

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
JULY 15, 2025**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on July 15, 2025, was called to order by Chairman Shute at 1:00 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairman Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:** Member Shute, Member Hoffman (attended remotely in an observer capacity) Member Stewart (Entered at 1:04)

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

**Absent:** Member Johnson, Member Kozak

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

4. **SEATING OF ALTERNATES**

Alternates Harp and Cruz were seated.

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

There were none.

6. **APPROVAL OF THE AGENDA**

***Motion: To approve the Agenda as presented.***

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

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

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

7. **PUBLIC COMMENT**

There were none.

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

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

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

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

## 9. APPROVAL OF MINUTES

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

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

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

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

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

## 10. COMMENTS & REQUESTS

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

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

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

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

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

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

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

## **11. QUARTERLY CUSTOMER SERVICE CALL METRICS**

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

## **12. LEGISLATIVE COMMUNICATIONS UPDATE**

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

## **13. STRATEGIC COMMUNICATIONS PLAN IMPLEMENTATION UPDATE**

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

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

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

## **14. COMMUNITY EVENTS UPDATE**

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

## **15. NEWSLETTER CONTENT PLANNING**

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

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

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

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

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

**16. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**

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

**17. SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**


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

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

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

  
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**Bill Shute, Committee Chairperson**

Attest:

  
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**Terese Quintanar, District Secretary**