



Greater Augusta Utility District Board Agenda

Monday, January 26, 2026, 6:00 PM

22 Arsenal Street District Meeting Room, Augusta, Maine

1. Welcome - Knight
2. Introduce Board members
3. Introduce GAUD employees, consultants and guests
4. Agenda additions
5. Old Business
 - a. Approve meeting minutes - page - **Motion**
 - b. Rate committee update
 - c. Project updates – pages 5 -6
 - d. General Manager’s report – pages 7 -8
 - e. PFAS “forever chemicals”
 - f. PFAS litigation options update - page 3
6. New business
 - a. Public input for Kennebec County Hazard Mitigation Plan (KCHMP) Addendum - page 3 - **Motion**
 - b. Review financial statements - pages 9-11
 - c. Allonge for Lead Service Line Inventory (LSLI) project funds - pages 4, 12-14 - **Motion**
 - d. Review liens - None
 - e. Communications update - 4th quarter digital report - pages 15 - 22
 - f. HR update
 - g. Executive session to discuss land acquisition - **Motion**
 - h. Public comment
7. Adjourn - **Motion**

Attachments:

- Minutes
- Financial statements

Attendees:

<input type="checkbox"/>	Knight – Chair	<input type="checkbox"/>	Tudman Walker	<input type="checkbox"/>	Sawyer	<input type="checkbox"/>	Begin
<input type="checkbox"/>	Paradis – Clerk	<input type="checkbox"/>	Munson	<input type="checkbox"/>	Taylor	<input type="checkbox"/>	Payne
<input type="checkbox"/>	Corey – Treasurer	<input type="checkbox"/>	Luke	<input type="checkbox"/>	Dennett	<input type="checkbox"/>	Tarbuck

A quorum consists of 4 voting Trustees. The table below reflects my best understanding of current terms.

Name	Role	Term expiration	Original	Years served
Ken Knight	Chair	9/19/2028	11/5/2003	22.1
Bob Corey	Treasurer	11/5/2026	3/17/2016	9.8
Pat Paradis	Clerk	1/5/2029	1/5/2017	9.0
Tim Dennett	Augusta	11/5/2026	4/17/2025	0.7
Keth Luke	Augusta - non voting		6/1/2016	9.5
Cecil Munson	Augusta	1/5/2029	1/5/2017	9.0
Brad Sawyer	Augusta	2/4/2028	11/15/2016	9.1
Keith Taylor	Hallowell		9/2/2024	1.3
Kara Tudman Walker	Hallowell - non-voting		9/2/2024	1.3

Guests:

Executive sessions are described in [MRS Title 1 Section 405](#). Executive sessions may only be called by a public recorded vote of 3/5 of the members, present and voting.

Upcoming holidays and meetings now on the fourth Monday of each month.

Monday, February 16, 2026	Presidents' Day	Holiday
Monday, February 23, 2026	Regular meeting	22 Arsenal
Monday, March 23, 2026	Regular meeting	22 Arsenal
Monday, April 20, 2026	Patriots' Day	Holiday
Monday, April 27, 2026	Regular meeting	22 Arsenal
Monday, May 18, 2026	Regular meeting (3rd Monday due to holiday)	22 Arsenal

Training opportunities

February 4 and February 5 - Maine Water Utilities Association 100th Annual Conference - Augusta Civic Center

1. Welcome
2. Introduce Board members
3. Introduce GAUD employees, consultants and guests
4. Agenda additions
5. Old business

- a. Approve meeting minutes - **Motion**

Motion: I move to accept the Board meeting minutes for December 22, 2025.

M	2nd	For	Against
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- b. Rate committee update

The rate committee (Bob Corey, Cecil Munson, Mike Payne, Brian Tarbuck) met on December 17, 2025.

- c. Project updates - Begin

Andy will provide updates regarding the District's capital improvement projects.

- d. General Manager's report - Tarbuck

Brian will provide updates not otherwise covered in this report.

- e. PFAS "forever chemicals" update

Andy covered our current PFAS issues in the project summary.

- f. PFAS litigation options update

Notes from Jamie Belleau to help address some questions raised at the last meeting:

Please keep in mind that my recollection is that 3 if not 4 of the target defendants are national/international mills no longer working in Maine or employing Maine folks. They have since moved operations out of the area. In any event, I want to stress that **the Board will have veto power** over the defendants; meaning if a potential defendant makes the Board uncomfortable, they can decide not to include them. The defendants we are targeting are multinational corporations, and some closed their mills years ago.

The fee agreement is 25% - meaning the lawyers are not compensated for their work unless there is a recovery. If there is a recovery, the lawyers receive 25% of the amount recovered, including disbursements for fees (experts, etc.). The Board has limited financial exposure if any. We will simply need you to provide us information about the contaminated wells and capital costs and annual O&M etc.

The case estimated value is around \$20 million. The last information we have from you is that capital costs for the plant are about \$10 million, with annual O&M of about \$250k. We will seek up to 50 years of O&M for GAUD.

In terms of a drop-dead date, we would like to start the case by May 2026 but may have some flexibility with CERCLA statute of limitations depending on when they started/completed the work.

6. New business

- a. Public input for Kennebec County Hazard Mitigation Plan (KCHMP) Addendum - **Motion**

GAUD is seeking public input on the proposed KCHMP Addendum that would include GAUD in future planning and mitigation strategizing with participating jurisdictions.

Motion: I move to approve the KCHMP Addendum as presented at this meeting.

M	2nd	For	Against
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b. Review financial statements

Mike Payne will review the financial statements from December, 2025.

c. Allonge for Lead Service Line Inventory (LSLI) project funds

Motion: (1) To further amend the \$1,000,000 Revenue Obligation Note dated March 1, 2024, and awarded to the Maine Municipal Bond Bank, Augusta, Maine, by changing the maturity date to February 26, 2027; and (2) To authorize the Treasurer and Chair of the Board of Trustees to execute all documents necessary to complete said amendment. All other terms and conditions as stated in said Revenue Obligation Note will remain the same.

M	2nd	For	Against
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d. Review liens

There are no liens to review.

e. Communications update - **Meredith Strang-Burgess**

Meredith will provide updates for the board.

f. HR update - Alan Burton

Alan will provide updates for the board.

g. Executive session to discuss land acquisition - **Motion**

Motion: I move to enter executive session to discuss acquisition of property pursuant to MRS §405 6 C.

M	2nd	For	Against
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h. Public comment

7. Adjourn

Motion: I move that this body stand adjourned.

M Sawyer	2nd	For	Against
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Summary of Capital Improvement Projects

CIP #23015 - Riverside Drive PFAS/PFOA pilot study - \$734,695 spent to date

Status: The foundation is installed, drain piping is complete. The site contractor is working on the water main connection and piping through the new floor slab. The mason is onsite patching work on the north side of the building. Over the next month we will see the floor slab placed and the exterior walls to the addition will start going up.

Scope: Mitigate PFAS at the Riverside Drive Treatment Building

Purpose: Comply with State and Federal requirements.

Budget: Received a planning grant for \$200,000, and two \$4M Forgiveness loans. A third \$4M forgiveness loan was applied for. We are projecting \$14M in construction, but getting creative to reduce these costs.

Schedule: Planned for Q2 2026

CIP# 25032 - New Groundwater Source to Mitigate PFAS - \$107,287 spent to date

Status: One 8-inch test well was pumped for more than a week to help study the impact of the aquifer. We have drilled a second test well to also study impacts. We are collecting really good data on a future sustainable source. We will know a lot more in a few weeks when we get our lab analysis back. Also, we have performed a well cleaning at our Triangle Well. This was necessary due to loss of capacity over the decades of use. We are seeing a substantial recovery and will be installing a new pump over the coming weeks.

Scope: New source, part of our larger PFAS buildout with our Riverside Drive Solution

Purpose: Maintain 2 million gallons/day of backup supply without PFAS contamination.

Budget: Combine with Riverside Drive, totalling >\$9M

Schedule: Ongoing, likely finishing in 2027 if permitting is a concern.

CIP# 24024 - Brooks and St. Catherine Street - \$45,381 spent to date

Status: This project is winterized and on hold until the spring of 2026.

Scope: Replace approximately 600 feet of 6" unlined cast iron water main, 350 feet of 8" VCP sewer main and 700 feet of storm upgrades.

Purpose: Mutual road reconstruction project with COA, updating aging infrastructure.

Budget: Water (\$248k), Sewer/Storm (\$198k).

Schedule: Planned for Q3 2025 into 2026

CIP #23009 & #24019 - TL2 & TL4 - Station Consolidation - \$205,231 spent to date

No updates at this time.

CIP# 25011 - Davenport Street Storm Drain - \$27,901 spent to date

Status: The contract has been awarded to Perryman Construction in the amount of \$846,800.

Scope: Separate 1,000 feet of storm main from the combined sewer and remove 3 catch basins, and 1,100 feet of water main.

Purpose: CSO abatement and storm separation and replacement of aging infrastructure (1911 WM).

Budget: \$480,000 (storm main), \$450,000 (water main)

Schedule: Complete Q3 2026, Completion by October 30, 2026.

CIP# 25017 - Amherst Street Water Main & Storm Drain - \$12,269 spent to date

Status: Pending bid package review.

Scope: Replace 640 feet of 6-inch cast iron water main with 8" ductile iron, and Separate 400 feet of storm main from the combined sewer and remove 4 catch basins.

Purpose: The water main is over 100 yrs old and has been identified as deficient in fire flow capacity. The storm work seems like a good fit on this street to remove 4 catch basins from the sewer.

Budget: \$357,500 (water main), \$120,000 (storm main)

Schedule: Complete Q4 2025/Q2 2026

CIP# 25052 - Memorial Drive Stormwater Separation - \$2,978 spent to date

Status: 85% Design. We have spent a lot of time getting our storm main alignment in the best location possible. This is a deep install in a high traffic area, but will serve as a major storm collector for separation in this area.

Scope: Install 1,200 feet of 30-inch diameter Stormwater main.

Purpose: Part of a multi-phase stormwater separation project in the Memorial Circle area to separate over 60 catch basins from the sewer system. The first phase will be a large storm main in Memorial Drive from Gage Street and up West Crescent. Future phases will include spurs to Western Avenue, Swan and Green Streets.

Budget: \$1.5M (storm main)

Schedule: TBD, formulating a plan with MDOT work.

CIP# 25051 - Eastern Avenue Water Main Replacement - \$3,124 spent to date

Status: Design. We are 80% through our design efforts. We will likely put this out to bid during the summer/fall of 2026 for 2027 Construction.

Scope: 6,300 feet of 12-inch water main between Hospital Street and Cony Road.

Purpose: The 6 & 8-inch unlined cast iron mains have a high break history, approaching 100 years old. In 2025 we fixed 3 leaks with more than 6 along this route. This project will likely be phased into smaller segments for affordability.

Budget: \$4M (water main)

Schedule: TBD, formulating a plan with MDOT work.

General Manager's Report

The following employees have a January hire date:

Name	Years
Melanie Anair	7
Dwane Bernier	2
Michael Charest	8
Troy Maheux	4
Cecil Munson	9
Patrick Paradis	9
Jonah Waterman	2

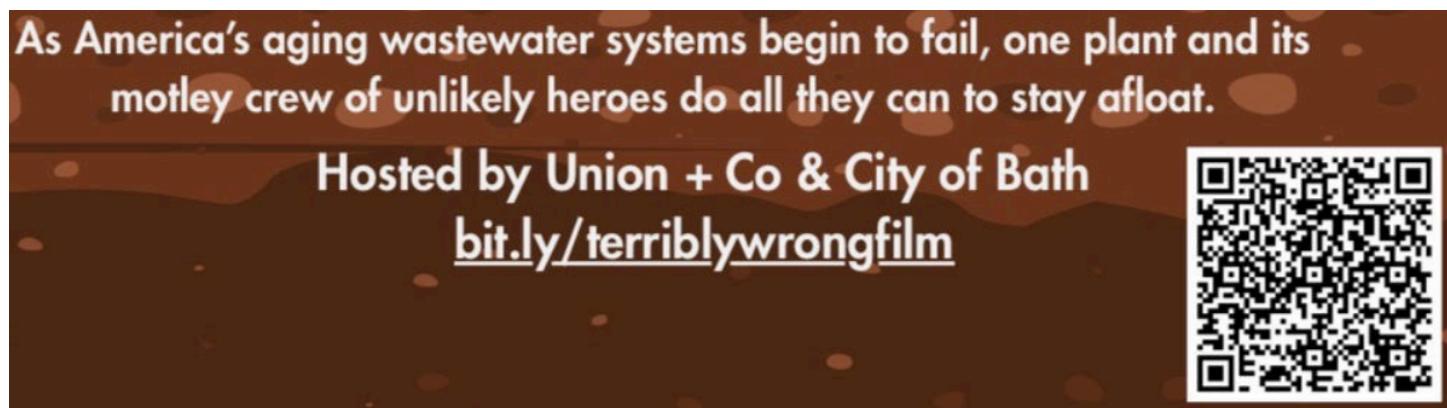
Bath / movie "Unless Something Goes Terribly Wrong"

Thursday, Jan 29 from 5:30 pm to 7:30 pm EST

Union + CoBath, ME 31 Center Street, Bath <https://www.unionandco.me/>

Follow Andy?

[Link to event](#)



Lead and copper

Progress continues on identifying lead service lines that are either owned by the customer or by GAUD. The winter affords some time to do database improvements so the next significant update will be in the March timeframe.

Recall that because voters opted not to invest in privately owned drinking water infrastructure that we are unable to take advantage of federal funds designated to replace customer owned lead service lines because the receipt of federal funds requires a match from GAUD which we are not allowed to do under the no private investments standards. We are looking at bringing this to the Legislature in 2027 to carve out a very specific exemption that would allow utilities like ours to invest in private infrastructure when regulations made it necessary to do so.

Our goal remains to have all "unknown" services identified by January, 2028.

Activities

January 8 / 9 NEIWPCC meeting in New Hampshire. This is always a good learning experience and great networking opportunity. 2026 marks my 10th year on the Commission which is a gubernatorial appointment. It's an honor to serve and I hope to continue to do so for a few more years. It's the only New England wide board I'm involved with. Some notes from the meeting:

- EPA Region 1 administrator Mark Sanborn attends these meetings which is a welcome departure from his predecessors. As a result, there is a strong connection between NEIPWCC and R1 and, hopefully, the administration in DC. R1 is interested in Lake Champlain improvements and finding PFAS pilot projects, largely around how to remove PFAS from wastewater which has proved to be very difficult so far.
- Ted Diers from NH provided a timely update on the drought which persists from NH into Maine. Ted noted that we had a very wet spring last year and an extremely dry summer which led to small forest fires. The fires we experienced tended to burn much deeper into the ground. He provided a link from Cornell that summarizes drought observations around the country. It's pretty interesting. <https://nedews.nrcc.cornell.edu/>
- NEIPWCC's Christina Stringer noted that in Vermont, wastewater utilities have had some success in connecting with their legislators by offering tours of local wastewater treatment plants. I've reached out to Representative Bill Bridgeo to see if we could do this here in Augusta. Most folks haven't seen a wastewater treatment plant and don't appreciate how they work.
- An overarching theme from the state regulatory agencies was how the return of legislative 'earmarks', now called "Congressionally Directed Spending", takes money away from states' Revolving Loan Fund programs. States note that this practice takes state control out of environmental compliance spending and threatens the sustainability of long term funding for water, sewer and stormwater projects. Congress likes to spend money above all else and this practice will likely be the 'new normal'.
- The sandy soils and widespread use of septic systems in Cape Cod has resulted in heavy nutrient loading into receiving waters. Communities on the Cape are pivoting to centralized wastewater treatment plants to reverse that trend at a cost of billions of dollars. Massachusetts instituted a tax on hotels and airBNBs which provides a 25% match for state revolving loan funds. This tax reduces the burden on local residents who are often not wealthy.
- Maine is proposing a \$50M bond to provide money to wastewater treatment plants to help reduce the cost of sludge disposal. Think of sludge dryers on site or better presses. GAUD will not benefit from this that I can see as we are sending our sludge (biosolids) to Waste Management in Norridgewock. WM has its own dryers on site which are powered by burning off biogas from the landfill. In this way, WM dries solids to its own desirable standards before applying it to the landfill. They are also treating leachate for PFAS before that leachate is sent to Anson-Madison which also has PFAS treatment on its effluent. We considered drying solids but given the proximity to the Legislature and residences it seemed like the additional unit process cost and potential for odors were not great options for us. Therefore, it seems unlikely that this bond will help our ratepayers as none of the money can go to Waste Management thereby reducing both their costs and our costs.
- Maine DEP said there is a lot of uncertainty in the sludge disposal markets right now (see above) as some wastewater utilities cling to the hope that the Legislature will allow plants to land apply sludge again. I can't see how the public will ever allow that to happen even if wastewater sludge was shown to have a minimal risk. To that end, we're fortunate to have a place for our sludge to go.

Safety

We had recent safety inspections which went very well overall. Any inspection will reveal opportunities for improvement and these were no exceptions. I don't have the full list yet but wanted the Board to be aware that we are working safely and always looking for opportunities to improve. Here are a couple of highlights:

- Added a slip and fall prevention plan to our safety manual.
- Added a back injury prevention and safe lifting program to our safety manual.
- Created rules for our 'fitness area' and a waiver / release for the 'fitness area'.
- Update the bloodborne pathogens policy.
- Review confined space procedures to improve clarity regarding practices that may require contracted on-site rescue teams versus self rescue practices.

As far as I know we're the only public utility in Maine to achieve the [SHAPE](#) award which is something we're proud of.

GREATER AUGUSTA UTILITY DISTRICT

Financial Highlights for December 2025 (unaudited)

Water Division

Income Statement: Water revenue for the month ending December 31, 2025 totaled **\$7.6M** which is **12% over budget** and approximately **\$842K above** the same period last year. Expenses for the same period totaled **\$4.8M** which is **1% over budget** and approximately **\$517K above** the same period last year.

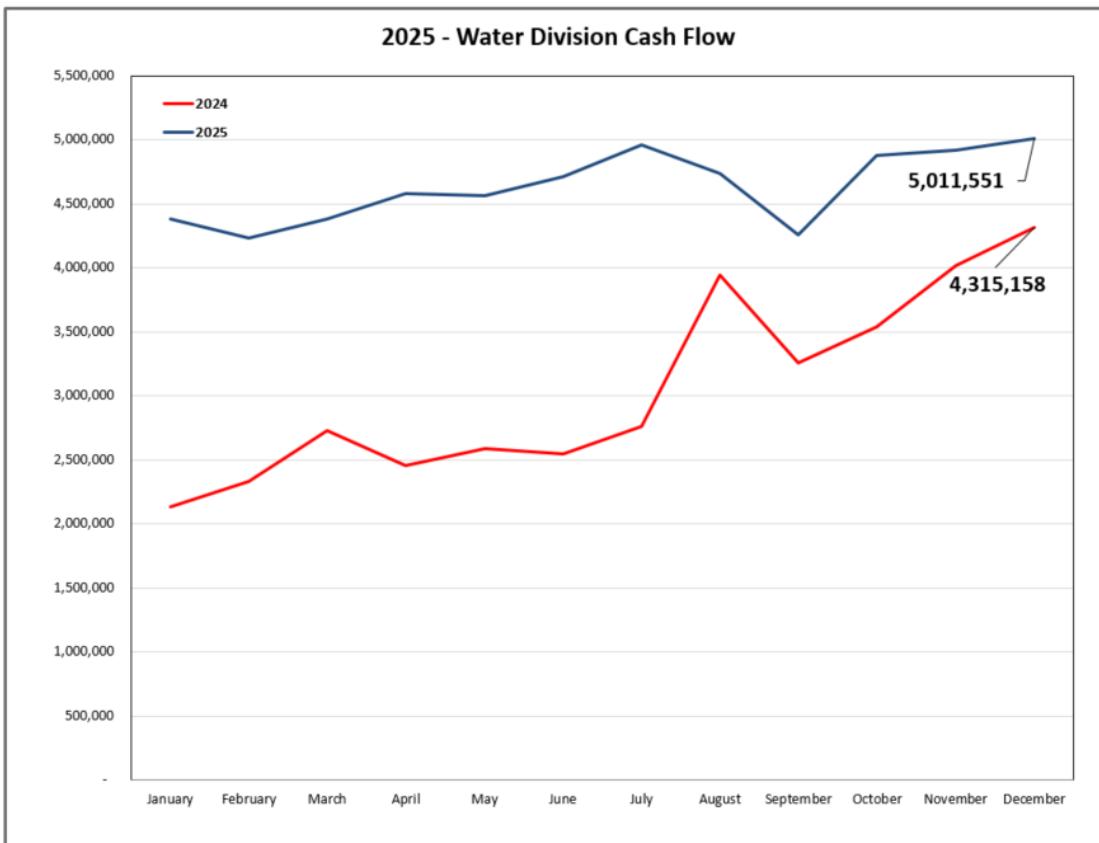
Water Revenue

	Budget	Actual YTD	% Used
Metered	4,113,118	4,162,146	101%
Fire Protection	2,415,640	2,415,878	100%
Investment income	5,000	53,323	1066%
Other Income/Grants	250,000	949,174	380%
Sum:	6,783,758	7,580,520	112%

Water Expenses

	Budget	Actual YTD	% Used
Labor and fringe	2,318,465	2,152,441	93%
Power	286,144	319,319	112%
Supplies	500,392	605,732	121%
Debt interest	77,471	86,591	112%
Depreciation	993,002	988,543	100%
Other	566,626	615,552	109%
	4,742,100	4,768,179	101%
Revenue - expense	2,041,658	2,812,341	

Cash Flow: Cash at the beginning of the month was **\$4.9M**. Revenue of **\$909K** was collected which includes **\$223K** in PFAS lawsuit settlement funds. O&M expenses were **\$361K**. CIP expenses were **\$481K**. Cash at the end of the month was **\$5.0M**.



GREATER AUGUSTA UTILITY DISTRICT

Financial Highlights for December 2025 (unaudited)

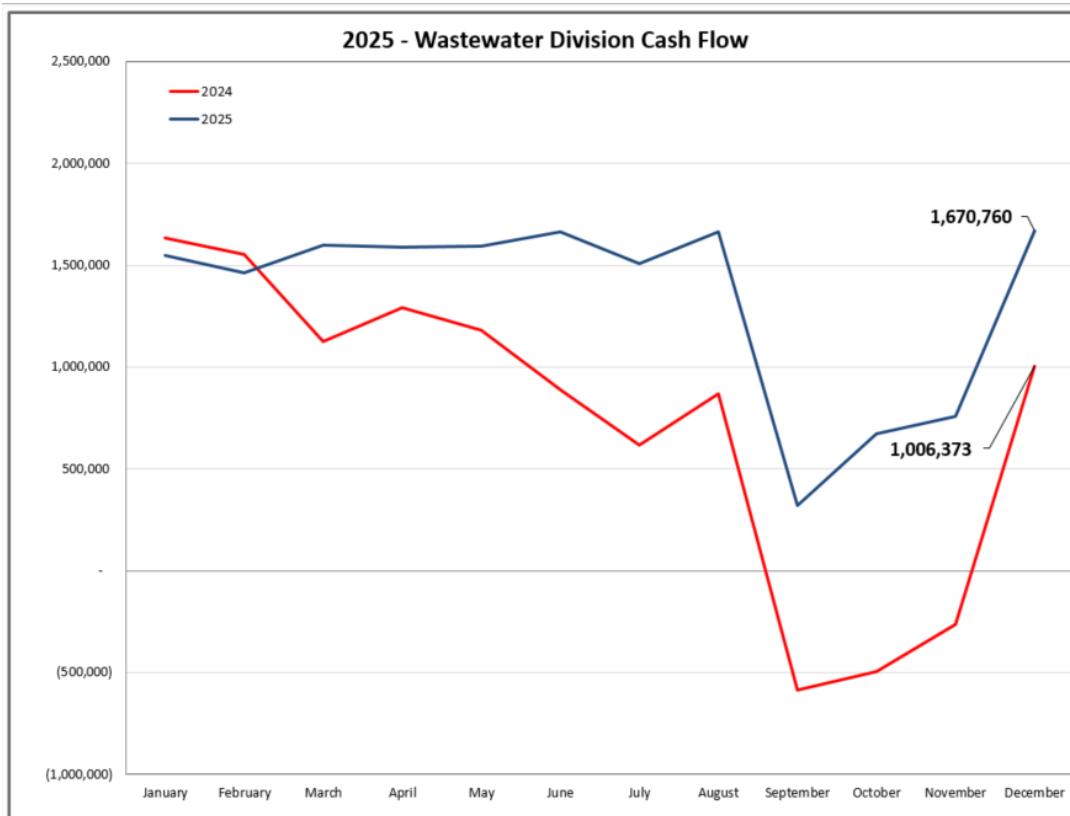
Sewer Division

Income Statement: Sewer revenue for the month ending December 31, 2025 totaled **\$7.4M** which is **5% over budget** and approximately **\$801K above** the same period last year. Expenses for the same period totaled **\$5.1M** which is **6% under budget** and approximately **\$215K above** the same period last year.

Sewer Revenue			
	Budget	Actual YTD	% Used
Flat rate	37,031	30,339	82%
Metered	5,719,943	5,655,751	99%
Trunkline	945,000	857,508	91%
Investment income	5,000	53,323	1066%
Other Income/Grants	365,692	822,537	225%
Sum:	7,072,666	7,419,459	105%

Sewer Expenses			
	Budget	Actual YTD	% Used
Labor and fringe	1,816,519	1,557,755	86%
Power	415,804	395,219	95%
Supplies	322,803	326,333	101%
Debt interest	265,016	255,474	96%
Depreciation	1,533,662	1,451,204	95%
Other	1,055,595	1,109,929	105%
	5,409,398	5,095,914	94%
Revenue - expense	1,663,268	2,323,545	

Cash Flow: Cash at the beginning of the month was **\$758K**. Revenue of **\$586K** was collected. O&M expenses totaled **\$393K**. CIP expenses were **-\$691K** due to funds being transferred from the storm division. Cash at the end of the month was **\$1.7K**.



GREATER AUGUSTA UTILITY DISTRICT

Financial Highlights for December 2025 (unaudited)

Storm Division

Income Statement: Storm revenue for the month ending December 31, 2025 totaled **\$4.5M** which is **10% over budget** and approximately **\$161K above** the same period last year. Expenses for the same period totaled **\$2.9M** which is **12% under budget** and approximately **\$173K above** the same period last year.

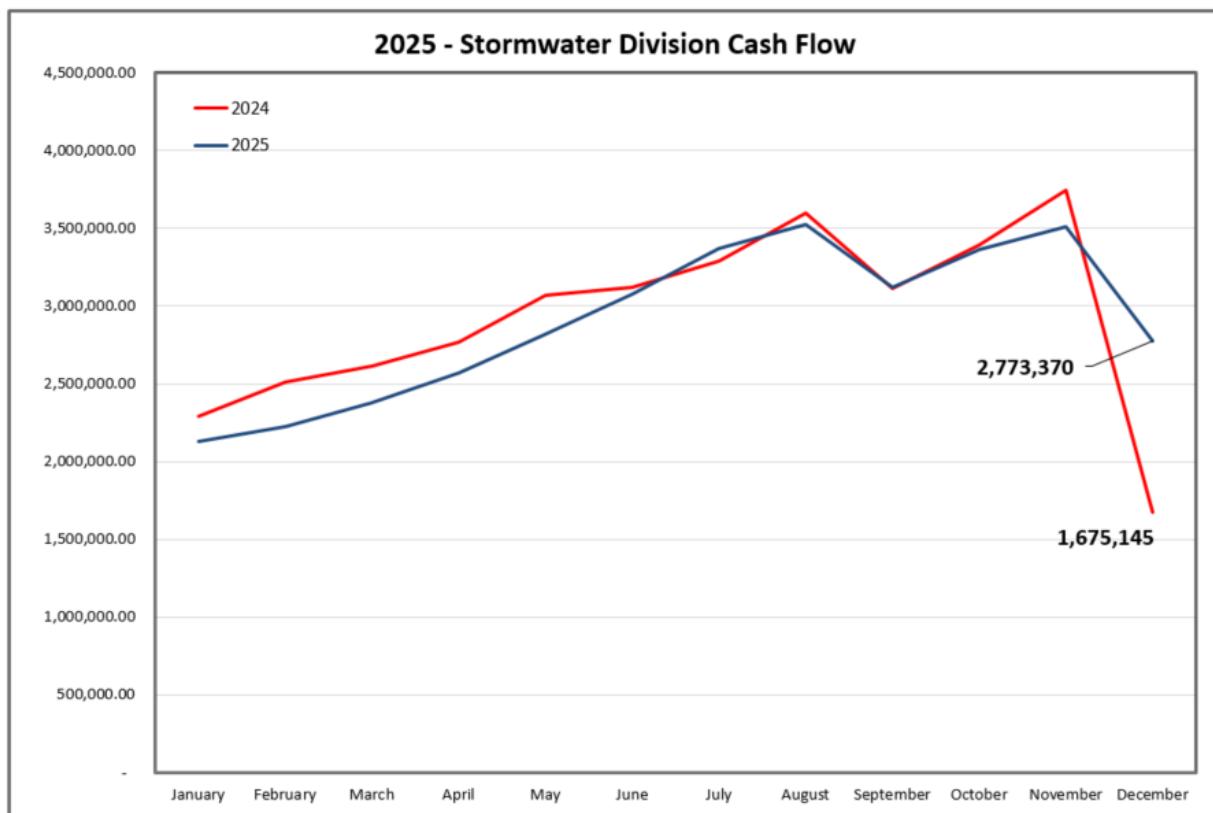
Storm Revenue

	Budget	Actual YTD	% Used
Stormwater	4,062,397	4,145,210	102%
Investment income	5,000	53,323	1066%
Other Income/Grants	-	269,187	0%
Sum:	4,067,397	4,467,720	110%

Storm Expenses

	Budget	Actual YTD	% Used
Labor and fringe	1,411,326	1,125,479	80%
Power	176,400	174,545	99%
Supplies	259,573	224,034	86%
Debt interest	96,974	65,191	67%
Depreciation	931,552	894,811	96%
Other	417,343	406,890	97%
	3,293,167	2,890,949	88%
Revenue - expense	774,230	1,576,770	

Cash Flow: Cash at the beginning of the month was **\$3.5M**. Revenue of **\$414K** was collected. O&M expenses were **\$176K**. CIP expenses were **\$1.0M** which is due to funds being transferred to the sewer division for capital projects. Cash at the end of the month was **\$2.8M**.



STATE OF MAINE
GREATER AUGUSTA UTILITY DISTRICT

CERTIFICATE OF CLERK

I, the undersigned Clerk of the Greater Augusta Utility District, do hereby certify that the following is a true and accurate extract of a vote approved by unanimous consent of the Board of Trustees on January 26, 2026:

VOTED:

- (1) To further amend the \$1,000,000 Revenue Obligation Note dated March 1, 2024, and awarded to the Maine Municipal Bond Bank, Augusta, Maine, by changing the maturity date to February 26, 2027; and
- (2) To authorize the Treasurer and Chair of the Board of Trustees to execute all documents necessary to complete said amendment. All other terms and conditions as stated in said Revenue Obligation Note will remain the same.

I further certify that the above vote has not been amended or rescinded and remains in full force and effect.

Dated: February 27, 2026

District Clerk

SECOND AMENDMENT TO LOAN AGREEMENT

WHEREAS, the Maine Municipal Bond Bank (the "Bank") and the **Greater Augusta Utility District** (the "Municipality") entered into a Loan Agreement dated as of March 1, 2024 (the "Agreement"); and

WHEREAS, under the terms of the Agreement the Bank agreed to lend to the Municipality One Million and 00/100 Dollars (\$1,000,000.00) which amount was evidenced by a \$1,000,000.00 Revenue Obligation Note dated March 1, 2024 (the "Note"); and

WHEREAS, the amount borrowed by the Municipality under the Note was to be due and payable on or before the first business day after the day on which the Municipality executes permanent financing to repay the Note, or twelve months from the date of said Note, whichever occurs sooner; and

WHEREAS, by Amendment to Loan Agreement dated February 28, 2025, the parties agreed to extend the term of the loan for an additional year; and

WHEREAS, the parties do now agree to extend the term of said borrowing until February 26, 2027, or until the first business day after the day on which the Municipality executes permanent financing to repay the Note, whichever occurs sooner.

NOW, THEREFORE, for good and valuable consideration, the parties do hereby agree to amend the Loan Agreement and the Note in this matter to provide that the Note shall be due and payable in full, together with interest accrued thereon, on or before the first business day after the day on which the Municipality executes permanent financing to repay the Note, or on February 26, 2027, whichever occurs sooner.

In all other respects the provisions of the March 1, 2024 Loan Agreement and Note shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereunto have each caused this Amendment to Loan Agreement to be duly executed as of the 27th day of February, 2026.

Witness:

Maine Municipal Bond Bank

By: _____
Its: Executive Director

Greater Augusta Utility District

ATTEST:

By: _____
Its: Treasurer

Its: Clerk

By: _____
Its: Chair, Board of Trustees

**SECOND AMENDMENT TO NOTE
(ALLONGE)**

NOW COME the undersigned duly authorized representatives of the **Greater Augusta Utility District** and for good and valuable consideration do hereby amend the Revenue Obligation Note dated March 1, 2024 in the face amount One Million and 00/100 Dollars (\$1,000,000.00) running from the **Greater Augusta Utility District** to the Maine Municipal Bond Bank to change the maturity date of said Note to read as follows:

"On or before the first business day after the day on which the Greater Augusta Utility District ("District") executes permanent financing to repay this Note or twelve (12) months from the date of this Note, whichever is sooner, for value received the Greater Augusta Utility District promises to pay to the Maine Municipal Bond Bank, or its assignee, the sum of "

In all other respects, the provisions of the original Revenue Obligation Note dated March 1, 2024 shall remain in full force and effect.

Dated: February 27, 2026

Greater Augusta Utility District

By: _____
Its: Treasurer

Countersigned:

By: _____
Its: Chair, Board of Trustees

ATTEST:

By: _____
Its: Clerk



Website Analytics Report:

Q4 2025: October/November/December

Prepared in January, 2026

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- III. Social Media
 - a. Facebook

I. Q4 2025 Executive Summary

- The website saw an increase in traffic and engagement metrics both quarter-over-quarter and year-over-year.
- Saw the highest spikes in website traffic on Saturday, December 20th, with 547 users.
- Device used, when visiting the website, remained relatively consistent in Q4 vs. Q3 2025.
- “Career” page views decreased this quarter; however, there was a significant increase in clicks to the job posting(s).
- Facebook Fan count increased by 1 fan in Q4; while total impressions decreased, total engagements improved this quarter.

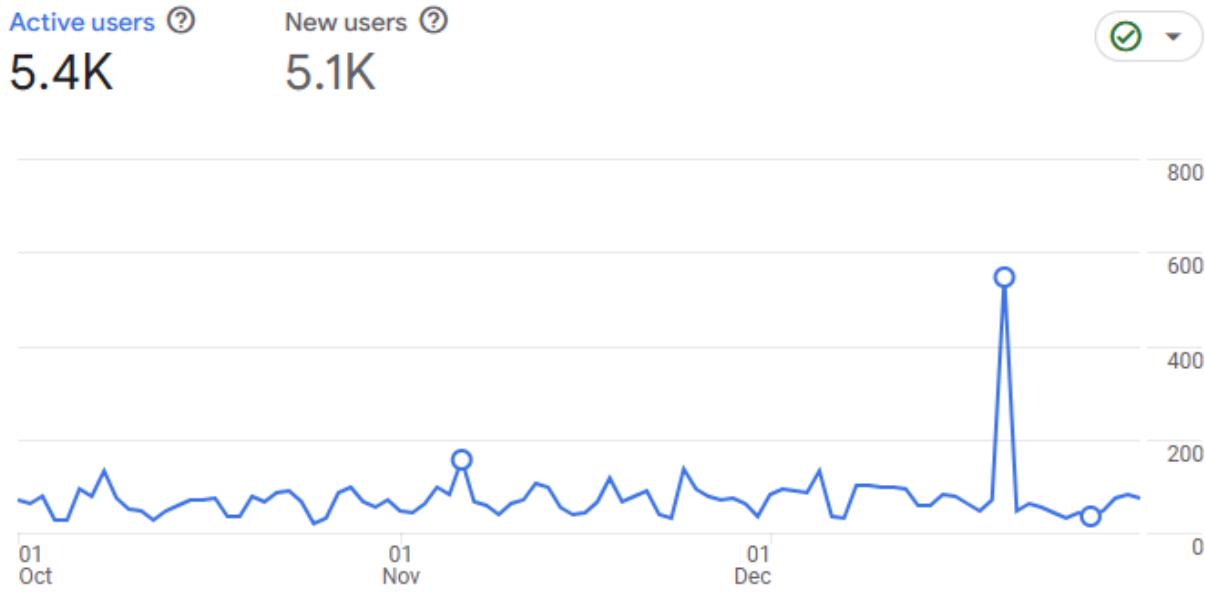
II. Website Analytics

A. Overview and Traffic

Website Users, Sessions, Engaged Sessions, and Page views on the GAUD website increased both quarter-over-quarter (Q4 vs. Q3 2025) and year-over-year (Q4 2025 vs. Q4 2024). Average Engagement Time/Session decreased both quarter-over-quarter and year-over-year. Engagement Rate also declined both quarter-over-quarter and year-over-year. However, this can be typical when you see increased website traffic.

Q4 2025 Quarterly Website Traffic			
Metric	Q4 2025	Q3 2025	Q4 2024
Users	5,478	4,745	4,116
Sessions	7,507	6,989	5,999
Engaged Sessions	3,123	2,940	2,509
Avg. Engagement Time/Session	0m 23s	0m 27s	0m 29s
Engagement Rate	41.6%	42.07%	41.82%
Pageviews	11,137	10,463	8,922

The highest spike in website traffic was seen on Saturday, December 20th, with 547 users.



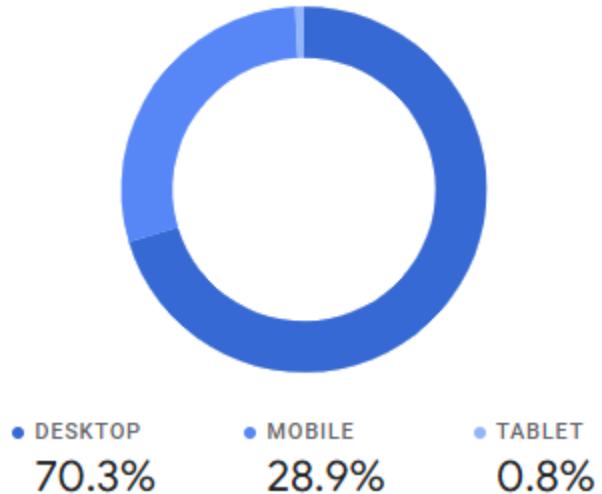
The chart below shows the individual performance by month in Q4 as well as a year-over-year comparison (Q4 2025 vs. Q4 2024). Website traffic steadily increased month-over-month during the quarter.

Q4 2025 Monthly Website Traffic					
Metric	Q4 2024	October	November	December	Q4 2025
Users	4,116	1,687	1,948	2,353	5,478
Sessions	5,999	2,314	2,387	2,908	7,507
Engaged Sessions	2,509	971	808	1,369	3,123
Avg. Engagement Time/Session	0m 29s	0m 27s	0m 18s	0m 23s	0m 23s
Engagement Rate	41.82%	41.96%	33.85%	47.08%	41.6%
Pageviews	8,922	3,451	3,247	4,439	11,137

B. Devices

There was very little change in the percentage of traffic by device in Q4 vs. Q3 2025.

Active users▼ by Device category



C. Top Pages

Below are the ten most viewed pages on the site in Q4 2025. Most pages remained consistent with Q3 2025. “Waste Stormwater” dropped out of the top 10, and “Customer Service” made an appearance as #10.

Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user
Total	11,137 100% of total	5,447 100% of total	2.04 Avg 0%	32s Avg 0%
1 /	5,152 (46.26%)	2,958 (54.31%)	1.74	20s
2 /request-for-proposals	949 (8.52%)	419 (7.69%)	2.26	23s
3 /careers	523 (4.7%)	263 (4.83%)	1.99	36s
4 /how-to-pay-bill	495 (4.44%)	331 (6.08%)	1.50	17s
5 /start-stop-service	461 (4.14%)	251 (4.61%)	1.84	40s
6 /contact-us	449 (4.03%)	349 (6.41%)	1.29	24s
7 /trustees	205 (1.84%)	110 (2.02%)	1.86	37s
8 /about-us	168 (1.51%)	132 (2.42%)	1.27	29s
9 /rates	165 (1.48%)	125 (2.29%)	1.32	58s
10 /customer-service	157 (1.41%)	121 (2.22%)	1.30	22s

D. Sources

Direct (typing the website URL directly into the browser) took the top position from Organic Search in Q4 2025. Direct has been in the second position since Q4 2022.

Session primary...Channel Group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session
Total	7,507 100% of total	3,123 100% of total	41.6% Avg 0%	23s Avg 0%	5.14 Avg 0%
1 Direct	3,640 (48.49%)	803 (25.71%)	22.06%	7s	4.26
2 Organic Search	3,091 (41.17%)	1,650 (52.83%)	53.38%	37s	5.94
3 Referral	738 (9.83%)	657 (21.04%)	89.02%	36s	5.85
4 Organic Social	61 (0.81%)	23 (0.74%)	37.7%	4s	4.20
5 Unassigned	49 (0.65%)	10 (0.32%)	20.41%	35s	3.57
6 Email	1 (0.01%)	1 (0.03%)	100%	0s	6.00

E. Careers Page Engagement

Pageviews on the “Career” page declined in Q4 vs. Q3 2025. However, we saw a significant increase in clicks on the job posting(s).

Quarter-over-Quarter Careers Page Engagement				
Action	Q1 2025	Q2 2025	Q3 2025	Q4 2025
/career page views	249	380	597	523
Clicks on job postings	0	97	275	417

F. Trustee Page & Meeting Engagement

Pageviews on the “Trustees” page decreased in Q4 vs. Q3 2025.

Quarter-over-Quarter Trustees Page Engagement				
Action	Q1 2025	Q2 2025	Q3 2025	Q4 2025
/trustees page views	199	205	258	205
Clicks on “Watch Live”	0	0	0	0
Clicks on “Attend on Zoom”	0	0	0	0
Clicks on “Watch Previously Recorded Meetings”	31	0	0	0

III. Social Media

A. Facebook

Overview

The GAUD Facebook page saw 1 new “Fan” this quarter. Saw fewer impressions in Q4, but higher engagements overall.

Q4 2025 GAUD Facebook				
Quarter	Fans	Posts	Impressions	Engagements
Q4 2025	1,152	50	9,222*	371
Q3 2025	1,151	32	15,299*	305
Q2 2025	1,136	41	19,885*	500
Q1 2025	1,138	39	18,704*	408
Q4 2024	1,116	35	11,509	672
Q3 2024	1,108	33	22,336	1,503
Q2 2024	1,010	44	14,750	1,564
Q1 2024	997	47	16,465	689
Q4 2023	989	34	11,371	336
Q3 2023	984	32	14,022	470
Q2 2023	966	43	8,113	270
Q1 2023	951	53	9,075	365
Q4 2022	950	42	15,458	570
Q3 2022	924	47	14,113	1,019

Q2 2022	901	26	9,235	414
Q1 2022	892	40	13,594	584
Q4 2021	882	33	16,348	786
Q3 2021	866	34	12,834	715
Q2 2021	864	38	56,696	3,603
Q1 2021	851	39	17,283	762
Q4 2020	857	36	27,439	978
Q3 2020	769	43	13,900	1,414
Q2 2020	766	46	14,807	1,268
Q1 2020	762	62	22,565	2,939

*Total views (as measured in Meta).

Below are the Top 3 Facebook posts for Q4, based on “Views”:

Preview ↑	Views  ↓
	As temps start to drop this week,... Published • Dec 10, 2025
	On this day 52 years ago, the Cle... Published • Oct 18, 2025
	Join us tonight at 6:00 PM at the... Published • Nov 24, 2025