

COVID-19 & Riding Out The Second Wave

Financial Lessons from the Pandemic for Water Utilities



Adopt a long-term view

Make tough decisions now if necessary, with the goal of moving to small course corrections over time.

Review cash reserve policies

Make sure they are appropriate for your community's goals, values, and future growth.

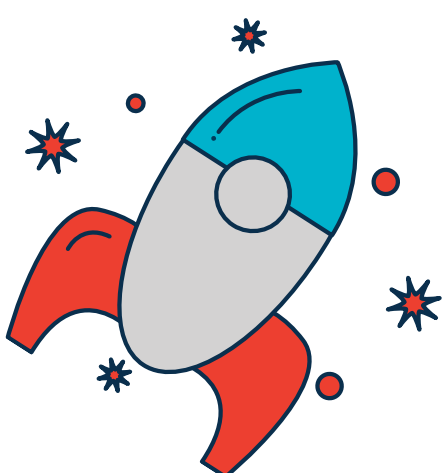


Think about succession planning

Build resiliency in your staffing and human capital when employees leave or retire. End knowledge silos and create transparency.

Embrace digital systems

Especially systems that others in your organization can access and understand, and can be easily conveyed to city officials.



Expect the unexpected

...or, at least try to. There will likely be another emergency, and what if next time the pathogens are waterborne? Exploring different scenarios on a long-term financial model will make you better prepared for uncertainty.