



**MPWMD
BOARD OF DIRECTORS
STRATEGIC PLANNING
2021 WORKSHOP**



**MONTEREY PENINSULA WMD
BOARD OF DIRECTORS
MARCH 12, 2021
STRATEGIC PLANNING WORKSHOP
AGENDA**

9:00 a.m.	CALL TO ORDER
9:05 a.m.	Introductions/Workshop Overview
9:30 a.m.	Information Gathering Feedback
10:00 a.m.	BREAK
10:15 a.m.	Strategic Planning Model and Definitions
10:30 a.m.	Vision/Mission/Goals Discussion
11:50 a.m.	Public Comment
NOON	ADJOURN TO MARCH 26, 2021



**MONTEREY PENINSULA WMD
BOARD OF DIRECTORS
MARCH 26, 2021
STRATEGIC PLANNING WORKSHOP
AGENDA**

9:00 a.m.	CALL TO ORDER
9:05 a.m.	Vision/Mission/Goals Revisions and Discussion
10:15 a.m.	BREAK
10:25 a.m.	Short and Long-Term Objectives Discussion/Priority Setting
11:45 a.m.	Public Comment
11:55 a.m.	Closing Comments
NOON	ADJOURN



MPWMD BOARD OF DIRECTORS FEEDBACK

2021

What Makes MPWMD Special

- District is resource manager and regulatory agency.
- Responsible for permitting and developing, augmenting, and expanding a sustainable water supply.
- Fosters scenic values, environmental protection, native vegetation, fish and wildlife, recreation on Peninsula and Carmel River Basin.
- Measure J.

Moving in the Right Direction

- Strategic Planning offers opportunity to brainstorm the future direction.
- Could be a water leader in area by getting out in front of water issues and taking charge.
- Could be more proactive and directive with State regulators.

District Does Well

- Carmel River ecosystem, general management, financial management, scientific data gathering, engineering, environmental stewardship, water conservation, customer service, and rebates, supplementing water resources by paying for injection into basin.
- Partnering with Monterey One Water on Pure Water Monterey to restore the aquifer and create new supply.
- Dealing with Measure J.
- Fact based decision making.

Can Do Better

- Provide better leadership on water issues.
- Act like water retailers.
- Develop future plan.
- Establish timelines for projects.
- Be more aggressive reclaiming water.
- More public outreach and public input.
- Friendlier customer service.

Strategic Plan

- Define the future direction of the District.
- Be consistent with statute creating District.
- Determine if District will manage and deliver water or only regulate water.
- Establish realistic water needs and storage.
- Plan for lifting the moratorium on new water connections.

Board Role

- 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.
- Tightening up on investment policies.
- Thinking more broadly about and involving the community.

Board Focus

- Long term sustainable water supply.
- Implementing Measure J.
- Community engagement on water needs and required resources.
- Cost reduction of water on the Peninsula.
- Expansion of Pure Water Monterey.
- Restoration of Seaside Basin aquifer to eliminate overdraft conditions.
- Water Supply vs. Water Demand.

Board Working Relations

- 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.

Board Communication

- Brown Act limits communication to committee or Board meetings.
- Brown Act parameters should be explained.
- Board must be honest, upfront, direct and open with each other.
- Be willing to compromise.
- Be succinct and to the point.

GM and Staff Roles

- Very smart and competent General Manager who does a good job, works hard, and gets things done.
- Unified, competent and collegial staff required to make expert/technical recommendations.
- Staff must be able to explain technical information so non-experts and public understand.
- Enough staff for what currently is required.

Workshop Expectations

- Come up with clear path to the future on how to solve water issue on the Peninsula.
- Develop District vision, mission, values, goals, objectives, and priorities.
- Understand Directors' interests, areas of concern and how Directors communicate with each other.
- Discuss working relationship with Monterey One and how to move SEIR forward.
- Discuss pros and cons of taking over Cal Am.
- Discuss supply vs. demand formula.
- Ensure all voices are heard.



After roaming around the Aquarium for a while, what marine animal do you identify with and briefly explain why?

STRATEGIC PLANNING



VISION



“Reimagining the Future. What we choose to be. Serves as source of inspiration.”

MISSION



“Why organization exists and its main purpose.”

VALUES



“Core beliefs of the organization that inspire and guide choices in the way it operates and deals with people. Values are imbedded in the vision and mission.”

GOALS



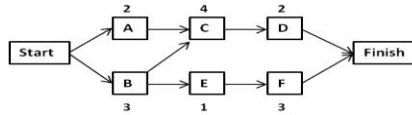
**“Long-range direction of organization.
Consistent with mission and vision. Typically
qualitative and capable to embrace multiple
objectives.”**

OBJECTIVES



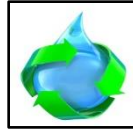
“S M A R T”

STRATEGIC INITIATIVES



“Key action programs focused on achieving a specific objective or target. Few critical projects key to meeting organization’s mission.”

PRIORITIES



“Help organizations clarify its future direction - to focus its energy and to help members of the organization work toward the same goals.”

STRATEGIC PLANNING EXAMPLES

VISION

“Future state, what we chose to be. Serves as source of inspiration.”

MPWMD

Ensure a public role in development, ownership, and oversight of a sustainable, legal, affordable, and environmentally responsible water supply.

San Diego County Water Authority

To sustain this success, secure our water future and triumph over tomorrow’s challenges, we must be pioneering, visionary, agile, and driven.

California Coastal Commission

The California coast is available for all to enjoy through thousands of public access ways to and along the shoreline, a completed California Coastal Trail, a well-supported network of parks and open spaces, and a wide range of visitor-serving facilities, including lower-cost campgrounds, hostels, and hotels. The rich ecological diversity of the coast and ocean, including beaches, rocky shorelines, wetlands, riparian areas, and sensitive terrestrial habitats, is protected and thriving...

MISSION

“Why organization exists and its core purpose.”

MPWMD

The Monterey Peninsula Water Management District’s mission is to promote or provide for a long-term sustainable water supply in a fiscally responsible and professional manner and protect water resources for the benefit of the community and the environment.

San Diego County Water Authority

Provide a safe and reliable supply of water to its member agencies serving the San Diego Region.

California Coastal Commission

The Commission is committed to protecting and enhancing California's coast and ocean for present and future generations.

VALUES

“Core beliefs of the organization that inspire and guide choices in the way it operates and deals with people. Values are imbedded in the vision and mission.”

MPWMD

- Putting the needs of the community first.
- Ratepayer protection.
- Environmental protection.

San Diego County Water Authority

- Consider our partner agencies’ and stakeholders’ interests in decision making.
- Work in the most cost effective-ways.
- Open communications with partner agencies and the public.
- Open and inclusive policy development process.
- Value diversity in the water supply.
- Value long-range planning.

California Coastal Commission

- Public Service.
- Stewardship.
- Rule of Law.
- Science/Objectivity.
- Equity.
- Maximum Public Participation.
- Excellence.
- Teamwork.
- Integrity.
- Problem-Solving.
- Diversity.
- Balance.

GOALS

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

MPWMD

- Increase the water supply to meet community and environmental needs by developing a legal water supply.
- Protect the quality of surface and groundwater resources.
- Manage and allocate available water supplies and promote water conservation.
- Raise District profile and instill public trust and confidence.
- Protect and enhance the District’s Financial Resources.
- Promote and enhance organizational efficiency and effectiveness.
- Continue the restoration of the Carmel River environment.
- Perform integrated resources management.
- Develop a sustainable, environmentally responsible water supply.
- Instill public trust and confidence.

California Coastal Commission

- Enhance Agency capacity and maintain an effective and diverse workforce.
- Maximize public access and recreation for all.
- Protect and Enhance Coastal Resources.
- Support resilient Coastal Communities in the face of climate change and sea level rise.
- Advance diversity, equity, environmental justice and Tribal relations.
- Continue to enhance the LCP Planning Program and refine implementation of the Regulatory Program.
- Expand and enhance the Enforcement Program.
- Continue to develop and maintain partnerships and enhance public presence.
- Enhance Information Management and E-Government.

OBJECTIVES

“SMART”

(Specific, Measurable, Achievable, Realistic, Timely)

MPWMD

- Develop recycling facilities.
- Community engagement on water needs and required resources.
- Assess environmental impacts of population growth.
- Restore Seaside Basin aquifer to eliminate overdraft conditions.
- Water augmentation and reclamation project.
- Partner to deliver water.

California Coastal Commission

- Develop and implement strategies to align requirements.
- Realize public access required by regulatory and planning decisions.
- Strengthen implementation of ESHA and Wetland Policies and advance Habitat Resources.
- Address risks posed by climate by climate change and sea level rise in local Coastal Programs and Coastal Development permits.
- Strengthen coastal protection through consideration of environmental justice in permit decisions and planning documents.
- Continue to improve communication and planning with local governments.
- Provide new enforcement mechanisms and strategies to increase program efficiency.
- Create and maintain partnerships and opportunities for collaboration to facilitate the exchange of knowledge and to address complex coastal management issues.
- Maintain the Commission’s equipment, network and information systems.