



# Strategic Plan Development

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SOUTH PLACER  
MUNICIPAL UTILITY DISTRICT

Drivers

Strengths

Weaknesses

Opportunities

Threats



Measures

Customer satisfaction surveys

Callout responsiveness

Number of complaints per 1000 customers

Mission, Vision, Core Values

# Mission, Vision, and Core Values

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MARCH 3, 2022

# The Mission Statement Should Be:

- Memorable and inspiring
- Concise, simple and understandable
- Accurate and complete
- Be right for your organization

**Who** do we serve?

What is the **purpose** of the organization?

What **work** are we doing to fulfil this purpose?

How do we measure **excellence** ?

# SPMUD Mission Statement

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We are a customer owned utility dedicated to:

**PROTECT** public health and the water environment.

**PROVIDE** efficient and effective sanitary sewer service.

**PREPARE** for the future.

*“It’s not hard to make decisions  
once you know what your values  
are.”*

- ROY E. DISNEY

# SPMUD Core Values

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## INTEGRITY

- We will be trustworthy, truthful and honest.

## STEWARDSHIP

- We will be accountable and committed to responsible management and respect our environment.

## SERVICE

- We will be responsive, reliable and respectful; putting the needs of the District and customers first.

## QUALITY

- We will be dedicated to continuous improvement.

SAFETY

ACCOUNTABILITY

INCLUSION

TEAMWORK

FAIRNESS

TRANSPARENCY

EFFICIENCY

TRUST

INNOVATION

COMMITMENT

IMPROVEMENT

SUSTAINABILITY

RESPONSIBLE

PRODUCTIVITY



*“If you don't know where you are going, you might wind up someplace else.”*

- YOGI BERRA

# SPMUD Vision

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To be the most reliable, innovative operations and maintenance organization that preserves and prolongs the life of our assets, resulting in sustainable, efficient, cost-effective customer service.

Setting the bar for essential sewage collection services.

To be a recognized leader in wastewater services, water recycling, and environmental protection.

Recognized as an **example of good government**, public service and innovative leadership in the sanitary sewer services industry.

To be an **industry leader** in the greater San Francisco Bay Area by providing our customers with high-quality and value-added services.

**Our vision is to be a recognized leader in our industry.**

***To be the Region's Leader in  
Water Resource Recovery  
through Excellence and Innovation.***

# Next Steps

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April 7, 2022

- SWOT Analysis & Self-Assessment (Homework)

May 5, 2022

- Discussion of Strategic Priorities

August/September, 2022

- Adopt new 5-year Strategic Plan

