



MEETING DATE: February 5, 2025

AGENDA ITEM: 12. Discussion and possible action for approving a community outreach program that includes communication about the two tax exemptions through Schaelene Rollins of Rollins PR Consulting and a social media presence.

FROM: President Cary Curtis

RE: Discussion and possible action for approving a community outreach program that includes communication about the two tax exemptions through Schaelene Rollins of Rollins PR Consulting and a social media presence.

REASON FOR RECOMMENDED BOARD ACTION:

The district needs to communicate the specifics of the annexation of Eastern Plumas Rural FPD which impacts owners in the former fire district and also to provide an advance communication to all constituents on the process owners need to follow to apply for an exemption of the BPPFD Special Tax.

BACKGROUND:

At the board's January 8, 2025, meeting, the board discussed options for communicating with our customers about the BPPFD Special Tax and to inform customers of the former Eastern Plumas Rural FPD about the recent annexation of that department into BPPFD. A recommendation was made by Director Curtis that we reach out to the communications consultant the district has partnered with in the past to obtain options and pricing of a direct mailer to, 1) Only former customers of Eastern Plumas Rural FPD or, 2) All BPPFD customers including EPPFD.

A proposal from Rolling PR Consulting has been obtained providing the scope and costs for both options. The proposal also includes a recent local newsletter the firm created as an example of what we might expect.

The newsletter is totally customizable and would highlight the important components of both the annexation and special tax while being able to incorporate other topics of importance.

Although initially it was thought the district could save money by folding, labeling and stamping each mailer, the proposal shows that mail house pricing is actually less expensive.

FISCAL IMPACT:

The proposal provides for two options to effectively communicate this important information. Costs estimates range from \$3,620 for option #1 to \$5,280 for option #2. There could be minor cost differences once the updated customer information file and customer count is obtained from the county for mailing purposes.

IMPACTS TO THE CUSTOMER:

Nothing but positive impacts to our customers! Being able to provide information early about how to file for an exemption of Peak's special tax will enable the district to better respond to customer inquiries and allows the district to file exemptions to the county on a timely basis.

Communicating to the customers of EPRFPD is needed as there was very little, if any, communication about the annexation released by the Eastern Plumas Rural Fire district. Customers in the former district are more than likely unaware of the annexation and the impacts of taxes, fees and services going forward.

RECOMMENDATION:

- 1) Review and discuss options #1 and #2, with a recommendation that the board approve Option #2 - full communication to all constituents, including the customer of the former Eastern Plumas Rural FPD.
- 2) Engage Rollins PR Consulting immediately to ensure the mailer is timely and in the hands of all customers well in advance of the early August 2025 Plumas County file for the BPPFD Special Tax collection for 2025/26.
- 3) Include more detailed information about how to file for an exemption on the district's website and include an e-version of the newsletter.
- 4) Communicate the specifics of the newsletter via the Plumas Sun and through a potential BPPFD Facebook page that is under development.

ATTACHMENTS:

- A. BPPFD 2025
- B. GM NEWSLETTER FALL2024 PRINT

Date: January 27, 2025

To: Cary Curtis, Board President, Beckwourth Peak Fire Protection District

Subj: Newsletter

Dear Cary,

Thank you for contacting RollinsPr Consulting (RollinsPR) about providing writing and design services for the Beckwourth Peak Fire Protection District (BPFPD). The following outlines the task to complete a newsletter on behalf of the District.

Task 1 – Develop a “welcome” newsletter to recently annexed parcels

RollinsPR will provide copywriting and design services to produce a newsletter on behalf of BPFPD that focuses primarily on the annexation of the previously existing Eastern Rural Plumas Fire Protection District. Articles will include:

- Annexation of Eastern Rural Plumas – the how, why and benefits simply explained
- How the assessment is collected and two options available to file an appeal
- Who and how to contact with questions - website, board meeting dates, pertinent emails/phone numbers

Copy will be developed using materials provided and with input from the BPFPD Board of Directors. Once copy is finalized and approved, the content will be designed using existing design standards and new logo used in existing BPFPD materials. The final newsletter will be printed and readied for distribution. A PDF file will be provided for further electronic distribution and placement on the BPFPD website.

An alternate consideration is to develop a newsletter relevant to all parcels within the BPFPD including the recently added properties of Eastern Rural Plumas. Newsletter article topics would include:

- Current state of BPFPD - Announce current board, fire chief; welcome Eastern Rural Plumas; brief objectives for 2025
- Annexation of Eastern Rural Plumas - the how, why and benefits simply explained
- Official first 6 month of operations - pull significant nuggets from the chief's report
- Budget Snapshot - I am thinking this would be a visual graphic of the overall budget for the FPD, and a pie chart that shows how budget is met (special tax, county tax sharing, etc.)

Smaller mentions:

- How to appeal - two exemption options
- Contact us - website, board meeting dates, emails, etc.

The process for writing, design and printing is the same as described above.

Thank you for allowing RollinsPR to provide a memo of services. It was truly a special experience to be a part of the formation effort and I hope to continue to provide services as needed.

Please contact me with any questions or with budget adjustment requests.

Schaelene Rollins

Schaelene Rollins

ESTIMATED BUDGET

Task 1 - Welcome newsletter - ERP CONTENT

ONLY	Rollins - \$90/hour*	Choo - \$80/hour*	
Hours	5	3	
Fees	\$450.00	\$240.00	
Total Fees			\$690

Task 1A - Printing Services

8.5x11, 2-sided color flyer 80# Gloss Text	Printing/Mail Merge \$0.47/piece**	Postage (standard bulk rate) \$0.38/piece***	
1,500 parcels (est. ERP parcels)	\$705.00	\$570.00	
Set-up fee	\$40.00		
Total Print Services	\$745.00		
Total Print + Postage	\$1,315.00		
Total Fees + Print Services			\$1,435.00
Total Fees + Print Services + Postage			\$2,005.00

Alternate: All Parcels, INCLUSIVE CONTENT	Rollins - \$90/hour*	Choo - \$80	
Hours	7	5	
Fees	\$630.00	\$400.00	
Total Fees			\$1,030

Printing Services			
8.5x11, 2-sided color flyer 80# Gloss Text	Printing/Mail Merge \$0.47/piece**	Postage (standard bulk rate) \$0.38/piece	
3,000 parcels	\$1,410.00	\$1,140.00	
5,000 parcels	\$2,350.00	\$1,900.00	
Set-up Fee	\$40.00		
3,000 Total Print Services	\$1,450.00		
3,000 Total Print + Postage	\$2,590.00		
5,000 Total Print Services	\$2,390.00		
5,000 Total Print + Postage	\$4,250.00		
3,000 Total Fees + Print Services			\$2,480.00
3,000 Total Fees + Print Services + Postage			\$3,620.00
5,000 Total Fees + Print Services			\$3,420.00
5,000 Total Fees + Print Services + Postage			\$5,280.00

* S.Rollins 2025 professional billing rate \$155 (\$65 discount/hour); R.Choo 2025 professional billing rate \$105 (\$25 discount/hour)

**Print per piece cost breakout

NCOA Processing \$0.01

Printing - \$0.30

Address, fold, tab - \$0.16

*** Standard postage is \$0.73/piece

Attention Gold Mountain
CSD Customers!
Read our Fall 2024
newsletter to learn about
important updates in the
community!

Gold Mountain Community Services District
Water - Sewer - Fire Protection
P.O. Box 5 • Clilo, California 96106

Safety Device Checklist

- Test smoke and carbon dioxide alarms to ensure both are properly working.
- Change the batteries in the alarms. If your system has a long-life battery, check the age.
- Replace any smoke or carbon monoxide alarms that are more than 10 years old.
- Dust the device to reduce the risk of false alarms.

Reminders!

Sign-up to receive important alerts during storms, fires and other critical situations from GEM, Plumas County's rapid emergency notification system. Register at www.bit.ly/plumasGEM or scan with your phone.



Pack a Kit



About the GMCSO

The Gold Mountain Community Services District (GMCSO/District), a local government agency provides domestic water delivery and wastewater collection and disposal in and around the Nakoma Community, and manages fire suppression, and fire prevention.

Board of Directors: Gordon Bennie, President; Kim Seney, Vice President; Rene St. Pierre, Director; Kathy Kogge, Director; Jon Gresley, Director.

A Message from the President

Welcome to the Gold Mountain CSD Newsletter! As we reflect on this past summer, I want to extend heartfelt gratitude to our community for coming together in the face of a significant challenge—the Complex Fire that impacted Gold Mountain.

During the first 24 critical hours, our QAV team's dedication and expertise played an invaluable role. Their on-site presence and deep local knowledge were instrumental to first responders, enabling a coordinated and effective response that undoubtedly helped limit the fire's impact. I am profoundly grateful for their commitment and quick action.

In addition, a special thanks to Nakoma Resort, particularly Richard and his exceptional staff. They opened their doors, providing food and shelter for residents and responders exemplifying the true spirit

of community support and generosity when it was needed most. The resort's willingness to serve as a sanctuary during this challenging time was deeply appreciated.

Our full and part-time staff and general manager also worked tirelessly throughout the event, proving water support and continued well production to the fire crews who were protecting our homes.

Thank you, everyone, for your resilience and community spirit. It's this unity that makes Gold Mountain such a remarkable place to live. Please read on for updates, events, and information on how you can stay involved with GMCSO.

Warm regards,
Gordon Bennie
Gold Mountain Community Services District

GMCSO Evaluates Its Water System After Gold Complex Fire

The Gold Complex Fire disrupted life and caused evacuations in our community. The fire, started by dry lightning strikes on July 22, 2024, burned 3,007 acres before reaching full containment in early August. Thankfully, the District did not lose any infrastructure due to the fire. However, some in the community were without water for a period of time due to fire response units pulling water from one hydrant that ultimately impacted the water storage in that area.

Lessons learned include the need to review fire hydrant protocols in order to supply water for fire-fighting efforts while maintaining adequate water supply for the community and promote the message to suspend nonessential water use during a fire to ensure first responder needs are met. Further, the Hazardous Fuel Treatment program, developed as part of the National Firewise Program, proved instrumental in that it cleared overly dense forest areas which in turn reduced the fuel load, resulting in a positive impact on fire containment in the Gold Mountain area.



Gold Complex Fire Burns Beyond the Trees



GMCSO's Fire Truck in Position to Defend Homes

District Projects At-a-Glance

Fire-Related Projects

The District recently cleared 3.2 acres of brush and plant debris as part of the Forest Management Project, a project aimed to reduce excess foliage that provide fuel for fires.

Phase 4, referred to as the Red Sky and Dream Maker Project, will clear over 12 acres of debris.

Additionally, there are plans for more fire hydrants to be installed within the community.



Clearing Excess Debris at Lots I & J
Before and After



New Hydrant Recently
Installed at Emerald Point

Water System Projects and Updates

Two water sample sites will be installed in pressure Zone 1. The sites will allow the District to monitor water quality and pressure quantity in the zone.

The Well 29 grant-funded rehabilitation project was inspected in September 2024. The new well will:

- Extend the life of existing wells.
- Ensure drinking water quality.
- Provide additional water storage capabilities.



Sewer Project and Septic Tanks

A curtain drain will be installed above the Falling Water Leach Field. The drain will help prevent excess groundwater entering the leach field by intercepting the excess water and having it drain elsewhere.

Did You Know?

Septic tanks are required to be inspected on an annual basis to ensure the proper working of the system and identify potential issues that could lead to public health issues. The District is working with homeowners to schedule inspections in advance of winter weather.

Nakoma Community Firewise Update



Firewise resources are listed at www.gmcscd.org/informative-resources.

The Annual Nakoma Community Firewise meeting was held on August 25, 2024. Given the recent mandatory evacuations during the Gold Complex fire the focus was on what worked and what can be improved during a future evacuation.

Previously held evacuation drills proved useful and helped many evacuate in a more efficient manner. Evacuation drills will be held again in spring 2025. The data for the District's 2024 Firewise Community recertification is currently being compiled and should be finalized by mid-November. GMCSD is confident that it will be recertified given the time, money and efforts made by the community to remove green waste and other fire fuels.

GMCSD will continue to educate and inform residents about California's Defensible Space standards on their properties. Homeowners may obtain a free inspection by contacting Liam Galleher, County Coordinator for Plumas County Fire Safe Council at (530) 927-5339.

Be Winter-Prepared



Fall and winter weather can change at any moment in our area and it's important to be prepared.

Winter Tips for Full-time Residents

- ✓ Drain and disconnect outdoor hoses.
- ✓ Turn off irrigation systems.
- ✓ Protect outdoor pipes and pipes located in areas exposed to your home's exterior, such as in crawl spaces and attics. Insulating products, found in most hardware stores, include pipe wrap, foam jackets and heat tape.
- ✓ Know where your main water valve is located in case you need to shut off your water. Call the District at (530) 832-5945 if you need help finding your water main.
- ✓ Check and repair any small leaks in faucets, toilets, sinks and showers.

Tips for Leaving Your Home Vacant

- ✓ Turn off the main water valve located on the outside of your property.
- ✓ Open all indoor and outdoor faucets and shower heads and let the water drain from pipes.
- ✓ Drain toilets.
- ✓ Pour biodegradable antifreeze* into toilets and indoor sink/shower drains.
- ✓ Turn off the water heater (gas and electric).

**Biodegradable antifreeze is commonly used in RVs and travel homes.*

Reminders

Close all faucets and shower heads before turning the main water system back on when you return! If you turn on the faucet and no water flows, it likely means your pipes have frozen. Turn off the main water valve and leave the faucets open. Hair dryers may help heat the water, however, it might be best to call a plumber.

While it seems logical to turn off central heating systems, it is recommended to keep thermostats set between 45-50 degrees to prevent pipes from freezing inside interior walls. Another recommendation is to leave under-the-sink cabinets located on an exterior wall (such as below a window) open to allow the air inside the house keep the pipes warmer.