



City of Dixon

# 6.1 Water Rate Advisory Ad Hoc Committee Outreach Report

January 25, 2024

Madelene Graf, Public Information Officer

# Presentation Overview

- Background
- Website
- Bill Inserts
- City Digital Newsletter
- Social Media
- Survey
- Community Outreach Presentations
- Next Steps

# Background

The Committee has recommended:

- Social media postings
- Bill inserts
- Community presentations during the committee process

Staff have included the committee information:

- In the City's digital newsletter
- In regular updates to community groups such as the Chamber of Commerce.

# Website

Government / Boards & Commissions / Water Rate Advisory Ad Hoc Committee

## Water Rate Advisory Ad Hoc Committee

The Water Rate Advisory Ad Hoc Commission is an advisory body to the City Council on matters pertaining to water rates. The goal of the committee is to provide a recommendation to the City Council regarding appropriate new water rates. The Committee shall deliver a recommendation by January of 2024 but no later than April of 2024. The proposed Resolution provides for the natural expiration of the Committee after April of 2024.

### City Council Staff Reports and Resolutions Establishing the Committee

Staff Report	Meeting Recording	Resolution
<a href="#">February 21, 2023</a>	<a href="#">February 21, 2023 Meeting Recording</a>	<a href="#">Resolution 23-036</a>
<a href="#">March 7, 2023</a>	<a href="#">March 7, 2023 Meeting Recording</a>	
<a href="#">March 21, 2023</a>	<a href="#">March 21, 2023 Meeting Recording</a>	

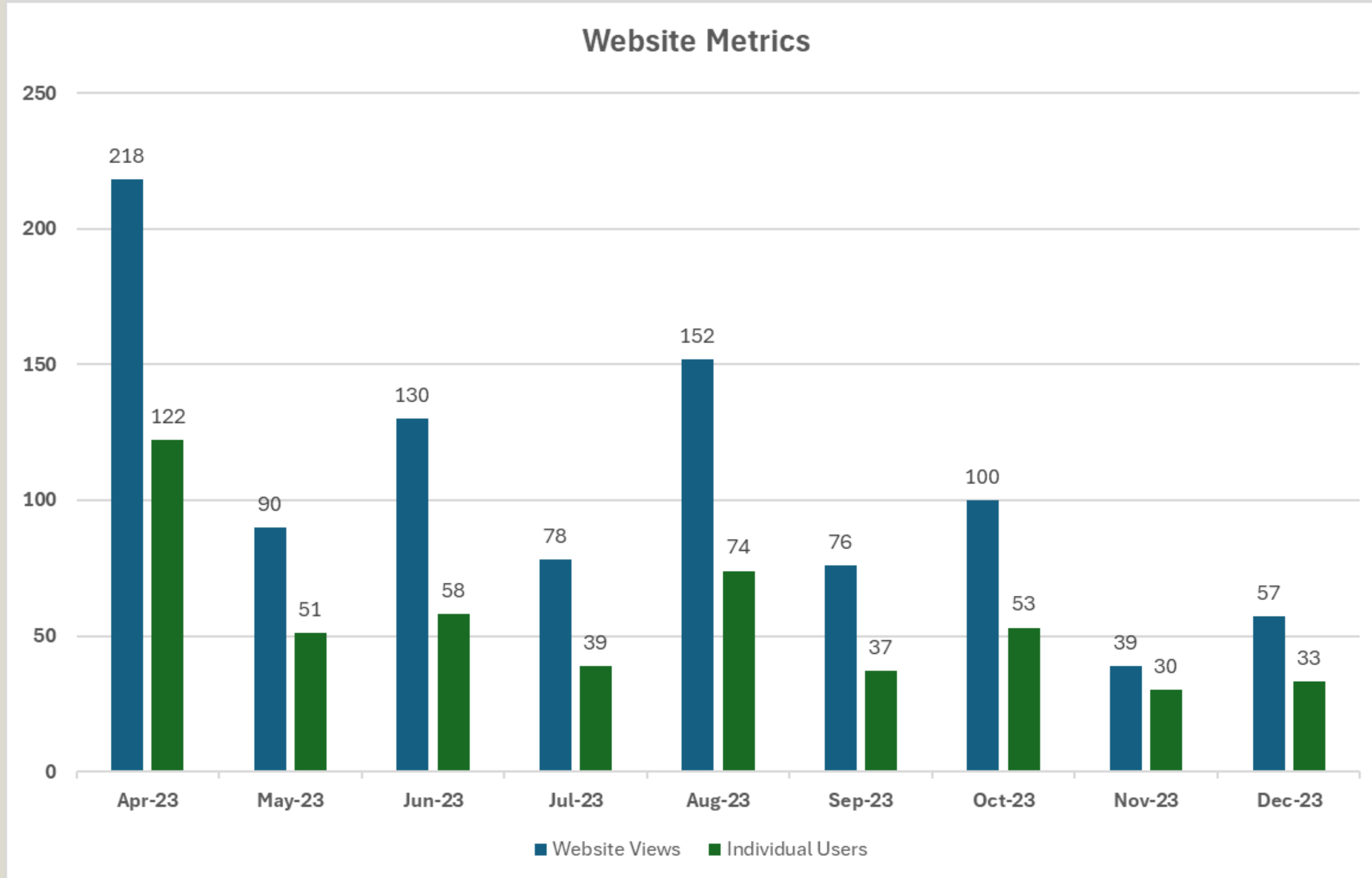
### Meeting Schedule

All meetings begin at 7pm. Meetings are held at City Hall (600 East A St.) in Council Chambers. Meetings can also be streamed on Zoom, online, or watched on Channel 20. To view agendas and streaming information click [here](#).

- April 6, 2023
- April 27, 2023
- May 25, 2023
- June 22, 2023
- July 27, 2023
- August 24, 2023
- September 28, 2023
- October 26, 2023
- November 30, 2023
- January 25, 2024
- February 22, 2024
- March 28, 2024

 <b>Join the Conversation</b> <ul style="list-style-type: none"><li>• <a href="#">Water Rate Advisory Ad Hoc Committee</a></li><li>• <a href="#">Zoning Ordinance &amp; Zoning Map Updates</a></li><li>• <a href="#">Parks &amp; Recreation Masterplan Update</a></li></ul>	 <b>Property Info &amp; Permits</b> <ul style="list-style-type: none"><li>• <a href="#">Flood Zone Lookup</a></li><li>• <a href="#">Community Development Forms, Fees &amp; Permits</a></li><li>• <a href="#">Engineering Forms, Fees &amp; Permits</a></li></ul>	 <b>Utilities</b> <ul style="list-style-type: none"><li>• <a href="#">Pay Utility Bill Online</a></li><li>• <a href="#">Water Conservation Regulations</a></li><li>• <a href="#">Trash &amp; Recycling Schedule</a></li><li>• <a href="#">Reducing Food Waste</a></li></ul>	 <b>Government Resources</b> <ul style="list-style-type: none"><li>• <a href="#">Records Request</a></li><li>• <a href="#">Council Meeting Schedule</a></li><li>• <a href="#">Agendas &amp; Minutes</a></li></ul>	 <b>Public Safety</b> <ul style="list-style-type: none"><li>• <a href="#">COVID-19 Info</a></li><li>• <a href="#">County Testing Sites</a></li><li>• <a href="#">Emergency Preparedness</a></li></ul>
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# Website



# Bill Inserts



## WATER RATE ADVISORY AD HOC COMMITTEE

Meetings start at 7pm and are held in person in City Hall Council Chambers (600 East A St.)

Meetings can be streamed on Zoom, online, and on Channel 20.

Upcoming regular meeting dates are listed below:

- January 25, 2024
- February 22, 2024
- March 28, 2024

The goal of the Committee is to provide a recommendation to the City Council regarding new water rates. There is the potential for a significant water rate increase in order to maintain a reliable and safe water system.

Your input is important to us! For more information about the committee, to submit a question or view meeting agendas visit:

<https://www.cityofdixon.us/watercommittee> or scan this QR code:



**City Hall**  
600 East A Street  
Dixon, CA 95620

**(707) 678-7000**  
[www.cityofdixon.us](http://www.cityofdixon.us)

Follow us on Social Media



Current Cost: \$4 12.87 per month 1/3 page  
\$740.74 for full page January insert

Reach: 3,850 paper bills  
112 digital bills

# Bill Inserts

## ABOUT THE COMMITTEE

The Committee was established by the Dixon City Council in February 2023. The Committee is made up of seven members appointed by City Council, including two City Councilmembers and five additional members from the community.

The goal of the Committee is to provide a recommendation to the City Council regarding new water rates. There is the potential for a significant water rate increase in order to maintain a reliable and safe water system.

## UPCOMING MEETINGS

Meetings start at 7pm and are held in person in City Hall Council Chambers (600 East A St.). Meetings can be streamed on Zoom, online, and on Channel 20.

Upcoming regular meeting dates are listed below:

**January 25, 2024**  
**February 22, 2024**  
**March 28, 2024**

## ABOUT DIXON WATER

The City of Dixon Water Operations Division maintains a network of over 45 miles of pipeline, 5 wells and 4 storage tanks, providing water to 12,000 Dixon residents and ensuring reliable water capacity for fire emergencies.

## CONTACT US

600 East A Street  
Dixon, CA 95620  
707-678-7000

Website: [www.cityofdixon.us](http://www.cityofdixon.us)  
Follow us on Social Media



## WATER RATE ADVISORY AD HOC COMMITTEE

We want to hear from you!  
Scan the QR Code below to take our survey.



# Bill Inserts

## FREQUENTLY ASKED QUESTIONS

### Q: How are the water rates determined?

A: The Committee has requested a water rate study. This study will evaluate if the system's operating revenues are sufficient to meet the system's current and upcoming expenses. The City cannot charge more than the actual costs to run and maintain the water system. The water system is an enterprise fund, meaning that money paid into the system by water customers can only be used to maintain the system. The water system does not receive any funding from the general fund.

The Committee will review the water rate study findings and make a recommendation to City Council.

### Q: Does the City have qualified technical staff to manage groundwater production?

A: Yes. In 2018, City staff began operating and maintaining the system. The City took ownership of the system in 2014. Prior to 2014, the City water system was operated through a joint powers agreement between Solano Irrigation District and the City of Dixon. Between 2014-2018 the City managed the water system through a third-party consultant. City staff are qualified to manage the production of groundwater and obtain the required certifications by the State to treat and distribute drinking water. The City's water system and drinking water supply meet state requirements.

### Q: If reliable and adequate water supplies aren't available, why is the City allowing another 1,000 homes to be built?

A: The City continues to operate and maintain the water system to ensure that it can provide clean, safe water to City residents. However, maintenance and the use of an aging system continues to be a challenge. To ensure that there is no impact on the City's ability to provide water, new developments in the City are required to provide new water supply.

### Q: How will the City communicate the results of feedback it receives from customers?




A: The City will continue to keep the community informed through the website, social media, newsletter and bill inserts. The community is invited to participate in Committee meetings in-person or via Zoom.

To view a full list of questions that have been answered visit:

[www.cityofdixon.us/watercommittee](http://www.cityofdixon.us/watercommittee)



## NEXT STEPS

-  The City will conduct a water rate study in the first quarter of 2024.
-  The Committee will participate in a series of meetings to gather input from community groups throughout 2024.
-  The Water Rate Advisory Ad Hoc Committee will make a recommendation to City Council regarding a potential water rate increase.

## YOUR INPUT IS IMPORTANT TO US

As a City of Dixon water customer, your input is important to us! For more information about the committee, to submit a question, view meeting agendas and recordings visit:

<https://www.cityofdixon.us/watercommittee>  
or scan this QR code:





# Digital Newsletter

Edition 3 Front Page:

## WATER RATE ADVISORY AD HOC COMMITTEE

City Council has established a Water Rate Advisory Ad Hoc Committee to provide a recommendation on matters pertaining to the Dixon water service.

The seven-member committee meets on the 4th Thursday of the month at 7pm.

The committee is accepting questions related to the water system and questions will be answered at each committee meeting. Submit your questions [online](#) or in person at City Hall.

To view meeting agendas and information about the committee visit: [www.cityofdixon.us/watercommittee](http://www.cityofdixon.us/watercommittee)

### Upcoming Meetings:

- May 25, 2023
- June 22, 2023
- July 27, 2023
- August 24, 2023
- September 28, 2023
- October 26, 2023
- November 30, 2023
- January 25, 2024
- February 22, 2024
- March 28, 2024

You can view meetings in person at City Hall, on Channel 20, on the City website and on Zoom.

Edition 3:

## UPCOMING MEETINGS

Did you know? You can view City Council meetings in person, on Channel 20, on the City website and on Zoom! See below for a list of upcoming City Council and Commission meetings and visit our website for the latest information.

Special City Council Meeting- Goal Setting Workshop	04/29/2023
City Council Meeting	05/02/23
Planning Commission Meeting	05/09/23
City Council Meeting	05/16/23
Parks & Recreation Commission Meeting	08/23/23
Water Rate Advisory Ad Hoc Committee Meeting	05/25/23

Edition 4:

## UPCOMING MEETINGS

Did you know? You can view City Council meetings in person, on Channel 20, on the City website and on Zoom! See below for a list of upcoming City Council and Commission meetings and visit our website for the latest information.

Water Rate Advisory Ad Hoc Committee Meeting	05/25/23
City Council Meeting	06/06/23
Planning Commission Meeting	06/13/23
City Council Meeting	06/20/23
Transportation Advisory Commission	06/21/23
Water Rate Advisory Ad Hoc Committee Meeting	06/22/23
Parks & Recreation Commission	06/27/23

Reach: Approximately 220 email accounts per month

# In-Person Outreach



# Social Media

## Followers by Platform



5,498

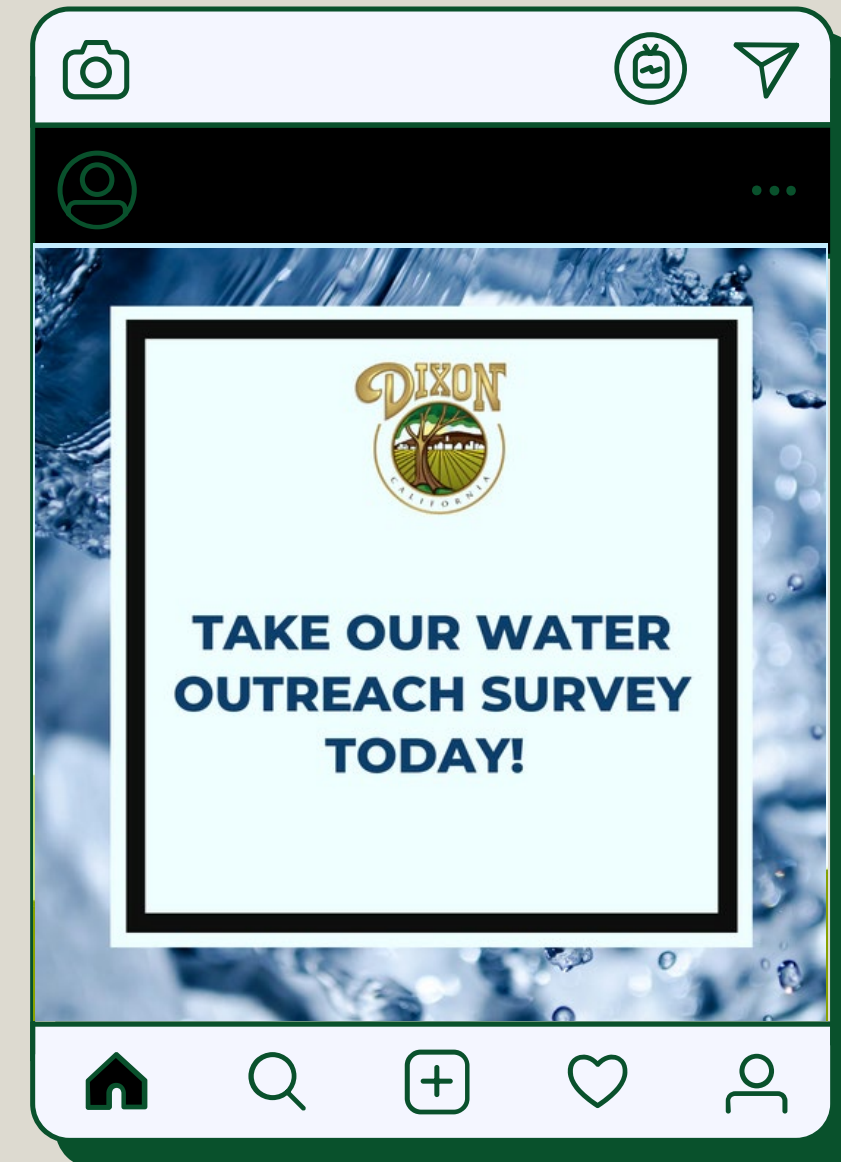
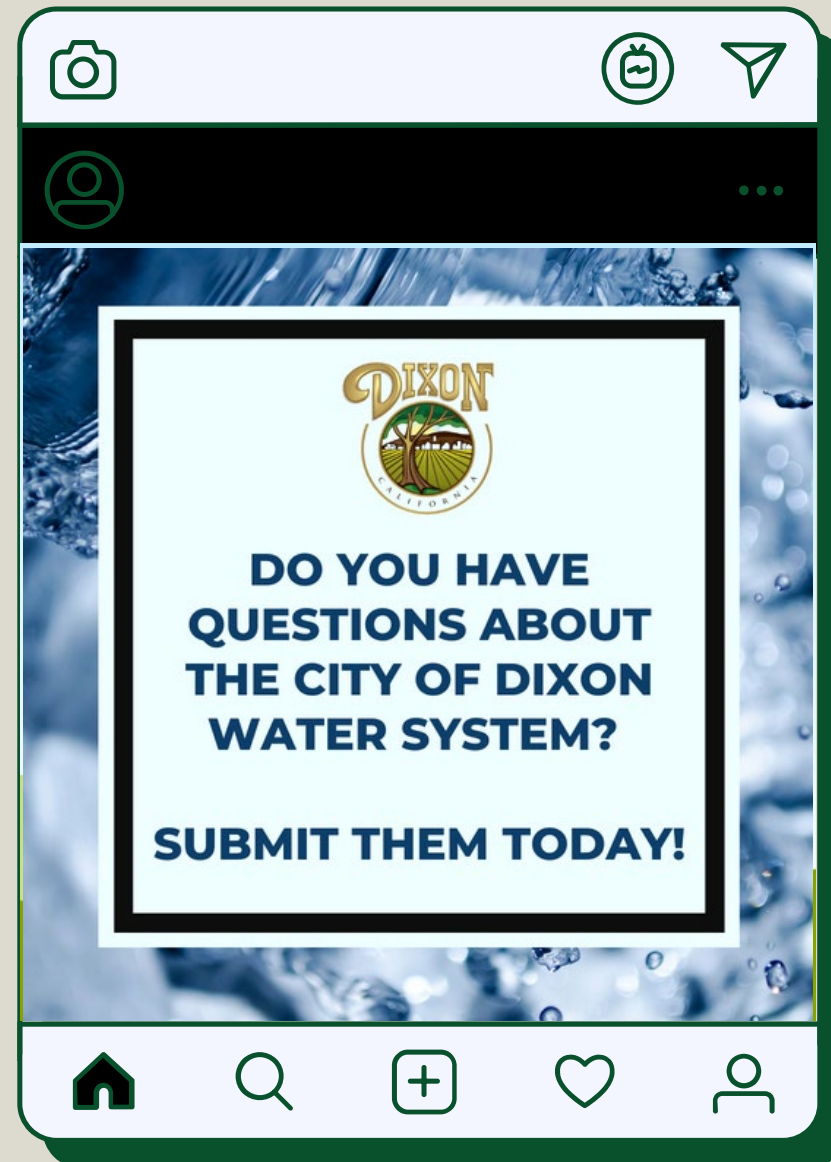
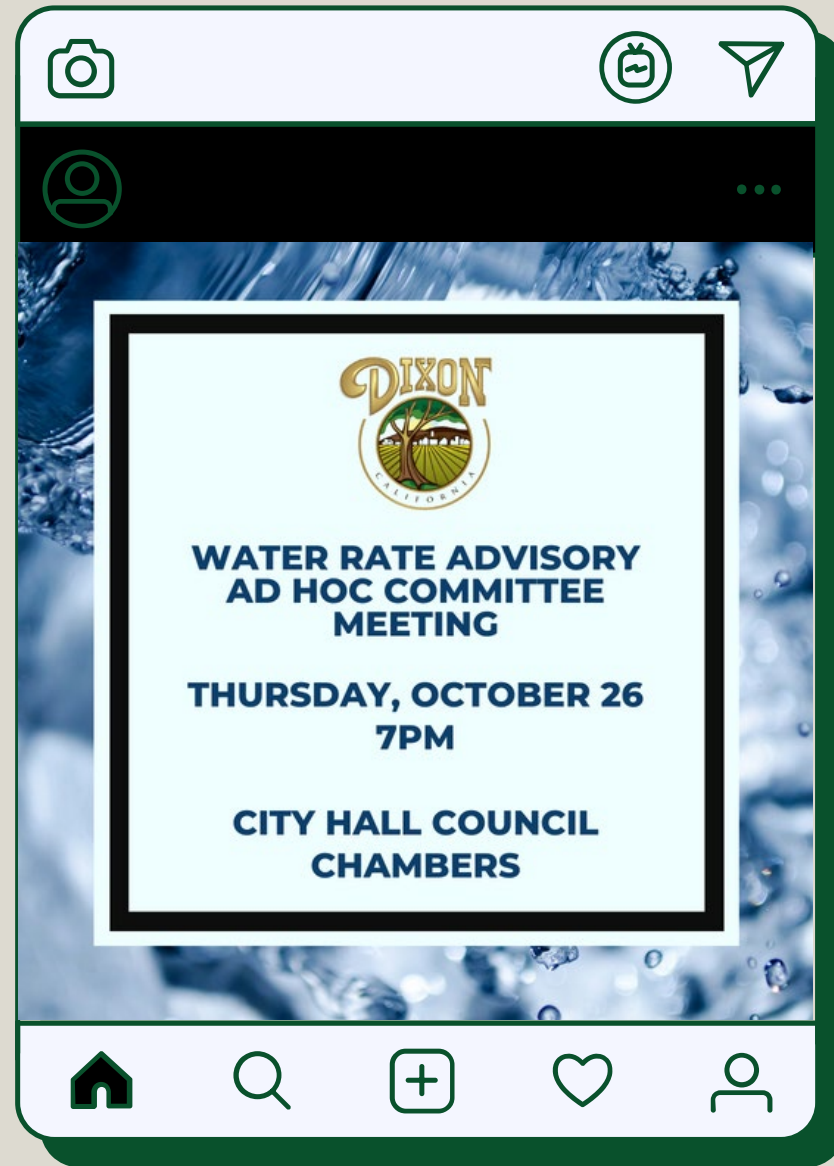


1,916



732

# Social Media



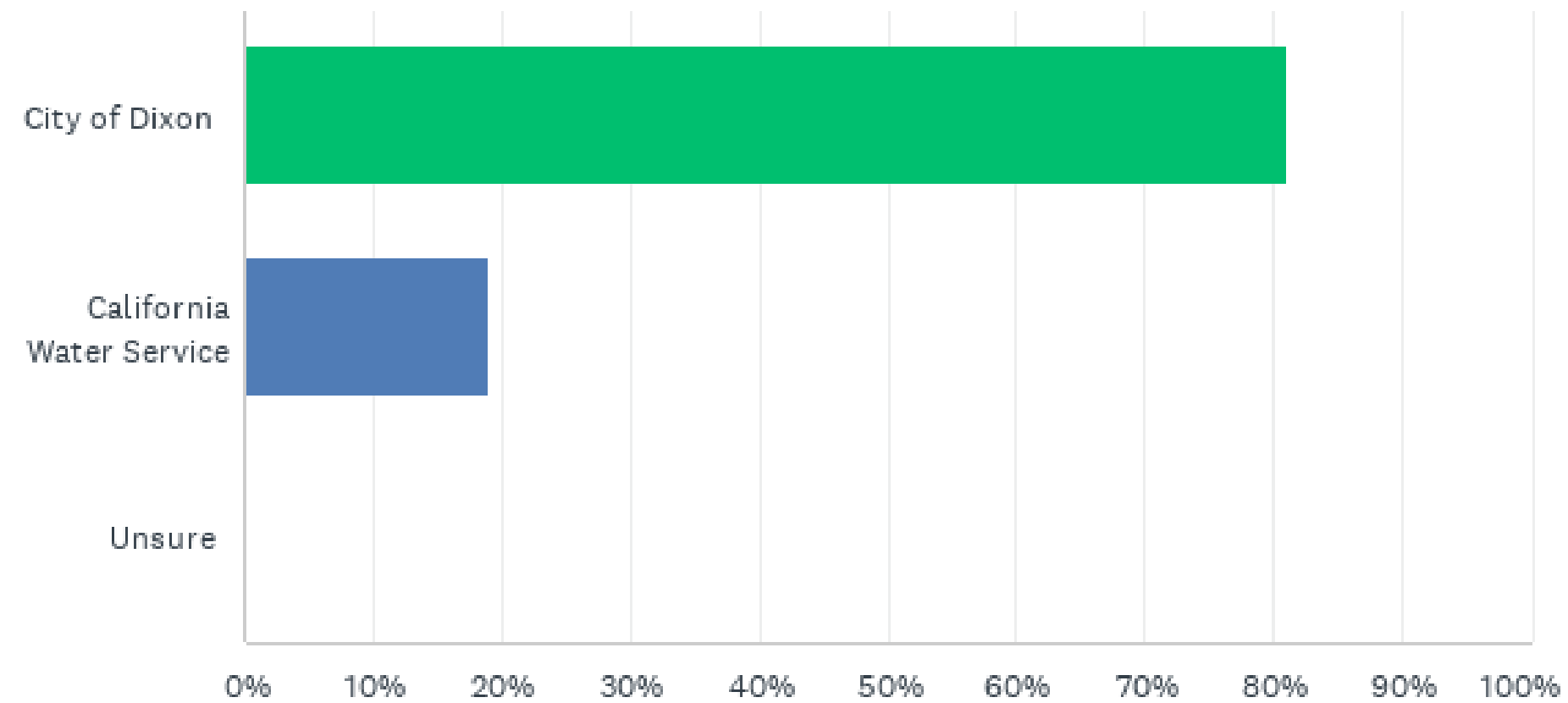
# Outreach Survey

## Number of Responses

Method of Advertising	Number of Responses
Bill Insert	7
Website	4
Staff Report	0
Social Media Facebook (25) Instagram (1) Twitter (0)	26
Total	37

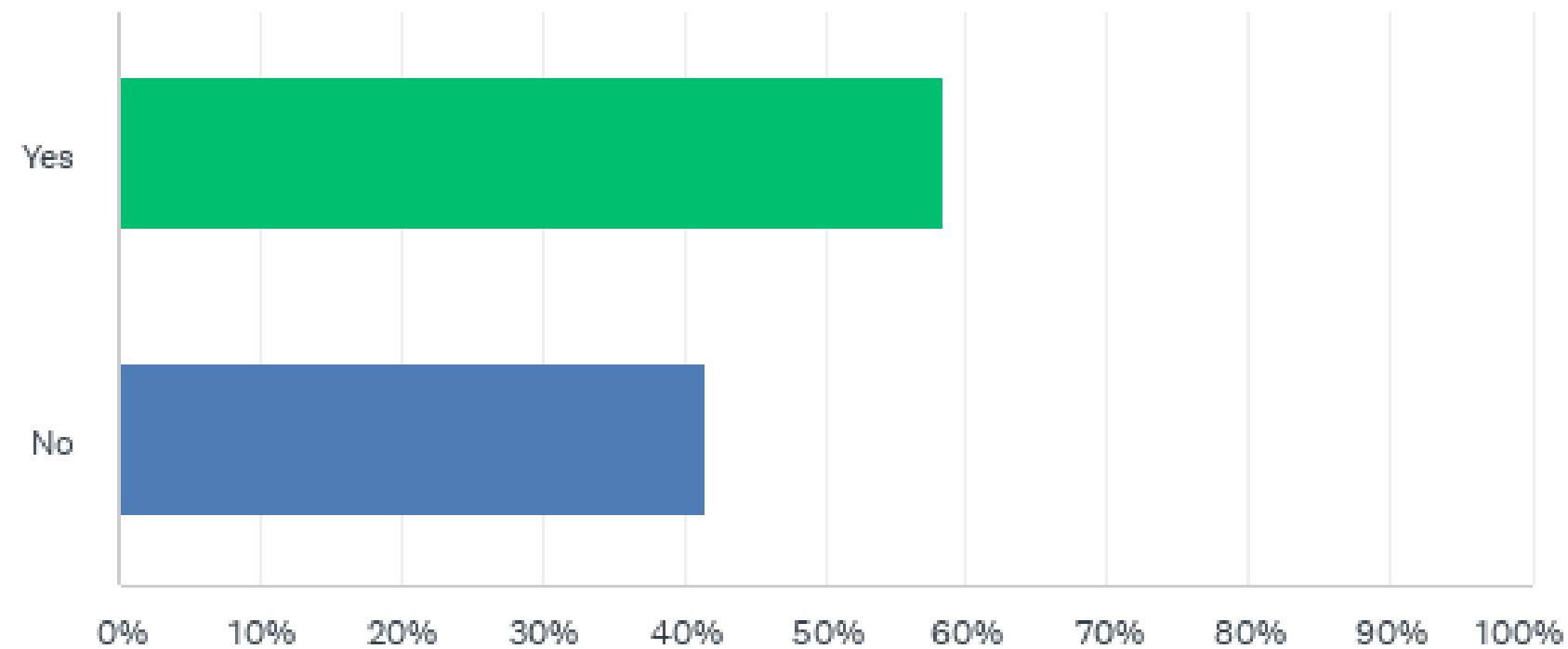
# Outreach Survey

## Q1 Who is your water provider?



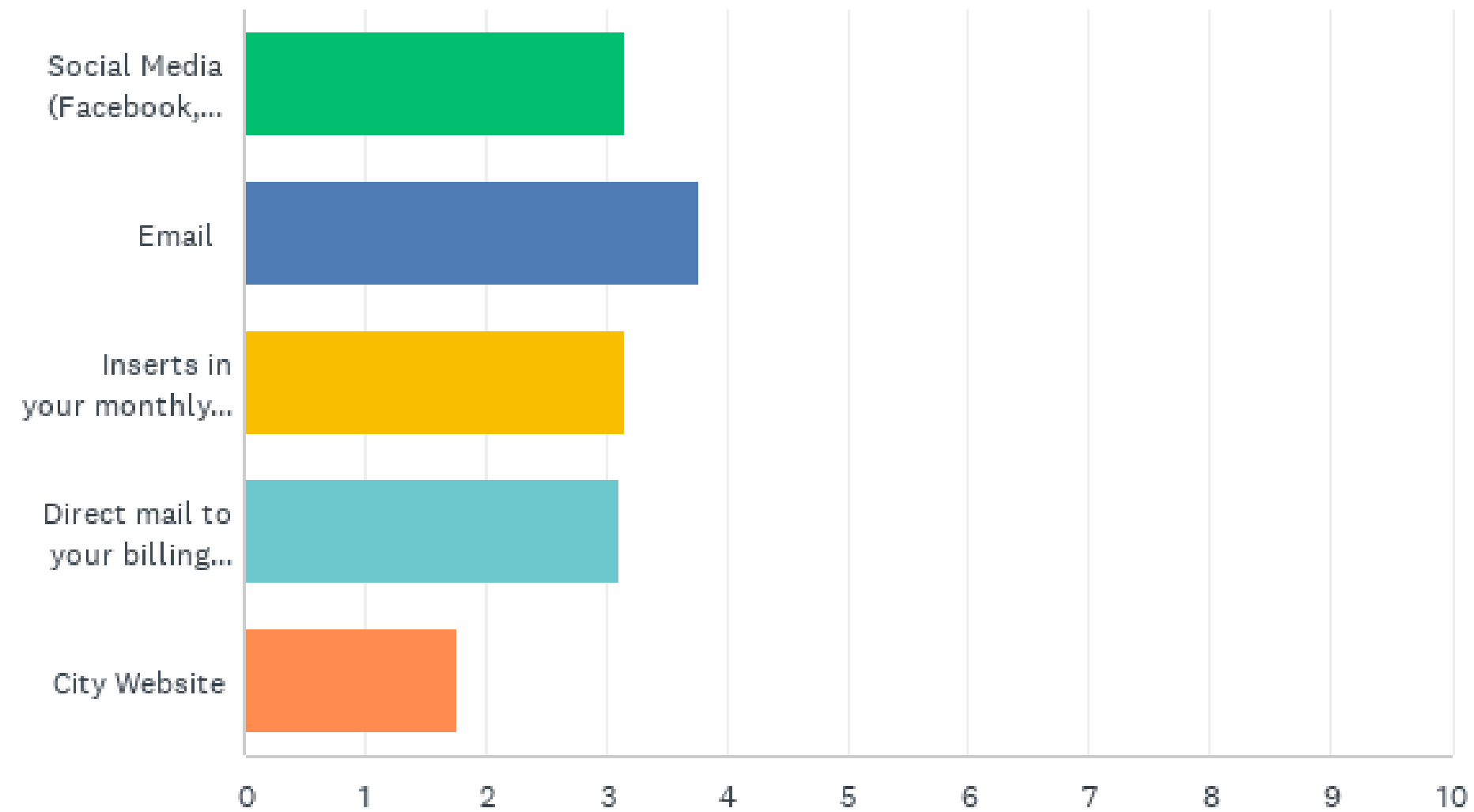
# Outreach Survey

Q2 Have you heard of the City of Dixon Water Rate Advisory Ad Hoc Committee?



# Outreach Survey

Q3 How do you prefer to receive updates from the City of Dixon?





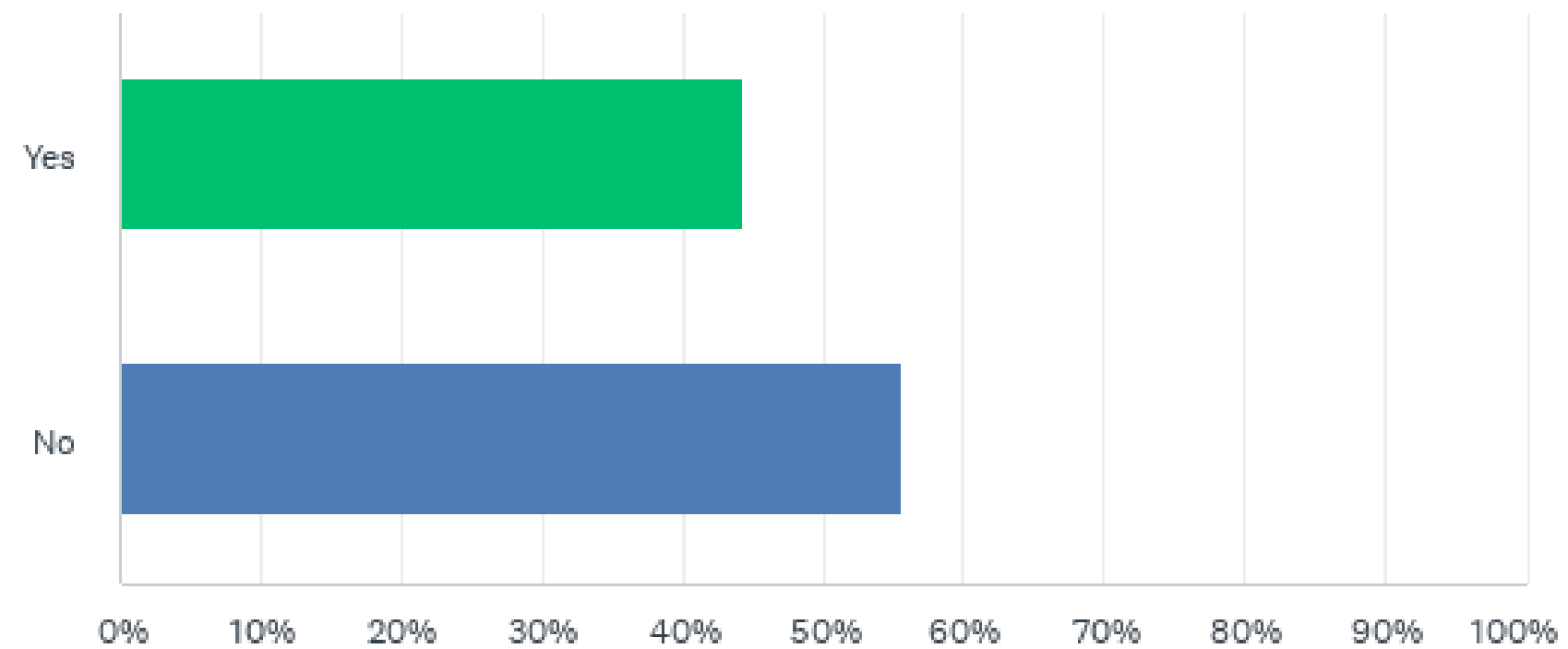
# Outreach Survey

Q4 Are there other ways you would like to receive updates from the City on water related issues?

- Text (6)
- Email (2)
- Door -to -door (1)

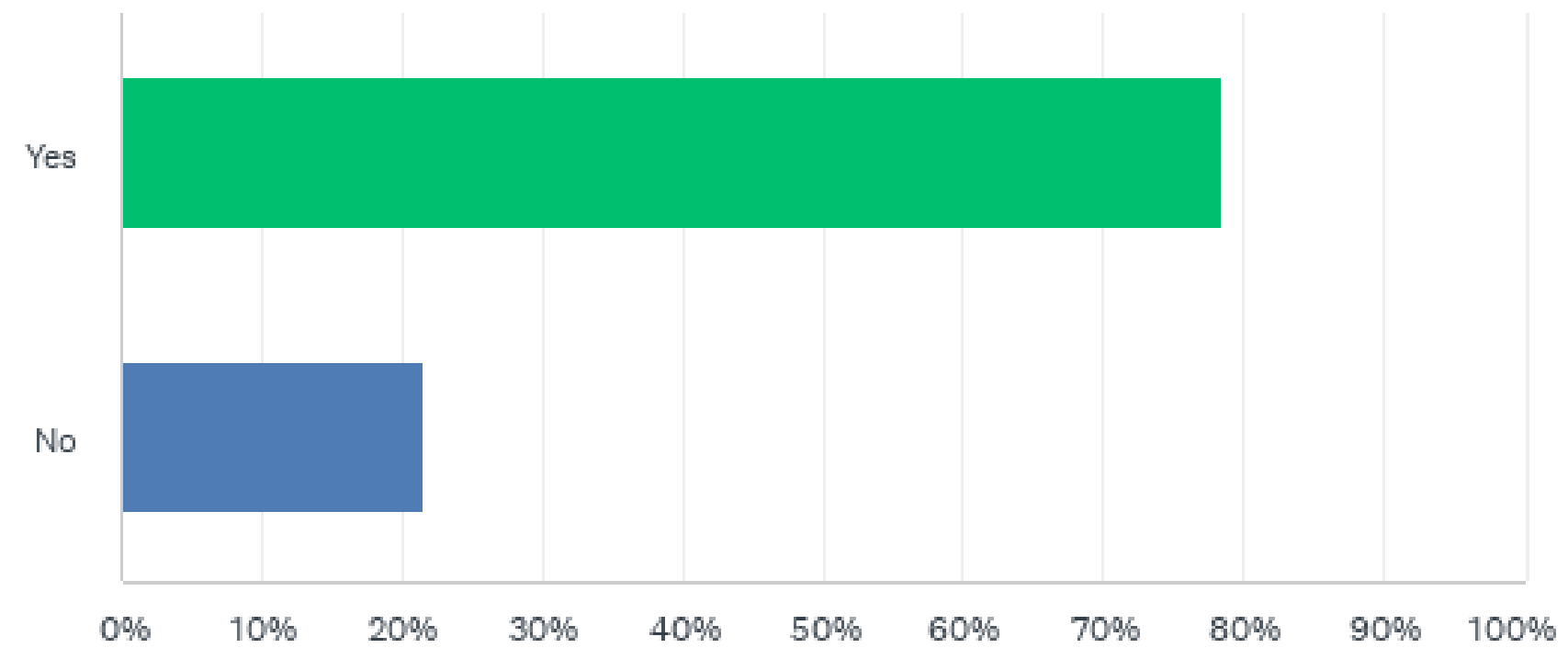
# Outreach Survey

Q5 Do you follow the City of Dixon on social media (Facebook, Instagram, X)



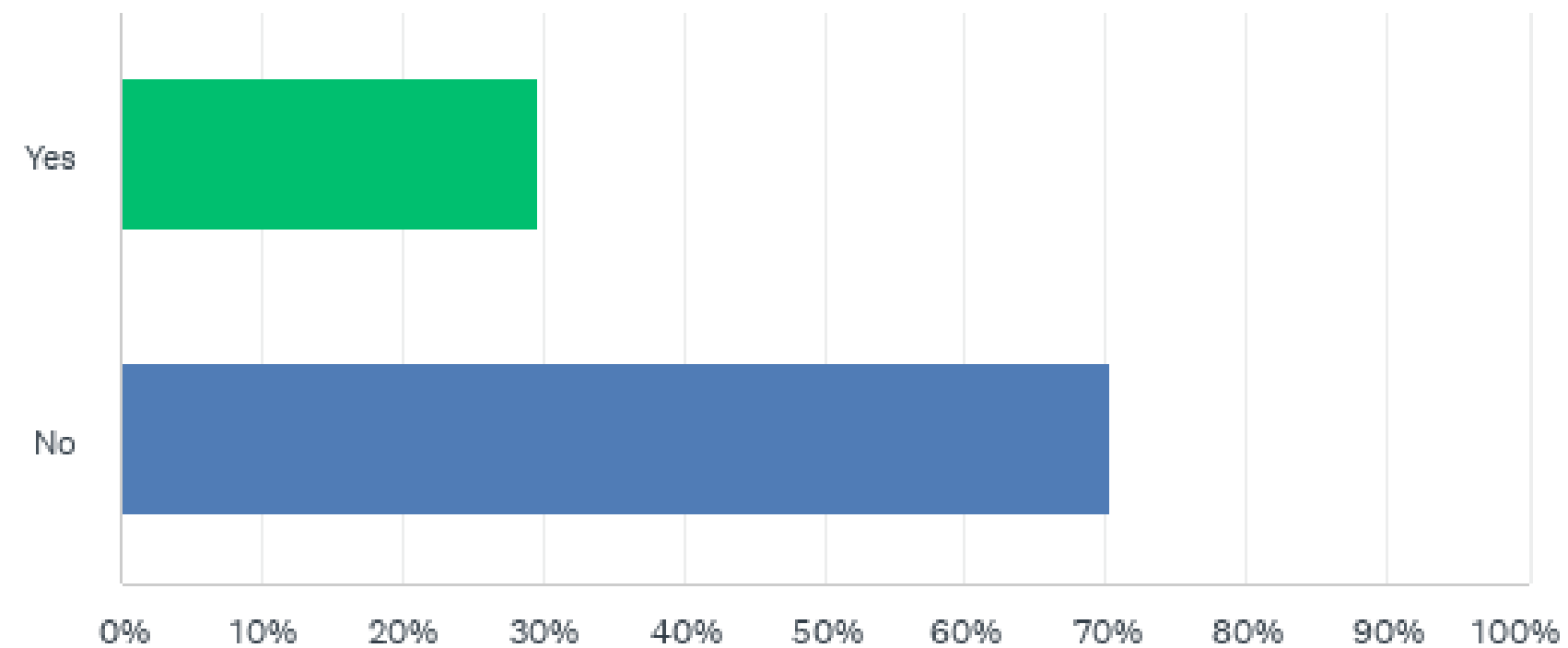
# Outreach Survey

Q6 Have you seen a City of Dixon water bill insert?



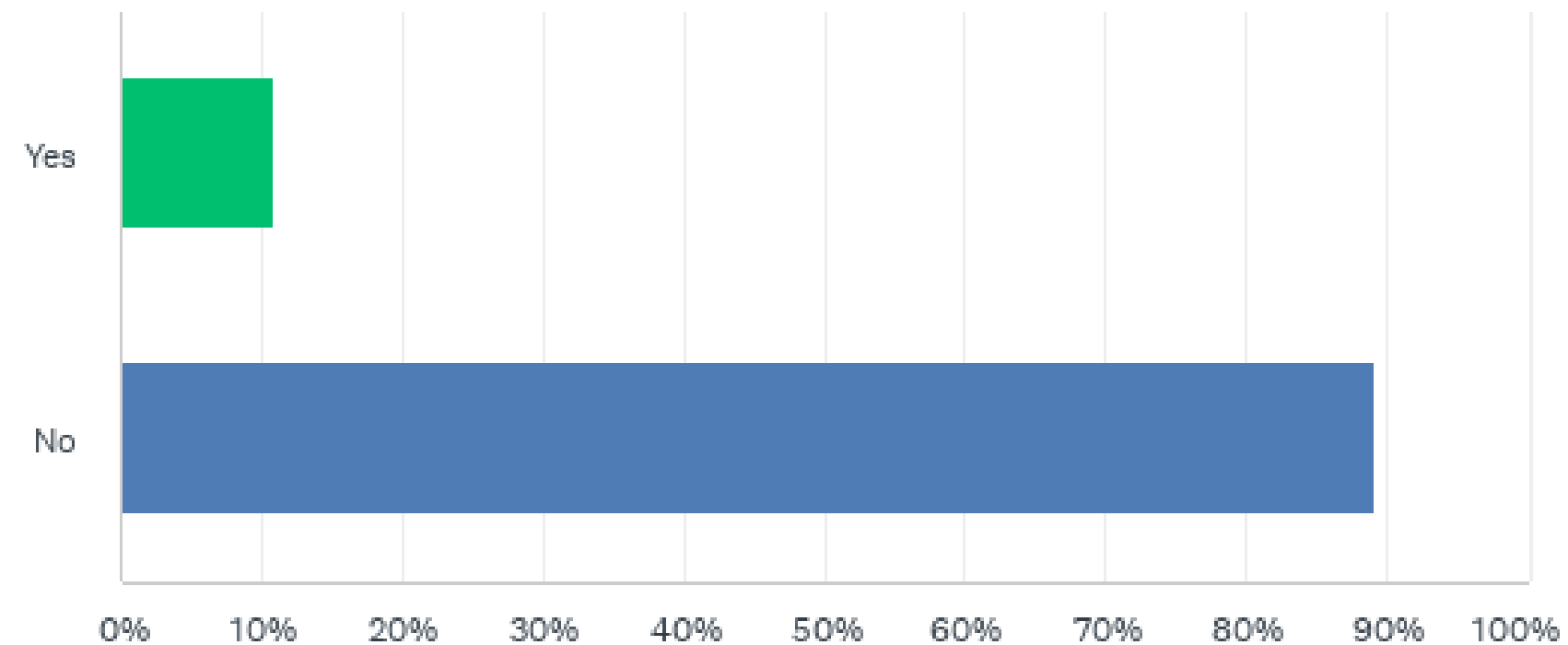
# Outreach Survey

Q7 Have you seen City of Dixon social media posts about the Water Rate Advisory Ad Hoc Committee?



# Outreach Survey

Q8 Have you visited the Water Rate Advisory Ad Hoc Committee webpage?  
<https://www.cityofdixon.us/watercommittee>



# Outreach Survey

**Respondents were asked if they would like to provide their email address to receive email notifications.**

- 25 signed up for emails related to the Water Rate Advisory Committee**
- 22 signed up for the City's e-newsletter**

# Outreach Survey

## Key Findings

- **Social media is the main way people receive our information based on results and also where people saw the survey.**
- **People who took the survey have viewed the bill inserts, although 3,850 were sent and only 6 people took the survey.**
- **Begin e -mail list with information that is posted in bill inserts & online.**

**The survey is still open. Bill inserts were mailed 1/12/24. If there is a large increase in responses staff can provide updated information at a future meeting.**

# Community Meetings

- Scheduling in March
- On schedule with DDBA, Chamber, Rotary and DWIC. Coordinating with other groups
- Will send out a link to sign up to attend presentations
- 2-3 committee members per presentation



# Next Steps

- Continue outreach, community meetings
- Monthly updates posted to webpage
- Additional workshops and meetings will be covered in the next presentation

# Contact Information

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