



AGENDA

Adjourned Communications and Customer Service Committee Meeting

Board Room
3707 Old Highway 395
Fallbrook, CA 92028

Tuesday, March 18, 2025
2:00 PM

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL:** Bill Shute (Chair), Bill Stewart (Vice Chair), Lisa Hoffman (or Alternate Hayden Hamilton), James Kozak, Julie Johnson, 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. February 18, 2025
9. **COMMENTS & REQUESTS**
 - A. General Manager's Comments
 - B. Committee Member's Comments
10. **REVIEW AND DISCUSS THE DRAFT STRATEGIC COMMUNICATIONS PLAN**

11. **COMMUNITY EVENTS UPDATE**
12. **NEWSLETTER CONTENT PLANNING**
13. **PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**
14. **CONSIDER SUPPORT FOR SENATE BILL 496 (HURTADO): ADVANCED CLEAN FLEETS MODIFICATIONS**
15. **SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**
16. **ADJOURNMENT - To Tuesday, April 15, at 1:00 p.m.**

ATTEST TO POSTING:

/s/Terese Quintanar
 Terese Quintanar
 Secretary of the Board

3/13/2025 11:17 AM
 Date and Time of Posting
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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.*

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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 COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
FEBRUARY 18, 2025**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on February 18, 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 Stewart, Member Hoffman (Joined remotely at 2:32 p.m.) Member Kozak, Member Johnson

Also Present: Operations Manager Gutierrez, Information Technology Manager Khattab, Administrative Analyst Weber, District Secretary Quintanar, Customer Service Supervisor Cruz, Administrative Manager Harp, Communications Intern Stewart

4. **SEATING OF ALTERNATES**

None were seated. Chairman Shute welcomed Julie Johnson to the Committee.

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

None were requested.

6. **APPROVAL OF THE AGENDA**

Motion: *To approve the Agenda as presented.*

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

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

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

7. **PUBLIC COMMENT**

There were none.

8. **APPROVAL OF MINUTES**

A. December 17, 2024

Motion: *To approve the December 17, 2024, Minutes as presented.*

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

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

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

9. COMMENTS & REQUESTS

Operations Manager Gutierrez reported that Mr. Wiley is working with the Fallbrook Public Utilities District, Valley Center Municipal Water District, and Yuima Municipal Water District to finalize a Mutual Services Agreement. Mr. Gutierrez provided some examples of the benefits of the agreement and relayed that our agencies have a great partnership. Member Stewart expressed his support and Member Johnson commended staff and partnering agencies for being a part of a regional effort.

Member Kozak asked for a comparison of other California agencies' rate increases so we can communicate about our savings with our customers.

Member Johnson reported on her attendance at the Bonsall Community Park ribbon-cutting ceremony, which was well attended.

Chairman Shute suggested that the Customer Service Call Center message be adjusted so customers aren't asked to leave a callback number when the wait times are very short. He also complimented the staff's engagement and assistance with the Lilac Fire and acknowledged the immediate response, communication, and efficient use of resources.

10. APPOINTMENT OR REAPPOINTMENT OF COMMITTEE CHAIRPERSON AND VICE CHAIRPERSON

Motion: To appoint Member Shute as Chairperson

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

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

Ayes: Member Stewart, Member Shute, Member Kozak, Member Johnson

Motion: To appoint Member Stewart as Vice Chairperson

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

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

Ayes: Member Stewart, Member Shute, Member Kozak, Member Johnson

11. REVIEW AND DISCUSS THE DRAFT STRATEGIC COMMUNICATIONS PLAN

Ms. Harp reported that in early 2024, staff began developing a Strategic Communications Plan. She presented the draft Plan, explaining the content within each component. The Plan itself is intended to be an internal guidance tool. It will be available on our website, and the community will benefit from its implementation.

Chairman Shute emphasized the importance of communication and collaboration and Member Kozak complimented the Guiding Principles and encouraged everyone to reference those on a regular basis. The Brand and Mission Statements were reviewed, and a brief discussion followed regarding residential versus agricultural customers and avenues for communicating with customers in various areas throughout the District's service area. Member Johnson requested a review of the second sentence within the "Helping our community grow since 1953" component to ensure inclusiveness. Member Kozak suggested holding public workshops on various topics, which may also provide the opportunity to share about our other programs and to be proactive in

our outreach. Chairman Shute relayed his support of that idea and suggested partnering with neighboring districts to do this, perhaps on a quarterly basis. He also suggested the utilization of an infographic about who our ratepayers are and the history and growth of the District. A brief discussion followed regarding methods of sharing information with our customers, such as email, website, and social media posts.

Target audiences were reviewed, and Member Shute urged continual efforts to communicate and engage with local elected officials. Member Kozak added that communications with developers are also very important. A discussion regarding incoming development followed. Member Stewart requested that Water Waste Detection be added as a “need,” as it differs from water use efficiency.

Eight high-level Key Messages were reviewed, and the Committee expressed the importance of relaying that we care about our community and that we are committed to emergency response and preparedness. We should also communicate about the challenges with our infrastructure.

The Committee complimented the Goals and Objectives presented and discussion followed regarding tactics for executing the Plan. Regarding language translation, staff explained that the District utilizes Google Translate as a website tool. A review of the Communication Toolbox prompted discussion about various methods for getting important alerts to our customers. A draft social media policy is being developed which will include general ground rules about interaction. The policy should also address misinformation.

The Committee was asked to provide any additional feedback about the draft Plan by March 6, 2025. Feedback will be integrated into a final draft and presented to the Committee for further review and recommendation.

12. QUARTERLY CUSTOMER SERVICE CALL METRICS

Customer Service Supervisor Cruz reported that the average hold time increased at the end of last year due to a billing glitch and the completion of the SDCWA detachment. Hold times have consistently been under one minute. Average talk time is between four and five minutes, and Mr. Cruz explained that much of the time, staff is spending that time educating our customers. Ms. Harp recognized the Customer Service team for being nominated by their co-workers and winning the “Team of the Year” award for the second year in a row. Member Johnson commended the team and acknowledged their consistent customer service.

13. CROPSWAP PROGRAM UPDATE

Ms. Weber reported that \$1,043,450 in funds have been allocated to Rainbow MWD customer projects. 83 Applications were submitted in 2024, and 58 projects have been approved. 14 are in the pre-inspection or wait list phase, and 5 projects have been completed. Rancho California Water District is seeking additional opportunities for funding and extending the Program. All of the funds for the current program need to be distributed by this spring. Ms. Weber also provided a breakdown of the projects by type.

14. WATER USE EFFICIENCY UPDATE

Ms. Weber reported that 104 flume devices were sold in 2024, and only 77 percent of those are installed and operational. Of the 1,000 devices originally purchased, 156 remain. Rainbow offers

a \$49 instant rebate and we continue to reach out to customers to encourage installation and use, as there are only 236 devices connected within our service area. The customer support team at Flume also sends informational tips to customers. To encourage installation, MWD withholds payment of the rebate until the device is installed. MWD also offers five devices, some with remote auto shutoff capability. Ms. Harp mentioned that many insurance companies are requiring homeowners to install an auto shutoff device, which would be beneficial for the customer and the District.

15. 2025 EVENT PLANNING AND COMMUNITY EVENTS UPDATE

Ms. Weber provided an overview of events planned for the year, including the Avocado Festival, Bonsall High School field trip to Lake Skinner, poster contest, wildfire symposium, Vallecitos Rainbow Run, North County Fire open house, job fairs, and blood drives. Staff recommended a reduction of promotional materials and increased educational outreach at this year's Avocado Festival. Chairman Shute acknowledged the challenge of drawing interest to the booth. "Graze at the Fields" is a fund-raising event being planned by the Farmers Bureau, which will require an entrance fee.

Mr. Gutierrez provided information on the Wildfire Symposium planned for May 3, 2025. Ms. Harp reported on the theme of the presentations which will likely focus on knowing your neighbors and zone. Each agency will provide a short presentation and answer questions at the event.

Chairman Shute expressed hesitancy about participating in the "Graze at the Fields" event and expressed support for the other events being planned. Member Hoffman reported that she had attended the Farm Bureau meetings and suggested more involvement with agricultural groups in Riverside County.

16. NEWSLETTER CONTENT PLANNING

The January newsletter featured information on water sources, the Water Awareness Poster Contest, and public safety power shutoffs. February's included Rainbow Water's emergency response efforts to provide aid for the Eaton, Lilac, and Pala fires, a water supply conditions update, flow monitor device rebates, and student programs. The March newsletter will include videos on how to fix a leak, irrigation tips for Water Wise for Life; World Water Day, and educational outreach. Information planned for April's newsletter includes Water Wise for Life and the launch of a new conservation page, a snowpack report, announcements of the Wildfire Symposium and the Avocado Festival, and a construction/traffic notice. Chairman Shute opined that information on how to locate a residential waterline might be very useful, and also suggested the addition of water quality information to our website for instances where customers may notice a change in taste or odor.

17. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Several articles published in Village News and a Municipal Water Leader publication were shared. Mr. Gutierrez reported about mutual aid provided by Rainbow staff during the Eaton Fire. He also relayed information about efforts and resources utilized to fight the Lilac and Pala Fires. Ms. Weber also shared an article published by the Associated Press featuring the District and the use of heli-hydrants to fight fires.

DRAFT

DRAFT

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18. SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING

Committee Members were asked to provide additional feedback to staff on the draft Strategic Communications Plan.

19. ADJOURNMENT - To Tuesday, March 18, 2025, at 1:00 p.m.

The meeting was adjourned by Chairman Shute at 3:17 p.m.

Bill Shute, Committee Chairperson

Terese Quintanar, District Secretary

COMMITTEE RECOMMENDATION

Item No. 10

COMMITTEE MEMBERS

March 18, 2025

SUBJECT

DISCUSSION AND POSSIBLE ACTION TO APPROVE STRATEGIC COMMUNICATIONS PLAN

BACKGROUND

Rainbow Municipal Water District has maintained a Communications & Customer Service Committee for several years, but 2023 marked the first time a staff member was assigned exclusively to communications. Recognizing the need for a clear vision and a structured approach, staff began work on a Strategic Communications Plan to serve as a guiding document for all District communication activities.

Early in 2024, staff held a discovery workshop with members of the Board, the Communications & Customer Service Committee, and key District personnel. This workshop focused on identifying the District's communication strengths, weaknesses, opportunities, and threats (SWOT) and pinpointing the audiences and key messages most relevant to the District's mission. Over the past year, staff have developed a comprehensive draft plan based on these insights, which will help shape annual content calendars and communication tactics moving forward.

The result is a draft Strategic Communications Plan that outlines a clear vision for the District's communication efforts and prioritizes activities to ensure the greatest impact for the community and stakeholders. This plan aims to elevate the District's ability to connect with the public, bolster trust, and foster ongoing collaboration by providing a framework for effective messaging, audience engagement, and transparent communication.

A first draft of the plan was reviewed by the Communications and Customer Service Committee at the February committee meeting. Feedback was provided to staff, which was incorporated into a final draft.

DESCRIPTION

The attached Strategic Communications Plan is the revised draft, reflecting the staff's efforts to compile feedback and insights from the discovery workshop held in early 2024. While it establishes a foundational framework for how the District communicates with its various stakeholders, some sections still require additional detail and refinement. At this stage, the staff seeks input from the Communications & Customer Service Committee to strengthen the plan's content, ensure alignment with District priorities, and incorporate new ideas that may enhance its overall effectiveness. The Communications and Customer Service Committee will review the final draft of the plan at the March meeting to recommend approval.

POLICY/STRATEGIC PLAN KEY FOCUS AREA

Strategic Focus Area Five: Customer Service
Strategic Focus Area Six: Communication

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

The plan itself has no direct fiscal impact. However, plan elements will require budgetary and staff resources to implement. These resources will be accounted for and approved separately during the annual budget cycle.

STAFF RECOMMENDATION

Staff defers to committee recommendations.

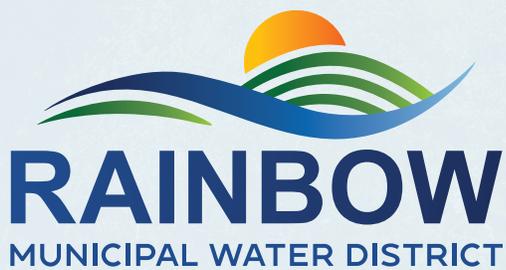


Karleen Harp
Administrative Services Manager

March 18, 2025

STRATEGIC COMMUNICATIONS PLAN

PLAN



DRAFT PLAN
MARCH 2025

STRATEGIC COMMUNICATIONS PLAN

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Executive Summary

Strategic Communications Message

To Our Community, Members of the Communications & Customer Service Committee, and the Board of Directors of the Rainbow Municipal Water District:

Effective communication is essential—whether we realize it or not, we always send a message. Even when we remain silent or rely on outdated methods, the impression we leave can shape how others perceive us. Recognizing this, Rainbow Municipal Water District has created a new Public Relations Department and, for the first time, developed a formal Strategic Communications Plan.

This plan reflects our shifting communication landscape. As audiences move from print materials to digital channels, we must adapt. Real-time updates, more accessible information, and cost-effective outreach tools allow us to engage customers, community members, and stakeholders swiftly and transparently. By doing so, we strengthen trust, bolster our reputation, and remain responsive to evolving community needs.

At the same time, we recognize the importance of balancing our aspirations with our responsibility to use resources wisely. As a new department operating within a fiscally responsible framework, we will focus on achieving meaningful results by prioritizing the most impactful initiatives. This approach ensures that every investment of time, staff effort, and budget supports our strategic vision, allowing us to advance our communications goals in a measured, sustainable manner.

Communication is not solely the responsibility of one person or team: it's a collective effort. Board members, leadership, and every team member are ambassadors of Rainbow Water's mission and values. Together, we must embody our core values—integrity, professionalism, responsibility, teamwork, and innovation—ensuring that our engagement with the public and each other is aligned with our commitment to reliable, high-quality, and fiscally sustainable services.

This document is a living, evolving resource that will adapt as communication tools change and community expectations shift. By embracing new platforms, refining our approach, and working collaboratively, we can deliver meaningful messages that resonate. In doing so, we will meet today's challenges, anticipate tomorrow's opportunities, and reinforce the bond of trust that underpins all our efforts.

Sincerely,



Jake Wiley
General Manager



Karleen Harp
Administrative Services Manager



Our Guiding Principals

Background

Rooted in our core values, Rainbow Municipal Water District’s communications will embody these guiding principles to ensure clarity, trust, and meaningful engagement:



Innovation

Embrace evolving communication tools and strategies to reach diverse audiences. Adapt to changing technologies and preferences, ensuring our outreach remains relevant, effective, and accessible.



Integrity

Be honest, transparent, and fact-based. Provide accurate, reliable information so our community can make informed decisions and have confidence in our actions.



Professionalism

Maintain a respectful, courteous tone across all channels—present messages clearly and consistently, upholding our reputation as a credible, service-oriented organization.



Responsibility

Share timely, accessible information and proactively address concerns. Be accountable for our content, ensuring customers and stakeholders can rely on us for prompt, accurate updates.



Teamwork

Communicate with unity and purpose. Board members, leadership, and staff collaborate as ambassadors for Rainbow Water, strengthening relationships and fostering support through a unified voice.

Following these guiding principles builds trust, encourages participation, and creates lasting connections with our customers and community. Through integrity, professionalism, responsibility, teamwork, and innovation, we will continually refine our communications to support and reflect the community we serve.



Brand & Mission Statement



Brand Statement

Helping Our Community Grow Since 1953

Since 1953, Rainbow Municipal Water District has helped the communities of Rainbow, Bonsall, and parts of Fallbrook, Oceanside, and Vista grow and adapt to an ever-evolving economic, ecological, and demographic landscape. Rainbow Water serves a community built upon agriculture and has expanded services to support all customers and residents as they embrace efficient and sustainable water use. As a small water district, Rainbow Water is guided by its core values and fosters trust through open communication, reliable service, and forward-thinking solutions that strengthen our community now and for future generations.

Mission Statement

Rainbow Water's mission is to provide our customers with reliable, high-quality water and water reclamation service in a fiscally sustainable manner.

Communications Mission

Building on Rainbow Water's mission to provide reliable, high-quality services, this Communications Plan advances collaboration by proactively engaging stakeholders, promoting inclusive dialogue, and sharing information transparently to inspire stewardship and empower a resilient, sustainable community.

Target Audiences

We identify and understand our audiences to communicate in ways that truly resonate. By tailoring messaging to different audiences, needs, interests, and influences, we build trust, encourage transparency, and strengthen community connections. This approach ensures our efforts are informative, support Rainbow Water's mission, and foster meaningful engagement.



Internal Audiences



Board of Directors

Needs	Interests	Influence
<ul style="list-style-type: none"> Timely, clear and reliable information to make informed decisions Alternative options and impacts of each option Education on legal responsibilities and restrictions to ensure 	<ul style="list-style-type: none"> Progress updates: strategic plan, CIP projects Decision impact analysis as related to customers, operations, finances, and public 	<ul style="list-style-type: none"> Active leaders with voice in the community Represent District at industry events Final decision makers on District policy, budget resources, and rates



Committee Volunteers

Needs	Interests	Influence
<ul style="list-style-type: none"> Timely, clear and reliable information to advise the board Alternative options and the impact of each option Communication guidelines for in person and online interactions 	<ul style="list-style-type: none"> Relevant District, strategic plan, and industry information to assist with informative decisions Decision impact analysis as related to customers, operations, finances, and public Opportunities to improve programs and community support 	<ul style="list-style-type: none"> Community members and leaders Advisors to the Board and staff



Rainbow Water Employees

Needs	Interests	Influence
<ul style="list-style-type: none"> Guidelines for job duties, interactions with public, policy, and procedure Brand, social media, and photography guidelines 	<ul style="list-style-type: none"> Customer feedback channels to improve performance and goals Relevant District, strategic plan, and industry information to assist with informative decisions Cross-functional communication, media training, on-site field trips etc. 	<ul style="list-style-type: none"> Direct interaction with customers, public, political leaders, and industry professionals Board member decisions Culture, performance, and morale of District team



External Audiences: Primary



Residents (ratepayer and metered non-ratepayers)

Needs	Interests	Influence
<ul style="list-style-type: none"> • Confidence in water reliability and quality • Timely information about shutdowns and road closures • Identify contacts for repair, accounts, bill payments • Emergency procedures: water shutoff, outages. • Easy website navigation for bill payment, rebates, emergency information • Affordable water rates that deliver great value • Flow monitor devices for water use efficiency, leak detection and overuse 	<ul style="list-style-type: none"> • Water quality and state regulations • Accurate information to ensure transparency • System maintenance and leak prevention • Rebates for commercial and residential customers • Key information: water sources, delivery, leak prevention, rates, rebate programs, and emergency preparedness • Video tutorials on key information • Water reliability during emergencies and fires 	<ul style="list-style-type: none"> • Voters and engagement with the community • Dissemination of news to local community • Build collective trust • Share information or misinformation • Testimonials and reviews • Participation in District events and programs



Agricultural Ratepayers

Needs	Interests	Influence
<ul style="list-style-type: none"> • Reliable service • Sustainable rates to ensure long-term operations • Location of meters, easements • Water quality and impact on trees/crops • Pressure and flow issues 	<ul style="list-style-type: none"> • Grants and reinvestment programs • Water-use efficiency, best management practices • Fixed-to-variable ratio and impact • Communication and representation • Alternative and potable water resources 	<ul style="list-style-type: none"> • San Diego Count Farm Bureau • Avocado Growers Association • Neighbors, packing houses, community groups and growers



External Audiences: Secondary



County of San Diego

Needs	Interests	Influence
<ul style="list-style-type: none"> Reliable service Emergency and resource sharing 	<ul style="list-style-type: none"> Grant partnerships Internships, volunteer, and job opportunities 	<ul style="list-style-type: none"> Public opinion Program funding, Joint Powers Authority, state funding Project approvals



Homeowners Associations (HOAs)

Needs	Interests	Influence
<ul style="list-style-type: none"> Timely information and advance notice of shutdowns Billing accuracy Project info, traffic impacts 	<ul style="list-style-type: none"> Irrigation efficiency, water-use restrictions Tree and turf rebates Water quality standards Ensured water reliability HOA newsletter content and events Recycled non-potable water 	<ul style="list-style-type: none"> Registered voters in community HOA residents Online reviews



Local Elected Officials

Needs	Interests	Influence
<ul style="list-style-type: none"> Local water agency challenges and solutions Water quality report/info Emergency relief support and timely updates Support for community events, PR, grants, CIP 	<ul style="list-style-type: none"> Understanding the community's concerns Accolades, publicity and impact on constituents Opportunities for mutual aid collaboration 	<ul style="list-style-type: none"> Trusted community leader with platform to amplify messages Political influence to approve grants, projects Registered voters



Local Media

Needs	Interests	Influence
<ul style="list-style-type: none"> Newsworthy content Timely emergency information Press kit, fact sheets as related to content 	<ul style="list-style-type: none"> Manage breaking news and emergencies Pre-packaged stories, onsite b-roll Human interest stories 	<ul style="list-style-type: none"> Community opinion Reliable news source Supplemental info for Rainbow Water District keyword searches

External Audiences: Secondary



Local Schools

Needs	Interests	Influence
<ul style="list-style-type: none"> • Supplemental water education materials • Scholarships and fundraising partnerships • Guest speakers, assemblies • Donations and volunteers for events and programs 	<ul style="list-style-type: none"> • CTE program development, partnerships, work programs, field trips • District’s environmental and construction impacts • STEM education resources • Bridge gap between in class instruction and water industry 	<ul style="list-style-type: none"> • Future workforce labor • Parental opinions • Community sentiment



Neighboring Agencies

Needs	Interests	Influence
<ul style="list-style-type: none"> • Mutual aid opportunities • Collaboration on outreach programs, and educational campaigns 	<ul style="list-style-type: none"> • NCWA Poster Contest support • Sharing reports, projects, and best practices • Meet to review challenges, rebate programs, share ideas • To understand our needs and requirements 	<ul style="list-style-type: none"> • Cooperative partnerships • Media stories, quotes • Water industry reputation



The Pala Band of Mission Indians

Needs	Interests	Influence
<ul style="list-style-type: none"> • Coordination on projects, land development • Emergency support 	<ul style="list-style-type: none"> • Career opportunities available • Environmental impact of projects 	<ul style="list-style-type: none"> • Host special events and guest speakers (AGA meetings) • Support and recommendation for grant applications



External Audiences: Tertiary



Contractors

Needs	Interests	Influence
<ul style="list-style-type: none"> • Job specifications and contract requirements • Administrative code related to project • Bid opportunities available • Site signage, traffic impacts • Inform customers, and businesses impacted by site traffic 	<ul style="list-style-type: none"> • Making a profit • Gaining future business • Good references 	<ul style="list-style-type: none"> • District costs for CIP projects • Future project bids



Developers

Needs	Interests	Influence
<ul style="list-style-type: none"> • Meter availability and sizing requirements • Water/Sewer connection costs • Simplified application process and fee structure 	<ul style="list-style-type: none"> • Water flow and pressure • Water efficient devices/hardware • Rates overview for future residents 	<ul style="list-style-type: none"> • Revenue sources and capacity fees • Growing the community • Attracting new ratepayers



Local Community Groups

Needs	Interests	Influence
<ul style="list-style-type: none"> • Latest information and updates • Guest speakers, educational materials • Water-use efficiency, drought and restrictions • Partnerships for events and contests 	<ul style="list-style-type: none"> • Ways to support their mission and programs • Rates and explanation for increase/calculation • CropSWAP program • Rebate information • Water quality (PFAS, fluoride, Consumer Confidence Report) 	<ul style="list-style-type: none"> • Membership • Future event promotion, volunteers, and partnerships • Large community spheres



External Audiences: Tertiary



Parents

Needs	Interests	Influence
<ul style="list-style-type: none"> Water quality, sources and reliability Education and outreach programs Homeschool resources 	<ul style="list-style-type: none"> Water quality Water fluoridation Field trips Contests, scholarships 	<ul style="list-style-type: none"> Other parents Schools Teachers Young students Voters



Potential Job Applicants

Needs	Interests	Influence
<ul style="list-style-type: none"> Career opportunities To know how to apply for positions How to prepare for a career in water TAPS training 	<ul style="list-style-type: none"> Current job openings Wages, benefits, and organizational culture Management style and approach The value of public service How we support the community 	<ul style="list-style-type: none"> Social media Reviews Job referrals Water industry workers



Real Estate Agents

Needs	Interests	Influence
<ul style="list-style-type: none"> Meter installation costs Outreach materials on establishing new account, water costs 	<ul style="list-style-type: none"> Selling the value of living in the community Rates overview for future residents Landscape guidelines, indoor/outdoor rebates 	<ul style="list-style-type: none"> New residents Helping to set realistic expectations



Water Industry Groups

Needs	Interests	Influence
<ul style="list-style-type: none"> Member support Guest speakers Award entries 	<ul style="list-style-type: none"> Regulations and introduction of new industry standards Partnerships on legislative efforts 	<ul style="list-style-type: none"> Industry peers, consultants, and reputation management



The Pala Band of Mission Indians

Recognition to Members of The Pala Band of Mission Indians

The Cupeño and Luiseño Native American Tribes

Rainbow Municipal Water District proudly acknowledges the Pala Band of Mission Indians, specifically the Cupeño and Luiseño tribes, as the original caretakers of the land on which we operate. We honor their enduring connection to this region and recognize these lands' profound cultural and spiritual significance for their communities.

Our commitment to serving the district goes hand in hand with our respect for the heritage and traditions of the Cupeño and Luiseño tribes. Their deep understanding of sustainable practices and environmental harmony inspires our efforts to protect the natural resources we depend on. As we manage and develop vital water resources, we are mindful of the responsibility to safeguard the ecological integrity of this area and its cultural landmarks. By fostering mutual understanding and collaboration, we aim to create initiatives that uphold the region's environmental health and the rich cultural legacy of its first stewards.

Together with the Pala Band of Mission Indians, we strive to build a future that balances progress with preservation, ensuring that these lands continue to sustain and inspire all who live here for generations.



District Narrative





District Narrative

Since 1953, Rainbow Municipal Water District has helped our community grow and thrive by providing reliable, high-quality water and wastewater services for the communities of Rainbow, Bonsall, and parts of Fallbrook, Oceanside, and Vista. As a small and agile water district rooted in agricultural heritage, Rainbow Water is committed to modern efficiency with the ability to respond swiftly to the community's needs. Rainbow Water balances responsible resource management with forward-thinking innovation to meet the evolving needs of households, businesses, and farmers across our service area.

Rainbow Water's dedication to integrity, professionalism, responsibility, teamwork, and innovation are the cornerstone of operations. These values serve to guide our commitment to fiscal sustainability, transparent communication, and proactive engagement with the people we serve. Rather than functioning like a large bureaucracy, Rainbow Water operates with a cost-conscious, service-focused mindset, ensuring that processes are efficient and customer-centric.

Rainbow Water fosters trust and collaboration with households, businesses, and agricultural customers through proactive outreach and transparent communication. By uniting respectful collaboration, responsive service, and pioneering solutions, Rainbow Water empowers customers to make informed decisions about water usage and fosters trust as a community partner. Rainbow Water has a history of fostering stewardship and adaptability to remain steadfast in our promise to provide safe, reliable, and resilient water for the community.

Key Messages





Key Message 1

● **We Deliver Reliable, High-value Service.**

Rainbow Water provides dependable, high-quality water and wastewater services at a fair price, ensuring customers receive excellent value.

● **We do this by**

1. Delivering safe and reliable water imported from hundreds of miles away for less than one penny per gallon
2. Maintaining and upgrading infrastructure to meet or exceed all water quality regulations
3. Sharing clear, transparent information about rates and ongoing investments

● **Intended Audiences**

Customers, Sub-Metered Residents, Real Estate Agents

● **Core Values**

Integrity, Responsibility

Key Message 2

● **We Provide Exceptional Customer Experiences**

Rainbow Water is dedicated to delivering friendly, responsive, and customer-focused services that strengthen trust and satisfaction.

● **We do this by**

1. Maintaining prompt, reliable customer service channels (phone, online, in-person)
2. Offering user-friendly billing systems and water use tools like Flume
3. Listening to feedback and consistently refining programs to meet changing needs

● **Intended Audiences**

Customers, Future Customers, Real Estate Agents

● **Core Values**

Professionalism, Innovation



Key Message 3

● We Support Local Agriculture.

Building on our agricultural roots, Rainbow Water strives to help growers succeed in a changing environment.

● We do this by

1. Promoting water-use efficiency initiatives and sharing timely water availability, quality, and pressure updates
2. Collaborating with agricultural customers to balance economic viability with sustainable water practices
3. Providing technical expertise, advisory committee participation, and innovative rate structures where feasible

● Intended Audiences

Agricultural customers, growers, nurseries

● Core Values

Responsibility, Innovation

Key Message 4

● We Operate with Transparency and Accountability

Rainbow Water makes decisions guided by thorough data analysis, responsible governance, and clear communication.

● We do this by

1. Delivering timely, accurate updates to the Board of Directors, committees and stakeholders
2. Presenting well-researched options and their impacts for Board consideration
3. Maintaining open channels for public input and feedback

● Intended Audiences

Board of Directors, committee members, customers

● Core Values

Integrity, Responsibility



Key Message 5

● We Value Our Workforce

Rainbow Water invests in its employees, recognizing that a skilled, motivated workforce is key to providing outstanding service.

● We do this by

1. Offering training, advancement opportunities, and the tools needed for effective work
2. Promoting a positive work culture that attracts new talent and retains experienced staff
3. Providing diverse communication channels to facilitate team connections and show appreciation to staff

● Intended Audiences

Staff, applicants, potential future applicants, schools

● Core Values

Teamwork, Professionalism

Key Message 6

● We Care About Our Community

Rainbow Water is committed to meeting the diverse needs of the people we serve, fostering trust and encouraging meaningful connections.

● We do this by

1. Responding quickly to inquiries, service requests, and emergencies
2. Informing customers of financial assistance, emergency response and water use efficiency programs
3. Hosting or attending community events and providing educational resources

● Intended Audiences

Customers, Community Groups, Local Schools

● Core Values

Responsibility, Integrity



Key Message 7

● We Build Strong Partnerships.

Rainbow Water collaborates with local agencies, media, and industry groups to enhance water reliability, share information, and innovate solutions for our community.

● We do this by

1. Exchanging resources, information, and best practices with regional partners and schools to enhance service reliability and community education
2. Providing timely stories, data, and access to the media, reinforcing community awareness
3. Participating in professional associations, collaborating on infrastructure projects, and maintaining culturally respectful engagement to support community well-being and growth

● Intended Audiences

Nearby agencies, media, industry groups, tribes, schools, developers, contractors

● Core Values

Teamwork, Innovation

Key Message 8

● We Adapt and Innovate for the Future

Rainbow Water remains agile and open to new ideas, embracing technology and best practices to serve a growing, evolving community.

● We do this by

1. Exploring new water supply solutions and resource-sharing agreements to ensure reliability and cost-effectiveness
2. Embracing modern technologies and communication tools that meet evolving customer and community needs
3. Continuously refining processes, balancing fiscal responsibility with long-term resilience and environmental stewardship

● Intended Audiences

All Stakeholders

● Core Values

Innovation, Teamwork, Responsibility

Goals and Objectives



Goal 1

Provide Reliable, High-Quality Water & Wastewater Services in a Fiscally Sustainable Manner

Objectives

1. Exceed Water Quality Standards

- Regularly monitor and assess infrastructure to ensure safe, dependable service.
- Communicate progress on quality assurance efforts.

2. Maintain Cost-Effective Operations

- Implement operational improvements that maximize efficiency without compromising quality.
- Share clear, transparent updates on costs, budgets, and infrastructure investments.

3. Manage Resources Responsibly

- Allocate financial and operational resources prudently, aligning with the Rainbow Water's core values.
- Maintain fiscal transparency through consistent reporting and Board updates.

Goal 2

Strengthen Customer Relationships & Public Trust

Objectives

1. Deliver Clear, Consistent Messaging

- Ensure communications are easy to understand across all platforms (website, social media, newsletters).
- Provide frequent updates on key initiatives, projects, and water quality reports.

2. Foster Engagement & Feedback

- Host open committee meetings, community events, and forums to address questions and concerns.
- Collect customer input via surveys and adjust services based on insights.

3. Enhance Accessibility & Self-Service

- Offer user-friendly tools for account management, billing, and rebates.
- Train staff to resolve issues quickly and effectively, promoting a positive customer experience.

Goal 3

Ensure Transparency & Dialogue on Key Issues

Objectives

1. Encourage Open Conversations

- Provide accessible channels for stakeholders to offer feedback and ask questions.
- Host proactive discussions around emerging or potentially controversial topics.

2. Provide Factual, Timely Information

- Present updates on challenges, controversies, or major projects clearly and respectfully.
- Reinforce trust by sharing supporting data, context, and potential impacts.

3. Communicate Consistently Across Channels

- Ensure the same accurate information is available on all Rainbow Water's preferred communications platforms.
- Coordinate messaging so stakeholders receive updates promptly and uniformly.

Goal 4

Promote Preparedness, Efficiency & Innovation

Objectives

1. Bolster Emergency Preparedness

- Share resources on emergency procedures and water-use best practices across social media, newsletters, and community events.
- Partner with local schools and community groups to integrate water education and preparedness training.

2. Cultivate a Culture of Efficiency

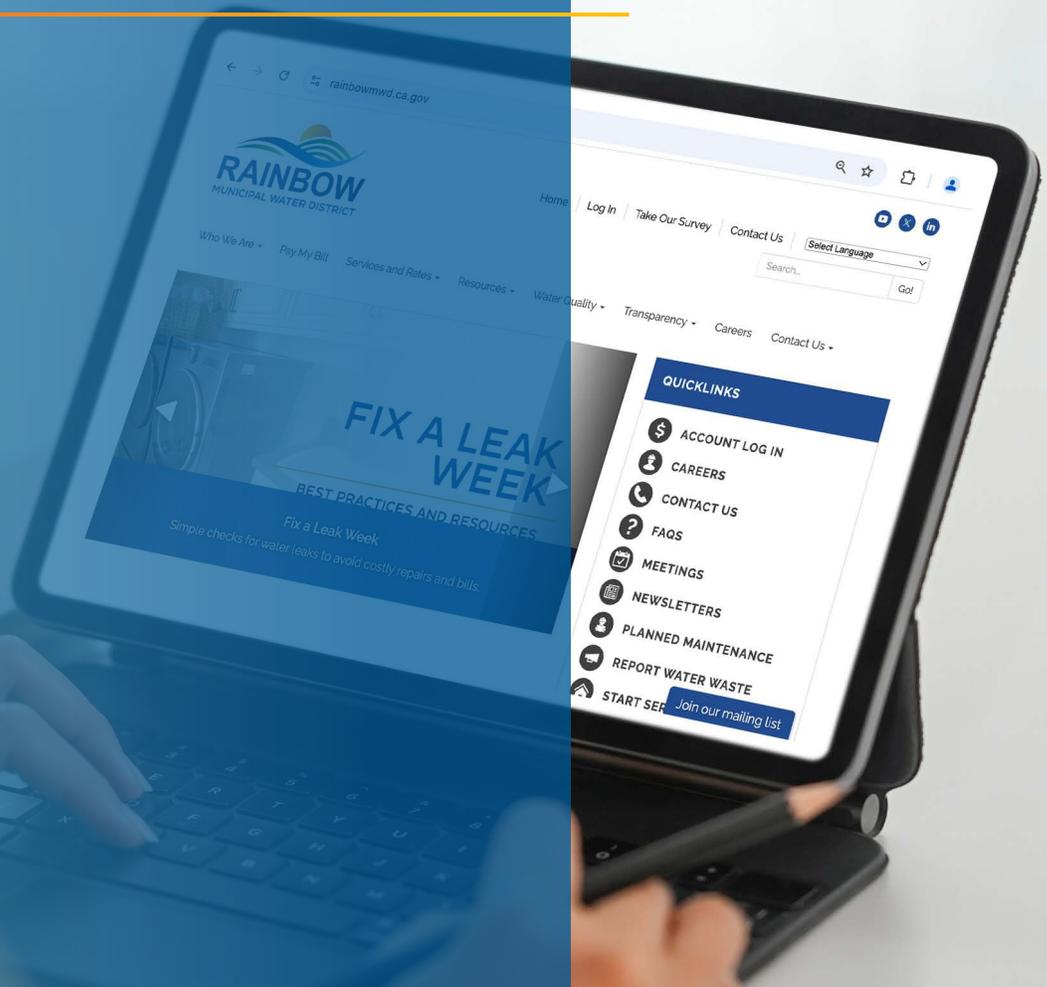
- Offer workshops and online resources to encourage responsible water use (e.g., sustainable gardening and water use efficiency tools).
- Expand partnerships with external organizations to keep pace with emerging industry practices and technologies.

3. Drive Continuous Improvement

- Collect and analyze performance data to measure the effectiveness of communication efforts.
- Remain flexible in adopting new tools or strategies that enhance service quality and operational resilience.



Tactical Recommendations



Tactical Recommendations

The following categories outline recommended tactics for executing Rainbow Water’s Strategic Communications Plan. They are designed to be scalable, allowing staff to prioritize efforts that deliver the highest impact relative to available resources.

1. Measurement & Adjustment

Gather data on current perceptions and communication outcomes, then refine strategies based on what works.

Regular Feedback Surveys

- Conduct short surveys (online or via bill inserts) to gauge customer awareness, satisfaction, and interest in programs.

Basic Metrics Tracking

- Monitor website visits, social media engagement, and e-newsletter open rates to spot trends and pivot accordingly.

Sharing Findings Internally

- Present key data to leadership and relevant committees, using insights to adjust communications approaches and resource allocation.

2. Content & Branding

Develop consistent, audience-centered messaging and maintain a recognizable, trusted brand identity.

Content Calendar

- Plan a concise monthly or quarterly topics (e.g., water quality updates, rates explained, efficiency tips) using accessible language.

Informational Collateral

- Create concise overviews of important operations (e.g., how rates are set, water shutdowns) for media requests, outreach events, and website FAQs.

Brand Consistency

- To reinforce brand recognition through use of Rainbow Water’s logo, color palette, and style elements across materials for digital and print.

3. District-Managed Media

Leverage the communication platforms that Rainbow directly controls to inform and engage the community.

Website Enhancements

- Keep project statuses, water quality reports, and meeting agendas current.
- Ensure the site is mobile-friendly and easy to navigate.

Social Media Focus

- Select one or two key platforms to share timely updates, event notices, and service alerts, maximizing engagement without overextending staff.

E-Newsletters

- Send short, visually appealing e-blasts highlighting ongoing projects or upcoming events. Include links to the website for deeper details.



4. Partnerships & Public Engagement

Build trust and two-way dialogue with local media, community groups, schools, and other agencies.

Earned Media Outreach

- Issue periodic press releases or media advisories on significant developments (infrastructure improvements, new programs). Maintain rapport with local outlets for coverage.

Community Presentations & Events

- Build on Speakers Bureau program to provide water education and presentations to elementary schools and community groups. Partner with local agencies and businesses to host educational workshops targeted on sustainable landscapes and water use efficiency. Share resources and gather feedback to explore partnerships with north San Diego County and southwest Riverside County water agencies.

Neighboring & Regional Collaborations

- Coordinate with other agencies, Native American tribes, and industry groups to share resources, align projects, and foster innovative solutions that benefit the region.

5. Selective Advertising (as budget permits)

Use minimal, targeted ad placements to amplify critical or time-sensitive messages.

Local or Regional Spots

- Consider cost-effective print or digital ads in community newsletters, small local websites, or specialized bulletins to announce essential updates (e.g., service disruptions).

Seasonal Campaigns

- If necessary, run short-term ads promoting drought awareness or rebate programs, ensuring the spend is proportionate to expected reach and impact.

6. Additional Tools & Initiatives

Maintain transparency, celebrate successes, and stay flexible for future opportunities.

Annual “State of the District” Summary

- Publish a news article, press release, video and/or online report to highlighting the year’s milestones, financial updates, and upcoming initiatives.

Recognition & Awards

- Watch for relevant industry awards or community recognition that can bolster the Rainbow Water’s reputation.

Continuous Improvement

- Periodically revisit these tactics to determine effectiveness, modifying or scaling them based on community feedback, changing technology, or budget realities.

Communications Toolbox



Engagement Resources

Online and Social Media

- Website improvements for navigation, reorganize content, photography, and digital forms with accessibility compliance
- YouTube channel: live meetings, meeting archive, project highlights, and how to video series
- Event and community updates
- Social media reels or carousels with key information
- Job listings via Facebook, LinkedIn, etc.
- K-12 Student art competition: art, digital art, photography and video
- Community spotlight videos: businesses, growers, news, partners, and events
- Translate print and digital materials to Spanish
- Emergency response to support the community

Community Events

- Annual Fallbrook Avocado Festival
- Bonsall Unified School District field trips
- Community meetings: Avocado Growers Association, Fallbrook Garden Club
- Elementary school presentations
- Fallbrook Christmas Parade
- North County Fire Protection District Open House
- North County Water Agencies Poster Contest
- San Diego Blood Bank Drive
- Speakers Bureau
- Wildfire Symposium

Educational Materials

- Community Newsletter, non-ratepayer Quarterly Newsletter
- Rebate program one-pagers (English/Spanish)
- Rack cards (English/Spanish)
- Website resource catalog: K-8 education, landscape, videos, tips
- Informative social media posts, videos/reels, infographics
- Brochures and activity/coloring book (English/Spanish)
- Water education and How to Video series

Community Feedback

- Customer service survey
- Calls, comments, online reviews
- Post-event survey
- Social media comments, sharing information

Performance Metrics

Overview

Rainbow Water will measure the success of its programs through targeted metrics to enhance outreach and stakeholder engagement, ensuring sustainable water management and community value. We aim to optimize our efforts, increase community engagement, and enhance resource management.

Framework

The key performance indicators focus on activity tracking to provide insight for the scale and reach of Rainbow Water's outreach programs and communications.

Customer Engagement

- Website traffic, click-through rate, time spent on each page, traffic sources
- Email list subscribes, unsubscribe, bounce, click-to-open, click-through rate
- Social Media traffic, follow/subscribe rate, and impressions
- YouTube video: views, subscribe rate, online meeting views, link sources
- Online and in-person attendance at BOD and Committee meetings
- Click rates for QR codes
- Download and/or view rate for digital brochures
- Customer service call log with topics related to newsletter or web content

Program Outputs

- Submission data for rebate programs, applications, grants awarded, water surveys, and Metropolitan Water District programs.
- Educational outreach programs scheduled and completed.
- Art contest submissions and awardee feedback.
- Press releases and news stories published by media.

Digital Impact

- Growth in social media followers and engagement rates.
- Increase in organic website traffic driven by newsletter content, direct mail, email subscribes, SEO audit, and social media.

Educational Impact

- Post-program survey results to measure learning outcomes for students.
- Feedback from educators on content usefulness and alignment with curriculum.
- School sites implementing new water-use efficiency programs and waste solutions.

Continuous Improvement

- Rainbow Water will work to continuously improve and review the metrics to identify trends, gaps, and effective initiatives.
- Campaign and program data will be reviewed to assist with enhancement and adjustment of outreach, programs, and stakeholder engagement.

Conclusion



Conclusion

Rainbow Municipal Water District developed this plan to build better relationships with our stakeholders to increase transparency and visibility of programs, projects, and services within the community. The goal is to enhance Rainbow Water’s prominence and ensure the community is well-informed on key issues related to water and sewer.

A key element of this plan is the improvement of water literacy in the service area. While implementing this strategy will require resources and commitment, Rainbow Water understands the long-term benefits will far outweigh the costs. As the media landscape has progressed from print to online, it is paramount for rainbow Water to provide our shareholders with more frequent and trustworthy information using a diverse selection of platforms. Rainbow Water aims to build upon the current communication channels to be more effective and reach a larger target audience.

Rainbow Water’s role in providing essential water and sewer services impacts every resident, and clear messaging is essential to maintaining trust and credibility. Misinformation, often spread through social media, poses a significant challenge, and responding with accurate, consistent information will help counteract any harm caused by false narratives. By adopting a proactive and transparent communication approach, Rainbow Water can ensure the delivery of accurate to the intended audience.

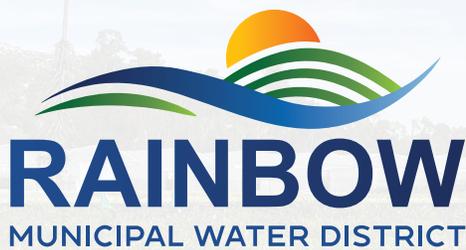
As Rainbow Water continues to deliver reliable water services to our community, this communications plan will lay the foundation for future efforts to effectively connect and serve our community.





RAINBOW
MUNICIPAL WATER DISTRICT

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RAINBOW
MUNICIPAL WATER DISTRICT

COMMUNITY NEWSLETTER
MARCH 2025 . ISSUE 243



Fix a Leak Week 2025: How to Identify Leaks in Your Home

Whether small or large, leaks have the potential for a dramatic impact on indoor and outdoor water use. Fix a Leak Week is a national campaign presented by the Environmental Protection Agency from March 17-25 and serves to remind customers that water leaks can occur anywhere in the home, from the laundry room to the bathrooms. Simple checks for water leaks can avoid a domino effect of costly repairs and bills. Did you know a dripping faucet can account for 3,000 gallons of water wasted annually? Proactively checking for leaks can save customers 10 percent or more on a water bill. You can search the home for potential leaks and water waste in just a few minutes. Everything from dripping faucets, sprinklers facing the wrong direction, and worn-out garden hoses are areas where you can quickly identify water inefficiencies and help reduce water waste in our community. Explore the three steps below to get a jump start on finding leaks in your home.

Review Your Water Bill

Compare your water usage during months when water is least used. Generally, January and February are ideal for comparing water use. If you have a spike in usage reflected on a bill, then a leak may be the reason for the increase. View the How to Read My Bill page on the Rainbow Water website for details on understanding your billing statement.

Read Your Water Meter

Check your water usage by looking at your water meter over a two-hour period. Make sure no water is in use during the two-hour window, and if the meter read changes, there may be a leak. Rainbow Water's YouTube page has a helpful video series on how to locate your meter.



Surface Leaks

Leaks can be found all around the home, and a quick review of the interior and exterior will help identify potential water waste. Take a closer look at faucet gaskets, drips at the shower head, listen for running water at the toilet, and look for pools of water at pipe fittings under the cabinet or around the washing machine to determine if water is leaking. Check for leaks at the home's exterior where a garden hose connects to the spigot, and turn on the sprinklers to test for broken sprinklers or nozzles over spraying. Review the interior of your home and garage for visible mold or moisture on baseboards, ceiling and walls. Locate leaks with Flume, a smart flow monitor device available for \$49 after instant rebate.

Find more information and tips at: rainbowmwd.ca.gov/fix-a-leak-week

Water Wise for Life: Spring Irrigation and Planting

March, April, and May are the most active months for plant growth in Southern California. Take advantage of the spring season when the soil starts to warm and make small adjustments like those below to allow your garden to bloom.

Irrigation Schedule:

Testing irrigation systems and changing run times can reduce overwatering and evaporation during warm days. Coming out of the winter season, plants and greenery need an updated watering schedule to maximize growth. Increase your water efficiency by creating a customized water schedule based on your watering system and zip code on the Be Water Wise website:



<https://tinyurl.com/35hvwruk>

Mulch: Installing mulch around plants, trees, and flowers can save hundreds of gallons annually by reducing evaporation and decreasing weed growth. The best application for trees is to place mulch in a donut shape several inches away from the trunk to avoid excess watering.

Plant: Give your garden some much needed color when you create a sustainable landscape with drought-tolerant plants, shrubs and trees. Explore the many varieties of native plants, pollinators and more available in San Diego County on the Be Water Wise website: <https://tinyurl.com/4kfzb9kv>

Turf Rebates from Be Water Wise

You can get \$4 per square foot of lawn replaced with beautiful, water-saving California Friendly® and native plants. Scan for more info and to apply online.



Introducing the Rainbow Water How to Video Series on YouTube. Watch videos on how to locate, turn off and read your meter for leaks at: rainbowmwd.ca.gov/how-to-videos





Four Local Water Agencies Agree to Collaborate to Boost Efficiency

Rainbow Water has joined three local water agencies to take action to share resources during emergencies and day-to-day operations. In a move intended to save money and control operational costs, Fallbrook Public Utility District, Rainbow Water, Valley Center Municipal Water District, and Yuima Municipal Water District have communicated for months about the potential for achieving operational efficiencies and cost reductions by partnering together.

The idea is that the four agencies, which are similarly situated geographically and by customer demographics, might more easily accomplish certain goals and tasks together, such as dealing more effectively with the ever-increasing and costly regulatory mandates.

“We are all sometimes in need of services that can be provided more efficiently and for less money when we work collaboratively,” said Jack Bebee, general manager of Fallbrook Public Utility District.

The four agencies drafted a mutual services agreement that includes mutual aid during emergencies or joint use of specialized equipment such as a Vactor truck—a specialty truck with a powerful vacuum for cleaning sewers, storm drains, or industrial cleanup. Other shared services could include exchanging staff to meet interim needs, working together to navigate regulatory compliance, and joint federal and state lobbying. This is not a complete list, and any district can opt out of the agreement with 30 days’ written notice. Each agency will keep its own records and documents pertaining to costs incurred.

“We have very similar agencies -- ones that were mostly agriculture for many years,” said Gary Arant, general manager of Valley Center. “We have very similar regulatory, financial, and operational challenges, and by working together can help each other.”

This agreement gives the four agencies the formal framework to explore the benefits of cooperative joint efforts to control ratepayers’ costs. The next steps involve creating a more detailed implementation agreement outlining how specific efforts will be conducted.

“Our team is eager to share knowledge and resources with our neighboring agencies,” said Jake Wiley, general manager of Rainbow Water. “The mutual agreement sets the stage for us to work collaboratively to enhance our efforts solely for the benefit of those we serve.”



Fallbrook Avocado Festival

Rainbow Water has been helping the community grow for over seventy years. Join us as we celebrate our agricultural community at the 34th Annual Fallbrook Avocado Festival. Meet the Rainbow Water team in person at our booth on Main Street, and take the customer survey to receive a complementary promotional gift just for our customers. Volunteer opportunities are available for high school students; read more at right.



Sunday, April 13, 2024 . 9 a.m. to 5 p.m.

Visit the Rainbow Water booth on Main Street and College Street in Downtown Fallbrook to receive a free travel dog bowl or reusable water bottle.



Student Programs

Volunteer Opportunity for Local High School Students

Do you know a high school student looking for volunteer hours? Rainbow Water invites high students to volunteer and give back to our community at the Fallbrook Avocado Festival on Sunday, April 13. Student volunteers will assist staff with distributing water awareness materials and promotional items at the Rainbow Water booth. Volunteer shifts are available in three-hour time frames between 8 a.m. and 6 p.m.



Volunteer space is limited. For more info and to sign up visit: rainbowmwd.ca.gov/volunteer-program

2025 Water Awareness Student Poster Contest

Calling all fourth-grade artists! Rainbow Water is proud to announce the 2024 Water Awareness Poster Contest for 4th-grade students who live or attend charter, homeschool, public, or private schools in our service area. The theme for the 2025 contest is “Love Water, Save Water,” and students are encouraged to create original artwork that exemplifies the importance of water in our communities.

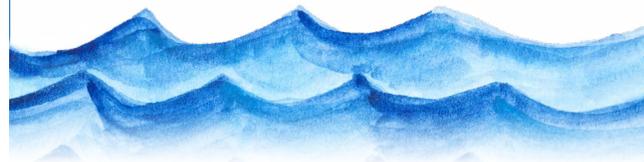
The top three poster contest winners will be recognized with an award and art kit at the Communications and Customer Service Committee meeting in the Summer of 2025. The winning entries will then move on to the 33rd annual regional art contest hosted by the North County Water Agencies (NCWA) and featured in the 2026 NCWA calendar.

Entry forms are available at the Rainbow Water office. Completed contest entries can be returned to the Rainbow Water office, Bonsall and Vallecitos Elementary Schools by Friday, April 11. Read more about the 2025 poster contest and view our past winners at:

rainbowmwd.ca.gov/water-poster-contest



SCAN FOR CONTEST INFO



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](https://rainbowmwd.ca.gov)

FALLBROOK & BONSTALL VILLAGE NEWS

EWMD recommends redistricting with least modification

February 27, 2025

The addition of the Fallbrook Public Utility District and the Rainbow Municipal Water District to the Eastern Municipal Water District will result in a redistricting process to rebalance the populations of the five EMWD board director divisions, and the preliminary recommendation is to minimize adjustments rather than to create the most balanced population.

The Feb. 19 EMWD board meeting included a public hearing on adjusting the division boundaries. Three options were presented: one which minimizes adjustments, one which creates the most balanced population, and one which anticipates the most balanced population after growth through 2030.

The recommendation for the minimal changes to existing boundaries will be used for subsequent public feedback and board discussion, although a second public hearing will also be held and the actual map will not be adopted until a board vote after that second hearing.

In July 2023, San Diego County's Local Agency Formation Commission approved a reorganization for FPUD and Rainbow to detach from the San Diego County Water Authority and join Eastern contingent upon approval by the FPUD and Rainbow voters. The voters of both districts overwhelmingly approved the reorganization in November 2023.

After the LAFCO decision, the SDCWA filed a lawsuit against LAFCO, FPUD, and Rainbow. The four agencies agreed to a settlement in December 2023. FPUD's detachment from the CWA and annexation to Eastern became effective Jan. 1, 2024.

The Rainbow detachment required the completion of pump stations to allow all Rainbow water to be taken from turnouts north of the boundary between the CWA and the Metropolitan Water District of Southern California (MWD's San Diego Aqueduct conveys water to a delivery point six miles south of the Riverside County line, which allowed MWD and the CWA to provide equal contributions for the connection between MWD's Colorado River Aqueduct and the San Vicente Reservoir in Lakeside); the Rainbow reorganization took effect Nov. 1, 2024.

As a retail agency of a wholesale agency, FPUD and Rainbow residents will be eligible to vote both for their FPUD or Rainbow division board seat and for their EMWD division seat. Every 10 years, the EMWD director divisions are adjusted to account for population changes recorded in the decennial census. The maximum allowable variance from the highest-populated to

the lowest-populated trustee area is 10%.

Local agencies are allowed to revise their trustee area boundaries, contingent upon the areas having approximately equal population and the boundaries not being drawn to disenfranchise any specific group, as the district feels is warranted so the boundaries may change earlier if growth in an area creates an unequal population – or if a populated area is annexed to the district.

The 2020 census had a total EMWD population of 870,579 consisting of 178,018 in Division 1 which includes French Valley and Winchester; 165,186 in Division 2 which is the Temecula portion of the district; 182,661 in Division 3 covering Hemet and San Jacinto; 177,198 in Division 4 which has Menifee and Perris, and 167,156 in Division 5 which is Moreno Valley. The total population of 870,579 equates to a target population of 174,116 in each division.

When the revised maps were created, EMWD staff also anticipated growth throughout the decade, and divisions which are expected to grow faster relative to the total growth in the district were allocated slightly lower populations in an attempt to keep the division populations balanced through 2030.

The boundary map adopted had 167,364 people in Division 1; 176,879 residents of Division 2; 182,712 Division 3 community members; 166,790 Division 4 residents, and 176,834 people in Division 5.

The new boundaries were approved during a February 2022 EMWD board meeting and became effective for the November 2022 elections for Divisions 1, 2, and 5. The first elections for Divisions 3 and 4 under the new boundaries were in November 2024.

FPUD and Rainbow are adjacent to Division 2. A February 2024 EMWD board vote placed the FPUD area into Division 2 for EMWD election purposes. EMWD staff was also authorized to initiate the redistricting process to rebalance the populations of the five EMWD divisions, although that redistricting was deferred until after the annexation of Rainbow was complete so that the boundaries would not need to be adjusted twice.

Division 2 is currently represented by Stephen Corona, and since that seat is not subject to election until November 2026, the redistricting did not need to occur until after Rainbow joined

FALLBROOK & BONSALE VILLAGE NEWS

Eastern. Rainbow was added to Division 2 after a November 2024 EMWD board vote.

FPUD had a population of 34,738 when the 2020 census was conducted. Rainbow's current estimated population is approximately 24,000. Without redistricting, the variance between Division 2 and the lowest-populated division would be approximately 37%.

EMWD staff developed three redistricting proposals. The recommended proposal to minimize boundary adjustments would move the southwest corner of Division 5 to Iris Avenue and the northwest corner of Division 4 to the Perris Channel.

Both of those areas to be redistricted are currently in Division 1, and Murrieta would be moved from Division 2 to Division 1 under that option. (Much of Murrieta is in the Western Municipal Water District.) The populations of 187,878 in Division 1; 181,450 in Division 2; 182,712 in Division 3; 190,342 in Division 4, and 186,471 in Division 5 would create a variance of 4.8%.

The proposed option for the most balanced variance based on the 2020 census includes a maximum variance of 1.2% with 185,597 residents in Division 1; 186,599 people in Division 2; a population of 184,340 in Division 3; 185,806 residents in Division 4, and 186,471 people in Division 5.

In addition to the adjustments to Divisions 4 and 5, territory taken

from Division 1 would extend the northern edge of Division 3 to Bridge Street and extend the southwest corner of Division 3 to Highway 79. Murrieta would be shifted into Division 1 with the exception of Murrieta Hot Springs, which would remain in Division 2.

The map, which would anticipate a better population balance by 2030, would have a 2020 census variance of 7.1%. The current official population would be 179,728 in Division 1; 186,562 in Division 2; 187,403 in Division 3; 182,396 in Division 4, and 192,764 in Division 5.

The southwest corner of Division 5 would be aligned to Gentian Avenue, the northeast corner of Division 4 would be Orange Avenue, the northwest corner of Division 3 would be extended to the dairies, the southwest corner of Division 3 would be extended to Highway 79 and Murrieta, other than Murrieta Hot Springs, would be moved to Division 1.

A legal description of the recommended map will be prepared as will the noticing process for the second public hearing targeted for April 16 (which would require noticing by April 9). Once the new division boundaries are approved, the redistricting will be sent to the Registrar of Voters in both Riverside County and San Diego County.

FALLBROOK & BONSTALL VILLAGE NEWS

EMWD welcomes Rainbow Water to Division 2 Service Area

March 7, 2025

Members of Eastern Municipal Water District visited Rainbow Municipal Water District at the monthly board meeting on Jan. 28 to commemorate the milestone of joining the water wholesaler and annexation into Division 2.

In recognition of Rainbow Water as a member of the water wholesaler, Joe Mouawad, General Manager of EMWD, commented on the historic milestone: “We are pleased to accommodate this partnership, as we are uniquely and geographically aligned to provide water to Rainbow Municipal Water District. The partnership is not just about communicating key issues but hearing from Rainbow Water to understand and share affecting ratepayers, imported water supply and future rates,” said Mouawad.

Mouawad’s speech was followed by the presentation of a custom-designed wood plaque showcasing the EMWD service area from Riverside County to North San Diego County.

Rainbow Water’s four-year process of detachment from San Diego County Water Authority to EMWD culminated on Oct. 30, and EMWD began providing water on Nov. 1. A resolution was adopted at EMWD’s November board meeting to adjust boundaries to add Rainbow Water to Division 2.

Stephen Corona, a Temecula farmer and president of EMWD’s Board of Directors, represents the Division 2 service area, which includes the City of Temecula, Temecula Wine Country, portions of the City of Murrieta, Fallbrook, and the Rainbow Water service area.

“EMWD prides itself on delivering cost-effective and reliable services,” Corona said. “We appreciate the trust that has been placed in us and are committed to a long-term partnership that will benefit the ratepayers in Northern San Diego County.”



EMWD General Manager, Joe Mouawad (left), and EMWD District 2 Representative Stephen Corona (third from left), present a commemorative plaque to the Rainbow Water Board of Directors and Rainbow Water General Manager, Jake Wiley (right) at the Jan. 28 board meeting in Fallbrook.

EMWD was founded in 1950 to import water from the Colorado River to service agriculture and dairy farmers in the Hemet and San Jacinto regions. The water wholesaler is based in Perris and has grown to become California’s sixth largest water agency and provides water, wastewater service and recycled water to nearly one million people in western Riverside County and northern San Diego County.

EMWD’s service area was extended in 2024 to include Rainbow Water’s 82 square mile service area comprised of Rainbow, Bonsall, and portions of Fallbrook, Vista, Pala and Oceanside.

COMMITTEE RECOMMENDATION

Item No. 14

COMMITTEE MEMBERS

March 18, 2025

SUBJECT

CONSIDER SUPPORT FOR SENATE BILL 496 (HURTADO): ADVANCED CLEAN FLEETS MODIFICATIONS

BACKGROUND

The California Special Districts Association (CSDA) advocates for special districts at the state level, reviewing legislation, taking positions on bills, and providing members with resources to engage with lawmakers and the public.

As Rainbow Municipal Water District is a member of the CSDA, the District received a request from the CSDA for a letter of support advocating for the Legislature to approve Senate Bill 496, authored by State Senator Melissa Hurtado.

DESCRIPTION

On October 1, 2023, CARB's Advanced Clean Fleets (ACF) regulation took effect. This mandate, among other things, generally requires a phased transition of medium- and heavy-duty fleets from internal combustion engines (ICEs) to zero-emission vehicles (ZEVs) by 2045.

These regulations are having a significant effect on state and local government agencies, by increasing the amount of reporting required annually for all vehicles added to and removed from a state or local government agency's fleet, the unfunded procurement of new technologies, and the development of the infrastructure needed to service these new technologies, while still meeting the same the performance as current technologies.

SB 496, introduced by Senator Hurtado aims to protect communities and provide relief to local agencies by:

- Establishing an Appeals Advisory Committee by which local agencies may request a review of exemption request denials. This ensures transparency while protecting due process for those seeking further review.
- Updating the emergency vehicle exemption, allowing those vehicles that respond to and support critical operations related to emergencies and disasters, often under austere conditions, to continue protecting our communities.
- Modifying the requirements of the daily usage exemption, removing barriers for the applicant to comply with the mandate.
- Promoting affordability amid rapidly rising cost pressures on essential local services by averting the costly acquisition of ZEVs before it is possible to install the infrastructure required to use them.

These ACF improvements will protect Californians' health and safety, avoid unnecessary costs detrimental to our shared long-term goals, and ensure that local agencies like Rainbow MWD can continue to work diligently to comply with the ACF without being penalized for factors beyond the District's control.

Staff requests that the Committee consider recommending that a letter of support for SB 496 be issued and submitted to the CSDA, urging the Legislature to approve this critical legislation.

POLICY/STRATEGIC PLAN KEY FOCUS AREA

Strategic Focus Area Four: Fiscal Responsibility
Strategic Focus Area Six: Communication

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

There are no fiscal impacts in connection with action to support SB 496.

STAFF RECOMMENDATION

1. Recommend submittal of a letter in support of SB 496, or
2. Provide alternate direction for staff.

Attachments: Draft Letter of Support



Jake Wiley, General Manager

March 18, 2025

March 12, 2025

The Honorable Melissa Hurtado
California State Senate
1021 O Street, Suite 6510
Sacramento, California 95814

RE: SENATE BILL 496 (HURTADO): ADVANCED CLEAN FLEETS – SUPPORT [AS INTRODUCED]

Dear Senator Hurtado:

The Rainbow Municipal Water District is pleased to support your Senate Bill 496, related to the Advanced Clean Fleets mandates. The Rainbow Municipal Water District provides water and sanitation services to over 23,000 customers within an 82-square-mile service area that includes the unincorporated San Diego County communities of Rainbow, Bonsall, and portions of Vista, Oceanside, and Fallbrook, California.

Local agencies like ours continue to do our part in achieving the State's climate and emissions goals. SB 496 will enable us to better meet this challenge and effectively navigate the current Advanced Clean Fleets (ACF) mandates and their associated ambitious compliance deadlines. Of critical concern to our community, the ACF mandates on local agencies are creating unnecessary challenges in complying while maintaining the many critical services Californians rely upon for their most essential daily needs and during emergencies and disasters.

SB 496 will provide some relief to local agencies by establishing an Appeals Advisory Committee by which local agencies may request a review of exemption request denials. This ensures transparency while protecting due process for those seeking further review.

Additionally, SB 496 would update the emergency vehicle exemption, allowing those vehicles that respond to and support critical operations related to emergencies and disasters, often under austere conditions, to continue to protect our communities. This must include emergency response related to water and sewer infrastructure, which is critical for protecting life and property.

SB 496 also modifies the requirements of the daily usage exemption, removing barriers for the applicant to comply with the mandate. Moreover, the legislation promotes affordability amid rapidly rising cost pressures on essential local services by averting the costly acquisition of ZEVs before it is possible to install the infrastructure required to use them.

These improvements to the ACF will protect Californians' health and safety, avoid unnecessary costs detrimental to our shared long-term goals, and ensure that local agencies can continue to work diligently to comply with the ACF without being penalized for factors beyond our control. For these reasons, Rainbow Municipal Water District is pleased to support your Senate Bill 496. Please feel free to contact us with any questions.

Sincerely,

Jake Wiley
General Manager
Rainbow Municipal Water District

CC: Senate Minority Leader Brian W. Jones
Representative Darrell Issa
Anthony Tannehill, Legislative Representative, California Special Districts Association
[advocacy@csla.net]