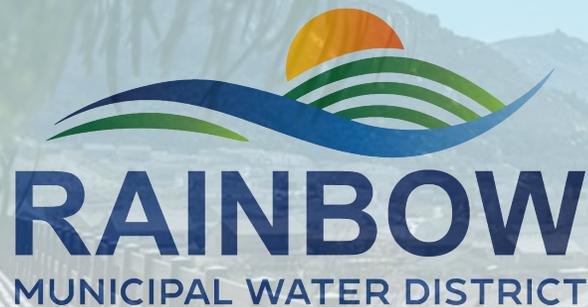


Communications & Customer Service

COMMITTEE MEETING

September 16, 2025



Agenda

- Approval of Minutes
- General Manager Comments
- Committee Member Comments

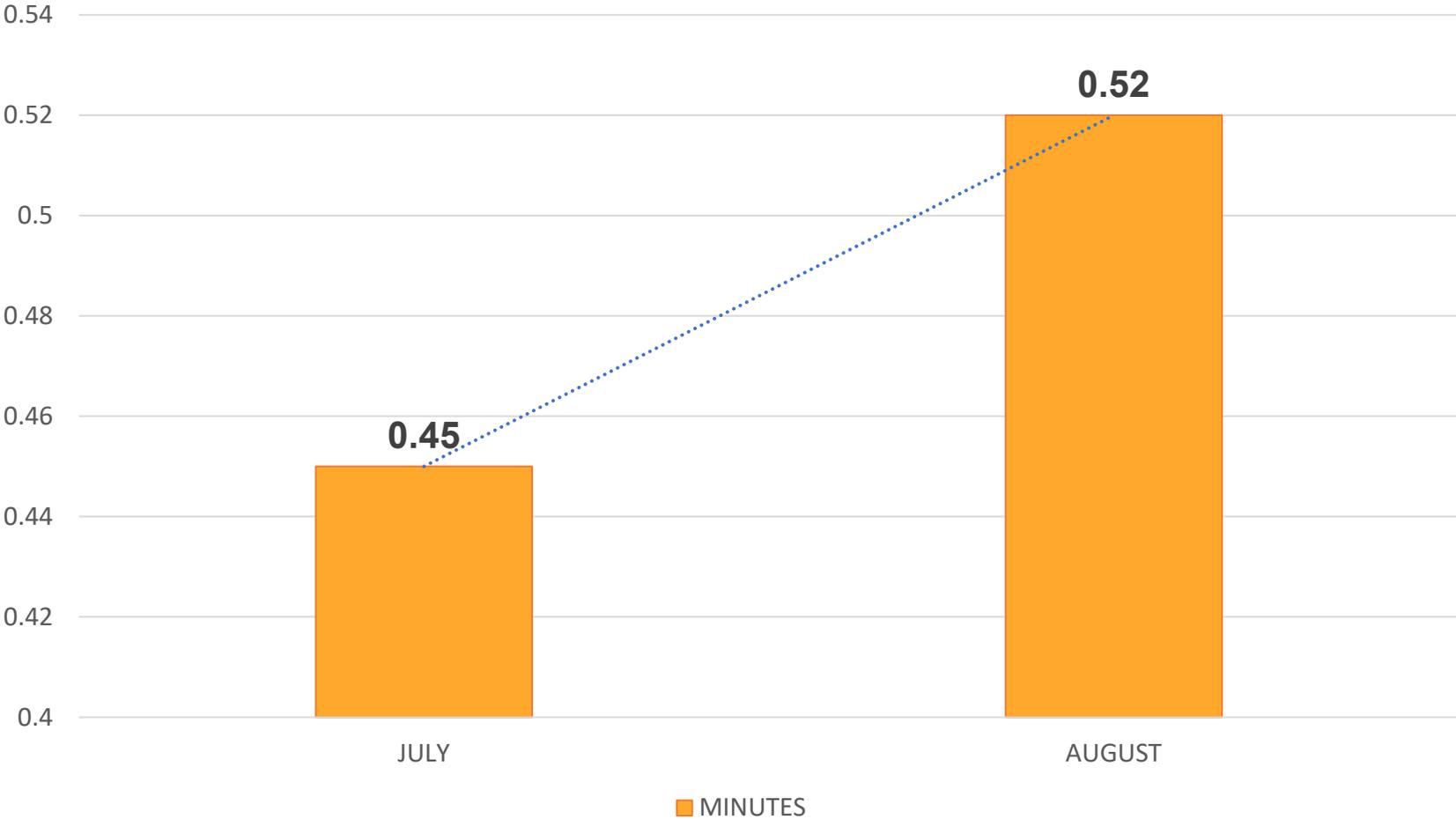


Quarterly Customer Service

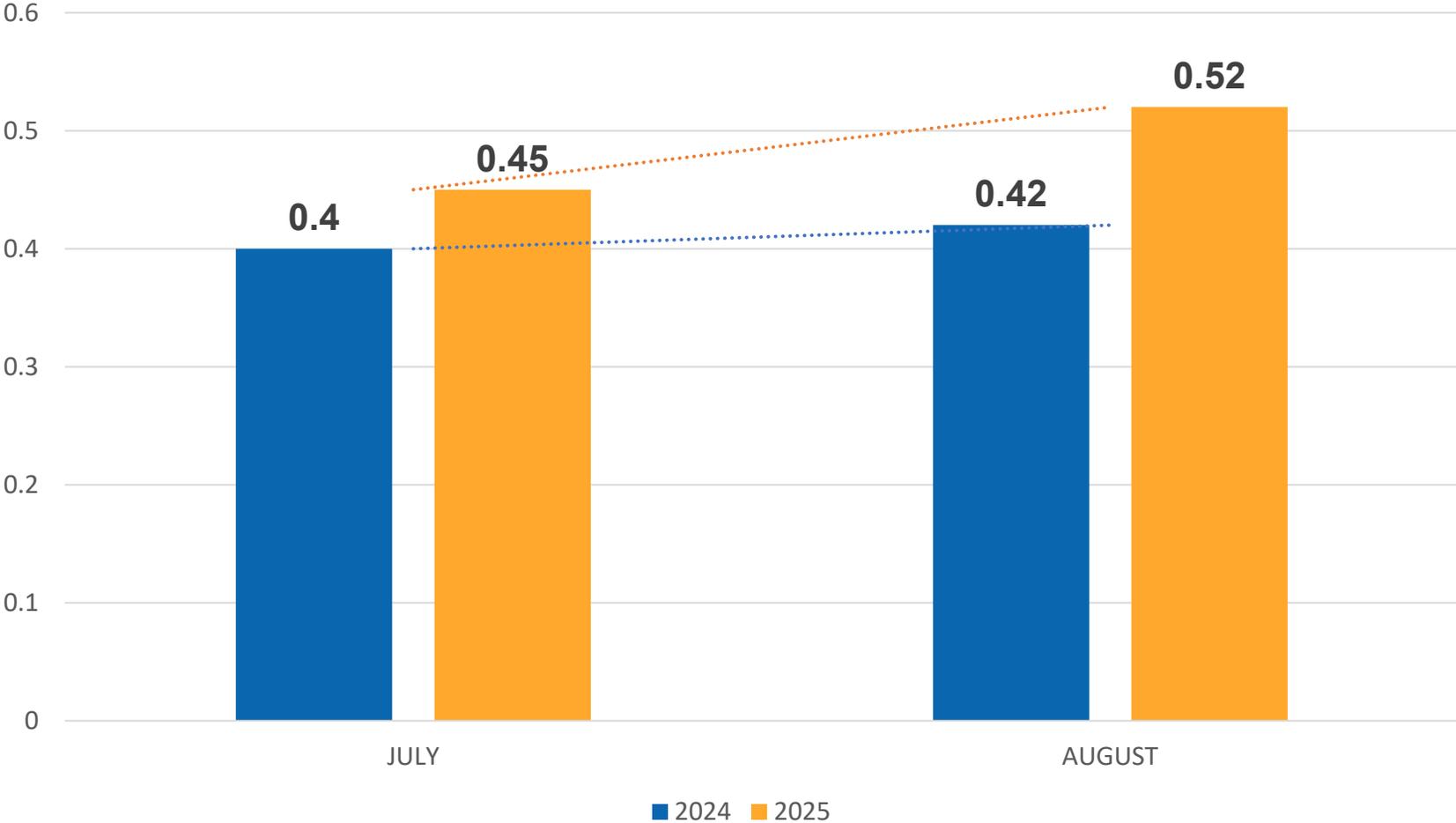
Call Metrics



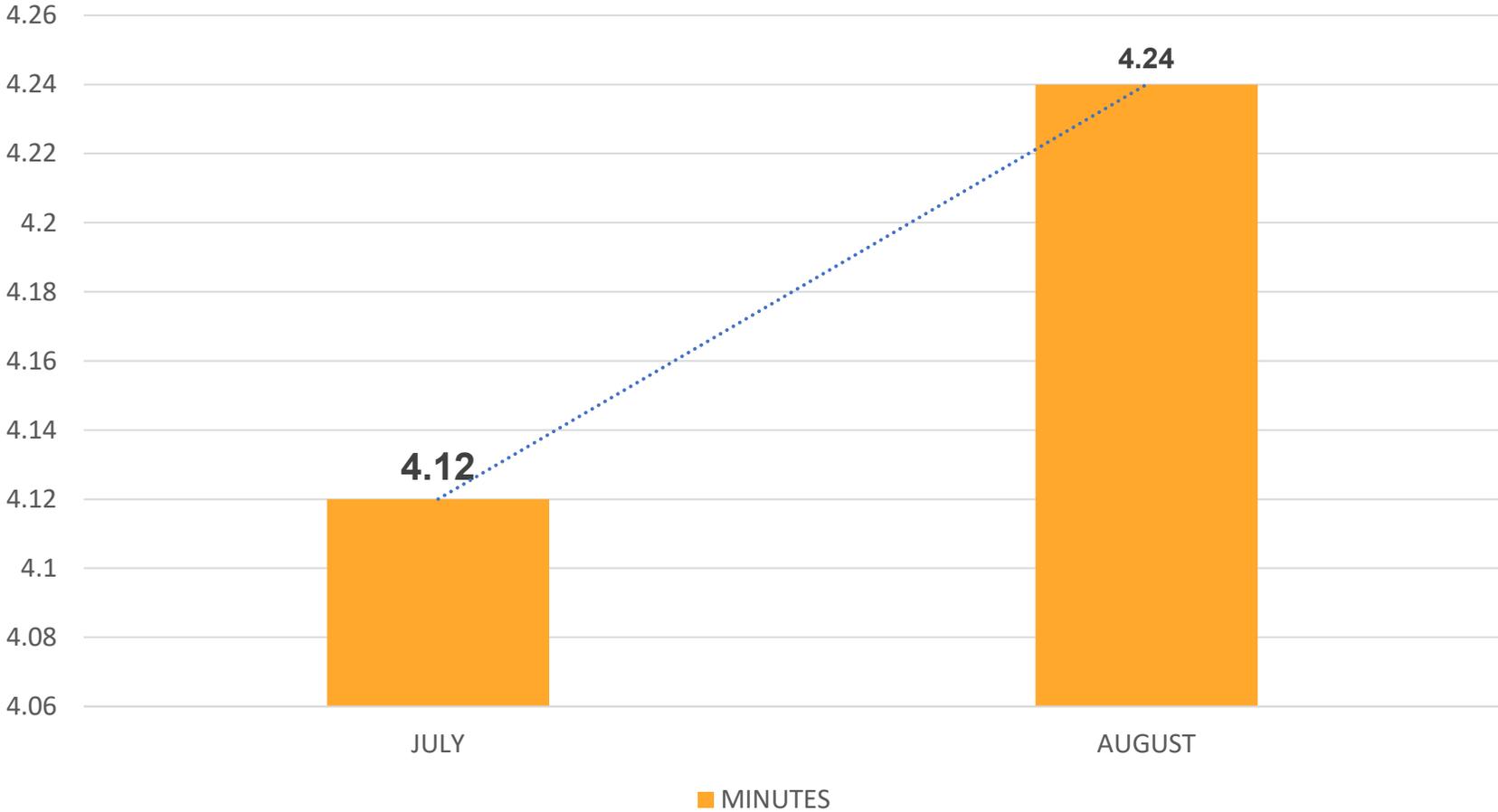
Average Hold Time: July - August



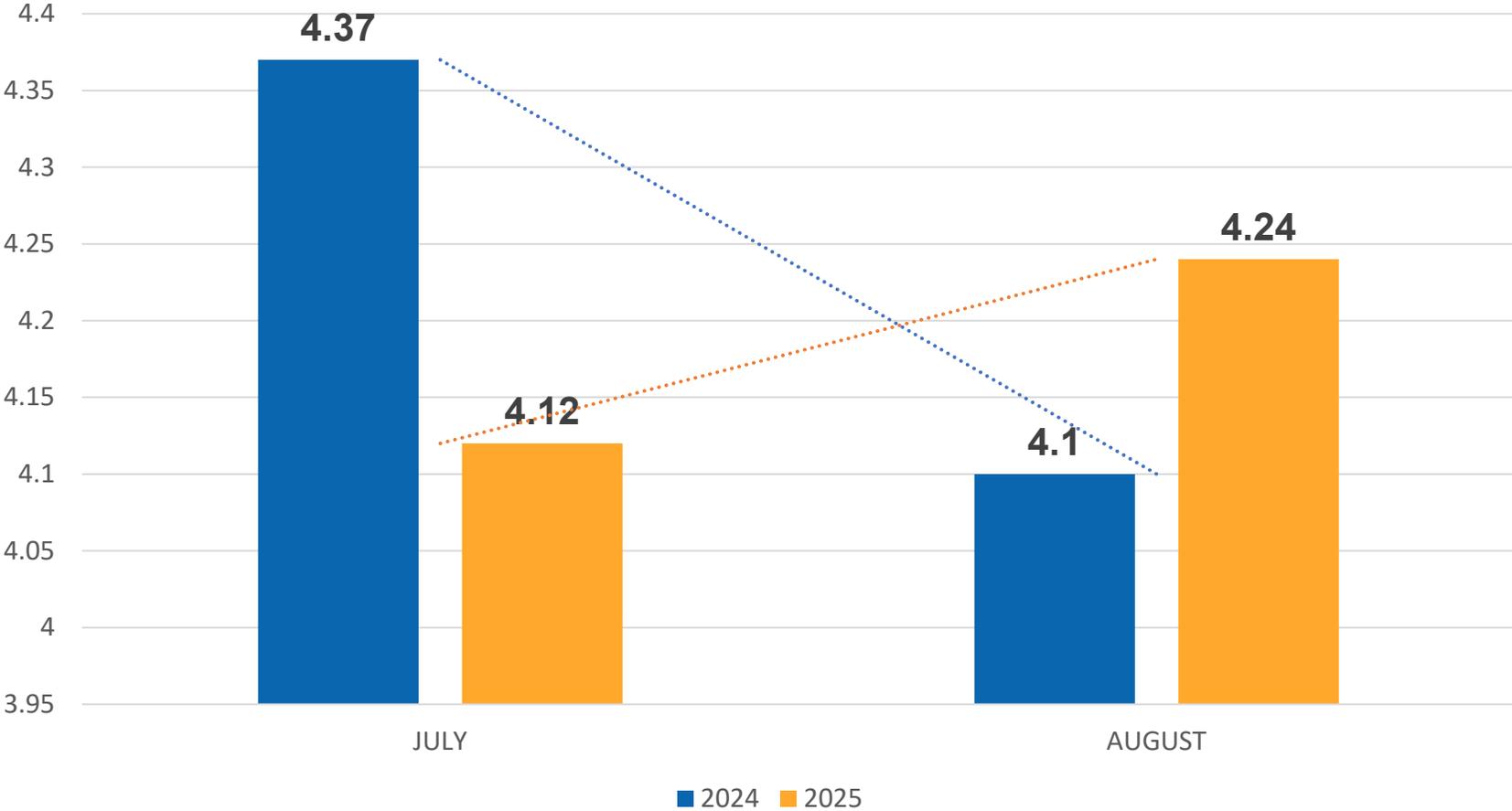
Average Hold Time: 2024 vs 2025



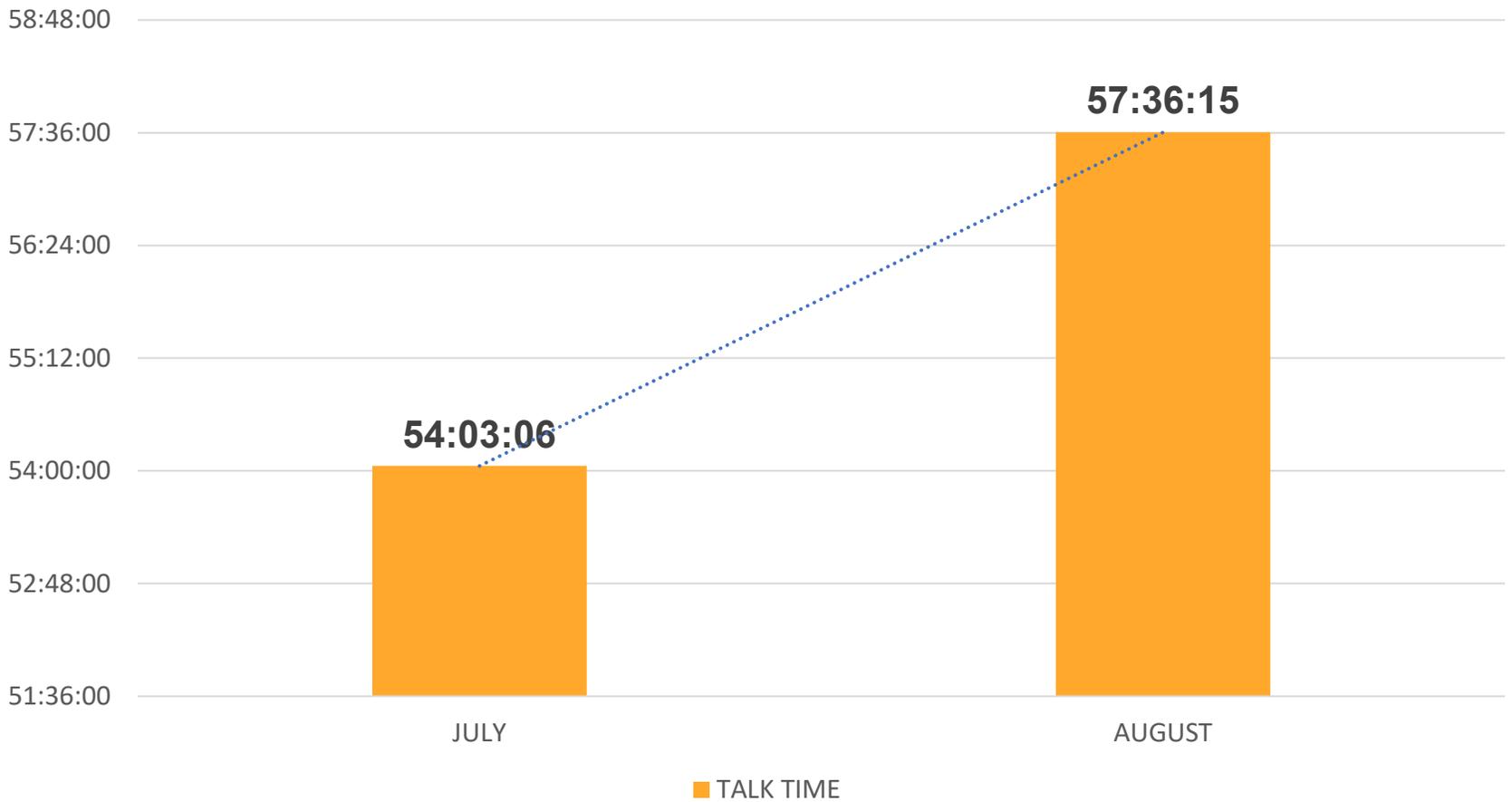
Average Talk Time: July - August



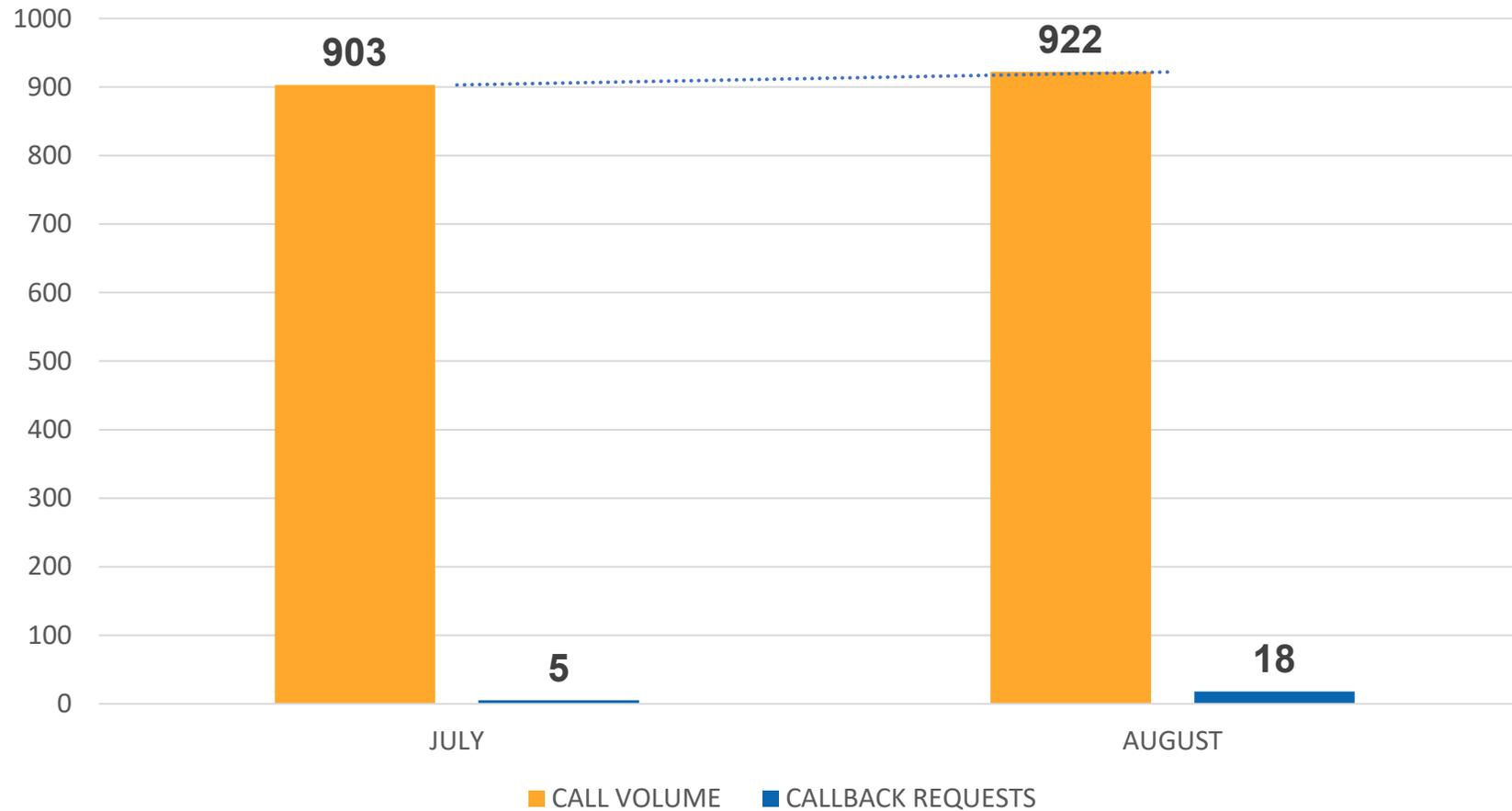
Average Talk Time: 2024 vs 2025



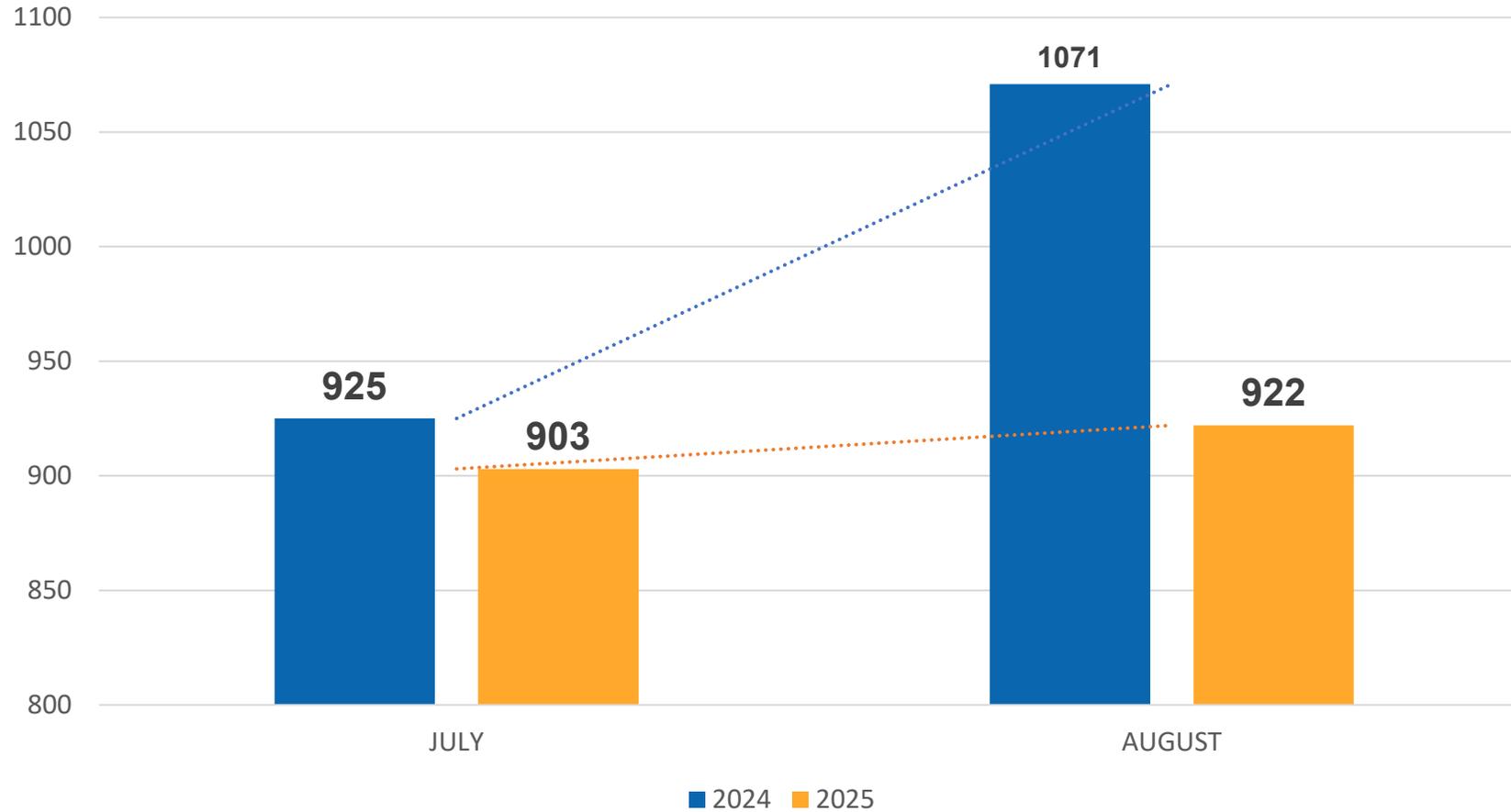
Total Talk Time: July - August



Monthly Calls: July - August



Monthly Calls: 2024 vs 2025



Regional CropSWAP

Program Update



Communications & Customer Service Meeting | September 2025



Regional CropSWAP Program



\$1,077,450

**Reserved Grant
Funds**

96 Project Applications
Since April 2024

40

Projects Paid

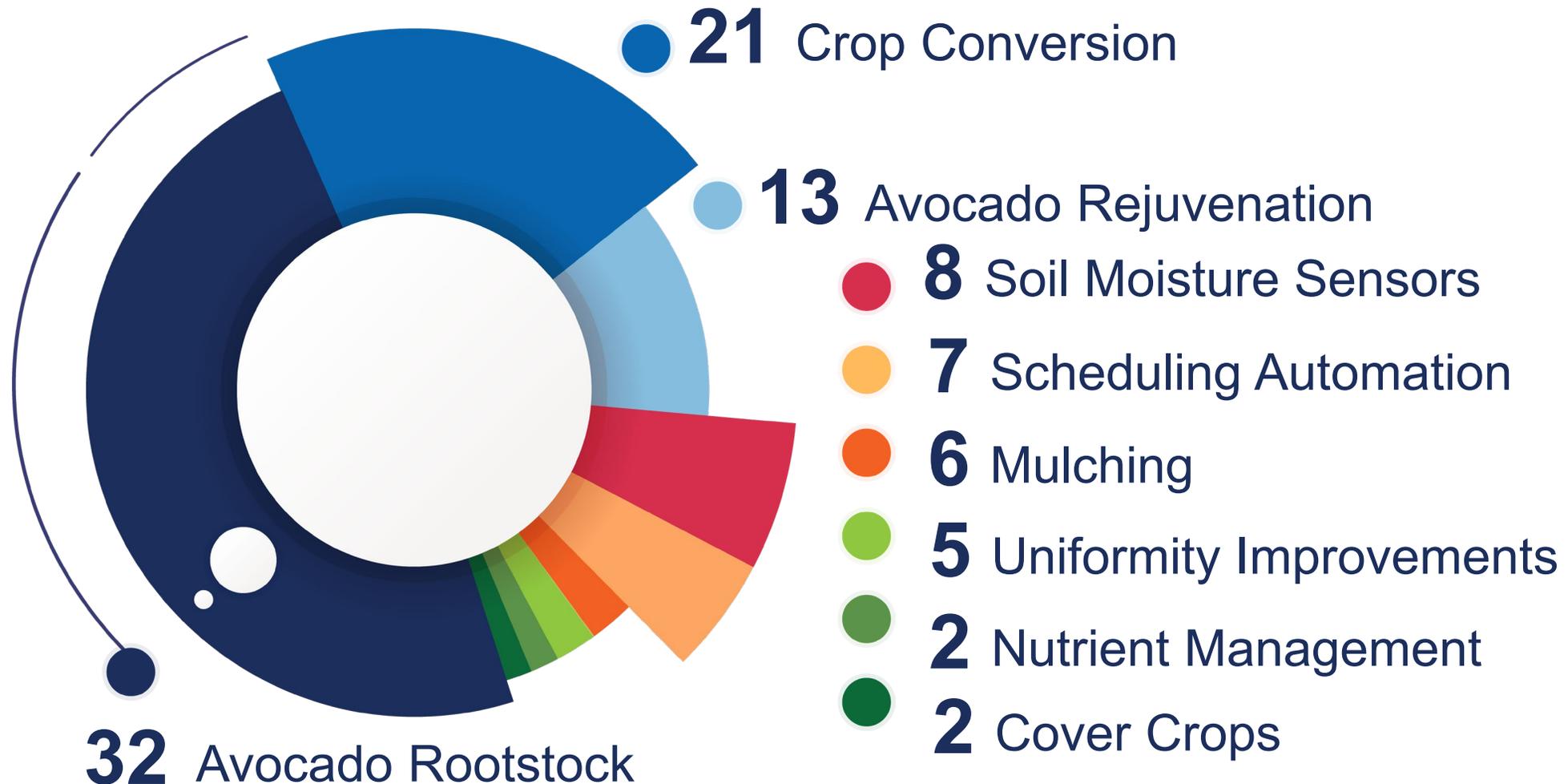
27 Projects approved
to start

17

**Projects in
Pre-Inspection**

Moved from Waitlist

Total Applications by Project Type



Water Use Efficiency

Rebates Update



Communications & Customer Service Meeting | September 2025



County of San Diego Waterscape Rebate Program

The Waterscape Rebate Program (WPP) focuses on the installation of landscaping and water-wise features to help residents save water, save money & beautify homes.



All water agencies in San Diego County are eligible including EMWD member agencies

WPP interactive website features step-by-step guide for rebates

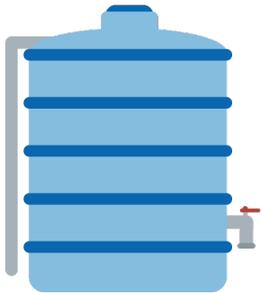
Select Commercial or Residential Rebate with link to Met's SoCal Water\$mart

Outdoor Rebates & Support



Turf Replacement

- Up to \$5/Sq Ft total **Residential Rebate** to replace lawn with native or drought resistant plants.
Tree Incentive Add on \$100/Tree. Maximum 5 trees
- Up to \$7/Sq Ft **Commercial Rebate** includes storm water retention feature, native plants and zero hardscape



Rain Capture Rebates

- \$5/Sq Ft for **Rain Gutters**, up to \$500
- \$1/Sq Ft for **Rain Containers**, up to \$3,000
- \$1/Sq Ft for **Garden Rain Capture Feature**, up to \$5,000



Enhanced Support

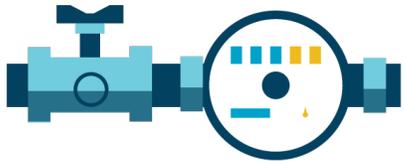
- Free expert support with turf replacement projects for all residents of unincorporated San Diego County.

Smart Flow Monitor Solutions



Flume

- Retails for \$249
- Customers currently pay \$49 with Rainbow instant rebate
- Flume 2: Monitors water inside and outside home with Wi-Fi connection up to 1,000 feet



YoLink

- Valve Controller & Bulldog Valve Robot: Smart wireless valve controller with auto-shutoff feature, DIY installation
- Dedicated Wi-Fi device to connect to mobile app

August 2025

20 Flume devices purchased

Less than 90 devices remain on the contract

New Contract in development

Option to integrate Flume with YoLink device

Auto-shut off feature

Smart Flow Monitor Solutions

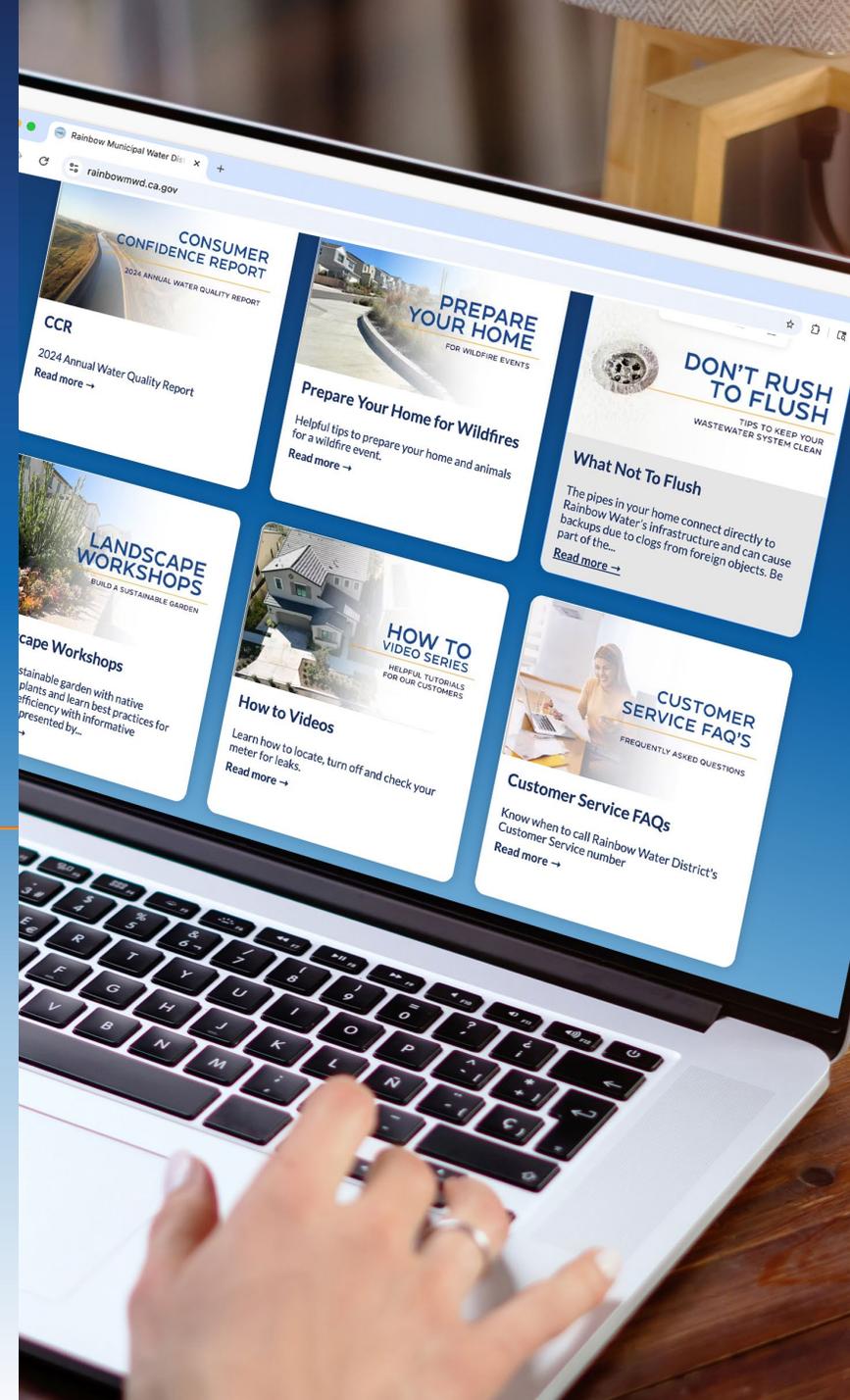


Product	Flume	YoLink	Moen Flo*	Phyn Plus*
Retail Price	\$249	\$299	\$599	\$579
Current Rate	\$49			
New Rate	\$75 w/ \$25 RMWD Rebate	\$255 w/ 15% discount	\$499 w/ \$100 Met Rebate	\$479 w/ \$100 Met Rebate
Wi-Fi Hub		\$25		
Subsidized by RMWD	\$130/device	\$0	\$0	\$0

* Plumber installation required

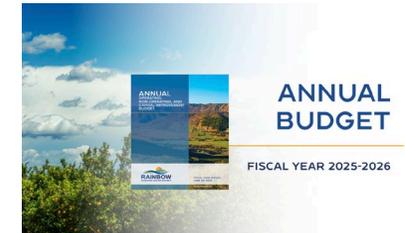
Website Update

New Design



Website Metrics

Summer 2025 Page Views



300+ visits

- Home Page
- Contact Us
- Start Service
- Water Rates
- Water Pressure Reg FAQs
- Water Use Efficiency
- Pay Your Bill
- Careers
- Meetings
- Programs

120+ visits

- Turf Replacement
- Landscape Workshops
- Water Rates
- Newsletter
- Flume
- Backflow Testing
- Water Rebates
- CropSWAP Program

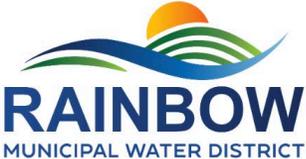
55 to 100 visits

- Water Utility Scam Alert
- Customer Service FAQs
- FY 2026 Budget Report
- Press Releases
- How-to Videos

50 or less visits

- Bill Payments
- Budget Report
- Board Meeting Minutes
- Committee Agendas

Home Page: Navigation



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- [Who We Are](#) ▾
- [Pay My Bill](#)
- [Services & Rates](#) ▾
- [Resources](#) ▾
- [Water Quality](#) ▾
- [Transparency](#) ▾
- [Careers](#)
- [Contact Us](#) ▾



Understanding Your Water Bill

A Guide to Terms and Charges: Understand the fees and invoice line item terms and charges.

[Read more](#)

- [Account Log In](#)
- [Careers](#)
- [Contact Us](#)
- [FAQs](#)
- [Meetings](#)
- [Planned Maintenance](#)
- [Report Water Waste](#)
- [Start Service](#)

CONSUMER CONFIDENCE REPORT
2024 ANNUAL WATER QUALITY REPORT

CCR
2024 Annual Water Quality Report
[Read more →](#)

PREPARE YOUR HOME
FOR WILDFIRE EVENTS

Prepare Your Home for Wildfires
Helpful tips to prepare your home and animals for a wildfire event.
[Read more →](#)

DON'T RUSH TO FLUSH
TIPS TO KEEP YOUR WASTEWATER SYSTEM CLEAN

What Not To Flush
The pipes in your home connect directly to Rainbow Water's infrastructure and can cause backups due to clogs from foreign objects. Be part of the...
[Read more →](#)

LANDSCAPE WORKSHOPS
BUILD A SUSTAINABLE GARDEN

Landscape Workshops
Build a sustainable garden with native California plants and learn best practices for water use efficiency with informative workshops presented by...
[Read more →](#)

HOW TO VIDEO SERIES
HELPFUL TUTORIALS FOR OUR CUSTOMERS

How to Videos
Learn how to locate, turn off and check your meter for leaks.
[Read more →](#)

CUSTOMER SERVICE FAQ'S
FREQUENTLY ASKED QUESTIONS

Customer Service FAQs
Know when to call Rainbow Water District's Customer Service number
[Read more →](#)

Article Section

Board of Directors

Sep 23 2025	Board of Directors 1:00 p.m.	Oct 28 2025	Board of Directors 1:00 p.m.	Dec 9 2025	Board of Directors 1:00 p.m.
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[Most Recent Agenda](#) [View Board Meetings](#)

Meetings

Sep 16 2025	Communications and Customer Service Committee 1:00 p.m.	Oct 7 2025	Engineering and Operations Committee 1:00 p.m.	Oct 14 2025	Budget and Finance Committee 1:00 p.m.
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[Most Recent Agenda](#)

Meetings

Footer

Community Events

Fall Update



Communications & Customer Service Meeting | September 2025



2025 Events

Annual North County Fire Protection District Open House

Sat, October 4, 9:00 a.m. – 1:00 p.m.

- Free community event, live demos for kids and up close visits with emergency vehicles
- Customers receive a bag with complimentary gifts

Fall Mobile Blood Drive with San Diego Blood Bank

Thurs, October 16, 9:00 a.m. – 2:30 p.m.

- Sign up for appt on the website
- Cross promotion with Fallbrook Health District
- All donors received a gift



Newsletter Content Planning

Sept – Nov 2025



Communications & Customer Service Meeting | September 2025



Newsletter Review

August 2025

- Backflow Prevention & Your Water
- Innovative Way to Monitor Your Water
- 2025 Student Poster Contest Winners
- Meter Box Maintenance

September 2025

- Water Supply Conditions
 - Optimized Water Blend for Ag Customers
- Landscape Upgrades Made Easier
 - Turf replacement and assistance
- Free Online Landscape Workshops
- Fall Events: Annual North County Fire Open House & Fall Blood Drive w/ SD Blood Bank



Backflow Prevention & Your Water

An Innovative Way to Monitor Water Use



Water Supply Conditions Optimal Water Blend for Agriculture Customers

Rainbow Water's imported water from Lake Skinner is currently at 42 percent blend of State Water Project (SWP) water according to Metropolitan Water District of Southern California's (Metropolitan) Water Supply Conditions Report released on August 27. The water blend is reported below the average Total Dissolved Solids (TDS) level of 500 parts per million (ppm) and is projected to remain at the level for the duration of the calendar year. Rainbow Water's agriculture customers benefit from the water blend due to the low salinity and total dissolved solids from increased use of SWP water which can have a favorable effect on crop yield for avocado and citrus growers.

What is the Water Blend?

Metropolitan imports and blends water from two sources — the State Water Project in Northern California and the Colorado River Aqueduct. Metropolitan protects the water sources with an extensive process to monitor and prevent contaminants from entering the water supply, this includes environmental runoff, invasive species, and other chemicals. The water from the 242 mile Colorado River Aqueduct joins with the State Water Project's 700 miles of open canals and pipelines in Southern California to distribute through Metropolitan's 830 miles of pipeline to its water member agencies. The transportation of water through natural waterways and aqueducts across the state results in significant evaporation, ultimately elevating water hardness due to high levels of calcium and magnesium. The water from the Colorado River has a higher TDS and salinity concentration and may impact the taste or color of the water. When the two sources of water are blended there is a combination of organic materials, and the various total dissolved solid levels are optimized to create a balanced water supply.

How is the Water Treated?

Metropolitan passes the imported water through five water treatment plants in Southern California, with the closest plant to Rainbow Water located at the Robert A. Skinner Treatment Plant in Temecula. The Skinner Treatment Plant disinfects and blends up to 350 million of gallons of water daily with a five-step treatment process to destroy microorganisms and maintain high quality water levels. After the process is completed, the water is distributed through Aqueduct pipelines to be delivered to local water agencies and their customers.

What are Total Dissolved Solids?

The Total Dissolved Solids (TDS) is the concentration of organic or inorganic materials including minerals, salts, anions, cations, or metals dissolved that are not water molecules. These materials are absorbed into the water supply through runoff, pesticides and natural sources found in soil, rocks, lakes and rivers. The Environmental Protection Agency recommends a maximum TDS level of 500 parts ppm and current SWP blend is reported below the level which maximizes growth for agriculture production including avocados and other crops that may be sensitive to elevated TDS levels.

Landscape Upgrades Made Easier Stacked Turf Replacement and Personalized Assistance

Fall is the perfect time to plant California native shrubs, grasses, and flowers — and it's right around the corner. Start planning your landscape upgrade now to take advantage of the best planting season and this new rebate upgrade. The County of San Diego's Waterscape Rebate Program now offers an additional \$1 per square foot on top of existing turf replacement rebates when you choose California native plants. Native plants help conserve water, support pollinators, and enhance the beauty and functionality of your outdoor space while reducing maintenance needs.

Personalized Help to Replace Your Lawn

Did you know that 85% of people need expert help to replace their lawns? You are not alone. Get personalized help to plan a turf replacement project with the Waterscape Rebate Program. Access rebates up to \$5 per square foot with extra bonuses for native plants and rain-saving features to create a water-efficient yard. Rebates are available for homeowners and businesses in unincorporated San Diego.

The program is offered by the County of San Diego Watershed Protection Program (WPP), which is dedicated to protecting our environment by preventing pollutants from entering local waterways.

Jump Start Your New Yard Today!

Apply online and estimate rebates at sandiegocounty.gov/watershedrebates
Contact the WPP for program questions and more information
Email: info@waterscaperebates.com
Call: (619) 777-9071



Newsletter Planning

October

- Know Your Zone
 - Emergency Preparation & Identifying your Zone
 - Plan and prepare your family, friends and pets
- Maintain landscape with defensible space around your home
- Educational Programs
 - Speakers Bureau: Schedule a visit from a water expert to learn about careers in the water industry
 - Classes from Fallbrook Health District
- Update Your Emergency Contact Information
 - Sign up for the e-newsletter

November

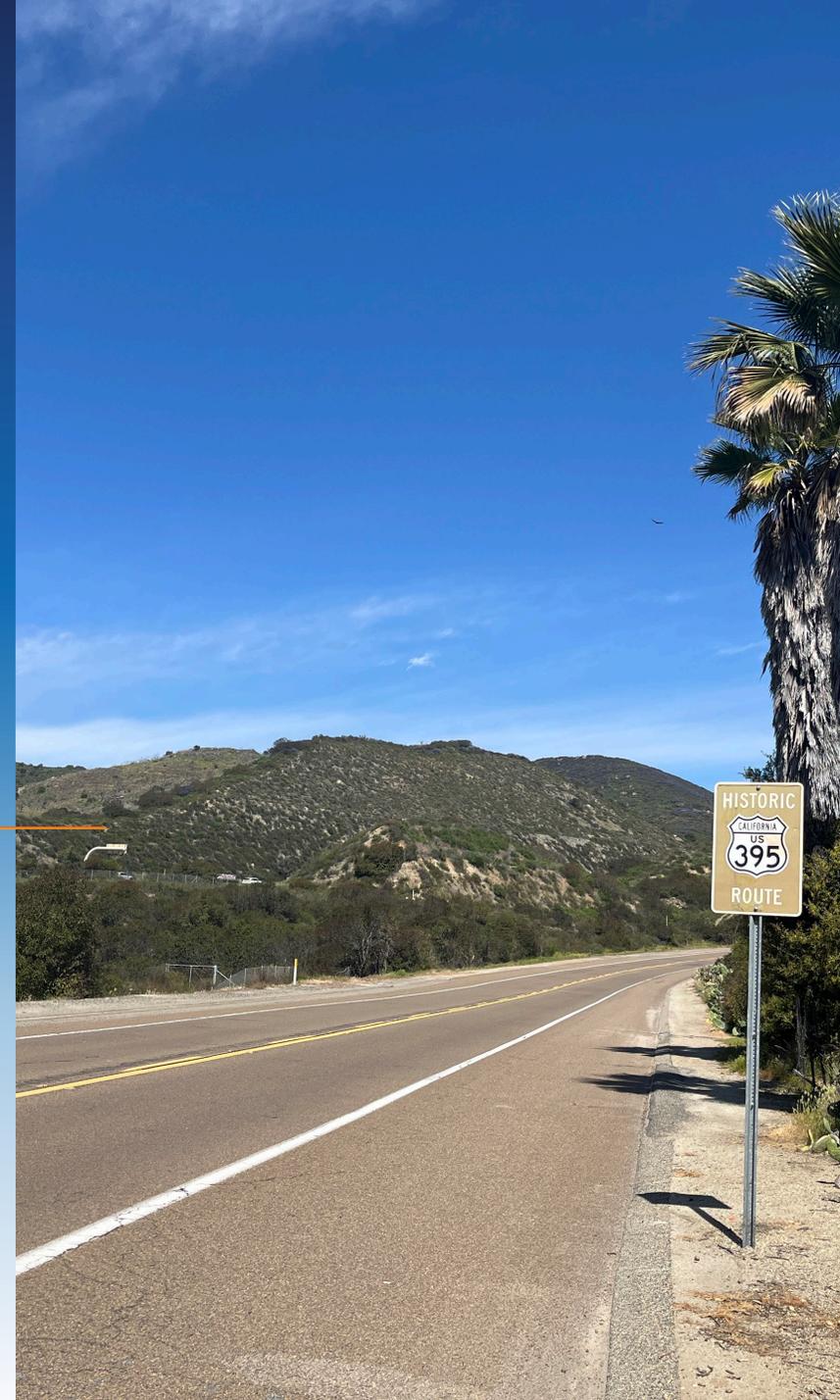
- Best Practices to Keep Our Waterways Clean
 - Proper disposal of yard clippings, avoid cleaning with a hose to reduce runoff and debris in sewer system
 - FOGs & Holiday proper disposal, when to place in drain or trash
 - Paint disposal locations
 - Holiday trash pick up, office closures
- Commercial Turf Rebates
 - Met offer: Up to \$7 per sq ft for non-functional turf removal for commercial customers
- We Want Your Feedback
 - Launch new Customer Service Survey

Public Communications

& Related Media Stories



Communications & Customer Service Meeting | September 2025



Village News

July 18
 Rainbow Water receives
 APWA Project of the Year
July 24
 Rainbow Water
 announces winners of
 Water Awareness Poster
 Contest

Rainbow Water receives APWA Honorary Project of the Year award



Rainbow Water Engineering department team members, from left, Chad Williams and Malik Tamimi, and Cari Dale from Hoch Consulting accept the 2025 APWA Honorary Project of the Year Award.

FALLBROOK – The San Diego and Imperial Counties Chapter of the American Public Works Association awarded Rainbow Water with the 2025 Honor Project of the Year Award for the Division 1 Pump Station project at an awards ceremony held in San Diego on May 29.

The APWA Project of the Year Award was developed to recognize excellence in management and implementation of projects coordinated by public agencies, contractors, consultants, architects, and engineers. The awards are categorized in six areas, including disaster repair, environmental, historical preservation, structures, sustainable/green, transportation and utilities.

Rainbow Water shares the Honor Project of the Year Award in

the utilities category with project consultants Hoch Consulting, Valley CM, Verdantas, Hydrotech Electric, Helix Environmental and contractor Pacific Hydrotech Corporation. The award was received by Rainbow Water’s Engineering department team members Chad Williams and Malik Tamimi, and Cari Dale from Hoch Consulting.

“We are honored to receive the esteemed award from the APWA,” said Jake Wiley, general manager of Rainbow Water. “The Division 1 Pump Station project was a testament to our team’s perseverance, dedication, and commitment to deliver reliable water to our community. Our team worked tirelessly to complete the project ahead of schedule while working in concert with

our consultants and community partners.”

Rainbow Water completed the Division 1 Pump Stations project in eight months, with the installation of three prefabricated potable water pump stations to increase water supply reliability and allow the district to secure a lower cost wholesale water supply.

The three pump stations deliver water to the Hutton, Turner, and Gopher Tank Zones in Rainbow Water’s southern region by transporting water supply from the northern connections.

Extreme coordination efforts were implemented to ensure delivery of each prefabricated pump station was timed to coincide with the construction schedule, resulting in the pump stations placed into position immediately upon delivery to the sites.

The construction of the new pump stations at Dentro De Lomas, Rancho Amigos and West Lilac allows Rainbow Water to move up to 15 million gallons per day (28 cubic feet per second or CFS) to meet peak demands and minimizes the impact of an outage.

The pump stations alleviated the previous need to rent and install temporary pump stations at various locations with reduced pumping capacity. In addition, the pump stations proved to be a vital asset to keep water service in operation during the Pala and Lilac fires in January, and San Diego County Water Authority’s 21-day emergency pipeline repair to the regional Pipeline 4 in June.

The Division 1 Pump Station project is a vital infrastructure improvement that serves to meet the needs of Rainbow Water’s growing community and keep water flowing efficiently without interrupted service.

Submitted by Rainbow Municipal Water District.

Rainbow Water announces winners of Water Awareness Poster Contest

EDUCATION

FALLBROOK – Rainbow Municipal Water District recognized the winners of the 2025 Water Awareness Poster Contest at the Communications and Customer Service Committee meeting on June 15. The top fourth grade artists were from Bonsall Elementary School and included Melody Byrnes, Natalia Diaz, Abram Marne and Emmi Perrault.

Rainbow Water General Manager Jake Wiley recognized the student artists for their outstanding artistic achievement and presented each artist with an award, certificate, and art supplies.

The four student entries will move forward to be judged with thirteen student entries in the 34th annual regional water poster contest hosted by North County Water Agencies. The NCWA is composed of 11 water agencies in northern San Diego County who collaborate on community outreach and the annual student poster contest.

“Every year we partner with elementary schools in our service area to encourage students to show their love of water in the annual student poster contest and this year we received a large number of entries,” said Wiley. “This is one of our favorite outreach programs that allows our team to reach the next generation of water users about the importance of water, our most valuable natural resource.”

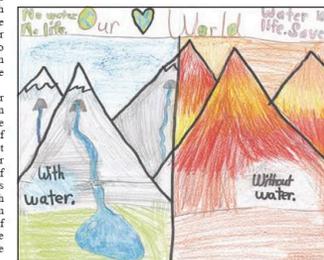
Beginning in January, Rainbow Water worked with NCWA to promote the poster contest to fourth graders at public, private, charter, and home schools. The students are tasked to help with this water awareness activity by creating an original poster with the theme “Love Water. Save Water.”

The posters are submitted to the contest, and water agencies vote for the best entry to be published in 2026 NCWA calendar. The calendar is released at the end of the year with the top winner featured on the front cover. Print copies of the complimentary calendars will be available to the public at the Rainbow Water office at the end of the year.

Submitted by the Rainbow Municipal Water District.



“Save Our Water” by Abram Marne



“Water is Life” by Melody Byrnes



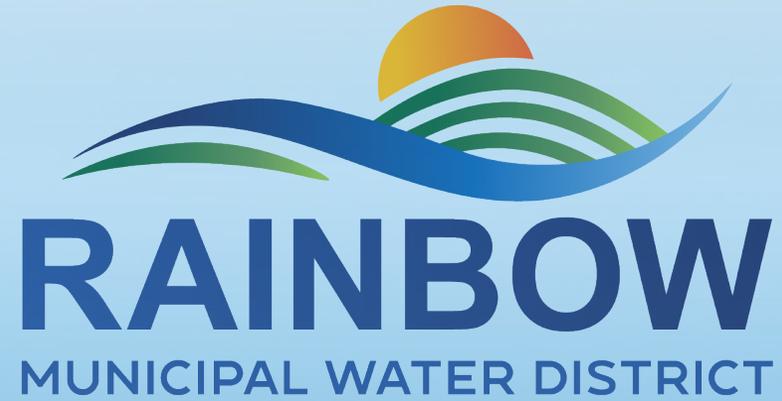
“Love Water” by Emmi Perrault



The 2025 Rainbow Water student poster contest winners are, from left, Natalia Diaz, Melody Byrnes, and Emmi Perrault, all from Bonsall Elementary School. Not pictured, Abram Marne.



“Love Water. Save Water. (Some planets don’t have it)” by Natalia Diaz



Agenda Items for the Next Meeting