



ASSOCIATION OF  
METROPOLITAN  
WATER AGENCIES

Membership Meeting

# AMWA'S 4TH QUARTER HIGHLIGHTS

[www.amwa.net](http://www.amwa.net)



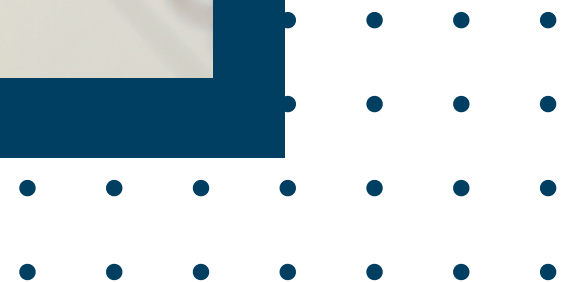
# REMINDER:

— Today's presentation is being recorded.

— Recording and slides will be available at [www.AMWA.net](http://www.AMWA.net).

— Put questions or comments in the chat or raise your hand.

— Please mute all lines unless you are asking a question.



# AMWA STAFF



**Tom Dobbins**  
Chief Executive Officer



**Antoinette Barber**  
Director, Communications and Utility Management Programs



**Brian Redder**  
Manager, Regulatory and Scientific Affairs



**Bebe Schaefer**  
Legislative Associate



**Dan Hartnett**  
Chief Advocacy Officer



**Eugenia Cadena**  
Senior Manager, Office Administration and Conferences



**Jessica Evans**  
Manager, Government Affairs and Sustainability Policy



**Hayden MacLachlan**  
Organizational Assistant



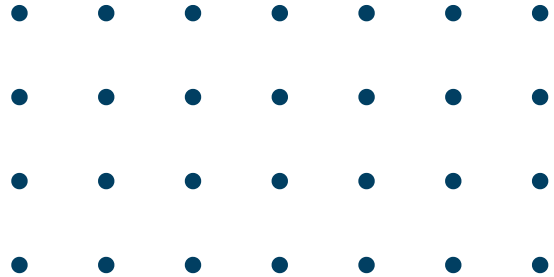
**Erica Brown**  
Chief Policy and Strategy Officer



**Tim DeVenney**  
Manager, Membership and Office Support



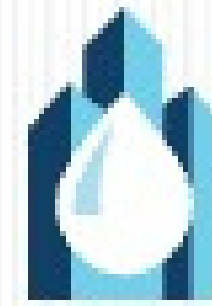
**Wingel Caburian**  
Marketing and Events Coordinator



# AGENDA:

- 01** Welcome & Housekeeping
- 02** 2024 Strategic Plan Overview
- 03** 2023 AMWA Gold Award  
Presentation: Howard County  
Department of Public Works Bureau  
of Utilities
- 04** Lead and Copper Rule  
Improvements (LCRI) Update
- 05** 2024 Water Policy Conference
- 06** Q&A





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# AMWA 2023 Strategic Plan

Financial Shares Corporation  
October 2023

# Mission

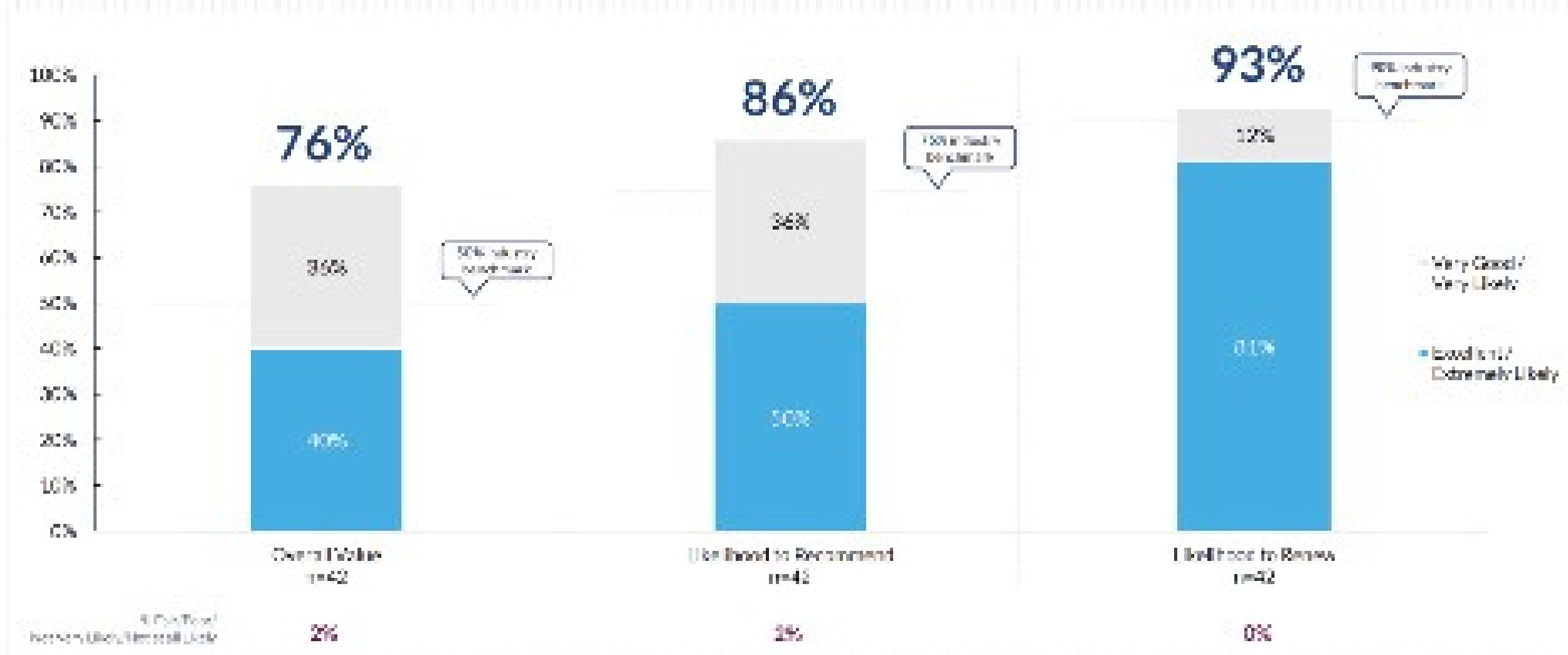
## *Current Mission:*

The Association of Metropolitan Water Agencies (AMWA) serves as the voice of large, publicly-owned drinking water systems on federal water policy issues, and its programs foster sustainable, innovative utility management. Through advocacy and knowledge sharing initiatives, AMWA supports its members efforts to ensure that the nation's urban drinking water supply is safe, secure and affordable for all.

# Background & Strategic Context

# Member Research Suggests High Satisfaction

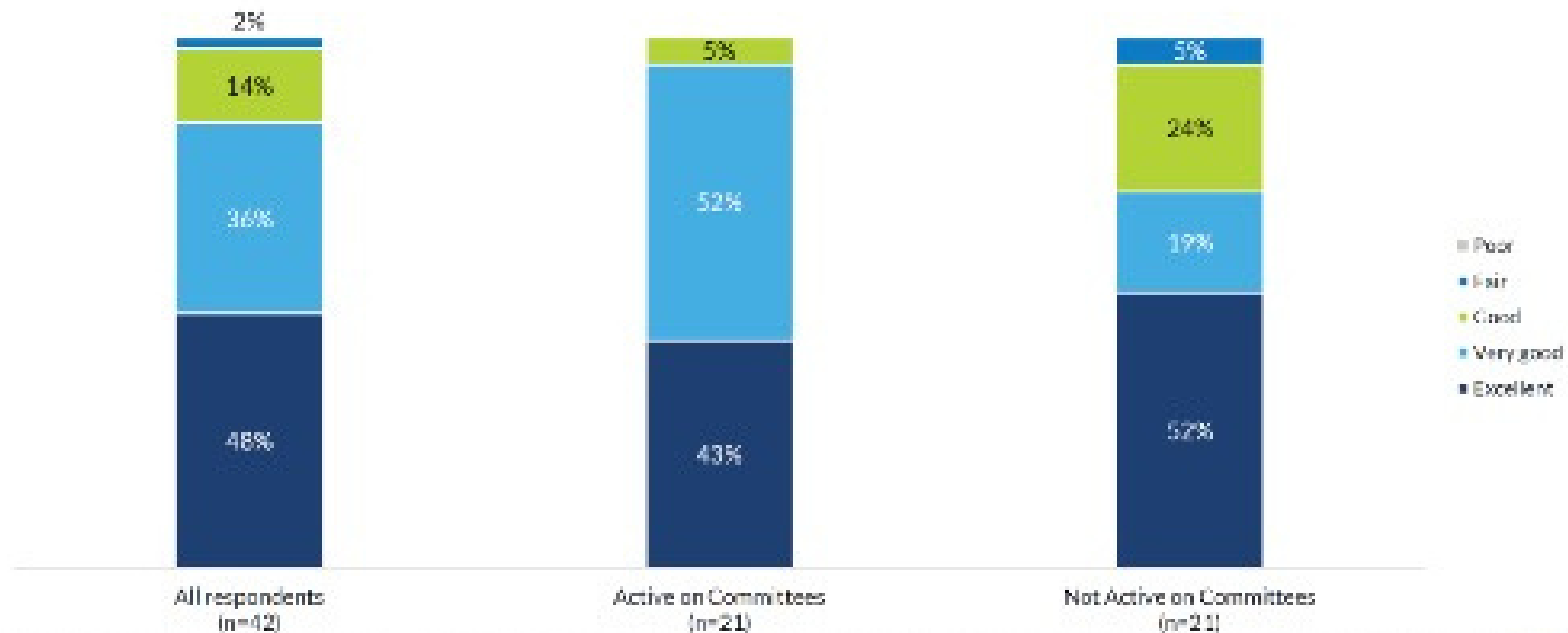
- High value, high likelihood to recommend, renew
- Strong member engagement
- Advocacy/legislative is primary driver





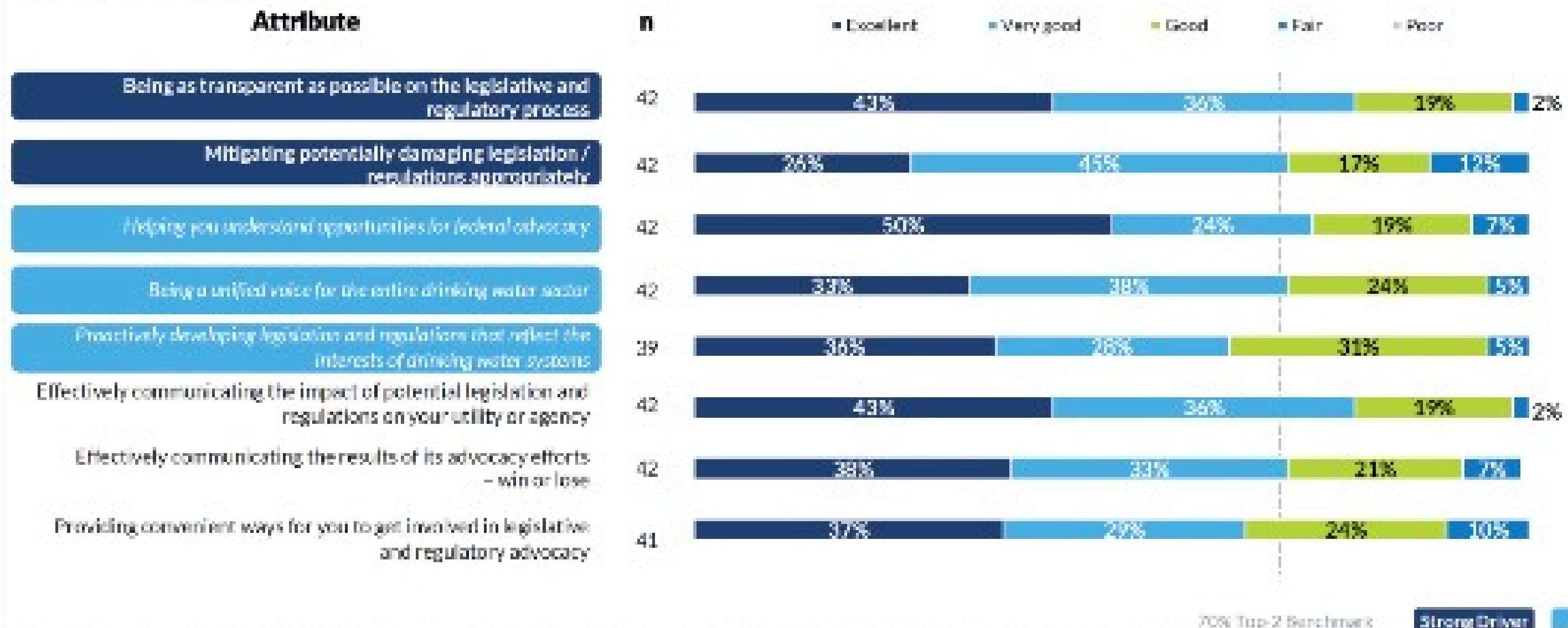
# Advocacy is Very Important to Our Members

Current members are heavily influenced by the strength of AMWA Legislative and Regulatory Advocacy. While overall evaluations are higher for those on committees, members who don't actively participate in committees still evaluate Advocacy as Excellent more than half of the time.



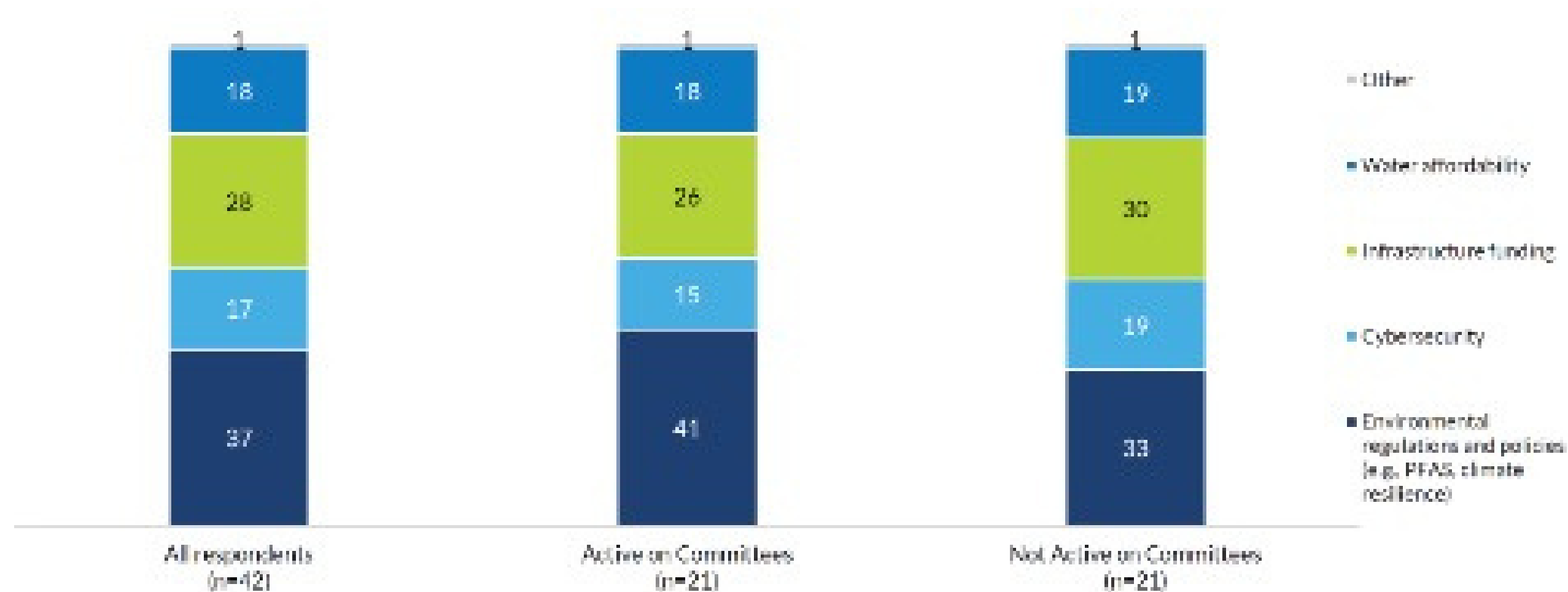
# Members Rate Highly Our Work in Advocacy

All but two attributes met the 70% performance benchmark, indicating a healthy member experience with Advocacy. Members feel that transparency in communications about Legislative and Regulatory activities are important, as well as making efforts to mitigate damaging policies.



# Our Members' Top Advocacy Issues

All members agree that environmental regulations and policies should be a primary focus for AMWA going forward. Members not active on a committee have a slightly higher interest in infrastructure funding.



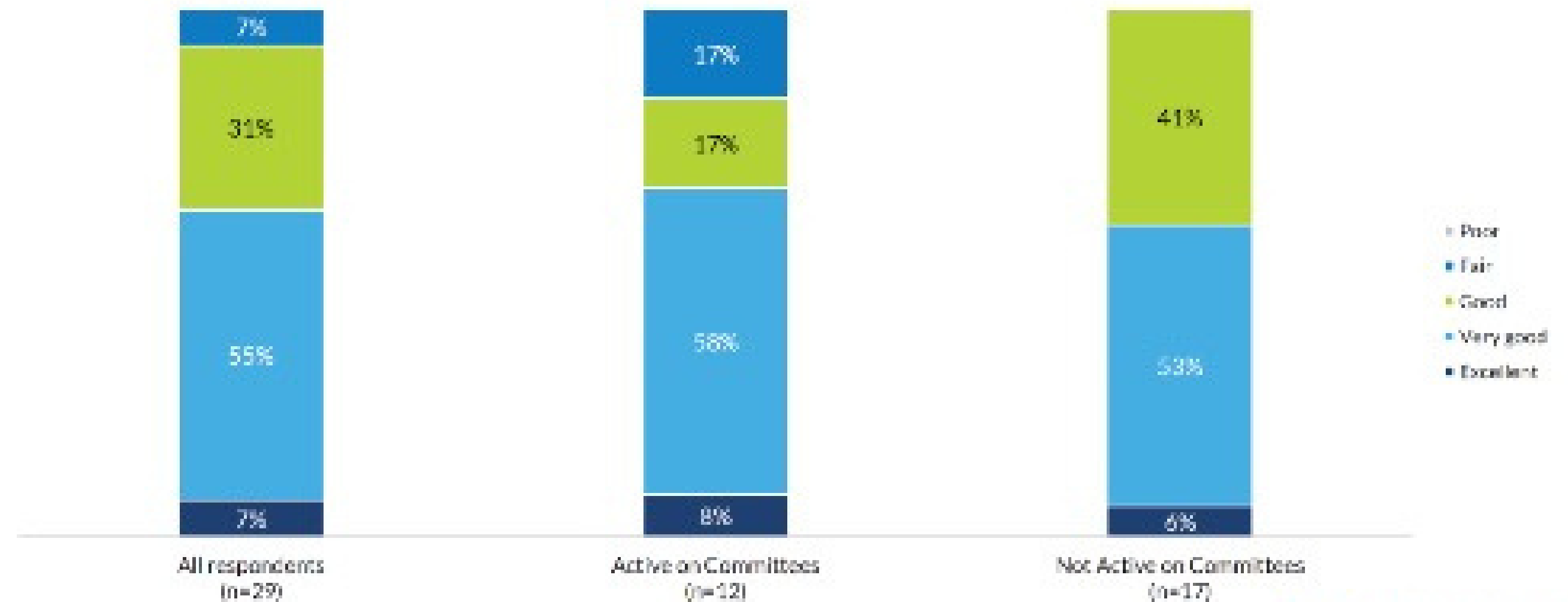
# Knowledge & Information Sharing

Knowledge & Information Sharing encompasses:

- Conferences
- Website
- Communications
- Resources

# Knowledge Sharing: Website

Evaluations of AMWA's Website are the second lowest overall performance across the member experience. However, it is important to note that while lower than other areas, only 7% rate the website negatively.



# Knowledge Sharing: Executive Management Conference

Three out of four EMC attributes are rated "Best in Class" among attendees, with 80% or more saying they are Excellent / Very good aspects of the experience. Although still a high evaluation, the Strong Driver of EMC, providing education and materials that are applicable to my role, has room to improved compared to its counterparts.



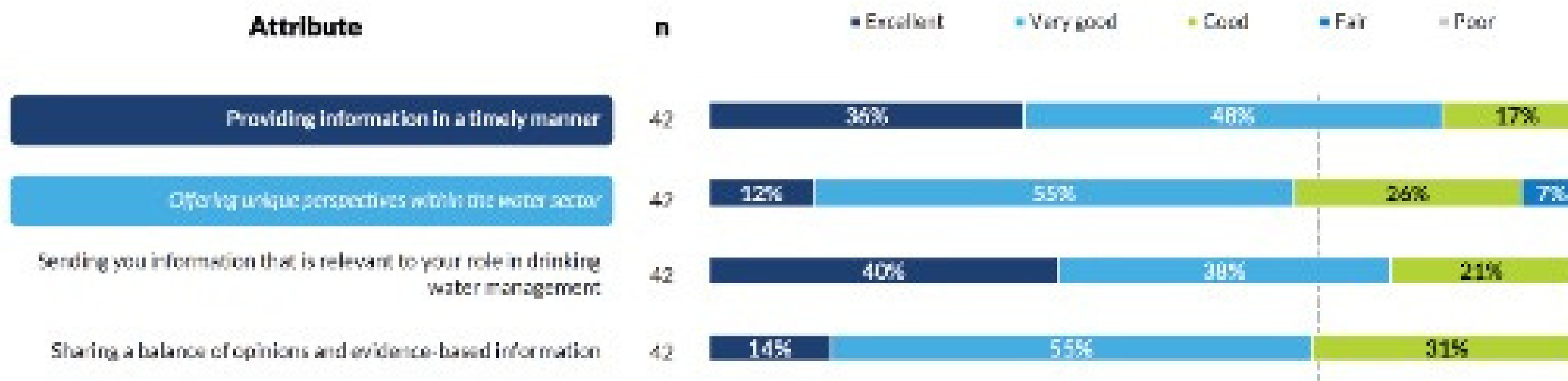
70% Top 25 benchmark

Strong Driver

Med. Driver

# Knowledge Sharing: Communications

Current members believe that AMWA's ability to provide information in a timely manner is "Best in Class", which is excellent for a Strong Driver for *Communications*.



70% Top-2 Benchmark

Strong Driver

Mod. Driver

# Strategic Plan Objectives, Strategies & Tactics



# Strategic Plan Period Objectives, Strategies & Tactics

- **Solidify AMWA's market position as the most efficient and effective legislative and regulatory drinking water advocacy organization**
  - **Leverage modest, strategic expenditure increases to enhance effectiveness of existing efforts**
    1. Outside lobbying support to increase AMWA's direct exposure and access to elected officials and congressional leadership members and staff as well as identify entrées to certain federal agencies or White House offices.
    2. Dedicated, recurring funding for commissioning AMWA-policy relevant white papers and analysis

# Strategic Plan Period Objectives, Strategies & Tactics

- **Solidify AMWA's market position as the most efficient and effective legislative and regulatory drinking water advocacy organization (cont.)**
  - **Increase resources to support advocacy efforts**
    3. Technology systems that facilitate grassroots targeting of elected officials to drive member advocacy involvement
    4. PR capabilities to effectively communicate and inform stakeholders

# Strategic Plan Period Objectives, Strategies & Tactics

- **Upgrade and enhance knowledge sharing offerings to augment and support overall value proposition; strive to ensure all knowledge sharing offerings are high engagement, strong performing offerings**
  - **Develop select “communities” comprised of AMWA member executives holding specific senior management roles to extend knowledge sharing below current (top executive/GM) level**
    1. Hire individual to manage/oversee AMWA Communities
    2. Identify pilot community to beta-test concept
    3. Engage dedicated resource(s) to lead/moderate community; launch virtual community hub
    4. Develop community member driven, topical content (blog, webinars, presentations, virtual & live events) to facilitate member-to-member interaction

# Strategic Plan Period Objectives, Strategies & Tactics

- **Upgrade and enhance knowledge sharing offerings to augment and support overall value proposition; strive to ensure all knowledge sharing offerings are high engagement, strong performing offerings (cont.)**
  - **Leverage subscriber members and other sponsors for increased content & revenue support**
    5. Increase sponsorships to \$XXX,000 (overall target TBD) to increase paid speakers, improved venues, and potential scholarships to EMC and WPC.
    6. Create a Subscriber Task Force to engage Subscribers in providing more content to the organization that will be valuable to the members; utilize a Program Committee or subcommittee of the Utility Management Committee that would approve all content for conferences and webinars

# Strategic Plan Period Objectives, Strategies & Tactics

- **Upgrade and enhance knowledge sharing offerings to augment and support overall value proposition; strive to ensure all knowledge sharing offerings are high engagement strong performing offerings (cont.)**
  - **Upgrade website/technological capabilities to support enhanced knowledge sharing**
    7. Enhance multimedia capabilities
    8. Hosting/hub for virtual communities/member forums
    9. General website refresh/update

# Conclusion

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- Our members highly value the work AMWA is doing
- AMWA will continue to focus on the two pillars of its strategic plan
  - Advocacy
  - Knowledge Sharing
- It will seek to maximize membership and membership participation in the association

Questions?



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# UTILITY MANAGEMENT EXCELLENCE





2023 Gold Award for Exceptional Utility Performance Recipient

# Howard County Department of Public Works Bureau of Utilities

Ross Beschner, Acting Bureau Chief





**POLL**



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# ADVOCACY



# Lead and Copper Rule Improvements (LCRI) Update

- Achieving 100 percent Lead Pipe Replacement within 10 years.
- Locating legacy lead pipes.
- Updates to tap sampling procedure.
- Lowering the Lead Action Level from 15 ppb to 10 ppb.
- Several updates to public notification requirements.

**Public comment period ends February 5, 2024.**



# QUESTIONS





# Register NOW for AMWA's 2024 Water Policy Conference (WPC)!

in Washington D.C. from March 19-21.

## The WPC will feature:



Senate EPW Committee Chair Tom Carper and other members of Congress;



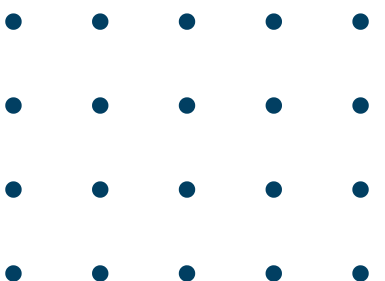
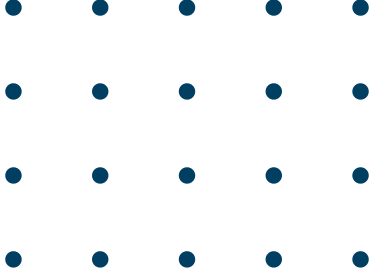
EPA and other Biden Administration officials;



Networking and Advocacy Opportunities;



U.S. Botanic Garden Reception; and more!



# THANK YOU TO AMWA'S 2023 SPONSORS!





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## **Stay Connected & Follow AMWA on Social Media**



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Water Agencies



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@AMWA\_Water





**THANK YOU TO MEMBERS WHO  
HAVE RENEWED THEIR 2024  
AMWA MEMBERSHIP. IF YOU  
HAVEN'T DONE SO, RENEW BY**



December 31, 2023

