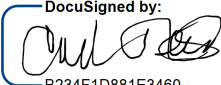



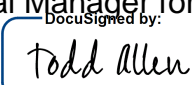


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Interoffice Memorandum

TO: CARLA A. REID   
General Manager/CEO  
B234F1D881E3460...

THRU: MONICA J. JOHNSON   
Deputy General Manager for Strategy and Partnerships  
19D06F08A1F44F0...

FROM: TODD ALLEN   
Chief Strategy and Innovation Officer  
Q2F43DAE2481420...

DATE: June 3, 2021

RE: STRATEGIC PLAN ENDORSEMENT

In April, we shared the detailed Strategic Plan with you that provides a detailed view of each of WSSC Water's key strategic initiatives and the actions we are taking to support them (see attached). In May, we shared our recommendation to focus on plan implementation and operationalizing the plan with WSSC Water employees. This month, we are requesting that the Commission endorse the Strategic Plan.

Since sharing the plan with you, we sent an email to all employees introducing the plan, published the plan on wsscwater.com and the intranet and began including initiative updates during monthly leadership meetings. Upcoming activities to promote the Strategic Plan include:

- All-employee "Living the Mission" series livestream for Strategy & Innovation, focusing on the detailed Strategic Plan
- Interactive session on the Strategic Plan with managers during the June Leaders on the Same Page meeting
- Ongoing updates to employees in *News and Notes*

We anticipate initiating our next review of the Strategic Plan this fall. This will begin with research on emerging trends and include workshops with Commissioners, customers and employees.



## 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.

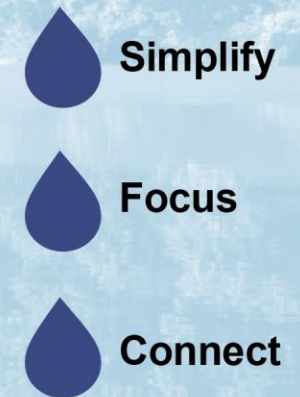
### CORE VALUES



### STRATEGIC PRIORITIES



### GUIDING PRINCIPLES

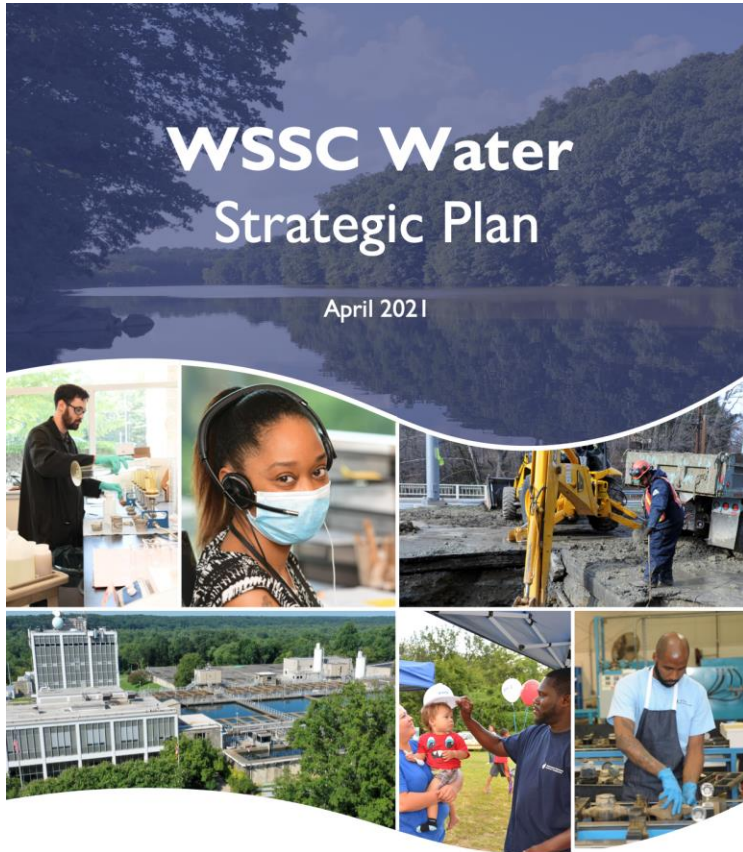


### VISION

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

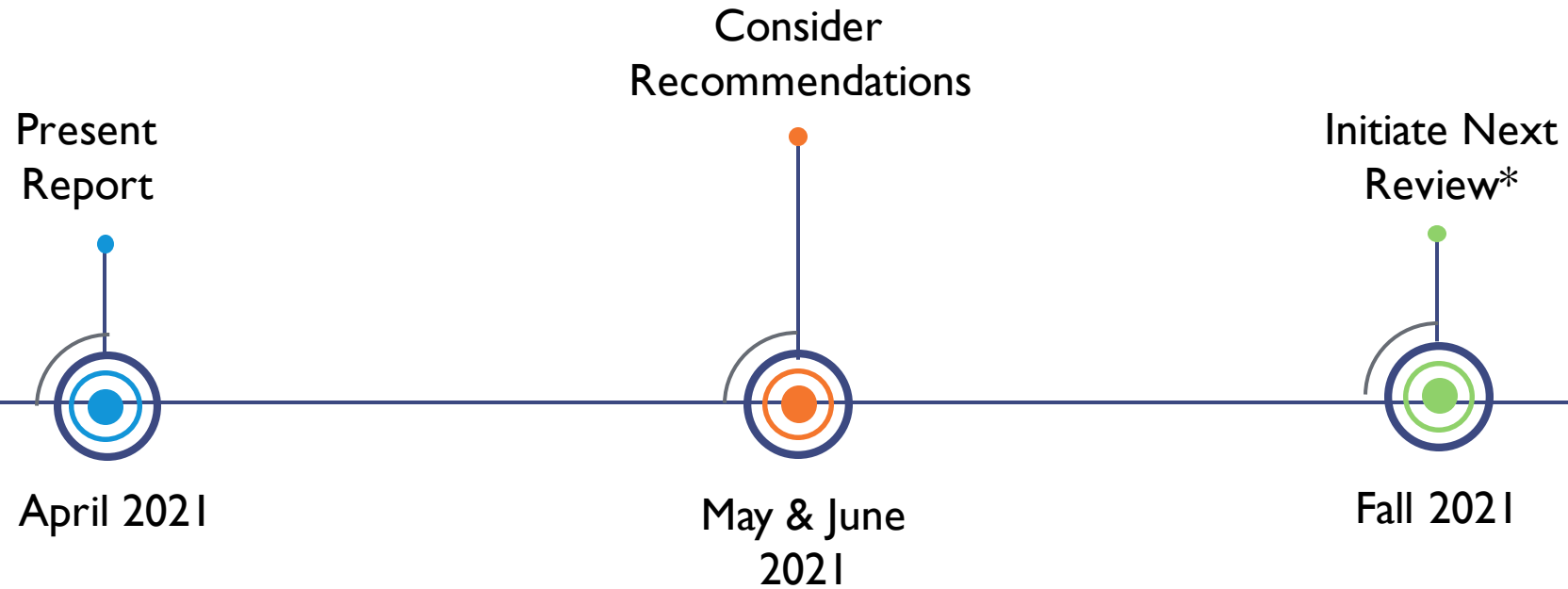


# Strategic Plan Report



- 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?

