

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

Minutes of the September 21, 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, September 21, 2020, via remote access. Committee members present were M. Levine, S. Mongillo, F. Pepe, and R. Smith.

Also present were T. Clifford, B. Eitzer and T. Slocum (RPB), S. Sack (Authority member), J. Donofrio (Office of Consumer Affairs), L. Bingaman, P. Singh and P. Vece (RWA), and J. Slubowski (RPB Staff).

Chair Mongillo called the meeting to order at 5:30 p.m. He reviewed the safety moment distributed to members.

On motion made by Mr. Pepe, seconded by Mr. Smith, and unanimously carried, the Committee approved the minutes of its August 17, 2020 meeting, as presented.

At 5:32 p.m., Messrs. Singh and Vece entered the meeting.

The Office of Consumer Affairs provided an update on one pending consumer complaint from Clark Commons in Milford, as a result of excessive consumption readings. After discussions with the consumer, RWA management, and the OCA, a resolution was reached. After receiving new information from the consumer, the RWA offered a proposed one-time waste adjustment of \$1,355, which was accepted by the board at Clark Commons.

The OCA reported that there are currently no other active consumer complaints.

Mr. Singh, RWA’s Vice President of Customer Service & Chief Information and Digital Officer, provided a PipeSafe Marketing update:

- Status of the program. Currently there are 58K customers for PipeSafe, 44K customers for sewer pipe protection, 4K customers for plumbing repairs and 890 customers for septic repairs.
- Marketing efforts to increase brand awareness and participation will be done with the same budget.
- The target audience has been identified. The advertising campaign will be deployed in two waves for impact and cost efficacy.
- One goal is to increase the plumbing repair customers from 4K to 18K.
- Other efforts to increase the PipeSafe brand awareness are customer focused and include TV and radio spots, outdoor panels, website information, direct mail, bill inserts, social media, lawn signs and fleet billboards.

Discussion took place regarding competitive marketing, repair services, other considerations, number of calls to date, brand awareness, social marketing, and enrollment.

At 6:30 p.m., Messrs. Bingaman, Eitzer and Vece withdrew from the meeting.

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On motion made by Mr. Smith, seconded by Mr. Pepe, and unanimously carried, the Committee approved the OCA's August 2020 billing (\$2,037.50).

The next regular meeting is scheduled for Monday, October 19, 2020 at 5:30 p.m.

As there was no other business, the meeting adjourned at 6:32 p.m.

Respectfully submitted,

Stephen Mongillo, Chairman