



# Customer Pipeline

**Emerald Coast Utilities Authority**

## ECUA Employees Raise \$17,000 For Sacred Heart Children's Hospital

The ECUA Employees' Golf Tournament organizers presented a check for \$17,000 on Wednesday, May 18, to Dr. Henry E. Roberts, president of the Sacred Heart Foundation. The donation was the result of proceeds raised at the 2011 tournament held at the Scenic Hills Country Club on April 22. "Over the past 14 years, the ECUA Employees' Golf Tournament has contributed over \$125,000 in the hospital's ministry with children," said Dr. Roberts.

According to the ECUA Employees' Golf Tournament event organizers Bill Ellis, Doug Gibson, and Ron Doolittle, "Over the previous years we made the annual event a top priority. The money generated will contribute to the building and construction of the Children's Garden and Playroom Renovation project and renovation of Sacred Heart Children's Hospital."

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"The tournament is successful because of the financial support we receive from Diamond Sponsor, Camp Dresser & McKee, over thirty additional sponsors, and the event participants. We are very proud of the excellent work the Foundation does in our community and we feel blessed to be able to contribute," added Ellis.

The ECUA Employees' Golf Tournament contributions to Sacred Heart Children's Hospital have helped to make it a state-of-the-art facility. The Hospital is Northwest Florida's only Level III intensive care nursery, serving 14 counties throughout the region.

## Our Web Address Has Changed

We're thrilled to announce that our web-site has a new look, and a new address. During the first week of June, ECUA launched its new website, which embodies the Authority's forward-thinking vision, environmental stewardship and commitment to the growing needs of our customers and community.

The site's homepage welcomes visitors with bold new colors, a clean uncluttered design, and moving images with content that is focused on informing, educating, and inspiring new environmental concepts. ECUA Executive Director Stephen E. Sorrell unveiled the new and simplified [www.ecua.fl.gov](http://www.ecua.fl.gov) website that offers the ECUA's 240,000 daily customers access to better organized and more detailed information.

**Our new site has a new address. Please bookmark ECUA at: [www.ecua.fl.gov](http://www.ecua.fl.gov)**

Analysis indicates approximately 30% of all visitors to the ECUA website seek "bill-paying process information." To address this need, a new user-friendly interactive navigation tool, "My Bill" section was created, allowing users to hover over parts of their bill to better understand the information presented.

"One of my top priorities is to improve the way we communicate with our customers. We completely over-hauled the ECUA's website format by putting the customer first with clear, easy-to-find information," added Sorrell.

To that end, we've also added road and traffic information and precautionary boil water advisories, located on the home page, and an interactive meeting and events calendar.

*From left to right:*

*Ron Doolittle, ECUA; Cathy Laird, Sacred Heart Fund Development; Doug Gibson, ECUA; Bill Ellis, retired ECUA employee; Dr. Henry E. Roberts, Sacred Heart Foundation*



# Recycling Programs Keep Growing

## Curbside Recycling Program

Participation in the ECUA curbside recycling program keeps growing, slowly and steadily. As of June 1, 2011, 42,377 Sanitation customers are participating in the program. This equates to 57.5% of all residential customers. Best of all, we are now collecting an average of 172.75 tons of recyclables each week through the program, diverting this material from the landfill and allowing it to get a new lease on life!

## Hybrid Collection Truck

The Hybrid Collection Truck ( see pictured above) that was purchased by the Sanitation Department last year is continuing to perform well. The ECO-Machine, as it is also called, is currently averaging 2.39 miles per gallon (MPG), compared to the 1.83 MPG average for the same model-year vehicles without the hybrid system. This 30% increase in fuel economy is in line with projections by the manufacturer for this system. Artwork has been installed on the vehicle to promote the fact that it is a hybrid vehicle and ECUA's commitment to protecting the environment. This vehicle represented the ECUA Sanitation Department and promoted its environmental message as a "float" in the 2011 Fiesta Day Parade on June 9th.



## Bulk Recycling Program

June 1, 2011, marked the end of the first year of the Bulk Recycling Program that the ECUA Sanitation Department implemented in June 2010. During the first year of this program, our Customer Service Department received 5,826 requests for bulk recycling pick-up. These requests generated a tremendous amount of recycled materials that, if not for this program, could have ended up in the Perdido Landfill, or worse yet, improperly discarded. The materials recycled include 42.78 tons of tires, 33.1 tons of appliances and scrap metal, 49.5 tons of household electronics, 39 tons of cardboard, 2 tons of batteries and 90 propane tanks.

This program has proven to be very popular with customers as there previously was no convenient, ongoing means for a resident to dispose of many of these items. Our crews have received numerous compliments from customers regarding the availability and simplicity of the program. The only minor problems we have had during the first year of the program are customers forgetting to put the items out on collection day and scavengers who pick up the items before our crews arrive. Despite these challenges, we are excited about the program's success and look forward to its continued growth.



## Did You Know?

ECUA water is withdrawn from the Sand-and-Gravel Aquifer. Its main producing zone lies directly below the central portion of Escambia County, south of Cantonment.

Thirty-two wells in the ECUA water system and 1700-plus miles water main, combine to provide water to your home. Last year, ECUA pumped and treated an average of 33.57 million gallons of water daily. The ECUA's daily water production during the first week of June was approximately 52 million gallons per day (mgd). ECUA has more than sufficient water and pumping capability to accommodate this demand, but we need your help.

In order to moderate some of the extreme peaks in usage, and to maintain a balanced system pressure, **we suggest that our customers irrigate between the hours of 10:00 p.m. and 5:00 a.m., which is our optimum off-peak time.** If a large percentage of our customers respond to the request, it will greatly enhance our system capabilities, extend the life of our equipment, while also optimizing water pressure during the times when our customers need it most. You, the customer, will be the ultimate beneficiary. Lower operating costs mean lower rates to our customers. Please help us serve you better.