



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