

HILLSDALE IMPROVEMENTS WORKSHEET

Key Management Area: Stakeholder Understanding and Support

Why was this management area ranked 'low achievement'?	<ul style="list-style-type: none"> • Insufficient customer outreach efforts (communication) to keep customers informed and involved • Insufficient customer involvement (interest) in gaining a better understanding of the wastewater infrastructure • Insufficient and/or inefficient knowledge transfer between outgoing and incoming Supervisors and/or Board members
What will constitute 'high achievement' in this management area?	<ul style="list-style-type: none"> • Developing and implementing customer outreach materials and programs that keep customers informed and involved • Developing a written "wastewater infrastructure fact sheet" for incoming Supervisors and/or Board members • Including wastewater infrastructure updates/reports on the monthly Town Board meeting agenda
What are the causes of your achievement gap?	<ul style="list-style-type: none"> • Insufficient understanding of what it takes to own, manage and operate the wastewater infrastructure • Insufficient public relations (PR) • Wastewater infrastructure updates/reports have not been regularly included on monthly Town Board meeting agendas
What changes will the utility need to make to improve performance?	<ul style="list-style-type: none"> • Including wastewater infrastructure updates/reports to the monthly Town Board meeting agenda • Developing and regularly updating a wastewater infrastructure page on the Town's website • Developing new and innovative PR materials (simple surveys, do's and don'ts etc.)
What will be the biggest challenges to performance improvement?	<ul style="list-style-type: none"> • Gaining customer and Town Board support for the improvement activities • Developing and distributing PR material • Dedicating staff and time toward improvement activities • Adequately and affordably funding improvement activities
Who will need to be involved for these changes to take place?	<ul style="list-style-type: none"> • WWTP operators • Wastewater Sustainability Committee members • Town Supervisor and Board members • Town Clerk • New York Rural Water Association (NYRWA)

	<ul style="list-style-type: none"> • Town Code Officer/Building Inspector • Planning Board • Zoning Board
<p>How could you track your performance progress?</p>	<ul style="list-style-type: none"> • Develop a System Management Improvement Plan and track goals and milestone dates met/revise • Updates included in the operator's monthly report to the Board • Reports from the Zoning Board • Reports from the Code Enforcement Officer/Building Inspector • Track inquiries/requests for tours/requests for information etc. from engineers/other municipalities regarding your wastewater infrastructure • Track rate of responsiveness to stakeholder suggestions/complaints
<p>Are there resources that you are aware of that support improving performance in this management area?</p>	<ul style="list-style-type: none"> • Association of Towns • United States Environmental Protection Agency (USEPA) • United States Department of Agriculture – Rural Development (USDA – RD) • NYRWA • National Rural Water Association (NRWA) • NRWA Utility Management Certification Study Guide • Water Environment Federation/New York Water Environment Association (WEF/NYWEA) • Neighboring Communities with Wastewater Infrastructure • Resource listing in Appendix III of the Rural and Small Systems Guidebook to Sustainable Utility Management