



This Strategic Plan outlines Mountain Regional Water’s commitment to excellence in safe reliable drinking water, sustainability, community outreach, financial stability, and employee engagement. By focusing on these strategic goals, MRW aims to achieve its vision of becoming a leader in the water service industry.

VISION

To be a leader in providing sustainable, reliable, and high-quality drinking water services, ensuring the well-being of our community and environment.

MISSION

To deliver exceptional water services that meet the highest standards of quality, reliability, and sustainability through innovation, efficient resource management, and community engagement.

CORE VALUES

- **Responsibility:** Commitment to the stewardship of resources and infrastructure.
- **Integrity:** Upholding transparency, honesty, and ethical practices.
- **Innovation:** Embracing new technologies and practices to enhance water delivery

STRATEGIC GOALS

SAFE, RELIABLE DRINKING WATER

- **Objective:** Achieve and maintain quality and reliable water services.
- **Initiatives:**
 - Meet and exceed all drinking water regulatory standards through treatment technologies and best practices.
 - Enhance system maintenance via asset management practices.
 - Invest in the development and protection of water sources to ensure long-term availability and resilience.

CONSERVATION AND SUSTAINABILITY

- **Objective:** Promote sustainable practices and protect water resources.
- **Initiatives:**
 - Implement water conservation programs and promote responsible water use.
 - Invest in renewable energy projects and efficient infrastructure.

COMMUNITY OUTREACH

- **Objective:** Strengthen relationships with the community and stakeholders.
- **Initiatives:**
 - Conduct community outreach and education programs.
 - Improve communication and transparency.

FINANCIAL STABILITY

- **Objective:** Ensure financial stability and effective resource allocation.
- **Initiatives:**
 - Optimize budget planning and financial management.
 - Strategically allocate financial resources to support critical capital improvement initiatives.

EMPLOYEE ENGAGEMENT

- **Objective:** Foster a skilled, motivated, and engaged workforce.
- **Initiatives:**
 - Provide continuous training and professional development opportunities.
 - Enhance wellness and safety programs that prioritize employee well-being and promote overall job satisfaction.