



DATE: 03/12/2024 TIME: 10:30 a.m. LOCATION: Executive Boardroom

COMMITTEE MEMBERS: Robin Barnes, Chair | Alejandra Guzman | Maurice Sholas, M.D., Ph.D. | Lynes R. Sloss | Janet Howard | Tyler Antrup

Strategy Committee Meeting Agenda

I. Roll Call

II. Presentation Items

- A. Green Infrastructure Update – Environmental Affairs, Grace Vogel
- B. Communications Update – Chief of Communications, Grace Birch

III. Public Comment

IV. Adjournment

Green Infrastructure Overview





What is Green Infrastructure?

- Mimics nature by soaking up and storing water
- Uses vegetation, soils, and natural processes
- Creates healthier urban environments







Green Infrastructure Plan

- Submitted April 24, 2014, as fulfillment of the Second Modified Consent Decree
- **The GI Plan describes:**
 - The policies guiding development of the Plan
 - Description of the principal goals and objectives for green infrastructure
 - Understanding of the approach toward achieving the goals
 - Establishment of performance measurements



Green Infrastructure Plan

*Sewerage and Water Board of New
Orleans*

4/24/2014



Green Infrastructure Efforts

- Green infrastructure **demonstration projects**
- Educational K-12 **curricula**
- **Workshops** for professionals, businesses, residents, and community groups
- **Technical tools** and studies to further the knowledge and shared understanding of green infrastructure concepts



Demonstration Projects

10 SWBNO-owned green infrastructure sites

- Aurora Rain Gardens
- Bayou St John Demonstration Project
- Central City Stormwater Lot
- Dorothy Heights Charter School Stormwater Center
- Lower Ninth Ward Earth Lab
- Hollygrove Greenline Project
- International High School Green Roof
- Sankofa Wetlands Restoration
- St Joseph Street Green Roof
- Water Effectiveness in Broadmoor

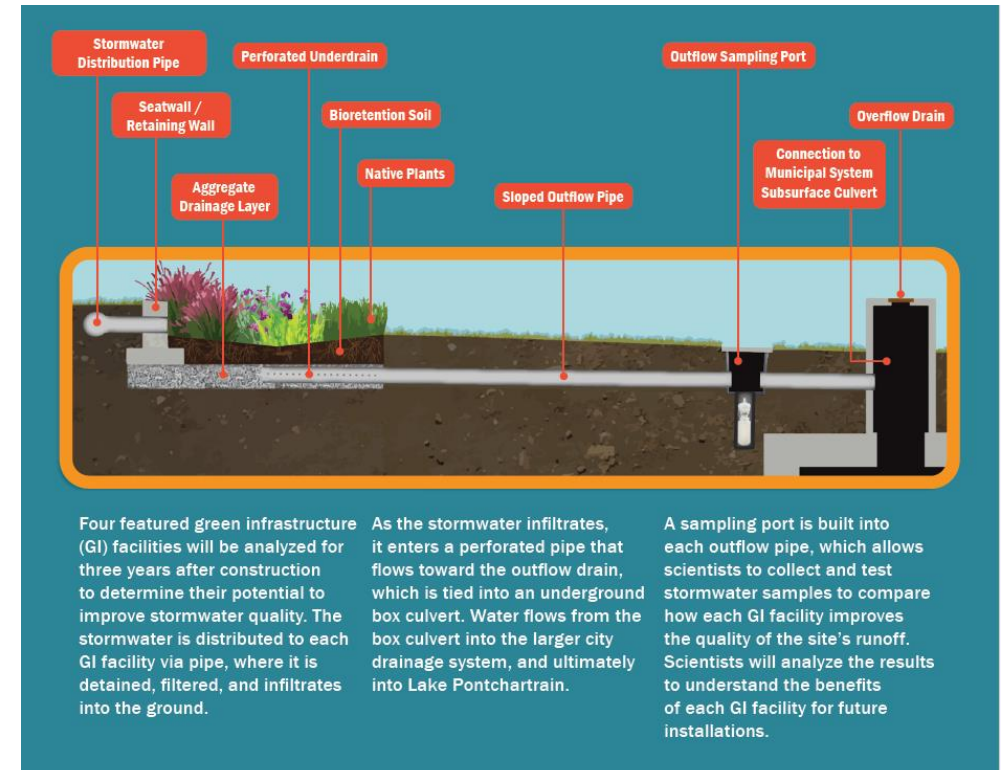


In each major rain event, retained

**274,500 gallons of
stormwater**

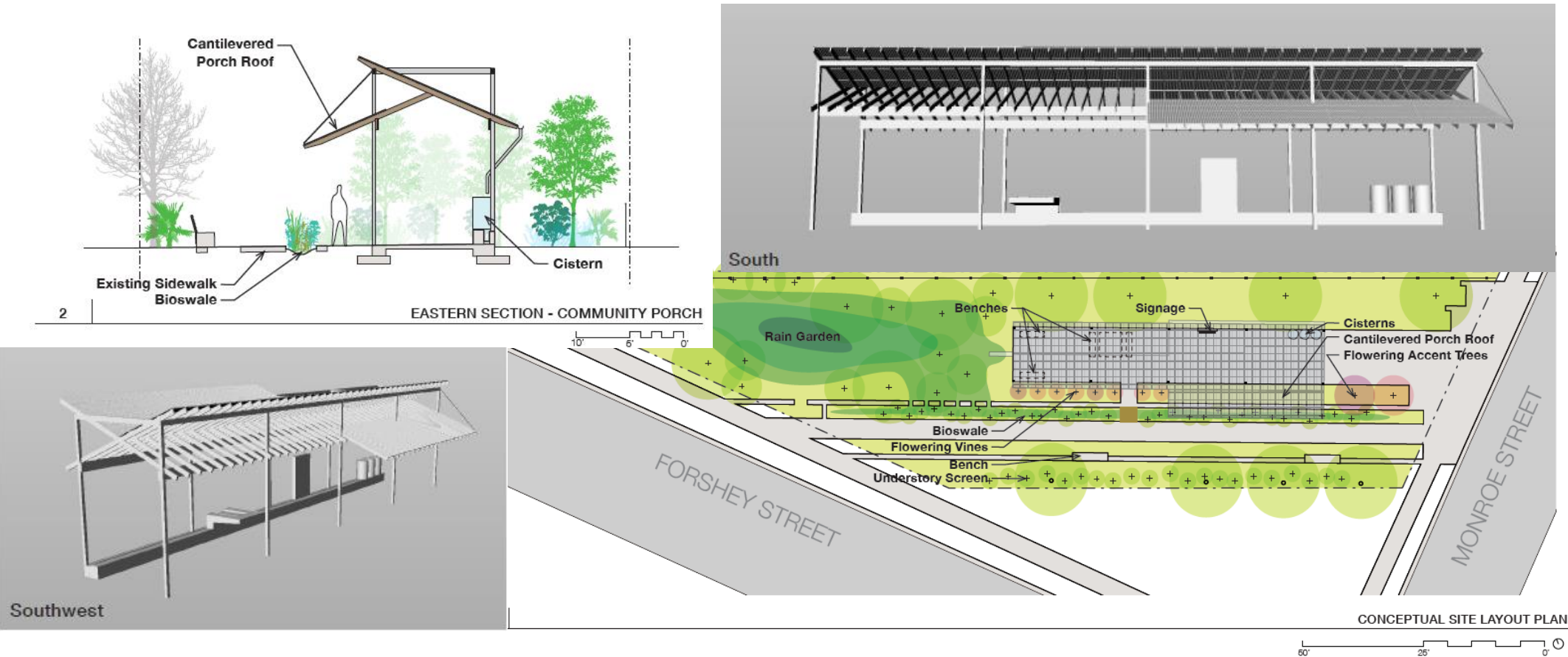
with Green Infrastructure

Bayou St. John





Hollygrove Greenline







K-12 Curricula & Workshops

Green Infrastructure Outreach – 2023

School Events	8
Community Events	13



Teacher Training with Ripple Effect Water Literacy Project

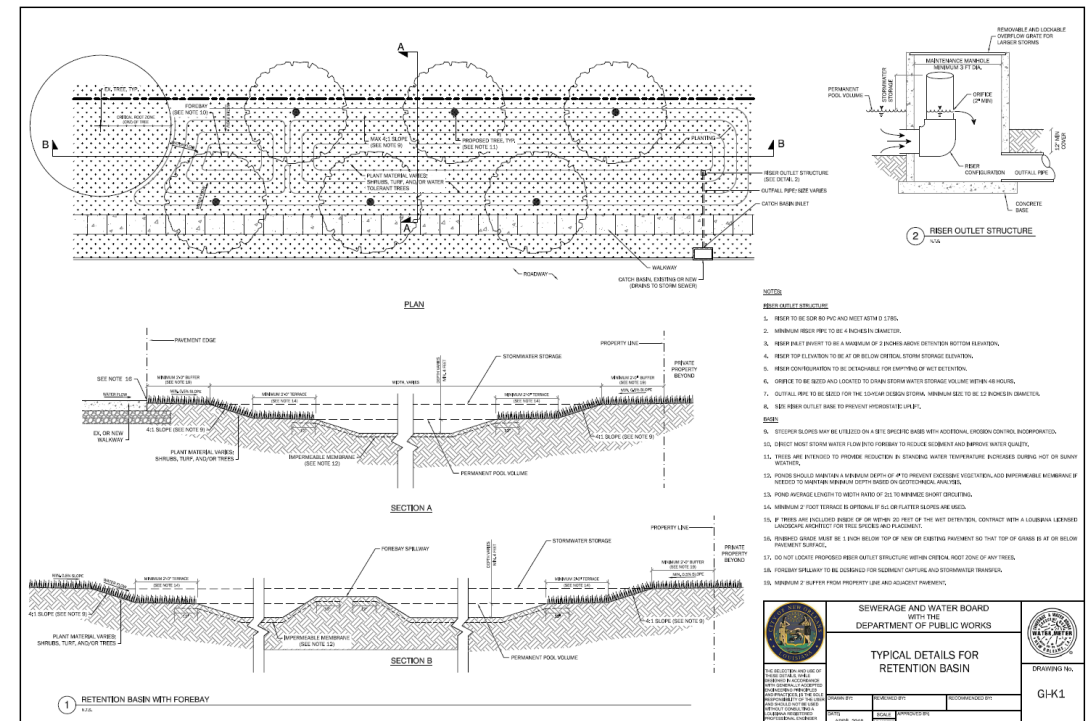


Pumping Station 6 tour for Water Wise community group leaders



Technical Tools

- Soil testing
- New Orleans Resilient Cities Tool
- Green Infrastructure Tool Kit
- Participation in Urban Waters @ 10





Green Infrastructure Plan

- Continue performing the measurable goals of the GI plan through:
 - Physical demonstration projects
 - Community outreach
 - Stormwater monitoring
- Continue monitoring maintenance of ten existing funded installation projects

Green Infrastructure Fund	
Allocated Amount	\$2,500,402.61
Expended Amount	\$2,414,875.11
Remaining	\$82,896.30
Unallocated	\$2,631.20
Total unspent as of 12/2023	\$85,527.50
Total 5 Year GI Budget	\$2,500,000



Grant Efforts

Grant	Status	Result
EPA's Healthy & Resilient Gulf of Mexico 2021	Applied	Not Selected
GILE Collaborative Grant Program 2023	Applied	Awarded \$48,250
EPA's Environmental Justice Government to Government	Applied	Not Selected
DOT's Rebuilding American Infrastructure with Sustainability and Equity	Applied	Not Selected
DOT's Reconnecting Communities and Neighborhoods	Application Status Pending	TBD
EPA's Healthy & Resilient Gulf of Mexico 2023	Application due April 4, 2024	TBD
Trust Building Grant as a partner to Healthy Community Services 2022-23	Complete	



Next Steps

Planning

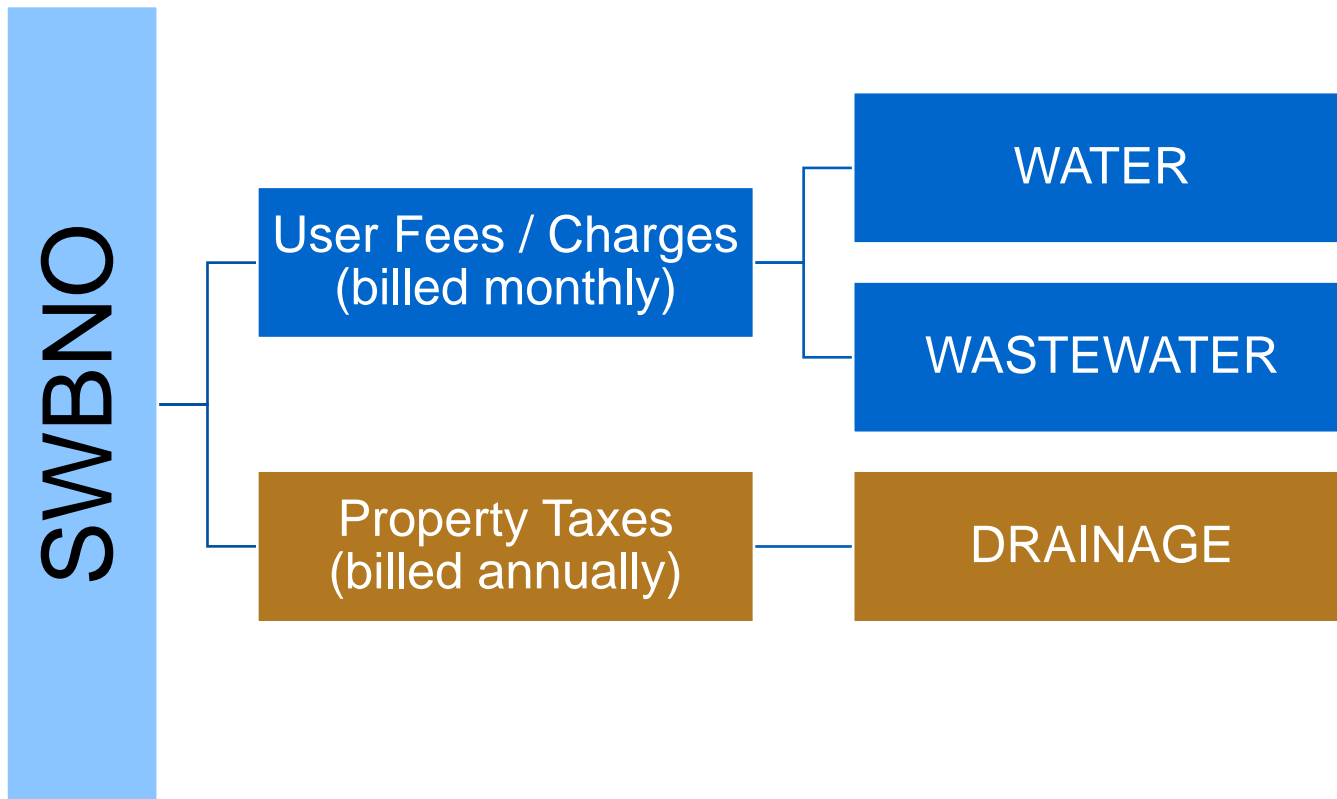
- Survey SWBNO properties to find areas of opportunity for GI projects
- Identify opportunities for GI projects to be incorporated in capital improvement projects
- Continue to partner with non-profits and other City departments

Funding





Drainage Funding



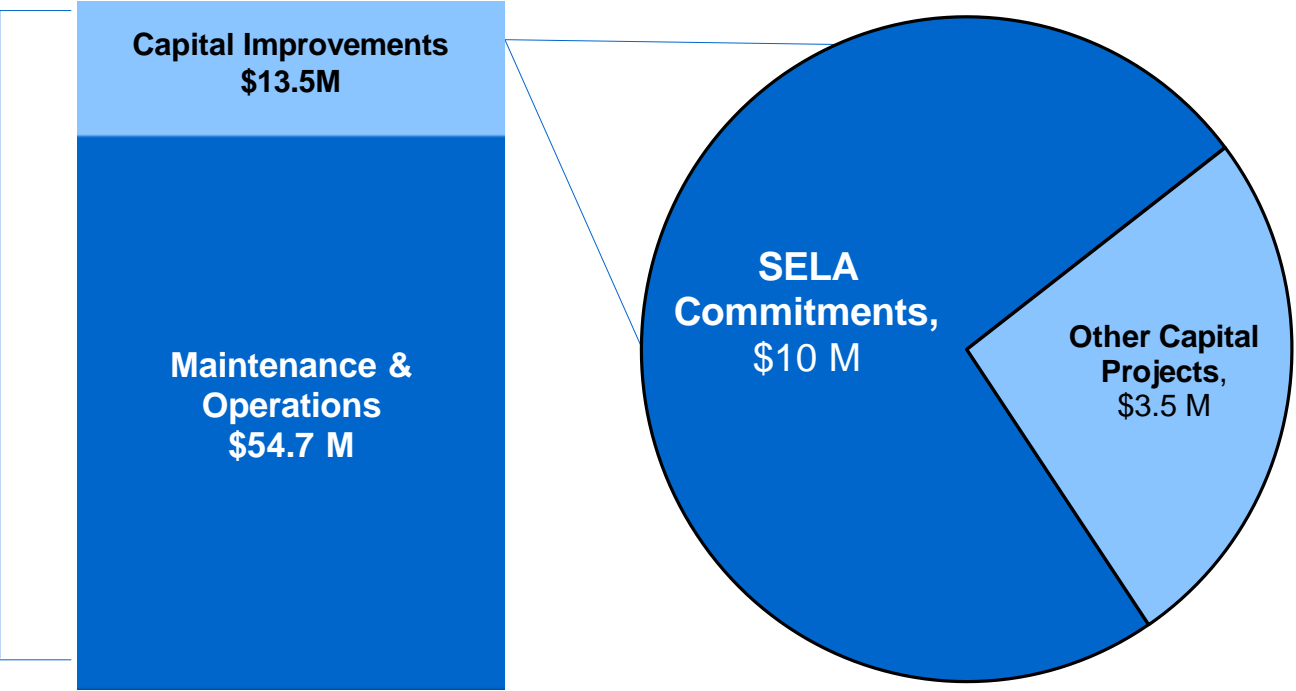
- Drainage is funded ***exclusively*** through property tax
- Three separate millages



Drainage Revenue

\$68.2M

**Drainage
revenue in
FY2023**



Most drainage revenue goes toward **day-to-day maintenance and operations**

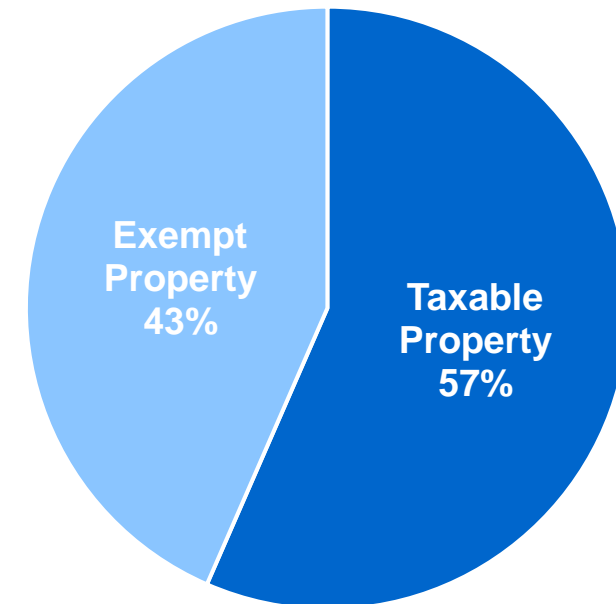
Underfunding has required SWBNO to **defer many capital improvement projects**



Drainage Equity

- Property-tax-exempt land doesn't pay for drainage
 - About 40% of taxable value citywide
- Payments are based on economic value, not demand for drainage

Exempt Share of Assessed Value, 2011
(BGR)





Additional Drainage Funding

Exploring stormwater fee options

- Equitable
- Possible rate structure: impervious area with simplified residential rates and 3 tiers, plus a credits program and an affordability program
- Recover an additional \$35M in annual drainage revenue by 2032

Drainage Fee Funding Areas

Drainage fee revenue will provide funds for incremental level of service in addition to current operations

Focus areas for funds provided by a drainage fee include:

Minor System

Taking over and improving operation and maintenance of minor system (< 36")

Responsive to Community

Workforce development, capacity building, reforestation, **Green Infrastructure**

Pumps and Canals

Pump station upgrade, canal dredging

Power Master Plan

Addressing Power Systems by implementing recommended PMP solutions.



Green Infrastructure Funding

Next Steps

- Consider green infrastructure in conversations about potential stormwater fee
- Continue to seek out grant opportunities through federal, state, and local agencies
- Grant opportunities are limited without the availability of matching funds

Thank You!



2024 Communications Plan

Strategy Committee

March 2024





Communication Department Plan

SWBNO's Communications Department has a departmental strategic plan that covers initiatives from 2023 – 2025.

Communication Department Functions

- Internal Employee Communications
- Customer Communication
- Media Relations
- Key Stakeholder Engagement
- Social & Digital Communications
- Crisis Communications
- Community Outreach
- SWBNO Identity Management

Communications Department Plan	
2023 - 2025	
Responsible Officer	Communications Director
Responsible Office	COM – Communications
Issuance Date:	TBD
Effective Date:	TBD
Last Review Date:	September 29, 2022
Scope:	The policies in this document apply to all classified and unclassified SWBNO employees

Contact: Communications Department

Email: media@swbno.org

Phone #: (504) 585-5524



Communication Goals

- **Earn trust** and **improve morale** among SWBNO staff and leadership
- Establish SWBNO as a **timely, transparent, and trustworthy source** of information
- **Improve reputation** and build trust within community
- **Educate customers** on key projects
- **Foster and nurture relationships** with city and state elected officials to support funding needs



STRATEGIC BLUEPRINT

	Objective 1 Earn trust and improve morale among SWBNO staff and leadership	Objective 2 Establish SWBNO as a timely, trustworthy source of information	Objective 3 Improve reputation and build trust within community
Strategy 1 Grow and fully develop Communications Department			
Tactic 1 Fill Communications Department vacancies; onboard and train new staff			
Tactic 2 Educate SWBNO managers and contractors/vendors about Communications protocols and enforce them			
Tactic 3 Continue to develop and implement initiative-specific communication plans			
Tactic 4 Establish departmental protocols to ensure quality and efficiency			
Strategy 2 Improve internal communications and cross-departmental collaboration			
Tactic 1 Facilitate internal events with employees, executive leaders, and Board members			
Tactic 2 Participate in monthly coordination meetings with Customer Service Department			
Tactic 3 Identify internal influencers to train as message ambassadors			
Tactic 4 Provide staff with branded templates, identity guidelines, and training on usage			
Strategy 3 Elevate external communication efforts			
Tactic 1 Host and participate in more in-person and in-neighborhood customer engagement			
Tactic 2 Develop, distribute, and utilize resources regarding SWBNO processes and programs			
Tactic 3 Work with IT to update swbno.org to improve navigation, content, accessibility, and usability			
Tactic 4 Craft and deliver tailored messaging for various external audiences			
Strategy 4 Expand media relations efforts			
Tactic 1 Offer media training to the Leadership Team and select department spokespeople			
Tactic 2 Actively pitch more success stories			
Tactic 3 Proactively develop a high-level content calendar			
Tactic 4 Educate management about crisis communication protocol and host annual roundtable			



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Successful Saltwater Intrusion Communication

Has served as a model for other Utility dashboards

- Pumping and Power
- Smart Metering Installation



Saltwater Wedge Intrusion

SWBNO's water is safe to use for all purposes.

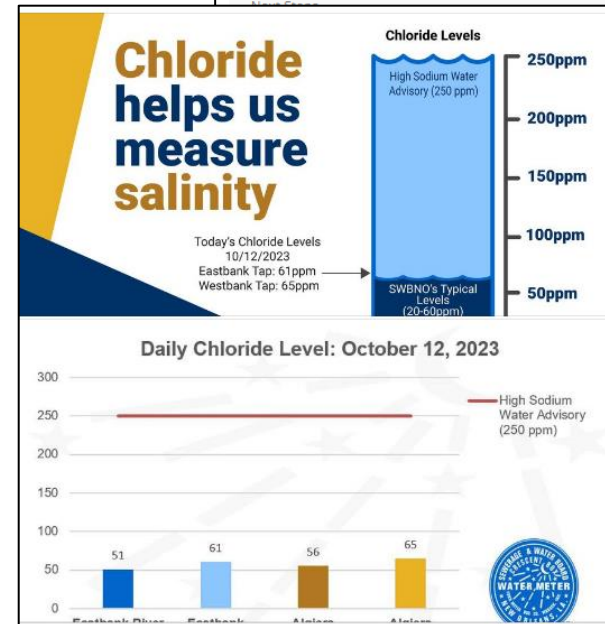
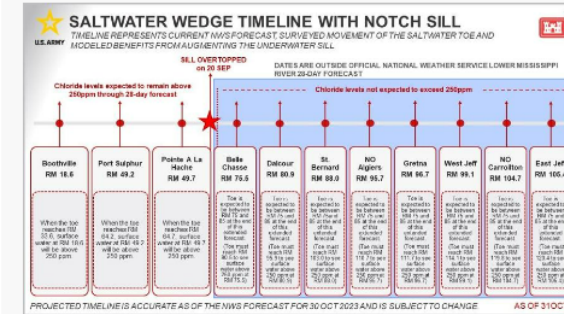
Salt water has not reached Orleans Parish. In partnership with local, regional, and federal partners, we will keep our customers updated.

SWBNO News and Updates

UPDATED PROJECTIONS from the U.S. Army Corps of Engineers:

- Algiers: Chloride not expected to exceed 250ppm
- Carrollton: Chloride not expected to exceed 250 ppm

Subject to change



SWBNO will continue should the timeline shift in

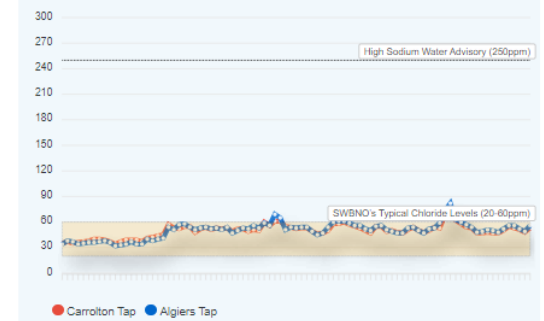


Text NOLAREADY to 77295 to sign up for updates

SWBNO's Daily Chloride Level

9/1/23 - 11/28/23

Testing for chloride allows us to estimate salt levels in the Mississippi River and our tap water. Every day, we measure chloride before and after water treatment for the Eastbank and Algiers. Below are those daily results.



In partnership with the Environmental Protection Agency (EPA), we will issue a High Sodium Water Advisory if chloride levels reach 250 parts per million. However, if you notice an unusual taste, odor, or appearance in your tap water, contact SWBNO at 504-52-WATER.



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	January	February	March
High Priority	Year in Review / State of the Utility / 2024 Priorities	Drinking water campaign prep - HDR	Drinking water campaign concept and plan delivered - Present at Strategy Committee Meeting
	Purchase Sprout Social / Social media implementation	PFAS communication plan - HDR	Legislative session begins
	Smart Meter Update/what to Expect	FQ TM outreach begins - S'WBNO	Backflow prevention general education begins - commercial
	Drinking water campaign prep	Confirm LCRR inventory platform selected	Begin developing Customer Sentiment Survey
	Stormwater Fee Outreach Plan (including meeting matrix and message map)	Begin using smart meter reads for bills (end of month)	Stormwater fee outreach continues
	Transmission Main Communication Plan and Templates (with FQ TM as priority) S'WBNO / HDR Cerra - Meeting Matrix	Finalize Communications Department Roles & Responsibilities S'WBNO	Water Academy Recruitment
	LCRR Charter session (Katz)	Stormwater fee outreach begins	Smart metering / high bill communications
	Begin school/daycare list for LCRR (Katz)	Smart metering / high bill communications	Commercial Backflow Communications Plan
	Freeze bill insert	Tours of Power Complex before legislative session Grace to touch base with Renee	Message water loss audit
	Develop templated materials for LCRR daycare/school outreach	HDR contract renewal deadline	Tours of Power Complex before legislative session Grace to touch base with Renee
		Water Academy Recruitment GB to connect with Aron Cheng HDR to collect case studies	
Medium Priority	General drainage system education	Prepare for legislative session	Crisis Communication SOP
	Individual LT meetings - HR meeting – internal comms - New Planning hire - Rate/Stormwater Fee/Billing meeting S'WBNO	Finalize Pump and Power dashboard	Begin overhaul of swbno.org
	Prepare for smart metering/high bill communications	Backflow prevention prep	Revamp digital asset library
		Message water loss audit	Begin Rene's listening tour
Low Priority	Message water loss audit	Revamp digital asset library S'WBNO to let HDR know what platform	Internal / external materials audit
	Clean and revamp external email list S'WBNO to start Incorporate into social content - Opt in	Begin overhaul of swbno.org	
		Crisis Communication SOP	

Monthly Tasks	February social content calendar Pipeliner CAC Meeting Board meeting presentation Council/Board newsletter Meeting w/ Customer Service Meeting w/ HR Meeting w/ Chief of Staff Respond to media inquiries	March social content calendar Pipeliner CAC Meeting - DPS 6 to discuss need/Stormwater fee Board meeting presentation Council/Board newsletter FQ TM Column Meeting w/ Customer Service Meeting w/ HR Meeting w/ Chief of Staff Respond to media inquiries	April social content calendar Pipeliner CAC Meeting - SM data / Billing Improvements Board meeting presentation Council/Board newsletter FQ TM Column Meeting w/ Customer Service Meeting w/ HR Meeting w/ Chief of Staff Respond to media inquiries
Quarterly Tasks	Q4 2023 Report Quarterly external newsletter	Council briefing City/Roadwork coordination	Water quality touch base
Content Focus	State of the Utility Smart metering - what to expect	FQ TM Outreach - stakeholders/directly impacted Smart metering - bill impacts / smart reads begin	Power Complex PFAS FQ TM Outreach - stakeholders/directly impacted
Events/Speaking Engagements	BGR State of the Utility Board retreat PWC Meeting Jan. 16 New Lids Jan. 16 (?) CAC Jan. 25 2,000th Jan. 29 (?) Utility Committee Jan 30	Utility Committee Meeting Feb 15 CAC	PWC Meeting March 20 Utility Committee Meeting March 14 CAC
Holidays / Important Dates	Jan. 1: New Year's Day Jan. 17: MLK Day	Feb 2: World Wetlands Day Feb 2: Groundhog Day Feb. 13: Mardi Gras Feb. 14: Valentine's Day Feb. 18 - 24: National Engineers' Week Feb 19: Presidents' Day American Heart Month Black History Month National Children's Dental Health Month Haiku Month Super Bowl Awards Season	March 1: Employee Appreciation Day March 3: World Wildlife Day March 10: Daylight Savings Begins March 11: World Plumbing Day March 17: St. Patrick's Day March 18 - 24: Fix a Leak Week March 19: Spring Equinox March 22: World Water Day March 29: Good Friday March 31: Easter March Madness International Ideas Month Women's History Month



Monthly Tasks

- Internal *Pipeliners* Newsletter
- Social media content calendars
- Customer Advisory Committee meetings
- Board meeting support
- City Council Meetings upon request
- Responding to media requests
- Construction communications
- Neighborhood / community meetings
- Media events



Quarterly Tasks

- Public Works Committee report
- External newsletter
- City Council Briefings



February 1, 2024

Dear Chairman Thomas and Members of the Public Works Committee:

Please find the Sewerage and Water Board of New Orleans' fourth 2023 quarterly report to the Public Works Committee below, as required by [Louisiana Revised Statute 33:4091](#). An attachment to this report includes a list of the pavement repair backlog as of December 2023.

As we work to fulfill our strategic plan, we remain dedicated to improving the customer experience and protecting public health. In reading this report, you'll find details about how SWBNO continues making progress from October through December 2023.

Report Contents

- 1. Standard Industry Metrics for Best Practice
- 2. Fraud and Waste Prevention.....
- 3. Metrics for Employees and Contractors.....
- 4. Benchmarks of success regarding improved coordination between Public Works to ensure priority and resource alignment.....
- 5. Report on the efficiency and effectiveness of information systems.....
- 6. Detailed reports on assessment and status of technologies and strategies for system redundancies and service improvements.....
- 7. Detailed reports on assessment and status of operational refinement programs, and service assurance programs
- 8. The identity and detailed information on the status of all projects since the close of the last quarter

In reflecting on 2023 as a whole, we have made undeniable progress and initiatives. Still, we recognize that the age of our infrastructure processes and procedures continue to be a work in progress. We overnight, or even in one year, we are making meaningful steps examples of those successes from Q4. I also encourage you to visit if you have not already, to see a full year-in-review of 2023 and the utility. The meeting recording is available here: <https://www.youtube.com/watch?v=...>



Dear Customers,



I'm Ghassan Korban, the Executive Director of the Sewerage and Water Board of New Orleans. I am proud to serve you and our uniquely beautiful city.

Last year we made significant progress on many of our key projects and initiatives. We recognize that the age of our infrastructure, systems, and even our processes and procedures can be frustrating at times. While these things can't change overnight, or even in one year, we are making meaningful progress. Below you'll find a snapshot of how we moved the needle to better serve you.

Entering 2024, I'm excited to carry over our positive momentum from 2023 and continue moving toward becoming the model utility our customers deserve. As SWBNO customers ourselves, our staff and I care deeply about the quality of our services. This year, we're prioritizing major projects, like smart metering and the Power Complex, with the goal of improving your experience. We're also committed to sharing more of that good news with you and communicating transparently—including this new newsletter!

We still have a lot of work to do, but we're rolling up our sleeves and moving forward. Thank you for your patience as we modernize our utility for you. Here's to 2024!

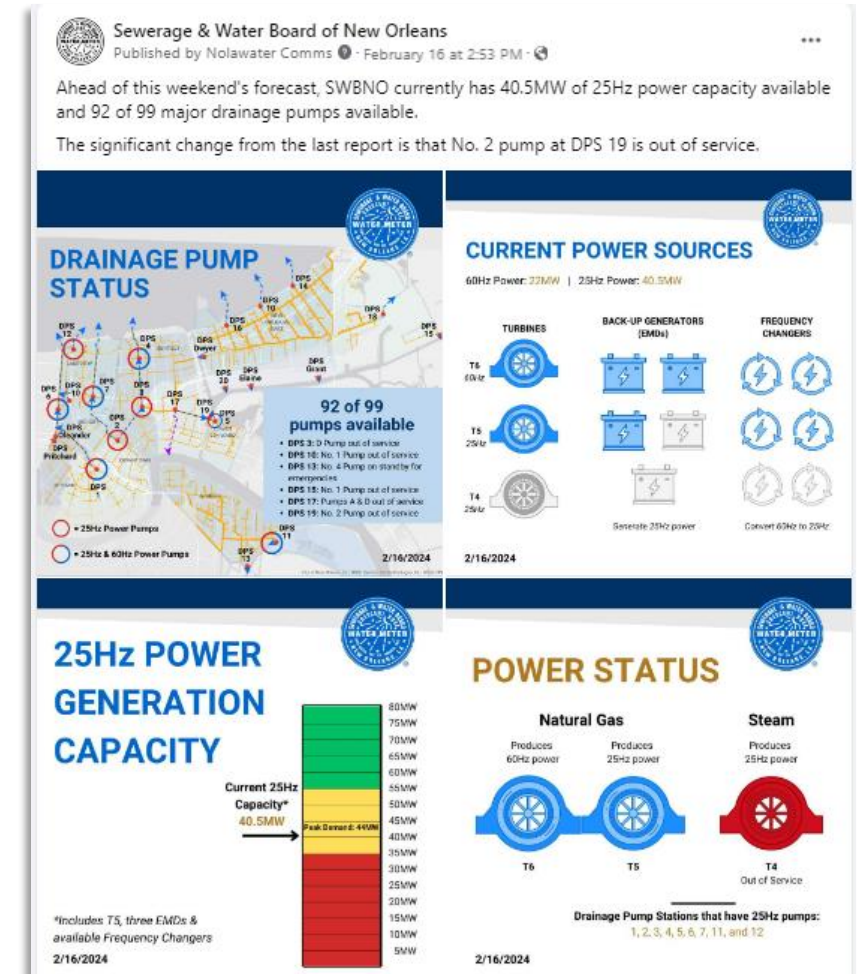
Yours in Service,
Ghassan Korban
SWBNO Executive Director



January – March

Began implementing proactive and consistent social media content

- 103 new followers since January 2024
- 6,500+ page visits since January 2024
 - Compared to 935 visits in Jan. – Feb. 2023
- 8,500+ people reached since January 2024
 - Compared to 3,500 reached from Jan. – Feb. 2023
- Updated Pump and Power Status Graphics

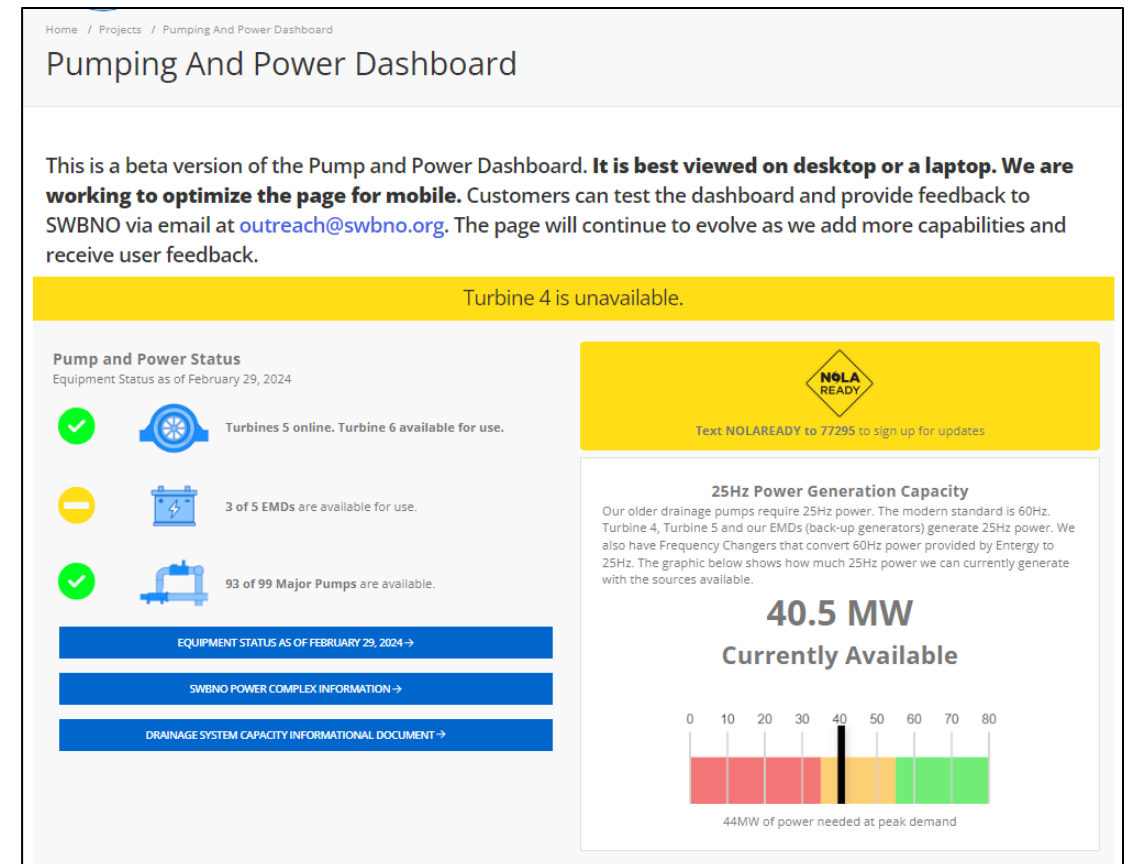




January – March

Launched Pump and Power Dashboard

- 10th ranked page since launch
- Ranked higher during heavy rain events
- 6,500+ views
- 3,700+ visitors





January – March

Developing Smart Metering Program materials

- Plan for lid install photo op and what to expect announcement in March
- Continuous use notices
- What to Expect videos





January – March

Signing campaign contract with NOLA.com

- Partnership will educate customers on key programs and improve reputation

Preparing for French Quarter Transmission Main outreach / year-out touch point

- Stakeholder and elected official briefings
- Canvas area to inform residents and businesses
- Develop project webpage

FOR INTERNAL USE ONLY

French Quarter Transmission Main Project – Initial Touch Point Message Map
Last Revised: February 14, 2024

SWBNO is preparing for a transmission main replacement project in the French Quarter along Decatur and St. Peters Streets starting in March 2025. This message map provides key messages for the initial communication touch point with impacted stakeholders to inform them of the project and share high-level information about what to expect.

Audience: Directly Impacted Residents, Businesses, and Stakeholders

Key Message 1	Key Message 2	Key Message 3
Starting in March of 2025, the Sewerage and Water Board will begin replacing our aging underground infrastructure in certain parts of the French Quarter, which will improve the resiliency of our drinking water, wastewater, and drainage services.	SWBNO is proactively planning this project to minimize the impacts to you, your neighbors, and those who visit our city. We value your patience as we modernize our infrastructure.	SWBNO commits to transparent and consistent communication leading up to and throughout the project.
Supporting Fact The project involves replacing the drinking water, wastewater, and drainage mains in the French Quarter on: <ul style="list-style-type: none">• Decatur St from Dumaine St to Gov. Nichols St• St. Peters St from Royal to Chartres	Supporting Fact The current project plan involves completing one block of construction at a time and repaving the road before moving on to the next phase. We also aim to keep sidewalks open for the majority of the project except for when we are reconnecting all the lines to complete the project. This will minimize impacts to residents and businesses.	Supporting Fact We're working on drafting the RFP to include specific requirements for the contractor related to communication. This will allow us to hold them accountable for timely notifications.
Supporting Fact We do not have a specific project contractor on board, which is anticipated to develop a schedule and start once available.		



April - June

- Continue Water Transmission Main outreach
- Preparing for hurricane season, working on dashboard improvements
- Host a listening tour with internal and external audiences
- Implement Customer Sentiment Survey
 - Gather baseline data to measure success moving forward



April - June

- Backflow education
- Continue Smart Metering Messaging
- General drainage and green infrastructure education
- Support annual Job Fair
- Legislative Communications / Power Complex Tours



We're doing a lot of things right. Let's take credit for it.

- This is a defining moment for SWBNO.
- We're breaking generational curses.
- We're setting up infrastructure to be better, modern, sustainable, and resilient.

Working toward better.

125 years ago, SWBNO embarked on a bold journey to make our beloved New Orleans possible.

Today, we're faced with another great challenge, earning back trust and respect from the people and community we serve, and strengthening our infrastructure to be resilient for the next generation.





Infrastructure Progress Proof Points

Drinking Water Modernization Campaign

- Investment Efforts and Technology
 - Power Supply
 - Smart Meters
 - Backflow Prevention
 - Lead and Copper
 - Plumbing/House Connections
 - Water Purification
- Benefits to Customers
- Straightforward, Fact-Based

CHURE.

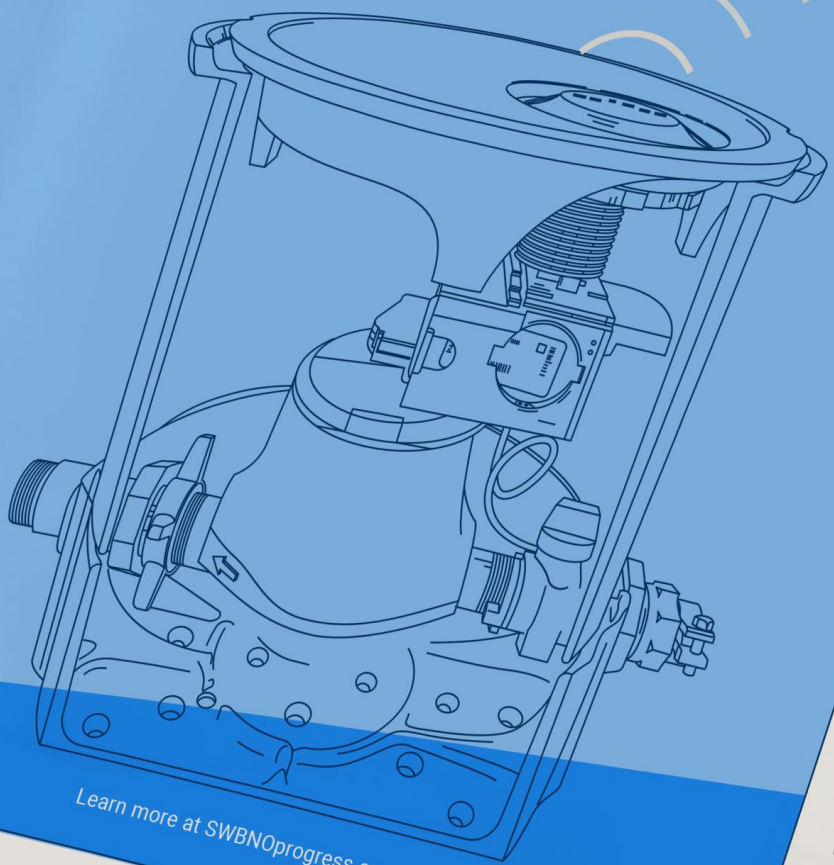
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Modern meters, empowered customers.

We're installing 140,000 smart water meters that give
you near real-time, accurate insight of your water usage.
It's one more way we're working toward better.



Learn more at SWBNProgress.com

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Many variations on the standard lorem
ipsum text exist, some with little
resemblance to the original. Other
versions have additional letters - such
as k, w, and z - that were uncommon
or missing in the Latin language, and
nonsense words such as Z.zril,
takimata, and gubergren added to the
original passage to achieve a
distribution of letters that more closely
approximates English.

Cicero's first Oration against Catiline is
sometimes used in type specimens:
Quousque tandem abutere, Catilina,
patientia nostra? Quamdiu etiam furor
iste tuus nos eludet? . . .

he text is derived from Cicero's De
Finibus Bonorum et Malorum (On the
Ends of Goods and Evils, or
alternatively [About] The Pursuit
of Good and Evil). The
began: No

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LOR GENERAL TEXT

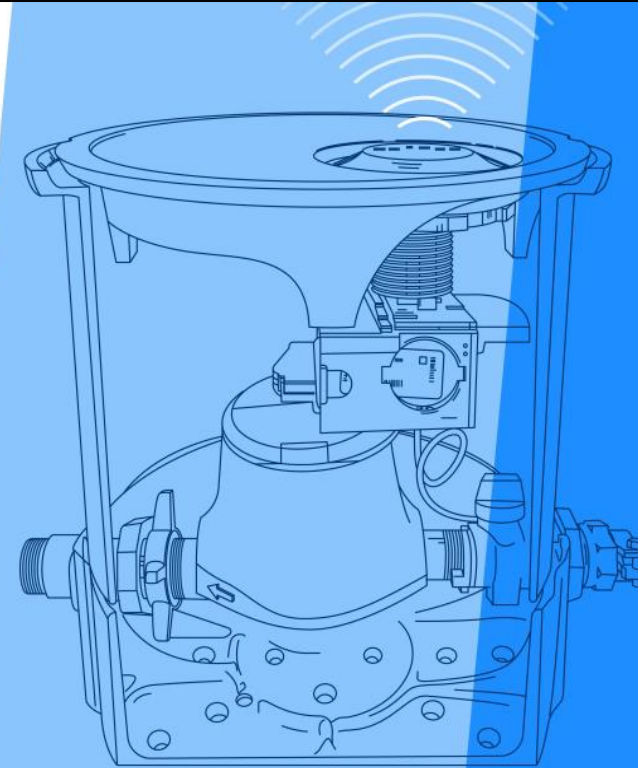
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Modern meters,



We're installing 140,000 smart water meters that give you frequent, accurate water use readings.
It's one more way we're working toward better.



July - September

- Continue general drainage and GI education
- Distribute annual Consumer Confidence Report
- Ramp up French Quarter Transmission Main outreach
- Support LCRR communications
- Support Customer Portal launch
- Work with HR to develop onboarding materials
- Develop virtual tours of facilities



Annual Update and 2022 Consumer Confidence Report on Water Quality



Customer Service

EASTBANK LOCATION 625 Saint Joseph Street New Orleans, LA 70165 Monday – Friday 8 a.m. – 5 p.m.	WESTBANK LOCATION 4021 Behrman Place, Suite M-2 New Orleans, LA 70131 Monday – Friday 8:30 a.m. – 4:30 p.m.
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 52-WATER
(504) 529-2837 swbno.org   @SWBNewOrleans



October - December

- LCRR deadlines
- WEFTEC in New Orleans
- Ramp up French Quarter Transmission Main outreach
- Year in Review | State of the Utility 2025
- Anticipate 75,000 smart meters installed
- Power Complex nearing completion



Thank You!

