



DUE TO THE COVID-19 STATE OF EMERGENCY AND PURSUANT TO WAIVERS TO CERTAIN BROWN ACT PROVISIONS UNDER THE GOVERNOR'S EXECUTIVE ORDERS, THIS MEETING IS BEING CONDUCTED VIA TELECONFERENCE AND THERE WILL BE NO PHYSICAL LOCATION FROM WHICH MEMBERS OF THE COMMITTEE OR PUBLIC MAY PARTICIPATE.

MEMBERS OF THE COMMITTEE AND PUBLIC ARE TO PARTICIPATE IN THE COMMITTEE MEETING BY GOING TO <https://us02web.zoom.us/j/81651324175> OR BY CALLING 1-669-900-6833 or 1-346-248-7799 or 1- 253-215-8782 or 1-301-715-8592 or 1-312-626-6799 or 1-929-205-6099 (WEBINAR/MEETING ID: 816 5132 4175).

MEMBERS OF THE PUBLIC WISHING TO ADDRESS THE COMMITTEE UNDER PUBLIC COMMENT OR ON A SPECIFIC AGENDA ITEM MAY SUBMIT WRITTEN COMMENTS TO OUR BOARD SECRETARY BY EMAIL AT DWASHBURN@RAINBOWMWD.COM OR BY MAIL TO 3707 OLD HIGHWAY 395, FALLBROOK, CA 92028. ALL PUBLIC COMMENTS RECEIVED **AT LEAST ONE HOUR IN ADVANCE OF THE MEETING** WILL BE READ TO THE COMMITTEE DURING THE APPROPRIATE PORTION OF THE MEETING. THESE PUBLIC COMMENT PROCEDURES SUPERSEDE THE DISTRICT'S STANDARD PUBLIC COMMENT POLICIES AND PROCEDURES TO THE CONTRARY.

COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING

RAINBOW MUNICIPAL WATER DISTRICT

Thursday, June 3, 2021

Communications and Customer Service Committee Meeting - Time: 3:30 p.m.

District Office	3707 Old Highway 395	Fallbrook, CA 92028
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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, June 3, 2021.

AGENDA

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL: Bill Shute (Chair) _____ Russell Vernon (Vice Chair) _____**

Members: Hayden Hamilton _____ Bill Stewart _____

Alternates: Cynthia Gray _____

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

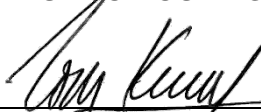
CHAIR TO READ ALOUD - "If at any point, anyone would like to ask a question or make a comment and have joined this meeting with their computer, they can click on the "Raise Hand" button located at the bottom of the screen. We will be alerted that they would like to speak. When called upon, please unmute the microphone and ask the question or make comments in no more than three minutes.

*Those who have joined by dialing a number on their telephone, will need to press *6 to unmute themselves and then *9 to alert us that they would like to speak.*

A slight pause will also be offered at the conclusion of each agenda item discussion to allow public members an opportunity to make comments or ask questions."

5. SEATING OF ALTERNATES
6. ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)
7. PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)
- *8. APPROVAL OF MINUTES
 - A. May 6, 2021
9. GENERAL MANAGER COMMENTS AND UPDATE ON REOPENING THE RMWD HEADQUARTERS
10. COMMITTEE MEMBER COMMENTS
- *11. REVIEW OF THE FOLLOWING COMMUNICATIONS:
 - A. Rates
 - B. Backflow Charge
 - C. Customer Survey Questionnaire
 - D. TSWAR Rate Change Notice
12. WATER SERVICE UPGRADE PROJECT (WSUP) PROGRAM UPDATE
13. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS
 - A. Topics
 - B. Calendar
 - C. Snipes Calendar
 - D. Updates from Other Committees
 - E. Customer Relations
 - F. Monthly Newsletter Review
 - G. Social Media Post Updates
14. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES
15. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING
16. ADJOURNMENT

ATTEST TO POSTING:



 FOR: Pam Moss
 Secretary of the Board

5-27-21 @ 3:00 p.m.

 Date and Time of Posting
 Outside Display Cases

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MAY 6, 2021**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on May 6, 2021 was called to order by Vice Chairperson Vernon at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. *(Due to COVID restrictions the meetings are being held virtually.)* Vice Chairperson Vernon presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

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

Absent: Member Shute, Member Stewart.

Also Present: Information and Technology Specialist Espino.

Also Present Via Teleconference or Video Conference:

General Manager Kennedy, Executive Assistant Washburn,
Finance Manager Largent.

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

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

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

5. **SEATING OF ALTERNATES**

Ms. Gray was seated as an alternate.

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

There were no changes to the agenda.

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

There were no comments.

***8. APPROVAL OF MINUTES**
A. April 1, 2021

Motion:

To approve the minutes.

Action: Approve, Moved by Member Vernon, Seconded by Member Hamilton.

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

Ayes: Member Hamilton, Member Vernon, Alternate Gray.

9. GENERAL MANAGER COMMENTS AND UPDATE ON REOPENING THE RMWD HEADQUARTERS

Mr. Kennedy reported the Budget and Finance Committee will be reviewing a Cost of Service Study as well as the budget and how as part of that process may result in starting the Prop 218 process for a possible rate increase due to RMWD’s detachment from SDCWA was still in progress. He stated should this happen the Communications and Customer Service committee may be called upon to assist with the communications portion of this process.

Mr. Kennedy noted since the vaccination rate has increased throughout San Diego, the District may be able to reopen once CalOSHA provides additional guidance.

Mr. Vernon recommended that any communications related to rate increases include a description of why the increases are necessary as well as what may be expected in the future. Discussion ensued.

10. COMMITTEE MEMBER COMMENTS

There were no comments.

11. CALL VOLUME COMPARISON REVIEW

Ms. Largent shared a call volume comparison report showing the data for each month. She noted it has been helpful to have three customer service representatives as well as one staff member focused on billing issues to assist with reducing call volumes.

Mr. Hamilton recommended exploring having the ability for customers to leave a message as opposed to remaining on hold as well as possibly some type of message notifying the customers of the anticipated wait time.

12. DISCUSSION ON COMMUNICATIONS RELATED TO BACKFLOW TESTING ISSUE

Mr. Kennedy reported the Board discussed two primary issues regarding backflow testing for which some customers paid for but did not receive and others received the service for which they were not billed. He noted the Board decided to issue a one-time bill credit for those existing customers who paid for a service they did not receive.

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Mr. Kennedy solicited the committee for input as to what information should be included in a letter to the customers. It was noted the law determining when a backflow device is required, testing is provided by the District or outside vendors, contact information to receive assistance should a customer no longer need a device, as well as a timeline during which a customer must notify the District should they no longer have a device so charges can be discontinued should be included in the communication.

13. CONDUCTING SURVEYS TO RECEIVE CUSTOMER FEEDBACK UPDATE

Mr. Kennedy explained the platform the District currently utilizes does not provide a function for conducting surveys. He said while conducting additional research, it was found most of the survey services are text-based. Discussion followed.

Ms. Gray recommended creating a survey monkey template that could be emailed to the customers soliciting for their feedback by asking a few key questions. Discussion ensued.

Mr. Kennedy noted staff will work on this and bring something back to the committee in June.

14. WATER SERVICE UPGRADE PROJECT (WSUP) PROGRAM UPDATE

Mr. Kennedy reported the program was 50% complete and the claims have remained very low. Ms. Gray shared what steps have been taken to improve the notification process.

15. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A. Topics
- B. Calendar
- C. Snipes Calendar
- D. Updates from Other Committees
- E. Customer Relations
- F. Monthly Newsletter Review
- G. Social Media Post Updates

Mr. Kennedy mentioned some of the new media activity taking place as a means of providing the public with information related to RMWD's possible detachment from SDCWA.

Mr. Vernon complimented Ms. Gray on the recent newsletter.

Ms. Gray provided a PSWAR program enrollment update.

16. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Kennedy mentioned his recent appearance on KUSI related to the possible detachment.

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

It was noted communications related to both the backflow testing and rate communications as well as a review of survey topics should be on the next committee agenda.

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18. ADJOURNMENT

The meeting was adjourned by Vice Chairperson Vernon.

The meeting adjourned at 4:45 p.m.

Russ Vernon, Committee Vice Chairperson

Dawn M. Washburn, Board Secretary



DATE

CUSTOMER NAME
ADDRESS
CITY, STATE, ZIP

Subject: **NOTICE OF RESUMING BACKFLOW CHARGES**

Dear **XXX**:

Your property has been identified as having a backflow preventer. A backflow preventer is a device that's installed just downstream of your water meter that allows water to flow to your property but never back into the distribution system. Backflow preventers are required by State Law for properties that meet certain criteria, such as having agricultural uses, onsite wells or other water supplies, or pumping systems downstream of the meter. Its sole job is to prevent drinking water from being contaminated due to backflow. Sometimes, due to pressure changes in the pipes, potentially contaminated water can flow backward and get back into the main water supply line. Backflow prevention systems are vital to protect the water supply from contamination.

State law requires all backflow devices must be tested annually to ensure they are functioning properly. The District provides this service to our customers in a cost-effective manner. We have verified that your device has been annually tested annually by one of our Certified Backflow Technicians.

Unfortunately, we discovered an error in our billing software that resulted in your account not being charged monthly fees for the testing of your backflow device. Our billing software has now been updated, therefore beginning the month of September you will see backflow charges included on your monthly bill for **\$X.XX** relative to your **X** inch meter. Based on direction from Rainbow's Board of Directors, your account will not be charged for prior months that the fee should have been charged.

Testing is offered by the district as a service to our customers. You do have the option of obtaining annual certification testing and providing proof to the district annually. A list of local certified backflow companies can be found on our website.

If your uses of water have changed over time and you feel that your property no longer requires a backflow device, please contact us for an evaluation. Should your property be determined not to need a backflow device you can remove the device and will not be charged for ongoing testing.

For more details about our testing program, regulations, or backflow devices please go to <https://www.rainbowmwd.com/backflow-testing-program>.

We apologize for any inconvenience or confusion our error may have caused. If you have any questions about your backflow device or fees, please feel free to contact us at (760) 728-1178.

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Sincerely,

Rainbow Municipal Water District

Customer Survey

1) Which department/departments did you interact with?

- Engineering
- Construction
- Meters
- Finance
- Customer Service
- General Service

2) How would you rate the level of service provided?

- Unsatisfactory
- Poor
- Fair
- Satisfactory
- Good
- Exceptional

3) Please provide a brief description of the matter in which you contacted the District.

4) Please tell us how we can improve on our customer service.



DATE

CUSTOMER NAME

ADDRESS

CITY, STATE, ZIP

Subject: **NOTICE OF POTENTIAL ACCOUNT RATE CLASS MODIFICATION**

Dear:

You are receiving this letter because you are on the San Diego County Water Authority (SDCWA) Transitional Special Agriculture Water Rate (TSAWR) program. In December 2020 and February 2021, we sent out letters to all our TSAWR and Agriculture customers letting them know that SDCWA was ending the TSAWR program effecting June 30, 2021. We provided direction at that time on how to transition to the new SDCWA PSAWR (Permanent) program.

Our records indicate you have not submitted an enrollment form with the required supporting documentation of enrollment in one of the four qualifying programs to transition to the PSAWR program. Therefore, your current TSAWR rate classification will **temporarily** be changed to either an Agricultural with Residence or Agricultural without Residence rate structure on June 30, 2021.

This change will occur automatically based on your current rate classification as identified in our system. TSAWR Domestic will be temporarily changed to Agriculture with Residence and TSAWR Commercial will be changed to Agriculture without Residence. Since the initial classification of your agricultural account/s, changes may have occurred in property use. Therefore, in order to remain under an agricultural classification, customers must submit the attached Agriculture Self-Certification form to the District or the account rate class will default to the Single-Family Residential rate.

To qualify for the agricultural rate, the property use and size must meet the requirements as defined in our administrating code.

Administrative Code: Section 8.02.030 Agricultural Purposes *Agricultural Purposes: “The growing or raising, in conformity with recognized practices of farming, for the purposes of commerce, trade, or industry, or for use by public educational or correctional institutions, of agricultural, horticultural, or floricultural products. Such products shall be for human consumption, for the market, or for the feeding of fowl or livestock. Products are to be grown or raised on a parcel of land having an area of **not less than one acre utilized exclusively for such purposes.**”*

To learn more about the PSAWR program, please go to our website at <https://www.rainbowmwd.com/important-notice-for-agricultural-customers>

If you have any questions, please feel free to contact us at (760) 728-1178.

Sincerely,

Rainbow Municipal Water District

Attached: Self-Certification Form