



# Loudoun Water Strategic Plan 2020–2024

## Mission

Loudoun Water works to ensure a healthy environment and high quality of life through effective and sustainable management of resources entrusted to our care.

Collaborative and trusted partner contributing to a healthy, thriving community.

## Vision

## Values

**LOUDOUN WATER IS:**

**DEDICATED**

We value our team of highly trained individuals committed to working together to provide outstanding service to our customers, partners and each other.

**COLLABORATIVE**

We value the relationships we have developed and strive to build others that benefit our community and the region we support.

**VISIONARY**

We value the ability to innovate and contribute to the overall health of the region for generations to come.

**CUSTOMER-FOCUSED**

We value the opportunity to serve our customers, stakeholders and community while striving to continually improve and meet their needs.

**RESILIENT**

We value the capacity to make realistic, reliable and sustainable plans that foster strength and growth in an ever-changing world.

**LOUDOUN**  **WATER**  
[www.loudounwater.org](http://www.loudounwater.org)

## Strategic Goals

**EXEMPLARY WORKFORCE**

Create a dynamic work environment with a commitment to learning, development, advancement, safety, trust and respect.

**SUSTAINABLE INFRASTRUCTURE**

Drive efficiency by proactively managing our infrastructure for generations to come.

**EXCEPTIONAL OPERATIONS**

Enhance and optimize operations by leveraging technology and business process improvements.

**SOUND FINANCIAL POSITION**

Protect our customers’ investment and maintain a long-term financial plan that supports our strategic objectives.

**ACTIVE COMMUNITY ENGAGEMENT**

Cultivate and develop relationships to build support, understanding and mutual respect.

**EFFECTIVE WATER RESOURCES MANAGEMENT**

Plan and manage water resources to ensure sustainable service to our customers.

