

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MAY 20, 2025**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on May 20, 2025, was called to order by Vice Chairman Stewart at 1:01 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice Chairman Stewart presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:** Member Stewart, Member Kozak, Member Hoffman, Member Johnson

Also Present: Information Technology Specialist Espino, Administrative Manager Harp, Administrative Analyst Weber, District Secretary Quintanar, Customer Service Supervisor Cruz, Chief Operations Manager Gutierrez, Risk Management and Safety Officer Johnson, Information Technology Manager Khattab

Absent: Member Shute

No members of the public were in attendance.

4. **SEATING OF ALTERNATES**

No alternates were seated.

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

No edits were requested.

6. **APPROVAL OF THE AGENDA**

Motion: To approve the Agenda as presented.

Action: Approve, Moved by Member Kozak, Seconded by Member Johnson

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

Ayes: Member Stewart, Member Kozak, Member Johnson, Member Hoffman

7. **PUBLIC COMMENT**

There were no members of the public present.

8. **APPROVAL OF MINUTES**

A. April 22, 2025

Motion: To approve the April 22, 2025, minutes as presented.

Action: Approve, Moved by Member Johnson, Seconded by Member Kozak

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

Ayes: Member Stewart, Member Kozak, Member Johnson, Member Hoffman

9. COMMENTS & REQUESTS

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

Ms. Harp reported on the preparedness efforts in anticipation of the SDCWA maintenance shutdown of Pipeline 4. The San Diego County Water Authority has not released information about the shutdown. However, Rainbow Water included information in our Newsletter, keeping our customers informed about what to expect and how the District is preparing. She also relayed kudos to Amanda Weber and Robert Gutierrez about the great feedback received about the Newsletter and Fire Symposium. The Consumer Confidence Report (CCR) is being prepared in English and Spanish, and will explain why we are including information pertaining to the SDCWA for the last time.

Member Kozak suggested an article for the Village News highlighting the benefits of our newest three pump stations, explaining the investment, cost savings, and long-term benefits.

10. QUARTERLY CUSTOMER SERVICE CALL METRICS

Customer Service Supervisor Cruz reported on the average hold times February through April. The average call time is about three minutes. Average "talk time" was about four minutes per call, and predominantly for bill explanation. Member Johnson suggested referring customers to the website for additional information on rates. An overview of water rates for 2025 is on the home page of the website and articles were published in the May and December Newsletters. Overall, call volume has decreased since February.

Member Kozak suggested utilizing space on water bills to reflect what rates would have been without Rainbow's detachment from the SDCWA. Vice Chairman Stewart agreed, and stressed the importance of repeating the message. Answering an inquiry from Member Kozak, Mr. Cruz responded that the majority of callers are residential customers.

Total calls have greatly declined since February, and customers are utilizing the call-back feature offered. Call volume has been under 1,000 each month.

11. WATER USE EFFICIENCY REBATES UPDATE

Administrative Analyst Weber reported that we receive our water use efficiency rebates through the SoCal WaterSmart Rebate Program, provided by the Metropolitan Water District (MWD). Twenty-six agencies participate in the program including EMWD. As of May, the District has officially transitioned to re-classification under EMWD for all MWD rebate programs. If the rebate funds were applied by a customer during a gap period between transition of wholesaler – the County of San Diego will cover the funds from the former wholesaler.

Outdoor residential rebates include sprinkler nozzles, irrigation controllers, turf replacement, and rain barrels. For the turf replacement program, MWD rebates \$4 and EMWD adds another \$1, for a total rebate of \$5 per square foot. There is also a tree replacement incentive of \$100 with a maximum of five trees for rebate. The average rebate application processing time is 6-8 weeks.

Indoor residential rebates include toilet replacement and clothes washers. Applications are submitted to SoCalWaterSmart.com, and customers are encouraged to confirm the eligibility of products prior to purchasing them.

MWD also has a wide range of flow monitoring devices. Some agencies also offer incentives to cover the purchase and installation costs. Some of the flow monitoring devices in the program include Phyn Plus, Moen Flo, and Streamlabs Monitor, and include remote shutoff capabilities.

For the Flume devices, our customers pay \$49 after the instant rebate. The product retails for \$249 and monitors water inside and outside the home with a Wi-Fi connection up to 1,000 feet. As a result of our customer outreach, the installation of these devices has increased. Fewer than 130 devices remain available through the current contract, and between six and twelve devices are installed each month.

Member Johnson commented that she has two flow devices on her property, and the Flume device is most efficient.

12. COMMUNITY EVENTS UPDATE

Ms. Weber reported on the Wildfire Symposium held at Fallbrook High School and the San Luis Rey Wastewater Plant field trip, coordinated with the City of Oceanside. Students from Bonsall Unified School District toured the treatment plant to learn about the wastewater process and learned about what not to flush. Six staff members attended, along with twenty-five students. These field trips have been highly educational and enjoyed by students. Staff made sure to share information about all of the career opportunities in the water industry. Ms. Weber provided a short video of footage recorded during the recent field trip.

The next community event will be a San Diego Blood Bank Blood drive, which will be held at the District on Thursday, June 19th, from 9:00 a.m. to 2:30 p.m. Staff is coordinating with local organizations and distributing fliers to help promote the event.

13. NEWSLETTER CONTENT PLANNING

May's Newsletter included the benefits of the detachment, efforts to keep water rates steady, and rebate opportunities. It also included a link to eight virtual workshops offered by MWD on various subjects, including gardening and landscaping. It also highlighted the importance of our newly constructed Division 1 pump stations and provided a hotline number for customers who are seeking information about the SDCWA maintenance shutdown of Pipeline 4.

June's Newsletter will include a water quality update, MWD information on the water supply, a link to a virtual tour of our water supply, emergency preparation tips, and information about our educational programs. Content for July will include information on how to keep the wastewater system clean, the 2025 Poster Contest winners, bill payment options, and customer survey.

Ms. Weber pointed out that staff make efforts to include content that is responsive to questions asked by customers who contact the District, and there is always a focus on transparency.

14. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

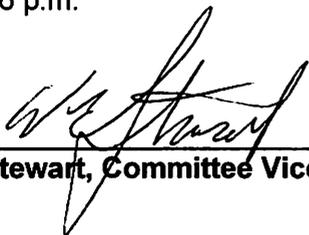
Articles published in the Village News were included in the meeting packet. New printed collateral will include the 2024 Consumer Confidence Report (CCR).

15. SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING

Member Kozak suggested outreach to garden clubs in the area. Educating local landscapers on proper care of irrigation systems would also be helpful. Ms. Weber responded that we have information in our lobby on the MWD's WELDCP Water Efficient Landscape Dual Certification program and information is also available on the SoCalWatersmart website. Member Johnson mentioned that the high school senior Exit Surveys might be a good avenue for collecting ideas for future events that may help students learn about the industry. Member Stewart referenced two CIP projects, Meter Replacements and Pressure Reducing Station Installations, and suggested that the District share information about those types of investments made by the District and the benefits of those projects. It would be good to note things like cost savings, prevention of mainline leaks, and how much of the work was done by Rainbow Water staff.

16. ADJOURNMENT - To Tuesday, July 15, 2025, at 1:00 p.m.

Vice Chairman Stewart adjourned the meeting at 1:56 p.m.



Bill Stewart, Committee Vice Chairperson

Attest:


Terese Quintanar, District Secretary