

- 14. 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

- 15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

- 16. MEMORANDUM OF UNDERSTANDING WITH EASTERN MUNICIPAL WATER DISTRICT UPDATE

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

- 18. ADJOURNMENT

ATTEST TO POSTING:



FOR: Carl Rindfleisch
Secretary of the Board

10-25-19 @ 2:15 p.m.

Date and Time of Posting
Outside Display Cases

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
OCTOBER 3, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on October 3, 2019 was called to order by Vice Chairperson Shute at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice President Shute, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton, Member Johnson (*arrived at 4:05 p.m.*), Member Stewart, Member Shute, Member Vernon.

Also Present: Alternate Gray, General Manager Kennedy, Executive Assistant Washburn, Customer Service Supervisor Rubio.

One member of the public was present.

4. **SEATING OF ALTERNATES**

There were no alternates seated for this meeting.

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

Mr. Kennedy requested the google analytics provided be discussed under Item #14.

Motion:

To approve the change to the agenda.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 4, Absent = 1).

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

Absent: Member Johnson

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

There were no public comments.

7. **COMMITTEE MEMBER COMMENTS**

There were no committee comments.

***8. APPROVAL OF MINUTES**

A. September 5, 2019

Mr. Shute pointed out “coorination” should be “coordination” in the last sentence on Page 6.

Motion:

To approve the minutes as amended.

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

Vote: Motion passed (summary: Ayes = 3, Noes = 0, Abstain = 1, Absent = 1).

Ayes: Member Hamilton, Member Shute, Member Vernon.

Abstain: Member Stewart.

Absent: Member Johnson

9. COORDINATION OF INFORMATION TO CUSTOMERS

Mr. Shute recalled this item was to address coordinating information with an outside agency to allow RMWD an opportunity to participate. Mr. Hamilton added it was also to discuss a generic plan for coordinating that information.

This item was tabled for discussion until Ms. Johnson was present.

Discussion went to Item #10.

Discussion returned from Item #10.

Mr. Stewart spoke about the commitment involved with improving customer relations and how pleased he was with this organization having a committee dedicated to making this happen. Discussion ensued.

Mr. Shute asked if RMWD has the capacity for its customers to opt into any type of group texting in the event communication needs to go out. Mr. Kennedy explained one challenge could be the timeframe in which the communication must be provided.

Mr. Vernon pointed out this item was tabled. Mr. Shute agreed to keep this item tabled with the addition of email blast communications to the discussion.

Discussion went to Item #11.

10. MISSION STATEMENT REVIEW

Mr. Shute referenced the proposed mission statement provided as he solicited for committee member input. Mr. Stewart and Mr. Hamilton expressed concern with customer service being implied but not specified.

Mr. Kennedy mentioned some of the concerns expressed by Board President Brazier included in the worksheet she provided at the Board meeting.

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Mr. Shute suggested changing “partnering with the local community” with “partnering with District staff and the local community”. He also agreed to add customer service to this statement. Mr. Shute recommended new language for the mission statement.

Motion:

The mission statement read “To provide a cooperative platform for partnering with District staff and our local community to enhance customer service, educate and engage the public by listening, communicating, and mentoring through active dialog and real-world experiences” which will be reviewed at the next committee meeting.

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

Vote: Motion carried by unanimous vote (summary: Ayes = 4, Absent = 1).

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

Absent: Member Johnson

Discussion returned to Item #9.

11. WSUP EXTENDED NEWSLETTER ARTICLE REVIEW

Mr. Kennedy reported the separation has been completed and the District was ready to start working on the Water Service Upgrade Project starting with getting the information out to the customers in advance. He mentioned the article was previously reviewed by the committee; however, staff would welcome any minor edits.

Ms. Gray confirmed the article would be prepared for print and distribution tomorrow. She noted this newsletter article was reviewed by the then Committee Chairperson Kirby, Mr. Kennedy, as well as the committee members; however, it was delayed due to unforeseen circumstances.

Mr. Kennedy explained the additional messaging prepared. It was confirmed the messaging would not be filtered through this committee again since it has already been printed. Ms. Gray solicited for snipes to be included on the outside of the mailing envelope.

Mr. Stewart asked for clarification as to what the project entails. Mr. Kennedy stated it includes replacing all the old meters, replacing the AMR, installing customer-side ball valves for customers who do not have these, replacing meter boxes, as well as replacing all the pressure regulators. He noted these items were funded through the various financial instruments put in place last year that were postponed due to unforeseen circumstances. He pointed out the Board will need to approve the contract to use the same sub-contractor the previous prime contract had to complete the work which is expected to be presented to the Board for consideration at their October meeting.

Mr. Stewart suggested the snipe “18-Month Meter Upgrade Process Announcement” or “Water Meter Upgrade Announcement” to draw attention to the information contained inside the envelope.

Ms. Johnson joined the meeting at 4:05 p.m.

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Mr. Vernon inquired as to whether a neighborhood notification with the estimated timeframe the project will take place would be provided on the RMWD website. Mr. Kennedy explained with RMWD having three different billing cycles, the replacement process will be bouncing around the various neighborhoods to avoid conducting any meter replacements within ten days of a read date. He pointed out the project team has all the routes laid out; however, there may be some variances to scheduling based on the pace of work in a particular neighborhood. Mr. Vernon clarified he would like the scheduling to be available on the website so he and others will know the estimated time they will be impacted by this project.

Ms. Gray explained the newsletter would be the first message to the customers to be followed up with postcards and area maps on the website.

Discussion ensued regarding the steps taken when the project originated.

12. STRATEGIC PLAN OBJECTIVES

Ms. Johnson explained the committee wanted to review the objectives in more depth. She recommended the committee members be provided with a copy of the chart at next month's meeting for discussion purposes.

13. FLUME PROGRAM UPDATE

Ms. Gray requested some updated information on purchases, returns, installations, users, etc. from Flume which was presented in the handout provided. Discussion ensued.

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- H.** Google Analytics

Mr. Shute pointed out Item #14H was added as an amendment to the agenda. Mr. Kennedy noted the snapshot provided was taken nearing the end of the SDCWA Emergency Shutdown and how using this information as a metric, the postcard notifications proved to have been beneficial. Discussion followed.

Mr. Shute requested improvements to the bill pay system as well as feedback from the waived late fees from customers. Mr. Kennedy explained Ms. Rubio would be able to provide this information. Mr. Shute requested to have this matter on the next committee meeting agenda for discussion.

Mr. Vernon complimented staff on the recent newsletter.

Discussion went to Item #15.

15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Hamilton mentioned articles with RMWD being featured in several editions of the local newspaper related to RMWD’s possible detachment from SDCWA. He also pointed out there another Union Tribune article related to the San Diego Pure Water Project being delayed by court action.

Discussion went to Item #16.

16. MEMORANDUM OF UNDERSTANDING WITH EASTERN MUNICIPAL WATER DISTRICT UPDATE

Mr. Kennedy reported RMWD has received previous direction regarding the process to be followed from both San Diego LAFCO and Riverside LAFCO. He stated although SDCWA contracted with legal counsel, letters were already sent to both LAFCO offices stating all of this should be done at San Diego County LAFCO. He explained MOU to be signed is very broad and how once signed Riverside LAFCO has no option to any type of approval nor do the Riverside County standards need to be applied. He stated the rationale was to prevent an applicant to focus on following the policies of San Diego LAFCO and then allow opportunity for Riverside LAFCO to cause confusion by not agreeing with those policies. He noted the other outcome may be to apply essentially the same applications with slight differences but the main discussion points basically identical after much coordination. He mentioned there was a meeting scheduled to meet with SDCWA’s General Manager next Wednesday to discuss the matter without legal counsel which the parties greatly appreciated. He said it has been the goal all along to work with SDCWA to find a cooperative and mutually agreeable resolution to this matter without paying high legal costs.

Mr. Vernon expressed the importance of communicating this matter with the public in terms of how their bills may be impacted. Mr. Kennedy explained as a municipality, RMWD was governed by the California Fair Political Practices Commission; therefore, information (not advocacy) will be communicated.

Mr. Shute asked if there would be someone brought in to assist with the public relations portion of this project. Mr. Kennedy said although anxiety to get information to or from the public exists, the agencies involved want to respect the application process.

Ms. Johnson inquired as to the timeframe for negotiations to complete. Mr. Kennedy said it is thought once the upcoming meeting with SDCWA takes place, there will be a better indication of the time involved. He said although the law does not require this type of negotiation process, it would be the best economic decision on behalf of the customers.

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

It was noted the Mission Statement, bill pay improvements, customer feedback on the waived late fees, and strategic plan objectives will be on the next committee agenda.

18. ADJOURNMENT

Motion:

To adjourn.

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Action: Approve, Moved by Member Vernon, Seconded by Member Johnson.

Vote: Motion carried by unanimous vote (summary: Ayes = 5).

Ayes: Member Hamilton, Member Johnson, Member Stewart, Member Shute, Member Vernon.

The meeting adjourned at 4:57 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary

Chapter 2.09 COMMITTEES

Section 2.09 Committees

The Board shall organize committees that are advisory to the Board with regard to matters within their respective areas of responsibility.

Each committee shall have at least four and no more than seven regular members appointed by a simple majority vote of the Board. Each committee may also have up to two alternate committee members appointed by a simple majority of the Board. Committees may be comprised of Directors, staff, and legal ratepayers of the District. Each committee shall designate their own chairperson. In order to promote attendance by Directors at Committee meetings without inadvertently creating a violation of the Ralph M. Brown Act, no more than one member of the Board of Directors may sit as a member on a Committee. Directors that are not members of a committee may attend as observers but are allowed to participate at the Committee's request.

Members of the committees serve at the pleasure of the Board. Each committee may elect a vice-chairperson. Members of committees, including the chairperson and vice-chairperson shall serve until their successors are appointed. The chairperson of a committee is its presiding officer and shall be responsible for communicating the recommendation of the committee to the Board. In the absence of the chairperson, the vice-chairperson shall perform the duties of the chairperson. The chairperson and vice-chairperson are not deprived of any of the rights and privileges of a committee member by reason of being the presiding officer.

The chairperson and vice-chairperson will hold their positions for one calendar year. Committee members will serve a term of four years and may be reappointed at the will of the Board.

Committee meetings shall be held in accordance with the provisions of the Ralph M. Brown Act. Notice of meetings of committees shall be posted 72 hours in advance pursuant to law and shall be considered regular meetings of the committee.

Each lawfully noticed committee meeting will be recorded with summary minutes prepared from these meeting audio recordings. The minutes of each committee meeting and any recommendation of a committee shall include a summary of the information presented. District staff will prepare minutes of each meeting. Draft minutes will be provided to the committee at the next available committee meeting for committee member review, consideration and approval. Once approved, minutes will be made a part of the District's permanent records and audio recordings will be disposed of according to the District's Records Retention policy provided in the District's Administrative Code.

A majority of the members of each committee shall constitute a quorum for the transaction of business.

Only regular members of the committee are entitled to make, second or vote on any motion or other action of the committee. Alternate members present at a meeting, but not seated as a regular member by the committee Chairperson, may participate in discussions but may not participate in motions or voting. Each committee member shall be entitled to one vote on all matters considered by the committee. A simple majority vote of the members of the Committee shall designate approval of a motion.

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All committee member absences will be considered by the majority of the committee members to determine whether or not the absence is without cause. Sickness, jury duty, vacation and/or bereavement will be considered excused absences. When three meetings in a row or a total of six meetings in one calendar year are missed the remaining committee members will consider removal of the individual from the committee. The removal must be voted upon and approved by the majority of the committee members with the exception of the committee member in question.

If the roll call of regular members reveals that a quorum of regular members cannot be established, the Chairperson may appoint one or more alternate members who are present to be a temporary regular member in order to establish a quorum. Once a quorum is established, any remaining alternate member who has not been appointed as a temporary regular member shall remain as an alternate member. Once alternates have been seated as a regular committee member, they may immediately participate in any action taken and voted upon by the committee. All alternates must conform to the same rules as regular committee members. The Chairperson shall state for the record which alternate members have been seated as temporary regular members.

Committee Members and alternates shall comply with the obligations and responsibilities of office including the obligation to comply with the disclosure requirements of the Political Reform Act (Form 700). The reporting categories made applicable to the Directors by Rainbow Municipal Water District's local conflict of code shall apply to the members of the committee members.

All committee communications must go through the designated committee chairperson.

A committee has jurisdiction to consider and make a recommendation to staff, other committees and to the Board regarding any item of business within the responsibility of the committee. Committee recommendations shall be communicated to the Board. A committee may consider other matters referred to it by the Board.

The Board may refer a recommendation back to the committee for reevaluation whenever the Board deems additional evaluation is required.

2.09.010 Budget and Finance Committee

The Committee shall work in concert with the General Manager, Treasurer, and Finance Manager of the District.

The Committee shall be responsible for the review of District finances including: rates, fees, charges and other sources of revenue; budget; audit; investments; insurance; and other financial matters.

2.09.020 Engineering and Operations Committee

The Committee shall work in concert with the General Manager, District Engineer, and Operations Manager.

The Committee shall be responsible to review matters of design, construction, replacement, and repair of the District facilities and property, including: the Capital Improvement Program; contractor selection process; contractor management programs; and other engineering-related matters.

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The committee shall also be responsible to review matters of operations, preventative maintenance practices, standard operating procedures, technical services, equipment, and other operations-related matters.

2.09.030 Communications and Customer Service Committee

The Committee shall work in concert with the General Manager.

The Committee shall be responsible for providing input or guidance on matters of internal and external communications including: positive public image; community outreach; media relations; water conservation programs; intergovernmental relations; customer service policies; and other public relations programs.

