



Strategic Plan Update

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Climate, Water, Environment & Parks Committee

October 22, 2025

Austin Water's Strategic Plan

- The Why
- The What
- The Intention
- The Process
 - The Project
 - Project Timeline
 - Engagement & Results
 - Plan Goals & Strategies
 - Plan Alignment
- Next Steps



Why we refreshed our Strategic Plan?

- Shaping the future beyond 2020...
- Extreme Weather Events & External Evaluations
- This plan reflects our evolving environment:
 - Climate change
 - Population growth
 - Workforce sustainability
 - Community & Staff priorities



What will this new plan do?



- Blueprint for Austin Water
- Decision-making framework
- Communications tool
- Builds connections
- Enables sharing of knowledge and expertise
- Incorporates and aligns all existing plans
- Long-range and flexible

The Intention



- Thoughtful
- Flexible
- Transparent
- Inclusive
- Considers:
 - Austin Water staff input
 - Community input
 - Equity
 - Climate resilience
 - Accessible and informative

The Process



- **“Ground-Up” Feedback**

- All levels of Austin Water
- The community we serve

- **Tactics**

- Focus Groups
- Surveys
- Listening Sessions

Project Timeline



Robust Engagement and Input



Surveys

Make your voice heard. Austin Water wants your input!

My ATX Water

Austin Water is shaping its future, and your perspective is invaluable. As part of our strategic plan development, we're gathering community input to ensure we continue providing reliable, high-quality service to all residents. Austin Water remains committed to balancing **sustainability, emergency preparedness, and affordability**, and your feedback will help us refine our approach. There's two ways you can help shape our water future:

- 1. Take the Community Survey**
We invite you to take a brief survey—just 5 minutes—to share your thoughts on how we can better serve you and our community. But don't wait, the survey closes at the end of May 2025! [Take our short survey here.](#)
- 2. Sign up for a Focus Group**
Additionally, we'll be hosting focus groups, facilitated by AW's consultants Blue Sky Partners, to gather even more insights. If you're interested in joining, you can sign up separately—**participants will receive a \$50 gift card** as a thank-you for their time. See the right side bar for details, and [sign up on our form here.](#)

Interested community members are encouraged to **complete the interest form**. To ensure a fair representation of Austin's diverse community, participants will be selected from the pool of applicants.

Selected individuals will be notified **at least one week before the event** to confirm attendance. As a token of appreciation for your time and contributions, participants will receive a **\$50 gift card** after attending and actively engaging in the session.

Learn more about Austin Water's Strategic Plan initiative on [Speak Up Austin](#)

[Change your communication preferences or unsubscribe](#)

Employee Outreach



Official website of the City of Austin

Speak Up Austin 2: Austin Water Strategic Plan

Strategic Plan

Austin Water Strategic Plan

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CLOSES MAY 31

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2 Sign up for a Focus Group

DATES IN JUNE

Additionally, we'll be hosting focus groups, facilitated by AW's consultants Blue Sky Partners, to gather even more insights. If you're interested in joining, you can sign up separately—**participants will receive a \$50 gift card** as a thank-you for their time. See the right side bar for details, and [sign up on our form here.](#)

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Focus Group Meetings

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[Join Austin Water Strategic Plan Focus Group - June 4](#)
Wed, Jun 4 6:00 PM

Join together to shape the future of Austin Water!

Strategic Plan 2025 by the numbers

CUSTOMERS

60  focus group participants

3,113

 customer survey responses

All  council districts represented

6  community focus groups

STAFF

575  Austin Water staff survey responses

20+  on steering committee

5  listening sessions

60+  Austin Water staff participants

10  leadership workshops

Result: New Mission, Vision and Goals



- **Mission**

- Austin Water works every day to provide water for people and care for the environment.

- **Vision**

- Building Austin's water future, together

- **Five Goals**

Goal: Create a people-first culture.

- **Strategies:**

- Culture
- Training
- Employee Care
- Internal Communication and Engagement
- Technical Depth



**American Water Works Association
2025 Wendall LaDue Utility Safety
Award**



Goal: Deliver high-quality and sustainable water, wastewater and environmental services for our customers.

▪ **Strategies:**

- Technical Expertise
- Enterprise Performance
- Knowledge Sharing
- Resource Management



**Association of Metropolitan Water Agencies
2025 Sustainable Water Utility Management
Award**



Goal: Invest in and maintain dependable infrastructure and systems.

■ Strategies:

- Forward-Looking
- Smart Systems
- Future-Ready Sustainability
- Incremental Escalation



National Association of Clean Water
Agencies
2025 Platinum Peak Performance Award



Goal: Foster public confidence, preparedness and partnership.

■ Strategies:

- Trusted Partner
- Community Engagement
- Equitable Service Delivery
- Strategic Communication
- Community Co-Stewardship
- Customer Lens



2025 Leading Utility of the World



Goal: Drive innovation to improve effectiveness and responsibly manage risks.

■ Strategies:

- Data Quality
- Innovation Mindset
- Streamline
- Modern Toolkit
- Foresight Planning



2020 Utility of the Future Today



Plan Alignment



Imagine Austin



Citywide Strategic Plan



Austin Water Strategic Plan

- Water Forward
- Drought Contingency
- Emergency Response
- Internal Audit
- Reclaimed Infrastructure
- Facilities
- Climate Ready
- Water Conservation
- Land Management
- 5- Year CIP
- ...And more!



Alignment to Citywide Strategic Priorities

COMMUNITY HEALTH &
SUSTAINABILITY

ECONOMIC &
WORKFORCE
DEVELOPMENT

EQUITABLE
SERVICE
DELIVERY

HOMELESSNES
S & HOUSING

MOBILITY & CRITICAL
INFRASTRUCTURE

HIGH-PERFORMING
GOVERNMENT

PUBLIC
SAFETY

CH.3

CH.4

EW.1

ES.3

HH.1

MC.4

MC.5

HG.2

HG.3

PS.3

AW
Service
Excellence

AW
Community
Trust

AW
Community
Trust

AW
Community
Trust

AW
Community
Trust

AW
Proactive
Infrastructure

AW
Proactive
Infrastructure

AW
Next Level

AW
Thriving Team

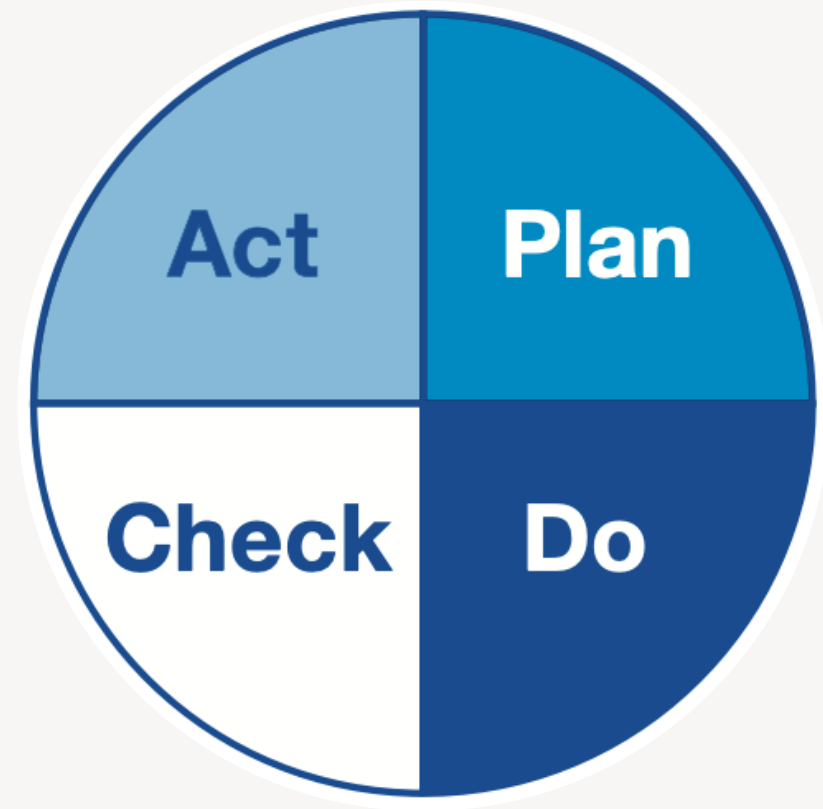
AW
Proactive
Infrastructure

Next Steps

- **Implementation**

- Socialize the plan
 - Austin Water Staff
 - City Leadership
 - Community
- Continue to Align
 - Plans, Projects, Budget, Resourcing, etc.
- Identify Gaps
- Progress Tracking
 - KPIs & Performance Measures

- **Work the Plan!**





Questions?

Austin Water Strategic Plan Update