



Strategic Plan

Adopted March 2014





Partnership for Safe Water Strategic Plan

VISION

Water quality improvement and public health protection through operational excellence

MISSION

To improve the quality of drinking water delivered to customers by optimizing water system operations.

CORE PRINCIPLES

Protect Public Health

Pursue Excellence through Self-Assessment & Continuous Improvement

Ensure Accountability

“For Utilities, By Utilities”

STRATEGIC GOALS	STRATEGIC OBJECTIVES
<p>Subscriber Engagement & Development The Partnership for Safe Water will be the optimization and recognition program of choice for water utilities</p>	Ensure continued volunteer support by expanding engagement and networking opportunities for subscribers and volunteers
	Enhance utility communication and understanding of the value of Partnership participation
	Raise program awareness through increased outreach
	Strive to increase the number of Partnership for Safe Water subscribers
<p>Knowledge Creation & Exchange The Partnership for Safe Water will be a leading resource for utilities pursuing drinking water optimization</p>	Expand the <i>Partnership's</i> resources, tools, and outreach to develop and communicate solutions in response to subscriber needs
	Develop programs, as appropriate, to encompass all relevant areas impacting water quality and public health
	Increase the variety of channels through which subscribers can access Partnership for Safe Water resources and tools
<p>Water Optimization Leadership The Partnership for Safe Water will be a recognized leader in drinking water optimization, public health protection, and utility recognition</p>	Increase utility and public understanding of the Partnership for Safe Water and the value that program participation and recognition brings to a community
	Continue to be a credible and authoritative resource among water utilities on a global scale
	Engage subscribers, Partner organizations, and key stakeholders in collaborating to advance the Partnership for Safe Water's mission
	Enhance the use of public media communication platforms to increase awareness and understanding of the Partnership for Safe Water
<p>Organizational Stewardship The Partnership for Safe Water will effectively and efficiently use its resources to maximize value provided to subscribers</p>	Ensure the long-term financial stability of the Partnership for Safe Water
	Direct investment of <i>Partnership</i> resources towards programs aligned with subscriber needs
	Increase collaboration and enhance the effectiveness of the relationship between the Partnership for Safe Water, its Partner Organizations, and AWWA Sections
	Improve the effectiveness of staff and volunteer leadership in guiding the Partnership for Safe Water
	Continuously improve business processes to create greater efficiency and effectiveness



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