

SPECIAL MEETING
OF THE BOARD OF DIRECTORS
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY
18700 Ward Street, Board Room, Fountain Valley, California
September 18, 2010, 9:00 a.m.

AGENDA

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMENTS/PARTICIPATION

At this time, members of the public will be given an opportunity to address the Board concerning items within the subject matter jurisdiction of the Board. Members of the public may also address the Board about a particular Agenda item at the time it is considered by the Board and before action is taken. If the item is on the Consent Calendar, please inform the Board Secretary before action is taken on the Consent Calendar and the item will be removed for separate consideration.

The Board requests that all members of the public who want to address the Board complete a "Request to be Heard" form available from the Board Secretary prior to the meeting.

1. STRATEGIC GOALS WORKSHOP

Recommendation: Review and discuss strategies and objectives to support the four key goals identified by the Board.

2. NEXT STEPS

ADJOURNMENT

Note: Accommodations for the Disabled. Any person may make a request for a disability-related modification or accommodation needed for that person to be able to participate in the public meeting by contacting Maribeth Goldsby, District Secretary, at (714) 963-3058, or writing to Municipal Water District of Orange County at P.O. Box 20895, Fountain Valley, CA 92728. Requests must specify the nature of the disability and the type of accommodation requested. A telephone number or other contact information should be included so that District staff may discuss appropriate arrangements. Persons requesting a disability-related accommodation should make the request with adequate time before the meeting for the District to provide the requested accommodation.

MWDOC Strategic Review Workshop

September 18, 2010

Edward G. Means III
Vice President
Malcolm Pirnie



Today's Agenda

- Review the Strategic Review Process
- Review Strategic Hierarchy
- Review of each goal statement
- Review of draft strategies supporting the goal
- Review draft objectives
- Next steps



Process to Date

- June 12 Board Kickoff Workshop – review trends and develop “Goal” areas
- July 22 MWDOC Client Agency General Managers meeting – review trends and discuss issues
- July 29 Staff Workshop to develop draft Strategies & Objectives
- Aug18 Board approved Goal Statements
- Aug 19 Management working session to refine Strategies/Objectives
- Sept 18 Board review of draft Strategies & Objectives



Process continued...

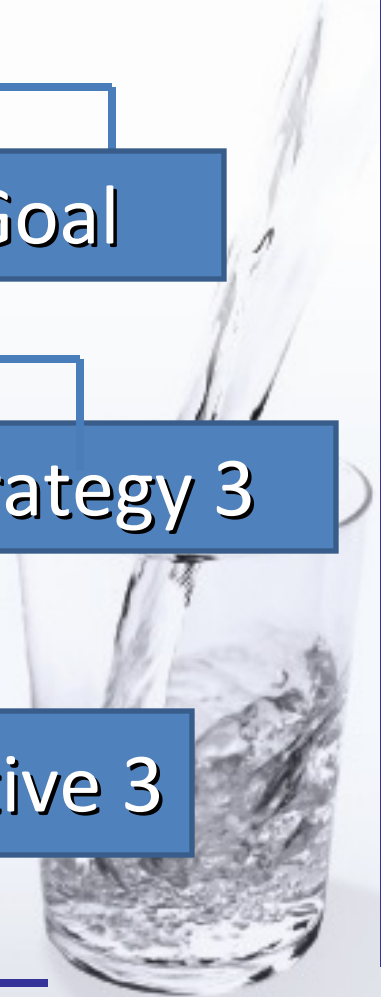
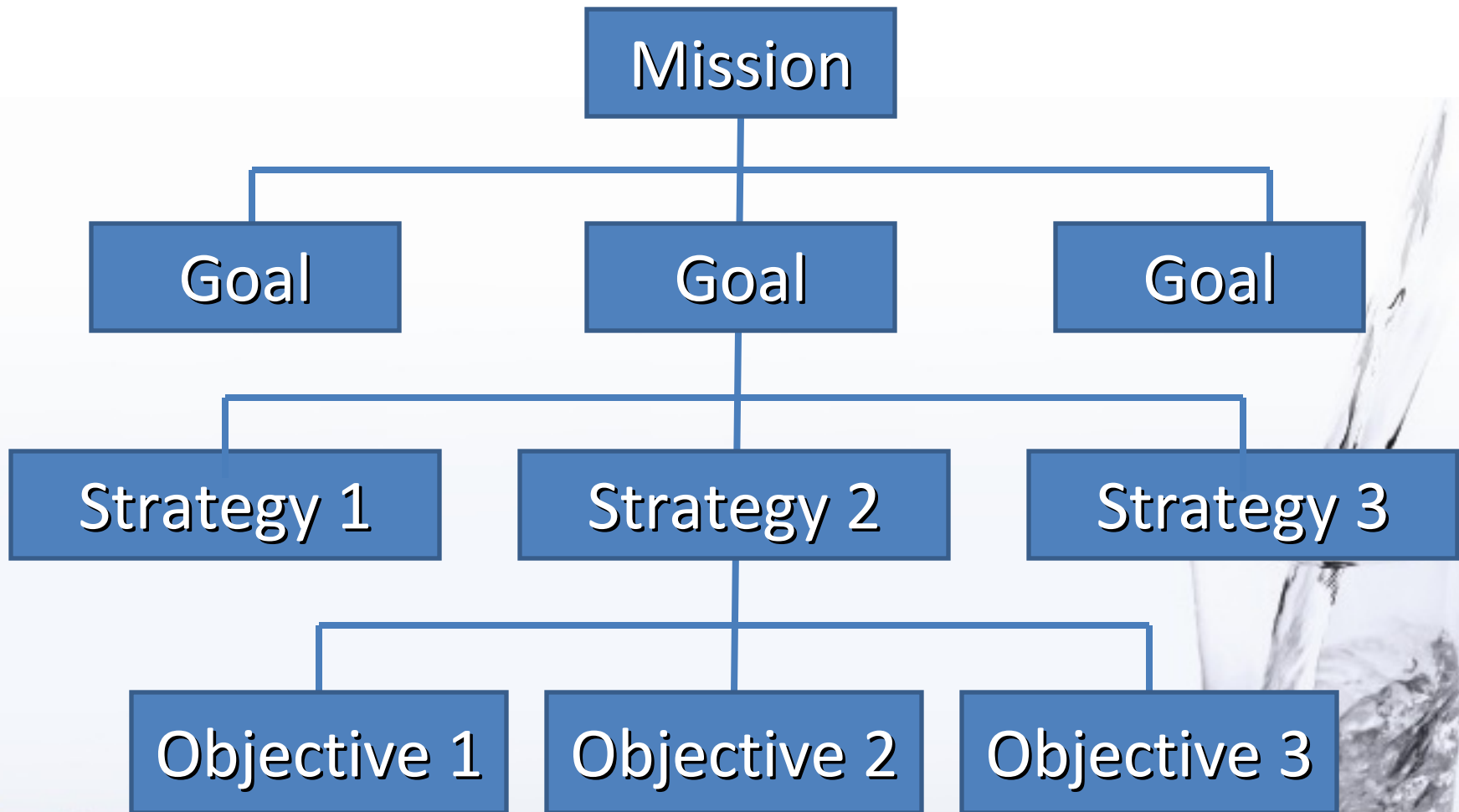
October 20 Finalize and Adopt

November 30 Develop scorecard

March 16 Report on progress to the board



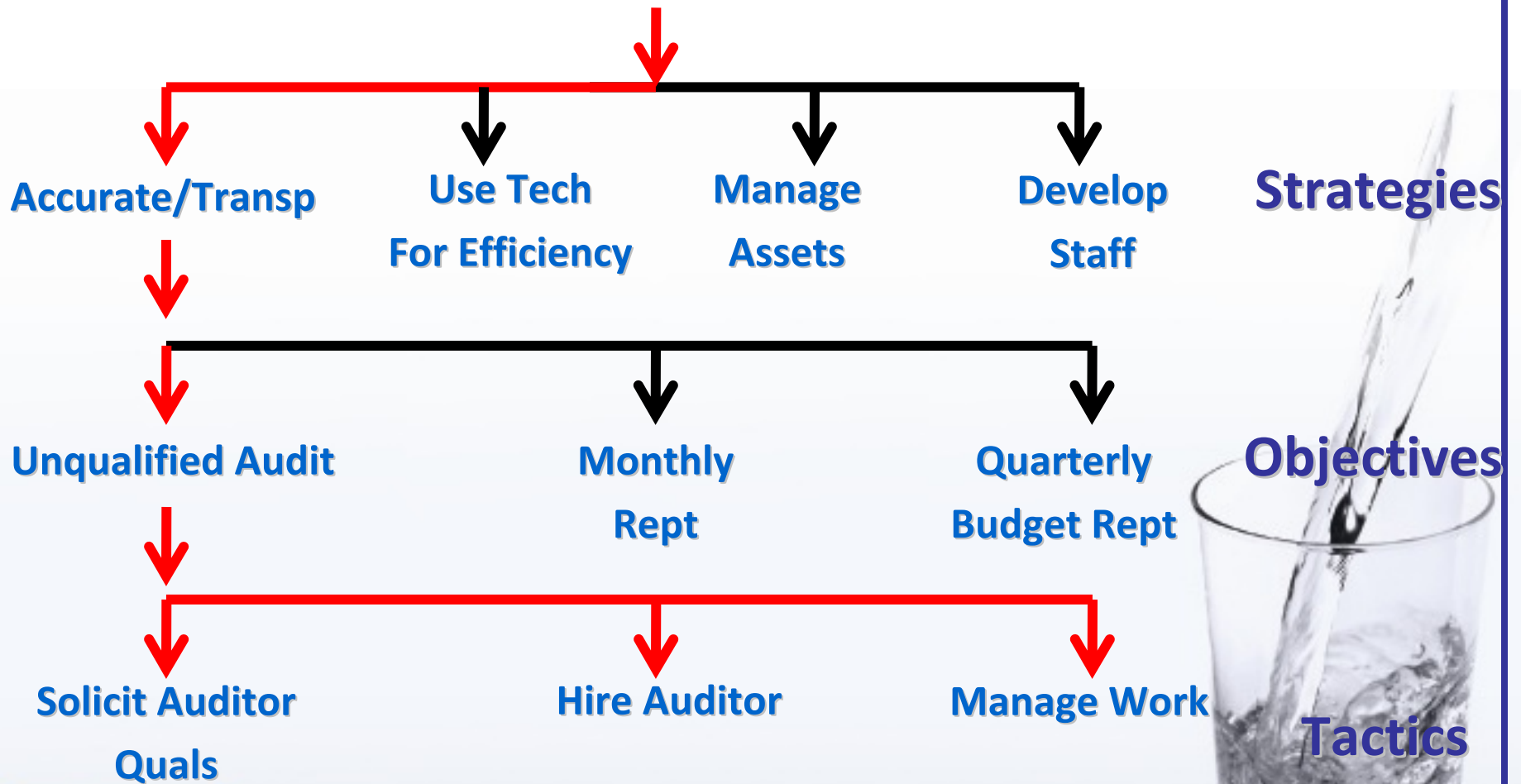
Strategic Hierarchy



Example

Financial Stewardship

Goal



Mission Statement

To provide reliable, high-quality supplies from MWD and other sources to meet present and future needs, at an equitable and economical cost for all of Orange County, and to promote water-use efficiency.



Strategic Goal Statement #1

Metropolitan Representation:

“MWDOC will provide leadership and advocacy on Regional and Orange County water issues at MET”



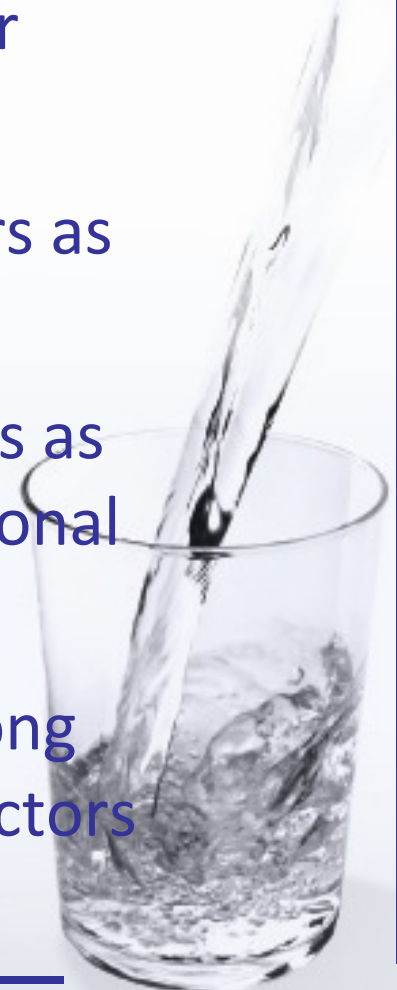
Strategy 1 - Work with key stakeholders to define Orange County priorities

- **Objective 1:** Work with stakeholders to prepare documentation on key issues/desired outcomes; prioritize and review with MET directors quarterly
- **Objective 2:** Develop action plan for management review and implementation
- **Objective 3:** Engage in regular two way dialogue with the client agencies to ensure their needs/priorities are understood and considered in MWDOC work activities and that the client agencies are kept informed on MET, OC and MWDOC water activities
- **Objective 4:** Revise priorities as required
- **Objective 5:** Speak with one voice on OC issues at MET



Strategy 2-Position MWDOC MET Directors to be recognized leaders on the OC priorities and regional water issues

- **Objective 1:** Continue monthly MET Director briefing sessions
- **Objective 2:** Develop MWDOC MET Directors as MET officers
- **Objective 3:** Support MWDOC MET Directors as effective advocates of OC priorities and regional water issues
- **Objective 4:** Cultivate key relationships among MWDOC MET Directors and other MET Directors



Strategy 3 - Form coalitions to address Orange County priorities

- **Objective 1:** Identify and coordinate with key MET member agencies on common issues
- **Objective 2:** Maintain leadership in the MET member agency manager working group
- **Objective 3:** Actively develop coalitions to address emerging issues



Strategy 4 - Maintain interdependent and collaborative relationships with MET

- **Objective 1:** Actively participate in strategically important MET member agency meetings
- **Objective 2:** Meet informally with MET staff to maintain open communication
- **Objective 3:** Engage MET Directors and staff as active participants in MWDOC events and workgroups
- **Objective 4:** Ensure that information is conveyed internally among MWDOC staff
- **Objective 5:** Support MET's Bay-Delta strategy
- **Objective 6:** Support MET's "full Colorado River Aqueduct" strategy



Strategic Goal Statement #2

Sustainability:

“MWDOC will advocate for water programs and policies that seek to develop sustainable, reliable and high quality water supplies for its service area”



Strategy 1 - Maximize development of local sustainable OC water resources

- **Objective 1:** Develop ocean desalination as a component of the water resources strategy for Orange County
- **Objective 2:** Work collaboratively with MET and OCWD to develop a long-term replenishment program and improve basin water yield and quality.
- **Objective 3:** Work collaboratively with La Habra, San Mateo, and San Juan Basin stakeholders to improve the yield and/or quality of the basins



Strategy 1 - Maximize development of local sustainable OC water resources continued...

- **Objective 4;** Conduct planning studies within OC and evaluate the reliability and sustainability of water supply strategies for OC and develop proposals for improvements
- **Objective 5;** Evaluate available tools for assessing sustainability of water supply strategies
- **Objective 6;** Work collaboratively with OCWD and others regarding climate change risk associated with OC water supplies
- **Objective 7;** Evaluate opportunities to expand the development of recycled water in O.C.



Strategy 2 - Implement water use efficiency to improve supply reliability

- **Objective 1;** Model SBx 7-7 compliance options for and assist client agencies to select a preferred option to comply with 20% X 2020; consider regional compliance as a compliance approach
- **Objective 2;** Develop and implement a mix of water use efficiency programs to assure 20% x 2020 compliance and also to establish Water Use Efficiency as a mainstay in the water resources mix for Orange County
- **Objective 3;** Participate in the development and adoption of water use efficiency legislation, ordinances and practices



Strategy 2 - Implement water use efficiency to improve supply reliability continued...

- **Objective 4:** Promote water efficient agency operations (e.g. water budget based rates, AWWA/IWA distribution system water audits, automated meter reading infrastructure)
- **Objective 5:** Maintain or enhance educational programs that improve residential, commercial and industrial water efficiency performance
- **Objective 6:** Conduct research and evaluate existing programs to ensure effectiveness
- **Objective 7:** Identify dependable local funding mechanisms



Strategy 3-Work with member agencies to increase Orange County's Water Supply from Non-Local Sources

- **Objective 1**-Assist member agencies with water transfers and exchanges
- **Objective 2**-Identify and screen innovative, non-local water supply options



Strategy 4 - Ensure the effectiveness of the WEROC

- **Objective 1:** Conduct internal and external emergency preparedness exercises and trainings
- **Objective 2:** Coordinate with MET, city, county, regional, state and federal agencies as appropriate
- **Objective 3:** Review member agency, WEROC and Operational Area plans



Strategy 4 - Ensure the effectiveness of the WEROC continued...

- **Objective 4:** Respond to emergencies as required , or as beneficial for learning purposes
- **Objective 5:** Ensure that the WEROC is staffed and ready to support emergency operations
- **Objective 6:** Conduct outreach and communicate WEROC benefits to county, regional and state stakeholders



Strategic Goal Statement #3

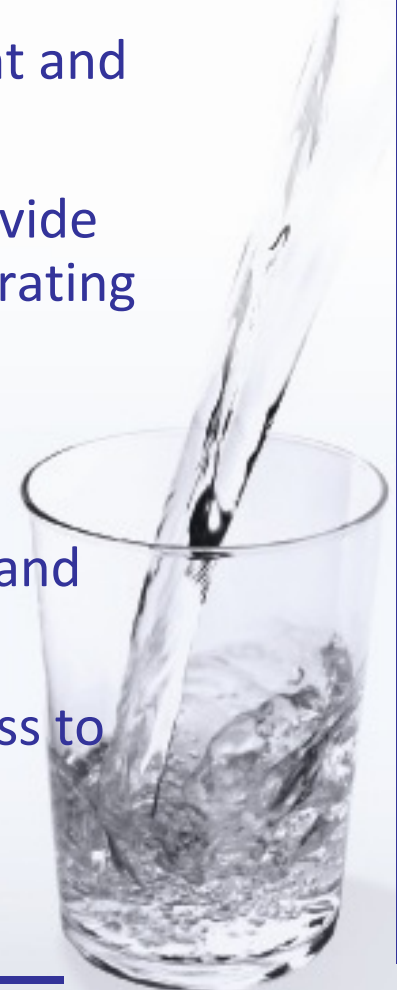
Financial Stewardship

“MWDOC will be a prudent manager of the financial resources, assets, human talent, and rate setting authority entrusted to it and pursue funding opportunities for the service area”



Strategy 1 - Ensure financial activities are accurate and transparent

- **Objective 1:** Obtain unqualified audit every year
- **Objective 2:** Prepare and submit a monthly investment and financial report (Treasurers report) for Board review
- **Objective 3:** Leverage the new financial system to provide progress reports to the Board on key capital and operating projects
- **Objective 4:** Provide monthly reporting , semi-annual forecasting of performance compared to budget and detailed quarterly discussion with the Administration and Finance Committee
- **Objective 5:** Provide transparent and easy public access to district financial information



Strategy 2 - Use technology to drive efficiency

- **Objective 1:** Develop a landscape database to streamline reporting, track water savings, and facilitate quality control measures
- **Objective 2:** Ensure the MWDOC website reflects current information, programs and issues
- **Objective 3:** Optimize the financial software to facilitate management decision making
- **Objective 4:** Use the grant module in the new financial system to manage grant activity



Strategy 2 - Use technology to drive efficiency continued...

- **Objective 5:** Evaluate full GIS capability
- **Objective 6:** Evaluate costs/benefits to publicly broadcast committee and board meetings
- **Objective 7:** Evaluate solar panel installation benefits on the HQ building
- **Objective 8:** Evaluate technology opportunities to improve outreach and education programs



Strategy 3 - Manage district budget and assets to efficiently achieve the District's priorities

- **Objective 1:** Maximize MET, State and Federal grants for our service area (e.g. CEC funding for energy/water savings)
- **Objective 2:** Develop new public/private partnerships to reduce costs to the ratepayer
- **Objective 3:** Review District operations to increase efficiency and reduce costs
- **Objective 4:** ID opportunities for cost sharing w/ other agencies
- **Objective 5:** Develop a long range finance plan to support the strategic review including potential new sources of revenue
- **Objective 6:** Develop a "choice" budget



Strategy 4 - Attract and retain a high quality efficient workforce to achieve the strategic review goals

- **Objective 1:** Develop career progression for staff
- **Objective 2:** Develop a mentoring program for staff development
- **Objective 3:** Develop a staff skills inventory
- **Objective 4:** Evaluate need for and construct of a training program (including cross-training)
- **Objective 5:** Evaluate benefits/need for a succession plan
- **Objective 6:** Document workflow plans for each position



Strategic Goal Statement #4

Communication:

“MWDOC will engage and understand the communities it serves in order to meet their water needs and ensure that these communities understand the water challenges faced by the region”



Strategy 1 - Strengthen relations with client agencies

- **Objective 1:** Actively engage client agencies in monthly manager meetings to provide information and solicit comments and input on key items
- **Objective 2:** Conduct other meetings as appropriate (e.g. water use efficiency, public affairs workgroup, elected officials meetings, etc.)



Strategy 1 - Strengthen relations with client agencies continued...

- **Objective 3:** Increase Director and staff presence at client agency Board and Council meetings
- **Objective 4:** Increase frequency of individual (Director and staff) contacts to strengthen personal relationships and dialogue
- **Objective 5:** Conduct an annual client agency manager meeting to focus on long term OC water challenges



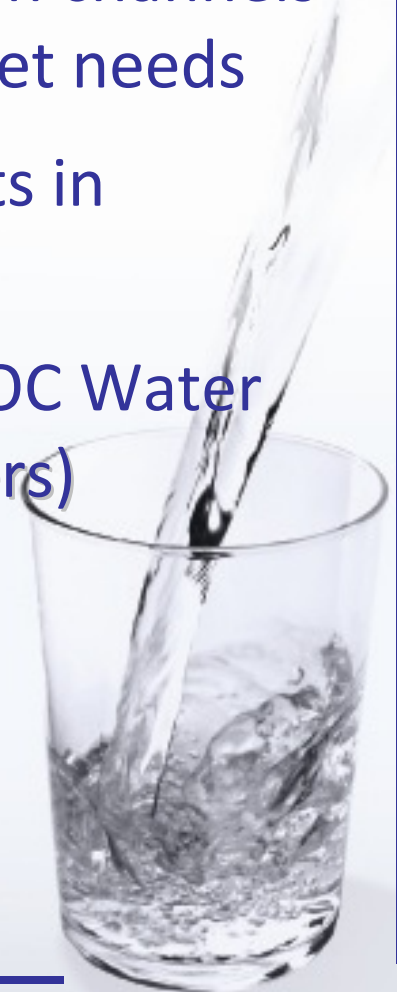
Strategy 2 - Support the Board of Directors to Facilitate Informed Policy/Decision Making

- **Objective 1:** Support Board and committee meetings
- **Objective 2:** Optimize effectiveness of Board calendar
- **Objective 3:** Organize Board Workshops and/or identify key outside educational opportunities for Board information on key policies or issues



Strategy 3 Develop effective community outreach

- **Objective 1:** Tailor messages, communication channels and outreach efforts to address target market needs
- **Objective 2:** Participate in community events in coordination with our client agencies
- **Objective 3:** Sponsor outreach events (e.g. OC Water Summit, inspection trips, water policy dinners)



Strategy 3 Develop effective community outreach continued...

- **Objective 4:** Implement the Board adopted social media policy
- **Objective 5:** Conduct surveys to measure effectiveness of programs and services
- **Objective 6:** Ensure communications materials are consistent with the strategic review
- **Objective 7:** Evaluate school program effectiveness



Strategy 4 - Ensure that MWDOCs local, state and federal officials understand OC water issues

- **Objective 1:** Advocate for OC water issues by conducting annual briefings with key legislators/staff
- **Objective 2:** Develop position statements and seek support or sponsorship for key legislative positions
- **Objective 3:** Track and engage on regulations/legislation and other administrative actions that may impact OC water
- **Objective 4:** Coordinate with legislators to maximize funding opportunities for OC
- **Objective 5:** Build coalitions to support OC water positions (e.g. desalination)



Strategy 5 - Engage local, state, and federal regulators on regulations affecting OC water

- **Objective 1:** Advocate for science based regulations
- **Objective 2:** Advocate for streamlined permitting
- **Objective 3:** Develop professional relationships with key regulators



Strategy 6 - Ensure all MWDOC staff are informed on District priorities and activities

- **Objective 1:** Establish forums to foster open staff communications
- **Objective 2:** Develop improved internal communication tools



Next Steps

- **Finalize and Adopt – October 20, 2010**
- **Develop scorecard – November 30, 2010**
- **Report on progress to the board – March 16, 2011**



Questions?

Thank you!

