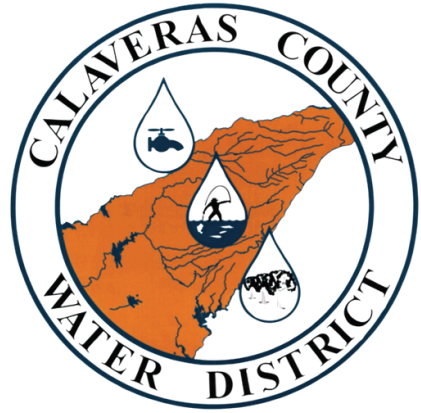




External Affairs Department Report

September 21, 2026





— MONTHLY BILLING —

COMMUNICATION

STRATEGY

Monthly Billing Transition Outreach Strategy

GOAL:
Ensure customers are informed, prepared, and not surprised when monthly billing begins.

- **4 BILL INSERTS** included in each billing cycle
- **1-2 DIRECT MAILERS** delivered to all customers
- Dedicated Monthly Billing **WEBPAGE** with **FAQs**
- **2 - 3 PRESS RELEASES**
- Monthly Notifications List **EMAIL Campaign**
- Monthly Tyler Notification Campaign
 - **TEXT** messages
 - Automated **PHONE** calls
- **Weekly SOCIAL MEDIA Posts**
 - Facebook, Instagram & Nextdoor
- **WEBSITE BANNER & Homepage Notifications** throughout the campaign
- **Board Updates** at every regular Board meeting through implementation
- **Customer Service Toolkit** including FAQs, bill examples, and staff talking points

CUSTOMERS WILL RECEIVE INFORMATION THROUGH MULTIPLE CHANNELS INCLUDING BILL INSERTS, DIRECT MAIL, EMAIL, TEXT MESSAGES, PHONE CALLS, SOCIAL MEDIA, WEBSITE NOTIFICATIONS, AND BOARD COMMUNICATIONS, PROVIDING 75+ CUSTOMER TOUCHPOINTS PRIOR TO IMPLEMENTATION.

Bill Insert & Direct Mailer



MONTHLY BILLING IS COMING TO CCWD

BEGINNING JANUARY 2027, CCWD CUSTOMERS WILL BEGIN RECEIVING A MONTHLY BILL

Beginning January 2027, CCWD will transition to monthly billing. Customers will receive a bill every month, providing a more predictable billing schedule and more frequent account information.

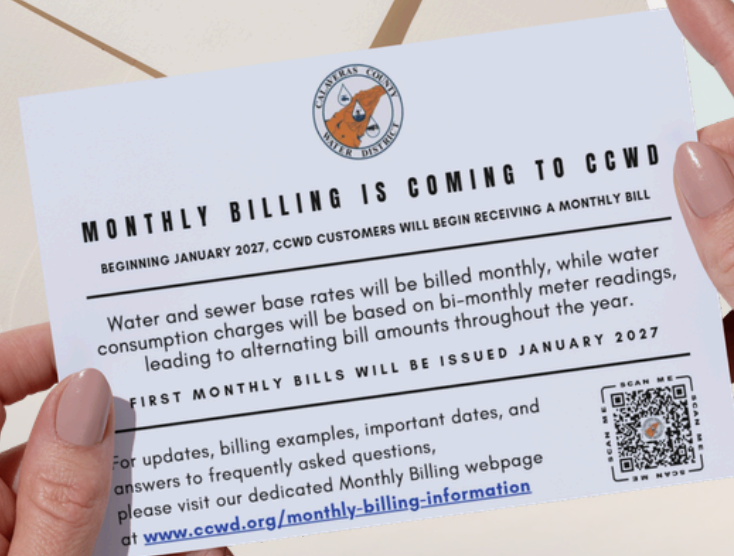
Under the new billing format, water and sewer base rates will be billed monthly. Water meters will continue to be read every two months, so water consumption charges will continue to be billed for two months of usage at a time. As a result, customers can expect alternating bill amounts throughout the year.

For updates, billing examples, important dates, and answers to frequently asked questions, please visit our dedicated Monthly Billing webpage at www.ccwd.org/monthly-billing-information

FIRST MONTHLY BILLS WILL BE ISSUED JANUARY 2027.



- Bill Inserts & Messaging
- Direct Mailers will also be sent to Customers.



Monthly Billing Information

Calaveras County Water District Transitioning to Monthly Billing Beginning, January, 2027

The Calaveras County Water District (CCWD) will begin transitioning customers to monthly billing later this year, with the first monthly bills scheduled to be issued in January 2027

This change is designed to provide customers with more frequent account information, improved visibility into charges, and a more predictable monthly billing schedule.

What Is Changing?

Beginning January, 2027, CCWD customers will begin receiving a bill every month.

Under the new billing format, **water and sewer base rates will be billed monthly**. Water meters will continue to be read every two months, and water consumption charges will continue to be billed for two months of usage at a time.

As a result, customers can expect alternating bill amounts throughout the year. One month's bill will generally include only monthly base rates, while the following month's bill will include monthly base rates plus two months of water consumption charges.

WEBPAGE
&
FAQ's

Monthly Billing Frequently Asked Questions (FAQ)

Monthly Billing Begins Jannuary, 2027

The Calaveras County Water District (CCWD) is transitioning to monthly billing begining January, 2027. The following questions and answers are intended to help customers understand what is changing and what to expect.

Why is CCWD transitioning to monthly billing?

When does monthly billing begin?

Will I receive a bill every month?

Will my water meter still be read every two months?

Will water consumption still be billed every two months?

What happens to my water base rate?

Monthly Billing Frequently Asked Questions (FAQ)

Monthly Billing Begins Jannua

The Calaveras County Water District (CCWD) is transitioning January, 2027. The following questions and answers are inter understand what is changing and what to expect.

Why is CCWD transitioning to monthly billing?

When does monthly billing begin?

Will I receive a bill every month?

Will my water meter still be read every two months

Will water consumption still be billed every two mo

What happens to my water base rate?



Facebook



Instagram



Nextdoor

BILLING NOTICE

**Monthly billing is coming
January 2027!**

Watch for updates and visit
our Monthly Billing
webpage to learn what's
changing and what to
expect.



Calaveras County Water District

Monthly Billing Is Coming to CCWD

**Beginning January 2027, CCWD customers will
transition to monthly billing.**

While you'll receive a bill every month, water
consumption will continue to be billed on a bi-
monthly basis. This means one monthly bill will
include base charges only, while the following month's
bill will include the base charge plus two months of
metered water consumption.

Why the change?

- 💧 A predictable monthly billing schedule
- 💧 Easier budgeting and payment planning
- 💧 Improved customer service

Customers will not need to take any action at this
time. We'll continue providing updates, bill examples,
and answers to frequently asked questions in the
months leading up to implementation.

Learn more and view our Monthly Billing Webpage:
www.ccwd.org/monthly-billing-coming-soon

**What
Is It
Wednesday**



**CHECK OUT WHATS HAPPENING AT OUR
WALLACE TANK REPLACEMENT PROJECT**



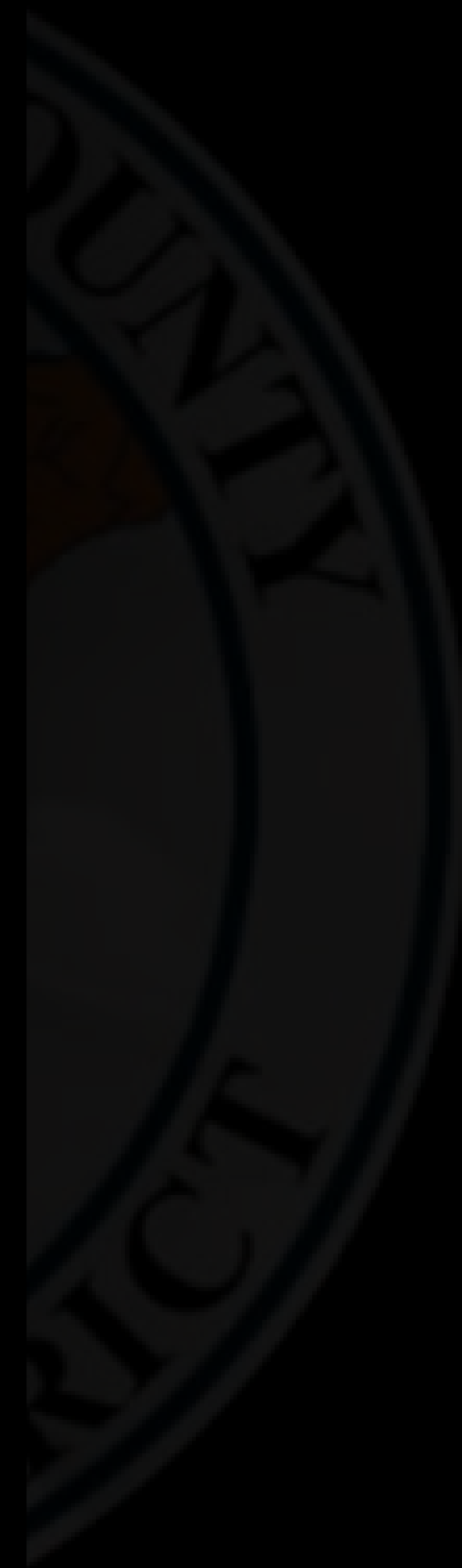


I'm a senior civil engineer with



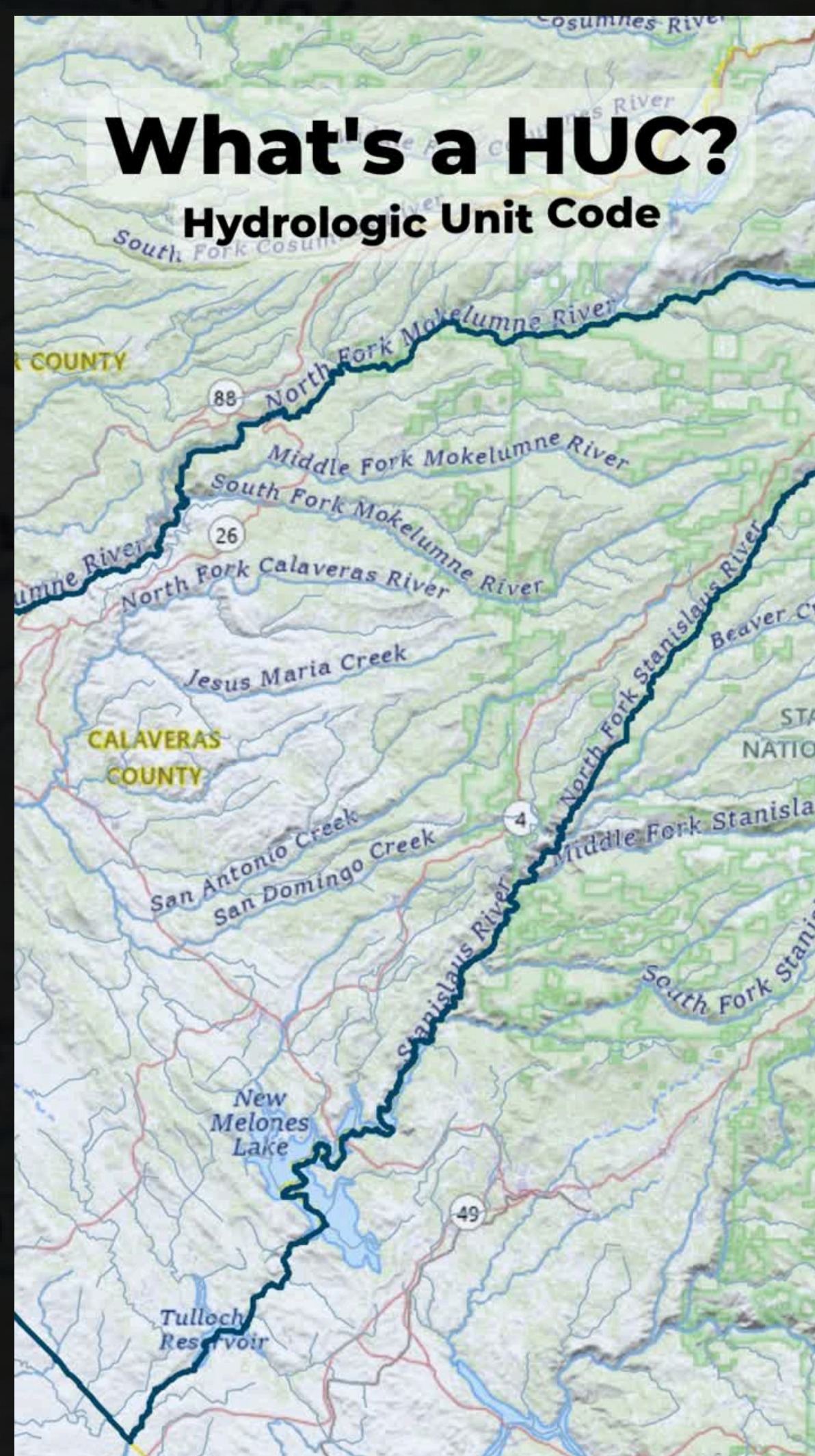
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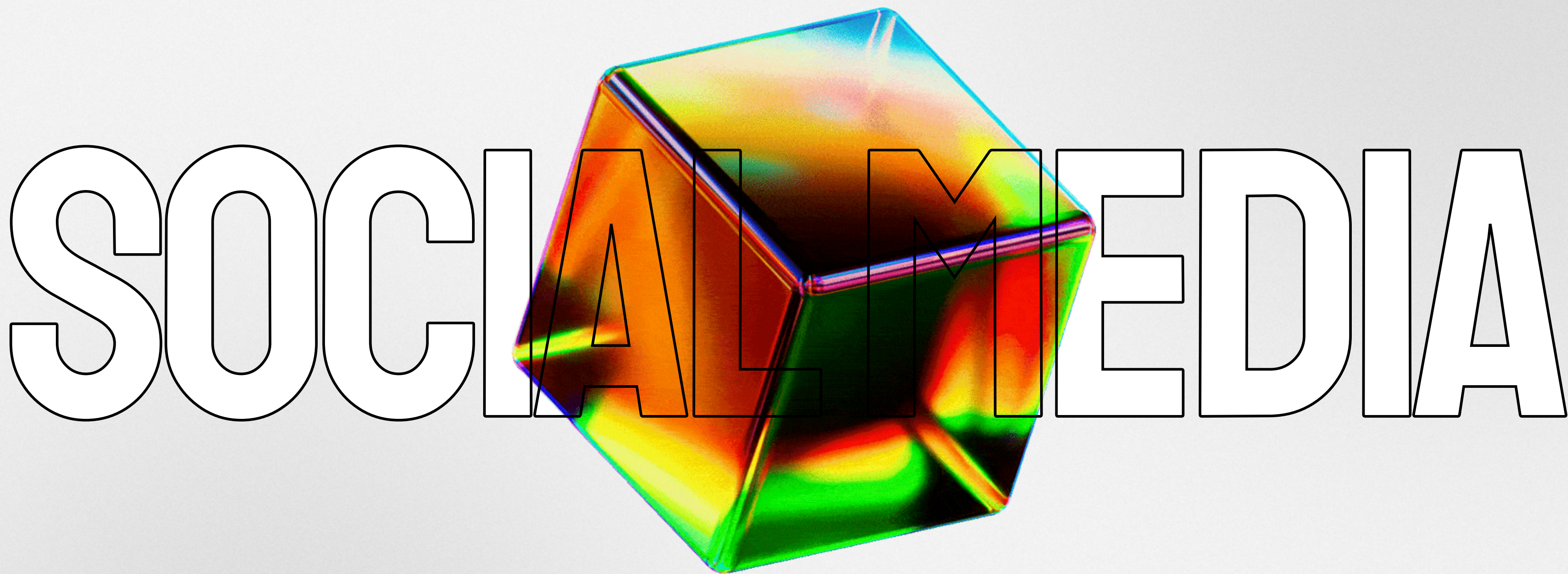
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What's a HUC?

Hydrologic Unit Code





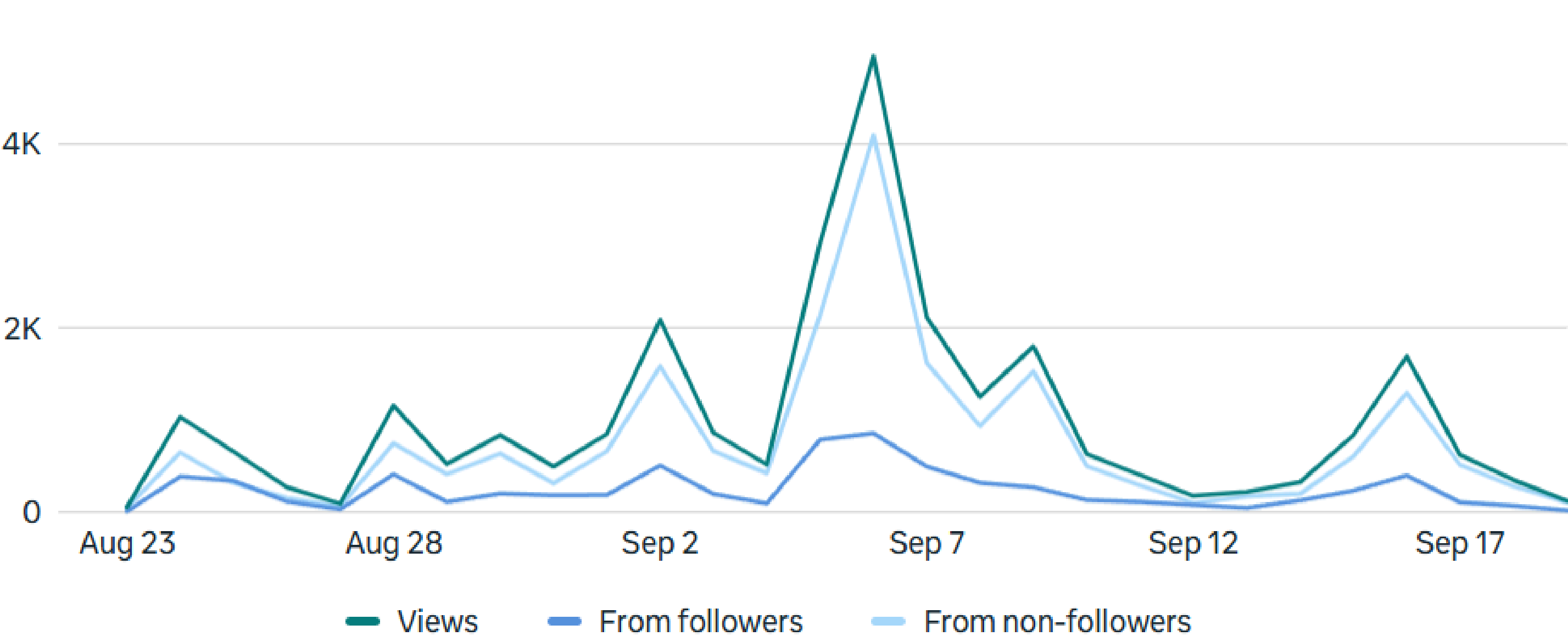
All Posts Stories Reels Live

Views ⓘ
27.8K ↑ 32.3%

3-second views ⓘ
5.1K ↑ 8.9%

Content interactions ⓘ
502 ↑ 157.4%

Watch time ⓘ
1d 11h ↑ 76.5%



Views breakdown

Aug 23 - Sep 19

Total
27,837 ↑ 32.3%

From followers
6,799 ↑ 42.3%

From non-followers
21,038 ↑ 29.3%

Viewers ⓘ
7,520 ↓ 12.4%

All

Posts

Stories

Views ⓘ

4.2K

↑ 91.2%

f

1,949 views

i

2,231 views

Reach ⓘ

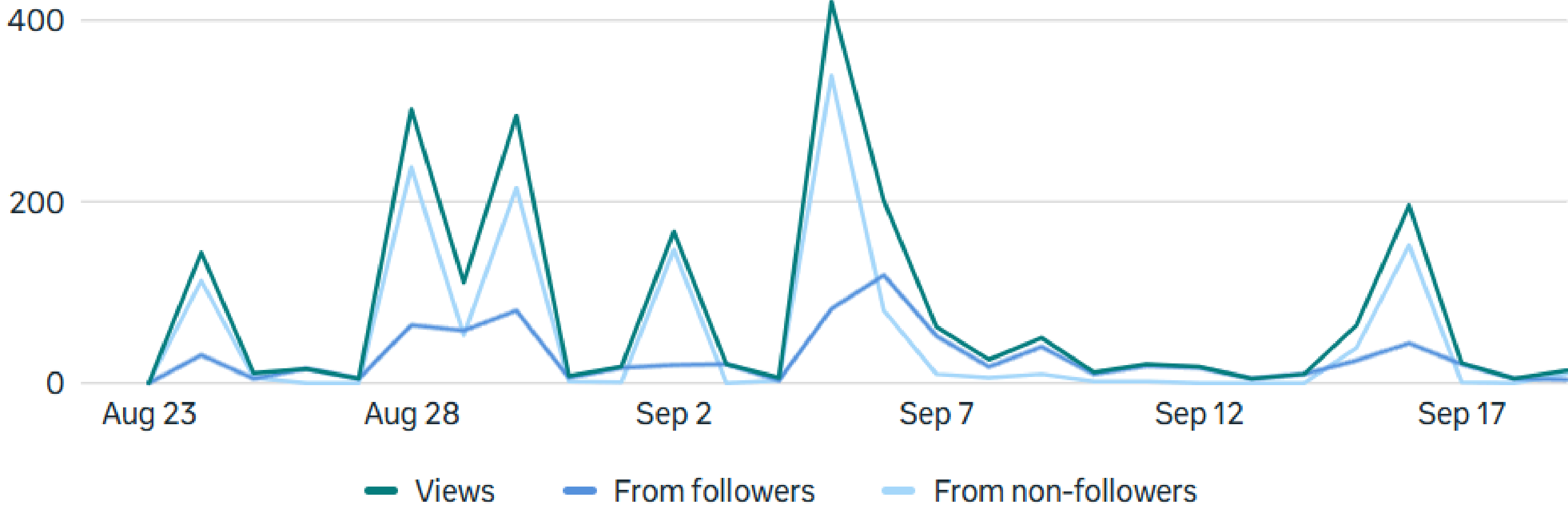
1.1K

↑ 57.8%

Content interactions ⓘ

150

↑ 265.9%



Views breakdown

Aug 23 - Sep 19

Total

2,231

↑ 130.7%

From followers

797

↑ 358%

From non-followers

1,429

↑ 80.9%



Top content

← Post insights



Calaveras County Water District ...
Published by Kelly Gerkenismeyer ·
September 5 at 4:39 PM ·

To mark the 25th anniversary of the Darby Fire, CCWD External Affairs Manager Kelly Gerkenismeyer shares his personal memories of the event and the dedicated water profe... See more



 28

 6

 21



Most relevant ▾



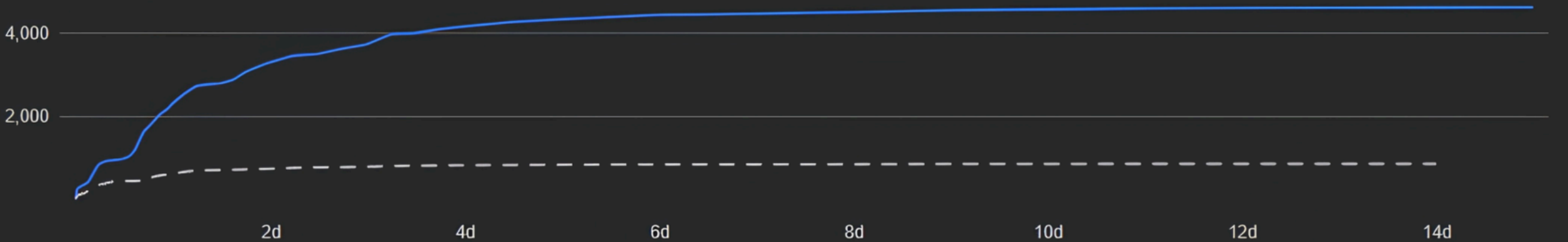
Comment as Calaveras County Wat...

2w

I love this history kind of stuff. We exist because of the history we

Views over time ⓘ

● This post ● Your typical content



Views	4,655
Viewers	2,651

Audience retention ⓘ

Average watch time: 18s

💡 More viewers dropped off at the 0:06 mark than at any other point in your reel.



3-second views	1,861
1-minute views	266
Watch time	18:51:25
Average percentage watched	8%
Player 20-second view rate	5.1%

441 Engagement ⓘ

28 Reactions		292 Clicks	
6 Comments		20 Shares	

Reaction by type

 20	 4	 4	 0	 0	 0	 0
--	---	---	---	---	---	---

Distribution signals

2.24% Select like rate		0.00% Select hide rate	
------------------------	---	------------------------	---



Content Library

← Post insights



Calaveras County Water District

Published by Kelly Gerkenmeyer · September 2 at 6:33 AM ·

What Is It Wednesday? Well, this week it's more than just the what. It's also the how and the why. ... See more



 17



 11

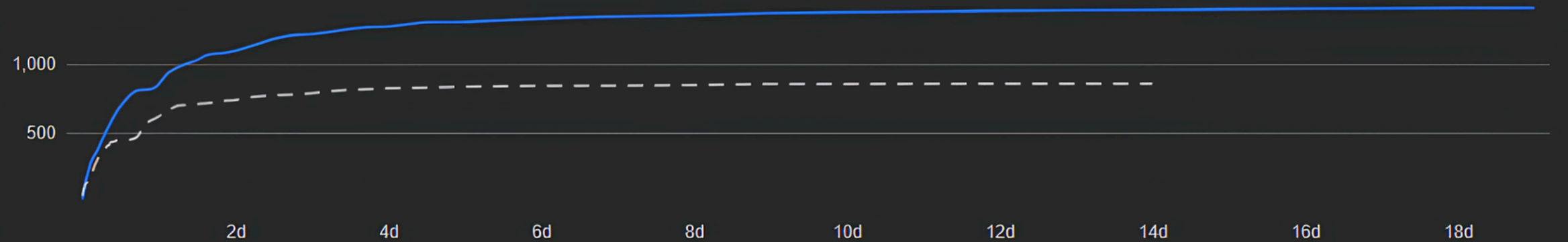




Comment as Calaveras County Wat...

Views over time ⓘ

● This post ● Your typical content



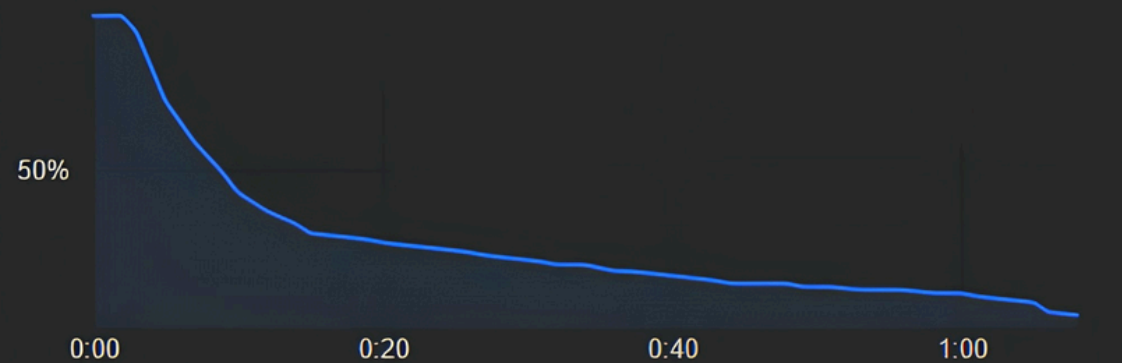
Views1,420

Viewers1,010

Audience retention ⓘ

Average watch time: 9s

💡 More viewers dropped off at the 0:05 mark than at any other point in your reel.



3-second views533

1-minute views54

Watch time3:16:59

Average percentage watched14%

Player 20-second view rate3.7%

74 Engagement ⓘ

17 Reactions



36 Clicks



0 Comments



13 Shares



Reaction by type

 15

 2

 0

 0

 0

 0

 0

Distribution signals

2.46% Select like rate



0.00% Select hide rate



Darby Fire

September 5 – 16, 2001



9.5.01

Looking Back at The Darby Fire 25 Years Ago

By admin on September 6, 2026 4:33 pm - 2 Comments





Murphys, CA...To mark the 25th anniversary of the Darby Fire, CCWD External Affairs Manager Kelly Gerkensmeyer shares his personal memories of the event and the dedicated water professionals who helped keep critical services operating during a time our community would never forget.



 **The Pine Tree**
September 6 at 4:36 PM · 🌐

Looking Back at The Darby Fire 25 Years Ago

<https://new.thepinetree.net/?p=204774> See less



Darby Fire 090601
EPPD-RF M Grabow
Road fire out operat
Ron Getter, Captain





Calaveras Enterprise

Your source for local news, high school sports and entertainment.

-  News
-  Sports
-  Local Voices
-  Obituaries
-  Classifieds
-  Public Notices
-  E-Edition
-  Calendar
-  Sierra Lodestar

Looking 25 years back to the Darby Fire during 9/11

September 10, 2026

By Kelly Gerkensmeyer
Calaveras County Water District
External Affairs Manager

Editor's note: The 14,280-acre Darby Fire ignited on Sept. 5, 2001 in the Stanislaus River Canyon near Camp 9, quickly destroying large sections of the Utica Water and Power Authority wooden flume system and water transport infrastructure. The blaze forced the evacuation of roughly 150 homes and communities near Hathaway Pines and Avery and infrastructural losses cut off water supplies. [...]



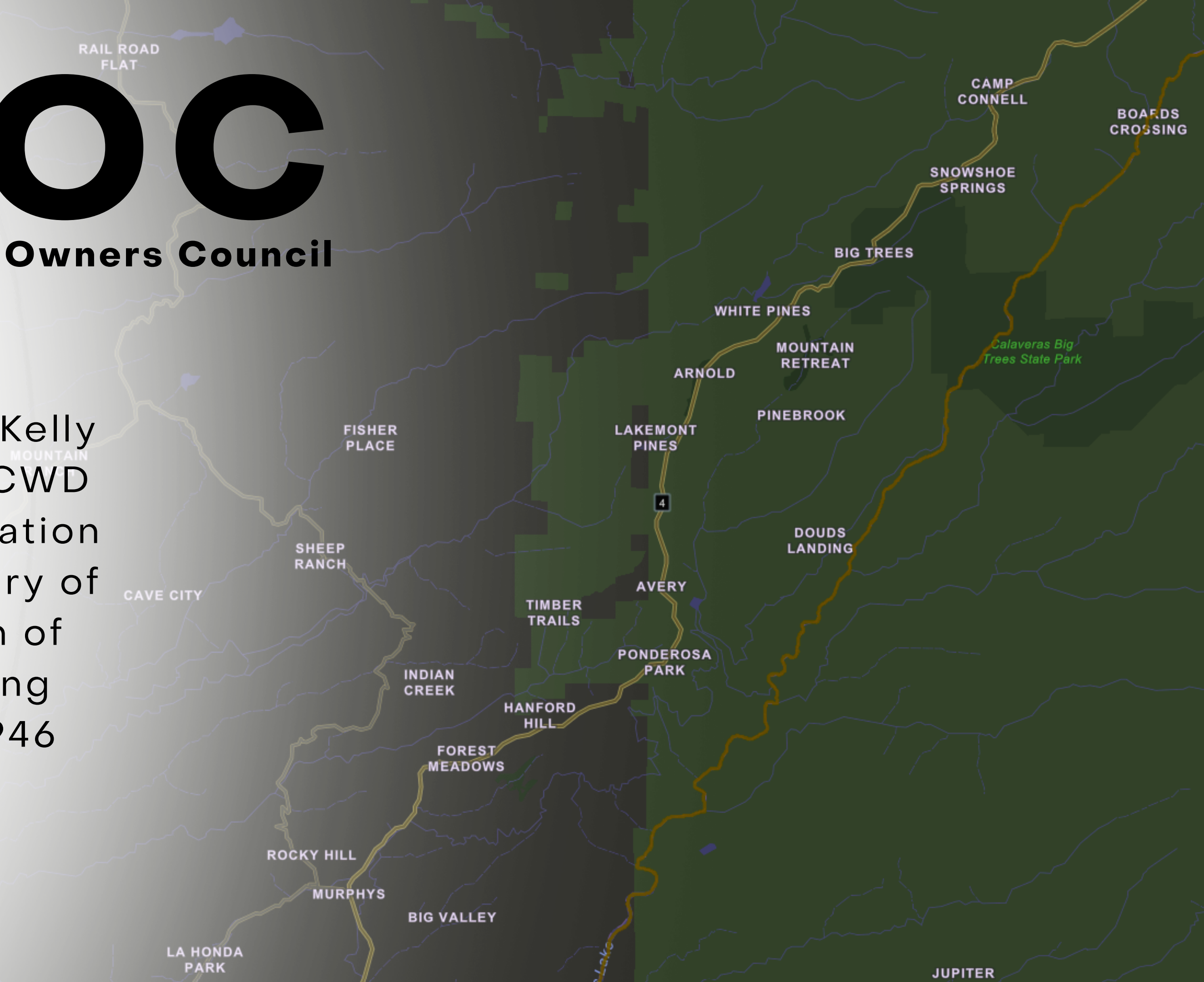
EPPOC

Ebbetts Pass Property Owners Council

September 2, 2026

“September’s speaker Kelly Gerkenismeyer from CCWD gave a superb presentation about the storied history of CCWD on the occasion of its 80th birthday starting from its formation in 1946 down to today.”

Steve Lauterbach



State Of The County

September 10, 2026

“Calaveras County Water District (CCWD) External Affairs Manager Kelly Gerkenmeyer, while attempting to scratch the surface of the district’s rich 80-year history during its milestone year, managed to impress the crowd with an interesting tidbit: that when voters back in August 1946 approved the initial ballot measure to save further pillaging of local water rights by formally establishing CCWD as a protective and developmental entity, they did so by a 97 percent margin. With technical issues that were not his fault and far too many slides to flash through in his allotted time, Gerkenmeyer encouraged the audience to attend CCWD’s 80th anniversary celebration Monday, September 21, at 7 p.m., immediately following the White Pines Park Committee meeting at 6:30 p.m.”

Tori James, Calaveras Enterprise



Murphys Senior Center

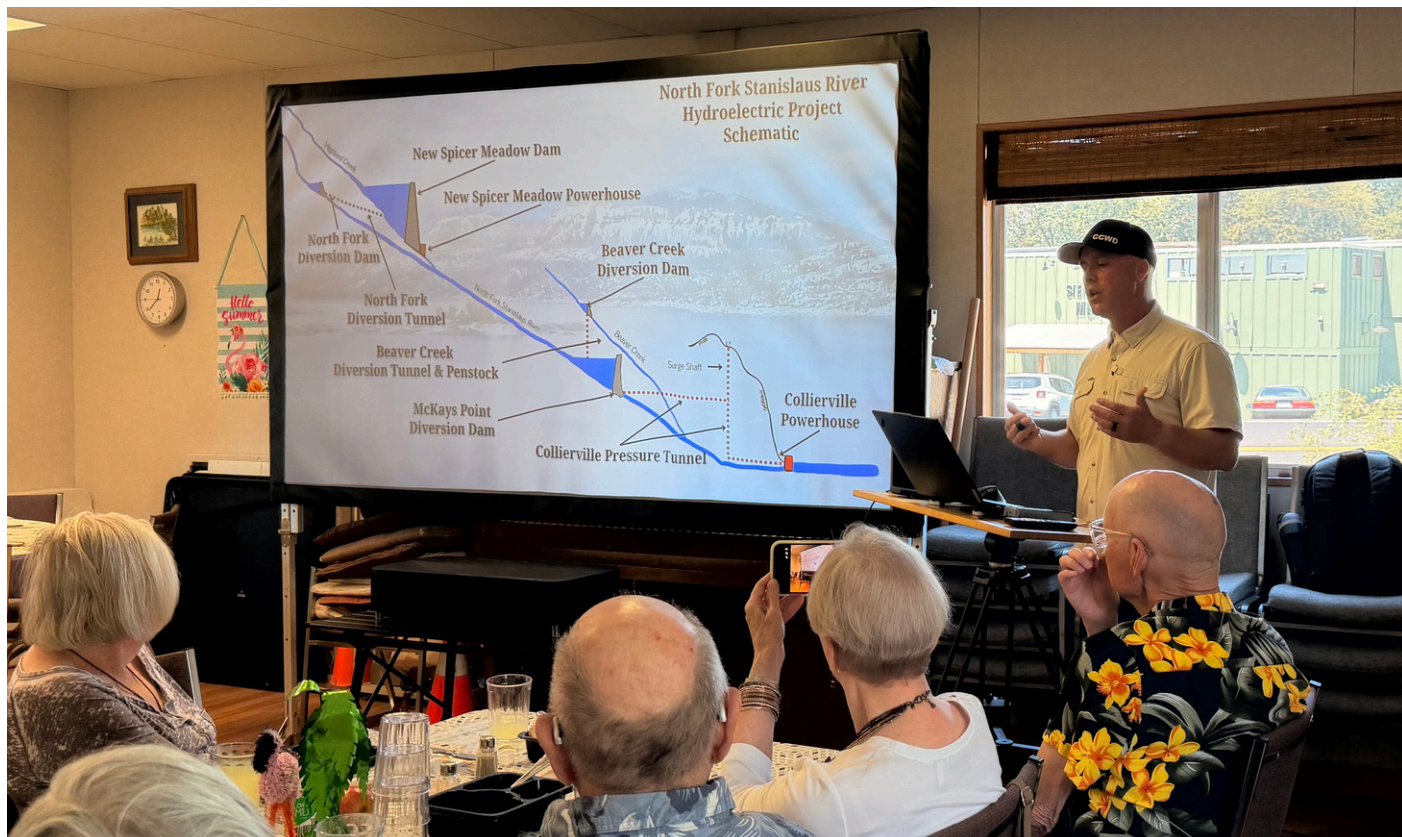


August 6, 2026

Presenting the history of CCWD at the Murphys Senior Center was one of those truly special experiences that reminds you why local history matters. The room was filled with heartfelt stories, shared memories, and meaningful conversations.

One moment I will never forget was when a gentleman approached me afterward and said, **"Young man, I don't usually get emotional, but you almost made me cry. My dad worked on the North Fork Project, and so did I."**

Moments like that are worth more than anything in the world. They remind us that our history is not just about projects and infrastructure. It's about the people, families, and generations who built the communities we call home.





Rotary Club of West Calaveras

July 23, 2026

Another opportunity to share **CCWD's story** and another reminder of why I enjoy doing this so much. It was an honor to present to the Rotary Club of West Calaveras and spend time with community members who care deeply about Calaveras County and its future.

Each presentation is a chance to celebrate the people, projects, and history that have shaped our District for the last **80 years**. Opportunities like this are always meaningful and never taken for granted.



August 8, 2026

Celebrate Teachers Event





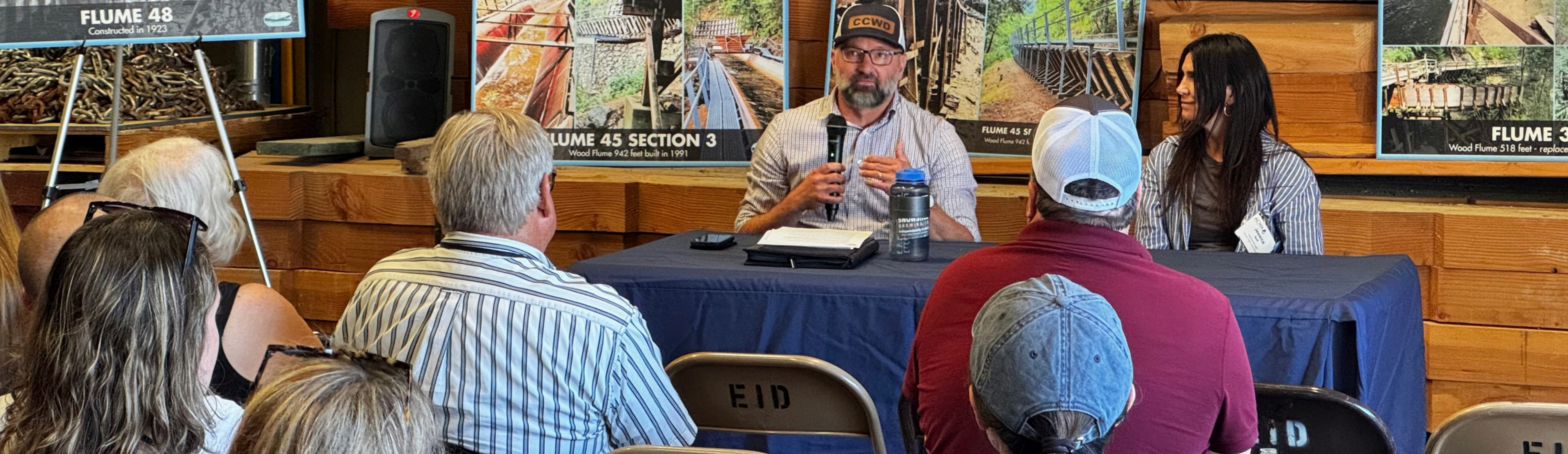
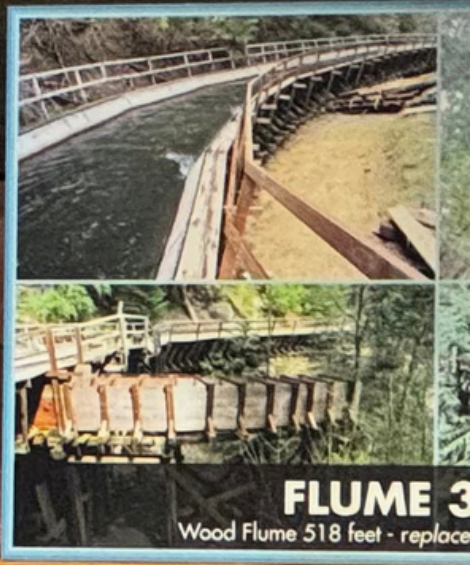
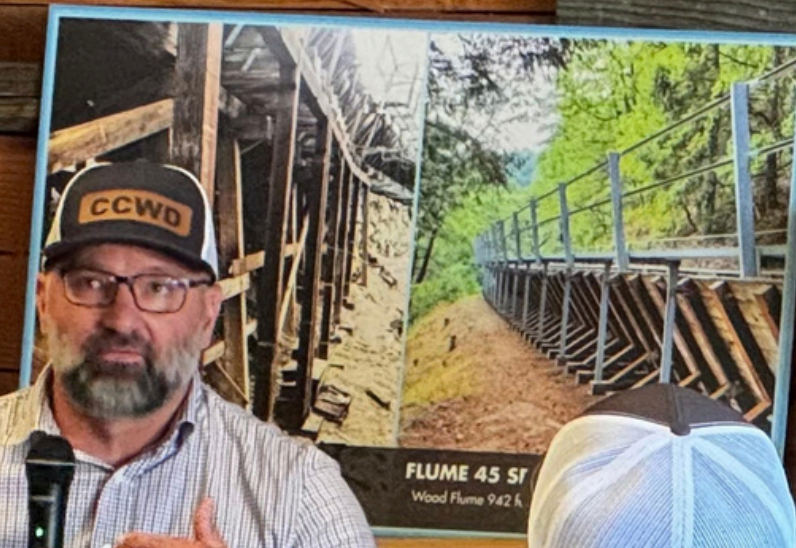
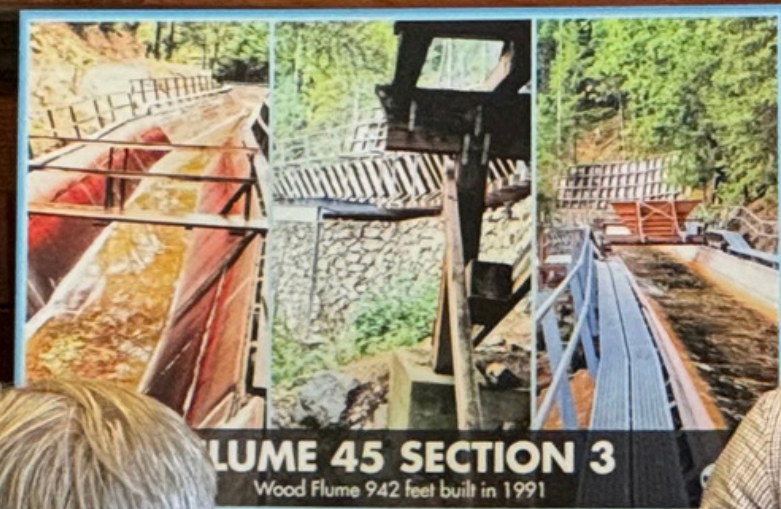
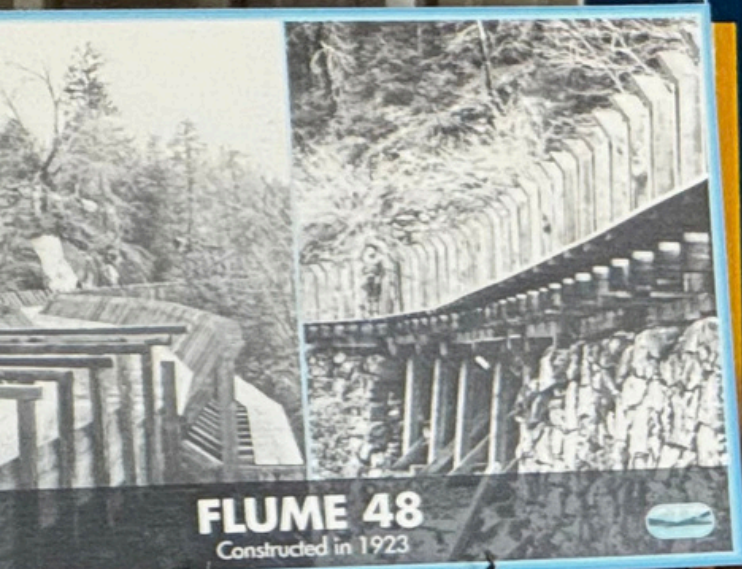
August 24-26, 2026



Attending the **CSDA Annual Conference & Exhibitor Showcase 2026** was one of the most inspiring professional development experiences of the year. Beyond the valuable networking and educational sessions, the greatest impact came from keynote speakers **Ben Nemtin** and **Kyle Scheele**. Their messages on purpose, creativity, and innovation challenged me to stop holding back, embrace new ideas, and trust my authentic voice. They reminded me that meaningful work happens when we lead with purpose and are not afraid to let our creativity shine

ACWA Region 3 Event

September 11, 2026



July 24, 2026

Upper Mokelumne Forest Projects Plan 1 (FPP1) Tour



Upper Mokelumne River
Watershed Authority





UPUD Spicer TOUR



Wallace

Wallace Community Service District

September 16, 2026



Adult & Me Painting Party

Bring up summer with a creative memory you need your favorite kid(s) with you. Join Painting in Harmony for a guided Adult & Me painting party designed for adults and children to paint side by side.

Each painter creates their own masterpiece — display them together as a matching set or hang them separately. Either way, you'll leave with beautiful artwork and a lifetime of memories.

Create memories that last long after summer fades!

SEPTEMBER 19 @ 3PM
Native Daughters of the Golden West
Ruby Parlor No. 1
265 Main Street
Murphys, CA 95247
925-555-7787

CONNECTIONS

Group Connections is a series designed to bring families together, share parenting experiences, and build friendships. Sessions are held on the 1st and 3rd Thursdays of each month. Free for all ages.

LOCATION:
Elberta Park Fire District
1817 Blagden Rd., Arnold, CA 95223

Friday, September 19th
Emergency Family Plan
Time: 3:00pm - 4:00pm
Free for all ages

TOWN-HOMES SOUTH ON HWY 1 - ARNOLD

Call: 925-555-7787

DETAILS:
• 2-3 BR, 2 BATH
• 1,500 SQ. FT.
• 10' CEILING
• 10' CROWN MOULDING
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Any California Resident, San Joaquin County, your child is 3-5 years old.

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925-575-0849

THE STORY BEHIND YOUR WATER

EXPLORE THE ORIGINS OF CCWD AND THE PEOPLE, PROJECTS, AND VISION THAT HAVE SHAPED 80 YEARS OF SERVICE

SEPTEMBER 21, 2026 7:00 P.M.

CCWD 80th ANNIVERSARY

WHITE PINES PARK

LONGEVITY & LIFESTYLE CONFERENCE

OCTOBER 14, 2024

PROGRAM TOPICS:

- Chronic Disease Prevention
- Healthy Aging
- Longevity & Lifestyle
- Healthy Aging
- Longevity & Lifestyle

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- Improve family health & well-being
- Prepare children for school success
- Build strong community connections

TRICK GANLEY

650-868-5737

Is Here

Call: 925-555-7787

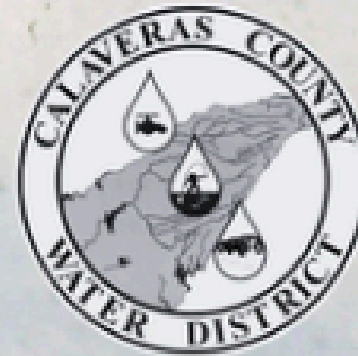
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UNEMO

GIANT FLOORS

CONTRIBUTE

**THE
STORY
BEHIND
YOUR
WATER**



EXPLORE THE ORIGINS OF CCWD
AND THE PEOPLE, PROJECTS,
AND VISION THAT HAVE SHAPED
80 YEARS OF SERVICE

**OCTOBER
11
2026**
1p.m. - 3p.m.

**CCWD
80th
ANNIVERSARY**

ANGELS CAMP MUSEUM

STEP BACK IN TIME AT
THE ANGELS CAMP MUSEUM (753 S MAIN ST, ANGELS CAMP)
AND EXPLORE THE FASCINATING STORY OF HOW CCWD CAME
TO BE, FROM ITS VOTER-APPROVED BEGINNINGS TO
80 YEARS OF SERVING CALAVERAS COUNTY.