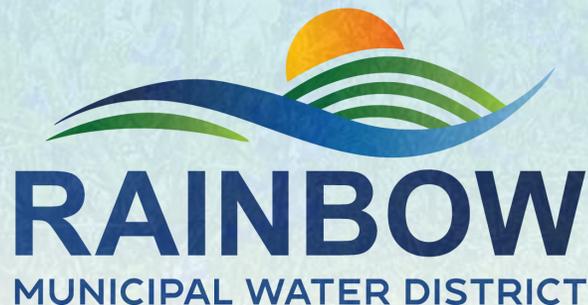


Communications & Customer Service

COMMITTEE MEETING

May 20, 2025



Agenda

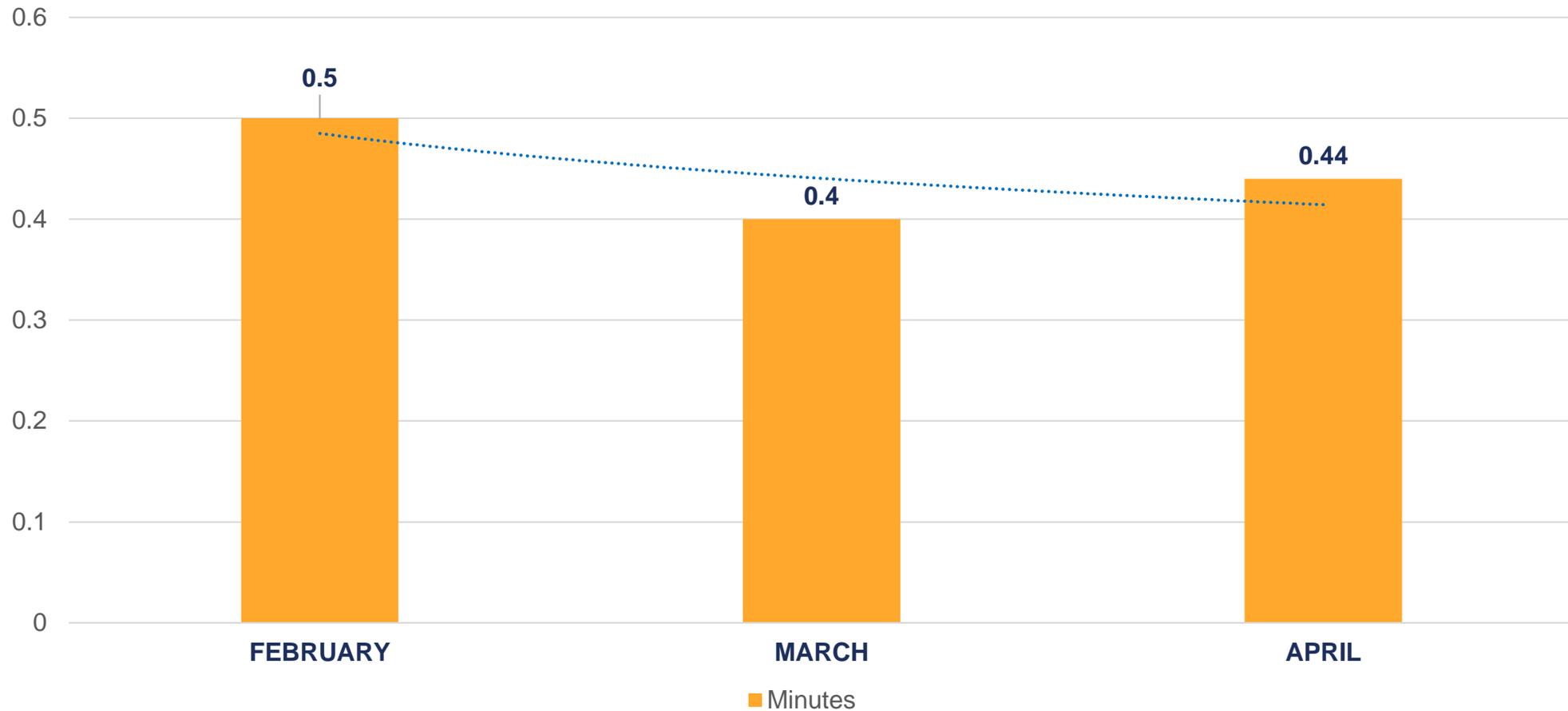
- Approval of Minutes
- General Manager Comments
- Committee Member Comments

Quarterly Customer Service

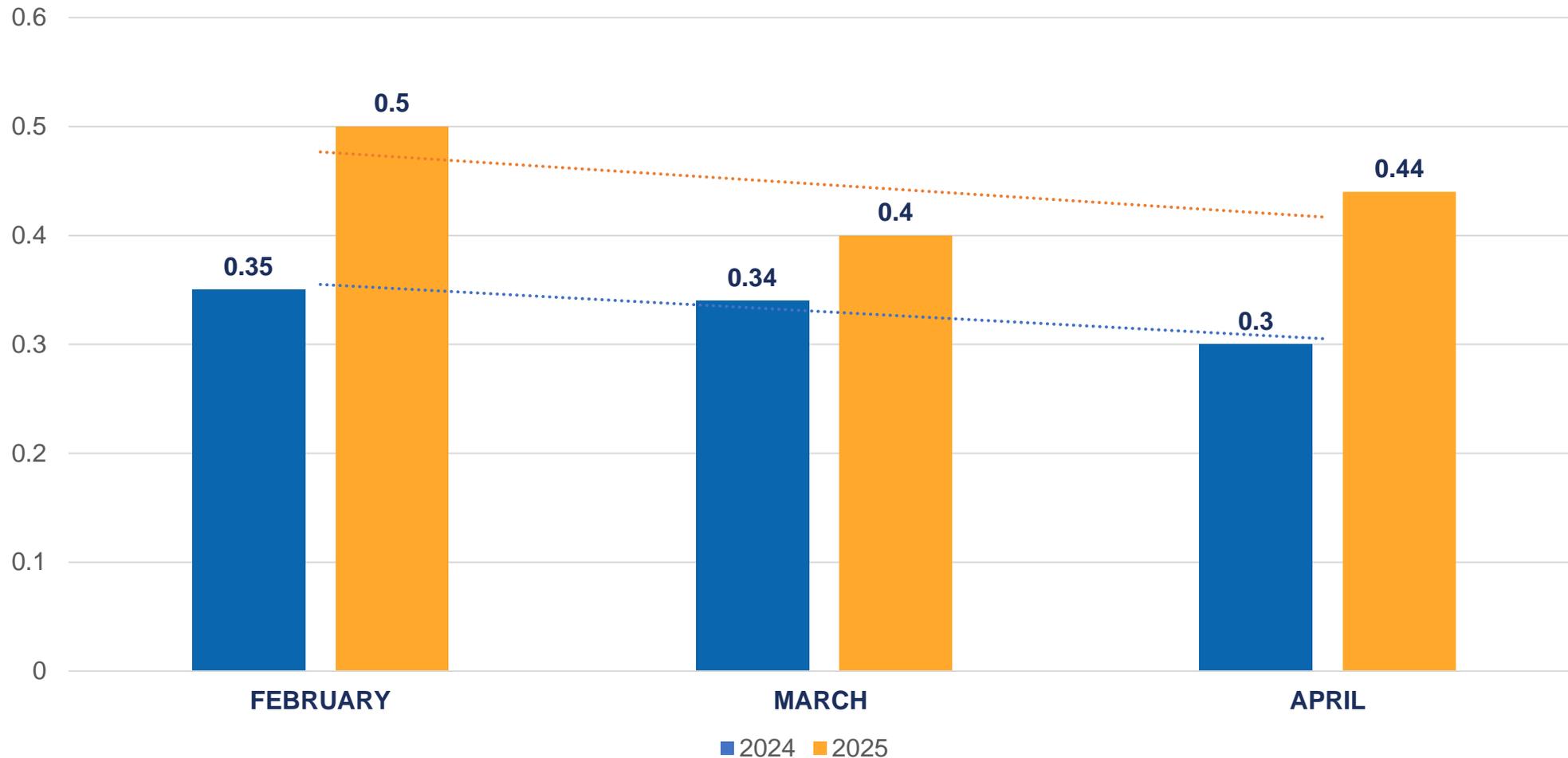
Call Metrics



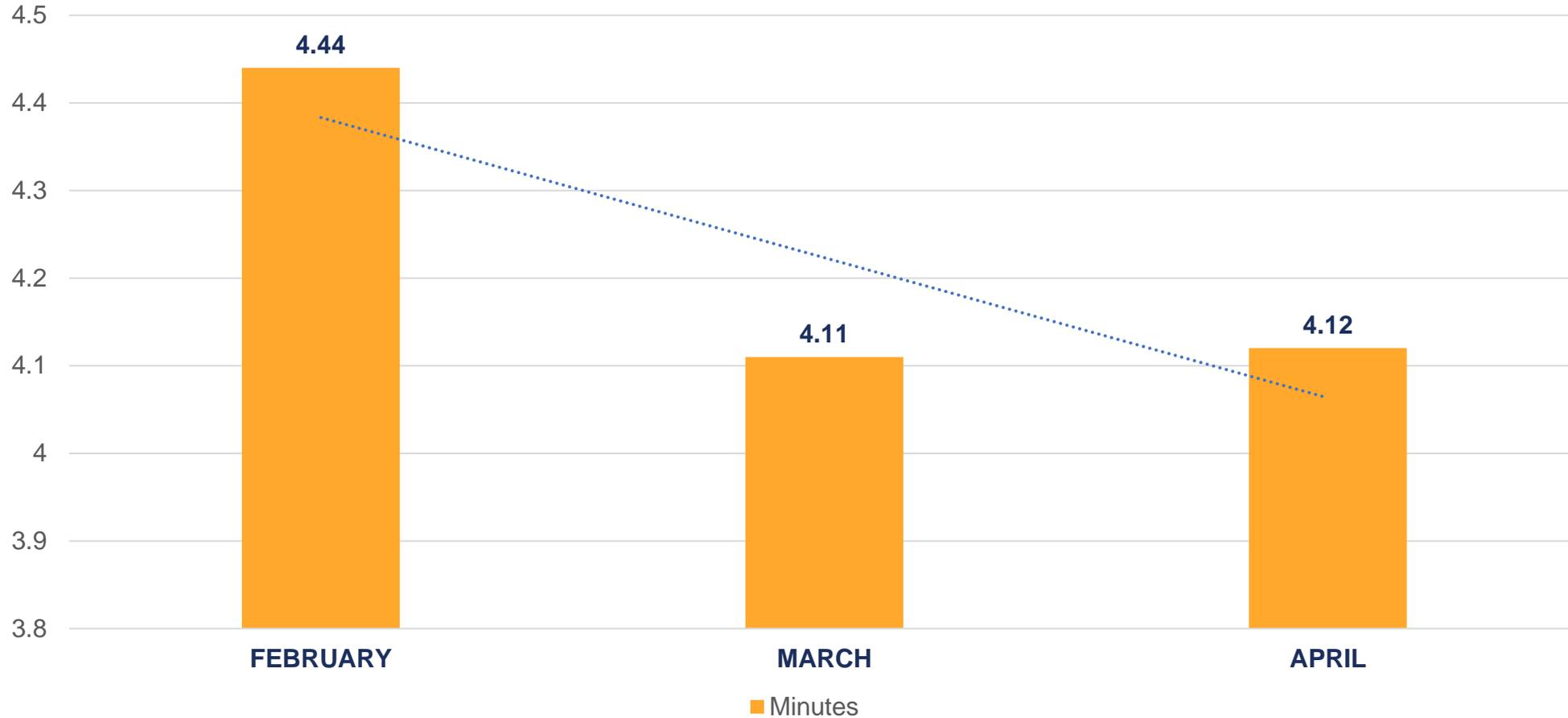
Average Hold Time: February – April



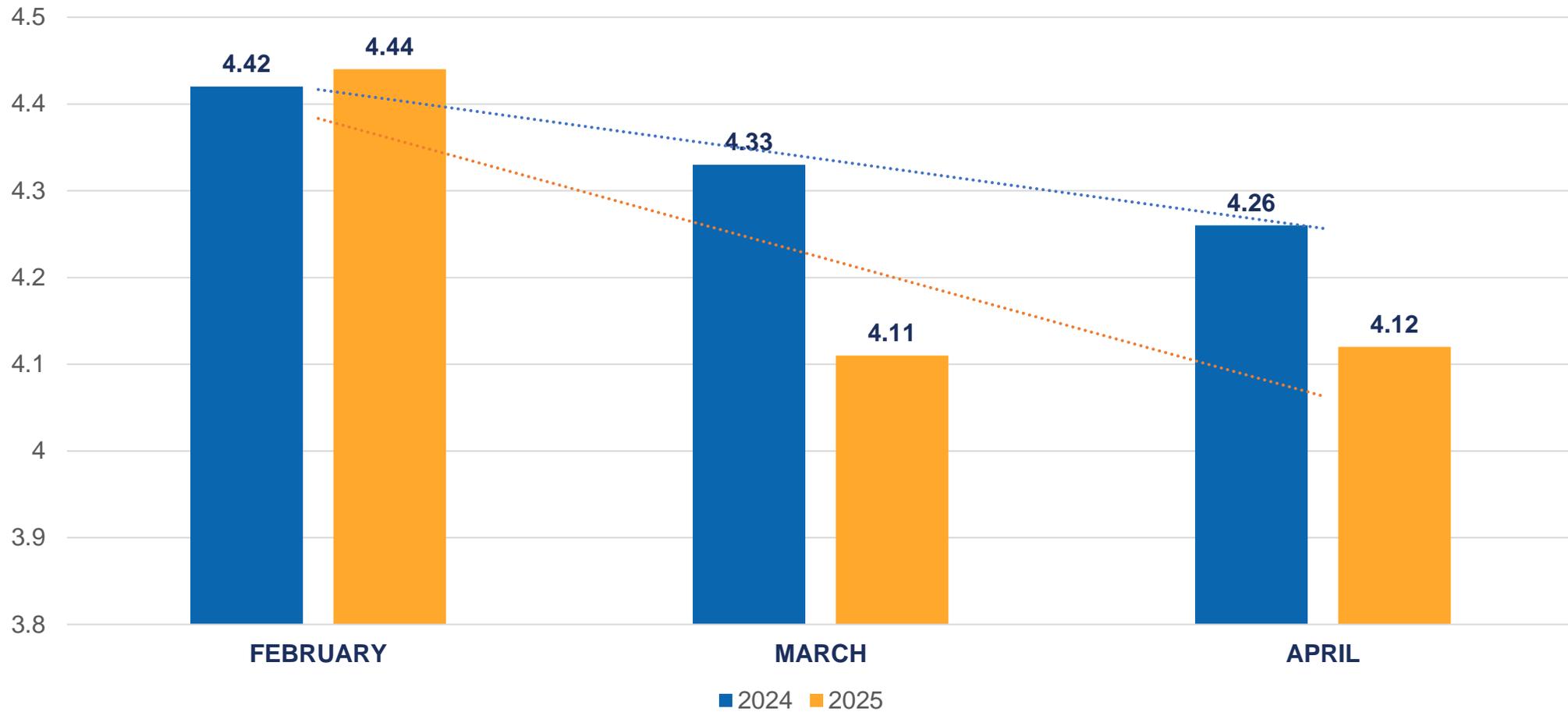
Average Hold Time: 2024 vs 2025



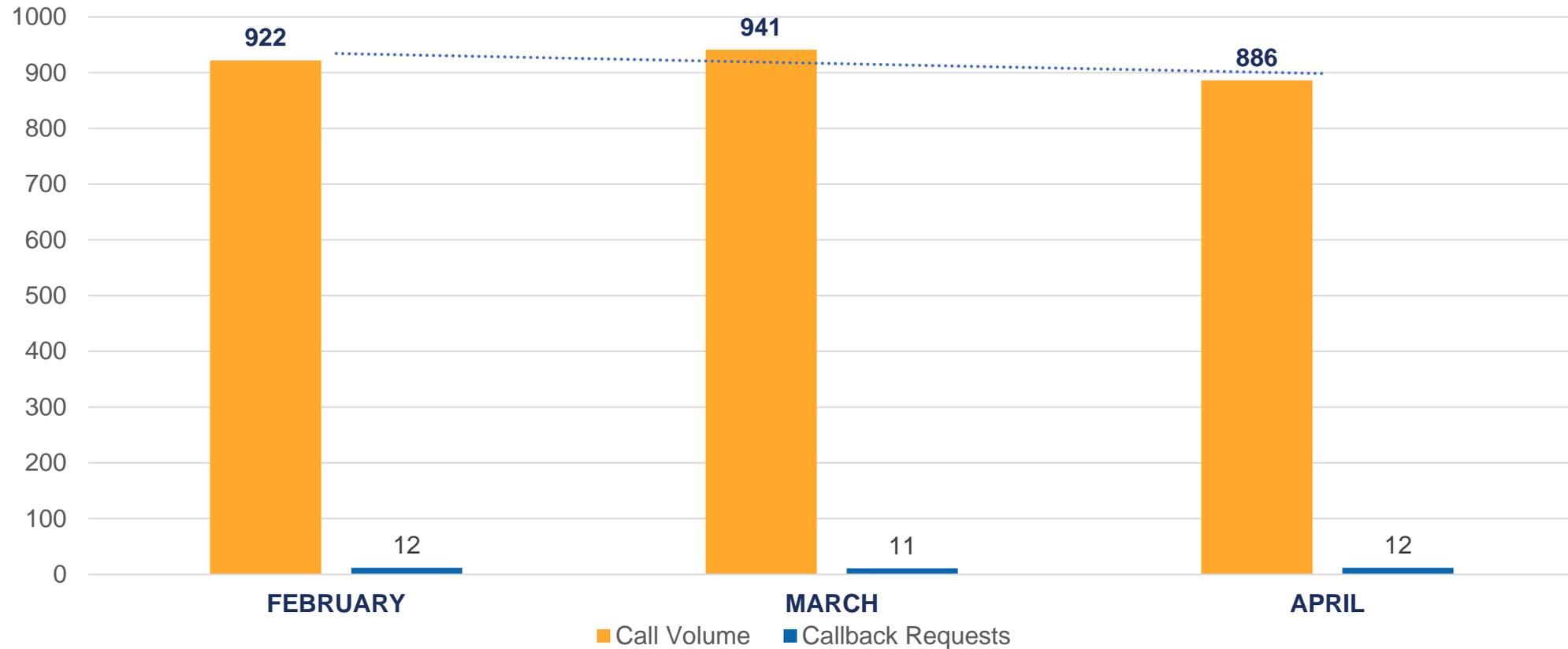
Average Talk Time: February - April



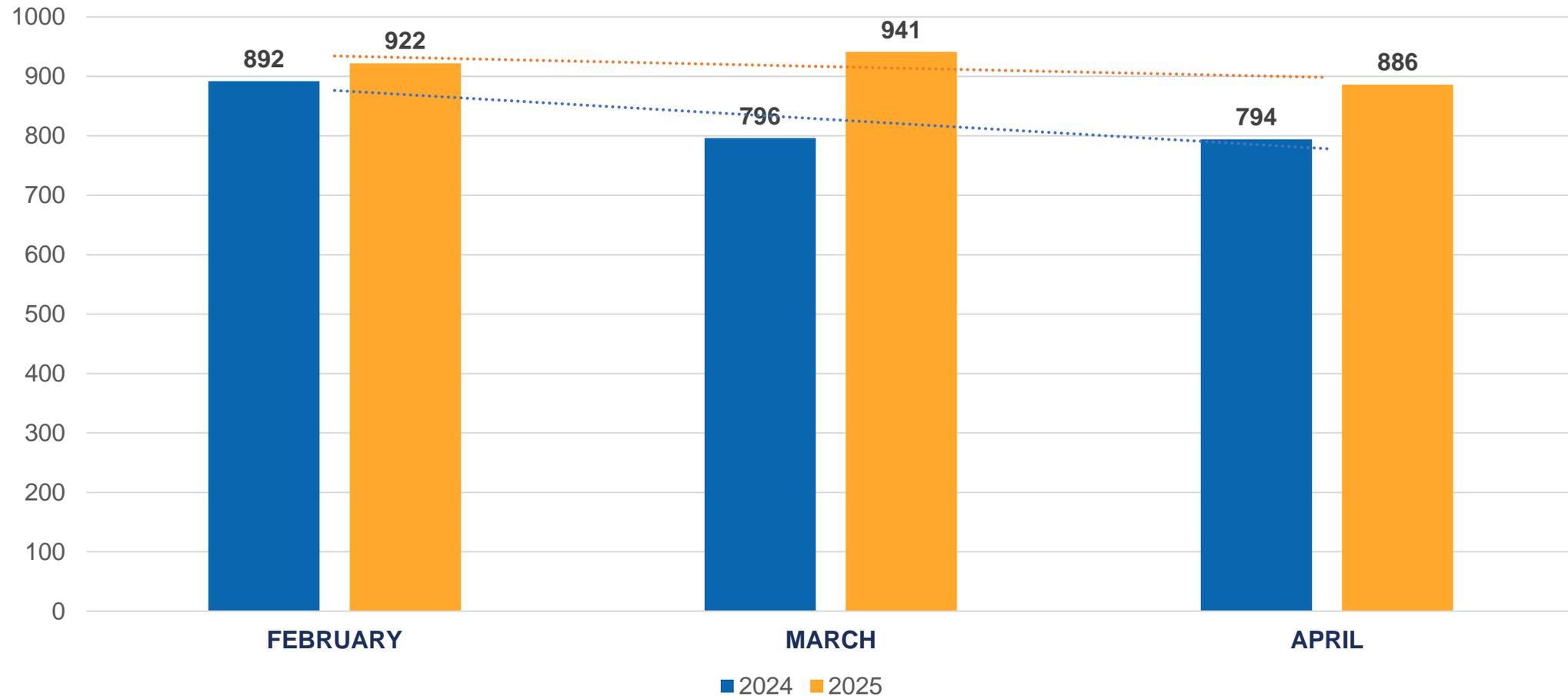
Average Talk Time: 2024 vs 2025



Monthly Calls: February – April

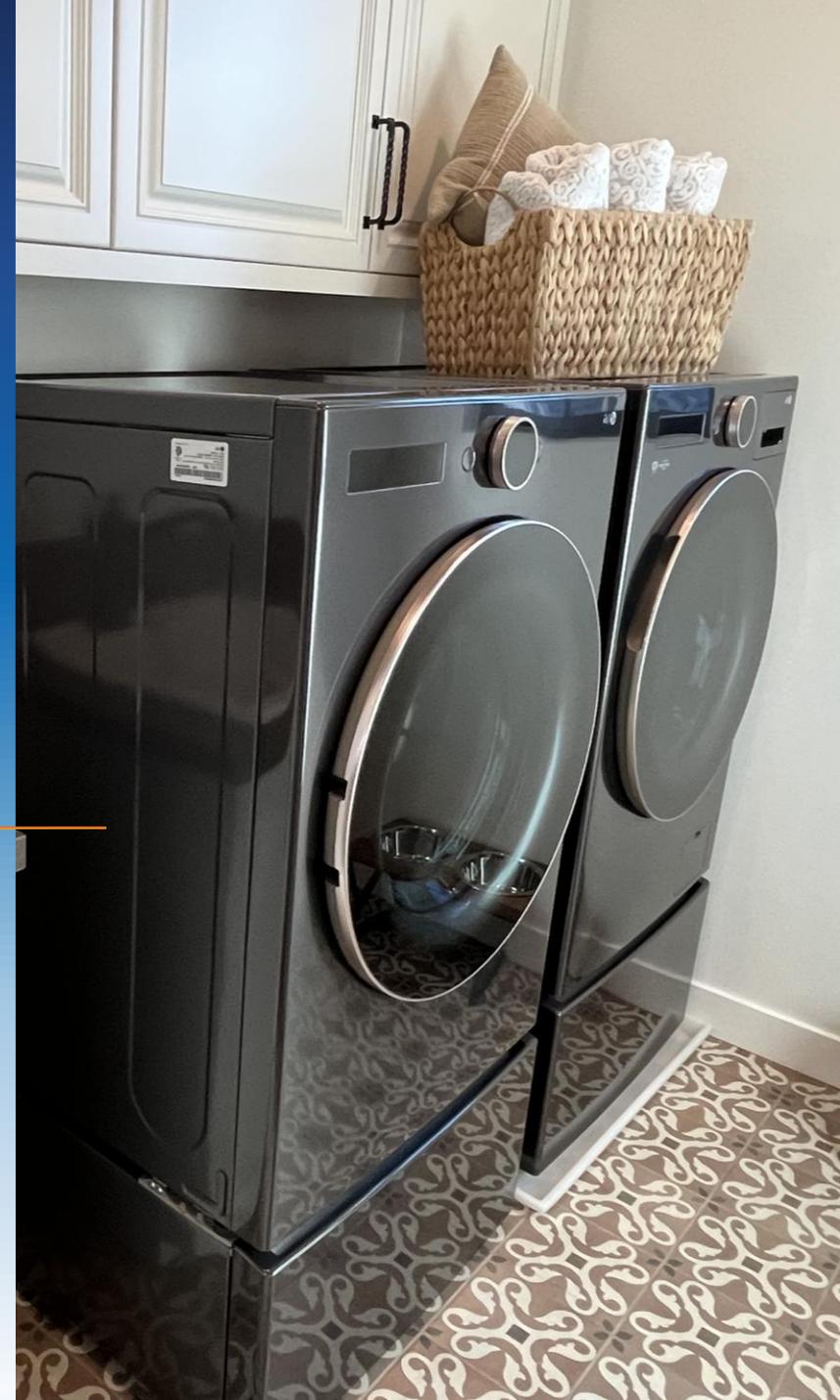


Monthly Calls: February – April



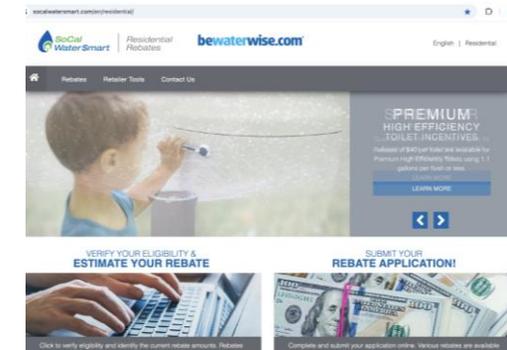
Water Use Efficiency

Rebates Update



Residential Rebates

SoCal Water\$mart is a rebate program provided by Metropolitan Water District and administered by EGIA.



All 26 member agencies participate in the rebate programs

Rebate estimates and submissions are available on SoCal Water\$mart's website

The interactive website features a variety of water saving rebates, list of qualified products and landscape contractors.

Outdoor Residential Rebates



Sprinkler Nozzles

\$2/Nozzle
Min 30 nozzles

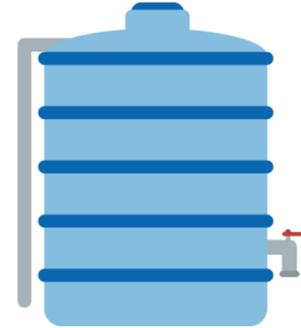
Irrigation Controllers

\$80/controller, \$35/station
Weather-based systems



Turf Replacement

\$5/Sq Ft . Min 30 nozzles
Replace lawn with native
or drought resistant plants
Tree Incentive Add on
\$100/Tree
Maximum 5 trees



Rain Barrels

\$35 - \$350 rebate based
on size of container.
Max 1 container, 2 small
Collect rainwater to reuse
for landscaping

Indoor Residential Rebates



Toilet Replacement

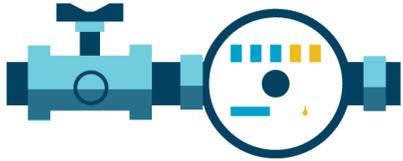
Rebates start at \$40
Premium high efficiency toilet
using 1.1 gallons/flush



Clothes Washers

Rebates start at \$85
Meet CEE Tier 1 Standard
Saves 14 gallons/day

Flow Monitor Devices



Met's Flow Devices

\$100 rebate, price range \$500 up to \$1,400. Five flow monitoring devices: Phyn Plus, Moen Flo, Streamlabs Monitor and Control with remote shutoff.



Flume

\$49 Customer Amount after instant rebate. Retail for \$249
Monitors water inside and outside home with wifi connection up to 1,000 feet

Jan 1-Dec 31 2024

130 devices purchase
75 installed
1 returned due to
compatibility issues

Since Jan 1, 2025

26 devices purchased
16 installed

**Less than 130 devices remain
on Rainbow Water's contract**
\$49 is lowest available rate for
customers in So Cal

Community Events

Spring Update



Communications & Customer Service Meeting | May 2025



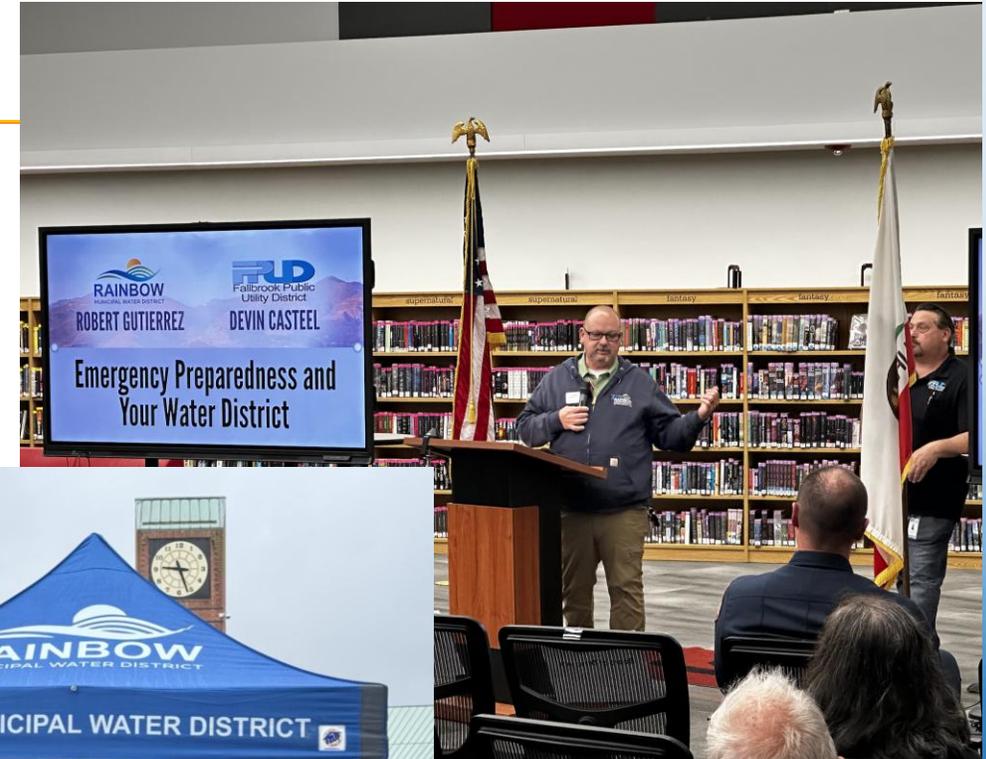
2025 Spring Events Recap



Wildfire Symposium Fallbrook HS Library Saturday, May 3

Guest speakers explained efforts to prepare for an emergency event, know your exit routes, sign up for emergency alerts and protect your neighborhood

- Joint community event with NCFPD, Cal Fire, SD County Fire, SD Sheriffs Dept, Fallbrook Regional Health District, FPUD
- Staff engaged with community members to answer questions and hand out materials at a booth



2025 Spring Events Recap



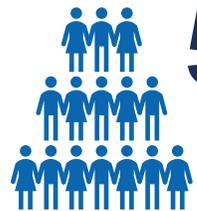
School Field Trips

San Luis Rey Wastewater Plant

Wednesday, May 7: Sullivan Middle School

Wednesday, May 21: Bonsall High School

- The plant operator took students on an information tour of the plant, explained the treatment process, pure water and importance of keeping pipes clean
- Joint community event City of Oceanside's Water Use Efficiency & Water Utility Departments



50 Total Students

6 Staff Members



2025 Events



Summer Blood Drive Partnership with San Diego Blood Bank Thursday, June 19 9 a.m. – 2:30 p.m.

- Event to be staged in Rainbow Water parking lot
- All donors will receive a free SD Padres t-shirt
- Appointment sign up available on website
- Promotional efforts in place including flyers, press release and event calendar postings

Summer Blood Drive

Thurs, June 19, 2025
9:00 a.m. - 2:30 p.m.

Rainbow Water District Parking Lot
3707 Old Highway 395, Fallbrook, CA 92028

Save Lives in Our Community with a Blood Donation

- One blood donation can help save up to three lives
- All San Diego Blood Bank donations go to local hospitals in Southern California

All donors receive a San Diego Padres Blood Drive T-Shirt!

PRESENTED BY:

Reserve Your Spot

Schedule your appointment and learn about donor information SCAN FOR INFO

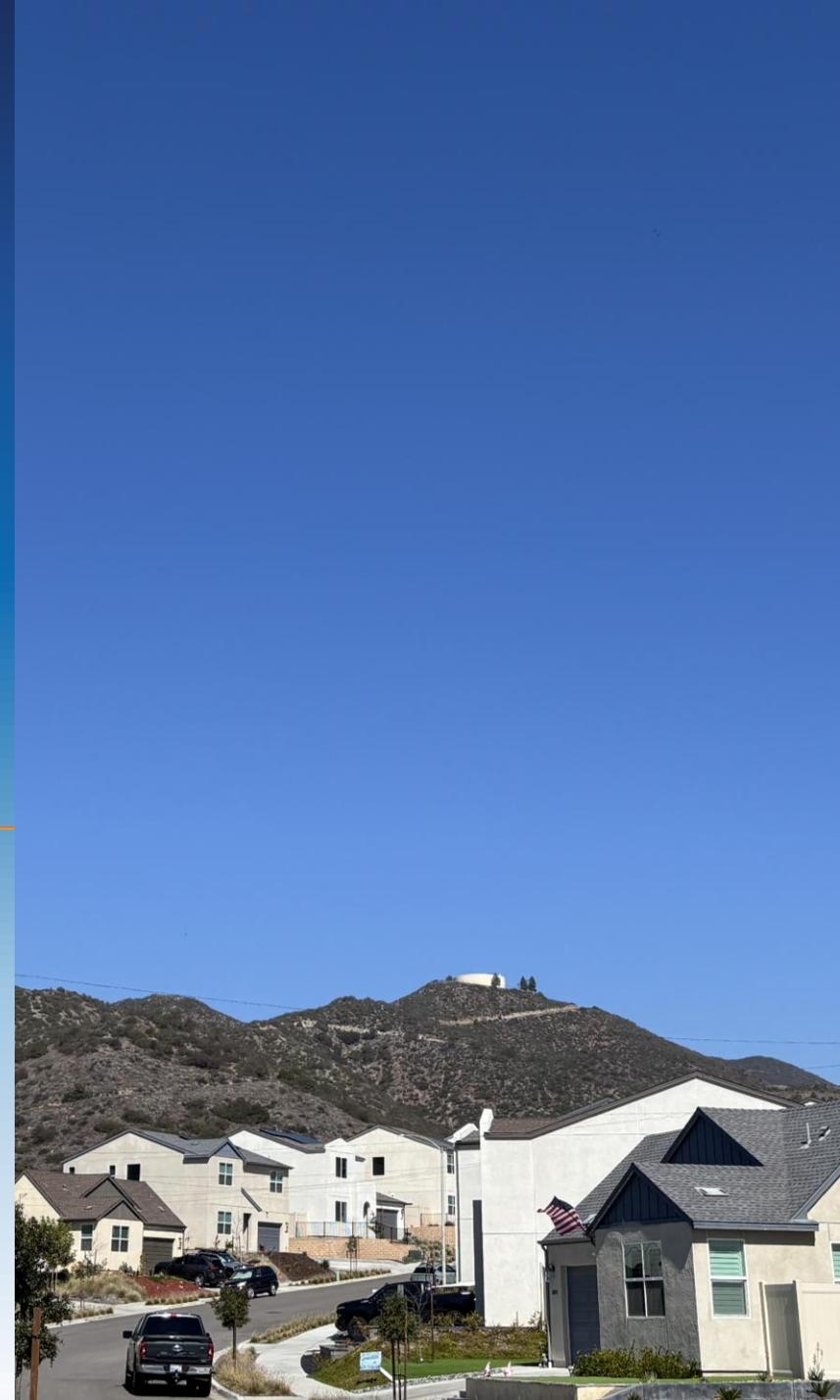
rainbowmwd.ca.gov/summer-blood-drive

Newsletter Content Planning

May – July 2025



Communications & Customer Service Meeting | May 2025



Newsletter Review

May 2025

- May is Water Awareness Month
 - Safe & reliable water supply – Keeping rates steady for 2025 due to detachment
 - Water use efficiency programs
 - Free virtual landscape workshops from Met
- Construction Notice: Pipeline 4
 - SCWA Emergency Maintenance: preparation plan and how customers can help reduce water waste
- National Infrastructure Week
 - Spotlight on Division 1 PS, importance to detachment and reliability for water supply
- Summer Blood Drive
 - San Diego Blood Bank mobile blood drive on Thurs, June 17 in Rainbow Water parking lot
- WUE Rebate Programs
 - List of programs for clothes washers, toilets, irrigation systems and Flume



Rancho Amigos Pump Station

National Infrastructure Week Spotlight on Division 1 Pump Stations

Infrastructure Week takes place May 12-16, to highlight the importance of infrastructure across the nation. Rainbow Water is proud to celebrate Infrastructure Week with flight, transportation and water.



Water Use Efficiency Rebate Programs

High-Efficiency Clothes Washers

Did you know almost 15% of water used inside the home goes to laundry? Save up to 14 gallons of water per day with purchase of a new washing machine. Less energy is used to heat warm cycle washes and lowers energy use. Find a list of qualified models and rebate information at: tinyurl.com/ysk6t9u



Premium High-Efficiency Toilets

Flushing a toilet uses the amount of water used the home, but less is needed than the toilet holds. Install premium high-efficiency to reduce water waste 7% less water and same amount of waste. Water savings high-efficiency toilet can save up to \$800 average water bill over a lifetime of the toilet. Find a list of qualified products and your rebate at: tinyurl.com/2zxc9pk



Smart Irrigation Controllers

A new smart irrigation controller automatically adjust the schedule and adjust usage as weather conditions change. through an inventory of qualified on controller products. rebates starting per controller and per water station. tinyurl.com/33z4me5b



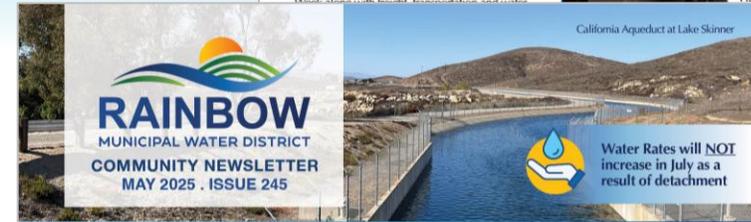
Water Monitor

Real time alerts for household leaks with a smart home water monitor device. 70% of customers who have had a leak within the first 30 days of device installation. Rainbow Water rebates receive an exclusive rebate to lower retail price \$249 to only \$49. see a device at water.com/rainbow



Started: Read about SoCal WaterSmart and guidelines and estimate your rebate at watermart.com/en/residential/#

37 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.
[INBOWMWD.CA.GOV](https://www.inbowmwd.ca.gov)



May is Water Awareness Month

Rainbow Water is celebrating Water Awareness month in May to highlight the vital role water plays in our lives and ways to protect our most important natural resource. Water maintains the local ecosystem to allow the community and nation to thrive in every industry from agriculture to technology.

Safe and Reliable Water Supply

For more than 70 years, Rainbow Water has delivered safe and reliable water to the community from 100% importation of the water supply through the State Water Project and Colorado River Aqueduct. Before water reaches the taps of over 9,000 customers in Rainbow Water's service area, it travels across 500 miles of pipelines. Water moves through Aqueduct connections from Northern California to be treated at the Robert H. Skinner Treatment Plant in Temecula and delivered to northern San Diego County. Rainbow Water staff regularly check the imported water supply to ensure the quality is maintained before it is delivered to residences and businesses in the service area.

The cost for the transportation, treatment and storage of water are part of the Rainbow Water's monthly fixed fees billed to customers. These shared costs play a key role to maintain and deliver water to customers across the 82 square mile service area. In addition, the wholesale water purchase costs were reduced with the switch to new water wholesaler, Eastern Municipal Water District (EMWD). The change in water wholesaler has allowed Rainbow Water to **keep rates steady** and there **will not be an increase in water rates** when the new fiscal year begins in July 2025.

Water Use Efficiency Programs

Rainbow Water coordinates with water wholesaler EMWD to sustain the service area's water supply through water use efficiency programs to ensure the water supply for future generations. The programs are a collaboration with Metropolitan Water District, a regional water wholesaler and cooperative of 26 member agencies including EMWD. Metropolitan's SoCal WaterSmart residential rebates offer a variety of water best practice programs for customers to reduce water waste through upgrades to everyday appliances and yard irrigation. Read the next page for a list of current residential rebates.

Landscape workshops for in-person and virtual learning are available through Metropolitan's partnership with Green Gardens Group. The monthly workshops are free to Rainbow Water customers and advanced registration is required. A range of workshops are available for garden design, turf replacement and drip irrigation. Scan the code below to find the workshop that best fits your need.



Explore Metropolitan's free virtual and in-person landscape workshops at: rainbowmwd.ca.gov/landscape-workshops

Construction Notice Emergency Pipeline Maintenance from SDCWA

Next month, the San Diego County Water Authority (SDCWA) will perform a 21-day emergency pipeline repair to their regional Pipeline 4, in an area South of Highway 76 at Dulin Road. To facilitate the construction, Metropolitan Water District's Aqueduct 2 will be shutdown. The major service connection delivers treated water from Lake Skinner Treatment Plant to southwest Riverside County and northern San Diego County, and the shutdown will impact several retail water agencies including Rainbow Water.

Rainbow Water will make internal adjustments to deliver water from other Metropolitan connections during construction and **the shutdown is not anticipated to impact delivery of water for our customers**. The recent completion of new pump stations in the southern region of the district's service area will allow for greater water supply reliability during emergency events.

Project Schedule Start: June 1 **End:** June 21

How Rainbow Water is Preparing

- Reservoirs and storage tanks are being pre-filled throughout the service area before the shutdown.
- The Board approved an interconnection agreement with Fallbrook Public Utility District to share water supply should the area see peak demands during this shutdown.

What You Can Do to Prepare

- As summer approaches and the heat increases, this is an ideal time for customers to practice water efficiency and reduce water waste. You can help by:
- Being diligent about all water use during the shutdown period, eliminating all wasteful use.
 - Updating irrigation systems to water in the early morning or evening to reduce water evaporation and water only as needed.
 - Hold off on discretionary water use (filling pools) until after June 21.

For questions about the shutdown:
Call SDCWA at (877) 682-9283, ext. 7009
or email CIPlan@sdcwa.org

Newsletter Planning

June

- **Water Quality Update**
 - What's in my water? 2024 CCR Report
 - Fluoride and plastics info from Met
 - Where does my water come from? Virtual tour of SWP and Colorado River Aqueduct
- **Emergency Prep Tips**
 - Recap info from Wildfire Symposium
 - Pet and Animal Disaster Evac Info
 - Clearing brush around property, evac plan and emergency contact info updated
- **Educational Programs**
 - Thank you to students who volunteered at the Avocado Festival. Student Volunteer program overview.
 - Highlights from BUSD's San Luis Rey Wastewater Plant field trips and thank you to City of Oceanside.
 - Partnership with BUSD and photo from Bonsall Forward Event honoring graduating seniors

July

- **Keep Your Wastewater System Clean**
 - Don't rush to flush, items that cause backups
 - Proper disposal of FOGs, food waste and Rx
 - Video link of what happens after you flush
- **2025 Poster Contest Winners**
 - Photos of winners and artwork
- **Bill Payment Options**
 - Pay your bill online, enroll in auto bill pay, in person at the office, and at US Bank
- **We Want Your Feedback**
 - Take the Customer Service Survey Online or at the office. Visit the office to receive your complimentary water bottle & dog water bowl.

Public Communications

& Related Media Stories



Village News

April 17

NCFPD hosts Wildfire Preparedness Symposium

Bonsall Unified hosts job fair to connect with employers

May 7, 2025

NCFPD Wildfire Symposium

NCFPD hosts Wildfire Preparedness Symposium

FALLBROOK – The North County Fire Protection District will be hosting a Wildfire Preparedness Symposium on May 7, 2025.

- Emergency Services
- Fallbrook Regional Healthcare District
- San Diego Sheriff's Department

neighborhood emergency plans, and understanding the community resources available before, during, and after a wildfire event.

Given the devastation caused by recent fires in Los Angeles and other regions, this event will serve as a vital opportunity for residents to ask questions, learn about the wildfire process, and understand the necessary steps to protect themselves and their property.

Don't miss this opportunity to be better prepared for the next wildfire season, preparing the community before, during, and after a wildfire event.

Together, everyone can build a stronger, safer community.

For more information, contact NCFPD at events@ncfire.org.

Submitted by North County Fire Protection District.

Bonsall Unified hosts job fair to connect community with employers

BONSTALL – On Saturday, March 29, the Bonsall Unified School District hosted a well-attended job fair at the Bonsall Community Center, bringing together job seekers and employers from across the region.

The event was the brainchild of Leonor Rodriguez, BUSD's Community Liaison and a Bonsall resident, who was inspired by the parents attending the parenting workshops she conducts for the district.

"I provide workshops to help parents reach their personal and professional goals—from resume writing and interview skills to workplace etiquette," Rodriguez said. "After working with so many motivated parents, hosting a job fair just felt like the natural next step."

As the lead of the district's Community Engagement Initiative (CEI—a program funded by a state grant—Rodriguez and her team invited over 35 local employers. Seventeen participated, including BUSD, which is actively recruiting paraprofessionals, education specialists, speech and language pathologists, and teachers for the upcoming school year.

"Bonsall is one of the few growing school districts in the

county," said Meghann Cate of BUSD's Human Resources Department. "While other districts are facing reductions in force, we are expanding. It was great to see such strong interest in what we have to offer—not just from job seekers, but from the employers in attendance."

Other organizations present included Rainbow Water District, North County Fire, CHP, Rawhide Ranch, Mellano Farms, Kindness Janitorial Services, Goodwill San Diego, SDG&E, and more.

Bonsall High School students also took part—dressed professionally, resumes in hand, and eager to explore seasonal work opportunities and begin planning their futures.

In addition to Rodriguez, CEI team members Krystal Diaz (paraprofessional) and Lalana Bolton (BHS student volunteer) supported the event.

The overwhelmingly positive feedback from both employers and attendees has inspired the CEI team to begin planning future job fairs, with the goal of hosting them every six months. For more details, visit www.bonsallusd.com.

Submitted by Bonsall Unified School District.

[top] Bonsall High School student Brady Cornish hears information from a local grover.

[middle] Meghann Cate answers questions about working for BUSD.

[bottom] The first annual Bonsall Job Fair brings together local residents and area employers.

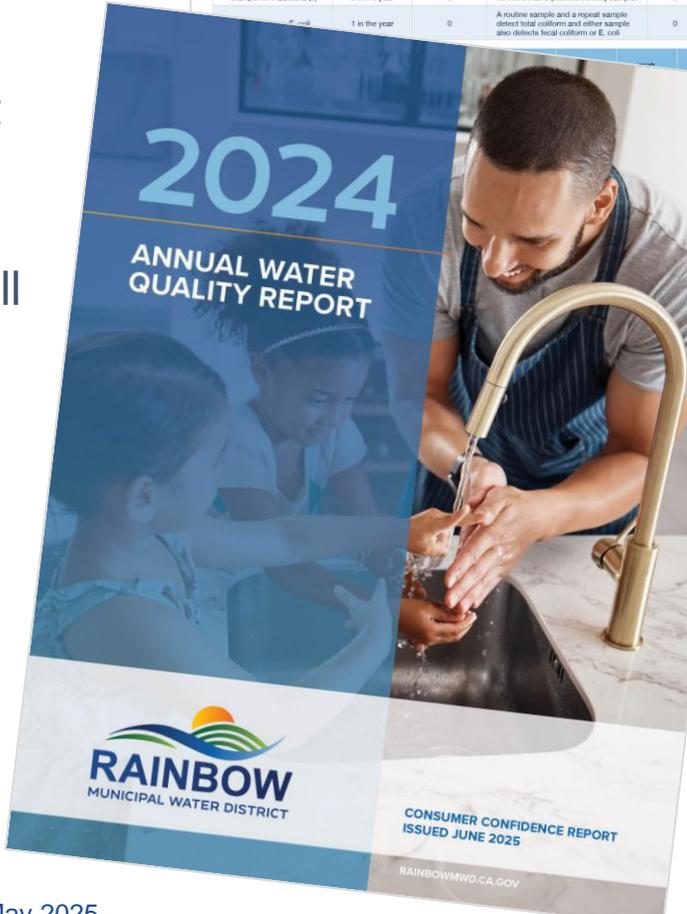
Village News, BUSD photos



New Print Collateral

2024 Consumer Confidence Report

- Designed the 2024 CCR report with Operations team and submitted to state for review.
- English and Spanish reports will be posted to the website.



2024
ANNUAL WATER QUALITY REPORT

RAINBOW
MUNICIPAL WATER DISTRICT

CONSUMER CONFIDENCE REPORT
ISSUED JUNE 2025

RAINBOWMWD.CA.GOV

Consumer Confidence Report Primary Standards — Mandatory Health-Related Standards

Microbiological Contaminants	Highest No. of Detections	No. of Months in Violation	MCL	MCLG	Typical Source of Bacteria
MICROBIOLOGICAL					
Total Coliform Bacteria (t)	2 in the year	0	No more than 2 positive monthly samples	0	Naturally present in the environment
Coliform Bacteria (c)	1 in the year	0	A routine sample and a repeat sample detect total coliform and either sample also detects fecal coliform or E. coli	0	Human and animal fecal waste

Parameter (a)	Average	Range	MCL (MRDL)	MCLG (MRDLG)	Major Sources in Drinking Water
DETECTION OF CONTAMINANTS WITH A PRIMARY STANDARD					
Halocetic Acids (HAA5) (ppb)	15	ND-15	60	NA	By-product of drinking water chlorination
THM (ppb) [Total trihalomethanes]	57	11-72	80	NA	By-product of drinking water chlorination
Total Chlorine Residual (ppm)	1.91	0.4-3.0	[4]	[4]	Drinking water disinfectant added for treatment

Parameter (a)	Average	Range	MCL (MRDL)	MCLG (MRDLG)	Major Sources in Drinking Water			
RADIONUCLIDE (pCi/L)								
Gross Alpha Particle Activity (pCi/L)	ND	ND-1	ND	ND	15 (b)	Erosion of natural deposits		
Gross Beta Particle Activity (pCi/L)	ND	ND-8	5	4.8-5.1	ND	50 (b)	Decay of natural and man-made deposits	
Uranium (pCi/L)	2	ND-3	ND	ND	ND	20	0.43	Erosion of natural deposits

SECONDARY STANDARDS - AESTHETICS STANDARDS								
Parameter (a)	Average	Range	MCL (MRDL)	MCLG (MRDLG)	Major Sources in Drinking Water			
Aluminum (ppb)	74	ND-160	0.05	ND-0.16	ND	200	600	Natural deposits erosion; residue from water treatment process
Chloride (ppm)	96	92-100	100	100	80	48-110	500	NA
Color (pcu)	2	1-2	ND	ND-1	ND	ND	15	NA
Iron (ppm)	ND	ND	ND	ND	ND	ND	300	ND
Odor Threshold (TOA)	1	1	ND	ND	ND	ND	3	ND
Specific Conductance (uS/cm)	910	903-917	Single Sample 807	152-217	430.8	242.3-351.4	1,800	NA
Sulfate (ppm)	199	195-203	191	ND-191	14.8	12-17	500	NA
Total Dissolved Solids (TDS) (ppm)	566	560-572	545	474-614	240	149-311	1,000	NA

ADDITIONAL PARAMETERS								
Parameter (a)	Average	Range	MCL (MRDL)	MCLG (MRDLG)	Major Sources in Drinking Water			
Hardness (ppm)	242	242-243	Single Sample	NA	65.1	65.4-75.2	NA	NA
Sodium (ppm)	93	91-95	99	NA	57.0	54.6-61.5	NA	NA
Boron (ppb)	130	130	Single Sample 143	NA	0.65	0.44-0.92	NA	NL-1

NTU: Nephelometric Turbidity Units: A measure of the cloudiness of the water.

pCi/L: PicoCuries per liter: A measure of radioactivity.

PMG: Public Health Goal: The level of contaminant in drinking water below which there is no known or expected risk to health. PMGs are set by the California Environmental Agency.

PDWS: Primary Drinking Water Standard: MCLs and MCLGs for contaminants that affect health along with their monitoring and reporting requirements, and water treatment requirements.

TDS: Threshold odor number.

TS: Treatment Technique: A required process intended to reduce the level of a contaminant in drinking water.

Uranium: Microsievert per container is a measure of a substance's ability to convey electricity.

uS/cm: Microsiemens per centimeter.

ppb: Micrograms per liter (ug/L) or parts per billion (ppb). 1 part per billion is 1 drop in 10,000 gallons.

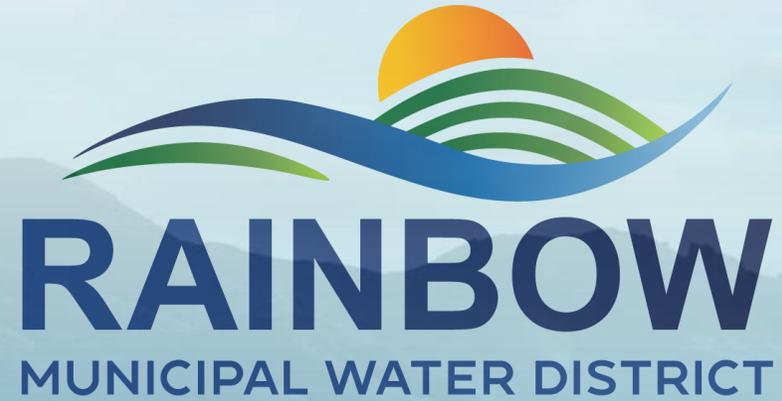
ppm: Data shown are annual averages and ranges.

(b) Total coliform MCLs for a water system collecting fewer than 40 samples per month, no more than 1 of the monthly samples may be total coliform positive.

(c): Calculated from the locational running annual average of quarterly samples.

(d): The federal and state requirements for exceeding the action levels may include installing corrosion control treatment, collecting water quality parameter samples, or replacing lead service lines.

(e): The turbidity performance standards regulated by a treatment technique shall be less than or equal to 0.3 NTU in 95% of the measurements at Silver WTP and less than or equal to 0.1 NTU in 95% of the measurements at the CDP and TONWHT. Turbidity is the measure of the cloudiness of the water and is an indicator of treatment performance.



Agenda Items for the Next Meeting