

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT
BOARD MEETING

Pledge of Allegiance





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



**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

Director Edwards



Director Riley



Director Malek



Director Paull



Director Anderson



Mayor Roberson



Supervisor Adams



STRATEGIC PLANNING



**MPWMD
STRATEGIC PLANNING STATEMENTS**

VISION

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

MPWMD

MISSION

“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.”

MPWMD
VALUES

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

MPWMD

GOALS

- 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.

MPWMD

OBJECTIVES

- 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.

MPWMD

GOALS/OBJECTIVES

EXAMPLE

- Goal - Provide a reliable, sustainable, diversified and affordable high quality water supply to the Monterey Peninsula.
 - Objective
 - Implement Measure J by January 3, 2023
 - Partner with Pure Water Monterey to expand the Pure Water Monterey Groundwater Replenishment Project by March 2022
- Goal - Increase the water supply to meet community and environmental needs by developing a legal water supply.
 - Objective
 - Partner with Monterey One Water to expand a recycling facility by March 2022
 - Conduct a study to determine the environmental impacts of population growth by June 2022
 - Develop a plan for water augmentation and reclamation on the Monterey Peninsula by October 2022
- Goal - Protect the quality of surface and groundwater resources
 - Objective
 - Restore Seaside Basin aquifer to eliminate overdraft conditions by March 2023
- Goal - Protect and enhance the District's Financial Resources.
 - Objective
 - Apply for a Department of Water Resources grant for critically over drafted Seaside ground water basin by January 30, 2021
- Goal - Promote and enhance organizational efficiency and effectiveness.
 - Objective
 - Launch a staff engagement survey by July 1, 2021
 - Implement an employee hybrid remote work schedule by December 30, 2021
 - Hire an Assistant General Manager by November 1, 2021
- Goal - Raise District profile and instill public trust and confidence.
 - Objective
 - Launch a customer satisfaction survey by September 30, 2021
 - Conduct community engagement meetings in each Division on water needs and required resources by January 1, 2022

STRATEGIC INITIATIVES

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

PRIORITIES

“A task to achieve an initiative that is considered more important than another.”

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



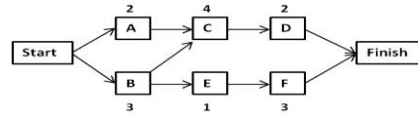
**“Long-range direction of organization.
Consistent with mission and vision. Typically
qualitative and capable to embrace multiple
objectives.”**

OBJECTIVES



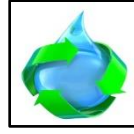
“S M A R T”

STRATEGIC INITIATIVES



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

PRIORITIES



“A task to achieve an initiative that is considered more important than another.”

THOUGHT STIMULATORS FOR MPWMD STRATEGIC PLANNING SESSION

- VISION
- Secure an adequate, sustainable, affordable, environmentally responsible water supply for the Monterey Peninsula. Model good government.
- MISSION
- Sustainably manage the water resources of the Monterey Peninsula to meet the needs of its residents and businesses while protecting, restoring, and enhancing its natural and human environments.
- VALUES

THOUGHT STIMULATORS FOR MPWMD STRATEGIC PLANNING SESSION

- • Public Service – We are here to serve the public.
- • Leadership in pursuing environmentally-friendly, cost-effective water management solutions that benefit the entire community
- • Stewardship - Prudent management of public resources
- • Environmental Responsibility
- • Transparency and Accountability to the public
- • Honesty and Integrity
- • Professionalism and Respect, even when we disagree
- • Diversity and Inclusivity - We value diversity and practice inclusivity.

DRAFT SUGGESTIONS FOR MISSION, VISION, VALUES STATEMENTS FOR MPWMD MARCH 26, 2021 AA

- **Mission**

To provide leadership and oversight in the development of a long-term, environmentally responsible and sustainable water supply, and to manage and protect our natural resources for the benefit and health of the entire community

Values

- Excellent customer service
- Honesty and Transparency
- Maintain best practices and excellence in all District actions
- Stewardship of local natural resources
- Deliver clean potable water to customers at the lowest possible price