

## Greater Augusta Utility District Board Agenda

Monday, August 19, 2024, 6:00 PM

18 Arsenal Street District Meeting Room, Augusta, Maine

NOTE LOCATION CHANGE TO DISTRICT MEETING SPACE

1. Welcome - Knight
2. Introduce Board members
3. Introduce GAUD employees, consultants and guests
4. Agenda additions
5. Old Business
  - a. Approve meeting minutes - **Motion 1** - pages 3 - 5
  - b. Rate committee update - page 3, 13-15
  - c. Project updates – pages 6-8
  - d. General Manager's report – page 9
  - e. PFAS “forever chemicals” - no report
6. New business
  - a. Review financial statements - pages 10-12
  - b. Review liens
  - c. Policy review
  - d. Communications update - 3, 16-24
  - e. HR update - page 3
  - f. Public comment
7. Adjourn - **Motion 2** - Page 3

**Attendees:**

<input type="checkbox"/>	Knight – Chair	<input type="checkbox"/>	Colwell	<input type="checkbox"/>	Sawyer	<input type="checkbox"/>	Begin
<input type="checkbox"/>	Paradis – Clerk	<input type="checkbox"/>	Hebert	<input type="checkbox"/>	Vacant	<input type="checkbox"/>	Payne
<input type="checkbox"/>	Corey – Treasurer	<input type="checkbox"/>	Munson	<input type="checkbox"/>	Luke	<input type="checkbox"/>	Tarbuck

A quorum consists of 4 voting Trustees.

**Guests:**

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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.

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Remaining meetings. **Planning meeting is on October 23, 2024.**

Monday, September 2, 2024	Labor Day	Holiday
Monday, September 16, 2024	Regular meeting	12 Wms shop
Monday, October 14, 2024	Indigenous Peoples Day	Holiday
Monday, October 21, 2024	Regular meeting	12 Wms shop
Wednesday, October 23, 2024	Planning meeting	<b>TBD</b>
Monday, November 11, 2024	Veterans Day	Holiday
Monday, November 18, 2024	Regular meeting	12 Wms shop
Thursday, November 28, 2024	Thanksgiving Day	Holiday
Friday, November 29, 2024	Thanksgiving Friday	Holiday
Monday, December 16, 2024	Regular meeting	12 Wms shop
Wednesday, December 25, 2024	Christmas Day	Holiday

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

a. Approve meeting minutes - **Motion 1**

<b>Motion:</b> I move to accept the Board meeting minutes for July 15, 2024.			
M	2nd	For	Against

b. Rate committee updates

Customers have received the first bills reflecting the 30% increases to both drinking water and wastewater accounts.

The rate committee met on Wednesday, July 31 with Dave Fox from Raftelis, a utility rate consultant. Raftelis will update both our water and sewer / stormwater rates. The video from our meeting is [here](#).

Mike has done some preliminary work for the 2025 budget.

c. Project updates - Begin / Colpitt (explain the slip line project at Buker)

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" discussion

No news about PFAS this month.

6. New business

a. Review financial statements - Payne

Mike will review the July financial statements.

b. Review liens - Payne

There are no liens to consider this month.

c. Policy review - Tarbuck

A customer asked about the status of the camper dump station on Jackson Avenue. We have maintained this dump station for over 20 years but recently it has become onerous. We'll review the options for continuing to provide this free service and determine next steps.

d. Communications update - Meredith Strang-Burgess

e. HR update - Alan Burton - Update

f. Public comment

7. Adjourn – **Motion 2**

<b>Motion:</b> I move that this body stand adjourned.			
M Sawyer	2nd	For	Against

Monday, July 15, 2024

## Greater Augusta Utility District Board Minutes

Meeting start time on CTV7 is 5 minutes into recording

Location: Augusta City Center

Trustees present: Kirsten Hebert, Bradley Sawyer, Ken Knight, Patrick Paradis, Cecil Munson, Bob Corey, Cary Colwell, Keith Luke

Absent:

Attendees: Brian Tarbuck, Andy Begin, Mike Payne

Guests: Alan Burton

At 18:00 Knight called the meeting to order.

There were no agenda additions.

At 18:01 the Board voted on the prior month's meeting minutes.

<b>Motion:</b> I move to accept the Board meeting minutes for June 24, 2024.			
M Corey	2nd Paradis	For Unanimous	Against None

At 18:01 Corey reminded the Board that the rate increases for water and sewer of 30% in each division has been approved and customers will see the impacts of those increases in their August invoices for service. The website has been updated to reflect the new rates. Tarbuck met with Raftelis to update the sewer, stormwater and drinking water rate models which have not been updated in years. October 21 is the regular board meeting where a draft budget will be presented with the goal of a final budget and board vote at the December 16 meeting.

At 18:04 Begin provided capital improvement project updates. The Kennebec River Utility Crossing project is nearing the end with final pavement placement at the wastewater treatment plant. The new drinking water pipe that starts at State Street, goes under the river and ends at Hospital Street needs to be connected to the Hospital Street pump station. A \$49,500 contract for that work has been awarded to CH Stevenson. The fiber buildout is ongoing but should be done by the end of the year. The Front Street sewer pump station replacement project has been put out to bid. The project is scheduled to be complete by July, 2025. The PFAS pilot project has pivoted to test water from the MainEx well which includes hardness removal as well as PFAS removal. Fairview Avenue is done. 5 catch basins were removed from the sewer system which is in keeping with our Long Term Control Plan for reducing combined sewer overflow discharges to the Kennebec River. The Fairview Avenue project also remedied some back yard flooding issues and should reduce icing on Stone Street as a result. Summer Street is out to bid with a planned completion date in 2025. This project will remove some complicated old sewer infrastructure that is very difficult to maintain and is located under some private structures with no easements. Bangor Street sewer will be relined by Insituform at a cost of \$769,600 for 11,550' of pipe. This project had a budget of over \$1M so we will discuss additional necessary work with Insituform to improve as much infrastructure as possible. For comparison, an open cut excavation of this magnitude would cost about \$4.5M. Front Street is the subject of significant investment to improve the condition of the existing manholes by relining them with epoxy coating with an in-house crew. At the wastewater plant, the secondary clarifier project will be out to bid by August.

Upgrades at Trunklines 2 and 4 are being designed in house. The PFAS pilot project has been done with help from many of our crews working very well together. We received a \$20,000 security grant which we plan to spend by the end of the year. The lead service line inventory project is moving along very well and has resulted in significant improvements to our geographic information system. The 24" water pipe that was recently damaged was successfully repaired. It was a significant investment that required a great deal of advance planning and monitoring during the work.

Recent intense rain caused at least one drain manhole to come off its frame on Western Avenue. About ½" of rain fell in about 5 minutes.

At 18:17 Tarbuck provided the General Manager's report. Tarbuck noted that he had been remiss in recognizing monthly employment anniversaries due in part to a software issue. Tarbuck presented a few months of employment anniversaries and will be sure to include these going forward. Tarbuck noted that the sanitary survey of the drinking water division will take place next week as part of the routine three year inspection cycle.

At 18:27 Payne provided the financial updates. Each division has revenue that slightly exceeds expenses. Cash is strong as it builds until the autumn debt payments are made. Revenue is tracking closely to the 50% target.

Budget Summary 2024		Revenue			Expenses			
Month	Division	Budget	Actual	Act / budg	Budget	Actual	Act / budg	Ending cash
6	Sewer	5.8	2.77	48%	5.5	2.5	45%	0.85
6	Stormwater	4.1	2.05	50%	3.1	1.3	44%	3.17
6	Water	5.2	2.50	48%	4.4	2.0	46%	2.56

At 18:30 Tarbuck reviewed policy 22 relating to liens and foreclosures.

**Motion:** I move to approve the revisions to policy 22 as presented to this meeting.

M Corey	2nd Munson	For Unanimous	Against None
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At 18:32 Sawyer suggested a friendly amendment to Policy 22, under option 3, for the Board to be notified prior to management's discretion to write off foreclosure expenses of \$500 or less upon termination of the foreclosure process. Amendment accepted.

At 18:33 Tarbuck discussed the proposed use of fiber optic conduits beneath the Kennebec. Tarbuck suggested that a policy be created to describe how the conduits would be used and fees for use.

At 18:40 Tarbuck shared a video that was created by Meredith Strang-Burgess due to recent issues with Zoom. Unfortunately, the video was very quiet and couldn't be heard. Tarbuck forwarded the video to Trustees. Knight noted that the next meeting in August will not be at City Center but will be at GAUD's office above the shop area in the Arsenal Street garage.

At 18:42 Burton explained current HR efforts including preparing for union negotiations later in the year. Three 360 personnel reviews are ongoing. There are two open Utility Worker 2 open positions. Job descriptions have been updated for positions at the wastewater treatment plant. Health insurance options are being reviewed for the 2025 budget.

At 18:43 the Board adjourned.

**Motion:** I move that this body stand adjourned.

M Sawyer	2nd Corey	For Unanimous	Against None
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## Summary of Capital Improvement Projects

### **17001 - Eastside Sewer Siphon - \$4,732,909 & 19047 Redundant River Crossing - \$4,096,010 spent to date**

**Status:** In construction.

Contracts 1 through 3 - 100% complete, pending release of retainage on Contract 2.

Contract 4 Water Mains West Side - 100% complete, cleanup and final billing.

Contract 5 - Hospital Street Booster Station Piping - One bid from CH Stevenson for \$49,525. Awarding the contract. Completion expected in Q4 2024. No pavement, mostly interior piping.

Working to move a new fiber network forward with the City and the State, and private interest.

**Scope:** Replace the failed 8" cast iron siphon new 16" HDPE pipe & 16-inch water main.

**Purpose:** Replace failed infrastructure, then rehabilitate the existing 20" cast iron pipe.

**Budget:** \$5.1 Million (Update to **\$8.4 Million** additional \$3 Million in Grant Funding)

**Schedule:** Construction completion anticipated Q4 2024.

### **22015 - Front Street Pump Station 3 Replacement - \$212,241 spent to date**

**Status:** 2 bids received on July 23, 2024. Awarded to Gendron & Gendron as the low bidder for \$1,995,775. CH Stevenson's bid was \$2,217,000.

**Scope:** Replace an aging 1962 sewer pump station with a new flood proof submersible station.

**Purpose:** Station subject to flooding and failure and beyond its useful life.

**Budget:** \$2.1M (\$2M grant)

**Schedule:** Start on Q4 2024, substantial completion by June 2025.

### **19012 - Highland Avenue Water, Sewer, Storm Upgrades and Road Reconstruction - \$1,393,224 spent to date**

**Status:** Construction, 100% complete with utility work. Sidewalks, curbing, structure adjustments and final paving remain. The City is working with McGee to complete, maybe by mid September.

### **22024 - Turtle Run Water Main Replacement - \$19,532 spent to date**

**Status:** CH Stevenson is expected to start construction in September. This schedule got pushed back slightly to accommodate seasonal population increase.

**Scope:** Replace 900 feet of 2" & 2.25" seasonal lines with new 8" water main.

**Purpose:** Replace aging infrastructure and increase reliability.

**Budget:** \$344,000, water

**Schedule:** Planned for Q2 & Q3 2024

### **23015 - Riverside Drive PFAS/PFOA pilot study - \$126,856 spent to date**

**Status:** Pilot ongoing with hardness removal and PFAS. We are noticing break through quicker with the granular activated carbon (GAC). The ion exchange and Organoclay media is just approaching breakthrough at 33% bed depth after 32 weeks of piloting. While GAC is approaching its useful life.

Scope: Run a pilot unit to reduce hardness and forever chemicals at our Riverside Drive well field.

Purpose: Apply the piloting results to develop a design for a full scale treatment system and cost projections.

Budget: \$200,000 (DWP forgiveness planning study). Construction phase is projected to be > \$5M.

Schedule: Planned for Q3 2023 to Q2 2024

**CIP# 24001 - Fairview Avenue Stormwater Upgrade - \$455,129 spent to date**

Status: 99% Complete, one minor area near a driveway entrance to improve drainage.

Scope: 1,200 feet of storm main and 4 structures.

Purpose: Resolve backyard flooding and surface water runoff to Stone Street and separate combined catch basins currently discharging to the sewer.

Budget: \$484,000 Storm, (Estimating Construction at \$495K)

**CIP# 24003 - Hummingbird Lane - \$2,035 spent to date**

Status: Redesigning the project to consider running new private services in lieu of cross country water main. We don't want infrastructure on private property. 8 water services will need to be laid, likely with some ledge removal. We feel this is worth investigating for feasibility.

Scope: Pipe burst 1,700 feet of aging 6" cast iron water main with new 4-inch HDPE.

Purpose: Replacement of leak prone water mains.

Budget: \$467,500

**CIP# 24002 - Summer Street - \$34,058 spent to date**

Status: Bids received on July 25, 2024. Low bid awarded to Aceto Earthworks, LLC. Results:

Scope: 650 feet of new PVC sewer and new PE storm.

Purpose: Failing cross-country sewer and stormwater separation.

Budget: \$520,000

Schedule: Q2 of 2025, June 2025 completion.

Contractor	Bid Total
Aceto Earthworks, LLC	\$350,575.43
CH Stevenson, Inc.	\$385,953.00
Eastwood Contractors, Inc.	\$417,585.00
Gendron & Gendron	\$517,517.00
Pratt & Sons, Inc.	\$532,800.00
McGee Construction	\$597,205.00
Gordon Contracting	\$798,955.00

**CIP# 24007 - Bangor Street Cured In Place Pipe- \$7,141**

Status: Received bids for 11,500 feet of cured in place pipe rehabilitation for \$769,600. Due to Summer Street efforts pushing to 2025, we are advancing a change order to add an additional 4,745 feet of sewer lining for an additional \$235,525. This will happen on Davenport and Front Street.

Scope: Reline 5,000 feet of sewer and 6,000 feet of storm mains.

Purpose: Renew/rehabilitate mains that will likely fail in the next 5 years.

Budget: \$795,775 Storm, \$281,725 Sewer

Schedule: Planned for Q3 2024, completion in September.

**CIP# 24022 - Winthrop Hill Tank Painting - \$580 spent to date**

**Status:** Under Contract with Marcel Payeur, Inc for \$236,000.

**Scope:** Crack seal and recoat the Winthrop Hill Storage tank.

**Purpose:** Seal dome and tank sidewalls to protect from further damage.

**Budget:** \$130,000

**CIP# 24014 - Buker Stormwater Slipline - \$9,914 spent to date**

**Status:** Complete. Pushed 24" HDPE into failing 30" reinforced concrete pipe. EJP assisted with fusing the pipe and our crew performed the installation.

**Scope:** Renew 262 feet of 30" reinforced concrete stormwater pipe.

**Purpose:** Failing stormwater outfall pipe.

**Budget:** Part of CIPP lining budget.

**TL2 & 4 - Station Consolidation**

- Planning and Preliminary design stages.

**WWTF CIP Updates:**

CIP Item	Budgeted	Encumbered	Remaining	Comments
Driox system repairs (CIP #24010)	\$10,000	\$10,621	-\$621	Vendor onsite August 14th.
Replace PSA sieve (CIP #24016)	\$75,000	\$51,581	\$23,419	PSA material purchased, work expected this fall.
Aeration tank shaft (CIP #24009)	\$14,950	\$12,655	\$2,295	<b>Complete</b> , Will close out PO
Install new pump/coupling	\$24,000		\$24,000	On hold
Penn Valley pumps parts (CIP #24018)	\$7,500	\$6,526	\$974	Ordered
Tank drain pump (CIP #24008)	\$25,000	\$25,071	-\$71	<b>Complete</b> , Will close out PO
Chemical bay piping	\$10,000		\$10,000	This work is ongoing, Q4.
Secondary clarifier #3 (CIP #24011)	\$449,900	\$161,279	\$288,621	Installation bids received. Northeast Earth Mechanics, \$158k
Secondary clarifier #1, skimmer	\$3,200		\$3,200	On hold <== not a CIP item
Total	\$619,550	\$267,733	\$351,817	Budget spent to date: 57%

**Operational Topics - None to report**



## **General Manager's Report**

Employees with August anniversaries are listed below.

### **August**

Jason Souzer, 10

Kirsten Hebert, 10

Dana Demos, 7

Cary Colwell, 6

John Cummons, 5

Ryan Bucknam, 4

Dave Curtis, 4

Scott Hoyt, 2

Our interns have all left. We always miss them when they go as they add a lot of energy and fun to our operation.

The triennial drinking water system inspection on July 24th went well. We don't have a report back from the Drinking Water Program yet but we don't expect too much in the way of demerits.

We are working on a cybersecurity policy for consideration at the September meeting.

We have signed on to a potential project that, if selected, could result in some sort of reuse of the old GF Laurin drinking water treatment plant in East Winthrop. NEIWPCC is submitting a request for PFAS research and asked if we'd be willing to support the request via potential use of the plant someday. This was a non-binding commitment and it's a long shot that the project will be selected but I wanted you to be aware of this. We have had no other promising leads in 20 years.

# GREATER AUGUSTA UTILITY DISTRICT

## Financial Highlights for July 2024

### Water Division

**Income Statement:** Water revenue for the month ending July 31, 2024 totaled **\$3.0M** which is **in line with budget** and approximately **\$60K below** the same period last year. Expenses for the same period totaled **\$2.4M** which is **3% under budget** and approximately **\$276K above** the same period last year.

#### Water Revenue

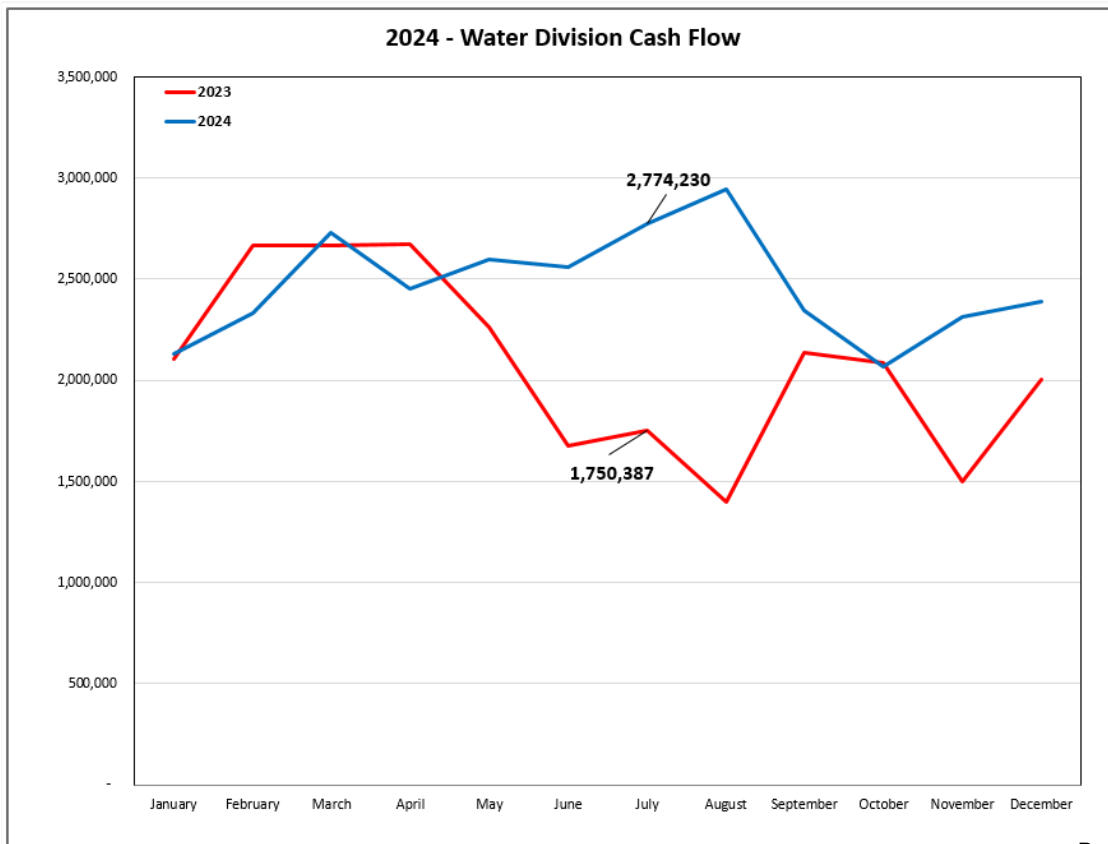
	Budget	Actual YTD	% used
Metered	3,120,917	1,821,198	58%
Fire Protection	1,832,919	1,066,458	58%
Investment income	5,000	26,469	529%
Other Income/Grants	250,000	102,882	41%
Sum:	5,208,836	3,017,006	58%

#### Water Expenses

	Budget	Actual YTD	% used
Labor and fringe	2,098,687	1,037,142	49%
Power	254,100	158,194	62%
Supplies	311,440	275,302	88%
Debt interest	85,470	50,116	59%
Depreciation	1,065,208	555,773	52%
Other	547,882	319,129	58%
	4,362,787	2,395,656	55%

Revenue - expense	846,049	621,350
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**Cash Flow:** Cash at the beginning of July was **\$2.6M**. Revenue of **\$589K** was collected. O&M expenses were **\$360K** and CIP expenses were **\$12K**. Cash at the end of July was **\$2.8M**.



# GREATER AUGUSTA UTILITY DISTRICT

## Financial Highlights for July 2024

### Sewer Division

**Income Statement:** Sewer revenue for the month ending July 31, 2024 totaled **\$2.8M** which is **2% under budget** and approximately **\$193K above** the same period last year. Expenses for the same period totaled **\$2.5M** which is **5% under budget** and approximately **\$17K below** the same period last year.

#### Sewer Revenue

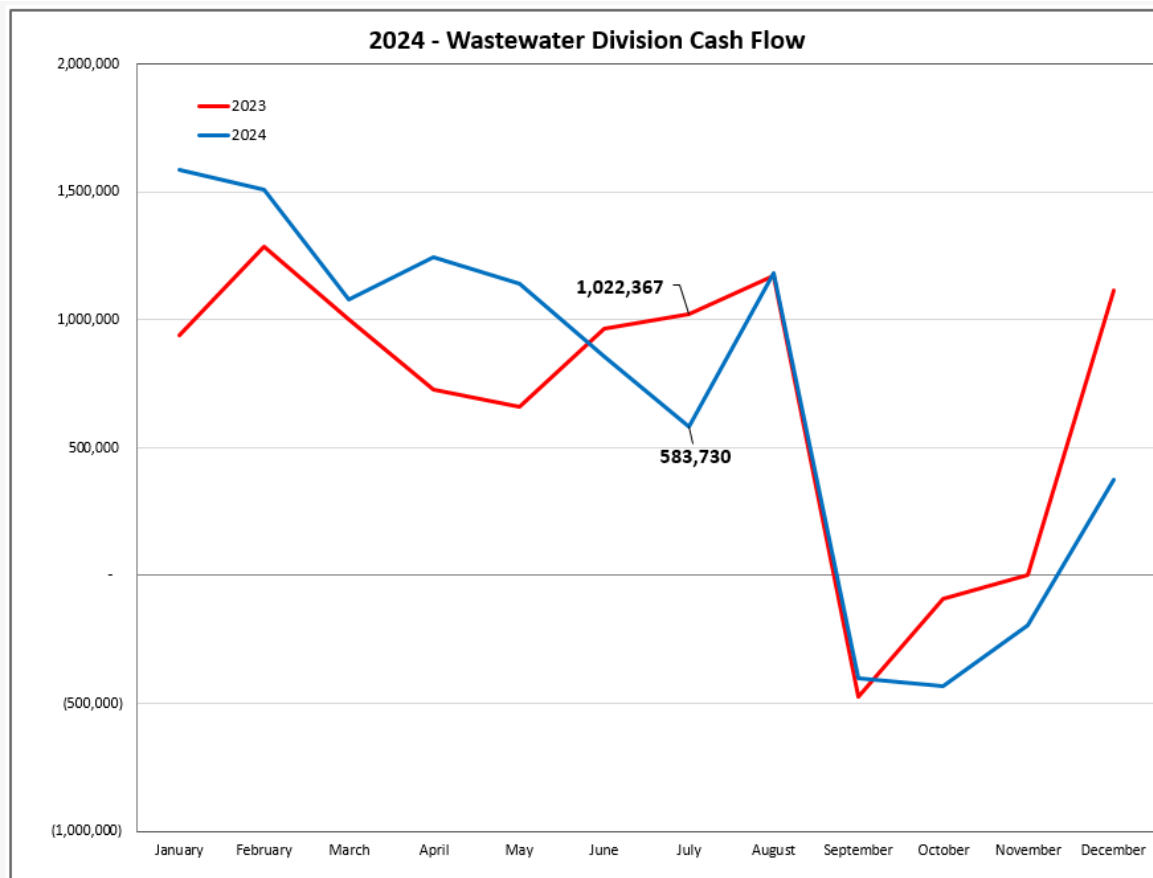
	Budget	Actual YTD	% used
Flat rate	15,464	13,415	87%
Metered	4,402,811	2,515,117	57%
Trunkline	976,000	537,950	55%
Investment income	5,000	26,469	529%
Other Income/Grants	405,692	249,625	62%
Sum:	5,804,967	3,342,575	58%

#### Sewer Expenses

	Budget	Actual YTD	% used
Labor and fringe	1,964,142	858,514	44%
Power	318,995	257,397	81%
Supplies	316,735	155,734	49%
Debt interest	274,068	148,631	54%
Depreciation	1,519,224	859,951	57%
Other	1,096,131	596,507	54%
	5,489,295	2,876,733	52%

Revenue - expense	315,673	465,842
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**Cash Flow:** Cash at the beginning of July was **\$854K**. Revenue of **\$570K** was collected. O&M expenses totaled **\$331K** and CIP expenses were **\$510K**. Cash at the end of July was **\$584K**.



# GREATER AUGUSTA UTILITY DISTRICT

## Financial Highlights for July 2024

### Storm Division

**Income Statement:** Storm revenue for the month ending July 31, 2024 totaled **\$2.1M** which is **in line with budget** and approximately **\$290K below** the same period last year. Expenses for the same period totaled **\$1.3M** which is **6% under budget** and approximately **\$74K below** the same period last year.

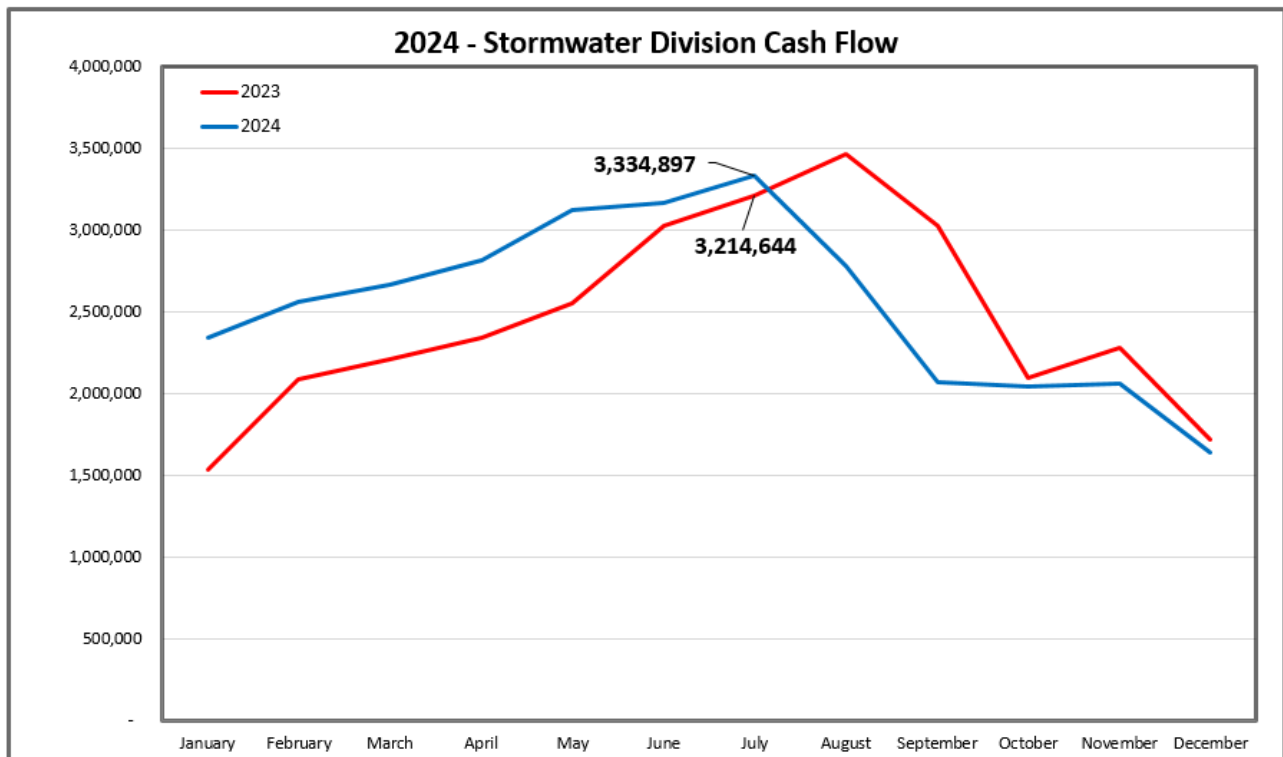
#### Storm Revenue

	Budget	Actual YTD	% used
Stormwater	4,123,015	2,366,527	57%
Investment income	5,000	26,469	529%
Other Income/Grants	-	4,807	0%
Sum:	4,128,015	2,397,802	58%

#### Storm Expenses

	Budget	Actual YTD	% used
Labor and fringe	1,284,263	616,217	48%
Power	133,998	104,464	78%
Supplies	202,390	118,182	58%
Debt interest	89,161	37,633	42%
Depreciation	953,995	523,109	55%
Other	412,210	180,657	44%
	3,076,017	1,580,261	51%
Revenue - expense	1,051,998	817,541	

**Cash Flow:** Cash at the beginning of July was **\$3.2M**. Revenue of **\$332K** was collected. O&M expenses were **\$162K**. Cash at the end of July was **\$3.3M**.



		Percent increase	10%	30%	0%	0%	
Income Statement	Water Division	Actual 2022	Actual 2023	Actual 2024	Proposed 2025	Proposed 2026	
	Revenue	4,483,716	4,392,038	4,831,242	6,280,614	6,280,614	
	Rate Change (annualized)	-	439,204	1,449,373	-	-	rates start 7/1 which reduces impact
	Rate Change (cash effect)	-	(256,202)	(845,467)	-	-	
	New Revenues	4,483,716	4,575,040	5,435,147	6,280,614	6,280,614	
	(Overall % change in rates)	0.0%	10.0%	30.0%	0.0%	0.0%	
	Other income/(expenses)	258,676	329,763	222,750	222,750	222,750	Meter Reads, Cell Tower, Misc.
	Operations and Maintenance	2,614,618	3,310,937	1,412,823	1,483,464	1,557,637	5% annual increases
	Salaries, wages and benefits			1,877,958	1,971,856	2,070,449	
	Depreciation	952,939	1,008,534	952,754	997,735	1,053,413	Base + 2.5% of new additions
	Interest expense	120,780	106,272	119,252	204,961	168,535	Potential PFAS debt not included
	Principal repayment	545,225	545,225	459,465	635,381	636,307	Potential PFAS debt not included
	Net	508,830	(66,165)	835,645	1,209,967	1,017,023	
Cash Flow	Beginning cash balance	1,668,846	2,120,261	1,271,034	2,018,853	1,510,555	
	Net income	508,830	(66,165)	835,645	1,209,967	1,017,023	
	Add back: noncash depreciation	952,939	1,008,534	952,754	997,735	1,053,413	
	Change in working capital/other	(330,033)		600,000	-	-	
	Less: 1% pipe replacement goal	(459,199)	(4,605,271)	(1,204,001)	(1,716,000)	(1,973,400)	15% annual increases
	Known projects	-	-	(1,181,046)	-	-	5% annual increases
	Less: other capital spending	(221,122)	(337,645)	(990,216)	(1,000,000)	(1,050,000)	5% annual increases
	Grants	-	2,052,165	1,153,561			
	Loan forgiveness (TBD)	-	-	-			
	New debt	-	1,099,155	581,123	-	-	
	Net change in cash for the year	451,415	(849,227)	747,820	(508,298)	(952,964)	
	Ending cash balance	2,120,261	1,271,034	2,018,853	1,510,555	557,592	Target: \$750K
			28.3%	44.1%	27.8%	8.9%	R&R = 5% of Prior Yr Revenue
			38.4%	142.9%	101.8%	35.8%	WCR = 13% - 25% of O&M

Percent increase		30%	30%	0%	0%		
Income Statement	Sewer Division	Actual 2022	Actual 2023	Actual 2024	Proposed 2025	Proposed 2026	
	Revenue	3,133,208	3,528,083	4,586,508	5,962,460	5,962,460	
	Rate Change (annualized)	-	1,058,425	1,375,952	-	-	rates start 7/1 which reduces impact
	Rate Change (cash effect)	-	(617,415)	(802,639)	-	-	
	New Revenues	3,133,208	3,969,093	5,159,821	5,962,460	5,962,460	
	(Overall % change in rates)	0.0%	30.0%	30.0%	0.0%	0.0%	
	Other income/(expenses)	1,347,545	1,440,265	1,386,692	1,386,692	1,386,692	Trunkline, Togus Debt, Misc.
	Operations and Maintenance	2,797,469	3,107,549	3,705,345	4,261,147	4,900,319	5% annual increases
	Depreciation	1,497,049	1,441,892	1,519,224	1,598,114	1,634,975	Base + 2.5% of new additions
	Interest expense	246,569	254,414	264,726	247,292	224,650	Per schedule
	Principal repayment	1,251,769	1,360,338	1,495,791	1,504,807	1,466,666	Per schedule; adding debt
Net	(1,312,103)	(754,834)	(438,572)	(262,208)	(877,458)		
Cash Flow	Beginning cash balance	1,204,440	582,385	1,093,794	382,695	(79,512)	
	Net income	(1,312,103)	(754,834)	(438,572)	(262,208)	(877,458)	
	Add back: noncash depreciation	1,497,049	1,441,892	1,519,224	1,598,114	1,634,975	
	Change in working capital/other	91,120	(482,326)	(250,000)	-	-	
	Less: capital spending	(2,317,573)	(2,926,631)	(3,848,296)	(1,798,114)	(1,834,975)	Match depreciation + \$200K
	Grants	-	1,220,788				
	Loan forgiveness (TBD)	-	-				
	New debt	1,419,452	2,012,520	2,306,546	-	-	2023 \$1M new debt TD Bank
	Net change in cash for the year	(622,055)	511,409	(711,098)	(462,208)	(1,077,458)	
	Ending cash balance	582,385	1,093,794	382,695	(79,512)	(1,156,971)	Target: \$375K
		34.9%	9.6%	-1.5%	-19.4%	R&R = 10% of Prior Yr Revenue	
		35.2%	10.3%	-1.9%	-23.6%	WCR = 13% - 25% of O&M	

		Percent increase	0%	0%	0%	0%	
Income Statement	Stormwater Division	Actual 2022	Actual 2023	Actual 2024	Proposed 2025	Proposed 2026	
	Revenue	4,019,146	4,066,571	4,123,015	4,123,015	4,123,015	
	Rate Change (annualized)	-	-	-	-	-	
	Rate Change (cash effect)	-	-	-	-	-	
	New Revenues	4,019,146	4,066,571	4,123,015	4,123,015	4,123,015	
	(Overall % change in rates)	0.0%	0.0%	0.0%	0.0%	0.0%	
	Other income/(expenses)	9,665	36,927	5,000	5,000	5,000	Miscellaneous
	Operations and Maintenance	1,813,797	2,043,555	2,051,756	2,154,344	2,262,061	5% annual increases
	Depreciation	973,017	997,969	953,995	1,001,412	1,026,041	Base + 2.5% of new additions
	Interest expense	104,059	72,419	70,266	66,234	57,998	Per schedule
	Principal repayment	640,042	645,163	668,957	674,371	652,091	Per schedule
	Net	497,896	344,392	383,041	231,655	129,825	
Cash Flow	Beginning cash balance	1,023,153	1,136,692	1,560,054	1,547,090	1,578,745	
	Net income	497,896	344,392	383,041	231,655	129,825	
	Add back: noncash depreciation	973,017	997,969	953,995	1,001,412	1,026,041	
	Change in working capital/other	347,736	92,187	750,000	-	-	
	Less: capital spending	(1,996,593)	(2,411,354)	(2,313,023)	(1,201,412)	(1,226,041)	Match depreciation + \$200K
	Grants		674,402				
	Loan forgiveness						
	New debt	291,483	725,766	213,023	-	-	
	Net change in cash for the year	113,539	423,362	(12,964)	31,655	(70,175)	
	Ending cash balance	1,136,692	1,560,054	1,547,090	1,578,745	1,508,570	Target: \$375K
			38.8%	38.0%	38.3%	36.6%	R&R = 10% of Prior Yr Revenue
			76.3%	75.4%	73.3%	66.7%	WCR = 13% - 25% of O&M



## **Website Analytics Report:**

**Q2 2024: April/May/June**

Prepared in July, 2024



- I. Q2 2024 Executive Summary
- II. Website Analytics
  - a. Overview and Traffic
  - b. Devices
  - c. Top Pages
  - d. Sources
  - e. Organic Search Keywords
  - f. Website Keyword Searches
  - g. Careers Page Engagement
  - h. Trustee Page & Meeting Engagement
- III. Social Media
  - a. Facebook
  - b. Twitter

## **I. Q2 2024 Executive Summary**

- The website saw a decrease in traffic both year-over-year and quarter-over-quarter. While Average Engagement Time remained the same quarter-over-quarter, the Engagement Rate increased by 19%.
- Saw the highest spike in website traffic on Monday, April 22<sup>nd</sup> and Monday, June 24<sup>th</sup>, both with 95 users.
- Saw an increase in website visitors on a mobile device in Q2 (~38% in Q2 2024 vs. ~32% in Q1 2024).
- “Rates” webpage remained in the top 10 pages list this quarter with the highest Average Engagement Time.

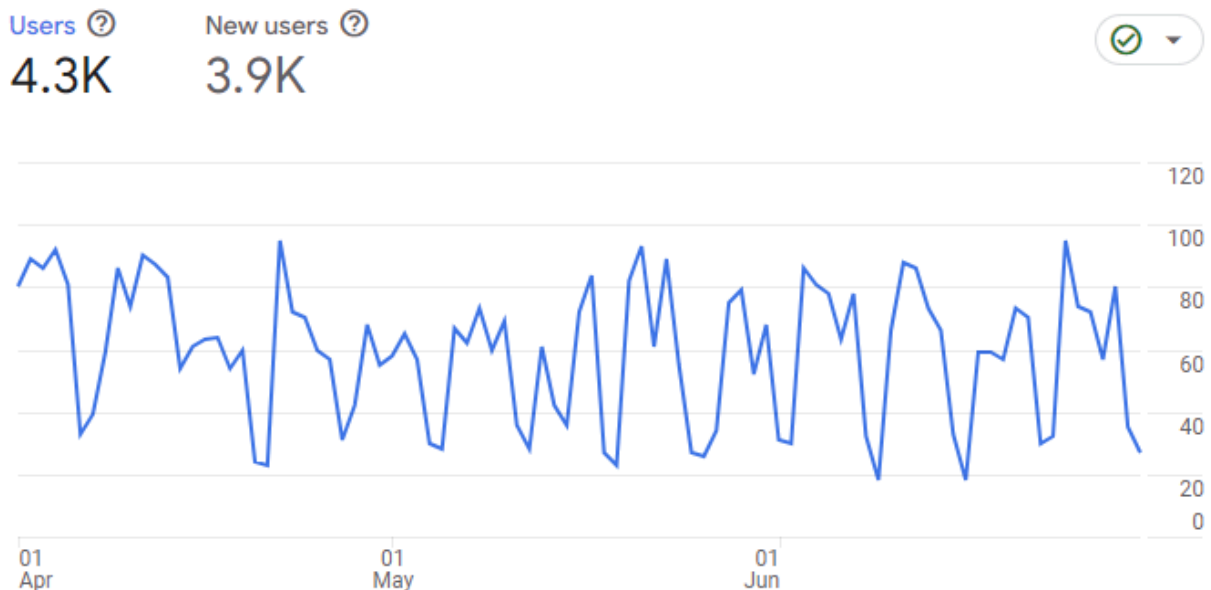
## II. Website Analytics

### A. Overview and Traffic

Website users, sessions and page views on the GAUD website decreased both year-over year (Q2 2024 vs. Q2 2023) as well as quarter-over-quarter (Q2 2024 vs. Q1 2024). Average Engagement Time/Session remained the same while Engagement Rate increased by 19%.

Q2 2024 Quarterly Website Traffic			
Metric	Q2 2024	Q1 2024	Q2 2023
Users	4,290	5,905	5,066
Sessions	6,252	7,849	6,631
Engaged Sessions	2,699	2,837	n/a
Avg. Engagement Time/Session	0m 26s	0m 26s	n/a
Engagement Rate	43.17%	36.14%	n/a
Pageviews	9,313	13,328	10,245

As noted above, website traffic decreased this quarter with the highest spike in traffic on Monday, April 22<sup>nd</sup> and Monday, June 24<sup>th</sup>, both with 95 users.



The chart below shows the individual performance by month in Q2 as well as a year-over-year comparison (Q2 2024 vs. Q2 2023). We saw the highest amount of website traffic in April 2024, but the highest Engagement Rate in June.

Q2 2024 Monthly Website Traffic					
Metric	Q2 2023	April	May	June	Q2 2024
Users	5,066	1,683	1,488	1,497	4,290
Sessions	6,631	2,199	1,943	2,022	6,252
Engaged Sessions	n/a	936	857	901	2,699
Avg. Engagement Time/Session	n/a	0m 24s	0m 30s	0m 27s	0m 26s
Engagement Rate	n/a	42.56%	44.11%	44.56%	43.17%
Pageviews	10,245	3,254	2,923	3,136	9,313

## B. Devices

Saw an increase in website visitors on a mobile device (~38% in Q2 2024 vs. ~32% in Q1 2024).

Users by Device category



● DESKTOP  
61.3%

● MOBILE  
37.6%

● TABLET  
1.1%

## C. Top Pages

Below are the ten most viewed pages on the site in Q2 2024. “Careers” moved back down the list after the recruitment campaign ended. “Rates” made it to the list again this quarter, appearing in the #9 spot, with the highest Average Engagement Time. “Trustees” continues to show one of the highest Average Engagement Times, followed by “Contact Us” and “About Us.”

Page path and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time
		9,313 100% of total	4,290 100% of total	2.17 Avg 0%	39s Avg 0%
1	/	3,688	2,102	1.75	20s
2	/request-for-proposals	1,265	674	1.88	8s
3	/start-stop-service	482	326	1.48	37s
4	/how-to-pay-bill	457	320	1.43	22s
5	/careers	418	329	1.27	14s
6	/contact-us	379	276	1.37	46s
7	/drinking-water	255	174	1.47	36s
8	/rates	198	151	1.31	1m 05s
9	/about-us	196	136	1.44	44s
10	/trustees	192	116	1.66	51s

## D. Sources

Organic Search (typing a relevant keyword into a search engine) continues to be the top traffic driver. The Organic Video source represents the digital recruitment video ads, which is a small amount of residual traffic from the campaign.

		Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
		4,290 100% of total	6,252 100% of total	2,699 100% of total	26s Avg 0%	0.63 Avg 0%	5.07 Avg 0%	43.17% Avg 0%
1	Organic Search	2,157	3,171	1,732	36s	0.80	5.59	54.62%
2	Direct	1,750	2,456	733	16s	0.42	4.55	29.85%
3	Organic Video	162	163	2	0s	0.01	3.02	1.23%
4	Referral	127	240	170	34s	1.34	6.77	70.83%
5	Organic Social	88	102	54	17s	0.61	4.74	52.94%
6	Unassigned	66	66	1	31s	0.02	3.11	1.52%

## D. Organic Search Keywords

This chart shows the various keyword searches in Google that resulted in traffic to the GAUD website; the top keywords continue to be “Greater Augusta Utility District.”

Organic Google Search query	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position
	806 100% of total	44,370 100% of total	1.82% Avg 0%	18.88 100% of total
1 greater augusta utility district	392	806	48.64%	1.30
2 augusta water district	118	474	24.89%	1.70
3 greater augusta utility	62	251	24.7%	1.78
4 augusta utility district	34	123	27.64%	1.60
5 augusta maine water district	27	78	34.62%	1.56
6 augusta utility	23	410	5.61%	4.12
7 augusta water	13	1,635	0.8%	8.15
8 augusta utilities	8	10,630	0.08%	7.82
9 augusta water bill	5	598	0.84%	5.94
10 greater augusta water district	5	12	41.67%	1.50

## E. Website Searches

This chart shows the various keyword searches on the GAUD website quarter-over-quarter, illustrating what information people are looking for within the website. This list helps identify potential opportunities for delivering additional content based on people’s needs (i.e. search activity). Since searches remain very low for all terms, there are no recommended website updates.

Q2 2024 Website Searches			
Keyword	Q4 20243 # Searches	Q1 2024 # Searches	Q2 2024 # Searches
staff or employee name	11	10	11
backflow, backflow test	1	5	7
permission slip	0	0	6
free compost	0	4	4
leak abatement	4	4	3
dump / rv dumping station	1	1	3
hydrant	0	2	0
bid / bids	0	0	2
careers / job descriptions	6	1	0

## F. Careers Page Engagement

Engagement on the “Career” page decreased in Q2 2024 after the recruitment campaign ended.

Q2 2024 Careers Page Engagement		
Action	Q1 2024	Q2 2024
/career page views	2,498	418
Clicks on job postings	363	1

## G. Trustee Page & Meeting Engagement

Engagement on the “Trustees” page continues to wax and wane quarter-over-quarter with the most notable change in Q2 being the increase in the clicks to watch previously recorded meetings.

Q2 2024 Trustees Page Engagement		
Action	Q1 2024	Q2 2024
/trustees page views	211	192
Clicks on “Watch Live”	17	9
Clicks on “Attend on Zoom”	19	17
Clicks on “Watch Previously Recorded Meetings”	19	40

### III. Social Media

#### A. Facebook

##### Overview

Fan count continues to increase quarter-over-quarter. Impressions and engagement also look extremely positive. Engagements are the highest they've been since Q2 2021.

Q2 2024 GAUD Facebook				
Quarter	Fans	Posts	Impressions	Engagements
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

Below are the Top 3 posts for the Q2, based on "Engaged Users":



Summer intern and future civil engineer Allie LaBelle is learning to operate hydrants today. The primary function of a water  
**265** engaged users



Yesterday, our team had a challenging drinking water pipe repair that was 24" in diameter (much bigger than we normally  
**71** engaged users



Brian Tarbuck, GAUD GM and Mike Payne, GAUD CFO took the hard working and wonderful administrative staff out to lunch  
**70** engaged users

## B. Twitter

There were 39 tweets in Q2, with a total of 648 impressions and 73 engagements. Below are the Top 3, in terms of "Total Engagements."

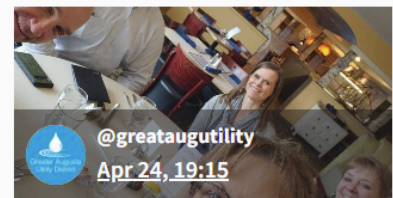
### Top tweets



Cheers to Drinking Water Week! While we all deserve clean water, we don't take it for granted. Annually we provide an  
**5** engagements



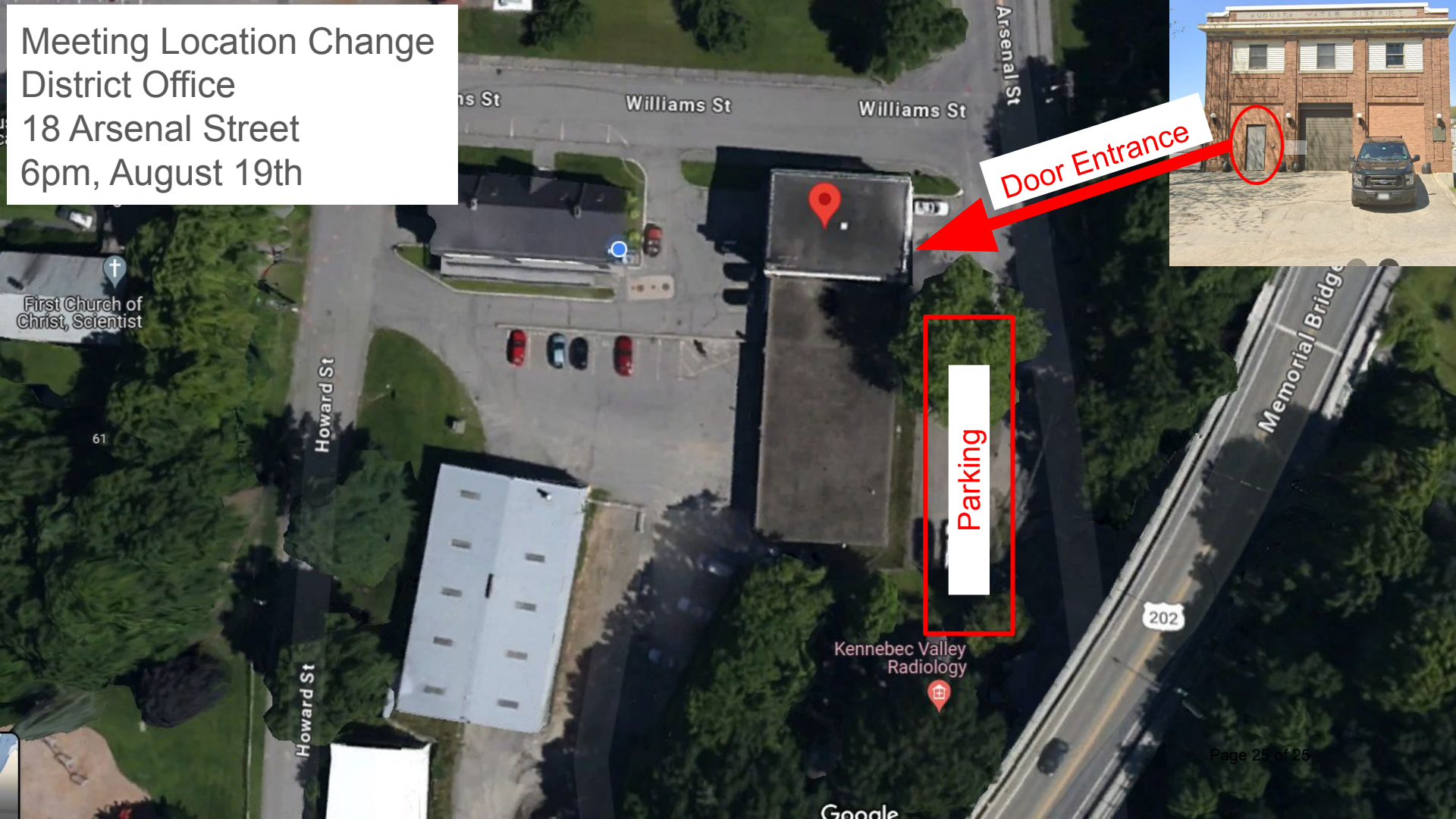
In honor of Juneteenth, our offices will be closed today. Normal operations resume on June 20th #Juneteenth #GAUD #Maine  
**4** engagements



Brian Tarbuck, GAUD GM and Mike Payne, GAUD CFO took the hard working and wonderful administrative staff out to lunch  
**4** engagements



Meeting Location Change  
District Office  
18 Arsenal Street  
6pm, August 19th



Door Entrance

Parking

