Communications & Customer Service

Committee Meeting

October 20, 2026

Discussion Items

- Digital Media Policy
- Nonfunctional Turf Policy
- Quarterly Strategic Communications Plan Update
- Community Events and Programs
- Newsletter Content Planning
- Public Communications & Related Media Stories



Digital Media Policy





Digital Media Policy

- **Updated Sections**
  - Off-duty social media use for employees and board members
  - Confidentiality & records
  - Photography & onsite imaging
  - Guidelines for online public meetings
- **Next Steps**
  - Review with union representatives
  - Present to the Board for approval
  - Onboard social media management tools
  - Implementation & social media onboard training
  - Launch social channels Jan 2027

Nonfunctional Turf Policy

Update

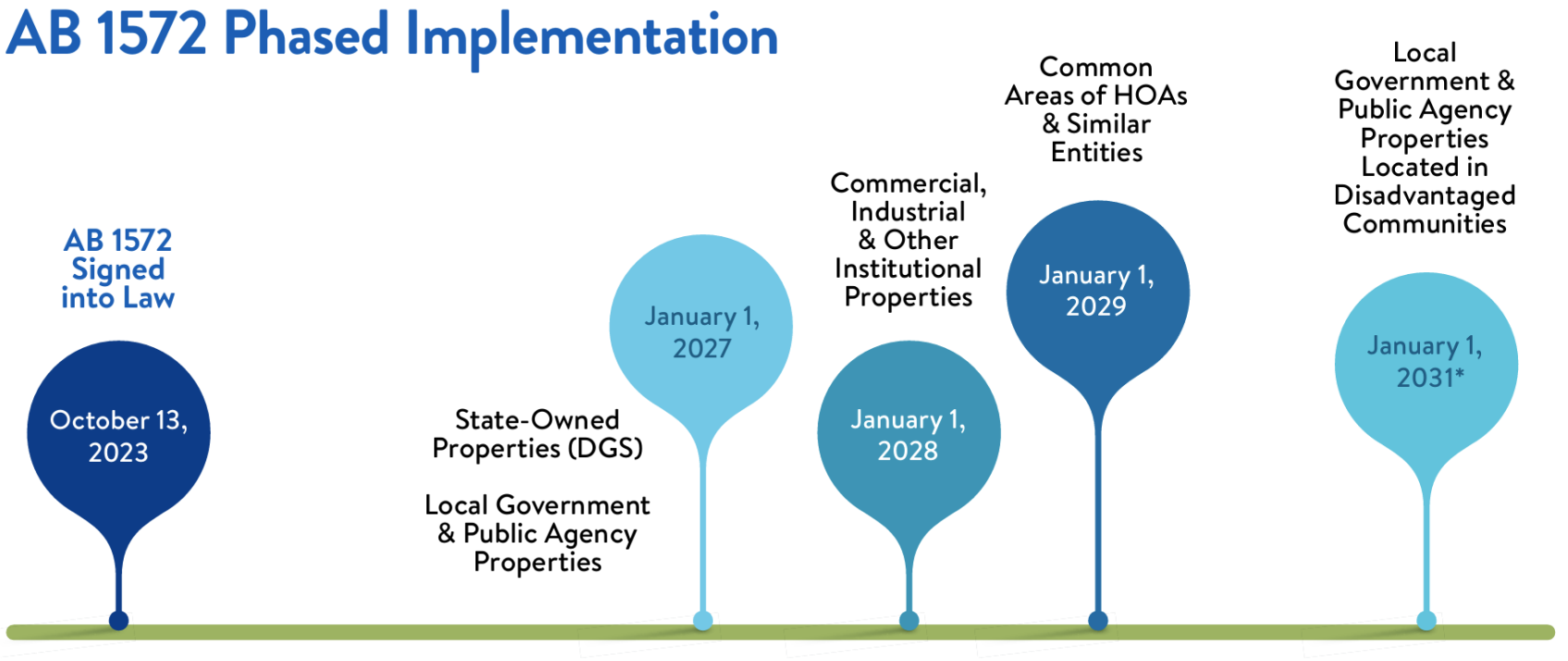


Communications & Customer Service Committee Meeting | October 2026

AB 1572: Nonfunctional Turf

AB 1572 was established in 2023 as a new statewide requirement prohibiting irrigation of nonfunctional turf with potable water.

- Nonfunctional lawn refers to irrigated lawn that is ornamental and not regularly used for recreation or public gatherings.



* Or when funding is available

AB 1572: Nonfunctional Turf

Ordinance

- Drafted admin code to align with state law
- Framework from CalWEP and Metropolitan
- Reviewed with legal
- Consulted with agencies in SD County to align with unified approach of educational outreach

Implementation

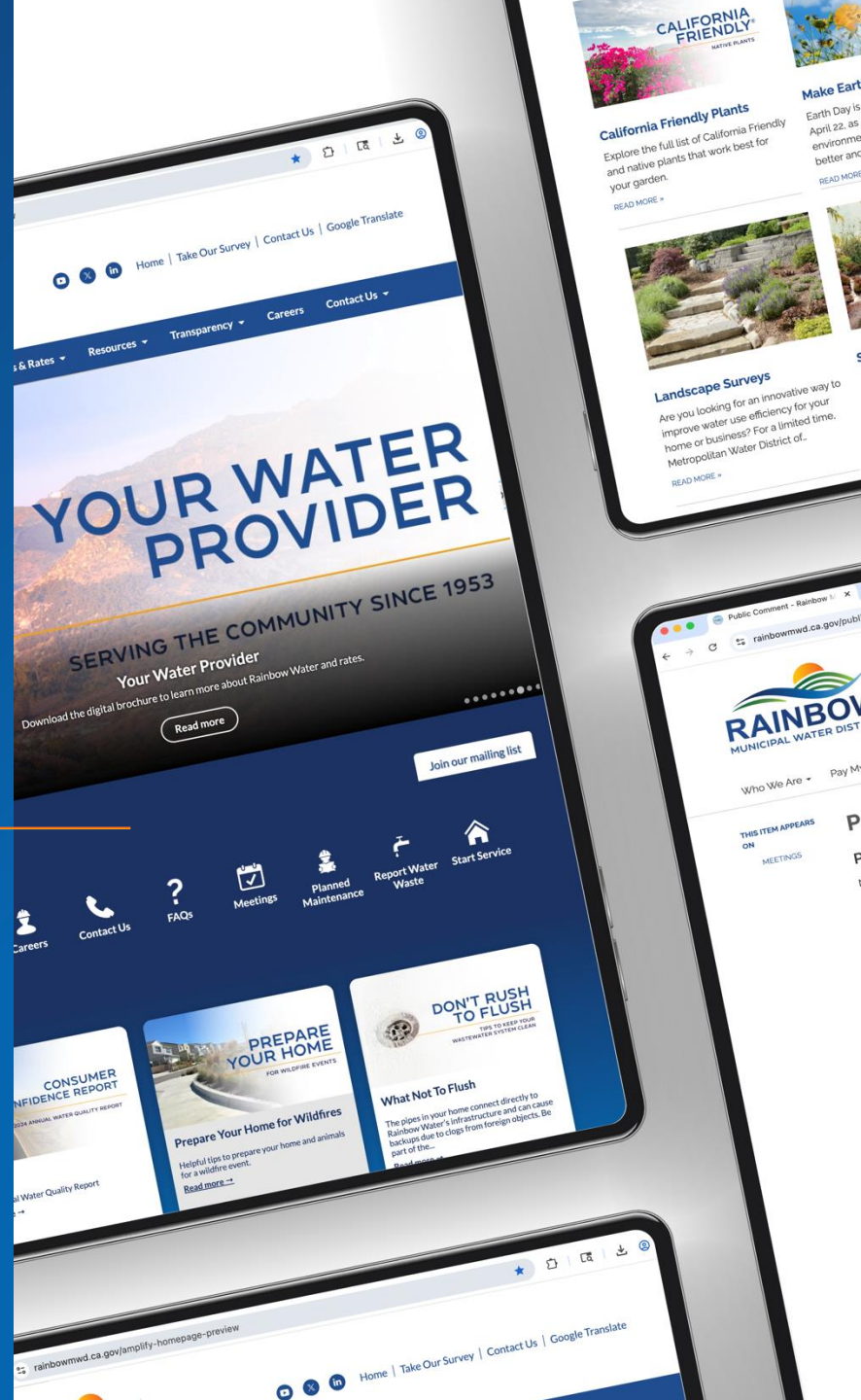
- Communications: Information included in the October newsletter, website page linked to homepage
- Hosting a joint turf workshop with FPUD and Valley Center
- Promoting the workshop in newsletter, billing message
- Media: joint agency press release and ad in Village News
- Email to all CII customers, letters and visits to local nurseries
- Outreach to HOAs and schools





Strategic
Communications Plan

Implementation Update



Communications & Customer Service Meeting | October 2026

Strategic Comms Plan Implementation

FY 27 Q1

Target Audience Engagement & Content Development

Completed

- Customer feedback survey: measure response for future workshops, meeting attendance, times, satisfaction
- Website improvements: forms, engineering service upgrade, ADA compliance
- Design projects: 2026 CCR complete in English & Spanish, and Biennial Budget Book

FY 27 Q2

Measurement Toolbox Rollout

In Planning

- Admin Code for board adoption in Fall: Digital Media Policy, Nonfunctional Turf Policy
- Build report and internal memo templates, update collateral – on going
- Outreach campaigns for CIP: La Canada, Eagles Perch, Integrity Court – on going
- Plan landscape workshops: Turf Removal November, Plant workshop in late winter
- Contract with nurseries for Plant Program
- Build style guide & best practices to include new accessibility guidelines
- Build 3-month content calendar
- Onboard social media management tools

Customer Survey

2026 Customer Feedback

- Received highest number of responses at community events, and with credit card fee implementation
- Consistent numbers reflect our customers feel heard and informed by our team
- Strong numbers indicate customers would like to attend workshops during day or weekend morning
- Customers not interested in attending board or committee meetings
- Comments reflected recent credit card fees and online billing system

46% Highly satisfied with service & responsiveness

66% Feel Rainbow Water cares about customer concerns

28% Prefer communications via billing message or insert

20% Attended a board or committee meeting in past 12 months

55% Prefer weekend morning for an event or workshop

72% Not interested in attending a board or committee meeting

Community Events

Fall 2026



Fall Events + Programs

Fallbrook High School Trade Schools & Career Fair
Thursday, October 8

Bonsall High School Trunk or Treat Car Show
Saturday, October 17, 10 am – 2 pm
Bonsall Elementary School

Bonsall High School College Career Fair
Friday, October 23

North County Fire Open House
Saturday, October 24, 9 am – 1 pm
Fire Station 1, Fallbrook

Guest Speakers at Bonsall High School
Wednesday, October 28



Landscape Workshop

Transforming Lawns Workshop

Thursday, November 5, 9 am – 11:30 am
Fallbrook Public Utility District – Board Room

Joint workshop presented with FPUD, Valley Center MWD, Metropolitan, and Green Media Creations

Guest speakers: Water Agencies, UC Master Gardener

- Workshop focuses on nonfunctional turf requirements for commercial and HOA customers
- To review plant selection, soil preparation, turf removal options, landscape planning, rebates
- Question and answer with local water agency
- Onsite native garden tour to follow the event
- Open to all customers, business owners, landscape professionals, nurseries, and property managers



Poseidon Education

New Educational Program Opportunity

- In classroom visits for high school and elementary schools to learn about the water industry
- Award-winning program for students grades 5th-12th introduces students to water career paths through project-based learning for clean water.
- One school site per school year

Benefits for the Community

- Program is partnered with the University of Massachusetts Global to give educators the opportunity to earn professional development
- Students earn internship credit via 15 sessions
- Teachers use the curriculum for years to follow
- WaterWorks: Dig In Program allows students to dive into a real infrastructure project in their own community, meeting the water agency's project managers, engineers, operations and other experts working to protect water quality and public health.



POSEIDON EDUCATION™





Photo Credit: Poseidon Ed

Newsletter Content Planning

October – December 2026



Newsletter Review

October

- New CA Law: Nonfunctional Turf
  - How will the law will save water
  - Rebates + implementation
- Free Turf Removal Workshop for residential and commercial customers
- Public Safety Power Shutoffs
  - Emergency support, stay informed
- 2026 Ballot drop Box at Rainbow Water
- New! Sandbag Pickup Location at Horse Creek Ridge Staging Area



RAINBOW
MUNICIPAL WATER DISTRICT
COMMUNITY NEWSLETTER
OCTOBER 2026 . ISSUE 262

Public Safety Power Shutoffs in the Region
Rainbow Water Remains Ready with Emergency Planning & Support

Southern California is experiencing extreme heat, with triple-digit temperatures

New California Law to Eliminate Water Waste for Nonfunctional Turf

California is making moves to eliminate water waste with a new law banning the use of potable (drinking) water to irrigate nonfunctional turf on public, government, commercial properties, and homeowner associations. The California Legislature passed Assembly Bill 1572 in 2023, which created Water Code Section 10608.14 to conserve limited natural resources and encourage sustainable landscaping.

How will AB 1572 help save water?

The new law aims to reduce outdoor water waste by replacing nonfunctional turf with native plants or gardens, helping create more sustainable landscapes. According to Metropolitan Water District, 51,000 acres of grass in their six-county area is classified as nonfunctional turf, and turf conversion is estimated to reduce total water use by 10%.

When will the phased implementation start?

- January 2027: Local government, public agency, and school sites
- January 2028: Commercial, industrial and other institutional properties
- January 2029: Common areas of homeowner associations and similar sites

What are nonfunctional turf areas?

- Decorative mowed grass and not used for recreational purposes
- Highway, street medians, and parkways
- Grass surrounding school sites or office buildings
- Grass on sloped areas not suitable for recreational use
- Grass in parking lots or HOA common areas

Save Water on What Matters, Not Unused Turf

Rainbow Water's commercial and institutional customers are encouraged to begin planning turf removal by attending the Transforming Lawns workshop in November, and apply for commercial turf removal rebates of $3 to $4 per square foot up to 50,000 square feet. Rebates are available online from the County of San Diego at: https://tinyurl.com/22przmtw

Around the District
Highlights from the General Manager

Free Turf Removal Landscape Workshop in Fallbrook

Rainbow Water has partnered with Metropolitan Water District, Fallbrook Public Utility District, and Valley Center Municipal Water District to host a free in-person landscape workshop.

Transforming Lawns: A Sustainable Approach
Date: Thursday, November 5, 2026
Time: 9:00 - 11:30 a.m.
Location: Fallbrook Public Utility District 990 E. Mission Rd., Fallbrook, CA 92028
Light refreshments & breakfast to be served

Join us for a class on turf replacement and how nonfunctional turf will impact your community. You will learn how to transform a landscape into a beautiful, sustainable, and water-efficient environment. The workshop will guide you through:

- Selecting climate-appropriate plant types
- Soil preparation and irrigation strategies
- Turf removal options and rebates
- Exploring sustainable landscape functions
- AB 1572 and your local water agency
- An onsite native garden tour

Reserve Your Seat

Nurseries, landscape professionals, HOA's, property managers, and customers welcome to attend. Space is limited. Register online at: https://tinyurl.com/mreybfpc

SCAN TO REGISTER

The nonfunctional turf ban does NOT apply to Rainbow Water residential customers.

Jump into Savings with Rebates for Turf, Plants, and Landscape Assistance
Rebates are available to residential and commercial customers through the County of San Diego's Waterscape Rebate Program. Explore rebates for native plants, irrigation controllers, rain barrels, rain gutters, and more. Estimate your rebate online at: https://tinyurl.com/22przmtw

VOTING INFO
VOTE

2026 General Election
Ballot Drop Box at Rainbow Water Headquarters

The County of San Diego Registrar of Voters' office sent ballots for the General Election to all registered voters in the first week of October. Voters have the choice to vote in person, by mail, or by returning a secure ballot to a drop box location. Rainbow Water is designated as an official ballot drop box location and is available to all San Diego County residents for ballot drop-off.

For polling locations, ballot drop box locations, and voter information, scan the code or visit: sdvote.com

Official Ballot Drop Box at Rainbow Water
Dates Open: October 6 - November 3, 2026
Time: Mon - Fri, 8:00 a.m. - 4:30 p.m., Closed on weekends
Election Day: Tuesday, November 3, 2026, 7:00 a.m. - 8:00 p.m.
Location: Rainbow Water Headquarters, 3707 Old Highway 395, Fallbrook

New! Sandbag Pickup Location for Residents

Rainbow Water has partnered with the County of San Diego and North County Fire Protection District on a new location for residents to obtain free sandbags in preparation for upcoming storms.

Horse Creek Ridge Staging Area
Location: Corner of Pankey Road and CA-76 Fallbrook, CA 92028 (Across from 5090 CA-76)
Availability: For Rainbow Water and North County Fire Protection District residents
Tips: Bring gloves and a shovel
More details: rainbowmwd.ca.gov/sandbags

3707 Old Highway 395, Fallbrook, CA 92028
Customer Care & After Hours: 760.728.1178
Office Hours: Mon-Fri 8:00 a.m. - 4:30 p.m.
RAINBOWMWD.CA.GOV

Newsletter Planning

November

- Keeping Out Waterways Clean
  - Managing the kitchen for proper disposal of FOGs and food scraps
  - Clearing out yards, debris, rain gutters
  - Impacts on the infrastructure, and clog prevention
- El Nino Prep: Water Use Efficiency
  - Rain Capture Features + Workshops
    - Rain barrels, building swales to keep water in your yard, irrigation controllers
    - Sandbags, County resources
- Water Professionals Week Highlights
- Nonfunctional Turf
  - AB 1572 ordinance, turf rebates

December

- End of the Year Highlights
  - CIP Projects, educational, and outreach programs, biennial budget
- El Nino Prep: Your Home + County Resources
  - Tips to Safeguard Your Home
  - Sandbags & resources from the County
- Stay Informed: Update contact info and follow us on social media
- Nonfunctional Turf and the New year
  - AB 1572 ordinance, turf rebates
- Holiday food and toy drive
  - Boys and Girls Clubs, Fallbrook Food Pantry donations at Rainbow Water

Public Communications

& Related Media Stories



Village News

October 14

Supervisors Appoint Special District Candidates

September 16

Blood Drive to be held at Rainbow Water

FALLBROOK & BONSALL VILLAGE NEWS

Supervisors appoint special district candidates to uncontested seats

October 14, 2026

If the number of candidates for a special district or community planning group board does not exceed the number of positions to be filled in an election state, law allows the county Board of Supervisors to appoint the candidates who filed for those seats in lieu of holding an election. On Oct. 6, the San Diego County Board of Supervisors formally appointed those candidates to new terms.

The supervisors' 5-0 vote also appointed candidates to new terms if an insufficient number of candidates filed for the number of seats available and directed the Clerk of the Board of Supervisors to post vacancy listings for those unfilled seats and to notify the special districts and community planning groups of those vacancies.

Seven seats on the Fallbrook Community Planning Group were subject to election. Only seven candidates filed so Steve Brown, Eileen Delaney, Jeniene Domercq, Lila Hargrove, J.J. Neese, Jonathan Smith, and Emily Stadnik were appointed to four-year terms.

Although the Division 2 seat for the Fallbrook Public Utility District board will be determined by the Nov. 3 election Charley Wolk was the only candidate for the Division 5 director and was appointed to another term.

All three of the Fallbrook Regional Health District seats scheduled for election were uncontested. Anne Atkins was appointed to the Zone 1 seat, Cindy Acosta was appointed as the Zone 3 director, and Stephanie Becket was appointed as the Zone 5 board member.

Sept. 24 blood drive to be held at Rainbow Water

FALLBROOK – Join Rainbow Water and San Diego Blood Bank for a blood drive on Thursday, Sept. 24 from 9 a.m. to 2:30 p.m. at the Rainbow Water headquarters parking lot at 3707 Old Highway 395. Rainbow Water will provide visitors the opportunity to take a free online donor screening through the Scripps Living Donor Program.

As a thank you, all blood donors will receive one free ticket to SeaWorld's Howl-O-Scream, a Rainbow Water reusable water bottle, and a tote bag – while supplies last. Walk-ins are welcome at the blood drive, and appointments are encouraged by visiting https://www.rainbowmwd.ca.gov/blood-drive.

Appointments are also available by calling San Diego Blood Bank at 619-400-8241.

Conclusion

- Comments
- Next meeting: January 2027

