

AGENDA
SHAKOPEE PUBLIC UTILITIES COMMISSION
REGULAR MEETING
January 21, 2020

1. **Call to Order** at 5:00pm in the SPUC Service Center, 255 Sarazin Street.
2. **Approval of Minutes**
3. **Communication**
4. **Approve the Agenda**
5. **Approval of Consent Business**
6. **Bills: Approve Warrant List**
 - 6a) January 6, 2020
 - 6b) January 21, 2020
7. **Liaison Report**
8. **Reports: Water Items**
 - 8a) Water System Operations Report – Verbal
 - 8b) Memo Re: Star Tribune Nitrate Article
 - 8c) Resn. #1265 – Approving Payment For The Pipe Oversizing Costs On The Watermain Project – Windermere South First Addition
9. **Reports: Electric Items**
 - 9a) Electric System Operations Report – Verbal
10. **Reports: Human Resources**
 - 10a) Pay Equity Implementation Report
11. **Reports: General**
 - 11a) Annual SPU Donations Review - 2019
 - C=> 11b) Website Analytics – Quarterly Review
12. **New Business**
13. **Adjourn to Closed Session** – Annual Review of the Utilities Manager
14. **Reconvene to Regular Session**
15. **Tentative Dates for Upcoming Meetings**

- Regular Meeting	--	February 3
- Mid Month Meeting	--	February 18 (Tuesday)
- Regular Meeting	--	March 3
- Mid Month Meeting	--	March 17
16. **Adjourn to 2/3/20** at the SPUC Service Center, 255 Sarazin Street

MINUTES
OF THE
SHAKOPEE PUBLIC UTILITIES COMMISSION
(Regular Meeting)

President Joos called the regular session of the Shakopee Public Utilities Commission to order at the Shakopee Public Utilities meeting room at 5:00 P.M., January 6, 2020.

MEMBERS PRESENT: Commissioners Joos, Amundson, Meyer, Clay and Mocol. Also present, Liaison Lehman, Utilities Manager Crooks, Finance Director Schmid, Planning & Engineering Director Adams, Electric Superintendent Drent, Water Superintendent Schemel and Marketing/Customer Relations Director Walsh.

Motion by Amundson, seconded by Mocol to approve the minutes of the December 16, 2019 Commission meeting. Motion carried.

Under Communications, a letter was received from the Southern Valley Alliance for Battered Women thanking the Commission for their annual \$1000 donation. Also, Commissioner Mocol thanked Staff for participating in the Land Use/Water Planning Met Council survey.

President Joos offered the agenda for approval.

Motion by Meyer, seconded by Clay to approve the agenda as presented. Motion carried.

Motion by Mocol, seconded by Amundson to approve the Consent Business agenda as presented. Motion carried.

President Joos stated that the Consent Items were: Item 8d: 2018 Water Fluoridation Compliance Award and Item 8e: Quarterly Nitrate Results.

The warrant listing for bills paid January 6, 2020 was presented.

Motion by Clay, seconded by Amundson to approve the warrant listing dated January 6, 2020 as presented. Motion carried.

Liaison Lehman presented his report. It was asked that SPU notify the City of Shakopee of changes in rates and fees.

Water Superintendent Schemel provided a report of current water operations. There is a water service that will be repaired on Bluff Street. The test well on the Tank #8 site has been drilled to 350'. Construction updates were provided.

Motion by Clay, seconded by Meyer to offer Resolution #1262. A Resolution Approving Payment for the Pipe Oversizing Costs on the Watermain Project: Mount Olive Church. Ayes:

Commissioners Mocol, Amundson, Meyer, Clay and Joos. Nay: none. Motion carried. Resolution passed.

Motion by Meyer, seconded by Mocol to offer Resolution #1263. A Resolution Approving Payment for the Pipe Oversizing Costs on the Watermain Project: Windermere South Second Addition. Ayes: Commissioners Joos, Clay, Meyer, Mocol and Amundson. Nay: none. Motion carried. Resolution passed.

Item 8d: 2018 Water Fluoridation Compliance Award was received under Consent Business.

Item 8e: Quarterly Nitrate Results was received under Consent Business.

The Water Storage Tower #8 property purchase has been completed as of December 18, 2019. Planning and Engineering Director Adams stated the process took place within the timeframe that was provided to the Commission.

Electric Superintendent Drent provided a report of current electric operations. There were no electric outages to report. Pole replacement, pole wrapping and tree trimming continue. Construction updates were provided.

Motion by Meyer, seconded by Mocol to offer Resolution #1264. A Resolution Establishing Electric Rates for Customers Served by Shakopee Public Utilities. Ayes: Commissioners Meyer, Mocol, Amundson, Joos and Clay. Nay: none. Motion carried. Resolution passed.

Utilities Manager Crooks read the MMPA Board Meeting Public Summary for November 2019.

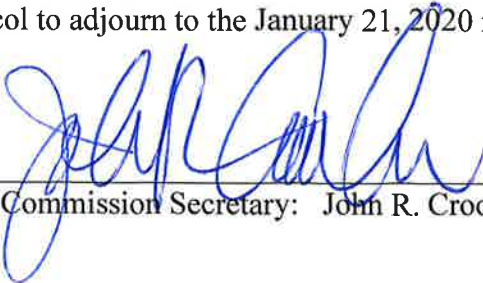
Mr. Crooks read the MMPA Board Meeting Public Summary for December 2019.

Marketing/Customer Relations Director Walsh reviewed the State Conservation Improvement Program. 2019 was a successful year for the program, as \$700,000 was provided back to the community for energy efficient projects via rebates.

Motion by Meyer, seconded by Amundson, to approve the 2020 State Conservation Improvement Program as presented.

The tentative commission meeting dates of January 21 (Tuesday) and February 3 were noted.


Motion by Amundson, seconded by Mocol to adjourn to the January 21, 2020 meeting. Motion carried.



Commission Secretary: John R. Crooks

**SHAKOPEE PUBLIC UTILITIES
MEMORANDUM**

TO: John R. Crooks, Utilities Manager

FROM: Lon R. Schemel, Water Superintendent 

SUBJECT: **Star Tribune Nitrate Article**

DATE: January 16, 2020

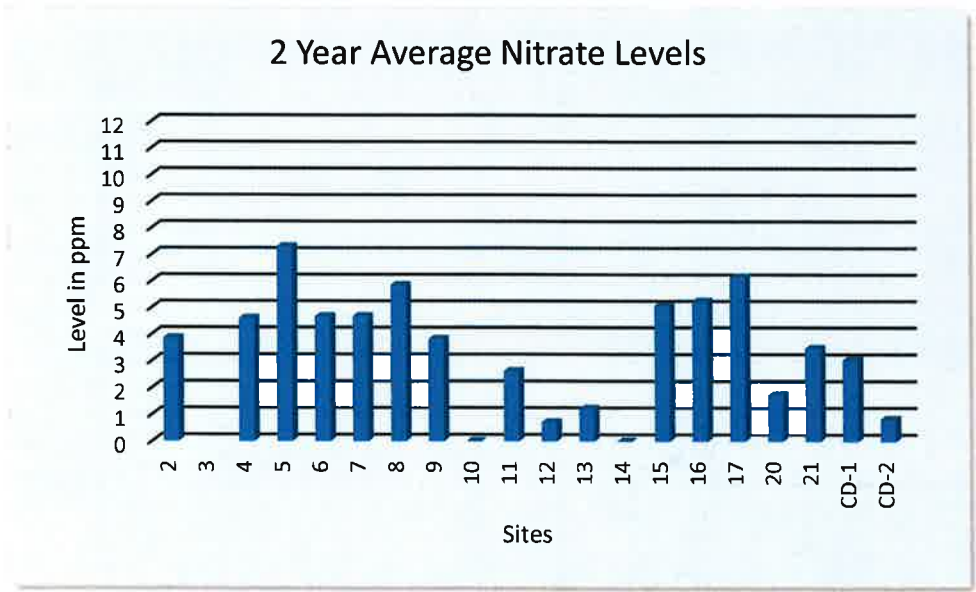
On January 14, 2020, the Star Tribune published an article about nitrate-tainted drinking water in Minnesota. There was a map on page B5 showing areas that are affected by the Groundwater Protection Rule which places limits on agriculture's use of fertilizer in these areas. The map does not address nitrate compliance with the Safe Drinking Water Act. That compliance comes from the Minnesota Department of Health and not the Department of Agriculture. Shakopee is shown as an area that will not be allowed to apply fertilizer in the fall. This comes from a conversation that I had with Larry Gunderson in the Pesticide & Fertilizer Management office in the Department of Agriculture.

As for the Environmental Working Groups claim that the standard should be lowered, Tannie Eshenaur, the Planning Director in Drinking Water Protection for the Minnesota Department of Health states, "No, I don't see any indications that the standard will change in the near future. We use EPA's maximum contaminant levels (MCL) as our regulatory standard here in Minnesota (as you know). There are no hints that EPA will be revising the nitrate MCL as far as I know. We do have Minnesota values that can be used to guide actions above and beyond the regulatory limits. But, as I mentioned in the interview (with KMSP), while our health risk assessment staff are reviewing the scientific studies, there is not enough support for a revised value at this time." I put the same question to Karla Peterson, Community Water Systems Supervisor with the Minnesota Department of Health. Her response is, "The health risks described by the EWG don't concur

with risks confirmed by scientists at MDH. Our scientists recently re-reviewed the health guidance for nitrate using more current research, and it stays at 10ppm (same as the enforceable SDWA MCL of 10ppm). I don't anticipate MDH guidance to change, as nitrate is one of the more studied contaminants of concern when it comes to health risks, and each time there is a formal review, MDH has not seen the need to revise the guidance. I would also be very surprised if EPA would revise the SDWA MCL in the near future, if at all."

Shakopee Public Utilities has always worked very closely with our regulators to ensure a safe drinking water supply. Should anything become necessary for the treatment of nitrates or any other contaminant, the utility maintains monies in its capital improvement program to remediate the problem.

Nitrate results are presented to the Commission on a quarterly basis for their review. The results show the values for the previous 2 years along with a trend showing the sample values. The following graph was presented to the Commission at the April 15, 2019, public meeting.



One in eight Minnesotans drink nitrate-tainted tap water, report says

★ startribune.com/one-in-eight-minnesotans-drink-nitrate-tainted-water/566960262

Jennifer Bjorhus

Brian Peterson – Star Tribune

Years of unchecked pollution from farm chemicals have brought Minnesota "to the brink of a public health crisis," according to a new report. Above, University of Minnesota students checked the growth of Kernza grass at a field at the U's St. Paul campus.

When the aging nitrate-removal plant in Clear Lake, Minn., started failing, the city took its problem well offline and decided it had to dig a new one. That's an expensive undertaking for a town of 610 people described by public works director Dustin Luhnning as a "bedroom community with a lot of farms."

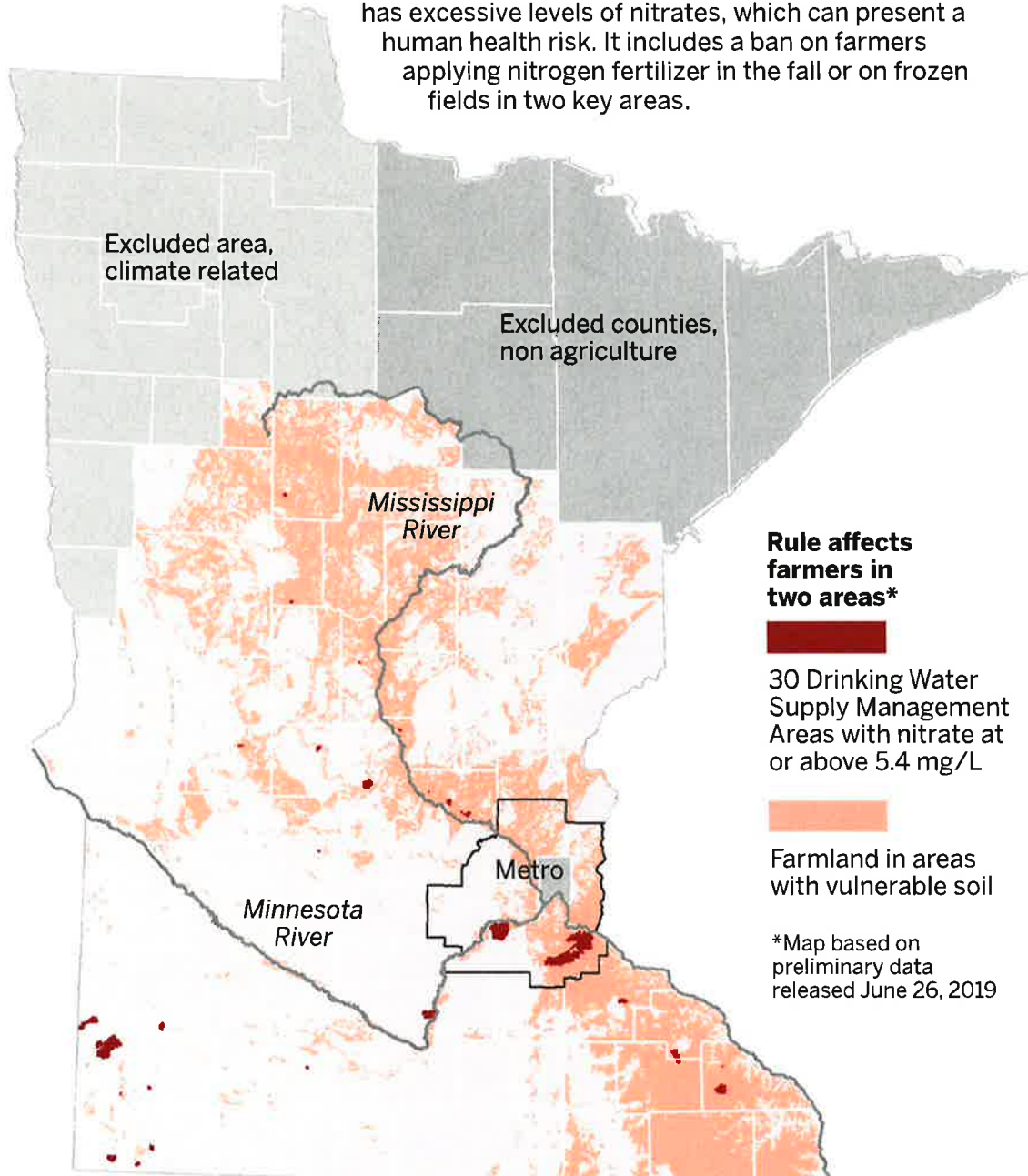
Now, with a \$1.3 million loan from the state, Clear Lake has finally broken ground on a well it hopes will rid them for good of the farm chemicals — a triumph for Luhnning.

"I've been trying to get this drilled since roughly 2013," he said.

Clear Lake is one of at least 10 Minnesota communities forced to install costly nitrate-removal systems or drill new wells to find clean water in the state's ongoing battle with growing nitrate pollution. Many more now face undertaking the burdensome projects.

Protecting drinking water

Minnesota's Groundwater Protection Rule places limits on farmers' use of nitrogen fertilizer in parts of the state with vulnerable soil or where municipal drinking water has excessive levels of nitrates, which can present a human health risk. It includes a ban on farmers applying nitrogen fertilizer in the fall or on frozen fields in two key areas.



Source: Minnesota Department of Agriculture RAY GRUMNEY • Star Tribune

A report released Tuesday morning by a national environmental group says that one in eight Minnesotans are drinking nitrate-tainted tap water.

Years of unchecked pollution from farm chemicals have brought Minnesota "to the brink of a public health crisis," according to the Environmental Working Group, which based its findings on public records from the state Department of Health and Department of Agriculture.

"We should be moving faster to prevent it from entering crisis mode," said Sarah Porter, a senior mapping analyst in the organization's Minneapolis office and co-author of the study.

One in eight Minnesotans drink nitrate-tainted tap water, report says - StarTribune.com

The group's one-in-eight count includes wells where at least one test in recent years detected nitrate above 3 milligrams per liter, the level at which the state Department of Health deems nitrate concentrations to be from a human source. The state and federal health limit for nitrate is 10 milligrams per liter, or 10 parts per million.

One of the most surprising findings, the authors said, is the extent of contamination in private wells across the state.

The analysis found that more than 3,000 Minnesota households drink from private wells with concentrations of nitrate at or above 10 milligrams per liter.

But only a fraction of the estimated 200,000 private wells around the state have been tested, said Anne Weir Schechinger, a senior economic analyst in the Environmental Working Group's Minneapolis office who co-authored the report.

"I think we would all be surprised how much nitrate is in these wells if we actually tested them," she said.

Drinking water high in nitrate has been linked to different types of cancer, elevated heart rates and a potentially fatal condition known as blue baby syndrome in which infants are deprived of oxygen. Most of the nitrate contamination comes from nitrogen fertilizer applied to row crops, as well as manure spread as fertilizer.

The Environmental Working Group analyzed five sets of state and federal data to create interactive maps so the public can easily find the drinking water information in one place.

The analysis focuses on groundwater and includes public water systems, community systems such as those serving a mobile home park, and private wells.

A separate study will examine nitrate concentrations in surface waters such as lakes and streams.

The group also said it wants to see the state's legal nitrate limit reduced because of new research linking even the lower levels of the contaminant to increased risk of colorectal cancer, for example.

The analysis comes as Minnesota begins formal enforcement of the Groundwater Protection Rule, a landmark provision aimed at curbing the use of nitrogen fertilizer in certain strategic areas.

On Wednesday, the state Department of Agriculture will post on its website official maps of the land subject to the state rule.

They will show growers exactly who is affected, although earlier maps gave many farmers a good idea.

Years in the making, the new rule prohibits applying commercial nitrogen fertilizer in the fall or on frozen fields in parts of the state with soil vulnerable to leaching chemicals, such as karst or sand, and in drinking water supply management areas that already have elevated nitrate levels.

The rule also establishes an enforcement program, albeit one that relies heavily on encouraging farmers to adopt greener practices.

Warren Formo, executive director of the nonprofit Minnesota Agricultural Water Resource Center, whose members include about two dozen major agriculture groups, said farmers support the new nitrogen fertilizer restrictions. He said he's optimistic the changes will have an impact on water.

"We know that farmers are taking it very seriously," he said. "The discussion about the rule has really generated a lot of conversation between farmers. Farmers are receptive."

Conservation groups and some agricultural experts have criticized the rule as too narrow. It doesn't address manure or contamination of private wells, and ultimately only covers only about 13% of the state's total cropland.

It also focuses only on when commercial fertilizer is applied and not how much is applied.

That's a big miss, retired University of Minnesota soils scientist Gyles Randall said when the final rule was first announced, because surveys show Minnesota farmers use too much commercial nitrogen.

The Environmental Working Group cited a 2014 survey by the state Department of Agriculture showing that 61% of fields across the state were getting more nitrogen fertilizer than the amount recommended by the U, and 71% of fields were getting more manure nitrogen than recommended.

Still, the advocacy group praised the rule as a strong first step, and said other states are watching to see how it's implemented.

"The Groundwater Protection Rule has its issues, but it's still a first in-the-nation rule," Weir Schechinger said.

RESOLUTION #1265

A RESOLUTION APPROVING PAYMENT FOR THE PIPE OVERSIZING
COSTS ON THE WATERMAIN PROJECT:

WINDERMERE SOUTH FIRST ADDITION

WHEREAS, the Shakopee Public Utilities Commission had previously approved of an estimated amount of \$179,399.63 with Resolution #1211 for oversizing on the above described watermain project, and

WHEREAS, the pipe sizes required for that project have been installed as shown on the engineering drawing by Westwood Professional Services, Inc., and

WHEREAS, a part, or all, of the project contains pipe sizes larger than would be required under the current Standard Watermain Design Criteria as adopted by the Shakopee Public Utilities Commission, and

WHEREAS, the policy of the Shakopee Public Utilities Commission calls for the payment of these costs to install oversize pipe above the standard size.

NOW THEREFORE, BE IT RESOLVED, that the payment by the Shakopee Public Utilities Commission for the oversizing on this project is approved in the amount of \$191,527.96 with the amount of oversizing attributed to trunk water main being equal to \$46,167.47 and the amount of oversizing attributed to transmission water main being equal to \$145,360.49, and

BE IT FURTHER RESOLVED, that all things necessary to carry out the terms and purpose of this Resolution are hereby authorized and performed.

Passed in regular session of the Shakopee Public Utilities Commission, this 6th day of January, 2020.

Commission President: Terrance Joos

ATTEST:

Commission Secretary: John R. Crooks

RESOLUTION #1211

A RESOLUTION APPROVING OF THE ESTIMATED COST OF
PIPE OVERSIZING ON THE WATERMAIN PROJECT:

WINDERMERE SOUTH FIRST ADDITION

WHEREAS, the Shakopee Public Utilities Commission has been notified of a watermain project, and

WHEREAS, the pipe sizes required for that project have been approved as shown on the engineering drawing by Westwood Professional Services, Inc., and

WHEREAS, a part, or all, of the project contains pipe sizes larger than would be required under the current Standard Watermain Design Criteria as adopted by the Shakopee Public Utilities Commission, and

WHEREAS, the policy of the Shakopee Public Utilities Commission calls for the payment of those costs to install oversize pipe above the standard size, and

WHEREAS, the pipes considered oversized are listed on an attachment to this Resolution,

NOW THEREFORE, BE IT RESOLVED, that the amount of the oversizing to be paid by the Shakopee Public Utilities Commission is approved in the amount of approximately \$179,399.63 and

BE IT FURTHER RESOLVED, the payment of the actual amount for said oversizing will be approved by the Utilities Commission when final costs for the watermain project are known.

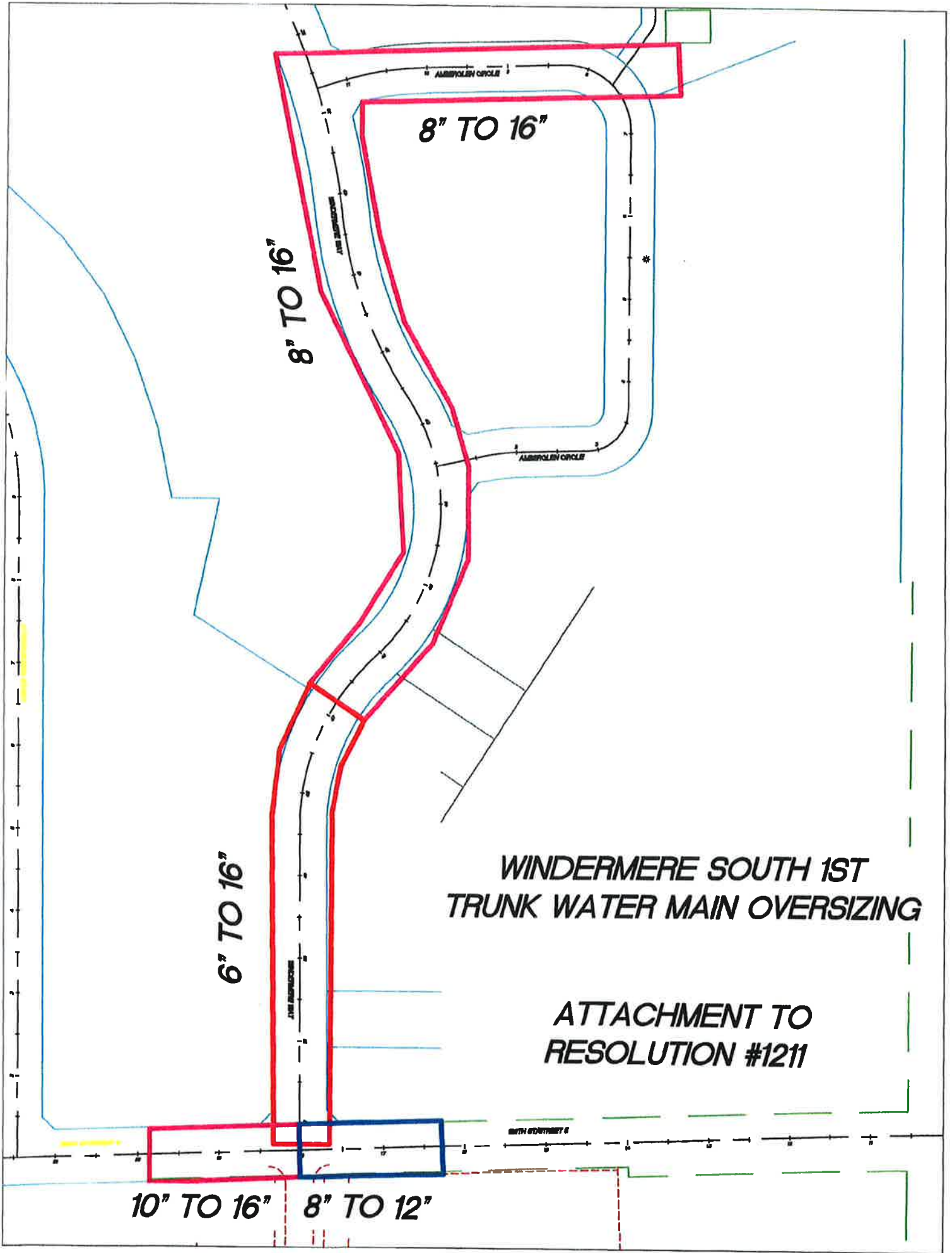
BE IT FURTHER RESOLVED, that all things necessary to carry out the terms and purpose of this Resolution are hereby authorized and performed.

Passed in regular session of the Shakopee Public Utilities Commission, this 1st day of October, 2018.

Commission President: Aaron Weyer

ATTEST:

Commission Secretary: John R. Crooks



**WINDERMERE SOUTH 1ST
TRUNK WATER MAIN OVERSIZING**

**ATTACHMENT TO
RESOLUTION #1211**



SHAKOPEE PUBLIC UTILITIES

“Lighting the Way – Yesterday, Today and Beyond”

January 8, 2020

TO: John Crooks, Utilities Manager *JRC*

FROM: Renee Schmid, Director of Finance and Administration *RS*

SUBJECT: Pay Equity Implementation Report

The 2020 Pay Equity Implementation report filing required by the State of Minnesota Management and Budget office has been completed and is ready for filing subject to Commission approval.

The report is attached for your review. Data for the year ended 12/31/19 was used to prepare the report.

- 32 job classes were identified and reported
- 55 employees in total

Preliminary testing and analysis results would suggest that Shakopee Public Utilities is in compliance. The state will notify us of final compliance approval upon completion of their review.

	<u>Target</u>	<u>SPUC</u>
▪ Underpayment Ratio	>80%	523.81%
▪ T-test Results	N/A	N/A
Note: T-test only used if Underpayment Ratio is less than 80%		
▪ Salary Range Test	0% or 80% or more	100%
▪ Exceptional Service Pay Test	0% or 80% or more	0.00%

Requested Commission Action

Approve the 2020 Pay Equity Implementation Report. Signature by the Commission President is required.

Thank you.

Compliance Report

Jurisdiction: Shakopee Public Utilities Commission
 PO Box 470
 255 Sarazin Street
 Shakopee MN 55379

Report Year: 2020
 Case: 1 - 2020DATA (Private (Jur Only))

Contact: Renee Schmid

Phone: (952) 233-1522

E-Mail: rschmid@shakopeeutilities.com

The statistical analysis, salary range and exceptional service pay test results are shown below. Part I is general information from your pay equity report data. Parts II, III and IV give you the test results.

For more detail on each test, refer to the Guide to Pay Equity Compliance and Computer Reports.

I. GENERAL JOB CLASS INFORMATION

	Male Classes	Female Classes	Balanced Classes	All Job Classes
# Job Classes	21	10	1	32
# Employees	37	14	4	55
Avg. Max Monthly Pay per employee	7,940.81	7,534.86		7,622.22

II. STATISTICAL ANALYSIS TEST

A. Underpayment Ratio = 523.81 *

	Male Classes	Female Classes
a. # At or above Predicted Pay	10	9
b. # Below Predicted Pay	11	1
c. TOTAL	21	10
d. % Below Predicted Pay (b divided by c = d)	52.38	10.00

*(Result is % of male classes below predicted pay divided by % of female classes below predicted pay.)

B. T-test Results

Degrees of Freedom (DF) = 49	Value of T = -3.881
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- a. Avg. diff. in pay from predicted pay for male jobs = (\$63)
- b. Avg. diff. in pay from predicted pay for female jobs = \$854

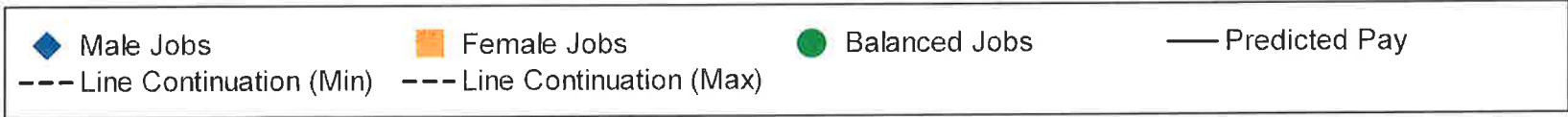
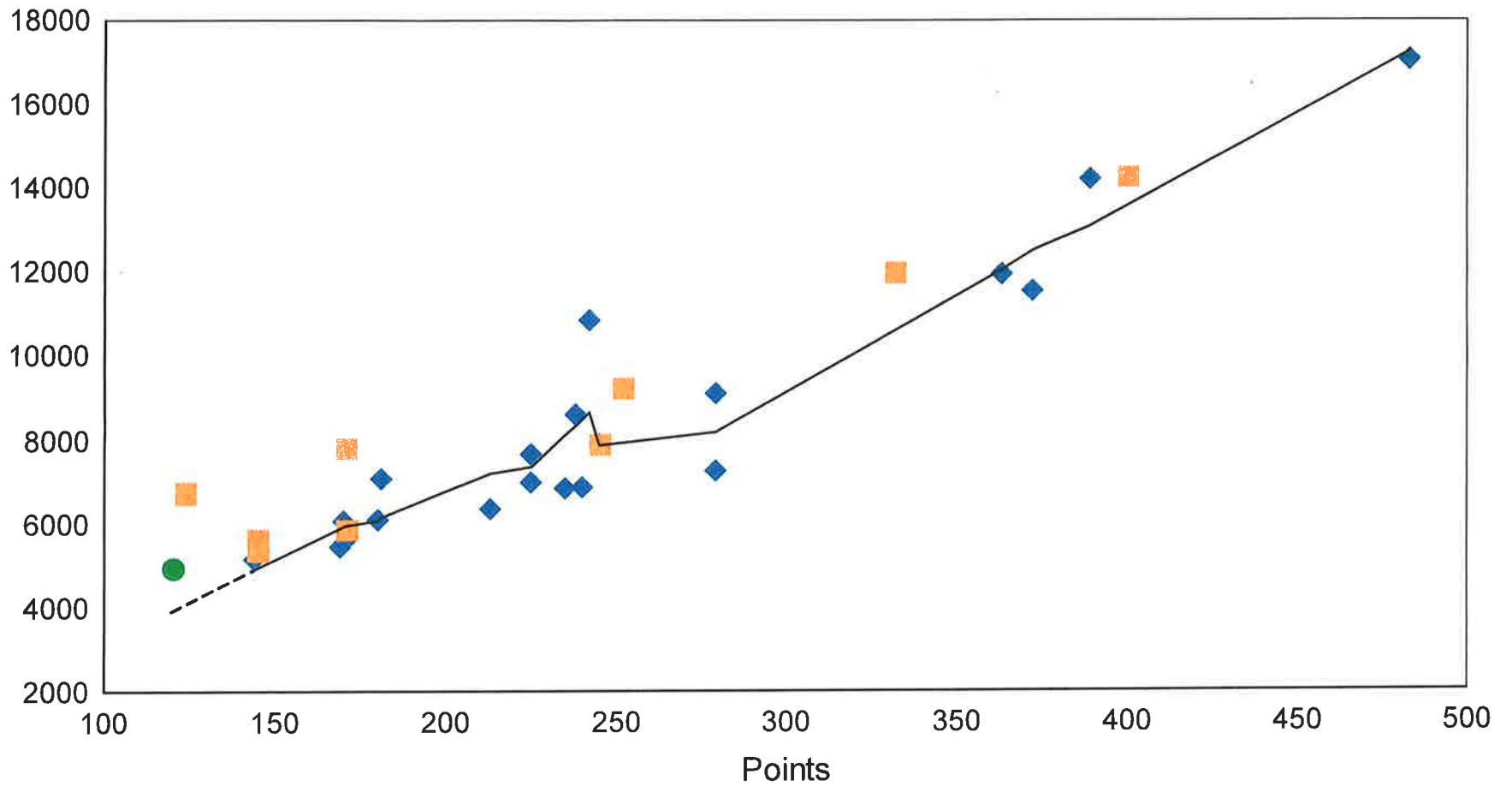
III. SALARY RANGE TEST = 100.00 (Result is A divided by B)

- A. Avg. # of years to max salary for male jobs = 5.00
- B. Avg. # of years to max salary for female jobs = 5.00

IV. EXCEPTIONAL SERVICE PAY TEST = 0.00 (Result is B divided by A)

- A. % of male classes receiving ESP 0.00 *
- B. % of female classes receiving ESP 0.00

*(If 20% or less, test result will be 0.00)



Part A: Jurisdiction Identification

Jurisdiction: Shakopee Public Utilities Commission
PO Box 470
Shakopee, MN 55379

Jurisdiction Type: UTL - Utility

Contact: Renee Schmid

Phone: 952-233-1522

E-Mail: rschmid@shakopeeutilities.com

Part B: Official Verification

1. The job evaluation system used measured skill, effort responsibility and working conditions and the same system was used for all classes of employees.

The system used was:

Description:

State Job Match

2. Health Insurance benefits for male and female classes of comparable value have been evaluated and:

3. An official notice has been posted at:

Shakopee Public Utilities Lunchroom

(prominent location)

informing employees that the Pay Equity Implementation Report has been filed and is available to employees upon request. A copy of the notice has been sent to each exclusive representative, if any, and also to the public library.

The report was approved by:

Shakopee Public Utilities Commission

(governing body)

1/21/2020

(chief elected official)

Commission President

(title)

Part C: Total Payroll

\$4,819,565

is the annual payroll for the calendar year just ended December 31.

Checking this box indicates the following:

- signature of chief elected official
- approval by governing body
- all information is complete and accurate, and
- all employees over which the jurisdiction has final budgetary authority are included

Date Submitted:

1/22/2020

**SHAKOPEE PUBLIC UTILITIES
MEMORANDUM**

TO: SHAKOPEE PUBLIC UTILITIES COMMISSION
FROM: JOHN R. CROOKS, UTILITIES MANAGER
SUBJECT: 2019 CHARITABLE DONATIONS REVIEW
DATE: JANUARY 10, 2020

With the adoption of the Donation Policy on November 5, 2012, the Commission agreed that we as Shakopee Public Utilities have a goal to engage, support and improve the programs that foster growth and development of youth, provide sponsorship of causes that help the underprivileged and those that concentrate on civic and community development.

The policy states *"the Utilities Manager will present the yearly donation recipients and their donation amounts to the Commission in January of each year."*

Attached is the list of monetary donations made in the Commission's behalf for the calendar year 2019.

Thank You.

**Shakopee Public Utilities Commission
Charitable Donations - 2019**

	ORGANIZATION	DOLLARS
January	Saints Healthcare Foundation	4000
January	Shakopee Rotary Foundation - Fundraiser	1000
May	Shakopee School District - AED Program	500
June	CAP Agency	1000
June	Shakopee Diversity Alliance	1000
July	Esperanza	1000
November	Southern Valley Alliance for Battered Women	1000
	TOTAL	\$9,500

SHAKOPEE PUBLIC UTILITIES COMMISSION

DONATIONS POLICY

The primary purpose of the donations policy is to assist charitable, educational and civic organizations within the Shakopee Public Utilities service area or which serve community needs within the service area. As a public utility, SPUC exists to serve its customers and its community.

At SPUC, we know that a community's energy does not always arrive through the power lines. It also comes from actions and efforts of those who live there. Our goal is to engage, support and improve the programs that foster growth and development of youth, provide sponsorship of causes that help the underprivileged and those that concentrate on civic and community development.

To achieve maximum impact in helping address the needs of our community, our donations policy focuses on the following 5 areas:

- 1. Education and Youth Development**
- 2. Community Vitality and Enrichment**
- 3. Culture and Fine Arts**
- 4. Health and Human Services**
- 5. Environmental Stewardship**



Donations will be guided under the direction of the Utilities Manager. The Commission has designated up to \$20,000 annually for donations to the worthwhile causes that focus on the areas listed above.

The Utilities Manager may disburse, in the Commission's behalf, amounts up to \$1000. The Commission itself can choose to designate recipients if so desired. If the Utilities Manager or Commission request an amount exceeding \$1000, the Commission must approve such a donation.

The Utilities Manager will present the yearly donation recipients and their donation amounts to the Commission in January of each year.

SHAKOPEE PUBLIC UTILITIES
MEMORANDUM

11b

TO: John R. Crooks, Utilities Manager 
FROM: Lon R. Schemel, Water Superintendent 
SUBJECT: **WEBSITE UPDATE**
DATE: December 30, 2019

This update is for October 3, 2019, to December 29, 2019.

We now have enough data in Google Analytics to compare previous periods with previous years. These Google Analytics pages are compared to the previous year's period from October 3, 2018, to December 29, 2018.



SiteLock, the global leader in website security, protects you from hackers, spam, viruses, and scams, removes malware, and provides PCI Compliance.

SiteLock has verified this website: 12/30/2019

spucweb.com



Domain

spucweb.com

Verified spam-free

12/30/2019

Verified malware-free

12/30/2019

Got an online business? Get protected by SiteLock. >>>



FIND

Malware & Threats



FIX

Website Issues



PREVENT

Website Attacks



ACCELERATE

Performance



COMPLY

with PCI

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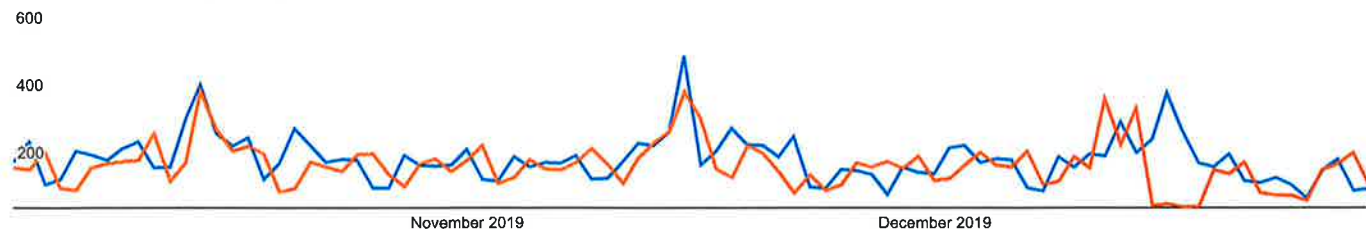
Audience Overview

○ ○ All Users
+0.00% Users

Oct 3, 2019 - Dec 29, 2019
Compare to: Oct 3, 2018 - Dec 29, 2018

Overview

Oct 3, 2019 - Dec 29, 2019: ● Users
Oct 3, 2018 - Dec 29, 2018: ● Users



Users

18.24%
8,732 vs 7,385



New Users

27.27%
7,243 vs 5,691



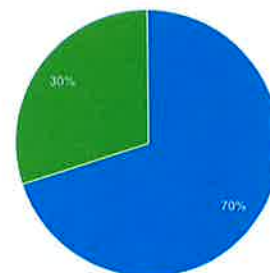
Sessions

16.89%
13,853 vs 11,851

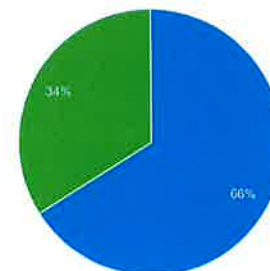


■ New Visitor ■ Returning Visitor

Oct 3, 2019 - Dec 29, 2019



Oct 3, 2018 - Dec 29, 2018



Number of Sessions per User

-1.14%
1.59 vs 1.60



Pageviews

21.64%
23,566 vs 19,373



Pages / Session

4.06%
1.70 vs 1.63



Avg. Session Duration

16.44%
00:02:07 vs 00:01:49



Bounce Rate

-18.83%
32.11% vs 39.56%



Language

Language	Users	% Users
1. en-us		
Oct 3, 2019 - Dec 29, 2019	8,524	97.50%
Oct 3, 2018 - Dec 29, 2018	7,238	98.14%
% Change	17.77%	-0.66%
2. en-gb		
Oct 3, 2019 - Dec 29, 2019	54	0.62%
Oct 3, 2018 - Dec 29, 2018	32	0.43%
% Change	68.75%	42.35%
3. es-xl		
Oct 3, 2019 - Dec 29, 2019	23	0.26%
Oct 3, 2018 - Dec 29, 2018	5	0.07%
% Change	360.00%	288.02%
4. es-419		
Oct 3, 2019 - Dec 29, 2019	17	0.19%

Oct 3, 2018 - Dec 29, 2018	10		0.14%
% Change	70.00%		43.40%
5. es-us			
Oct 3, 2019 - Dec 29, 2019	12		0.14%
Oct 3, 2018 - Dec 29, 2018	6		0.08%
% Change	100.00%		68.71%
6. es-es			
Oct 3, 2019 - Dec 29, 2019	11		0.13%
Oct 3, 2018 - Dec 29, 2018	7		0.09%
% Change	57.14%		32.56%
7. de			
Oct 3, 2019 - Dec 29, 2019	7		0.08%
Oct 3, 2018 - Dec 29, 2018	0		0.00%
% Change	100.00%		100.00%
8. de-de			
Oct 3, 2019 - Dec 29, 2019	7		0.08%
Oct 3, 2018 - Dec 29, 2018	0		0.00%
% Change	100.00%		100.00%
9. es			
Oct 3, 2019 - Dec 29, 2019	7		0.08%
Oct 3, 2018 - Dec 29, 2018	0		0.00%
% Change	100.00%		100.00%
10. fr			
Oct 3, 2019 - Dec 29, 2019	6		0.07%
Oct 3, 2018 - Dec 29, 2018	0		0.00%
% Change	100.00%		100.00%

Behavior Flow

All Users
+0.00% Sessions

Landing Page

/ 11K ▲20%

/online-bill-pay/ 1.8K ▲16%

/contact-us/ 189 ▲11%

/customer-service-2/ 135 ▲68%

/careers/ 50 ▼70%

... 693 ▼12%

Starting pages
14K sessions, 11K drop-offs

/ 11K ▲20%

/online-bill-pay/ 1.8K ▲16%

/contact-us/ 188 ▲10%

/customer-service-2/ 135 ▲70%

/careers/ 50 ▼70%

(37 more pages) 504 ▼18%

1st Interaction
2.4K sessions, 1.4K drop-offs

/ 518 ▲22%

/customer-service-2/ 470 ▲>500%

/contact-us/ 323 ▼16%

/online-bill-pay/ 135 ▲125%

/careers/ 97 ▼57%

(49 more pages) 860 ▲15%

2nd Interaction
985 sessions, 498 drop-offs

/ 417 ▲43%

/customer-service-2/ 105 ▲228%

/contact-us/ 84 ▲13%

/about-us/ 40 ▼31%

/electric/ 29 ▼12%

(42 more pages) 310 ▲29%

3rd Interaction
487 sessions, 228 drop-offs

/ 122 ▲74%

/customer-service-2/ 66 ▲340%

/contact-us/ 53 ▲29%

/about-us/ 34 ▲41%

/online-bill-pay/ 24 ▲200%

(37 more pages) 188 ▲16%

Referral Traffic

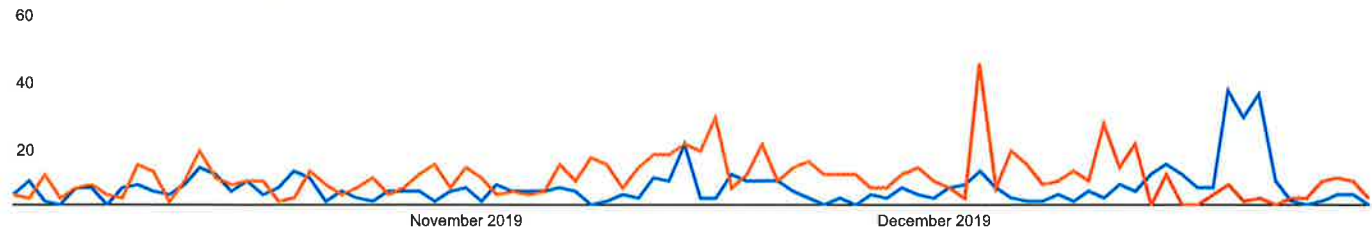
All Users
-3.56% Users

Oct 3, 2019 - Dec 29, 2019
Compare to: Oct 3, 2018 - Dec 29, 2018

Explorer

Summary

Oct 3, 2019 - Dec 29, 2019: ● Users
Oct 3, 2018 - Dec 29, 2018: ● Users



Source	Acquisition		Behavior				Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	39.66% ▼ 324 vs 537	28.14% ▼ 263 vs 366	33.16% ▼ 500 vs 748	24.52% ▲ 44.60% vs 59.09%	22.76% ▲ 1.88 vs 1.53	197.82% ▲ 00:03:48 vs 00:01:17	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. websitebottraffic.xyz									
Oct 3, 2019 - Dec 29, 2019	87 (26.69%)	88 (33.46%)	101 (20.20%)	23.76%	2.44	00:10:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
2. com.google.android.googlequicksearchbox									
Oct 3, 2019 - Dec 29, 2019	66 (20.25%)	42 (15.97%)	92 (18.40%)	16.30%	1.82	00:03:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	110 (20.37%)	52 (14.21%)	159 (21.26%)	31.45%	1.77	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-40.00%	-19.23%	-42.14%	-48.15%	2.35%	41.87%	0.00%	0.00%	0.00%
3. ipn.paymentus.com									
Oct 3, 2019 - Dec 29, 2019	54 (16.56%)	30 (11.41%)	136 (27.20%)	78.68%	1.35	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	92 (17.04%)	19 (5.19%)	200 (26.74%)	76.50%	1.20	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-41.30%	57.89%	-32.00%	2.85%	12.13%	77.58%	0.00%	0.00%	0.00%
4. duckduckgo.com									
Oct 3, 2019 - Dec 29, 2019	18 (5.52%)	16 (6.08%)	22 (4.40%)	31.82%	1.95	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	10 (1.85%)	10 (2.73%)	12 (1.60%)	33.33%	2.08	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	80.00%	60.00%	83.33%	-4.55%	-6.18%	9.28%	0.00%	0.00%	0.00%
5. us.search.yahoo.com									
Oct 3, 2019 - Dec 29, 2019	11 (3.37%)	11 (4.18%)	12 (2.40%)	41.67%	1.83	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	3 (0.56%)	3 (0.82%)	3 (0.40%)	33.33%	1.33	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)

% Change	266.67%	266.67%	300.00%	25.00%	37.50%	295.77%	0.00%	0.00%	0.00%
6. programs.dsireusa.org									
Oct 3, 2019 - Dec 29, 2019	10 (3.07%)	8 (3.04%)	11 (2.20%)	45.45%	2.27	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	8 (1.48%)	5 (1.37%)	9 (1.20%)	44.44%	2.22	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	25.00%	60.00%	22.22%	2.27%	2.27%	10.65%	0.00%	0.00%	0.00%
7. minnesota.maps.arcgis.com									
Oct 3, 2019 - Dec 29, 2019	7 (2.15%)	7 (2.66%)	7 (1.40%)	28.57%	2.71	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	7 (1.30%)	7 (1.91%)	8 (1.07%)	12.50%	3.12	00:04:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	0.00%	0.00%	-12.50%	128.57%	-13.14%	-68.62%	0.00%	0.00%	0.00%
8. i.facebook.com									
Oct 3, 2019 - Dec 29, 2019	6 (1.84%)	4 (1.52%)	14 (2.80%)	35.71%	2.14	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	4 (0.74%)	3 (0.82%)	4 (0.53%)	50.00%	1.75	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	50.00%	33.33%	250.00%	-28.57%	22.45%	106.80%	0.00%	0.00%	0.00%
9. lennar.com									
Oct 3, 2019 - Dec 29, 2019	6 (1.84%)	6 (2.28%)	6 (1.20%)	50.00%	2.33	00:03:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	1 (0.19%)	0 (0.00%)	2 (0.27%)	50.00%	2.00	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	500.00%	∞%	200.00%	0.00%	16.67%	196.48%	0.00%	0.00%	0.00%
10. tbot.best									
Oct 3, 2019 - Dec 29, 2019	6 (1.84%)	6 (2.28%)	6 (1.20%)	0.00%	2.00	00:03:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 3, 2018 - Dec 29, 2018	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	0.00%	0.00%	0.00%

Rows 1 - 10 of 89

Social Users Flow

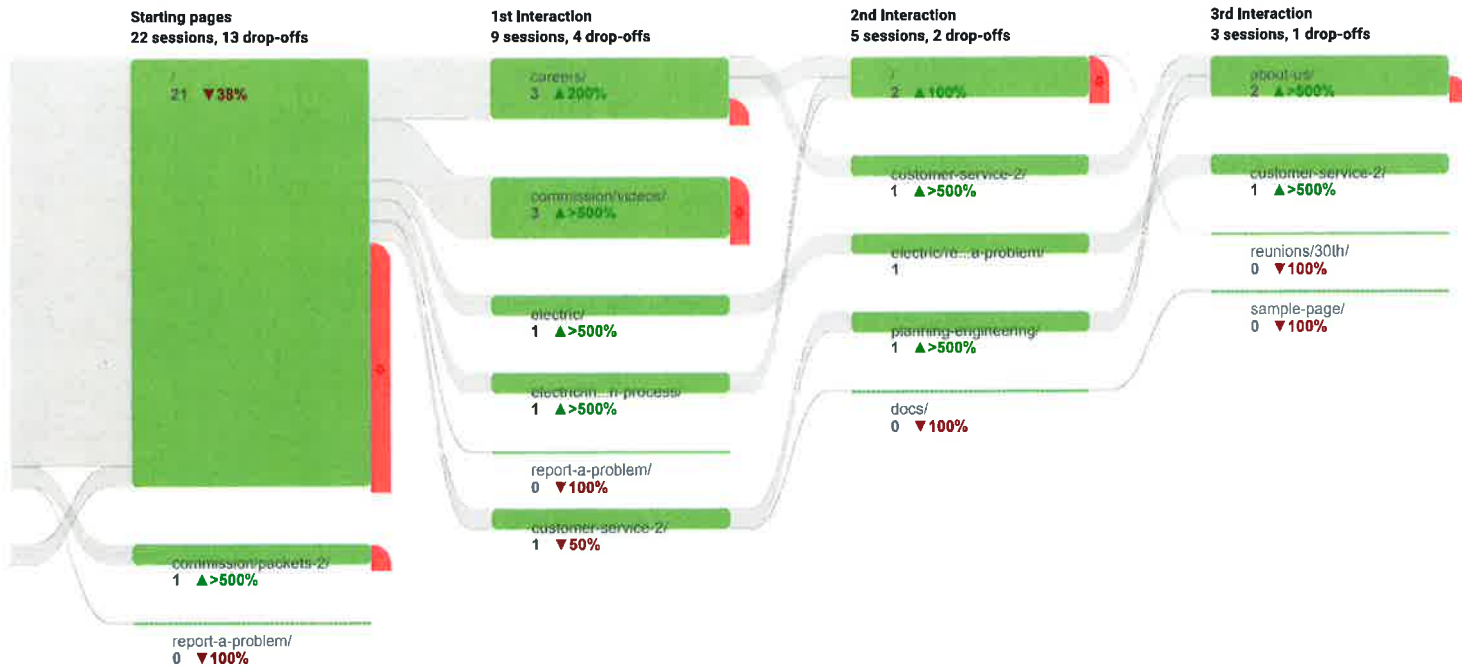
Oct 3, 2019 - Dec 29, 2019
Compare to: Oct 3, 2018 - Dec 29, 2018

All Users
+0.00% Sessions

Social Network

Facebook
21 ▼41%

LinkedIn
1 ▲>500%

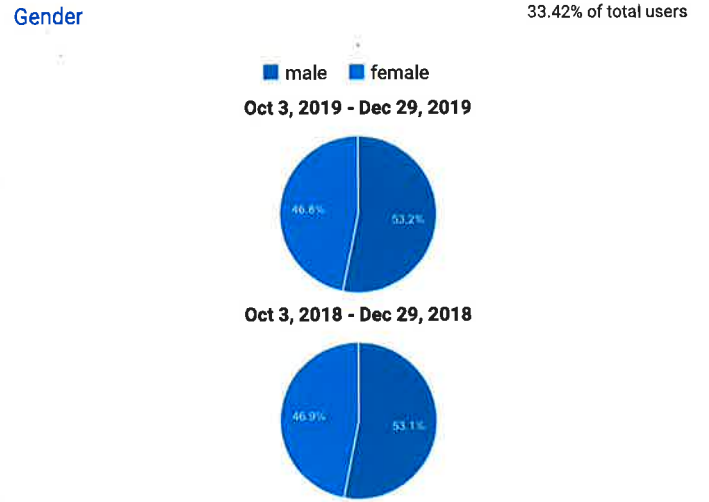
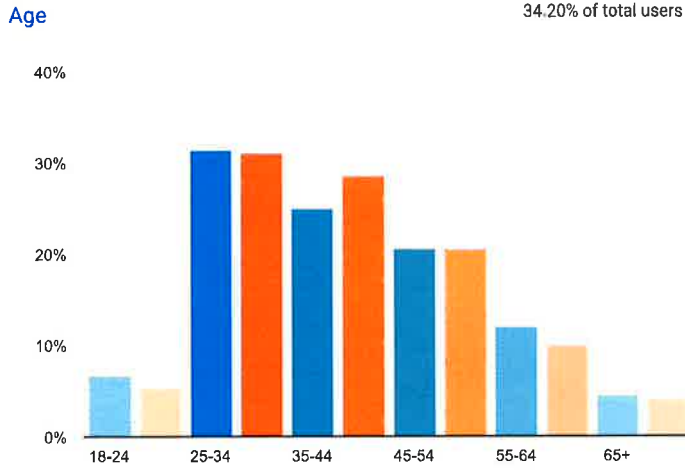






Demographics: Overview

All Users
+0.00% Users

Oct 3, 2019 - Dec 29, 2019
Compare to: Oct 3, 2018 - Dec 29, 2018

Key Metric:



TITLE	ID	CREATED	OWNER	FRAME	SIZE	VIEWS	EMBED
<input type="checkbox"/> 12 16 2019	21104118	12/17/2019	spuclon	720x480	539 MB	10	
<input type="checkbox"/> 12 2 2019	21064467	12/03/2019	spuclon	720x400	1.67 GB	12	
<input type="checkbox"/> 11 18 2019	21025121	11/19/2019	spuclon	720x480	3.18 GB	13	
<input type="checkbox"/> 11 4 2019	20986446	11/07/2019	spuclon	720x400	526 MB	7	
<input type="checkbox"/> 10 7 2019	20889693	10/08/2019	spuclon	720x400	993 MB	8	