

### ***Highlights from Michelle Zdrodowski, Chief Public Affairs Officer***

**The Public Affairs Area is presently leading GLWA in several strategic initiatives.**

❖ **Grow and Enhance GLWA's Brand Recognition**

Continue implementation of a comprehensive, proactive public relations campaign to heighten knowledge of GLWA and the value it brings to its member partners and the southeast Michigan

❖ **Provide a Communications Resource to GLWA Member Partners**

Leverage the resources and capacity of the Public Affairs Team to produce relevant, informative materials/campaigns for use by GLWA and its member partner communities in educating their elected officials, residents, and other stakeholders about important water/wastewater-related issues

❖ **Refine GLWA's Internal Communications Outreach**

Continue to refine and implement an internal communications strategy that engages GLWA team members and helps to grow overall team member morale and satisfaction

### **Organization**

The Public Affairs Area consists of a single team.

❖ **Public Affairs**

The Public Affairs Group is responsible for building knowledge of the Authority's mission, vision, values, as well as sharing its accomplishments with stakeholders – both internal and external.

### **Biennial Budget Request**

❖ The biennial budget reflects an overall \$62,187 decrease, or 3.9% in FY 2022.

❖ The supplies & other account has a \$15,153 decrease due to a change in process. In FY 2021, the contract with Gallup for an employee satisfaction survey tool was budgeted in Public Affairs, but in FY 2022 Organizational Development will assume responsibility for the survey.

❖ The contractual services account has a \$43,620 decrease due to the Fleishman Hillard marketing and communications contract being reduced because of internal capacity building.

### ***Biennial Budget Request by Expense Category***

Expense Category	FY 2020 Actual	FY 2021 Adopted Budget	FY 2021 Activity as of 9.30.2020	FY 2022 Department Requested	FY 2022 Dollar Variance	FY 2022 Percent Variance	FY 2023 Department Requested
2.0 Personnel	\$ 652,700	\$ 755,100	\$ 158,554	\$ 751,686	\$ (3,414)	-0.5%	\$ 867,393
4.2 Supplies & Other	224,900	476,300	41,570	461,147	(15,153)	-3.2%	470,370
4.3 Contractual Services	363,200	356,500	15,494	312,880	(43,620)	-12.2%	319,138
<b>Grand Total</b>	<b>\$ 1,240,800</b>	<b>\$ 1,587,900</b>	<b>\$ 215,619</b>	<b>\$ 1,525,713</b>	<b>\$ (62,187)</b>	<b>-3.9%</b>	<b>\$ 1,656,901</b>

### Biennial Budget Request by Team

Team	FY 2020 Actual	FY 2021 Adopted Budget	FY 2021 Activity as of 9.30.2020	FY 2022 Department Requested	FY 2022 Dollar Variance	FY 2022 Percent Variance	FY 2023 Department Requested
Public Affairs	\$ 1,240,800	\$ 1,587,900	\$ 215,619	\$ 1,525,713	\$ (62,187)	-3.9%	\$ 1,656,901
<b>Grand Total</b>	<b>\$ 1,240,800</b>	<b>\$ 1,587,900</b>	<b>\$ 215,619</b>	<b>\$ 1,525,713</b>	<b>\$ (62,187)</b>	<b>-3.9%</b>	<b>\$ 1,656,901</b>

### Personnel Budget

Public Affairs personnel consists of 7 positions for FY 2022. The vacant Office Support Specialist position forecasted during the FY 2021 budgeting process has been moved to FY 2023, due to the COVID-19 restrictions requiring staff employee to work from home. The following tables provide three alternate views of the staffing plans and budget.

*Staffing Plan* - The table below presents the number of positions in the plan. Each position has a value of one. The position count does not distinguish between a position that is filled 100% (2,080 hours per year), filled for a number of hours less than 2,080 per year, or one that is vacant.

#### Staffing Plan – Number of Positions

Team	Prior Year FY 2020 Staffing Plan	Current Year FY 2021 Staffing Plan	FY 2022 Staffing Plan	FY 2023 Staffing Plan	FY 2024 Staffing Plan	FY 2025 Staffing Plan	FY 2026 Staffing Plan
Public Affairs	8.00	8.00	7.00	8.00	8.00	8.00	8.00

*Full-time Equivalents* - The table below presents “full-time equivalent” (FTE) staffing. FTE is based on the number of hours that the position is filled, or budgeted for, in a given year based upon a standard of 2,080 hours per year. For this budget area, the Staffing Plan and the FTEs are consistent.

#### Full-time Equivalents

Team	Prior Year FY 2020 FTEs	Current Year FY 2021 FTEs	FY 2022 FTEs	FY 2023 FTEs	FY 2024 FTEs	FY 2025 FTEs	FY 2026 FTEs
Public Affairs	7.50	7.25	7.00	8.00	8.00	8.00	8.00

*Personnel Budget* - The table below presents the Public Affairs personnel budget which consists of the following expense categories: Salaries & Wages and Employee Benefits. The values for the personnel budget are based on the full-time equivalents table above.

### Personnel Budget

Team	FY 2021 Adopted Budget	FY 2022 Department Requested	FY 2023 Department Requested	FY 2024 Department Requested	FY 2025 Department Requested	FY 2026 Department Requested
Public Affairs	\$ 755,100	\$ 751,686	\$ 867,393	\$ 871,241	\$ 875,089	\$ 878,937

### Five-Year Financial Plan

#### Five-Year Financial Plan by Expense Category

Expense Category	FY 2021 Adopted Budget	FY 2021 Activity as of 9.30.2020	FY 2022 Department Requested	FY 2022 Dollar Variance	FY 2022 Percent Variance	FY 2023 Department Requested	FY 2024 Department Requested	FY 2025 Department Requested	FY 2026 Department Requested
2.0 Personnel	\$ 755,100	\$ 158,554	\$ 751,686	\$ (3,414)	-0.5%	\$ 867,393	\$ 871,241	\$ 875,089	\$ 878,937
4.2 Supplies & Other	476,300	41,570	461,147	(15,153)	-3.2%	470,370	479,777	489,373	499,160
4.3 Contractual Services	356,500	15,494	312,880	(43,620)	-12.2%	319,138	325,520	332,031	338,671
<b>Grand Total</b>	<b>\$ 1,587,900</b>	<b>\$ 215,619</b>	<b>\$ 1,525,713</b>	<b>\$ (62,187)</b>	<b>-3.9%</b>	<b>\$ 1,656,901</b>	<b>\$ 1,676,539</b>	<b>\$ 1,696,493</b>	<b>\$ 1,716,769</b>

#### Five-Year Financial Plan by Team

Team	FY 2021 Adopted Budget	FY 2021 Activity as of 9.30.2020	FY 2022 Department Requested	FY 2022 Dollar Variance	FY 2022 Percent Variance	FY 2023 Department Requested	FY 2024 Department Requested	FY 2025 Department Requested	FY 2026 Department Requested
Public Affairs	\$ 1,587,900	\$ 215,619	\$ 1,525,713	\$ (62,187)	-3.9%	\$ 1,656,901	\$ 1,676,539	\$ 1,696,493	\$ 1,716,769
<b>Grand Total</b>	<b>\$ 1,587,900</b>	<b>\$ 215,619</b>	<b>\$ 1,525,713</b>	<b>\$ (62,187)</b>	<b>-3.9%</b>	<b>\$ 1,656,901</b>	<b>\$ 1,676,539</b>	<b>\$ 1,696,493</b>	<b>\$ 1,716,769</b>

### Capital Outlay

Public Affairs capital outlay is funded by the Improvement & Extension budget.

#### Five-Year Capital Outlay by Asset Category

Asset Category	FY 2021 Adopted Budget	FY 2022 Department Requested	FY 2023 Department Requested	FY 2024 Department Requested	FY 2025 Department Requested	FY 2026 Department Requested
Improvement & Extension	\$ 7,500	\$ 18,000	\$ 22,000	\$ 10,000	\$ 5,000	\$ 18,000
Computers & IT	7,500	18,000	22,000	10,000	5,000	18,000
<b>Grand Total</b>	<b>\$ 7,500</b>	<b>\$ 18,000</b>	<b>\$ 22,000</b>	<b>\$ 10,000</b>	<b>\$ 5,000</b>	<b>\$ 18,000</b>

#### Five-Year Capital Outlay by Funding Source

Funding Source	FY 2021 Adopted Budget	FY 2022 Department Requested	FY 2023 Department Requested	FY 2024 Department Requested	FY 2025 Department Requested	FY 2026 Department Requested
Improvement & Extension	\$ 7,500	\$ 18,000	\$ 22,000	\$ 10,000	\$ 5,000	\$ 18,000
<b>Grand Total</b>	<b>\$ 7,500</b>	<b>\$ 18,000</b>	<b>\$ 22,000</b>	<b>\$ 10,000</b>	<b>\$ 5,000</b>	<b>\$ 18,000</b>

### *Five-Year Capital Outlay by Team*

Team	FY 2021 Adopted Budget	FY 2022 Department Requested	FY 2023 Department Requested	FY 2024 Department Requested	FY 2025 Department Requested	FY 2026 Department Requested
Public Affairs	\$ 7,500	\$ 18,000	\$ 22,000	\$ 10,000	\$ 5,000	\$ 18,000
<b>Grand Total</b>	<b>\$ 7,500</b>	<b>\$ 18,000</b>	<b>\$ 22,000</b>	<b>\$ 10,000</b>	<b>\$ 5,000</b>	<b>\$ 18,000</b>

### **Line-Item Budget and Financial Plan**

The five-year plan with a line-item expense budget begins below. Because many of GLWA's initiatives expand multiple years, this planning document provides the information to smooth out expenses over time and/or plan for annual fluctuations.

Cost Center & Expense Category	FY 2020 Actual	FY 2021 Adopted Budget	FY 2021 Activity as of 9.30.2020	FY 2022 Department Requested	FY 2023 Department Requested	FY 2024 Department Requested	FY 2025 Department Requested	FY 2026 Department Requested
<b>881101 - Public Affairs</b>	<b>\$ 1,240,800</b>	<b>\$ 1,587,900</b>	<b>\$ 215,619</b>	<b>\$ 1,525,713</b>	<b>\$ 1,656,901</b>	<b>\$ 1,676,539</b>	<b>\$ 1,696,493</b>	<b>\$ 1,716,769</b>
2.1 Salaries & Wages	506,100	584,000	120,934	583,936	671,148	671,148	671,148	671,148
2.4 Employee Benefits	146,600	171,100	37,620	167,750	196,245	200,093	203,941	207,789
4.2 Supplies & Other	224,900	476,300	41,570	461,147	470,370	479,777	489,373	499,160
Mileage and Parking	100	-	-	1,273	1,298	1,324	1,351	1,378
Memberships, Licenses & Subscriptions	200	-	-	-	-	-	-	-
Office Supplies	3,900	6,300	-	6,473	6,602	6,735	6,869	7,007
Operating Supplies	102,100	122,500	2,619	105,173	107,276	109,422	111,610	113,843
Printing	12,100	41,600	656	42,448	43,297	44,163	45,046	45,947
Training and Internal Meetings	6,000	12,000	1,309	12,300	12,546	12,797	13,053	13,314
Travel	9,400	12,200	-	12,480	12,730	12,984	13,244	13,509
Miscellaneous Expense	-	1,200	-	-	-	-	-	-
Advertising	69,200	280,500	32,835	281,000	286,620	292,352	298,199	304,163
Capital Outlay less than \$5,000	21,900	-	4,151	-	-	-	-	-
<b>4.3 Contractual Services</b>	<b>363,200</b>	<b>356,500</b>	<b>15,494</b>	<b>312,880</b>	<b>319,138</b>	<b>325,520</b>	<b>332,031</b>	<b>338,671</b>
<b>Grand Total</b>	<b>\$ 1,240,800</b>	<b>\$ 1,587,900</b>	<b>\$ 215,619</b>	<b>\$ 1,525,713</b>	<b>\$ 1,656,901</b>	<b>\$ 1,676,539</b>	<b>\$ 1,696,493</b>	<b>\$ 1,716,769</b>