

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
APRIL 7, 2022**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on April 7, 2022 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. *(All meetings are being held with in-person attendance following County and State COVID guidelines as well as virtually.)* Chairperson Shute presiding.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:**

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

**Also Present:** General Manager Kennedy, Executive Assistant Washburn, Finance Manager Largent, Information Technology Manager Khattab.

**Absent:** Alternate Gray.

Two members of the public were present in person, via teleconference or video conference.

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 amendments 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. March 3, 2022

***Motion:***

***To approve the minutes.***

***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.***

***Absent: Alternate Gray.***

## **9. GENERAL MANAGER COMMENTS**

Mr. Kennedy announced the Association of California Water Agencies have notified the District that RMWD was a finalist for one of their innovation program awards for the Heli-Hydrant project. He noted Director Gasca will be participating in the panel on behalf of the District and that should RMWD be selected, the committee will be updated accordingly.

Mr. Kennedy reported he was invited by the Superintendent to represent RMWD at the Bonsall West Elementary School at an event at which the school was being recognized for supporting military families. He stated all four Bonsall schools were recognized. It stated it was a great event and opportunity to represent the District.

Mr. Vernon asked whether RMWD has researched locations at which more Heli-Hydrants could be installed. Mr. Kennedy confirmed staff actively continues to look into potential locations throughout the district boundaries. Mr. Vernon inquired as to the costs associated with the Heli-Hydrants. Mr. Kennedy answered the first one cost approximately \$150,000; however, additional ones may cost significantly less now that staff has an indication of what part of the work can be conducted by in-house. Mr. Vernon stated it may be worth \$500,000 to have enough of these installed throughout the RMWD's boundaries. Mr. Kennedy agreed.

*Discussion returned from Item #10.*

Mr. Kennedy mentioned RMWD held a barbeque event with all the employees to celebrate the completion of the Water Service Upgrade Project (WSUP).

*Discussion returned to Item #10.*

## **10. COMMITTEE MEMBER COMMENTS**

Mr. Shute stated he attended a local road association meeting at which questions were asked. He inquired as to whether the letters related to backflow devices contained all the options available to the customers should their backflow device fail. Ms. Largent confirmed this information is provided in the backflow notices, including the steps that can be taken should the customer no longer wish to have a device.

Mr. Shute also inquired as to a collection of water possibly coming from the Morro Reservoir. Mr. Kennedy offered to have staff investigate this matter.

Mr. Shute asked about the steel plates along Olive Hill. Ms. Largent explained these were related to a FPUD job, not RMWD.

*Discussion returned to Item #9.*

*Discussion returned from Item #9.*

Mr. Shute said he was surprised of the level of awareness thirty people had related to RMWD's detachment efforts. Mr. Kennedy announced a Town Hall Meeting will be held on May 2, 2022 with Supervisor Desmond present.

Discussion went to Item #11.

**11. CUSTOMER SURVEY UPDATE**

Ms. Largent deferred this item to next month when more information will be available.

Discussion went to Item #12.

**12. COMMITTEE MEMBER RECRUITMENT UPDATE**

Mr. Kennedy noted Ms. Gray was working on this and should be deferred to next month when she is available to provide an update.

Discussion went to Item #13.

**13. SDCWA SHUTDOWN UPDATE**

Mr. Kennedy reported the SDCWA shutdown went on schedule and how RMWD received positive feedback from the customers in the near vicinity of the project. He explained the pump stations that will be constructed with the funds the Board approved last month will eliminate any future "fire drills". Ms. Largent reported the funds Mr. Kennedy referenced have been deposited in the bank.

Discussion went to Item #14.

**14. COMMUNITY EVENT PARTICIPATION IDEAS**

Ms. Largent noted the Avocado Festival was scheduled and how staff was hoping to receive some engagement pointers from Mr. Shute. Mr. Shute offered to join one of the Customer Service staff meeting and share some input.

Mr. Vernon suggested including something in the newsletter encouraging anyone holding a local community event to reach out to RMWD and possibly extend an invitation to participate.

Discussion went to Item #15.

**15. CONSIDERATION OF A PUBLIC RELATIONS PIECE FOCUSED ON INTERAGENCY COOPERATION**

Mr. Kennedy stated at the April Board meeting, resolutions will be presented to the crews of both agencies who assisted with RMWD with the unexpected leaks in January.

Discussion went to Item #16.

## **16. CROSS-CONNECTION OUTREACH**

Mr. Kennedy reported the backflow notices are being mailed out. He noted now that the WSUP project is complete reducing the check bill rates, the meter crew will be able to assist with the backflow program. Ms. Largent mentioned the shutoffs start next week for those who did not respond to the backflow notices.

Mr. Kennedy noted Director Mack had asked whether RMWD could formulate a repair program function where staff would be able to repair the backflow devices for an extra charge. He stated staff was conducting an analysis and will share the findings with the Board.

Discussion went to Item #17.

## **17. CALL VOLUME UPDATE**

Ms. Largent reported RMWD's call volumes have been trending down over the past few months; however, there has been a slight increase due to the recent shutoffs. She noted the average talk time and amount of time spent in the queue have decreased. She pointed out the callers are provided with an option for RMWD to return the customer's call upon request.

Mr. Vernon inquired as to what time of day does call volume reaches its peak. Ms. Largent offered to research this and report back to the committee.

Mr. Khattab noted the program is set up to where the customer will remain on hold for a few minutes prior to the option for a call back is offered. Mr. Kennedy recommended decreasing the timeframe for making this option available.

Discussion went to Item #18.

## **18. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**

Mr. Hamilton referenced an article dated March 31<sup>st</sup> related to a letter written from the Fallbrook Community Planning Group to LAFCO asking them to get the detachment going and follow the law.

Mr. Hamilton also spoke about the article published announcing LAFCO has approved the Municipal Service Review which includes RMWD. Mr. Kennedy added LAFCO also approved FPUD's Latent Power Activation for parks, streetlighting, and road maintenance as a subservient agency to the County and CSA 81; however, this is contingent upon FPUD passing a rate increase. Discussion ensued.

Mr. Kennedy announced there will be an article published at the end of the month related to agriculture written by an Associated Press reporter. He mentioned the reporter will meet with several other individuals as well.

Discussion went to Item #19.

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

It was noted updates on the customer survey, committee member recruitment, community events, public relations piece on focused on interagency cooperation, cross-connection outreach, Town Hall meeting, and shut offs be included on the next committee meeting agenda.

**20. ADJOURNMENT**

*The meeting was adjourned by Chairperson Shute.*

The meeting adjourned at 4:18 p.m.

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**Bill Shute, Committee Chairperson**

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**Dawn M. Washburn, Board Secretary**