



AGENDA

Communications and Customer Service Committee Meeting

Board Room
3707 Old Highway 395
Fallbrook, CA 92028

Tuesday, November 19, 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 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. September 5, 2024
 - B. October 15, 2024
9. **COMMENTS & REQUESTS**
 - A. General Manager's Comments
 - B. Committee Member's Comments
10. **CROPSWAP PROGRAM UPDATE**

11. **DISCUSSION OF FINANCIAL OPTIONS FROM ONE TIME SAVINGS FROM EARLY DETACHMENT FROM THE SDCWA**
12. **CUSTOMER SERVICE CALL METRICS**
13. **COMMUNITY EVENTS UPDATE**
14. **NEWSLETTER CONTENT PLANNING**
15. **PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**
16. **LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**
17. **ADJOURNMENT - To Monday, December 16, 2024, at 1:00 p.m.**

ATTEST TO POSTING:

/s/Terese Quintanar
 Terese Quintanar
 Secretary of the Board

11/13/2024 4:41 PM
 Date and Time of Posting
 Outside Display Cases

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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.

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*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
JOINT BOARD OF DIRECTORS AND THE
COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
SEPTEMBER 5, 2024**

1. **CALL TO ORDER** – The Joint Board of Directors and Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on September 5, 2024, was called to order by Chairman Shute at 7:30 a.m. at 3707 Old Highway 395, Fallbrook, CA 92028. Chairman Shute presiding.

2. **ROLL CALL:** Member Shute, Member Stewart, Member Kozak, Board Vice President Johnson

Also Present: General Manager Wiley, Chief Financial Officer Aragon, Alternate Harp, Engineering and CIP Manager Williams, District Secretary Quintanar

Absent: Member Hamilton

This was an in-person meeting, with no virtual attendance. No members of the public were present. A quorum of the Rainbow Municipal Water District Board was not present.

3. **PUBLIC COMMENT**

There were no members of the public present.

4. **TOUR OF PADRE DAM MUNICIPAL WATER DISTRICT’S ADVANCED WATER PURIFICATION PROJECT** Information for joining the tour was provided on the duly posted agenda. There were no members of the public present.

5. **ADJOURNMENT** - The meeting was adjourned by Chairman Shute at 1:40 p.m.

Bill Shute, Committee Chairperson

Terese Quintanar, District Secretary

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
OCTOBER 15, 2024**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on October 15, 2024, was called to order by Chairman Shute at 1:00 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairman Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:** Member Shute (attended remotely and left the meeting at 2:30 p.m.), Member Stewart (attended remotely), Member Hamilton, Member Kozak

Also Present: General Manager Wiley, Information Technology Specialist III Espino, Administrative Analyst Weber, Operations Manager Gutierrez, Alternate Harp, Alternate Cruz, District Secretary Quintanar

No members of the public were present in person, via teleconference or video conference.

4. **SEATING OF ALTERNATES**

Motion:

To Seat Alternate Harp

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

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

Ayes: Member Hamilton, Member Stewart, Member Kozak

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

There were no changes requested.

6. **APPROVAL OF THE AGENDA**

Motion:

To approve the Agenda as presented.

Action: Approve, Moved by Alternate Member Harp, Seconded by Member Hamilton

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

Ayes: Member Hamilton, Member Stewart, Member Kozak, Alternate Member Harp

7. **PUBLIC COMMENT**

There were none.

8. **APPROVAL OF MINUTES**

A. August 20, 2024

Motion:

To approve the minutes as presented.

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

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

Ayes: Member Hamilton, Member Stewart, Member Kozak, Alternate Member Harp

9. COMMENTS & REQUESTS

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

Mr. Wiley reported about a recent Autopay billing error which effected 1,000 of RMWD's customers, billing them for both October and November. Service staff is working to reach out to these customers, reverse charges, and answer questions.

The Gopher Canyon Road Pipeline Replacement has been completed and tie-ins are being completed this week. The Dentro de Lomas Pump Station will be energized by SDG&E this weekend and will start up next Tuesday. Mr. Wiley also provided information on operational tasks associated the pump stations, and the next steps needed to continue the detachment process.

A Metropolitan Water District (MWD) Water quality issue resulted in taste and odor complaints as a result of algae growth at the Skinner Treatment Plant. Information is available on Rainbow's website. Recent MWD discussions also include fluoridation of water, and the EPA is reviewing the target levels for fluoride in drinking water.

Committee Members Stewart and Kozak commented on the importance of reaching out to those customers effected by the billing glitch and commended staff for their efforts.

Member Hamilton stressed the importance of explaining clearly regarding the detachment and suggested a comparative billing example to show how much our customers will be saving. Ms. Harp explained that staff is discussing messaging on monthly bills. Brief discussion followed regarding the cause of MWD's water quality issue. Chairman Shute commented on a massive cyber outage being experienced by Palomar Health, and encouraged vigilance with our systems and awareness training. Ms. Harp announced new accessibility requirements being handled by staff for the District's website. She also reported that, as part of staff's recruitment efforts, she's learned that Rainbow Municipal Water District has a great reputation.

10. CROPSWAP PROGRAM UPDATE

Ms. Weber reported a huge uptick in approved CropSWAP Program applications. There are 67 submissions to date, 55 projects approved, and 4 are in the pre-inspection stage. To date \$765,700 in funding has been approved for Rainbow Water's customer applications. Mr. Wiley added that the \$5M is being utilized quickly and additional funding opportunities will be discussed in the very near future.

11. MONTHLY CALL ANALYTICS

Mr. Cruz explained that reasons for customer calls were recorded over the past few months. By far, the most common reason for customer calls in August and September was to pay bills. Customers also called for clarification of billing charges, and several other call categories were included in the data collected, including Service Requests, Leak Adjustment Credits, Flume, Starting or Cancelling Service, Providing Updated Contact Information, Payment Plan Requests and misdirected calls. Mr. Cruz reported that staff's analysis of the data is that customers prefer to speak to a live person when paying their bills. Collection of the data is not automated, and very time-consuming for staff. Mr. Cruz commended the Customer Service Team for their efforts to collect the data while maintaining service levels. Discussion followed regarding payment methods available and future utilization of this kind of information to find innovative ways to relay

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information and assist our customers in a proactive way. They also encouraged automation for the collection of the data, if available, and requested the information to be shared with the Board of Directors.

12. COMMUNITY EVENTS UPDATE

Ms. Weber reported on the North County Fire Open House held on October 12, 2024, where staff provided promotional items and answered customer questions. Several other agencies attended, and there was a steady stream of attendees. Next week, IT and Engineering staff will attend the Speakers Bureau to speak with computer science and chemistry students about careers in the water industry. We are also coordinating with Palomar College to incorporate water industry information into classroom curriculum.

13. NEWSLETTER CONTENT PLANNING

October articles focus on National Farmer's Day, Grant Programs for Ag Customers, a Fall Planting Guide, a water Footprint Calculator, and announcement of the General Election Ballot Box at the entrance of the District's headquarter building. Brief discussion took place regarding staff capacity to pursue grant funds.

November's newsletter will highlight detachment, value of water, and Bonsall High School classroom visits. December's articles will include a bill overview, information about Eastern Municipal Water District following detachment, rebates that are available through the Metropolitan Water District, and holiday reminders. Mr. Wiley added that EMWD has proposed distribution of a letter to customers explaining savings and charges on property tax bills. The District also has the option of emailing newsletters to customers who are signed up for Autopay, or others who might be interested.

14. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Ms. Weber provided recent articles published by Village News. Member Hamilton inquired about a press release related to the completion of the lift stations and kudos to all involved.

15. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING

At the next meeting, quarterly call metrics will be reviewed. Staff will also provide an update on messaging opportunities through monthly bills, and a detachment update.

16. ADJOURNMENT -To November 19, 2024 at 1:00 p.m.

The meeting was adjourned by Member Hamilton at 2:36 p.m.

Bill Shute, Committee Chairperson

Attest:

Terese Quintanar, District Secretary



COMMITTEE ACTION

Item No.11

November 19, 2024

SUBJECT

DISCUSSION OF REBATE OPTIONS FROM ONE-TIME SAVINGS FROM EARLY DETACHMENT

BACKGROUND

On October 30, 2024, staff discussed with the Board that due to detaching two months earlier compared to assumptions in the FY2024-25 budget (November 1, 2024 vs January 1, 2025), the District would incur \$768,796 less in fixed charges. These savings were not considered in the FY24/25 budget and, as such, provide one-time additional discretionary funds for the Board’s consideration. At that meeting, the Board expressed interest in getting input from each of the Committees on their preferred option for reinvestment of the funds respective to the Committee’s purview. As such, staff is asking each of the Committees in November for their preferred options as described below;

1. Engineering & Operations Committee: Preferred CIP Project to advance
2. Budget and Finance Committee: Preferred Financial Option to implement
3. Communication and Customer Service Committee: Preferred approach and messaging if funds are rebated back to customers

DESCRIPTION

The Committee is asked to review the options for distribution of the one-time savings in the form of a bill credit to all water customers that could be issued as soon as January 2025. Table A summarizes the breakdown of an equitable and proportional approach to reduce the fixed cost on each customer’s bill with total credits equal to the \$768,796 savings. This could be implemented in a single billing cycle, or the “Amount per Account by Meter Size” could be divided over multiple months. For example, the Committee could recommend including this credit over the remainder of the 24/25 fiscal year (January through June 2025), in which case it would result in a 5% to 8% savings each month on the fixed cost portion of each customer’s water bill.

Table A – Bill Credit Summary

One Time Bill Credit Amount Per Meter Size (All Customer Classes)			
Meter Size	Amount per Account by Meter Size	# of Accounts	Total Credit District-Wide by Meter Size
5/8"	\$ 45.25	272	\$ 12,309
3/4"	\$ 45.25	3,948	\$ 178,657
1"	\$ 75.42	4,093	\$ 308,698
1 1/2"	\$ 150.84	594	\$ 89,600
2"	\$ 241.35	489	\$ 118,019
3"	\$ 527.95	75	\$ 39,596
4"	\$ 950.30	21	\$ 19,956
6"	\$ 1,960.94	1	\$ 1,961
Total		9,493	768,796

POLICY/STRATEGIC PLAN KEY FOCUS AREA

Strategic Focus Area Four: Fiscal Responsibility

ENVIRONMENTAL

In accordance with CEQA guidelines Section 15378, the action before the Board does not constitute a “project” as defined by CEQA and further environmental review is not required at this time.

BOARD OPTIONS/FISCAL IMPACTS

Discussed above.

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RECOMMENDATION

Staff supports Committee direction.



Jake Wiley

November 19, 2024