



2018: A Year of Transition for Member Outreach

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Bridgeport Consulting



Agenda

- 💧 Member Outreach 101
- 💧 Transition Chronology
- 💧 GLWA Member Outreach Scorecard
- 💧 Looking Ahead
- 💧 Feedback and Discussion

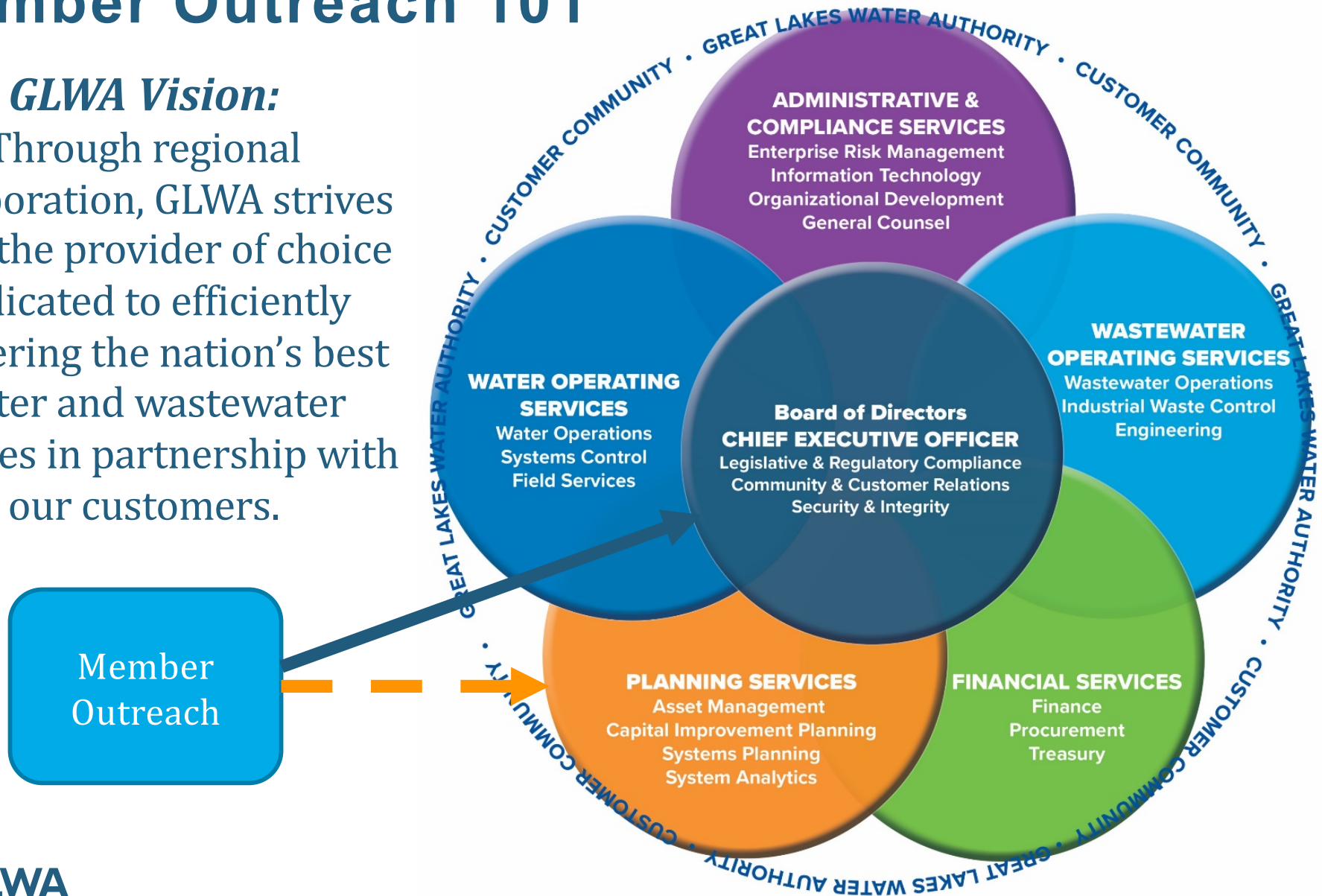


Member Outreach 101

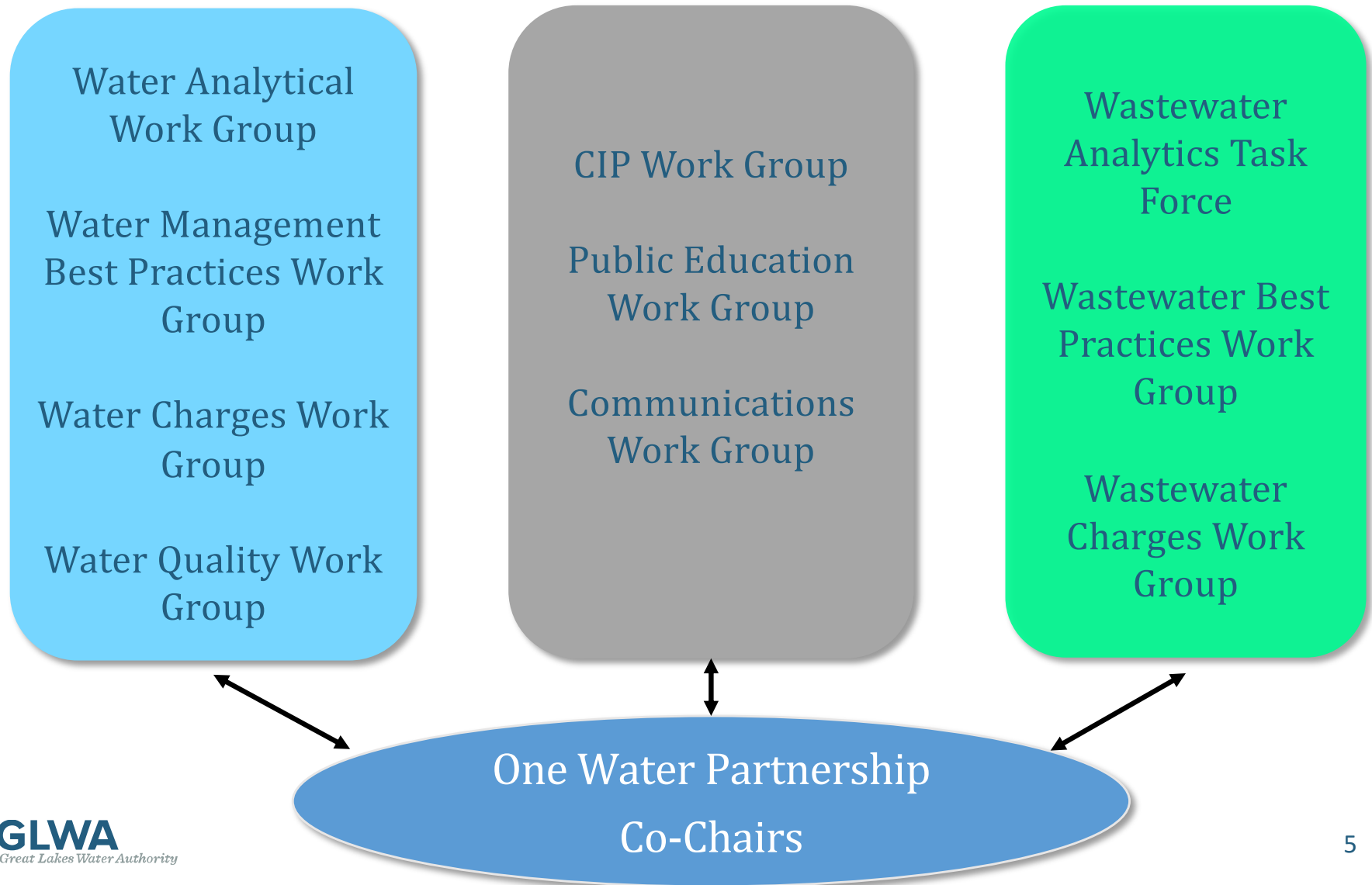
Member Outreach 101

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



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

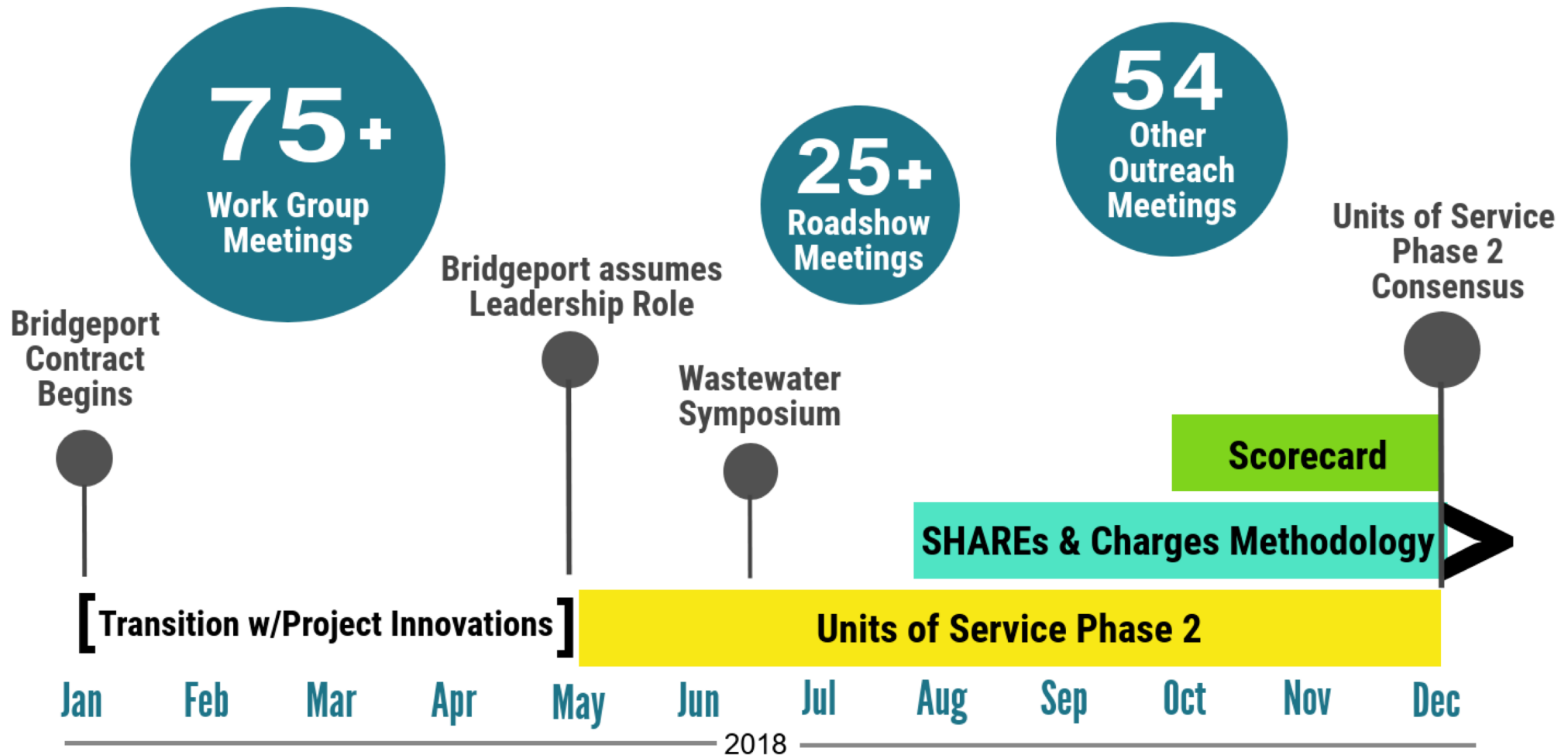


Anica Madeo
Special Projects Support



Transition Chronology

2018 in a Nutshell





Member Outreach Scorecard

Member Outreach Scorecard



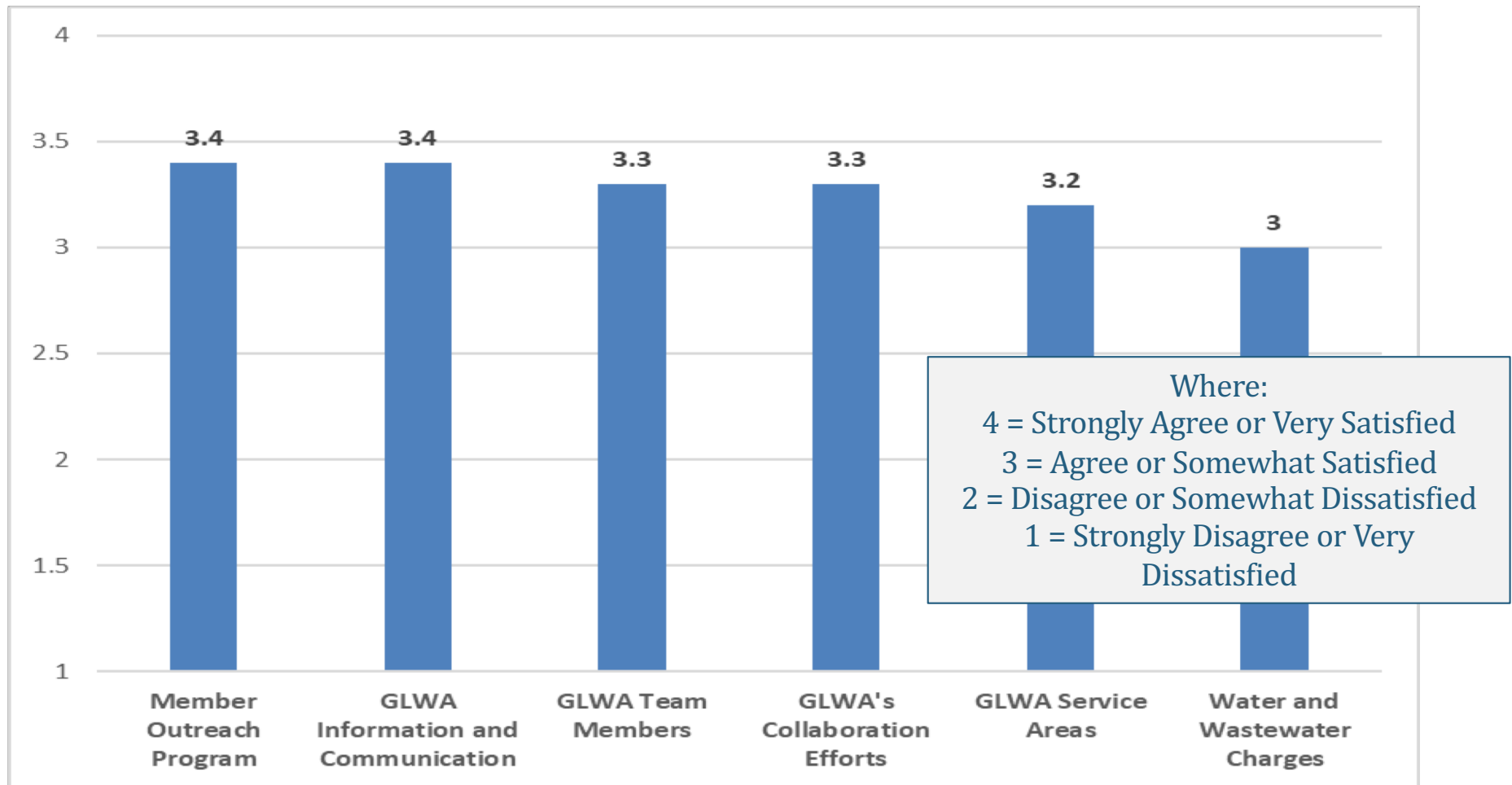
Purpose:

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 1.0 deployed in fall 2017 by Project Innovations
- Bridgeport responsible for follow-up
 - ✓ Field Services identified as an area of opportunity
 - ✓ Focus groups, interviews -> recommendations
- GLWA action plan presented at March 2018 OWP

2018 Scorecard: Overview of Results



Points of Pride

- Member Outreach Program communication 3.7 out of 4.0
- Water Quality (sampling, testing, etc.) 3.6 out of 4.0
- Members have enough opportunities to participate 3.5 out of 4.0
- Wholesale Automated Meter Reading (WAMR) 3.5 out of 4.0



Points of Pride, *continued*

- GLWA Team Members are knowledgeable 96% positive
- Member Outreach Program communication 95% positive
- In the Member Outreach Program, meetings provide valuable information 93% positive
- GLWA Team Members are responsive to member needs 92% positive
- Members have enough opportunities to participate 92% positive
- GLWA provides a good platform for regional collaboration 91% positive

Areas of Opportunity

- Procurement 2.8 out of 4.0
- Capital improvements and construction 2.9 out of 4.0
- Charges approval process happens in a timely manner 2.9 out of 4.0



Directional Comparison, 2017 to 2018

2018 Topic <i>Normed Weighted Average in ()</i>		2017 Analog <i>Normed Weighted Average in ()</i>
Field Services (3.18)	↑	Field Services Excellence (2.95)
Communications (3.40)	↑	Routine Communications (3.24)
GLWA Collaboration Efforts (3.17)	↑	Collaboration (3.08)
GLWA – Technology Innovation (3.17)	↑	Innovation Leader (3.08)
Member Outreach Program (4.0)	↔	Customer Outreach Program (4.0)
Communications – Emergency (3.30)	↔	Emergency Communications (3.28)
GLWA Team Members (3.30)	↔	Staff Interaction (3.35)
Water and Wastewater Charges (3.00)	↓	Water and Wastewater Charges Mgt. (3.15)

Member Outreach Scorecard

A large, circular splash of water with many droplets and bubbles, centered on the slide.

**Questions?
Reactions?**



Looking Ahead

Significant Initiatives Underway for 2019

Significant initiatives with Member Outreach support:

- Completion of the Wastewater Master Plan
- Study of Wastewater Charges Methodology, SHAREs
- Launch of the One Water Institute
- Coordination of Lead & Copper Rule Response
- Adoption of New One Water bylaws

“Is there an opportunity to shape an agenda in 2019 around what’s best for the region?”

-- The One Water Co-Chairs



Work Groups' Planned Focus Areas, 2019

1. **Water Analytical Work Group** – Units of Service next steps, Northeast projects cost/benefit analysis, system pumpage, and condition assessment
2. **Water Management Best Practices** – Non-revenue water benchmarking workshop; retail customer charges review
3. **Water Quality** – Convey Lead & Copper Rule requirements to members, develop TCR/LCR sampling service protocols



Work Groups' Planned Focus Areas, 2019

4. **Capital Improvement Program** – Recalibrate work group with sole focus on CIP to increase effectiveness; integrate Asset Management content into other work groups; develop a half-day workshop devoted to Asset Management for members
5. **Public Education** – Collaborate with SEMCOG, GLWA and others on regional water campaign; develop an elected official tool kit

Work Groups' Planned Focus Areas, 2019

- 6. **Communications** – Provide media training to members
- 7. **Wastewater Analytics Task Force** - WRRF and CSO metering; updates on Sewer SHAREs, including D+ metering, the sampling plan, and peak shaving
- 8. **Wastewater Best Practices** – NPDES report preparation and submission; wastewater master plan support





Feedback and Discussion