

**Representative Policy Board
Consumer Affairs Committee
South Central Connecticut Regional Water District**
**Via Remote Access

AGENDA

Regular Meeting of Monday, September 21, 2020 at 5:30 pm

The Consumer Affairs Committee will consider and act upon:

1. Safety Moment
2. Approval of Minutes – August 17, 2020
3. Special Topic – PipeSafe Marketing Update: P. Singh
4. Report of OCA – J. Donofrio
5. Approval of OCA invoice for August 2020 for \$2,037.50
6. Next meeting – Monday, October 19, 2020 at 5:30 p.m.
7. Adjourn

**In accordance with the Governor Lamont's, Executive Order No. 7B for the Protection of Public Health and Safety during COVID-19 Pandemic and Response, the public hearing will be held remotely under the requirements of Paragraph 1 of Executive Order No. 7B - Suspension of In-Person Open Meeting Requirements. Members of the public may attend the meeting via conference call, videoconference or other technology. For information on attending the meeting via remote access, and to view meeting documents, please visit <https://www.rwater.com/about-us/our-boards/board-meetings-minutes?year=2020&category=1435&meetttype=&page=>. For questions, contact the board office at 203-401-2515.

Topic: RPB CAC Meeting

Time: Sep 21, 2020 05:30 PM Eastern Time (US and Canada)

Join Meeting *(via conference call)*

Dial by your location

+1 646 876 9923 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 408 638 0968 US (San Jose)

Meeting ID: 875 2114 8541

Passcode: 118476

Find your local number: <https://us02web.zoom.us/j/87521148541>

SAFETY MOMENT

September – Dog Bite Prevention

There are about 4.5 million people in the US bitten by dogs each year. Of those, 20 percent of bite victims require medical attention. Dog bites account for one third of all homeowners liability insurance claims. Please review the following Do's and Don'ts to help prevent dog bites.

Do's

- Be suspicious of ALL dogs.
- Position yourself sideways and round out shoulders when greeting a strange dog.
- Keep eye contact soft and fleeting, look away frequently.
- Drop your hand to your side palm facing down. Let the dog walk into your hand.
- Remain calm if faced with an aggressive dog.

Don'ts

- Approach a dog that doesn't approach you first, especially if sleeping or lying down.
- Reach over the dog and try to pet and touch them on top of the head.
- Stare at the dog, avoid direct eye contact.
- Use quick, jerking motions.
- Approach a strange dog near food, bones, or toys.
- Run away from a strange dog



**Tap
Into
Safety**



Regional Water Authority

Service – Teamwork – Accountability – Respect – Safety

Safety is a core company value at the Regional Water Authority .
It is our goal to reduce workplace injuries to zero.

 Regional Water Authority

**Representative Policy Board Consumer Affairs Committee
South Central Connecticut Regional Water District**

Minutes of the August 17, 2020 Meeting

The regular meeting of the Consumer Affairs Committee of the Representative Policy Board of the South Central Connecticut Regional Water District (“RPB”) took place on Monday, August 17, 2020, via remote access. Committee members present were N. Campbell, M. Levine, S. Mongillo, F. Pepe, R. Smith, and A. Rescigno.

Also present were M. Ricozzi, (RPB Chair), J. Cermola (Authority member), J. Donofrio (Office of Consumer Affairs), L. Bingaman, L. Gonzalez, R. Kowalski, and P. Singh (RWA), and J. Slubowski (RPB Staff).

Chair Mongillo called the meeting to order at 5:30 p.m. He thanked committee members for re-electing him as Chairman last month for the upcoming year.

Chair Mongillo reviewed the safety moment distributed to members.

On motion made by Mr. Rescigno, seconded by Mr. Pepe, the Committee approved the minutes of its July 20, 2020 meeting, as presented, with Mr. Smith abstaining.

Mr. Singh, RWA’s Vice President of Customer Service & Chief Information and Digital Officer, provided a Monthly Billing Project update, which included:

- AMI original business case (Initiatives in support of the project objectives including enhancements to the billing process, other online services, revenue recovery, water loss calculation, bill redesign and monthly billing conversion.)
- Business case overview for monthly billing (Customer experience, Company benefits and Strategic initiatives)
- Impact of innovation and technology
- Monthly billing financial walk-through
- O&M cost impacts

Discussion took place regarding impact on staff, in-house capabilities, low cost payment options, collections, and customer experience.

The OCA noted that the presentation was comprehensive, helpful and easy to follow.

The Office of Consumer Affairs provided an update on one pending involving a condominium complex in Milford, as a result of an increase in billing. A one-time waste adjustment of \$417 was offered to the customer. The OCA is waiting for a reply from the customer as to whether or not they will accept the one-time adjustment.

On motion made by Mr. Pepe, seconded by Mr. Smith, and unanimously carried, the Committee approved the OCA’s July 2020 billing (\$1,755.00).

Chair Mongillo reported on Authority meeting assignments for August and September.

Representative Policy Board
Consumer Affairs Committee
August 17, 2020

UNAPPROVED DRAFT

The next regular meeting is scheduled for Monday, September 21, 2020 at 5:30 p.m.

As there was no other business, the meeting adjourned at 6:38 p.m.

Respectfully submitted,

Stephen Mongillo, Chairman

PipeSafe Marketing Update

Consumer Affairs Committee Presentation
September 21, 2020

Overview

- Increase brand awareness of PipeSafe programs by introducing new contemporary marketing and increasing media mix and market penetration.
- Deploy new advertising campaign in two waves for impact and cost efficiency:
 - Wave I: September-November 2020
 - Wave II: March-May 2021

Target Audience

- Adults 25+
- New homeowners/relocations
- Neighbors of current plan participants

PipeSafe Brand Persona

- **Theme - “PipeSafe to the Rescue”**
- Customer focused and human
- Helpful, engaging, confident, commanding
- Increase conversions

**Broken water line?
PipeSafe to the Rescue
is here for you!**

**With the RWA’s Water Line
Protection Program, your repair
costs are covered for pennies a day.**

pipe-safe.com
203-562-4020

 **Regional Water Authority**
PipeSafeSM



Mass Media Marketing- Sept Launch

- Television ad on WTNH-TV8 and WCTX-TV59
- Radio spot on WPLR-FM, WKCI-FM and WYBC-FM
- Outdoor poster panels throughout Greater New Haven
- Website e-commerce
- Bill communications (inserts and onserts)
- Direct mail to new homeowners; neighbors of subscribers
- Social media
- Lawn signs promoting fix and call-to-action information
- Custom fleet wrap (billboard on wheels)

TV advertisement preview



Regional Water Authority

PipeSafeSM

RECEIVED
9/9/20

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OF COUNSEL

September 1, 2020

Jennifer Slubowski, Executive Administrator
South Central Connecticut Regional Water District
Representative Policy Board
90 Sargent Drive
New Haven, CT 06511-5966

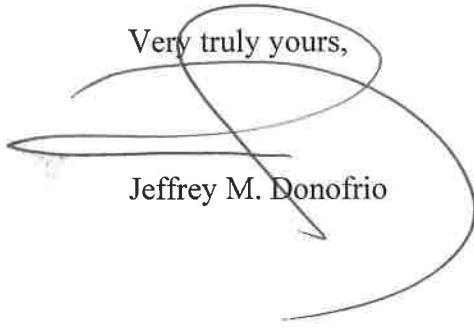
Re: Consumer Affairs Officer / Office of Consumer Affairs

Dear Ms. Slubowski:

Enclosed herewith is our invoice for services rendered and out-of-pocket expenses incurred through and including August 31, 2020.

Please contact me with any questions. Thank you.

Very truly yours,



Jeffrey M. Donofrio

JMD:st

Enclosure

cc: Mario Ricozzi, RPB Chair
Mark Levine
Anthony P. Rescigno
Stephen A. Mongillo
Naomi Campbell
Richard Smith
Frank Pepe

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FEDERAL TAX I.D. 06-1465137

Invoice submitted to:
South Central Connecticut Regional Water Authority
90 Sargent Drive
New Haven, CT 06511

September 1, 2020

In Reference To: Office of Consumer Affairs

Invoice #22275

Professional Services

		<u>Hrs/Rate</u>	<u>Amount</u>
8/3/2020	JMD Attend meeting of RPB Executive Committee via Zoom	0.50 250.00/hr	125.00
8/9/2020	LJD Receipt and review email from customer regarding Clark Street (Milford)	0.17 250.00/hr	42.50
8/10/2020	JMD RPB Finance Committee meeting	0.63 250.00/hr	157.50
	LJD Draft email to RWA regarding request for information from customer in connection with Clark Street (Milford); review file documents in connection with complaint	0.33 250.00/hr	82.50
8/11/2020	LJD Draft email to customer regarding Clark Street (Milford)	0.17 250.00/hr	42.50
8/13/2020	LJD Draft email to RWA regarding Clark Street (Milford) complaint	0.17 250.00/hr	42.50
8/14/2020	JMD Review materials from RWA for RPB CAC meeting on 8/17/2020 re monthly billing conversion	0.17 250.00/hr	42.50
	JMD Correspondence from/to Prem Singh	0.17 250.00/hr	42.50
	LJD Exchange email with RWA regarding Clark Street (Milford) complaint; exchange emails with customer	0.17 250.00/hr	42.50
8/17/2020	JMD Review correspondence from Laura Gonzalez re 167-171 Clark Street, Milford; attend RPB CAC meeting via Zoom	1.00 250.00/hr	250.00

		<u>Hrs/Rate</u>	<u>Amount</u>
8/17/2020	LJD Review invoices from RWA to customer regarding Clark Street (Milford); review meter testing results; exchange emails with RWA	0.25 250.00/hr	62.50
8/18/2020	JMD Review and reply to correspondence from Bruce McDermott re FOIA request from customer	0.17 250.00/hr	42.50
	LJD Draft email to customer regarding Clark Street (Milford); receipt and review email from Attorney McDermott regarding OCA	0.25 250.00/hr	62.50
8/19/2020	LJD Receipt and review email from customer regarding Clark Street (Milford); draft email to RWA regarding same	0.17 250.00/hr	42.50
8/20/2020	JMD Review correspondence from T. Mercaldo; attend RPB meeting (remote)	1.00 250.00/hr	250.00
	LJD Receipt and review emails from customer regarding Clark Street (Milford); draft email to RWA	0.17 250.00/hr	42.50
8/25/2020	LJD Exchange emails with RWA regarding Clark Street (Milford)	0.17 250.00/hr	42.50
8/26/2020	JMD Zoom meeting with RWA re Clark Commons/Mercaldo complaint	0.56 250.00/hr	140.00
	LJD Receipt and review emails from RWA regarding remote meeting with customer (Clark Street, Milford)	0.17 250.00/hr	42.50
	LJD Remote meeting with RWA in regards to Clark Street (Milford); exchange emails with RWA; exchange emails with customer; review file documents in connection with meetings and communications	1.17 250.00/hr	292.50
8/31/2020	JMD Attend remote (ZOOM) meeting of RPB Nominating Committee	0.42 250.00/hr	105.00
	LJD Receipt and review email from customer (Clark Street, Milford)	0.17 250.00/hr	42.50
	For professional services rendered	8.15	\$2,037.50
	Previous balance		\$4,017.50
8/17/2020	Payment - thank you		(\$2,262.50)
8/24/2020	Payment - thank you		(\$1,755.00)
	Total payments and adjustments		(\$4,017.50)
	Balance due		<u>\$2,037.50</u>