

**MINUTES OF THE COMMUNICATION AND CUSTOMER SERVICE COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JULY 21, 2026**

1. **CALL TO ORDER** – The Regular Communication and Customer Service (C&C) Meeting was held in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028, with remote public participation information listed on the Agenda. The meeting was called to order at 1:00 p.m.

Directors Present: Hamilton, Mack

Staff Present: General Manager Wiley, Engineering & CIP Manager Williams, District Secretary Quintanar, Administrative Analyst Weber, Administrative Services Manager Harp, Meters and Customer Service Supervisor Cruz, Information Technology Manager Khattab, Safety and Risk Management Officer Johnson

Additional Attendees: Poster Contest winners and their families

2. **PUBLIC COMMENT**

The meeting was opened to public comments and there were none.

3. **DISCUSSION ITEMS**

- A. Student Poster Contest Winners

Lillian Hackbarth, Ada Rae Prechtel, and Sarai Chavarin were recognized and congratulated as the Bonsall Elementary School Poster Contest winners. Their artwork will be included in the 2027 calendar distributed by North County Water Agencies.

- B. Digital Media Policy

Administrative Services Manager Harp explained that the Digital Media Policy aligns with the Communications Strategic Plan. Updates have been made to address and define social media channels, authorized users, and personal use; provide details regarding third-party filming and its impact on operations; and ensure compliance with social media laws applicable to government agencies and the Brown Act. Next steps include legal counsel review, presentation to the union representatives, Board approval, followed by implementation & social media onboarding training. Rules and responsibility of District roles in various situations are also defined. Brief discussion ensued, and recommended edits were noted. The policy will be presented for Board consideration in August.

- C. Communications Strategic Plan Update

In Quarter 4, staff focused efforts on target audience engagement and content development. A Customer Feedback Survey was distributed, website improvements were made and design projects were completed. Design projects included the 2026 Consumer Confidence Report and the FY 2027 and FY 2028 Budget Report. Outreach campaigns were completed for several CIP projects.

Efforts in Quarter 1 will include the Measurement Toolbox rollout.

D. Water Use Efficiency Update

Mr. Cruz provided a Flume Flow Monitor rebate program update. There are 19 devices remaining to be sold. Once they are sold and installed, the new 2-year contract with Flume will be implemented. The new contract will offer an upfront cost for customers of \$125, plus shipping, and after-installation rebate of \$50, for a total cost of \$75, plus shipping. RMWD's program offers the largest rebate.

The Regional CropSWAP program distributed \$1,380,950 in grant funds to Rainbow Water customers. A majority of applicants were agriculture customers, and also included agriculture with residence, commercial, and single-family customers. Fifty-seven projects have been completed, nine projects are pre-approved, and ten applications are currently on a waitlist. The Rainbow Water applications included 37 for avocado rootstock, 30 were for crop conversion, and 17 were for avocado rejuvenation. Remaining projects have a program completion date of October 2026.

E. Community Events Update

Summer events included virtual landscape workshops, hosted by Metropolitan and Green Media Creations. Training has been made available online featuring rotating topics and available free to all customers with full workshop listings available on the Rainbow Water website.

Currently, a Summer Art Supply Drive for Boys and Girls Clubs of North County is underway. Donations for art and craft supplies are being accepted at the District's lobby through September 5, 2026.

The Fall Mobile Blood Drive with San Diego Blood Bank is scheduled for Thursday, September 24, 2026.

F. Newsletter Content Planning

This month, the Newsletter includes: Get to Know Your H2O, Annual Water Quality Report, 2026 CAPIO Annual Report Award, around the district highlights from the General Manager, the tax roll assessment, fees for service, new water theft penalties, credit card processing fees, ballot drop off at Rainbow Water, and Board candidate information, information on the Summer Art Supply Drive for Boys & Girls Clubs of North County, and request for public feedback on the draft Strategic Plan.

The August Newsletter will include information on outdoor irrigation tips and water saving devices, the 2026 Student Poster Contest winners, water use efficiency rebates, the credit card processing fee update and the Boys & Girls Club donation drive.

September's edition will include information on National Preparedness Month, free landscape workshops, the 2026 North County Fire open house, and Rainbow Water Rundown.

G. Public Communications and Related Media Stories

Several articles were published by the Village News and a press release announced FY 2027 Community Project Funding Applications.

4. ADJOURN - The meeting was adjourned at 1:40 p.m.