[Water System Name]

# STRATEGIC GROWTH PLAN

*Delete all writing in red once done utilizing the guidance.*

# Mission Statement

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*Your mission statement should highlight who you are as a system and what you pride yourselves on. What is your main drive for your community? Below are several examples of mission statements:*

* *“To provide effective delivery and efficient service of water through proper maintenance of the water system.”*
* *“To provide our customers with reliable and quality service at an affordable rate while protecting public health and natural resources.”*
* *“To provide efficient, effective, and reliable water that respects the natural environment.”*
* *“The (insert name) is committed to provide safe and reliable drinking water to the community at an affordable cost, while promoting conservation to ensure that future generations will inherit a system that protects quality of life.”*
* *“To strategically provide a reliable supply of high-quality water at the lowest cost possible, in and environmentally responsible manner.”*

# Goals and Strategies

*Write down several goals for your system in the table below (feel free to add more boxes if you have more than 3 goals). Setting goals can be helpful in measuring growth within your system. Be sure to include both short-term goals and long-term goals. Aim for these goals to be SMART goals (Specific, Measurable, Achievable, Relevant, and Time-Bound).*

*In congruence with these goals, you should set several strategies on how you are working to achieve these goals. These strategies could include details about infrastructure that you may need, financing and avenues of income to fund initiatives, and just general steps towards achieving that goal. Write the specific objectives below the relevant goals in the table below.*

*Here is an example of this exercise:*

* *Goal: Hire another two certified operators within the next two years.*
  + *Generate descriptive job descriptions for all desired personnel.*
  + *Create job postings several times throughout the year (quarterly).*
  + *Engage with applicants.*

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| **Goal #1:** |
| **Strategies:** |
| **Goal #2:** |
| **Strategies:** |
| **Goal #3:** |
| **Strategies:** |

# Water Main Extension and New Connections Policy

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| Who requests and who must approve water main extensions and new connections? |
| *Could be separate processes. If so, note both.* |
| Who funds water main extensions and connections? |
| *Is the system responsible for the cost, or the person benefiting from the extension/connection? If it depends, be sure to detail the most common situations.* |
| What happens when new connections are added? |
| *What paperwork needs to be updated? Does anything need to be adjusted in the system with each new addition? Are notifications sent out to homeowners? Provide all the steps that you want to be required to happen when new connections are added.* |
| How are maps of the system and billing software updated? |
| *Denote how and when maps are updated as every system differs. Require map updates in the above question. Designate where in the billing system that new connections must be added and how.* |
| Can the water system support new connections? What are the known limitations? |
| *Detail out (if possible) at what point the system could not support additional connections. What would be the limiting factors of the system from supporting the connections (old system parts, pressure drops, etc.)?* |

# Future Increases in Demand

If the system were to acquire a higher demand for water, the following plan shall be enacted in order to acquire additional water rights. If additional water rights cannot be acquired, alternative sources have also been included.

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| *Detail out a step-by-step plan on how additional water rights shall be aquired. At what point will the system need to seek out additional rights (in terms of population, water capacity, etc.)? Who is responsible at every step in the process? In the case(s) where additional rights cannot be acquired, or if there is an interim period of higher demand prior to the additional rights being acquired, briefly outline one or a few alternative sources the system could utilize (purchase bulk water, connecting lines, etc.).* |