

Water Utility Board Policy Governance Workshop

1/11/11

Brainstorming Session Results:

If the Madison Water Utility were to disappear from the face of the earth tomorrow, why would you put it back? What would you want from a new one?

- Turn on the tap and there's water 100% of the time
- Adequate fire protection
- Equity- everyone has water
- Plenty of water to drink/consume/use
 - Household
 - Agriculture
 - Industry – support the economy, contribute to quality of life, jobs
- High quality
- Safer and less work than individual/private wells
- Protect public health
- Better management of natural resources and protection
- Children and grandchildren have water
- Fabulous water pressure
- Affordable (Economies of scale- it's cheap(er))
- Promote growth and development, significantly contribute to City's economic health, maintain conditions so it's feasible for businesses to come to Madison
- Public sees MWU as guardians of the aquifer*
- Public sees MWU as guardians of their health*
**Building a public perception, trust issue*

Reworked statement from a 12/21/2010 Draft Outcomes Policy:

The utility's customers reliably receive an adequate quantity of high quality water (*at a reasonable cost? for present and future generations?*).

Assignment for all board members:

Ask 2-3 people (friends, acquaintances, strangers, etc.) the brainstorming question at the top (or some variation), listening for ideas, purpose, values, priorities, etc.

Individual assignments:

Define "customers" and "reliably": Lauren
Define "adequate quantity": Greg
Define "high quality": Madeline
Define "reasonable cost": Bruce

Parking Lot

- New board member and/or employee orientation
- Owner linkage
 - Website survey?
 - Strategy for communicating Policy Governance & what it means to public