



Subcommittee on Long-Term Regional Planning
Processes and Business Modeling

Update on Business Model Refinement Effort

Item 3c

November 20, 2024

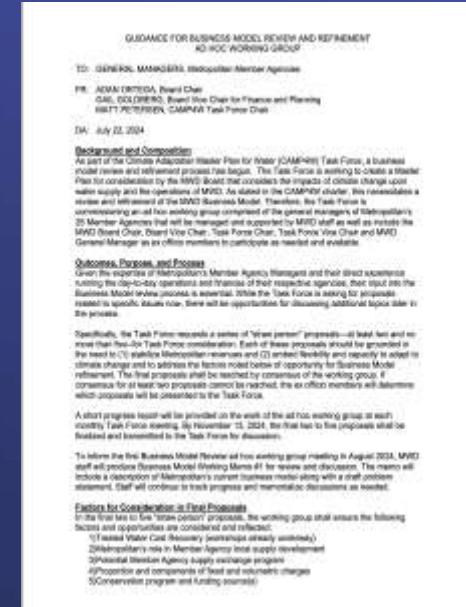
Today's Update

- Background
- Introductory Comments by MWD Interim GM
- Business Model Liaison Group
- General Progress Overview
- October 10th and 11th Retreat
- November 15th Workshop
- Next Steps
- Discussion



Background

Board Leadership provided “Guidance for Business Model Review and Refinement Ad Hoc Working Group”



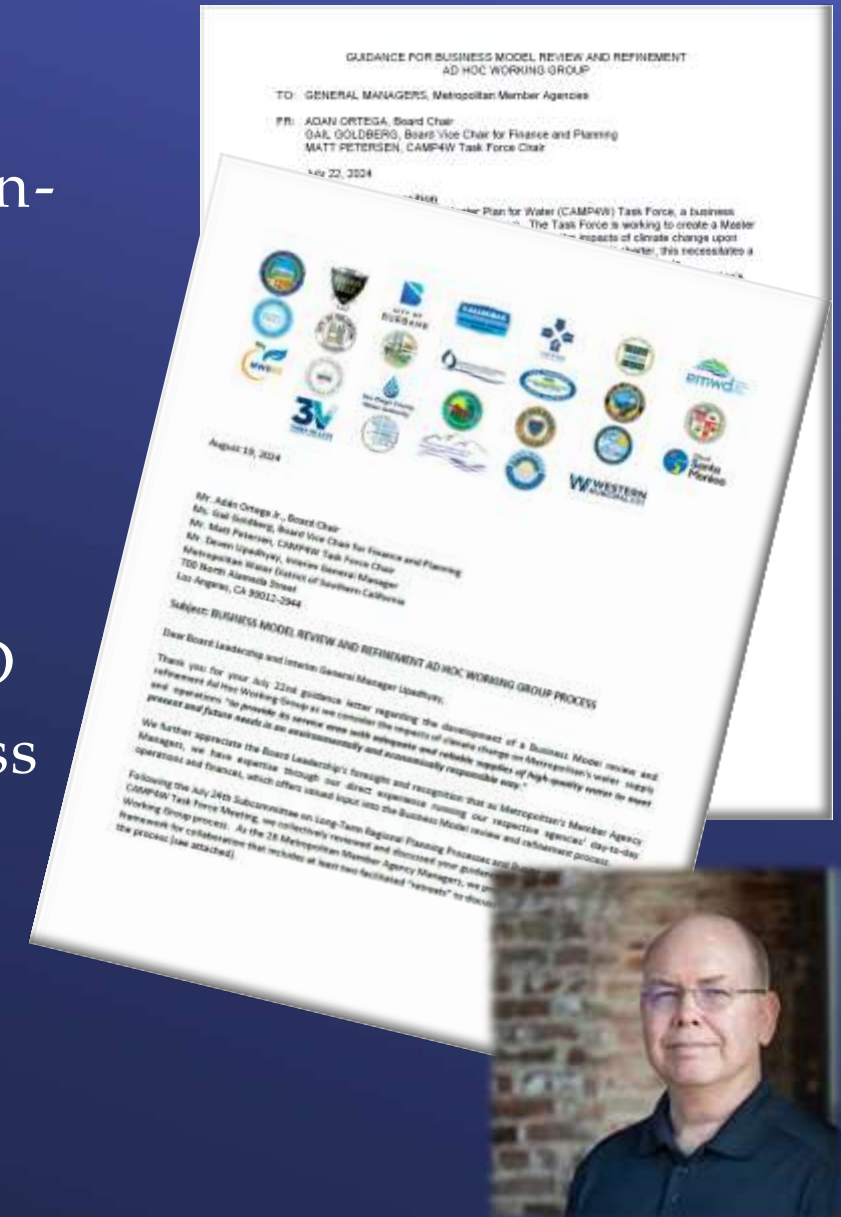
Factors for Consideration in Final Proposals

In the final two to five “straw person” proposals, the working group shall ensure the following factors and opportunities are considered and reflected:

- 1)Treated Water Cost Recovery (workshops already underway)
- 2)Metropolitan’s role in Member Agency local supply development
- 3)Potential Member Agency supply exchange program
- 4)Proportion and components of fixed and volumetric charges
- 5)Conservation program and funding source(s)

Background

- Ken Kirby, PhD, PE, Evotoco LLC, hired and on-boarded as professional facilitator for process
- 26 Member Agencies formed Ad Hoc Working Group that includes MWD staff and agreed on process



Business Model Liaison Group

Anselmo Collins and David Pettijohn, LADWP

Craig Miller, Western Municipal Water District

David Pedersen, Las Virgenes Municipal Water District

Harvey De La Torre and Melissa Baum-Haley, MWDOC

Kristine McCaffrey, Calleguas Municipal Water District

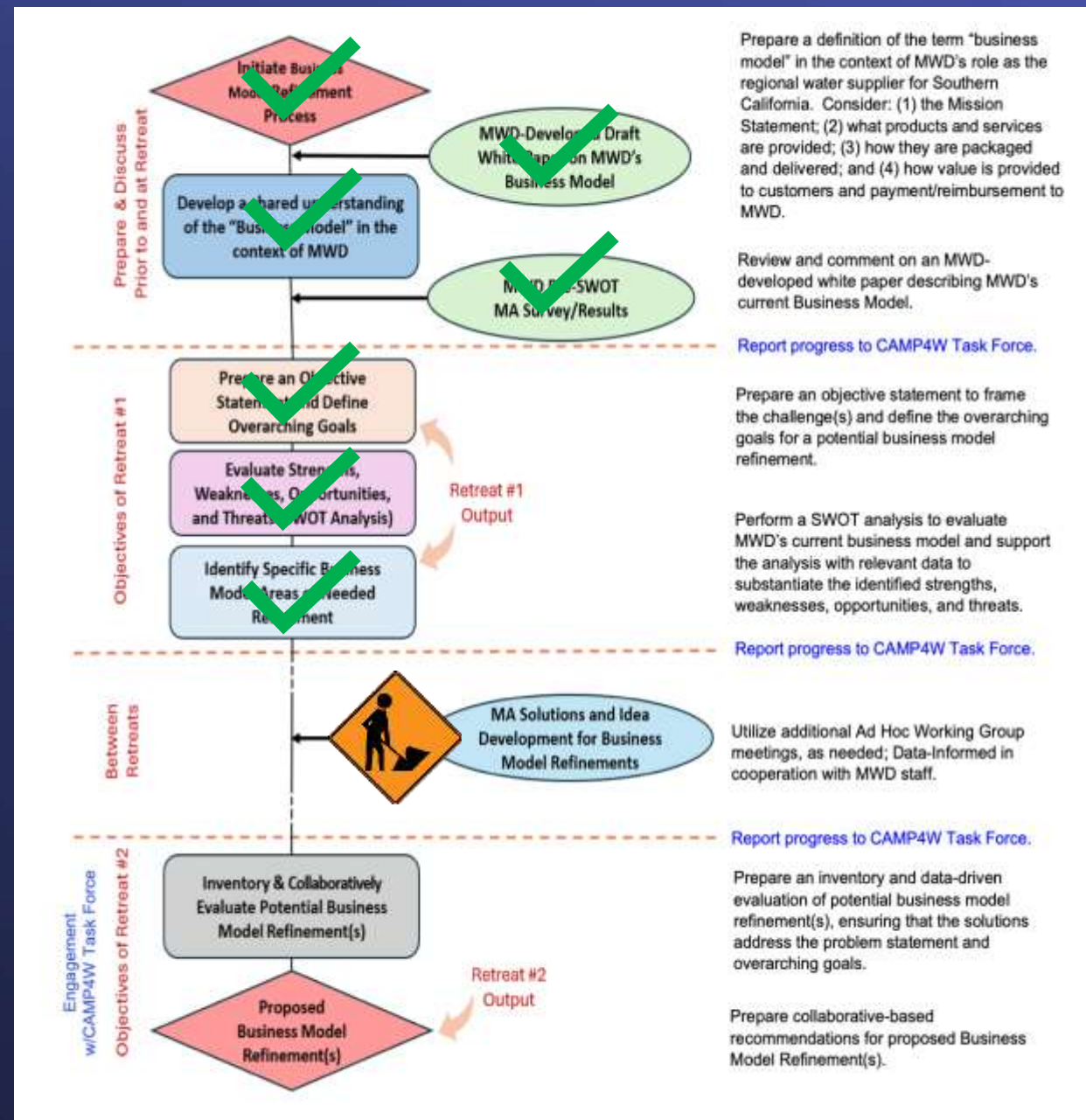
Stacie Takeguchi, City of Pasadena

Mohsen Mortada and Jon Rubin, MWD

Ken Kirby, Evotoco LLC



General Progress Overview



October 10th and 11th Retreat

- Opening remarks by Board Vice-Chair Gail Goldberg
- Approach to collaboration
- Discussion of current MWD business model



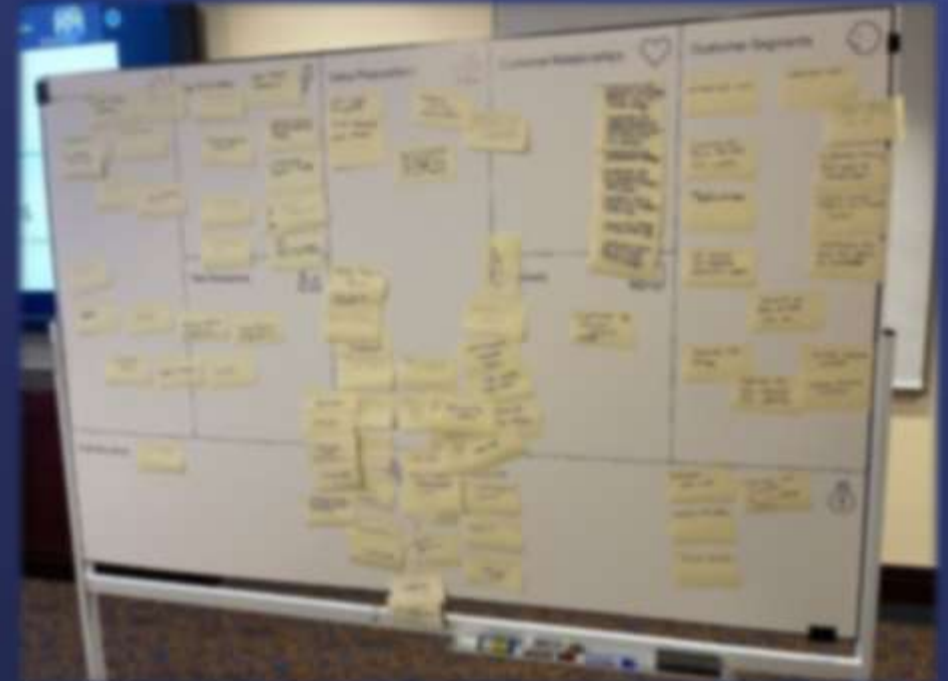
October 10th and 11th Retreat (con't)

- Analysis of strengths, weaknesses, opportunities and threats (SWOT)



November 15th Workshop

- Review of SWOT results
- Exercise using “The Business Model Canvas”
- Brainstorm on potential business model refinements



Next Steps

- Complete work on “The Business Model Canvas” (on-line)
- Consider data needs for analysis of business model refinement proposals
- Next workshop on December 13th
- Workshops planned for January and February 2025, followed by 2nd Retreat
- Refinement proposal planned for CAMP4W Task Force in March 2025



Discussion

