

NACWA Small & Medium Utility Workgroup Scope of Work

NACWA is convening a group of small and medium-sized utility representatives to strategize on how the Association can enhance the value of membership for current small and medium-sized members. This group will look into ways to attract new public agency members of this size and how to make membership a more feasible option.

For the purposes of this Workgroup, small and medium-sized utilities are defined as utilities that service a population of approximately 50,000 or less. NACWA's membership is currently comprised of approximately 280 public utility members, of which approximately 47 service a population of 50,000 or fewer.

The Workgroup will be co-Chaired by Susan Holmes, Chairwoman, Central Davis Sewer District in Farmington, Utah and a member of NACWA's Board of Directors, and Todd Danielson, Chief Utilities Executive, Avon Lake Regional Water, Avon Lake, OH.

The exact tasks and work plan for the Workgroup will be further developed by the group once it is formed, but the envisioned Key Objectives for the group include:

- Conduct a needs assessment of utilities in the small and medium size range; and analyze how NACWA's current membership benefits address these needs.
- Identify challenges which may prevent small and medium size utilities from engaging in and/or joining NACWA. Some focus areas may include resource availability and local and regional advocacy issues.
- Develop advocacy strategies that encourage increased engagement of current NACWA small utility members, meet the advocacy needs of these utilities, and highlight the significant role small and medium sized utilities play in all areas of the Association.
- Identify ways in which NACWA can make membership a more feasible option for small and medium utilities with limited resources.
- Develop a strategy to identify and engage prospective small and medium utilities likely to be interested in joining NACWA.
- Develop strategies to support the relationship development and networking between smaller and larger utility members.

The ability of NACWA to further engage and recruit small and medium utilities is crucial to the Association's ability to carry out effective advocacy efforts. This Workgroup will play an important role in helping NACWA ensure it is listening to and meeting the needs of this vital utility group.