



WATER  
AFFORDABILITY  
ACADEMY

# AGENDA

## Thursday, September 17, 2-3:30 EST (1-2:30 CST)

### Module 1: Framing, Introductions, & Water Affordability 101

Led by:

- Emily Miota, Outreach Director, Mayors Innovation Project
- Howard Neukrug, Former Commissioner, Philadelphia Water & Executive Director, The Water Center at Penn

On the Agenda:

- Overview of Water Affordability
  - Why is affordability important?
  - Who does unaffordable water impact the most?
  - What is our role as water service providers to promote equity in our communities?
- Overview of the Water Affordability Academy
- Questions & Module 2 Preparation
- Optional Networking & Discussion

## Thursday, September 24, 2-3:30 EST (1-2:30 CST)

### Module 2: Operational Efficiencies

Led by Andy Kricun, Former Executive Director, Camden County Municipal Utilities Authority & Senior Advisor, The Water Center at Penn

On the Agenda:

- Camden Case Study
- Breakout Session
  - Biggest Challenge
  - Top Two Most Innovative Techniques
- Large Group Discussion
- Questions & Module 3 Preparation
- Optional Networking & Discussion

## **Thursday, October 1, 2-3:30 EST (1-2:30 CST)**

### **Module 3: Rates & Customer Programs**

Led by:

- Joanne Dahme, Former Deputy Commissioner for Communications, Philadelphia Water & Senior Advisor, The Water Center at Penn
- George Hawkins, Former General Manager, DC Water & Founder, Moonshot Missions

On the Agenda:

- Philadelphia Case Study
- Washington DC Case Study
- Breakout Session:
  - How to pick the right CAP option
  - Program design
  - Customer Education and Engagement
  - Other CAPs that can complement or strengthen payment assistance
- DC Case Study Continued
- Questions & Module 4 Preparation
- Optional Networking & Discussion

## **Thursday, October 8, 2-3:30 EST (1-2:30 CST)**

### **Module 4: Communications**

Led by:

- Jenny Riley, Associate Director of Marketing, Elevate Energy
- Jourdan Nash, Research Analyst, Elevate Energy

On the Agenda:

- Crisis Communications
- Strengthening Community Engagement
- Breakout session: Are You Ready for Your Next Crisis?
- Enhancing the Customer Experience through Communications
  - Best practices
  - The importance of your call center
- Questions & Module 5 Preparation
- Optional Networking & Discussion

## **Thursday, October 15, 2-3:30 EST (1-2:30 CST)**

### **Module 5: A Plan for your Utility**

Led by Karl Russek, Director of Programs and Applied Research, The Water Center at Penn

On the Agenda:

- Facilitate discussion around 'biggest takeaways' from each module
- Discussion: Anticipating and overcoming typical objections to innovation
- The Long Game: Planning to implementation
- Academy Wrap Up, Questions, & Technical Assistance Moving Forward