

SENSE OF STAKEHOLDER RESULTS

Beginning in August, Charlotte Water began reaching out to some of our key partners and stakeholders to gather input for the new strategic plan. While this process is on-going, we wanted to share some of the work that has taken place, and the feedback that has been received. We are incredibly grateful to the people and groups, both internally and externally, who have offered input and commentary, and the Leadership Team looks forward to learning more as this process progresses.



So far, this process has included 31 individual interviews with Charlotte Water leadership, town managers, and regional partners; 15 focus groups with Charlotte Water employees, the advisory committee, developers, and industrial users; and the employee survey. Still to come are several public input sessions with Charlotte Water's customers. Summary themes from this engagement are presented below.

Aspirations

- > Be an employer of choice
- > Continue regional expansion and growth
- > National recognition as a leading and innovative utility
- > Expand community outreach and enhance two-way communication

Strengths

- > Reliable, high quality water service
- > Knowledgeable, talented, and dedicated employees
- > Responsive communications and great collaboration with stakeholders
- > Caring, respectful, and family-like organizational culture
- > Regional resources and footprint
- > Emergency response capabilities

Opportunities

- > Enhance internal and external communication
- > Encourage and celebrate innovative ideas
- > Continue to expand and partner regionally
- > Consider alternate approaches to affordability
- > Ensure everyone has the same access to our services