

STAFF REPORT

Meeting Type:Board of DirectorsTitle:Strategic Plan DevelopmentFrom:Adriane Mertens, Communications & Public Affairs ManagerThrough:Ben Horenstein, General ManagerMeeting Date:February 13, 2024
Title:Strategic Plan DevelopmentFrom:Adriane Mertens, Communications & Public Affairs Manager
Title: Strategic Plan Development
Meeting Type: Board of Directors

RECOMMENDATION: Adopt the District's five-year strategic plan for 2024-2028

SUMMARY: Continuing with its five-year strategic planning process, staff will present the proposed 2024 Five-Year Strategic Plan to the board to consider for adoption.

DISCUSSION: The District has been working over the last seven months on development of a strategic plan to lay out the goals and objectives the organization intends to accomplish over the next five-year period.

To help with guiding development of the strategic plan, the District has contracted with The Catalyst Group, Inc. At a Board of Directors Meeting on September 19, 2023, The Catalyst Group led the Board through evaluation of the District's vision, mission and values statements, which set the framework for a new Strategic Plan. During the meeting, the Board provided input into the development of the vision, mission and values statements, which set the transport of the vision, mission and values statements, which set the framework for a new Strategic Plan. During the meeting, the Board provided input into the development of the vision, mission and values statements, which are included in the proposed strategic plan.

At a Board of Directors Meeting on October 24, 2023, The Catalyst Group provided potential draft strategic plan goals developed based on prior input from the Board and staff. The Board provided input on the plan goals, which describe the outcomes the District will work toward achieving to fulfill its mission.

The goals have been divided into five major focus areas:

- 1) Reliable water supply
- 2) Resilient Water System
- 3) Watershed Stewardship
- 4) Fiscal Responsibility
- 5) Organizational Excellence

District staff worked on refining the goal statements and identifying specific objectives for each of the five goal areas. The objectives describe the District's strategic initiatives and measures that will be critical to the organizational strategy for achieving each goal. Each of the five draft goal areas were then presented to the Board and the public over a series of board meetings. The watershed stewardship-focused goal was presented at a Board of Directors Meeting on November 27, 2023; the reliable water supply and fiscal responsibility goals were presented at a Board of Directors Meeting on December 5, 2023; the resilient water system goal was presented at a Board of Directors Meeting on December 19; and the organizational excellence goal was presented at a Board of Directors Meeting on January 9, 2024. The Board of Directors provided staff with direction and input on each goal during those meetings.

The full proposed strategic plan with updated goals and objectives was brought back before the board at a Board of Directors Meeting on January 23. The board discussed and provided additional input on goal areas. Staff updated the goals and objectives to incorporate the Board's feedback and an updated version of the proposed strategic plan has been prepared for the Board of Directors to consider for approval.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S):

1. Proposed Strategic Plan - goals and objectives and progress reporting

DEPARTMENT OR DIVISION	DIVISION MANAGER	APPROVED
Communications & Public Affairs	alment Mesters	Der Harmele.n
	Adriane Mertens Communications & Public Affairs Manager	Ben Horenstein General Manager