

STRATEGIC PLAN OF THE AMERICAN WATER WORKS ASSOCIATION OHIO SECTION

(Updated from March 1, 2007 Strategic Planning Workshop)

I. INTRODUCTION

The Strategic Plan shapes the American Water Works Association (AWWA) Ohio Section's future. It helps determine our role in meeting the challenges facing the water supply community in coming years. The plan takes a broad view of the Association's activities, and does not provide a detailed listing of all Association programs.

II. VISION

The AWWA Ohio Section will support AWWA in its role as the leading force in the world dedicated to safe water.

III. VALUES Our values are:

- A. **Safe and Sufficient Water for All People.** We are committed to safeguarding public health by adhering to the principle that the public has an absolute right to safe drinking water in sufficient quantity to meet community needs.
- B. **Consumer Confidence and Satisfaction.** We are committed to achieving consumer confidence and satisfaction through ongoing public involvement in planning, policy development, and regulatory, quantity, and quality issues regarding drinking water.
- C. **Total Water Stewardship.** Recognizing that water is the basic element of life, we are dedicated to helping assure that this vital resource is managed for the greatest good of people and the environment, and that all segments of society have a voice in this process.
- D. **Honesty and Integrity.** We promote honesty and integrity in all actions of our staff and members.
- E. **Continuous Quality Improvement.** We are committed to the highest standards of service, product, and operation to meet or exceed internal and external customers' needs through continuous review, education and improvement
- F. **Diversity.** We are dedicated to expanding the diversity of our staff, membership, and leadership to achieve our vision.
- G. **Trust and Teamwork.** We help each other, openly share information, and solve problems in a spirit of cooperation and fellowship.

IV. MISSION

The Ohio Section AWWA is committed to affording leadership and guidance throughout the water community in order to provide sufficient quantities of high quality water. The Ohio Section AWWA will accomplish this by encouraging stewardship through total water management and providing relevant technological and educational programs. The Section is committed to building and maintaining customer confidence in water-from source to tap- through public involvement and effective communication.

Focus Areas of Our Mission:

1. Regulatory Factors
2. Infrastructure
3. Business Factors
 - a. Financing infrastructure repairs and replacements
 - b. Cost/Rate Balance
 - c. Efficiency
4. Value of Water
5. Workforce

V. GOALS

Goal 1: Provide an effective communication system among the water community and its stakeholders.

Goal 2: Provide educational opportunities for the Ohio Section members and its stakeholders.

Goal 3: Recognize and promote water-related achievements and contributions of Ohio Section members and stakeholders both internally and externally

Goal 4: Provide continuity to all operations of the Ohio Section.

Goal 5: Increase and retain membership in the Ohio Section.

Goal 6: Continue to be as diverse as the stakeholders we serve.