



**COMMUNICATIONS AND CUSTOMER  
SERVICE COMMITTEE MEETING**

**RAINBOW MUNICIPAL WATER DISTRICT  
Thursday, March 7, 2019  
Communications and Customer Service Committee Meeting - Time: 3:30 p.m.**

<b>District Office</b>	<b>3707 Old Highway 395</b>	<b>Fallbrook, CA 92028</b>
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Notice is hereby given that the Communications and Customer Service Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, March 7, 2019.

**AGENDA**

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL: Jeanna Kirby (Chair) \_\_\_\_\_ Julie Johnson (Vice Chair) \_\_\_\_\_**  
                   **Members:** Hayden Hamilton \_\_\_\_\_ Bill Stewart \_\_\_\_\_  
                   **Alternates:** Cynthia Gray\_\_\_\_\_
- 4. SEATING OF ALTERNATES**
- 5. ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**
- 6. PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**

**COMMITTEE ACTION ITEMS**

- \*7. APPROVAL OF MINUTES**  
           **A. February 7, 2019**
- 8. DISCUSSION REGARDING COMMITTEE MEMBERSHIP AND APPOINTMENTS**
- 9. DOOR HANGER REVIEW**
- 10. WATER SERVICE UPGRADE PROJECT UPDATE**
- 11. VIDEO BRIEFING**
- 12. FLUME UPDATE**
- 13. PRESS RELEASE REVIEW**

14. DISCUSSION REGARDING PHONE TREE
15. DISCUSSION REGARDING USE OF RMWD LOGO
16. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS
  - A. Topics
  - B. Strategic Plan Objectives
  - C. Calendar
  - D. Snipes Calendar
  - E. Updates from Other Committees
  - F. Customer Relations
17. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES
18. COMMITTEE MEMBER COMMENTS
19. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING
20. ADJOURNMENT

**ATTEST TO POSTING:**



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For: Carl Rindfleisch  
Secretary of the Board

3/1/19 @ 1:45 p.m.

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Date and Time of Posting  
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
FEBRUARY 7, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on February 7, 2019 was called to order by Vice Chairperson Kirby at 3:35 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice Chairperson Kirby, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Kirby, Member Hamilton, Alternate Gray.

**Also Present:** General Manager Kennedy, Executive Assistant Washburn, Customer Service Supervisor Rubio, Project Manager Johnson.

**Absent:** Member Johnson.

Two members of the public was present.

4. **SEATING OF ALTERNATES**

Ms. Kirby noted Ms. Gray would be seated as an alternate at this meeting.

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

There were no changes to the agenda.

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

Russel Vernon introduced himself as a ten-year resident of the District who has always appreciated the work RMWD does and wanted to get involved. He noted he was a PC Chemist who worked for the University of California.

Ms. Gray introduced Ashanti McMillon as a RMWD temporary staff member assisting the District with both human resources and public relations projects.

Bill Shute introduced himself as a new resident in the Bonsall area who works as a technology executive specializing in marketing and communications. He stated he was interested in volunteering his time help the RMWD organization.

Discussion returned from Item #9.

Staff and committee members introduced themselves to the new public attendees.

Discussion went to Item #10.

**7. REVIEW OF COMMITTEE CHAIRPERSON ROLES AND RESPONSIBILITIES**

This item was deferred to the next meeting.

**COMMITTEE ACTION ITEMS**

**\*8. APPROVAL OF MINUTES**

**A. January 9, 2019**

***Motion:***

***To approve the minutes as written.***

***Action: Approve, Moved by Alternate Gray, Seconded by Member Hamilton.***

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

***Ayes: Member Kirby, Member Hamilton, Alternate Gray.***

**9. FLUME PILOT STUDY UPDATE**

Mr. Kennedy reported the pilot program was still going well. He mentioned Flume released a web-based portal from which data can be downloaded. He briefed the audience on the Flume Device and the benefits it provides as well as the pilot program the District implemented. Discussion ensued.

Ms. Kirby inquired about the life of the batteries. It was noted they were regular batteries easily replaceable by the customer.

Discussion ensued.

*Discussion returned to Item #6.*

**10. WATER SERVICE UPGRADE PROJECT UPDATE**

Ms. Johnson presented an example of the street sign to be displayed in the residential areas prior to work starting in the neighborhoods. Mr. Kennedy added there will be a four-page newsletter sent out prior to the project begins followed with continuous communications.

Ms. Johnson pointed out the phone line extension and email address provided on the door hanger are both active.

Mr. Vernon asked how RWMD would address concerns customers might have with regards to the last reading on their last bill compared to the new one. Mr. Kennedy explained every time one is replaced a photograph will be taken of both the old and new meter for recording purposes.

Ms. Kirby inquired about the toll-free number on the street sign. Ms. Johnson explained it was for the subcontractor performing the work since they will have all the warranty on the meters installed. Mr. Kennedy added the subcontractor was in Murrieta.

Ms. Rubio asked if “Water Service Upgrade Project Coming Soon to Your Neighborhood”. Discussion ensued.

Discussion took place regarding suggested revisions for the logos on the street sign.

Mr. Kennedy referenced his recent letter to ABM addressing the Partnership Agreement with RMWD. He talked about the contents of the letter addressing the District's serious concerns related to the deficiencies in ABM's invoices. He noted the funding RMWD received through the lease agreement and debt the District took on has nothing to do with ABM although they were very helpful in facilitating working with the bank to get the District the best financing deal available.

**11. DOOR HANGER REVIEW**

This item was covered under Item #10.

**12. DISCUSSION REGARDING "LEAK" VERSUS "HIGH USAGE" LANGUAGE**

Ms. Kirby explained there are sometimes situations where customers call plumbers because her agency staff has told them they had a possible leak when in fact they did not. She stated when the customers found they do not actually have a leak, they have sought reimbursement from her district. She said her district acted by replacing the term "leak" with "high usage" on their door hangers as well as instructed staff to use this terminology when speaking with the customers.

Ms. Rubio stated RMWD does not have official door hangers for leaks, but rather take a door hanger and make notes on the back of it. She said this was why staff wanted to discuss the language to include on any door hanger being established. She pointed out she tries to have customer service staff encourage customers to use Mission Resource Conservation District for free site audits.

Ms. Kirby offered to provide a sample door hanger for reference purposes.

**13. VIDEO BRIEFING**

Ms. Gray mentioned she and Ms. McMillon have partnered with the contractor preparing the history of the district video. She stated they will also be working on videos for FAQ's, recruitment, as well as S.T.E.M.

Ms. McMillon provided an update on the history video noting she and Ms. Gray will be meeting with the videographer in mid-March to interview with those who will be part of the video. She said they will remain in contact with the videographer each week until the project is complete. She mentioned she would be editing the story board along the way and how it was anticipated to have two short videos available to the public as soon as possible.

**14. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**

- A.** Topics
- B.** Strategic Plan Objectives
- C.** Calendar
- D.** Snipes Calendar
- E.** Updates from Other Committees
- F.** Customer Relations

Ms. Gray reported she confirmed the Fallbrook Parade would be held on December 7, 2019; however, applications will not be available until October. She stated whatever the District wants to present in the parade will need to be decorated for Christmas. Discussion ensued.

Ms. Gray pointed out the newsletter has been updated with a new look. Discussion ensued regarding adding the customer's division number to the billing statements. It was confirmed the divisions would be provided with the new billing software.

Discussion ensued regarding how the space in the newsletter will be utilized going forward.

Mr. Kennedy reported the Budget and Finance Committee discussed the rates and how the Prop 218 notices have been sent.

**15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**

There were no articles discussed.

**16. COMMITTEE MEMBER COMMENTS**

There were no comments.

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

It was noted the door hangers, water service upgrade project, video briefing, a Flume update, and new committee member appointments will be on the next committee agenda.

**18. ADJOURNMENT**

*The meeting was adjourned by Member Kirby.*

The meeting adjourned at 4:55 p.m.

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**Jeanna Kirby, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**