

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
AUGUST 1, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on August 1, 2019 was called to order by Chairperson Johnson at 3:31 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Johnson, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton, Member Johnson, Member Stewart, Member Vernon(*Arrived at 3:37 p.m.*), Alternate Gray.

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

Absent: Member Shute

One member of the public was present.

4. **SEATING OF ALTERNATES**

Ms. Johnson noted Ms. Gray would be seated as an alternate.

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 (Limit 3 Minutes)**

There were no comments.

Discussion returned from Item #11.

Alexa Snow introduced herself as a representative of SDCWA.

Discussion returned to Item #12.

7. **COMMITTEE MEMBER COMMENTS**

There were no comments.

***8. APPROVAL OF MINUTES**

A. July 11, 2019

Motion:

To approve the minutes as written.

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

Vote: Motion passed (summary: Ayes = 3, Noes = 0, Abstain = 1).

Ayes: Member Hamilton, Member Johnson, Alternate Gray.

Abstain: Member Stewart.

Absent: Member Shute.

9. SUBCOMMITTEE UPDATE ON COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MISSION STATEMENT

This item was tabled until September.

10. DISCUSS GENERIC RESPONSE TO SOCIAL MEDIA POSTS

Ms. Gray mentioned the committee members may have comment on this item.

This item was tabled until the September committee meeting. Mr. Kennedy asked the committee members to come to the next meeting with comments and suggestions.

11. BROCHURE REVIEW

Ms. Gray referenced the brochure provided as a handout. She noted she would be working with Ms. Rubio on FAQ's for reading bills.

Ms. Johnson said she has read the draft brochure and found it to be professional and well done.

Mr. Hamilton stated he would review the brochure and provide his feedback to Ms. Gray. He suggested reordering the paragraphs under Consent Calendar.

Mr. Vernon joined the meeting at 3:37 p.m.

Mr. Stewart suggested moving "Consent Calendar" under "Addressing Board of Directors" as well as the subheading for "Citizen Participation" made very clear at the top of the middle panel and subtopic under that heading be items related to citizen participation. He added following the citizens participation with "Board Deliberations" with Board Members asking for public comment at its discretion.

Mr. Hamilton suggested there be a picture or symbol of water on the brochure. Mr. Kennedy recommended adding a water symbol as a watermark.

Ms. Johnson asked Ms. Gray to bring back a few different versions of the brochure to the September meeting.

Discussion returned to Item #6.

12. DISCUSSION AND POSSIBLE ACTION TO RECOMMEND BOARD APPROVAL OF LEGISLATIVE SUPPORT GUIDELINES

Mr. Kennedy noted this was a document prepared after gathering information from other local agencies with removal of any items not related to RMWD. He mentioned the general thought for this item was to establish guidelines for staff to reference in terms of replying to legislative matters in support or opposition per the Board of Director preferences.

Mr. Vernon suggested adding a Table of Contents to the document for easier reference. He also recommended recurrence review frequency.

Ms. Johnson recommended the guidelines be reviewed by the committee again at their August 2020 committee meeting.

Mr. Stewart asked Mr. Kennedy if he in any way felt hamstrung by this document in responding timely to any area of legislation that should arise. Mr. Kennedy stated he did not.

13. MEMORANDUM OF UNDERSTANDING WITH EASTERN MUNICIPAL WATER DISTRICT UPDATE

Mr. Kennedy stated the RMWD Board approved the Memorandum of Understanding (MOU) with Eastern Municipal Water District (EMWD) on July 23, 2019, Fallbrook Public Utility District (FPUD) approved the same on June 22, 2019, and EMWD will seek approval from their Board on August 7, 2019.

Mr. Kennedy explained RMWD and FPUD have been speaking internally as well as with EMWD and SDCWA on the matter of potentially deannexing from SDCWA as the wholesale water supplier and procure water from EMWD at essentially a cost savings. He talked about the steps taken to work through the feasibility studies as well as noted the MOU outlines the details and key components. He stated RMWD and FPUD will split the application costs for Riverside County to extend EMWD's service area to include RMWD's and FPUD's service areas which will allow San Diego LAFCO to process a separate application. He noted should San Diego LAFCO approve the separate application this matter would go to a vote of the RMWD and FPUD ratepayers for consideration. He said with voter approval, San Diego LAFCO would certify the action and the transfer would take place. He pointed out these processes would take approximately two years to complete.

Mr. Kennedy noted the importance of the MOU was to get all three district Boards to approve the matter prior to moving forward. He added, as always, the Indemnity Clause in the agreement states RMWD and FPUD will be responsible for any lawsuits arising from this matter. He said the main terms were accepted with some minor revisions to the indemnity clause. He stated once the EMWD Board of Directors ratify the agreement, it will be made a public document.

Mr. explained the terms of the agreement were put forward in open session at RMWD's July Board meeting and the agencies were looking forward to continued discussions at the SDCWA August Board meeting. He pointed out RMWD's legal counsel has reviewed the document. He mentioned SDCWA has indicated there was an exit fee for deannexing; however, this provision has not been found in statutes or administrative codes, nor has there been a mechanism provided for use in calculating an exit fee; therefore, SDCWA has been asked to provide this information for discussion purposes.

Mr. Vernon asked about the communication plan for getting information out to the ratepayers prior to the vote taking place. Mr. Kennedy confirmed information will be made available. Discussion ensued.

Mr. Kennedy stated it would be less expensive to have this matter on the November 2020 ballot as well as a mail ballot would be more cost effective than a special election. He said the first thing was to look into whether if this deannexing was legal, work with SDCWA to make sure FPUD and RMWD remain in compliance with their statutes, following by going to LAFCO for a decision. He explained some of the communications to the public that will be implemented.

Ms. Johnson noted this will be an ongoing communication to be shared with this committee.

14. WEBSITE ANALYTICS REVIEW

Mr. Kennedy referenced the analytics report handed out as he reviewed the information provided with the committee members. Ms. Johnson asked for Mr. Kennedy's overall observations. Ms. Gray pointed out this report includes both internal and external hits to the website.

It was confirmed the information provided was sufficient.

15. DISCUSSION REGARDING PROPOSED "THE BETTER WAY" FORM

Ms. Gray referenced the draft form provided as a handout. She asked the committee to provide any feedback.

Ms. Johnson asked if it was available to provide the information in Spanish as well. Discussion ensued regarding providing materials in Spanish. She requested an agenda item to discuss methods for addressing different languages and other communication differences throughout the RMWD community. She suggested conducting some collaboration with some of the other local water agencies in terms of whether they address these matters if there is in fact a need and come back to the committee with an update.

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
- G.** Monthly Newsletter Review

Ms. Gray noted the Core Values were now printed on the Communications and Customer Service Committee meeting agendas. She mentioned Ms. Johnson wanted to use these as guidelines to ensure the committee remains in alignment with the District's core values.

Ms. Gray referenced the Strategic Plan handouts noting they are updated annually and included in the District's budget. Ms. Johnson asked if it were possible to have representation from each of the three standing committees for a one-time meeting to look at the objectives. Mr. Kennedy stated he would like to seek Board direction before proceeding. He noted it may be best to conduct a full committee review until there is more certainty with the deannexing from SDCWA matter. Mr. Kennedy offered to have something slotted for scheduling for Board consideration.

Ms. Johnson agreed to allow the committee members to review the Strategic Plan handouts and come back to the September meeting with input.

Ms. Gray noted input on the August newsletter would be timely for this month. Ms. Johnson suggested any additional input be provided to Ms. Gray no later than August 6, 2019.

Discussion ensued regarding the Flume program results.

17. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES AND PUBLICATIONS

A. Approach to Posting Corrections to Media Stories

Ms. Washburn pointed out Item #17A was a carry over item from the last committee meeting. Mr. Hamilton explained this was related if a media story has inaccuracy, how does RMWD respond appropriately to correct the information. Mr. Kennedy stated he contacts the reporter directly as well as write a letter of correction. He said if there is an online commentary, a correction would be noted.

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

It was noted the subcommittee update on the committee mission statement, brochure review, response to social media posts, input from Customer Service Department regarding communicating access for the equity of the community after gathering data from other agencies, a review of the vision and mission of the committee, a report on the new billing system transition including customer impact, evaluation of an article in the newsletter related to the new billing system including the customer benefits in approximately six months, and review of the updated "The Better Way" form. It was also noted the Memorandum of Understanding with Eastern Municipal Water District will be a recurring agenda item.

Discussion regarding customer service reports in terms of how many calls received, walk-ins, encounters with public, etc. Mr. Vernon stated if something is not measured, it cannot be managed; therefore, determining the starting point would be the first step. Discussion ensued. Ms. Johnson recommending an item to focus on Strategic Plan Objectives Item #5C - developing a system for documenting all customer contacts.

19. ADJOURNMENT

The meeting was adjourned by Chair Johnson.

The meeting adjourned at 4:56 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary