



DATE: 11/13/2024 TIME: 10:00 a.m. LOCATION: Executive Boardroom

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

Strategy Committee Meeting Agenda

PUBLIC MEETING

All meetings are open to the public, and we encourage your attendance.
Those interested can join in person or virtually.

Join In-Person: Executive Board Room, Second Floor
625 St. Joseph St., New Orleans, LA 70165

Join Virtually: <https://www.swbno.org/BoardMeetings>

E-Public comments will be accepted via <https://www.swbno.org/BoardMeetings>.
All e-public comments must be received at least 2 hours prior to the meeting. Comments
will be read verbatim into the record.

I. Roll Call

II. Presentation Items

- A. Water Quality Master Plan Presentation – Chris Bergeron, Senior Engineering Division Manager
- B. New Customer Portal Demo – Meagan Morvant, Strategic Communications Coordinator, HDR Inc.

III. Public Comment

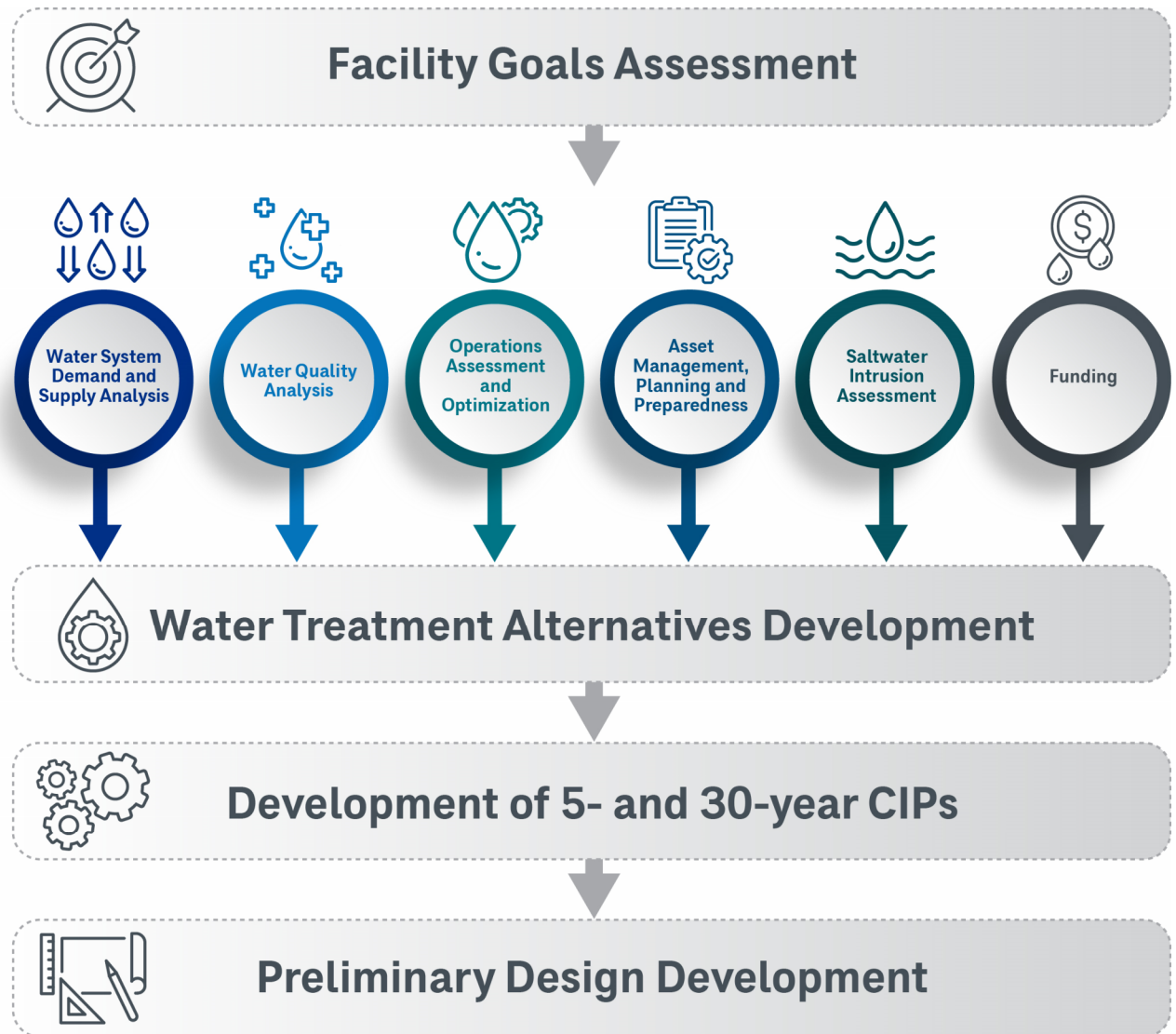
IV. Adjournment

Board of Directors: Hon. LaToya Cantrell, President, Lynes R. Sloss, President Pro Tempore, Hon. Freddie King III, Robin Barnes, H. Davis Cole, Janet Howard, Chadrick Kennedy, Joseph Peychaud, Tamika Duplessis, Ph.D., Maurice Sholas, M.D., Ph.D., Tyler Antrup

Water Quality Master Plan



Water Quality Master Plan Key Tasks



Water Quality Analysis

- Water Quality, Treatment Performance, and Regulatory Compliance Analysis
- Finished Drinking Water Compliance Monitoring Evaluation – *Delivered*
- Corrosion Control Assessment – *Completed Study*



Saltwater Intrusion Impact Assessment

- Set up 24 individual pipe-loops to study:



Treatment Facility Operations Assessment and Optimization

- Facilities Operational Assessment and Optimization – *Field and Bench Testing Completed*



Asset Management, Planning, and Preparedness

Criticality Analysis / Criticality Analyzer / Analyze

John Helwig - ADMIN
New Orleans Sewerage and Wat

SWBNO Water Treatment Plants - 10/10/2024

Hierarchy Level:

System

Currently analyzing:

Basin L4 Flocculation and Sedimentation

Copy scenarios and scores to other nodes

Scenarios

Composite

Summarize

Close all scenarios

Add New Scenario

Bearing Failure

Internal Containment Loss

Loss of Valving

Mechanical

Mechanical

Mechanical Failure 3

Mechanical Failure 4

Showing 1 to 25 of 72 records

25

Rows per page

1

of 3 pages

i	Name	Status	System Type	Impact	Probability	Risk
	Algiers Clarification...		CNTR			
	Algiers Electrical Di...		PWER			
	Algiers Ferric Sulfat...		CHEMDEL			
	Algiers Filter Air Sc...		FLTR			

Bearing Failure

in inefficient mixing of floc and excess loading on motors or gearbox.

Safety

Public Health & Safety

Regulatory

Compliance and Environmental Impact

Financial

Production

Public Relations

Probability

Internal Containment Loss

Mud pump suction piping / drain line blockage or breakage results in loss of

Safety

Public Health & Safety

Regulatory

Compliance and Environmental Impact

Financial

Production

Public Relations

Probability

Loss of Valving

Multiple valves in system are inoperable resulting in inability to isolate

Safety

Public Health & Safety

Regulatory

Compliance and Environmental Impact

Financial

Production

Public Relations

Probability

Mechanical

Monorake cable and gearbox failure in sed basin. This results in having

Safety

Public Health & Safety

Regulatory

Compliance and Environmental Impact

Financial

Production

Public Relations

Probability

Mechanical

Total flocculation failure results in paddles unabl

Safety

Public Health & Safety

Regulatory

Compliance and Environmental Impact

Financial

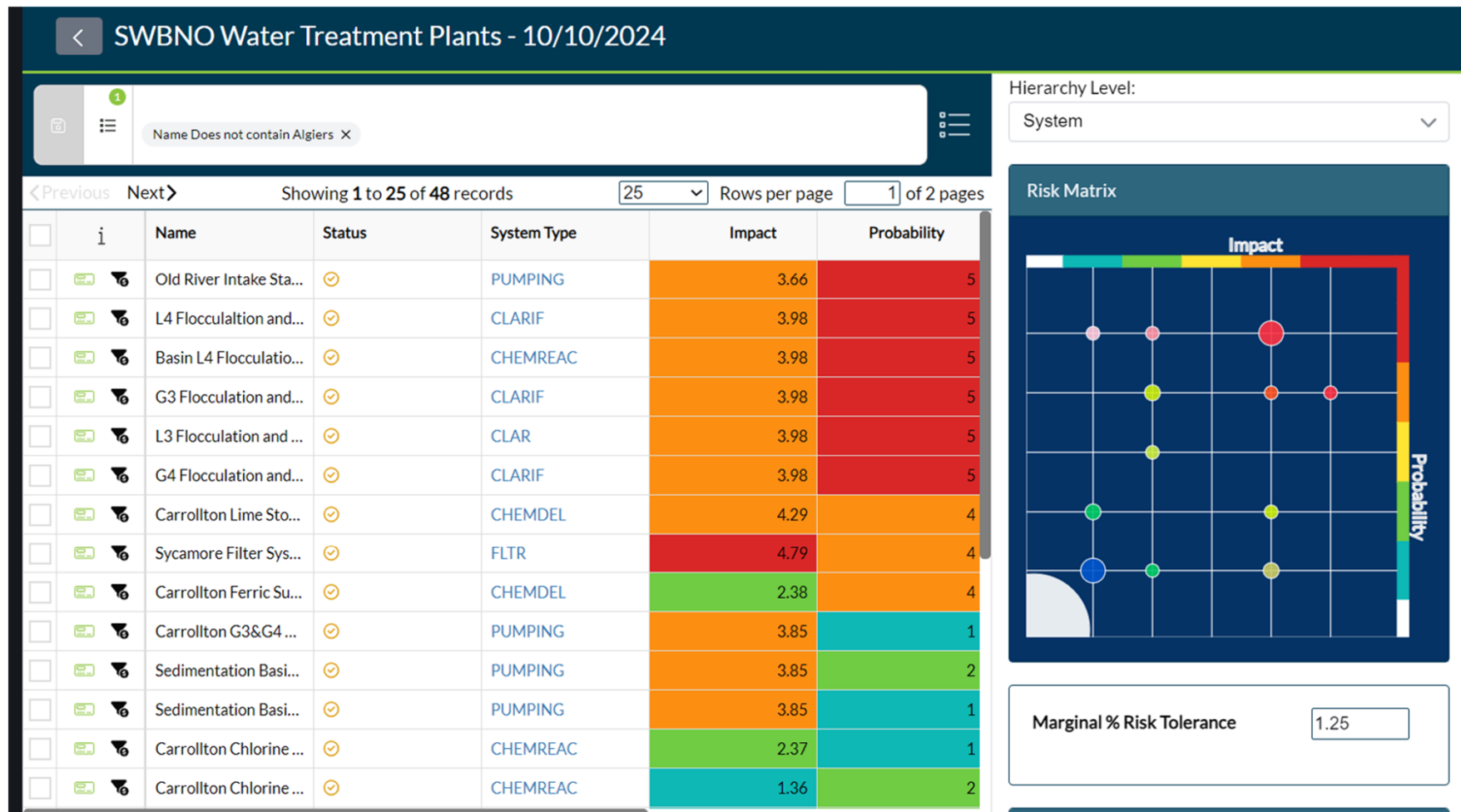
Production

Public Relations

Probability

6

Asset Management, Planning, and Preparedness



Water Treatment Alternatives Development

EXAMPLE OBJECTIVES	WEIGHTS OF IMPORTANCE	EXAMPLE CRITERIA
Reliability	30%	Supply Capacity
Resiliency	15%	Climate Impact
Water Quality	20%	Treatability
Cost-Effective	25%	Unit Cost (\$/cost)
Environment	10%	Surface Water Discharges

Developed in Workshop with Key Stakeholders

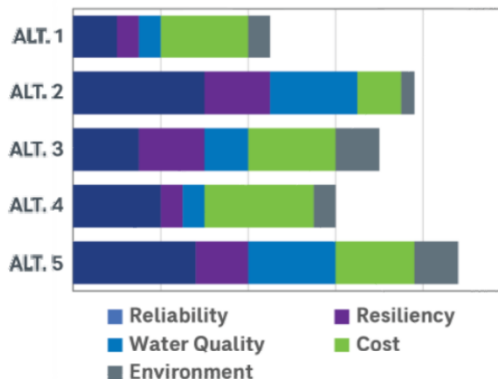
Established by Technical Team and Results of Analyses



- Process Criteria
- Preliminary Site Layouts
- Preliminary Process Flow Diagrams
- Hydraulic Impacts
- Power Requirements
- Support Needs

Workshop 1 Shortlist of Technologies

- Shortlist of Technologies
- Basis for Costs
- Basis for Qualitative Factors



Estimated Using Multi-Criteria Decision Analysis Tool

- Preliminary Hydraulic Profiles
- Preliminary Design Concepts
- Preliminary Cost Estimates
- Preliminary Qualitative Comparison
- Operational Experience

Workshop 2 Alternatives Selection

- Operational Considerations
- Selection of Preferred Technologies
- Validation of Hydraulics
- Validation of Constructibility
- Project Phasing

Development of 5- and 30-year CIPs

- Develop 5- and 30– year CIPs
- Utilize multi criteria decision analysis process to rank and prioritize capital improvements



Schedule Milestones

Task	Master Planning Tasks	2024										2025									
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
1.1	Facilities Goals Assessment																				
1.2	Water System Demand & Supply Analysis																				
1.3	Water Quality Analysis																				
1.4	Treatment Facility Operations Assessment & Optimization																				
1.5	Asset Management and Sustainability																				
1.6	Water Treatment Alternatives Development																				
1.7	Funding Analysis and Support																				
1.8	Development of the 5- and 30-year Capital Improvement Program (CIP)																				
1.9	Preliminary Design Development																				
2.1	Saltwater Intrusion Impact Assessment																				

STRATEGIC FRAMEWORK

Vision

To be a model utility that earns and holds the trust and confidence of our customers, community, and partners through reliable and sustainable water services.

Mission

Our team of experts serves the people of New Orleans and improves their quality of life by reliably and affordably providing safe drinking water; removing wastewater for safe return to the environment; and draining stormwater to protect our community.

Core Values

The SWBNO Team is committed to making these shared values our reality.

We are:

Customer Focused
Accountable
Safety Minded
Transparent and Honest



FOCUS AREAS



Financial Stability

Practice strong fiscal stewardship and ensure timely revenue recovery while balancing affordability with investments necessary to deliver critical services



Technology Modernization

Modernize technology and system integration to improve reliability and efficiency of operations and enhance customer service



Workforce Development and Enrichment

Support and develop a high-performing team that is skilled, committed, inspired, rewarded, engaged, and accountable



Customer Service Excellence and Stakeholder Engagement

Continuously meet and exceed the service needs of our customers and proactively communicate and engage stakeholders



Infrastructure Resiliency and Reliability

Improve efficiency and resiliency of current and future infrastructure by leveraging partnerships and innovative approaches to funding and sustainable design



Organizational and Operational Improvement

Optimize organizational structure, alignment, and capacity to ensure safe operations and efficient service delivery

GOALS

1. Optimize capital and operational spending
2. Enhance budget development and management processes
3. Improve timely revenue realization/recovery and leverage new and alternate revenue sources
4. Enhance affordability programs to better meet community needs

5. Identify and update critical/core technology software solutions and resources
6. Enhance cybersecurity and technology systems resiliency
7. Improve adoption and integration of current and new technology systems

8. Evaluate workforce model options, including Civil Service and others, and determine an appropriate approach for SWBNO
9. Enhance resources for employee training and development
10. Motivate and train supervisors and leaders to improve employee and team performance
11. Strengthen internal communication and information sharing to increase collaboration across departments
12. Improve knowledge capture, transfer, and succession planning

13. Foster a culture of customer service throughout the organization
14. Expand convenience systems and capabilities to improve self-service options for customers
15. Elevate core customer service delivery performance
16. Advance proactive communication and outreach programs

17. Shift maintenance planning and workflows from reactive to preventative through comprehensive asset management
18. Replace and renew aged infrastructure using integrated approaches
19. Successfully deliver all critical capital improvement projects by improving collaboration with project partners
20. Develop long-range system master plans to renew infrastructure incorporating community vision, green infrastructure, and climate adaptation

21. Evaluate and modify organizational structure and staffing levels
22. Enhance and elevate safety culture
23. Implement programs and training related to change management, process standardization, and continuous improvement
24. Develop and share organizational performance metrics internally and externally

RESULTS

- + Fewer capital project change orders
- + Lowered aged accounts receivable
- + Reduction in unbilled (non-revenue) water
- + Increased utilization of assistance programs

- + Increased customer self-service utilization
- + Increased customer service efficiency
- + Fewer billing errors
- + Increased employee adoption of core technology systems

- + Increased workforce productivity
- + Reduction in open positions
- + Increased and improved employee training
- + Increased employee morale

- + Reduction in customer complaints
- + Increased customer service first call resolution
- + Increased customer satisfaction rating
- + Increased social media interactions
- + Improved positive media sentiment

- + Increased time spent on preventative maintenance
- + Increased feet of pipeline replacement
- + Fewer water main breaks
- + Fewer sewer overflows
- + Increased number of green infrastructure projects

- + Improved service delivery
- + Fewer workforce accidents and injuries
- + Increased number of specific operational process improvement projects



Customer Service Excellence and Stakeholder Engagement

Continuously meet and exceed the service needs of our customers and proactively communicate and engage stakeholders

- 13. Foster a culture of customer service throughout the organization
- 14. Expand convenience systems and capabilities to improve self-service options for customers
- 15. Elevate core customer service delivery performance
- 16. Advance proactive communication and outreach programs



Infrastructure Resiliency and Reliability

Improve efficiency and resiliency of current and future infrastructure by leveraging partnerships and innovative approaches to funding and sustainable design

- 17. Shift maintenance planning and workflows from reactive to preventative through comprehensive asset management
- 18. Replace and renew aged infrastructure using integrated approaches
- 19. Successfully deliver all critical capital improvement projects by improving collaboration with project partners
- 20. Develop long-range system master plans to renew infrastructure incorporating community vision, green infrastructure, and climate adaptation



Organizational and Operational Improvement

Optimize organizational structure, alignment, and capacity to ensure safe operations and efficient service delivery

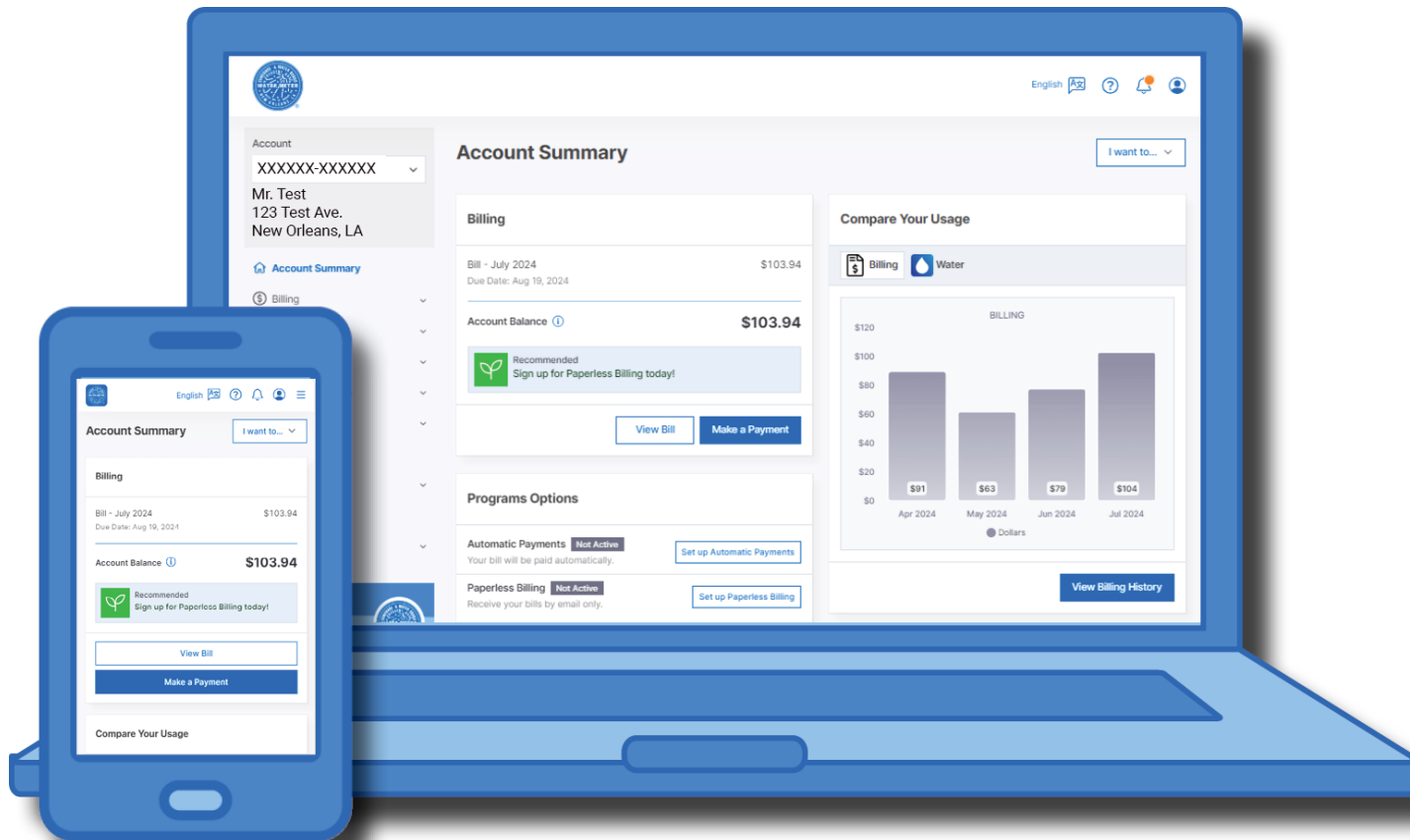
- 21. Evaluate and modify organizational structure and staffing levels
- 22. Enhance and elevate safety culture
- 23. Implement programs and training related to change management, process standardization, and continuous improvement
- 24. Develop and share organizational performance metrics internally and externally



New Online Account Experience

Strategy Committee

November 13



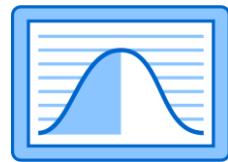


New Online Account Experience

- SWBNO is upgrading ALL online customer accounts.
- Customers must take action to sign up.
- After activating account, all customers can:



Easily pay bill
online



Access meter
read and bill
history



Link multiple
accounts to
one profile



Sign up for water
outage and
construction alerts



Smart Meters Unlock More Benefits



Access to hourly water
use data anywhere,
anytime



More customized
alert options



Early leak
detection



Better understand
water use habits



Learn how your water
use impacts your bill



Three Platforms in One

1

Customer Account

- External-facing tool
- Customer creates profile and attaches account(s) to it
- Customer bill pay

2

Management Portal

- Internal
- Communication tools
- Customer service tools
- Customer profile lookup
 - Customer must have signed up for new online account

3

VXSmart

- Internal
- Data-driven tool
- Customer account lookup is a customer has not signed up for new account

Management Portal Login



SWBNO Management Portal

Username

mharris

Password

Login

[Forgot Username or Password?](#)



What Customer Service Will See

The screenshot shows a web application interface for customer service. At the top left is a small circular logo. At the top right, there is a 'Logout' link followed by the username 'mharris'. Below this is a blue navigation bar with the following links: 'Customer Advantage' (highlighted), 'Communications', 'Documents', 'Analytics', 'Live Stats', and 'Admin' (with a gear icon). The main content area is titled 'Customer Profile Search'. Below the title is a white box containing the text 'Enter search criteria below.' followed by three input fields: 'Username' (with placeholder 'Enter Username'), 'Email Address' (with placeholder 'Enter Email Address'), and 'Account Number' (with placeholder 'Enter Account Number'). At the bottom of this box are two buttons: 'Reset' and 'Search'.

Logout mharris

Customer Advantage Communications Documents Analytics Live Stats Admin


Customer Profile Search

Enter search criteria below.

Username	Email Address	Account Number
<input type="text" value="Enter Username"/>	<input type="text" value="Enter Email Address"/>	<input type="text" value="Enter Account Number"/>

Search for customer
online account by:

- Username
- Email
- Account number

Logout **mharris**

Customer AdvantageCommunicationsDocumentsAnalyticsLive StatsAdmin

Customer Profile Search

Enter search criteria below.




Username	Email Address	Account Number
<input type="text" value="AMITypical"/>	<input type="text" value="Enter Email Address"/>	<input type="text" value="Enter Account Number"/>

Your search found 1 result(s)

Search Results

15 ▾

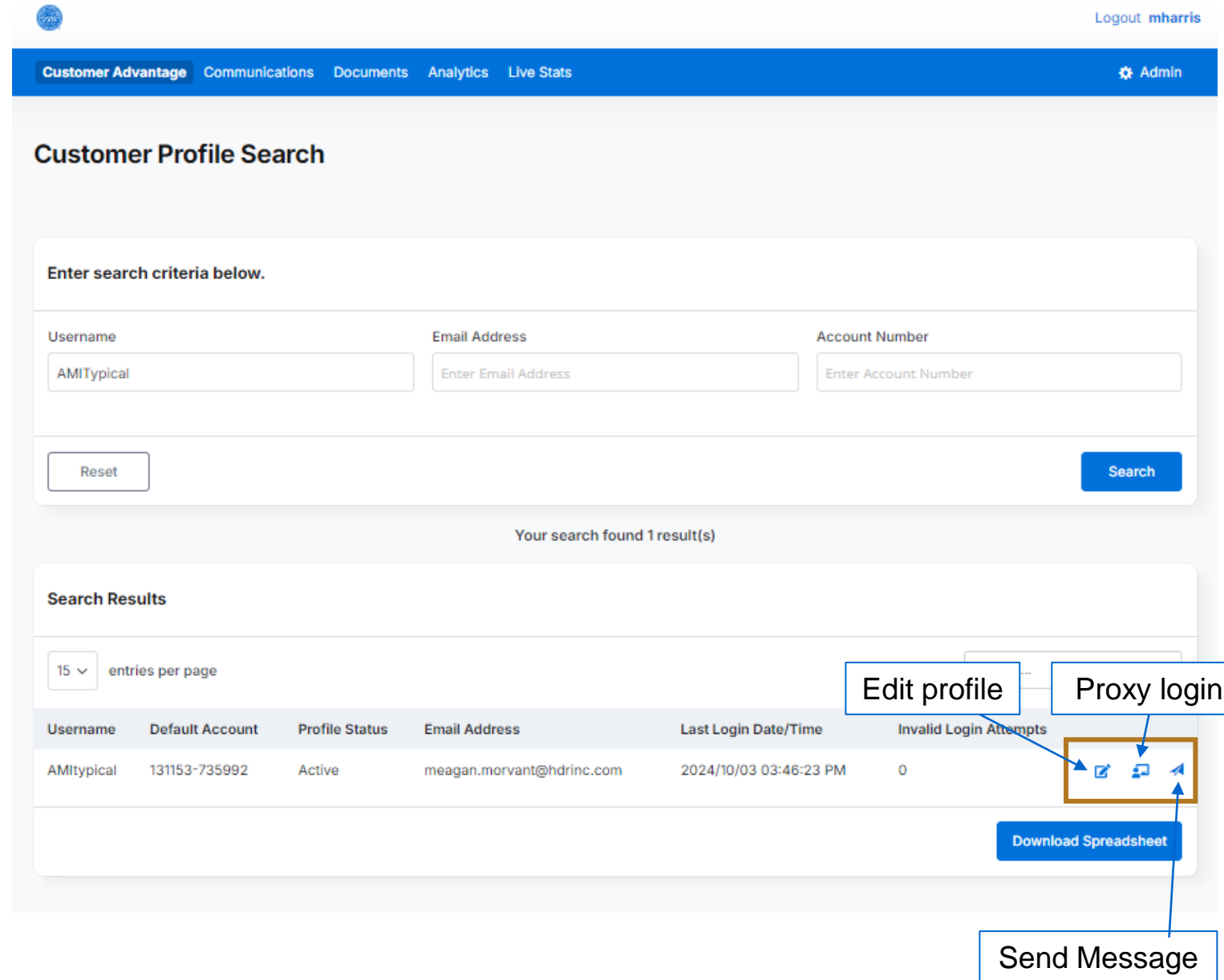
entries per page

Username	Default Account	Profile Status	Email Address	Last Login Date/Time	Invalid Login Attempts	
AMITypical	131153-735992	Active	meagan.morvant@hdrinc.com	2024/10/03 03:46:23 PM	0	  



Actions to take:

- Edit profile
- Proxy login
- Send message



The screenshot shows the 'Customer Profile Search' page. At the top, there is a navigation bar with 'Customer Advantage' highlighted, and links for 'Communications', 'Documents', 'Analytics', 'Live Stats', and 'Admin'. The page title is 'Customer Profile Search'. Below the title, there is a search criteria section with three input fields: 'Username' (containing 'AMITypical'), 'Email Address' (placeholder 'Enter Email Address'), and 'Account Number' (placeholder 'Enter Account Number'). There are 'Reset' and 'Search' buttons. Below the search section, it says 'Your search found 1 result(s)'. The 'Search Results' section shows a table with one entry. The table has columns: Username, Default Account, Profile Status, Email Address, Last Login Date/Time, and Invalid Login Attempts. The entry for 'AMITypical' shows a default account of '131153-735992', a status of 'Active', email 'meagan.morvant@hdrinc.com', last login on '2024/10/03 03:46:23 PM', and 0 invalid attempts. To the right of the table, there are three icons: a pencil (labeled 'Edit profile'), a person with a plus sign (labeled 'Proxy login'), and an envelope (labeled 'Send Message'). Below these icons is a 'Download Spreadsheet' button.

Logout mharris

Customer Advantage Communications Documents Analytics Live Stats Admin

Customer Profile Search

Enter search criteria below.

Username Email Address Account Number

AMITypical Enter Email Address Enter Account Number

Reset Search

Your search found 1 result(s)

Search Results

15 entries per page

Username	Default Account	Profile Status	Email Address	Last Login Date/Time	Invalid Login Attempts
AMITypical	131153-735992	Active	meagan.morvant@hdrinc.com	2024/10/03 03:46:23 PM	0

Edit profile Proxy login


Download Spreadsheet

Send Message





Messages Center



Logout [mharris](#)

Customer Advantage Communications Documents Analytics Live Stats [Admin](#)

Inbox

	From	Account Number	Category	Subject	Date/Time				
	AMITypical	131153-735992	Bill Dispute	Test	10/03/2024 04:40:51 PM				▲
	ICTest8	219516-449730	General Inquiry	TEST TEST TEST	09/16/2024 02:47:36 PM				
	LargeCommer...	100424-527418	Damage Complaint	Test	08/31/2024 04:43:48 PM				
	LargeCommer...	100424-527418	Bill Dispute	Test	08/31/2024 04:39:24 PM				
	AMITypical	131153-735992	General Inquiry	Test	08/31/2024 03:36:02 PM				
	AMIsmlcom...	211793-602323	General Inquiry	Test	08/31/2024 02:09:08 PM				
	AMIsmlcom...	211793-602323	Request Callback	Test	08/31/2024 02:06:38 PM				▼

☐ Display archived messages

Let's see the new online customer account in action.

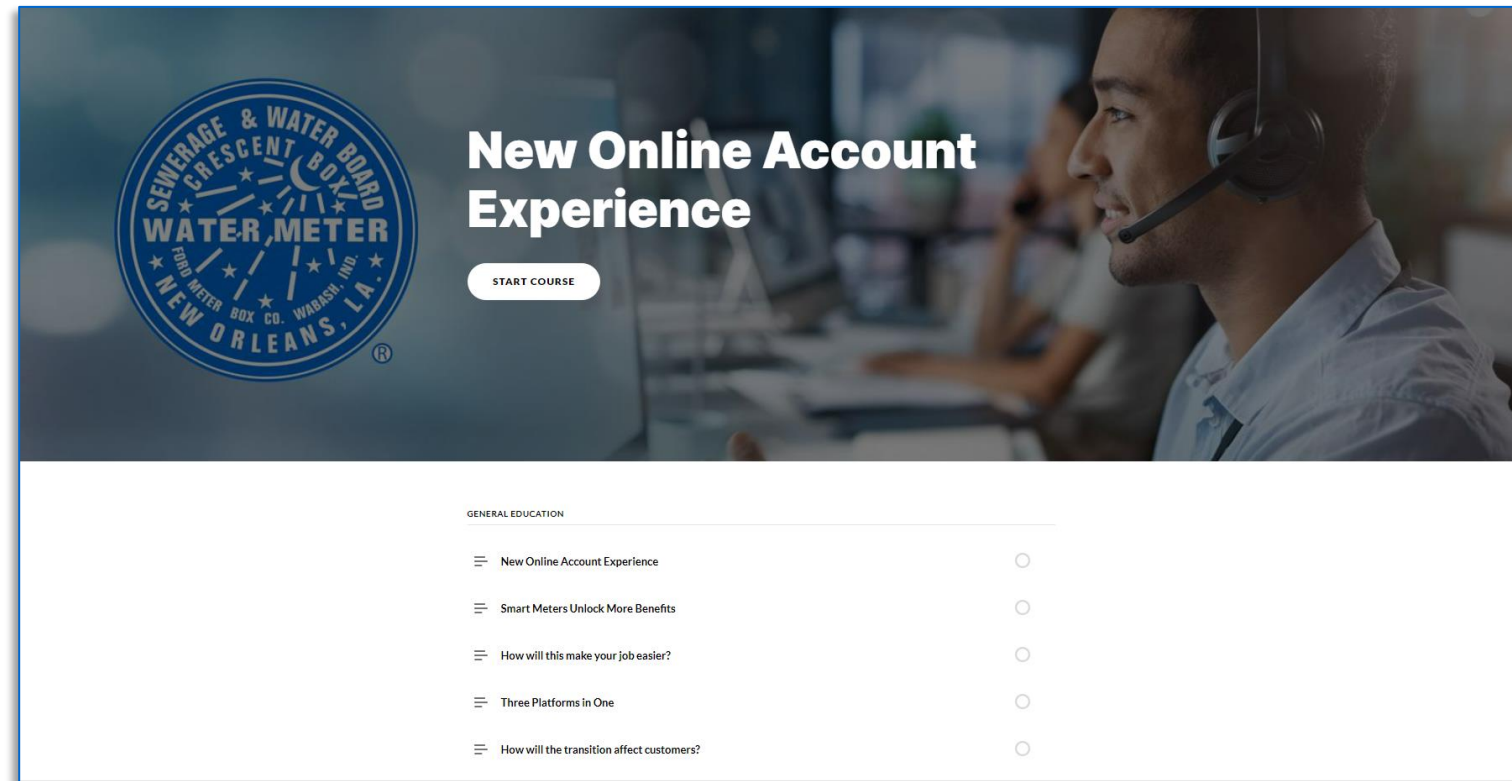
[Activate Account](#)





Preparing Customer Service

- In-person training sessions
 - Starting Oct. 10
- Online training module as follow up
 - Starting Nov. 11
- FAQs + talking points



Outreach Strategy: Pre-Launch

Sent initial email to existing portal users (Nov. 8)

- 79% open rate

Sending as a letter

- Starting Nov. 14

Teaser post on social



Dear AutoPay/Paperless Bill Customer,

To improve your customer experience, we're upgrading your SWBNO online account. To protect your data during this upgrade, **we will not carry over your payment information.** AutoPay and paperless bill preferences will be disabled on November 15, 2024, at 6 a.m.

ACTION REQUIRED STARTING NOV. 15



1. **Activate your new account** to restore AutoPay and paperless billing. We will notify you via email as soon as the new online account is available, which we anticipate will be the afternoon of November 15, 2024.
2. **Add your payment information** and preferences. Your old payment information will not transfer.

This online account upgrade is part of our larger effort to modernize our utility and be more transparent about how bills are generated. As we install smart meters throughout the city, more customers will have access to their hourly water use data through their new online account.

Together, your smart meter and your new customer account will put you in the driver's seat of your water use and, ultimately, your bill.

WHAT DO I NEED TO ACTIVATE MY NEW ACCOUNT?

To register starting November 15, you will need:

- Account number
- Last name or company name (as seen on your bill)
- Service address
- Preferred email.

You will be able to select any username and password that meet the requirements. They do not need to match your previous login credentials.

Thank you for your patience as we modernize for you.

Yours in Service,
The Sewerage and Water Board of New Orleans



Sewerage & Water Board of New Orleans
[Website](#)



Outreach Strategy: Launch

Starting November 15

- Maintenance message on social and website
- Email to customers
- Emails to stakeholders
- Website updates
- Social media
- Lobby TV screens
- Flyers/posters
- Digital ads
- Nola.com sponsored content
- Press release
- How-to videos
- Community office hours
- Community meetings (Jan. 2025)

**YOUR NEW ONLINE
ACCOUNT IS
READY.**



**4 Steps to
Activate**



We're excited to share that we recently upgraded your online account experience. **Activate your new account by following these steps:**

1. Visit myaccount.swbno.org
2. Click "Existing Customer - Create a Profile."
3. Complete the form. You'll need your:
 - Account number
 - Last name or company name (as seen on your bill)
 - Service address
 - Preferred email

You can select any username and password that meets the requirements—it does not need to match your previous login credentials.

4. Click **Submit**.

That's it! You'll be directed to sign in to your new account.

Once you're logged in, make sure to add your contact information, update your payment preferences, and explore the modern account management tools available to you.

ACTIVATE YOUR NEW ACCOUNT

Questions?

