Leverage Regional Assets to Help Create Your Utility’s Future

National Association of Clean Water Agencies
Winter Conference – Miami, Florida
Utility of the Future Panel
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“It's hard to make predictions, especially about the future.”

- Yogi Berra
Organizational Assets

- Joint Powers Agency
- 125 Square Mile Service Area
- Six Member Agencies
- 10 Member Board of Directors
- 66 FTE
- Asset Value: $358M
Geographic Assets

EWA Service Area
Regional Assets

- Well educated, environmentally sensitive electorate
- Economy dominated by small businesses
- Relatively prosperous community
- Emerging regional universities
- Extreme energy costs
- High land values
- Costly labor
- California
Local Assets
Lever: Innovation

**Internal**
- CHP
- CEPT
- EMS
- R&D / TAP

**Operational Innovation**

**Management Innovation**
- Employer of Choice
- Adaptive Strategies
- Risk Assessment
- PQS

**Continuous**
- Contract Operations
- CAMP
- Brand Awareness
- PureGreen ONF

**Discontinuous**
- 5 Year Business Plan
- 2040 Master Plan
- Strategic Partnerships
- Real Estate Development

**External**
- PureGreen ONF
- Real Estate Development
Lever: Communications

Protecting the Pacific Ocean
- Technical: treat and dispose of wastewater
- Focus: Environmental element of our brand
- Today: Drives current investment

Producing and using renewable resources
- Technical: waste requiring management
- Focus: Social element of our brand
- Today: Valuable assets promote private investment

Practicing fiscal responsibility
- Technical: budget and audit
- Focus: Economic element of our brand
- Today: Drives sustained investment
“The best way to predict the future is to create it.”

-Abraham Lincoln