



## Core Component 2: Level of Service

*Provide strategic direction for managerial, operational, and financial decisions*

### ENGAGING VOICES

Rate-payers are not just an important part of your business; they ARE your business. Engage with your community members to discover their expectations and to communicate the needs of the utility.

### WHY ARE LEVEL OF SERVICE GOALS IMPORTANT?

Sets the overall policies, goals, and procedures for the utility. It provides a mechanism for shared responsibility. They allow for conversation when goals are and are not met to better inform the direction of the utility.

### HOW TO START

Listen to your community's needs. Understand your utility's needs. Both sets of needs can guide your goals.

## Level of Service Goals

Goals provide direction that drives your actions and focuses them on what is important for your community. Level of Service Goals should be:

- **Meaningful** - relevant to all stakeholders, including staff and rate-payers
- **Measurable** - qualitative or quantitative measures guide data-driven decision making
- **Consistent** - reproducible by others, following industry best practices
- **Useful** - helps to manage the utility and encourages improvement
- **Unique** - focused on the utility's services and activities, separate from other department levels of service.

**Internal Level of Service Goals:** Internal goals are relevant primarily to utility staff. Examples of internal goals can include:

- System Maintenance
- Employee Safety
- Energy Management

**External Level of Service Goals:** External goals are relevant to businesses, customers and other relevant staff. Examples of external goals could be:

- Public Health and Safety
- Customer Service
- Response Time

Goals are adaptable and can be changed over time through review and assessment. As you regularly evaluate your service, operations and community feedback, review your internal and external goals to ensure that they still represent utility objectives.

Visit the [Southwest Environmental Finance Center Asset Management Switchboard](#) for more tips on how to set Level of Service goals.