



**Piedmont Triad  
Regional Water Authority**

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**Strategic Plan**



**2024**



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# Letter from the Executive Director

**The Piedmont Triad Regional Water Authority (PTRWA) has been dedicated to serving the water needs of member communities since its creation in 1987 with a goal of excellence and reliability through collaboration.**

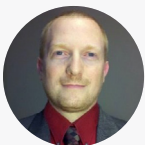
The services we provide are vital to every person and business in our region, and it is the PTRWA Board of Directors' priority to continue delivering quality services while preparing for upcoming challenges by developing future-focused solutions.

The Piedmont Triad region is experiencing a high rate of industrial growth, which provides many economic benefits to our communities. Responding to the changing regulatory landscape, evolving infrastructure needs, and environmental protection efforts while ensuring affordable services for our communities and the region requires thoughtful, strategic direction. The PTRWA Board reflected on these competing needs and convened to develop a strategic plan to establish a framework for how the organization can best support the current and future regional water and wastewater service requirements.

It has been my pleasure as the Executive Director of the PTRWA to work with the Board of Directors

to craft this strategic plan. As part of the process, individual interviews with Board members and PTRWA staff, as well as six focus groups with member community staff and elected officials, were conducted to gain understanding and insights. This information was summarized for the Board to consider as part of the process in developing the strategic plan and its priorities. "I Believe" statements were made during the workshop to understand the Board members' core values and enable each Board member to further share their thoughts about the region and what is taking place. This guided the PTRWA Board members and staff in developing the Authority's current mission, vision, and strategic priorities.

**The strategic plan will serve as a roadmap for the PTRWA and its Board of Directors as the regional leader in providing water and wastewater services into the future. Many thanks and appreciation to the PTRWA Board of Directors for their vision and leadership.**



**GREGORY FLORY** | *Executive Director*

# Our History and Our Future

The Piedmont Triad Regional Water Authority has provided sustainable drinking water resources to the Piedmont Triad region since 1987 when six regional governments entered into a Joint Governmental Agreement to pursue building and administering Randleman Lake as a local water supply.

The purpose of the Randleman Lake project was to develop a safe and dependable water supply for its members in the Piedmont Triad region that would satisfy the projected water demand for a planning period of approximately 50 years. Currently, the PTRWA Board of Directors is comprised of representatives from the founding cities of Archdale, Greensboro, High Point, Randleman, the Town of Jamestown, and Randolph County.

The Piedmont Triad region is experiencing significant economic growth with large scale manufacturing development throughout the region. The infrastructure demands associated with these facilities and the anticipated residential growth in the surrounding communities necessitate conversations to consider long-range water and wastewater resources to support the growth. While economic growth is essential for the region's prosperity, it is imperative that local stakeholders prepare to invest in sustainable water and wastewater management practices. By pooling resources and coordinating efforts across multiple boundaries, the region can achieve economies of scale, making it more cost-effective to upgrade infrastructure and provide a comprehensive approach to managing the region's vital resources and strengthening resilience.

As outlined in this strategic plan, PTRWA is committed to assessing the water and wastewater needs of the Piedmont Triad region and developing long-term solutions. By engaging in proactive discussions, the organization aims to ensure the region remains a desirable and prosperous location for years to come.

# SOAR

## **PTRWA utilized a strengths, opportunities, aspirations, and results (SOAR) analysis to form the basis for its strategic plan.**

This method enhanced engagement and alignment among stakeholders – including Board members, staff, member utilities, and elected officials – by emphasizing what the organization does well and identifying its potential for growth and improvement.

### **Strengths**

- + Experienced and collaborative Board
- + Strong Executive Director and staff
- + Reliable and high-quality water services
- + Strong historical legacy of supporting the region's needs
- + Well-maintained operations
- + Excellent regulatory compliance

### **Opportunities**

- + Be a collective regional voice
- + Partner with the state for strategic funding
- + Be a convener for water and wastewater services
- + Create an equitable funding structure for member communities
- + Enhance service delivery
- + Seek economic development partnerships

### **Aspirations**

- + Lead a regional wastewater solution
- + Ensure regulatory compliance
- + Preserve water quality and supply
- + Maintain existing facilities
- + Address affordability considerations
- + Provide access to service for member communities

### **Results**

- + High-quality infrastructure and service delivery
- + Enhanced regionalization
- + Greater outreach and communication
- + Increased awareness of PTRWA and its role in the region
- + Sufficient water and wastewater capacity to meet the region's needs



# Our Strategic Direction

**This strategic plan serves as a blueprint to help guide organizational decision-making and resource allocations for the next several years.**

By laying out a course of action, this plan represents a disciplined process for making the fundamental decisions that will shape PTRWA's future.

## **Vision**

To support community and economic vitality through regional leadership by effectively managing high-quality water and wastewater resources in the Piedmont Triad and Upper Cape Fear River Basin.

## **Mission**

PTRWA exists for the benefit of the citizens of Randolph and Guilford Counties and partners with the region's communities to plan, advocate for, develop, and deliver high-quality water, wastewater, and related services.

## **Values**

**Efficiency:** We maximize our resources through the use of best practices and modern technologies.

**Reliability:** We provide consistent, dependable services that meet the needs of our customers and communities.

**Partnership:** We foster positive relationships by working together to address regional needs.

**Transparency:** We provide accessible and understandable information to the public about our policies and operations.

**Quality:** We deliver exceptional services and products.

**Stewardship:** We are committed to protecting and preserving our region's natural resources through responsible water and wastewater management.

# Strategic Priorities



## Enhanced Regionalization of Water and Wastewater Resources

PTRWA convenes appropriate stakeholders, builds consensus, and partners to elevate resource availability and address water and wastewater resource challenges in the region.

### Strategies

- Lead the effort to explore and develop comprehensive regional water and wastewater solutions.
- Evaluate potential for expanding the existing group of PTRWA members to leverage relative benefits and economies of scale.



## Community Outreach and Education

PTRWA shares its knowledge and expertise to engage and educate communities and key stakeholders around water and wastewater resources in the Piedmont Triad and beyond.

### Strategies

- Serve as an advocacy and educational resource for topics like nutrient limits, PFAS, and other current and emerging regulatory requirements.
- Support communities and partner agencies in their efforts to raise awareness of water and wastewater resource challenges and anticipated impacts.



## Infrastructure and Service Delivery

PTRWA proactively addresses expanding needs in a responsible and efficient manner through active participation in regional infrastructure projects and effective operational service delivery.

### Strategies

- Pursue opportunities to expand wholesale water capacity.
- Pursue opportunities to provide wastewater services to the region.
- As opportunities arise, evaluate potential service expansions, including lines, expanded laboratory services, contract operations, and preservation of natural areas for recreation.



**PIEDMONT TRIAD REGIONAL  
WATER AUTHORITY**

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