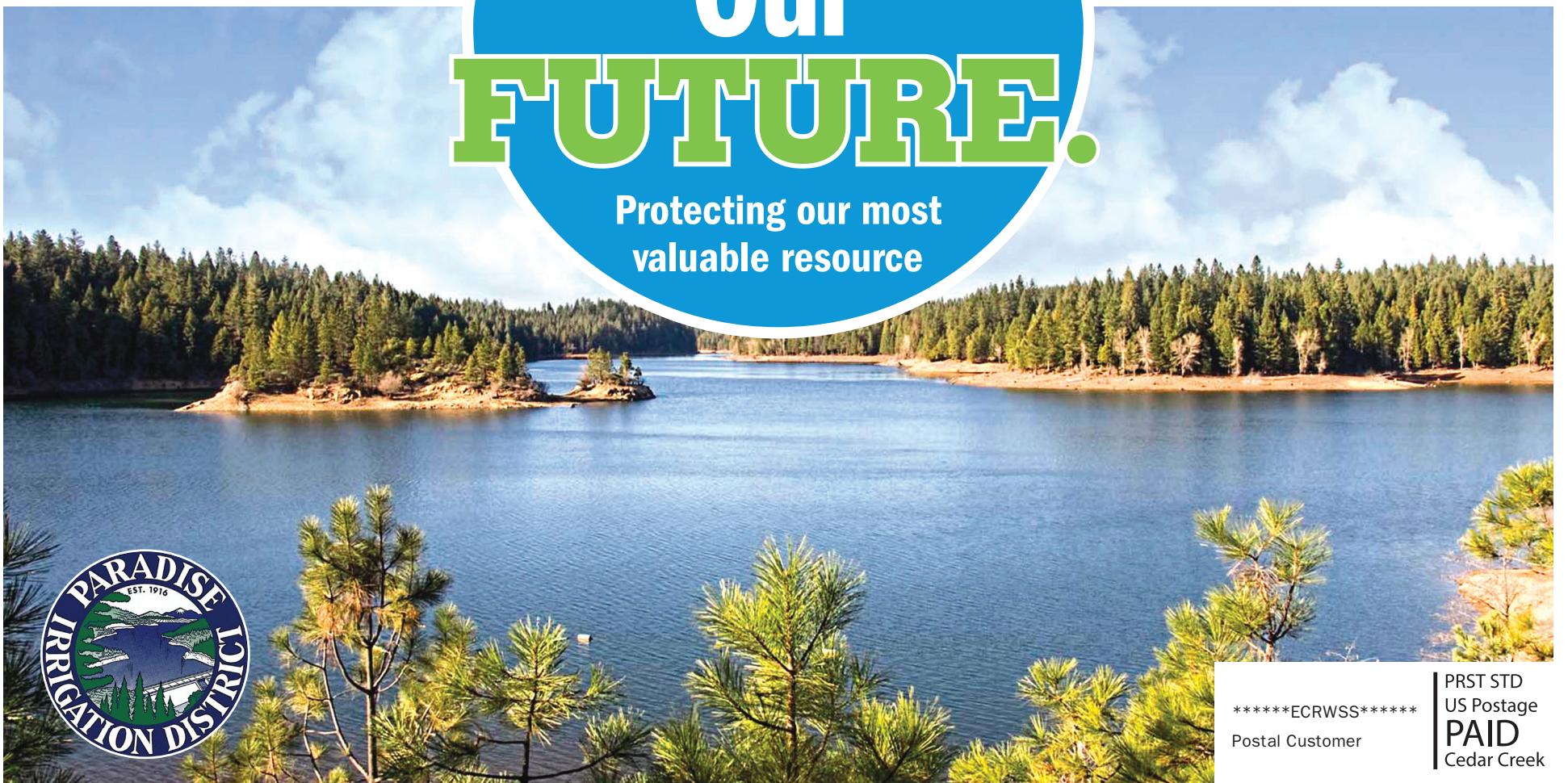




Our
WATER.
Our
FUTURE.

Protecting our most
valuable resource



*****ECRWSS*****
Postal Customer

PRST STD
US Postage
PAID
Cedar Creek

Paradise Irrigation District

A history of serving the community

1916

Early Paradise residents were farmers who needed water to grow crops. Formation of a water district approved by state.

First district meeting held. Water rights purchased from PG&E for \$14,000.

1917

Community comes together, voting to tax themselves \$350,000 for a bond issue to finance the building of pipelines and Magalia Dam.

1918

Magalia Dam is constructed.

Due to the war effort, all steel in community is diverted during World War I. Early pipes are constructed out of wood.

1920s-1930s

60 percent of water is lost from the wooden pipes.

1940s

Steel pipe installation begins.

1934

Meter installation begins.

1956

Paradise Dam is constructed.

1976

Paradise Dam is raised, allowing for greater water production.

Today

Paradise Irrigation District continues to reliably provide clean, safe water for the community.

Safeguarding Our Most Precious Resource

PID protects quality water for residents on the ridge



Water. We need it to drink, to cook, to clean, to bathe, to nourish our lawns and gardens. But how often do we really consider where our water comes from or what would happen if that precious commodity were suddenly no longer available?

Even a century ago, Paradise residents knew water was a necessity for sustaining life on the ridge. Originally a community of farmers who relied solely on well water, the people of Paradise voted in 1916 to tax themselves \$350,000, more than the total assessed value of all the property in Paradise at the time. Residents voted overwhelmingly to approve the tax shortly after voting to form the Paradise Irrigation District, which sought to give residents control of their water and make improvements.

Today, PID still operates as a local government agency that is committed to providing residents and businesses with the highest-quality, most affordable water possible. To do so, PID collects and stores rain water at Paradise Lake and Magalia Reservoir. PID then uses state-of-the-art techniques and works around the clock to treat the water for consumption and deliver it through 169 miles of pipeline for customers to enjoy.

Being solely reliant on rainfall and having limited storage, the district is not immune to drought. PID is doing everything it can to protect and manage the surface water in order to meet the present and future needs of Paradise. But PID can't do it alone.

Unlike privately owned companies, PID is integral to the community of Paradise. Governed by locally elected officials and board members, PID enjoys a mutually beneficial relationship with the members of the community. Residents rely on PID for water service. And PID relies on the community to voice their thoughts and participate in the process.

Want to be more involved? The first step is to educate yourself about the water you rely on. In this publication, you'll read about where your water comes from, how it is treated, how it is delivered to you and the measures you can take at home to safeguard water for the future. Only by working together can we ensure that every action is taken in order to provide, protect and preserve our most valuable resource.



Looking Out for Paradise

Plant operators ensure clean water gets to the community

As a water treatment plant operator for PID, Ken Capra works 24-hour shifts to monitor drinking water quality.



When customers in the Paradise Irrigation District turn on the faucet, there's no second thought about water purity. That's because specialists such as Ken Capra — an operator at PID's treatment plant — maintain quality and health standards.

There's always a plant operator on duty, acting like a sentry of safety. He checks all the "raw" water, monitors processing and ensures it's clean before allowing any to join the local drinking water supply.

It's a job Capra and his counterparts take seriously — and primarily do alone. They work 24-hour shifts with no one else in the facility, apart from several hours a day with daytime colleagues and occasional maintenance workers.

"The old saying goes: If you go in a treatment plant and it looks like they're doing nothing, it means they've done their job," Capra says. "If you go in a treatment plant and everybody's running around, it means they haven't been paying attention and something happened. Many lives can be at risk if I have a contamination that leaks past this facility, so this is important."

Being a treatment plant operator is no easy task. And before taking the position, Capra and the others undergo years of training in order to pass stringent tests to be certified through the California Department of Public Health Division of Drinking Water and Environmental Management. Even then, Capra is always learning on the job and has to get recertified every three years to tackle the challenges he faces every day.

For a round-the-clock shift, Capra arrives at 7 a.m. He'll meet with the plant operator heading off duty to recap the previous shift, then make his "rounds": a comprehensive inspection of treatment operations. He'll note anything that needs tending by plant or maintenance personnel.

"Many lives can be at risk if I have a contamination that leaks past this facility, so this is important."

Ken Capra
Water treatment plant operator

Next he'll view the flow rates — displayed on monitors at his computer station — and perform chemical tests on water in various treatment stages in the on-site laboratory.

From all this data, Capra can calculate any adjustments to make. He works these tasks into an overall work plan that takes into account the 7 a.m. briefing, a slate of routine duties, even energy costs (operators aim to perform power-guzzling functions at non-peak hours to save energy and money on the district's PG&E bill).

"From the time I get here, my mind is ticking," says Capra, a 24-year PID employee who's worked 22 years in the treatment plant. "Basically, our job, I would say, is 75 percent mental and the other 25 percent is doing the day-to-day."

The operator continues the so-called "work" segment of the shift until 3:30 p.m., then transitions to the "monitoring" segment through 10 p.m., then "sleep" from 10 p.m. to 5 a.m. However, as Capra points out, "We're monitoring all the time." Even while at work or sleep, the operator gets alerted by alarms if a variation requires attention.

While a lot of facilities run automatically — often they're unmanned — Paradise Irrigation District is manned 24/7 so staff can continuously monitor the supply and make sure the water is always clean and ready to drink.

"Not every day is the same," Capra says, "but the stuff that we do is. It's important that you follow a regimen or a routine — for myself, at least — because if something changes in that routine, that sends a red flag that something's out of the ordinary."

FUN FACTS ABOUT PID

Paradise Irrigation District delivers water across **11,500 acres of land**, or just under 18 square miles.

Between Paradise Lake and Magalia Reservoir, PID has the ability to store up to **12,300 acre-feet of water**, or more than 4 billion gallons, enough to fill the Superdome in New Orleans more than four times.

90 percent of our treated water is delivered by the pull of gravity.

Only 10 percent of treated water is pumped.

PID has more than **10,000 active water meters**.

The treatment plant monitors the safety and quality of up to **16 million gallons of water each day**.



FUN FOR ALL AT PARADISE LAKE



Did you know Paradise Lake is open to the public for recreational use? Since the lake provides drinking water for Paradise, swimming is not permitted. But not to worry – the lake offers a variety of activities for you and your family to enjoy. Come discover the fun that awaits you, including:

Walking or biking
along the
**4.5-mile
lakeside path.**



Fishing for trout, bass and catfish. See if you can break the **record for largest fish caught – 26 pounds!**

Enjoy the view
from the water on a row boat,
sailboat, canoe or kayak.



**Take advantage of
the gazebo
and picnic area**
with barbecue pits,
playground and horseshoes.

**The picnic area accommodates
up to 100 people**

and is an ideal setting for your
party or wedding. Check out
www.visitparadiselake.com
to book your event today!



FROM LAKE TO TAP

Everything you never knew about Paradise water

Water is so easily accessible, we often take it for granted. We turn on the faucet and enjoy a cold drink or a hot shower, never considering what it takes to prepare the water for use and deliver it to us. Here's a closer look at where our water comes from and how it is delivered.

WHERE DOES OUR WATER COME FROM?

1

Paradise has a 12-square-mile watershed that collects rainfall in creeks and streams. The water flows from the watershed downhill into Paradise Lake. In years when rainfall is especially abundant, water from Paradise Lake will spill into Little Butte Creek or be diverted to the Magalia Bypass for gravity delivery to the water treatment plant.

HOW IS OUR WATER TREATED?

After the water is delivered from the lake, the treatment plant prepares the raw water for drinking.

2

1. To start, the raw water flows through coarse gravel and is treated with chemicals that extract the majority of the dirt.
2. The water is then disinfected and goes through a finer material filter that removes the remaining tiny particles from the water.
3. Water treatment plant operators are on staff all day, every day to ensure the water is of the best quality for customers, around the clock.

HOW IS OUR WATER DELIVERED?

3

1. Treated water leaves the treatment plant and is stored in a 3 million gallon reservoir.
2. Gravity then causes the water to flow from the reservoir to storage tanks through Paradise. The storage tanks make sure there is an adequate supply of pressurized water for residential and business uses, including water for fighting fires.
3. Finally, the treated, pressurized water is distributed to homes and businesses in Paradise.

Little Butte Creek



Skyway



The Future of Paradise

Water wise from the get-go, Paradise businesses and residents have been aware of California's record-breaking drought and have taken action to contribute to the cause. Due to our efforts to take shorter showers, sparsely water our yards and only wash full loads of laundry, we met and exceeded the goal to reduce water use by 20 percent in 2014. Thanks for doing your part, Paradise! Your efforts haven't gone unnoticed.

And while we're hopeful for relief, the need for wise use of our water continues. We still need your help. Together, the people of Paradise and PID can take on the challenges of sustainably meeting our water needs. PID works continuously to reduce water waste by upgrading aging pipes and optimizing water delivery to your home, ensuring our future of serving the community will be as long and bright as our past.



Water Warriors and the Fight to Conserve

District employees repair aging pipelines to reduce water loss



The history of Paradise can be found in its water system. Like archeological artifacts, segments of redwood pipes from the lumber industry heyday sit underground, next to the now-aging steel piping installed to replace them.

Those metal lines are prone to leaks, so Paradise Irrigation District has mounted a systematic operation to upgrade its infrastructure with modern materials, namely PVC and polyethylene. That's no small task: PID has approximately 170 miles of water mains crisscrossing the ridge.

"It's a lot of work," says Sanjay Adlam, utility crew leader, "but in the long run it really pays off. We want to conserve all the water we can; replacing all those lines will help. We're still going through the drought, so the more we can get the leaks under control, the better it is for everyone."

The crew is like a group of "water warriors," fighting to conserve every drop of water possible. Adlam and his team have dual responsibilities. Along with working on pipeline projects, they respond to customers' calls for assistance.

"We're not like other water districts — here we do it all," says Adlam, who's worked at PID for more than three years.

Pipeline jobs are the most conspicuous — the ones motorists commonly see when passing a roadside crew. PID deploys a half-dozen to a dozen workers



"We're doing our best to try to make sure that when [residents] get home they've got safe, pleasant drinking water."

Sanjay Adlam
Paradise Irrigation District utility crew leader

Sanjay Adlam, left, leads a PID utility crew that performs pipeline upgrades to help prevent water loss.

to dig, prepare the trench, place the new pipe and reroute the water flow.

PID customer Verne Wickman had a front-row seat for the pipeline work. His property, off Pentz Road, contains an easement for a water main; Adlam's crew replaced it.

"They were great," Wickman says. "Very considerate, very thoughtful, did a good job, cleaned up their mess — no problems at all. Their manager was out here at least weekly checking on things."

"In a small town, people are much more careful about their reputation and are much more careful about their reputations with other people than they would be in a large metropolitan area, because you meet them coming and going all the time. I see these guys all the time around town — they recognize my car; they wave," Wickman says.

Indeed, customer service is a prime consideration for the utility crew. Even after hours, PID has a maintenance worker on standby in case a repair need arises.

"There's never a point where a customer has a problem and they call PID and they won't get anyone to respond right then and there," Adlam says. "There's always someone here to assist."

From the public, the utility crew has its own request for assistance: careful drivers.

When working, Adlam explains, "a lot of times we're right on the edge of the road and people are going as fast as they can — they're in a hurry. While on the road, people need to pay attention to their surroundings. If they see a group of guys, try to slow down and just try to be safe."

"Look at us like we're doing our best to try to make sure that when [residents] get home they've got safe, pleasant drinking water."

Slow Down!



Keep our PID workers safe when you see us working on roadside pipe repairs.

Watching
like a
HAWK

Have you ever had a broken pipe or water leak? They can be hard to detect, with the vast proportion of our water lines located underground and encapsulated by building structures. Sometimes a high water bill marks the first sign of trouble.

Paradise Irrigation District has a more immediate means of detection. It's called AquaHawk, from the software system PID employs. AquaHawk takes data from a customer's water meter, compares it with past usage and informs both district personnel and the customer if there's a spike in water flow.

"It's pretty cool," says Mickey Rich, senior customer service representative at PID.

"The drought conditions definitely sparked this; the board felt that it would be good for people to take control of their water use and be able to take advantage of our automated read system."

Online, customers can check their usage any time. Customers also can set up alerts, customizable by water amount or dollar figure.

PID launched the program in May 2014. By September, customers who'd signed up for AquaHawk saved an average of 3 percent over those who hadn't.

For more information and to sign up, visit www.paradiseirrigation.com.



AquaHawk is one way that Paradise Irrigation District provides excellent customer service.

By the People and For the People

General Manager
George Barber
explains why PID
is unique

George Barber knows Paradise. He has lived in the town since he was 4 years old, and he and his wife raised their two daughters there. For more than a decade Barber has been serving as the general manager for Paradise Irrigation District, and he still loves being able to give back to the community he grew up in.

How is PID “by the people and for the people”?

I often say that PID is a special district. It is about the purest form of government there is. The people of Paradise own this district — it’s theirs. They elect the five-member board of directors who set policy direction and the budget for the district. They have the opportunity to come to meetings and express their comments and concerns directly to the decision-makers.

How is a commitment to excellent customer service evident at every level of PID staff?

Many people view PID as a water company, but, really, we’re a customer service company. That’s what we’re about. I make sure our people are able to understand and respond to the needs of our customers. Our leak detection efforts are a good indication of how we operate from a customer service standpoint. If a customer is notified of a potential leak, they can call or visit the office and we’ll walk them through their options. Even though we don’t get paid to do leak repairs, we send one of our staff out to our customers’ locations to help them look for the leak and find someone to help make the repair. We go above and beyond to help our customers in every way we can.

How has PID addressed past water concerns?

Because we are reliant on rain water, our main concern is always going to be the impact of droughts on our customers. One of our biggest conservation efforts in the past has been repairing and replacing old pipes. We have tackled this in two ways. First, we invested in an automated metering system that would notify customers of potential leaks. Secondly, we did a large pipe replacement project to

repair significant leaks that were sending mass quantities of water directly down the drain. In 2008, before these efforts, we were losing 20 percent of our water due to leaks. We’ve gotten that number down to six percent, but there still is work to be done.

What are some future challenges and how does PID plan to solve them?

Our future challenges will continue to be the same as they’ve been in the past. We hope to maintain adequate water supply for customers by bringing in more water and through conservation efforts. We’ll continue with our pipeline replacement projects; we still have 60 miles of pipeline to replace. We’re also looking into putting a new cover on our largest drinking water reservoir and making upgrades to our treatment plant.

How can residents support the efforts of PID?

There are a few things residents can do to support PID. The most important thing they can do is to try to understand their water system and what it takes to get their water from our watershed to their faucet. Once they have an understanding of the effort that goes in to delivering their water and how precious a commodity water is, we hope they will put in their own efforts to use water in an efficient way. Lastly, we want residents to come to our meetings, hear what is going on and give us their opinion. We hope our customers know that their voices matter and that their water is in good hands.

“We hope our customers know that their voices matter and that their water is in good hands.”

George Barber
General Manager



George Barber has lived in Paradise for most of his life and he is proud to serve as the general manager of Paradise Irrigation District.

Every Drop Counts



Water is arguably our most valuable resource and protecting it is vital for sustaining life on the ridge. To protect the future of our water and our community, Paradise Irrigation District goes to great lengths to ensure that we have an adequate supply, that the water is clean and safe, and that it gets delivered to us effectively. In order for the efforts of the district to be successful, PID needs you. Attend board meetings. Voice your thoughts and concerns. Monitor your usage and implement your own conservation efforts to preserve our water for our future.



6332 Clark Road
Paradise, CA 95969
530-877-4971
paradiseirrigation.com

Get Connected to the District

Paradise Saves Water

Paradise Irrigation District relies on rainfall to provide water to its 26,000 customers. If the rain doesn't come, the district relies on its customers to conserve water. Take control of your water usage by visiting www.paradisessaveswater.com.



AquaHawk

AquaHawk is a free online service that provides detailed information on how much water you are using – or saving. Through the website, residents can see easy-to-understand graphs showing them how and when they are using water. Customers can access the website 24 hours a day and use it to help identify leaks and potentially save them money. It can also help them determine if their water-saving methods are working. Find more information at www.paradisessaveswater.com.



Paradise Irrigation District

Want the latest news and updates on Paradise Irrigation District? Visit www.paradiseirrigation.com to find information like current water levels, upcoming events and board meetings, and up-to-date guidelines for conserving water.

Why do you value Paradise Irrigation District?



"When we built our new house, the PID staff worked hard to find solutions on our behalf. I can tell PID is focused on customer service and on giving back to our community – it's evident from management on down to every employee."
-Oney Carrell, customer



"I really appreciate working with PID; our water district has integrity and a real commitment to our community. We provide fresh, clean, potable water right to the fingertips of our customers, 24/7."
-Keith O'Brien, employee



"I'm a PID customer at my business, as well as at home, and I couldn't be more pleased with the quality, value and customer service they provide. PID is a public agency that cares about the ratepayers. I never have to worry about the quality or safety of the water we have because PID knows what they're doing and they do it well."
-Doug Speicher, customer



"What we do at PID affects the health of everyone on the ridge more than any doctor does. I take pride in the high quality of the product we provide for our customers."
-Bill Taylor, employee

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