



- 🏠 **Location:** Microsoft Teams
- 📅 **Date:** Tuesday, January 11, 2022
- 🕒 **Time:** 9:00 am
  - Robin Barnes
  - Tamika Duplessis
  - Lynes “Poco” Sloss
  - Maurice Sholas
  - Janet Howard

## **Strategy Committee Meeting Agenda**

**[January 2022 Strategy Link](#)**

**[+1 504-224-8698,,877251400#](#) United States, New Orleans**

**Phone Conference ID: 877 251 400#**

**PUBLIC COMMENT WILL BE ACCEPTED VIA EMAIL TO [BOARDRELATIONS@SWBNO.ORG](mailto:BOARDRELATIONS@SWBNO.ORG).**

**ALL PUBLIC COMMENTS MUST BE RECEIVED PRIOR TO**

**9:30 AM ON January 11, 2021. COMMENTS WILL BE READ VERBATIM INTO THE RECORD.**

### **I. Roll Call**

### **II. Presentation Item**

- a) Strategic Plan and Implementation Workplan Final Drafts –  
Darin Thomas, Raftelis

### **III. Discussion Item**

- a) Strategic Plan Implementation –  
Tyler Antrup and Ghassan Korban

### **IV. Action Item**

- a) Resolution (R-016-2022) Approval of the Sewerage and Water Board Strategic Plan

### **V. Public Comment**

**Public comments received until 30 minutes after the presentation of the Agenda will be read into the record.**

### **VI. Adjournment**

**This teleconference meeting is being held pursuant to and in accordance with the provisions of Section 4 of Proclamation Number JBE 2020-30, extended by Proclamation 235 JBE 2021, pursuant to Section 3 of Act 302 of 2020.**

# Sewerage & Water Board

STRATEGY COMMITTEE OF THE BOARD – STRATEGIC PLANNING  
DELIVERABLES INPUT

January 11, 2022



RAFTELIS

CSRS



**SBG**  
SQUARE BUTTON GROUP

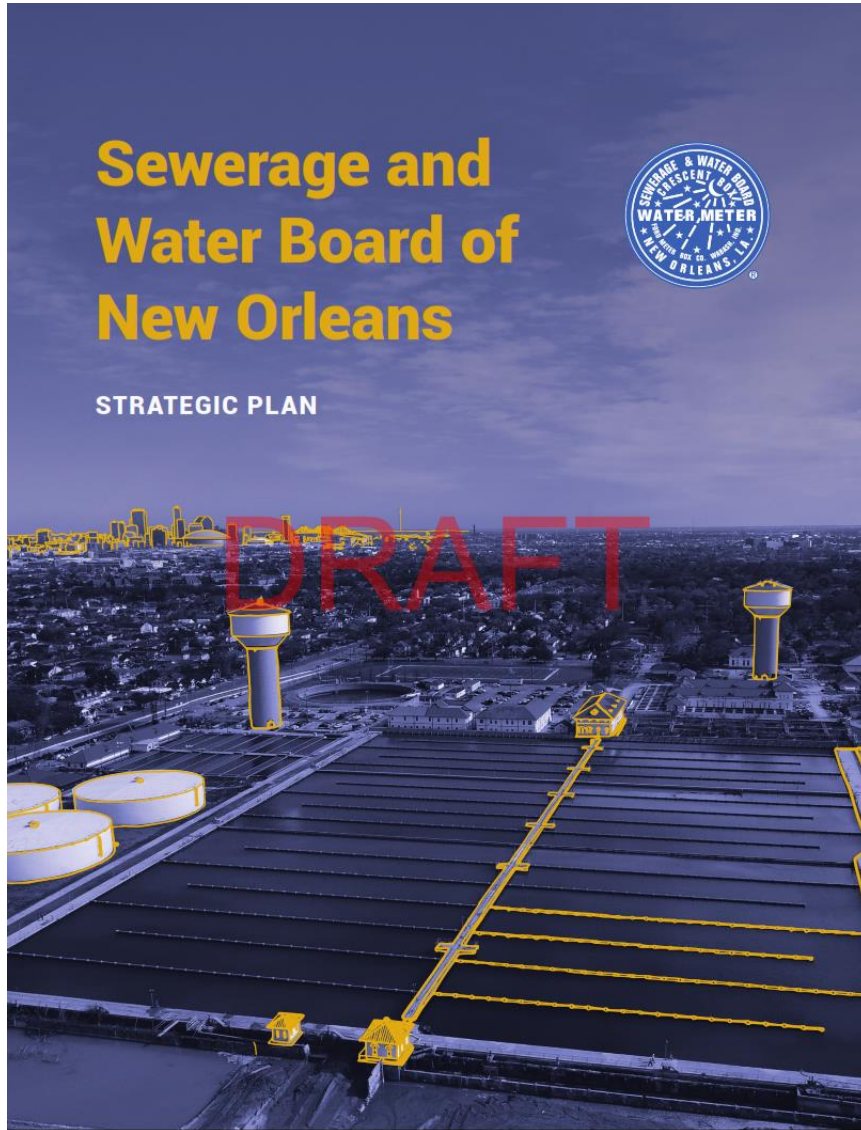
# Agenda

1. Welcome/Today's Objectives
2. Present and Discuss Draft Strategic Plan
3. Present and Discuss Draft Implementation Plan
4. Discussion Regarding Implementation Management and Progress Reporting
5. Wrap-up

# Draft Strategic Plan



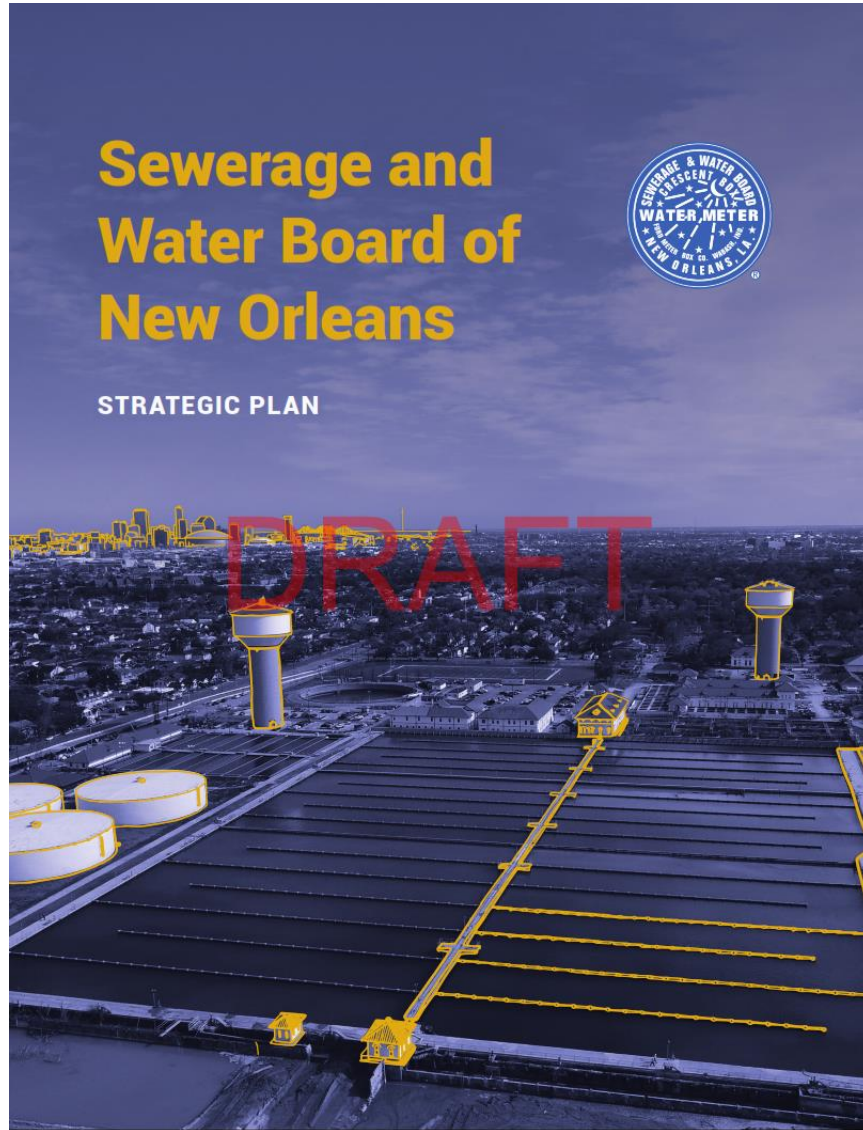
# The SWBNO Draft Strategic Plan



## Key Considerations

- › 5-Year Strategic Plan
- › Incorporates Stakeholder Input
- › Documents Current Situation
- › Contains Six Areas of Focus
- › Identifies Outcome-based Measures
- › Outlines 24 Strategies

# The SWBNO Draft Strategic Plan



Board Input...

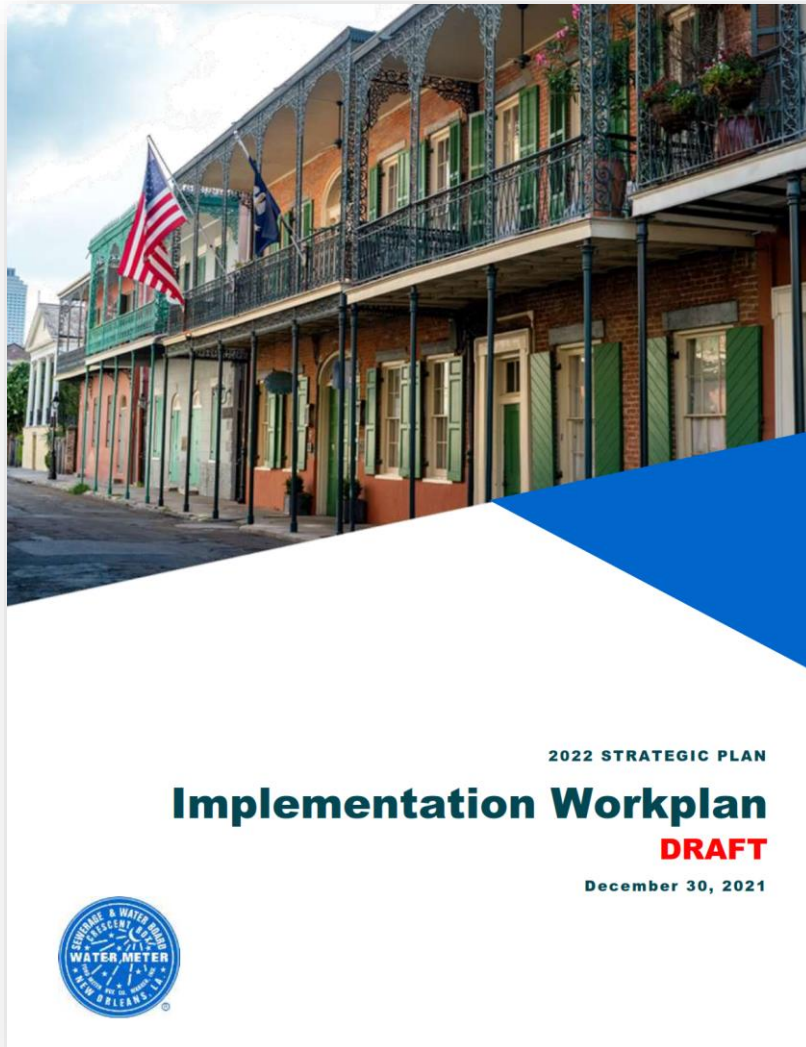
- › Content?
- › Tone?
- › Design?

# Draft Strategy Implementation Plan





# The SWBNO Draft Implementation Plan

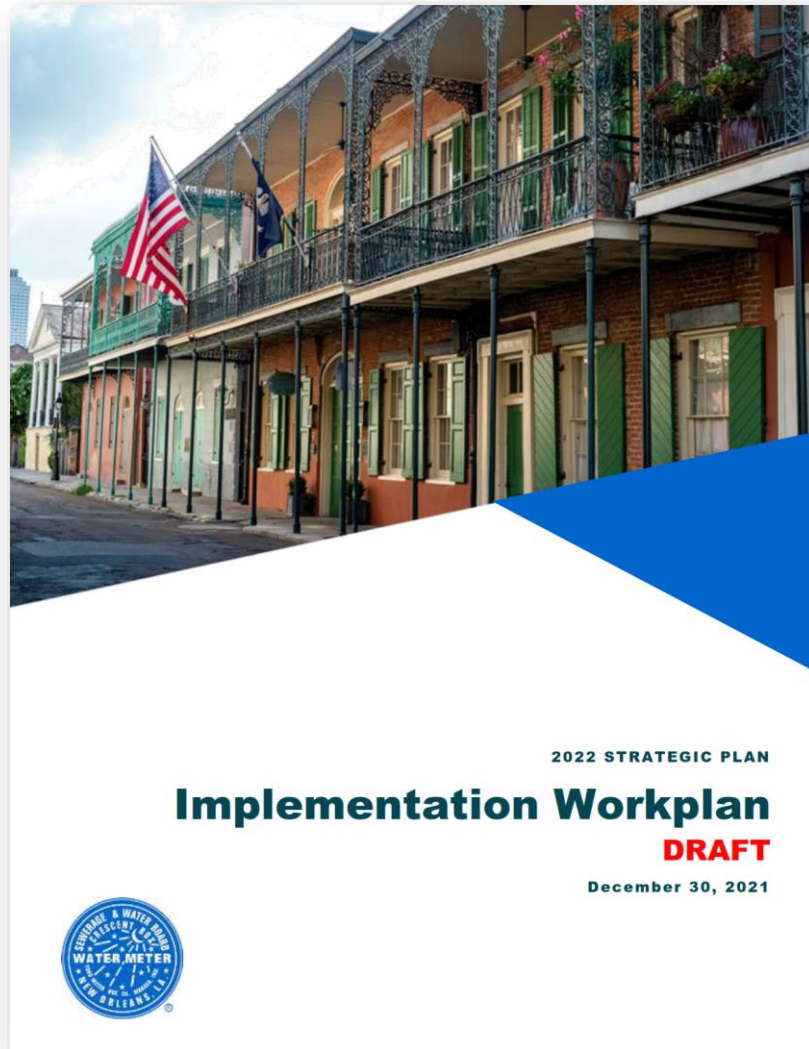


## Key Considerations

1. 1<sup>st</sup> Year (or so) Action Plan – “Roadmap”
2. Focuses on strategy execution via actionable workplans
3. Drives accountability into organization
4. Incorporates current & new actions/activities
5. Shows defined start dates and activity duration



# The SWBNO Draft Implementation Plan



Board Input...

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# Implementation Management & Progress Reporting

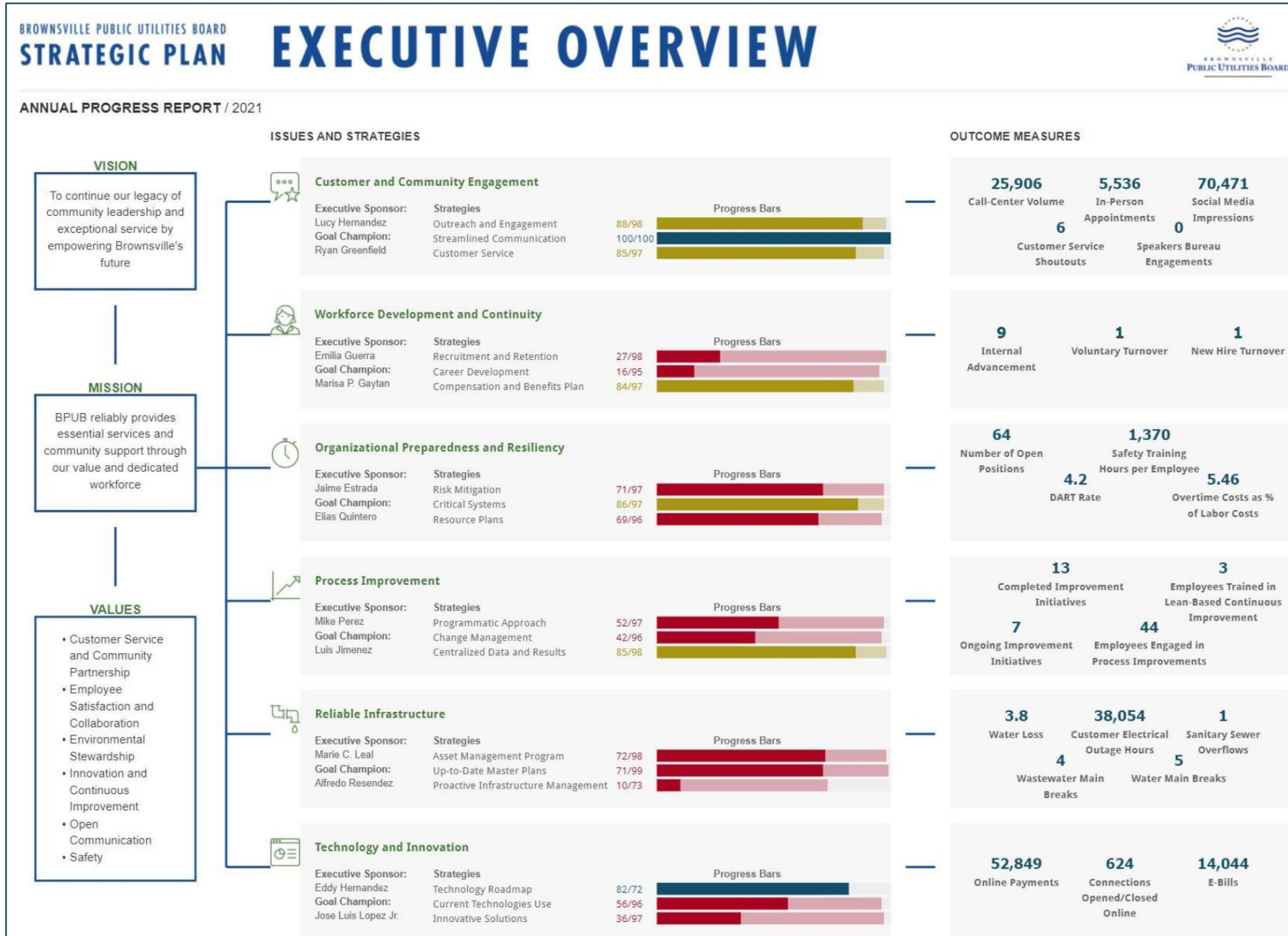


# Implementation Management & Progress Tracking

## Key Considerations

### 1. Progress

### 2. Performance



# Implementation Management & Progress Tracking - Progress



## Customer and Community Engagement

Executive Sponsor: Lucy Hernandez Issue Champion: Ryan Greenfield



[Back to Overview](#)  
[View Metrics Details](#)  
[View 2021 Workplan](#)



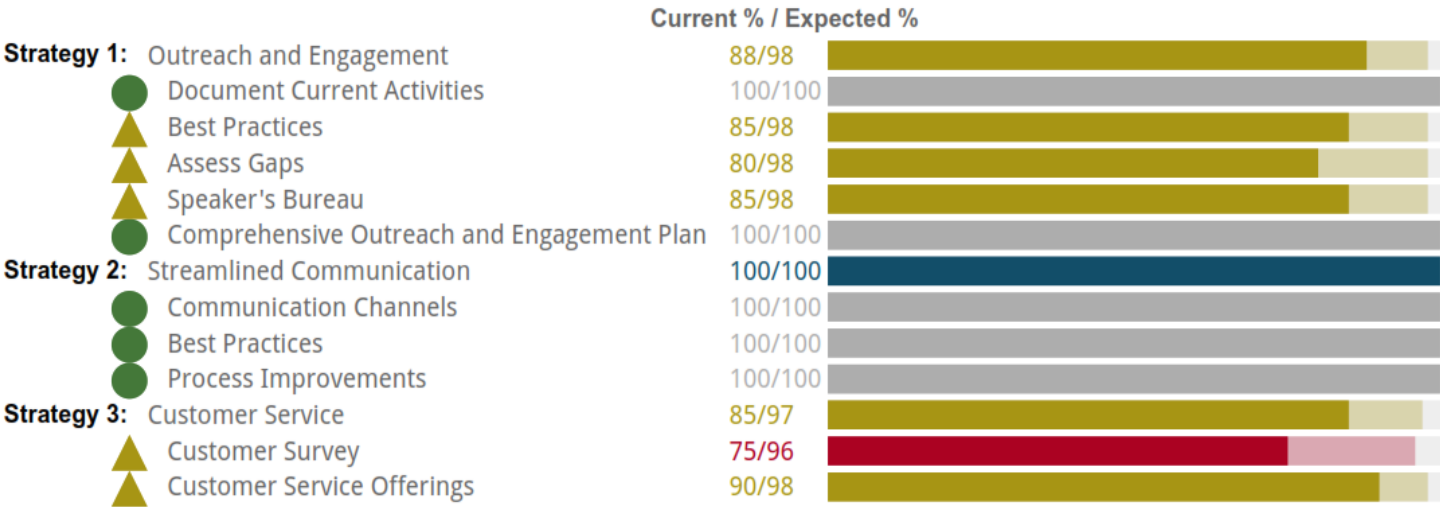
### What Does Success Look Like for the Issue?

To increase awareness of the value of BPUB through outreach, open communication, and excellent customer service

2021 Goal Progress: 91%



### What are the Strategies and Activities that Advanced the Issue in 2021?



# Implementation Management & Progress Tracking - Performance



**Customer and Community Engagement**  
**Metrics Dashboard**  
Executive Sponsor: Lucy Hernandez   Issue Champion: Ryan Greenfield



[Back to Issue Dashboard](#)

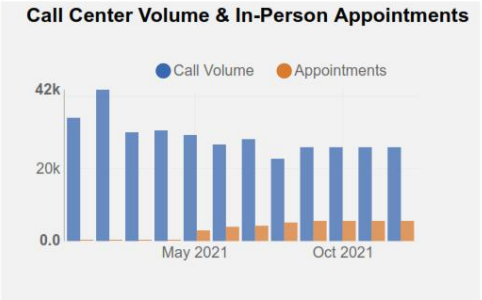
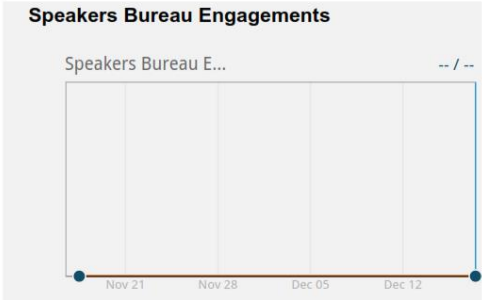
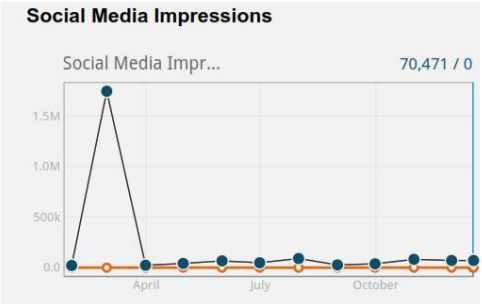
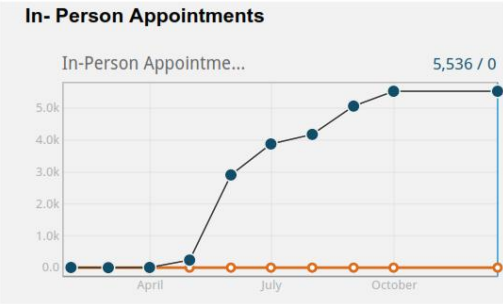
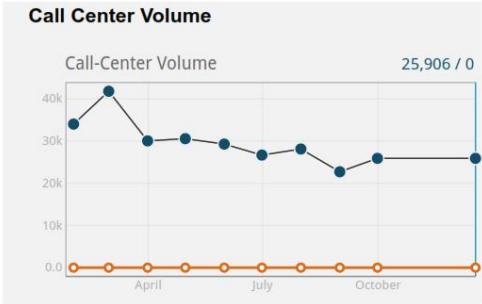
25,906  
Call-Center  
Volume Last  
Month

5,536  
In-Person  
Appointments  
Last Month

70,471  
Social Media  
Impressions Last  
Month

0  
Speakers Bureau  
Engagements  
Last Month

6  
Customer Service  
Shoutouts Last  
Month



# Wrap-Up



# Next Steps

- Incorporate feedback from today
- Finalize deliverables
- Begin active implementation
- Provide periodic implementation progress updates to the Board



**APPROVAL OF THE SEWERAGE AND WATER BOARD STRATEGIC PLAN**

**WHEREAS**, the Sewerage and Water Board of New Orleans (“SWBNO”) is undertaking an ambitious effort to plan for its water, wastewater, and drainage systems in a long-range, integrated fashion in order to direct investments in the systems in a way that solidifies the City’s future, improves quality of life, and provides the greatest community value through multiple benefits; and

**WHEREAS**, SWBNO’s last utility strategic plan expired in 2019 and part of the overall planning process identified the need to create a new Strategic Plan to define the utility’s direction and goals leading to better allocation of its resources to pursue the strategic direction and achieve the utility’s goals; and

**WHEREAS**, on June 1, 2021, SWBNO contracted with Raftelis Financial Consultants to facilitate the process of creating a new Strategic Plan for the utility; and

**WHEREAS**, development of the plan included extensive involvement of SWBNO Board members, leadership, staff, and external stakeholders whose input was critical to the process; and

**WHEREAS**, the plan updates SWBNO’s Mission, Vision, and Core Values to better reflect the core beliefs of the Board, leadership, staff, and external stakeholders; and

**WHEREAS**, the SWBNO Strategic Plan’s objectives are to improve performance by orienting decision making around six focus areas identified within the plan which consist of Financial Stability, Technology Modernization, Workforce Development and Enrichment, Customer Service Excellence and Stakeholder Engagement, Infrastructure Resiliency and Reliability, and Organizational and Operational Improvement; and

**WHEREAS**, across each focus area the plan contains 24 strategies that contain specific tactics for implementation and will lead to improved performance over the next 5 years.

**NOW, THEREFORE, BE IT, RESOLVED**, the SWBNO Board of Directors hereby officially approves and adopts the SWBNO Strategic Plan.

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I, Ghassan Korban, P.E., Executive Director,  
Sewerage and Water Board of New Orleans, do hereby certify  
that the above and foregoing is a true  
and correct copy of Resolution adopted at the Regular  
Monthly Meeting of said Board, duly called and held,  
according to law, on February 16, 2022.

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GHASSAN KORBAN, P.E. EXECUTIVE DIRECTOR  
SEWERAGE AND WATER BOARD OF NEW ORLEANS