2021 Project Plan

**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**

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.