

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT  
STRATEGIC PLAN  
*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*