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**FOR IMMEDIATE RELEASE**

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**SACRAMENTO SUBURBAN INITIATES STRATEGIC PLANNING PROCESS**

*Plan To Chart Future Course*

**Sacramento, Calif.** – The Sacramento Suburban Water District (SSWD) is initiating its first strategic plan process. The public is invited to provide input regarding the strategic plan at a meeting on June 9 at the SSWD Administrative office.

The District considers the strategic plan process – and the public’s participation – critical to establishing a vision for the future and identifying and addressing key organizational issues in order to guide future activities and better meet customer needs. This inaugural strategic planning process will integrate the mission of the District into its daily operations. Once completed, the plan will distill the District’s vision into broad goals and achievable objectives based upon a detailed review of resources, challenges, and priorities.

As part of this effort, the SSWD Board of Directors is committed to an open dialogue with customers, regional partners, employees and other key stakeholders to better understand their perspectives and vision for the District’s successful future. The June 9 meeting is the first in a series of special workshops to gather information and exchange ideas about the future direction of SSWD. The meeting will be held at SSWD’s Administrative Office, 3701 Marconi Ave., Suite 100, Sacramento, CA. Doors open at 5:30 p.m. and a brief presentation is scheduled for 6:00 p.m. A facilitated discussion of issues and ideas will follow.

“Active interest and participation by those affected by our District is critical to developing a plan that is reflective, realistic and attainable,” said Byron Buck, SSWD Board President. “We need community input to better understand how our organization can meet our community’s needs and to help prioritize our goals.”

The Strategic Plan is a guiding document that requires periodic reassessment. Upon implementation, the plan will be reviewed and revised in response to changing conditions.

For information about the strategic planning process or to learn more about future public input opportunities, visit [www.sswd.org](http://www.sswd.org) or call Jan Gentry at 916.972.7171 ext. 3974.

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*SSWD was formed on February 1, 2002 under the County Water District Law through the consolidation of the Northridge Water District and Arcade Water District. The District serves water to approximately 168,000 people. In addition to the unincorporated areas of Northridge, Arden and Arcade, the service area of the District includes parts of Antelope, Carmichael, Citrus Heights, Foothill Farms, North Highlands, the City of Sacramento and all of McClellan Business Park (formerly McClellan Air Force Base).*