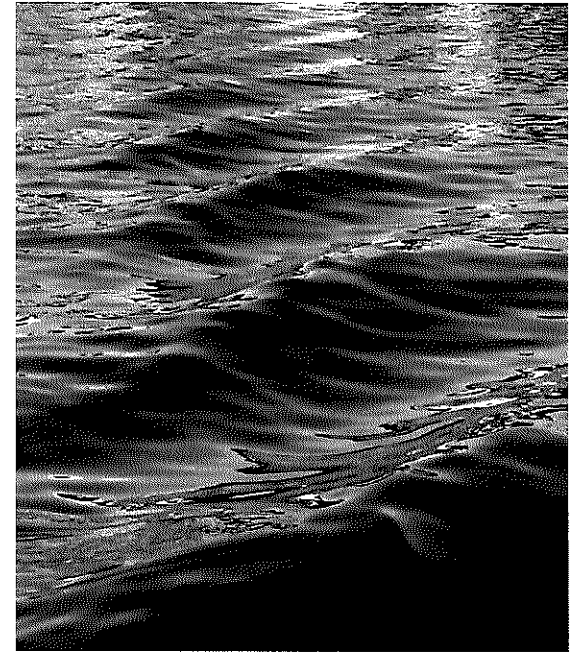


Midway City Sanitary District

2024 Strategic Planning Workshop 03/07/2024



“Strategy is about setting yourself apart from the competition. It’s not a matter of being better at what you do – it’s a matter of being different at what you do.”— Michael Porter

Midway City Sanitary District Strategic Plan Workshop

Tonight's Agenda

- Tonight's purpose is to introduce the strategic plan process
- Review the District's current Mission & Vision Statements
- Board's Goals and Priorities

Next Steps

- Next Board Strategic Plan Meeting 04/11 at 5:30 pm
- Community Engagement Workshop 04/27 10:00am-12:00pm
- Staff engagement and formulation of plan document, goals, and objectives.
- Strategic Planning Document for final review and approval TBD

Midway City Sanitary District Strategic Planning Workshop

- **WHAT IS STRATEGIC PLANNING?**

- Strategic planning is the ongoing organizational process of using available knowledge to document an organization's intended direction. This process is used to prioritize efforts, effectively allocate resources, align stakeholders and employees on the organization's goals, and ensure those goals are backed by data and sound reasoning.

- **BENEFITS OF STRATEGIC PLANNING**

- 1. Create One, Forward-Focused Vision
 - 2. Draw Attention to Biases and Flaws in Reasoning
 - 3. Track Progress Based on Strategic Goals
-
- Strategic planning as an "infinite game" where there is no defined endpoint to the vision we are working towards.
 - Several meetings with stakeholders (Board, public, community partners, and staff).
 - At the end of this process, we will have a new strategic plan providing a forward focused vision of innovation and success and the tactics to executing that new vision.

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- Last strategic comprehensive strategic planning process was done in 2012 & last reviewed in 2020
- 85 years
- MCSD Serves 100,000 + residential customers – 20,000 single family residents & with over 33,000 sewer connection
- CR&R Serves 1,164 commercial and multifamily customer accounts
 - Westminster 1,088
 - Midway City Unincorporated 76
- 174 Miles of Sewer Lines, 3,000 manholes, and 4-Lift Stations

Midway City Sanitary District

What Is a Mission and Vision Statement

- The mission and vision of an organization are both crucial components of the strategy formulation process, but they serve different purposes and therefore may come at different stages.
- In general, the mission statement outlines the overall purpose and goals of the organization. It answers the question, "Why do we exist?" and provides a clear direction for the organization's actions and decisions. The mission statement serves as the foundation for the organization's strategy and guides the development of specific goals and objectives.
- On the other hand, the vision statement is usually created after the mission statement and serves as a long-term goal for the organization. It paints a picture of what the organization aspires to be in the future and provides a sense of direction and inspiration for its employees and stakeholders.

Midway City Sanitary District Mission Statement

“The Board of Directors and Employees of Midway City Sanitary District work diligently to provide sewer and solid waste services to the residents of the District. Our top priority is to accomplish this in an ethical, efficient, and cost-effective manner that will protect the health and safety of those we serve.”

Midway City Sanitary District Vision Statement

A vision is a big picture of where we see the District going. It should be something we aspire to achieve regardless of where the District is now. A vision statement should inspire.

Our vision for Midway City Sanitary District is to be the recognized leader for the provision of solid waste and sanitary sewer collection services.

- Our vision is to enjoy a positive reputation in the county for the provision of these services.
- Our vision is to eliminate areas within our sewer system which require higher levels of maintenance.
- Our vision is to divert more solid waste from the landfill and increase recycling and organics percentages.
- Our vision is to implement up to date technology in all operations.
- Our vision is to maintain a rate structure and rate reserves to support the infrastructure and operations.
- Our vision is to develop the best possible workforce by providing equipment, safety training and standards of operation.

Through the promotion of social responsibility and environmental stewardship, the District in partnership with the community, will continue to improve upon the preservation and decision making to produce optimum financial, environmental and societal results.

Midway City Sanitary District

“The Midway City Sanitary District’s Vision for the future emphasizes our ongoing commitment to integrity and delivering high-quality services. We aim to lead with innovation, demonstrate genuine care for people, provide outstanding customer service and uphold our responsibility towards environmental stewardship for a better tomorrow.” – President Mark Nguyen


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Goals and Priorities (examples)

- Mission
- Vision
- Awareness
- Services
- Education
- Recognition
- Community Partnerships & Events
- Environment – Carbon Neutral Business
- Branding
- Zero Emission Vehicle (ZEV)
- Health and Safety
- Sewer Infrastructure
- Financial Security and Opportunities



Thank You!



**“A satisfied customer is the best business strategy of all.”
— Michael LeBoeuf**