

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
NOVEMBER 7, 2019**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on November 7, 2019 was called to order by Chairperson Johnson at 3:35 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, Member Johnson, Member Shute, Member Vernon, Member Stewart (*arrived at 3:43 p.m.*).

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

Absent: Alternate Gray, General Manager Kennedy.

Two members of the public were present.

4. **SEATING OF ALTERNATES**

There were no alternates seated.

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

Mr. Strapac requested an item be added to show a presentation on the status of construction projects. Ms. Johnson suggested the committee allow for 15 minutes for the presentation and then determine if more time is necessary.

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

Rick Carey introduced himself to the committee.

7. **COMMITTEE MEMBER COMMENTS**

There were no comments.

*8. **APPROVAL OF MINUTES**

A. October 3, 2019

Motion:

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

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

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

9. STRATEGIC PLAN OBJECTIVES REVIEW

This item was deferred to the December committee meeting to allow for Ms. Gray to provide an update.

*10. COMMITTEE POLICY REVIEW

Ms. Washburn pointed out the Board approved this committee's proposed revisions at their October 22, 2019 meeting and how this item was to provide an opportunity for additional review by the committee.

Mr. Shute pointed out the policy states the Chairperson of the committee is responsible for communicating recommendations of the committee to the Board. Mr. Hamilton clarified any recommendations by the committee would be made a Board agenda item which would suffice this requirement. Ms. Johnson explained if notified in advance, she would be willing to change her calendar so she could attend the Board meeting.

Mr. Stewart joined the meeting at 3:43 p.m.

Ms. Johnson confirmed the Communications and Customer Service committee review of the policy has been completed.

11. CUSTOMER PAYMENT PORTAL UPDATE

Ms. Rubio reported there were some issues with the implementation team; however, communications have started up again. She noted some of the language has been corrected and they continue to work on the credit card auto pay issues.

Mr. Carey noted he has contacted the District a few times requesting a letter explaining his last billing statement. He expressed concern with customer service not following through and now he has an adjustment on his current bill. He inquired as to how there was an inexplicable error and how this could be impacting staff as well. Ms. Johnson asked what Mr. Carey, as a valued customer, would like to happen to assist with this situation. Mr. Carey said he would like clarification on the adjustment as well as assistance with the coding. Ms. Johnson noted Mr. Carey was seeking feedback and response to his inquiries. Ms. Rubio agreed to assist Mr. Carey after the conclusion of this meeting.

Mr. Carey suggested any letters mailed to customers include the date the letter is generated.

Mr. Vernon said he would like to hear back as to the results of Mr. Carey's matter. Mr. Shute agreed there should be monthly updates regarding the billing issues to create a tracking system.

Motion:

To have a monthly update on known portal and billing issues with a timeline to correct.

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

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

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

Discussion ensued regarding the need to change the billing system software.

Mr. Shute asked if there has been any analysis conducted in terms of billing review as part of the transition. He proposed management be asked at the next meeting to present some thoughts on this type of review.

12. COORDINATION OF INFORMATION TO CUSTOMERS

Ms. Johnson confirmed this item would be deferred to the next committee meeting. She also noted she wants to allow for time at the next meeting to address Items #11 and #12.

13. CREATION OF A LOGO AND FORMAL NAME FOR THE CAPITAL IMPROVEMENT PROGRAM MISCELLANEOUS PIPELINE REPLACEMENT PROJECTS

Mr. Strapac gave a presentation on the scope of some of the projects involved with this program.

Mr. Stewart asked if there were a series of pressure reducing stations to be installed. Mr. Strapac answered the stations have been purchased.

Mr. Strapac explained Mr. Kennedy has asked him to come to this committee for some branding ideas.

Mr. Vernon clarified Mr. Strapac was stating RMWD will have fewer water leaks, more reliable pressure, fire hydrants located closer to homes, and reduction in water outage occurrences. Mr. Strapac confirmed these were the benefits.

Ms. Johnson inquired as to how long this project will take. Mr. Strapac approximately 5-10 years per the Master Plan. Discussion ensued.

Mr. Shute stated it would nice to have a logo; however, with the deferring Item #12, there may be a need for a comprehensive communication plan or policy outlining what should be discussed in terms of explaining the projects, community impact, benefits, etc. He recommended this plan include various steps to follow for communicating to the public for various types of project so the appropriate information can be shared. It was discussed how creating a policy or template may be more beneficial right now as opposed to selecting a logo.

Ms. Johnson suggested the committee make a motion related to what was discussed as it may turn the attention from the Strategic Plan discussions and focus on putting together a comprehensive communications plan instead. Mr. Shute explained there be a broad policy detailing how certain types of things are communicated to the public and then a form of communication plan template to be applied. Mr. Stewart referenced the communication steps taken for a previous pipeline replacement project.

Ms. Jonson encouraged it be stated for the record this type of comprehensive plan would take a workshop with participation by the Board, staff, committee members, and perhaps someone skilled with facilitating.

Ms. Washburn relayed to the committee how Mr. Kennedy was more interested in ideas for naming this project. Mr. Strapac pointed out Mr. Kennedy did not approve of the first two project names; therefore, he asked that it be brought to this committee for contemplation. He added the project would not be going out for several months; therefore, there was plenty of time for the committee to give this some thought. Mr. Shute recommended the committee contemplate project

names and provide those to Ms. Gray and Mr. Kennedy over the next couple of weeks. Mr. Carey recommended the committee keep the project name simple and the website dynamic as well as full of information.

Mr. Strapac suggested having a facilitator work with the workshop as a public relations firm would be helpful as well.

Mr. Shute recommended the committee request management consider putting together subcommittee made up of members of the three different committees, management and staff to participate in a workshop to begin the process of beginning framework for a comprehensive communication policy plan. Mr. Stewart, Mr. Vernon, and Mr. Shute expressed an interest in participating in the subcommittee.

Ms. Washburn pointed out an item will need to be placed on the other committee agendas to solicit participants and then work on scheduling a time and date for the workshop.

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

This item was not discussed.

15. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

This item was not discussed.

16. MEMORANDUM OF UNDERSTANDING WITH EASTERN MUNICIPAL WATER DISTRICT UPDATE

This item was deferred until Mr. Kennedy was present.

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

It was noted Item #11 (including billing system known issues, customer complaints, etc.), creating a comprehensive communications policy and plan, as well as Items #13 and #16 be on the December committee agenda. It was noted Item #9 would be deferred until the January 2020 committee meeting.

18. ADJOURNMENT

The meeting was adjourned by Ms. Johnson.

The meeting adjourned at 4:52 p.m.

Julie Johnson, Committee Chairperson

Dawn M. Washburn, Board Secretary