

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MARCH 5, 2020**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on March 5, 2020 was called to order by Vice Chairperson Shute at 3:34 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice Chairperson, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

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

Also Present: Executive Assistant Washburn, Alternate Gray.

Absent: Member Johnson, General Manager Kennedy.

One member of the public was present.

4. **SEATING OF ALTERNATES**

No alternates were seated.

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

Ms. Gray suggested Item #13 be shared after Item #9 so Mr. Hitt may have an opportunity to see the video preview in which he participated.

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

There were no comments.

7. **COMMITTEE MEMBER COMMENTS**

There were no comments.

*8. **APPROVAL OF MINUTES**

A. January 21, 2020

Motion:

To approve the minutes.

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

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

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

9. CONSUMER CONFIDENCE REPORT ON WEBSITE AS OPPOSED TO MAILERS

Mr. Gutierrez explained he approached Mr. Kennedy about sending the Consumer Confidence Report out electronically last year at which time he was instructed to bring this concept to the committee prior to the date it is required to be mailed out this year. He provided documents for the committee to consider and asked the members to bring back their feedback or recommendation at their next meeting. He confirmed the report is posted on the website; however, it has still been mailed out which costs approximately \$7,000. He recommended it was something to consider possibly printing 1,000 copies to have at the District for those interested to pick up.

Mr. Gutierrez pointed out posting the report on the website also provided the ability to get the information out more expediently.

Mr. Hamilton pointed out the cost for printing 1,000 would cost as much as printing 7,000; however, there would be savings in postage.

Mr. Vernon recommended using gray scale as opposed to colored copies. He also suggested sending the report out via email.

Mr. Stewart noted this report is a confidence builder to the community; therefore, it is important to get the information contained in the report to as many customers as possible. He said the issue may be more that the information be more clearly relayed as opposed to the detailed content. Mr. Gutierrez explained the reason for the detail being provided in the report.

Mr. Gutierrez reiterated staff does not have a preference in how the information is relayed to the customers; therefore, posting the report on the website was an option for the committee to consider. He confirmed the 2019 report was posted on the website and was mailed in paper form as well.

Mr. Hamilton recommended working on the information piece to include in the newsletter and then posting the actual report on the website for those who prefer access to the details. Mr. Vernon and Mr. Stewart agreed.

Mr. Stewart requested a copy of the 2019 report be provided to the committee members as part of their review process.

Mr. Shute confirmed Mr. Gutierrez wanted to present the options for the committee to review the information provided and circle back at the next committee meeting.

Discussion went to Item #13.

10. STRATEGIC PLAN OBJECTIVES REVIEW

Ms. Gray stated with the new marrying of her previous hat and new role, she will be working to get these working cohesively and provide the committee with updates as well as more comprehensive information.

Ms. Washburn mentioned the District's consultant will be meeting with each of the individual Board Members as a preliminary step to a strategic plan update workshop. Mr. Hamilton added this preliminary step will help the consultant with an idea of what the Board sees as a strategic

focus. He also added the committee will also want to look at these goals objectives and provide any feedback on items the committee feels should be addressed.

Mr. Shute inquired as to where to find the information and if a plan will be developed as far as target dates and levels of priority. Ms. Gray said she has not had an opportunity to start on this piece; however, she has started on the customer service training piece beginning in mid-March. She explained she was working with the IT Department on different ways to connect with the customers as well as different implementations of the billing process including reducing the various ways customers can pay their bills.

Mr. Vernon suggested updating the strategic plan noting any progress made. Ms. Gray pointed out the task of updating the plan has been moved to Ms. Rubio who is the Senior Accountant due to how it relates to fiscal impact.

Mr. Shute asked for an update on the CalState San Marcos program. Ms. Gray stated she and Mr. Hamilton have met with the entire senior experience group and how the plan is to meet on a monthly basis. It was noted this program should be included in the strategic plan where appropriate.

Discussion ensued regarding select committee members meet with the students assisting RMWD. Mr. Stewart said it would be a great opportunity to meet with the students to discuss some of their ideas. Ms. Gray stated the students she met with have already started doing homework on RMWD which they shared at the first meeting. Mr. Shute said although the students have ideas, it would be important for them to meet with the committee to discuss this committee's desires as well as provide an opportunity for the students to present their ideas.

Mr. Shute confirmed this would be added to the appropriate agenda should the students wish to attend an official committee meeting.

Discussion went to Item #11.

11. WSUP AND PUP COMMUNICATIONS (DOOR HANGERS AND RESPONSE TO INQUIRIES)

Ms. Gray reported she does not yet have a PUP door hanger; however, she did have the WSUP door hangers to share including information about the Flume device. She asked the committee members to review the communications provided in the newsletter regarding the reduction of pressure reducing stations placed throughout the District and provide their input.

Discussion ensued regarding water pressure devices and how to better communicate with the public about these including the lifetime of such.

Mr. Shute inquired as to the recalibration of the Flume devices during the WSUP program. Ms. Gray pointed out RMWD was making the connection directly with Flume so the customers would not have to contact Flume directly for this service. Mr. Shute suggested the calibration portion reference "meter type" as opposed to just "meter".

Mr. Stewart recommended warning customers of the critters or insects possibly residing near or around their meters.

Discussion went to Item #12.

12. CUSTOMER ISSUE TRACKING

Ms. Gray stated staff was still working on this project; however, staff has begun working on integrating EAM with the customer service database that would then be able to share customer issues in-house as well as in the field.

Mr. Shute clarified if this item was to start seeing data on customer complaints. Ms. Gray said this was new to her role; therefore, she would need to work with Ms. Largent on getting clarification. She offered to provide a tracking sheet on all adjustments made on customer accounts.

Mr. Shute pointed out this item was to also track customer complaints on all issues. Mr. Vernon added it was important to track how many calls are received and Mr. Stewart expressed the importance of circling back by noting responses to customer concerns as part of tracking performance and level of customer service being provided.

Mr. Shute suggested starting small by tracking the issues escalated to the Board or end up with the General Manager. He stressed for the committee to be able to provide District staff with guidance as to how to improve the customer service experience, all customer concerns should be brought to the committee's attention. Mr. Hamilton added this would also assist in identifying policies and procedures possibly needing to be redefined as well as provide staff with tools. Discussion ensued.

Mr. Shute recommended having a discussion item on the next agenda for customer service training, techniques and tools and possible policy updates.

Discussion went to Item #14.

13. HISTORY OF THE DISTRICT VIDEO PREVIEW

Ms. Gray shared the video preview with the committee. She announced Chairman Mazzetti has given his approval to the content provided in the video. She stated this preview was presented to the Board who in turn had shared their thoughts on premiering the video.

Mr. Vernon suggested sharing this at River Village Theater to see if it can be shown before featured movies.

Mr. Stewart mentioned there were some areas in voice overs where the audio needs to be polished. Ms. Gray stated she was aware of this issue and would be working on getting them corrected prior to premiering the final version.

Mr. Shute asked if the committee would be the ones to determine how the video is premiered. Ms. Gray confirmed this needed to be a committee project. Discussion ensued regarding the video not having a set timeline for release.

Mr. Hamilton recommended adding the website to the end of the video.

It was noted this be a continuous committee agenda item.

Mr. Hitt expressed he was pleased with the video and how important it is to stress the need to protect and appreciate the water we have available. He shared some additional history of the District with the committee members. The committee thanked Mr. Hitt for his contribution and participation in the video.

Discussion went to Item #10.

14. COMMUNITY OUTREACH PROGRAMS UPDATE (AVOCADO FESTIVAL AND VINTAGE CAR SHOW)

Ms. Gray announced the Avocado Festival will be held on April 19, 2020 and how she was seeking a new location for the booth to accommodate for the afternoon sun not beating down on those working. She also announced the Fallbrook Vintage Car Show has been moved to Potter Junior High School and will be held on May 24, 2020.

Mr. Hamilton asked if RMWD could get bottled water in bottles with the District's logo to give away to community events. He explained the reason for this suggestion is RMWD was struggling for outreach and public visibility in the community; therefore, by being able to display a RMWD sign while providing water with a logo may be less costly and more effective than some of the other items the District has handed out to event attendees. Discussion ensued.

It was noted there will be an item to discuss additional ideas for community outreach items on the next agenda.

Discussion went to Item #15.

15. GENERAL MANAGER COMMENTS

There were no comments.

Discussion went to Item #17.

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

Mr. Shute inquired as to whether RMWD has a policy specifically for dealing with disaster recovery and remote work for the purpose of continuity planning. Ms. Gray explained the new phone system does allow for calls made to the office to be forwarded to staff members offsite. She also pointed out she and Ms. Washburn have been working with management on a work at home policy; however, it has not yet been finalized.

Mr. Shute asked for an agenda item to discuss how RMWD continues to provide business continuity in the event of an emergency. Mr. Hamilton pointed out there are procedures in place dealing with engineering and operations, but not for customer service and communications. Mr. Shute clarified customer service and communications would be the purpose of the agenda item.

Discussion went to Item #18.

17. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Hamilton noted there was a quote in today's edition of The Village News quoting Mr. Kennedy on the SDCWA shutdown.

Discussion went to Item #16.

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

It was noted the Consumer Confidence Report circulation, a History of the District video update, a customer service training, tools, techniques and policy updates discussion, community outreach giveaway items, as well as a discussion regarding RMWD providing continuity in customer service and communications in the event of an emergency be on the next agenda.

19. ADJOURNMENT

Motion:

To adjourn the meeting.

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

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

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

The meeting adjourned at 5:36 p.m.

Bill Shute, Committee Vice Chairperson

Dawn M. Washburn, Board Secretary