



# TPU STRATEGY EFFORT

2/21/2023

# WHY?

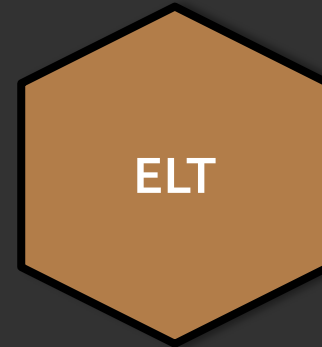
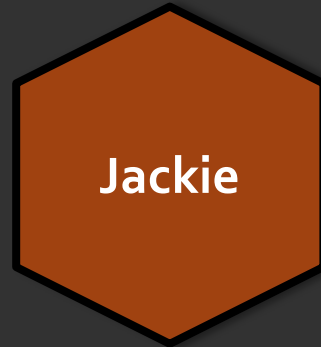
- Ensure alignment
- Focus on priorities
- Bring clarity
- Eliminate duplicate efforts
- Collaboration between divisions

# WHAT?

A strategic planning effort to include traditional elements of a plan



# WHO?



## RESPONSIBLE

- Project plans
- Meeting agendas and processes
- Communication plans

## ACCOUNTABLE

- Sponsor of the work
- Org-wide communications
- Check-ins w/project team
- Final decision maker on all content including mission, vision, values, objectives, and initiatives
- Hybrid decision making style

## CONSULTED

- Provide the content for mission, vision, values, objectives, and initiatives

## INFORMED

Provide feedback at key stages

# WHEN?

Phase 1:  
Prepare

Feb-May

Phase 3:  
Build

Aug

Dec-Jan

Phase 2:  
Design

Jun-Jul

Phase 4:  
Implement

# HOW?

		2022	2023							
		PREPARE		DESIGN				BUILD		IMPLEMENT
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Deliverables		Project plan, comm plans (internal & external), and change management plan	Employee & customer survey data analysis  Strategy terminology	Draft mission statements  Draft list of values  Communication plan	Final mission statement  Final list of values  SWOT analysis	Final list of values & definitions  SWOT themes	Final vision statement  Draft objectives	Final objectives & initiatives  Draft graphic-design "map"	Final graphic designed communication	
	ELT Mtg	ELT 12/19	ELT 1/23	ELT 2/13	ELT 3/13	ELT 4/3* ELT 4/17	ELT 5/15	ELT 6/5	ELT 7/10	
Agenda		Share project plan	Discuss survey analysis  Decide on TPU strategy terminology	Create first draft of mission statements  Develop list of values  SWOT analysis (HOMEWORK)	Finalize mission statement  Finalize list of values  Discuss value definitions	4/3 share/discuss SWOT themes  4/17 Draft vision statement	Share final vision statement  Identify first draft of objectives & initiatives	Finalize objectives & initiatives Share first draft of designed "map"	Approve final communications and identify next steps for implementation	Implement communications
	Meetings			Forum 2/21 PUB 2/22	Forum 3/21	Forum 4/25 PUB 4/26	Forum 5/23	Forum 6/13 PUB 6/14		
Agenda				Both: Share draft mission statements for feedback & voting  Forum only: share draft values	Share final mission statement and list of values Breakout rooms to create value definitions	Both: Share draft of visions statement(s) for feedback & voting and final values with definitions	Share draft objectives & initiatives	Share final objectives & initiatives and graphic-designed "map"		



# MISSION STATEMENT EXERCISE

# TPU mission statements

Lobby	1999	2007 Unet	Tagline
Responsible, community value  Reliable, affordable services	TPU Customer Promise: Public Service  We're accessible and accountable to you.	Tacoma Public Utilities provides services that are vital to our quality of life.	Community value first



# Mission Statements

TPU	Power	Water	Rail	Customer Services
<p>Tacoma Public Utilities provides services that are vital to our quality of life.</p>	<p>We provide affordable and reliable electric services.</p>	<p>Providing clean, reliable water.</p>	<p>Tacoma Rail's employees work safely to provide reliable and environmentally sound services that are vital to our customers and community.</p>	<p>We engage customers through exceptional service and customer-focused solutions.</p>

# MISSION STATEMENT OPTIONS

- 1: Tacoma Public Utilities provides clean, reliable, affordable services
- 2: Tacoma Public Utilities provides clean, reliable, affordable services essential to quality of life