



# MPWMD Strategic Planning Workshop

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General Manager

March 31, 2023





## Today's Agenda

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- Review Strategic Planning Process
- Summarize Recent Year Goals
- Exercise – Identify Prospective Goals for 2023
- Discussion / Add / Subtract / Prioritize
- Develop Supporting Objectives
- Review, Agree, Direct Towards Adoption

# Board Role in Strategic Planning

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- Setting policy, future direction, and priorities for District
- Ensuring District operates within the law and is transparent
- Giving GM single direction and holding him accountable
- Thinking more broadly about and involving the community

# Board Considerations

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- What makes us special?
- What do we do well?
- What can we do better?





## Board Responsibility

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- Common vision, mission, and community focus
- Collegial, respectful, professional, collaborative and cooperative
- Mindful about decision-making and long-term impacts
- Understand and appreciate differences of opinions and viewpoints

# The Strategic Planning Pyramid

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# What is a “Goal”?



- Direction of the organization
- Consistent with mission, vision, and values
- Typically, qualitative and capable to embrace multiple objectives
- May be near-term and/or longer-term

# What is an “Objective”?

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- A roadmap directing the organization how to reach each Goal
- More specific and measurable than the Goal itself





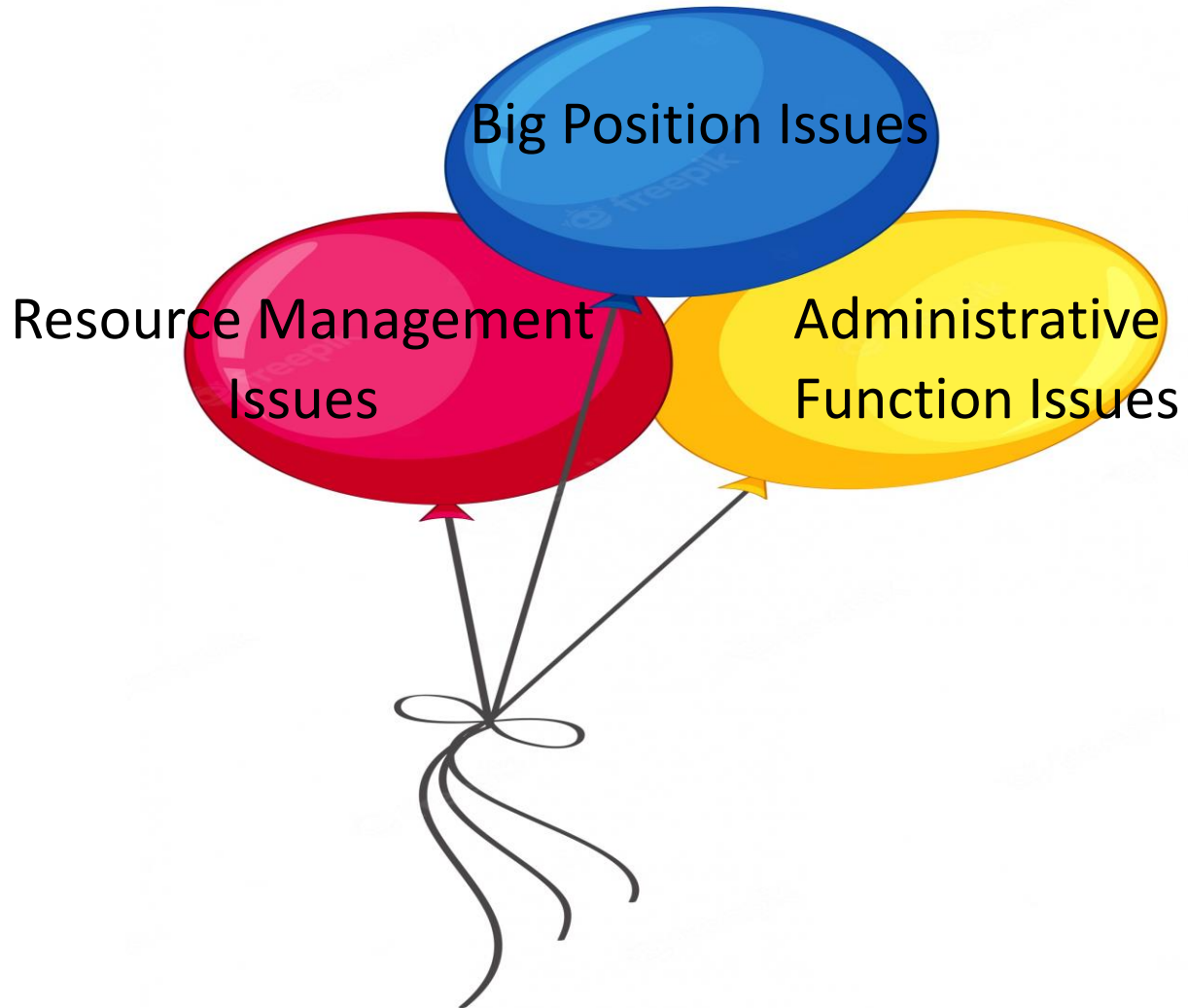
# Let's be "SMART" About It

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# Recent Year Goals

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## Big Position Issues

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- Secure a safe, reliable, sustainable, diversified, affordable, legal water supply... (2022, 2021, 2019)
- Pursue public ownership as directed by the voters... (2022, 2021, 2019)
- Be a regional leader on water issues, raise profile, instill public trust... (2022, 2021, 2019)



## Resource Management Issues

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- Plan for long-range surface & groundwater needs... (2022, 2021)
- Develop strategy for water permit 20808 ... (2019)
- Develop long-term strategy for Los Padres Dam... (2019)
- Prepare for allocation of “new water” (2019)
- Look at new direction for Carmel River mitigation program (2019)



## Administrative Function Issues

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- Protect and enhance District financial resources... (2022, 2021, 2019)
- Overhaul public outreach effort... (2022)
- Promote & enhance organizational efficiency and effectiveness... (2022, 2021, 2019)
- Examine revising or streamlining rules & regs (2019)
- Establish clear requirements for WDS permits w/in the District (2019)



## Pause for Board Exercise #1

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## Today's Remaining Agenda

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- Exercise – Identify Prospective Goals for 2023
- Discussion / Add / Subtract / Prioritize
- Develop Supporting Objectives
- Review, Agree, Direct Towards Adoption

# Wrap-Up

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**Job well done !!!**



**MPWMD Special Board of Director's Meeting**

**Friday, March 24, 2023**

**MS PowerPoint Presentation Distributed to the Board of Directors, General Manager and District Counsel**