



## **Mission** (WHAT)

To deliver a sustainable, high quality water supply in an environmentally responsible, transparent and sound financial manner while providing outstanding customer service.

## **Core Values** (HOW)

- Be adaptable and forward looking
- Nurture positivity and collaboration
- Strive for efficiencies
- Go above and beyond the average level of service

## **Vision** (WHY)

Be a high performance organization by defying the public agency stereotype and converting problems to solutions.

## **Strategic Goals**

1. **Water Resource Management:** Meet the current and future water supply needs of District's customers.
  - Utilize the recharge capacity in the Santa Margarita basin by
    - Maximizing the potential use of recycled water
    - Identifying and implementing regionally beneficial conjunctive use projects
    - Achieving maximum feasible water conservation and efficient use
  - Improve the esthetics of the drinking water
2. **Water System Integrity:** Provide continual investments in District's infrastructure and process improvements.
  - Maintain all assets within their useful life threshold
  - Realize increased operational efficiencies by utilizing technology and innovative solutions
  - Optimize the redundancy and effectiveness of the system and facilities
3. **Financial Stewardship:** Manage District's financial resources in a responsible manner.
  - Strive for maximum efficiency and transparency
  - Maintain fair, effective, and legitimate rates and fees that are sufficient for meeting operating and capital needs while providing for adequate reserves
4. **Public Outreach:** Foster relationships and communications with District's stakeholders and the community.
  - Engage the community to increase visibility of District activities and advance public awareness on water matters
  - Identify, develop and strengthen strategic alliances, both private and public
5. **Organizational Vitality:** Commit to recruiting and retaining the highest quality employees and board members.
  - Value and reward competence, team spirit and creativity
  - Cultivate productive work conditions and positive workforce culture
  - Boost opportunities for continuous training and knowledge transfer