

**Linking With Ownership**  
Thoughts from Greg Harrington, 6/28/2011

Board Process Policy, Level Two (Proposed BP-2K)

*The Madison Water Utility Board will pursue ownership input on an affirmative basis, not waiting for input to be initiated by owners. (text suggested by John Carver in “Connecting with the Ownership”)*

Accordingly, the board will:

(The following are some ideas for Level Three policies that link with owners)

1. The board could set a policy to periodically (1 to 3 years) send out a survey designed to determine what the values of the ownership are (what benefits for whom have what relative and absolute worth). This is different from the customer satisfaction survey that utility management sends out every 1 to 3 years.
2. The board may establish an expectation that board members will annually attend, present, and listen at one neighborhood association meeting outside their own neighborhood. The purpose of the meeting would be to:
  - a. Educate owners about how the board functions
  - b. Educate residents that they are owners of the utility, and what the responsibilities of that ownership are (want owner input, not consumer input)
  - c. Discuss what benefits for whom have what relative and absolute worth
3. The board may establish an expectation that board members will annually attend, present, and listen at one meeting of a local service organization.
4. The board may establish “board-to-board” communication at our board meetings. Those boards most capable of communicating about ends and governance process should be given priority (Carver). This could include our board having communication with:
  - a. City Council
  - b. Public Health of Madison and Dane County
  - c. City Engineering/Public Works
  - d. Other boards
5. Focus groups that are representative of the ownership, to discuss what benefits for whom have what relative and absolute worth
6. Annual report to the Mayor and City Council (post on utility web page for entire ownership to see)