

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



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Background



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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
- Proportion and components of fixed and volumetric charges
- 5)Conservation program and funding source(s)

GUIDANCE FOR BUSINESS MODEL REVIEW AND REFINEMENT AD HOC WORKING GROUP

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Background

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





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Business Model Liaison Group

CAMP4W Climate Adaptation Master Plan for Water

November 20, 2024

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

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General Progress Overview





Model Refinement(s).

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October 10th and 11th Retreat

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





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



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



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November 15th Workshop

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







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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



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Discussion

