

FROM THE RMSAWWA CHAIR

Our 2030 Strategic Plan

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It is great to connect with you again. You are the dedicated people who make our Rocky Mountain Section of the American Water Works Association such a vibrant community, and your commitment to our industry is the foundation of this organization. As leaders of this Section, our most important job is to provide value through your membership.

This issue's theme of Utility Management is especially relevant to our work. We know that a successful utility cannot simply be reactive; it requires a clear vision and a roadmap to properly manage our most precious resource. With that principle in mind, we undertook a similar effort for our Section. We deliberately evaluated our services, focusing on what we do well and, more importantly, on identifying how we can better serve you. The timing of this initiative is ideal, as our planning effort aligns with AWWA's new strategic plan.

The result is our 2030 Strategic Plan. It is focused on three clear goals that will guide us forward, making our Section more responsive, our training more relevant, and our voice more influential.

First, we are focused on **Organizational Alignment**. That might sound a bit formal, but it is really about making certain the Section works for you, no matter where you live or your role in the water industry. We are looking at ways to improve how we do business so we can be more effective and accountable. This includes ideas like creating subsections that are more local to you and reorganizing our committees to make it easier to get involved. The bottom line is this: We want to strengthen our presence across the entire region and place your needs at the center of every decision we make.

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Our second goal is **Knowledge Creation and Exchange**. Many of you count on us for top-notch education, and we are doubling down on that commitment. We are developing a cohesive education plan, so our training can be a consistent resource for your professional growth, instead of just one-off events. We will be listening closely to your feedback to make our programs more accessible, more relevant to your daily work, and available in new ways, whether online or in-person. We want to be your trusted partner in learning, powering your career with the knowledge you need to excel.

Finally, we are embracing our role as leaders in **Water Policy**. We believe it is our duty, as the region's foremost voice for the water industry, to use our members' collective expertise to inform decision-makers and strengthen public trust. To do this, we are forming a task force to pinpoint our region's most pressing water issues and set our priorities, guided by the established positions of AWWA. We will then share this perspective with elected officials and regulators, offering them a credible resource built on science and your practical experience. This is how we make your work more visible and your voice more influential in shaping a sustainable water future.

So, what's next? This 2030 Strategic Plan is not just sitting on a shelf. We already have three dedicated launch teams, comprised of RMSAWWA staff and board members, rolling up their sleeves, with one team for each strategic goal. These folks are the trailblazers, working to build out the detailed business plans that outline the steps we will take to bring each goal to life. Their mission is to have these business plans ready to roll out this summer.

This is where it gets exciting, and where we need you. Stay tuned for opportunities to get involved as we move forward. But you do not have to wait. If reading this gets you fired up and you want to get involved, or if you know a champion in our ranks who should be part of this, please reach out to me directly. There is a place for everyone in this important work.

This plan is our commitment to you, our members. It is a roadmap to a more engaged, effective, and influential organization, but it is a journey we must take together. I invite you to learn more about these goals on our website at rmsawwa.org and find where your passion fits. Your voice and your energy are what will turn this plan into a reality.

I am truly excited about what is ahead for our Section. •