



**Central Arizona Project
Customer Service Task Force
May 17, 2018**

Co-Chair Atkins called to order a meeting of the Customer Service Task Force of the Central Arizona Water Conservation District ("CAWCD" or "CAP") on May 17 2018, at 2:03PM. The meeting was held at the Central Arizona Project Headquarters Building located at 23636 N. 7th Street, Phoenix, Arizona 85024 in the Board Room.

Task Force members present were Co-Chair Atkins, Maricopa County; Co-Chair Benjamin Graff, Maricopa County; Jennifer Brown, Maricopa County; Alexandra Arboleda, Maricopa, Jim Hartdegen, Pinal County; Karen Cesare, Pima County, Pat Jacobs, Pima County; Sharon Megdal, Pima County; and Mark Taylor, Pima County.

Staff members present were Ted Cooke, General Manager; Jay Johnson, General Counsel; Bridget Schwartz-Manock, Director of Public Affairs; Megan Casey, Public Affairs Management Analyst; Jennifer Miller, Board Support Specialist.

APPROVAL OF MINUTES OF THE April 19, 2017, COMMITTEE MEETING

On a motion (Director Brown) and second (Co-Chair Graff), the Committee approved the minutes of the April 19, 2018 meeting.

DISCOVERY PHASE FINDINGS

Co-Chair Atkins restated the purpose of the Task Force was to address the process of customer service, not specific outcomes. . She emphasized that the Task Force is open to feedback and has gone beyond traditional approaches to collect input. Co-Chair Atkins reminded the Task Force that the feedback received is the result of a robust effort over several months, including data from 40 individual interviews, 4 focus group sessions and 71 public survey responses.

Co-Chair Graff encouraged the Task Force to hear findings with open mind. Co-Chair Graff reiterated the fact the Task Force is not yet at the point to offer solutions and will focus on the feedback from stakeholders.

Co-Chair Atkins introduced consultant, Jeanne Schulze, highlighting her 35 years of experience.

Ms. Schulze presented common themes to consider. She outlined an interactive exercise for the Task Force, followed by sharing of discovery results, establishment of working ground rules, prioritizing focus and discussion of next steps. She conveyed that the survey data revealed perception gaps and encouraged CAP to increase communication.

Director Taylor asked how the board could address the items not in the current scope of work of the Task Force.

Ms. Schulze responded with encouragement for the Board to validate the information they have received and include feedback in the next phase. Ms. Schulze advised addressing items the Task Force could immediately move forward to improve customer service practices, given the timeline.

Co-Chair Atkins advised the board to introduce items gradually allowing the process to take its course. Co-Chair Atkins acknowledged the need to address all feedback and reminded members this is a process to allow for continuous improvement. Co-Chair Graff asked if there were both short and long-term goals to be accomplished.

Director Taylor expressed interest in maintaining focus and address behavioral concerns.

Ms. Schulze stated that CAP is stellar at technical processes, and research is now available to enhance relationships and efforts consists of practice and leadership to address behavioral and procedural areas of concern.

IDENTIFY AREAS OF FOCUS FOR CUSTOMER SERVICE TASK FORCE

Ms. Schulze assisted members of the Board in developing ground rules and led an exercise to help determine areas of focus for the Customer Service Task Force. Director Arboleda stated her interest in hearing all perspectives and developing strategies to allow all stakeholders a greater voice. Director Cesare encouraged positive reinforcement with positive behavior. Director Megdal encouraged review of the best use of board meeting time. Director Jacobs shared interest to identify alternate methods for stakeholders to get on the agenda in excess of 3 minutes. Director Taylor encouraged sustainable results. Co-Chair Atkins invited public comment.

Ms. Schulze provided instructions on the dot exercise enabling the Board to identify areas of focus and obtain action by priority. Board members were provided four dots to vote on areas of focus. Co-Chair Atkins shared Director Megdal's request to include her support to identify low hanging fruit and a way for stakeholders to feel heard. Director Brown clarified that the exercise is to prioritize pursuit of focus due to timing. Ms. Schulze analyzed results and shared Empower and Trust the Committees rendered seven votes. *Behavioral Issues*, emphasizing the need to listen, *Creating New Processes to Hear All Perspectives*, and *Making Best Use Of Board Meeting Structure* were tied with six votes. *Making Changes That Are Sustainable Over Time* rendered one vote. *Validating And Explaining Decisions* rendered two votes. Ms. Schulze reiterated the dot exercise is to identify focus by priority. Director Brown identified connectivity between *Trusting Committees* and *Board Meeting Structure*, resulting in a 13 vote combined. Co-Chair Atkins stated the information from this meeting would be reviewed with Co-Chair Graff to develop the agenda for the next Customer Service Task Force meeting.

PUBLIC COMMENT

Alan Dulaney, Water Policy Administrator for City of Peoria, addressed the Task Force and expressed that customer service is openness and building good relationships is building good business. Mr. Dulaney stated once trust is lost, it takes a long time to rebuild. He encouraged open communication, listening and paying constant attention to relationships.

Warren Tenney, Executive Director for Arizona Municipal Water Users Association, expressed his appreciation for the nontraditional process for the Task Force. He encouraged listening, capturing viewpoints, understanding and interaction with municipalities.

Eric Braun, Water Resources Manager, Town of Gilbert expressed appreciation for staff and future restoration of relationships. Director Taylor asked Mr. Braun his opinion for areas of focus. Mr. Braun recommended defining roles to help guide long-term positive change, as well as consideration for rushed processes.

Director Brown advised decision-making consists of a twostep process and potential to incorporate new practices allowing stakeholders additional time to analyze. Co-Chair Atkins clarified public comment and shared preparation for prospective committees.

NEXT STEPS (ATKINS / GRAFF)

Ms. Schulze highlighted the main areas of focus voted by the board. Co-Chair Atkins highlighted the Customer Service Task Force webpage that will list a new email address to submit feedback when it becomes available. Co-Chair Graff, Director Brown and Taylor expressed appreciation for public comment and encouraged engagement with stakeholders. Co-Chair Atkins will have notification sent to public stakeholders allowing for opportunity to increase participation with the Task Force. Co-Chair Atkins will work with Co-Chair Graff to develop agenda for next meeting. Co-Chair Graff confirmed next Task Force meeting is scheduled for June 21 at 1PM. He encouraged engagement from stakeholders.

ADJOURN

There being no further business to come before the Task Force, the meeting adjourned at 5:01 PM.



Lisa A. Atkins
Co-Chair



Benjamin W. Graff
Co-Chair