

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
DECEMBER 2, 2021**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on December 2, 2021, was called to order by Chairperson Shute at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. (All meetings are being held with in-person attendance following County and State COVID guidelines as well as virtually.) Chairperson Shute, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton, Member Shute, Alternate Gray.

Also Present: Executive Assistant Washburn, Information Systems Specialist Espino.

Absent: Member Vernon.

Also Present Via Teleconference or Video Conference:

General Manager Kennedy, Operations Manager Gutierrez, Finance
Manager Largent, Construction and Maintenance Supervisor Lagunas.

One member of the public was 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. Shute 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 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. November 4, 2021

Motion:

To approve the minutes as written.

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

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

Ayes: Member Hamilton, Member Shute, Alternate Gray.

Absent: Member Vernon.

9. GENERAL MANAGER COMMENTS

Mr. Kennedy mentioned RMWD was contacted by a team that works for the San Diego Union Tribune to do employee surveys for their top workplaces program done each year, to which RMWD agreed. He announced in the small category, RMWD was selected as one of the 2021 top workplaces ranking 45 out of 100. He noted this would be used in recruitment efforts and a testament to all the work employees and leadership do to make a workplace that has people motivated to come to work every day to serve the ratepayers.

10. COMMITTEE MEMBER COMMENTS

Mr. Shute mentioned having seen the article announcing the Board had appointed Mr. Stewart to fill the Division 4 vacancy on the RMWD Board of Directors. He encouraged committee members to recruit more members as much as possible to fill the vacancies.

11. COMMITTEE MEMBERSHIP UPDATE

Ms. Washburn explained this item was to announce Bill Stewart's official resignation from this committee effective November 30, 2021, and how the Board will be considering appointing Director Stewart to serve on the Budget and Finance Committee at their December 7th meeting.

Mr. Kennedy recommended a press release be provided to Mr. Naiman to publish in The Village News. He suggested taking one of the newsletter articles and formatting it as a press release. Ms. Gray offered to include information for all three committees.

12. WATER BOARD ARREARAGES PROGRAM

Ms. Largent reported staff received notification from the State that these funds will be received in 4-6 weeks. Mr. Kennedy pointed out that because this money initially came from the federal government, they will place RMWD in a different classification in financial reporting, resulting in extra costs on the District's end to comply with some of the regulations.

Mr. Shute inquired as to whether there would be an opportunity for this committee to talk about what type of impact this may have on the District in terms of federal programs. Mr. Kennedy stated Ms. Sisler was recently hired as RMWD's Grant Specialist, who will be tasked with researching these types of programs. He pointed out once the generators purchased with Cal EOS grant monies arrive in January 2022, they will be trumpeted.

13. DROUGHT RESTRICTIONS UPDATE

Mr. Kennedy reported that RMWD was currently in its Level 1 restrictions, voluntary 10% reductions. He noted RMWD does expect a 0% for delivery forecast; however, most expect this will go up. He said regardless; it can be anticipated the State will have mandatory statewide restrictions irrespective of the supply condition. He mentioned there is a ballot measure that some of the big agricultural growers in Central Valley may push through for more funding for dams and such, which is good; however, it could be seen as a benefit to big agriculture over anything else since those are the ones that use 80% of the water throughout the state.

14. SURVEY MONKEY UPDATE

Ms. Gray reported she was in the process of purchasing Survey Monkey when the system RMWD currently uses to send out robocalls sent an email stating that they offer a survey piece. She stated she reached out to the supplier and will participate in a demonstration next week regarding all the program functionalities.

Mr. Shute requested a few slides be shared with the committee once staff has an opportunity to familiarize themselves with the program. He suggested the agenda title for this item be updated to "Customer Survey Update."

15. EMERGENCY NOTIFICATION ANALYTICS UPDATE

Ms. Gray reported she was working with IT to ensure all the contact information gathered, which may be a significant partnership with TCN. She noted staff would be promoting reaching out to customers utilizing email, text, or phone based on the information on file to collect as much contact information as possible.

Mr. Shute suggested staff be particular in their request so that customers feel comfortable stating how they prefer receiving emergency notifications from RMWD while trying to get the customers to provide all their information. Ms. Gray agreed.

Mr. Kennedy recommended staff try to understand the capabilities of the current systems to provide the various levels of discernment between communication types. Ms. Gray pointed out training will take place so staff can understand the software capabilities before moving forward.

16. REDISTRICTING UPDATE

Mr. Kennedy inquired as to whether the committee members had any input or feedback after seeing the presentation shared at the November committee meeting related to the redistricting. He pointed out if committee members have any thoughts, they should be brought forward as soon as possible.

Mr. Shute complimented Mr. Khattab for a job well done in preparing the analysis and presentation last month. He said he had no additional input or feedback.

Mr. Kennedy mentioned Mr. Khattab was performing some demographic work to ensure nothing is being done to a particular community with making these changes.

17. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Mr. Shute noted the nice article he mentioned previously about Bill Stewart's appointment to the RMWD Board of Directors. He also noted there was another article about drought restrictions in San Diego County being a little bit ahead of the curve with regards to water conservation and such. Mr. Hamilton recalled this may have been the SDCWA piece recently published in The Village News. Ms. Gray pointed out SDCWA was sending press releases and using various media resources to get their message out.

Discussion ensued regarding RMWD's voting rights at SDCWA as well as the efforts SDCWA was taking to address concerns associated with the State's proposed drought restrictions.

Mr. Hamilton pointed out there was an article on the LAFCO meeting for the Municipal Service Review that will be taking place on December 6, 2021. Discussion followed.

Mr. Shute inquired as to whether the top workplace achievement has been communicated to the public. Mr. Kennedy noted a press release has been submitted for publication.

Mr. Kennedy mentioned drought and restrictions will need to be ramped up as the new year approaches, which will be communicated to RMWD customers.

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

It was noted the updates on the redistricting, emergency notification analytics, customer survey, drought restrictions, and water board arrearages program should be on the next committee agenda.

19. ADJOURNMENT

The meeting was adjourned by Chairperson Shute.

The meeting adjourned at 4:07 p.m.

Bill Shute, Committee Chairperson

Dawn M. Washburn, Board Secretary