

Hierarchy of Strategic Planning

Vision

Mission

Values

Goals

Objectives

Strategic Initiatives

Priorities

Goals v. Objectives

Goal: “Long-range direction of organization. Consistent with mission and vision. Typically qualitative and capable to embrace multiple objectives.”

Objective: “SMART” - (Specific, Measurable, Achievable, Realistic, Timely)

Goals from Last Year – Continue, Delete, or Add ?

1. Provide a safe, reliable, sustainable, diversified, affordable, legal water supply to the Monterey Peninsula Region.
2. Pursue public ownership of the water distribution system as directed by the voters in Measure J.
3. Plan for long-range surface and groundwater resource needs.
4. Protect and enhance the District's financial resources.
5. Be a regional leader on water issues, continue to raise the District profile and instill public trust.
6. Promote and enhance organizational efficiency and effectiveness

Are there Goals to Add?

- New 1
- New 2
- New 3
- New 4
- New 5

Objectives for Goal #1

Provide a safe, reliable, sustainable, diversified, affordable, legal water supply to the Monterey Peninsula Region.

Near-Term Objectives

- a. As project manager, complete Pure Water Monterey Deep Injection Wells 3 and 4 within a year.
- b. ?
- c. ?

Long-Term Objectives

- a. Continue implementing Measure J for long-term lower water costs.
- b. Partner with Monterey One Water to expand the Pure Water Monterey Project.
- c. ?
- d. ?

Objectives for Goal #2

Pursue public ownership of the water distribution system as directed by the voters in Measure J.

Near-Term Objectives

- a. Complete the LAFCO process and, if necessary, seek judicial review of LAFCO decision in 2022.
- b. Hold a hearing of public necessity in 2022.
- c. Develop a public awareness campaign and/or survey in 2022.
- d. ?
- e. ?

Long-Term Objectives

- a. Complete rate study in advance of bench trial.
- b. Initiate bench trial phase in 2023.
- c. Succeed at bench trial phase and move to valuation phase within two years.
- d. ?

Objectives for Goal #3

Plan for long-range surface and groundwater resource needs.

Near-Term Objectives

- a. Bring Los Padres Dam Alternatives study to a conclusion within a year.
- b. ?
- c. ?

Long-Term Objectives

- a. Assess climate change impacts on local water supplies, primarily through completion of Basin Study.
- b. Work with watermaster and affected parties on replenishment and protective water levels in Seaside Groundwater Basin. Explore possibilities of partial public funding for replenishment or protective water levels.
- c. ?
- d. ?

Objectives for Goal #4

Protect and enhance the District's financial resources.

Near-Term Objectives

- a. Receive GFOA award for comprehensive annual financial report (CAFR) for 2022
- b. Maintain CSDA transparency certificate of compliance in 2022.
- c. Continue to develop strategy for PERS and OPEB liabilities in 2022-23 budget.
- d. Pay down a portion of the Mechanics Bank loan in July/August 2022.
- e. Improve asset management documentation and funding in Capital Improvement Plan for 2022-23 budget.
- f. ?

Long-Term Objectives

- a. Implement the Board's policy to use available User Fee revenue to (i) pay down the Mechanic's Bank loan, (ii) repay other District reserves used for water supply projects, and (iii) sunset a portion of the Water Supply Charge. Identify potential competing uses for "surplus" User Fee and determine timeline.
- b. ?

Objectives for Goal #5

Be a regional leader on water issues, continue to raise the District profile and instill public trust.

Near-Term Objectives

- a. Resolve the Water for Housing initiative at SWRCB in 2022.
- b. Coordinate on regional issues with other water agencies quarterly or more often.
- c. Be the knowledgeable source for reliable information on supply, demand, drought, and other local water issues needed by public, media, and regulators.
- d. Bring the Salinas and Carmel River Basins study to completion within a year.
- e. ?

Long-Term Objectives

- a. Maintain leadership of the Integrated Regional Water Management Program (IRWM) process for Implementation Round 2.
- b. Continue to coordinate on regional issues with other water agencies.
- c. Be the knowledgeable source for reliable information on supply, demand, drought, and other local water issues.
- d. ?

Objectives for Goal #6

Promote and enhance organizational efficiency and effectiveness.

Near-Term Objectives

- a. Discuss implementation of an employee hybrid remote work schedule post-Covid-19.
- b. Determine the type of support needed in GM office. Create position and fill it by year end.
- c. ?
- d. ?

Long-Term Objectives

- a. Continue to develop electronic documents library and migrate data.
- b. Develop sustainability plan for District assets and practices.
- c. ?
- d. ?

Objectives for New Goal 1

Goal:

Near-Term Objectives

- a. ?
- b. ?
- c. ?

Long-Term Objectives

- a. ?
- b. ?
- c. ?

Objectives for New Goal 2

Goal:

Near-Term Objectives

- a. ?
- b. ?
- c. ?

Long-Term Objectives

- a. ?
- b. ?
- c. ?

Objectives for New Goal 3

Goal:

Near-Term Objectives

- a. ?
- b. ?
- c. ?

Long-Term Objectives

- a. ?
- b. ?
- c. ?



- Questions?
- Next Steps.

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