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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Navigating Tomorrow: Bedford Regional Water Authority Unveils Strategic Plan for Future Growth

Bedford Regional Water Authority ("BRWA") has released its new strategic plan, which defines how the BRWA intends to achieve its vision for the future and identifies the goals and objectives necessary to ensure that the BRWA meets the community's water and wastewater over the next five years.

"The strategic planning process has been an exciting project for the BRWA. We were ready to release a strategic plan at the beginning of 2019, but with the rise of COVID-19, our focus shifted to keeping our staff safe and our operations running. Now, we are in a place where we can return to long-term planning for the BRWA. We believe this plan will add to the organization's ability to serve its customers and staff more efficiently," stated Brian Key, BRWA Executive Director.

The strategic planning process was initiated under the guidance of Amanda Stanley, a Bedford resident and consultant of [The Artisan Leader](#). Over a six-month period, the board of directors, management, staff, and local community leaders were led through a comprehensive process. This involved clarifying and simplifying the mission, vision, and values, identifying strengths, weaknesses, opportunities, and threats, and creating planning pipelines to focus on over the next five years.

Mission: *To provide high quality water and wastewater services to the community.*

Vision: *Clean Water. Healthy Environment. Thriving Community.*

Values: *Collaboration, Adaptability, Results, Enthusiasm.*

Before setting goals, BRWA wanted to ensure it understood the needs and wishes of its stakeholders. To that end, BRWA:

- Built understanding through surveys, focus groups, and roundtables;
- Built alignment through the common creation of vision, mission, and values;
- Built direction by bringing our vision to life and creating measurable goals;
- Built action through thoughtful, immersive, and milestone-driven plans; and
- Built support by integrating the plan elements into the budget and sharing with stakeholders

Based on the data collected from surveys, focus groups, roundtables, and employee input, it was unanimously agreed that water is the most valuable resource for the community's economy, health, and sense of community. With this crucial information, BRWA identified three primary pipelines (infrastructure, community, and workforce). The process involved forming goals and objectives while carefully considering the financial impact of each pipeline.

To learn more about BRWA's strategic plan, principles, and goals, please visit:

<https://www.brwa.com/strategic-planning/>

About Bedford Regional Water Authority:

Bedford Regional Water Authority (BRWA) provides water and wastewater services to the residents and businesses in Bedford County and the Town of Bedford; additionally, BRWA partners with the Western Virginia Water Authority and Lynchburg Water Resources to serve customers across a large geographical area. Visit www.brwa.com for further information.

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