

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JULY 2, 2020**

1. CALL TO ORDER – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on July 2, 2020 was called to order by Chairperson Johnson at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Johnson, presiding.

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL:

Present: Member Hamilton (*via video conference*), Member Stewart (*via video conference*), Member Shute (*via video conference*), Member Johnson (*via video conference*), Member Vernon (*via video conference*), Alternate Gray (*via video conference*).

Also Present: General Manager Kennedy, Executive Assistant Washburn, Information and Technology Specialist Espino.

Present via Teleconference or Video:

Finance Manager Largent, District Engineer Strapac, IT Manager Khattab.

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

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

Ms. Johnson read aloud the instructions for those attending the meeting via teleconference or video teleconference should they wish to make comments.

5. SEATING OF ALTERNATES

There were no alternates seated.

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

There were no changes to the agenda.

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

There were no comments.

8. GENERAL MANAGER COMMENTS UPDATE ON REOPENING THE RMWD HEADQUARTERS

Mr. Kennedy recalled the discussion from the previous Communications and Customer Service Committee meeting and how the District will remain closed to the public for now.

Ms. Gray mentioned her staff has not heard anything from the public regarding the District remaining closed.

Mr. Stewart agreed with the District remaining closed at this time, especially when the requirements for reopening and reclosing are changing rather quickly.

Mr. Shute said he has not heard anything negative and asked if the District has received any complaints regarding the offices remaining closed. Ms. Gray confirmed there have not been any such complaints from members of the public.

Ms. Johnson confirmed the committee supported RMWD remaining closed.

9. COMMITTEE MEMBER COMMENTS

There were no comments.

***10. APPROVAL OF MINUTES**

A. June 4, 2020

Motion:

To approve the minutes.

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

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

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

11. COVID-19 UPDATE

Mr. Kennedy noted staff does daily contact tracing and how these have come in handy when family members have been ill with symptoms but did not come back with positive results for COVID-19. He explained the contact tracing provides the District with the opportunity to alert those that may have been in contact with the employee whose family member was ill to limit the number of employees who need to stay home until the results are known.

Mr. Shute asked if there were any issues with exercising the social distancing and safety requirements related to COVID-19 when working in the field. Mr. Kennedy explained there have been no reports with the public not respecting the crew members and the safety requirements as well as noted staff has been trained on how to address the public politely should social distancing become an issue.

Ms. Johnson commended RMWD for working very well on learning utilize tools to promote safety as well as keep focusing on what is important which is the wellbeing of the community.

12. HEADQUARTERS FACILITY UPDATE

Mr. Kennedy announced the Board approved a contract with MasterCraft, a development firm, who will be tasked with a series of steps to help RMWD to be able to market the land on which the District headquarters currently raise firms through that process to fund the replacement of the current headquarters building. He mentioned an ad hoc committee has been formed at the direction of the Board with two committee members and two Board members participation. He noted the processes will take place over the next several months.

Mr. Stewart asked if during the initial discussions with the company is there any way RMWD could build on its current property and possibly sell a portion of it. Mr. Kennedy stated this option was a part of the discussions.

It was noted this item will be a recurring item on the committee agenda so the members can see the continued progress.

13. PRESSURE MANAGEMENT COMMUNICATIONS

Ms. Gray stated RMWD has received calls regarding pressure changes and how there is a write-up in the June newsletter. She pointed out pressure management information is also being included in the postcards being sent to specific routes as part of the WSUP project encouraging customers to assess the need for a pressure regulator or determine the one being currently being used is functioning correctly. Discussion followed.

Ms. Johnson asked if there were specific Divisions having trouble with pressure. Mr. Kennedy explained RMWD was an outlier due to the massive changes in elevation and the nature of how the system was built out back in the 1950's-1960's which causes some issues for the customers.

Mr. Vernon asked how someone is to know the pressure coming to their service point and what is the range in pressures to be expected over 3-5 years. Mr. Kennedy explained there was a difference between those customers running on a tank or a pressure regulator station; therefore, anyone wanting to know this information are encouraged to contact RMWD's Customer Service Department who in turn will route the call to the appropriate staff. Mr. Vernon recommended including something in the newsletter letting customers know how they can obtain information regarding the water pressure they receive at their properties.

Mr. Shute said he liked the information provided in the newsletter and how something should be added in terms of who to contact should a customer have more questions or need assistance with matters related to their water pressure and what RMWD could do to help. Ms. Gray said she would add something to the July newsletter as a follow up to the June write-up.

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**

Mr. Shute thanked staff for sharing the CSUSM report and how he found the recommendations to be good. He said as part of the last meeting minutes, RMWD was going to determine if there was a need for paid or unpaid interns to assist with implementing some of the recommendations made in the report. He asked if RMWD was considering moving toward modifying the communications template for the newsletter. Ms. Gray said she felt the recommendation was not necessarily pointing at the District's demographics in terms of the information provided in the newsletters and the size of the print; however, she found the recommendation would be beneficial for social media purposes. She said she would like to update portions of the newsletter, but it may be difficult to cover the type of topics requiring some much detail and information. Mr. Kennedy recommended making some cosmetic upgrades trying to keep with two pages to avoid paying higher postage costs.

Mr. Vernon suggested placing content on the website. Mr. Hamilton said although he would like to explore some of these recommendations, it may not necessarily be a good alternative to point drive people to the website based on the customer demographics.

Mr. Hamilton recommended conducting surveys to gain feedback from the community. Ms. Gray pointed out RMWD only has eleven customers set up to receive their bills electronically and most customers do not want to provide their email addresses. Discussion ensued.

Ms. Johnson encouraged those who have interest in this matter to contact each other outside of the main committee meeting and bring ideas back to the committee next month to review how RMWD can adapt to the changing client base. Mr. Shute explained this would provide an opportunity to come up with some incremental suggestions and start to implement them to see if more people can be driven to the website to get more information on matters or activities that may be of importance to them.

Ms. Johnson announced Cal State Business Department was seeking for a similar project that could possibly include a deeper look into what was presented last year. She offered to send the link to Mr. Kennedy so contact can be made. She asked the committee to think of a great title for this matter to be a recurring item on the committee agenda.

15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Kennedy noted there may be something in future in The Village News.

Mr. Hamilton mentioned there were two recent articles and how RMWD was getting regular coverage.

Discussion ensued regarding the work being conducted at North River Road.

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

It was noted the headquarters facility update, COVID-19 update including reopening of the District, and enhancements to improve customer engagement should be on the next committee agenda.

17. ADJOURNMENT

Ms. Johnson thanked the committee for all they do as well as announced she has asked to be considered to serve as a member of the Budget and Finance Committee. She said it has been an honor to work with all the committee members and will be officially resigning from the committee effective immediately.

The meeting was adjourned by Chairperson Johnson.

The meeting adjourned at 4:20 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary