

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
SEPTEMBER 3, 2020**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on September 3, 2020 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 Shute, Member Stewart (*arrived at 3:44 p.m.*), Member Vernon (*via video conference*).

**Also Present:** General Manager Kennedy, Executive Assistant Washburn, District Services Representative Holtz, Information and Technology Specialist Espino.

**Also Present via Teleconference or Video:**

Alternate Gray, Finance Manager Largent.

Three members of the public were present via teleconference or video teleconference.

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

Mr. Shute read aloud the instructions for those attending via teleconference or video conference.

5. **SEATING OF ALTERNATES**

There were no alternates seated.

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

Ms. Gray requested Items #12 and #13 be deferred to the October committee meeting.

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

There were no public comments.

Discussion went to Item #9.

**8. GENERAL MANAGER COMMENTS UPDATE ON REOPENING THE RMWD HEADQUARTERS**

Mr. Kennedy reported the County is relaxing its COVID-19 restrictions; however, until there is more information the District will remain in status quo. He mentioned the contact tracing program has been effective and how a testing site with quick turnaround results has been identified and will be utilized by the District. Discussion ensued.

Discussion went to Item #10.

**9. COMMITTEE MEMBER COMMENTS**

There were no comments.

Discussion returned to Item #8.

**\*10. APPROVAL OF MINUTES**

**A.** August 6, 2020

***Motion:***

***The minutes be adopted as written.***

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

***Vote: Motion carried by unanimous roll call vote (summary: Ayes = 3).***

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

**11. FLUME UPDATE**

Joe Fazio of Flume provided a background on how the Flume devices operate, the accuracy they provide as well as improved and upcoming enhancements.

***Mr. Stewart joined the meeting at 3:44 p.m.***

Mr. Shute inquired as to how Flume envisions the next phase of integration. Discussion followed.

Mr. Hamilton shared his experience with the device. Discussion ensued.

***Mr. Vernon excused himself from the meeting at 4:00 p.m.***

Mr. Fazio briefed the committee on how the relationship between Flume and RMWD developed as well as how Flume was able to bring resolve to some of the water use issues for RMWD customers. Mr. Kennedy mentioned when customers contact the District regarding potential water leaks and high usage are encouraged to contact Flume for information on their devices.

Ian Castillo updated the program results experienced with RMWD customers noting there was a reduction in consumption since the previous year.

Director Hamilton asked Mr. Castillo to provide Ms. Gray with this data to include in public outreach materials.

Mr. Shute expressed concern with the inability to receive alerts when the device can no longer operate due to the batteries needing to be replaced especially when it is not available to replace the batteries immediately. Mr. Fazio stated he has been working with their engineering department on enhancing the notification capabilities.

Mr. Fazio shared some of the updated features the new and improved Flume device offers.

Mr. Shute echoed the comment regarding customer support and how those monitoring the chats sessions have been very good. Mr. Hamilton stated he too has only had positive experience with Flume's customer service.

Ms. Gray asked if there was an anticipated date for rolling out the upgraded program so RMWD could share the information with the customers. Mr. Fazio said he will coordinate with her to put communications together.

Mr. Castillo reviewed the stats associated with the program results as he noted the most impressive is customers reporting change in their water use since joining the Flume program.

Discussion ensued.

It was determined soliciting an additional postcard with information on the Flume program would be the best means for reaching out to customers. Mr. Hamilton recommended including information to the postcard letting those who have a Flume device to recalibrate their devices once their meters are replaced as part of the WSUP program.

The committee thanked Mr. Fazio and Mr. Castillo for taking the time to attend the meeting and participate in the discussions.

Discussion went to Item #14.

**12. REFINING ENHANCED NEWSLETTER TEMPLATES**

This item was deferred per Item #6.

**13. UPDATING THE PRINTED MATERIAL ON THE BACK OF BILLS**

This item was deferred per Item #6.

**14. WATER SERVICE UPGRADE PROJECT (WSUP) UPDATE**

Mr. Kennedy mentioned the project was approximately 17% complete and how the team has determined what may be encountered with replacing the meters which may result in needing additional internal resources that will increase costs associated with labor. He announced Christopher Kelley has been assigned to manage the project since Mr. Chandler's resignation from RMWD.

***Mr. Vernon rejoined the meeting at 4:33 p.m.***

Mr. Kennedy pointed out one of the biggest issues is related to pressure regulators at the customer sites; however, staff has been addressing these individual situations as they arise.

Discussion ensued regarding how to read a pressure regulator.

**15. PIPELINE UPGRADE PROJECT (PUP) DRAFT SIGN**

Ms. Gray shared draft designs for the project signage as Mr. Kennedy solicited for committee feedback.

Mr. Vernon said he would prefer to see more on the timeline, scope, and purpose.

Mr. Hamilton expressed concern the first sign was too busy for a road sign to provide an opportunity for those driving by to read. He also pointed out the who, what, where, and when should be included in the signage.

Mr. Shute recommended not crowding the District's logo, adding the time period specific to the area and making the contact phone number more prominent. Mr. Hamilton agreed with making the primary contact very prominent and the additional contact information smaller.

Mr. Shute suggested adding "expect delays" so those traveling in the area know what to anticipate.

Mr. Stewart recommended adding the word "water" to the project title and removing the line for project dollars.

**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. Kennedy reported on some of the changes being implemented in the engineering department.

Mr. Kennedy noted there will be recurring articles in the upcoming newsletters regarding SDCWA's pass-throughs, RMWD's rates, and RMWD's potential detachment from SDCWA.

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

Mr. Hamilton noted The Village News has been highlighting RMWD very well as he shared some of the most recent media articles. Discussion ensued regarding the advertisement published in an edition of San Diego Grow.

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

It was noted refining enhanced newsletter templates, updating printed material on back of water bills, signage for the PUP project, and postcard communications with Flume device information to utilize post WSUP program should be on the next agenda.

**19. ADJOURNMENT**

*The meeting was adjourned by Member Shute and seconded by Member Stewart.*

The meeting adjourned at 5:02 p.m.

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**Bill Shute, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**