

**MINUTES OF THE COMMUNICATION AND CUSTOMER SERVICE COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
MAY 19, 2026**

1. **CALL TO ORDER** – The Regular Communication and Customer Service (C&CS) Meeting was held in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028, with remote public participation information listed on the Agenda. The meeting was called to order at 1:00 p.m.

Directors Present: Hamilton, Mack

Staff Present: General Manager Wiley, District Secretary Quintanar, Engineering and CIP Manager Williams, Administrative Analyst Weber, Administrative Services Manager Harp, Information Technology Specialist Espino, Meters & Customer Service Supervisor Cruz, Finance Manager Shilkov, Administrative Analyst Montano

Additional Attendees: Jim Kozak, Julie Johnson

2. **PUBLIC COMMENT**

James Kozak relayed appreciation for the level of maintenance and professionalism of Rainbow Water's service trucks and complimented staff for their upkeep of the fleet.

3. **DISCUSSION ITEMS**

- A. Customer Service Call Metrics

Mr. Cruz reported that the average hold time has been consistently under 50 seconds, well under the one-minute goal. Average talk time has been about four minutes, with the goal to stay below five minutes. In January and February, there was a spike in call volume due to the final steps of detachment from the SDCWA. Total call volume has averaged about 800 calls per month. The majority of the calls are for payment of bills. Mr. Kozak suggested offering an incentive for customers to sign up for auto pay or make online payments.

- B. Strategic Communications Plan Update

Ms. Weber reported on all of the accomplishments for the third quarter, focused on target audience engagement and content development, a debut of the new website layout, a customer survey at the Avocado Festival and Plant Giveaway event, and the agriculture, landscape workshops.

Quarter 4 will include updates to style guides and building a 3-month calendar content. A social media policy draft is under review, and the setup of an internal communications metrics dashboard will follow. Staff can now prioritize updates to content receiving higher traffic and click-through rates on the website. The District has twelve months of data. Ms. Julie Johnson suggested analysis of the five-year trend.

C. Water Use Efficiency Update

Ms. Weber described the new 2-year contract with Flume. Upfront cost for customers is \$125, plus shipping. The rebate after installation is \$50, for a total cost of \$75, plus shipping. RMWD's program offers the largest rebate. Once the remaining devices of the current project are sold and installed, the new program will be implemented.

\$1,393,950 in grant funds have been distributed to Rainbow customers through the CropSWAP Program. Many applicants were agricultural customers. Ms. Johnson mentioned training offered locally on growing coffee. Mr. Kozak relayed that the success with the CropSWAP program would be a great press release. Mr. Wiley added that agencies are working together to extend the program through MWD's conservation programs, which looks promising.

D. Community Events Update

Ms. Weber described the many events that have taken place this year, including the Student Calendar Contest, the March Agriculture Workshop, Read Across America, the Avocado Festival, the Plant Giveaway, and a spring blood drive. Coming in the second half of the year is the North County Fire Open House, high school speakers seires, fall blood drive, and the holiday food drive. The Agricultural Workshop was well attended, conducted at very low cost, included multiple guest speakers, and received positive feedback. Staff hopes to continue the workshops, in coordination with our neighboring agencies. She also provided a recap on the Avocado Festival, for which there were six staff and three high school student volunteers.

The Plant Giveaway program distributed over 900 plants, was MWD-grant funded and sourced from local nurseries. The event was highly organized and successful. Photos of plants incorporated into landscapes were submitted for a Landscape Contest. Ms. Johnson recommended expanding the program to enable the return of the plant containers to growers. Customer feedback was positive. Ms. Johnson asked if information could be shared regarding the level of participation, by division, and suggested sharing drought tolerant planting tips with the new developments planned for this area.

E. Newsletter Content Planning

This month, the Newsletter includes information on multi-agency responses to wildfires, highlights from the General Manager regarding District projects, announcements of the San Diego Farm Bureau Farm Tour Day and the ballot drop off box at Rainbow's District office, news about planting rebates, and a Rainbow Rundown featuring a recap of Board actions and an invitation to attend Rainbow's meetings. June's edition will feature information on the importance of growing native plants, the Plant Program recap, a credit card processing fee update, and a Rainbow Water Rundown. July's publication will include information water sources, supplies and the 2025 CCR, outdoor irrigation adjustments for this season, the Boys and Girls Club school supply drive, and a Rainbow Water Rundown.

Director Mack mentioned that it would be good for our name to be seen at the Del Mar Fair. Julie Johnson relayed that the Farm Bureau could provide more information on that.

F. Public Communications and Related Media Stories

Several articles were published by the Village News and covered by NBC 7 News. ACWA JPIA awarded the Rainbow Water with the H.R. LaBounty Safety Award. Director Mack added that he was present during the ACWA JPIA awards ceremony, where high remarks were heard.

The California Public Information Officials (CAPIO) awarded Rainbow Water with the 2026 Excellence in Public Information and Communication Award of Distinction. This award recognizes the most creative and effective public communications work among California public agencies. Approximately 500 applications were submitted for over a dozen award categories, and Rainbow Water was competing with cities, counties, water districts, transit agencies, public safety organizations, and other government entities statewide. Staff were congratulated and commended.

4. **ADJOURN - The meeting was adjourned at 2:03 p.m.**