



STAFF REPORT

Meeting Type: Board of Directors
Title: Strategic Plan Development
From: Adriane Mertens, Communications & Public Affairs Manager
Through: Ben Horenstein, General Manager
Meeting Date: November 27, 2023

AM
BH

TYPE OF ACTION: Action X Information Review and Refer

RECOMMENDATION: Receive staff and consultant update on the development of objectives for the draft watershed stewardship-focused goal that is part of the District’s next five-year strategic plan.

SUMMARY: Continuing with its five-year strategic planning process, staff and the District’s consultant will present draft objectives for goal number three of the plan, the draft watershed stewardship-focused goal: “Protect and manage Marin Water lands for the long-term benefits for the community and the environment.”

DISCUSSION: The District is currently engaged in the development of a strategic plan to lay out the goals and objectives the organization intends to accomplish over the next five-year period, FY 2025 – FY 2030. 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 will set the framework for a new Strategic Plan. During the meeting, the Board provided further input into the development of the vision, mission and values statements, which will continue to be refined to be included with the adoption of the new 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

The next step of the strategic plan development process involves 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 will be presented over a series of board meetings, beginning first with goal area number three, Watershed Stewardship.

During the presentation, members of The Catalyst Group will provide a brief update on the strategic planning process to date, and the Watershed Manager will present the draft goal statement and associated objectives for goal area number three, Watershed Stewardship.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S):

1. Draft Strategic Plan Goal 3 - Watershed Stewardship