

2023 - 2026

STRATEGIC PLAN

Our Vision

Protecting our most valuable resource, water.

Our Mission

Water resource utility serving Northeast Wisconsin through pollution prevention, operational innovation, and community outreach.

Our Cultural Attributes

Safety is our most important value.

*We **Respect** and value diverse individuals and perspectives.*

*One **Team** that communicates openly and honestly while encouraging and supporting one another in achieving common goals.*

*Leaders in the **Environment** always looking beyond compliance.*

Strategic Pillars & Goals

Community Partnership

Increasing community awareness and support of NEW Water's mission.

1. Provide partners with communication resources that they find helpful.
2. Demonstrate that NEW Water is a good steward of financial resources.
3. Strengthen relationships with elected officials, regulators, and other partners.

Team

Attracting, developing, and retaining a high-performing workforce within a culture characterized by teamwork and empowerment.

1. Attract and retain a highly qualified and dedicated workforce.
2. Enhance sense of belonging through recognition and support.
3. Enhance NEW Water's culture of safety.

Organizational Optimization

Ensuring cost-effectiveness, reliability, and innovation of operations.

1. Manage and reduce organizational risk.
2. Enhance the overall effectiveness of operations and business practices, with a keen focus on cost-saving efficiencies.
3. Improve information management.

Environmental Quality

Making a positive impact on the region's natural resources.

1. Lead and support the reduction of inflow and infiltration (I&I) in collaboration with municipalities.
2. Provide reliable, effective, and efficient wastewater treatment and conveyance.
3. Engage partners in the region to achieve nutrient and sediment regulatory reductions.
4. Explore environmental considerations that can inform future decisions around organization energy efficiency, facility emissions, and facility green infrastructure.