ORANGE WATER AND SEWER AUTHORITY

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

Meeting Summary
Community Engagement Committee
March 5, 2019 9:00 – 10:15 AM in the OWASA Boardroom

Committee Members:	Ruchir Vora (Chair), Bruce Boehm, Jody Eimers and Yinka Ayankoya (Ex-Officio)
Other Board Members:	John Young, Ray Dubose
Staff:	Denise Battle, Mary Darr, Ed Kerwin, Linda Low, Todd Taylor, Mary Tiger, Stephen Winters, Addison McDonough and Dan Pryzbyl
Public:	None

The Community Engagement Committee met to discuss the Agua Vista Web Portal. Prior to the meeting, all OWASA Board members were invited via email to access their personal Portal. (Those Board members that were not OWASA customers were invited individually to view an OWASA employee's personal site.)

Ruchir Vora initiated the meeting before turning it over to Mary Tiger, Sustainability Manager, to conduct a brief demonstration of the Portal and introduce plans to market the Portal to the community.

Staff plans to send "Welcome Letters" to all OWASA customers in mid-to-late March 2019. A community-wide marketing effort will begin in April 2019 and will include:

- Co-promotion of Agua Vista as a key part of the Mayors Save Water Challenge throughout the month of April 2019
- Development of a video
- Promotion at public events, such as UNC Science Expo and Carrboro Day
- Promotion of the Portal through Affordability Outreach Partners
- One-on-one sessions with large, multi-account customers

Board members were invited to share their experience with and feedback on the Portal. Suggestions and feedback included:

- General communication suggestions
    - Agua Vista is a valuable tool to promote conservation. Although Agua Vista is only available to OWASA customers, it is important to communicate conservation and efficiency information to all OWASA water users, including those that that live in apartments and work in the service area.
    - There may be interest in seeing community-wide hourly water use data on the OWASA website.
    - It will be important to work with large, multi-account customers (including property owners) to help them integrate Agua Vista into sustainability efforts and understand how to share access to the Portal with water users.

  - Outreach efforts should encourage customers to use the Portal for leak alerts, saving water, and saving money (i.e. emphasize why using the Portal is important).

- Portal Capability[1]
  - Language on the Portal should assure users that their data will not be sold OR shared in any way[2].
  - Language inviting single-family residential customers to take the survey should inform "why" taking the survey is important (e.g. it better informs benchmarks and conservation recommendations).
  - It would be beneficial to have a "vacation" setting, where a customer could set date parameters and be alerted during that time if any water flows through the meter.
  - Response time of the entire system is slow.
  - Recommend that the system verify contact information.
  - The Portal does not do a great job at connecting water use to bill. This could be improved.
  - General feedback on data presentation on desktop and mobile sites.

Mary Tiger
Sustainability Manager

c: Board of Directors

[1] OWASA is working with WaterSmart, a third-party SAAS company, to provide the Agua Vista Web Portal to its customers. OWASA has little direct control over the Portal's capability but will relay feedback from the community and Board Members to WaterSmart.
[2] North Carolina statutes may impact what OWASA may state in this regard.