



**COMMUNICATIONS AND CUSTOMER  
SERVICE COMMITTEE MEETING**

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**RAINBOW MUNICIPAL WATER DISTRICT**

**Thursday, May 2, 2019**

**Communications and Customer Service Committee Meeting - Time: 3:30 p.m.**

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**District Office**

**3707 Old Highway 395**

**Fallbrook, CA 92028**

Notice is hereby given that the Communications and Customer Service Committee will be holding a regular meeting beginning at 3:30 p.m. on Thursday, May 2, 2019.

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**AGENDA**

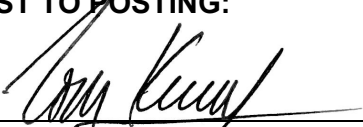
- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL: Jeanna Kirby (Chair) \_\_\_\_\_ Julie Johnson (Vice Chair) \_\_\_\_\_**
  - Members:** Hayden Hamilton \_\_\_\_\_ Bill Stewart \_\_\_\_\_  
Russell Vernon \_\_\_\_\_ Bill Shute \_\_\_\_\_
  - Alternates:** Cynthia Gray \_\_\_\_\_
- 4. SEATING OF ALTERNATES**
- 5. ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA (Government Code §54954.2)**
- 6. PUBLIC COMMENT RELATING TO ITEMS NOT ON THE AGENDA (Limit 3 Minutes)**
- 7. REVIEW OF COMMITTEE CHAIRPERSON ROLES AND RESPONSIBILITIES**

**COMMITTEE ACTION ITEMS**

- \*8. APPROVAL OF MINUTES**
  - A. April 4, 2019**
- 9. PHONE TREE UPDATE**
- 10. OUTREACH FOR FLUME PROGRAM**
- 11. WATER SERVICE UPGRADE PROGRAM UPDATE**
- 12. POLICY LANGUAGE RELATED TO LEGISLATIVE SUPPORT**

- 13. DISTRICT WEBSITE UPDATE REGARDING SITE MAP
- 14. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS
  - A. Topics
  - B. Strategic Plan Objectives
  - C. Calendar
  - D. Snipes Calendar
  - E. Updates from Other Committees
  - F. Customer Relations
- 15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES
- 16. COMMITTEE MEMBER COMMENTS
- 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

4-24-19 @ 1:30 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  
APRIL 4, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on April 4, 2019 was called to order by Chairperson Kirby at 3:34 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Kirby, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

**Present:** Member Kirby, Member Hamilton, Member Stewart, Member Shute (*arrived at 3:42 p.m.*), Member Vernon (*arrived at 3:57 p.m.*), Alternate Gray,

**Also Present:** Executive Assistant Washburn, Customer Service Supervisor Rubio.

**Absent:** Member Johnson, General Manager Kennedy.

No members of the public were present.

4. **SEATING OF ALTERNATES**

***Motion:***

***To seat Ms. Gray as an alternate for this meeting.***

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

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

***Ayes: Member Kirby, Member Hamilton, Member Stewart, Alternate Gray.***

***Absent: Member Johnson, Member Shute, Member Vernon.***

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

There were no changes to the agenda.

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

There were no public comments.

## **COMMITTEE ACTION ITEMS**

### **\*7. APPROVAL OF MINUTES** **A. March 7, 2019**

***Member Shute joined the meeting at 3:42 p.m.***

***Motion:***

***To approve the minutes.***

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

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

***Ayes: Member Kirby, Member Hamilton, Member Stewart, Member Shute, Alternate Gray.***

***Absent: Member Johnson, Member Vernon.***

### **8. DOOR HANGER REVIEW**

Ms. Gray referenced the copy of the most current updated WASUP doorhanger provided as a handout as she pointed out the changes made including replacing the word “leak” with “unexpected water flow” or “unanticipated water consumption”. She explained this was what the District wants to hang on the doors when the scheduled work is completed. She solicited the committee member for input.

Mr. Hamilton recommended printing the door hangers in a day-glow color.

It was confirmed this door hanger was solely for the WASUP project and other door hangers will be prepared for other activities.

Discussion ensued.

***Member Vernon joined the meeting at 3:57 p.m.***

Mr. Shute pointed out there was an additional space before the word “required”.

### **9. DISCUSSION REGARDING PHONE TREE**

Ms. Gray explained the process for changing the phone tree within the new phone system. She solicited for input from the committee as to what options would be best for the customers prior to changing what is currently in place.

Ms. Kirby inquired as to whether RMWD would be tracking the types of calls received. Ms. Rubio stated she would need to confirm if this capability was available; however, she has worked with the current logs created and how the recording quality was poor as well as only categorized as placed, missed, or received for up to six months per representative. Ms. Kirby pointed out the system utilized at Vallecitos allows for the customer service representatives to select the type of calls received for tracking purposes which has proven to be very beneficial when the Board wants to know how many of what types of calls are received. Discussion ensued regarding the type of logs are created on RMWD’s current system. Mr. Hamilton asked Ms. Rubio to investigate what type of tracking services are available with the new phone system.

Mr. Hamilton referenced the phone tree list provided as a handout noting when he suggested having so many numbered items may cause an issue with selecting double-digit options. Discussion ensued regarding what should be included in the phone tree as well as possibly bucketing the items.

Mr. Shute recommended having an item for reaching all other departments except engineering and then have a sub-list under each specific department.

It was suggested the list be set up as follows if possible:

- 1) Accounts Balance and Payments
- 2) To Report a Leak
- 3) Customer Service Regarding Billing or Transferring Service
- 4) Engineering
- 5) For information Regarding WASUP
- 6) For All Other Departments
  - a. Operations
  - b. Human Resources
  - c. Finance
  - d. Administration
- 7) District Address and Website
- 0) To Speak to a Customer Service Representative

#### **10. PROPOSED LANGUAGE FOR FLUME PROGRAM INFORMATION**

Mr. Hamilton explained the purpose of this item was to consider language for communicating the program information to the customers. He mentioned the water monitoring and management piece he drafted for an expanded newsletter with the intention of basically making the reader aware of options for managing water consumption that may not have been considered. Discussion ensued.

#### **11. WATER SERVICE UPGRADE PROJECT UPDATE**

This item was not discussed.

#### **12. CONSIDER POLICY LANGUAGE RELATED TO LEGISLATIVE SUPPORT OR OPPOSITION**

Ms. Gray noted this item was to consider establishing guidelines for how RMWD responds in favor of or in opposition to legislative matters. She confirmed this was only for those matters affecting the District.

Mr. Stewart expressed concern with the timeliness of responding to these types of legislative requests. He requested this item be discussed at the next committee meeting with Mr. Kennedy present.

Mr. Vernon stated he would like to see an outline of the decisions being made to determine which matters the District wants to support or oppose and have that brought to the committee to make a recommendation for Board consideration.

Ms. Kirby asked for this item to be moved to the next meeting with the recommendations made by the committee today.

**13. PUBLIC COMMUNICATIONS AND OUTREACH ITEMS**

- A. Topics
- B. Strategic Plan Objectives
- C. Calendar
- D. Snipes Calendar
- E. Updates from Other Committees
- F. Customer Relations

Ms. Gray noted the Strategic Plan objectives were ready to be submitted with the budget documents. She stated she will provide an updated version of the plan at the next committee meeting.

Ms. Gray reminded the committee the Avocado Festival will be on April 14<sup>th</sup> with all the shifts covered, including Board Member and RMWD management team participation.

Ms. Gray stated if the WASUP program is started when expected, this would be the topic of the next four-page newsletter. She solicited the committee for input. Ms. Rubio recommended the article be titled something on the line of “important information regarding a District-wide project”. Mr. Hamilton suggested stating “if you want to know what’s up, open the newsletter” to grab the reader’s attention.

Mr. Hamilton said one of the observations he made during the recent public hearing, there was a consistent underlying theme information was not easily found on the District website. He suggested taking a closer look at the website and see if there was a way to present access to information in a manner that may make information more discoverable, such as a site map. Discussion ensued.

Ms. Gray said she would look at the website, add a site map and provide the committee with an update at the next committee meeting.

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

Mr. Hamilton referenced an article on RMWD approving the Groundwater Sustainability Agency MOU published in The Village News.

**15. COMMITTEE MEMBER COMMENTS**

There were no comments.

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

It was noted updates on the phone tree, Flume project, WASUP, Strategic Plan, and website as well as guidelines for legislature responses and how to respond to comments posted on community social media sites need to be on the next committee agenda.

**17. ADJOURNMENT**

The meeting was adjourned by Chairperson Kirby.

The meeting was adjourned at 5:16 p.m.

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**Jeanna Kirby, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**

