



DATE: 8/16/2023

TIME: 9:00 a.m.

LOCATION: Executive Boardroom

COMMITTEE MEMBERS: Robin Barnes, Chair | Alejandra Guzman | Maurice Sholas | Lynes Sloss | Janet Howard |

# Strategy Committee Meeting Agenda

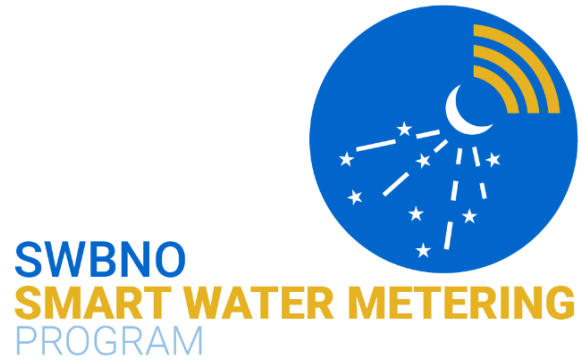
## I. Roll Call

## II. Presentation Items

- A. Smart Metering Communications Plan Update – Grace Birch
- B. Smart Metering Operational Update – Rebecca Johnsey

## III. Public Comment

## IV. Adjournment



# Smart Meter Update

August 16, 2023



# Communications





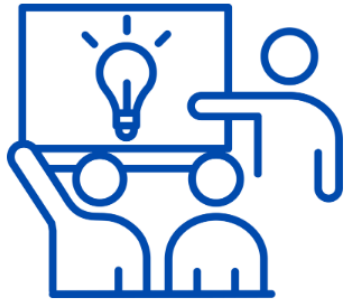
# Key Messaging

- SWBNO's Smart Metering Program will **revolutionize how we operate** by modernizing our meter reading infrastructure and improving our billing practices to meet customer's needs.
- We have designed the Smart Metering Program with **intention and care based on the feedback** we have heard from our stakeholders and customers.
- SWBNO will **begin smart meter installations** in **fall 2023**. Standard-sized residential meter installations are **anticipated to begin in late 2023**. Three-year program.



# External Communications

## Education



**Existing & Stand-Alone  
Community Meetings**

## Stakeholder Engagement



**One-on-One Meetings**

## Outreach



**Print, News, Social Media**

Benefits of technology | What to expect | FAQs  
Project intricacies | Project schedule



# Internal Communications

Board of Directors and Key stakeholder updates

Nine standing working meetings with Partners

Monthly

Board of Director Committee meeting updates

Continuous internal training of key departments

Small group touchpoints on changing roles and responsibilities

Process and procedure workshops

Quarterly

Technology training

Annually



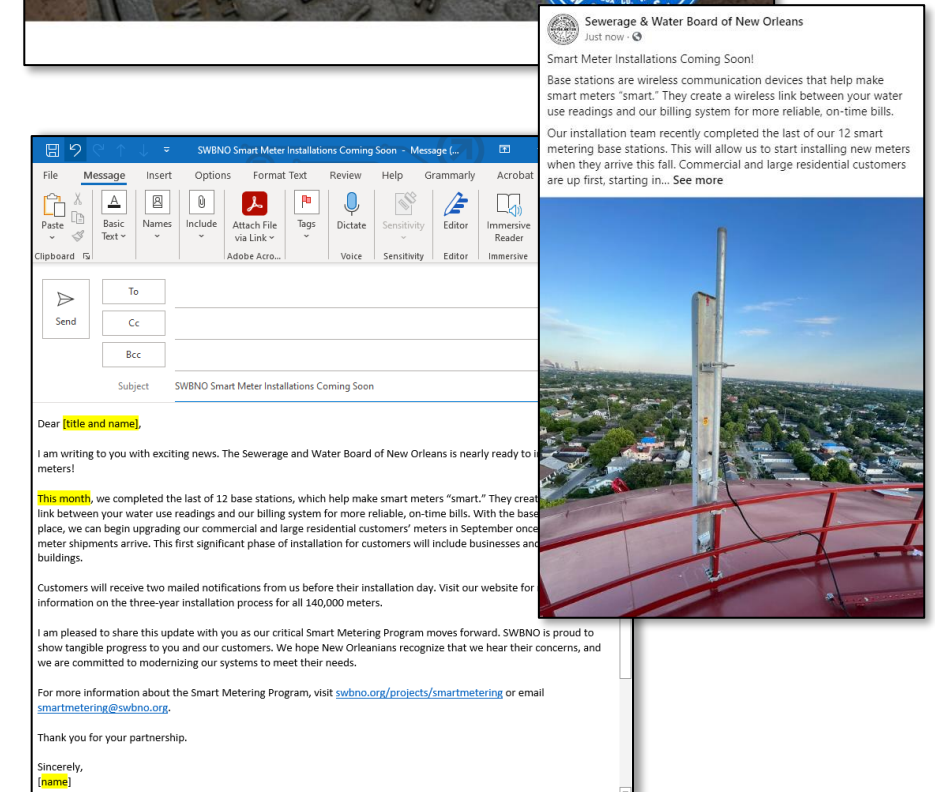
# Outreach Plan Overview - Milestones

Anticipated Timeline	Milestone
Q2 2023 / Q3 2023	Base station installations Meter inventory available
Q3 2023	Project interfaces complete 1.5" and 2" meter installations begin
Q4 2023	Customer portal integrations begin 5/8" and 1" meter installations begin Staff training
Q1 2024	Customer portal ready for external demonstrations Installations continue
Q2 2024	Customer portal rollout



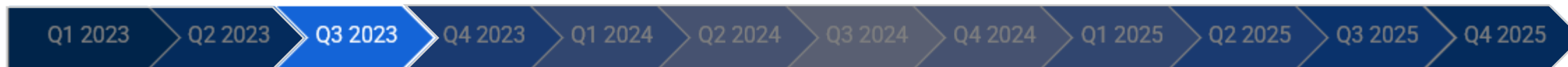
# Initial Outreach Implementation

Tactic	Launch Responsibility	Status and Timeline
Internal Talking Points	Leadership Team	Complete
Website Banner Carousel Update	HDR / SWBNO	Complete
Social Post	HDR / SWBNO	Ongoing
Key Partner and Stakeholder Email	SWBNO / Bright Moments	Ongoing
Board of Directors Launch Email	Ghassan	Late August
Elected Official Launch Email	Grace	Late August
Press Release / Media Pitch	Grace / Ceara	September





# Communications



## COMMERCIAL CUSTOMERS

- Identifying commercial representative bodies (Boards, councils, associations)
- Get on agendas for existing meetings
- One-on-one outreach to top users begins

## RESIDENTIAL CUSTOMERS

- Prepare for residential customer public meetings
- Connect with local influencers (i.e., neighborhood associations & religious leaders)

## OTHER

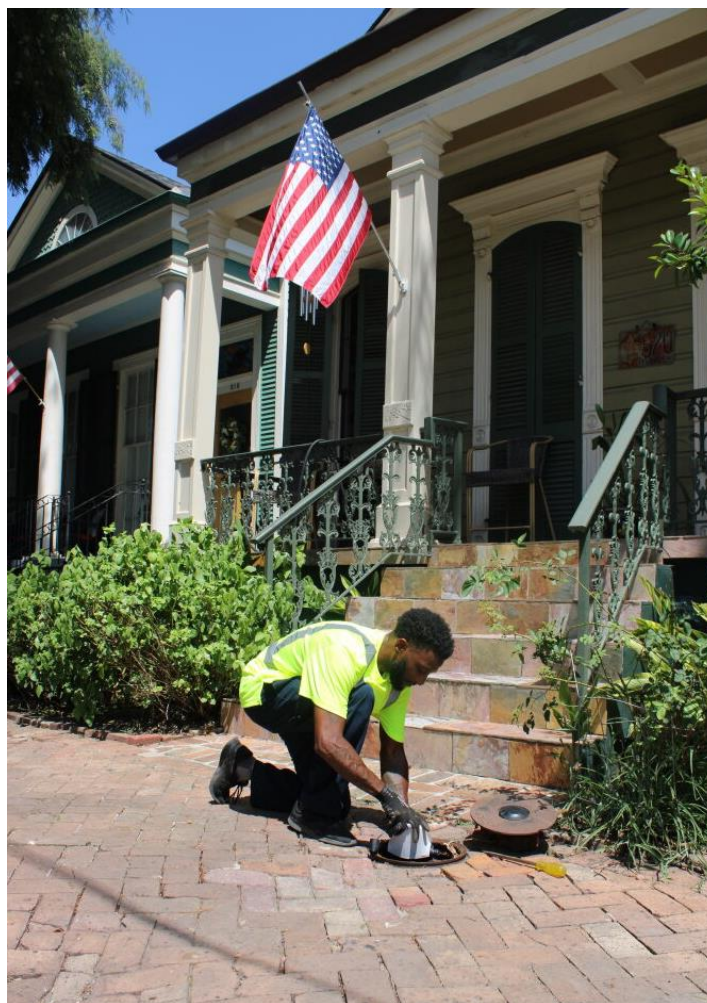
- Proactive media pitch/outreach about beginning 1.5” and 2” meter installations
- City Council members and staff outreach scheduled for early September
- Update partners (i.e., City Hall, 311, etc.)
- Continue social media content
- Continue building library of smart metering collateral (one-pagers, presentations, videos, graphics, etc.)



# Communications Library Examples



Uniforms



## One-Pager

**A Modern Solution to Meet Customer Needs**

SWBNO is replacing its current meters with smart water meters — a reliable, industry-proven technology. The meters will collect frequent, accurate water use readings and send the information to SWBNO's billing system. Soon, that data will also be available on a new customer portal. With the smart metering system in place, we can read all 140,000 meters automatically and remotely through our secure network.

**COMING SOON**

The result? The end of most surprise high bills, errors, and routine estimations caused by manual reads. **Smart meters will empower customers and help SWBNO respond faster and more efficiently to customers' needs.**

<p><b>Responding to Customer Needs</b></p> <p>Confidence that bills reflect actual customer use</p>	<p> More accurate, frequent water use readings</p>	<p> Nearly eliminates estimated bills</p>	<p> Available meter diagnostics</p>
<p><b>Advanced Account Tools</b></p> <p>Empowering customers with modern account management tools</p>	<p> Near real-time leak detections and alerts</p>	<p> 24/7 access to your water use info</p>	<p> Water use budgeting tools</p>
<p><b>More Efficient, Customer-Focused Operations</b></p> <p>Enabling our employees to better serve our customers</p>	<p> Improved customer service</p>	<p> Eliminates most manual meter reads</p>	<p> Data to identify needs of underground distribution system</p>

**Our Commitments to Our Employees**

We will help every employee understand this new technology.

We will provide all training to support employees who take on new roles.

**LEARN MORE**  
[swbno.org/Projects/SmartMetering](https://swbno.org/Projects/SmartMetering)

**QUESTIONS?**  
[SmartMetering@swbno.org](mailto:SmartMetering@swbno.org)

@SWBNewOrleans

Last Revised: July 26, 2023



# Communications

## Customer Notification #1 – Five to four weeks out to Account Holders



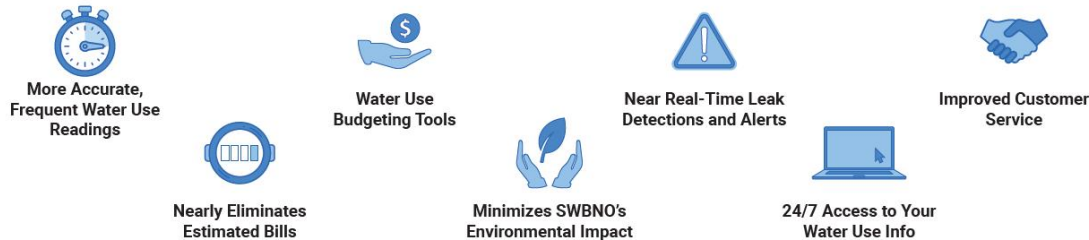
### YOUR SMART METER IS COMING SOON!

The Sewerage and Water Board of New Orleans is implementing a Smart Metering Program to replace its current water meters with smart meters. This digital technology is reliable, efficient, and industry-proven. As part of this program, **your meter will be changed in the near future!**

The new smart meter will automatically read your water use on an hourly basis and transmit the information directly to SWBNO. Soon, a new customer portal will also give you 24/7 access to your water use information and modern account management tools available on your smartphone or computer. Your new smart meter and customer portal will empower you as a customer. This technology will also help SWBNO respond faster and more efficiently to customers' needs.



### THE BENEFITS OF SMART METERS:



**Sewerage and Water Board  
of New Orleans**  
625 St Joseph St  
New Orleans, LA 70165

### A MODERN SOLUTION TO MEET CUSTOMER NEEDS

SWBNO is working with our local installer to replace all of our approximately 140,000 meters with smart meters. Soon, we will begin installations in your neighborhood!

#### Before Installation

- Residential customers do not need to schedule their installation or be home for the installation.
- Commercial customers will be contacted directly to coordinate their meter installation.

#### During Installation

- Our local installer will change your meter.
- For many customers, water service will likely be interrupted for 15-30 minutes. Some installations—mostly large commercial meters—may take longer. We will contact you if we anticipate a longer installation.
- The installer will leave a doorhanger to let you know they were there.

#### CONTACT

[swbno.org/projects/smartmetering](https://swbno.org/projects/smartmetering)  
52-WATER  
[smartmetering@swbno.org](mailto:smartmetering@swbno.org)

Para español, visite nuestro sitio web.

Đối với người Việt Nam, hãy truy cập  
trang web của chúng tôi





# Communications

## Customer Notification #2 – Two weeks out to Service Address

**YOUR NEW SMART  
METER IS ABOUT  
TWO WEEKS AWAY!**

### THE BENEFITS OF SMART METERS:



More Accurate,  
Frequent Water Use  
Readings



Water Use  
Budgeting Tools



Near Real-Time Leak  
Detections and Alerts



Improved Customer  
Service



Nearly Eliminates  
Estimated Bills



Minimizes SWBNO's  
Environmental Impact



24/7 Access to Your  
Water Use Info

Visit [SWBNO.org/Projects/SmartMetering](http://SWBNO.org/Projects/SmartMetering) for updates on when you can access the new Customer Portal and your near real-time water use information!



**Sewerage and Water Board  
of New Orleans**  
625 St Joseph St  
New Orleans, LA 70165

### WHAT TO KNOW FOR YOUR INSTALLATION

#### Residential Customers

- Almost all water meters are located outside, so you do NOT need to be home during installation.
- Your water service will be interrupted for about 15 to 30 minutes .
- If water use is observed at the time of installation, our contracted smart meter installer will not turn off the water. Instead, they will attempt to install the meter at another time.
- After completing their work, the installers will leave a door hanger with more information.

#### Commercial Customers

- You will be contacted upon arrival to your business by our contracted smart meter installer to coordinate your installation.
- Your water service will be interrupted, but we aim to minimize business interruptions by scheduling the installation.
- After completing their work, the installers will leave a door hanger with more information.

#### CONTACT

[swbno.org/projects/smartmetering](http://swbno.org/projects/smartmetering)  
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[smartmetering@swbno.org](mailto:smartmetering@swbno.org)

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# Communications

## Looking Ahead

Q1 2023 > Q2 2023 > Q3 2023 > **Q4 2023** > Q1 2024 > Q2 2024 > Q3 2024 > Q4 2024 > Q1 2025 > Q2 2025 > Q3 2025 > Q4 2025

### COMMERCIAL CUSTOMERS

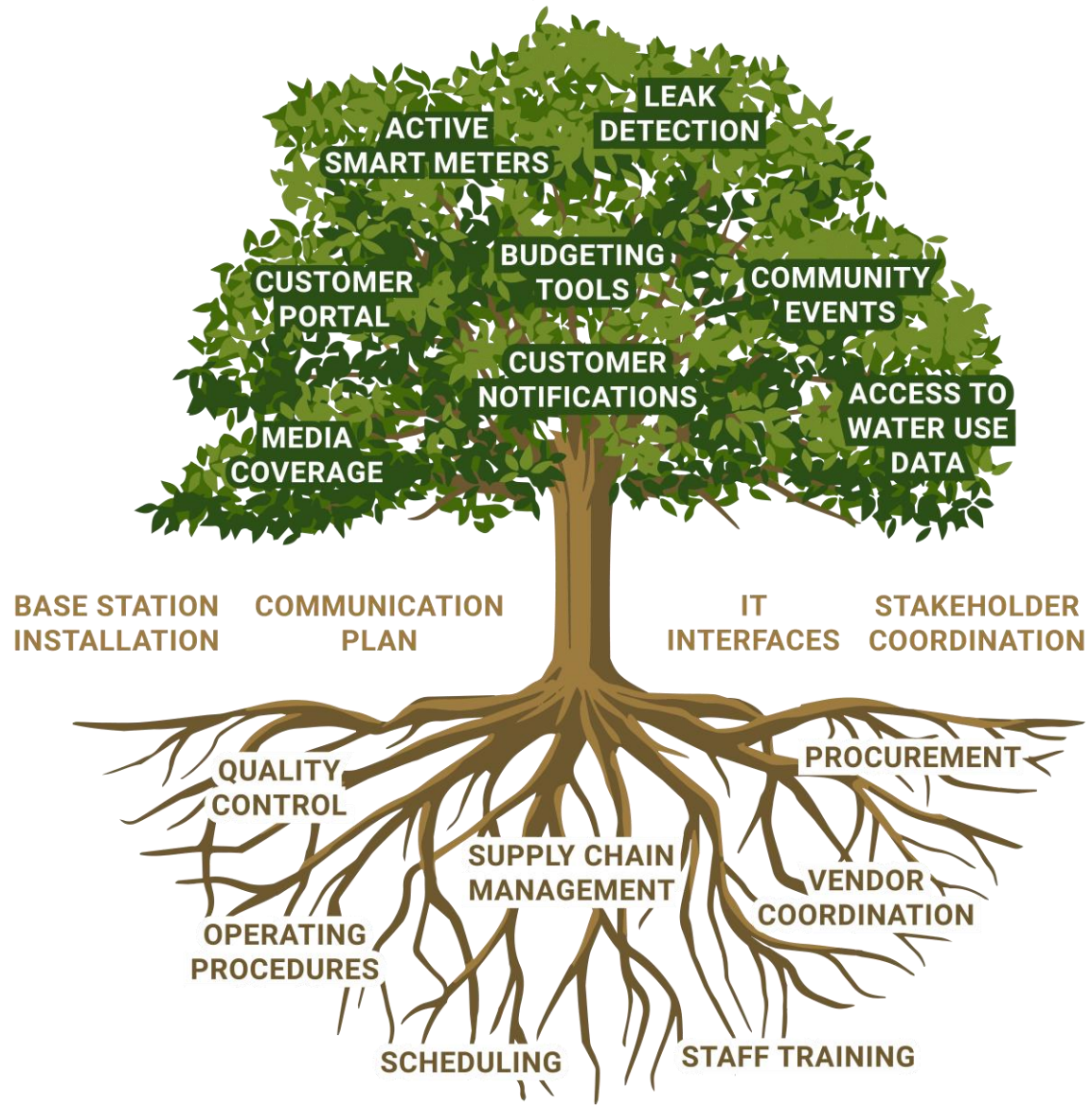
- Continue one-on-one meetings with top users
- Continue partnering with business organizations

### RESIDENTIAL CUSTOMERS

- Added to agenda for existing community meetings to reach customers where they are
- Begin distributing 5/8" inch residential customer notices (begins in October)
- Continue partnering with local influencers

### OTHER

- Proactive media pitch about progress made and main deployment to begin
- City Council updates
- Update partners (i.e., City Hall, 311, etc.)
- Continue social media content
- Editorial board visits with local print and TV media ahead of official announcement
- Develop social media toolkit for elected officials, councilmembers, and key stakeholders



WHAT  
CUSTOMERS SEE  
*STARTING Q3 2023*

← WE ARE HERE

BUILDING THE  
INFRASTRUCTURE

BUILDING THE  
FOUNDATION  
BEHIND THE  
SCENES





# Our Transformative Water Programs



LCRR & Lead Service Line Replacement

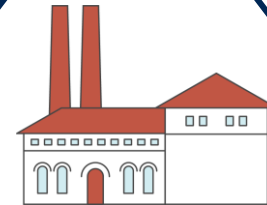


Backflow Prevention

Plumbing/House Connections



SWBNO  
**SMART METERING**  
PROGRAM

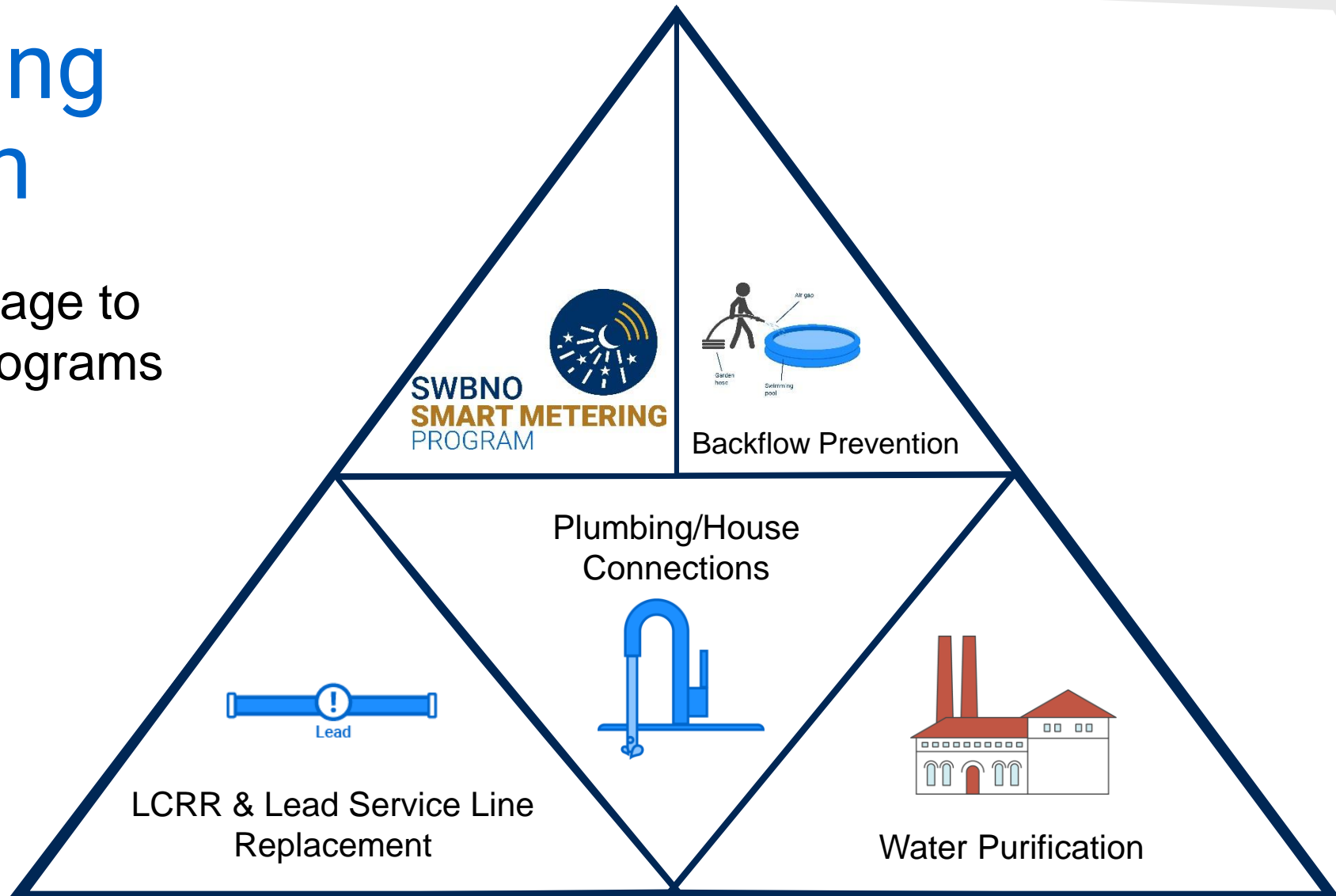


Water Purification



# Overarching Campaign

A cohesive message to bring all water programs together





# Branding Key Initiatives



Smart Metering  
Program



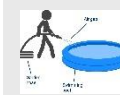
Plumbing/House  
Connections



LCRR & Lead  
Service Line  
Replacement



Water  
Purification



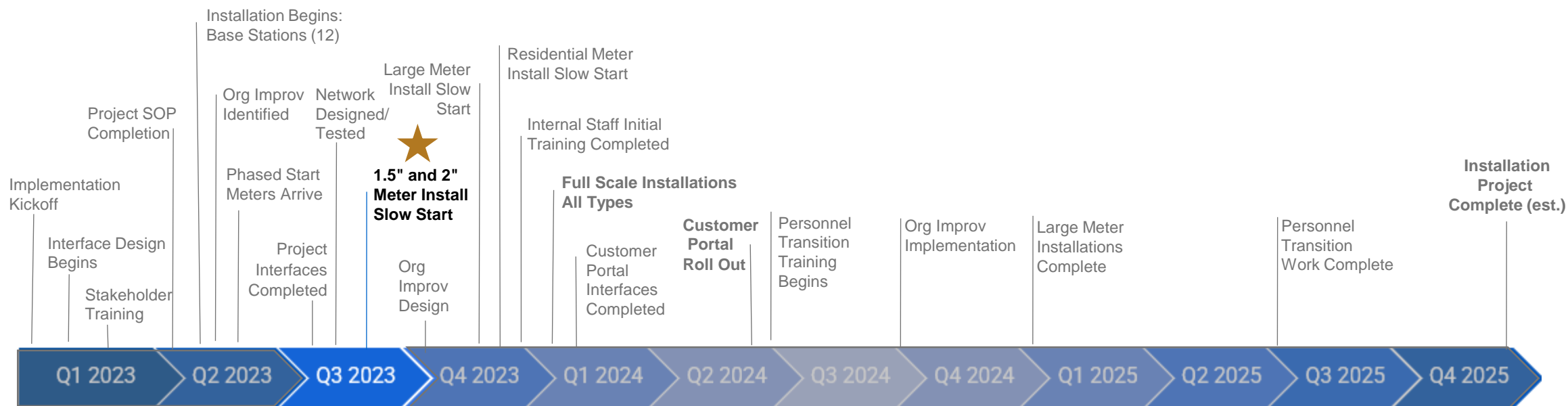
Backflow  
Prevention

# Key Operational Updates





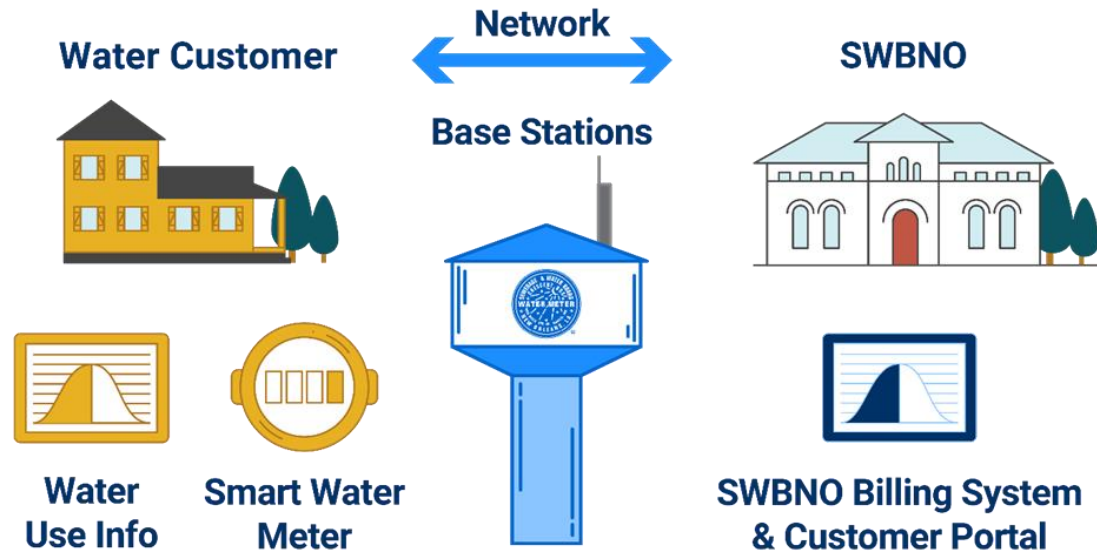
# Schedule Update\*



WE ARE HERE

(\*subject to change)

# Project Workstreams



1. Information Technology
2. Meter Replacements
3. Network
4. Communications
5. Organizational Transformation

**Base Stations** – Collectors that “hear” the smart meters and communicate w/ them



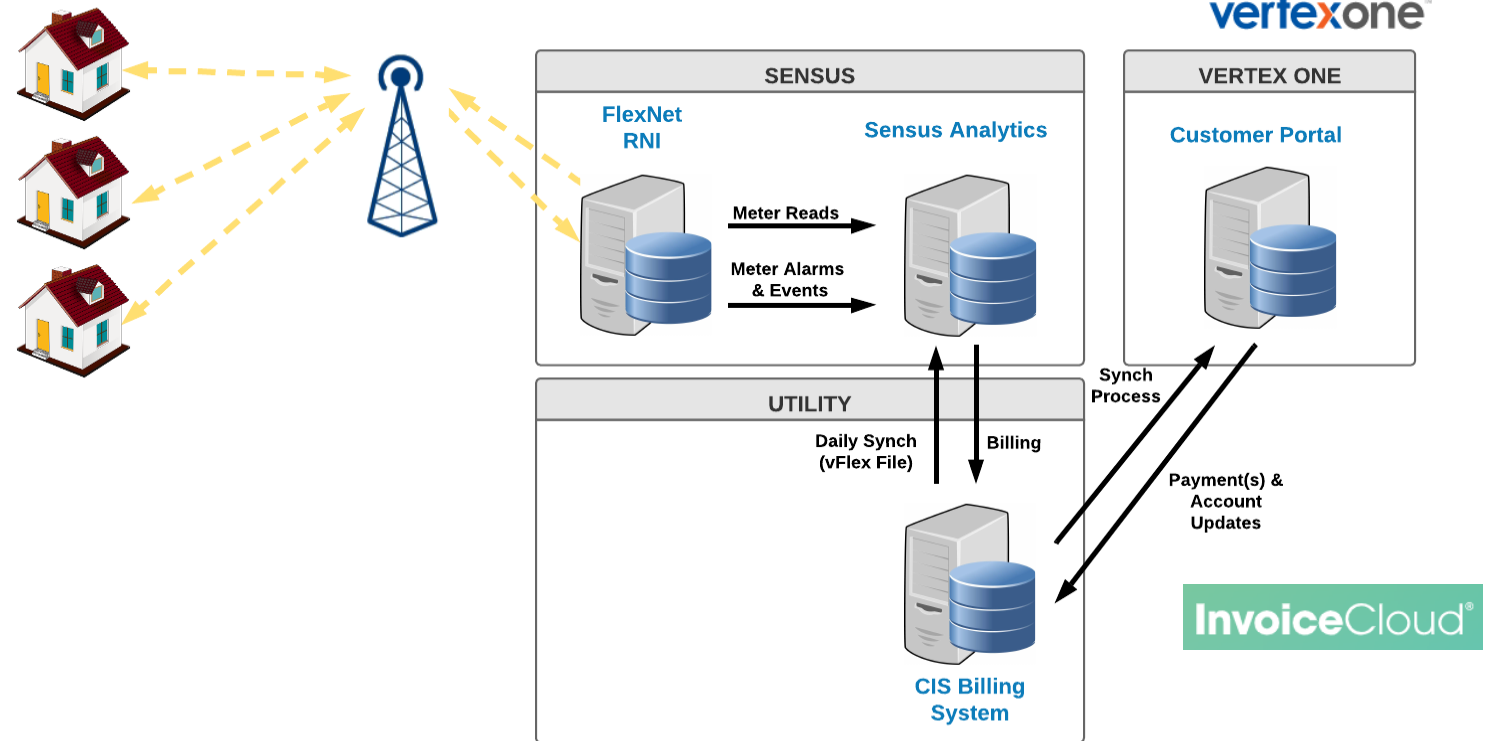
# Information Technology

## Overview:

1. Supports the automated collection of data
2. Five interfaces for meter installation / billing
3. Additional interfaces for Customer Portal

## Status:

- All five interfaces for meter installation / billing are complete and are in User Acceptance Testing (UAT)
- UAT began August 7th will complete first week of September ahead of installations
- Customer Portal still scheduled to go live in Q2 2024

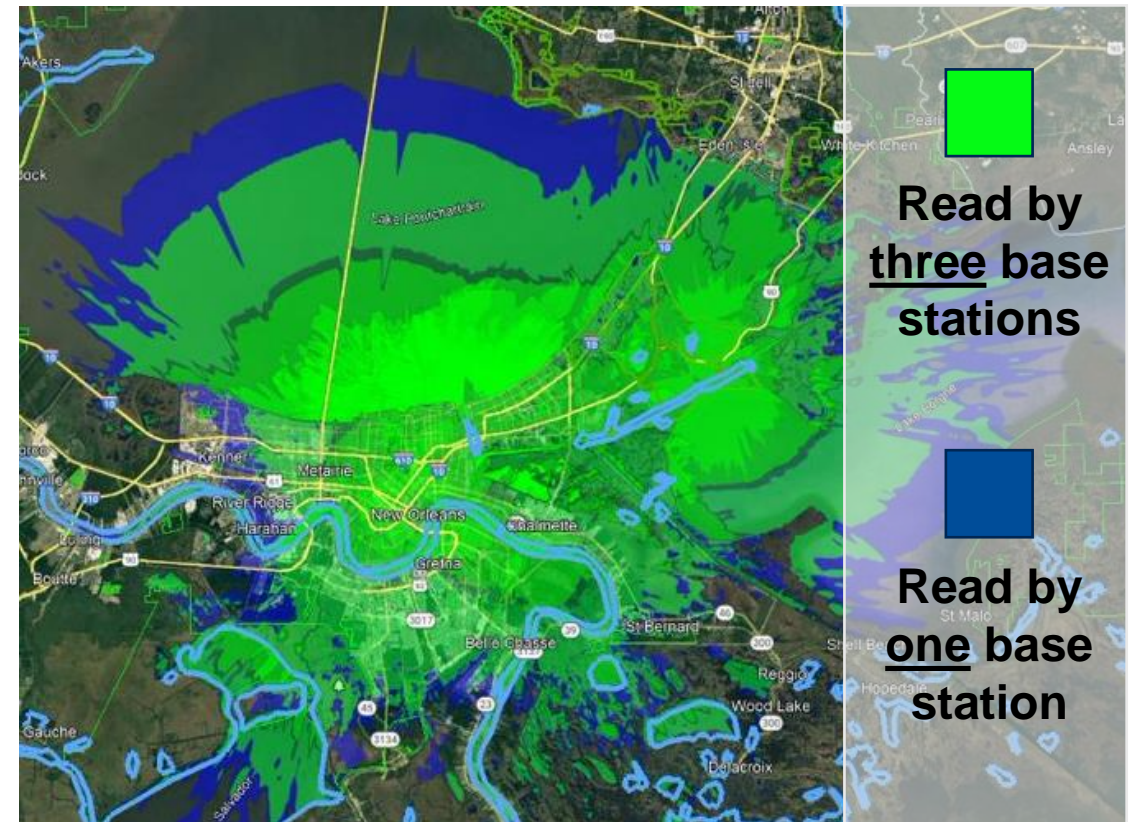




# Consumption Data Collection Redundancy

Over 95% of meters will be read by at least three base stations

- If one base station goes down, we will have backup collection points
- There are data storage capabilities that will hold and backfill data in the case of an outage
- We can also drive by to get readings or manually read the meter



*Network coverage map*



# Slow Start Route Plan (Initial)

1.5" and 2" meters for 2023\*

Completion of network infrastructure installation

Number of meters in the route

Anticipated pace of the installers

Blackout schedule

- Days that installations cannot occur due to meter reading activities or billing activities

Availability of meters to complete installations

Avoidance of existing construction with JIRR/ CNO

*\*Routes for all other meter sizes still under design*

Month	Districts	Neighborhoods
September	A, B	Hollygove, Mid City
October	A, B, C	Mid City, Uptown, Central City, West Bank
November	A, B, C	Uptown, West Bank
December	A, C, D, E	East, Uptown, Gentilly, Marigny

District	September	October	November	December	Total
A	34	10	9	43	96
B	16	70	23		109
C		45	41	29	115
D		32		50	82
E			59	42	101
Total	50	157	132	164	503



# Residential Installation



Installer will knock on door

Installer will **NOT** enter your home.



Water in use?

Yes

Install another time

No



Turn off water



Change meter

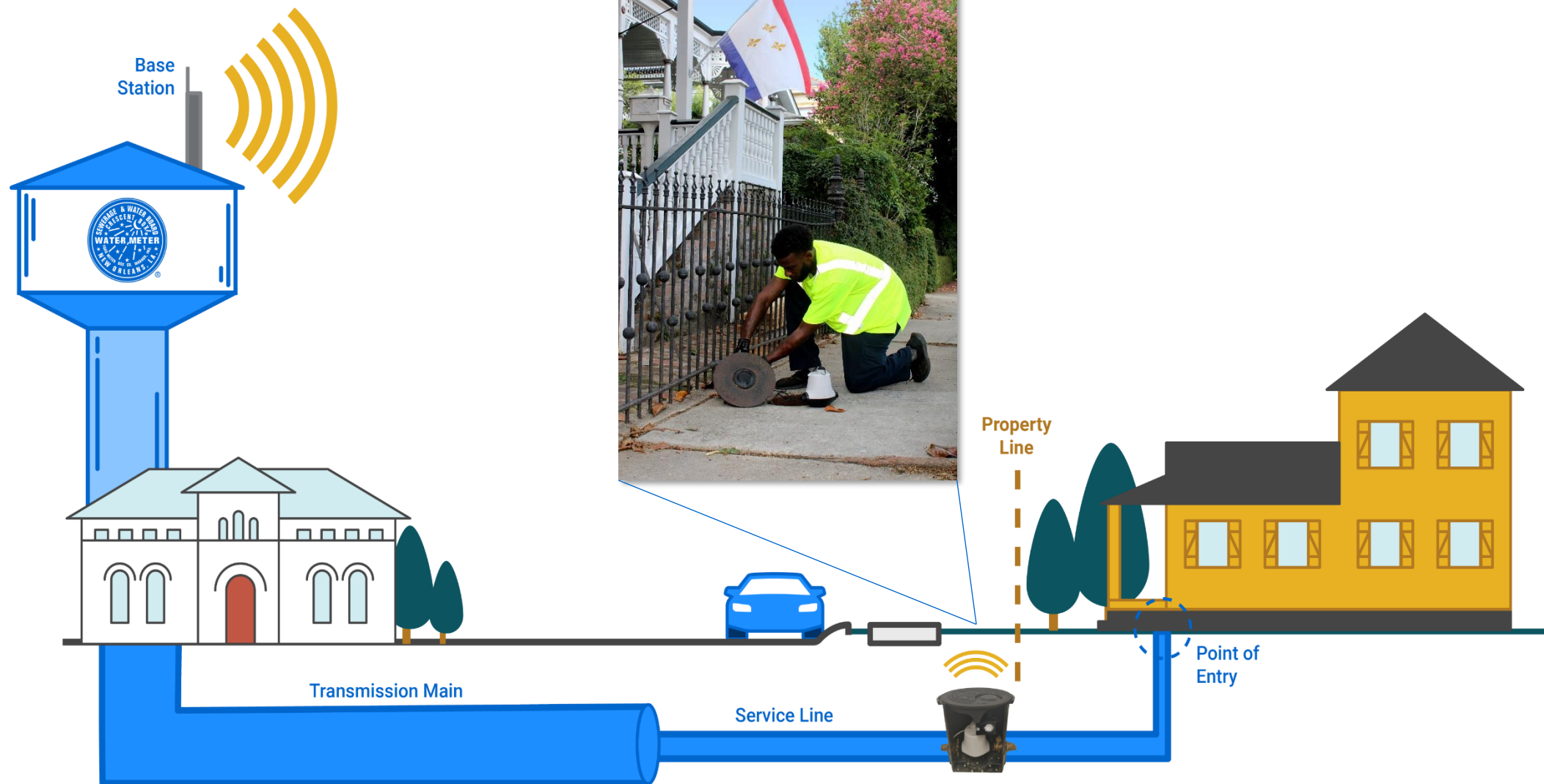


Return Water Service

Leave Door Hanger

You do **NOT** need to be home when your meter is changed.







# The Installer Will:

- Arrive in a company-marked vehicle
- Wear an easily identifiable uniform
- Have an individual identification badge



*Preliminary Design*

Logos You  
Will See



*AquaMetric*

**Jacobs**

# Thank you

