

Municipal Consortium Strategic Sharing Groups: Advancing Levels of Service in the Context of Uncertainty – Meeting 8

Meeting 8: Wrapping Up – Data, Customer Levels of Service and the Future of the SSG

The eighth and final meeting of the Levels of Service Strategic Sharing Group is scheduled for Friday, January 21, 2022 from 1:00 – 2:30 p.m. (EST). The meeting will be held on Microsoft Teams and will be facilitated by CWN. Please join the meeting by clicking on the link provided in your calendar invite.

Throughout the course of this strategic sharing group, conversations have covered a series of topics including understanding key gaps and challenges as well as internal and external drivers in establishing levels of service, the criticality of customer engagement in generating awareness and creating effective messaging, the role of data in supporting key initiatives including equity, affordability, engagement, budgets and investment strategies, and the importance of inter-departmental and cross-sectoral collaboration and coordination.

In this meeting, we will hear from the City of Vancouver on their efforts to re-prioritize data to sustainably advance levels of service. In addition, we will complete our conversation on the challenges, barriers and successes participating utilities are facing in bringing the customer lens to advancing levels of service.

The purpose of this call will be to:

- 1) Share experiences and approaches to developing meaningful customer levels of service;
- 2) Explore first-hand challenges and barriers to the application of customer engagement strategies;
- 3) Evaluate the Levels of Service Strategic Sharing Group and discuss next steps.

Discussion Format

- Please bring any questions or experiences with customer awareness and engagement strategies to the discussion.
- Q&A: If you'd like to ask a question or contribute to the discussion, please use the "raise hand" feature on the Microsoft Teams platform.

Canadian Water Network's 
Canadian Municipal Water Consortium

Agenda: Strategic Sharing Group Meeting 8	
Friday, January 21, 2022 1:00 – 2:30 p.m. EST	
1:00 – 1:05 p.m.	Part 1: Welcome <ul style="list-style-type: none"> Welcome & context setting
1:05 – 1:20 p.m.	Part 2: Strategic Sharing Group Evaluation
1:20 – 1:35 p.m.	Part 3: Strategic Sharing City of Vancouver – Advancing Data Management: How the City of Vancouver is re-prioritizing data to sustainably advance levels of service
1:35 – 1:45 p.m.	Part 4: Q&A
1:45 – 2:15 p.m.	Part 5: Discussion <ol style="list-style-type: none"> What challenges, barriers and successes is your utility facing in bringing the customer lens to advancing levels of service? <ol style="list-style-type: none"> Internal: Consider the role of council and/or utility leadership, utility culture, employee engagement and uptake, cross-department collaboration and integrated planning and engagement processes. What has worked how has data been informative in this context? External: What are some success stories or limitations resulting from strategies employed to better understand customers? What has the community uptake been on engagement efforts? What has worked how has data been informative in this context?
2:15 – 2:30 p.m.	Part 6: Wrap-Up & Next Steps <ul style="list-style-type: none"> Please share any ah-ha moments you will take away from this SSG Next Steps