

GLWA Member Outreach Program Third Party Facilitator's Update, 2020

Kerry Sheldon, Founder



Agenda

- ◆ Member Outreach: A Refresher
- ◆ GLWA Member Outreach Scorecard
- ◆ Looking Ahead
- ◆ Feedback and Discussion



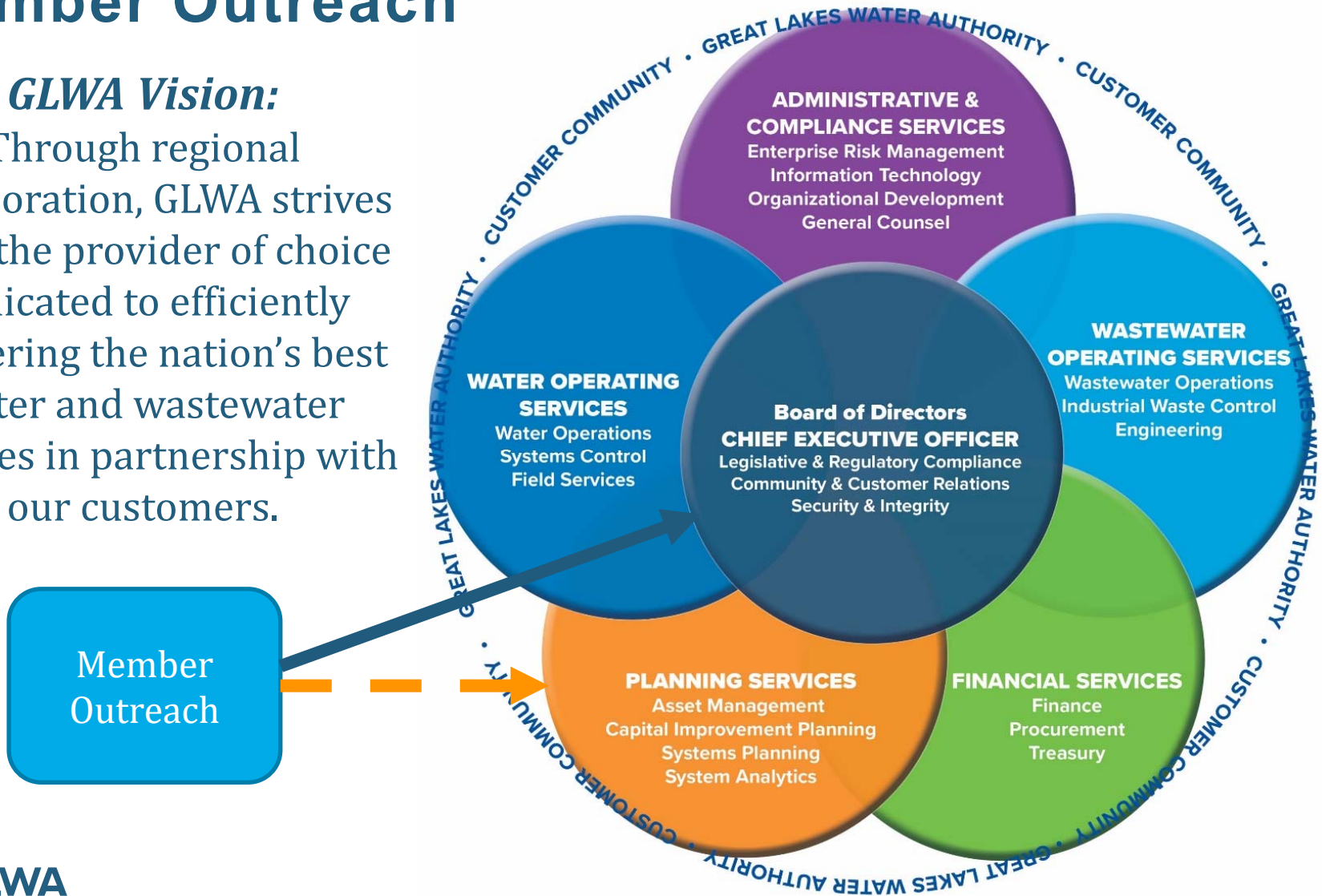
Member Outreach

A Refresher

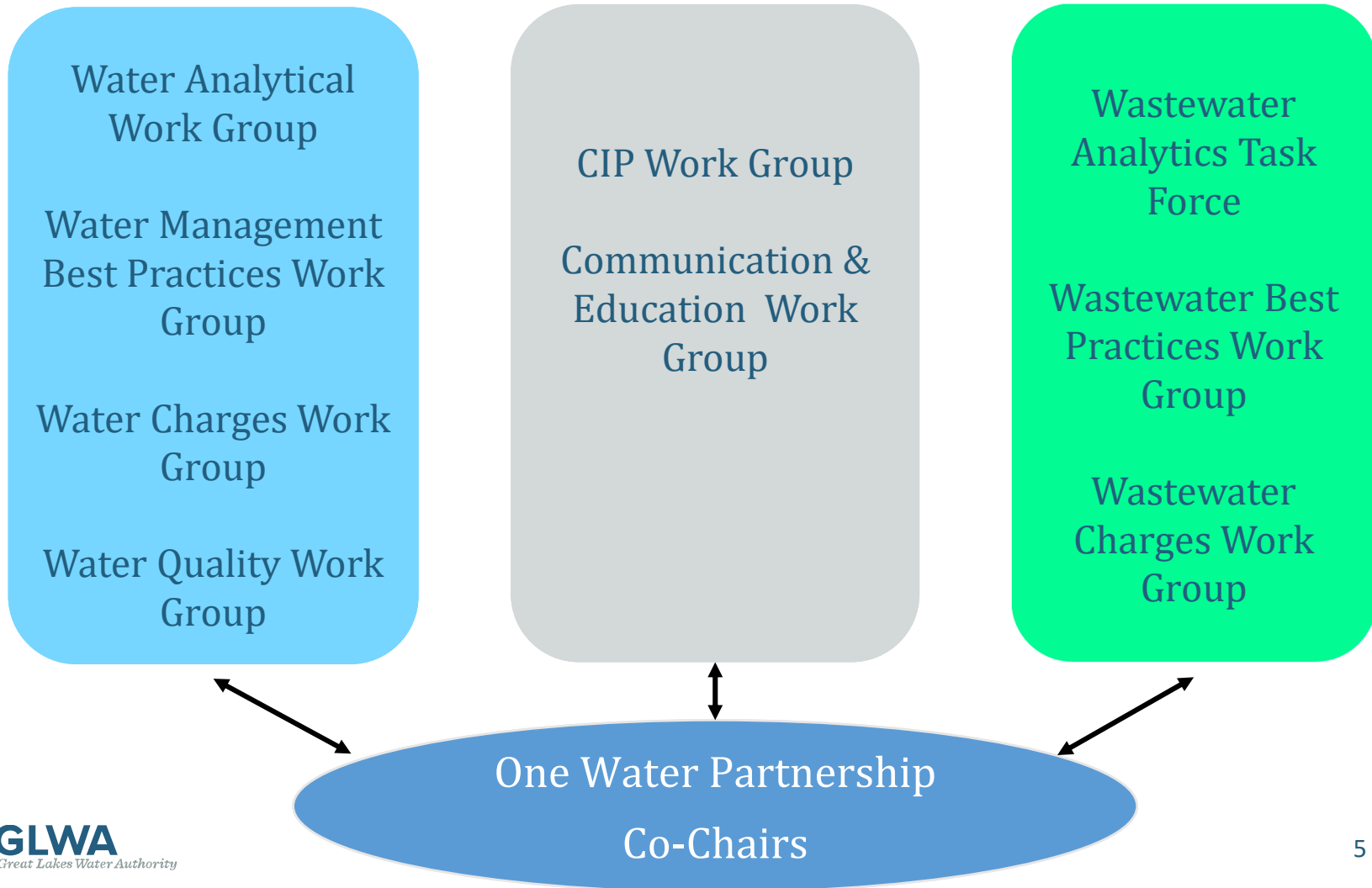
Member Outreach

GLWA Vision:

Through regional collaboration, GLWA strives to be the provider of choice dedicated to efficiently delivering the nation's best water and wastewater services in partnership with our customers.



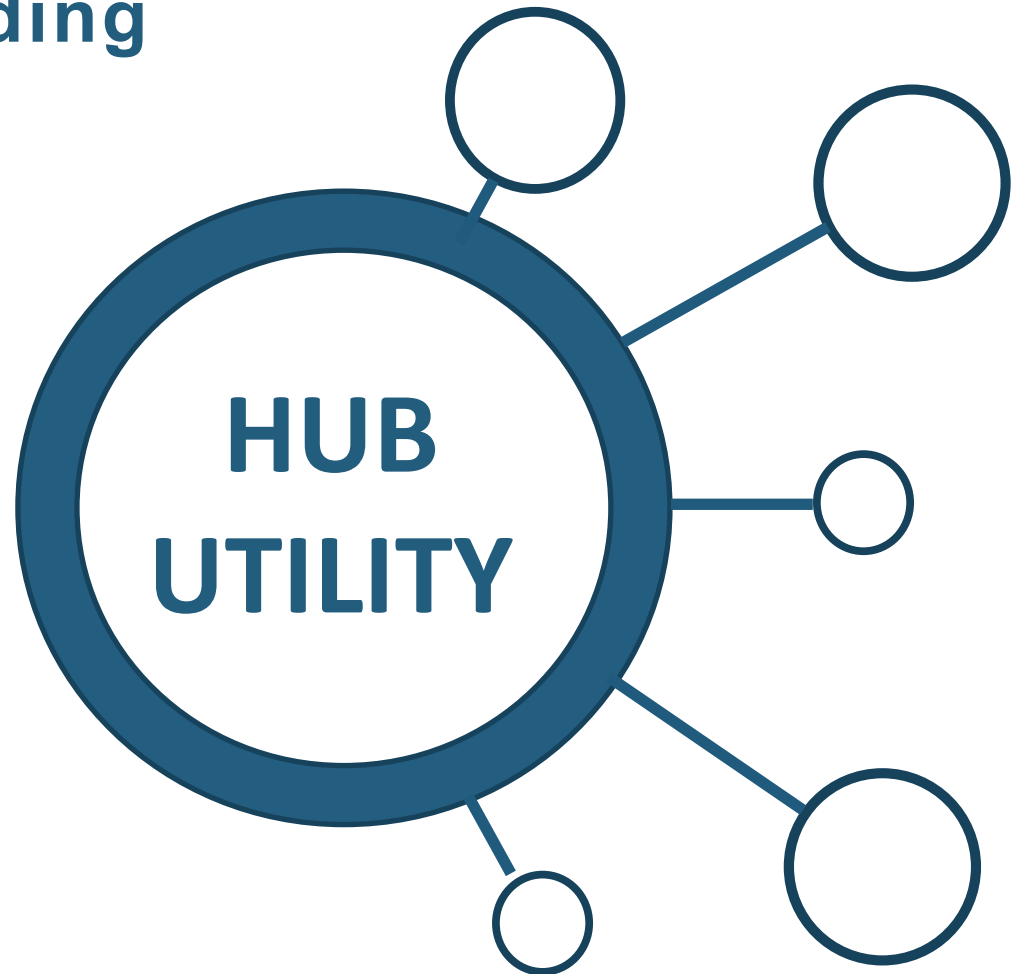
Work Group Composition



Collaborative Problem Solving & Relationship Building

Definition

High-capacity utilities with the capability to offer support within their local or regional areas to “non-networked” utilities



Collaborative Problem Solving & Relationship Building



Collaborative Problem Solving, Relationship Building ... & *The Icebreaker*



Third Party Facilitation

- Neutral, objective resource
- Credible relationships with all parties
- Track and communicate issues, interests, concerns emerging in the member community
- Practical support (facilitation, documentation)
- Conflict resolution

“Serve as an early warning system”

“Be a conduit to GLWA when something feels too risky to say directly”

“Tell members things we don’t want to hear”

“Talk to the parties when they can’t talk to each other”

Bridgeport Consulting

- Founded in 2010
- Mission: To help individuals, organizations, and whole communities become the best they can be
- Values: Generosity, curiosity, fun, excellence, humility
- Client base concentrated in public, private non-profit, and higher education sectors



Kerry Sheldon
Lead Facilitator



Brittany Galisdorfer
Project Manager



Lori Byron
Communication/Education



Anica Madeo
Special Projects Support

Bridgeport Evaluation – Key Findings

Purpose:

A check-in with key stakeholders – the Executive Leadership Team, One Water Partnership Co-Chairs and select GLWA Directors and Managers – to assess Bridgeport’s performance.



Average rating: 3.2 / 4.0

Bridgeport Evaluation – Key Findings



Points of Pride

- More than 50% of participants believed the One Water Partnership has been **strengthened** in the past year
- Bridgeport's facilitation skills are perceived as a **real strength**; ability to maintain a safe space and keep meetings on track.

Bridgeport Evaluation – Key Findings

“Positive vibe/energy regardless of situation or subject. Doing a good job engaging with communities.”

“If there is a concern, Bridgeport ensures it gets addressed.”

“Very good at ensuring participation and collaboration, very responsive, personable, and engaged.”

Bridgeport Evaluation – Key Findings

Suggestions & improvement opportunities

- Strengthen relationships with GLWA team members
- Stay vigilant about maintaining neutrality
- Build technical fluency in order to more quickly discern level of importance among discussion topics
- Site visits/tours



Member Outreach Scorecard

Member Outreach Scorecard

Purpose:

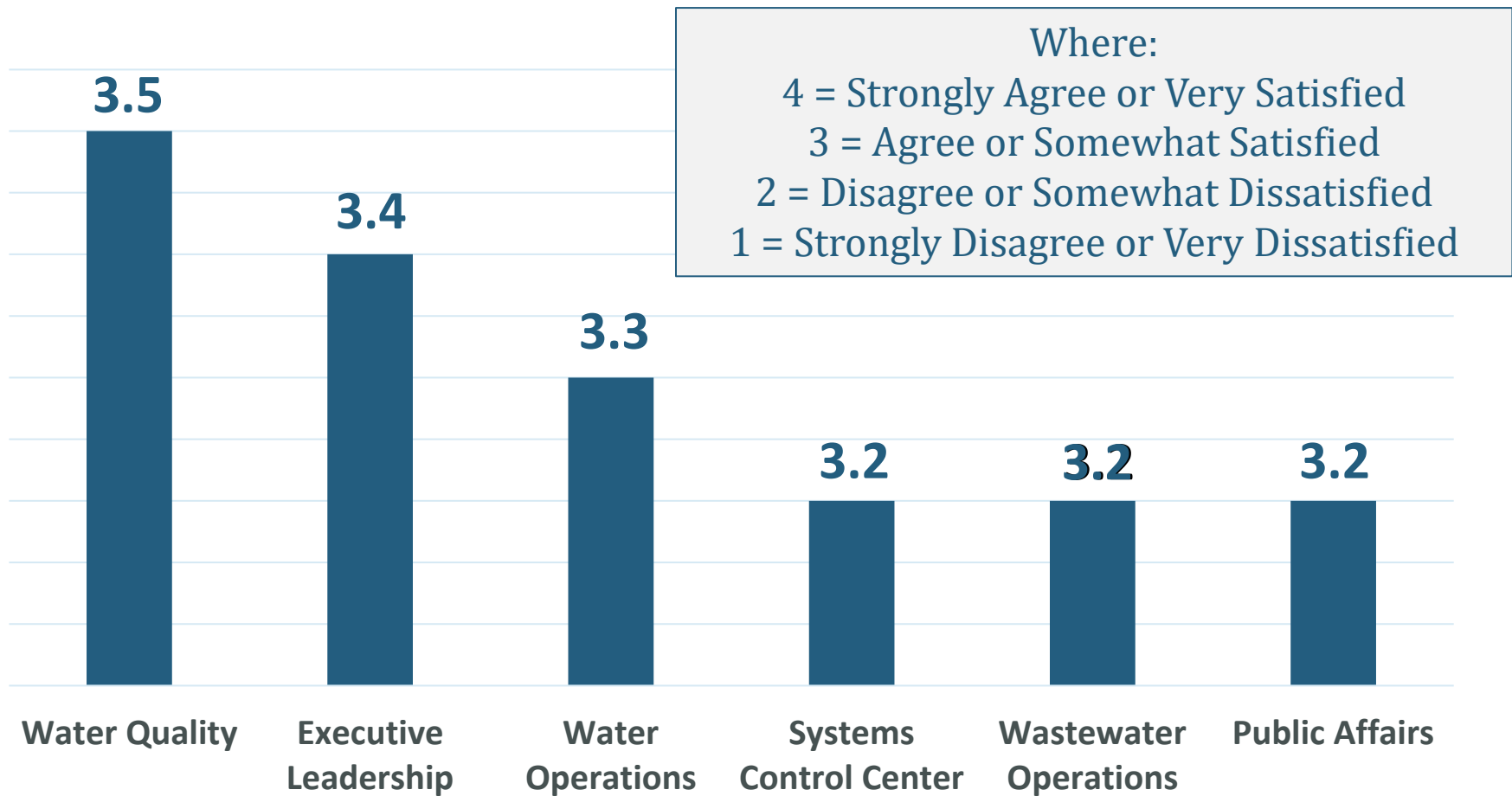
To drive GLWA's continuous improvement with meaningful feedback from members



Background:

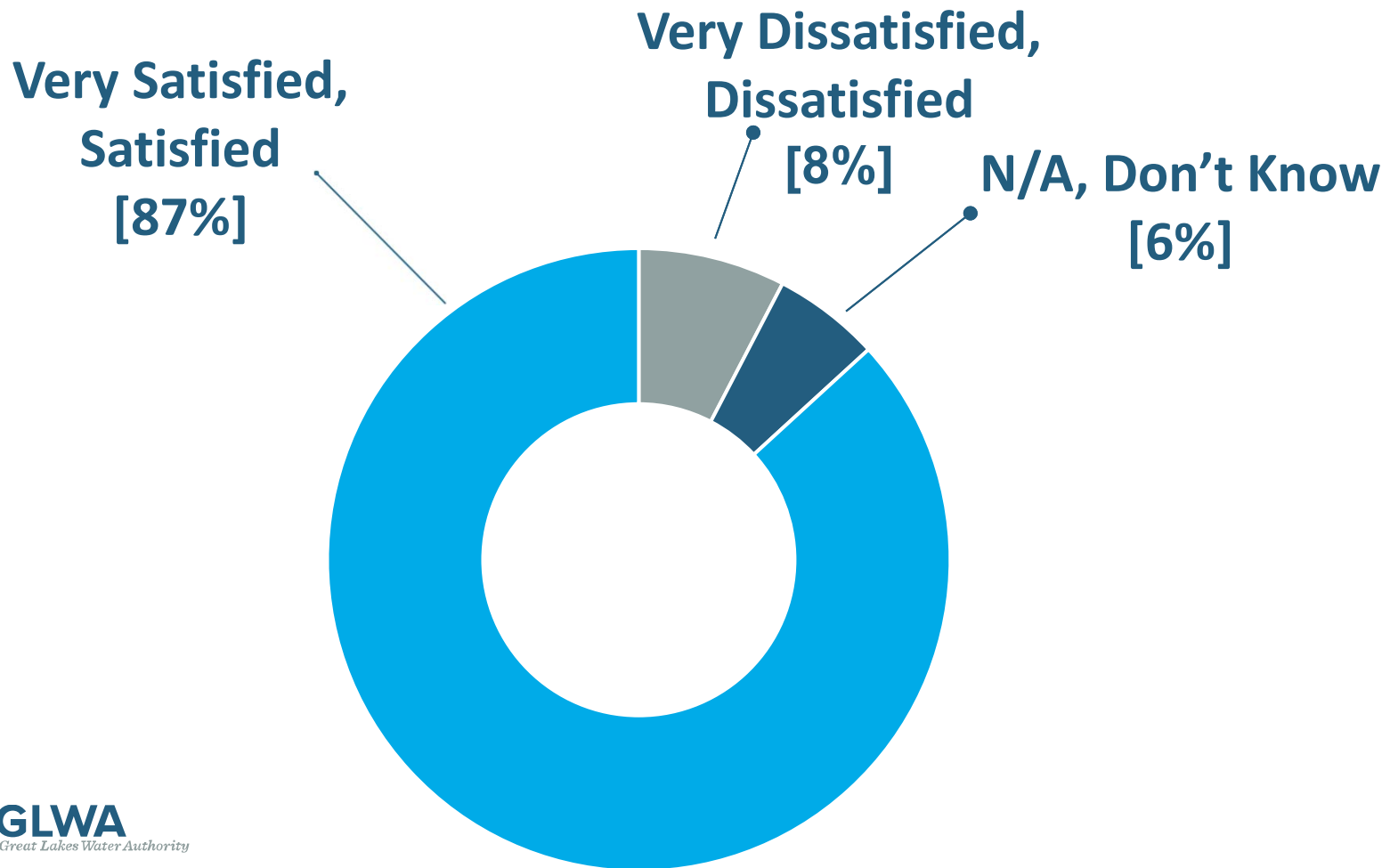
- Originated in Water Management Best Practices Work Group; approved by the One Water Partnership (OWP)
- Scorecard history:
 - Project Innovations, 2017
 - Bridgeport Consulting, 2018
- Scorecard 2019:
 - 155 respondents (18% increase over 2018)

2019 Scorecard: Overview of Results



Scorecard 2019 – Key Findings

Q6: Overall satisfaction with GLWA



Scorecard 2019 – Key Findings



3.0+ / 4.0
for all
question
categories

Elected Officials



2018



2019



Highest Scoring Areas

- GLWA team member knowledge
- Water quality (sampling, testing, etc.)
- Member Outreach communications
- Opportunities for members to participate

Scorecard 2019 – Key Findings

Stable Results: 2018 to 2019



All changes within the margin of error

Scorecard 2019 – Key Findings



Areas of Opportunity

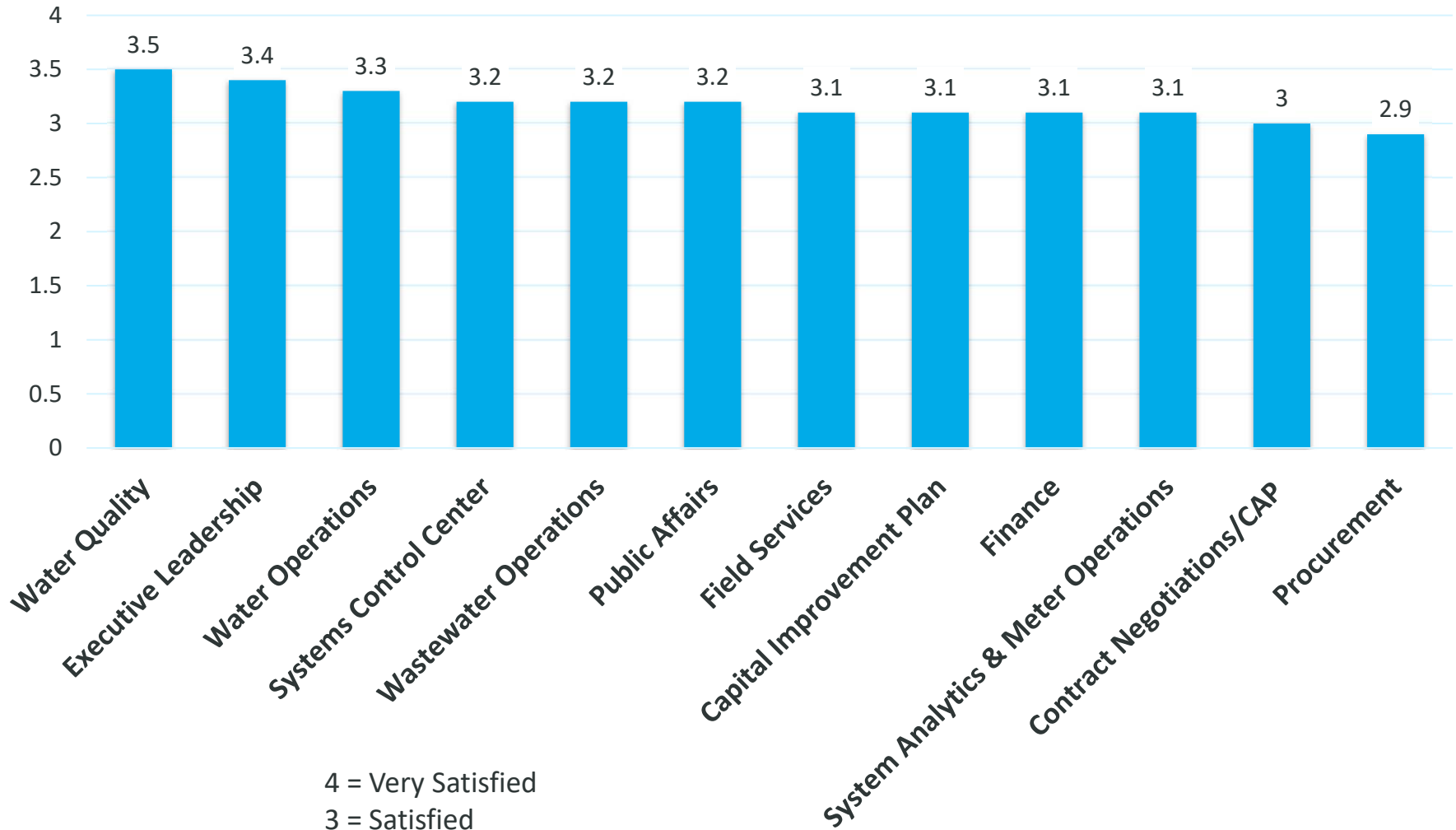
Contract Negotiations / Contract Alignment Process

3.2  **2.96**
2018 2019

Procurement

2.8  **2.9**
2018 2019

Q11: How satisfied are you with the following GLWA service areas?

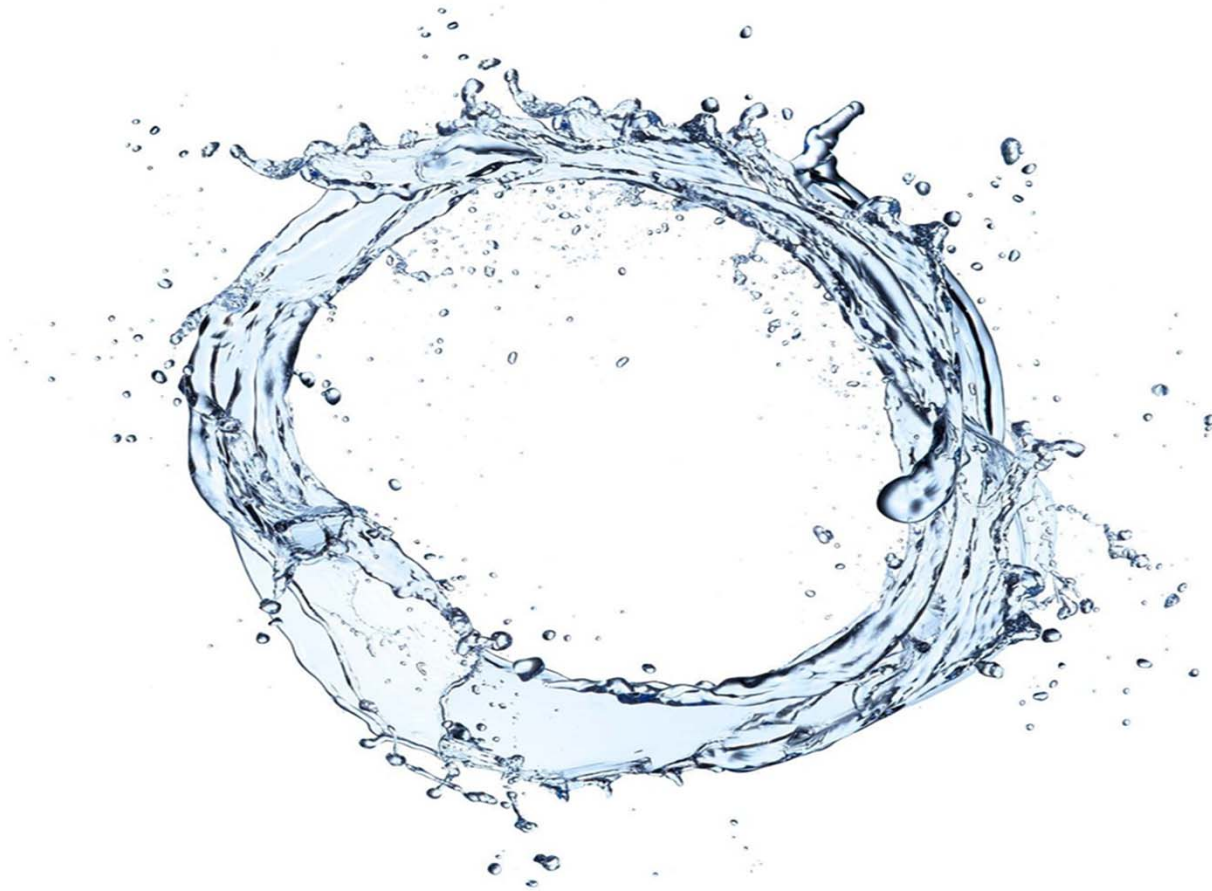


4 = Very Satisfied
3 = Satisfied
2 = Dissatisfied
1 = Very Dissatisfied

Thematic summary of comments

1. GLWA as a whole is viewed as responsive, sincere and committed to members; communication and transparency are appreciated
2. The Member Outreach Program is deeply valued
3. Effectively engaging an entire region is challenging, due to geography, diversity of constituents' needs, interests
4. Continued recognition of GLWA as young, learning organization demonstrating progress
5. Perceptions of increasing complexity, simplification is encouraged
6. GLWA's implementation of innovative techniques and technology is not immediately visible to members
7. Members encourage continued – and in some cases amplified – focus on the One Water philosophy

Member Outreach Scorecard



Looking Ahead

- Wastewater Master Plan next steps, including:
 - Establishment of Watershed Hub work group
 - New topics added to existing work groups
- Support completion of Sewer SHAREs update
- Engage Member-Partners in reviewing Water Charges Methodology
- Asset Management Workshop(s)





Feedback and Discussion