

## Strategies

1. Review and update PWD's talent acquisition strategy, including how the Department communicates its benefits to potential new employees
2. Evaluate and expand employee career paths, training, and development opportunities, including the upskilling program
3. Expand PWD's retention efforts, including employee recognition

## Strategies

4. Create role-specific customer service training plans for public-facing employees
5. Develop and implement communication strategies to increase community trust through transparency, awareness, and engagement
6. Leverage data and evidence to inform comprehensive branding and marketing goals

## Strategies

7. Continue to prioritize safety by developing and implementing training, enforcement, and reporting standards
8. Develop, implement, and regularly evaluate emergency response plans and associated training
9. Develop, document, and regularly review standard operating procedures Department-wide
10. Review and enhance PWD's cybersecurity posture
11. Streamline and enhance the PWD customer experience in billing and core services



### Valued Workforce

Demonstrating the value of employees by effectively recruiting, developing, recognizing, and retaining a skilled, diverse, and dedicated team.



### Customer and Stakeholder Confidence

Building trust and understanding through effective and timely communications, transparent information sharing, inclusive engagement, and a culture of excellent customer service.



### Operational Excellence

Safely and efficiently providing drinking water, wastewater, and stormwater services with minimal interruption while meeting or exceeding regulatory and accreditation requirements.

# PHILADELPHIA WATER

## DEPARTMENT STRATEGIC FRAMEWORK

2026 – 2030

### VISION

Ensuring that Philadelphia thrives by delivering essential clean water services, protecting the environment, and valuing our customers and employees

### MISSION

We are a resilient utility, committed to providing reliable, safe drinking water, wastewater, and stormwater services to our community while protecting our region's environment and supporting public health and safety.

### VALUES

The Philadelphia Water Department is committed to meeting the needs of its community, through:

Safety  
Compassion  
Integrity  
Collaboration  
Excellence



### Resilient Infrastructure

Proactively prioritizing comprehensive asset management, adaptive planning, and long-term infrastructure investment to meet the needs of future generations.



### Financial Sustainability

Supporting efficient delivery of utility services, diversified resource streams, and long-term financial stability by balancing capital and operational needs with customer affordability.



### Organizational Alignment

Fostering a mission-driven environment by prioritizing collaborative learning, effective communication, and continuous process improvement.

## Strategies

12. Support research and innovation to find new and optimal solutions to meet existing and future challenges
13. Update infrastructure planning initiatives and implement strategies to ensure that PWD assets meet the utility's future needs
14. Enhance PWD's approach to asset renewal, replacement, expansion, and funding in support of a robust and comprehensive capital improvement program

## Strategies

15. Increase the diversity of funding sources
16. Improve and maintain financial management and customer information systems to ensure robust planning and reporting capabilities
17. Continue to align short-term needs with PWD's long-term financial plan
18. Optimize processes and increase revenue collection

## Strategies

19. Align PWD's organizational structure and commit to a shared understanding of the utility's mission and core functions
20. Increase PWD employee awareness of and access to Citywide, departmental, and cross-sectional teams, tools, and shared resources
21. Standardize and resource communication and information dissemination within PWD
22. Collaborate with other Departments within the City of Philadelphia to identify and streamline key processes and improve efficiency
23. Gather, evaluate, and continuously improve the use of data to inform PWD policies and strategy