



# ORANGE WATER AND SEWER AUTHORITY

*A public, non-profit agency providing water, sewer and reclaimed water services to the Carrboro-Chapel Hill community.*

## Summary of the OWASA Board of Directors' Work Session on February 28, 2019

**Please note:** The summary below was prepared by staff and is not approved by the OWASA Board. OWASA's [webpage with Board meeting information](#) includes the Board's adopted minutes, agenda materials, staff's meeting summaries, audio recordings of Board meetings on second Thursdays of the month, and videos of Board meetings on fourth Thursdays. The agenda and related information for the February 28<sup>th</sup> meeting are available [here](#).

### The Board of Directors:

- **Discussed and supported staff moving forward with the 2019 Communications and Community Engagement Plan**, which incorporates 5 key strategies to increase the effectiveness of OWASA's external communications and community engagement throughout the year. These are:
  - Communicate an overarching narrative so that OWASA's diverse activities are understood to be connected parts of managing the community's water/wastewater system. Empower employees to help communicate this narrative.
  - Design unique and engaging educational activities that get people interested in, and invested in, the process of protecting, sourcing, treating, and delivering water and wastewater. Foster interest in careers in water. Develop partnerships that help amplify OWASA's communications and engagement reach.
  - Project competence and provide proof points on what OWASA is doing to increase system resilience. Promote Capital Improvements Projects and operations, how they benefit local residents and businesses, and their importance to system resiliency. Maximize public education and reach through modest investments in paid media content.
  - Schedule activities to leverage existing momentum – so customers are primed to receive OWASA's message. Provide extra communications support for priority focus areas: system resiliency, Agua Vista portal, Affordability Outreach, water quality, forest management, community presence, and Care to Share.
  - Continue to improve good practices in emergency communications.
- **Recognized the service of Jeff Danner, on the OWASA Board from July 1, 2015 through February 28, 2019.** Mr. Danner served as Vice Chair of the Board and on the Board's Human Resources and Finance Committees.
- **Elected Ruchir Vora as the new Vice Chair of the Board of Directors.**

The Board will hold its next two meetings on Thursday, **March 14, 2019** at 6 PM in the OWASA Community Room, 400 Jones Ferry Road, Carrboro and Thursday, **March 28, 2019** at 7 PM in Council Chamber at the Chapel Hill Town Hall, 405 Martin Luther King Jr. Boulevard, Chapel Hill.