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## AGENDA

### Communications and Customer Service Committee Meeting

**Board Room  
3707 Old Highway 395  
Fallbrook, CA 92028**

**Tuesday, July 16, 2024  
1:00 PM**

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL:** Bill Shute (Chair), Bill Stewart (Vice Chair), Hayden Hamilton, James Kozak, 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](mailto: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. **RECOGNITION OF NORTH COUNTY WATER AGENCIES WATER DRAWING CONTEST WINNERS**
9. **PRESENTATION ON THE SAN DIEGO COUNTY WATER AUTHORITY PIPELINE 5 RELINING SAN LUIS REY CANYON PROJECT**
10. **APPROVAL OF MINUTES**
  - A. June 18, 2024
11. **COMMENTS & REQUESTS**

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

- 12. CROPSWAP UPDATE
- 13. STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT RECAP
- 14. COMMUNITY EVENTS UPDATE
- 15. NEWSLETTER CONTENT PLANNING
- 16. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES
- 17. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING
- 18. ADJOURNMENT - To Tuesday, August 20, 2024, at 1:00 p.m.

**ATTEST TO POSTING:**

/s/Terese Quintanar  
Terese Quintanar  
Secretary of the Board

7/11/2024 10:41 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.

## COMMITTEE INFORMATION

Item No. 9

### COMMITTEE MEMBERS

July 16, 2024

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### SUBJECT

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

### DESCRIPTION

The Water Authority is relining approximately 1.7 miles of Pipeline 5 in the community of Fallbrook, west of Interstate 15. The project is part of the Water Authority's commitment to maintaining the critical infrastructure that supplies safe and reliable water to customers throughout the San Diego region.

New steel liners will be inserted into the existing pipeline, which will prevent breaks or failures and extend the service life of the pipeline by 75 years or more. To minimize impacts, the relining will take place through seven access portals.

The project reached an important milestone on May 23, 2024, with the award of the construction contract to J.F. Shea Construction, Inc. at the Water Authority's Board of Directors meeting. Construction is planned to take place in Fall 2024, with completion targeted in Fall 2025. The majority of work is planned to take place Monday through Friday between the hours of 7 a.m. and 7 p.m. However, night work will occur for limited periods in November 2024 and again in late-April/early-May 2025.

The San Diego County Water Authority's Senior Engineer, Colin Kemper will attend the meeting to provide additional information and answer questions.



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Jake Wiley, General Manager

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
JUNE 18, 2024**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on June 18, 2024, 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 Stewart, Member Hamilton, and Member Kozak

**Also Present:** General Manager Wiley, Information Technology Manager Khattab, Administrative Analyst Weber, Alternate Harp, Operations Manager Gutierrez, Engineering and CIP Manager Williams, District Secretary Quintanar

**Also Present Via Teleconference or Video Conference:**

Construction and Meters Supervisor Lagunas, and Safety and Risk Management Officer Johnson.

4. **SEATING OF ALTERNATES**

No alternates were seated.

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

There were none.

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 = 4)**

**Ayes: Member Hamilton, Member Stewart, Member Shute, Member Kozak**

7. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

There were none.

8. **APPROVAL OF MINUTES**

A. May 21, 2024

**Motion:**

**To approve the minutes as presented**

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

**Vote: Motion carried by unanimous vote (summary: Ayes = 4)**

**Ayes: Member Hamilton, Member Stewart, Member Shute, and Member Kozak**

**9. COMMENTS & REQUESTS****A. General Manager's Comments**

Mr. Wiley welcomed the new Member, James Kozak. He also provided an update on the progress of our budget planning efforts, ongoing CIP Projects, background on the benefits of and process of detaching from the San Diego County Water Authority, water sales, proposed rate increases, and the timing of the increases.

Member Kozak requested information on the numbers and types of customers we serve, and that information will be reviewed next month.

Discussion followed regarding strategies for sharing our information with customers.

**B. Committee Member's Comments**

Member Stewart mentioned an article in the Union Tribune about a lack of volunteers for committees, public agencies, non-profits, etc., statewide. He complimented RMWD's interaction with committee members, encouraging open information exchange and feedback, and relaying committee recommendations to the Board of Directors. This culture has resulted in steady membership of members. He also remarked about the quality of RMWD's management team, and relayed his appreciation.

Brief comments were made about SDCWA's newsletter, Imperial Irrigation District's Take or Pay Program, and the Salton Sea.

Chairman Shute- welcomed Member Kozak to the Committee. Member Kozak provided information regarding his professional experience and background, and expressed his desire to be involved, serve the community, and provide support for agriculture in the area.

Chairman Shute relayed appreciation for Utility Line Locater Thomas Sjuneson's quick and professional response to a Dig Alert call in his neighborhood.

**10. CROPSWAP UPDATE**

Mr. Wiley provided background on the CropSWAP program and purpose. RMWD has fantastic participation from our customers. Ms. Weber explained that RMWD started the campaign in May of last year, slowly building interest through newsletters and direct mail, and due to the successful launch of the campaign, Rainbow has 35 application submittals to date. We have twelve projects approved and have met and exceeded our initial \$200,000 reserve threshold. This Program benefits the agriculture community and culture of the community, and provides long term sustainability. Applications by type include 7 for Crop Conversion, 4 for Avocado Rejuvenation, 3 for Uniformity Improvements, 3 for Soil Moisture Sensors, 3 for Scheduling Automation, 2 for Mulching, 1 for Nutrient Management, and 1 for Cover Crops.

Chairperson Shute mentioned that San Diego County has the highest percentage of organic farms in the Country, and micro farms are extremely numerous in California as well, so this is a very appealing program. Vice Chairperson Stewart mentioned a PBS program called "Growing Passion," which airs each Tuesday. Members Hamilton and Kozak suggested that the County Supervisor and Federal legislators may also be able to assist with additional sources of funding for expanding the program.

**11. COMMUNITY EVENTS UPDATE**

Ms. Weber announced the Rainbow Run on June 15, 2024, which had great support and raised a tremendous amount of money. The North County Water Agencies Water calendar contest entries were exhibited, and winning artwork will be included in the 2025 calendar. Recognition of contest winners will be planned for the July Communication and Customer Service Committee meeting. Providing information for Member Kozak, Ms. Weber announced that we participate in the Avocado Festival, the Fallbrook Holiday Parade, the Bonsall High School Field Trip, and the Poster Contest, annually.

**12. NEWSLETTER CONTENT PLANNING**

The June Newsletter and 2023 Water Quality Report were provided. The Report is available on our website in Spanish as well. A message in the June invoices will include a link to find the Report on our website. July will be featured as “Smart Irrigation Month,” and in August, we’ll share the “Value of Water,” and a backflow device review informational video. Member Kozak suggested messaging to encourage the planting of native plants. Chairperson Shute asked about programs we have had access to through the SDCWA, and Ms. Weber responded that we have been transitioning and planning to include links to MWD programs which will be available post detachment.

**13. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**

Two Articles Published in The Valley News were included in the packet. Mr. Wiley provided additional information on the progress of the construction of the lift stations. A ribbon cutting event is being planned for September or October. We also have plans with Fallbrook PUD for a celebration of the detachment planned for September 27, 2024. Eastern Municipal Water District also suggested holding an event at one of the pump stations once the detachment is complete. Mr. Wiley added that we have an emergency banner on our website to alert customers of planned shutdowns and emergencies. Brief discussion followed regarding ongoing efforts to encourage customers to update their emergency contact information so they can receive important notifications.

**14. CONSIDER ADDITION OF LEGISLATIVE AFFAIRS TO THE COMMUNICATIONS & CUSTOMER SERVICE COMMITTEE**

Mr. Wiley reported that a policy is being drafted for guidance on taking positions on various legislation that impacts the District, and suggested review and discussion of the policy and legislative matters in this venue. The Committee expressed their support for doing so.

**15. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**

In July, the Committee will review and discuss outreach for customer contact information, the CropSWAP Program, ratepayer profiles, the draft Strategic Communication Plan, and future planned events.

**16. ADJOURNMENT - To July 16, 2024, at 1:00 p.m.**

The meeting was adjourned by Chairperson Shute at 2:24 p.m.

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**Bill Shute, Committee Chairperson**

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**Terese Quintanar, District Secretary**





# Regional CropSWAP June 2024 Update Rainbow Municipal Water



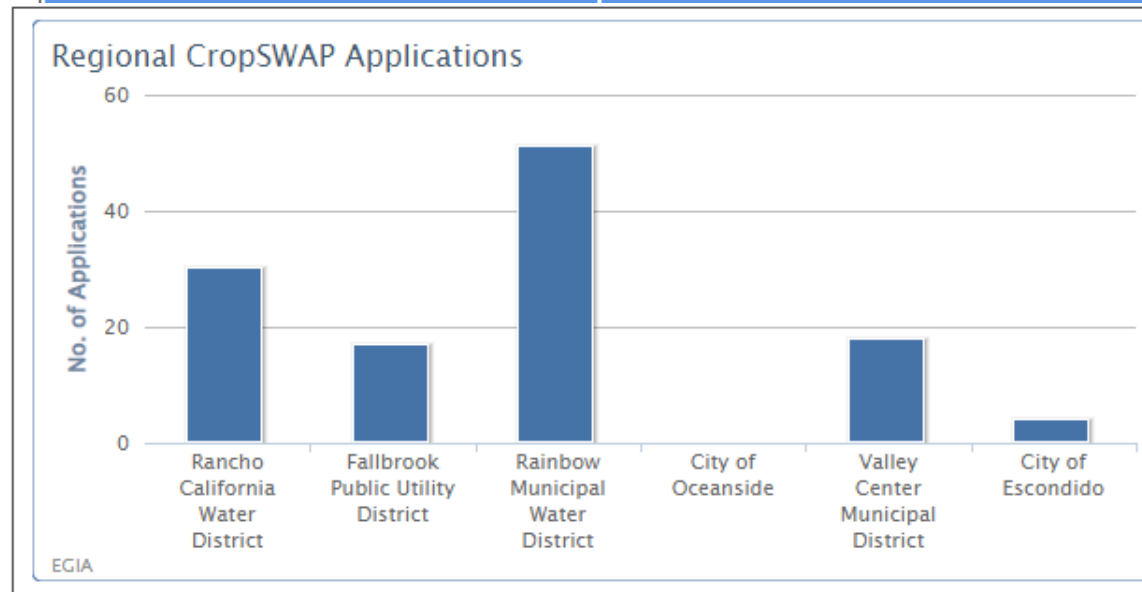
# CropSWAP

A Regional Program by Rancho Water



# Regional Participation Numbers

Regional CropSWAP Applications	
Agency	Applications
Rancho California Water District	30
Fallbrook Public Utility District	17
Rainbow Municipal Water District	51
City of Oceanside	0
Valley Center Municipal District	18
City of Escondido	4
<b>Total</b>	<b>120</b>

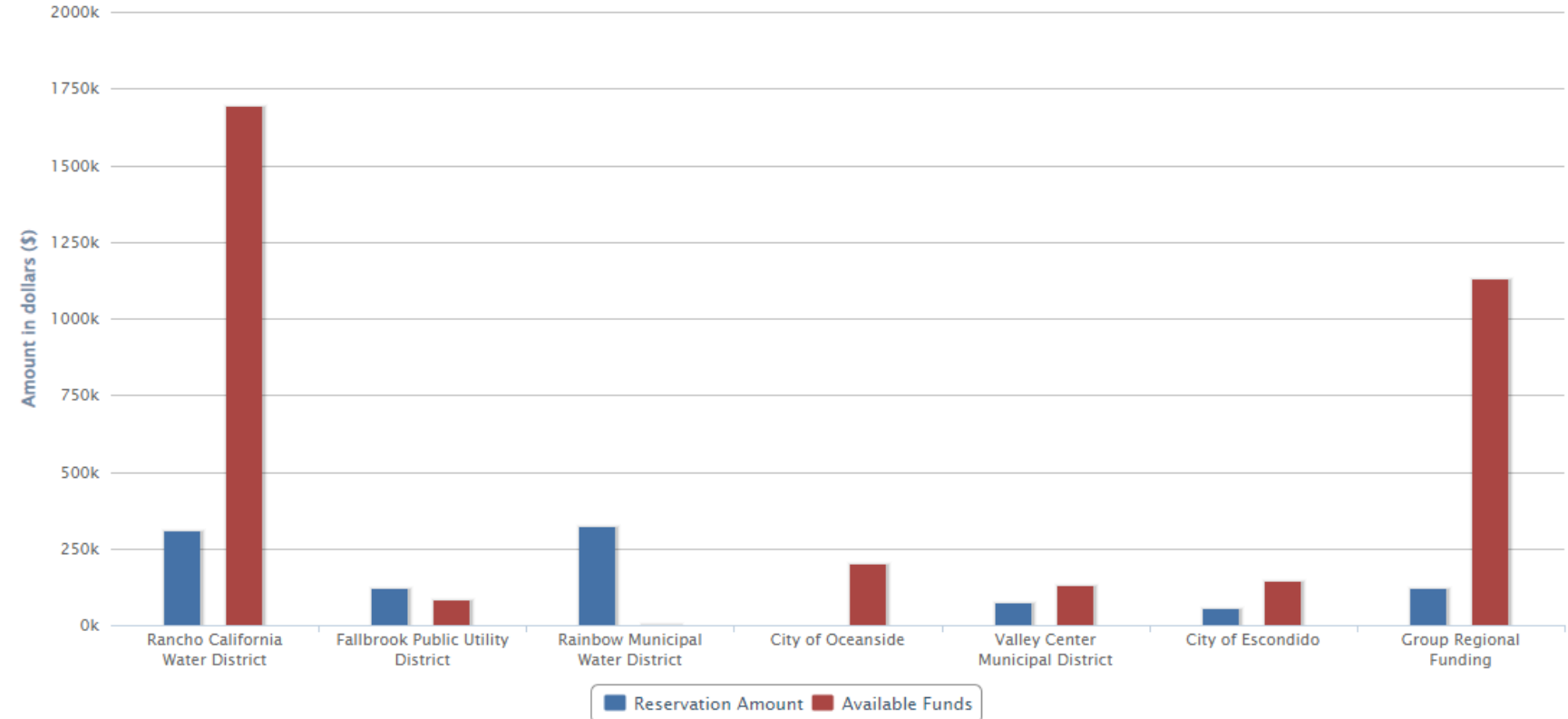




**CropSWAP Available Funding**

Agency	Reservation Amount	Funding Totals	Available Funds	Percentage Remaining
Rancho California Water District	305,200	2,000,000	1,694,800	84.74
Fallbrook Public Utility District	119,500	200,000	80,500	40.25
Rainbow Municipal Water District	319,300	200,000	-119,300	-59.65
City of Oceanside	0	200,000	200,000	100
Valley Center Municipal District	72,500	200,000	127,500	63.75
City of Escondido	54,500	200,000	145,500	72.75
<b>Total Reservation Amount</b>	<b>871,000</b>	<b>0</b>	<b>0</b>	
<b>Group Regional Funding</b>	<b><u>119,300</u></b>	<b><u>1,250,000</u></b>	<b><u>1,130,700</u></b>	<b><u>90.46</u></b>

CropSWAP Available Funding

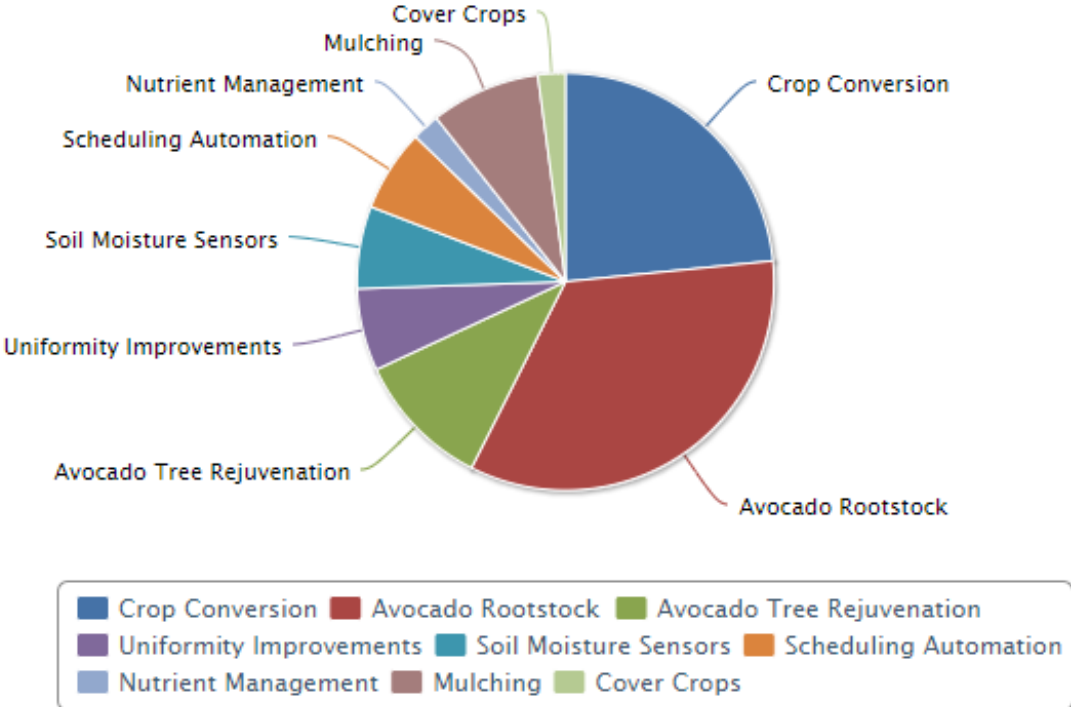


EGIA

# Rainbow Municipal Applications

Applications by Project Type	
Project Type	Applications
Crop Conversion	11
Avocado Rootstock	16
Avocado Tree Rejuvenation	5
Uniformity Improvements	3
Soil Moisture Sensors	3
Scheduling Automation	3
Nutrient Management	1
Mulching	4
Cover Crops	1
<b>Total</b>	<b>47</b>

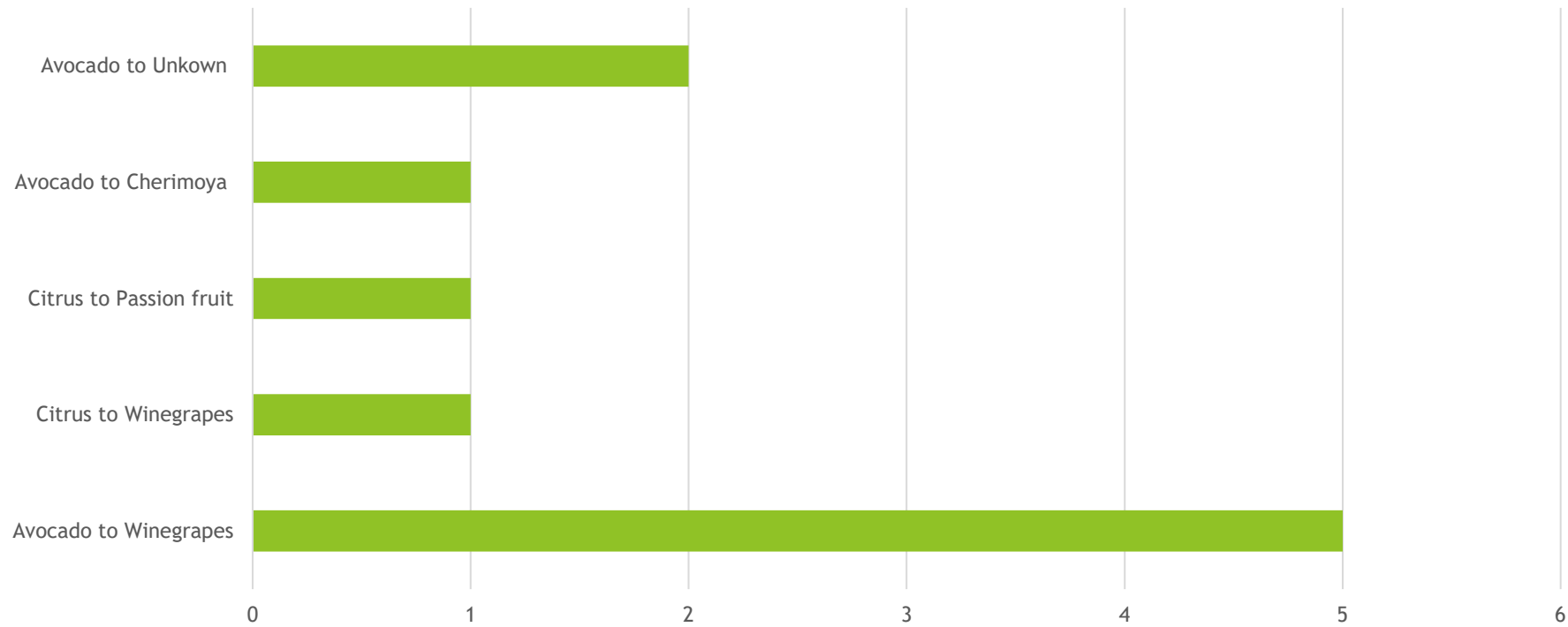
Applications by Project Type



EGIA

# Comprehensive Crop Conversion

Crop Conversions by Type





**CropSWAP**

A Regional Program by Rancho Water

# Program Contacts

## **Giovanni Rodriguez**

Program Administrator

Rancho California Water District

apply@regionalcropswap.com

951.296.6895

## **Kyle Jeffries**

Water Resource Planner

Rancho California Water District

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951.296.6947

## **Lance Andersen**

Agricultural Inspector

L. Andersen Water Management

lance@andersenh2omgmt.com

760.855.5349



**Interested in learning more?**

Scan the QR code or visit

[regionalcropswap.com](https://www.regionalcropswap.com) for more

information.





# COMMUNITY NEWSLETTER

## JULY 2024 . ISSUE 236



**Do We Have Your Most Recent Contact Info for Emergency Alert Notifications?**  
**Read More on the Next Page**

## Smart Irrigation Month

### Best Practices for Smart Water Use

July is recognized as Smart Irrigation Month due to the start of high water consumption in California. As the heat rises in the summer, outdoor water usage increases and accounts for nearly half of all water usage on the average water bill. Converting your irrigation to a smart water system can improve water efficiency and assist with identifying water waste. There are various options for best practices you can adopt for water usage, including rebates for smart flow devices and irrigation efficiency upgrades for sensors and automation. Read below for available irrigation rebate opportunities to optimize outdoor water use.

### Flume Smart Home Water Monitor

Rainbow Water is proud to partner with Flume to offer an intelligent water monitoring device that provides you with customized alerts of abnormal water usage. Get to know and control your water with easy-to-read water use reports and insights. The average user finds a reduction of 14% in water use, and more than 70% of Flume users found leaks within the first month.



The device ships to your home and can be easily installed with the help of step-by-step videos available on the Rainbow Water website. The device is attached to your water meter, where it measures water flow through the meter and connects to your WiFi to send data to a secure cloud that reports water usage and alerts you of unusual activity that could indicate a leak.

The Flume device is available for Rainbow Water customers at a reduced rate of \$49.99 per household with no monthly monitoring fee. The Flume Smart Water System includes a Flume water sensor, bridge, and app. Visit the Flume website [flumewater.com/rainbow](http://flumewater.com/rainbow) to learn more about purchasing the device, track your use, catch leaks, and identify minute-by-minute usage.

### Regional CropSWAP Program

The Regional CropSWAP Program is available for agricultural water users in western Riverside and northern San Diego Counties, with a mission to promote sustainable and efficient agricultural practices.



The program offers participants three distinct, incentivized project types tailored to enhance agricultural productivity while prioritizing environmental stewardship. The Regional CropSWAP's rebate upgrade types include comprehensive crop upgrades as well as irrigation efficiency improvements to enhance water distribution uniformity by revitalizing your irrigation equipment, such as pipes, sprinklers, pressure regulators, and drip systems. The rebates allow for the implementation of soil moisture sensors to make data-driven decisions for optimal irrigation scheduling. In addition, the installation of new irrigation systems provides remote monitoring and valve control equipment to automate your irrigation, saving time and resources.

Participating in the program will maximize your irrigation efficiency, reduce water waste, and contribute to the sustainable management of our precious water resources. Invest in your farm's irrigation infrastructure today and join the mission to promote water conservation in agriculture.



Scan to learn more and watch Flume video tutorials



Explore the program and apply online: [regionalcropswap.com](http://regionalcropswap.com)



# Water Use Surveys

## Applications Now Open for Free Commercial and Residential Water Use Survey

Are you looking for an innovative way to improve water use efficiency for your home or business? For a limited time, Metropolitan Water District of Southern California is providing free in-person commercial large landscape surveys, and virtual or in-person indoor/outdoor residential surveys for properties in the Rainbow Water service area. In addition, Mission Resource Conservation District offers the Water Efficiency Technical Assistance Program (WETA), a free irrigation efficiency analysis for growers. The surveys provide customers with recommendations to improve outdoor landscape and indoor water use to reduce water waste and make their businesses, homes and properties more efficient.

Surveys are conducted with assistance from the customer, and only one survey is available per property for the life of the program. The property must be located within Metropolitan's service area for the water use survey or North San Diego County for the WETA survey.

### How the Survey Works

#### Commercial Surveys

A certified landscape auditor will conduct a comprehensive review of the irrigation system, including but not limited to: breaks, controllers, drainage, leaks, irrigation scheduling, site conditions, system pressure, and valve functions. Participants will receive a written report that includes data collected during the survey with recommendations for site irrigation efficiency including system repairs, equipment updates, and irrigation scheduling.

The WETA Program expands the audit to include growers with or without wells, reviews pump efficiency and provides a complete analysis with eligibility for irrigation upgrades and farm improvements from the Natural Resource Conservation Service.

#### Residential Surveys

The survey is free to residential customers and may be performed virtually or in-person with a homeowner or adult over 18. A phone or tablet is required for the virtual survey to allow photos or video with the survey auditor. The indoor evaluation will review indoor device make, model, age factor, and water use. The outdoor inspection will review the meter, check for leaks, and identify the irrigation system to evaluate zone or station information. The auditor will survey issues that contribute to higher water use, such as valve malfunctions, high or low pressure, sprinkler misalignment, poor draining, breaks and leaks, and runoff. A written report with data collected from the survey and rebate information will be provided to the customer.

# Summer Watering Tips

Make the most of your outdoor watering this summer by following these useful tips.



➡ **Change the Time:** The best time to water during the summer months is when the sun goes down. Adjust outdoor irrigation to water in the morning and late evening to avoid loss of water due to evaporation from the heat.

➡ **Tune Up Your System:** Review your system to check for leaks, clogged sprinklers, or overspray to avoid water waste due to runoff.

➡ **Adjust for Zones:** Save watering time by adjusting for the watering needs of your yard area based on shade, grass, soil, and plant type.

## Share Your Experience

### Take the New Customer Service Survey



Did you have a recent interaction with a member of the Rainbow Water Team? Share your experience by rating our level of service and select your preferred method of communication. Your participation in the survey helps to improve operations and customer service. Visit the website or scan the code to tell us how we are doing.

[rainbowmwd.ca.gov/customer-survey](http://rainbowmwd.ca.gov/customer-survey)



## Stay in Touch Update Your Emergency Alert Contact Information

Have you recently moved or changed your phone number? Make sure we have the most recent phone number and email address on file so that you may receive notifications for outages, leaks, and service information. To update your contact information, call Customer Service at (760) 728-1178.

Funding for the program is limited, and surveys are scheduled on a first-come, first-served basis. Take advantage and apply today.

Metropolitan Water District  
[waterefficiencysurvey.com](http://waterefficiencysurvey.com)  
[mwd@waterwise-consulting.com](mailto:mwd@waterwise-consulting.com)

Mission Resource Conservation District  
[missionrcd.org/weta-program](http://missionrcd.org/weta-program)  
[appointments@missionrcd.org](mailto:appointments@missionrcd.org)

Scan to watch a video about the water use survey



## Stay Connected

3707 Old Highway 395, Fallbrook, CA 92028  
Customer Care & After Hours: 760.728.1178  
Office Hours: Mon-Fri 8:00 a.m. - 4:30 p.m.  
[RAINBOWMWD.CA.GOV](http://RAINBOWMWD.CA.GOV)