



**BOARD OF DIRECTORS  
EAST BAY MUNICIPAL UTILITY DISTRICT**

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375 - 11th Street, Oakland, CA 94607

Office of the Secretary: (510) 287-0440

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**Notice of Time Change**

**FINANCE/ADMINISTRATION  
COMMITTEE MEETING**

**10:15 a.m.**

**Tuesday, May 26, 2015**

Notice is hereby given that the Finance/Administration Committee Meeting of the Board of Directors has been rescheduled from 10:00 a.m. to 10:15 a.m. The meeting will be held in the Training Resource Center of the Administration Building, 375 - 11th Street, Oakland, California.

Dated: May 21, 2015

A handwritten signature in cursive script, reading 'Lynelle M. Lewis', is written over a horizontal line.

Lynelle M. Lewis  
Secretary of the District





**BOARD OF DIRECTORS  
EAST BAY MUNICIPAL UTILITY DISTRICT**

375 – 11<sup>th</sup> Street, Oakland, CA 94607

Office of the Secretary: (510) 287-0440

**AGENDA  
Finance/Administration Committee  
Tuesday, May 26, 2015  
10:15 a.m.  
Training Resource Center**

**(Committee Members: Directors Patterson {Chair}, Katz and Young)**

**ROLL CALL:**

**PUBLIC COMMENT:** The Board of Directors is limited by State law to providing a brief response, asking questions for clarification, or referring a matter to staff when responding to items that are not listed on the agenda.

**DETERMINATION AND DISCUSSION:**

1. Adopt New Policy: Use of Social Media (Gardin)
2. Update on EBMUD's Website (Farr)
3. Hydropower Contract Update (Wallis)

**ADJOURNMENT:**

**Disability Notice**

*If you require a disability-related modification or accommodation to participate in an EBMUD public meeting please call the Office of the Secretary (510) 287-0404. We will make reasonable arrangements to ensure accessibility. Some special equipment arrangements may require 48 hours advance notice.*

**Document Availability**

*Materials related to an item on this Agenda that have been submitted to the EBMUD Board of Directors within 72 hours prior to this meeting are available for public inspection in EBMUD's Office of the Secretary at 375 11th Street, Oakland, California, during normal business hours.*



## EAST BAY MUNICIPAL UTILITY DISTRICT

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DATE: May 21, 2015

MEMO TO: Board of Directors

THROUGH: Alexander R. Coate, General Manager *mc*

FROM: Barry N. Gardin, Internal Audit Supervisor *BC*

SUBJECT: Adopt New Policy: Use of Social Media

### DISCUSSION

This proposed policy identifies the social media accounts that are approved for District public communication in furtherance of the mission and goals of the District, codifies organizational responsibility for managing social media accounts and states the District's intent to restrict or remove content that is deemed in violation of EBMUD's social media policy or any applicable law. Use of social media accounts will enable EBMUD to disseminate time-sensitive information as quickly as possible, especially in emergencies and increase EBMUD's ability to communicate with members of the public. The proposed policy will be supported by procedures and guidelines that further clarify roles and responsibilities and establish archiving procedures consistent with the California Public Records Act requirements. The proposed policy will be reviewed with the Finance/Administration Committee on May 26, 2015.

### UNION NOTIFICATION

Employee Relations has reviewed the new policy to determine the necessity for union review and has reviewed all of the changes that affect wages, hours and working conditions with the unions.

### FISCAL IMPACT

This new policy has no fiscal impact.

### ALTERNATIVES

**Do not establish a social media policy.** This alternative is not recommended as it would leave the District with no Board directive on the use of social media.

Attachment





# Policy 6.05

EFFECTIVE 26 MAY 15

## Use of Social Media

SUPERSEDES NEW

### IT IS THE POLICY OF THE EAST BAY MUNICIPAL UTILITY DISTRICT TO:

Use social media accounts as an official channel for District public communication in furtherance of the mission and goals of the District.

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<b>Purpose</b>	EBMUD shall use social media accounts as a means of: disseminating time-sensitive information as quickly as possible, especially in emergencies; increasing EBMUD's ability to communicate with members of the public; and communicating official District public information about employment opportunities and promoting EBMUD as an employer of choice.
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<b>Compliance with Laws and Regulations</b>	<p>EBMUD social media account management practices shall comply with all applicable District policies and procedures and state and federal laws and administrative rules.</p> <p>EBMUD social media accounts are subject to the California Public Records Act. EBMUD social media accounts shall clearly indicate that content posted or submitted for posting is subject to public disclosure, when possible. (Social media sites use proprietary commercial software and the software and user guidelines frequently change. Account holders have limited ability to control posting, deleting, copyrighting and archiving of their accounts' content; social media services also disclaim responsibility for storing information.)</p>
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<b>Right to Restrict or Remove Content</b>	<p>EBMUD social media accounts are a mechanism for responsive communication between EBMUD and members of the public, and EBMUD reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. When possible, EBMUD social media account managers reserve the right to remove content that includes or promotes:</p>
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- Links to spam or to commercial ventures or products;
- Content pertaining to candidate or ballot measure advocacy that may violate California Government Code Section 8314, which prohibits use of public resources for campaign activity;
- Profane language or content;
- Comments or content that promotes or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, veteran status, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public, public systems or EBMUD employees; or
- Content that violates a legal ownership interest of any other party.

These user guidelines must be displayed to users at [www.ebmud.com](http://www.ebmud.com) and, when possible, be made available on EBMUD's social media accounts by hyperlink. EBMUD will archive content removed by the authorized account manager based on these prohibitions, including the time, date and identity of the poster. To the extent possible and as provided under the terms and conditions of use by third

party owned sites, EBMUD will make a good faith and reasonable effort to ensure that archive periods will be consistent with California Public Records Act requirements.

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**Account  
Management  
Responsibilities**

Public Affairs is responsible for managing and delegating authority to manage the content of authorized EBMUD social media accounts, including the removal of any prohibited content. Only designated Public Affairs staff may publish statements or images to official EBMUD social media accounts in their capacity as an official District spokesperson or may authorize an employee to post information in that capacity.

Public Affairs is responsible for developing procedures that describe primary staff roles and responsibilities for each social media site and guidelines that describe social media account management duties and best practices for managing each social media account. Guidelines will specifically address reasonable practices for archiving each EBMUD social media account, given the constraints imposed by the accounts being managed on third-party owned sites, and for providing those documents in response to a public records request for those records in accordance with Procedure 608: Public Access to District Records. Guidelines also will address requirements for fact-checking information with the District subject matter experts.

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**Approved Social  
Media Sites for  
Official Accounts**

The following social media sites have been approved for the establishment of EBMUD accounts:

- Twitter
- LinkedIn

Public Affairs will be responsible for recommending that the District add or delete social media sites and accounts based on perceived District benefits and resources.

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**Authority**

Adopted by Resolution No. XXXXX-15, May 26, 2015

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**References**

Policy 2.20	Workplace Communication
Policy 2.24	Health Insurance Portability and Accountability Privacy Rule
Policy 2.25	Equal Employment Opportunity
Policy 4.20	Use of District Technology Resources
Policy 6.04	Ethics Policy of the EBMUD Board of Directors
Procedure 223	Employee Discipline
Procedure 312	Document Control: Maps, Drawings, Related Data
Procedure 453	Technology Use and Privacy Procedure
Procedure 600	Public Outreach and Community Relations
Procedure 606	News Media Standard Practice
Procedure 608	Public Access to District Records
Procedure 609	Revisions to Record Retention Schedule
Procedure 720	Security: Facilities Photo/Video Images

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## EAST BAY MUNICIPAL UTILITY DISTRICT

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DATE: May 26, 2015

MEMO TO: Board of Directors

THROUGH: Alexander R. Coate, General Manager *Amc*

FROM: Cheryl A. Farr, Special Assistant to the General Manager *Cheryl*

SUBJECT: Update on EBMUD's Website

### INTRODUCTION

The District will roll out an updated version of ebmun.com in June that will improve navigation and make it easier for mobile and tablet users to access information on our website. This memo provides a brief history of the EBMUD website and summarizes the work being completed for the current refresh as well as work that is planned for the upcoming year. A presentation will be provided at the May 26, 2015 Finance and Administration Committee meeting on the coming changes.

### DISCUSSION

Web support is an essential part of customer communications. Websites constantly become more graphical and interactive and customer reliance on web-based services continuously increases. In an effort to make user experiences positive and productive, EBMUD is completing the third major overhaul of the District's web presence. The District launched a rudimentary website in 1998. In 2002 and again in 2009, site improvements updated the look and feel and improved navigation so that visitors could more easily access the growing content on the website.

This year the site is being updated once again to better meet customer needs. Staff has analyzed customer site visits and designed updates that will make the most commonly sought information easier to access. For example, the number one function customers look for when visiting the District website is "Pay Your Bill," and the current update will enable visitors to access that function with a single click from the home page. The update also will make it easier for customers to find information that has been difficult to locate. For example, with the existing site design, customer visit data shows that customers have an 87 percent success rate when attempting to find out which board member represents their area. Testing of the updated site predicts that the new navigation will boost that success rate to 96 percent.

Web site user statistics also reveal a continuing trend toward mobile and tablet device use. In April 2014, 23 percent of all site visits were from mobile devices or tablets. One year later, use of mobile and tablet devices had risen to 29 percent. To respond to the evolving device use of

visitors, staff has designed the updated website to be “mobile friendly” and ensure that users of mobile and tablet devices can successfully access website content. While most pages will load in a manner that reformats the pages for better viewing based on the type of device being used, content on the site that is relying on old database management tools to present information (such as vendor registration and trail permits) won’t be ideal for mobile and tablet viewing. Staff has been able to modify those web pages (less than 5 percent of all pages) so users will be able to zoom in and out on the pages more easily until the underlying database tools are replaced.

## **FISCAL IMPACT**

Work to update the website is part of ongoing operational work and there were no additional contract or labor costs. Any cost changes associated with updating the District’s online payment processing will be determined when contract negotiations with the new payment processor are completed this summer. Funds for payment processing were included in the FY15 operating budget as well as the FY16 and FY17 proposed budgets.

## **NEXT STEPS**

The new website will roll out in early June 2015. Additional improvements are underway and will continue through FY16. Staff is currently working to replace the District’s payment processing vendor. That work will be followed by a project to redesign the customer self-service portal to make it easier and more intuitive for customers to access account information, monitor their consumption, start or stop service and arrange for electronic bill payments. Updated payment processing is expected to be in place by the end of calendar year 2015, at which time work to update customer self service functionality will begin.

## EAST BAY MUNICIPAL UTILITY DISTRICT

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DATE: May 21, 2015

MEMO TO: Board of Directors

THROUGH: Alexander R. Coate, General Manager *ARC*

FROM: Michael J. Wallis, Director of Operations and Maintenance *mw*

SUBJECT: Hydropower Contract Update

### INTRODUCTION

In July 2005, the District entered into a 10-year power sales agreement with Sacramento Municipal Utility District (SMUD) for energy produced at the District's Camanche and Pardee hydropower facilities. The agreement included the sales of energy, Renewable Energy Credits (REC's), and capacity. In 2010, the agreement was amended to accommodate major changes to the California energy markets. The agreement expires on June 30, 2015 and staff is negotiating a new long-term sales agreement for the sale of Pardee and Camanche hydropower. This memo provides an update on the District's hydropower energy sales agreement. This information will be discussed at the Finance/Administration Committee meeting on May 26, 2015.

### RECOMMENDATION

Finalize a power sales agreement with Marin Clean Energy (MCE) for energy, REC's and capacity sales for Board consideration this summer. Begin negotiations with Shell North America for sales of energy and REC's for energy not sold to MCE.

### DISCUSSION

In December 2014, staff issued a Request for Expression of Interest to twenty one agencies, including energy brokers, irrigation districts, and municipalities, seeking non-binding proposals to purchase energy, REC's, and capacity from the Pardee and Camanche hydropower facilities. Capacity sales provide an economic incentive for power producers to make their generating capacity or generating units available for production as needed. In January 2015, five proposals were received from: the Port of Oakland, the Power and Water Resources Pooling Authority, MCE, Shell Energy, and SMUD. Each proposal was ranked based on the annual estimated total hydropower revenue available from each proposal under dry and wet hydrological years. The MCE proposal was selected for contract negotiations because it provided the District with the largest revenue potential.

## **FISCAL IMPACT**

In a median runoff year, the District generates approximately 185,000 MWh of electricity, which will equate to net revenue of approximately \$9.6 million under the MCE proposal. Under the contract with SMUD that revenue would be less at approximately \$9 million. Due to the high variability of the District's hydrogeneration, MCE is unable to commit to purchasing 100 percent of the District's production every year and can only commit to 120,000 MWh annually. Purchases of production greater than 120,000 MWh will be at MCE's option. Therefore, staff has begun discussions with Shell Energy North America, the proposal with the second highest energy and REC sales revenue potential, to implement a power sales agreement to purchase generation in excess of the 120,000 MWh sold to MCE.

## **NEXT STEPS**

Staff will continue to work with MCE to establish a 10-year power sales agreement under an industry-standard Edison Electric Institute Power and Sale Agreement and is planning to present the agreement to the Board for consideration at the June 23 Board meeting. Staff may also return to the Board after June for separate consideration of capacity sales to MCE and an agreement with Shell North America for energy and REC sales.

ARC:MJW:ss