



COMMUNICATIONS COMMITTEE MEETING

RAINBOW MUNICIPAL WATER DISTRICT
Thursday, December 7, 2017
Communications Committee Meeting - Time: 3:30 p.m.

District Office	3707 Old Highway 395	Fallbrook, CA 92028
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Notice is hereby given that the Communications Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, December 7, 2017.

AGENDA

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL: Mike Daily (Chair) _____ Jeanna Kirby (Vice Chair) _____**
Members: Elysian Kurnik _____ Hayden Hamilton _____
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**

COMMITTEE ACTION ITEMS

- *7. APPROVAL OF MINUTES**
A. November 2, 2017
- 8. COMMUNICATIONS CALENDAR REVIEW**
- 9. DISCUSSION REGARDING RATEPAYER INCENTIVE PROGRAM**
- 10. CREATION OF SNIPE CALENDAR**
- 11. DISCUSSION REGARDING DEVELOPING A PROCESS FOR CHANNELING RATEPAYER INQUIRIES CONCERNING INCREASES**
- 12. UPDATE ON VIDEOGRAPY RESEARCH RESULTS**

13. DISCUSSION AND POSSIBLE ACTION TO APPOINT 2018 COMMITTEE OFFICERS
14. COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES
15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES
16. COMMITTEE MEMBER COMMENTS
17. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS COMMITTEE MEETING
18. ADJOURNMENT

ATTEST TO POSTING:

C. H. Hamilton, III

Hayden Hamilton
Secretary of the Board

December 1, 2017 @ 8:00 AM

Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
NOVEMBER 2, 2017**

1. **CALL TO ORDER** – The Communications Committee Meeting of the Rainbow Municipal Water District on November 2, 2017 was called to order by Chairperson Daily at 3:44 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Daily, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Daily, Member Kurnik, Member Kirby, Member Hamilton

Also Present: General Manager Kennedy, Executive Assistant Washburn, Alternate Gray.

No members of the public were present.

4. **SEATING OF ALTERNATES**

There was no seating of alternates.

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

Mr. Kennedy stated he would like to add an item to review the Advanced Water Meter Reading Pilot Project as Item #12A.

Ms. Washburn noted Dave Shinn notified her today that he would not be able to attend the committee meetings due to a change in his work schedule; therefore, his name has been removed from the Roll Call.

6. **PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA**

There were no comments.

COMMITTEE ACTION ITEMS

*7. **APPROVAL OF MINUTES**

A. October 5, 2017

Ms. Washburn pointed out “not voting” needed to be removed from the Roll Call and Dave Shinn should be removed from the list of “Also Present” members. She also noted the word “there” and “under” needed to be removed from Item #8.

Motion:

To approve the minutes as amended.

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

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

Ayes: Member Daily, Member Kurnik, Member Kirby, Member Hamilton.

8. DISCUSSION REGARDING RATEPAYER INCENTIVE PROGRAM

Mr. Kennedy discussed ideas on how this program could be managed, researched, and implemented. He suggested a process for gauging the public response.

Mr. Hamilton suggested to run this as a program, it would be beneficial to have a list of qualifiers.

Mr. Kennedy offered to give this more consideration and bring it back to the committee at the December meeting for further discussion.

9. DISCUSSION REGARDING BILLING ENVELOPE NOTIFICATIONS

Discussion ensued regarding the processes for meeting the Proposition 218 requirements and messaging the billing envelopes to encourage customers to read their bills as well as the November newsletter.

Mrs. Kurnik expressed concern the customers may be confused with the conflicting messages in terms of conservation followed by the potential implementation of increased rates. Mr. Daily suggested ideas for being well-prepared to answer customer questions.

Mr. Kennedy noted the messaging on the envelope should include graphics as well as a message stating something to the effect there is "important information; please read the newsletter inside".

10. DISCUSSION REGARDING CUSTOMER COST BREAKDOWN

Mrs. Gray noted this item was to discuss charts and graphs being included in the bills showing the customers where the costs on their bills are allocated; however, she has not received the requested information yet. Mr. Kennedy pointed out this would be done when the new billing system is in place. He said in the interim there will be something included in the November newsletter.

11. DISCUSSION REGARDING DEVELOPING A PROCESS FOR CHANNELING RATEPAYER INQUIRIES CONCERNING INCREASES

Mr. Kennedy said he would get a script prepared for RMWD's customer service representatives to reference when answering customer inquiries. He noted there will be something displayed on the RMWD website easily accessible to customers.

Mr. Kennedy talked about the multiple notifications RMWD would provide to its customers regarding the proposed rate increases including public hearing dates to allow customers the opportunity to address the Board with their concerns.

12. COMMUNICATIONS PLAN/TOPICS/STRATEGIC PLAN OBJECTIVES

Mrs. Gray stated she would add the Fallbrook Vintage Car Show to the list of community events. Mr. Kennedy noted staff was also considering Toastmasters.

Mrs. Gray talked about the FAQ improvements. She was directed to get cost estimates as well as contact other agencies to gain some insight as to how these could be personalized. Mr. Kennedy suggested contacting the local high school as well.

12A. ADVANCED WATER METER READING PILOT PROJECT REVIEW

This item was added under Item #5.

Mr. Kennedy referenced the letter provided as a handout, pointing out it was in draft form. He talked about the meeting held today with SDG&E, RMWD, and Itron representatives. He noted part of the discussion was about frequency of meter reads and how high frequencies would be most beneficial in detecting and monitor water consumption.

Mr. Hamilton suggested the last sentence in the fourth paragraph be highlighted in the beginning of the letter, followed by explaining the benefits of being a part of this program, and concluding with the technical details. Discussion followed.

Mr. Kennedy requested any changes from the committee be remitted within the next week. Ms. Washburn will email the electronic version to the committee members for their use.

13. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Daily talked about the recent article on the FPUD salary increase for their Acting General Manager published in The Village News.

Mr. Hamilton noted there was an article on the Twin Tunnels not being supported. Discussion ensued.

Mrs. Kurnik asked about the return flow project. Mr. Kennedy noted the Board just voted on approving the contract to study this option further; however, it may be challenged should it not turn out to be viable.

14. COMMITTEE MEMBER COMMENTS

Mrs. Kirby referenced the information she provided on a recent tour hosted by Vallecitos for RMWD's reference. She mentioned tours were not held frequently due to the cost involved. Mr. Kennedy noted Mrs. Gray and Mr. Milner were working collectively to put together tour maps and scheduling. Mr. Hamilton stated he though tours were a great idea.

Mrs. Gray pointed out once the mapping and scheduling has been completed, the Communications Committee members and Board of Directors would be the first to experience the tour.

Mrs. Kirby inquired about the results of the mailing of 48-hour notices. Mr. Kennedy explained the first batch were recently mailed; therefore, the results were not yet known.

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15. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS COMMITTEE MEETING

It was noted the Ratepayer Incentive Program discussion, creation of a Snipe Calendar, Item #11, videography research results, and committee chair elections.

It was noted the Communication Calendar Review needs to be reoccurring after "Approval of Minutes" on agendas going forward.

16. ADJOURNMENT

The meeting was adjourned with a motion made by Chairperson Daily to December 7, 2017.

The meeting adjourned at 5:07 p.m.

Mike Daily, Committee Chairperson

Dawn M. Washburn, Board Secretary