Orange Water and Sewer Authority

OWASA is Carrboro-Chapel Hill's not-for-profit public service agency delivering high quality water, wastewater, and reclaimed water services.

Meeting Summary
Virtual Ad Hoc Committee Meeting
March 1, 2021 ~ 4:00 TO 4:55 PM

Committee Members:	Kevin Leibel (Chair), Bruce Boehm, John Morris and Ray DuBose (Ex-Officio)
Other Board Members:	Bruce Runberg
Staff:	Denise Battle, Mary Darr, Robert Epting, Andrea Orbich, Dan Przybyl, Todd Taylor, Mary Tiger, Stephen Winters, and Richard Wyatt
Public:	None

On Monday, March 1, 2021, an ad hoc Committee of the OWASA Board of Directors met to discuss efforts to raise awareness of Care to Share and how to increase donations to the customer assistance program. The Committee received and discussed information about the current program and the legal limitations that do not permit OWASA to expend funds on Care to Share.

The Committee discussed methods to quantify the need for utility bill assistance, optimize the tools we already have, and brainstormed the following ideas to increase donations to Care to Share:

- Board member emails to personal networks
- Board member authorship of editorials in local news
- Posts to neighborhood listservs
- Ability for customers to add a donation when paying their OWASA bill through our online payment portal (effort underway)
- Pilot bill stuffer outreach effort
- Use of contact information from OWASA's billing database to promote Care to Share
- Corporate sponsorships
- Establish a fundraising goal
- Seek pro-bono advice from professional fundraisers

The Committee requested that staff provide background information on Affordability Partners, participants in the 2013 Inter-Agency Task Force for Care to Share, a timeline of the e-bill effort, and draft email templates to send to personal networks. The Committee will report back to the OWASA Board at a future Board meeting.

Kevin Leibel

Digitally signed by Kevin Leibel
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Date: 2021.03.23 11:03:55 -04'00'

Kevin Leibel, Chair
Ad hoc Committee

c: Board of Directors