

### Improve Every Customer Experience

1. Execute Drops of Kindness Program - (customer assistance efforts, affordability conversation, launch portal technology, same communications plan for both entities, etc.)
2. Continue to convert customers to monthly billing through PureConnect.

### Sustain Partnership/Partner for Progress

3. Renegotiate our Billing Agreement between MSD and Louisville Water.
4. Implement findings from Mayor's Equity in Contracting and Procurement Task Force.
5. Identify sustainable green opportunities.
6. Work with federal government to prioritize investment in water infrastructure.

### Drive Revenue Growth

7. Identify opportunities for Louisville Water and MSD to work together on economic development.
8. Analyze offering Billing Services to other entities.

### Create Efficiencies

9. Replace current Fleet Management Information System (client served based) with new web-based, hosted system, AssetWorks FleetFocus FA software.
10. Develop an outreach and recruitment plan (target efforts) for small local business programs