

MU STRATEGIC PLAN 2025 – 2028



FINANCIAL HEALTH

MAINTAIN FINANCIAL STABILITY TO CREATE VALUE FOR STAKEHOLDERS (CUSTOMERS, CITY OF MARSHFIELD AND THE COMMUNITY).

- Advance MU's financial position to provide future stability.
- Continued development of transparent financial materials.
- Manage rates through effective spending and appropriate budgetary planning.



EMPLOYEE DEVELOPMENT

ADVANCE SAFETY, HEALTH, AND ENGAGEMENT FOR CURRENT AND FUTURE EMPLOYEES.

- Continual enhancement of tools, equipment, processes, and resources to foster a safe and healthy working environment.
- Continual assessment and planning for the skills needed to meet future opportunities.
- Foster an inclusive environment that supports employees through communication, development, training, and competitive total compensation.
- Seek opportunities and grow relationships within the community and relevant organizations to develop strong sources for future employees.



CUSTOMER RELATIONSHIPS

UNDERSTAND AND CONTINUE TO MEET CUSTOMER NEEDS AND EXPECTATIONS.

- Develop customer focused solutions and resources that enhance service.
- Participate in community outreach.
- Foster effective communication opportunities with stakeholders.



ENVIRONMENTAL STEWARDSHIP

LEAD COMMUNITY EFFORTS AND REDUCING IMPACT ON THE ENVIRONMENT.

- Reduce MU's environmental impact.
- Proactively protect, promote and enhance our community environment.
- Explore opportunities for implementing environmentally friendly service offerings to enhance the utility's position as a community resource.



BUSINESS EXCELLENCE

UNDERSTAND AND CONTINUE TO MEET CUSTOMER NEEDS AND EXPECTATIONS.

- Meet or exceed industry best practices.
- Maximize value of resources and processes.
- Continually explore potential opportunities to expand service offerings that provide value and efficiency to current and future customers.