

STRATEGIC PLAN

2027-2031



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MESSAGE FROM THE EXECUTIVE DIRECTOR & CHAIRMAN



On behalf of Powdersville Water District (PW), we are pleased to present our 2027 Strategic Plan. This plan shows our commitment to providing consistent, high-quality water services to the customers and communities we serve.

Our Board of Directors, leadership team, employees, and stakeholders worked together to develop this plan. The priorities in this plan show our dedication to safe, reliable service, investment in key infrastructure, employee development, strong community relationships, and greater efficiency.

We know water is one of our community's most valuable resources. We are committed to protecting public health for future generations. This Strategic Plan provides a clear roadmap for PW's long-term direction and ensures we provide the resources needed.

David Niese // Executive Director

A handwritten signature in white ink, appearing to read "David Niese".

Seth Landrum // Board Chairman

A handwritten signature in white ink, appearing to read "Seth Landrum".

FAST FACTS



42,000

POPULATION SERVED



1,130

FIRE HYDRANTS



16,000

SERVICE CONNECTIONS



5

WATER STORAGE TANKS



415

MILES OF WATER MAIN



30

STAFF MEMBERS



3.6 MG

STORAGE



85

SQUARE MILES OF SERVICE AREA



3.5 MGD

AVERAGE DAY DEMAND



VISION

To be a leading water provider recognized by our customers for reliable service and dedication to the safety of our employees, community, and environment.



RELIABLE SERVICE



EMPLOYEES



COMMUNITY



ENVIRONMENT

DEDICATION OF SAFETY

MISSION

To provide a safe and dependable supply of drinking water to all customers within our service area.

VALUES

Readiness

Integrity

Safety

Employees

Stewardship



RISES

OUR VALUES • OUR COMMITMENT

STRATEGIC OBJECTIVES



1 **Reliable Infrastructure**
Asset Management
CIP Delivery
Regulatory Compliance

2 **Operational Excellence**
Safety
Physical & Cyber Security
New & Emerging Technologies
Emergency Response

3 **Workforce**
Recruit
Train & Retain
Internal Communications

4 **Financial**
Auditing & Reporting
Maintain Key Financial Metrics

5 **Customers & Community**
Customer Response
Community Involvement
Public Policy





RELIABLE INFRASTRUCTURE

Delivering safe, clean water every day depends on a system that is well-maintained, well-planned, and built to last. Through long-term pipeline replacement planning, updated development policies, and a disciplined capital improvement program, we are investing in the infrastructure our community will rely on for generations. Every project we complete today reduces risk and builds resilience for tomorrow.

HOW

When we identify potential issues in the field, respond quickly to service calls, and complete inspections thoroughly, we are protecting the integrity of our entire system. This hands-on work is the reason our customers can turn on the tap and trust what comes out.

OPERATIONAL EXCELLENCE

From the ground up, we are building a safer, smarter, and more resilient operation. Through updated safety policies, comprehensive SOPs, and upgraded IT and cybersecurity infrastructure, we are standardizing how we work and protecting what matters. By 2030, we will have SOP coverage, paperless safety records, and industry standard performance benchmarks.

HOW

Every time our team follows a safety procedure, completes a work order, or flags a hazard, we are directly contributing to a safer workplace. Our daily attention to detail, whether in the field or the office, is what turns these goals from plans into reality.





WORKFORCE

Our people are our greatest asset, and we are committed to attracting, developing, and retaining the best staff. We will audit roles and compensation, launch career development plans, build pipelines with local schools and colleges, and strengthen HR policies that support long-term growth. By 2030, key roles will have succession plans and defined career paths.



HOW

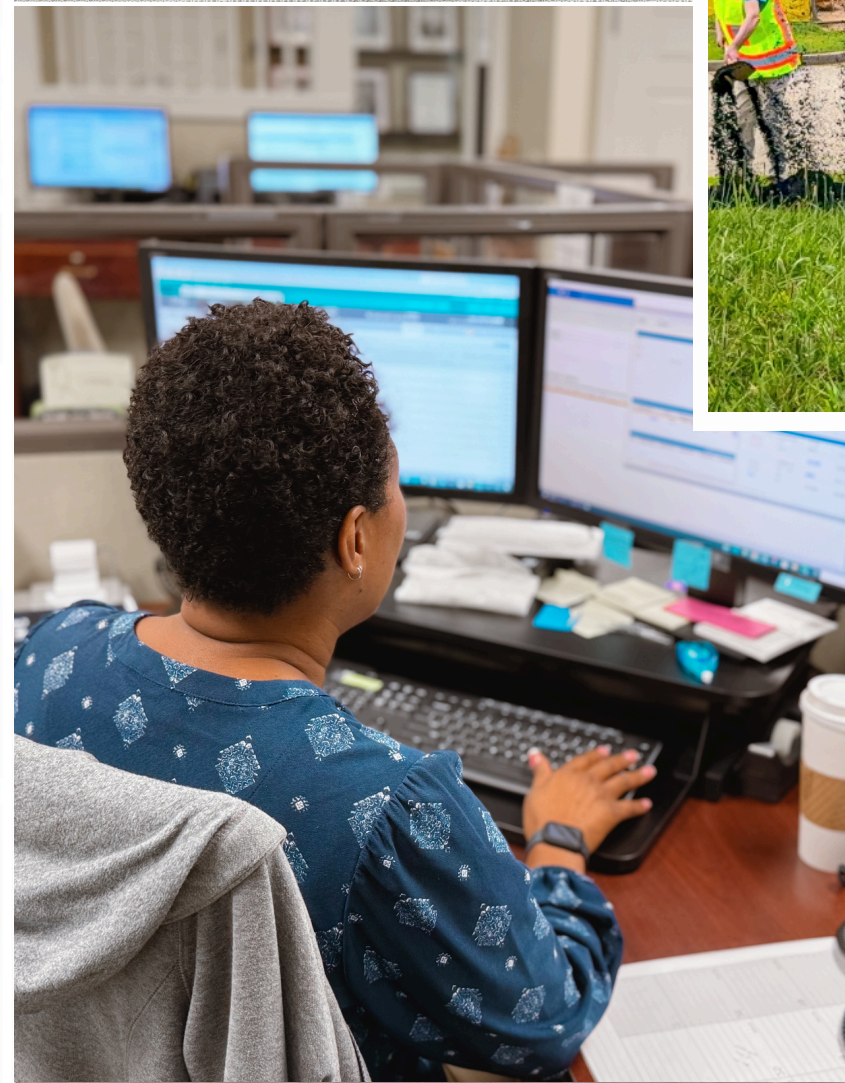
When we mentor one another, refer great candidates, and take advantage of training opportunities, we help build the team that carries this organization forward. This collective growth is what moves Powdersville Water forward: by investing in our people, we ensure a stronger future for everyone.

FINANCIAL

Sound financial management builds community trust. We pursue clean audits, automate reporting and procurement, and seek GFOA recognition for financial excellence. Our goal is a transparent, data-driven dashboard keeping leadership and the public informed. Achieving this requires consistency and integrity in our day-to-day operations.

HOW

Every purchase order is submitted correctly. Every inventory item is tracked, and every expense is documented on time. These actions keep our financial reporting clean and accurate. The small habits of accuracy and accountability in our daily work make organizational-level excellence possible.



CUSTOMERS & COMMUNITY



We exist to serve our neighbors. Every interaction should reflect that mission. From welcome packets and customer surveys to a text messaging portal and expanded community events, we are making it easier to connect with us. We will grow our presence at local events. We will strengthen relationships with elected officials and be a utility our community is proud of.

HOW

Every time we answer a call with care or resolve a customer issue promptly, we build trust. When we represent Powdersville Water at a community event, we build our reputation. We are the face of this organization in everything we do.