



AGENDA

Communications and Customer Service Committee Meeting

Board Room
3707 Old Highway 395
Fallbrook, CA 92028

Tuesday, September 16, 2025
1:00 PM

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL:** Bill Shute (Chair), Bill Stewart (Vice Chair), James Kozak, Julie Johnson, *Lisa Hoffman *(Pursuant to Government Code Section 54953, Member Hoffman will be participating remotely from 6312 Lautner Lane, Austin, TX 78747, which will be accessible to the public. All votes will be taken by verbal roll call.), 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. July 15, 2025
9. **COMMENTS & REQUESTS**
 - A. General Manager's Comments
 - B. Committee Member's Comments

10. QUARTERLY CUSTOMER SERVICE CALL METRICS
11. CROPSWAP PROGRAM UPDATE
12. WATER USE EFFICIENCY REBATES UPDATE
13. WEBSITE UPDATE
14. COMMUNITY EVENTS UPDATE
15. NEWSLETTER CONTENT PLANNING
16. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES
17. SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING
18. ADJOURNMENT - To Tuesday, October 21, at 1:00 p.m.

ATTEST TO POSTING:

/s/Terese Quintanar
 Terese Quintanar
 Secretary of the Board

9/11/2025 6:52 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:

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 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 the 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 that 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
JULY 15, 2025**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on July 15, 2025, 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, Member Hoffman (attended remotely in an observer capacity) Member Stewart (Entered at 1:04)

Also Present: General Manager Wiley, Administrative Manager Harp, Information Technology Manager Khattab, Administrative Analyst Weber, District Secretary Quintanar, Customer & Meter Services Supervisor Cruz, Chief Operations Manager Gutierrez

Absent: Member Johnson, Member Kozak

Also Present Via Teleconference or Video Conference: Chief Operations Manager Gutierrez

4. **SEATING OF ALTERNATES**

Alternates Harp and Cruz were seated.

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

There were none.

6. **APPROVAL OF THE AGENDA**

Motion: To approve the Agenda as presented.

Action: Approve, Moved by Member Harp, Seconded by Member Cruz

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

Ayes: Member Shute, Alternate Member Harp, Alternate Member Cruz

7. **PUBLIC COMMENT**

There were none.

7. **RECOGNITION OF NORTH COUNTY WATER AGENCIES STUDENT POSTER CONTEST WINNERS**

Bonsall Elementary School students Emmi Perrault, Melodie Byrnes, and Natalia Diaz attended with their families to receive recognition as the 2025 North County Water Agencies (NCWA)

Poster Contest Winners. Abram Marine was also recognized as a winner, and their posters were proudly displayed. They will move forward in the regional competition to be judged by a panel of water industry members from nine North County water agencies, and the winning posters will be published in the 2026 NCWA Calendar. The students were congratulated, presented with awards, art kits, and a plush toy, and photos were taken.

The brief intermission for photographs was observed from 1:04 to 1:13 p.m.

9. APPROVAL OF MINUTES

- A. May 20, 2025
- B. June 20, 2025

Motion: To approve the Consent Calendar as presented: May 20 and June 20, 2025 minutes.

Action: Approve, Moved by Member Stewart, Seconded by Member Harp

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

Ayes: Member Shute, Member Stewart, Alternate Member Cruz, Alternate Member Harp

10. COMMENTS & REQUESTS

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

Mr. Wiley reported on the outreach efforts before and during the twenty-one-day shutdown of Pipeline 4 in June. The District had no supply issues and utilized the interconnection with FPUD for backup supply.

He continued that the Colorado River runoff source was less than normal, despite a near-average snowpack. Due to the heat, much of the water is not reaching the River. Lake Mead and Lake Powell are about 35 percent full.

Regarding the requirement to comply with clean air mandates by incorporating EV vehicles into the District’s fleet, a Chevrolet Silverado EV will soon be purchased. Funds for this purchase and the charging station were included in the District’s approved budget.

Mr. Wiley also provided an update on the Highway 76 (NN Pipeline) main break. A contract with Hazen & Associates has been entered into, and planning is underway for trenchless repair. Staff is working with Caltrans for this emergency project, and a geotechnical firm will be performing a survey. Caltrans provided the geotechnical information they have for a wildlife crossing, which is within close proximity to the area of the break. An environmental consultant will also be utilized for environmental reporting needs. A workshop will be held next Tuesday to discuss the engagement of contractors, temporary repair options, and to assess costs.

Chairman Shute commented on the Diamond Valley Lake tour and expressed his appreciation for the opportunity to attend. He spoke of the enormity of the project and the volume of water involved and said that the tour helped him understand the process of providing a water supply to our region.

Ms. Harp congratulated Josh Cruz on his recent promotion as the Customer & Meter Services Supervisor.

11. QUARTERLY CUSTOMER SERVICE CALL METRICS

Customer & Meter Services Supervisor Cruz reported that hold times have been consistently under a minute for a couple of years, and the average length of calls is 4.5 minutes. The District received 831 calls in May and 922 in June. Requests for callbacks are extremely low and have been maintenance-related. Mr. Cruz relayed that call volume has been average and consistent, and primarily from customers making payments. He credited the outreach efforts of Ms. Weber and Ms. Harp, which have provided an excellent source of information to our customers.

12. LEGISLATIVE COMMUNICATIONS UPDATE

General Manager Wiley reported on the Board's approval of a contract with State and Federal lobbyists as part of a Mutual Services Contract with Yuima MWD, Valley Center MWD, and FPUD. The firms RBW (Federal) and Fernández, Jensen, and Kimmelshue (State) are experienced and will enable our Districts to stay abreast, engaged, and represented. These consultants will provide regular updates.

13. STRATEGIC COMMUNICATIONS PLAN IMPLEMENTATION UPDATE

Administrative Analyst Weber reported that all of the Quarter 4 components have been completed. The projects included submittal of an application for a passthrough grant, collaborating with FPUD on a plant pilot program, completion of our Consumer Confidence Report (CCR), and two How-to Videos for our website. In addition, staff attended the CAPIO Emergency Academy training in Sacramento to learn more about how to operate in a joint information center during local events and emergencies, and on-camera interview training. Staff also had the opportunity to engage with representatives of public agencies from CAL FIRE, CAL OES, and county and city personnel across the State.

Ms. Weber continued that Phase 2 of the plan is now being implemented. In Quarter 1, we are updating and creating brand collateral, building our six-month content calendar, launching our e-newsletter, and developing a Digital Media Policy to incorporate into our Administrative Code. Overall, our progress towards our strategic goals has been on target.

Chairman Shute mentioned the trails above Condor Ridge, part of the San Diego Zoo, that provide access to impressive California-native succulent plants. Member Shute also offered to guide guests through a community in Rancho Santa Fe, which is uniquely landscaped with little-to-no water-use plants and native grasses. Chairman Shute suggested a field trip and expressed appreciation to staff for their efforts toward achieving the Strategic Communication Plan goals.

14. COMMUNITY EVENTS UPDATE

A community Blood Drive was hosted here at Rainbow in June and resulted in twelve donations.

15. NEWSLETTER CONTENT PLANNING

July's newsletter was focused on water quality, details of the CCR, MWD virtual tour information, our APWA Award for the Division 1 Pump Station Project, the SDCWA Pipeline 4 shutdown, and

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various ways for our customers to make payments. Chairman Shute mentioned that the inclusion of information regarding the Quagga Mussel intrusion can also be shared.

The August newsletter will include educational videos about backflow devices, ways to keep waterways clean, announcements of landscape workshops offered through MWD's partner Green Gardens Group, and highlights of the 2025 NCWA Poster Contest winners.

The September issue will include information about planning and preparing for fire response, educational programs, the 2025 North County Fire Open House, and a survey asking for customer feedback on ways we might improve our service to the community.

Chairman Shute provided some information about San Diego Oasis, an organization that provides educational programs for seniors. He suggested that there may be interesting topics that we can share with RMWD's customers.

16. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Recent articles included in the meeting packet featured Rainbow's summer blood drive, National Water Month student field trips, RMWD's mid-year budget adjustments, and our Heli-hydrant.

17. SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING

The Committee requested information regarding RMWD's capital projects and preparation for growth within our service area, and grant and legislative efforts. The next meeting is scheduled for September 17th, as the August meeting will be canceled.

18. ADJOURNMENT - To Tuesday, September 16, 2025, at 1:00 p.m.

The meeting was adjourned by Chairman Shute at 2:14 p.m.

Bill Shute, Committee Chairperson

Terese Quintanar, District Secretary

FALLBROOK & BONSALE VILLAGE NEWS

Rainbow Water receives APWA Honorary Project of the Year award

July 18, 2025

FALLBROOK – The San Diego and Imperial Counties Chapter of the American Public Works Association awarded Rainbow Water with the 2025 Honor Project of the Year Award for the Division 1 Pump Station project at an awards ceremony held in San Diego on May 29.

The APWA Project of the Year Award was developed to recognize excellence in management and implementation of projects coordinated by public agencies, contractors, consultants, architects, and engineers. The awards are categorized in six areas, including disaster repair, environmental, historical preservation, structures, sustainable/green, transportation and utilities.

Rainbow Water shares the Honor Project of the Year Award in the utilities category with project consultants Hoch Consulting, Valley CM, Verdantas, Hydrotech Electric, Helix Environmental and contractor Pacific Hydrotech Corporation. The award was received by Rainbow Water's Engineering department team members Chad Williams and Malik Tamimi, and Cari Dale from Hoch Consulting.

"We are honored to receive the esteemed award from the APWA," said Jake Wiley, general manager of Rainbow Water. "The Division 1 Pump Station project was a testament to our team's perseverance, dedication, and commitment to deliver reliable water to our community. Our team worked tirelessly to complete the project ahead of schedule while working in concert with our consultants and community partners."

Rainbow Water completed the Division 1 Pump Stations project in eight months, with the installation of three prefabricated potable water pump stations to increase water supply reliability and allow the district to secure a lower cost wholesale water supply.

The three pump stations deliver water to the Hutton, Turner, and Gopher Tank Zones in Rainbow Water's southern region by transporting water supply from the northern connections.

Extreme coordination efforts were implemented to ensure delivery of each prefabricated pump station was timed to coincide with the construction schedule, resulting in the pump stations placed into position immediately upon delivery to the sites.

The construction of the new pump stations at Dentre De Lomas, Rancho Amigos and West Lilac allows Rainbow Water to move up to 15 million gallons per day (28 cubic feet per second or CFS) to meet peak demands and minimizes the impact of an outage.

The pump stations alleviated the previous need to rent and install temporary pump stations at various locations with reduced pumping capacity. In addition, the pump stations proved to be a vital asset to keep water service in operation during the Pala and Lilac fires in January, and San Diego County Water Authority's 21-day emergency pipeline repair to the regional Pipeline 4 in June.



Rainbow Water Engineering department team members, from left, Chad Williams and Malik Tamimi, and Cari Dale from Hoch Consulting accept the 2025 APWA Honorary Project of the Year Award. Village News/Courtesy photo

FALLBROOK & BONSAILL VILLAGE NEWS

Rainbow Water announces winners of Water Awareness Poster Contest

July 24, 2025

FALLBROOK – Rainbow Municipal Water District recognized the winners of the 2025 Water Awareness Poster Contest at the Communications and Customer Service Committee meeting on June 15. The top fourth grade artists were from Bonsall Elementary School and included Melody Byrnes, Natalia Diaz, Abram Marine and Emmi Perrault.

Rainbow Water General Manager Jake Wiley recognized the student artists for their outstanding artistic achievement and presented each artist with an award, certificate, and art supplies.

The four student entries will move forward to be judged with three dozen student entries in the 34th annual regional water poster contest hosted by North County Water Agencies. The NCWA is composed of 11 water agencies in northern San Diego County who collaborate on community outreach and the annual student poster contest.

“Every year we partner with elementary schools in our service area to encourage students to show their love of water in the annual student poster contest and this year we received a large number of entries,” said Wiley, “This is one of our favorite outreach programs that allows our team to teach the next generation of water users about the importance of water, our most valuable natural resource.”

Beginning in January, Rainbow Water worked with NCWA to promote the poster contest to fourth graders at public, private, charter, and home schools. The students are tasked to help with this water awareness activity by creating an original poster with the theme “Love Water, Save Water.”

The posters are submitted to the contest, and water agencies vote for the best entry to be published in 2026 NCWA calendar. The calendar is released at the end of the year with the top winner featured on the front cover. Print copies of the complimentary calendars will be available to the public at the Rainbow Water office at the end of the year.



Village News/Courtesy photos 1/5
The 2025 Rainbow Water student poster contest winners are, from left, Natalia Diaz, Melody Byrnes, and Emmi Perrault, all from Bonsall Elementary School. Not pictured, Abram Marine.