

2040 Vision

By 2040, we have effectively partnered with all watershed stakeholders to:

- Enable local citizens the opportunity to **embrace the best use of water resources and establish a personal connection with local waterways.**
- **Sustainably manage water as a single resource** through the entire water cycle.
- **Create a healthy environment and improve our quality of life** through the exceptional reclamation of used water resources.
- **Maximize use of multiple financial options** to continue our fiscal stability.

Strategic Outcomes

1. Operational Excellence

Continually enhance water resource and recovery procedures to provide exceptional quality products.

2. Public Engagement and Trust

Engage our community to help them to become informed consumers and supporters of clean water.

3. Watershed Stewardship

Facilitate collaboration to collectively manage and improve water resources.

4. Adaptive Culture

Establish an organization-wide commitment to exceptional outcomes through an enthusiasm for learning, adapting, and solving problems to achieve clean water.

5. Effective Financial Stewardship

Manage our financial resources to create an efficient and resilient organization that contributes to the health of the local economy.

