ORANGE WATER AND SEWER AUTHORITY

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

MEMORANDUM

TO: **Outreach Committee**
Steve Dear (Chair)
Terri Buckner
Dana Raborn
Will Raymond
Alan Rimer (*ex officio*)

FROM: Ed Kerwin

DATE: October 13, 2013

SUBJECT: **OUTREACH COMMITTEE ON THURSDAY, OCTOBER 17, 2013, 5:15 PM IN THE OWASA BOARDROOM, 400 JONES FERRY ROAD, CARRBORO**

Agenda

1) **Draft Outreach Goals:**

   Steve Dear and I agree that a good starting point for the Committee's first meeting is to have an open discussion on what our goals should be. Staff has prepared draft outreach goals for the Committee's consideration.

2) **Initial discussion of a new set of specific objectives to be drafted by the Outreach Committee**

3) **Other Business**

4) **Schedule next meeting.**

Ed Kerwin
Executive Director

c: OWASA Board of Directors
Robert Epting

STAFF DRAFT GOALS FOR OUTREACH
October 13, 2013

- Inform stakeholders about the essential nature of what we do so that they will have confidence in the quality, reliability and value of our services and trust us to responsibly operate their community-owned water utility.

- Influence stakeholders' behavior so they will continue to use water wisely and help protect water quality through proper use of our wastewater system.

- Understand stakeholders' perceptions and engage them in dialogue so that we will have excellent relationships with open sharing of information and views, honest and effective communication, and collaboration.

Staff Comment: We believe the three high-level goals above succinctly states what we want to achieve. Of course there are many other things we want to accomplish such as:

- Reinforce OWASA's brand as a National leader in drinking water quality and wastewater management; excellent customer service in all that we do – such that customers would choose OWASA if they had free choice; and trusted steward of the community, environmental, and financial resources we manage.

- Provide timely information about projects, programs, and policies we are considering and proposing to implement, and give customers and stakeholders meaningful opportunity to review and comment before we take final action.