



MPWMD Board of Directors Strategic Planning Workshop

April 1, 2013

Recent Strategic Planning at MPWMD

- 24 Workshops in 17 Years
- All but 5 “Facilitated”
- 14 Full-Day; 4 Half-Day
- Sometimes too many Goals – 30 in 2006
- Sometimes too few Goals – 2 in 2011
- Many goals have gone unaddressed

What We ARE NOT Doing Tonight

- Not Reviewing Accomplishments of Past Year
- No “SWOT” Analysis
- No 90-Day or 6-Month Objectives
- Not Determining a “When, Who, What” Follow-Up Process



What We ARE Doing Tonight



Re-examining:

- Who we are
- What we do
- What makes us unique?
- What should guide us for the next few years?



Mission Statement




A Mission/Purpose Statement should state WHY the organization exists and WHOM it serves.

“The mission of the Monterey Peninsula Water Management District is to manage, augment and protect water resources for the benefit of the community and the environment.”



Vision Statement




A Vision Statement should be a vivid, descriptive image of the future – what the organization will BECOME.

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



Core Values are what the organization values, recognizes, and rewards – strongly held beliefs that are freely chosen, publicly affirmed, and acted upon with consistency and repetition.

- Collaboration and Teamwork
- Ethical Behavior
- Environmental Responsibility
- Fiscal Responsibility
- Quality Service Internally & Externally
- Professionalism
- Technical Accuracy
- A Positive Attitude

The Water Supply Charge

