



## CUSTOMER NEWSLETTER – NOVEMBER 2023

As we look forward to our 75<sup>th</sup> anniversary in August 2024, we have been looking back on some of Rainbow's history. For this edition we **reflect on appreciative comments** from long-time Rainbow customers, **and lessons learned during the January 2024 Ice Storm**. We asked for feedback from our Facebook followers, and added our own observations to help you prepare before the next disaster. Some of the key points are listed below, but you can find additional tips on our website at: <https://www.rwdonline.net/some-preparedness-tips-learned-from-the-january-2024-ice-storm>

### HEAT & LIGHT

- If you have wood heat, you are fortunate! Invite others over to help them stay warm.
- If you have a pellet stove, do you have backup power for the auger that feeds the pellets?
- If you have a generator that can provide part of your house, you may be able to turn off some devices and handle running one or more small space heaters.
- Battery lanterns are great, if you have batteries or a way to recharge. Use candles wisely.

[Fire risk increases when people are trying to stay warm. Be careful how you use extension cords and don't overheat devices. Only run heaters that are designed to work indoors.]

### BACKUP POWER

- Consider installing a generator. Gas, diesel, propane or natural gas generators can be portable or permanent, and wired to supply just a part or the entire house.
- Consider storing enough fuel to get through multiple days. There were shortages of fuel, especially propane, when trucks could not safely deliver due to icy roads.
- There are many types of portable power stations and car chargers that have USB ports to connect phones and rechargeable lights. Have extra batteries or rechargeable options.

[Rainbow has some backup power for our office and a couple of our wells, but this outage has encouraged us to think bigger. We need running wells to maintain water in our storage tanks and pressure in our pipes. You can help during outages by reducing usage to help us conserve!]

### COMMUNICATIONS

- Keep a list of phone numbers for your friends, family and neighbors. When it is hard or dangerous to walk outside, you can still make wellness checks by phone.
- A hand-cranked or battery-powered radio (with extra batteries) could allow you to receive some news and information when phones and internet are not working.
- Monitor our Facebook page for updates, especially during a crisis. Not everybody uses it, but Facebook is easy to update and a key communication tool that we use.



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### FOOD, WATER, & MEDICINE

- Many of us do not preserve and store food as previous generations did, but this event reminded us that delivery services or picking up dinner on your way home is not always possible and can leave your family vulnerable. Everybody should have some storage of canned goods and a can opener, as well as easy to prepare or ready-to-eat food.
- Remember morale boosters. Store some candy or chocolate. Keep some instant coffee and tea bags available. Crackers, nuts, trail mix can be easy to grab and go.
- For drinking, you need at least 1 gallon per person or pet per day. This is easier if you are connected to a community water supply and able to get water from the tap. If your stored water has been sitting, or the public water system has been potentially contaminated, you need to boil or disinfect your water before using. An EPA guide lists several methods. <https://www.epa.gov/ground-water-and-drinking-water/emergency-disinfection-drinking-water-0>
- Store a sufficient supply of important medicines for you and your pets. Pet food also!

### CUSTOMER SURVEY / WATER BOTTLE PROMOTION

Thank you to all who participated in our survey last fall and became eligible to win a free emergency water storage container. We are still drawing random names and contacting about 10 people per week until the bottles are all passed out. Some of you have been customers for a long time! We appreciate you and, it appears, you appreciate us! Customer comments (with longevity) below.

*“Always noted during travels that ‘our’ water back home always was the best!” (60 years)*

*“The best customer service I have ever had from any company. It would be very hard to improve on quality or service from what you are doing...” (30 years)*

*“You guys are great! Keep doing what you’re doing! (20+ years)*

*“You’ve always been perfect for me - been with you since 1966 – thanks for your service.” (57 years)*

*“They came out on Super Bowl Sunday to secure a main leak... saving Super Bowl Sunday.” (48 years)*

*“Keep up the good work! I have always had pleasant experiences when dealing with anyone in the Rainbow Water camp. Thank you.” (58 years)*

*“You are doing a good job of communicating with us – keep it up! (20+ years)*