

BRANDING DSRSD



Target



Innovation



Strategy



Story



Awareness



Quality



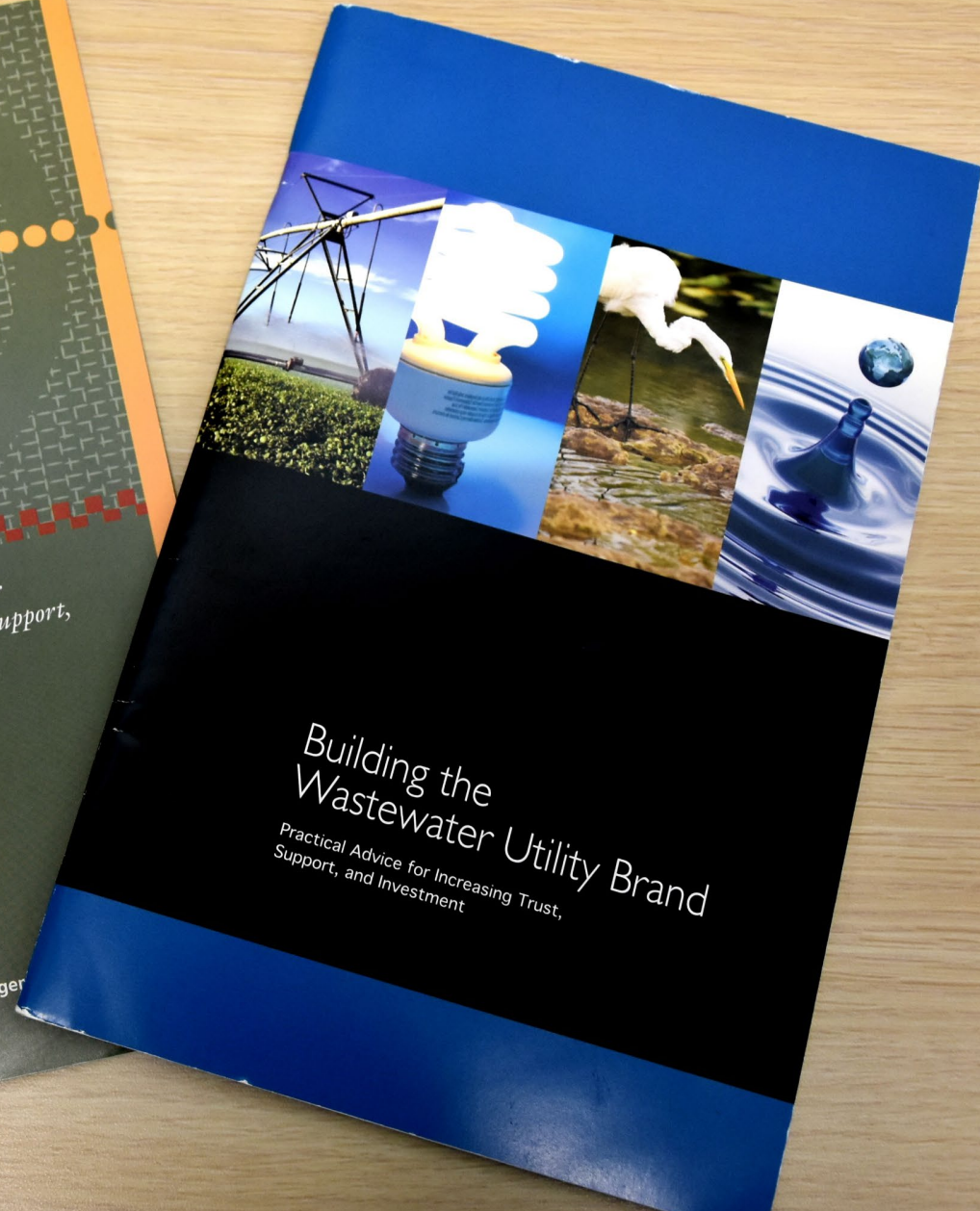
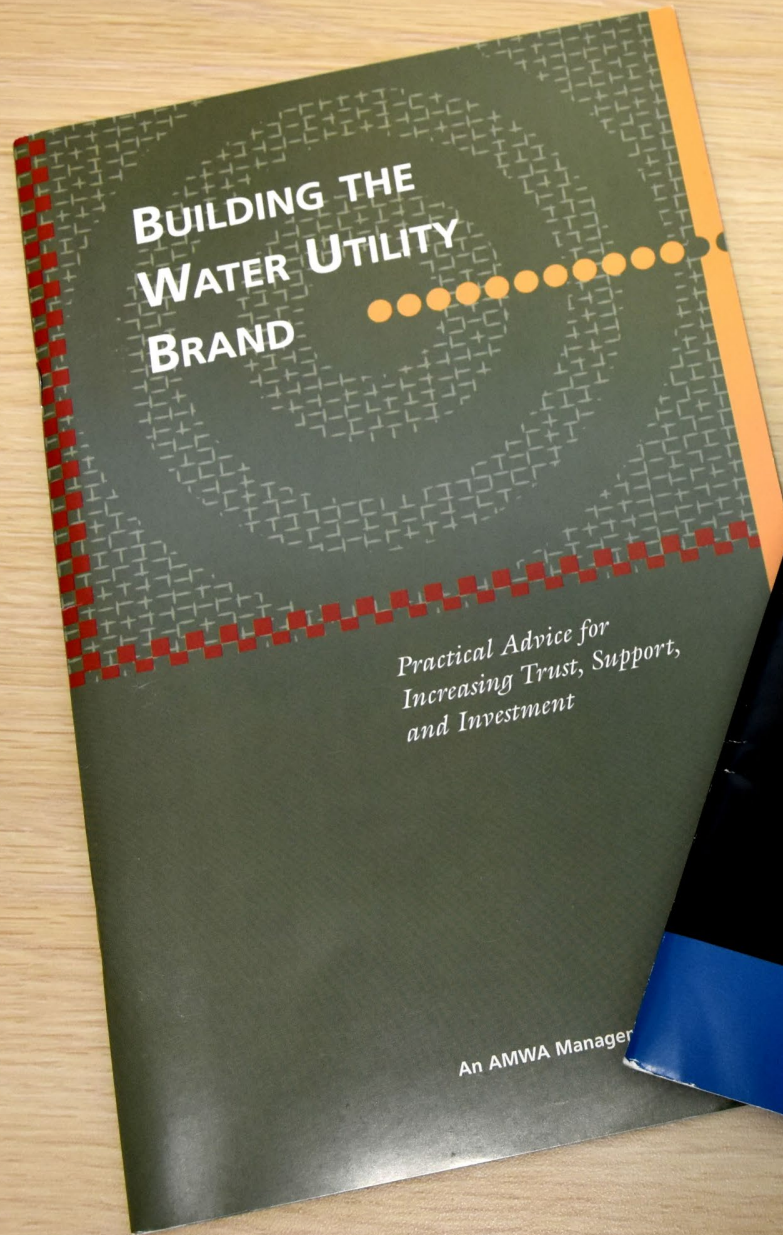
Loyalty

Presentation to DSRSD Board of Directors

December 7, 2021

By Public Affairs Supervisor Sue Stephenson

History





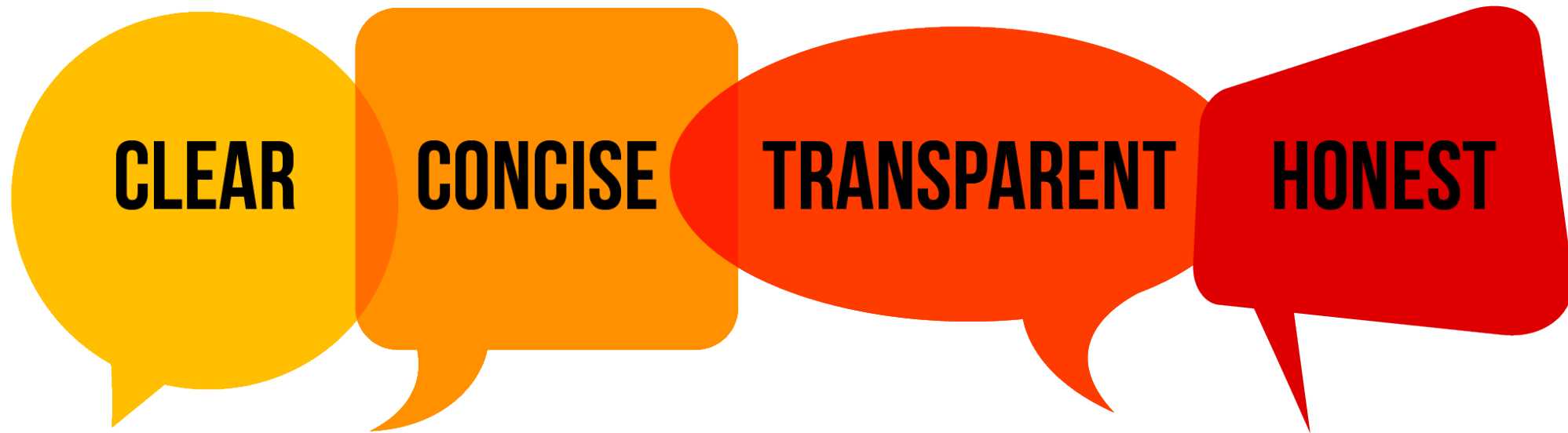
**Dublin San Ramon
Services District**

Water, wastewater, recycled water

Public Opinion

*What is our perceived value to our
customers and community?*

Branding is not “spin”



Branding builds **TRUST** over time through consistent communication

Branding is our promise to the community

- Safe drinking water will flow from their taps
- Wastewater will be collected and made into irrigation water or safely disposed of in the San Francisco Bay
- Recycled water we make is ideal for irrigation





Phase 1 of Branding: Standards

- ✓ Protect public health and the environment
- ✓ Plan well
- ✓ Manage finances soundly
- ✓ Invest appropriately
- ✓ Maintain a highly effective workforce
- ✓ Comply with all legal and regulatory requirements



Phase 1 of Branding: Standards

- ✓ Be open and transparent
- ✓ Provide reliable, high-quality water service
- ✓ Provide exceptional customer service
- ✓ Increase efficiencies and savings
- ✓ Manage District assets to achieve maximum value with minimum disruption of service

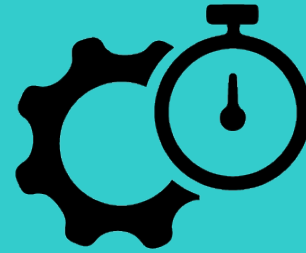
Categories of Standards



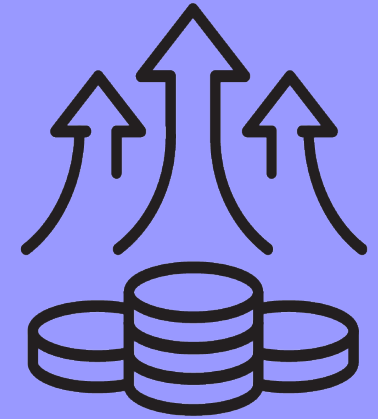
Protect
public health
and the
environment



Invest and
plan for the
future



Increase
efficiencies



Increase
savings



Dublin San Ramon Services District

Water, wastewater, recycled water

Select Language

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Your Dollars at Work

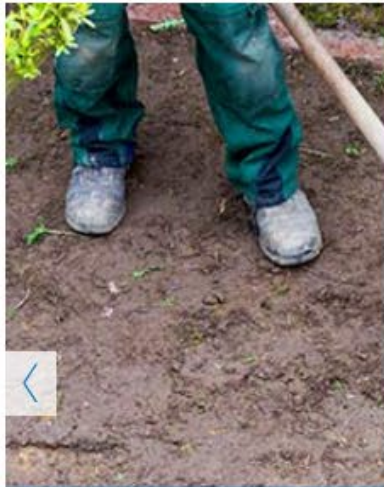
About Us

Outreach

Do Business With Us

Careers

How To...



SAVE WATER AND MONEY
Reward yourself for using less water with rebates on irrigation, efficient clothes washers...

Budget in Brief

Current Projects

- Essential Upgrades to Water System
- Primary Sedimentation Project
- Flushing Dead-End Water Pipes

Invest for the Future

- Easier to Control Plant with Upgraded Computer
- DSRSD Upgrades Water Infrastructure
- Rehabilitation Project to Reduce Future Odors
- \$13.1M Digester and Grease Receiving Station
- Quick Sewer Repairs
- Dublin Blvd Sewer Construction
- DSRSD Plans \$66 Million in Infrastructure Work
- Imagine a Day Without Water
- A Quarter of Our Water Is Recycled

Increase Efficiency

- Alum Improves Wastewater Treatment
- Valves Improve Air Flow Control for Aeration Basins
- Multiple Computer Applications Consolidated into One System
- District Office Restoration and Renovation
- Water Recycling Plant Expansion
- Recycled Water Deliveries Set New Records in 2017
- DSRSD Honored for IT Practices
- Modern, Automated Controls Increase Efficiency, Security
- Cities, Water Utilities Collaborate for Efficiency

Increase Savings

- DSRSD Saves \$38,000 Cleaning Up Tree Line
- District Transitions Bulk Chemical Buying to BACWA
- Trimming Sewer Rehab Costs
- Quick Repair in Tight Space Saves \$13,000

Protect Health & Environment

- Protecting Golden Eagle Habitats
- Operating a Plant During Construction
- Working Toward a Greener Fleet
- Emergency Generators to Move Water During Power Shutoffs
- Two Sections of Sewer Main to be Relined
- Water Operators Repair Hard-to-Find Leak
- Kids for the Bay
- Recognizing the People Behind the Pipes
- Clean Water Permit Renewed for Safe Wastewater Disposal
- Video Inspections Prioritize Sewer Repairs

Pay Your Bill

Report a Problem

AquaHawk

Meetings & Agendas

Library

MEETINGS & EVENTS

Board Meeting
🕒 Dec 7, 2021

DSRSD/Central San Liaison Committee Meeting
🕒 Dec 14, 2021

Board Meeting
🕒 Dec 21, 2021

BOUNDARIES division



PUBLIC NOTICE

Adopted Ordinance Amends Ordinance No. 345 Establishing a By-Division System for
🕒 Nov 23, 2021

PUBLIC NOTICE

Adopted Ordinance Revises Landscape Irrigation Times within Water Shortage
🕒 Nov 9, 2021

News Releases

Tri-Valley's Elected Leaders Celebrate Water Recycling Plant Expansion

Post Date: 01/26/2017

Media Contact: [Renee Olsen](mailto:Renee.Olsen@dsrsd.com) 925-875-2294

PLEASANTON, CA—Representatives of 11 public agencies and the Tri-Valley's state and Congressional legislators gathered yesterday to celebrate the start of an 18-month construction project that will boost local water recycling capacity by 70 percent. Dublin San Ramon Services District, East Bay Municipal Utility District, and the City of Pleasanton are partnering to expand the Jeffrey G. Hansen Water Recycling Plant in Pleasanton, which has produced more than nine billion gallons of irrigation water from wastewater since 2006. Peak summer demand for the plant's recycled water is expected to keep growing, from 8.6 million gallons a day last year to 16.1 million gallons a day by 2020.



"With California's extreme drought fresh in our memory, it has never been clearer that recycled water is an essential part of our water supply," said Georgeann Vonheeder-Leopold, president of the DSRSD-EBMUD Recycled Water Authority, speaking at a ceremony kicking off a water recycling plant expansion.

"By investing further in water recycling, we're sending a message to the rest of California. The drought is never over, we just have brief interludes of rain between droughts," said EBMUD Director Frank Mellon, who also serves on the board of the DSRSD-EBMUD Recycled Water Authority (DERWA), which governs the recycling partnership known as the San Ramon Valley Recycled Water Program.

"Today, we're not only celebrating improvements that will recycle water more efficiently, we're also highlighting our commitment to making our water supply more reliable," said DSRSD Board President Richard Halket. "Wastewater is no longer a waste product; it's a valuable resource."

"This public-private partnership is government at its best," said Tim Sbranti, local district board member. DSRSD Board member Eric Swalwell. Sbranti praised the Tri-Valley's leadership in the decision to diversify the region's water supply.

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DSRSD Plans \$66 Million in Infrastructure Work Over Two Years

Post Date: 05/18/2017

Media Contact: [Renee Olsen](mailto:Renee.Olsen@dsrsd.com), (925) 875-2294

DUBLIN, CA—Dublin San Ramon Services District (DSRSD) marks Infrastructure Week, May 15-19, and National Public Works Week, May 21-27, two national celebrations of infrastructure and public works in our society, with \$66 million in infrastructure projects planned for the next two fiscal years. The work is spread over 64 projects touching all of the District's services—wastewater collection, treatment and disposal; potable water distribution, and recycled water production and distribution. Projects include both replacement of existing infrastructure and expansion that enables DSRSD to serve additional customers in new developments.



Contractors pour cement April 18 to create an enclosure for new pretreatment equipment at the Jeffrey G. Hansen Water Recycling Plant in Pleasanton, part of an \$18.2 million project that will boost water recycling capacity by 70 percent.

"Our job is to build for the future, whether expanding our facilities to serve new customers or managing, replacing, and reinvigorating the systems all our customers depend on every day," says District Engineer Georgeann Vonheeder-Leopold. "Public works agencies must constantly reinvest in infrastructure that protects the health, safety, and quality of life in our communities."

DSRSD's Board of Directors discussed the District's draft Capital Improvement Program's 10-year plan for 2018 through 2027 at its regular meeting on Tuesday and will consider it for adoption at its next public hearing on June 6. Three example projects are described below.

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Primary Treatment Project to Increase Efficiency

Post Date: 06/19/2019

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

PLEASANTON (June 19, 2019)—Dublin San Ramon Services District has started a major capital improvement project at the Regional Wastewater Treatment Facility in Pleasanton that will increase efficiency to improve the wastewater treatment process and reduce energy costs.



Photo: An aerial view of the demolished primary tank in May 2019.

The \$19 million project is the largest undertaken by the District since a treatment plant expansion in 2000.

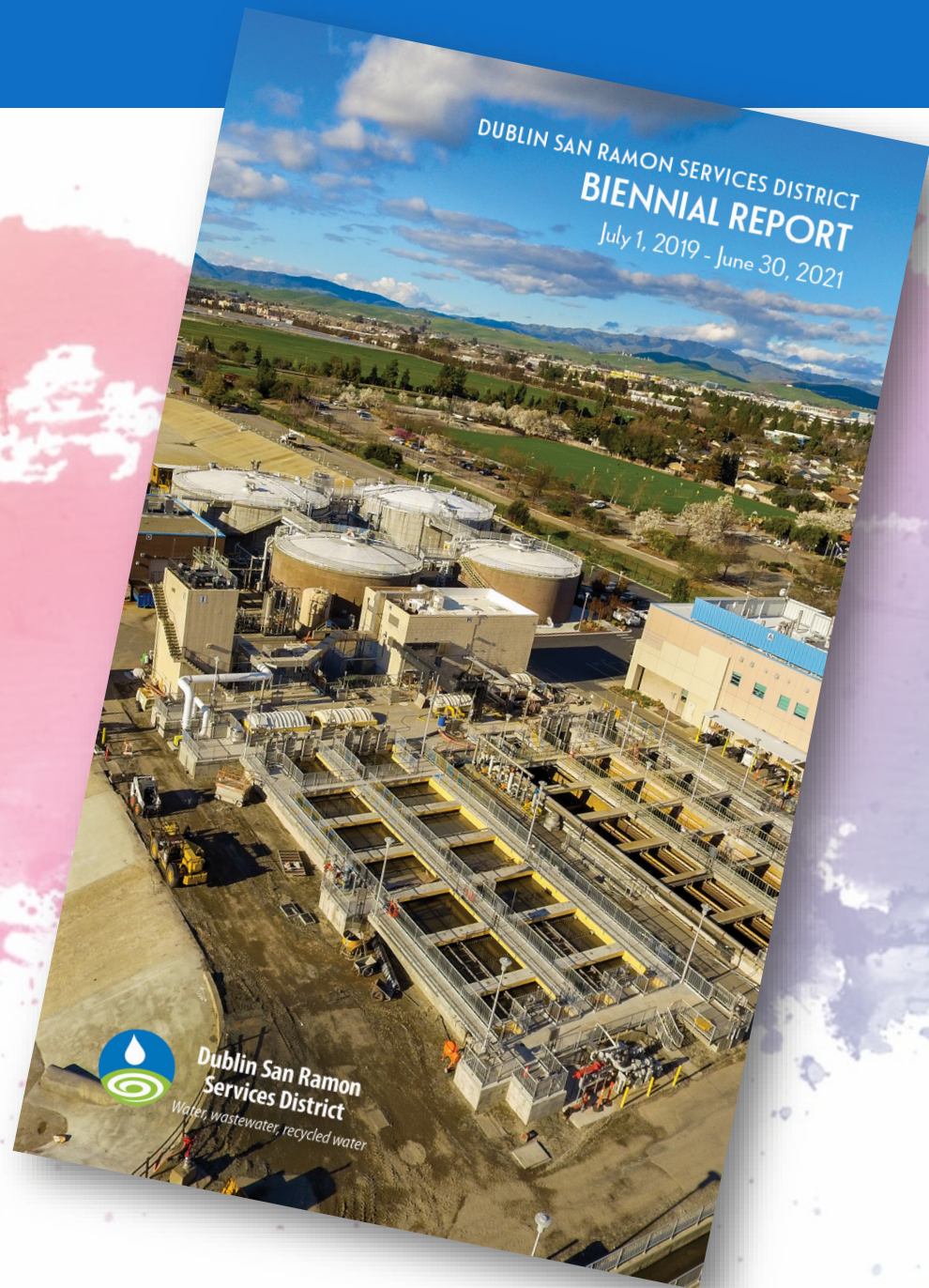
Contractors began work in April on the Primary Sedimentation Expansion and Improvements Project, which will increase the primary treatment capacity by 33 percent. Construction is estimated to continue through 2021. [View a time lapse video of primary tank construction.](#)

Currently there are four primary sedimentation tanks at the facility. The project involves constructing a fifth tank and partially demolishing an existing one. These two new tanks will be 100 feet long, 20.5 feet wide, and 15 feet deep. The project will also replace the internal mechanisms of the three remaining tanks (100 feet long and 10.5 feet deep) as well as the motor control center, and an additional grit tank will be added.

The grit tanks remove small material, such as gravel and sand, to protect the primary sedimentation tanks. Once the wastewater reaches the primary sedimentation tanks, the water's surface and solids are scraped from the bottom of each tank and sent to a grit chamber. The grit chamber is split into two sections.

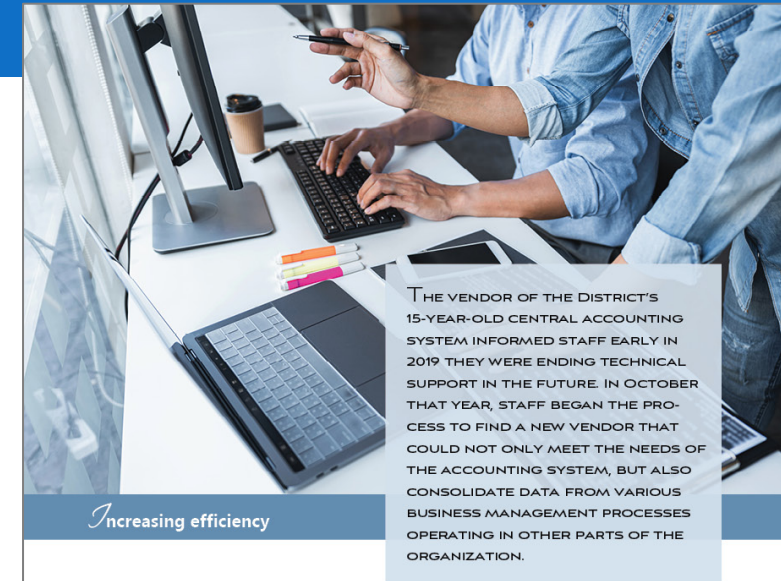
.. the Primary Sedimentation Expansion and Improvements Project will increase the primary treatment capacity by 33 percent.

Biennial Report



Biennial Report Subcategories

- ✓ Investing in the Future
- ✓ Increasing Efficiency



MULTIPLE COMPUTER APPLICATIONS CONSOLIDATED INTO ONE SYSTEM

For example, the human resources team needs a way to store employee records and track employee training. The finance team needs to run payroll, collect payments, and make payments. The field service workers need a more streamlined way to receive and track work requests. And the engineering team needs to track and permit developments within DSRSD's service area. Essentially, the District was looking for a computer software system that would streamline processes and eliminate duplicate data entry across many departments.

"Consolidating all the applications under one system will improve our efficiency tremendously," says Financial Services Manager Herman Chen.

"This new system also improves our business processes and reduces the number of separate systems we have to support," says Information Technology Manager Renee Collins. "For example, we were using several, individually created, Access databases which can be corrupted easily, can only be used by one person at a time, are not scalable, and cannot connect into other information systems. Originally these Access databases were designed to be used by a small group of people, but the District has grown beyond these home-grown tracking databases to an actual computer software system that integrates all the information."

Three vendors submitted proposals to replace the old accounting system with a more robust system. Tyler Munis won the \$1.5 million contract that is being implemented in phases beginning in November 2020 and continuing through summer 2022. Tyler Munis is a part of Tyler Technologies headquartered in Plano, Texas, and specializes in integrated Enterprise Resource Planning (ERP) solutions for government agencies.

Biennial Report Subcategories

- ✓ Investing in the Future
- ✓ Increasing Efficiency
- ✓ Protecting Public Health and the Environment
- ✓ Budget in Brief



Protecting public health & the environment

ON A NORMAL DAY, THE REGIONAL WASTEWATER TREATMENT FACILITY OFF JOHNSON DRIVE IN PLEASANTON MAY SEEM LIKE A WELL-OILED MACHINE. BUT THERE AREN'T MANY NORMAL DAYS FOR DSRSD OPERATORS RUNNING THE PLANT WHEN THE DISTRICT IS FREQUENTLY REPAIRING, REPLACING, OR EXPANDING THE FACILITY.

OPERATING A WASTEWATER TREATMENT PLANT DURING CONSTRUCTION

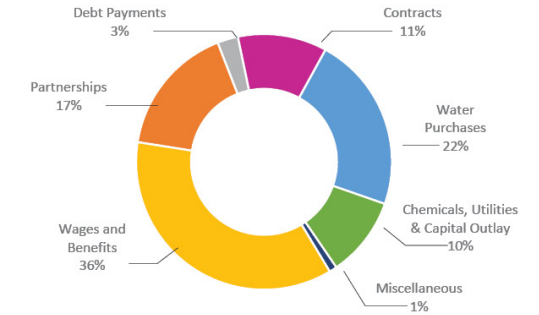
Levi Fuller, who retired in 2021 as the Wastewater Treatment Plant Operations Superintendent, spent 17 of his 21 years as a District employee with the plant under some type of construction. "Operating a treatment plant during construction is like tuning up your car while driving down the road," Fuller says.

Construction projects at the plant often impact one or more steps in the treatment process and occasionally involve temporarily taking operational sections out of service. Before that can occur, operations staff must assess if backup systems are needed so the plant can continue meeting the parameters of its National Pollutant Discharge Elimination System permit. This permit essentially limits what the plant can discharge to natural waterways. Operators, mechanics, and electricians also work with DSRSD engineers during the design phase of construction projects.

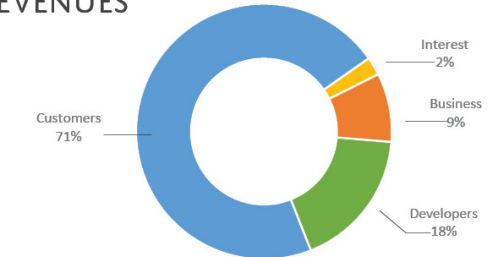
"We give input on our preferences, what we've seen at other plants, and our instincts and intuition about what works best," Fuller says. "That's very important to any successful capital improvement project. It helps to have all disciplines involved."

"It does make for a more exciting, satisfying career if you have construction and are constantly improving the plant because you work for an organization that wants to be on the cutting edge of treatment technologies," Fuller says.

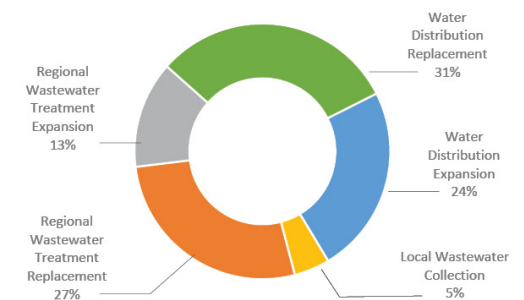
FY2022 BUDGETED EXPENSES



FY2022 BUDGETED REVENUES



FY2022 BUDGETED MAJOR CONSTRUCTION PROJECTS



How do we communicate our brand?

- ✓ Communicate DSRSD's standards at every opportunity:
 - Commitment to value
 - Key assets
 - Needed investments (think of customers as investors, not as students)
- ✓ Integrate DSRSD's brand into all decisions and communications

A close-up photograph of a hand holding a white rectangular card. The card has the words "BRAND MESSAGE" printed on it in a bold, black, sans-serif font. The background is a blurred image of a person in a white lab coat, suggesting a professional or medical setting. The lighting is warm and soft, highlighting the texture of the hand and the card.

**BRAND
MESSAGE**

Standards are the foundation for all communications

- ✓ Key messages in news releases
- ✓ Talking points for Customer Service Representatives
- ✓ Social media posts
- ✓ Website information





**Phase 2
of Branding:
Identify members
of the Influential
Public**

Send 1-2 emails per month, *DSRSDtoday*

DSRSDtoday emails to Influential Public

DSRSD TODAY

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Water and Wastewater Services Reliable 24/7 Mutual Aid During Pandemic

Post Date: 04/23/2020



The current pandemic reminds us that our critical systems and infrastructure need to be resilient and designed for emergencies. Preparedness for water and wastewater utilities typically means being ready for drought, earthquakes, and Public Safety Power Shutoffs due to wildfires. To maintain 24/7 reliability, the District is part of Cal-WARN, the California Water Agency Response Network, which allows water agencies to borrow workers from other agencies in an emergency. Since the pandemic, in the Tri-Valley the City of Pleasanton, City of Livermore, Zone 7 Water Agency, and DSRSD agreed to provide qualified and certified staff to assist with short-term, critical system operation and maintenance. These critical systems include water treatment, distribution, water testing, wastewater collection, and technical support for computerized monitoring and control systems.

DSRSD TODAY

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Staff Working 24/7 to Provide Essential Services Tap Water is Safe to Drink

Post Date: 04/03/2020

During the COVID-19 shelter-in-place order, staff from the Dublin San Ramon Services District are still reporting for duty or working from home to provide essential services: water distribution, wastewater collection and treatment, and creation of recycled water for irrigation. DSRSD works with Zone 7 Water Agency, the Tri-Valley's water wholesaler, to ensure drinking water always meets or exceeds state and federal standards. The COVID-19 virus does not have an impact on the District's water supply or reliability, and the water is always disinfected to kill or inactivate any potential bacteria or viruses, including the coronavirus. While in-person assistance is closed during this time, DSRSD employees remain available by email and phone. Learn how to reach Customer Service or Planning & Permitting staff: <https://www.dsrzd.com/about-us/erving-you-during-shelter-in-place>.



DSRSD TODAY

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DSRSD Refunds Debt, Saves \$9.8 Million

Post Date: 12/28/2017

Refinancing Lowers Interest Rate for 24 Years

With its new AA+ credit rating, Dublin San Ramon Services District (DSRSD) refinanced its outstanding 2011 Water Revenue bonds, which will save the District an estimated \$9.8 million over the next 24 years. The District completed the refinancing process before changes to federal tax law that will prohibit advance refunding. The new bonds have a true interest cost to the District of 3.17 percent, which includes interest on the bonds and \$192,895 of costs to refund the bond. The District was paying an average interest rate of 5.7 percent on the former bonds; hence the savings.

Photo: The original debt was incurred to build the District's share of the Jeffrey G. Hansen Water Recycling Plant and its associated facilities—pump stations, reservoirs, and principal distribution pipes—and to construct a few potable water facilities. Operational since 2006, the water recycling plant supplied 24 percent of DSRSD customers' total water use in 2017.



Phase 3: Next Steps

- ✓ Develop relationships with top 50 members of our influential public
 - Personal conversations 1-3 times annually (minimum)



- ✓ Host an annual *Water Summit* (may join forces with other Tri-Valley water agencies)



Questions?