

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE
COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
JANUARY 7, 2021**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on January 7, 2021 was called to order by Chairperson Shute at 3:30 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson Shute, presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

Present: Member Hamilton (*via video conference*), Member Shute (*via video conference*), Member Vernon (*via video conference*).

Absent: Member Stewart.

Also Present Via Teleconference or Video Conference:

General Manager Kennedy (*arrived at 3:54 p.m.*), Executive Assistant Washburn, Alternate Gray, Finance Manager Largent, Information and Technology Manager Khattab.

One member of the public was present via teleconference or video teleconference.

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

Mr. Shute read aloud the instructions for those attending the meeting via teleconference or video conference.

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. **APPROVAL OF MINUTES**

A. December 3, 2020

Motion:

To approve the minutes as stated.

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

Vote: Motion carried by unanimous roll call vote (summary: Ayes = 3).

Ayes: Member Hamilton, Member Shute, Member Vernon.

Discussion went to Item #10.

9. GENERAL MANAGER COMMENTS UPDATE ON REOPENING THE RMWD HEADQUARTERS

Mr. Kennedy updated the committee on the current COVID-19 situation impacting some of the District's workforce. He stated there has been a reduction in staff working at the headquarters as well as noted the District has hired a company to conduct daily sanitizing around the District offices as a means of taking extra safety precautions. He mentioned the lobbying to have staff vaccinated sooner than expected was unsuccessful; therefore, it will be quite some time before that can take place.

Discussion went to Item #11.

10. COMMITTEE MEMBER COMMENTS

Mr. Hamilton recommended there be a better job on proofreading the newsletter prior to it being published. It was noted the bullet was missing on the fourth bullet point. Ms. Gray noted these options will be provided again in the January edition at which time this will be corrected. Mr. Hamilton encouraged the committee members to participate in the proofreading process.

Mr. Vernon said over the holidays he had reported a leak on his property and how he received excellent service from District staff.

Mr. Shute noted there was a great deal of activity taken place throughout the District and how much he appreciated what the field staff was accomplishing.

Discussion went to Item #12.

11. PROJECT UPDATE

Mr. Kennedy updated the committee on the Headquarters Development Study project noting the consultant was working on how to generate the maximum value of the property. He said once this has been completed, the next step will be to approach the County regarding the processes involved with a General Plan Amendment.

Discussion went to Item #15.

12. WATER SERVICE UPGRADE PROJECT (WSUP) UPDATE

Ms. Gray reported everything with the project was moving along smoothly on the project and how postcards will be sent out with plenty of notice to the customers. She stated there have been some issues with pressure; however, staff was diligently addressing customer inquiries related to pressure.

Mr. Hamilton inquired as to the percentage of completion. Ms. Largent reported the project was 38% complete. Mr. Hamilton mentioned he had noticed there was a sign located near Olive Hill and asked why RMWD was placing meters less than three years old. Mr. Vernon recalled Mr. Kennedy stating a few months ago that newer meters were not going to be replaced.

Mr. Vernon suggested something be posted on the District's website regarding the concerns related to pressure. He offered to send something other agencies have posted to Ms. Gray as a reference.

13. PERMANENT SPECIAL AGRICULTURAL WATER RATE (PSAWR) OUTREACH UPDATE

Ms. Gray reported RMWD has the new program and how letters have been sent out to customers currently enrolled in the TSAWR program and have received numerous responses with over 100 forms remitted. She noted she has been in touch with SDCWA and found them to be very responsive and able to provide her with a great deal information. She stated information will be added to the website as well as documentation that will guide customers through the process. She noted the next set of letters will be sent out to strictly agricultural customers who are currently on the special agricultural rate to see if they qualify. Ms. Largent added the new rates are set up in the District's billing system.

Mr. Hamilton pointed out this program was being coordinated with other agencies and how The Village News printed a PSAWR announcement similar to what RMWD has been communicating.

Discussion went to Item #14.

14. COMMITTEE ACTIVITY REVIEW AND ESTABLISHING GOALS AND OBJECTIVES

Mr. Shute noted the committee has touched on this a few times and recommended this and Item #15 be combined with staff providing goals and objectives to this committee to review prior to the next meeting.

Discussion went to Item #16.

15. STRATEGIC PLAN REVIEW

Mr. Shute asked if the committee would receive copies of something related to the strategic plan. Mr. Kennedy stated drafts will be circulated to the staff, committees, and Board Members for input.

Discussion went to Item #17.

16. POSTCARD REVIEW FOR ONLINE PAYMENT PROCESSOR CHANGE

Ms. Largent encouraged the committee members to provide feedback on the postcards that will assist with the information standing out to the customers.

Ms. Gray shared the draft postcard and made updates to the formatting and content as committee members provided input. Discussions ensued regarding the new portal capabilities.

Mr. Kennedy joined the meeting at 3:54 p.m.

Discussion ensued regarding customer past payment history. Ms. Largent agreed to work with Infosend regarding this matter.

Discussion took place regarding addressing any late fees incurred during the transition period.

Mr. Hamilton recommended this postcard be more focused on a call for action followed by listing some of the potential benefits.

Discussion went to Item #9.

17. 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

There were no comments.

Discussion went to Item #18.

18. REVIEW AND ANALYSIS OF RMWD RELATED MEDIA STORIES

Mr. Hamilton reported The Village News published a recent article on the North River Road project. He reiterated the PSAWR article published by FPU D could have had RMWD added to it.

Discussion went to Item #19.

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

It was noted an update on the online payment processor change, strategic plan review with establishing committee goals and objectives, PSAWR outreach as well as communications related to the WSUP program should be on the next committee agenda.

20. ADJOURNMENT

The meeting was adjourned by Chairperson Shute.

The meeting adjourned at 4:44 p.m.

Bill Shute, Committee Chairperson

Dawn M. Washburn, Board Secretary