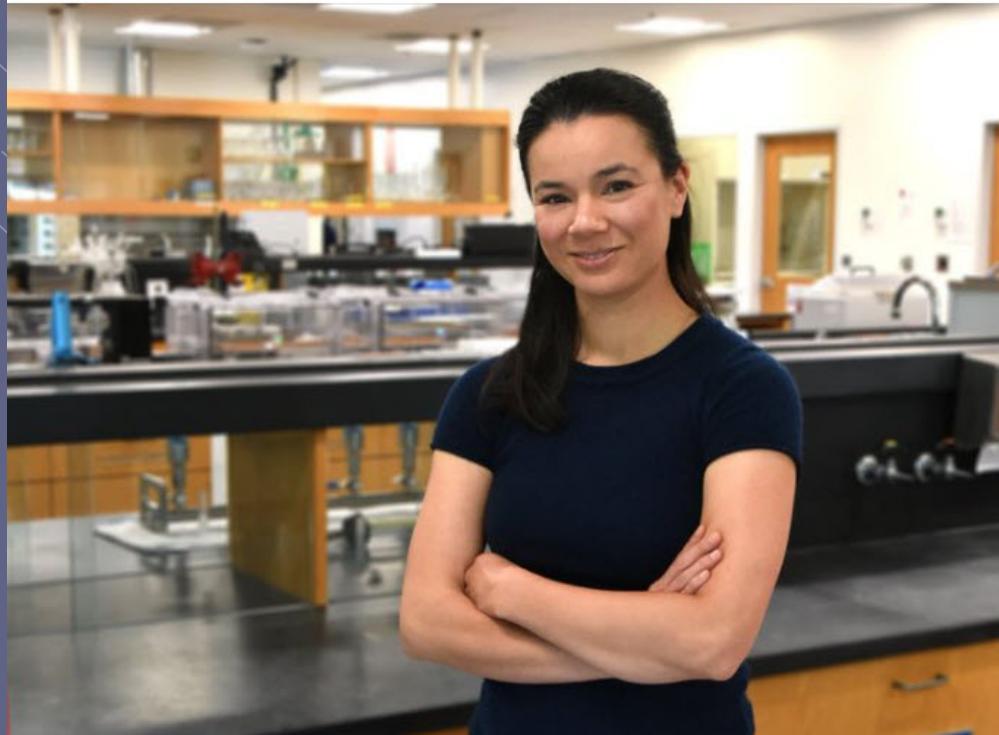


11 [11 likes](#) [2 comments](#) [1 share](#)

Dublin San Ramon Services District - DSRSD
Published by Lea Blevins · October 4, 2022 · [...](#)

As Water Professionals Appreciation Week continues, today we feature Laboratory & Environmental Compliance Manager Kristy Fournier. 🌍 Kristy oversees DSRSD's lab, which is accredited for 78 parameters in over 8 fields of accreditation to meet rigorous quality standards for water, wastewater, and recycled water.

"I like working at a job that adds value to the community and the environment," Kristy says. Read the full Q&A profile: <https://www.dsrsd.com/careers/working-here/peo...> [See more](#)



7 [7 likes](#) [1 share](#)



Twitter

DSRSD
@DSRSDnews

Utility Billing & Customer Services Field Technician II Ron Pajela lowers the flag to half mast in front of the DSRSD office on Dublin Boulevard in honor of former Secretary of State Madeleine Korbel Albright. 🇺🇸



0:09 27 views

4:11 PM · Mar 24, 2022

1 Like

DSRSD
@DSRSDnews

Maximize your irrigation! Outdoor watering makes up more than 50% of a typical single-family home's water use, making it the easiest place to make a difference when it comes to conservation. 
#WaterConservation #Drought



STEP 1 *Identify your sprinkler type, follow the instructions below:*

- POP-UP** RUN SPRINKLERS 3-6 MINUTES
- ROTATOR HEAD**
- ROTARY NOZZLES** RUN SPRINKLERS 15-20 MINUTES

STEP 2 *Wait at least 30 minutes to 1 hour, then repeat two more times*

visit www.epa.gov/watersense/watering-tips

2:48 PM · Jul 28, 2022

2 Retweets 1 Quote Tweet 5 Likes

nextdoor

 Dublin San Ramon Services District  Public Affairs Specialist Lea Blevins • 8 Feb

...



Maintaining Water, Wastewater & Recycled Water Systems. These cool photos taken last week during nighttime repairs at Tassajara Road and Gleason Drive in Dublin offer a unique perspective on the work done behind the scenes to maintain water, wastewater, and recycled water systems.

DSRSD and West Valley Construction excavated a trench to replace valves that were not functioning correctly in the recycled water system. Thanks to all who drove safely around this repair! 

Posted to Subscribers of Dublin San Ramon Services District in 1 area

 3 · 1,438 Impressions  Like  1 Comment  Share

...

 Steve R. • Windemere
Very Unique and an orchestrative kind of work.

8 Feb  Like  Reply  Share  1

 Dublin San Ramon Services District  Public Affairs Specialist Lea Blevins • 18 Feb

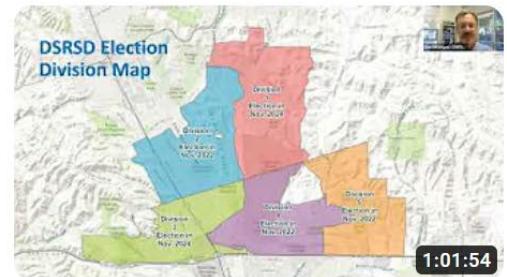
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An Operations Send-Off Before Deployment. DSRSD Operations staff lined up Friday afternoon at the Regional Wastewater Treatment Facility in Pleasanton to give a proper send off to Aaron Castro, Senior Process Wastewater Treatment Plant Operator (second from left). Aaron is a member of the U.S. Air Force Reserve, and is leaving for deployment to work in electrical power production. We wish him well!

Posted to Subscribers of Dublin San Ramon Services District

 12 · 2,592 Impressions  Like  Comment  Share



Virtual Candidate Briefing

23 views • 6 months ago



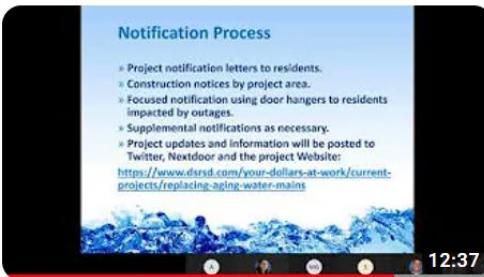
Wastewater Treatment at DSRSD

109 views • 9 months ago



Recycled Water at DSRSD

62 views • 11 months ago



Canterbury & Wineberry Water Lines Replacement Virtual Meeting

30 views • 1 year ago



Flyover of Reservoir, WWTP and RWTP

28 views • 1 year ago



DSRSD's 68th Birthday

23 views • 1 year ago



CASA Award for Excellence in Public Outreach/Education

110 views • 2 years ago

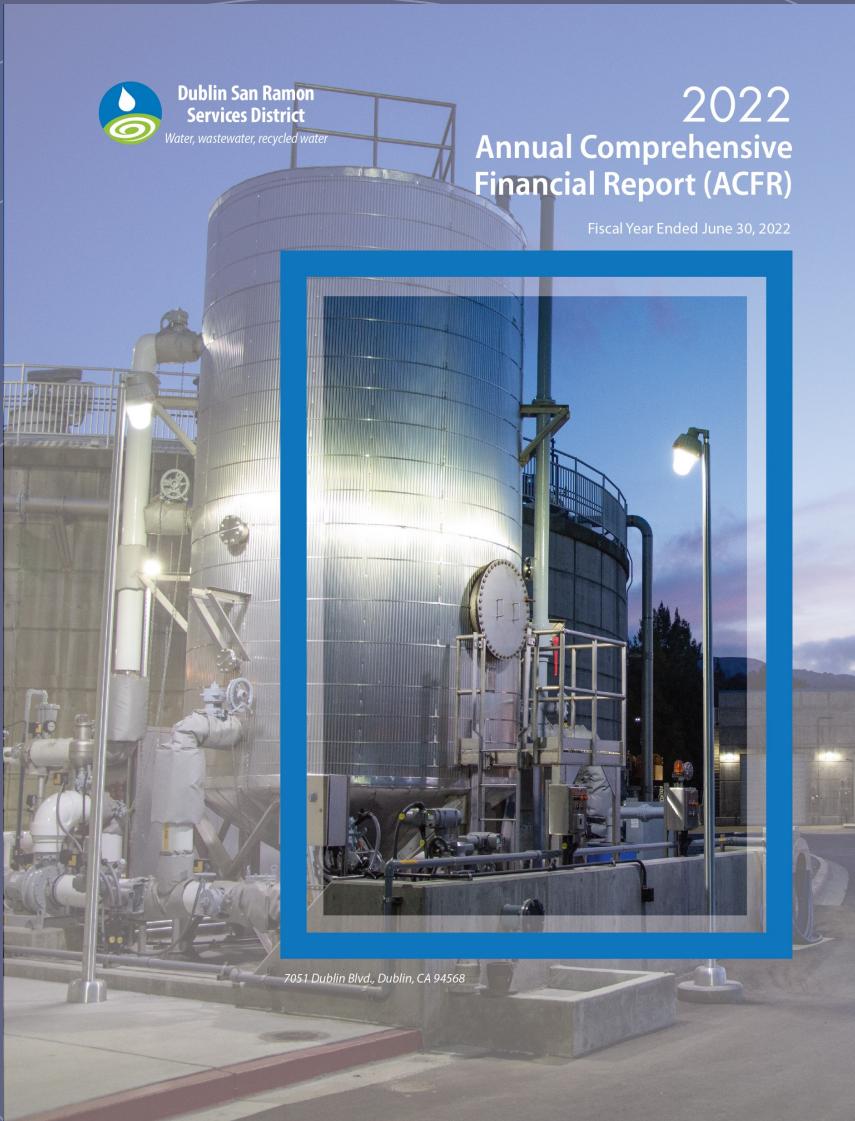


DSRSD Celebrates Veterans - Week 4

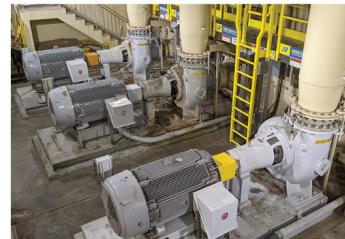
61 views • 2 years ago

Publications and Printed Material





Achievements



The Energy Master Plan evaluated all District facilities, processes, and operations with a goal of maximizing sustainability, energy production, and emissions reduction. Among the items reviewed were (starting from top left, clockwise) the biogas skid, the cogeneration system, and the influent pumps.

INVESTING IN THE FUTURE

District embarks on Energy Master Plan

The District kicked off the process of creating an Energy Facilities Master Plan as part of the 10-year Capital Improvement Budget and 2-year budget for fiscal years 2022 and 2023. The project helps fulfill the 2022-2026 Strategic Plan goal of developing a long-term strategy to ensure greater energy efficiency and reliability.

As part of the project, DSRSD will evaluate all District facilities, processes, and operations, including those of the Regional Wastewater Treatment Facility, wastewater collection systems, water and recycled water distribution systems, administrative and field office buildings, and fleet.

In January 2022, the District hired a planning consultant for Phase 1, which was completed in August 2022. The aim is to develop an adaptable, financially sustainable framework of strategies to reduce energy demand, maximize energy production, enhance energy system reliability, and reduce greenhouse gas emissions. The project will develop long-term strategies to meet current and future environmental mandates.

Dublin San Ramon Services District ACFR FYE 2022

Water main replacement improves leaks, water quality

DSRSD completed a \$3.88 million water main replacement on site at Camp Parks (Parks Reserve Forces Training Area) in July 2022. The project replaced 7,746 feet of cast iron pipeline, which was the oldest in the service area having been installed in the 1940s. The project was contained within the U.S. Army's training area, though the upgraded water mains also connect to the new Boulevard housing development.

New PVC pipes were installed along with ductile iron connections, which has improved system leaks. The cast iron pipes were susceptible to corrosion, and therefore the source of discolored water in that part of the District. The new pipes have improved water quality for customers in that part of the service area. The project also updated water meter boxes, backflow preventers, and fire hydrants, as well as reconnected existing fire service to buildings with fire sprinkler systems.

Dublin San Ramon Services District
Water, wastewater, recycled water

April 30, 2022

This report contains important information about your drinking water. Translate it, or speak with someone who understands it. Este informe contiene información muy importante sobre su agua potable. Tradúzcalo o hable con alguien que lo entienda bien.

此份有關你的食水報告，內有重要資料和訊息，請找他人為你翻譯及解釋清楚。

This photo was taken on March 17, 2022. As of April 20, 2022, Lake Oroville, a major source of our water supply, is at just 50% of the total capacity.

2021 ANNUAL WATER QUALITY REPORT

A MESSAGE FROM THE GENERAL MANAGER

The Dublin San Ramon Services District's (DSRSD) 2021 Annual Water Quality Report offers insight into the quality of your drinking water. Based on more than a thousand water samples collected throughout 2021, the report details where our water comes from, what it contains, and how it compares to California and federal drinking water standards. In 2021, our tap water met all U.S. Environmental Protection Agency and state drinking water standards.

DSRSD and Zone 7 Water Agency (Zone 7), the District's wholesale water supplier, protect public health and the environment by monitoring potable (drinking) water for more than 100 contaminants.

Ensuring Supply Reliability

Water is a precious resource, which is made even more apparent in times of drought. As the extremes of climate change grow more severe, water efficiency is more important than ever. California finished the rainy season—typically November through March—with snowpack and reservoir levels well below average.

The District works to develop and maintain a diverse water portfolio and advocate with Zone 7 to ensure regional water supply reliability. DSRSD operates the water recycling plant that converts cleaned wastewater into irrigation water for public spaces such as parks, school grounds, sports fields, golf courses, business parks, and roadway

medians. Recycled water is a drought-resistant way the District can maintain local control and reduce the demand for imported water. Investing in water infrastructure is another long-term strategy for realizing a more resilient water supply.

Conserving Water for Future Years

Making water efficiency a California way of life will help us be prepared if the drought continues. Reducing outdoor water use is one of the easiest ways to conserve. Water no more than three non-consecutive days a week, and irrigate yards between 9 p.m. and 6 a.m. to reduce evaporation—especially on the hot, dry days of summer.

DSRSD water customers are eligible to apply for water-saving rebates through Zone 7. Converting lawns to water-efficient landscaping, installing smart irrigation, and upgrading to high-efficiency washers are all ways to make a difference. Learn how to apply at www.dsrsd.com/rebates. Thank you for your ongoing water conservation efforts.

Daniel McIntyre
Dan McIntyre
General Manager



HELP US PROTECT SOURCE WATER QUALITY

Protecting drinking water sources is everyone's responsibility. You can help in several ways:

Reduce or eliminate fertilizers and pesticides; they are a primary source of pollution in creeks and the San Francisco Bay. Visit www.Baywise.org for eco-friendly alternatives.



Pick up after your pets.



Dispose of medication, chemicals, and used motor oil properly. Find disposal and recycling options at www.dsrsd.com/WhatNotToFlush.



9



POLLUTION PREVENTION REPORT 2021



Dublin San Ramon Services District

2021 Pollution Prevention Report

Tasks to Minimize Pollutants



Pretreatment and Waste Minimization Audits for Industrial Users

Environmental Compliance inspectors continue to look for ways to expand and enhance the DSRSD's Pretreatment Program to reduce pollutants discharged into the sanitary sewer system. The Pretreatment Program currently has 29 permitted industrial and commercial users. During annual inspections, DSRSD staff evaluates the users' practices for cleaning, storing material and waste, and cleaning up secondary containment, as well as their efforts for minimizing waste. Detailed information is available in DSRSD's Pretreatment Program Annual Report.

Mercury Control

Dental Amalgam Waste

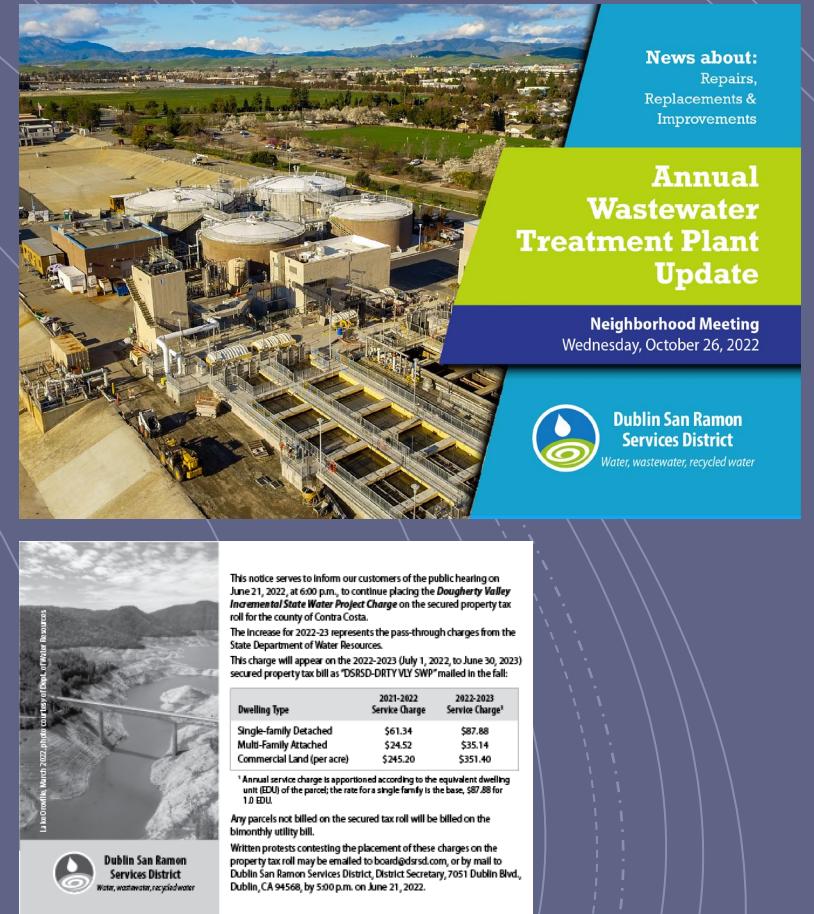
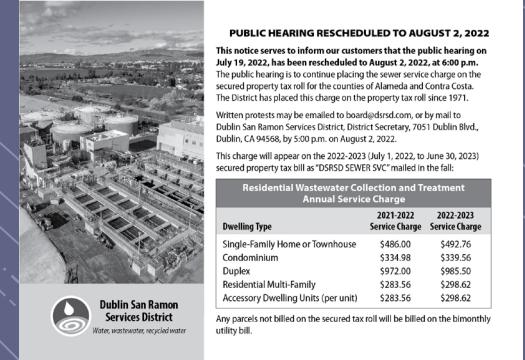
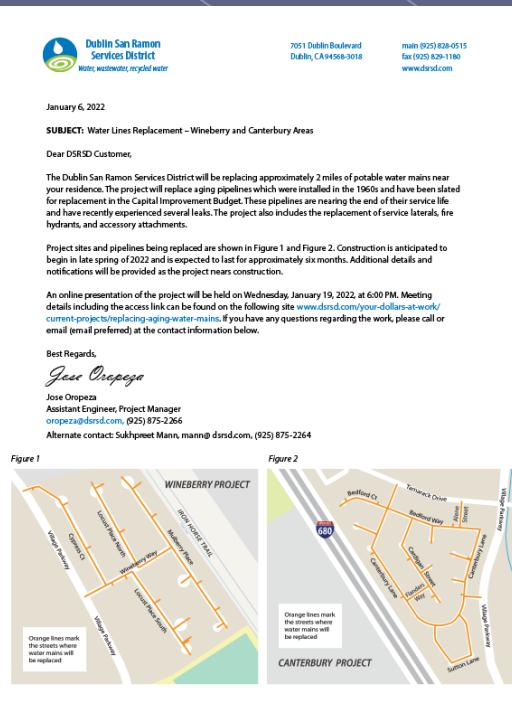
Mercury continues to be a pollutant of concern for DSRSD since the San Francisco Bay is impaired by mercury. The RWQCB adopted a Total Maximum Daily Load (TMDL) for mercury in 2006. The regional watershed permit, Order No. R2-2017-0041 requires San Francisco Bay municipal wastewater dischargers to implement and maintain programs that reduce discharges of mercury amalgam waste from dental practices.



Developed in accordance with permit requirements and current American Dental Association guidelines, DSRSD Code Chapter 5.20, wastewater discharge and pretreatment regulations require dental offices that generate mercury amalgam waste to implement Best Management Practices (BMPs) and install amalgam separators approved by the International Standards Organization (ISO).

On July 14, 2017, the EPA's Final Dental Rule 40 CFR Part 411 became effective. The Final Rule is technology-based pretreatment standards under the Clean Water Act to reduce mercury discharges from dental offices. The Final Rule requires dental offices to use amalgam separators, implement two best management practices, and submit a one-time compliance report to DSRSD. Existing dental dischargers are to achieve compliance with this rule by July 14, 2020. New dental dischargers are required to install approved amalgam separators and submit the one-time compliance report within 90 days after the first discharge to the publicly owned treatment works (POTW). All 108 permitted dental facilities have submitted the one-time compliance report, verifying the installation of an approved amalgam separator and implementation of the best management practices.

Direct Mail



Interacting with the Community & Community Partners



Community Events

- Tri-Valley Chamber of Commerce mixer
 - *Marine Life Mural*
 - *Demonstration Garden*



Demonstration Garden



Community Events

- Time Capsule rededication
 - *Resealed Time Closet in April*
- Science & Engineering Fairs
 - *DSRSD sponsors Alameda County & Contra Costa County fairs*
 - *Two San Ramon ninth-graders honored by Board for winning projects*



The time capsule is resealed.



Science fair winners

Public Programs

- Virtual Citizens Water Academy
- Candidates Briefing



Public Tours

- First public tour in November 2022 since start of pandemic
- Quarterly tours restarted February 9, 2023
- Open to ages 10 & up
- Tours given by WWTP operators
- Special group tours available

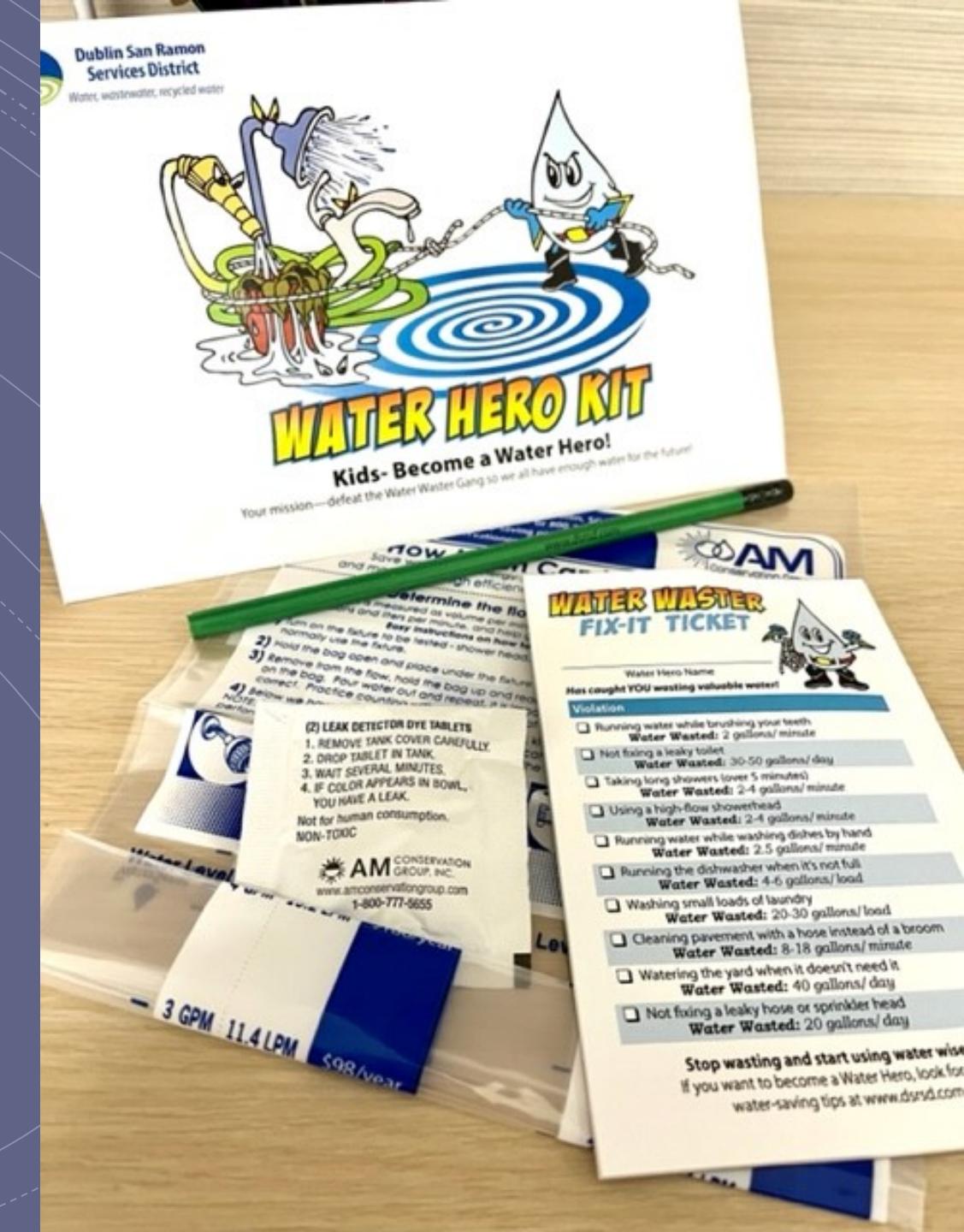


Community Presentations

- Rotary
 - *Livermore Rotary on March 1*
 - *Dublin Rotary on May 5*
- Economic Development Committee on February 22
- Dublin City Council drought presentation on June 21
- San Ramon City Council presentation on June 28
- Zone 7 Water Agency Board meeting presentation on Purified Water Demo project on July 20
- “Inside Dublin” presentation on November 10

Water Hero Kits

- Distributed to third-grade classes
 - *Dublin: 8 elementary schools*
 - 840 kits
 - *San Ramon: 2 elementary schools*
 - 108 kits



Truck Wrap

- Completed fall 2022
- Water conservation & pollution prevention messages



Industry Associations

- Communications Committees
 - *CASA committee member*
 - *ACWA & WateReuse*
- California Special Districts Association
 - *Alameda County & Contra Costa County*
 - *“Districts Make the Difference” video*



Community Partnerships

Tri-Valley Water Partners website & video



Water Supply ▾ Challenges ▾

TRIVALLEY
WATER PARTNERS

Solutions ▾ Partners ▾

**Delivering water
for our community
now and into
the future**

Tri-Valley Haven



Dublin Arts Collective

Dublin Art Circuit

- Rotating three-month displays
- Features works by local artists
- Cross-posted on DSRSD and Dublin Arts Collective social media for broader reach



Looking Ahead

- Water conservation outreach
- Social media customer relations
- Biennial report
- Internal support to DSRSD divisions
- Messaging on CIP projects
- Partnering with neighbor agencies on water resilience in the Tri-Valley



