

PROJECT CS-1528

WATER MASTER PLAN UPDATE

TECHNICAL MEMORANDA



**CDM
Smith**

Prepared For:

Detroit Water and
Sewerage Department

August 14, 2015

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TM-1: Customer Involvement Program

1.0 Overview

DWSD leadership requested that retail and wholesale water customers be included in the 2013-15 update to the Water Master Plan. A Customer Involvement Plan was created to outline a process for engaging, listening, and responding to the collective voice of the customer throughout the update. The foundation of these processes included transparency, full and prompt disclosure of technical data, project issues, and recommendations, as well as group problem solving, and high levels of trust.

2.0 Customer Involvement Team

The task leader for this process was Charlie Fleetham of Project Innovations. Retail customer involvement activities were managed by Edna Bell of Serch Consultants, including a Retail Master Plan Steering Committee (RCSC), a group comprised of residential and commercial City of Detroit water customers. Teresa Weed Newman of Project Innovations managed the wholesale customer involvement process, including facilitation of the Master Plan Steering Team (MPST), a team comprised of DWSD staff, wholesale customers, and project staff.

3.0 Customer Involvement Process

1. **Wholesale Customer Involvement** – the Wholesale Customers were involved utilizing the TAC process. This process included updates at quarterly TAC Meetings, monthly or bi-monthly Work Group Meetings, Regional Operations Meetings, Customer Engineering Meetings, email communications, one-on one meetings, and monthly Master Plan Steering Team Meetings. Wholesale Customer meetings included (see Table 1.1 for complete meeting list and Table 1.2 for MPST participants):
 - a. Master Plan Steering Team Meetings (20)
 - b. Technical Advisory Committee (TAC) Meetings (8)
 - c. Analytical Work Group Meetings (10)
 - d. Customer Engineer Meetings (4)
 - e. Regional Operations Meetings (5)
2. **Retail Customer Involvement** - the Retail Customer Steering Committee (RCSC) was established to serve as the voice of DWSD’s retail customers, to represent the interests and well-being of these individuals. Commercial/industrial representatives were chosen based on the list of top water users in the City of Detroit. Retail Customer meetings included (see Table 1.1 for complete meeting list and Table 1.3 for RCSC participants):
 - a. Retail Steering Committee Meetings (8)
 - i. These meetings included project presentations and briefings on issues of importance (ie. Water shut-offs) from DWSD executives.

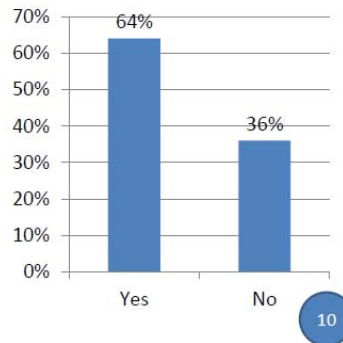
b. Neighborhood Meetings (6)

- i. These meetings included the use of an Audience Response System (ARS) to collect and array participant opinions to provide an opportunity for real-time discussions with participants. Two examples of participant survey questions from a meeting held on Feb. 20, 2014 follow:

Survey Question 2

I know people who have difficulty paying their water bill

- 1. Yes
- 2. No

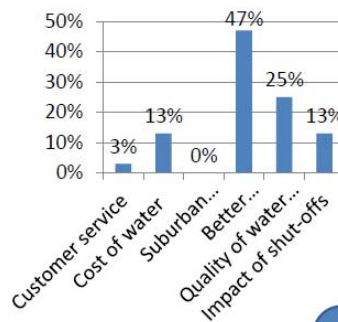


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Survey Question 6

What are your biggest concerns about the future?

- 1. Customer service
- 2. Cost of water
- 3. Suburban expansion
- 4. Better infrastructure
- 5. Quality of water and public health
- 6. Impact of shut-offs



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- 3. **Communicating Progress** - The Water Master Planning information is stored on the DWSD Wholesale Customer Outreach Portal (www.dwsdoutreach.org). The calendar contains all

meetings that have occurred during the update process. The Documents section is the repository for meeting documents, draft reports, interim reports, and the final report.



4.0 Key Customer Input

The customer involvement process resulted in key input from customers that molded the strategy of the water master plan update. As noted in Table 1.1, more than sixty meetings were held over the planning period engaging customers in the process. Important feedback and key input received throughout the process included:

1. Retail Customers
 - a. Customer Service
 - i. Improve responsiveness to issues (ie. Running water/slow response to service requests).
 - ii. Improve communication between residents and DWSD.
 - iii. Acknowledge lessons learned from shut-off program and AMR program.
 - iv. Better education about water usage and how to reduce cost.
 - v. Commercial billing is cumbersome and should be simplified.

b. Infrastructure and Water Quality

- i. Educate residents about how water infrastructure is configured to address current needs and future needs of the City.
- ii. Explain options for energy recovery and water recovery.
- iii. Show how long-term planning provides wise investments into the system.
- iv. Water quality is exceptional but combined costs for water, sewer, and drainage are concerning.
- v. Address rehab and replacement of the distribution system.

2. Wholesale Customers

a. System Optimization

- i. Explain DWSD opportunities for system optimization.
- ii. Highlight opportunities for DWSD and customers to collaborate in energy cost reduction and redundancy.
- iii. Provide guiding principles for water treatment consolidation and repurposing.
- iv. Define the role of the CIP in overall decision making process.
- v. Address nonrevenue water.
- vi. Identify optimum pressure at master meters.

b. Redundancy and Reliability

- i. Identify critical mains and create a list of in-stock materials needed for repairs of these mains.
- ii. Show how upgrades to pump stations and treatment plants will increase reliability in the system.

c. System Planning

- i. Implement a dedicated Asset Management system to guide capital improvement decisions.
- ii. Develop methods for data collection and forecasting to be used to adjust planning projections on a regular basis.

**Table 1.1: Listing of Customer Meetings
Wholesale Customer Steering Committee (MPST)**

Meeting Date (2013)	Number of Participants
June 21	26
July 18	23
August 15	26
September 19	15
October 17	22
November 21	19
Meeting Date (2014)	Number of Participants
January 16	22
February 20	16
March 20	18
April 17	17
May 15	15
June 19	11
July 17	11
September 18	11
October 9	13
November 13	13
Meeting Date (2015)	Number of Participants
January 8	15
February 21	15
March 12	16
May 14	11

Retail Customer Steering Committee (RCSC)

Meeting Date	Number of Participants	Location
March 20 (2014)	15	Water Works Park WTP
June 19	43	Water Works Park WTP
August 14	5	Water Works Park WTP
October 23	24	Water Works Park WTP
December 11	11	Water Works Park WTP
December 12	3	Water Works Park WTP
February 12 (2015)	19	Water Works Park WTP
May 14	14	Water Works Park WTP

Detroit Neighborhood Meetings

Meeting Date	Number of Participants	Location
November 13 (2013)	12	Renaissance H.S., Outer Dr.
February 20 (2014)	15	New Prospect Church
May 15	N/A	Wayne County Comm. College
June 11	7	Precinct 12 - UAW Region 1A
July 17	7	N. Rosedale Park Comm. Center

Customer Engineering Team

Meeting Date	Number of Participants
August 22 (2013)	18
December 5	17
March 27 (2014)	13

Customer Workshops

Meeting Date	Number of Participants
June 3 (2014)	35
August 26 (2014)	39

Regional Operations Meetings

Region/Date	Representing	Customer Participants
Region One 3/10/2015	North Macomb County, N. Oakland County, Lapeer County, and St. Clair County.	Chesterfield Twp., GLWA, Genesee County, Bruce Twp., New Haven, Washington Twp., and Rochester Hills
Region Two 12/11/2014	Oakland County	Auburn Hills, Orion Twp., Pontiac, Commerce Twp., Rochester Hills, West Bloomfield Twp.
Region Three 11/12/2014	South Oakland County, North Wayne County	Hazel Park, SOCWA, Troy, Redford Twp., Warren
Region Four 10/28/2014	West Wayne County, South Oakland County, YCUA	Canton Twp., OCWRC, Northville Twp., YCUA, Belleville, Allen Park, Van Buren Twp., Plymouth Twp., Northville, Novi, SOCWA, Livonia, Farmington Hills, and Dearborn
Region Five 2/27/2015	North Wayne County and Wayne County	Dearborn Heights and Wayne County
Region Six 2/27/2015	South Wayne and Monroe Counties	Berlin Twp. and Lincoln Park

TAC Analytical Work Group

Master Plan Update/Presentations	Number of Participants
January 22 (2013)	24
May 21	25
June 18	27
July 23	24
August 27	29
November 1	29
January 21 (2014)	33
March 25	31
January 20 (2015)	21
March 24	26
May 12	16

TAC Meetings

Master Plan Update/Presentations	Number of Participants
January 31 (2013)	78
April 25	67
July 25	59
October 24	41
January 30 (2014)	64
April 24	64
February 17 (2015)	98
April 30	94

Table 1.2: Master Plan Steering Team (MPST) Participants

Name/Organization/Address	Phone Number	Email
Julie Aichler, CDM Michigan	313-230-5631	aichlerje@cdmsmith.com
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Table 1.3: Retail Customer Steering Committee (RCSC) Participants

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5.0 Customer Comments on the Final Draft Water Master Plan Update of May 29, 2015

Written comments on the final draft of the Water Master Plan Update from the following customers and stakeholders:

- Mr. Jeff McKeen, General Manager of SOCWA and Master Plan Steering Team member
- Mr. Ronald Melchert, Chairperson, NOCWA
- Mr. Ray Rogers, General Chairperson, Detroit Long Term Planning Committee and Retail Customer Committee member
- Ms. Joan Weidner, Plan and Policy Development, SEMCOG, and Master Plan Steering Team member
- Mr. Jody Caldwell, Oakland County Water Resources Authority and Master Plan Steering Team member

The final version of the plan was edited to address specific questions, comments, and updated information provided by these reviewers. The detailed review and thoughtful comments from these customers and stakeholders was greatly appreciated.

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