

Communications & Customer Service



Committee Meeting
September 15, 2026



Discussion Items

- Quarterly Call Metrics
- Digital Media Policy Update
- Grants Update
- Water Use Efficiency Update
- Community Events Update
- Newsletter Content Planning
- Public Communications & Related Media Stories



Call Metrics

Quarterly Update

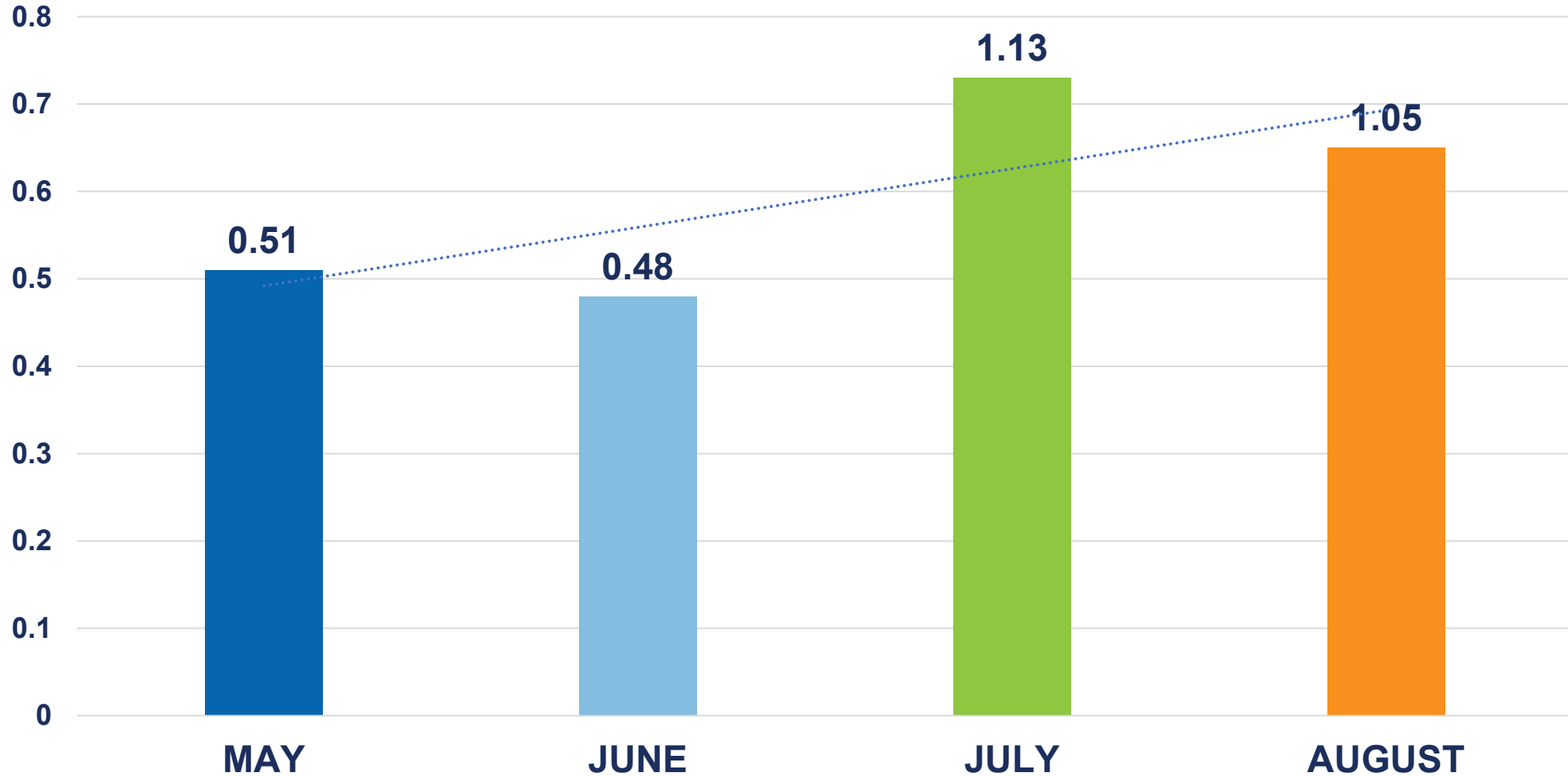


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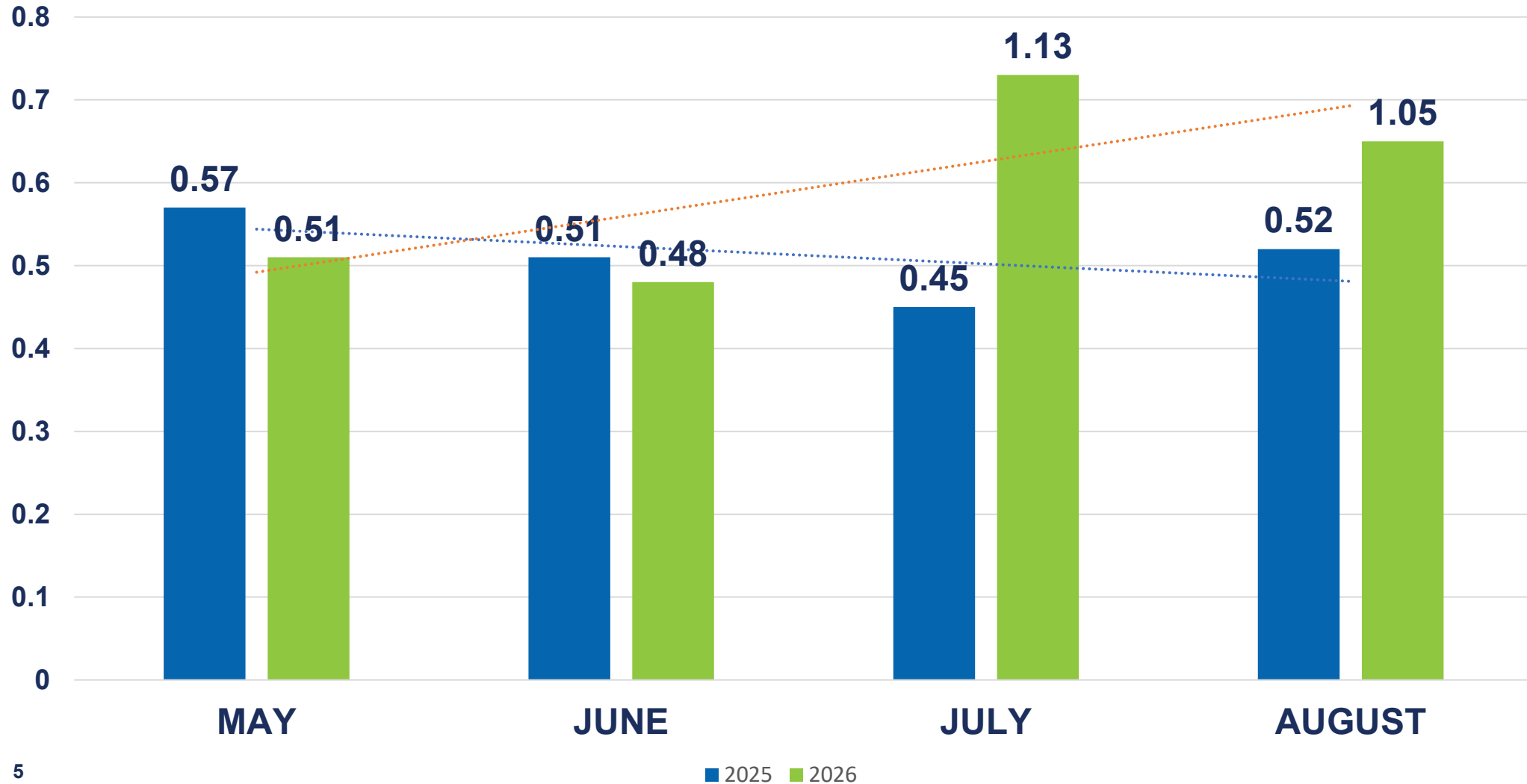
Average Hold Time: May – August

MINUTES



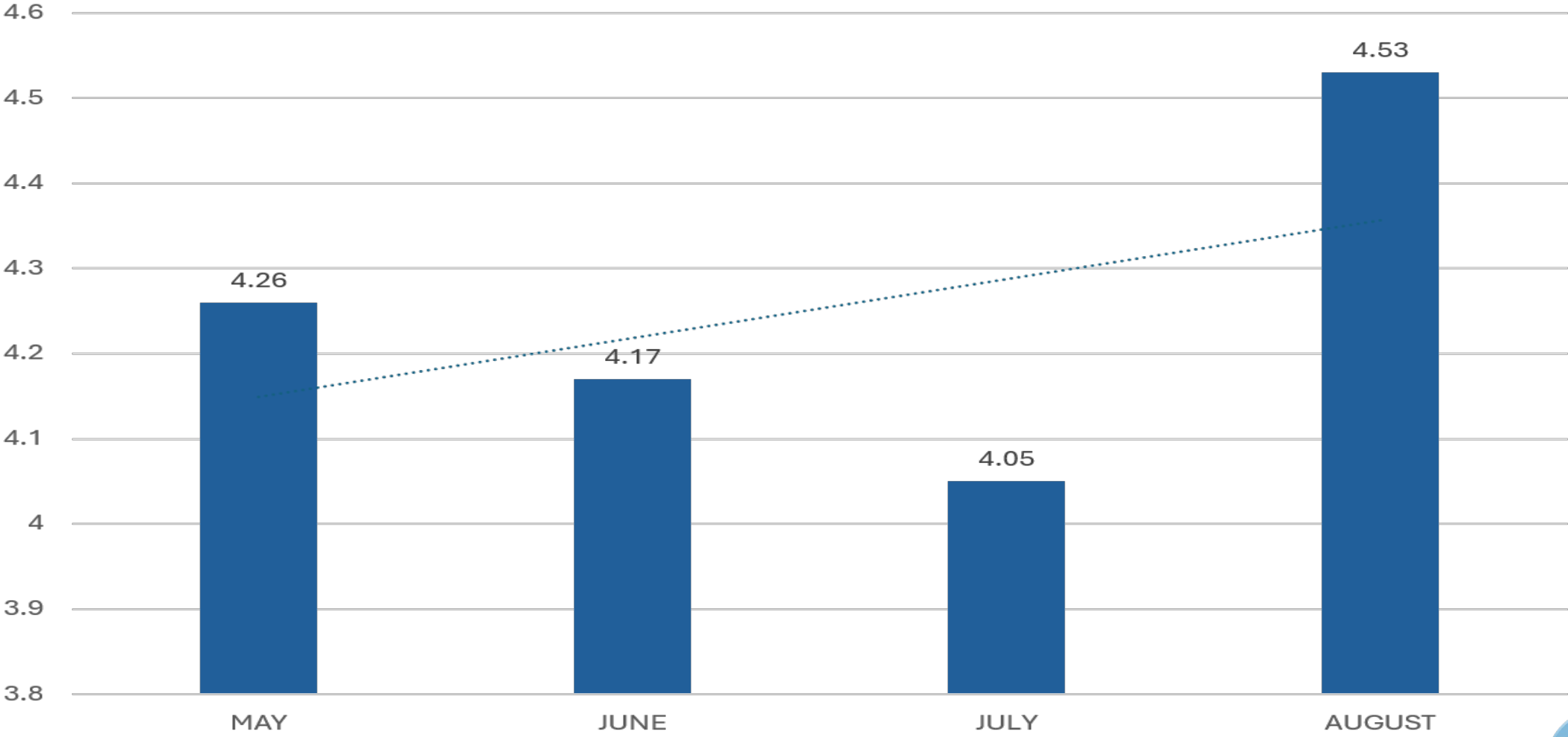
Average Hold Time in Minutes: 2025 vs 2026

MINUTES



Average Talk Time: May - August

MINUTES

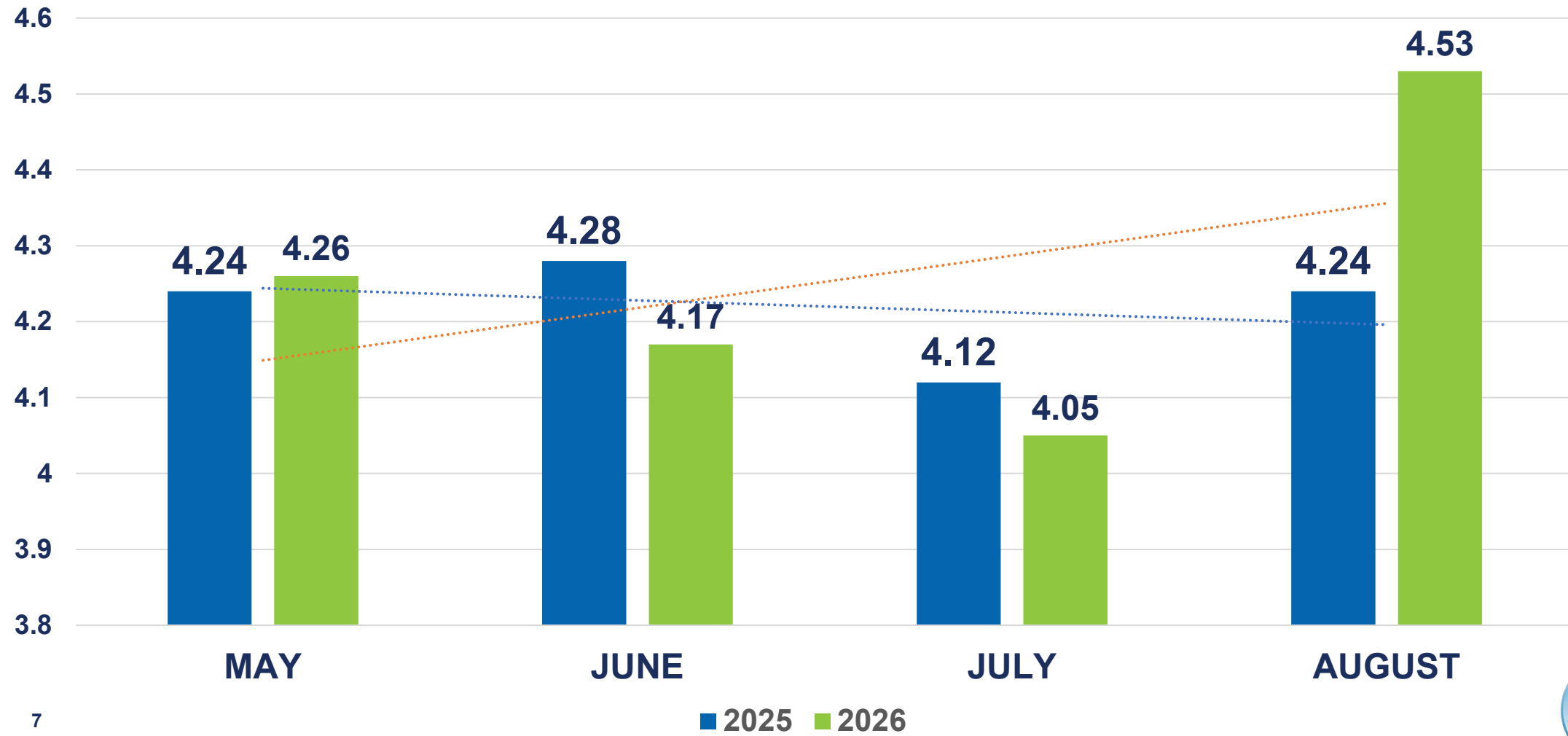


■ MINUTES



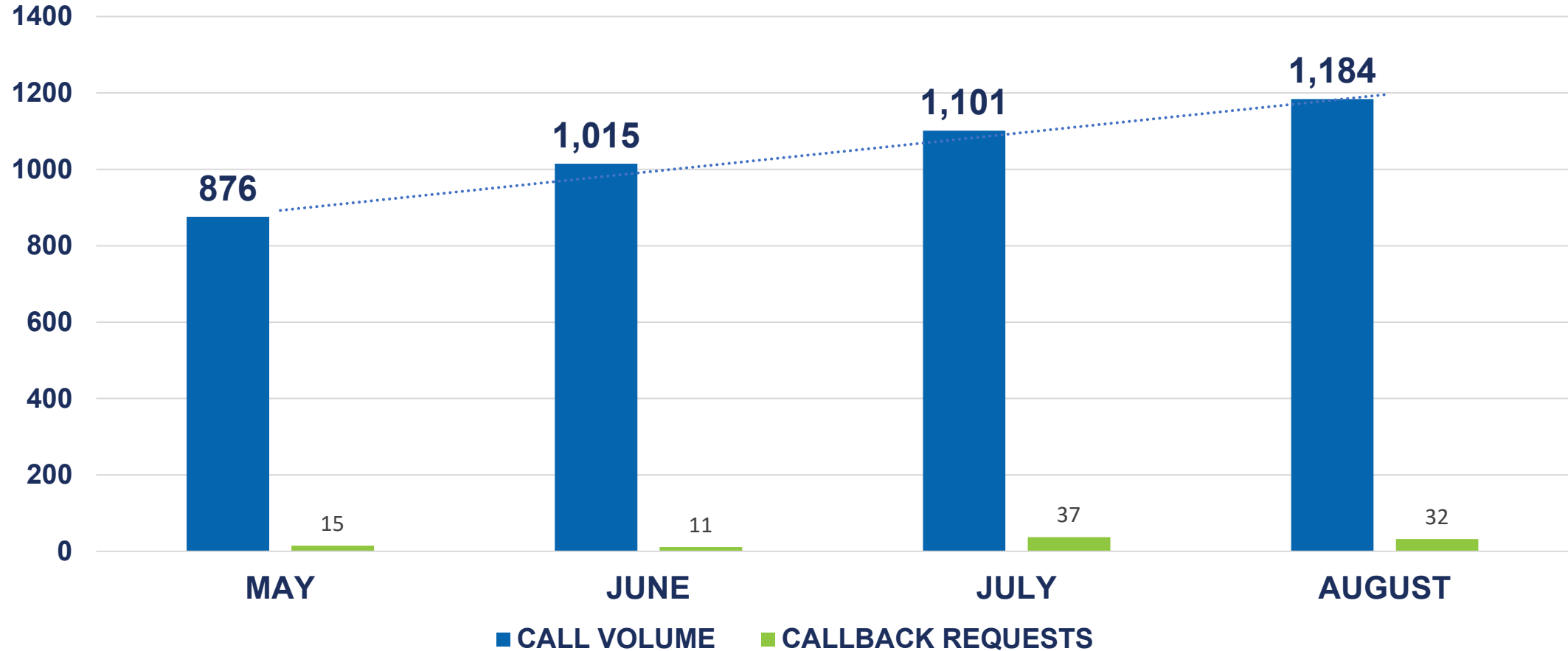
Average Talk Time: 2025 vs 2026

MINUTES



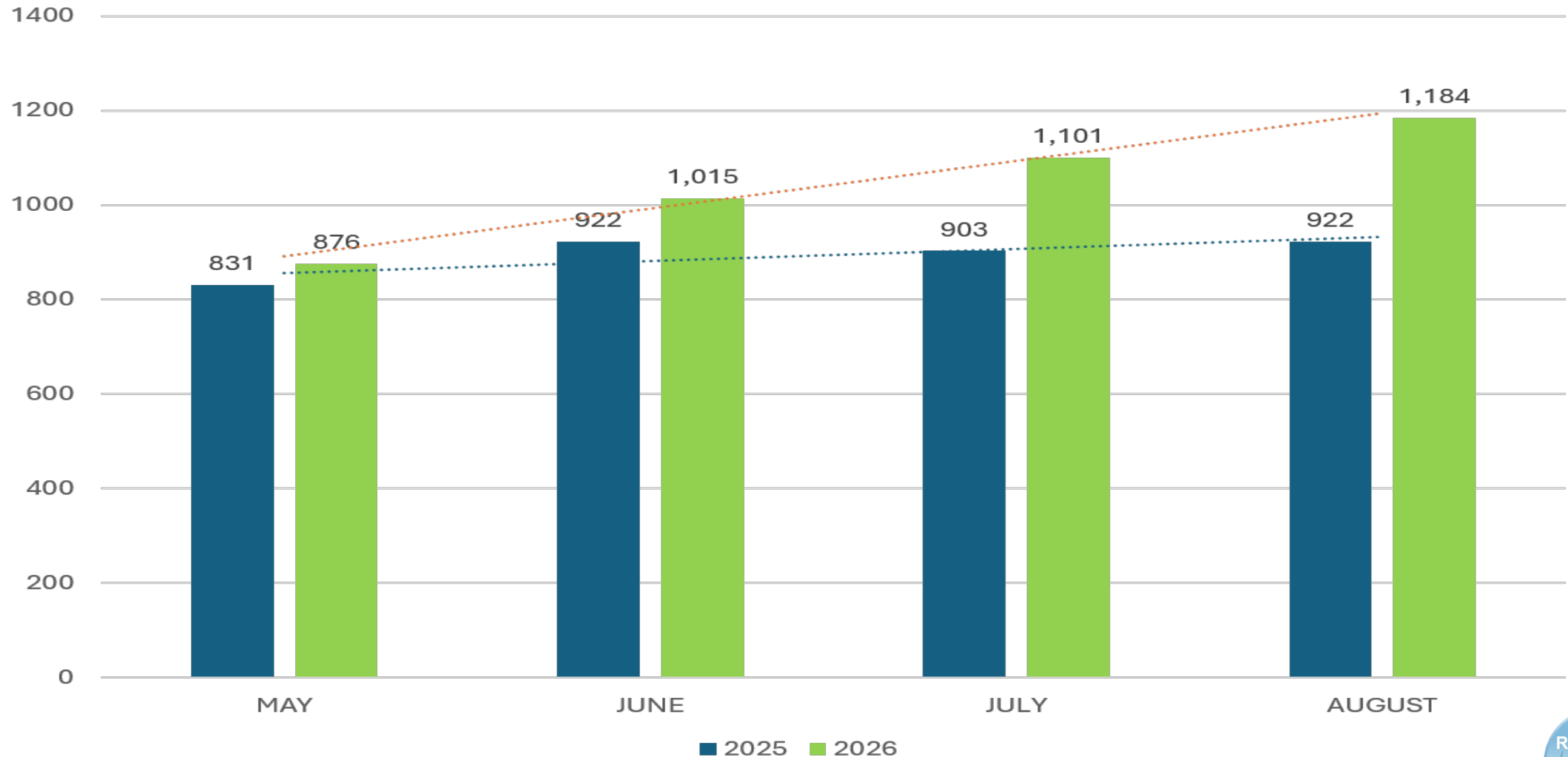
Monthly Calls: May - August

CALLS



Monthly Calls: 2025 vs 2026

CALLS



Digital Media Policy



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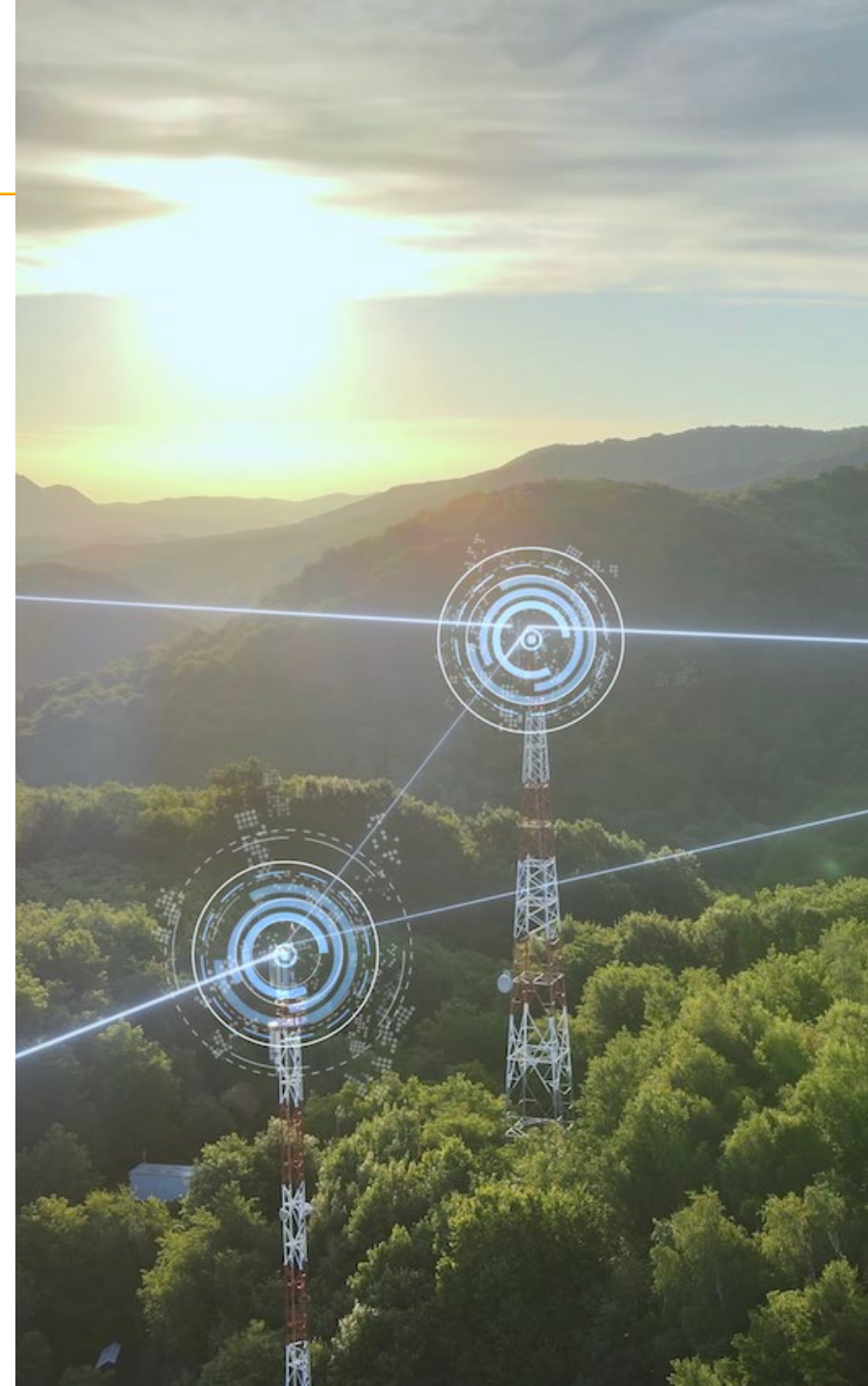
Digital Media Policy

Revisions:

- Employee social media posting
- Employee photography
- Public Records Act request

Next Steps:

- Review with legal for revisions
- Review with union representatives
- Present to Board for approval
- Implementation & social media onboard training
- Launch social channels Jan 2027



Grants

2026 Update



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Plant Pilot Program

Launched the Plant Pilot Program: Grow with the Flow in 2026

- Program replaces high water use plants with low water use, native plants in alignment with California's Making Conservation a Way of Life

MAAP Grant Funding Update

- \$15K for FY 2026 – Reimbursed in September
- New Grant Application submitted to EMWD
 - Approved in August
 - FY 2027 & FY 2028, \$15K per year



Water Use Efficiency

2026 Update



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Flume Flow Monitor Device

Smart home water device uses a magnetic device to provide leak detection monitoring 24/7 with no subscription fee.

New 2-Year Contract

Flume 2X device with replaceable battery pack, extended battery life, and WiFi range

- New guidelines for customers to install device within 10 days to receive \$50 rebate
- September + October newsletters to feature information on the pricing and device update
- Flume device on display in lobby and will be available at community events including NC Fire Open House



1,000 Devices Sold Since 2019
Contract fulfilled as of August 2026

New Contract Started August 28
\$125 + shipping
\$50 Rebate after Installation
Total Final Cost: \$75 + shipping



CropSWAP Program Impact



\$1,380,950

**Total Reserved
Grant Funds**

65 Projects Paid to Date

125

Total Applications

8 Applications Waitlisted

6 Pre-Approved

1 New Application in Sept



Top Projects: 38 Avo Rootstock, , 31 Crop Conversions,
17 Avo Rejuvenation, 10 Soil Moisture Sensors

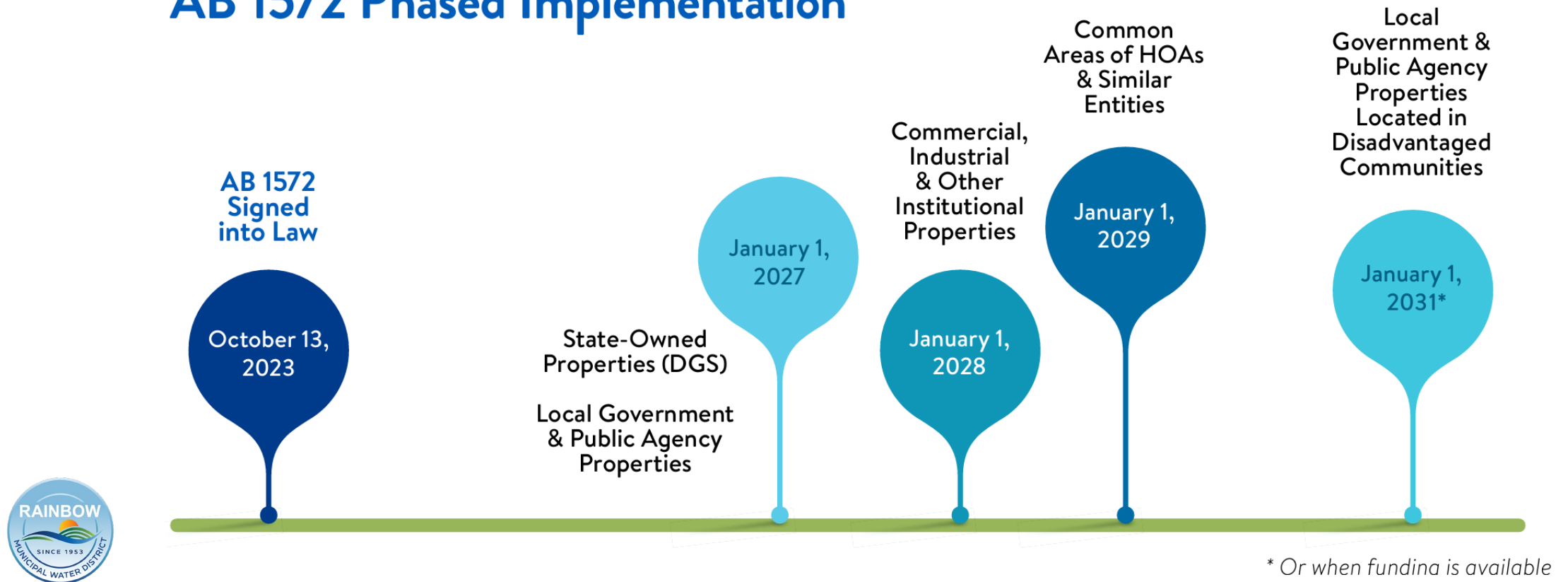


AB 1572: Nonfunctional Turf

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.

AB 1572 Phased Implementation



AB 1572: Nonfunctional Turf

Preparation + Implementation

- Joined California Water Efficiency Partnership
- Attended CalWEP's Fall Plenary + Workshop, toured UCR's Agricultural Department
- Meeting with HOAs, onsite tours
- Coordinating with UC Master Gardeners, Green Gardens Group on turf removal workshop for HOAs and landscape classes for customers
- Drafting framework for nonfunctional turf ordinance
 - Consulting with neighboring agencies for ordinance alignment
- Communications: website updated with latest information, newsletter, bill inserts, direct mail/email to all HOAs, CII, and talking points for CSR's



Community Events

Fall 2026



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Fall Events + Programs

Fall Blood Drive with San Diego Blood Bank

Thursday, September 24, 9:00 a.m. – 2:30 p.m.

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



Newsletter Content Planning

September – November 2026



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Newsletter Review

September

- National Preparedness Month
 - Emergency info, update contact info
 - Landscape clean up, zone 0, emergency preparation
- Around the District Highlights from the GM: Join Our Committee or Board Meetings
- Community Events
 - North County Fire Open House
- County of San Diego Ballot Drop Off at Rainbow Water
- Detect leaks with Flume, new pricing



North County Fire Open House Live Demonstrations from Your Community Organizations

Celebrate Fire Prevention Month at the North County Fire District's Annual

Construction Notice Pipeline 5 Relining by San Diego County Water Authority

The San Diego County Water Authority will begin construction on a project to rehabilitate approximately 5,000 feet of major pipeline. Crews will access the pipeline through three portals in the Bonsall area, west of Interstate 15 and south of Gopher Canyon Road. Construction is expected to last one year, ending in summer 2027. The Water Authority is coordinating with local agencies to ensure water service is maintained. Rainbow Water is not involved in the project.

For more information call the Water Authority at 877-682-9283 extension 7005 or visit <https://bitly/p5relining>

Track Your Water with Flume



Looking for a way to protect your home and reduce water waste? Track your water use and receive leak notifications all in one place with Flume, a smart water monitor device. Flume is available to Rainbow Water customers at an exclusive reduced price with a rebate upon installation.

Rainbow Water was the first public agency to partner with Flume in 2019, and since then, over 1,000 of our customers have purchased the device. Now customers can order the new Flume 2x with all the benefits of extended WiFi range, lithium battery replacement, and real-time tracking. Same great service with an upgraded device at a discounted rate and no monthly fees.

Order Flume and Start Tracking Your Water Use

- Purchase your Flume device for \$125 (plus shipping and tax)
- Install your Flume device within 10 days (installation is do-it-yourself, with video tutorials on YouTube and in the Flume app)
- Automatically get \$50 refunded to your credit card when you install in 10 days

To ensure a smooth setup process, remember to use the same email address when purchasing Flume and setting up your Flume account.

For more info and to claim your rebate visit: rainbowmwd.ca.gov/Flume



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



National Preparedness Month Tips to Ensure Your Safety Throughout the Season

September is designated as National Preparedness Month, and Rainbow Water works with local community organizations and public agencies to encourage our community members to take steps to prepare for emergencies. Below are helpful tips to prepare your home and loved ones for a wildfire event, rainstorm or wind event.

Weed Abatement and Zone 0

Protecting your home from wildfires starts with preparing defensible space around your home, with more fire-resistant landscaping. The first five feet from your home or structure is known as Zone 0 and should be clear of any combustibles, which include tree branches, bushes, mulch, and plants from the immediate five-foot perimeter to reduce ignition from flying embers.

- Mitigate the risk by regularly trimming trees, bushes, and weeds to prevent them from touching the home.
- Plant water-wise landscaping to protect your home and local watershed.
- Rock, gravel, and other noncombustible ground cover can help create an ember-resistant zone around your home.

Create a fire-resistant landscape with rebates and resources from the County of San Diego's Waterscape Rebate Program. For more information visit: sandiegocounty.gov/watershedrebates



Prepare Your Home

The key to a successful emergency plan is preparation.

- Assemble an emergency kit with batteries, flashlights, first aid kit, map, medication, non-perishable food, pet food and water. Make sure the kit is regularly updated, and all household members know its location.
- Design your emergency plan with an evacuation meeting place and know your evacuation route.
- Download emergency notification mobile phone apps from Genasys, Watch Duty, Alert San Diego and more.
- Sand bags are available at a variety of locations in North County, more information at ncfireca.gov.

Explore more resources at rainbowmwd.ca.gov/Emergency-Prep-Tips

Around the District Highlights from the General Manager

Join Us for a Committee or Board Meeting

This past year, the Board voted to change the format of the District's standing committees. The Committee meetings are now co-chaired by two Board members and are open to the public without restriction. The meetings are designed for information and discussion on matters relevant to each standing committee including Engineering & Operations, Budget & Finance, and Communications and Customer Service. Committee meetings are meant to provide a less formal setting that encourages open dialogue between committee members, staff, and customers of Rainbow Water District. Come join us for a meeting and have your voice heard by District decision makers.



How to Participate

Meetings are held in the Rainbow Water board room, via Zoom, and live on YouTube on Tuesdays at 1:00 p.m.

Board Meetings

• Oct 27, Nov 17, Dec 15

Committee Meetings

- Engineering & Operations: Oct 6, Nov 3
- Budget & Finance: Oct 13, Nov 10
- Communications & Customer Service: Nov 18

Meeting agenda, public comment information and past meeting details are available on the website: rainbowmwd.ca.gov/Meetings



Are You Receiving Emergency Alerts from Rainbow Water?

Update your contact information with your current cell phone number and email address to receive the most up to date information on events including water outages and important information. Call to update your info at 760-728-1178 or complete the form online at rainbowmwd.ca.gov/Update-Your-Info



Newsletter Planning

October

- Cybersecurity Month
 - Prevention tips: smishing, impersonation, fake payments
 - How to identify a Rainbow Water team member
- El Nino Prep: Water Use Efficiency
 - Rain Capture Features
 - Rain barrels, building swales to keep water in your yard, irrigation controllers
 - Landscape Workshops
- Community Events
- Nonfunctional Turf
 - AB 1572 ordinance, turf rebates

November

- Keep Waterways Clean this Holiday Season
 - Managing the kitchen for proper disposal of FOGs and food scraps
 - Impacts on the infrastructure, and how to prevent clogs
- El Nino Prep: Your Home + Resources
 - Tips to Safeguard Your Home
 - Free resources from County of SD
 - How Rainbow Water is preparing
- Nonfunctional Turf
 - 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



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Village News

July 30

2026 Water Awareness Poster Contest

August 27

Rainbow Water adopts 2026 strategic plan

September 10

**Rainbow Water Blood Drive
Tank Maintenance Contract**

Rainbow MWD adopts 2026 strategic plan

Joe Naiman
Village News Reporter

The Rainbow Municipal Water District board approved the district's 2026 strategic plan. A 5-0 vote Aug. 18 adopted the new strategic plan. The plan has seven focus areas: reliable infrastructure, enterprise

resilience, sustainable finances, leadership, personnel, purposeful technology, and proactive communication. "We did a pretty comprehensive update," said Rainbow General Manager Jake Wiley. The strategic plan documents Rainbow's mission statement, core values, and key focus areas

and includes goals and objectives for Rainbow staff to pursue. Rainbow's previous strategic plan was adopted in 2020. "It's the same core values," Wiley said of the update. In October 2025, Rainbow contracted with Rafetis Financial Consultants to facilitate an update to the district's strategic plan and

provide meaningful direction for addressing changing operational, regulatory, environmental, infrastructure, and resource conditions. A collaborative planning process included a series of workshops involving the Rainbow board, district staff, and opportunities for public input. The process allowed stakeholders

to evaluate positive challenges and the district's upgrade.

RMWD terminates tank maintenance contract

Joe Naiman
Village News Reporter

Since 2003, the Rainbow Municipal Water District has contracted for annual tank maintenance and inspection. A 5-0 Rainbow board vote Aug. 18 terminated the most recent contract, and the district will utilize in-house personnel for the activity. "We'll be taking that over in December," said Rainbow General Manager Jake Wiley. In December 2003, the Rainbow board approved an agreement for annual tank maintenance and inspection with Utility Services Company, Inc. The annual work included maintaining interior and exterior tank coatings for corrosion prevention and alternating visual inspections and washouts for Rainbow's 12 welded steel tanks. A 2010 addendum to the agreement extended the expiration date to June 30, 2016. The agreement was subsequently renewed on a yearly basis for maintenance, rehabilitation, and inspection services. In 2015, Rainbow and Utility Services Company entered into a 10-year annual maintenance and inspection agreement for the 6 million gallon pre-stressed concrete Pala Mesa Tank, which was not included in the original 2003 agreement. Utility Services Company was a division of Suez Water Technologies and Solutions in October 2018 when Rainbow

approved a contract to install staircases in its steel water tanks and railing systems on the top of those tanks. A change order to that contract approved in August 2020 addressed additional fall protection improvements at the reservoirs. A 2023 acquisition turned Utility Services Company into USG Water Solutions. In early 2024, Rainbow staff conducted a qualitative and quantitative review of the outsourced tank maintenance program. The exteriors of the tanks had been maintained in good condition throughout the course of the contract, and the schedule for rehabilitation in the original contract which calls for exterior re-coating every eight to nine years had been generally adhered to either through exterior tank

associated with tank maintenance. The contract estimated an interior coating lifecycle of 10 to 15 years, but the actual interior re-schedule was averaging 16 years between coatings. Deferring interior coating has the potential for high term costs due to the potential for corrosion of the tank structure which would require repair and could reduce the overall service life of the tank. Cost comparisons developed for the option of extending the tank maintenance contract or canceling the contract and taking over the work in-house. Including an annual 5% escalation, the estimated cost for 15 years would be \$16,040, with the contract and \$12,540 for district staff.

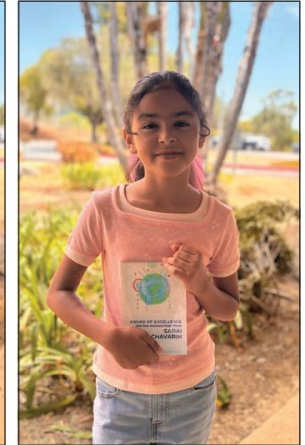
RMWD announces winners of 2026 Water Awareness Poster Contest



The first-place winner in the 2026 Student Water Awareness Poster Contest is Lillian Hackbarth, Miss Houston's class, Bonsall Elementary.



The second place winner is Ada Rae Precht, Mrs. Sholdar's class, Bonsall Elementary.



The third place winner is Sarai Chavarin, Mrs. Sholdar's class, Bonsall Elementary.



Hydrate the Earth by Lillian Hackbarth



Love for Water by Ada Rae Precht



Rain to Roots by Sarai Chavarin Village News/Courtesy photos

FALLBROOK – Rainbow Municipal Water District announced the winners of the 2026 Student Water Awareness Poster Contest at the Communications and Customer Service meeting in July. This year, the top fourth grade artists are all from Bonsall Elementary School and include Lillian Hackbarth, Ada Rae Precht, and Sarai Chavarin. Rainbow Water General Manager Jake Wiley recognized the fourth grade student artists

for their outstanding artistic achievement and presented each artist with a custom-designed award and a bag of art supplies. The three student entries will advance to the regional contest, competing alongside 36 student entries in the 35th annual water poster contest hosted by North County Water Agencies. The NCWA is a collection of 11 water agencies in northern San Diego County that collaborate on community outreach, water

initiatives, and the annual student poster contest. "We received over three dozen entries from students in our service area, which were then voted on by the Rainbow team to select the winners," said Wiley. "This contest is a testament to our commitment to partner with our local schools to educate our youngest audience about the importance of using water wisely." At the beginning of the year,

Rainbow Water distributed poster contest entry forms to fourth grade classes at Bonsall Elementary and Vallecitos Elementary, to invite students to create original artwork centered on the theme "Love Water, Save Water." The poster entries are collected and judged by Rainbow Water staff based on creativity, artistry, and the best expression of the theme. Three finalists are selected and submitted to NCWA's regional judging panel to determine the

front cover and placement in the 2027 calendar. The calendar is designed by NCWA members and printed locally for distribution to all member agencies. Complimentary printed calendars will be available for public pickup at Rainbow Water District headquarters and any NCWA member agency office in December 2026. Submitted by Rainbow Municipal Water District.

Fall BLOOD DRIVE

& Scripps Living Donor Match Program Screening

Thursday, September 24, 2026
9:00 a.m. - 2:30 p.m.

Rainbow Water Headquarters Parking Lot
3707 Old Highway 395, Fallbrook, CA 92028

Save Lives in Our Community with a Donation

Help replenish the local blood supply and take the first step in becoming a living donor. Donors will receive one FREE SeaWorld Howl-O-Scream ticket and Rainbow Water reusable water bottle.

Presented By:

Reserve Your Spot
Make your blood donation appointment online.
Walk-ins are always welcome.
rainbowmwd.ca.gov/blood-drive

SCAN FOR INFO



Conclusion

- Comments
- Next meeting: November 18, 2026

