

VISION 2025 NAVIGATING THE FUTURE

*TULLAHOMA UTILITIES AUTHORITY
STRATEGIC PLAN*



Welcome to the Tullahoma Utilities Authority Strategic Plan. As we navigate the ever-evolving landscape of utility services, this plan serves as a roadmap for our journey towards excellence, sustainability, and community engagement. Our commitment to providing reliable, innovative, and customer-focused utility solutions remains steadfast, and this strategic plan outlines the steps we will take to achieve our goals over the next year and beyond.

In developing this strategic plan, we have considered the challenges and opportunities that lie ahead. The utility industry is undergoing significant transformations, driven by technological advancements, regulatory changes, and increasing demands for sustainable practices. To meet these challenges head-on, we have crafted a strategy that leverages our strengths, addresses our weaknesses, and positions us as leader in the industry.

This strategic plan represents our dedication to continuous improvement and our proactive approach to the future. It is a dynamic document, designed to adapt to new developments and emerging trends, ensuring that Tullahoma Utilities Authority remains at the forefront of the utility sector.

We invite you to join us in this journey, as we strive to deliver exceptional utility services and create a brighter, more sustainable future for the Tullahoma community.

MISSION

Tulahoma Utilities Authority is dedicated to providing reliable utility services focused on community engagement and enhancing the quality of life for our customers while exercising fiscal responsibility.

VISION

To be recognized as a utility industry leader.

VALUES

- *Safety*
- *Customer-Focus*
- *Integrity*
- *Dedication*
- *Innovation*

KEY OBJECTIVES

- ***Develop Community Partnerships:*** *Assess, identify, and reach out to potential partners to engage and communicate the mission, vision, and values of the Tulahoma Utilities Authority.*
- ***Upgrade Customer Experience:*** *Adopt appropriate cutting-edge, customer-friendly technology to expand options and services.*
- ***Workforce Recruitment & Retention:*** *Adequately staff TUA's workforce with a diverse team that embodies the characteristics of organizational values to help meet the growing needs of our community.*
- ***Preparing for System Growth:*** *Create plans to prepare for anticipated growth in TUA's service area.*
- ***Enhance Internal Communication:*** *Improve flow of information between TUA board, leadership and all employees.*