



AGENDA OF THE WATER COMMISSION

MONDAY, JANUARY 8, 2024, 8:30 AM

In person at the Green Bay Water Utility.

631 S Adams St

Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

1. Join Zoom Meeting Online:

<https://zoom.us/j/98284055918?pwd=eHBxaWkvNlJ2a3N0RERUWkRsNjVkUT09>

Or call in by phone: +1 312 626 6799

Meeting ID: 982 8405 5918

Passcode: 385002

If you wish to speak at this public meeting or leave a comment, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

B. Roll Call.

1. Roll call for the Water Commission Meeting of January 8, 2024.

C. Approval of the Agenda.

1. Approval of the Water Commission Meeting Agenda for January 8, 2024.

D. Approval of Minutes.

1. Approval of the Water Commission Meeting Minutes for December 11, 2023.

E. Regular Business.

1. Introduction of New Commissioner, Lynn Gerlach.

2. Introduction of new Operations Manager, Doug Martin.

3. 2023 Customer Survey - Summary and Recommendations

F. Informational.

1. Safety Report
2. Certificate of Achievement Award for Excellence in Financial Reporting
3. General Manager Update

G. Adjournment.

1. Motion to adjourn the Water Commission meeting of January 8, 2024.

- 1) **ACCESSIBILITY:** Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 2) **QUORUM:** Please take notice that a majority or quorum of the Common Council may attend this Water Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 3) **REPRESENTATION:** The party requesting the communication, or their representative, should be present at this meeting.



MINUTES OF THE WATER COMMISSION

MONDAY, DECEMBER 11, 2023, 8:30 AM

In person at the Green Bay Water Utility.

631 S Adams St

Virtual attendance is also available via Zoom.

A. ZOOM MEETING INFORMATION.

I. Join Zoom Meeting Online:

<https://zoom.us/j/98284055918?pwd=eHBxaWkvNlJ2a3N0RERUWkRsNjVkJkUT09>

Or call in by phone: +1 312 626 6799

Meeting ID: 982 8405 5918

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B. ROLL CALL.

I. Roll call for the Water Commission Meeting of December 11, 2023.

On Monday, December 11, 2023, the Water Commission met in person and virtually via Zoom. President Heugel called the meeting to order at 8:30 a.m. Recording Secretary Beilke called the roll. Seven voting commission members: President John Heugel (In Person), Vice President Jamie Wall (In Person), Secretary-Treasurer Tom Karmen (In Person), Kathryn Hasselblad-Pascale (In Person), Elizabeth Wheat (In Person), Al Farvour (Virtually via Zoom), Jacque Boyle (Virtually via Zoom) and Lynn Gerlach (In Person, non-voting).

Also present: Alder Craig Stevens (In Person, non-voting), Council Representative to the Water Commission, Attorney William Vande Castle (Virtually via Zoom), Maddie Koolbeck (Virtually via Zoom) and Dan Streit (Virtually via Zoom) from Slipstream, Attorney Jodi Labs (In Person) from the Law Firm of Conway, Olejniczak and Jerry, S.C. and Melissa Schmitz (In Person) the City of Green Bay Resiliency Coordinator.

Staff present: Brian Powell, Nancy Quirk, Andrea Hay, Stephanie Rogers, Sarah Fidler, Russ Hardwick, Jason Maes, Kristin Romanowicz, and Jonathan Peters.

C. APPROVAL OF THE AGENDA.

1. Approval of the Water Commission Meeting Agenda for December 11, 2023.

Moved by Jamie Wall, seconded by Thomas Karman to amend the agenda by moving item F2 to follow item E1 and approve the amended agenda. Voice vote being had, the motion passed unanimously.

D. APPROVAL OF MINUTES.

1. Approval of the Water Commission Meeting Minutes for November 13, 2023.

Moved by Commissioner Kathryn Hasselblad-Pascale, seconded by Jamie Wall to approve the minutes as presented. Voice vote being had, the motion passed unanimously.

E. REGULAR BUSINESS.

1. Green Bay Water Utility Energy Plan and Executive Summary

Moved by Jamie Wall, seconded by Kathryn Hasselblad-Pascale to accept as presented. Voice vote being had, the motion passed unanimously.

President Heugel recommended adding an item to the January 2024 agenda to discuss and possibly take action on the Slipstream report and the City of Green Bay's goals.

2. Approval of 2024 Commission Dates

Moved by Thomas Karman, seconded by Jamie Wall to approve the 2024 Water Commission dates. Voice vote being had, the motion passed unanimously. The dates are as follows:

Monday, January 8, 2024, at 8:30 a.m.

Monday, February 12, 2024, at 8:30 a.m.

Monday, March 11, 2024, at 8:30 a.m.

Monday, April 8, 2024, at 8:30 a.m.

Monday, May 13, 2024, at 8:30 a.m.

Monday, June 10, 2024, at 8:30 a.m.

Monday, July 8, 2024, at 8:30 a.m.

Monday, August 12, 2024, at 8:30 a.m.

Monday, September 9, 2024, at 8:30 a.m.

Monday, October 14, 2024, at 8:30 a.m.

Monday, November 11, 2024, at 8:30 a.m.

Monday, December 9, 2024, at 8:30 a.m.

3. Election of Green Bay Water Commission Officers for 2024: President, Vice President and Secretary-Treasurer

Moved by Jamie Wall, seconded by Thomas Karman to elect John C. Heugel as President. Voice vote being had, the motion passed unanimously.

Moved by Elizabeth Wheat, seconded by Jacque Boyle to elect Jamie Wall as Vice President. Voice vote being had, the motion passed unanimously.

Moved by Jamie Wall, seconded by Elizabeth Wheat to elect Tom Wall as Secretary-Treasurer. President Heugel suggested creating an Ad Hoc Nominating Committee. The committee members will be Elizabeth Wheat as the Chair, Jacque Boyle, and Lynn Gerlach.

4. Approval Request for Government Pricing Contracts for Vehicle and Equipment Procurement

Moved by Jamie Wall, seconded by Kathryn Hasselblad-Pascale to approve the Utility to order vehicles for 2024 and 2025 through Government Pricing Contracts.

Voice vote being had, the motion passed unanimously.

5. Approval of Final Payment in the amount of \$12,211.50 to Fer-Pal Construction USA, LLC for contract "Green Bay Water Utility Water Main Rehabilitation."

Moved by Kathryn Hasselblad-Pascale, seconded by Thomas Karman to approve as presented. Voice vote being had, the motion passed unanimously.

6. Consideration to adjourn to CLOSED SESSION pursuant to Sec. 19.85(1)(g), Wis. Stats., for conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved; to-wit: Bodart Electric litigation.

Moved by Kathryn Hasselblad-Pascale, seconded by Jamie Wall to enter closed session pursuant to Sec. 19.85(1)(g), Wis. Stats. and expressly quoted the notice of closed session. A roll call vote was taken: Thomas Karman -yes, Elizabeth Wheat - yes, John Heugel - yes, Jamie Wall - yes, Jacque Boyle - yes, Kathryn Hasselblad-Pascale - yes, Allen Farvour - yes.

Moved by Kathryn Hasselblad-Pascale, seconded by Jamie Wall to return to open session. A roll call vote was taken: Thomas Karman -yes, Elizabeth Wheat - yes, John Heugel - yes, Jamie Wall - yes, Jacque Boyle - yes, Kathryn Hasselblad-Pascale - yes, Allen Farvour - yes.

President Heugel advised that the Water Commission received an update on the Bodart litigation and discussed options. Legal counsel will confer and update the Water Commission again at a later date.

F. INFORMATIONAL.

I. General Manager Update

1. **Lead Service Replacement Program:** We are continuing our efforts to enhance water quality and safety through the Private SideLead Replacement Program.

2. **Workforce Report:**

- **Current Openings:** We are looking to expand our skilled team with new roles, including a Full-Time Distribution Maintenance Person and a Full-Time Accountant.
- **Staffing Updates:** We welcome Doug Martin, our new Operations Manager, starting December 18th.

3. **Approval of Lynn Gerlach to the Water Commission** - City Council approved on 12/5/23, her first meeting as a voting member will take place on 1/8/24.

4. 2024 General Manager Goals:

- Goal 1: *Continue to improve the efficiency of the transmission system*
 - Install insertion mag meters at the Filter Plant on finished water 36" transmission mains (Q4)
 - Configure meter reading software to query individual meter readings by pressure zone to compare to the meters at our stations capturing the volume of water entering each specific pressure zone (Q4)

- Goal 2: *Prioritize future replacement of water mains and align with the city on a replacement plan*
 - Complete Master Plan update, including priorities for water main replacements, and share relevant results with DPW (Q1)
 - Investigate new technologies that can help us better identify which mains need replacing and allow us to replace them more cost-effectively (Q4)

- Goal 3: *Develop a detailed plan to move toward carbon neutrality per city policy*
 - Implement "no regrets" Slipstream recommendations (Q2)
 - Engage Donohue & Associates to make specific, detailed recommendations about energy efficiency, electrification, and a shift to renewables (Q3)

- Goal 4: *Maintain employee satisfaction and competitive compensation*
 - Complete Salary Study and recommend adjustments to compensation as appropriate (Q2)
 - Determine whether to conduct Workforce Analysis (Q2)
 - Update Strategic Plan and communicate it to workforce (Q3)

- Goal 5: *Enhance existing water quality monitoring*
 - Join newly launched Partnership for Safe Water by adopting common water quality reporting standards and goals (Q1)

Alder Stevens left the meeting at 10:23 a.m.

Commissioner Jamie Wall requested that priority lists be created to evaluate what tasks that the Utility can do now to reduce the Utility's carbon footprint.

2. Resolution in Recognition of Kathryn Hasselblad-Pascale

Moved by Elizabeth Wheat, seconded by Thomas Karman to approve the resolution. Voice vote being had, the motion passed unanimously.

G. ADJOURNMENT.

I. Motion to adjourn the Water Commission meeting of December 11, 2023.

Moved by Kathryn Hasselblad-Pascale, seconded by Thomas Karman to adjourn. Voice vote being had, the motion passed unanimously.



Green Bay Water Commission

MEMORANDUM

DATE: January 8, 2024
TO: Green Bay Water Commission
FROM: Andrea Hay, Director of Communications, Green Bay Water
RE: Customer Survey – Summary and Recommendations

In 2023, Green Bay Water extended an invitation to all customers to participate in a Customer Experience survey. This survey was made accessible through various channels: social media, the website, community outreach, and notably, direct links included on both customer bills and e-bill communications.

The initiative was successful, drawing nearly 950 responses. A comprehensive review of these responses was conducted, including an analysis of raw data and verbatim comments. This analysis was carried out by the Green Bay Water communications team in collaboration with Raftelis, our consulting partner. A key focus of this review was identifying comments accompanied by email addresses, enabling direct customer engagement and response.

Melissa Elliott, the Executive Vice President of Raftelis, will join us to present these findings to the commission. The presentation will specifically address how the survey results not only align with national trends observed in similar surveys but also inform our strategies for improving communication. The insights gained are pivotal in refining our approach to customer interaction, helping us understand areas of confusion, the extent of information customers desire, and their preferred communication frequency. This understanding is integral to our strategic communications plan, ensuring that we evolve as better communicators, effectively responding to and anticipating the needs and preferences of our customers.

Green Bay Water

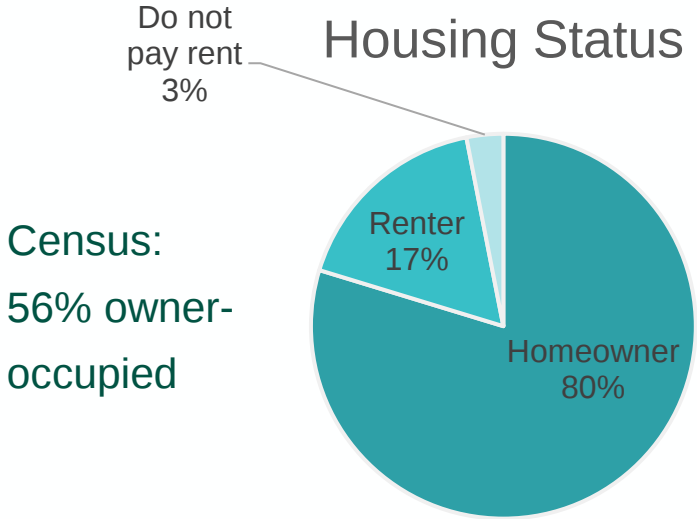
Customer Experience Survey

January 8, 2023

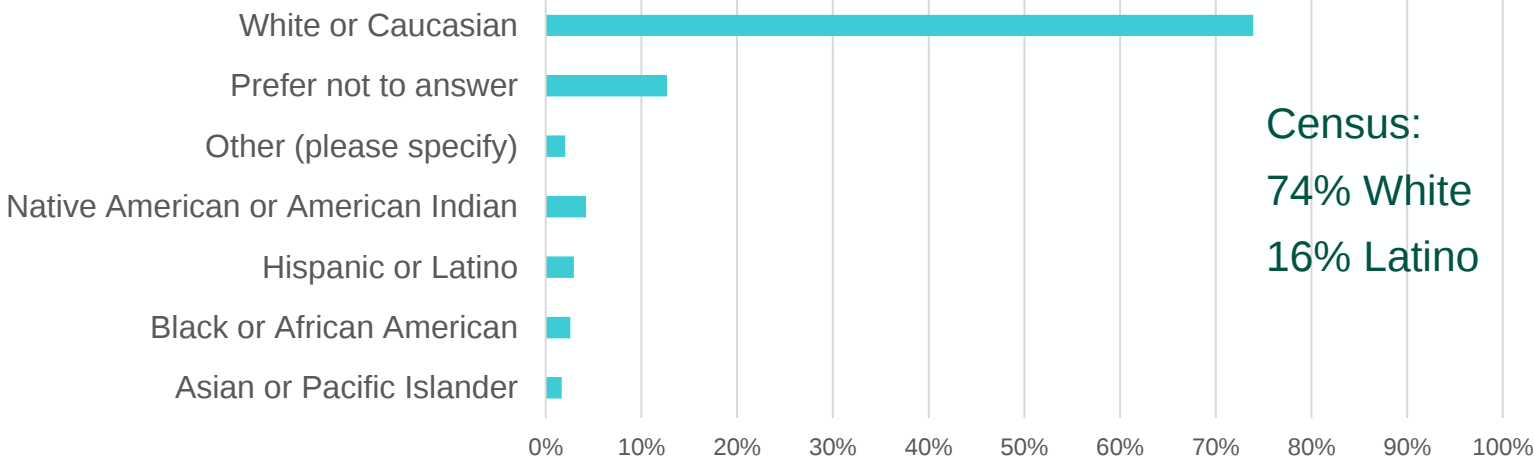


Demographic Info

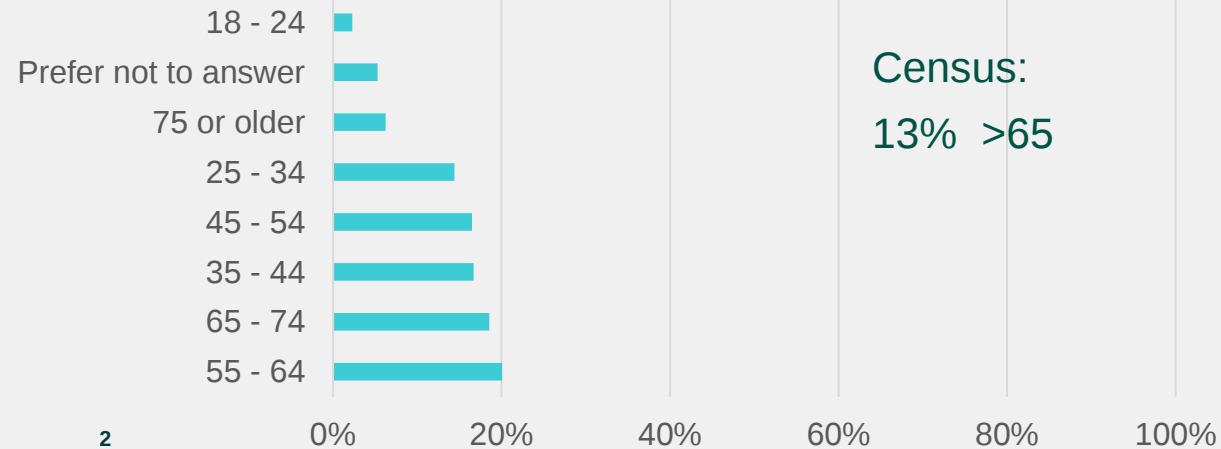
Housing Status



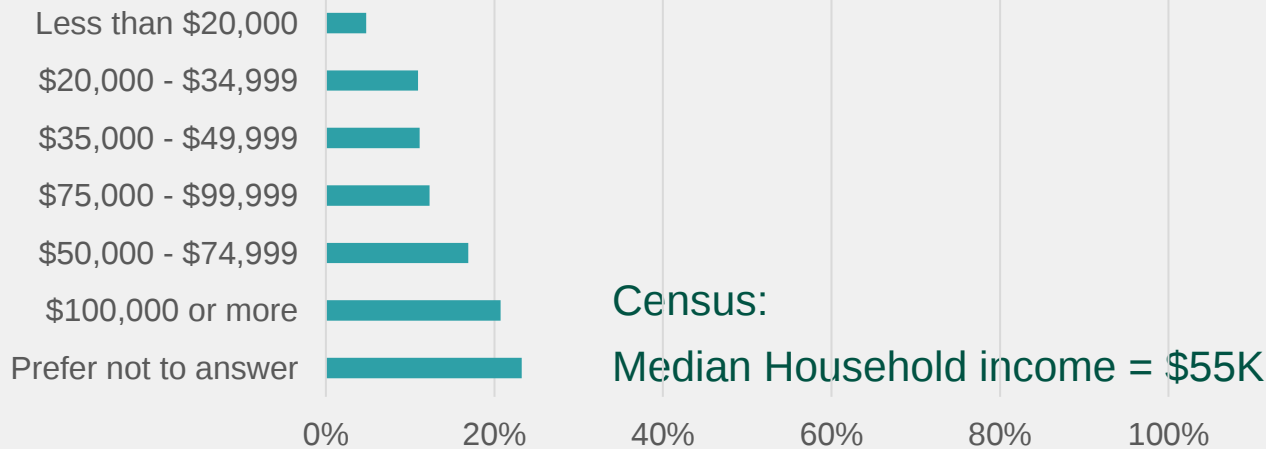
Ethnicity



Respondents Age



Household's Income Before Taxes



Customer Experience



Key Findings – Overall Customer Experience

What customers were asked	Agree	Disagree	Neutral	No Experience
Setting up my account was not difficult	61%	8%	16%	15%
My water bill makes sense	59%	10%	27%	4%
My water bill is accurate	48%	5%	39%	8%
I am aware that I can pay my bill online	75%	6%	8%	11%
I find it easy to pay my bill	68%	11%	15%	6%
I know what a water main break looks like and how to report it	46%	15%	9%	30%
I have reported an emergency leak and received a timely response	12%	5%	4%	79%
Green Bay Water knocked or left a notification before shutting off my water to make a repair	32%	5%	5%	58%
Staff checking my meter or water-related hardware explained why they were there	20%	3%	6%	71%
My experience with Green Bay Water staff working in my neighborhood has been positive	35%	3%	12%	50%

Key Findings

– Overall Customer Experience Continued

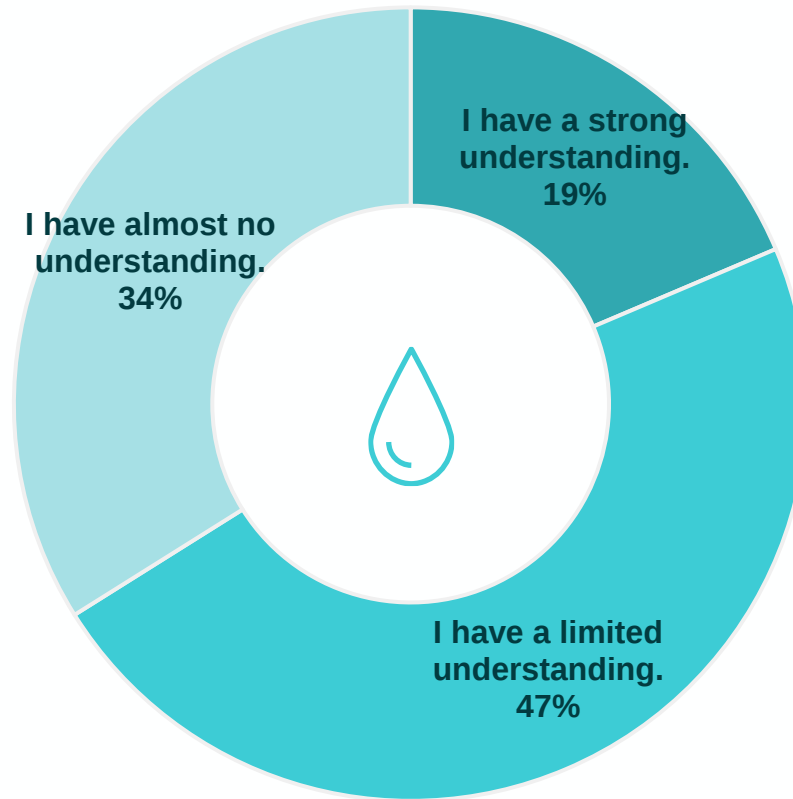
What customers were asked	Agree	Disagree	Neutral	No Experience
I was easily able to contact the right department when I had an issue	26%	5%	8%	61%
I have been successful in getting responses to my questions and concerns	27%	5%	10%	58%
Green Bay Water employees are respectful and professional	43%	4%	9%	44%
When I use Green Bay Water’s website, I can easily find what I need	41%	7%	19%	33%

Key Findings – Overall Customer Experience Continued

In the last 12 months, check all the ways you've had an experience with Green Bay Water.	%
I paid my water bill	95%
I called Green Bay Water	19%
I sent Green Bay Water an email	4%
I follow or saw a social media post about Green Bay Water on Facebook, Instagram, YouTube, LinkedIn, or Twitter	13%
Green Bay Water was the subject of a news story I watched or read	17%
Green Bay Water was at my business, house, or neighborhood performing work	19%
Other	5%

Understanding How Water is Priced

How well do you understand the way Green Bay Water determines the price you pay for water service?



Customer Experience - Key Takeaways

Customers are reporting mostly brief, transactional experiences



When customers interact with Green Bay Water they are satisfied with their experience



Of those who reported interaction with employees, overwhelmingly, that experience was respectful and professional



Areas to probe more:

59% said they agreed that their water bill made sense

48% said they agreed that their bill was accurate

68% said they find it easy to pay their bill

Water Quality



Key Findings – Water Quality

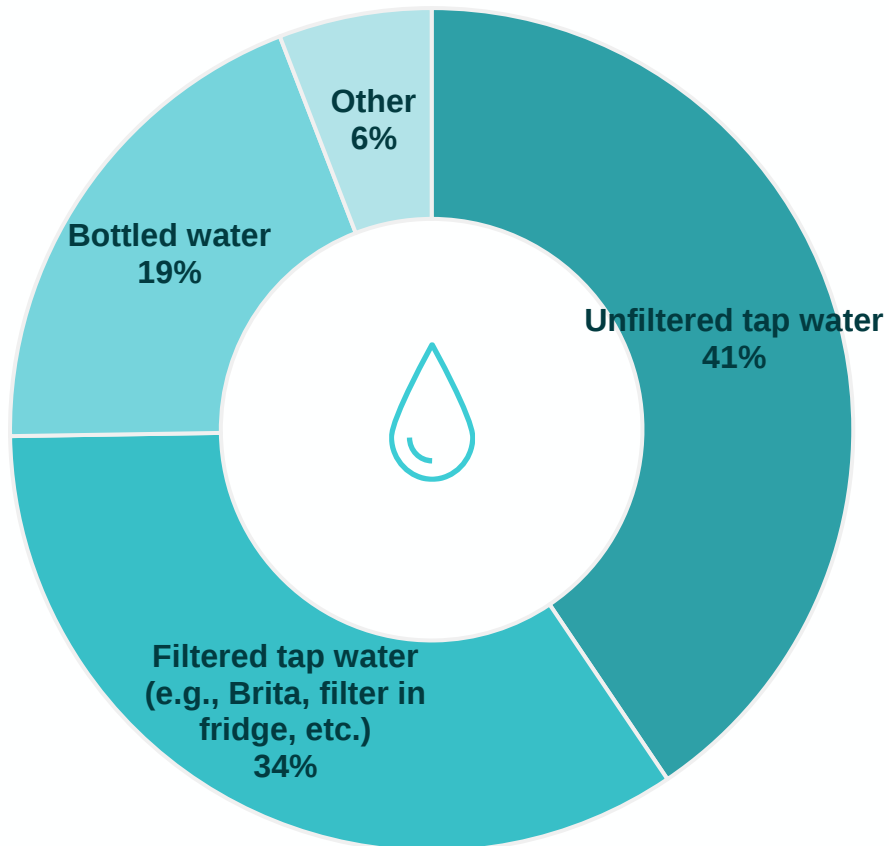
What customers were asked	Agree	Disagree	Neutral	No Experience
My tap water is good quality	59%	15%	23%	3%
My tap water is reliable	89%	2%	7%	2%
I trust Green Bay Water to communicate with me anything I need to know about my water	68%	7%	20%	5%

US Water Alliance – Value of Water Survey 2023 – 76% say that their tap water is safe

AWWA - Morning Consult Survey 2023 – 71% said their tap water was safe

Key Findings – Water Quality Continued

What kind of water do you drink at home?
(Green Bay Water)



What kind of water do you drink at home?
(National Survey – USWA 2023)

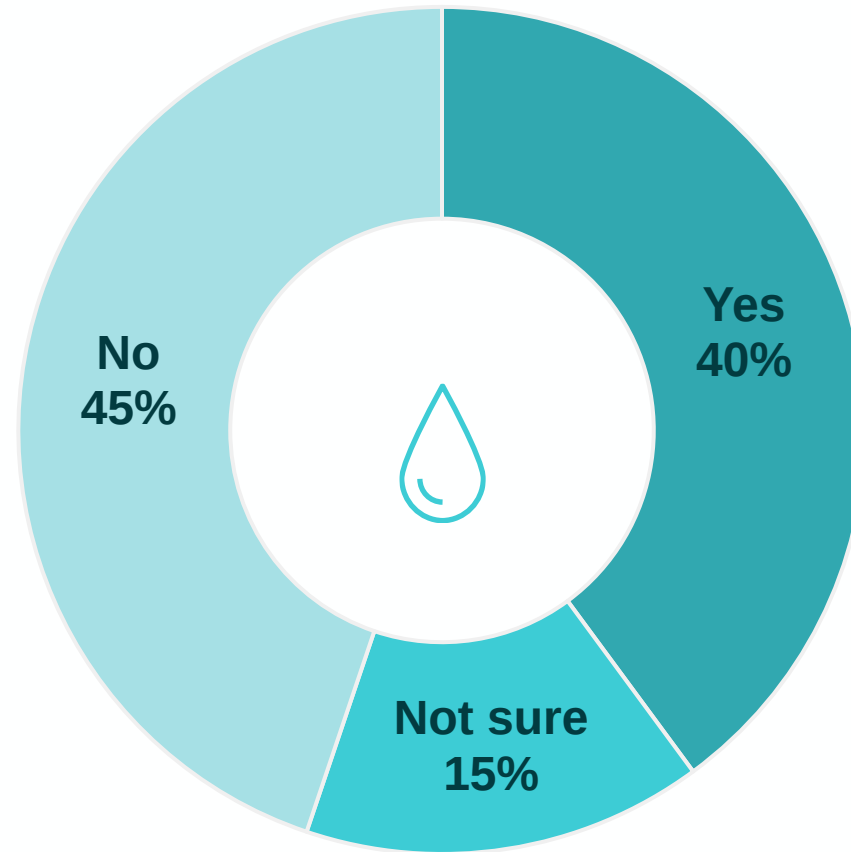
- Filtered Tap Water – 42%
- Bottled Water – 30%
- Unfiltered Tap Water – 23%
- Other – 4%

Key Findings – Water Quality Continued

Which of the following factors influence the way your household drinks water? Please select all that apply	%
The cost of tap water	21%
The cost of bottled water	26%
The taste of tap water	53%
The taste of bottled water	17%
The convenience of tap water	53%
The convenience of bottled water	10%
The safety of tap water	47%
Environmental concerns with bottled water	32%

Key Findings – Water Quality Continued

Are you aware of Green Bay Water's Consumer
Confidence Report?



Water Quality – Key Takeaways

- Water quality is deemed “good” within the parameters of national surveys, which queried whether water was “safe.”
- 89% of customers agreed that their water service was reliable
- Almost 40% of customers know about the CCR
- 79% of customers chose Green Bay Water to drink at home, yet only 59% say their water is good quality – an area to understand further

Future Investments



Key Findings

It's important
that Green Bay
Water invests
in:

What customers were asked	Agree	USWA Agree	Disagree	Neutral	Unsure
Adapting to climate change	58%	68%	13%	22%	7%
Provide safe drinking water	96%	90%	0%	3%	1%
Preventing cyber security attacks	77%	76%	2%	17%	4%
Protecting the source water (Lake Michigan)	91%	73%	1%	6%	2%
Address affordability for low-income residence	62%	69%	10%	22%	6%
Prevent catastrophic main breaks with high-tech assessments	80%	74%	1%	15%	5%
Educating and training employees	83%		1%	12%	4%
Benefits for the employee's health, wellness, and safety	73%		2%	18%	7%

Future Investments – Key Takeaways

When thinking about willingness to pay for investments in their water system, customers are most likely to support:

- Enhancements in water quality that makes drinking water safer
- Projects that protect source water quality
- Ensuring that the Green Bay Water workforce is trained and educated
- Programs that prevent main breaks

Green Bay Water Communications



What Have You Heard?

Did you know the following facts about Green Bay Water?		%
Is the LEAST expensive water in Brown County		39%
★	Does not use any tax dollars	28%
Pays for its operations using water rates (money you pay for using water)		53%
Removed all the toxic lead materials from its system years ago		53%
★	Does not set its own water rates but instead charges you for tap water at a price determined by the Wisconsin Public Service Commission in Madison	31%
★	Experiences an average amount of water main breaks in comparison with other Wisconsin municipalities	21%
Goes to great lengths to use fresh water from Lake Michigan rather than wells or the Fox River		60%
★	Has won an award for having the State of Wisconsin's "Best-Tasting Water"	32%

★ Areas to expand story-telling

Key Findings – Communications

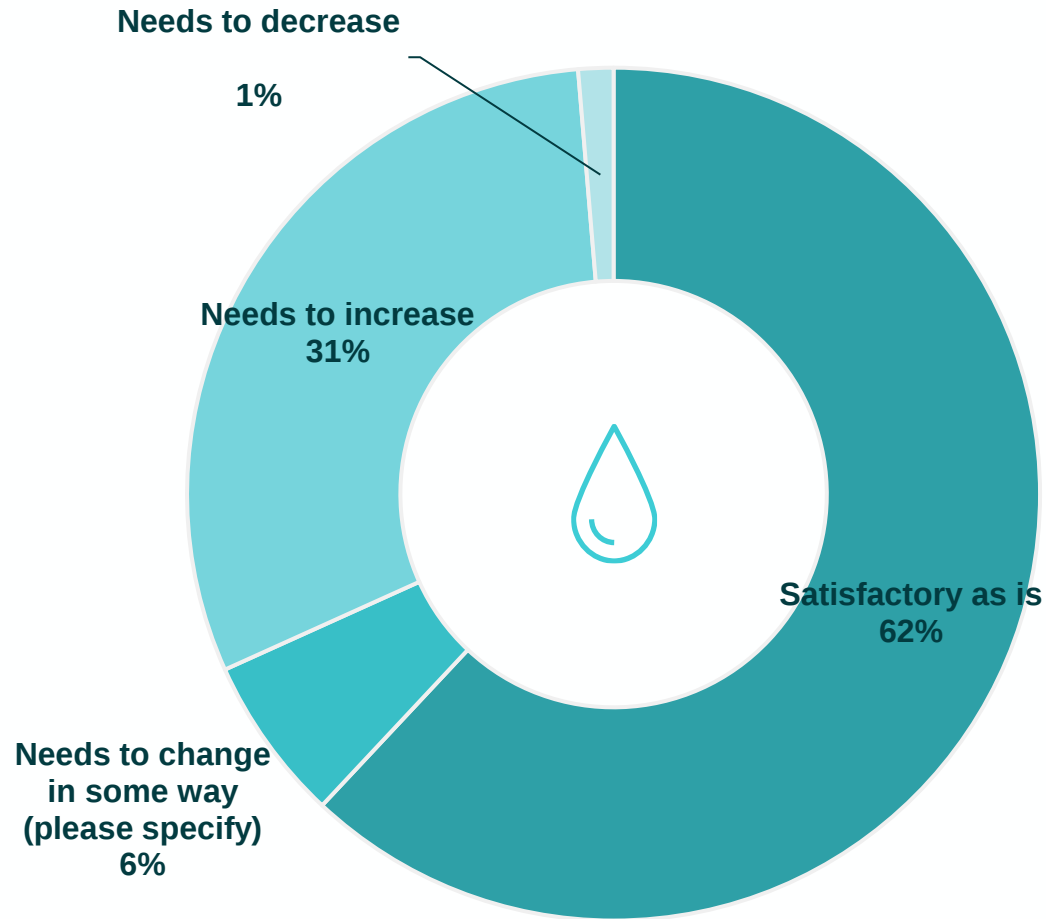
I'm interested in learning how Green Bay Water:	%
Treats Lake Michigan water to make it safe to drink	56%
Schedules water main repair and replacement	22%
Costs compare with other drinking water utilities	29%
Offsets the cost of water by selling billing services and water to outside municipalities	21%
Contributes to better home insurance rates in the City of Green Bay	21%
Works with NWTC, UWGB, and Green Bay Area Public Schools for students studying water	18%
Plans for the future	40%
Maintains a reliable workforce	12%
Regularly reevaluates the strategic plan	12%
Is held accountable to standards set by national regulators and health organizers	30%
I am not interested in learning about Green Bay Water	20%

Key Findings – Communications Continued

I prefer to find out what Green Bay Water is doing via (select your top three)	Green Bay%	AWWA%
Letter/Postcard	48%	39%
Flyer on doorknob/mailbox	21%	
Text	9%	23%
Email	42%	34%
TV or Newspaper	21%	12%
Gbwater.org (website)	31%	18%
Neighborhood Association Meeting	10%	
Aldersperson (City Council Representative)	6%	
Social Media (Facebook, Instagram, YouTube, LinkedIn, Twitter)	27%	17%
Information Meeting (in-person or online)	5%	13%
I am not interested in what Green Bay Water is doing	9%	

Key Findings – Communications

Right now, I feel like Green Bay Water's customer communication:



From AWWA's 2023 Consumer Survey: *"Adults who have received recent communication from a water utility **are significantly more likely** than adults who have had no recent communication to report the safety of their water has gotten better, the quality of their water has improved, being satisfied with their water utility, and being aware of water testing requirements."*

Communications– Key Takeaways

- Customers are connected to Lake Michigan: 56% of customers would like more information on source water; and 60% know that Lake Michigan is their drinking water source
- Direct mail (letter and postcard) is the most preferred communication method, followed by email
- In person meetings are the least preferred way to share information
- 91% of customers are satisfied with Green Bay Water's communications or want it to increase
- Understanding of key (and very positive) facts about Green Bay Water could be enhanced

Prioritized Recommendations for 2024

- Consider a newsletter/bill stuffer that can be included in water bills to accommodate interest in receiving information by mail and requests for more communication
- Probe the lack of understanding over bill-related concerns regarding accuracy and ease of payment
- Explore updates to how the bill looks that would enhance understanding
- Enhance the ability for customers to receive information by email, such as an e-newsletter
- Enhance website content related to how water rates are determined; consider an explainer video that can be shared by email and on social media
- Promote reliance on tap water and the availability of the CCR, perhaps via bill stuffer
- Consider customer preferences for specific information when developing content for communication channels
- Work with Water Quality to better understand whether communication about aesthetic concerns could improve on 59% of customers reporting their water is “good quality”



Green Bay Water Commission

MEMORANDUM

DATE: January 8, 2024
TO: Green Bay Water Commission
FROM: Brian Powell, P.E., General Manager, Green Bay Water
RE: Award for Excellence in Financial Reporting

Green Bay Water's financial team has received the Certificate of Achievement for Excellence in Financial Reporting for our Annual Comprehensive Financial Report for the fiscal year that ended on December 31, 2022. This prestigious award, bestowed by the Government Finance Officers Association (GFOA), represents the highest level of recognition in the realm of governmental accounting and financial reporting.

Earning the Certificate of Achievement demonstrates our steadfast dedication to transparency, accountability, and exceptional financial management. This accolade reflects the tireless effort and commitment of our entire team, especially those in the finance department, who have consistently maintained the highest standards in financial reporting. Special congratulations to Green Bay Water Business Manager Stephanie Rogers, CPA, and her team on this accomplishment. Notably, this marks Green Bay Water's 29th consecutive year of achieving this distinguished recognition!



Government Finance Officers Association
203 North LaSalle Street, Suite 2700
Chicago, Illinois 60601-1210
312.977.9700 fax: 312.977.4806

12/27/2023

Andrea Hay
Communication Director
Green Bay Water Utility, Wisconsin

Dear Andrea:

We are pleased to notify you that your annual comprehensive financial report for the fiscal year ended December 31, 2022 qualifies for GFOA's Certificate of Achievement for Excellence in Financial Reporting. The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

When a Certificate of Achievement is awarded to a government, an Award of Financial Reporting Achievement (AFRA) is also presented to the individual(s) or department designated by the government as primarily responsible for its having earned the Certificate. This award has been sent to the submitter as designated on the application.

We hope that you will arrange for a formal presentation of the Certificate and Award of Financial Reporting Achievement, and give appropriate publicity to this notable achievement. A sample news release is included to assist with this effort.

We hope that your example will encourage other government officials in their efforts to achieve and maintain an appropriate standard of excellence in financial reporting.

Sincerely,

A handwritten signature in black ink that reads "Michele Mark Levine". The signature is written in a cursive, flowing style.

Michele Mark Levine
Director, Technical Services



Government Finance Officers Association

Certificate of
Achievement
for Excellence
in Financial
Reporting

Presented to

**Green Bay Water Utility
Wisconsin**

For its Annual Comprehensive
Financial Report
For the Fiscal Year Ended

December 31, 2022

Christopher P. Morill

Executive Director/CEO



**The Government Finance Officers Association of
the United States and Canada**

presents this

AWARD OF FINANCIAL REPORTING ACHIEVEMENT

to

Stephanie Rogers, CPA
Business Manager
Green Bay Water Utility, Wisconsin



The Award of Financial Reporting Achievement is presented by the Government Finance Officers Association to the department or individual designated as instrumental in the government unit achieving a Certificate of Achievement for Excellence in Financial Reporting. A Certificate of Achievement is presented to those government units whose annual financial reports are judged to adhere to program standards and represents the highest award in government financial reporting.

Executive Director

Christopher P. Morrill

Date: 12/27/2023



Green Bay Water Commission **GENERAL MANAGER UPDATE**

DATE: January 8, 2024
TO: Green Bay Water Commission
FROM: Brian Powell, P.E., General Manager, Green Bay Water
RE: General Manager Update

General Manager Brian Powell will provide the commission with updates on the following initiatives within our organization:

1. Master Plan Update
2. Raw Water Study/Surge Analysis Update
3. Additional Generation @ Lake Station Update
4. Traffic Utility Update
5. Workforce Report
 - a. Upcoming Changes
 - i. Distribution Maintenance Person (Full-Time)
 - ii. Accountant (Full-Time)