



PALMDALE WATER DISTRICT

2029 East Avenue Q • Palmdale, California 93550 •

Telephone (661) 947-4111

Fax (661) 947-8604

www.palmdalewater.org

Board of Directors

ROBERT E. ALVARADO
Division 1

GORDON G. DEXTER
Division 2

GLORIA DIZMANG
Division 3

KATHY MAC LAREN
Division 4

STEVE R. CORDOVA
Division 5

LAGERLOF, SENECA, GOSNEY & KRUSE LLP
Attorneys



February 16, 2012

***Agenda for Regular Meeting
of the Board of Directors of the Palmdale Water District
to be held at the District's office at 2029 East Avenue Q, Palmdale
Wednesday, February 22, 2012
7:00 p.m.***

NOTE: To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Dawn Deans at 661-947-4111 x103 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale. Please call Dawn Deans at 661-947-4111 x103 for public review of materials.

PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Pledge of Allegiance.
- 2) Roll Call.
- 3) Adoption of Agenda.
- 4) Public comments for non-agenda items.
- 5) Presentations:
 - 5.1) Cash for Grass Rebate Program. (Water Conservation Supervisor Roberts)

- 5.2) Services provided by Capitol Dynamics. (Board)
- 5.3) Palmdale Water District Energy Savings Programs. (Water & Energy Resources Manager Pernula)
- 6) Action Items - Consent Calendar (The public shall have an opportunity to comment on any action item as each item is considered by the Board of Directors prior to action being taken.)
 - 6.1) Approval of minutes of regular meeting held February 8, 2012.
 - 6.2) Payment of bills for February 22, 2012.
- 7) Action Items - Action Calendar (The public shall have an opportunity to comment on any action item as each item is considered by the Board of Directors prior to action being taken.)
 - 7.1) Consideration and possible action on Board Attendance at Conferences, Seminars, and Training Sessions as follows:
 - 7.1.1) ACWA 2012 Legislative Symposium to be held March 7, 2012 in Sacramento.
- 8) Information Items:
 - 8.1) Reports of Directors: Meetings/Committee Meetings/General Report.
 - 8.2) Report of General Manager.
 - 8.3) Report of Attorney.
- 9) Public comment on closed session agenda matters.
- 10) Closed session under:
 - 10.1) Government Code Section 54956.9(a), existing litigation: *Antelope Valley Ground Water Cases*.
 - 10.2) Government Code Section 54956.9(a), existing litigation: *City of Palmdale vs. Palmdale Water District, Case No. BC413432 (Rate Litigation)*.
 - 10.3) Government Code Section 54956.9(a), existing litigation: *City of Palmdale vs. Palmdale Water District and Palmdale Water District Public Facilities Corporation, Case No. BC413907 (Validation Action)*.
 - 10.4) Government Code Section 54956.9(a), existing litigation: *Palmdale Water District vs. City of Palmdale, Case No. BC420492 (Recycled Water Litigation)*.
 - 10.5) Government Code Section 54956.9(a), existing litigation: *United States, et al. v. J-M Manufacturing Company, Inc., et al., United States District Court for the Central District of California Case No. ED CV06-0055-GW*.
 - 10.6) Government Code Section 54956.9(a), existing litigation: *Central Delta Water Agency vs. Department of Water Resources, Sacramento Superior Court Case No. 34-2010-80000561*.

- 10.7) Government Code Section 54957, Personnel Matters: General Manager evaluation.
- 11) Public report of any action taken in closed session.
 - 12) Consideration and possible action on evaluation of General Manager.
 - 13) Board members' requests for future agenda items.
 - 14) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd

ACWA 2012 LEGISLATIVE SYMPOSIUM
March 7, 2012
Sacramento

NAME: _____

ADVANCE REGISTRATION DEADLINE: _____ FEBRUARY 24, 2012

MEALS: ☐ YES SPOUSE: ☐ YES SPOUSES' TOUR: ☐ YES
 ☐ NO ☐ NO ☐ NO

DEPARTMENTAL TRAVEL BUDGET:

REGISTRATION: _____ TRAVEL: _____

TOTAL REMAINING BALANCE: _____

PROPOSED EXPENSES: Registration: _____
 Transportation: _____
 Meals:* _____
 Miscellaneous: _____
 TOTAL: _____

*DIRECTORS: Expenses are outlined in Section 4.06.1 of the District's Rules and Regulations.

*FOR STAFF: Meal limitations are outlined on pages 30 and 31 of the District's Employee Manual.

Please review these limitations.

HOTEL ACCOMMODATIONS: ☐ YES ☐ NO REGISTRATION DEADLINE: 2-24-12


ARRIVAL DATE/TIME: _____ DEPARTURE DATE/TIME: _____

TYPE OF ACCOMMODATIONS: _____ SINGLE (1 PERSON)
 _____ DOUBLE (2 PEOPLE)
 _____ (2 PEOPLE/2 BEDS)

AIRLINE RESERVATIONS: ☐ YES ☐ NO

DEPART FROM _____ on _____ at _____ AM/PM
 (airport) (date) (time)

RETURN FROM _____ on _____ at _____ AM/PM
 (airport) (date) (time)



2012 LEGISLATIVE SYMPOSIUM

WEDNESDAY, MARCH 7, 2012
9 a.m. - 3 p.m.

Sacramento Convention Center
1400 J Street, Sacramento, CA 95814



**Association of
California Water Agencies**
Since 1910
Leadership Advocacy Information

ACWA's 2012 Legislative Symposium

2012 PRELIMINARY AGENDA

PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE

9 - 9:30 a.m.
**Registration and
Continental Breakfast**

9:30 - 9:45 a.m.
Welcome

*John Coleman, Vice President
Association of California Water Agencies
Outreach Task Force Representative
CalWater PAC Representative*

9:45 - 10:45 a.m.
**Bond, Water Bond: Funding the Public
Benefits of the 2009 Comprehensive Package**

With a Water Bond slated for the November 2012 ballot, signals in the governor's budget that water will be a priority and all eyes on a dry winter, water will be a major focus of the California Legislature and the governor this year. Panelists will discuss recent Water Bond developments and related issues.

10:45 - 11 a.m.
Break

11 a.m. - Noon
**Oh, Say Can You See: What Does Transparency
in Groundwater Management Mean?**

In 2011, ACWA issued its groundwater framework, *Sustainability from the Ground Up: A Framework for Groundwater Management in California*, that calls for transparency in local groundwater management. Also in 2011, Senator Fran Pavley

(Agoura Hills -D) introduced SB 263, vetoed by Governor Brown, regarding the disclosure of well log reports. Some argued that the disclosure of the reports was transparency in action, while others argued nothing of substance can be deduced from the reports. ACWA's Groundwater Committee has been working to further define transparency as it was meant in the framework. The panelists will discuss the pros and cons of disclosing the well logs in the broader context of transparency in groundwater management.

Noon - 1:15 p.m.
Luncheon

*Keynote Speaker:
Member of the California Legislature*

All 120 Legislators and their key staff have been invited to join us for lunch.

1:30 - 3 p.m.
Pension Reform: Growing, Growing, Gone?

In each of the last two administrations, attempts have been made to rein in what is seen as runaway public pensions. During the 2011 legislative year, no fewer than eight pension reform bills were introduced, with none landing on the governor's desk. In that same time span, Governor Brown brought forth his 12-point plan, and some of those concepts were included in the various bills. Several initiatives addressing pension reform are in the process of being qualified for the ballot. The panelists will discuss the need (or not) for dramatic pension reform and the various proposals being considered to accomplish that goal.

3 p.m.
Adjourn

Attendance at this event by a public official will constitute acceptance of a reportable gift.

March 7, 2012

WHO IS ELIGIBLE FOR ACWA ADVANTAGE PRICING?

The following people are eligible for ACWA Advantage pricing:

- Any ACWA member organization's officers/directors.
- Any employee of an ACWA public agency member; or affiliate or associate organization's payroll.
- Any individual or honorary life member of ACWA.
- Any ACWA board member whose fee is paid by a member agency.
- Any state or federal administrative or legislative personnel in elective, appointive or staffing positions.
- Staff of ACWA/JPIA, Water Education Foundation and California Water Awareness Campaign.

If you are interested in learning more about joining ACWA, contact Melanie Medina at (916) 441-4545 or melaniem@acwa.com.

REGISTRATION FORM

ACWA's 2012 Legislative Symposium
Sacramento Convention Center ♦ March 7, 2012

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax: () _____

E-mail Confirmation: _____

Your symposium registration fee includes:

Continental breakfast, refreshment breaks, lunch and handout materials.

	Prereg	On Site	Amount
ADVANTAGE	\$190	\$210	_____
STANDARD	\$285	\$315	_____
TOTAL (this registration only)			\$ _____

PAYMENT INFORMATION

☐ Enclosed is my check payable to ACWA

☐ Please charge my fee to my credit card: ☐ MC ☐ Visa

Expiration Date: Charged Amount: \$ _____

Credit Card Number:

Cardholder's Name (as seen on card): _____

Please print clearly.

Authorized Signature: _____

Substitution/Refunds: Substitutions from the same organization are accepted. A \$25 handling fee will be applied. Substitution requests should be submitted to elliem@acwa.com by 4:30 p.m. (PST), February 24, 2012. If you need to cancel, refund requests may be made by phone, but must be confirmed in writing to the ACWA office. A \$50 handling fee will be charged on all registration refunds and credit vouchers. **No refunds will be granted after 4:30 p.m. (PST), February 24.**

If you have a disability that may require accommodation to assure your full participation, please contact Ellie Meek of the ACWA staff at (916) 441-4545, or toll free at (888) 666-2292 to discuss your needs.

Your registration form and registration fee must be received by 4:30 p.m. (PST) **February 24, 2012**. After February 24, you will need to register on site.



Association of California Water Agencies
Leadership Advocacy Information Since 1970
P.O. Box 2408, Sacramento, CA 95812-2408

(916) 325-2316 FAX
(916) 441-4545
(888) 666-2292

Office Use Only
#LS12
ENT _____
DATE _____

GENERAL INFORMATION

ACWA 2012 Legislative Symposium

This one-day program will provide you with information on some of the latest issues facing California and the state Legislature.

Hotel Information

A block of rooms has been reserved for ACWA at:

Hyatt Regency Sacramento
1209 L Street
Sacramento, CA 95814

For reservations call: (800) 233-1234

Please identify yourself as an Association of California Water Agencies' Legislative Symposium attendee to receive this special rate.

Single / Double Rate: \$169

The cut-off date to receive this special rate is **5 p.m.**

February 24. Reservations made after that will be on a space and rate availability basis.

Past Attendees' Comments on ACWA's Legislative Symposium:

"Excellent guidance on what attendees should focus their legislative efforts on."

"The information presented was very educational and relevant to water agencies."



**Association of
California Water Agencies**
Since 1910
Leadership Advocacy Information

ACWA guarantees satisfaction with its products and events.

PALMDALE WATER DISTRICT

DEPARTMENT STATUS REPORT

January 2012

DATE: February 16, 2012
TO: BOARD OF DIRECTORS
FROM: Dennis D. LaMoreaux, General Manager

OPERATIONS

Peter Thompson II, Operations Manager

- Operations staff and Facilities staff worked together to clear debris around the lake. Staff coordinated work with the Fin and Feather Board in order to best accommodate the Club's opening day for the fishing season.
- The plant was shut down from January 16th through January 30th. During that time, annual "shut down" maintenance was performed. The whole plant was dewatered, inspected, and necessary repairs and maintenance was completed.
- Staff rebuilt the supply side of the sodium hypo-chlorite feed system. This rebuild allows the pumps to perform more efficiently and prevents wear on the pumps due to starved suction lines.
- Staff found and secured a better energy rate plan for the water treatment plant that should provide significant cost savings over the course of the year.
- The total production for January was 1128 Acre Feet. 32.25% was from Surface water and 67.75% was from Groundwater. The total delivery of water to Lake Palmdale was 1,327.8 Acre Feet, all of which came from the DWR turnout. January 2012's production was up by 14.2% compared to January 2011's and is a 4.2% increase when compared to the five year average for January.

HUMAN RESOURCES

Jeannie Burns, Human Resources Manager

- Coordinated the following trainings with JPIA: 10-Hour OSHA Construction Training and Confined Space. Reviewed risk assessment report from JPIA for assessment

conducted in January. The overall assessment regarding losses included the statement: “there have been no recent property, liability, or workers’ compensation claims. This is excellent.” Relative to the training provided by JPIA this month, JPIA noted “both classes were well received.”

- Coordinated meeting with AFLAC to assist employees with information regarding the services of this vendor; help employees with claims, and enroll employees in new programs offered by AFLAC.
- Presented the Human Resources Department budget requests to the Board of Directors’ at the Budget Workshop and attended the Board meeting for any follow-up questions Board members may have had.
- Worked with Occu-Med on employee-related health issues and return-to-work accommodations. Coordinated the random screening process with managers and employees. Scheduled Department of Motor Vehicle physicals for staff. Facilitated the monthly Safety Committee meeting.
- Participated in several conferences with CalPERS discussing and clarifying various options for the District’s retirement and health programs. Developed presentations for the Employee Handbook process and the District’s Health and Wellness Programs.

ENGINEERING

Matt Knudson, Engineering Manager

- **Littlerock Dam Sediment Removal** – The District has submitted payment to the United States Forest Service (USFS), and the District has received the fully executed agreement for same. District staff is working with our consultant and USFS staff to set-up a meeting and start discussing the environmental document and project goals.
- **Specification No. 0903 – 9th Street East and 12th Street East Water Main Replacement** – The contractor (VCI Construction) continues to make good progress on the installation of the replacement water mains for this project. The contractor has installed approximately 4,900 linear feet as of January 18, 2012 and has completed the first phase of the project in 9th Street East including the testing, disinfection, and tie-ins. This project includes the replacement of approximately 6,500 linear feet of water main.
- **Transit Village Development – Avenue Q and 4th Street East** – The District provided comments on the first design submittal associated with the improvements for the proposed Transit Village project located north of Avenue Q at 4th Street East. The District has not received anything back from the project engineer related to the water system

design, and we are waiting for them to submit the revisions for further review. This project will ultimately serve approximately 1,027 dwelling units at build-out. The District issued a Water Supply Assessment for this project in June, 2011.

- **Inter-tie with AVEK (Acton WTP)** – The contractor is scheduled to mobilize the week of February 20th and start construction activity the week of February 27th.
- **Specification No. 0902 – Avenue Q-3/Sumac Avenue Water Main Replacement** - Staff is completing the design associated with this project and will advertise for construction bids in March, 2012. Staff will bid this project so we have options based on the bid amounts to possibly include additional water mains to replace. This is one of the water main replacement projects that is budgeted for in 2012.

FACILITIES

Tim Moore, Facilities Manager

- The Construction Crew repaired (31) mainline leaks and installed (4) ¾" & (1) 1" residential service lines.
- Pothole for all conflicting utilities and design for pipeline replacement behind medical offices at 1240 E. Avenue S completed and will start pipeline next week.
- Completed installation of (2) 4" valves and catwalk in Littlerock Dam sump pump vault.
- The Ongoing Valve Exercise Program, along with the Water Quality Flushing Program, is producing good chlorine residuals and low turbidity numbers in the field with the Air-Vac Maintenance Program achieving better function in our distribution system.
- Completed installation of 1" P.R.V. (Pressure Reducing Valve) on Camares Rd. to produce better water quality and circulation.
- Completed (2) pump and motor PM's (preventive maintenance) at well sites.
- The mechanics completed (33) vehicle repairs, (10) truck and trailer repairs, (1) crane inspection and repair, and (7) heavy equipment repairs.
- Assisted in pulling (3) pumps and (1) motor with crane at Treatment Plant.

INFORMATION TECHNOLOGY

Jim Stanton, Information Technology Manager

- The new web site continues to be at the top of my Top 5. In the month of January, we saw 6,951 visits. Of those, 5,341 were unique, first time visitors; statistically this remains unchanged from last month. PWD customers stayed on the web site for an average of 1 minute 23 seconds before finding the information they needed, and they were able to access that information in an average of two page views. This data is consistent with the numbers we saw for the previous quarter and represents a slight increase in customer visits. Approximately 34% of that traffic is direct, a user has a favorite or enters the address in their browser, approximately 62% is referred by search engines, and approximately 4% is sent by other sites. Again these numbers remain almost unchanged from the previous quarter.
- Network Infrastructure Upgrade Project –Implementation of the new Virtual Local Area Networks (VLANs) will take place in January or February.
- Telephone Project - Staff is working with the vendor on obtaining data for the implementation of the telephone project. Anticipate this project to continue through March.
- Cogsdale – Staff continues to work with Cogsdale support personnel to resolve several support issues.
- Email Statistics - The email filter reported processing 71,917 emails for the month of January. Out of that total, only 11,251 were processed and sent on to users (both internal and external) or only approximately 16% of all email was sent on.

WATER CONSERVATION

Claudette Roberts, Water Conservation Supervisor

- **Monthly Number of Customers Applying for Rebates:**

REBATES 2012	NUMBER PER MONTH												2012	2011	2010-2012
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals	Paid out	Pending
Cash for grass	4												4	41	106
Toilets	19												19		
Washing machines	8												8		
MP rotators	0												0		
Smart controllers	0												0		
HydroPoint Controllers	0												0		

- **Water News/Press Releases/Employee Newsletter:** The next Water News for this year will go out in March. We have only been producing six issues per year for the last two years. We do send out the employee newsletter each month.
- **Tours and presentations to schools:** School has started, and PWD's school education program has been sent out to all the schools in the Palmdale School District. The educational program outlines tours, presentations and contests for the 2011/2012 school year.

We do have a large number of teachers who are interested in tours. Two tours are set for March and additional safety precaution will take place. To be on track with CUWCC reporting, the District will provide at least four elementary school tours during the year.

The Conservation Department coordinates with other departments for additional public tours when there is a special occasion. These types of tours do not usually include school age children, and the District does not pay for transportation to the treatment plant, unless otherwise decided and approved by the Board of Directors.

- **Events:** The first event for 2012 will most likely be the Home Show in Lancaster working with AV College's Agricultural Department. The plan for next year is to partner with other water agencies to keep costs down. The Landscape Workshop on January 28 was successful and provided customers with the necessary information to renovate their landscapes and to apply for the Cash for Grass Program. The AV Water Partners, consisting of Palmdale water District, LA County Water Works, Rosamond Community Services District, and Quartz Hill Water District, have partnered with the AV College to have a series of Landscape Workshops at the college the third Saturday of every month.
- **Water Use Calculations:** The Conservation Department has been inputting water use data on all rebate customers in order to analyze water use savings per customer per year and total water use savings per rebate per year. Each customer has a water use sheet; all data for each customer is then logged into an excel data base for analyzing water savings.

Customer Account Water Use History (in units):														
46-	Account No.			30452133			Lot Size	43,922.00			TOILETS			
Year	Month													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Yearly Average	
2002							39	39	36	39	14	8	29	
2003	7	12	10	16	10	34	31	26	32	32	15	10	20	
2004	8	6	8	24	18	25	28	39	39	25	12	9	20	
2005	8	7	5	15	12	26	38	32	29	19	13	9	18	
2006	10	11	7	15	10	27	31	28	34	19	13	9	18	
2007	8	10	10	13	15	22	42	20	28	14	17	12	18	
2008	5	8	16	15	21	27	26	29	21	15	13	6	17	
AVERAGE B/NEW RATE	8	9	9	16	14	27	34	30	31	23	14	9	19	
2009	5	6	6	12	18	18	21	24	21	19	13	6	14	
2010 Toilet installed	6	3	3	10	12	14	21	21	23	18	9	6	12	
2011	4	4	3	8	12	14	18	16	10				10	
2012													#DIV/0!	
2013														
AVERAGE A/NEW RATE	5	4	4	10	14	15	20	23	22	19	11	6	13	
Averages	6	7	8	14	15	23	29	29	29	23	13	8	17	
Highs	10	12	16	24	21	34	42	39	39	39	17	12	25	
Lows	4	3	3	8	10	14	18	21	21	15	9	6	11	

FINANCE/CUSTOMER SERVICE
Michael Williams, Finance Manager

Finance:

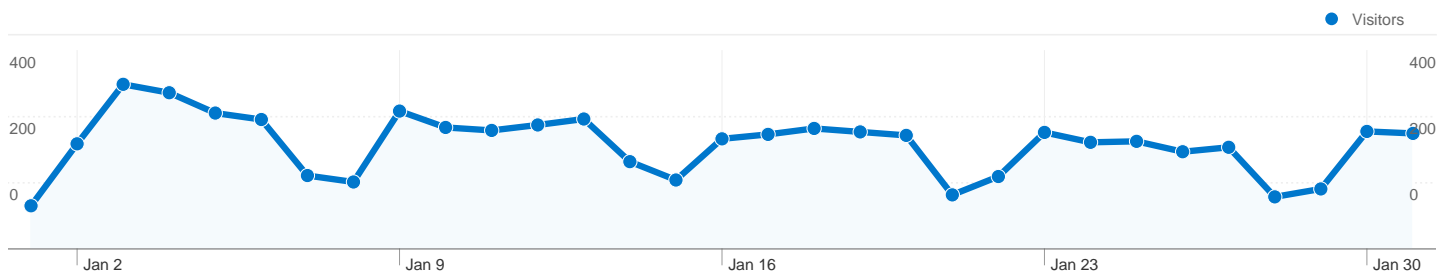
- Completed the audit balancing of assets and liabilities accounts along with bank accounts.
- Closed off Accounts Payables for December 2011.
- Balanced final month of CIP accounts to complete fixed assets update.
- Completed final cycle count for inventory.

- Issued W-2's and 1099's to employees and vendors.
- Completed calculation of tier adjustment refunds through December 2010. Total through that period are:

Totals	Bills	Refund
SFR	92,091	\$261,388.96
MFR	555	\$5,149.72
IRR	790	\$76,011.18
	93,436	\$342,549.86

Customer Service:

- EBPP statistics as of 01/31/12: 8,342 registered, 2,789 or 33% paperless, and 861 or 10% Autopay.
- Processed 62 Leak Adjustment Applications with 9 applications denied.
- Issued 1,817 door tags and 262 Shut-Off notices. Processed 26,219 payments, 320 applications for new service, and 115 requests to close service. Handled 6,111 customers over the phone and 6,384 at the counter.
- Replaced 786 Itron's, 15 Itron's/Register combinations, and 64 Registers only. Also replaced 72 stuck meters. Processed 1,308 Service Orders.



5,341 people visited this site

6,951 Visits

5,341 Absolute Unique Visitors

14,057 Pageviews

2.02 Average Pageviews

00:01:23 Time on Site

40.09% Bounce Rate

49.92% New Visits

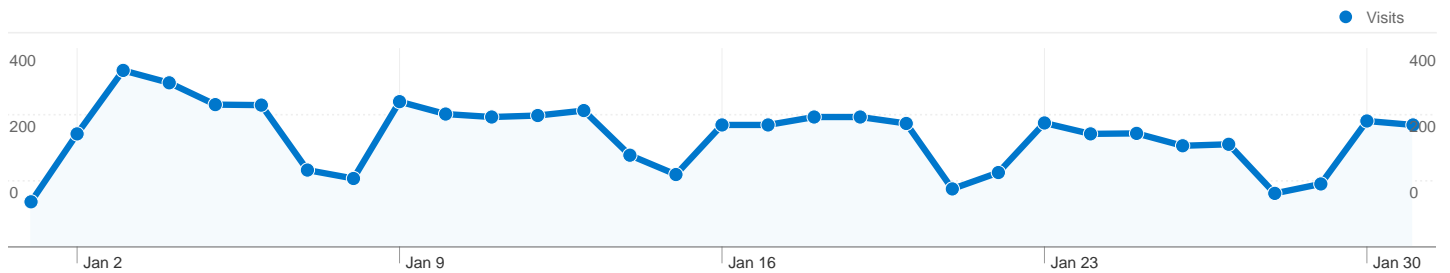
Technical Profile

Browser	Visits	% visits
Internet Explorer	3,908	56.22%
Firefox	1,087	15.64%
Safari	849	12.21%
Chrome	715	10.29%
Android Browser	310	4.46%

New vs. Returning

Jan 1, 2012 - Jan 31, 2012

Comparing to: Site






















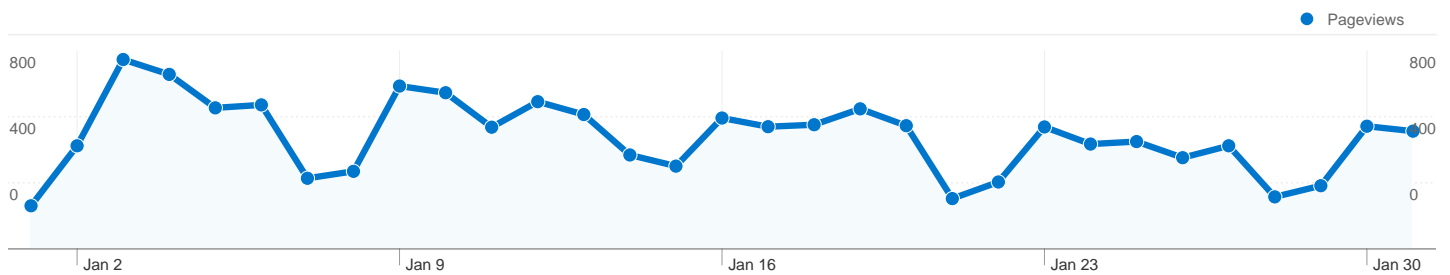
6,951 visits from 2 visitor types

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
6,951 % of Site Total: 100.00%	2.02 Site Avg: 2.02 (0.00%)	00:01:23 Site Avg: 00:01:23 (0.00%)	49.92% Site Avg: 49.92% (0.00%)	40.09% Site Avg: 40.09% (0.00%)
Visitor Type	Visits	Visits	Visits	
Returning Visitor	3,481	50.08%	<div> <div>49.92%</div> <div>50.08%</div> </div>	
New Visitor	3,470	49.92%		

Most visits tracked: 2 pageviews

Pageviews in the visit	Visits with this many pageviews	Percentage of all visits
1 pageviews	2,787.00	 40.09%
2 pageviews	3,020.00	 43.45%
3 pageviews	498.00	 7.16%
4 pageviews	304.00	 4.37%
5 pageviews	111.00	 1.60%
6 pageviews	75.00	 1.08%
7 pageviews	53.00	 0.76%
8 pageviews	26.00	 0.37%
9 pageviews	21.00	 0.30%
10 pageviews	11.00	 0.16%
11 pageviews	10.00	 0.14%
12 pageviews	5.00	 0.07%
13 pageviews	10.00	 0.14%
14 pageviews	6.00	 0.09%
15 pageviews	2.00	 0.03%
16 pageviews	1.00	 0.01%
17 pageviews	3.00	 0.04%
18 pageviews	6.00	 0.09%
20+ pageviews	2.00	 0.03%



72 page titles were viewed a total of 14,057 times

Content Performance

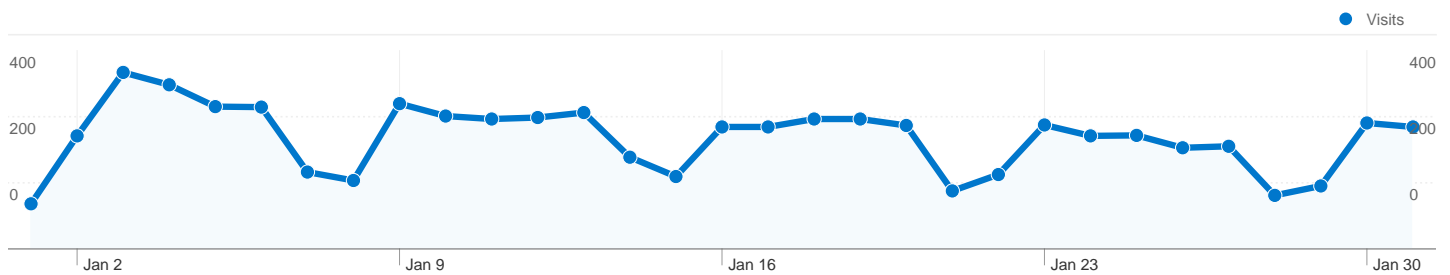
Pageviews 14,057 % of Site Total: 100.00%	Unique Pageviews 12,105 % of Site Total: 100.00%	Avg. Time on Page 00:01:21 Site Avg: 00:01:21 (0.00%)	Bounce Rate 40.09% Site Avg: 40.09% (0.00%)	% Exit 49.45% Site Avg: 49.45% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)		
Page Title		Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
Palmdale Water District		6,005	5,147	00:00:46	19.48%	22.11%	\$0.00
Pay Bill		4,756	4,247	00:03:47	86.77%	84.21%	\$0.00
Contact Us		576	489	00:02:31	73.48%	58.85%	\$0.00
Employment Opportunity		473	425	00:02:05	79.82%	67.86%	\$0.00
Service		262	218	00:03:50	74.32%	61.07%	\$0.00
Customer Service		235	181	00:00:51	60.00%	35.32%	\$0.00
Account Information		143	119	00:03:15	56.96%	48.95%	\$0.00
Rebates and Programs		116	74	00:02:19	60.00%	36.21%	\$0.00
Water Rates and Fee		94	70	00:02:17	85.00%	47.87%	\$0.00
Board Meeting Agendas		92	77	00:03:16	100.00%	54.35%	\$0.00
1 - 10 of 72							

1 - 10 of 72

Traffic Sources Overview

Jan 1, 2012 - Jan 31, 2012

Comparing to: Site

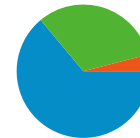


All traffic sources sent a total of 6,951 visits

32.02% Direct Traffic

4.03% Referring Sites

63.95% Search Engines



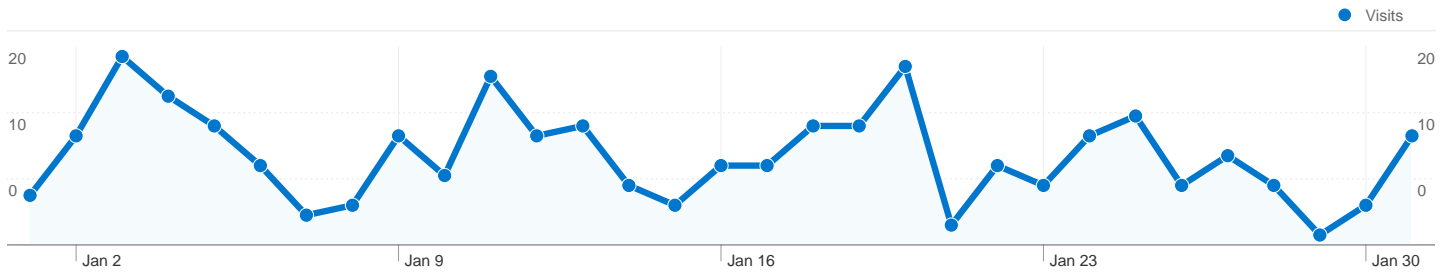
■ Search Engines
4,445.00 (63.95%)

■ Direct Traffic
2,226.00 (32.02%)

■ Referring Sites
280.00 (4.03%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	2,895	41.65%	palmdale water district	2,213	49.79%
(direct) ((none))	2,226	32.02%	(not provided)	461	10.37%
yahoo (organic)	820	11.80%	palmdale water	458	10.30%
bing (organic)	569	8.19%	www.palmdalewater.org	212	4.77%
search (organic)	78	1.12%	palmdalewater.org	107	2.41%



Referring sites sent 280 visits via 70 sources

Site Usage

Visits 280 % of Site Total: 4.03%	Pages/Visit 2.14 Site Avg: 2.02 (5.78%)	Avg. Time on Site 00:01:49 Site Avg: 00:01:23 (30.37%)	% New Visits 49.29% Site Avg: 49.92% (-1.27%)	Bounce Rate 42.86% Site Avg: 40.09% (6.89%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
search.mywebsearch.com	39	2.18	00:03:00	53.85%	33.33%
cityofpalmdale.org	32	2.78	00:03:34	46.88%	12.50%
agency.governmentjobs.com	16	1.75	00:05:57	0.00%	56.25%
toolbar.inbox.com	14	1.57	00:00:34	7.14%	57.14%
acwa.com	12	1.42	00:00:09	16.67%	83.33%
local.yahoo.com	12	3.00	00:01:00	58.33%	8.33%
avswca.org	9	4.33	00:00:38	0.00%	11.11%
us.mc1614.mail.yahoo.com	9	1.44	00:00:02	0.00%	55.56%
crowdflower.com	8	1.88	00:00:23	100.00%	25.00%
forex-ninjas.com	7	1.00	00:00:00	100.00%	100.00%
1 - 10 of 70					

1 - 10 of 70

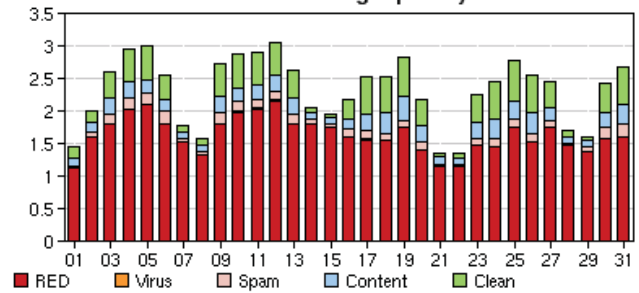
Inbound Message Summary

Message Classification



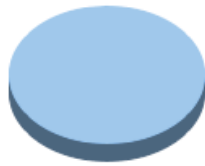
RED:	50773
Detected Spam:	3330
Content Filters:	6486
Detected Viruses:	77
Clean:	11251
Total:	71917

Thousands of Messages per Day



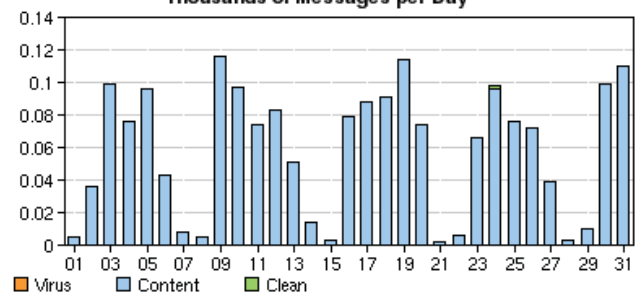
Outbound Message Analysis

Message Classification



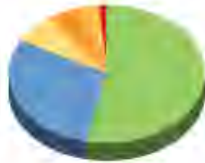
Content Filters:	1831
Detected Viruses:	0
Clean:	2
Total:	1833

Thousands of Messages per Day



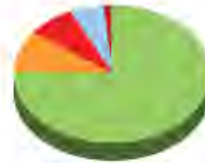
Inbound Analysis Details and Recipient Actions

Analysis Details



Clean:	11251
PBMF:	6264
Probably Spam:	1480
Certainly Spam:	1012
Maybe Spam:	836
OCF:	222
Virus - Kaspersky:	77
Total:	21144

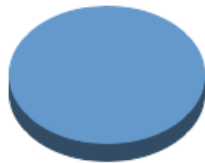
Applied Recipient Actions



Pass:	11244
Subject Modified:	1480
Reject:	1136
Just Log:	845
Quarantined:	222
Total:	14927

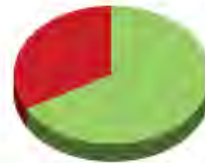
Outbound Analysis Details and Recipient Actions

Analysis Details



PBMF:	1830
Clean:	2
OCF:	1
Total:	1833

Applied Recipient Actions



Pass:	2
Quarantined:	1
Total:	3