

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
FEBRUARY 3, 2022**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on February 3, 2022, was called to order by Chairperson Shute at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. *(This meeting was held with limited in-person attendance following County and State COVID guidelines as well as virtually.)* Chairperson Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Hamilton *(via video conference)*, Member Shute *(via video conference)*, Member Vernon *(via video conference)*.

**Absent:** General Manager Kennedy.

**Also Present:** Executive Assistant Washburn.

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

Alternate Gray, Finance Manager Largent, Information Technology Manager Khattab, Information Systems Specialist Espino.

Two members of the public were present via teleconference or video conference.

4. **INSTRUCTIONS TO ALLOW PUBLIC COMMENT ON AGENDA ITEMS FROM THOSE ATTENDING THIS MEETING VIA TELECONFERENCE OR VIDEO CONFERENCE**

Mr. Shute read aloud the instructions for those attending the meeting via teleconference or video conference.

5. **SEATING OF ALTERNATES**

There were no alternates seated.

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

There were no amendments to the agenda.

7. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**

There were no public comments.

**\*8. APPROVAL OF MINUTES**  
**A. January 6, 2022**

***Motion:***

***To approve the minutes.***

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

***Vote: Motion carried by unanimous roll call vote (summary: Ayes = 3).***

***Ayes: Member Hamilton, Member Shute, Member Vernon.***

**9. GENERAL MANAGER COMMENTS**

There were no comments.

**10. COMMITTEE MEMBER COMMENTS**

Mr. Vernon shared what he has experienced with trying to downsize his meter and how he was informed his request for a variance would need to go to the Board for consideration. Mr. Hamilton noted this was a standard procedure for these types of requests. Discussion ensued.

Mr. Vernon inquired as to how far his Flume device can communicate. Discussion ensued.

**11. COVID-19 UPDATE**

Ms. Gray shared the information Ms. Harp reported to staff noting there was 17% of the workforce quarantined all at once a few weeks ago with most being in contact with someone who has tested positive. She stated the District was down to two employees currently still in quarantine who would be returning soon. She reported the lobby will be reopening on February 7, 2022.

Discussion ensued regarding RMWD's COVID-19 tracking system.

**12. DISCUSSION REGARDING PROPOSED AMENDMENTS TO ADMINISTRATIVE CODE CHAPTER 8.20 – BACKFLOW INCLUDING BACKFLOW NOTIFICATIONS**

Ms. Largent explained although there would not be a presentation of the proposed changes today, staff wanted to notify the committee members that proposed revisions will be provided to the committee members ahead of the next meeting in preparation for further discussion anticipated at the March committee meeting.

Mr. Hamilton suggested there be something specified in the policies regarding notifying the customers they are responsible for making the backflow devices accessible as well as when the devices are not.

**13. CUSTOMER SURVEY UPDATE**

Ms. Gray stated she has been proactively working with Survey Monkey while waiting to see if the District's current merchant can provide the surveys desired. She mentioned some of the questions she has prepared that will start going out via email following staff conversations with the customers.

Mr. Shute inquired if the survey will be telephonic or an email-type survey. Ms. Gray stated it was her hope it will be via email as well as possibly text messages based on the customer contact information staff has on record.

Mr. Shute encouraged staff to pick the questions lightly as well as keep them consistent. He stated having core basic questions that will always be used would be best.

Ms. Gray noted these surveys will also be able to be used very proactively as all of the emails that come into the website will have staff's responses attached.

#### **14. EMERGENCY NOTIFICATION ANALYTICS UPDATE**

Ms. Gray reported it was discovered there was a bit of a hiccup with the transfer of information; however, once this is resolved, the current numbers will increase. She said she will have another update at the March committee meeting.

Mr. Hamilton inquired if there will be a test conducted of the current data set against the pending shutdown of Aqueduct 4. Ms. Largent explained due to this being a SDCWA scheduled shutdown as opposed to an emergency, the District has plans in place to prepare for the shutdown to ensure there is no interruption of water service to the customers; therefore, an emergency notification may not be necessary for this scenario. Discussion ensued.

#### **15. DISCUSSION REGARDING COMMITTEE MEMBER RECRUITMENT**

Mr. Shute stated although he has been actively recruiting for more committee members since December; however, it has been to no avail. He inquired as to whether anyone had any ideas for ramping up recruitment.

Ms. Washburn reported the newsletter was effective in recently generating interest from a member of the public to serve on the Engineering and Operations Committee.

Mr. Hamilton asked if there was a constant campaign for committee recruitment in the District newsletters. Ms. Gray stated a campaign is published bi-monthly.

Mr. Shute mentioned there were prior discussions regarding getting something published in the local newspaper. Ms. Gray offered to draft something for possible release in The Village News.

Mr. Shute and Mr. Hamilton shared how each of them became interested in serving on this committee. Discussion followed.

Mr. Vernon suggested Mr. Shute write a testimonial for publishing in an edition of the RMWD newsletter.

#### **16. CONSIDER APPROVAL OF LIFT STATION 1 PROJECT LOGO**

Ms. Gray shared the proposed logo. Ms. Largent stated it looked very basic. Ms. Gray said with the logo, there is information with the name of the project.

Ms. Gray reported the signage has already been completed with a blank space in which the logo can be added. She noted the QR code has already been created, the information is on the District's website which will be continually updated, and how there will be placement for four different signs.

Mr. Hamilton inquired as to multiple logo choices. Ms. Gray explained she and Mr. Kennedy had settled on the proposed logo. Mr. Shute asked for examples as to how this would be used. Ms. Gray displayed a sample of what it would look like on the signage.

Mr. Shute inquired as to whether a press release will be published regarding this pump station as to the project being an enhancement. Mr. Hamilton pointed out this was a capital improvement project for which RMWD was not well known for doing, so it may be beneficial to communicate it better to the public. Ms. Largent explained there will be a sign at the site and that the article and map being published in the District's newsletter could also be submitted for a press release.

Mr. Hamilton provided an update on the Water Service Upgrade Project (WSUP), noting it was anticipated by Mr. Gutierrez that the project will be completed within the next week in terms of the standard replacements with some work remaining on those meters that were kicked back.

Mr. Vernon pointed out the context provided in the sample Ms. Gray displayed looked better; however, there was no indication this was a sewer project. Ms. Largent noted it should say "Lift Station" as opposed to "Pump Station". Mr. Hamilton recommended it be posted as a sewer project. Mr. Shute suggested there be language explaining the project was to increase sewer capacity, etc. Ms. Largent stated she liked the idea of "your dollars at work".

Ms. Gray clarified when discussing the signage for this project with Mr. Kennedy, it was determined pump station was what was settled upon and why. Discussion followed.

Mr. Shute stated he liked what was being proposed in context; however, he would recommend adding words around it. Ms. Gray pointed out this would be utilized very much like the WSUP signage with the ability to provide updates.

Mr. Hamilton suggested it would be better to identify this as a wastewater station as opposed to sewage or a pump station. Mr. Shute and Mr. Vernon agreed with it being made clear that this project is for waste as opposed to water. Ms. Gray asked for clarification as to how this be identified. Mr. Shute explained next to the logo in whatever copy it is placed. Ms. Gray offered to try to add something within the logo related to this being a wastewater project; however, the signs were already done, and how difficult it was to get down to as few words as possible while ensuring it was understood this project was for Thoroughbred Lane.

Mr. Shute expressed concern with this committee being presented with a logo for which approval was being considered. Ms. Gray understood the concern noting she was brought in at the last minute and did her best to work with what was presented. Mr. Hamilton stated in Ms. Gray's defense, this project was in the works for several years and how the hold up has been in the easements. He stated now that the easements have been cleared, engineering moved very quickly as opposed to sitting back and waiting. Mr. Shute stated the process should include a checklist to allow time for review and input prior to something going out.

## **17. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**

Mr. Shute inquired as to whether Mr. Kennedy emailed the article from the Union Tribune to the committee members. Ms. Largent offered to share the article with the committee in the event Mr. Kennedy had not done so.

Mr. Shute recommended the committee have a steady beat of public communications that RMWD can offer up to local media on a quarterly basis and possibly have an annual calendar on which to reflect. Ms. Largent agreed this could be streamlined with the monthly District newsletter adding a process to send some of the newsletter articles to the local media.

Ms. Gray announced the Avocado Festival would be taking place on April 24, 2022, and the Vintage Car Show will take place at Bates Nut Farm in Valley Center on May 29, 2022. She encouraged anyone interested in assisting was welcome to join staff at either event.

Mr. Hamilton noted there may be a great interest in updates on the detachment efforts.

Mr. Vernon suggested informational flyers be provided as handouts. Mr. Shute recommended adding something about volunteering on the committees. Ms. Gray proposed the idea of handing out postcards with QR codes to the website. Mr. Hamilton liked the idea of providing a self-addressed postcard idea where customers could put their contact information on it, add a stamp, and place it in a mailbox. Mr. Shute added possibly having a drop box available would be helpful as well.

Mr. Shute offered to prepare cheat sheets related to booth training as well as give a brief training presentation to help maximize RMWD's benefits when working on these events. Ms. Gray suggested having Mr. Shute come into the District and have Mr. Khattab record the training presentation.

**18. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING**

It was noted an update on shutoffs for non-payment, COVID-19, customer surveys, committee member recruitment, the SDCWA shutdown, emergency notification analytics including any progress and enhancements, as well as community event participation ideas, consideration of a possible public relations piece focused on interagency cooperation, and backflow policy updates should be on the next committee agenda.

**19. ADJOURNMENT**

*The meeting was adjourned by Chairperson Shute.*

The meeting adjourned at 4:37 p.m.

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**Bill Shute, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**