

Communications & Customer Service



Committee Meeting
May 19, 2026



Discussion Items

- Customer Call Metrics
- Communications Strategic Plan Update
- Water Use Efficiency Update
- Community Events Update
- Newsletter Content Planning
- Public Communications & Related Media Stories



Customer Call Metrics

January – April 2026

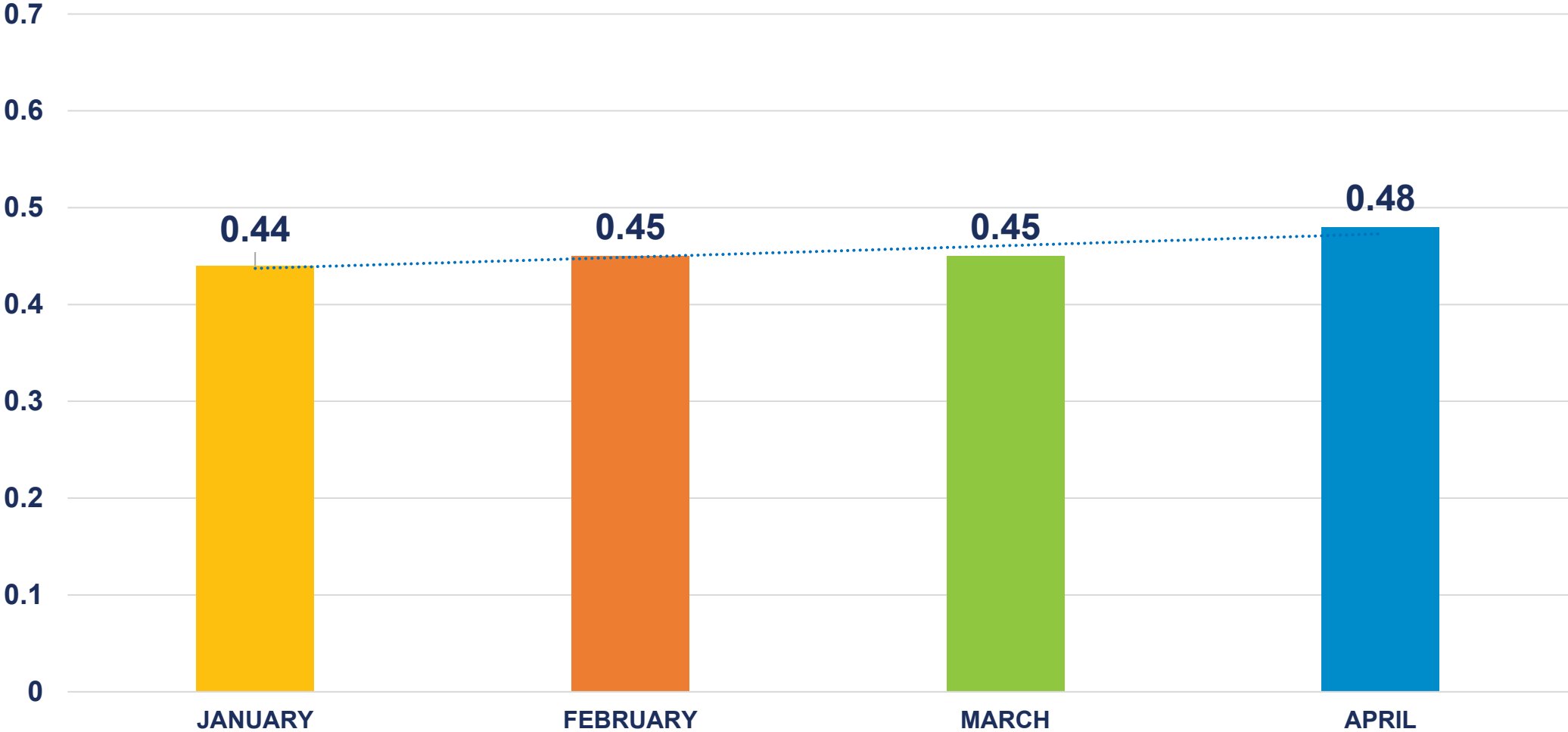


Communications & Customer Service Meeting | May 2026



Average Hold Time: Jan - April

MINUTES

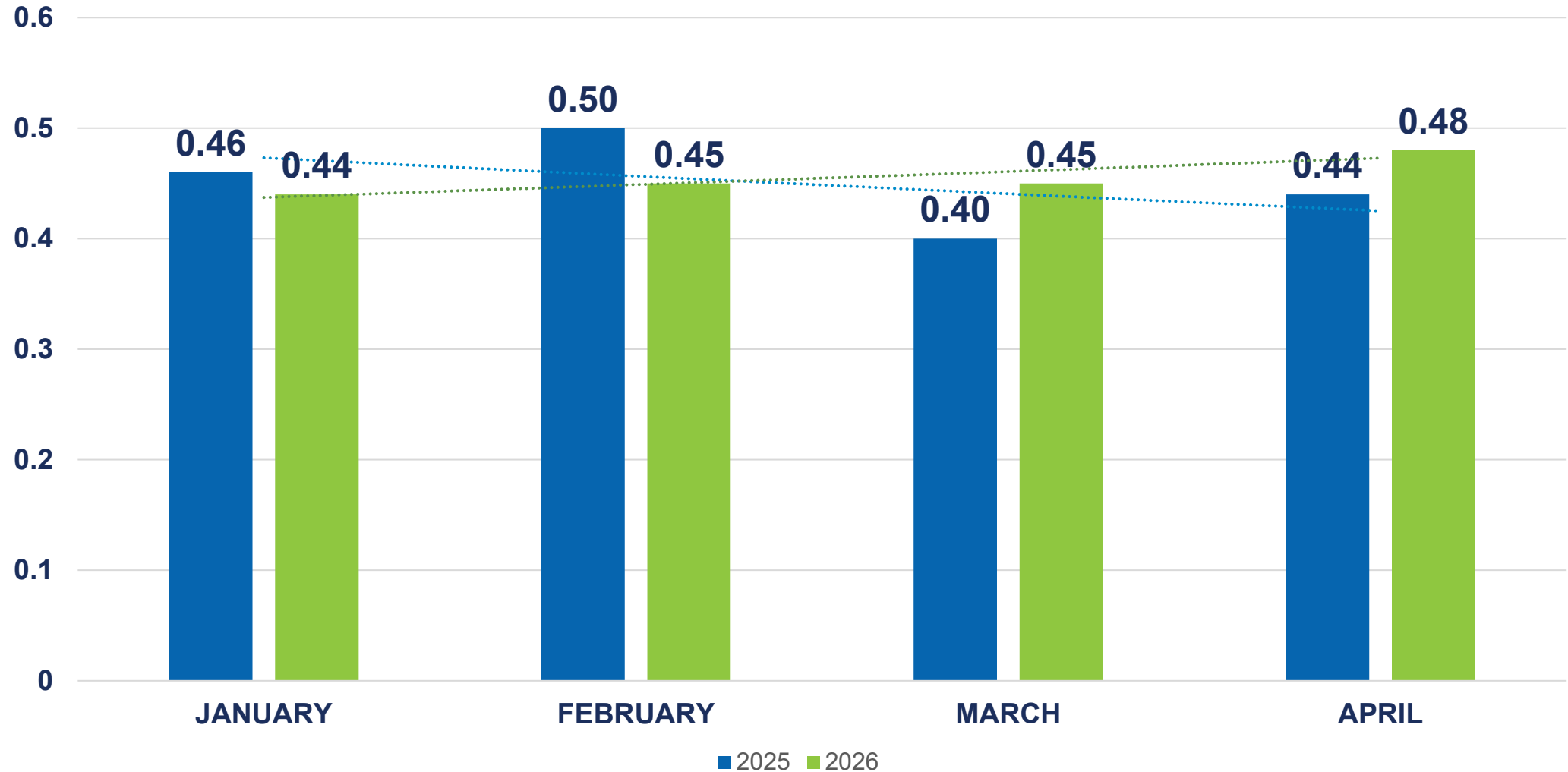


■ JANUARY ■ FEBRUARY ■ MARCH ■ APRIL



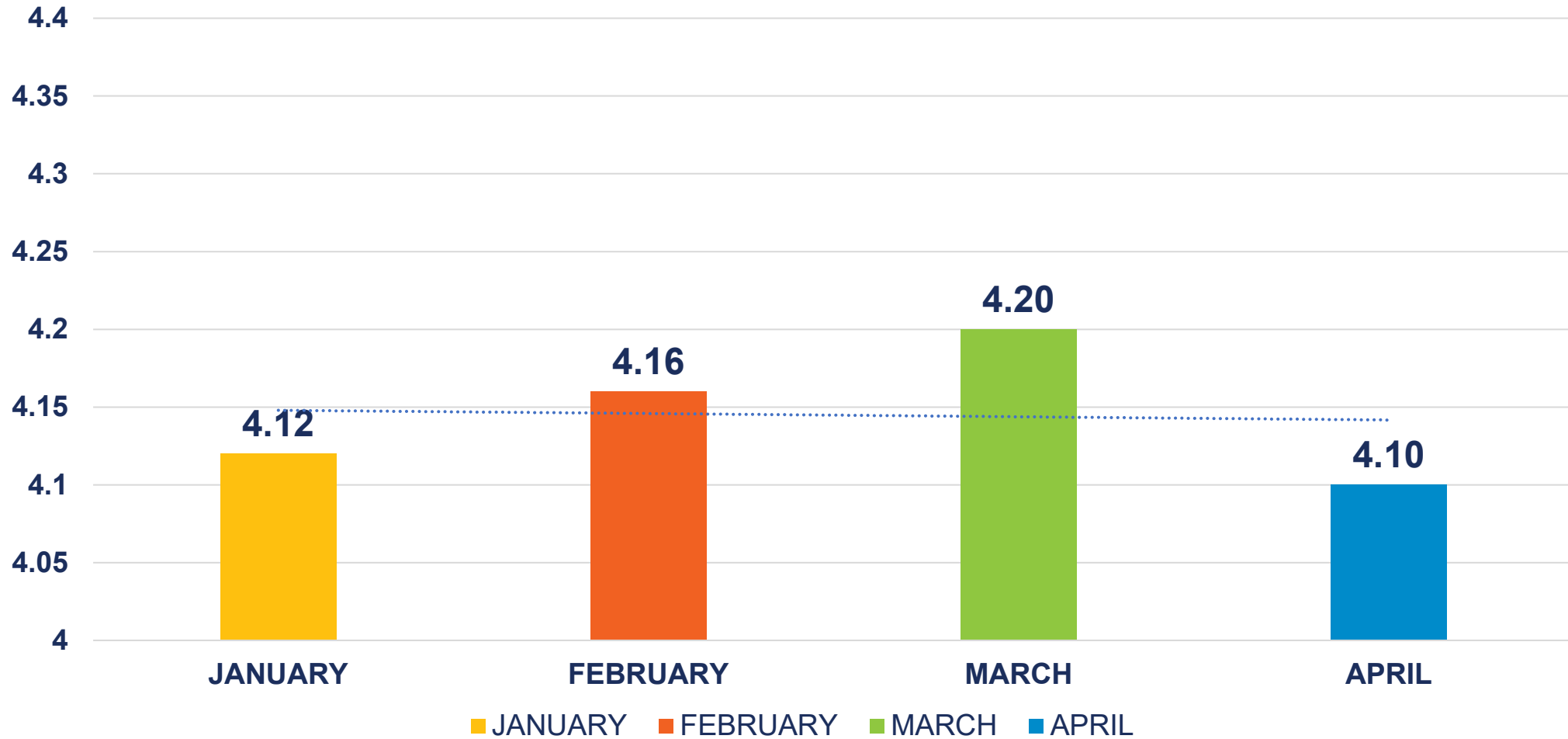
Average Hold Time in Minutes: 2025 vs 2026

MINUTES



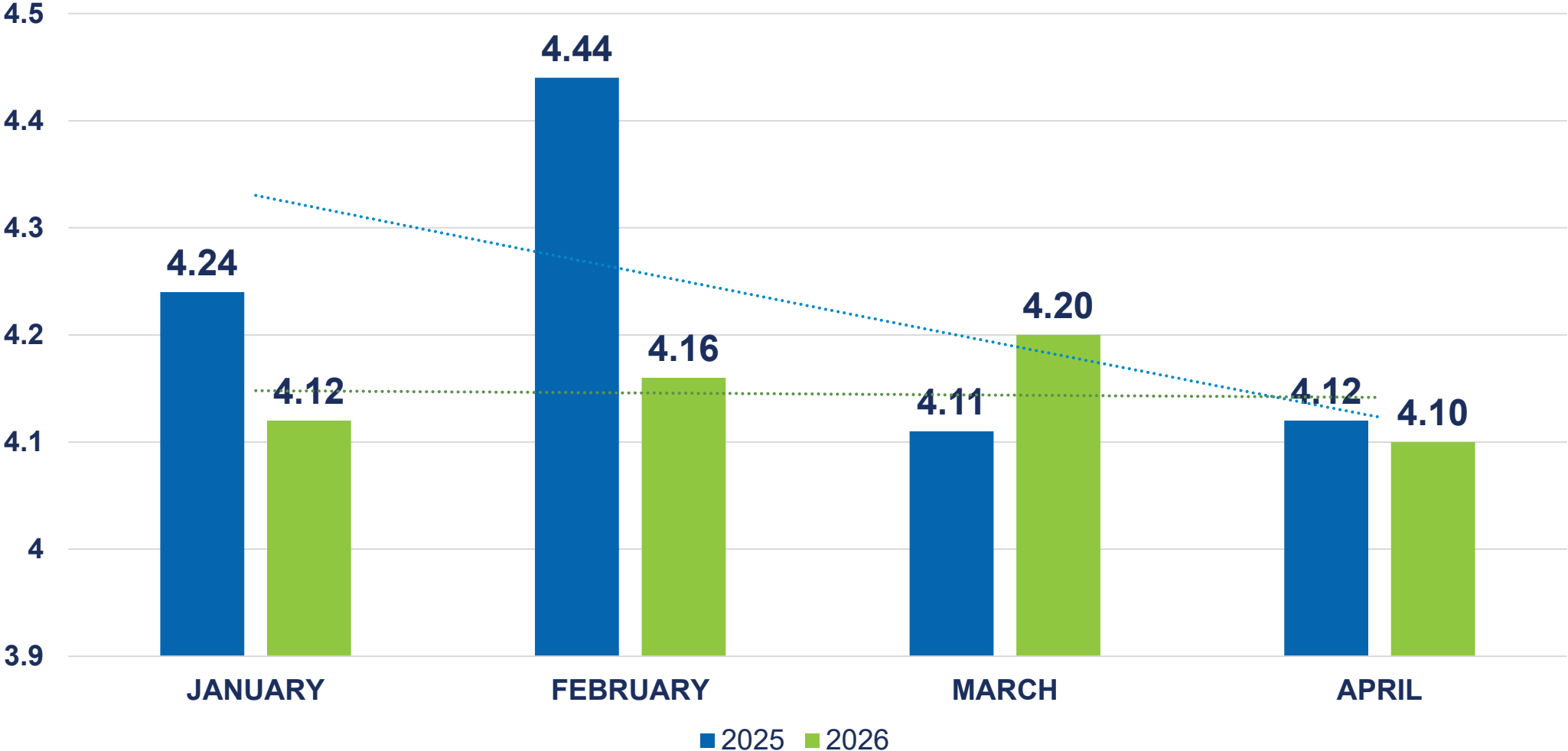
Average Talk Time: Jan - April

MINUTES

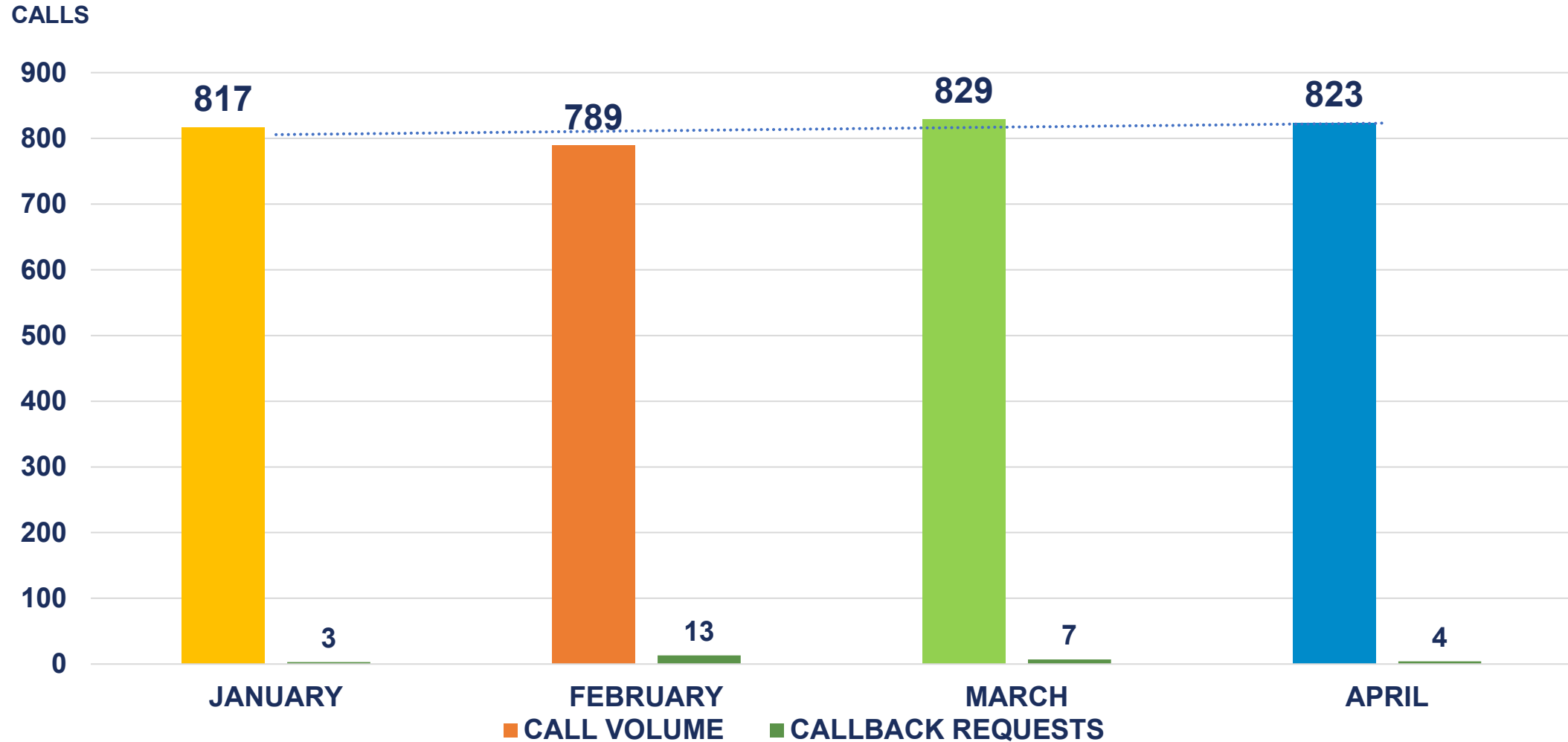


Average Talk Time: 2025 vs 2026

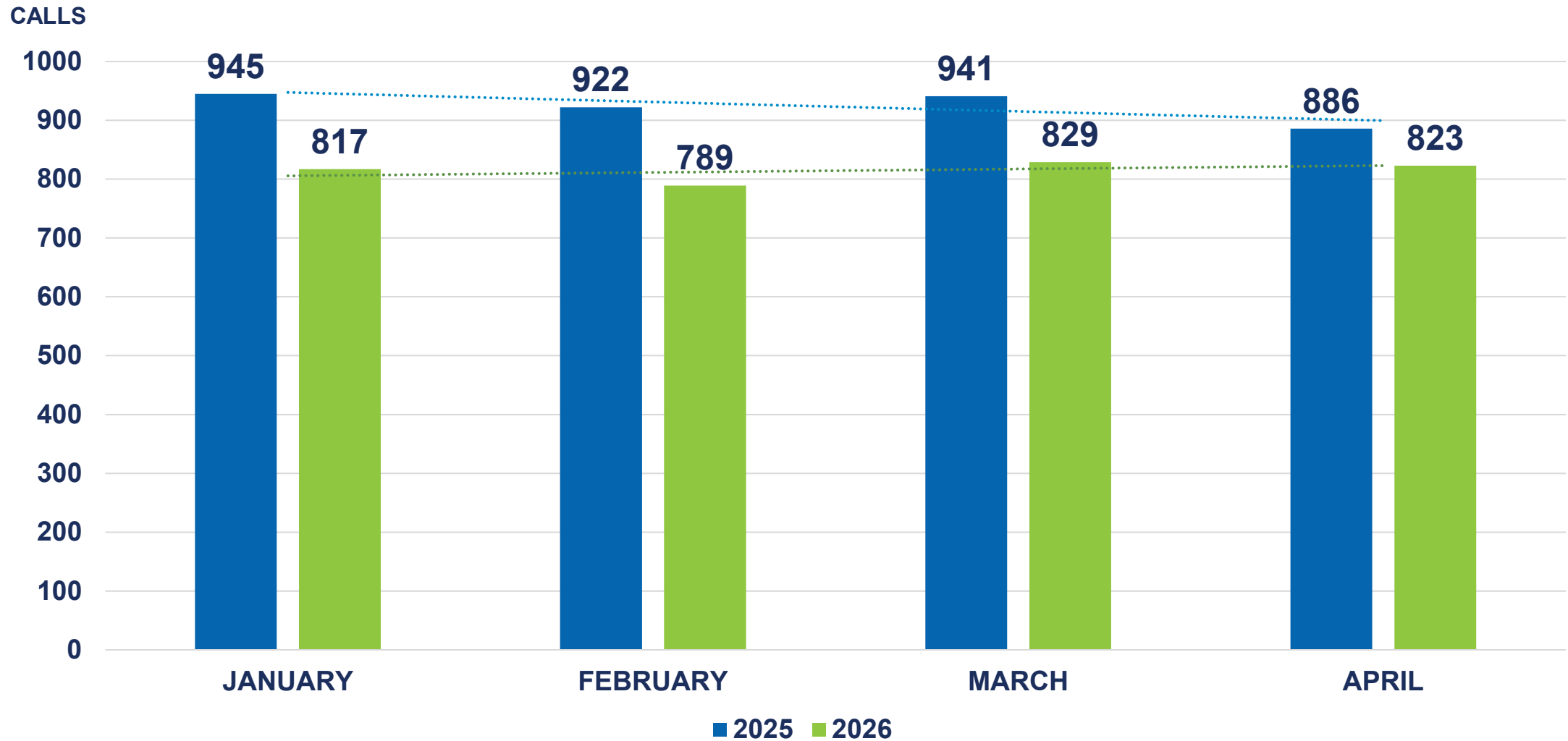
MINUTES



Monthly Calls: Sept – Dec

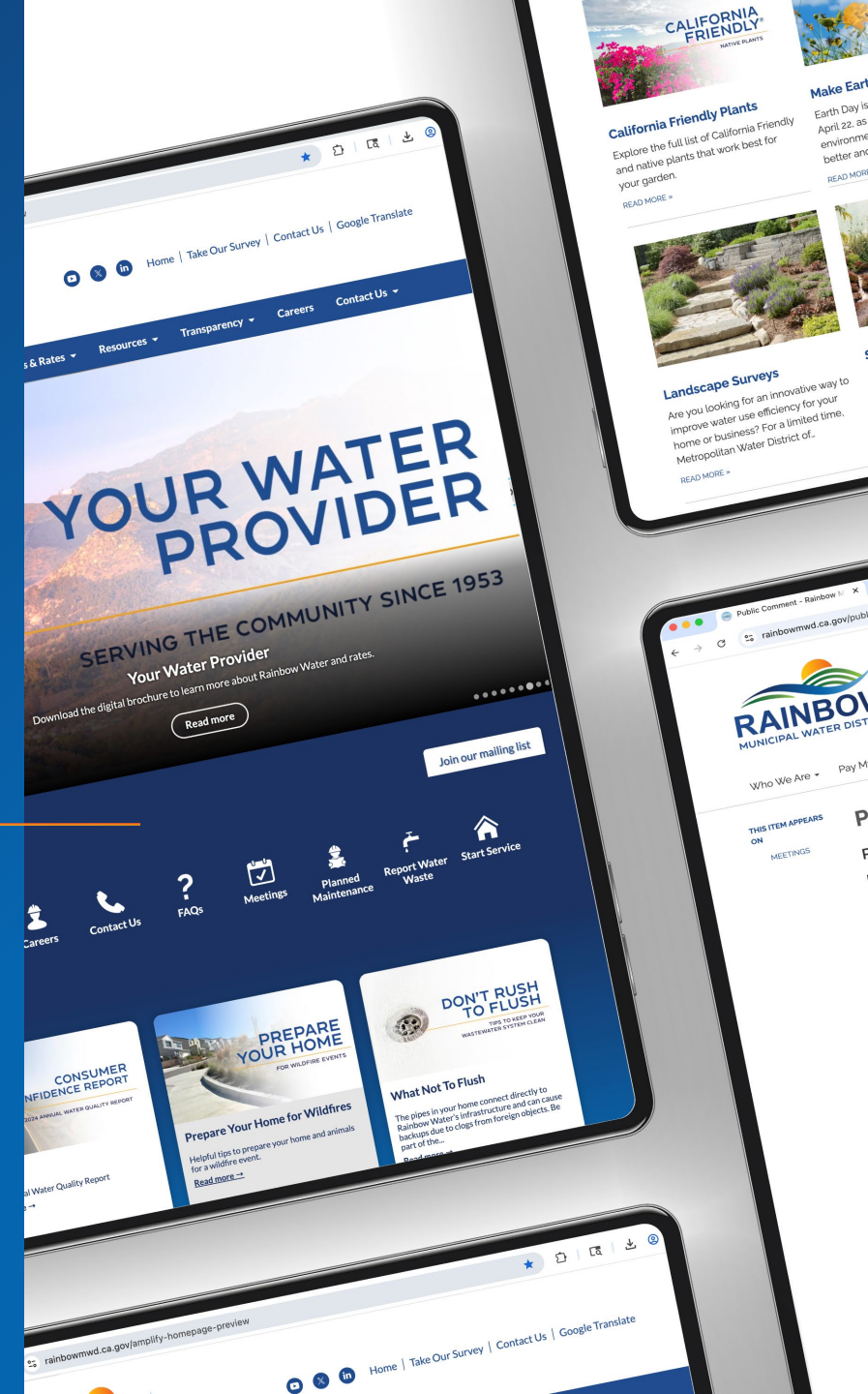


Monthly Calls: 2025 vs 2026



Strategic Communications Plan

Implementation Update



Strategic Comms Plan Implementation

Phase 3: FY26 Q3

Target Audience
Engagement & Content
Development

Completed

- Review Digital Media Policy & Approve for adoption to Administrative Code – Under Review + Send to BOD Summer 2026

- Launch customer feedback survey at Avo Fest + Plant Program

- Expand educational outreach, plant giveaway event + plan agriculture, landscape workshops

Phase 4: FY26 Q4

Measurement
Toolbox Rollout

In Planning

- Build style guide & best practices to include new accessibility guidelines – In Progress

- Build and design 3-month content calendar
- Launch e-Newsletter, new platform w/ metrics
- Set up internal comms metrics dashboard



Water Use Efficiency

2026 Update



Communications & Customer Service Committee Meeting | May 2026



Flume Flow Monitor Device

Smart home water device uses a magnetic device to provide leak detection monitoring 24/7 with no subscription fee. Set custom water alerts, monthly water budget, and monitor water inside and outside the home.

Current contract ends after sell remaining 24 devices
Average 11 devices sold per month

New 2-Year Contract Approved by Board:

- Flume 2X device with battery pack
- Install device within 10 days to receive \$50 rebate
- Phased implementation to start when current contract ends
- Will receive a list of installations each month to allow follow up outreach with customers
- We will launch a “Get to Know Your H2O” campaign to introduce the new Flume device and pricing.



Customer Cost Upfront
\$125 + shipping

Rebate After Install
\$50

Customer Total Cost After Rebate
\$75 + shipping



CropSWAP Program Impact



\$1,393,950
**Total Reserved
Grant Funds**
As of May 2026

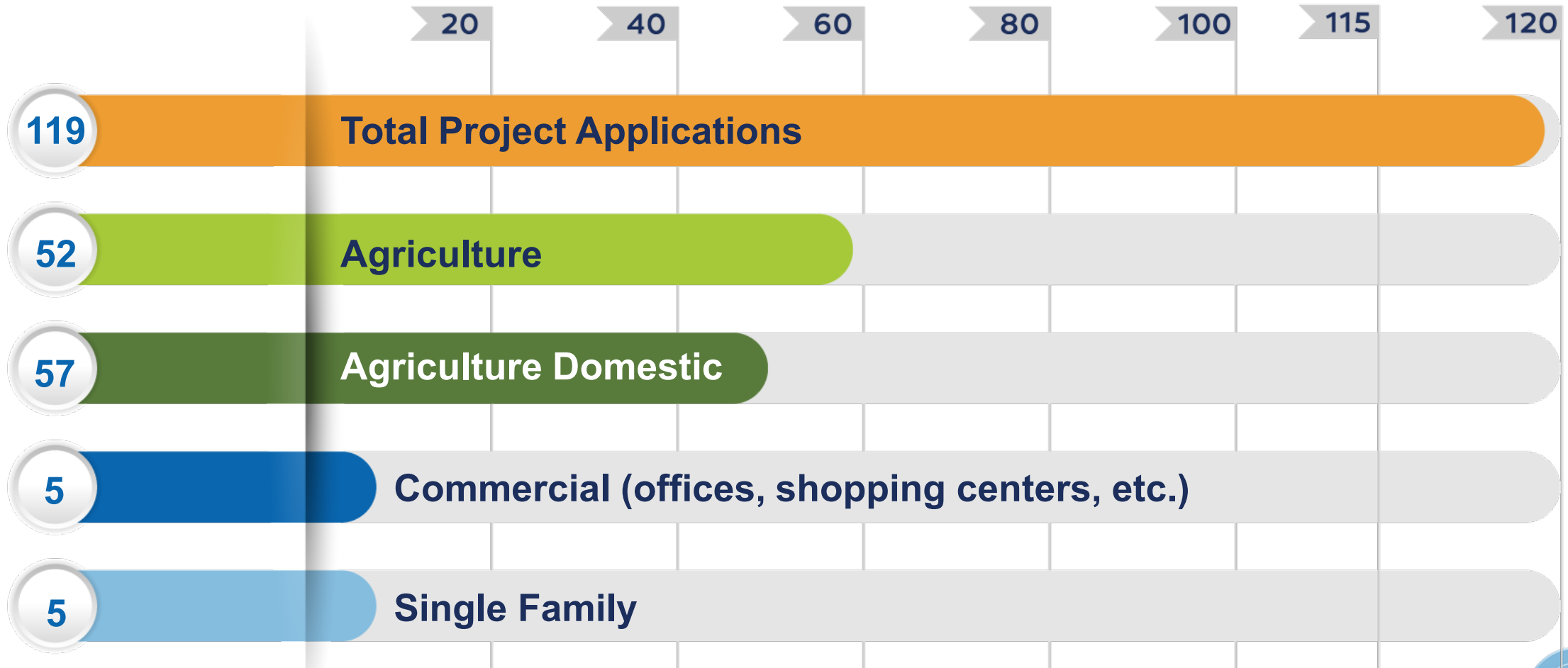
53
**Projects Completed
and Paid**
As of May 2026

13
**Projects
Pre-Approved**
6 on Waitlist
4 New Applications in 2026

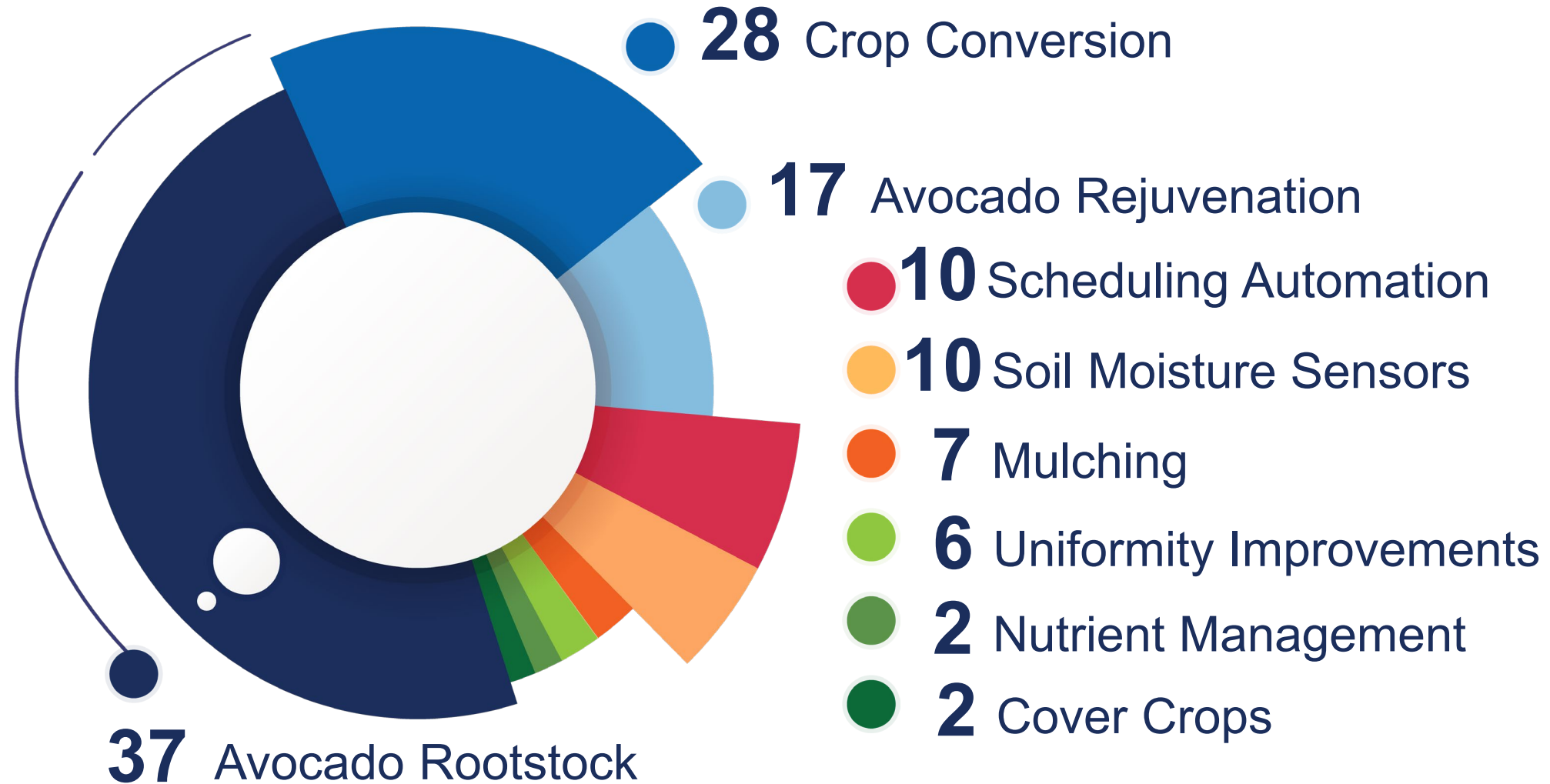
Project Applications by Customer Type



CropSWAP
A Regional Program by Rancho Water



Total Rainbow Water Applications by Project Type



Community Events

2026 Update



2026 Events



Agriculture Workshop

Workshop Highlights

65 People in attendance
80% Rainbow Water customers

Top referral sources: Email, Newsletter, Village News,
and our website

Launched email marketing system
Email open rate of 77%
Sent three event emails to over 427 customers

Five guest speakers from MRCD, UCCI, two local
growers, and GM's from FPUD and Rainbow Water



Avocado Festival

Sunday, April 19 - Fallbrook

Booth Traffic: Over 1,300 visitors
Promo Merch: 900 items distributed, 364 mini succulents sourced from a local nursery

Volunteers: 3 Students from Mission Vista HS
Staff: 6 Team members

2026 Theme: California Friendly plants, Outdoor Water Use Efficiency

- Native California Friendly plants, turf rebates, drip irrigation, smart irrigation devices
- Flume & Be Water Wise Rebate programs
- Customer Service Survey
- Corn hole game, spin to win





2026 Avocado Festival by the Numbers

\$3,444

Total Event Supplies

- ➔ Promotional Items, Mini Succulents, & Event Supplies
- ➔ Printing Services
- ➔ Booth Rental to Fallbrook Chamber
- ➔ Annual Chamber Membership Fee



Plant Giveaway Program

Saturday, April 25, Rainbow Water Headquarters

Phase 1: Promote + Launch Online Applications

- Launched program 2/25 with strong response
 - Reached program capacity of 106 on 3/6
- Promoted in newsletter, billing message, email, website
- Strongest referral source was the billing message

Phase 2: Coordination + Pickup

- Plants provided by two local nurseries in a variety of sizes ranging from 4” succulents to 5-gallon agave
- Scheduled staggered appointment times
- Final grant submission with photos of planted succulents, customer list, invoices sent to EMWD + Metropolitan



Plant Giveaway Program

Customers

106 program applications

Total Pick up

95 customer pickups

Plants by Type

800 5-gallon agave plants

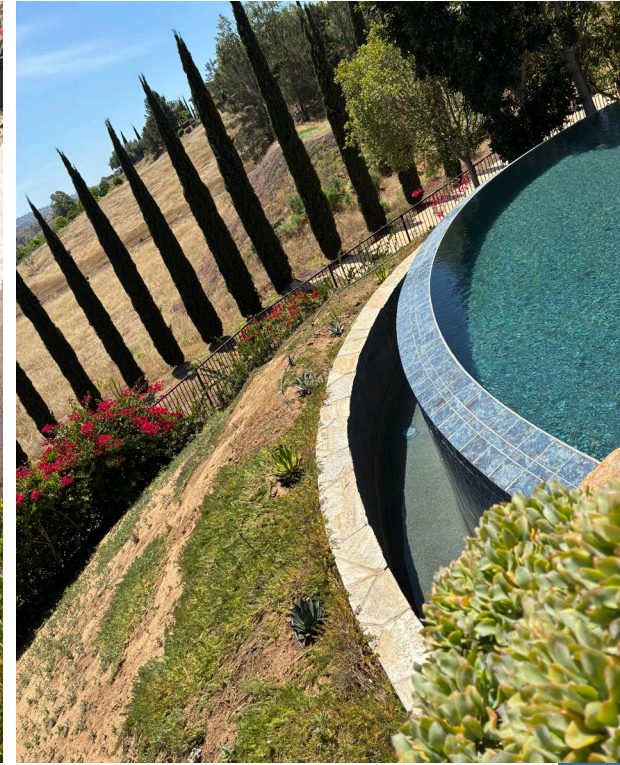
134 flats, 4" succulent varieties

Landscape Contest

Entries accepted thru June 10

Grant 2027

Prepare FY 2027 grant in June for submission



Spring Blood Drive

This Week: Thursday, May 21

- 9:00 a.m. – 2:30 p.m.
- San Diego Blood Bank mobile unit comes
- to our Rainbow Water District parking lot
- Donate blood and receive a free Padres t-shirt
- Take the Scripps Donor Match Screening online to help us find a match for a Rainbow Water team member
- Reserve your appointment on the website



Newsletter Content Planning

March – May 2026



Newsletter Review

May

- Multi-Agency Response to Mission Fires
 - Stay informed with emergency alerts
- Around the District Highlights from the GM: Infrastructure Week and La Canada Pipeline Replacement
- 2026 Farm Tour Day - SD Farm Bureau
- Ballot Drop Off at Rainbow Water
- Spring Planting Rebates
 - San Diego Waterscape Rebate Program
- Rainbow Water Rundown
 - April Board Meeting Recap
 - Join our Public Meetings



2026 Farm Tour Day
Hosted by San Diego County Farm Bureau

San Diego Farm Bureau invites you to join the 2026 Farm Tour Day in Oceanside. Event attendees will enjoy guided walking tours led by farmers who will share an inside look at how they farm

Multi-Agency Response to Mission Fires in Bonsall and Rainbow

Rainbow Water District assisted the North County Fire Protection District and CAL FIRE with mutual aid response to multiple vegetation fires, known as the Mission fires, burning along State Route 76 and northbound I-15 Freeway on Saturday, May 2.

Rainbow Water crews responded swiftly with a water tender to supply fire trucks with water for fires located along State Route 76. Fire protection agencies utilized the Rainbow Water District's Rapid Aerial Water Supply (RAWWS) tank with over 20 water drops to aid in suppressing 26 separate fires that burned across 12 miles from Bonsall to Rainbow. The North County Fire Protection District, CAL FIRE, and several assisting agencies stopped the fire's spread at 20 acres, with no structures destroyed.

"The outcome is a direct reflection of the strength of our mutual and automatic aid system, as well as the dedication of the men and women who serve our communities," said John Choi, Captain for North County Fire Protection District.

The RAWWS tank was installed as a proactive measure following the devastating Lilac Fire in 2017, underscoring the need for an efficient, high-volume, aerial accessible water source in San Diego's fire-prone areas. This was the second fire incident when RAWWS was used by fire agencies, following the Garden Fire in November 2024.

Rainbow Water mitigates the risk of fire ignition around all facilities through regular brush clearance to maintain defensible space and rooftop sprinklers to create a moisture barrier during a wildfire event. These proactive fire prevention measures, assisted with protecting a critical piece of Rainbow Water infrastructure after a spot fire ignited adjacent to a pump station.

"Our emergency response training and internal notification systems moved our team into action quickly" said Jake Wiley, Rainbow Water General Manager. "We were proud to bring critical water supply to assist the dozen fire agencies who battled the various fires in our service area."

This rapid, highly effective response and preparedness highlight the success of joint efforts between public agencies and the vital role of advanced firefighting tools like the RAWWS. Through proactive planning and interagency partnerships, Rainbow Water District, North County Fire Protection District, and CAL FIRE remain committed to safeguarding the communities they serve.

Around the District Highlights from the General Manager: Infrastructure Week and La Canada Pipeline Replacement

National Infrastructure Week takes place May 18-22, to highlight the importance of infrastructure across the nation. Rainbow Water is proud to celebrate Infrastructure Week along with freight, transportation, and water agencies. The annual week of advocacy highlights the importance of continued investment in roads, water systems, broadband, and other essential infrastructure.

La Canada Pipeline Replacement

Rainbow Water began 2026 with the modernization and installation of new pipelines and pressure-reducing valves to the neighborhood on La Canada Road near Hillside and Via Monserate. The project involved Rainbow Water staff performing design, construction management, project management, installation, water testing, and connection to water systems to residences.

The 3-month project included replacing 4,000 feet of 8-inch pipeline upgrading aging infrastructure to ensure reliable delivery of water to the community. Rainbow Water's in-house construction crew performed the project from start to finish, averaging approximately 200 feet of installed pipeline per day. The street will undergo paving repair and restoration and is anticipated to be complete by late June. The new pipeline addresses a history of pipeline failures in the area and avoids future costly operations and water outages to residents in the community.

Rainbow Water Rundown
April Board Meeting Highlights

Annual Vacancy Rates & Staffing Analysis: A review of vacancy rates and recruiting methods was presented in accordance with AB 2561. Staffing analysis included staffing trends, retention rates, and a three-year staffing plan for projected growth. The board will review additional staff positions in the May budget review process.

La Canada Pipeline Replacement Project: Highlights of the infrastructure project were presented with a construction timeline on the 3-month project completed by Rainbow Water's in-house construction team. The Board approved a paving contract for street restoration along La Canada between Hillside and Via Monserate.

Consent Calendar Approvals: Board approved notices of completion and acceptance of minor facilities constructed by customers; 6-year Sewer System Management Plan (SSMP); sewer system agreement with Neighborhood's Verdeaux at The Havens; and joint agreements for the Ocean Breeze development.

5-Year Capital Improvement Plan: The water and wastewater CIP plan was approved by the Board. The plan includes approximately \$8 million per year for the next five years, with 85% of the funding allocated for rehabilitation of pump stations and reservoirs and replacement of pipelines and valves.

District Vehicle Policies: A consolidation and update of District vehicle policies was incorporated into Chapter 5.09 of the Administrative Code.

Joint Powers Financing Authority Update: A memorandum of understanding and joint community facilities agreement were approved, and two board members were appointed to the recently formed JPA between Rainbow Water and Bonsall Unified School District.

Join Our Public Meetings

Meetings are held in the Rainbow Water board room and via zoom on Tuesdays at 1:00 p.m. Agenda & online meeting information: rainbowmwd.ca.gov/meetings

Board of Directors Meeting: May 26, June 23

Committee Meetings

- Engineering & Operations: June 2, July 7
- Budget & Finance: June 9, July 14
- Communications & Customer Service: July 21

3707 Old Highway 395, Fallbrook, CA 92028
Customer Care & After Hours: 760.728.1178
Office Hours: Mon-Fri 8:00 a.m. - 4:30 p.m.
RAINBOWMWD.CA.GOV

Newsletter Planning

June

- Grow Your Yard with California Native Plants
 - Top benefits, rebates available, turf replacement
 - Proper disposal of yard clippings + turf
 - Nonfunctional turf reminder for commercial, HOA, public, and school sites
- Plant Program Recap
 - Photo feature, best landscape winners
- Credit Card Processing Fee Update
 - Implementation, fees, ways to pay
- Rainbow Water Rundown
 - Board meeting recap, upcoming meetings

July

- Get to Know Your H2O: Water Quality Report
 - Cost of Delivering Water, Water Sources
 - Budget updates
- Outdoor irrigation best practices
 - Irrigation devices
 - Water smart with new Flume 2 Device, improved device, new price
- Boys & Girls Club Donation Drive
 - Drop off schools supplies at Rainbow Water office
- Rainbow Water Rundown
 - Board meeting recap, upcoming meetings



Public Communications

& Related Media Stories



Communications & Customer Service Committee Meeting | May 2026



Village News

February 26

Water management workshop offered for growers

FALLBROOK & BONSTALL VILLAGE NEWS

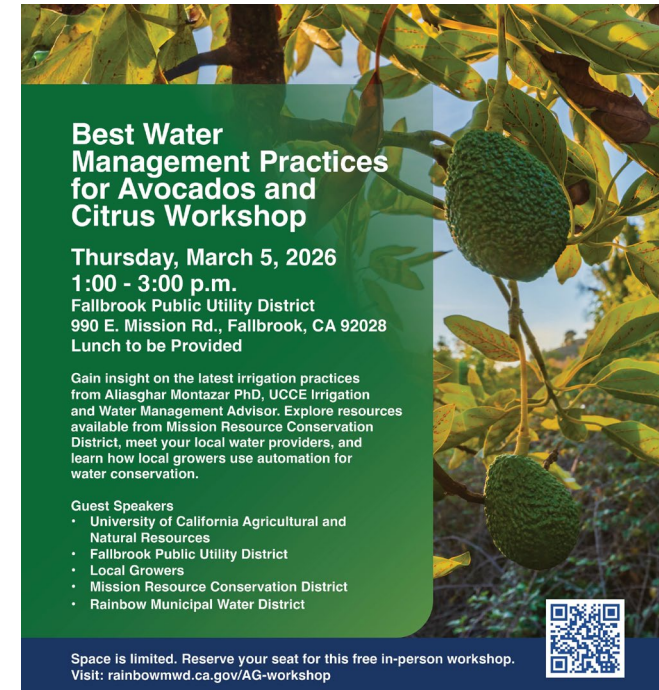
Water management workshop offered

FALLBROOK – Local residents are invited to attend a Best Water Management Practices for Avocado and Citrus Workshop presented by Mission Resource Conservation District, Fallbrook Public Utility District and Rainbow Water District, Thursday, March 5, from 1-3 p.m. at Fallbrook Public Utility District, 990 E. Mission Road.

Attendees will gain insight on the latest irrigation practices from Aliasghar Montazar PhD, UCCE Irrigation and Water Management Advisor. They can also explore resources available from Mission Resource Conservation District, meet their local water providers, and learn how local growers use automation for water conservation.

A complimentary lunch will be provided. Seating is limited. Advanced registration required. For more information and to reserve a seat go to rainbowmwd.ca.gov/AG-workshop and complete the sign up form by Tuesday, March 2.

Submitted by Rainbow Water District.



Best Water Management Practices for Avocados and Citrus Workshop


Thursday, March 5, 2026
1:00 - 3:00 p.m.
Fallbrook Public Utility District
990 E. Mission Rd., Fallbrook, CA 92028
Lunch to be Provided

Gain insight on the latest irrigation practices from Aliasghar Montazar PhD, UCCE Irrigation and Water Management Advisor. Explore resources available from Mission Resource Conservation District, meet your local water providers, and learn how local growers use automation for water conservation.

Guest Speakers

- University of California Agricultural and Natural Resources
- Fallbrook Public Utility District
- Local Growers
- Mission Resource Conservation District
- Rainbow Municipal Water District

Space is limited. Reserve your seat for this free in-person workshop.
Visit: rainbowmwd.ca.gov/AG-workshop



Presented By:

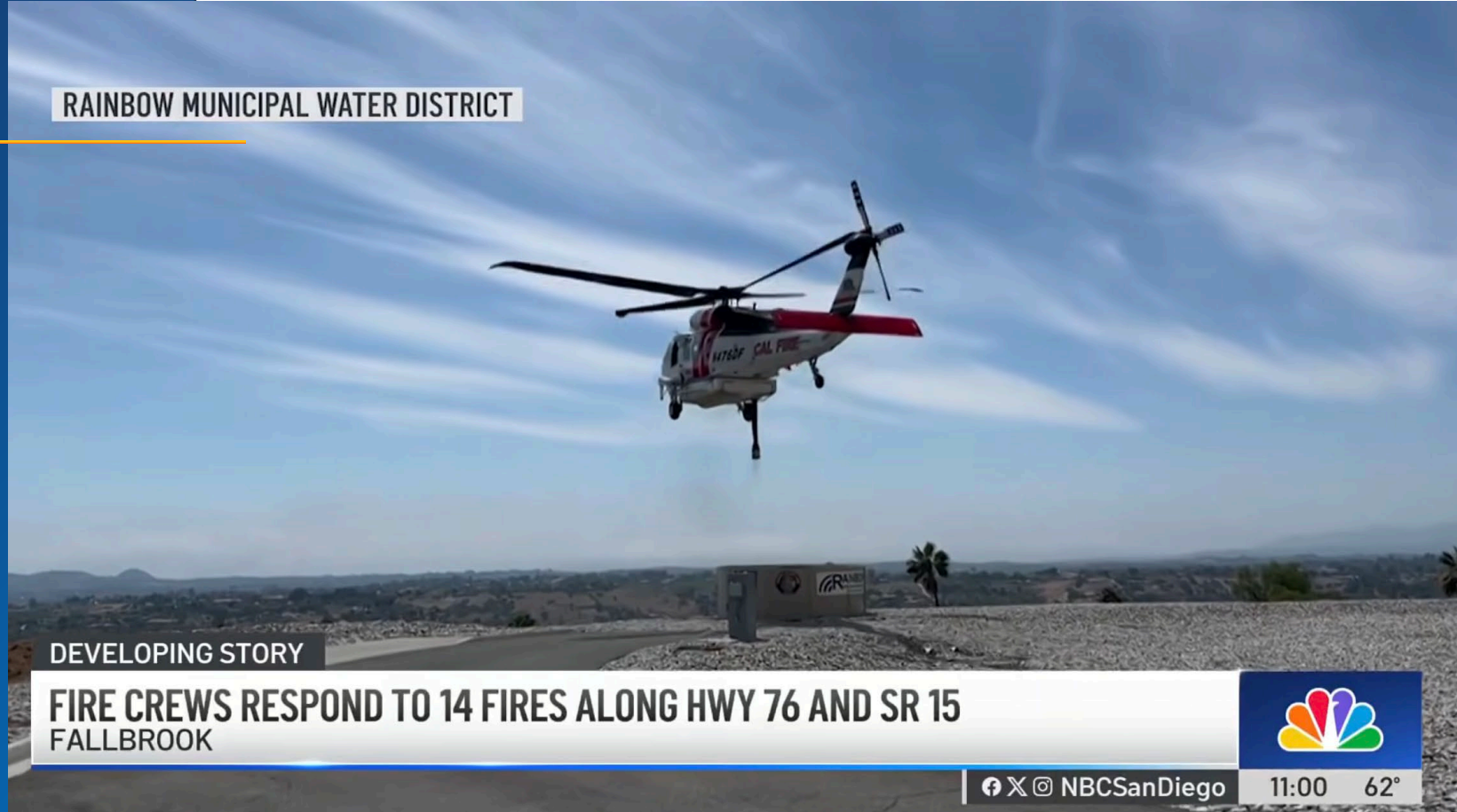


NBC 7 News

May 2

Fire Crews Respond to 26 Fires along Highway 76 and State Route 15 in Fallbrook

RAINBOW MUNICIPAL WATER DISTRICT



DEVELOPING STORY

**FIRE CREWS RESPOND TO 14 FIRES ALONG HWY 76 AND SR 15
FALLBROOK**



f X @ NBCSanDiego

11:00 62°



Village News

May 7 + May 14

Ad: Spring Blood Drive

May 14

Rainbow Water District to Host
 Spring Blood Drive and Living
 Donor Screening

Spring BLOOD DRIVE
 AND SCRIPPS LIVING DONOR MATCH PROGRAM SCREENING

Thursday, May 21, 2026
 9:00 a.m. - 2:30 p.m.

Rainbow Water Headquarters Parking Lot
 3707 Old Highway 395, Fallbrook, CA 92028

Save Lives in Our Community with a Donation

- Take the free online Living Donor Screening to help find a kidney match for a long-time Rainbow Water team member.
- Blood donors receive a San Diego Padres Summer Blood Drive t-shirt and Rainbow Water reusable water bottle, while supplies last.

Presented By:

Reserve Your Spot
 Make your blood donation appointment online. Walk-ins are always welcome.
rainbowmwd.ca.gov/spring-blood-drive

SCAN FOR INFO

Rainbow Water to host spring blood drive and living donor screening

FALLBROOK – Help save a life and give back to the community at Rainbow Water District’s biannual blood drive and living donor screening on Thursday, May 21. The San Diego Blood Bank will open its mobile blood unit from 9 a.m. to 2:30 p.m. at the Rainbow Water headquarters parking lot at 3707 Old Highway 395.

Rainbow Water will also offer visitors the opportunity to take a free online screening through the Scripps Living Donor Program.

San Diego Blood Bank celebrated 75 years of service to the community in 2025, and blood donations made at local blood drives and donation centers are vital to local patients with traumas, blood disorders, surgeries, accidents, and complications from childbirth.

To help meet the demand, Rainbow Water has partnered with the San Diego Blood Bank to host a mobile blood drive to replenish the local blood supply. By donating blood, you can help save up to three local patients’ lives.

New this year, visitors to the blood drive can take the Scripps Living Donor Program online assessment to help local patients find a living kidney donor. According to Scripps, there are 110,000 patients across the country who wait for years for a deceased donor, and many do not live long enough to receive a transplant.

The living organ donation process allows a donor to give a partial or a whole kidney to lifesaving organ transplants. The

free online screening was added to highlight the need for living donors in San Diego County and to assist a longtime Rainbow Water team member with finding a kidney match.

Information on the Scripps Living Kidney Donor Program and screening process can be completed online at <https://www.scripps.org/services/transplant-services/living-organ-donation>.

“We are always looking for ways to connect and give back to our community and our team,” said Karleen Harp, Administrative Services Manager for Rainbow Water. “Our blood drive and living donor screening event will allow us to get one step closer to finding a match for one of our valued team members.”

Walk-ins are welcome at the blood drive, and appointments are encouraged by visiting <https://www.rainbowmwd.ca.gov/spring-blood-drive>. Appointments are also available by calling San Diego Blood Bank at 619-400-8241. Details on the blood drive, directions, and more information are on Rainbow Water’s website.

Donors must be at least 17 years old, weigh at least 110 pounds, be in good health, and free of any cold or flu symptoms. As a thank you, all blood donors will receive a 2026 Padres Summer Blood Drive UPF 50 sun shirt and Rainbow Water reusable water bottle – while supplies last.

Rainbow Water is proud to host the San Diego Blood Drive for the community and to give hope to patients across Southern California.

Village News

May 14

BUSD approves CFP for The Havens

Rainbow Water assists with multi-agency response to Mission fires

BUSD approves CFD for The Havens

Golly and Merchat placed on financing authority

Joe Naiman
Village News Reporter

Two Bonsall Unified School District board actions April 9 addressed a planned development known as The Havens.

One 5-0 vote approved a memorandum of understanding between the school district, the Rainbow Municipal Water District, a joint powers financing authority involving the school and water districts, and Havens developer Neighborhoods Verdeaux at The Havens, LLC, for a proposed community facilities district.

The other 5-0 vote appointed BUSD Superintendent Heather Golly and BUSD board member Roger Merchat to the Bonsall Unified School District-Rainbow Municipal Water District Joint Powers Financing Authority board.

The Havens was called the Polo Club in 1999 when the San Diego County Board of Supervisors approved a final map to subdivide the 449.54-acre parcel on the north side of Gopher Canyon Road at Vista Valley Road into up to 165 dwelling units with two open space lots.

The development was conditioned to obtain permits from the U.S. Army Corps of Engineers, the U.S. Fish and Wildlife Service, the California Fish and Wildlife Service, and the Regional Water Quality Control Board before construction could begin.

The ownership negotiated with the regulatory agencies, and the project has undergone multiple design changes so that the required permits could be obtained. The subdivision was renamed Bonsall Oaks when Bonsall Oaks, LLC, agreed to purchase the project from Vista Villas Development, L.P.

A community facilities district allows bonds for infrastructure to be repaid through assessments on property (these are sometimes known as Mello-Roos taxes due to the state legislators who authored the option for services on new development to be funded by an annual assessment).

An assessment must be approved by a majority of property owners, although a developer who owns an undeveloped parcel may vote in favor of the CFD and once the property is subdivided, those property owners are responsible for the assessments. The CFD financing can cover capacity and connection fees paid to acquire capacity into the existing system as well as infrastructure expenses themselves including new facilities and expansion, modification, rehabilitation, or other improvements to existing facilities.

The proposed CFD for The Havens will also include financing for Rainbow Municipal Water District infrastructure and capacity fees.

The Havens is being constructed in phases. The new CFD covers the final 104 residential lots.

"The formation of a community facilities district reflects a thoughtful approach to supporting growth in our community while ensuring that new development contributes to the facilities and infrastructure our students need," Golly said. "It positions the district to plan responsibly for the future as our community evolves."

Up to \$100,000,000 of bonded indebtedness was authorized for the CFD. Once the bond issuance takes effect, the tax rate for each property will be determined. The property tax assessment may increase by up to 2% each year.

The school facilities and funding mitigation agreement portion of the CFD documents authorizes funding for planning, engineering, design, acquisition, construction, lease, improvement, and financing of interim and permanent facilities including classrooms, multi-purpose facilities, recreational facilities, administration and auxiliary space at school facilities, and central support.

The funding also includes transportation facilities as reasonably determined from time to time by the school district to be necessary to accommodate the student population of the school district including all appurtenances and appurtenant work and the cost of engineering, planning, designing, materials testing, coordination, construction staking, and construction management and supervision for those school facilities along with other expenses incidental to the construction, acquisition, modification, expansion, or rehabilitation of the facilities.

The funding for school sites and related facilities may include

lease rental payment to the acquisition of interests in land for the construction of off-site facilities buildings, appurtenant athletic fields, playground recreational facilities improvements, lan access roadways, sidewalks and gutters, and portable or buildings or interim or existing buildings.

The modern rehabilitation, re and expansion of school facilities at infrastructure is also expense as is central administrative of special education facility transportation facility bond proceeds may also on furniture, equipment technology including upgrades and mobile infrastructure with a at least five years.

The CFD will also

Rainbow Water assists with multi-agency response to Mission fires



Rainbow Water District's water truck responded with water tender to assist Cal Fire and NCFPD with suppression of fires along Highway 76 in Bonsall.

FALLBROOK – Rainbow Water District assisted the North County Fire Protection District and Cal Fire with mutual aid response to multiple vegetation fires, known as the Mission fires, burning along State Route 76 and northbound I-15 Freeway on Saturday, May 2.

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"Our emergency response training and internal notification systems moved our team into action quickly" said Rainbow Water General Manager Jake Wiley. "We were proud to bring

KHOURY
from page B-4

He's worked hard and he and his coaches made some tweaks to what he's doing, and it's worked out for him."

Elisabeth
 Real Estate Agent
Professional Enthusiastic
 Offering Special Incentives for Seniors & Veterans
 760-53
 Fluent in German | www.ehle
 SRES

ACWA JPIA

H.R. LA Bounty Safety Award Winner

Rainbow Water Municipal Water
District

- Site Docs Safety Messaging
System SMS



H.R. LA Bounty Safety Award Winner Spring 2026

Rainbow Water Municipal Water District

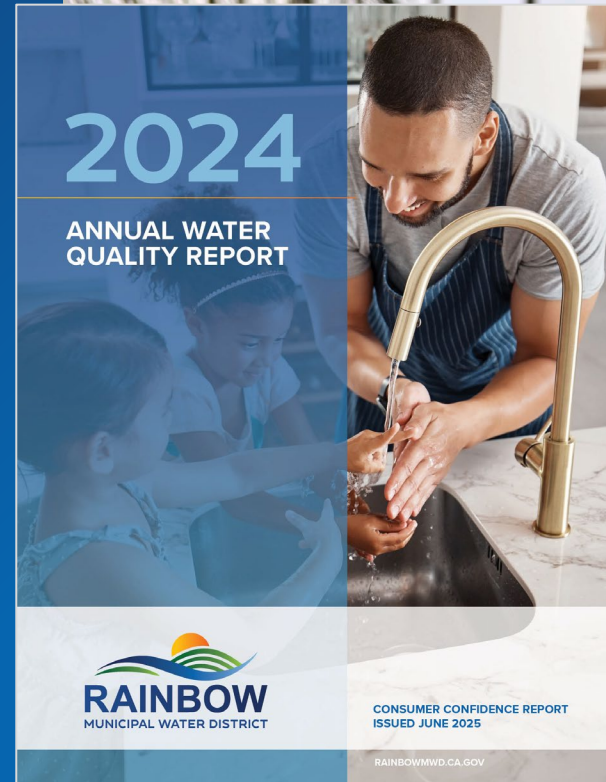
Luke Johnson



CAPIO Award

2026 Excellence in Public Information and Communication Awards

- Award of Distinction
- Annual Report
- Project Budget: Under \$5,000





Conclusion

- Comments
- Next meeting: July 2026

