

## Focus Area #3 – Organizational Excellence

Maintaining a high-performance organization that is responsive to the needs of its stakeholders and provides a level of service that aligns with customer expectations.

### Key Strategic Objectives & Initiatives

#### 1. Focus Area #3-Objective 1: Improve and expand communication programs.

Initiative(s)	Priority
1.1. Hire a communications staff person to develop and manage a media program that communicates positive achievements and other information to customers, stakeholders, and the public.	Highest: Start/Finish within 1 year
1.2. Regularly update the Authority’s website and social media platform(s) to provide information on water quality and system compliance components.	Highest: Start/Finish within 1 year
1.3. Regularly communicate information to customers and stakeholders about upcoming and ongoing maintenance and construction activities.	Highest: Start/Finish within 1 year

#### 2. Focus Area #3-Objective #2: Improve internal administrative capabilities.

Initiative(s)	Priority
2.1. Office Systems and Processes: Evaluate internal technology systems and develop plans for regular system updates and additions of new technologies.	Higher: Start/Finish within 2 years
2.2. Human Resource Investments: Study the Authority’s personnel structure and make recommendations for modifications to align with customer expectations.	Higher: Start/Finish within 2 years
2.3. Human Resource Investments: Create an enterprise-wide succession plan.	Higher: Start/Finish within 2 years
2.4. Human Resource Investments: Create personal development plans for all employees.	Higher: Start/Finish within 2 years
2.5. Customer Care Enhancements: Perform recurring customer satisfaction surveys on system performance and key customer services, tracking and reporting ongoing progress.	Higher: Start/Finish within 2 years
2.6. Customer Care Enhancements: Develop community outreach programs to educate stakeholders on the functions and activities of the Authority.	Higher: Start/Finish within 2 years