

Attachment 1A
MEETING SUMMARY
DIRECTORS OF UTILITIES COMMITTEE
April 4, 2012
Chesapeake

The meeting agenda was amended to allow discussion of items in the order listed below.

1. Other Business

The Committee recognized the service of Mr. Jim Walski, who retired as the City of Chesapeake Public Utilities Director on February 29, 2012, and thanked him for his contributions to the water and wastewater programs in the region.

ACTION: The Committee's Resolution of Appreciation was presented to Mr. Walski.

1:30 PM - CLOSED SESSION

2. UASI Water Supply Assessment and Emergency Response Training Project

The Committee received a project update for the Urban Areas Security Initiative (UASI) Water Supply Assessment and Emergency Response Training Project. The trend analysis was presented and the Committee was briefed on table top exercise dates, locations, objectives, and format. The HRPDC announcement for the exercise is forthcoming.

ACTION: No action.

2:00 PM - PUBLIC MEETING

3. Summary of the March 7, 2012 Meeting of the Directors of Utilities Committee

There were no comments on, or revisions to the summary of the March 7, 2012 Committee meeting.

ACTION: The summary of the March 7, 2012 meeting of the Directors of Utilities Committee meeting was approved.

4. Staff Report

- **askHRgreen.org and H2O - Help to Others Program Updates:** HRPDC staff briefed the committee on recent askHRgreen.org program activities, including the website launch, media spots, and askHRgreen.org trailer events, as well as upcoming Drinking Water Week promotions, newspaper inserts, and other planned activities. Staff also provided an update on the administration of the H2O Program including the partnership with The Salvation Army, donations from the utility bill

envelope campaign and upcoming corporate fundraising events. A copy of the presentation is attached.

ACTION: No action.

5. Special Order by Consent

The Committee discussed the Special Order by Consent (SOC) for sanitary sewer system overflows and the proposed regionalization study. Mr. Richard Stahr, Brown and Caldwell, provided an update on the following Capacity Team activities for the SOC:

- Proposed SOC Amendment: DEQ has proposed to amend the SOC to adjust the deadline for the rehabilitation plan to coincide with the 2013 deadline for the Regional Wet Weather Management Plan. The amendment also includes language to automatically adjust the SOC schedule to coordinate with any changes to HRSD's federal Consent Decree.
- Proposed Regional Technical Standards (RTS) Minor Revision: The Capacity Team is discussing a Minor Revision to the RTS to extend the deadline for the capacity assessment from July 31 to September 30, 2012 to allow for revised model boundary conditions. DEQ is amenable to this change.
- Affordability: The Capacity Team has agreed to commence work on a regional affordability analysis, including a description of affordability issues. DEQ and EPA feedback will be solicited upon completion of the analysis.
- Growth and Degradation: The Capacity Team discussed population growth and system degradation modeling scenarios to identify growth-driven projects, and develop triggers for project implementation. Although the effort to develop model scenarios with revised boundary conditions does not have unanimous support, there is general consensus and HRSD is moving forward with the modeling effort to avoid stipulated penalties.

The Committee acknowledged DEQ's recent correspondence urging localities to continue working on rehabilitation plans, as the existing schedule remains in place and these efforts require adequate funding to continue.

Regarding the development of revised boundary conditions, Mr. Craig Ziesemer noted that the City of Suffolk is proceeding with planning based on the October boundary conditions. He emphasized EPA's comment that the October boundary conditions are acceptable for use in the capacity assessment and that the development of revised boundary conditions would burden localities with re-doing their reports. Localities should be able to proceed with capacity assessments based on the October boundary conditions for the July 31, 2012 deadline; additional discussion of growth and degradation for the Regional Wet Weather Management Plan can be addressed later. There is also the related concern that revised flow projections will be less conservative and the risk of overflows within the locality-owned portion of the system will increase.

Mr. Ted Henifin, HRSD, acknowledged that the Capacity Team discussed the issue and tried to develop a solution that all localities could accept. However, the region may face a force majeure situation if the issue cannot be resolved. HRSD asserts that the existing model overestimates growth, and it will be difficult to reduce flow projections as the SOC and consent decree process moves forward. Mr. Henifin acknowledged the localities' desire for conservative flow estimates to protect their systems, but emphasized that the region cannot afford to overbuild the system. HRSD hopes to find middle ground on this issue.

Mr. Steve Motley noted that the City of Virginia Beach is preparing correspondence indicating general support of the growth and degradation modeling concept, however the details remain subject to discussion and development.

Mr. Ted Henifin, HRSD, summarized the status of local resolutions supporting the proposed regionalization study and the formation of a steering committee. The initial Steering Committee meeting is tentatively scheduled for May 7, 2012. Steering Committee representatives have been designated by the Cities of Chesapeake, Newport News, and Suffolk. Mr. John Carlock, HRPDC, requested that Committee members discuss representation with CAOs and advise of their selections as soon as possible. It was clarified that representatives could include city managers, utility directors, finance managers, or economic development staff, with the expectation that different locality representatives may attend as needed as the process progresses.

Mr. Henifin also noted the upcoming presentation to HRPDC on April 19, 2012, where the regionalization study will be briefed and HRPDC will be asked to authorize proceeding with consultant selection. Notice to proceed will be targeted for July 1, 2012. HRSD plans to discuss the study proposal with EPA on May 14, 2012. An HRPDC representative may be able to attend on behalf of localities.

Mr. Bill Meyer noted that the City of Chesapeake's resolution indicates that support of the regionalization study is contingent upon receiving an appropriate stay or deferral of some of the SOC requirements.

ACTION: No action.

6. Staff Report

- **Water Supply Plan Advisory Committee:** HRPDC staff provided a summary of the quarterly meetings of the Water Supply Plan Advisory Committee and subcommittees from August 2010 through the most recent meeting on February 29, 2012. The next Advisory Committee meeting will be held on May 3, 2012. Subcommittee activities have included the following:
 - State Plan Subcommittee: Draft outline was developed (currently under revision); staff review of local plans will evaluate whether regulations were met and cumulative impact analysis to be considered in second round

- reviews; fact sheets for permits will describe how local and state plans were considered in the permitting process. If a project is specifically in the state plan, recommend that DEQ support and advocate for the project.
- Conflict Resolution Subcommittee: State Plan should identify conflicts; conflicts to be addressed through pre-application meetings; potential use of conflict resolution procedures.
 - Projection Methodologies Subcommittee: Generally, all local and regional plans used reasonable methodologies; subcommittee is documenting the various approaches; although some committee members would like to see a standard methodology, consensus is that localities/water purveyors should have some degree of flexibility.
 - Reuse Subcommittee: Subcommittee met once; state provided brief in February; there was extensive discussion about new infrastructure system and demands of maintaining existing water, wastewater and stormwater infrastructure; consensus is that reuse should be considered a potential solution.
 - Interbasin Transfer Subcommittee: Subcommittee has met once; at this point assume that transfers will be evaluated in the same way as any other withdrawal. Any special evaluation process should be applied at the major watershed scale (James, York, Potomac, etc.).

A working group was also formed and tasked with developing an outline/framework for the Committee report to the State Water Commission to be submitted by the end of December 2012. Working group members include Bill Cox, Rick Linker, Mike Lawless, Judy Dunscombe, Andrea Wortzel, and John Carlock.

The Directors of Utilities Committee briefly discussed the anticipated contents of the Advisory Committee's report to the General Assembly and the possible framework for future Water Supply Plan updates.

ACTION: No action.

7. Other Business

The Committee discussed beginning summer 2012 meetings at an earlier time. To gauge interest, HRPDC staff will poll the Committee via email and execute follow-up actions as appropriate.

ACTION: No action.

Committee Meeting Sign-In Sheet
 April 4, 2012

Attachment 1B

Locality/Agency	Representative	Representative	Representative	Representative
HRSD	Ted Henifin	Phil Hubbard		
Chesapeake	Bill Meyer			
Franklin				
Gloucester	Martin Schlesinger			
Hampton	Anthony Reyes	Jason Mitchell		
Isle of Wight				
James City County	Larry Foster			
Newport News	Reed Fowler			
Newport News	Eileen Leininger			
Norfolk	Kristen Lentz			
Poquoson	Ellen Roberts			
Portsmouth	Erin Trimymer			
Smithfield				
Southampton				
Suffolk	Craig Zieseemer			
Surry				
Virginia Beach	Bob Montague	Steve Motley		
Williamsburg				
Windsor				
York	Brian Woodward			
HRPDC	John Carlock	Katie Cullipher	Lisa Hardy	Tiffany Smith
HRPDC				
New Kent				
DEQ				
EPA				
USGS				
VDH				
VDH				
AECOM				
AquaLaw				
Brown & Caldwell	Richard Stahr			
CH2M-Hill	Shelly Frie			
Christian Barton				
CNA	Joel Silverman			
Hurt & Proffitt, Inc.				
McGuire Woods				
REMSA				
Troutman Sanders				
URS				
Watermark Risk Management				
Private citizens	Jim Walski			



PUBLIC EDUCATION & OUTREACH
Katie Cullipher | April 4, 2012



askHRgreen.org | OVERVIEW

askHRgreen.org Website

In the Media

Events & Promotions

In the Newspaper

Great American Cleanup National Action Days

Drinking Water Week / TapIt Program Launch





3

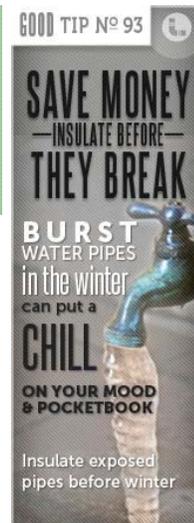
askHRgreen.org

User-friendly navigation

Local bloggers

Interactive calendar of events

Users ask real questions, get real answers



	2012	Visits	Page Views	Pages per Visit	Bounce Rate	Avg. Time on Site	% New Visits	Unique Visitors
January	2,137	5,177	2.42	60.18%	0:02:16	70.89%	1617	
February	1,976	5,991	3.03	53.49%	0:03:25	66.55%	1468	
March	4,872	11,449	2.35	66.03%	0:02:22	76.13%	3,874	
Totals	8,985	22,617	2.60	59.90%	0:02:41	71.19%	6,959	



4

IN THE MEDIA

Thanksgiving
Super Bowl
Fix a Leak Week
Fertilizing
Great American Cleanup
Garbage Disposals
Drinking Water Week



askHRgreen.org

5

IN THE MEDIA | THANKSGIVING



Radio & Online
November 21-27, 2011
Total impressions: 607,894
Clicks: 380
CTR: 0.25%

Don't be chuckin' your turducken's 
click to expand **fats and oils down the sink!**

Fats, oils, and grease, are the types that get clogged up in your pipes. We have tips, at the very least, that you can use for this year's feast! Spare the trouble for you and your drain. Just click n' read to avoid the pain.

askHRgreen.org
Stuff that's good to do... and that's Good for you!

6

IN THE MEDIA | SUPER BOWL



Radio & Online

January 23 - February 5, 2012

Total impressions: 1,095,499

Clicks: 619 CTR: 0.14%

Facebook clicks: 61 CTR: 0.02%

KNOW THE CLEANUP PLAYS → FOR YOUR GAMEDAY GRAZE

play #1 The sink should never be the end zone for **fats, oils or grease.**

Instead, make the right call to dispose of them properly: click to close

CONTAIN **FREEZE** **TOSS**

FOR ALL THE PLAYBOOK STRATEGIES, JUST askHRgreen.org

7

IN THE MEDIA | FIX A LEAK WEEK



Radio & Online

March 5 - 18, 2012

Total impressions: 3,727,857

Clicks: 680 CTR: 0.14%

Facebook clicks: 635 CTR: 0.023%

IS YOUR HOUSE AN H₂OFFENDER?

THE WATER WASTING CULPRITS

{ THE FICKLE FAUCET } { THE LEAKY LINE } { THE NEVER ENDING FLUSHER }

Just a few tweaks can fix those leaks and save you thousands of gallons of water. Just askHRgreen.org

8

IN THE MEDIA | SPRING FERTILIZING

Radio & Online

March 12 - 25, 2012

Total impressions: TBD

Clicks: TBD CTR: TBD

Facebook clicks: 733 CTR: 0.032%

3 REASONS WHY YOU SHOULD STOP & THINK BEFORE FERTILIZING

- 1 IT MAY BE UNNECESSARY**
Test your soil! If it doesn't need feeding, why do it?
- 2 FERTILIZER IS COSTLY**
Instead, leave grass clippings after mowing. They're a free and natural fertilizer.
- 3 FISH & CRABS HATE FERTILIZER**
Stormwater runoff washes fertilizer chemicals into waterways, killing aquatic life!

For more lawn care tips and soil testing info, just askHRgreen.org

9

IN THE MEDIA | GAC

Newspaper, Radio & Online

March 19 - April 1, 2012

Total impressions: 3,524,673

Clicks: 104 CTR: 0.05%

Facebook clicks: 696 CTR: 0.023%

GREAT AMERICAN CLEANUP #GAC2012 #GREEN STRAYS HERE

Calling all good deed-doers! Hampton Roads needs you this 27 & 28 of April to help cleanup, spruce-up and green-up your community by participating in The Great American Cleanup™ National Action Days.

Grab your work gloves and visit askHRgreen.org to get the scoop on volunteer and sponsorship opportunities!

askHRgreen.org SIGN UP ONLINE BY APRIL 6

GREAT AMERICAN CLEANUP
APRIL 27-28

Good deed-doers needed!

Time for spring cleaning, Hampton Roads. Hurry, volunteer registration ends April 6.



Register online at askHRgreen.org

10

IN THE MEDIA | UPCOMING CAMPAIGNS

Garbage Disposals (April 30 - May 13)

Drinking Water Week (April 30 - May 13)

TAP WATER: IT'S REFRESHING. IT'S CONVENIENT. IT'S...

YOU CAN FILL 1500 GLASSES OF TAP WATER

FOR THE PRICE OF ONE PLASTIC BOTTLE

VIRTUALLY FREE!

DRINK TAP WATER

AND SAVE YOURSELF HUNDREDS OF DOLLARS ON PLASTIC BOTTLES

GET IN THE HABIT OF ALWAYS CARRYING A REFILLABLE BOTTLE

FOR MORE ON TAP WATER ADVANTAGES AND FREE REFILL LOCATIONS, JUST askHRgreen.org

TO GET THE TRUTH & GRIND THOSE MYTHS, JUST askHRgreen.org

11

EVENTS & PROMOTIONS

- McDonald Garden Center Outdoor Show
- SEVA Community Association Day
- TBA Mid-Atlantic Home & Garden Show
- PHBA Home & Garden Expo
- ODU Blue Goes Green Fair
- Historic Triangle Earth Day Celebration
- Virginia Living Museum Earth Day Celebration
- Earth Day at Mount Trashmore
- RiverFest 2012
- Great American Cleanup National Action Days
- Drinking Water Week
- Girl Scout Jamboree
- NASA-Langley Health & Safety Expo



IN THE NEWSPAPER

Green Living Guide – April 18, 2012

Daily Press/Virginian-Pilot
circulation

Information included from all
askHRgreen.org committees

Newspapers in Education – Fall 2012

6th grade edition



13

GREAT AMERICAN CLEANUP | APRIL 27-28

National Action Days
 Over 50 cleanup sites across Hampton Roads
 Need 1,500 volunteers
 Corporate-Military Command Challenge
Green Starts Here Celebration on April 27



14

TAKE BACK THE TAP | MAY 6-12

Drinking Water Week 2012: *Take Back the Tap*

- Public Outreach
- Giveaways
- H2O Fundraising
- Launch of *TapIt* Hampton Roads

- May 6 - Landstown Commons Shopping Center, VB
- May 7 - Town Place at Greenbrier, CH
- May 8 - Harbour View, SU
- May 9 - MacArthur Center Light Rail Stop, NO
- May 10 - City Center at Oyster Point, NN
- May 11 - Williamsburg/JCC Community Center, JCC
- May 12 - Peninsula Town Center, HA



★ EAT WINGS ★
RAISE FUNDS

askHRgreen.org

15

QUESTIONS? JUST **askHRgreen.org**

16