



CALL AND NOTICE OF SPECIAL MEETING AND AGENDA

Special Meeting of the Board of Directors
3021 South Fullerton Road
Rowland Heights, CA 91748

October 25, 2011 at 4 p.m.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL OF DIRECTORS

Anthony J. Lima, President
Szu Pei Lu-Yang, Vice President
Robert W. Lewis
John Bellah
Teresa P. Rios

ADDITION(S) TO THE AGENDA

PUBLIC COMMENT ON AGENDA ITEMS

Any member of the public wishing to address the Board of Directors regarding items on the Agenda or other matters within the subject matter jurisdiction of the Board should do so at this time. The Board may allow additional input on Agenda items during the meeting. A three-minute time limit on remarks is requested.

Any person may make a request for a disability-related modification or accommodation needed for that person to be able to participate in the public meeting by telephoning Nicole Palacios, Secretary to the Board at (562) 697-1726, or writing to Rowland Water District, at P.O. Box 8460, Rowland Heights, CA 91748. Requests must specify the nature of the disability and the type of accommodation requested. A telephone number or other contact information should be included, so that District staff may discuss appropriate arrangements. Anyone requesting a disability-related accommodation should make the request with adequate time prior to the meeting in order for the District to provide the requested accommodation.

Materials related to an item on this Agenda submitted after distribution of the Agenda packet are available for public review at the District office, located at 3021 S. Fullerton Road, Rowland Heights, CA 91748.

Tab 1 ACTION ITEMS

This portion of the Agenda is for items where staff presentations and Board discussions are needed prior to formal Board action.

- 1.1 Strategic Planning Workshop:** Board planning session facilitated by Dr. Bill Mathis for the purpose of developing elements to be included in a strategic plan.

- 1.2 Review and Approve Proposal from CV Strategies to Perform Customer Survey.**
Recommendation: The Board of Directors approve the proposal to conduct customer survey.

Directors' and General Manager's Comments

Future Agenda Items

Late Business

No action shall be taken on any items not appearing on the posted agenda, except upon a determination by a majority of the Board that an emergency situation exists, or that the need to take action arose after the posting of the agenda.

ADJOURNMENT

President Anthony J. Lima, Presiding

	
Annual Strategic Planning Meeting	
Facilitator: Dr. Bill Mathis	4 – 7:30 p.m. October 25, 2011

I. General Discussion

- | | |
|--|-----------------------|
| A. Last Year’s Plan? | <i>Ken Deck</i> |
| B. Why we do Strategic Planning (Discussion)? | <i>Dr. Bill/Board</i> |
| C. Identify New Year’s challenges? | <i>General</i> |
| D. Why being the Lead Dog has advantages? | <i>Dr. Bill/Board</i> |
| E. Customer Survey Proposal? | <i>Ken/Dr. Bill</i> |

II. Provide Safe and Reliable Water Supply

- > Discuss Mergers and Acquisition Strategies
- (New) Shared Services Model / Outreach
- Contracting Services for RWD / Expansion (Stay small; grow big influence)
- New Water Sources > Priority vs. MET
- Legislative Efforts
- (New) Community Building – we are part of you?

III. Best of Class Water District and Organization

Staff

- Raise Accountability
- Cost Effectiveness

- High Performance (3.0 TPI as basis)
 - Greater Initiatives
 - Self-Management (MAT Team Training)
 - Increased Regional Presence; PIO Function
- Set date for six month review of Strategic Planning Progress
 - Set two Board Dates in 2012 for Training, Orientation and Increase Staff-Board communications
 - Re-visit Interns / Summer Youth Projects

IV. Political and Regional Influence for Citizen's Benefit

- ACWA and AWWA Events
 - Speaking Opportunities
- Regional Participation
- Grants and Opportunities with Neighbors
- Sponsors Synopsis i.e., "OPERATION 2020"
Be the center for Regional Events
- GM and Management Participation in CUEMF

V. Exceptional Customer Survey

- Discuss new era?
- Safety vs. Openness?
- Automated Payments?
- Education for Citizens?
- Customer Service Survey – know community mood?

These ideas go back to staff for additions, ideas, for next steps for Board approval before implementing; complete by December meeting?

VI. Summary

Dr. Bill

October 11, 2011

Ken Deck
General Manager
Rowland Water District
3021 Fullerton Road
Rowland Heights, CA 91748-4799
(562) 697-1726

Sent via email to: KDeck@rowlandwater.com

Dear Ken:

Please accept this estimate to Rowland Water District for a customer survey that will include a questionnaire, analysis and recommendations. Our goal is to help RWD determine the current customer knowledge and perceptions in the areas of:

- 1) Water Source and Supply;
- 2) True Cost of Water;
- 3) Rates and Rate Structure;
- 4) Customer Outreach

We suggest a phone survey with 400 current RWD customers. This will provide data with less than a 5-percent margin of error. The District may also choose to supplement the phone survey with a website survey. Typically, we see less than 1-percent of customers responding to requests to participate in online surveys. The primary reason for suggesting this supplemental survey is to provide a service to customers who do not wish to take the phone survey.

The phone numbers are typically generated by the District's customer list and then dialed by the call center at random. If the District does not want to share its call list to the call center for the one-time purpose of the survey, a phone list can be generated by zip code, however, additional cost are incurred with this method.



Customer Survey Estimate for Rowland Water District

Deliverables

Survey Length and Sample Size	8-10 Minutes, n = 400 See http://www.surveysystem.com/sscalc.htm for a confidence interval calculator.
Sampling Plan	400 current RWD Customers
Incidence Rate	Approximately 00%
Survey Questions and Collection	CV Strategies will draft a survey questionnaire based on communication with Rowland Water District about the areas of greatest interest to Board and staff. Edits of the survey will continue until RWD approves the questionnaire. The questionnaire will then be converted into a Computer Assisted Telephone Interviewing (CATI) routine. Phone interviews will be conducted. Verbatim and coded answers will be entered into a database. A statistical data file, report-ready tables and written findings of the survey will be produced.
Facilitation	CV Strategies will facilitate the entire effort for RWD. Coordination will include determining the data that is needed to make intelligent, research-based decisions; designing the survey with meaningful questions and responses; facilitating surveyors and all communication between RWD and telecommunications operators. CV Strategies will manage and review all data collection.
Analysis and Presentation	CV Strategies will compile all data into a final survey and outreach analysis report. The report will include key communications information requested by RWD as well as highlights discovered by CV Strategies through the survey process. The presentation will also include initial outreach strategies for Customer engagement. The report will be presented to 1-2 groups, determined by RWD.
Time Line	Preparing the questionnaire could take up to 14 business days (sometimes more), depending on the organization's layers during the approval process. After receipt of a final questionnaire, interviewing will take approximately 14 business days. Data processing will require approximately three business days. Preparation of a final written report and presentation will take approximately three weeks once all data is collected. Once the final report is complete, a presentation will be arranged as soon as is convenient for all parties.



Costs Breakdown:

Item	@ n = 400
Survey Development & Facilitation	\$4,800
Questionnaire Design	\$500
CATI Programming	\$400
Interviewing – phone and on-site	\$6,000*
Code Text Answers (Max of 4)	\$400
SPSS Data File	\$600
Report-ready Tables	\$1,200
Written Report	\$2,500
Analysis and Presentation	\$5,200
Sub-Total	\$21,600
Supplemental Website Survey	\$800
Total	\$22,400

*If all 400 interviews are conducted by phone.

Terms and Compensation

We request a 50% deposit of project costs prior to work beginning. The balance of charges for the project will be invoiced once all deliverables have been accepted, and will be due 30 days from invoice date.

CV Strategies thanks you for your review of this proposal. We value the opportunity to work with you, and look forward to helping you achieve — and exceed — your communications goals.

Sincerely,

Erin Gilhuly
President
CV Strategies

Please sign and fax/email a copy of this document. Your signature constitutes acceptance of the terms of this estimate. It is mutually understood that CV Strategies and Rowland Water District will keep the terms and details confidential.

Rowland Water District

By: _____

Title: _____

Date: _____