



COMMITTEE AGENDA

Special Communications and Customer Service Committee Meeting

**Board Room
3707 Old Highway 395
Fallbrook, CA 92028**

**Tuesday, October 20, 2026
1:00 PM**

- 1. CALL TO ORDER – Directors Townsend-Smith & Mack
(Hamilton - Alternate)**
- 2. PUBLIC COMMENT**
- 3. DISCUSSION ITEMS**
 - A. Digital Media Policy
 - B. Nonfunctional Turf Policy
 - C. Quarterly Strategic Communications Plan Update
 - D. Community Events and Programs
 - E. Newsletter Content Planning
 - F. Public Communications and Related Media Stories
- 4. ADJOURN**

ATTEST TO POSTING:

/s/Terese Quintanar
Terese Quintanar
Secretary of the Board

10/15/2026 2:02 PM
Date and Time of Posting
Outside Display Cases

Rainbow Municipal Water District (RMWD) provides remote attendance options solely as a matter of convenience to the public. RMWD will not stop or suspend its in-person public meeting should a technological interruption occur with respect to the Zoom or call-in line listed on the agenda. We encourage members of the public to attend meetings in person at 3707 Old Highway 395, Fallbrook, CA 92028, or remotely utilizing the options below:

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For Online Participation:

Go to: <https://rainbowmwd.zoom.us/j/82688515149>

If members of the public attending virtually would like to ask a question or make a comment on any item listed on this agenda, please utilize the "Raise Hand" button, located at the bottom of the screen. We will be alerted that they would like to speak. When called upon, please unmute the microphone and ask the question or make comments in no more than three minutes.

For Call-in Only:

Call: (669) 900-6833, or (669) 444-9171, or
(309) 205-3325, or (312) 626-6799, or
(564) 217-2000, or (689) 278-1000
Meeting ID: 826 8851 5149

*Those who have joined by dialing a number on their telephone can dial *9 to alert us of a request to speak and *6 to unmute, once called upon by the presiding officer.*

In accordance with the requirements of California Government Code Section 54954.2, this agenda has been posted at the District's Administrative offices not less than 72 hours prior to the meeting date and time above. All public records relating to each agenda item, including any public records distributed less than 72 hours prior to the meeting to all, or a majority of all, of the members of the District's Board, are available for public inspection in the office of the District Secretary, 3707 Old Highway 395, Fallbrook, CA 92028

If you have special needs because of a disability that makes it difficult for you to participate in the meeting or you require assistance or auxiliary aids to participate in the meeting, please contact the District Secretary (760) 728-1178 by at least noon on the Friday preceding the meeting. The District will attempt to make arrangements to accommodate your disability.

COMMITTEE DISCUSSION

Item No.3.A

October 20, 2026

SUBJECT

REVIEW AND DISCUSS THE DRAFT DIGITAL MEDIA POLICY

BACKGROUND

One of the Tactical Recommendations within the District's Strategic Communications Plan is District-managed media.

DESCRIPTION

The policy components being presented for consideration define Rainbow MWD's Digital Media Policy and include:

1.03.020	Digital Media Policy
1.03.020.01	Purpose
1.03.020.02	Scope
1.03.020.03	Definitions
1.03.020.04	Authorized Users
1.03.020.05	Policy
1.03.020.06	Public Comment Moderation
1.03.020.07	Confidentiality and Records
1.03.020.08	Employee Off-Duty Postings on Social Media
1.03.020.09	Board Member Postings on Social Media
1.03.020.10	Online Public Meeting Standards
1.03.020.11	Photography and On-Site Imaging

Staff will review the draft policy with the Committee, and recommends presentation of this policy to the Board of Directors for consideration of adoption on October 27, 2026.

POLICY/STRATEGIC PLAN KEY FOCUS AREA

Strategic Focus Area Two: Communications

Karleen Harp
Administrative Manager

October 20, 2026

1.03.020 Digital Media Policy

1.03.020.01 Purpose

The Digital Media Policy establishes Rainbow Municipal Water District's standards on the use and management of social media to publish content. The use of social media for a public agency presents certain risks, and the policy was established to introduce guidelines for appropriate use by employees, temporary workers, and volunteers. This Policy encompasses all forms of digital media, social media and emerging technology as it relates to communications with the public.

Nothing in this Policy is intended to prohibit or infringe upon any communication that is protected and privileged under federal and state law. This includes but is not limited to speech and expression protected under the federal and/or California Constitution(s), as well as speech subject to statutory labor protections. This policy is meant to include, but not limited to, any social media interaction, such as a "Post," "Profile," "Comment," etc., and does not exclude any future social media interactions/terminology that may not yet be defined.

1.03.020.02 Scope

This Policy applies to District personnel (as defined below). This Policy applies to the District's website and social media channels.

1.03.020.03 Definitions

The following definitions apply to this Policy.

1. District is defined as the abbreviated version of Rainbow Municipal Water District.
2. Personnel include all District employees, temporary workers, interns, volunteers, Board members, committee members, or other third-party representatives acting on behalf of the District.
3. District business is defined as information related to the subject matter of the District's jurisdiction, including but not limited to past, current, or future agenda items, contracts, budgets, expenditures, and/or projects.
4. Internet Posting is defined as all means of communication or sharing information or content of any sort on the Internet (whether one's own or someone else's online content) including but not limited to: personal website; multi-media and social networking or affinity website (e.g. Meta/Facebook, LinkedIn, NextDoor, or Reddit); Wikis (e.g. Wikipedia) or other open sites where text can be posted; blogs and micro-blogs (e.g. X aka Twitter, Blue Sky, YouTube, Truth Social, Pinterest, TikTok); video hosting site (such as Teams or Zoom); email systems; or other form of electronic communication made online, whether or not associated or affiliated with the District.

5. Digital Media Spokesperson: Personnel who are authorized to engage on behalf of the District via official platforms.
6. Unauthorized Content: Any District-related content created or posted without approval from the General Manager or Digital Media
7. Representative: Appointed/elected officials, contracted consultants, or volunteers.
8. Social Media Administrator: Authorized staff/consultant who disseminates approved content.
9. Website Administrator: Authorized staff/consultant managing website/microsite content.

1.03.020.04 Authorized Users

The District shall appoint a designated representative(s) to serve as Social Media Administrator(s). The Administrator will establish, create, monitor, update, and publish Internet Postings to the District's social media channels by District personnel. The Administrator will be trained to execute the duties and uphold the policy and best practices to effectively meet communication goals and standards.

The District has defined the following authorized social media channels for Internet Postings: Facebook, Instagram, LinkedIn, X, and YouTube.

1. Subject to the Administrator's review and express approval, District personnel may propose publishing Internet Postings on Facebook to communicate educational information as it relates to District operations, events, activities, projects, and emergency information in video and digital image format.
2. Subject to the Administrator's review and express approval, District personnel may propose publishing Internet Postings on Instagram to communicate educational information as it relates to District operations, water, events, projects, programs, and emergency information in video and digital image format.
3. Subject to the Administrator's review and express approval, District personnel may propose publishing Internet Postings on LinkedIn to communicate employment information as it relates to District employment opportunities, events, awards, and projects in digital image format.
4. Subject to the Administrator's review and express approval, District personnel may propose publishing Internet Postings on YouTube to communicate educational information and board meetings in a video format.
5. Subject to the Administrator's review and express approval, District personnel may propose publishing Internet Postings on X (aka twitter) to communicate emergency information, events, and projects.

Other social channels may be considered for approval by the General Manager and the Digital Media Administrator if they are found to be beneficial for District communications. If other social media channels are approved by the General Manager and the Digital Media Administrator, the District shall

advise District personnel on the appropriate subject matter and use of those additional social media channels for publishing Internet Postings.

1.03.020.05 Policy

1. The District's electronic communication and information systems, including but not limited to official District social media channels and website, are the District's property and should be used for District purposes only.
2. The District's website serves as the primary online communication with the public and provides timely emergency and informational updates to customers through other channels. The District's social media channels are a secondary avenue to provide information through authorized Internet Postings.
3. The District is responsible for adhering to applicable federal, state, and local laws.
4. The District has discretion to consider various factors when determining whether to approve an Internet Posting proposed by District personnel for publication to the District's social media channels.
5. Internet Postings shall be published during regular District business hours. After-hours emergency event notifications (e.g. fire, natural disaster, outage) provided via an Internet Posting must still be authorized by the General Manager or Digital Media Administrator.
6. Authorized District personnel are permitted to engage with the media on matters of public concern as related to the District. Spokespersons who may communicate via District social media channels include the General Manager, Digital Media Spokesperson, Social Media Administrator, Public Information Officer, and District Incident Commander.
7. Communications with the media by authorized District personnel should not be conducted on District-managed social media channels via message, direct message, comment, or similar social sharing.
8. The District reserves the right to remove unauthorized Internet Postings published to the District's social media channels and the website by District personnel at any time, subject to applicable legal protections.
9. All Internet Postings by District personnel shall be professional and in line with the District's values and mission statement. All Internet Postings on the District's channels are intended to reflect the view and position of the District. All Internet Posting content should not affect safety or operations.
10. The District requires media releases for individuals featured in video and/or photo content prior to publication of an Internet Posting.

1.03.020.06 Public Comment Moderation

The District requests that all members of the public using the District's social media channels exercise good judgment when interacting and/or publishing comments.

The District reserves the right to turn off all new comments on its posts or remove content published to its social media channels by members of the public (who are not District personnel

as defined above) that it deems inappropriate, legally unprotected, or otherwise contrary to District policy. Examples of interactions that the District will remove include:

1. Threats of violence against individuals or groups
2. Speech that seeks to incite illegal acts or activity
3. Obscene or sexually explicit content or child sexual abuse material
4. Defamatory, false statements presented as true that cause reputational damage
5. Personally abusive language intended to or likely to provoke a violent reaction
6. Targeted, repeated, severe conduct directed at an individual
7. Commercial deception, fraudulent, or spam content

1.03.020.07 Confidentiality and Records

The District's social media channels are subject to the California Public Records Act. All content posted to social media channels that is related to District business, the list of subscribers, and posted communication, is a public record. Personnel shall not disclose confidential, proprietary, or sensitive information on social media.

1. The Social Media Administrator is responsible for providing records in response to public records requests.
2. The District's social media channels shall state that the content posted is subject to the California Public Records Act.
3. All content on social media channels that violates this policy shall be removed, and information retained for future records requests.
4. Personnel shall not impersonate District officials or post District branding on personal accounts.

1.03.020.08 Employee Off-Duty Postings on Social Media

The District generally respects the right of District personnel in their private capacity and/or off-duty to engage in speech protected by the First Amendment and/or labor law. Off-duty non-work social media activity, including but not limited to content featuring non-District personnel but not posted by District personnel, should not negatively impact work-related decision making, performance of duties, and public perception of the District.

The District will not monitor employee social media use, but requests employees to use professional judgment. District personnel are encouraged to consider the following practices:

1. Include a disclaimer on the personal social media account to create a clear boundary to reduce risk. The disclaimer serves to establish that the social media account is personal, the account holder does not speak on behalf of the District, and any Internet Postings do not reflect the views of the District. Example statements:
 - a. "The views expressed are my own. "
 - b. "Opinions expressed are my own and do not reflect the views or positions of my employer."

2. Shall not speak on behalf of the District, use District branding, or comment as a representative of the District to the public or media, unless specifically authorized.
3. Shall not post information or disclose media that is confidential, sensitive, or privileged information that causes harm, distrust, or confidential activities.
4. Shall not engage in off-duty unprotected speech which has an adverse and/or harmful effect on District personnel, including but not limited to abusive, defamatory, libelous, obscene, threatening, harassing, violent, or hateful speech.
5. Shall not use a District email to register for a personal social media account.
6. Shall not check in, tag, or geotag the District or its facilities on any social media account.
7. Shall limit the use of social media during work hours to break times and must not interfere with District personnel's job responsibilities.
8. Shall use best judgment in publishing Internet Postings that may cause harm to their personal reputation, District personnel, Board members, and/or general operations.

Violation of these guidelines may result in corrective and/or disciplinary action. The policy will be reviewed periodically, and staff will be trained on changes.

1.03.020.09 Board Member Postings on Social Media

The District generally respects the right of District Board Members and Committee Members in their private capacity and/or off-duty to engage in speech protected by the First Amendment and/or labor law. Off-duty non-board-related social media activity, including but not limited to content featuring non-District personnel but not posted by District personnel, should not negatively impact board-related decision making, performance of duties, and public perception of the District. In addition, District Board Members are encouraged to consider the following practices:

1. Board members shall not directly respond to another board member's communication, comment, or post if they are serving on the same board or committee and the topic involves District business.
2. Include a disclaimer on the personal social media account to create a clear boundary to reduce risk. The disclaimer serves to establish that the social media account is personal, the account holder does not speak on behalf of the District, and any Internet Postings do not reflect the views of the District. Example statements:
 - a. "The views expressed are my own. "
 - b. "Opinions expressed are my own and do not reflect the views or positions of the District."
3. Shall not speak on behalf of the District or comment as a representative of the District to the public or media, unless specifically authorized to do so.
 - a. Shall not post or disclose confidential information that causes harm, distrust, or confidential activities.
 - b. Shall not post District branding on personal accounts.

4. Shall avoid personal use of social media platforms while using District computer systems and during public meetings, i.e., taking photos, making videos, and sharing information.
5. Shall not check-in, tag or geotag the District or its facilities on a social media account.
6. Shall use best judgment in publishing Internet Postings that may cause harm to their personal reputation, District personnel, Board members, and/or general operations.

1.03.020.10 Online Public Meeting Standards

The District hosts meetings and workshops in person and online, providing flexibility for personnel, its members, and the public to engage remotely. The meetings are regularly posted to the District YouTube channel and may be used on other social media channels. The District established standards of conduct for online meetings to maintain professionalism and carry boardroom decorum into virtual attendance.

The District requests that all personnel (including members of the board and committees)-adhere to the following guidelines when attending an online public meeting:

1. Be conscious of the video being recorded and streamed for the public during board and committee meetings:
 - a. Dress in business casual attire or District apparel.
 - b. Position the camera to view the face in frame from the chest up.
 - c. Use a District-approved virtual background.
 - d. If a virtual background is not available, use a blank wall background.
2. Participate in the meeting at an office desk or table in an enclosed room, free from background noise, when available.
 - a. Minimize noise and distractions by using headphones when unable to join the meeting from an enclosed room.
 - b. Avoid participating from a space where other people and/or animals are visible.
 - c. Give full attention free from distractions.
 - d. Personnel may participate from the field and off-site while prioritizing their safety.
3. Mute yourself when not speaking. Listen and wait for the speaker to finish their comment before speaking.

1.03.0201 Photography and On-Site Imaging

The District routinely uses photography in its day-to-day operations to document infrastructure, job sites, special events, and employee recognition; build a stock image catalog; and support other business activities. District personnel are encouraged to create content for the District's social media channels and shall submit proposed Internet Postings to management for approval before the Administrator posts this content to the District's social media channels.

The District has established the following standards for photography and on-site imaging occurring on work premises and District job sites:

1. Work Documentation (District Devices Only)
 - a. All work-related photography and video content created by District employees for documenting District business or creating stock images shall be taken exclusively with District-issued devices, including but not limited to cellular devices and tablets.
 - b. All images created, recorded, and/or stored on District-issued devices are District property and must be captured, stored, and transmitted in accordance with District procedures and records retention policies.
2. Personal Device Photography on District Property
 - a. The District respects the right of District personnel in their private capacity and/or off-duty to engage in speech protected by the First Amendment and/or labor law while on District property or District-controlled job sites.
 - b. The District encourages employees to serve as ambassadors for the District and to take photos and videos while using professional judgment. Personnel may share content with the Social Media Administrator for review and potential use on District-approved channels.
3. Publication & Sharing
 - a. District-created images may be published only through the authorized content approvals workflow process, subject to the provisions outlined in Section 1.03.020.08 above.
 - b. Personal postings off duty remain subject to the law; however, no post may imply District authorization or tag District locations.
4. Privacy & Permissions
 - a. Photographs that include District personnel require permission consistent with District policy, and are subject to legal protections.

DISCUSSION ITEM

Item No.3.B

Communications & Customer Service Committee

October 20, 2026

SUBJECT

DISCUSS AND REVIEW THE DRAFT NONFUNCTIONAL TURF POLICY

BACKGROUND

California Assembly Bill 1572 (AB 1572) was enacted in response to the state's ongoing challenges with water scarcity and environmental sustainability. The bill explicitly addresses non-functional turf, defined as any decorative common area turf with no other functions. Examples include HOA common areas, streets right-of-way, parking lots, medians, and areas outside of businesses that are not used for recreation. This legislation prohibits drinking water (potable water) for irrigation of non-functional turf for all commercial, industrial, and institutional (CII) properties, not including water necessary for the health of trees and other perennial nonturf plantings, or to the extent necessary to address an immediate health and safety need. This includes city, school, and HOA property.

Under AB 1572, agencies must assess current turf installations and submit plans for replacing or retrofitting them with water-efficient, drought-tolerant alternatives. This proactive measure is designed to reduce unnecessary water consumption and maintenance costs while promoting environmentally responsible landscaping practices across public properties, supporting broader state efforts to conserve natural resources and adapt to climate change.

Local water districts have recently begun adopting policies that operationalize the State Water Resources Control Board's (SWRCB) directives at the community level.

DESCRIPTION

The draft policy presented for review outlines restrictions on the use of potable water for the irrigation of non-functional turf. The policy was drafted referencing information provided by Metropolitan and the California Water Efficiency Program to align with the upcoming phased rollout of AB 1572. The draft policy has been reviewed at several levels, including legal counsel. Staff will review the draft policy in detail and answer any questions at the Communications and Customer Service Committee Meeting.

Karleen Harp
Administrative Services Manager

October 20, 2026

DRAFT

Section 8.29.060
Nonfunctional Turf

The restrictions on the use of potable water for the irrigation of non-functional turf described in this section apply to all new and existing commercial, industrial, and institutional properties (CII), other than cemeteries, and on properties of homeowners' associations, common interest developments, and community service organizations or similar entities. The use of potable water for the irrigation of non-functional turf is prohibited as of the following dates:

1. All properties owned by the California Department of General Services, beginning January 1, 2027.
2. All properties owned by local governments, local or regional public agencies, and public water systems, except those specified in paragraph (5), beginning January 1, 2027.
3. All other institutional properties and all commercial and industrial properties, beginning January 1, 2028.
4. All common areas of properties of homeowners' associations, common interest developments, and community service organizations or similar entities, beginning January 1, 2029.
5. All properties owned by local governments, local public agencies, and public water systems in a disadvantaged community, beginning January 1, 2031, or the date upon which a state funding source is made available to fund conversion of nonfunctional turf on these properties to climate-appropriate landscapes, whichever is later.

8.29.060.01 Exemptions

The use of potable water is not prohibited by this section to the extent necessary to ensure the health of trees and other perennial non-turf plantings, or to the extent necessary to address an immediate health and safety need.

- a. The board may, upon a showing of good cause for reasons including economic hardship, critical business need, and potential impacts to human health or safety, postpone a compliance deadline in subdivision (a) by up to three years for certain persons, institutions, and businesses, and may create a form to be used for compliance certification to the board by property owners.
- b. Special Watering Needs: Turf areas that are part of environmental mitigation efforts, such as fire prevention and mudflow abatement.
- c. Single-family homes and turf areas irrigated with recycled water are excluded from the requirements of California Water Code Section 10608.14 and are not required to comply.

8.29.060.02 Prohibition on Installation of Nonfunctional Turf

Nonfunctional turf shall not be installed at any new or existing commercial, industrial, and institutional (CII) properties, including common areas of Homeowners' Association (HOA) properties and common interest development properties.

8.29.060.03 Replacement of Nonfunctional Turf

Nonfunctional turf that is recycled or removed from CII properties and common areas of HOAs shall be replaced within two years with living trees and climate-appropriate non-turf plants that cover a minimum of 50% of the landscape area.

8.29.060.04 District Assistance

The District shall provide educational resources and technical assistance to covered entities regarding compliance with California Water Code Section 10608.14 and Section 8.29.060 of the Administrative Code.

8.29.060.05 Compliance and Administration

The general manager, or designee, is authorized to develop forms, procedures, and other administrative requirements necessary to implement and enforce this section.

Definitions

The definitions in this sub-section shall be used to interpret this Section, unless otherwise apparent from the context.

Common Area: A portion of a common interest development or of a property owned or managed by a homeowners' association, a community service organization, or a similar entity that is not assigned or allocated to the exclusive use of the occupants of an individual dwelling unit within the property.

Common Interest Development: defined as any of the following:

- a. A community apartment project.
- b. A condominium project.
- c. A planned development.
- d. A stock cooperative.

Community Service Organization: A nonprofit or similar entity, other than an association, that is organized to provide services to residents of the common interest development or to the public in addition to the residents, to the extent community common area or facilities are available to the public. "Community service organization or similar entity" does not include an entity that has been organized solely to raise money and contribute to other nonprofit organizations that are qualified as tax exempt under Section 501(c)(3) of the Internal Revenue Code and that provide housing or housing assistance.

Community space: An area designated by a property owner or a governmental agency to accommodate human foot traffic for civic, ceremonial, or other community events or social gatherings.

Disadvantaged Community: A community with an annual median household income that is less than 80 percent of the statewide annual median household income.

Functional Turf: A ground cover surface of turf located in a recreational use area or community space. Turf enclosed by fencing or other barriers to permanently preclude human access for recreation or assembly is not functional turf.

Homeowners' Association: A corporation or unincorporated association created for the purpose of managing a common interest development.

Institutional Property: A water user dedicated to public service. This type of user includes, among other users, higher education institutions, schools, churches, hospitals, government facilities, and nonprofit research institutions.

Nonfunctional Turf: Any turf that is not functional turf, and includes turf located within street rights-of-way and parking lots.

Potable water: Water that is suitable for human consumption.

Recreational use area: An area designated by a property owner or a governmental agency to accommodate human foot traffic for recreation, including, but not limited to, sports fields, golf courses, playgrounds, picnic grounds, or pet exercise areas. This recreation may be either formal or informal.

Recycled: Ground material that is sheet mulched, composted, tilled in, or decomposed on site.