

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

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on July 16, 2024, was called to order was called to order by 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:** Member Shute, Member Hamilton, and Member Kozak

Also Present: General Manager Wiley, Information Technology Manager Khattab, Administrative Analyst Weber, Alternate Harp, , Engineering and CIP Manager Williams, Customer Service Supervisor Cruz, Chief Financial Officer Aragon, and District Secretary Quintanar,

Absent: Member Stewart

Also Present in Person, Via Teleconference or Video Conference:

Director Johnson, Administrative Assistant Montano, Construction & Meters Supervisor Lagunas, Colin Kemper – SDCWA, Valerie Airey – SDCWA, Ivy Shadzi, Allison Shadzi, Judith Shadzi, Selma Haven, Scott Haven, Jones Titera, and Lisa Titera

4. **SEATING OF ALTERNATES**

No alternates were seated.

5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA**

There were no changes.

6. **APPROVAL OF THE AGENDA**

Motion:

To approve the Agenda as presented.

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

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

Ayes: Member Hamilton, Member Shute, Member Kozak

7. **PUBLIC COMMENT**

There were none.

8. **RECOGNITION OF NORTH COUNTY WATER AGENCIES WATER DRAWING CONTEST WINNERS**

Mr. Wiley recognized Jones Titera, Selma Haven, and Ivy Shadzi, three of the four North County Water Agencies poster contest winners, who are fourth-grade students from Bonsall Elementary School. The students present were presented with awards, art supplies, and Rainbow Water promotional bags.

9. PRESENTATION ON THE SAN DIEGO COUNTY WATER AUTHORITY PIPELINE 5 RELINING SAN LUIS REY CANYON PROJECT

Colin Kemper, of the San Diego County Water Authority (SDCWA) reported that the SDCWA is a wholesale water provider that delivers water throughout the region utilizing approximately 300 miles of large diameter pipeline. He provided a breakdown of existing pipe types within their system, the expected service life of each type, the challenges of the prestressed concrete cylinder pipe, and equipment designed to listen for the popping noise of prestressed wires breaking.

A brief recess was taken at 1:23 p.m. to recognize Ivy Shadzi, the third poster contest winner from Bonsall Elementary School, and photos were taken of all of the winners.

Mr. Kemper resumed his report, explaining the composition of prestressed concrete cylinder pipe, and the relining process. Through the relining process, about 3" of pipe diameter is lost. Pipeline 5 is in Northern San Diego County, near the SR76 and I-15, traversing the San Luis Rey Canyon and straddling SR76. Approximately 9,000 linear feet of 96-inch diameter pipe constructed in the 1980's will be relined, via four access points located in the vicinities of Sage Road, north of the SR76, near Dulin Road, and off Lilac Road. Construction will begin in September 2024 and completed in the summer of 2025. Residents in those areas may encounter heavy machinery, crews, and work being done from 7:00 a.m. – 7:00 p.m. Monday through Friday, for the majority of the project. Nearby property owners have been informed of the project, additional information is available on the SDCWA's website, informational mailers will be sent to the community, and signage will be provided to guide customers to the SDCWA for questions. Rainbow MWD has no active connections to Pipeline 5, and no water service interruptions are anticipated.

Mr. Kemper was asked to share outreach materials to be incorporated into future RMWD newsletters and the District's website.

10. APPROVAL OF MINUTES

A. June 18, 2024

Motion:

To approve the June 18, 2024, Minutes.

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

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

Ayes: Member Hamilton, Member Shute, Member Kozak

11. COMMENTS & REQUESTS

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

Mr. Wiley provided an action summary of the Board of Director's meeting of June 25, 2024, which included approval of previously-adopted rates and increased capacity fees, and an updated Reserve Policy. The actions have been explained in several RMWD newsletters, and information is available on the RMWD's website. Information will also be highlighted through the Village News

and also on customer bills. Brief discussion took place regarding messaging customers about our efforts for cost avoidance and savings over time.

Mr. Wiley also announced the recent simplification of customer bills, separating the fixed, variable, backflow, pumping zone, and sewer charges. Water sales for the 2024 fiscal year were very low, at 9,975 acre feet. However, water sales for May through July of 2024 have increased.

Work is progressing nicely at the Thoroughbred Pump Station and construction at all three pump stations is on schedule. He also announced the election filing season for Divisions 1, 2, 3 and 5, open until August 9, 2024. The Division 3 seat will be for a partial term.

Chairman Shute relayed appreciation for the student recognitions at today's meeting, and urged the utilization of SDCWA's public outreach materials relating to the Pipeline 5 Relining project.

12. CROPSWAP UPDATE

Ms. Weber reported that there are 51 total program submissions to date, with 15 of those submitted in June. 20 projects have been approved, 14 are in the pre-inspection phase, and another 15 applications have been received. Outreach efforts continue, emphasizing each rebate. In July, irrigation efficiency is the highlight and in the focus for August will be on automation rebates, coinciding with National Farmer's Week. There is a total of \$319,300 in reserved grant funding for the 20 approved projects, for an average of approximately \$16,000 for each project. Ms. Weber provided additional detail on applications by project type and crop conversions.

13. STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT RECAP

Ms. Harp provided a high-level summary of plan development efforts throughout the past five months. Development steps include: Discovery, Development, and Documentation. Ms. Harp relayed details of the demographic research, targeted audiences, key messaging, guiding principles, tone and voice, communication methods research, and the preferred communication channels. Staff is currently building the plan, and will prepare a formal document to present to the Board of Directors. A content calendar, metrics, and measurement frequency will also be developed. She encouraged the use of You Tube to access an archive of recordings of Rainbow MWD meetings to obtain additional background on the steps leading up to where we are today.

In an effort to better understand customer needs and guide messaging, Member Kozak suggested tracking the reasons for customer calls. Mr. Cruz relayed that the phone system does not currently have that capability. However, regular feedback is sought from Customer Service staff, and the majority of calls are for paying bills online, submitting a service request, rate increases, and the SDCWA detachment. Tracking would be done manually, and staff will start collecting information on the nature of calls and caller rate class for a future Committee meeting.

Mr. Wiley and Ms. Harp relayed tools, such as customer surveys and the workshop held in February, to identify interests and communication needs of Rainbow Water's various customers.

14. COMMUNITY EVENTS UPDATE

Ms. Weber relayed that future events being planned include a ribbon cutting ceremony at the Thoroughbred Lift Station in September, a community leaders appreciation event with FPU, participation in the Fallbrook Christmas Parade in December, a SDCWA Detachment ribbon cutting in early 2025, the annual Bonsall High School field trip and the Fallbrook Avocado Festival in the Spring of 2025, and the Vallecitos Elementary School's Rainbow Run fund raiser, scheduled

for June 2025. Chairman Shute mentioned the benefit of field trips for Committee Members, and requested consideration for that opportunity annually or semi-annually. Mr. Wiley mentioned an invitation to see the East County Pure Water Project, which is currently under construction. Another opportunity would be a tour of Lake Skinner or Diamond Valley Lake. Chairman Shute expressed interest in seeing the East County project.

15. NEWSLETTER CONTENT PLANNING

Ms. Weber reported that the July Newsletter focuses on Smart Irrigation Month, and includes Flume’s smart home water monitor, and irrigation rebates from the Regional CropSWAP program, water use surveys for indoor and outdoor use, summer watering tips, and messaging to encourage customers to update their emergency alert contact information.

In August, we’ll highlight National Farmer’s Week with information on the CropSWAP program, equipment upgrades such as soil moisture sensors, best management practices, and Metropolitan Water District rebates. There will also be an article on converting to sustainable landscape, video tutorials about things like removing mulch, announcement of Calendar Contest winners, a customer service survey, and tips for preparing for fire season.

September’s Newsletter will focus on the value of water, construction updates, a “Water Footprint” calculator, and a customer service survey.

16. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Ms. Weber shared changes to the website and collateral, including a welcome brochure and rate sheet. Compliments on the look of the website were shared. Mr. Wiley informed everyone of ACWA’s interest in Heli hydrants. District staff will be sharing information on Rainbow Water’s Heli Hydrant and a feature article is anticipated.

17. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING

The August meeting agenda will include Quarterly Metrics, a CropSWAP update, future field trip options, and a Thoroughbred Lift Station update. Due to calendar conflict, the September Committee meeting will be canceled.

18. ADJOURNMENT - To Tuesday, August 20, 2024, at 1:00 p.m.

The meeting was adjourned by Chairperson Shute at 2:25 p.m.


Terese Quintanar, District Secretary


Bill Shute, Committee Chairperson