

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
APRIL 16, 2024**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on April 16, 2024, was called to order Chairperson Shute at 1:00 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Shute, Member Stewart, Member Hamilton

Also Present: General Manager Wiley, District Secretary Quintanar, Information Technology Manager Khattab, Administrative Analyst Weber, Chief Financial Officer Aragon, Alternate Harp, Alternate Cruz

Also Present Via Teleconference or Video Conference:

Environmental Health & Safety Officer Johnson. No members of the public were present in person, via teleconference or video conference.

4. **SEATING OF ALTERNATES**

No alternates were seated.

5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**

There were no amendments to the agenda.

6. **APPROVAL OF THE AGENDA**

Motion:

To approve the Agenda as presented.

Action: Approve, Moved by Member Hamilton, Seconded by Member Stewart

Vote: Motion carried by unanimous vote (summary: Ayes = 3)

Ayes: Member Hamilton, Member Shute, Member Stewart

7. **PUBLIC COMMENT**

There were none.

8. **APPROVAL OF MINUTES**

A. March 7, 2024

Motion:

To approve the minutes as presented

Action: Approve, Moved by Member Stewart, Seconded by Member Hamilton

Vote: Motion carried by unanimous vote (summary: Ayes = 3)

Ayes: Member Hamilton, Member Shute, Member Stewart

9. APPOINTMENT OF VICE CHAIRPERSON

Mr. Wiley made the suggestion to appoint the Standing Committee Chairperson and Vice Chairperson each January, for the calendar year. The Committee Members voiced favor of doing so, as long as this action is aligned with policy guidelines.

Motion:

To appoint Bill Stewart as Vice Chairperson until January 2025, contingent upon alignment with policy.

Action: Approve, Moved by Member Hamilton, Seconded by Member Shute

Vote: Motion carried by unanimous vote (summary: Ayes = 3)

Ayes: Member Hamilton, Member Shute, Member Stewart

10. COMMENTS

- A. General Manager's Comments
- B. Committee Member's Comments

Mr. Wiley provided an update regarding the San Diego County Water Authority detachment efforts. With the extension of the construction completion deadline, we have until July 2025 to complete the construction of the two pump stations, and that work is underway. Staff is working with the County of San Diego to resolve service our area records discrepancy, and to confirm accuracy of maps. The development of the Operations Plan for the second aqueduct should be completed soon. He also provided information about the ownership of various facilities and meters, the use of grant funds, and the Metropolitan Water District's most recent rate discussions.

11. STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT UPDATE

Ms. Harp explained the steps involved in the development of the Strategic Communications Plan. Development is underway, utilizing the information obtained from the February stakeholder meeting. She also provided a recap of the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis gathered at the February meeting. Target audiences were identified, and messaging that is focused on matters of concern has been developed.

Chairperson Shute inquired about information available to our customers regarding rebates, conservation, and various programs. Mr. Wiley responded that we currently have this type of information on our website and also share it through our newsletter. Ms. Harp explained that the next phase of the Strategic Communications Plan will include additional avenues for outreach, with key messaging. A discussion followed regarding the promotion and incentives of various programs, such as CropSWAP.

Member Hamilton mentioned the Media Training recently offered at Rancho California Water District, where providing tools to facilitate staff to do their job was emphasized. Ms. Weber provided materials developed to assist field personnel in answering questions posed by customers. Ms. Harp added that staff is informed through written resources, and communication at All Hands meetings and departmental meetings, where feedback is encouraged.

12. CUSTOMER SERVICE SURVEY

Mr. Cruz explained that two customer surveys were developed. The first will be launched at the Avocado Festival and will consist of six questions focused on water quality and RMWD Customer Service. The second survey focuses on RMWD's customer service team. Mr. Aragon suggested a message that resonates with customers, which communicates the value of water. Staff's preference was to use the first survey at the Avocado Festival, and the Committee provided input. Discussion followed regarding various ideas for increasing responsiveness.

13. COMMUNITY EVENTS & OUTREACH PLANNING UPDATE

Ms. Weber reported on upcoming events, including the field trip next Thursday. Staff will be emphasizing the variety of jobs, levels of education, and career entry points. The Inaugural Rainbow Run is being coordinated, along with the Vallecitos School Rainbow Run. We will be sponsoring a water station at that event. Staff presented promotional items for distribution at the Avocado Festival, this Sunday. Informational sheets have been prepared for staffing the booth, as well as rack cards and a FAQ sheet for staff. The CropSWAP trifold and a Flume handout were also shared. Next is a detachment event planned for September 26th, 2024, which will be a joint event with FPUD and the Chamber of Commerce. Media training was held earlier this month at RCWD. Mr. Wiley shared that the Thoroughbred Groundbreaking ceremony may be scheduled on a morning in June. Ms. Weber shared outreach materials with the Committee.

14. NEWSLETTER CONTENT PLANNING

Ms. Weber reported that planned content includes our Capital Improvement Project updates, "Invest in Your Landscape", outreach for Committee Member volunteers, the Avocado Festival, and career opportunities. Chairperson Shute suggested that information on California native plants would also be a good resource to list on our website. He mentioned a beautiful example of a California Native landscape in a gated community in San Diego and offered to arrange a tour of the area to help with the development of materials to assist customers in converting their landscape.

May and June newsletter topics were covered. May will include National Water Awareness Month and FAQ, "What is Backflow?", "Register for the Rainbow Run", and a recap of events. June's newsletter will include the CCR Report, "Adjust Your Water for Summer," information on virtual workshops, and a water efficiency survey. Chairperson Shute inquired about grants that may be available, and a short discussion followed

regarding an indoor water tracker. The device may also provide emergency shut-off with a smartphone. He suggested proposing such a program to MWD.

15. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

An article featuring Director Cari Dale was provided. Signage will be done on the website and information will be placed on our website regarding the pump station project and the call for interest in participation on this Committee.

16. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING

A recap of the Avocado Festival and the quarterly matrix will be provided next month. Chairperson Shute relayed kudos to staff for the informational materials developed to share at various events.

17. ADJOURNMENT - To May 21, 2024 at 1:00 p.m.

The meeting was adjourned by Chairperson Shute at 2:53 p.m.



Bill Shute, Committee Chairperson



Terese Quintanar, District Secretary