

2040 Vision

By 2040, we have served as a catalyst and are effectively partnered with all watershed stakeholders to:

- Enable local citizens the opportunity to **establish a personal connection with local waterways** so that we can eat local fish and swim in local streams.
- Support a **healthy and resilient local economy** through stable rates, supported by diversifying revenue and maximizing resource recovery.
- Create an informed citizenry regarding the importance of water so that **water stewardship is achieved** through personal and organizational actions.

Strategic Outcomes

1. Operational Excellence

Enhance operational excellence to meet or surpass environmental requirements under all conditions.

2. Community Engagement

Engage the communities we serve to increase understanding and commitment to water quality so that every person and organization demonstrates the important role they contribute to this effort.

3. Watershed Partnerships that Enhance Collective Management

Create structural processes that enable partnerships to manage water as one resource.

4. Organizational Competency and Structure

Improve and maintain the institutional competency of AlexRenew to achieve its long-range strategic objectives by enabling all levels of the organization to learn, adapt, and innovate.

5. Diversified Revenue

Maximize revenues to ensure financial stability while seeking revenue diversity.

6. Incubator of New Ideas and Innovations

Develop and implement innovative ideas and technologies to enhance resiliency and sustainability.

