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Update of TMWA's Key Identity Statements: *Core Values, Vision and Business Objectives*

Knowing there were significant organizational changes on the horizon, in 2012 TMWA began the process of defining and updating its key identity statements—its *Core Values, Vision* and *Business Objectives*. It had been over a decade since the founding of the utility and a consolidation with Washoe County's Department of Water Resources and the South Truckee Meadows General Improvement District were underway. It was clear, the size and scope of TMWA's mission was on the cusp of a significant change.

With this in mind, employees from every function were invited to participate in a series of meetings meant to both evaluate our existing key identity statements and discuss ideas for updating them. Ideas were collected and ranked on large notepads and later used in the writing of draft versions of the new statements. Once drafted, the employee groups were reassembled to discuss and refine the statements. It was truly an inclusive, deliberative process. If there was any surprise, it was a happy one: the level of intensity with which employees participated. As a group, they were keenly interested in the revision process. Vigorous discussions broke out over semantics and word choice. The result was an end product that required no additional "employee buy-in" as it was entirely the result of their own efforts.

With that, it is our pleasure to present to the Board, TMWA's new *Core Values, Vision and Business Objectives*:

Core Values

Positive: A core attribute of a great attitude is how positive you are. Being positive is a choice that comes from within. Being positive includes being open-minded and optimistic in all situations, often encouraging those who may be struggling. A positive person is friendly to others and responsive to their needs expressing kindness, care and compassion. Positive people are motivational, have a can-do attitude, support all team members and strive to find solutions for difficult situations. Have a great Attitude...be positive!

Respect: To show respect is to acknowledge the dignity and worth of others. Respect is shown through courteous, polite behavior, by actively listening and honoring and considering the needs of others. Respectful people exhibit humility and treat others as they want to be treated. Care about others...show respect!

Integrity: A person of integrity demonstrates character qualities such as honesty, sincerity, and being straightforward. A person with these qualities accepts responsibility for their mistakes and takes initiative to find resolution. A person of integrity is one who can be relied upon to be accountable and trustworthy. Do the right thing...demonstrate integrity!

Dedicated: Dedicated people are focused, rise to meet a challenge, and work hard to accomplish the task at hand. A dedicated person is recognized as one who does not give up when the going gets tough -- they are available, loyal and reliable. Dedicated people are committed to the success of their co-workers, their organization and their community. Commit to success...be dedicated!

Excellence: Excellence is what separates the ordinary from the extraordinary. People who achieve excellence go above and beyond expectations. They consistently seek opportunities to improve and grow, and inspire others to do the same. The pursuit of excellence is as about being professional, embracing change, having expertise, and managing resources to produce superior results. Pursue Greatness...Achieve Excellence!

Vision Statement

To enhance the quality of life in the Truckee Meadows by delivering exceptional, customer-focused water services

Business Objectives

In an effort to meet the TMWA Vision we will:

- Provide high quality service 24 hours a day, every day.
- Deliver high quality water in a cost effective manner.

- Plan, develop and implement solutions that increase efficiency and productivity.
- Maintain a safe and secure working environment.

- Provide the tools, training and environment to foster employee growth and achievement.

- Communicate effectively with the public, stakeholders and employees.
- Manage water resources and plan facilities to meet the community's water needs.