

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MARCH 18, 2025**

1. **CALL TO ORDER** – The Adjourned Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on March 18, 2025, was called to order by Chairman Shute at 2:00 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairman Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

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

Also Present: General Manager Wiley, Information Technology Specialist III Espino, Administrative Analyst Weber, District Secretary Quintanar, Customer Service Supervisor Cruz

Also Present Via Teleconference or Video Conference:

T. Smith, Safety and Risk Management Officer Johnson, Operations Manager Gutierrez, Finance Manager Shilkov

4. **SEATING OF ALTERNATES**

None were needed.

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

No changes were needed.

7. **APPROVAL OF THE AGENDA**

Motion: To approve the Agenda as presented.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 5)

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

7. **PUBLIC COMMENT**

There were none.

8. **APPROVAL OF MINUTES**

A. February 18, 2025

Motion: To approve the February 18, 2025 minutes as amended.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 5)

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

Member Johnson requested clarification in the language on page 4 of the minutes. The language should reflect that the District offers an instant rebate, bringing the purchase price for the device down to \$49.00. The retail price is normally \$249.00.

9. COMMENTS & REQUESTS

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

Mr. Wiley announced a tour of Diamond Valley Lake being planned for June 20, 2025. He also mentioned several developments underway in our area. The Havens, Ocean Breeze Ranch, Citro, and Horse Creek developments are moving forward, and Palomar College has begun construction of a 40,000-square-foot Student Center. The Pala Ranch development is experiencing delays. A brief discussion followed regarding plans for public buildings that might benefit the area and rehabilitation needed for Rainbow Water's headquarters. Member Kozak inquired about participation in CFDs and the review and update of fees. Mr. Wiley responded that water and sewer capacity fees were brought up to date last year, and the rates are now linked to the Construction Cost Index for annual adjustments.

10. REVIEW AND DISCUSS THE DRAFT STRATEGIC COMMUNICATIONS PLAN

Administrative Analyst Weber presented the draft plan, explained the process, and relayed gratitude for feedback and input that had been incorporated.

Member Johnson relayed that the Plan is very thorough and expressed her gratitude. Member Kozak complimented the presentation and content and relayed kudos to staff. She recommended a minor amendment to page 32 to reflect that resource materials are relatable up to K12. Member Stewart stated that the Plan is very clear, well organized, and presented. He complimented the staff, thanked the Committee, and remarked on the great improvement in the organization. Member Hoffman relayed that the Plan is easy to follow. Chairman Shute relayed that staff did a superb job, and as stewards of the plan, staff's responsibility is to keep the Plan relevant. Regarding the target audiences, he asked that developers should also be included in some of the key messages.

Mr. Wiley acknowledged the efforts to develop the Plan and the Committee's continual input, time, and effort. Ms. Weber relayed that this will be our guiding document and will be available on the District's website, on the Transparency page. Chairman Shute suggested the eventual creation of dashboards to be shared and used as a tool. Member Stewart noted a correction needed on page 11, referring to the County Farm Bureau.

Motion: To approve the Plan and Recommend Board Adoption of the Strategic Communications Plan

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

Vote: Motion carried by a majority with Member Hoffman abstaining (summary: Ayes = 4)

Ayes: Member Stewart, Member Shute, Member Kozak, Member Johnson

11. COMMUNITY EVENTS UPDATE

Ms. Weber announced a Job Fair at the Bonsall Community Center, on March 29th, sponsored by the School District, providing the opportunity to showcase Rainbow as a community partner. Member Kozak suggested internships, in addition to requesting volunteers for these events. Member Johnson announced that the Bonsall School District is currently working on an internship program. Mr. Wiley reported that the District has an internship program and has two interns, currently. The District is also looking into a program that transitions military personnel. The District is in support of participating as a partner for internships. Ms. Weber added that Rainbow staff have also visited classrooms to share information about careers in the water industry. Ms. Weber is in constant communication with several local schools, looking for the opportunity to make an impact and relay examples of practical applications.

The Avocado Festival will be held on April 13, 2025, and staff plans to attend to share information and an interactive game to teach “What Not To Flush.” High school students can earn community service hours by volunteering their time. Information about this event is in this month’s newsletter. Ms. Weber encouraged Committee and staff volunteers to donate their time.

A Wildfire Symposium will be held on May 3, 2025, at the Fallbrook Union High School. It is a free event, at which Rainbow Water will host an information table. Also in May, the District will be offering field trips for students. This will be a collaborative effort with the City of Oceanside, touring the San Luis Rey Wastewater Treatment Plant.

12. NEWSLETTER CONTENT PLANNING

The March newsletter was distributed last week, and highlights how to fix a leak, “Water Wise for Life” spring planting tips, collaboration of local water agencies to boost efficiency, and upcoming community events. Instructional videos on how to locate a water meter, how to find a leak, and how to turn off a water meter were shared with the Committee. These videos were created in-house, by staff. The April newsletter will include information on the “Water Wise for Life” tips, Earth Day, Grants awarded to Rainbow Water, the Wildfire Symposium, and construction/traffic notice. The May edition will include information on “Drinking Water Week,” a water quality update, the Avocado Festival recap, information about an upcoming blood drive, and a highlight on the District’s pump stations. Mr. Wiley added that staff will have the opportunity to speak with Darrell Issa and relay our needs for grants to fund wildfire preparedness infrastructure and pipeline replacements. Staff anticipates that some funding related to wildfire relief may be obtained at the state level.

Chairman Shute asked if staff can measure traffic QR codes in newsletters. Staff answered that, due to limited resources, we do not. However, we do receive data from MWD reflecting participation in programs such as Flume. Member Kozak noted that he had received positive feedback from members of the community regarding all the District’s efforts to interact with the community.

13. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Chairman Shute mentioned the City of San Diego’s current situation regarding rate increases and suggested future communication explaining the benefits of our efforts to keep costs down. He

suggested a future article, perhaps upon the anniversary of the detachment, to share where we are and our rates in comparison to other areas in the County. Member Stewart mentioned Pure Water, which will have a huge impact on the amount of water sold in San Diego.

14. CONSIDER SUPPORT FOR SENATE BILL 496 (HURTADO): ADVANCED CLEAN FLEETS MODIFICATIONS

Mr. Wiley relayed that the California Special District's Association requested support for these efforts. He provided background on the purchase requirements and mandates for medium and heavy-duty vehicle purchases.

Motion: To approve and recommend submittal of a letter of support for Senate Bill 496.

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

Vote: Motion carried by majority with Member Hoffman abstaining (summary: Ayes = 4)

Ayes: Member Stewart, Member Shute, Member Kozak, Member Johnson

15. SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING

The Committee requested feedback on the Strategic Communications Plan implementation, a recap of the Avocado Festival, the status of obtaining grant funds, and an update on CropSWAP. Call center metrics are provided quarterly.

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

The meeting was adjourned by Chairman Shute at 3:15 p.m.



Terese Quintanar, District Secretary



Bill Shute, Committee Chairperson