



AGENDA

Communications and Customer Service Committee Meeting

Board Room
3707 Old Highway 395
Fallbrook, CA 92028

Tuesday, May 21, 2024
1:00 PM

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL:** Bill Shute (Chair), Bill Stewart (Vice Chair), Members Hayden Hamilton, Alternate Harp, Alternate Cruz
4. **SEATING OF ALTERNATES**
5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA**
6. **APPROVAL OF THE AGENDA**
7. **PUBLIC COMMENT**

Any person may address the Committee at this time upon any subject not identified on this Agenda, but within the jurisdiction of Rainbow Municipal Water District; however, any matter that requires action will be referred to staff for a report and action at a subsequent meeting. As to matters on the Agenda, an opportunity will be given to address the Committee when the matter is considered.

Members of the public may make comments in person by submitting a Speaker Slip to the Board Secretary, virtually through virtual or teleconference options, or by submitting an email to tquintanar@rainbowmwd.ca.gov no less than one hour prior to the posted start time of the meeting. Comments shall be made in an orderly manner, and profanity, slander, or abusive language which is disruptive to the meeting will not be tolerated. Individuals have a limit of three (3) minutes to make comments and will have the opportunity when called upon by the presiding officer.
8. **APPROVAL OF MINUTES**
 - A. April 16, 2024
9. **APPOINTMENT OF CHAIRPERSON**
10. **COMMENTS & REQUESTS**
 - A. General Manager's Comments
 - B. Committee Member's Comments
11. **FISCAL YEAR 2025 BUDGET PLANNING PROCESS UPDATE & OUTREACH**
12. **CROPSWAP UPDATE**

13. **QUARTERLY CUSTOMER SERVICE CALL METRICS**
14. **CUSTOMER SERVICE SURVEY**
15. **NEWSLETTER CONTENT PLANNING**
16. **COMMUNITY EVENTS & OUTREACH PLANNING UPDATE**
17. **PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**
18. **DISCUSSION AND POSSIBLE ACTION REGARDING COMMITTEE MEMBERSHIP**
19. **LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**
20. **ADJOURNMENT - To Tuesday, June 18, at 1:00 p.m.**

ATTEST TO POSTING:

/s/Terese Quintanar
 Terese Quintanar
 Secretary of the Board

5/16/2024 7:02 AM
 Date and Time of Posting
 Outside Display Cases

Rainbow Municipal Water District (RMWD) provides remote attendance options solely as a matter of convenience to the public. RMWD will not stop or suspend its in-person public meeting should a technological interruption occur with respect to the Zoom or call-in line listed on the agenda. We encourage members of the public to attend meetings in person at 3707 Old Highway 395, Fallbrook, CA 92028, or remotely utilizing the options below:

For Online Participation:

Go to: <https://rainbowmwd.zoom.us/j/82688515149>

If members of the public attending virtually would like to ask a question or make a comment on any item listed on this agenda, please utilize the "Raise Hand" button, located at the bottom of the screen. We will be alerted that they would like to speak. When called upon, please unmute the microphone and ask the question or make comments in no more than three minutes.

For Call-in Only:

Call: (669) 900-6833, or (669) 444-9171, or
 (309) 205-3325, or (312) 626-6799, or
 (564) 217-2000, or (689) 278-1000
 Meeting ID: 826 8851 5149

*Those who have joined by dialing a number on their telephone, can dial *9 to alert us of a request to speak, and *6 to unmute, once called upon by the presiding officer.*

In accordance with the requirements of California Government Code Section 54954.2, this agenda has been posted at the District's Administrative offices not less than 72 hours prior to the meeting date and time above. All public records relating to each agenda item, including any public records distributed less than 72 hours prior to the meeting to all, or a majority of all, of the members of District's Board, are available for public inspection in the office of the District Secretary, 3707 Old Highway 395, Fallbrook, CA 92028

If you have special needs because of a disability which makes it difficult for you to participate in the meeting or you require assistance or auxiliary aids to participate in the meeting, please contact the District Secretary, (760) 728-1178, by at least noon on the Friday preceding the meeting. The District will attempt to make arrangements to accommodate your disability.

**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

VILLAGE NEWS

FPUD and Eastern recognize community leaders

May 9, 2024

FALLBROOK – At a special board meeting April 30, the Fallbrook Public Utility District and Eastern Municipal Water District celebrated switching water wholesalers in a move that allows Eastern to provide water service to FPUD.

FPUD also recognized many community leaders who worked hard spreading the message of the benefits of detaching. They made phone calls, posted Measure A signs around town, ran ads, and created a campaign to inform people that made the switch go from a possibility into a reality.

A ceremonial valve-turning event highlighted the final step of a process where Eastern provides wholesale water service to FPUD, which completed a detachment from the San Diego County Water Authority on Jan. 1.

FPUD opted to detach from the Water Authority and purchase water from Eastern due to the Water Authority's rising costs. In doing so, FPUD will save millions of dollars annually for agricultural, residential and commercial customers.

FPUD also implemented a rate decrease effective Jan. 1 that lowered the average water bill by 5%. Decreases in anything are rare in this time of rising costs in food, electricity, cars and just about everything else.

"This is a positive move for our customers and FPUD," said Jack Bebee, general manager of FPUD. "It is saving us money, which translates to lower and more stable rates for our ratepayers. It is a win-win." Later this year, Rainbow Municipal Water District is set to begin receiving water from Eastern.

Eastern purchases imported water from the Metropolitan Water District of Southern California. FPUD and Rainbow also previously received the same water from Metropolitan as members of the Water Authority. However, being members of the Water Authority came with an added cost as the agencies had to pay for infrastructure down south and throughout the county that they didn't use, which resulted in higher rates.

FPUD and Rainbow each approached Eastern about being their wholesale supplier from Metropolitan. Eastern did not take a formal position on the detachment process, but did let FPUD and Rainbow know that it would



Community leaders recognized at the April 30 meeting are from left, Stephani Baxter, Tom Kennedy, Lila Hargrove, Eileen Delaney, Chris Brown, Aldo Alvidres, Leticia Maldonado-Stamos, Dan Coxe, Rollin Bush, Jeniene Domercq and Darren Pudgil

provide wholesale service once the reorganization was approved.

That process was completed in late 2023. Fallbrook and Rainbow voters overwhelmingly voted to switch water suppliers in the November election; 94% of voters in Fallbrook and 95% of voters in Rainbow voted to detach from the Water Authority and instead buy less expensive water from Eastern.

“Eastern is honored to provide wholesale water service to Fallbrook Public Utility District and to help its customers receive water at an exceptional value,” Eastern Board President Phil Paule said. “We look forward to a successful partnership and will provide Fallbrook with the same exceptional level of service that we do for all of our customers.”

Submitted by Fallbrook Public Utility District.

Regional Agriculture Program expands to San Diego and Riverside counties

May 2, 2024

FALLBROOK – In a move set to transform regional agriculture, the Regional CropSWAP program, originally initiated by the Rancho California Water District, announced its expansion into neighboring counties with the partnership of Fallbrook Public Utility District, Rainbow Municipal Water District, city of Oceanside, Valley Center Municipal Water District and city of Escondido.

The initiative offers significant financial incentives for implementation of sustainable practices, with the goal of empowering farmers to use water more efficiently while fostering a resilient agricultural economy.

CropSWAP, implemented in 2016 by Rancho Water, began as a response to severe drought conditions in the Temecula Valley and a struggling local agricultural economy. The original program paid agricultural water users to swap-out high-water-use crops with lower-water-use varieties, improving water use efficiency and bolstering the resiliency of local farms.

With the support of federal, state and local agencies, coupled with funding contributions from regional partners and a substantial \$5 million grant from the California Department of Water Resources, the CropSWAP program now offers incentives for additional sustainable practices including irrigation system improvements, avocado tree stumping, rootstock replacements and regenerative agricultural practices such as nutrient management and cover crops. “Agriculture is a keystone to southwest Riverside County. As stewards of our region’s water resources, Rancho Water is proud to have spearheaded the expansion of the Regional CropSWAP program. This initiative not only empowers our farmers to thrive but also strengthens our commitment to sustainable agriculture and water

resiliency,” Robert Grantham, general manager of Rancho Water, said.

“Fallbrook agriculture has experienced numerous challenges over the past decade, including high costs of imported water,” Jack Bebee, general manager of Fallbrook Public Utility District, said. “This will help our local farmers get some of the resources they really need.”

According to Gary Arant, general manager of Valley Center Municipal Water District, “Our district has a long history going back into the early 1990s of assisting agriculture through seeking and securing over \$156M wholesale ag water discounts and helping growers to participate in various on-farm improvement programs through the San Diego County Water Authority and the Mission Resources Conservation District. Now, we are very excited that our neighbor to the north, Rancho California Water District, has invited our agency, along with other San Diego County Water agencies, to participate in their expanded and extended CropSwap “2” Program. Building off of their original program, the new expanded program will provide state grant funding to help growers switch crops, rejuvenate existing orchards as well as improve horticultural and irrigation practices here in Valley Center and North County. We look forward to working with Robb Grantham and the Rancho Water staff to preserve and possibly expand commercial agriculture in Valley Center.”

“The innovative program will allow Rainbow Water to reinvest in our agricultural growers, a fabric of our community,” Jake Wiley, general manager of Rainbow Water, said. “This is an exciting opportunity to partner as a region to focus on water use efficiency

projects that help support sustainable water rates for all our customers.”

“The city of Escondido is excited to participate in this groundbreaking regional program initiated by Rancho Water, which will provide grant funding to our local agricultural customers,” Angela Morrow, interim director of utilities for the city of Escondido, said.

“Escondido is committed to supporting our agricultural community through emerging programs and innovative solutions.” Lindsay Leahy, director of water utilities at the city of Oceanside, said, “The city of Oceanside is excited to offer this program in support of our agriculture customers. They are valued contributors to the history and diversity of our Oceanside community.”

For more information on how the Regional CropSWAP program is shaping the future of sustainable water for agricultural production, visit RegionalCropSWAP.com.

Bonsall High students visit Rainbow Water to explore careers in the water industry

May 9, 2024

FALLBROOK – Rainbow Municipal Water District (Rainbow Water) hosted Bonsall High School students and staff for a field trip on April 25, where students took a guided tour through Rainbow Water headquarters to learn about STEM careers in the water industry.

Over a dozen students were immersed in a behind the scenes look at the day-to-day operations of engineering, finance, information technology, meter services, and water quality.

The field trip was the third hosted by Rainbow Water since 2023 and began with an introduction on the many STEM careers available at the agency followed by a presentation from the engineering department.

Students learned about the planning and design aspects of water infrastructure and were given full-size blueprints of an existing shopping center development to practice identifying water and utility lines with colored highlighters and a scale ruler.

After seeing plans on paper, students were guided to a small trench with visible pipeline where the field operations and construction teams demonstrated how they work with the engineering department to survey job sites.

“We use technology as part of our jobs to document work on our devices, monitor water pumping from tanks to lift stations and collaborate with teams in the field,” said Chad Williams, Engineering and Capital Improvement Project Program Manager. “Science and math play a vital role in gathering



Tanner Buendel, Bonsall High School senior, learns how to test water flow from a meter from Kenny Diaz, Rainbow Water Utility Worker.

information to facilitate the process of contracting with construction and engineering firms that initiate the build out of our capital improvement projects.”

Students visited with the Rainbow Water meters team to explore how they capture water usage across 344 miles of pipelines and 9,000 metered connections to ensure delivery of safe and clean water to the community.

Hands-on learning opportunities were the highlight of the field trip, as students viewed demonstrations of water pressure followed by their own opportunity to test water flow through a meter.

“Maintenance of our infrastructure is a big part of making sure water runs efficiently,” said Ed Bradley, a 35-year Technical Services Lead at Rainbow Water. “We are proactive and prepared to perform maintenance to ensure water can go into tanks to then allow water to continuously flow through the community.”

Bradley and the IT team detailed the various technologies used in water management including

the build of in-house software programs to streamline processes and the remote management of water and wastewater through the use of the SCADA (Supervisory Control and Data Acquisition) system.

A small-scale simulation of SCADA was demonstrated to show students how the team works to monitor and control water remotely to eight pump stations, four reservoirs, and 13 storage tanks located throughout the district.

The field trip was made possible through a Community Programs Grant awarded by the Metropolitan Water District last December. The grant funding provided students with construction hats, safety gear, engineering plans with scale rulers, and a STEM electronics project kit to practice skills displayed for programming microcontrollers.

“We absolutely love having our local students out for these field trips to give them hands-on experience with the inner workings of a public utility,” said Jake Wiley, Rainbow Water General Manager. “The water industry is essential to the communities they serve, and these field trips provide an opportunity to enlighten students to the many career paths available to them.”

Submitted by Rainbow Municipal Water District.



Chad Williams, Engineering and CIP Manager, and Esaud Lagunas, Construction and Meters Supervisor, demonstrate to student how to survey and measure over an open trench.