Mission: To provide quality water and wastewater services to our community.

Vision: To achieve excellence in all we do while enhancing our community’s quality of life.

Cape Fear Public Utility Authority is committed to:

**CUSTOMER SATISFACTION & STAKEHOLDER UNDERSTANDING**
Be a community asset by providing excellent service at affordable rates and striving to understand and meet the needs of all stakeholders.
- Positively transform brand perception with the public and our customers.
- Enhance affordability and equitability so all rate payers will have continued access to water services.

**INFRASTRUCTURE RELIABILITY & PRODUCT QUALITY**
Operate and maintain high-performing infrastructure that delivers reliable, quality water and wastewater services to our community.
- Establish an Authority-wide Integrated Management System (AIMS).
- Optimize water and wastewater systems to produce and deliver high-quality products for our customers and the environment.

**ENVIRONMENTAL STEWARDSHIP & PROTECTION**
Provide water, wastewater, and water reuse services in an environmentally sustainable manner.
- Manage processes and programs to reduce our carbon footprint.

**EMPLOYEE & LEADERSHIP DEVELOPMENT**
Recruit, retain, and empower a competitive workforce that is competent, innovative, and safety-focused.
- Develop our workforce for personal and organizational growth.
- Create a culture for diversity, equity, and inclusion.

**FINANCIAL VIABILITY**
Maintain a balance among long-term debt, operating and capital needs, cash reserves, and rates to ensure that financial decisions made today maintain and strengthen our future financial position.