

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
NOVEMBER 2, 2023**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on November 2, 2023, was called to order by Chairperson Shute at 1:02 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Shute, Member Milakovich, Member Hamilton (*via video conference*), Member Stewart (*arrived at 1:54 p.m.*).

Also Present: General Manager Wiley, Executive Assistant Washburn, Information Technology Manager Khattab, Alternate Harp, Customer Service Supervisor Cruz, Administrative Analyst Weber.

Also Present Via Teleconference or Video Conference:

Operations Manager Gutierrez, Construction and Meters Supervisor Lagunas, Safety and Risk Management Officer Johnson.

No members of the public were present in person, via teleconference or video conference.

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

There were no members of the public in attendance via teleconference or video conference; therefore, the instructions were not read aloud.

5. **SEATING OF ALTERNATES**

No alternates were seated.

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

There were no amendments 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. October 5, 2023

Motion:

To approve the minutes as written.

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

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

Ayes: Member Hamilton, Member Shute, Member Milakovich.

Absent: Member Stewart.

9. GENERAL MANAGER COMMENTS

Mr. Wiley briefed the committee on the November 7th elections, San Diego County Water Authority's upcoming 9.5% rate increase being passed through to RMWD customers, the November 3rd meeting scheduled with RMWD, FPUD, and Eastern Municipal Water District, an upcoming tour of Lake Skinner and Vail Lake, as well as provided an update on the CropSwap program.

10. COMMITTEE MEMBER COMMENTS

Mr. Shute suggested RWMD develop a very comprehensive plan for communicating anything customers can expect should the detachment from SDCWA take place. Mr. Hamilton recommended putting together some levels of expectations as to how fast this can possibly occur. Mr. Wiley agreed, noting this would be included in the messaging planned for November. Ms. Harp pointed out the messaging will be discussed under another item listed on this meeting's agenda.

Mr. Shute encouraged management to utilize members of this committee as a sounding board for a comprehensive communication plan around this subject that goes beyond the newsletter. Mr. Wiley mentioned a budget workshop will be conducted in January that will hopefully provide more clarity in terms of infrastructure funding, building reserves, etc. Mr. Shute shared examples of what information could be shared with members of the public that provides constant reassurance.

11. QUARTERLY CUSTOMER SERVICE METRICS

Mr. Cruz displayed the quarterly customer service call metrics for the third quarter, noting the volume increased in August following the July 1st rate increases. He noted the average talk and hold times remained pretty consistent. Mr. Shute requested a slide showing the trend for the year when the fourth quarter metrics are presented.

12. CUSTOMER SERVICE SURVEY UPDATE

Ms. Harp reported RMWD received a total of 55 responses, including those received at the Avocado Festival in April. She reviewed the top ten topics of concern.

Mr. Hamilton inquired as to why 20% of the population is unaware of the detachment. Ms. Weber explained it may be more due to timing with most responses being received prior to communications and media publications related to the detachment being ramped up. He expressed concern with so many customers not receiving information and recommended possibly adding a question inquiring as to how customers prefer to receive communications.

13. COMMUNITY EVENTS UPDATE

Ms. Weber updated the committee on the Bonsall High School STEM student RMWD headquarters tour that took place earlier in the day. Mr. Hamilton recommended video taping and highlighting this event and possibly submitting it to CSDA as part of their awards program. Discussion followed.

Ms. Weber also provided a recap of the North County Fire Open House in Fallbrook that took place in October noting it was an overall great event for RMWD.

14. FLUME PROGRAM UPDATE

Ms. Weber mentioned she and Ms. Harp met with the Flume team to review RMWD's current contract as well as a survey recently distributed to RMWD's current Flume customers. She reported 727 units have been sold to date and how out of 476 total users, but only 368 have been installed completely. She shared some of the common issues for customers lacking on getting their devices installed, areas of concern, as well as solutions for addressing both.

Member Stewart joined the meeting at 1:54 p.m.

Mr. Shute stated if it can be determined whether there are several customers who are not technology savvy for which RMWD subsidizes the cost, it would be beneficial to provide more outreach via instructional videos as well as fact sheets. Ms. Milakovich noted there may need to be a little more effort on the customer's side in terms of getting connected to Wi-Fi.

Ms. Harp presented various options as a means of finding solutions for addressing the customer concerns. She solicited the committee for a recommendation as to how they would like to proceed. Discussions ensued.

Ms. Milakovich shared her experience with Flume 1 in that when it went out, she had contacted Flume who said they would replace it with a Flume 2 at no cost, they wanted to charge her an additional \$200. She noted if other customers share this same experience, it may be why some have concerns or issues with the device or program.

Member Hamilton left the meeting at 2:11 p.m.

Mr. Shute recommended trying to obtain communications or videos from Flume so that customers could reap the benefits of having a device would be great.

15. NEWSLETTER CONTENT PLANNING

Ms. Weber reviewed the content planned for the November newsletter. Discussion ensued.

Ms. Weber presented the proposed content for December 2023 and January 2024 newsletters. Mr. Shute recommended customer service representatives working through the list of RMWD customers and contacting each to conduct a quick phone survey consisting of five questions. Ms. Milakovich recommended having a survey prompt at the end of each call. Discussion ensued.

16. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Ms. Weber displayed the recent public communications and media stories related to RMWD.

Mr. Shute recommended sharing communications with Supervisor Desmond's office that could be distributed throughout the community.

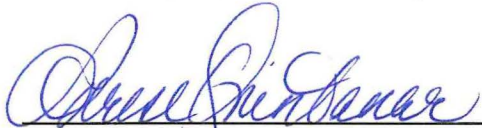
17. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING

No agenda items were suggested for the next committee meeting.

18. ADJOURNMENT

The meeting was adjourned by Chairperson Shute.

The meeting adjourned at 2:29 p.m.



Terese Quintanar, District Secretary



Bill Shute, Committee Chairperson