



**COMMUNICATIONS AND CUSTOMER
SERVICE COMMITTEE MEETING**

RAINBOW MUNICIPAL WATER DISTRICT
Thursday, March 5, 2020
Communications and Customer Service Committee Meeting - Time: 3:30 p.m.

District Office	3707 Old Highway 395	Fallbrook, CA 92028
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Notice is hereby given that the Communications and Customer Service Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, March 5, 2020.

AGENDA

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL:** Julie Johnson (Chair) _____ Bill Shute (Vice Chair) _____
Members: Hayden Hamilton _____ Bill Stewart _____
Russell Vernon _____
Alternates: Cynthia Gray _____
- 4. SEATING OF ALTERNATES**
- 5. ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**
- 6. PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**
- 7. COMMITTEE MEMBER COMMENTS**
- *8. APPROVAL OF MINUTES**
A. January 21, 2020
- 9. CONSUMER CONFIDENCE REPORT ON WEBSITE AS OPPOSED TO MAILERS**
- 10. STRATEGIC PLAN OBJECTIVES REVIEW**
- 11. WSUP AND PUP COMMUNICATIONS (DOOR HANGERS AND RESPONSE TO INQUIRIES)**
- 12. CUSTOMER ISSUE TRACKING**
- 13. HISTORY OF THE DISTRICT VIDEO PREVIEW**

14. COMMUNITY OUTREACH PROGRAMS UPDATE (AVOCADO FESTIVAL AND VINTAGE CAR SHOW)
15. GENERAL MANAGER COMMENTS
16. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS
 - A. Topics
 - B. Calendar
 - C. Snipes Calendar
 - D. Updates from Other Committees
 - E. Customer Relations
 - F. Monthly Newsletter Review
 - G. Social Media Post Updates
17. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES
18. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING
19. ADJOURNMENT

ATTEST TO POSTING:



Carl Rindfleisch
Secretary of the Board



Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JANUARY 21, 2020**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on January 21, 2020 was called to order by Chairperson Johnson at 3:41 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Johnson, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton, Member Johnson, Member Stewart, Member Shute.

Also Present: General Manager Kennedy, Executive Assistant Washburn, Finance Manager Largent.

Absent: Member Vernon, Alternate Gray.

No members of the public were present.

4. **SEATING OF ALTERNATES**

There were no alternates seated.

5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**

There were no amendments.

6. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**

There were no comments.

7. **COMMITTEE MEMBER COMMENTS**

Mr. Hamilton suggested adding a door hanger for Flume customers notifying them Flume would be the only entity to reset the devices when their meter is replaced as part of the Water Service Upgrade Program (WSUP). Mr. Kennedy explained staff would be coordinating with Flume on behalf of the customers as the meters are replaced. Ms. Largent confirmed these door hangers were already created.

Mr. Hamilton recommended having a series of responses relative to inquiries for any customers who experience an increase in water use once their meter is replaced.

Mr. Shute inquired as to how meters are tested. Mr. Kennedy noted the old meters will be tested onsite and the new meters are verified by the manufacturer. Mr. Shute asked for the timeframe for disputing a bill. Mr. Kennedy noted the bill dispute process will be followed as provided in the Administrative Code.

***8. APPROVAL OF MINUTES**

A. December 5, 2019

Motion:

To approve the minutes as presented.

Action: Approve, Moved by Member Hamilton, Seconded by Member Stewart.

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

Ayes: Member Hamilton, Member Johnson, Member Stewart, Member Shute.

9. STRATEGIC PLAN OBJECTIVES REVIEW

This item was deferred to the February committee meeting when Ms. Gray will be present to provide an update.

10. MONTHLY UPDATE ON PORTAL AND BILLING ISSUES WITH A TIMELINE TO CORRECT

Ms. Largent reported the dynamic portal issues have been resolved. She noted customer service staff has been trained to resolve billing issues within the same day. She mentioned this item would no longer need to be a recurring committee agenda item.

Mr. Shute inquired if the credit card and auto pay has been corrected. Ms. Largent stated staff has received additional training when setting up these features on accounts as well as answering customer inquiries.

Ms. Johnson thanked Ms. Largent for finding a resolve to these matters so quickly.

11. CREATING A COMPREHENSIVE COMMUNICATION POLICY AND PLAN SUBCOMMITTEE TO ASSIST WITH COORDINATION OF MATERIAL TO RMWD CUSTOMERS

Mr. Kennedy mentioned Cal State San Marcos has a program where students will prepare communication plans on behalf of local agencies for approximately \$1,500. He noted how some of the other local special districts have utilized this program and found it to be successful. He stated Ms. Gray has already remitted the required application on RMWD’s behalf and proposes this project take this route as opposed to utilizing staff time. He shared the university also has another program RMWD may be interested in applying for in the future.

Mr. Hamilton stated this was a good place to start. Mr. Shute asked for clarity whether the university students could assist with creating a comprehensive communication policy. Mr. Kennedy stated should they not be able to assist with the policy portion of this project the committee can then decide what course of action to take.

Motion:

To endorse the opportunity Mr. Kennedy made utilizing university talent by partnering with the Cal State San Marcos School of Business to help formulate the basis of the communication plan which is to be brought back to the committee for consideration in the future.

Action: Approve, Moved by Member Hamilton, Seconded by Member Stewart.

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

Ayes: Member Hamilton, Member Johnson, Member Stewart, Member Shute.

Discussion ensued regarding the steps involved with this partnership.

Ms. Johnson clarified should RMWD be accepted, the committee will have the opportunity to discuss how the partnership and the organization will occur.

Mr. Shute cautioned not to underestimate the amount of staff time involved with this type of partnership. He also asked if RMWD has any opportunities for intern programs. Mr. Kennedy answered these types of opportunities may become available; however, they would require Board consideration and budget review.

Mr. Kennedy inquired as to the committee’s ideas for a communications policy. Mr. Stewart suggested such a policy must be broader to create a customer service culture starting from the top to the bottom. Mr. Hamilton clarified the policy would be a mix of Administrative Code and Standard Operating Procedures.

12. ESTABLISHMENT OF COMMITTEE MEETING DATES AND START TIMES

The committee members decided to stay with the original days and times scheduled for 2020.

13. DISCUSSION AND POSSIBLE ACTION TO APPOINT 2020 COMMITTEE OFFICERS

Motion:

To keep the officers the same.

Action: Approve, Moved by Member Hamilton, Seconded by Member Shute.

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

Ayes: Member Hamilton, Member Johnson, Member Stewart, Member Shute.

14. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A.** Topics
- B.** Calendar
- C.** Snipes Calendar
- D.** Updates from Other Committees
- E.** Customer Relations
- F.** Monthly Newsletter Review
- G.** Social Media Post Updates

There were no comments.

15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Kennedy noted there were recent articles in The Village News regarding the Emergency Supply Agreement and Water Supply Development Agreement with FPUD in which Mr. Bebee was misquoted. He noted the Union Tribune also wrote an article on the potential detachment from SDCWA after which he and Mr. Bebee met with the reporter who will be writing another piece on this matter.

Discussion ensued regarding recurring updates on the agenda. It was decided to add a recurring item for General Manager comments.

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

It was noted the Strategic Plan objectives review, WSUP and PUP communications, tracking of customer issues, and community outreach programs be on the next committee agenda.

Ms. Johnson stated for the record how much the committee appreciated Ms. Rubio's attendance at these meetings.

17. ADJOURNMENT

The meeting was adjourned by Chairperson Johnson.

The meeting adjourned at 4:29 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary