

Strategic Plan 2022

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.

EXCELLENCE

Exhibiting ownership and pride by continuously improving in all we do.

STEWARDSHIP

Managing our organizational, community, and environmental resources responsibly.

SUSTAINABILITY

Making decisions today to meet the needs of current and future generations.

SERVICE

Providing professional, timely services while contributing to the needs and welfare of our community.

SAFETY

Making safety of our staff and the community our highest priority.

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.