



*Hometown services. Hometown strengths.
Hometown solutions.*

STRATEGIC AND OPERATIONAL PLANNING



At MMUA, we understand the unique challenges municipal utilities face. That's why we offer Strategic and Operational Planning services tailored to help you navigate change, align your team, and achieve long-term success.



Are you as successful at holistically planning for the future of the utility as you are at putting your annual budget plan together?



Have you engaged your stakeholders and built a plan that takes things like community relations, education, workforce development, increased sustainability, and related topics into account?



Do you have a comprehensive multi-year plan for strategic development and capital expenditures?

Strategic and operational planning

Helping municipal utilities plan for a stronger future

MMUA can help with a project tailored to your needs. We can assist you with research, data analysis, facilitation of planning sessions, and creation of your customized strategic plan. We can also help you translate that plan into operational objectives with measurable outcomes and a reporting process that provides transparency for everyone.

Why it matters

- Year-to-year budgets and capital plans are important—but they're only part of the picture.
- Strong utilities also plan for strengthening community relationships, educating stakeholders, workforce development, sustainability, and more.
- A clear, shared plan ensures everyone is working toward the same goals and that there is alignment between the ideas and the money.

What we offer

- Strategic planning: Current state analysis, setting vision, priorities, and future goals.
- Operational planning: Translating strategy into action steps.
- Key performance indicators (KPIs): Clear measures to track progress.
- Stakeholder surveys: Understand expectations and needs to inform your planning process.
- Background discovery and research: We'll research data and trends to inform your decisions.
- Facilitation: Experienced, neutral guidance for productive planning sessions.

Why work with MMUA

- Custom approach. We develop a plan that is designed to meet your goals.
- Affordable. Nonprofit pricing keeps costs lower than most outside providers can offer.
- Experienced facilitators. We have decades of experience planning with entities of all sizes.
- Tools relevant to your community. We conduct research, data analysis, and employ proven planning frameworks that get your utility on a path that everyone can follow.

How it works

- We'll hold one or more initial conversations to learn about your goals and make sure all the key players are on the same page.
- We'll offer a proposal tailored to your community and utility.
- Facilitated sessions, data review, and planning documentation of our work together will occur throughout the process.
- Consultation with staff leaders regarding implementation of the plans and accountability methods are built into your agreement.
- We offer optional ongoing support to track reporting and progress, and help you update the plan.

Let MMUA help you chart a clear path forward that is rounded in strategy and driven by purpose.

Let's get started – Contact Karleen Kos at 763-746-0701 or kkos@mmua.org to talk about what's possible for your utility.