

# 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  
February 6, 2013



“Its hard to make predictions,  
especially about the future.”

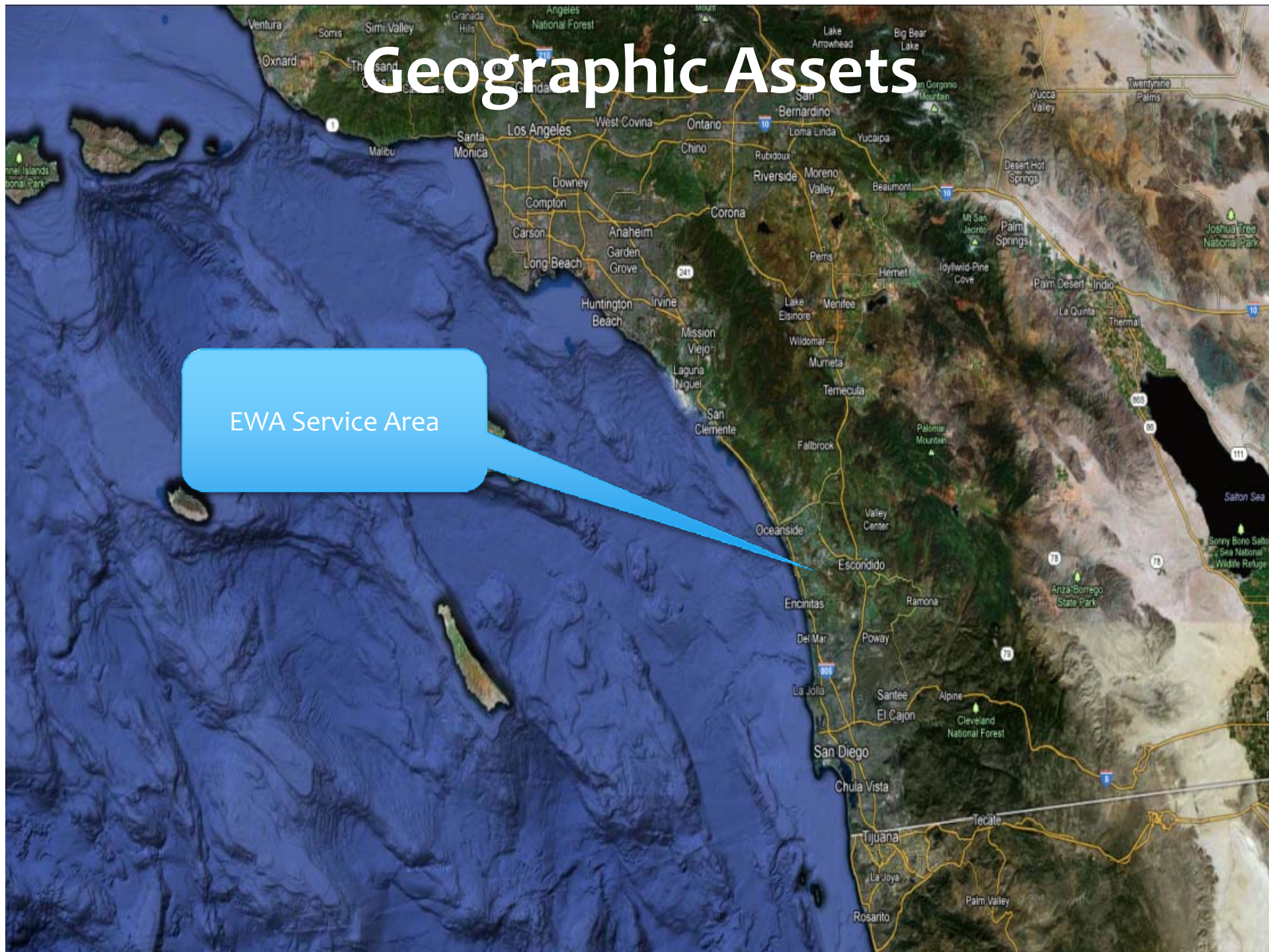
- Yogi Berra

# 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

- Employer of Choice
- Adaptive Strategies
  - Risk Assessment
  - PQS

Operational  
Innovation

Management  
Innovation

**Continuous**

**Discontinuous**

Product &  
Service  
Innovation

Strategic  
Innovation

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

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

**External**

# 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