

Monterey Peninsula Water Management District  
2024 Strategic Goals and Objectives  
Adopted May 20, 2024

Near-Term Goals (1-Year)

**Goal #1: Continue planning and implementation for protecting and increasing water supply**

*Objectives:*

- Partner with Monterey One Water to ensure completion and funding of Pure Water Monterey Expansion in 2025.
- Allocate a portion of new supply to the jurisdictions by end of 2024.
- Engage State Water Board on lifting of Cease and Desist Order (CDO) & moratorium on new meters beginning by January 2025.
- Engage more with Marina Coast Water District, City of Seaside, and Watermaster on Seaside Basin issues.
- Maintain focus on long-term supply and demand issues to inform additional water supply needs.

**Goal #2: Implementation of the public’s ownership of Monterey Water System as directed by the voters**

*Objectives:*

- Pursue “bench trial” on the public’s “right to take”, including discovery and due diligence.
- Expand public outreach, including press releases upon milestones; regular updates from District Counsel.
- Contingency and mitigation planning if “right to take” proceeding is interrupted.
- Plan for financing, rates, staffing, and operations.

**Goal #3: Improve public engagement and maintain leadership role on water issues**

*Objectives:*

- Be the knowledgeable source for reliable information on supply, demand, drought, and other local water issues needed by public, media, and regulators.
- Continue to raise the District’s profile and instill public trust.
- Support objectives of public’s acquisition of Monterey Water System through public outreach.
- Better publicize environmental activities of the District.
- Coordinate/Communicate w/ other water management agencies on a regional basis.
- Explore new avenues of public engagement, such as social media or “town hall” meetings.

**Goal #4: Pursue effective environmental stewardship, especially in consideration of climate change**

*Objectives:*

- Review Carmel River mitigation program requirements and provide guidance for going forward.
- Monitor follow-up to Los Padres Dam & Reservoir Alternatives study; Balance environmental and ratepayer impacts.
- Add climate change/climate action to District planning functions.
- Consider sustainability actions or projects the District can undertake internally.

**Goal #5: Protect, enhance and maintain District's financial health**

*Objectives:*

- Ensure fiscal stability in support of litigation activities, Pure Water Monterey reserve accumulation, election expenses, other.
- Regularly report on exposure, risk policy, grants.
- Annually review reserve policy and potential reductions in revenue collections.
- Maintain GFOA award and CSDA transparency certificate of compliance.
- Continue to develop strategy for PERS and OPEB liabilities in budget planning.

**Goal #6: Implement organizational changes to strengthen District management**

*Objectives:*

- Create job description and hire Assistant General Manager.
- Prepare for new reporting standards and existing data needs.
- Evaluate succession planning needs.
- Evaluate change in District policies to maintain and lure talented employees.
- Negotiate labor agreements.

## Longer-Term Goals (2-3 Years)

### **Goal #7: Recognize the longer-term goals and objectives that arise from near-term goals**

*Objectives:*

- Maintain focus on long-term supply and demand issues to inform additional water supply needs.
- Prepare for requirements of valuation trial for public's ownership of the Monterey Water System.
- Implement changes to Carmel River mitigation program requirements.
- Add climate change/climate action to District planning functions.
- Monitor fiscal stability of District, establish reserve policy, review revenue collections, and plan for liabilities.