



**COMMUNICATIONS AND CUSTOMER
SERVICE COMMITTEE MEETING**

RAINBOW MUNICIPAL WATER DISTRICT

Thursday, September 5, 2019

Communications and Customer Service Committee Meeting - Time: 3:30 p.m.

District Office

3707 Old Highway 395

Fallbrook, CA 92028

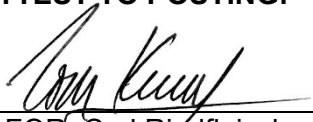
Notice is hereby given that the Communications and Customer Service Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, September 5, 2019.

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. August 1, 2019
- *9. **DISCUSSION REGARDING NEW BILLING PORTAL (REQUESTED BY BILL SHUTE)**
10. **DISCUSSION REGARDING CUSTOMER SERVICE DEPARTMENT INPUT REGARDING COMMUNICATING ACCESS FOR THE EQUITY OF THE COMMUNITY IN RELATION TO SECONDARY LANGUAGES**
11. **DISCUSSION REGARDING NEW BILLING SYSTEM TRANSITION REPORT INCLUDING CUSTOMER IMPACT**

- *12. REVIEW OF ADMINISTRATIVE CODE POLICY CHAPTER 2.09**
(Board President Brazier has requested all committee members to review this Administrative Code policy and provide any input in terms of updates related to current committee activity.)
- 13. BROCHURE REVIEW**
- 14. DISCUSSION REGARDING RESPONSE TO SOCIAL MEDIA POSTS**
- 15. SUBCOMMITTEE MISSION STATEMENT UPDATE**
- 16. UPDATED “THE BETTER WAY” FORM REVIEW**
- 17. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**
 - A.** Topics
 - B.** Strategic Plan Objectives
 - C.** Calendar
 - D.** Snipes Calendar
 - E.** Updates from Other Committees
 - F.** Customer Relations
 - G.** Monthly Newsletter Review
- 18. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES**
- 19. MEMORANDUM OF UNDERSTANDING WITH EASTERN MUNICIPAL WATER DISTRICT UPDATE**
- 20. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MEETING**
- 21. ADJOURNMENT**

ATTEST TO POSTING:



FOR: Carl Rindfleisch
Secretary of the Board

8-29-19 @ 1:15 p.m.

Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
AUGUST 1, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on August 1, 2019 was called to order by Chairperson Johnson at 3:31 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 Vernon(*Arrived at 3:37 p.m.*), Alternate Gray.

Also Present: General Manager Kennedy, Executive Assistant Washburn, Customer Service Supervisor Rubio.

Absent: Member Shute

One member of the public was present.

4. **SEATING OF ALTERNATES**

Ms. Johnson noted Ms. Gray would be seated as an alternate.

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

There were no changes to the agenda.

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

There were no comments.

Discussion returned from Item #11.

Alexa Snow introduced herself as a representatives of SDCWA.

Discussion returned to Item #12.

7. **COMMITTEE MEMBER COMMENTS**

There were no comments.

***8. APPROVAL OF MINUTES**

A. July 11, 2019

Motion:

To approve the minutes as written.

Action: Approve, Moved by Alternate Gray, Seconded by Member Hamilton.

Vote: Motion passed (summary: Ayes = 3, Noes = 0, Abstain = 1).

Ayes: Member Hamilton, Member Johnson, Alternate Gray.

Abstain: Member Stewart.

Absent: Member Shute.

9. SUBCOMMITTEE UPDATE ON COMMUNICATIONS AND CUSTOMER SERVICE COMMITTEE MISSION STATEMENT

This item was tabled until September.

10. DISCUSS GENERIC REPONSE TO SOCIAL MEDIA POSTS

Ms. Gray mentioned the committee members may have comment on this item.

This item was tabled until the September committee meeting. Mr. Kennedy asked the committee members to come to the next meeting with comments and suggestions.

11. BROCHURE REVIEW

Ms. Gray referenced the brochure provided as a handout. She noted she would be working with Ms. Rubio on FAQ's for reading bills.

Ms. Johnson said she has read the draft brochure and found it to be professional and well done.

Mr. Hamilton stated he would review the brochure and provide his feedback to Ms. Gray. He suggested reordering the paragraphs under Consent Calendar.

Mr. Vernon joined the meeting at 3:37 p.m.

Mr. Stewart suggested moving "Consent Calendar" under "Addressing Board of Directors" as well as the subheading for "Citizen Participation" made very clear at the top of the middle panel and subtopic under that heading be items related to citizen participation. He added following the citizens participation with "Board Deliberations" with Board Members asking for public comment at its discretion.

Mr. Hamilton suggested there be a picture or symbol of water on the brochure. Mr. Kennedy recommended adding a water symbol as a watermark.

Ms. Johnson asked Ms. Gray to bring back a few different versions of the brochure to the September meeting.

Discussion returned to Item #6.

12. DISCUSSION AND POSSIBLE ACTION TO RECOMMEND BOARD APPROVAL OF LEGISLATIVE SUPPORT GUIDELINES

Mr. Kennedy noted this was a document prepared after gathering information from other local agencies with removal of any items not related to RMWD. He mentioned the general thought for this item was to establish guidelines for staff to reference in terms of replying to legislative matters in support or opposition per the Board of Director preferences.

Mr. Vernon suggested adding a Table of Contents to the document for easier reference. He also recommended recurrence review frequency.

Ms. Johnson recommended the guidelines be reviewed by the committee again at their August 2020 committee meeting.

Mr. Stewart asked Mr. Kennedy if he in any way felt hamstrung by this document in responding timely to any area of legislation that should arise. Mr. Kennedy stated he did not.

13. MEMORANDUM OF UNDERSTANDING WITH EASTERN MUNICIPAL WATER DISTRICT UPDATE

Mr. Kennedy stated the RMWD Board approved the Memorandum of Understanding (MOU) with Eastern Municipal Water District (EMWD) on July 23, 2019, Fallbrook Public Utility District (FPUD) approved the same on June 22, 2019, and EMWD will seek approval from their Board on August 7, 2019.

Mr. Kennedy explained RMWD and FPUD have been speaking internally as well as with EMWD and SDCWA on the matter of potentially deannexing from SDCWA as the wholesale water supplier and procure water from EMWD at essentially a cost savings. He talked about the steps taken to work through the feasibility studies as well as noted the MOU outlines the details and key components. He stated RMWD and FPUD will split the application costs for Riverside County to extend EMWD's service area to include RMWD's and FPUD's service areas which will allow San Diego LAFCO to process a separate application. He noted should San Diego LAFCO approve the separate application this matter would go to a vote of the RMWD and FPUD ratepayers for consideration. He said with voter approval, San Diego LAFCO would certify the action and the transfer would take place. He pointed out these processes would take approximately two years to complete.

Mr. Kennedy noted the importance of the MOU was to get all three district Boards to approve the matter prior to moving forward. He added, as always, the Indemnity Clause in the agreement states RMWD and FPUD will be responsible for any lawsuits arising from this matter. He said the main terms were accepted with some minor revisions to the indemnity clause. He stated once the EMWD Board of Directors ratify the agreement, it will be made a public document.

Mr. explained the terms of the agreement were put forward in open session at RMWD's July Board meeting and the agencies were looking forward to continued discussions at the SDCWA August Board meeting. He pointed out RMWD's legal counsel has reviewed the document. He mentioned SDCWA has indicated there was an exit fee for deannexing; however, this provision has not been found in statutes or administrative codes, nor has there been a mechanism provided for use in calculating an exit fee; therefore, SDCWA has been asked to provide this information for discussion purposes.

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Mr. Vernon asked about the communication plan for getting information out to the ratepayers prior to the vote taking place. Mr. Kennedy confirmed information will be made available. Discussion ensued.

Mr. Kennedy stated it would be less expensive to have this matter on the November 2020 ballot as well as a mail ballot would be more cost effective than a special election. He said the first thing was to look into whether if this deannexing was legal, work with SDCWA to make sure FPUD and RMWD remain in compliance with their statutes, following by going to LAFCO for a decision. He explained some of the communications to the public that will be implemented.

Ms. Johnson noted this will be an ongoing communication to be shared with this committee.

14. WEBSITE ANALYTICS REVIEW

Mr. Kennedy referenced the analytics report handed out as he reviewed the information provided with the committee members. Ms. Johnson asked for Mr. Kennedy's overall observations. Ms. Gray pointed out this report includes both internal and external hits to the website.

It was confirmed the information provided was sufficient.

15. DISCUSSION REGARDING PROPOSED "THE BETTER WAY" FORM

Ms. Gray referenced the draft form provided as a handout. She asked the committee to provide any feedback.

Ms. Johnson asked if it was available to provide the information in Spanish as well. Discussion ensued regarding providing materials in Spanish. She requested an agenda item to discuss methods for addressing different languages and other communication differences throughout the RMWD community. She suggested conducting some collaboration with some of the other local water agencies in terms of whether they address these matters if there is in fact a need and come back to the committee with an update.

16. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS

- A.** Topics
- B.** Strategic Plan Objectives
- C.** Calendar
- D.** Snipes Calendar
- E.** Updates from Other Committees
- F.** Customer Relations
- G.** Monthly Newsletter Review

Ms. Gray noted the Core Values were now printed on the Communications and Customer Service Committee meeting agendas. She mentioned Ms. Johnson wanted to use these as guidelines to ensure the committee remains in alignment with the District's core values.

Ms. Gray referenced the Strategic Plan handouts noting they are updated annually and included in the District's budget. Ms. Johnson asked if it were possible to have representation from each of the three standing committees for a one-time meeting to look at the objectives. Mr. Kennedy stated he would like to seek Board direction before proceeding. He noted it may be best to conduct a full committee review until there is more certainty with the deannexing from SDCWA matter. Mr. Kennedy offered to have something slotted for scheduling for Board consideration.

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Ms. Johnson agreed to allow the committee members to review the Strategic Plan handouts and come back to the September meeting with input.

Ms. Gray noted input on the August newsletter would be timely for this month. Ms. Johnson suggested any additional input be provided to Ms. Gray no later than August 6, 2019.

Discussion ensued regarding the Flume program results.

17. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES AND PUBLICATIONS

A. Approach to Posting Corrections to Media Stories

Ms. Washburn pointed out Item #17A was a carry over item from the last committee meeting. Mr. Hamilton explained this was related if a media story has inaccuracy, how does RMWD respond appropriately to correct the information. Mr. Kennedy stated he contacts the reporter directly as well as write a letter of correction. He said if there is an online commentary, a correction would be noted.

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

It was noted the subcommittee update on the committee mission statement, brochure review, response to social media posts, input from Customer Service Department regarding communicating access for the equity of the community after gathering data from other agencies, a review of the vision and mission of the committee, a report on the new billing system transition including customer impact, evaluation of an article in the newsletter related to the new billing system including the customer benefits in approximately six months, and review of the updated "The Better Way" form. It was also noted the Memorandum of Understanding with Eastern Municipal Water District will be a recurring agenda item.

Discussion regarding customer service reports in terms of how many calls received, walk-ins, encounters with public, etc. Mr. Vernon stated if something is not measured, it cannot be managed; therefore, determining the starting point would be the first step. Discussion ensued. Ms. Johnson recommending an item to focus on Strategic Plan Objectives Item #5C - developing a system for documenting all customer contacts.

19. ADJOURNMENT

The meeting was adjourned by Chair Johnson.

The meeting adjourned at 4:56 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary

Hi Cynthia:

Just checking on my auto-pay and was attempting to re-re-sign up. Have some input for the site. Happy to discuss at the next meeting. Spoke to someone in customer service and they grabbed screen shots. They helped me out but its very hard and confusing to add a Credit Card to pay your bill. Also, here is a screen shot of the confirmation page for my payment. Lots of formatting issues, extra numbers and spaces where there shouldn't be in the \$\$ amounts. See ya next week.

Tue Aug 27 2019 2: 13: 32 PM

Continue

Thank-you for your business!

\$ 430. 2700

[Hide Details](#)

Total

\$ 430. 2700

Billing Information

EXTERNAL EMAIL – USE CAUTION WHEN OPENING ATTACHMENTS OR HYPERLINKS.

...and the receipt isn't working either. Here is the screen shot of what you get for your records. No amount or reference number listed.

The screenshot shows the Rainbow Municipal Water District website. At the top left is the logo with the text "RAINBOW MUNICIPAL WATER DISTRICT Committed to Excellence". To the right are links for "Profile Settings" and "Log Out", and a "RAINBOWMWD.COM" button. Below the header, the page title is "Payments" with the address "31795 RANCHO ADARME LN FALLBROOK CA 92028-8937" and an account dropdown menu showing "ACCOUNT: 014605-000". A "PRINT RECEIPT" button is visible. The main section is titled "CONFIRMATION OF PAYMENT" and contains a table with the following data:

TRANSACTION REFERENCE NUMBER	
BILLING ACCOUNT #	014605-000
AMOUNT PAID	

Below the table, it says "Thank you" and "Your payment in the amount of for Account # 014605-000 has been received." At the bottom is a "MY PORTAL" button.

On Aug 27, 2019, at 2:20 PM, William Shute wrote:

Hi Cynthia:

Just checking on my auto-pay and was attempting to re-re-sign up. Have some input for the site. Happy to discuss at the next meeting. Spoke to someone in customer service and they grabbed screen shots. They helped me out but its very hard and confusing to add a Credit Card to pay your bill. Also, here is a screen shot of the confirmation page for my payment. Lots of formatting issues, extra numbers and spaces where there shouldn't be in the \$\$ amounts. See ya next week.

<Screen Shot 2019-08-27 at 2.14.18 PM.png>

Chapter 2.09 COMMITTEES

Section 2.09 Committees

The Board shall organize committees that are advisory to the Board with regard to matters within their respective areas of responsibility.

Each committee shall have at least four and no more than seven regular members appointed by a simple majority vote of the Board. Each committee may also have up to two alternate committee members appointed by a simple majority of the Board. Committees may be comprised of Directors, staff, and legal ratepayers of the District. Each committee shall designate their own chairperson. In order to promote attendance by Directors at Committee meetings without inadvertently creating a violation of the Ralph M. Brown Act, no more than one member of the Board of Directors may sit as a member on a Committee. Directors that are not members of a committee may attend as observers but are allowed to participate at the Committee's request.

Members of the committees serve at the pleasure of the Board. Each committee may elect a vice-chairperson. Members of committees, including the chairperson and vice-chairperson shall serve until their successors are appointed. The chairperson of a committee is its presiding officer and shall be responsible for communicating the recommendation of the committee to the Board. In the absence of the chairperson, the vice-chairperson shall perform the duties of the chairperson. The chairperson and vice-chairperson are not deprived of any of the rights and privileges of a committee member by reason of being the presiding officer.

The chairperson and vice-chairperson will hold their positions for one calendar year. Committee members will serve a term of four years and may be reappointed at the will of the Board.

Committee meetings shall be held in accordance with the provisions of the Ralph M. Brown Act. Notice of meetings of committees shall be posted 72 hours in advance pursuant to law and shall be considered regular meetings of the committee.

The committee shall record summary minutes of each lawfully noticed committee meeting. The minutes of each committee meeting and any recommendation of a committee shall include a summary of the information presented. District staff will prepare minutes of each meeting. Draft minutes shall be provided to the District Board and Committee Chairs as soon as practical following the committee meeting, and an approved copy shall be provided to the Directors in their monthly agenda packages.

A majority of the members of each committee shall constitute a quorum for the transaction of business.

Only regular members of the committee are entitled to make, second or vote on any motion or other action of the committee. Alternate members present at a meeting, but not seated as a regular member by the committee Chairperson, may participate in discussions but may not participate in motions or voting. Each committee member shall be entitled to one vote on all matters considered by the committee. A simple majority vote of the members of the Committee shall designate approval of a motion.

All committee member absences will be considered by the majority of the committee members to determine whether or not the absence is without cause. Sickness, jury duty, vacation and/or bereavement will be considered excused absences. When three meetings in a row or a total of six meetings in one calendar year are missed the remaining committee members will consider removal of the individual from the committee. The removal must be voted upon and approved by the majority of the committee members with the exception of the committee member in question.

If the roll call of regular members reveals that a quorum of regular members cannot be established, the Chairperson may appoint one or more alternate members who are present to be a temporary regular member in order to establish a quorum. Once a quorum is established, any remaining alternate member who has not been appointed as a temporary regular member shall remain as an alternate member. Once alternates have been seated as a regular committee member, they may immediately participate in any action taken and voted upon by the committee. All alternates must conform to the same rules as regular committee members. The Chairperson shall state for the record which alternate members have been seated as temporary regular members.

Committee Members and alternates shall comply with the obligations and responsibilities of office including the obligation to comply with the disclosure requirements of the Political Reform Act (Form 700). The reporting categories made applicable to the Directors by Rainbow Municipal Water District's local conflict of code shall apply to the members of the committee members.

All committee communications must go through the designated committee chairperson.

A committee has jurisdiction to consider and make a recommendation to staff, other committees and to the Board regarding any item of business within the responsibility of the committee. Committee recommendations shall be communicated to the Board. A committee may consider other matters referred to it by the Board.

The Board may refer a recommendation back to the committee for reevaluation whenever the Board deems additional evaluation is required.

2.09.010 Budget and Finance Committee

The Committee shall work in concert with the General Manager, Treasurer, and Finance Manager of the District.

The Committee shall be responsible for the review of District finances including: rates, fees, charges and other sources of revenue; budget; audit; investments; insurance; and other financial matters.

2.09.020 Engineering and Operations Committee

The Committee shall work in concert with the General Manager, District Engineer, and Operations Manager.

The Committee shall be responsible to review matters of design, construction, replacement, and repair of the District facilities and property, including: the Capital Improvement Program; contractor selection process; contractor management programs; and other engineering-related matters.

The committee shall also be responsible to review matters of operations, preventative maintenance practices, standard operating procedures, technical services, equipment, and other operations-related matters.

2.09.030 Communications and Customer Service Committee

The Committee shall work in concert with the General Manager.

The Committee shall be responsible for matters of internal and external communications including: positive public image; positive staff relationships; community outreach; media relations; water conservation programs; intergovernmental relations; customer service policies; and other public relations programs.

