



# 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



- 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

	Reorganization Benefits & Bargaining		Financial Stability & Control		Facilities		
Commercial		Streamline		Continue		Consider	
Conservation		Water Permit		Public		Revising	
& Outreach		Process		Outreach		Mitigation Plan	
Prepare to		New		Long-Term		Streamline	
Allocate "New		Modeling		Strategy for		WDS Permit	
Water"		Tools		Los Padres		Process	
Advanc	nue to e Water ects	Strate	velop egy for 20808B	Comm	itect iunity's tment	Revise Rationing Plan	