

CAPITAL REGION WATER STRATEGIC PLANNING

AUGUST 19, 2015



What is a Strategic Plan?

- Establishes a clear **vision**
- Defines **goals** and how progress will be measured
- Allocates **resources** toward achieving goals
- Energizes management and staff toward **progress**
- Allows for **corrective action** as necessary



*If you don't know where you're going,
you might end up somewhere else*

Why is a Strategic Plan Important for a Water Utility?



Commitment to a well-defined strategic plan drives and communicates water's essential value.

- Provides for organization-wide **communication** of priorities and direction
- Enhances broad stakeholder **commitment**
- Helps maintain **consistency** during periods of change/uncertainty
- Assures that resources will be dedicated to the areas that affect **long-term organizational success**

Why is a Consultant Needed?



Brings a variety of experiences from organizations with similar challenges.

- Applies **proven processes** and a broad range of tools
- Provides an **independent** viewpoint
- Allows information to be gathered from **employees** in a non-threatening manner
- Develops and maintains **momentum**
- Enhances internal and external **credibility**

Why is RFC the Right Choice?



PEOPLE

- » Strategic Planning and EUM Leaders
- » Utility and Industry Leaders
- » Awareness of Trends



PROCESS

- » Highly Engaging
- » Links Strategy to Performance
- » Sets Up for Implementation



PASSION

- » Focused Experience
- » We Wrote the Book
- » Success of Our Clients

Our Team



DOUG BEAN Project Director & Lead Facilitator

- 38 years of utility and local government experience
- Director of Charlotte-Mecklenburg Utilities for 16 years
- 18 years in other local government management positions
- Led/assisted with utility strategic planning engagements for DC Water, Baltimore, Wilmington (DE), SD1, Newport News Waterworks, & Mount Pleasant Waterworks



DARIN THOMAS Project Manager

- 29 years of utility consulting experience
- Led/assisted with utility strategic planning engagements for DC Water, Baltimore, Wilmington (DE), SD1, Newport News Waterworks, & Mount Pleasant Waterworks



GERRY WEXELBAUM Lead Facilitator

- 39 years of management consulting experience
- Worked on 100+ strategic planning engagements
- Led/assisted with utility strategic planning engagements for DC Water, New York City, Birmingham Water Works Board, Baltimore, Wilmington (DE), SD1, & Mount Pleasant Waterworks



CATHERINE NOYES CARTER Co-Facilitator

- 4 years of utility consulting experience
- Assisted with strategic planning engagements for DC Water, Baltimore, Wilmington (DE), SD1, & Mount Pleasant Waterworks



What is the Board's Role in Strategic Planning?

The Board is responsible for articulating its aspirations and desired results for the utility

PLAN PREPARATION:

- Participate in interviews
- Participate in a workshop to discuss Vision, Values, Mission, and Goals
- Review draft plans and provide input on final documents

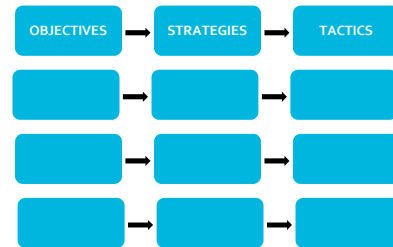
PLAN IMPLEMENTATION:

- Monitor Implementation
- Evaluating the achievement of core strategic measures

What is the *Staff's* Role in Strategic Planning?

Staff develops objectives, strategies, tactics, measures, and implementation plans to achieve the Board's aspirations

- **Information**
 - + Interviews
 - + Online survey
 - + Focus groups
- **Plan development**
 - + Workshops
 - + Goal teams
 - + Plan review
- **Implementation**
 - + Goal teams
 - + Accountabilities
 - + Monitoring



Implementation

- Not a shelf document
- Measurable
- Monitored
- Updated regularly



Long-Term View

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



THANK YOU

CONTACT: DOUG BEAN
704.910.8195 / dbean@raffellis.com
www.raffellis.com

