

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT
STRATEGIC PLAN

February 13, 2008 through August 7, 2008

Adopted February 28, 2008



MISSION STATEMENT

The mission of the Monterey Peninsula Water Management District (MPWMD) is to manage, augment and protect water resources for the benefit of the community and the environment.

VISION STATEMENT

The MPWMD:

- 1) will strive to serve as a catalyst in collaboration with public and private entities for environmentally responsible solutions that result in a reliable and legal water supply; and*
- 2) shall be a fiscally responsible, professionally and publicly respected leader in managing water resources.*

CORE VALUES

(Not in priority order)

MPWMD values ...

Collaboration and teamwork

Ethical behavior

Environmental responsibility

Fiscal responsibility

Quality service internally and externally

Professionalism

Technical accuracy

A positive attitude

THREE-YEAR GOALS

(2006-2009 * Not in priority order)

Establish respectful and effective relationships among the District, public, CAW, jurisdictions and the Watermaster

Determine and participate in long-term water supply solution(s)

Complete ASR Phase 1 and expanded ASR Project(s)

Enhance revenue from external resources

Enhance and protect the water resources of the Carmel River and the Seaside Groundwater Basin for the benefit of the environment and the community