



# **CUSTOMER ADVISORY COMMITTEE**

**June 11, 2021**

# AGENDA

- Roll Call
- Strategic Plan Focus Group
- Next Steps



# Sewerage & Water Board of New Orleans

STRATEGIC PLANNING INPUT – CUSTOMER ADVISORY COMMITTEE

June 11, 2021



# Agenda

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Welcome/Introductions

Project Overview

Group Discussion

- Gathering your input

# Meet Our Team

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**Julia Novak**  
Project Director  
Raftelis



**Darin Thomas**  
Project Manager  
Raftelis



**David Lessinger**  
CSRS, Inc.



**Allen Square**  
Square Button

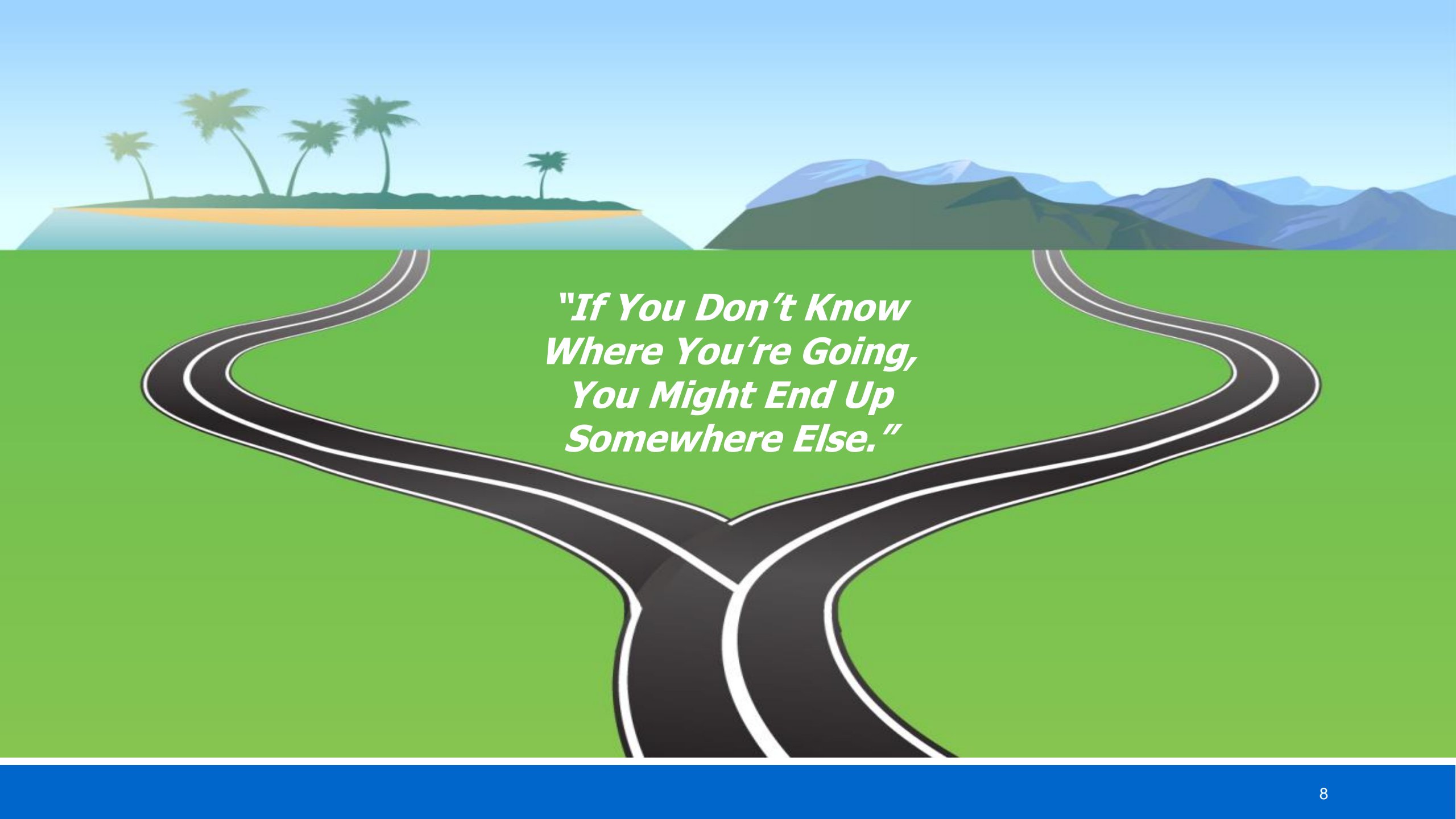
# Our Experience



# What is **Strategic Planning**?

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**Strategic planning** is an organization's process for **defining** its ultimate **direction** and goals, and **allocating** its **resources** (strategies) to pursue this direction and **achieve** these **goals**.



*"If You Don't Know  
Where You're Going,  
You Might End Up  
Somewhere Else."*



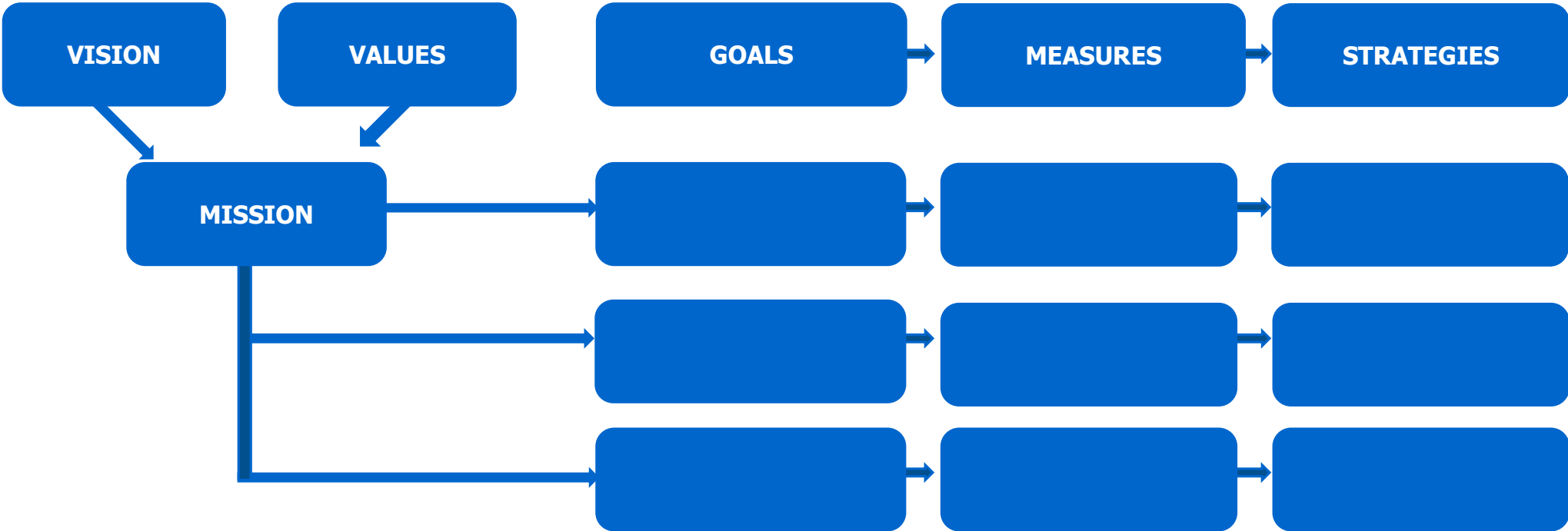
# STRATEGIC PLAN STRUCTURE

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# FRAMEWORK

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# Long-term View

Organizations with long-term plans that are updated regularly are more resilient and successful.



# Strategic Plan Process

## Sewerage & Water Board of New Orleans

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### Kick-Off Workshop



June 2021

Project Charter  
Industry Trends Analysis

### Stakeholder Engagement



June – July 2021

Employees  
External Stakeholders  
and Partners

### Foundation & Strategy Workshops



Aug and Sept 2021

Vision, Mission, Values  
Priority Areas, Strategies,  
Measures

### Strategic Plan Document



Oct – Nov 2021

Strategic Framework  
Public Facing and  
Internal





# Stakeholder Engagement

## Employees

- **Interviews** with SWBNO Leadership
- **Focus Groups** with SWBNO Staff
- **Online Survey** for all SWBNO Employees

## Board of Directors

- Strategy Committee
- Others

## Citizen Involvement

- Customer Advisory Committee

## External Stakeholders and Partners

- ?
- ?
- ?

# What is **true today** that you hope will still be **true in five years?**

What does SWBNO do exceptionally well?

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- Good communications around real time occurrences (BWAs, Service Distruptions)
- Commitment by Leadership Team to making positive changes
- Customer Advisory Committee
- Iconic branding/preserve existing assets in the field
- Transparency and engagement through social media and other means

# What is **not true today** that you hope will be true in five years?

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- More strategic approach to technology/innovation, more proactive
- Better coordination on capital improvements/road repairs with City DPW
- Including community-based organizations in infrastructure coordination
- Reliable source of funding for stormwater and GSI (stormwater fee possible)
- Resolving existing infrastructure issues (sound mitigation at CWP, leaks, reliable power, etc.)
- Demonstrated progress to the community to earn trust and rebuild reputation
- Accurate bills, better customer service and faster resolution of disputes/issues

# Are there **trends** in the community that should be incorporated into the strategic plan?

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- Information overload- just do things the right way to serve customers
- De-silo of industry, larger umbrella of climate/adaptation awareness, nexus between energy/water
- Awareness of flooding/drainage issues, permitting in new development
- Risk reduction/hazard mitigation/community resilience
- Green infrastructure/community-based solutions/potential fee credits in the future



# What **opportunities** should SWBNO be prepared to leverage?

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- Planning to ensure preparedness/take advantage of funding opportunities when they're available (capital)
- Leverage University partnerships for innovation and research
- Microgrid modernization, revenue opportunities to sell power
- Full buy-in of SWBNO staff

# What would make you **proud** of SWBNO in five years?

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- Strategic plan is implemented
- CAC still working to advise organization's direction
- AMI and Power Master Plan complete, plans in place for other lines of business
- Spotlight or awards for journey from where we are today to then, tell the story

# Thank you!

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# NEXT STEPS

- Next Meeting will be July 9<sup>th</sup>
  - Topic?
  - Make July meeting a social event?





**THANK YOU**