



LEADERSHIP | PARTNERSHIP | STEWARDSHIP



STRATEGIC PLAN

District Locations

District Headquarters

31111 Greenspot Road
Highland, CA 92346

Sterling Natural Resource Center (SNRC)

25318 5th Street
San Bernardino, CA 92410



District Leadership



James Morales, Jr.
Chairman of the Board



Ronald L. Coats
Vice Chairman of the Board



Chris Carrillo
Governing Board Member



Phillip R. Goodrich
Governing Board Member



David E. Smith
Governing Board Member



Michael Moore, P.E.
General Manager/CEO

Brian Tompkins
Chief Financial Officer

Jeff Noelte
Director of Engineering & Operations

Justine Hendricksen
District Clerk

Kerrie Bryan
Director of Administrative Services

Manny Moreno
Water Reclamation Manager

Patrick Milroy
Operations Manager

William Ringland
Public Affairs/Conservation Manager

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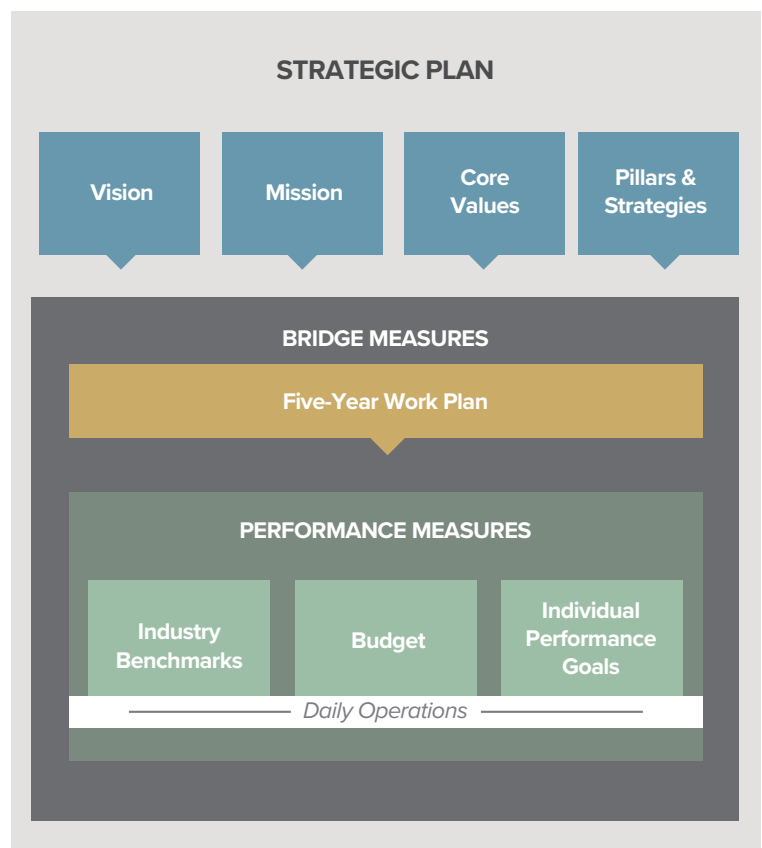


IMPLEMENTING
STRATEGIC INITIATIVES

East Valley Water District is dedicated to delivering safe, reliable water and wastewater services to the community.

In collaboration with the Governing Board, staff, and community members, the District has developed a Strategic Plan aimed at fostering a resilient, efficient, and effective organization.

The strategic planning process ensures that all actions taken by the District are in alignment with this Strategic Plan, approved by the Board of Directors. Through this process, staff work to align the Five-Year Work Plan, Annual Operating Budget, and Individual Performance Goals, all focused on fulfilling the Vision and Mission outlined in the Strategic Plan.



Strategic Plan

Vision

East Valley Water District aspires to be a beacon of excellence and innovation within the water industry. Through visionary leadership, we strive for a sustainable, transparent, and accountable future.

Mission

Provide our community with exceptional water and wastewater services by prioritizing sustainability, efficiency, innovation, and ongoing collaboration.

Core Values

LEADERSHIP

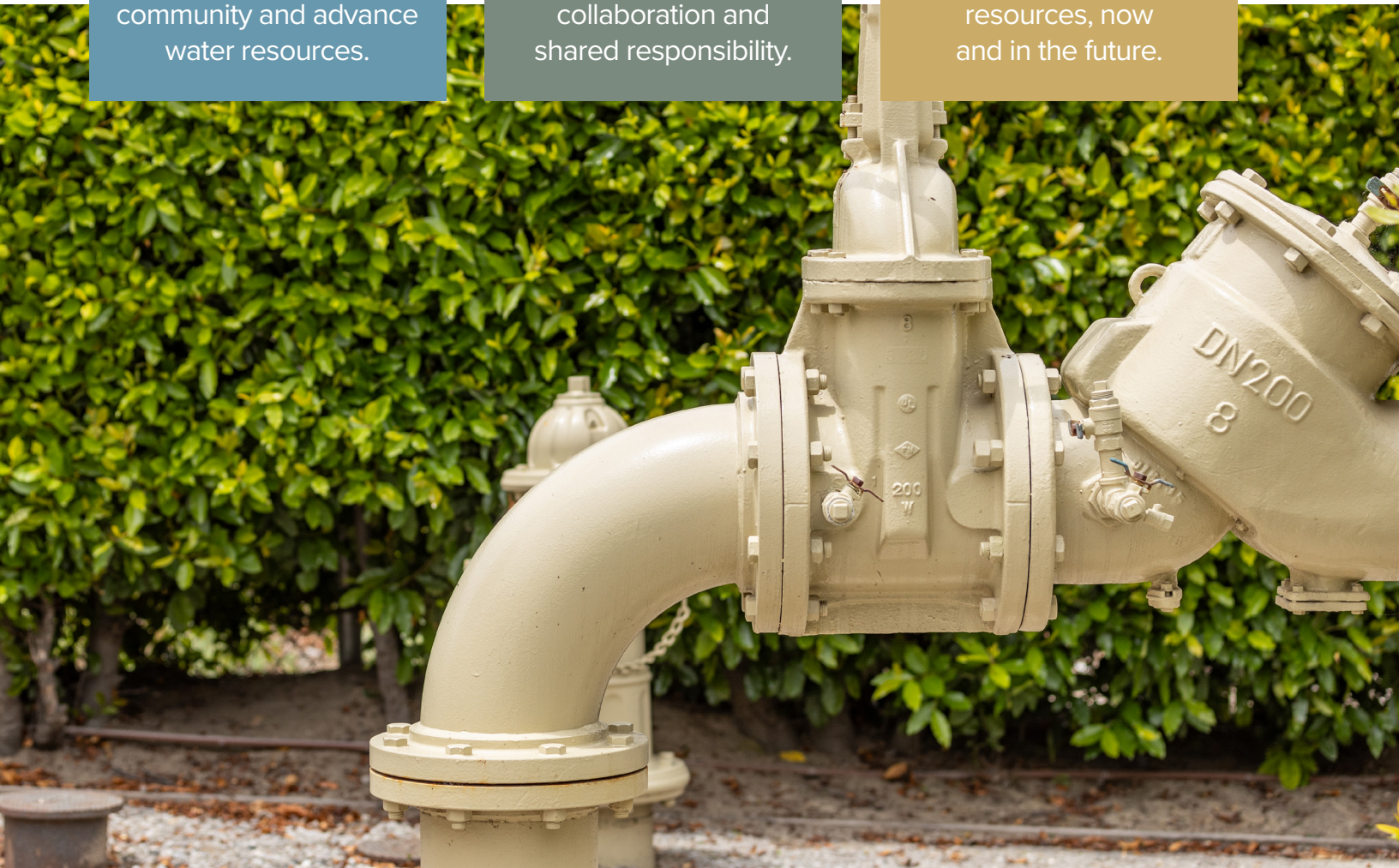
Inspiring people to improve our community and advance water resources.

PARTNERSHIP

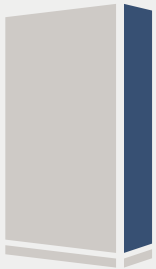
Developing relationships through collaboration and shared responsibility.

STEWARDSHIP

Protecting our community's resources, now and in the future.



District Pillars & Strategies



Effective Solutions

Create innovative, efficient, and strategic approaches to achieve the District's goals and meet any challenge. Prioritize resources, foster the professional development of employees, and embrace new technology driving innovation.

Identify Opportunities to Optimize Natural Resources

Enhance the District's use of groundwater resources in a sustainable way and support the efficient storage rehabilitation.

Encourage Performance Based Results through Staff Empowerment

Foster a culture of accountability and reliability by giving employees the autonomy to take ownership of their work and empowering staff to make informed performance-driven decisions.

Maximize Internal Capabilities Through Ongoing Professional Development

Strengthen the skills and expertise of District staff by providing continuous training, knowledge sharing, and educational development opportunities.

Utilize Current Technology and Invest in Future Solutions

Leverage existing technologies and invest in future innovations, to streamline District processes, improve service delivery, and proactively address emerging challenges.



Sustainability, Transparency, and Accountability

Responsibly manage resources while maintaining open communication and fiscal integrity. Actively build sustainable programs, maintain transparent operations, and open accountability to the community.



Uphold Transparent and Accountable Fiscal and Resource Management

Manage finances and resources with clarity and integrity. Promote open communication about budgetary decisions and resource allocation to ensure long-term financial stability and effective use of financial resources.

Pursue External Beneficial Funding Sources

Secure additional financial resources to support District initiatives by actively seeking grants, partnerships, and alternative funding opportunities.

Manage Energy Footprint and Consumption

Reduce the District's environmental impact by optimizing energy use through the adoption of energy-efficient practices and renewable energy generation.

Develop a Resilient Local Water Supply

Ensuring a reliable and sustainable local water source for the community by investing in water infrastructure, maximizing supply options, and preparing for future community demand.



Organizational Resiliency

Prepare, adapt, and respond to challenges facing the District through a visionary organization. Build a strong internal framework to prioritize emergency preparedness, exceptional customer service, and a positive workplace culture.

Advance Emergency Preparedness Efforts

Enhance the District's readiness to respond to potential crises, such as natural disasters or operational disruptions by developing emergency plans, conducting regular training, and strengthening response capabilities.

Provide Exceptional Customer Service

Actively engage with customers by providing clear information, promptly responding to questions or concerns, and maintain a friendly yet professional approach.

Promote a Positive Organizational Culture

Build and foster a best-in-class work environment where employees feel valued, motivated, supported and ultimately retained through recognition, salaries/benefits, and a sense of shared purpose.

Embrace an Environment of Active Learning and Knowledge Sharing

Embrace and encourage ongoing education to address evolving challenges and contribute to the District's long-term success. Develop programs to actively share knowledge within the community and industry.





Planning, Maintenance, and Preservation of District Resources

Focus on the long-term stewardship of the District's infrastructure and resources to ensure reliable service and be proactive in planning, ongoing maintenance, and modernization to meet the community's current and future needs.



Develop Projects and Programs to Ensure Safe, Reliable, and Resilient Service

Facilitate initiatives and programs to strengthen the safe and reliable delivery of water and wastewater services to the community through infrastructure projects and operational enhancements.

Utilize a Comprehensive Asset Management Approach

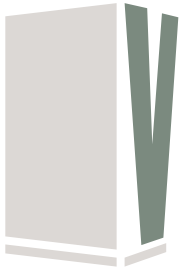
Build and maintain a District-wide asset management program to track the condition, performance, and life cycle of assets to make data driven decisions on rehab, replacement, and upgrades.

Dedicate Efforts Toward System Maintenance and Modernization

Focus on continually upgrading and maintaining the District's infrastructure to ensure safety, reliability, and water quality is maintained. Invest in both routine maintenance and innovative enhancements to prevent service disruptions, extend the lifespan of assets, and align infrastructure with industry best practices.

Enhance Planning Efforts that Respond to Future Demands

Create forward-looking plans, strategies, and projects to address anticipated needs and maintain reliable service into the future.



Community Engagement, Advocacy, and Leadership

Build strong local and regional partnerships furthering the District's priorities and advocating on behalf of the District's community. Foster solid community relationships through effective, informative, and educational communication.

Utilize Effective Communication Methods to Foster Exceptional Community Relations

Build and maintain strong, positive, and purposeful connections with the community through responsive and personalized engagement.

Enhance Legislative Advocacy to Promote Water Security and Sustainability

Advocate for policies that support short and long-term water security and sustainability with a community first approach.

Cultivate and Strengthen Collaborative Partnerships within the Water Industry

Build and enhance relationships with other water and wastewater organizations to leverage collective expertise and demonstrate the District's commitment to industry collaboration.

Provide Education Programming that Empowers the Community

Provide educational programming, resources, and outreach efforts to empower District residents with information about water conservation, usage, and District operations.





EAST VALLEY WATER DISTRICT

 eastvalley.org



[@eastvalleywater](https://www.instagram.com/eastvalleywater)