

**Attachment 3A**  
**MEETING SUMMARY**  
**MEETING OF**  
**DIRECTORS OF UTILITIES COMMITTEE**  
**August 1, 2012**  
**Chesapeake**

**1. Summary of the July 11, 2012 Meetings of the Directors of Utilities Committee**

There were no comments on, or revisions to the summary of the July 11, 2012 Committee meeting.

**ACTION:** The summary of the July 11, 2012 meeting of the Directors of Utilities Committee meeting was approved.

**2. FY2013 Work Program Follow-Up**

Per the June 14, 2012 and July 11, 2012 FY2013 work program discussions, the Committee considered the following:

- **HRWET Campaign Messaging:** HRPDC staff presented the recommendations from the June HRWET committee planning meeting for messaging and educational campaigns. The Committee endorsed campaign elements and requested further information specifically with regard to the use of billboard space. Concern was expressed regarding the issue of billboard contribution to urban blight. Staff will report back to the committee regarding the consultation of locality staff on the billboard component and will proceed with other campaign development tasks as appropriate.
- **Follow-up report on billboard campaign:** The askHRgreen.org committee members were briefed on the plan to do a region-wide billboard campaign at the all-hands meeting led by Cahoon & Cross in April 2011. No concerns were raised regarding the use of billboards to communicate messages. A billboard campaign was recommended as a high impact, high frequency method to reach a very large audience and deliver multiple specific messages. For these reasons and because Hampton Roads is so mobile, billboard advertising is an excellent choice for the available budget. Television would also be a good choice, but production costs can be quite high. Even if a TV schedule was purchased, spots are not guaranteed; with the election in November it is likely that a significant number of spots would be bumped. Radio is another choice, but spots would have to be purchased on multiple stations and the campaign would not be able to achieve the frequency and audience reached with a billboard. Newspaper reaches a narrower audience and would not be able to achieve the frequency for the budget. Online options are also viable, but it would not have the high impact and

diversity of audience that billboard delivers. Fortunately, the committee planned early in the year and secured the boards before they could be purchased for the elections. The billboard campaign will reach over 80% of the entire market 8.8 times, plus it affords excellent reach and frequency at all income levels and in the African American and Hispanic markets.

- **The State of Hampton Roads Drinking Water Infrastructure:** HRPDC staff presented the draft proposal for the project “The State of Hampton Roads Water Infrastructure.” The Committee provided comments on the draft scope of work, deliverables, and schedule. It was agreed that the project is to develop a brief report with supporting appendices and a summary presentation to communicate the fiscal problems faced by utilities nationwide, summarize recent study efforts to evaluate potential solutions, and outline alternatives at the conceptual level. The target audience is HRPDC, elected officials, and chief administrative officers. Staff will provide the Committee with a revised project scope, schedule, and deliverables.

**ACTION:** Staff will commence work and provide Committee updates as directed.

### **3. Hampton Roads Regional Water Supply Planning Process Memorandum of Agreement**

The Committee discussed the need to renew the Memorandum of Agreement (MOA) providing the administrative framework for the Regional Water Supply Planning process, which expired on December 31, 2011. The Committee agreed that the MOA clearly establishes and documents the regional commitment to the planning process, and that any required plan updates should be carried out through the HRPDC work program. Therefore, the MOA does not need to be renewed.

**ACTION:** Future updates of the Regional Water Supply Plan will be executed as needed as a task under the HRPDC water program.

### **4. HRPDC Legislative Agenda**

For the FY2013 HRPDC Legislative Agenda, the Committee agreed that the positions expressed in the FY2012 HRPDC Legislative agenda on the following items are still appropriate: uranium mining; septic tanks; state fees on local government services; water quality funding; and recycling requirements.

**ACTION:** The Committee’s agreement with items in the FY2012 Legislative Agenda as noted above will be reflected in the draft FY2013 Legislative Agenda.

## 5. Sanitary Sewer System Asset Consolidation Study

EPA provided a July 31, 2012 response letter to HRSD's regionalization proposal. The Committee reviewed the key points and items for HRSD follow-up. The Committee agreed that EPA's response was positive and that the regionalization study should proceed. Therefore, HRPDC staff was directed to issue the notice of intent to award the contract and to distribute the negotiated scope of work and fee proposal to the project steering committee. It was agreed that HRPDC staff can begin coordination in anticipation of the initial project workshop in late August/early September.

**ACTION:** The Committee agreed that the contract award process should proceed and that HRPDC staff should commence preparations for project kick-off.

## 6. Staff Reports

Staff reports are summarized below:

- UASI Water Supply Assessment and Emergency Response Training Project: The project team is completing the After Action Report (AAR) for the May 23 and 24, 2012 table top exercises. The draft Improvement Plan is anticipated in August. Staff polled the Committee as to whether any utilities took advantage of EPA's offer to sponsor utility memberships to WaterISAC Pro and noted that non-member utilities interested in the free subscription can contact HRPDC staff.
- Water/Wastewater Rates and Water Use: The annual data call for water and wastewater rates and water use is in progress (email responses to tsmith@hrpdcva.gov by August 31, 2012). Staff polled the Committee regarding the posting of summary rate information on the HRPDC website. It was agreed that the information will be provided upon request.
- SSORS User Group Meeting: HRPDC is holding a SSORS User Group Meeting on August 17, 2012 at 9 a.m. in the Regional Board Room to solicit input from regular users on system functionality and recommendations for desired system upgrades (meeting registration is via email to tsmith@hrpdcva.gov).

**ACTION:** No action.

## 7. Other Business

Committee members held a roundtable discussion on the following: wastewater operator work schedules and administrative practices regarding the calculation of eligible time worked for overtime pay; HRSD overflow points; and presentations for an upcoming conference at the Virginia Institute of Marine Science.

**ACTION:** No action.

Committee Meeting Sign-In Sheet  
August 1, 2012

Attachment 3B

| Locality/Agency           | Representative     | Representative  | Representative | Representative |
|---------------------------|--------------------|-----------------|----------------|----------------|
| HRSD                      | Ted Henifin        |                 |                |                |
| Chesapeake                | Bill Meyer         |                 |                |                |
| Franklin                  |                    |                 |                |                |
| Gloucester                | Martin Schlesinger |                 |                |                |
| Hampton                   | Tony Reyes         | Jason Mitchell  |                |                |
| Isle of Wight             |                    |                 |                |                |
| James City County         |                    |                 |                |                |
| Newport News              | Brian Ramaley      | Dave Morris     |                |                |
| Newport News              | Reed Fowler        |                 |                |                |
| Norfolk                   | Kristen Lentz      |                 |                |                |
| Poquoson                  |                    |                 |                |                |
| Portsmouth                | Bryan Foster       |                 |                |                |
| Smithfield                | Bill Hopkins       |                 |                |                |
| Southampton               |                    |                 |                |                |
| Suffolk                   | Al Moor            | Craig Zieseemer |                |                |
| Surry                     |                    |                 |                |                |
| Virginia Beach            | Tom Leahy          | Bob Montague    |                |                |
| Williamsburg              |                    |                 |                |                |
| Windsor                   |                    |                 |                |                |
| York                      |                    |                 |                |                |
| HRPDC                     | Whitney Katchmark  | Katie Cullipher | Tiffany Smith  |                |
| HRPDC                     |                    |                 |                |                |
| New Kent                  |                    |                 |                |                |
| DEQ                       |                    |                 |                |                |
| EPA                       |                    |                 |                |                |
| USGS                      |                    |                 |                |                |
| VDH                       |                    |                 |                |                |
| VDH                       |                    |                 |                |                |
| AECOM                     |                    |                 |                |                |
| AquaLaw                   |                    |                 |                |                |
| Brown & Caldwell          |                    |                 |                |                |
| CH2M-Hill                 |                    |                 |                |                |
| Christian Barton          |                    |                 |                |                |
| CNA                       |                    |                 |                |                |
| Hurt & Proffitt, Inc.     |                    |                 |                |                |
| McGuire Woods             |                    |                 |                |                |
| REMSA                     |                    |                 |                |                |
| Troutman Sanders          |                    |                 |                |                |
| Virginia WARN             |                    |                 |                |                |
| URS                       |                    |                 |                |                |
| Watermark Risk Management |                    |                 |                |                |
| Private citizens          |                    |                 |                |                |