

To be the Rogue Valley's trusted municipal water provider for present and future generations; through responsible stewardship, accountability, and the pursuit of excellence.

To safeguard public health by providing a reliable, high-quality water supply at the best value.

VISION MISSION VALUES

WORTH. To our community.

We deliver the best value for existing and future customers.

ACCOUNTABILITY. In everything we do.

We build strong relationships through open communication.

TRUST. We strive to earn it.

Public health is our number one priority.

EXCELLENCE. In water quality, customer service, and reliability.

We bring forward-thinking solutions to challenges.

RESPECT. For everyone.

