



# 2025 Aspiration

*Focusing Western's  
near-term activities  
through long-range  
Strategic Planning*

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# 2025 Aspiration

Unified vision and innovation contribute to an organization's resiliency. As a water purveyor, Western ultimately seeks to enhance regional water supplies for continued sustainability. Through this vision and long range strategic planning, Western strives to provide its stakeholders and community value through quality service. Within this document, staff identified focus areas to concentrate on during the next 10 years. Progress in these areas will be documented through the District's Strategic and Business Planning efforts.

On a more personal note, I am proud to lead a committed and professional team who truly values the public service work that we do for our customers. It's my belief that the 2025 Aspiration will provide long-term vision and guidance for Western as we strive to provide sustainable, high-quality water supply to our customers.

**John V. Rossi**  
General Manager



# Overview

The 2025 Aspiration aligns long-term goals with our various planning initiatives to achieve the District's Mission and Vision, with the goal of preparing for anticipated challenges over the next 10 years. The objective of the 2025 Aspiration Plan is to guide future planning efforts consistent with District Values.



## Our Mission

It is the mission of Western Municipal Water District to provide water supply, wastewater and water resource management to the public in a safe, reliable, environmentally sensitive and financially responsible manner.

## Our Vision

To enhance Western Municipal Water District's leadership role by integrating the best in business processes and business systems while developing a leading-edge workforce that continuously creates greater efficiency and value for our customers.



# Planning Priorities

Western has developed various planning tools to guide the organization. The illustration below demonstrates the relationship of these plans.



# Aspirational Targets

At the core of the District's mission is providing Superior Service. This is supported through establishing Water Resiliency, Financial Stewardship, an Elite Workforce and Wastewater Dependability. These Aspirational Targets serve as a guide for Western to achieve sustainability in our service to our customers and stakeholders.



# Superior Service

Ultimately providing high-quality, value added services to customers internally and externally is key to Western. The illustration below highlights the approach guiding the organizations efforts to achieve the Aspirational Targets detailed in the following pages.



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## Superior Service

<b>Business Continuity</b>	<b>Policy Leadership</b>	<b>Public Transparency</b>	<b>Emergency Planning</b>
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- Practice good governance through public input
- Enhance recovery/disaster planning efforts
- Provide customer service excellence
- Expand proactive communication strategies
- Utilize collaborative approaches for policy development
- Provide resource stewardship

# Water Resiliency

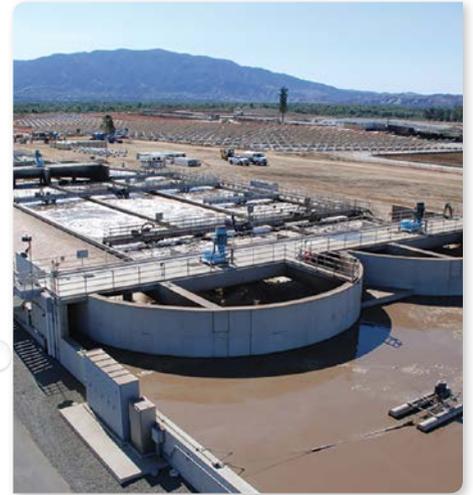
Develop a diversified water portfolio to sustain service reliability



- Reduce dependence of MWD sources by 20 percent through cost effective alternative resources
- Replace use of potable water for irrigation by 10 percent with recycled/ non-potable water
- Develop sufficient emergency supply to provide full service during a peak month, Seven-day Metropolitan Water District outage
- Implement water use efficiency strategies to exceed 2020 targets
- Increase alternative supply sources to meet future development projections
- Foster development of interagency connections with regional partners

# Wastewater Dependability

Implement cost reducing strategies to exceed regulatory standards and provide sustainable service



- No regulatory violations
- Increase flows at Western Water Recycling Facility to maintain rate increases at or below Consumer Pricing Index
- Complete Western Riverside County Regional Wastewater Authority expansion and optimize efficiency
- Refine wastewater treatment processes to reduce operational cost

# Financial Stewardship

Continually stabilize the District's financial position through cost effective service, economical rates and investment strategies



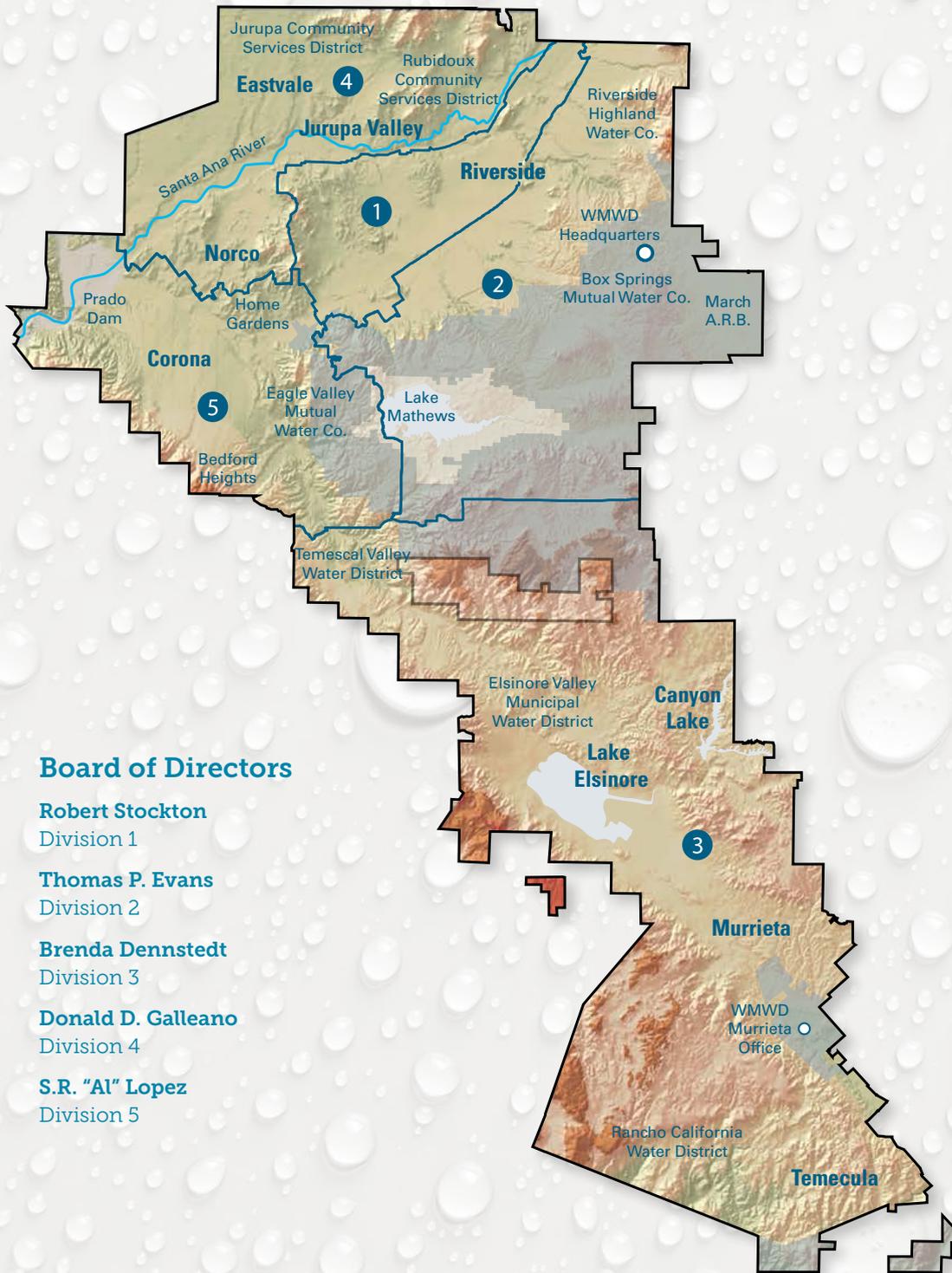
- Develop full cost of service rate program
- Fully fund asset management and replacement program
- Implement five year water rate increases
- Execute sustainable connection fee program
- Implement five year sewer rate increases
- Determine cost-effective service method for Murrieta Division

# Elite Workforce

Recruit and retain exceptional staff dedicated to continual enhancement of District services



- Create a high-performing workforce through training, coaching and mentoring
- Establish an apprenticeship program to develop our own operations staff
- Enrich safety programs for the benefit of our staff and the public
- Develop a succession plan for retention of institutional knowledge
- Continuously expand and enhance employee wellness programs



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