



# WSSC WATER

DELIVERING THE ESSENTIAL

## Strategic Plan Report

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April 21, 2021

# WSSC WATER STRATEGIC PLAN

## Journey to World Class



**MISSION:** We are entrusted by our community to provide safe and reliable water, life's most precious resource, and return clean water to our environment, all in an ethical, sustainable, and financially responsible manner.

### CORE VALUES

- Accountability
- Collaboration
- Environmental Stewardship
- Excellence
- Innovation

### STRATEGIC PRIORITIES

- Enhance Customer Experience
- Optimize Infrastructure
- Spend Customer Dollars Wisely
- Transform Employee Engagement
- Protect Our Resources

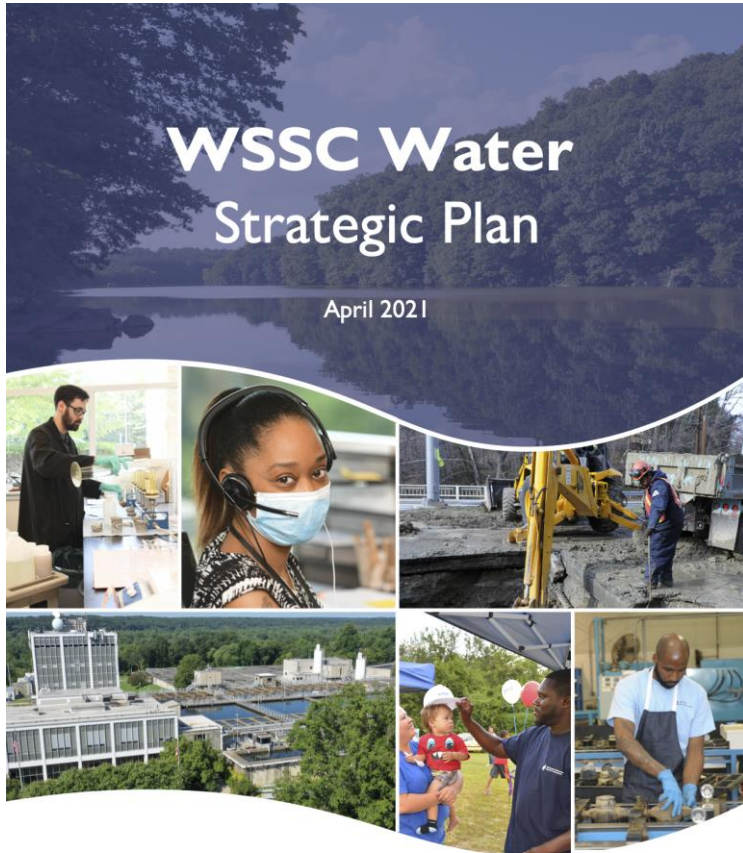
### GUIDING PRINCIPLES

- Simplify
- Focus
- Connect

### VISION

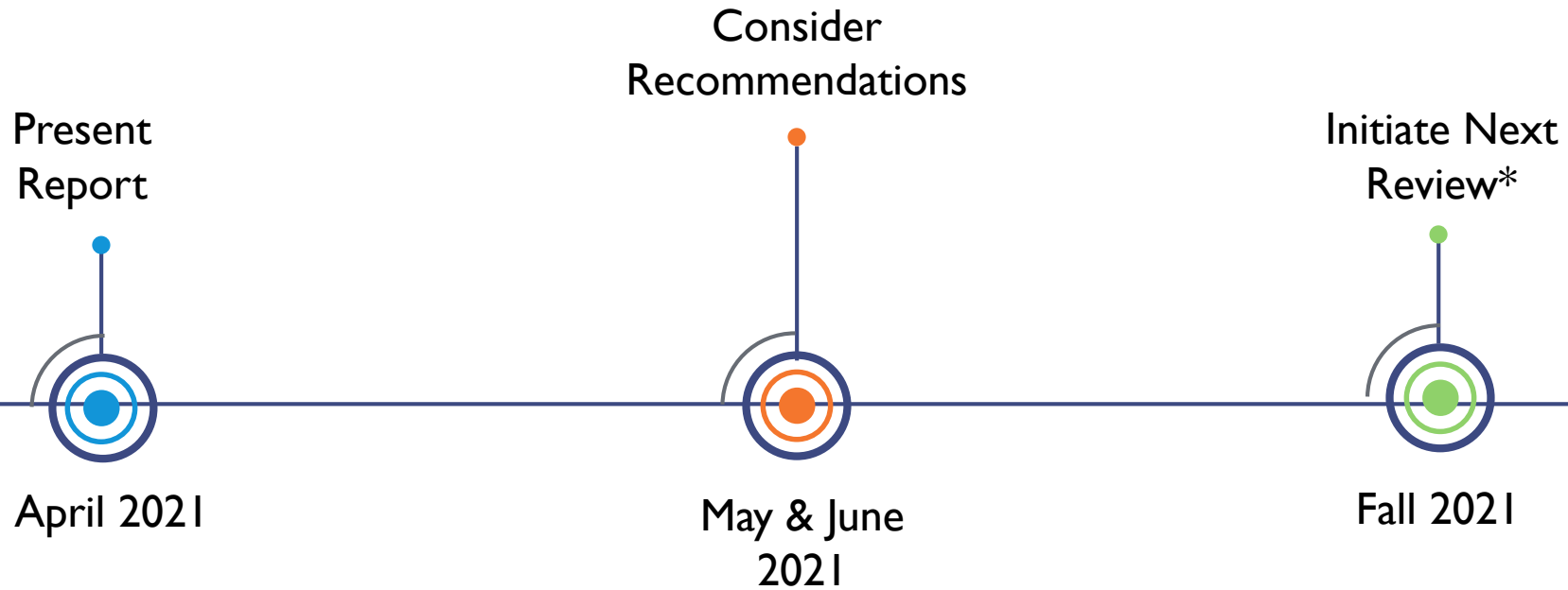
To be THE world-class water utility, where excellent products and services are always on tap.

# Strategic Plan Report



- Provides detail on actions supporting each strategic initiative
- Shares explanation on why initiatives were selected
- Identifies senior leaders who are championing each initiative

# Strategic Planning Timeline



\*Includes industry research and workshops

# Questions?

