

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
AUGUST 3, 2023**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on August 3, 2023, was called to order by Chairperson Shute at 3:32 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton, Member Stewart, Member Shute, Member Milakovich (*via teleconference*).

Also Present: Alternate Harp, Executive Assistant Washburn, Information Technology Manager Khattab, Operations Manager Gutierrez, Finance Manager Largent, Administrative Analyst Weber, Customer Service Supervisor Cruz.

Also Present Via Teleconference or Video Conference:

General Manager Kennedy, Purchasing and Inventory Control Specialist Daugherty, Construction and Meters Supervisor Lagunas.

One member of the public was present in person, via teleconference or video conference.

4. **INSTRUCTIONS TO ALLOW PUBLIC COMMENT ON AGENDA ITEMS FROM THOSE ATTENDING THIS MEETING VIA TELECONFERENCE OR VIDEO CONFERENCE**

There were no members of the public in attendance via teleconference or video conference; therefore, the instructions were not read aloud.

5. **SEATING OF ALTERNATES**

No alternates were seated.

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

There were no amendments to the agenda.

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

There were no comments.

***8. APPROVAL OF MINUTES**

A. July 6, 2023

Motion:

To approve the minutes.

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

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

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

9. GENERAL MANAGER COMMENTS

Mr. Kennedy highlighted some recent successes including RMWD has been notified it has been awarded a grant in the amount of \$1.6M for its wastewater system as well as another grant of approximately \$160,000 for wildfire mitigation to assist with weed abatement around the reservoirs. He noted both of these will be published in an upcoming edition of the RMWD's newsletter and a press release.

10. COMMITTEE MEMBER COMMENTS

Mr. Stewart talked about what he observed and experienced while attending the final LAFCO detachment public hearing.

11. HELI-HYDRANT UPDATE

Ms. Weber reported she has learned from Mr. Gutierrez and Ms. Kim that the next site for an additional heli-hydrant has been identified as Gomez Tank. She noted this location has been approved by CalFire and is already graded. She stated Ms. Kim was able to find a grant that will specifically target this project which will be submitted for this month. It was confirmed CalFire's approval included pilots. Discussion ensued regarding the location of Gomez Tank.

Mr. Shute asked whether the grant application process is for the same amount of funding the first heli-hydrant. Mr. Gutierrez stated the request made was for \$150,000 to purchase the tank and all the other work will be completed in-house. Ms. Weber mentioned the grant is the Regional Resilience Planning Grant.

12. DETACHMENT UPDATE

Mr. Kennedy announced LAFCO voted on July 10, 2023 in favor of RMWD's detachment from SDCWA with an exit fee. He talked about some of the things that took place during the process leading up to this point. He mentioned the next steps will include discussions as to how to proceed from this point including addressing the City of San Diego's attempt to change the law by pushing through AB399 on an emergency basis.

Mr. Kennedy reported the SDCWA Board has met several times over the last month to discuss filing a lawsuit against LAFCO over CEQA even though an analysis was already conducted showing there were no impacts. He noted SDCWA's Board has directed their General Manager and General Counsel to enter into settlement agreements with both RMWD and FPUD; however, he was unable to share the details due to confidentiality.

Mr. Kennedy mentioned RMWD has received a great deal of support in opposition to the passing of AB399 from entities throughout the State of California. Discussion followed.

Mr. Shute inquired as to the next steps in terms of a special election. Mr. Kennedy said it was his understanding that it will either need to align with the November 2023 or March 2024 election. Mr. Shute said regardless of which month the election is held, would the communications come from RMWD or other government agencies. Mr. Hamilton stated communications would come from the Registrar of Voters. Mr. Kennedy stated RMWD was not expending any funds or doing anything about campaigning related to this matter.

13. NEWSLETTER CONTENT PLANNING

Ms. Weber recapped what would be published in the August edition of the newsletter as well as the topics to be provided in both September and October newsletters, including acknowledging Mr. Kennedy's upcoming retirement.

14. CUSTOMER SERVICE METRICS UPDATE

Mr. Cruz presented similar data to last month except for the addition of a comparison of the 2022 and 2023 average talk times data noting it was pretty consistent. He pointed out the two recent months of 2023 that are related to taking the time to educate the callers on the detachment and other matters to assist in the caller's understanding.

Mr. Cruz reviewed the maximum hold time comparisons noting the highest times in 2022 due to the lock-offs for non-payment were resumed following the lifting of the moratorium. He pointed out how the hold times have declined significantly and how the amount of time reflected for the most recent months is the consistent number the team is striving to continue to achieve as the goal. He also mentioned the deduction in the average hold times being the most impressive, which is a result of his team's efforts getting calls answered quickly as well as being very thorough in their responses.

Mr. Shute stated when looking back to the payments portal technology being implemented, improvements being made to the telephone system, and ramping up training of the team, the execution of all these pieces combined has provided a much better outcome.

Ms. Harp mentioned Mr. Cruz as a new supervisor has done a great job in training both the temporary employees as well as onboarding the new team members has been a result of his leadership.

Mr. Hamilton suggested it may be worth publishing a newsletter article talking about what improvements have been made behind the scenes at RMWD that have impacted the customers. Mr. Shute agreed and recommended holding internal interviews with supervisors to talk about improvements that have been made. Discussion followed.

15. 70TH ANNIVERSARY LOGO DESIGN UPDATE

Ms. Weber explained in preparation for RMWD's 70th Anniversary this December, she has been tasked with creating some logo designs. She stated she has met with both management and other team members for their feedback in terms of what has or has not worked in the past. She noted she also dove into a deep dive of competitors to ensure RMWD was not replicating anything while being able to draw back to RMWD's roots, emphasize community, as well as the core values being conceptualized through color, shape, and style to create a timeless logo of which RMWD can be proud.

Ms. Weber shared four different design concepts for committee member feedback. She explained the various design elements behind each of the concepts including shapes, colors, representation, emphasis, etc. She mentioned the key to legibility and replication with embroidery was to reduce the size of the “R” so that it was the same size as the other letters which would make it available to line up the second line of text. She noted the images provided in single color can be turned to white for printing on navy blue shirts. She also presented post-anniversary logos for when the anniversary is phased out at the end of 2024.

Mr. Hamilton stated he liked the concept of integrating the old “Rainbow” into a terrain function and why he was not in favor of Design Concept 5. Ms. Harp pointed out Design Concept 4 invokes the feeling of the agricultural community when the colors are changed to green.

Mr. Stewart said he highly favored Design Concept 1A noting he was easily able to get the concept. Ms. Largent noted she liked those in Design Concept 1 that included a tank in that it signifies agriculture. Mr. Hamilton inquired as to why RMWD would not want to incorporate a large, enhanced version of the logo on the Rice Canyon tank. Ms. Harp noted this was just discussed among staff.

Mr. Shute stated he did not immediately see the tank in the proposed logo, but he did see the sun as representative of RMWD’s beautiful sunrises and sunsets. Mr. Hamilton mentioned he did not see it as a sun, but rather possibly an orange or some other type of fruit.

Mr. Shute inquired as to whether the idea was to have a limited run of the 70th anniversary version of the new logo and then carry over after. He recommended using the 1953 date as opposed to 70 years of service.

Ms. Harp solicited the committee for recommendations of which concepts should be presented to the Board for their consideration in terms of a final selection.

Mr. Kennedy said he liked Design Concept 1A; however, he would recommend adding rows similar to those shown in Design Concept 4 with the swoosh would better emphasize agriculture. Mr. Hamilton added that when making this change, the green swoosh could be a little thicker to allow room for the rows Mr. Kennedy was suggesting. Mr. Kennedy also suggested having “Since 1953” on the bottom.

Mr. Shute pointed out if you have “70” in the logo, the “70 years of service” could be eliminated and replaced with the “Since 1953”. He said he is mostly in favor of Design Concept 1C due to not getting the tank as much as others; however, he also liked Design Concepts 4C and 4H.

Mr. Hamilton and Mr. Stewart agree with the revisions proposed by Mr. Kennedy to Design Concept 1A in terms of how it may be the best option. Mr. Shute agreed there would be some great choices from which the Board could choose.

Mr. Hamilton asked what items would include the 70th anniversary logo. Ms. Harp said she would propose incorporating this logo on consumable products that are replaced on a regular basis (i.e., community event giveaways) and use the logos without the 70th piece on items that are not replaced on an annual basis (i.e., truck decals). Mr. Kennedy recommended ordering a magnetic version of the 70th Anniversary logos to use on the trucks for the year.

16. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES

Ms. Weber talked about the variety of media coverage on the detachment matter during the beginning of July after LAFCO voted on the matter. Discussions ensued.

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

It was noted a ranking of the top ten items that are brought to the District's attention from the customers, content planning, customer service metrics, as well as updates on the detachment and 70th anniversary logo should be on the next committee meeting agenda.

18. ADJOURNMENT

The meeting was adjourned by Chairperson Shute.

The meeting adjourned at 4:38 p.m.

Bill Shute, Committee Chairperson

Dawn M. Washburn, Board Secretary