



MARIN WATER STRATEGIC PLAN

GOALS

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PURPOSE AND DISCUSSION

PURPOSE:

Initiate discussion and framing of strategic goals and objectives.

DISCUSSION:

- Prior Goals
- Framing the Goals
- Initial Goals for Board Discussion

STRATEGIC PLANNING FRAMEWORK





GOALS



PRIOR GOALS

Goal 1: Water System Resiliency – We will maintain a level of reliability that safeguards the public’s health, the public’s safety, and the economic vitality of the community. 6 strategies with 28 objectives.

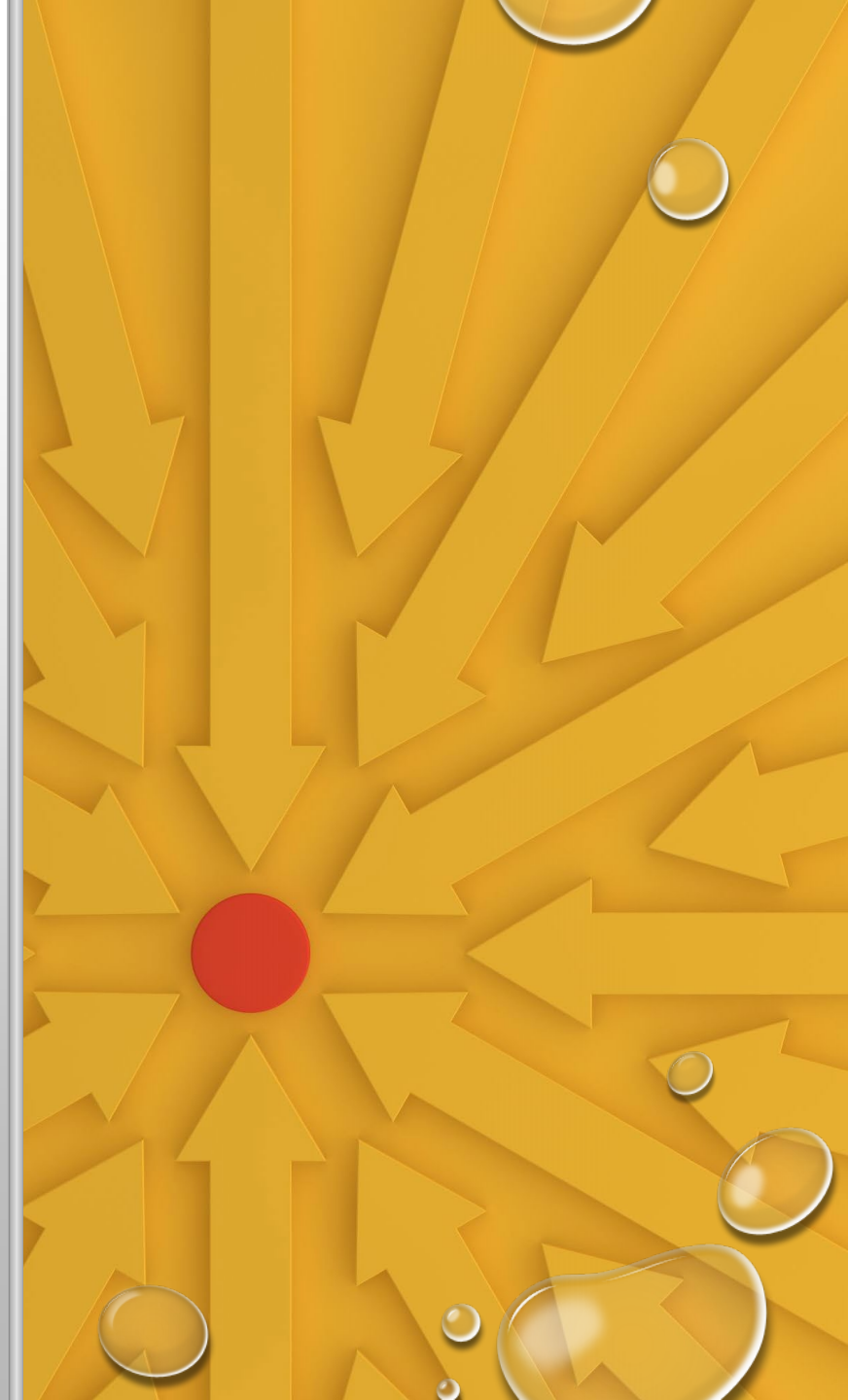
Goal 2: Financial Stewardship – We will prudently manage the public resources entrusted to us. 6 strategies with 49 objectives.

Goal 3: Communications – We will partner with our community, customers, and staff to ensure regular and effective public input into MMWD policies and fostering an understanding of the safety and value of water. 6 strategies with 26 objectives.

Goal 4: Environmental Stewardship – We will be affirmative and proactive stewards of the assets entrusted to us to ensure the environmental health of our watershed and community. 7 strategies with 25 objectives.

Goal 5: Workforce – We will maintain a diverse, highly-qualified and trained, motivated and productive workforce to achieve MMWD’s goals. 5 strategies with 30 objectives.

Goal 6: Risk Management – We will proactively manage risk to minimize our community’s exposure to negative operational, environmental, financial and legal outcomes. 10 strategies, each of which refers to a previous goal and strategy.



FRAMING STRATEGIC GOALS

INTENT:

- IDENTIFY GOALS THAT WILL MOST EFFECTIVELY ALIGN AND GUIDE THE ORGANIZATION AND DEMONSTRATE COMMITMENT TO THE MISSION, VISION, AND VALUES

OPTIONS:

- THREE INTEGRATED GOALS
- FIVE FUNCTIONAL GOALS

ANTICIPATE:

- DEVELOPING GOALS, OBJECTIVES, AND ACTION PLANS

Considerations:

Risk Management
Communications and Partnerships
Fiscal Responsibility
Innovation
Workforce

EXAMPLE: THREE INTEGRATED GOALS

GOAL 1: RELIABLE WATER SUPPLY – Provide reliable water supply for customers through:

- Best-in-class water use efficiency programs.
- Expanded storage and use of local supplies, including recycled water.
- Adaptation and resilience of Sonoma supplies and development of new supplies.

GOAL 2: RESILIENT WATER SYSTEM DELIVERY AND SERVICE – Invest in and maintain a resilient water system through effective land stewardship and infrastructure management to deliver:

- High-quality water supply.
- Fire and earthquake safety and resilience.
- Healthy watershed, habitats, and natural resources.
- Recreation benefits.

GOAL 3: ORGANIZATIONAL EXCELLENCE – Support and sustain an organization that lives by its values, delivers for its customers, and remains an attractive place to work through continuous development of our people, leadership, and administrative functions.

EXAMPLE: FIVE FUNCTIONAL GOALS

GOAL 1: RELIABLE WATER SUPPLY – Provide reliable water supplies for customers.

GOAL 2: RESILIENT WATER SYSTEM – Invest in and maintain a resilient water system through effective infrastructure management.

GOAL 3: WATERSHED STEWARDSHIP – Protect and manage Marin Water lands for the long-term benefits for the community and the environment.

GOAL 4: FISCAL RESPONSIBILITY – Protect and manage funds judiciously from rate payers and other sources to maximize value and effectiveness.

GOAL 5: ORGANIZATIONAL EXCELLENCE – Support and sustain an organization that lives by its values, delivers for its customers, and remains an attractive place to work through continuous improvement in our people, leadership, and administrative functions.



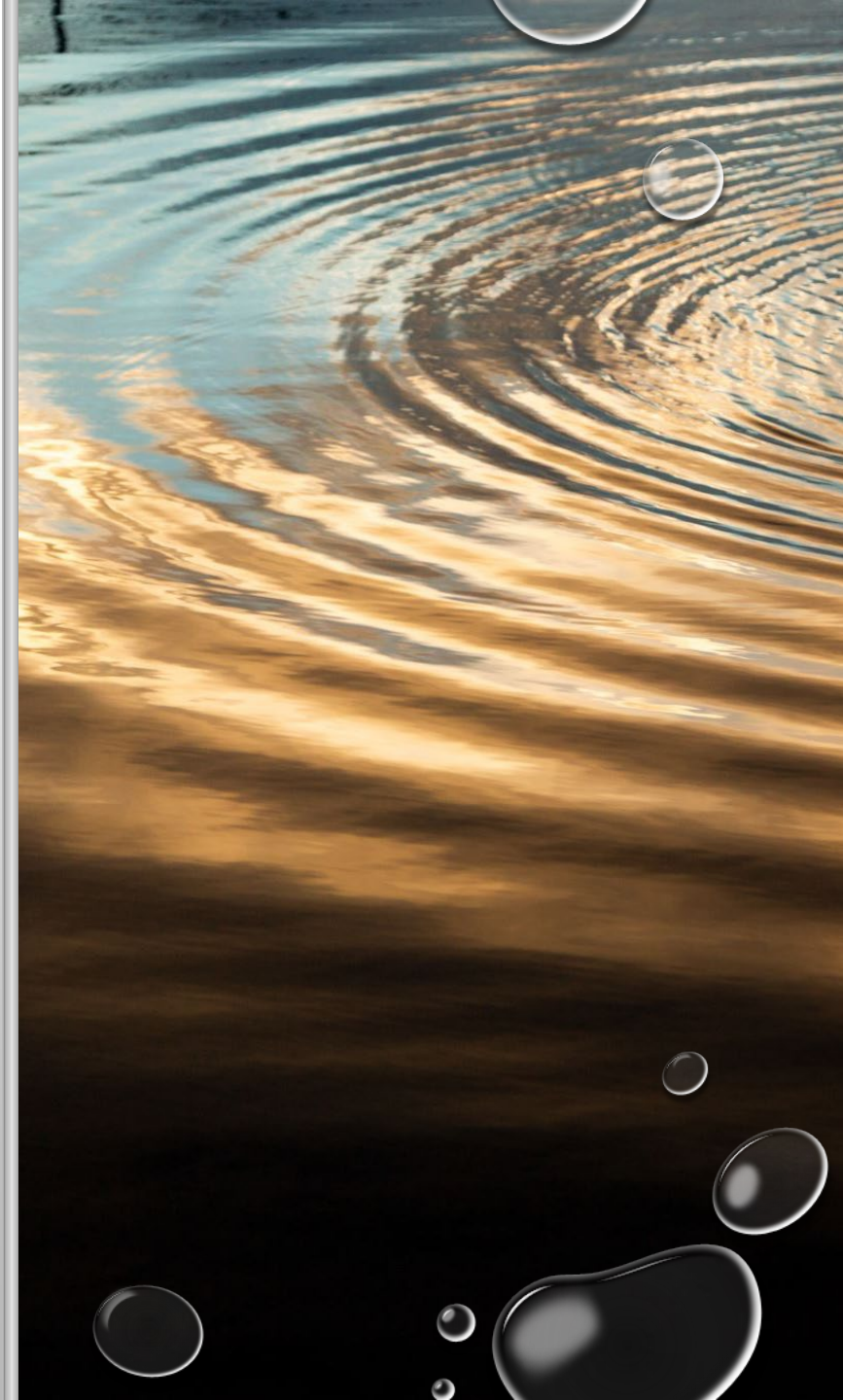
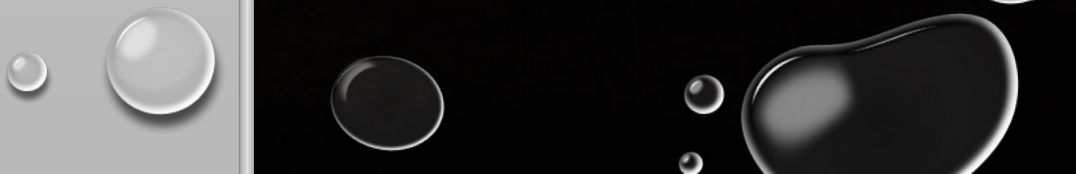
DRAFT MISSION & VISION

Our Mission:

Marin Water manages the lands, water, and facilities in our trust to provide reliable, high-quality water and adapt and sustain these precious resources for the future.

Our Vision:

Marin Water is a leader in water and natural resource management and continually addresses the complexities of a changing environment.





INITIAL DRAFT VALUES

MARIN WATER IS DEDICATED TO SERVING CUSTOMERS AND THE COMMUNITY BY UPHOLDING THESE CORE VALUES:

- **WE PRIORITIZE HEALTH AND SAFETY.** We are committed to the health and safety of our colleagues and community.
- **WE ARE STEWARDS.** We recognize the essential connection between people and natural resources and manage our lands and facilities for sustained benefits now and in the future.
- **WE ARE INNOVATIVE.** We strive for excellence and innovation in managing water and watersheds.
- **WE ARE EFFICIENT AND RESPONSIVE.** We value efficiency, cost-effectiveness, and timely service in our work with customers and communities.
- **WE ARE ACCOUNTABLE.** We operate with the highest levels of individual and organizational accountability to each other and the community.
- **WE ARE RESPECTFUL.** We maintain a welcoming environment that embraces differences and offers respect, dignity, and fairness for all people and partners.
- **WE LISTEN AND LEARN.** We enhance ourselves and the organization by listening to others, reflecting on our performance, sharing knowledge with others, and making informed decisions.
- **WE WORK AS ONE.** We work together to anticipate the challenges ahead and achieve our mission.



NEXT STEPS

- NOVEMBER, DECEMBER, JANUARY
 - STAFF DEVELOPMENT OF SPECIFIC GOALS AND OBJECTIVES
 - BOARD REVIEW AND DISCUSSION