



Board Strategic Priorities

Municipal Water District of Orange County

June 22, 2023

1: Post Up Brainstorming

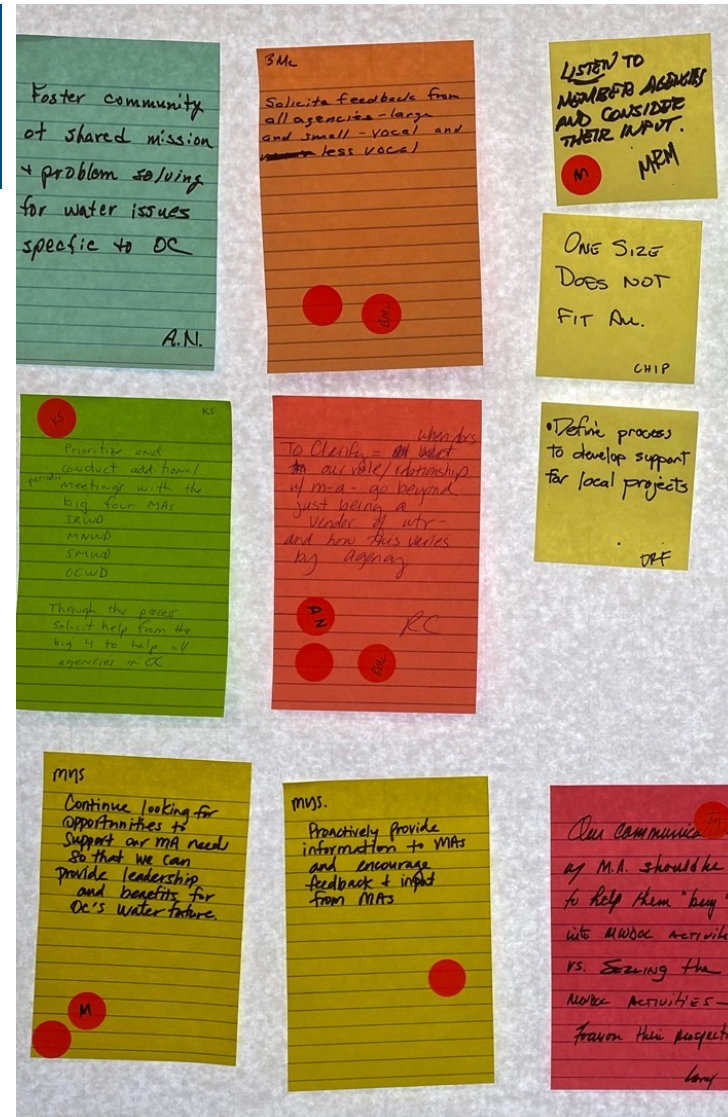


- For each heading, write one goal on a Post-it note that you believe is critical to accomplishing MWDOC's mission (5 minutes each)
- Each Post-it note should contain a single goal
- Multiple goals per topic heading are acceptable
- Describe each goal with enough specificity to allow a comparative assessment of its importance



2. Post Up Dot Voting

- Each board member and attendee has eight (8) dots total
- Spend as many dots as you choose on any goal
- Totals were tallied during lunch break
- No dot trading or lobbying



2. Post Up Dot Voting



Mission & Roles - 1

Discipline ourselves to maintain a healthy life on a daily basis. All need water.

Ensure the WSP continues to come out of MIST.

Discipline ourselves to maintain a healthy life on a daily basis. All need water.

TO PROVIDOR REFLECTOR WATER QUALITY IMPROVEMENT BOARD AND APMA

Provide role/value as quasic directly investing in Infrastructure.

Ensure all members activities & services align with member's mission.

Partner with local colleges & universities to share water knowledge with the next generation.

Acting roles to provide water to our customers from a range of resources available in and around the city and to develop new resources and strategies for future.

Harmonize a divergent effort to include diverse stakeholders perspectives.

Identify opportunities, partners, and projects to identify and secure funding for water infrastructure.

Member Agency Relationships - 1

Foster community of shared mission & problem solving for water issues specific to DC.

Engage members from all agencies in the water and local issues and common interests.

LISTEN TO MEMBER AGENCIES AND CONSIDER THEIR ADVICE. MHA

One Size Does Not Fit All. CHIP

Local process to develop support for local projects. DEF

Continually we create and measure our community and the agencies we serve. Always be transparent and open to improvement.

Remember that this means for them. Don't get lost in your own world. If we don't have a budget, it may be worth looking for a way to bypass it.

Continuous looking for opportunities of support and funding for DC's water future.

Proactively provide information to MHA and community. Advocate & report from MHA.

Don't be afraid to help them help. We have resources. If sharing them from this perspective. MHA

Outreach, Advocacy & Education - 1

Engage members, agencies to share their role in water and local issues and common interests. MHA

Remember that this means for them. Don't get lost in your own world. If we don't have a budget, it may be worth looking for a way to bypass it.

Local process to develop support for local projects. DEF

Continually we create and measure our community and the agencies we serve. Always be transparent and open to improvement.

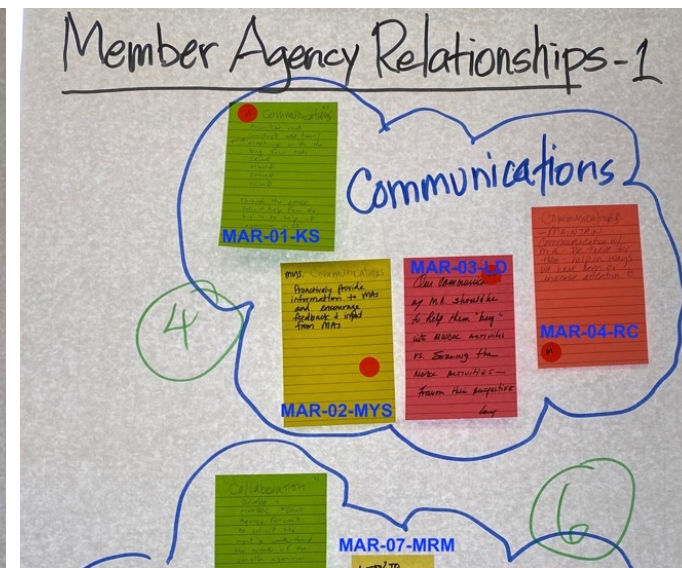
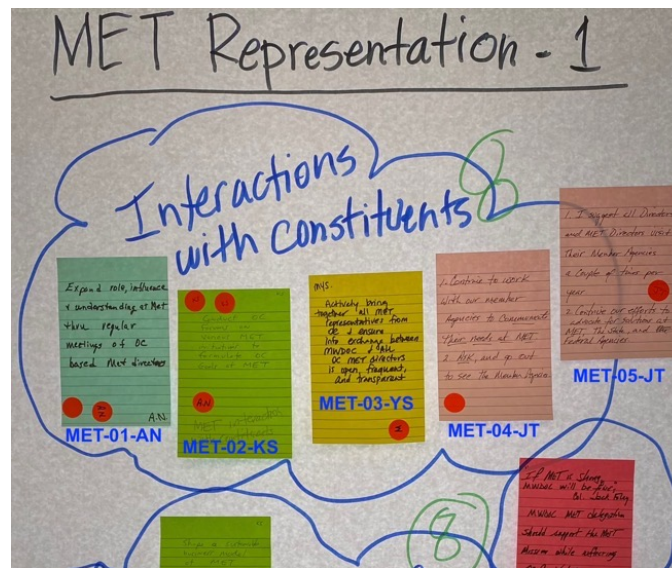
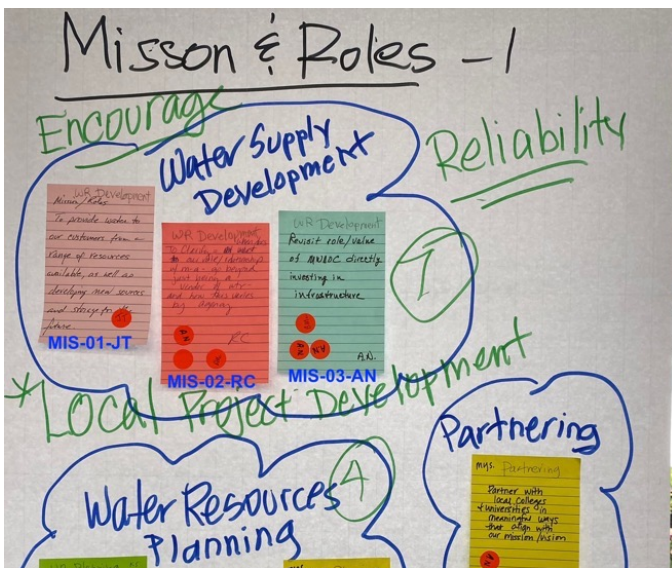
Remember that this means for them. Don't get lost in your own world. If we don't have a budget, it may be worth looking for a way to bypass it.

Continuous looking for opportunities of support and funding for DC's water future.

Proactively provide information to MHA and community. Advocate & report from MHA.

Don't be afraid to help them help. We have resources. If sharing them from this perspective. MHA

3. Groupings and Prioritization



Maintain a diligent effort to include diverse stakeholder perspectives

Create opportunities, avenues, and forums to identify and receive input on anything else MWDOC

Discipline ourselves to maintain a primary focus on water

Pursue our mission to meet future needs.

MIS-09-YS, MIS-10-YS, MIS-11-LD

Director interactions with constituents

Facilitate collaboration with staff with the Cities Rep. Lathan Reed

Identify and pursue activities to ensure stakeholder input, feedback, and involvement

Include a MET director in the meeting

Improve collaboration between MWDOC and BM

NO DOT VOTES

MET-11-BM, MET-12-YS, MET-13-KS, MET-14-BM

MWDOC PA should include more water related info

Take a regional leadership role under the three

EFFECTIVELY COMMUNICATES IMPROVED WATER

OEA-10-KS, OEA-12-MM

Code	Topic	Post-It Content	Dots	Source	Group
MET-06-KS	MET Director Platform	Complete MET's Implementation of the IRP so all can understand the future path we are on.	4	Seckle	Board
MET-02-KS	MET Director Consultation	Conduct OC forums on various MET initiatives to formulate OC goals at MET.	3	Yoo Schneider	Board
OTH-04-YS	Staff Development	Ensure that MWDOC invests appropriately to promote workforce development and succession planning for MWDOC to best serve the community and mission.	3	Yoo Schneider	Board
MIS-02-RC	Supply Development	Clarify when our role/relationship with Member Agency goes beyond simply being a vendor of water and how this varies by agency.	3	Crane	Board
MIS-03-AN	Supply Development	Revisit role/value of MWDOC directly investing in infrastructure.	3	Nederhood	Board
MEM-05-YS	Collaboration with MAs	Continue looking for opportunities to support our MA needs so that we can provide leadership and benefits for OC's water future.	2	Yoo Schneider	Board
MEM-08-BM	Collaboration with MAs	Solicit feedback from all agencies — large and small – vocal and less vocal.	2	McVicker	Board
OEA-07-JT	Reliability Planning	Increase desalination. Implement affordable water solutions such as funding conservation and protection. Protect communities from climate-driven weather extremes. Expand the State's capacity to capture stormwater runoff. Recycle all wastewater, capture stormwater, and desalinate seawater. Cut down on outside watering and use mulch to reduce evaporation and absorb more water.	2	Thomas	Board
OEA-02-YS	MA Survey Research	Engage Member Agencies to receive input on evolving needs, gaps, and opportunities where MWDOC can best provide services to promote success in outreach, advocacy, and education.	2	Yoo Schneider	Board
OEA-03-BM	Media Messaging	Expand Social Media outreach to include education of where water comes from.	2	McVicker	Board
MET-01-AN	MET Director Consultation	Expand role, influence & understanding of MET thru regular meetings of OC based MET Directors.	2	Nederhood	Board
MET-08-LD	MET Director Platform	"If MET is strong MWDOC will be fine." Col. Jack Foley. MWDOC MET delegation should support the MET Mission while reflecting Orange County values.	2	Dick	Board
MIS-04-KS	Reliability Planning	Work with MAs to Plan Water Supply & Demand objectives for OC out to 2050.	2	Seckle	Board
MEM-06-KS	Collaboration with MAs	Develop a MWDOC "Small Agency Forum" to solicit the input & understand the needs of the small agencies.	1	Seckle	Board
MEM-07-MM	Collaboration with MAs	<u>Listen</u> to Member Agencies and consider their input.	1	Markus	Agency

OTH-01-JT	Reliability Planning	We need: 1. New Water Sources less dependent on the State and Colorado River (Desal, Pure Water / stormwater capture, Cadiz, etc.) 2. Create more above or below ground storage, like dams, reservoirs, lakes, and basin storage.	1	Thomas	Board
OEA-01-JT	Grants and WUE	Build on our success applying for and obtaining grant money. Build on our success in Water Use Efficiency.	1	Thomas	Board
MEM-01-KS	MA Communications	Prioritize and conduct additional / periodic meetings with the big MAs (IRWD, MNWD, SMWD, OCWD). Through the process solicit help from the Big Four to help all agencies in OC.	1	Seckle	Board
MEM-02-YS	MA Communications	Proactively provide information to MAs and encourage feedback & input from MAs.	1	Yoo Schneider	Board
MEM-03-LD	MA Communications	Our communications with MAs should help them "buy" into MWDOC activities vs. selling the MWDOC Activities — focus on their perspective.	1	Dick	Board
MEM-04-RC	MA Communications	Maintain communications with Member Agencies. Be there for them. Help in we have been or increase attention.	1	Crane	Board
OEA-08-KS	MA Survey Research	Align outreach, advocacy & education between MWDOC and the Customer Agencies while realizing neither MWDOC nor the Customer Agencies have jurisdiction over the other,	1	Seckle	Board
OEA-06-YS	Media Messaging	Clearly define MWDOC's area of focus for outreach and education based on MA needs and MWDOC's mission.	1	Yoo Schneider	Board
MET-03-YS	MET Director Consultation	Actively bring together all MET representatives from OC & ensure info exchange between MWDOC & all OC MET directors is open and frequent, and transparent.	1	Yoo Schneider	Board
MET-04-JT	MET Director Consultation	1. Continue to work with our Member agencies to <u>communicate their needs at MET</u> . 2. <u>Ask</u> , and go out to see the Member Agencies.	1	Thomas	Board
MET-05-JT	MET Director Consultation	1. I suggest all Directors and MET Directors visit their Member Agencies a couple of times per year. 2. Continue our efforts to advocate for solutions at MET, the State, and Federal Agencies.	1	Thomas	Board
MET-07-KS	MET Director Platform	Shape a sustainable business model at MET.	1	Seckle	Board
MET-09-RC	MET Director Platform	Make sure we understand MWDOC's regional responsibilities (via MET's large service area) and how that translates to MWDOC and the Orange County region. Examine and understand our responsibilities to the region.	1	Crane	Board
OTH-03-LD	MET Director Platform	Redefine LRP at MET. Utilize MET (with three appointed board) to make the imperative decisions that require rate increases. Prioritize the multiple "missions."	1	Dick	Board
MIS-07-NS	Partnering	Partner with local colleges & universities in meaningful ways that align with our mission / vision.	1	Yoo Schneider	Board

OTH-02-AN	Reliability Planning	How do we ID diminishing returns & then respond for WUE, LRP & electrification of infrastructure?	1	Nederhood	Board
MIS-05-KS	Reliability Planning	Quantify & schedule out how much WUE savings should be targeted in OC over the next 40 years & include what it will cost to achieve.	1	Seckle	Board
MIS-06-YS	Reliability Planning	Ensure all MWDOC's activities & priorities align with MWDOC's Mission. Focus on long-term impacts and benefits. Keep a perspective on unintended consequences.	1	Yoo Schneider	Board
MIS-01-JT	Supply Development	Provide water to our customers from a range of resources available, as well as developing new sources and storage for the future.	1	Thomas	Board
OEA-04-RC	Target Audiences	Educate political leadership on how MWDOC's function and role fits into the county water system. (Educate political leadership and public on MWDOC's role as a water planning agency.)	1	Crane	Board
OEA-05-AN	Target Audiences	Use targeted marketing specific to needs of small, medium, and large OC water agencies vis-à-vis MWDOC services & accomplishments.	1	Nederhood	Board
MET-11-BM	Collaboration with MAs	Facilitate collaboration of OCWD Directors & staff with Three Cities Reps and other Reps.	0	McVicker	Board
MIS-08-BM	Collaboration with MAs	Combine reliability between G.W. and Import Agencies.	0	McVicker	Board
MIS-09-YS	Collaboration with MAs	Maintain a diligent effort to include diverse stakeholder perspectives.	0	Yoo Schneider	Board
MIS-10-YS	Collaboration with MAs	Create opportunities, avenues, and forums to identify and receive input on anything else MWDOC should consider in order to best pursue our mission and meet future needs.	0	Yoo Schneider	Board
MIS-11-LD	Reliability Planning	Discipline ourselves to maintain a <u>primary focus</u> on delivery of <u>reliable</u> high quality water.	0	Dick	Board
OEA-13-LD	General Comment	Concentrate our activity on our primary Mission & Goals — Mission Creep dilutes our efficacy on the <u>primary</u> mission. Concentrate on necessary vs nice to do.	0	Dick	Board
OEA-09-KS	Media Messaging	Expand participation & funding of WEEA to take the load off MWDOC staff. Should be an industry wide effort to develop more staffing opportunities.	0	Seckle	Board
OEA-10-KS	Media Messaging	MWDOC Public Affairs should include more water related info on the website as issues develop & decisions are made.	0	Seckle	Board
OEA-11-DF	Media Messaging	Take a regional leadership role under all three elements to set collaborative messages.	0	Ferons	Agency
OEA-12-MM	Media Messaging	Effectively communicate imported water education.	0	Markus	Agency
MET-13-KS	MET Director Consultation	Include a MET director in the individual meetings with Big 4 & in the small agency forum.	0	Seckle	Board
MET-14-BM	MET Director Consultation	Improve Collaboration between MWDOC Directors, North/South Reps and Three Cities Reps.	0	McVicker	Board

MET-10-KS	MET Director Platform	Initiate a process to get the State to build DCP & have them retain & allocate the benefits of the program as the State's response to Climate Change.	0	Seckle	Board
MET-15-DF	MET Director Platform	Develop MWDOC position on MET Finances, Projects aand Goals.	0	Ferons	Agency
MET-16-MM	MET Director Platform	Be a strong representative for OC at MWD.	0	Markus	Agency
MIS-12-DF	MET Director Platform	Ensure the LRP continues in some fashion at MET.	0	Ferons	Agency
MIS-13-MM	MET Director Platform	To provide reliable, high quality supplies from MWD.	0	Markus	Agency
MET-12-YS	Reliability Planning	Identify and pursue activities to ensure stakeholder input, feedback, and questions are actively received and proactively addressed.	0	Yoo Schneider	Board
QUE-01-DF	Reliability Planning	How do you pick projects to support? (i.e. Doheny, San Juan Watershed, Cadiz)?	0	Ferons	Agency
OTH-05-DF	Staff Development	Have MWDOC Professionals add goals.	0	Ferons	Agency

Dot Votes by Topic Area



Topic Area	Priority Based on Dot Voting
MWDOC's Mission	● ● ● ● ● ● ● ● ● ● ● ● 12
MET Policy Positions	● ● ● ● ● ● ● ● ● 9
MET Director Consultation	● ● ● ● ● ● ● ● 8
Reliability Planning	● ● ● ● ● ● ● ● 8
Member Agency Collaboration	● ● ● ● ● 6
Communications	● ● ● 4
Staff Development	● ● 3

Note: A bracket groups the 'MET Policy Positions' (9 dots) and 'MET Director Consultation' (8 dots) rows, with a total of 17 dots indicated.

Total Dots Voted: 50 | Total Participants (50 ÷ 8 = 6.25) 6+

Purpose of “Policy Goals”



1. Consistent with MWDOC’s authority, mission and roles
2. Critical to its long-term success
3. Focused on the future
4. **Descriptive of “ends” rather than “means”**

MWDOC's Mission



Clarify MWDOC's mission and roles by defining those functions and actions that help provide cost-effective, long-term water reliability and security for its member agencies and OC constituents.

- Clarify when our role/relationship with Member Agency goes beyond simply being a vendor of water and how this varies by agency. ● ● ●
- Revisit role/value of MWDOC directly investing in infrastructure. ● ● ●
- Work with MAs to Plan Water Supply & Demand objectives for OC out to 2050. ● ●
- Partner with local colleges & universities in meaningful ways that align with our mission / vision. ●
- Quantify & schedule out how much WUE savings should be targeted in OC over the next 40 years & include what it will cost to achieve. ●
- Ensure all MWDOC's activities & priorities align with MWDOC's Mission. Focus on long-term impacts and benefits. Keep a perspective on unintended consequences. ●
- Provide water to our customers from a range of resources available, as well as developing new sources and storage for the future. ●

MET Policy Positions



Balance support for MWD's regional mission and Orange County values and interests, with an emphasis on completing the IRP and shaping a sustainable business model.

- Complete MET's Implementation of the IRP so all can understand the future path we are on. ●●●●
- "If MET is strong MWDOC will be fine." Col. Jack Foley. MWDOC MET delegation should support the MET Mission while reflecting Orange County values. ●●
- Shape a sustainable business model at MET. ●
- Make sure we understand MWDOC's regional responsibilities (via MET's large service area) and how that translates to MWDOC and the Orange County region. Examine and understand our responsibilities to the region. ●
- Redefine LRP at MET. Utilize MET (with three appointed board) to make the imperative decisions that require rate increases. Prioritize the multiple "missions." ●

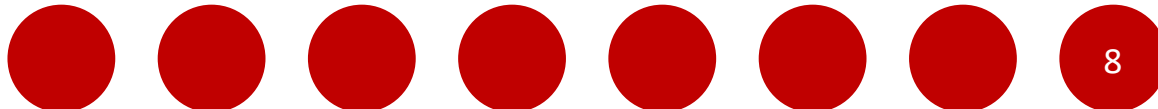


MET Director Consultation



Ensure that Metropolitan Directors regularly reach out to and collaborate with MWDOC's member agencies to represent their interests and needs at MWD.

- Conduct OC forums on various MET initiatives to formulate OC goals at MET. ● ● ●
- Expand role, influence & understanding of MET thru regular meetings of OC based MET Directors. ● ●
- Actively bring together all MET representatives from OC & ensure info exchange between MWDOC & all OC MET directors is open and frequent, and transparent. ●
- Continue to work with our Member agencies to communicate their needs at MET. Ask, and go out to see the Member Agencies. ●
- I suggest all Directors and MET Directors visit their Member Agencies a couple of times per year. 2. Continue our efforts to advocate for solutions at MET, the State, and Federal Agencies. ●

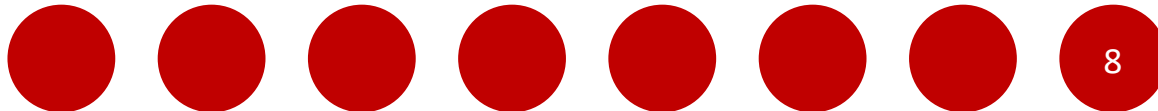


Reliability Planning



Work with member agencies to develop water supply and demand objectives that take a broad view of cost-effective options to increase supply and manage demands.

- Implement affordable water solutions such as funding conservation and protection. Protect communities from climate-driven weather extremes. Expand the State's capacity to capture stormwater runoff. Recycle all wastewater, capture stormwater, and desalinate seawater. Cut down on outside watering and use mulch to reduce evaporation and absorb more water. ● ●
- Work with MAs to Plan Water Supply & Demand objectives for OC out to 2050. ● ●
- We need new Water Sources less dependent on the State and Colorado River. ●
- How do we ID diminishing returns & then respond for WUE, LRP & electrification of infrastructure? ●
- Quantify & schedule out how much WUE savings should be targeted in OC over the next 40 years & include what it will cost to achieve. ●
- Ensure all MWDOC's activities & priorities align with MWDOC's Mission. Focus on long-term impacts and benefits. Keep a perspective on unintended consequences. ●

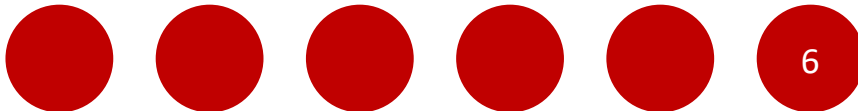


Member Agency Collaboration



Solicit input and feedback from member agencies to support their needs and create opportunities that benefit OC's water future.

- Continue looking for opportunities to support our MA needs so that we can provide leadership and benefits for OC's water future. ● ●
- Solicit feedback from all agencies — large and small — vocal and less vocal. ● ●
- Develop a MWDOC "Small Agency Forum" to solicit the input & understand the needs of the small agencies. ●
- Listen to Member Agencies and consider their input. ●

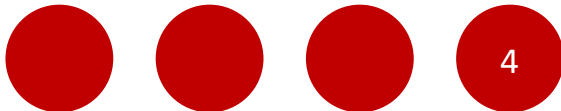


Communications



Strengthen communications and coordination of messaging with member agencies, tailored to large and small agency needs.

- Prioritize and conduct additional / periodic meetings with the big MAs (IRWD, MNWD, SMWD, OCWD). Through the process solicit help from the Big Four to help all agencies in OC. ●
- Proactively provide information to MAs and encourage feedback & input from MAs. ●
- Our communications with MAs should help them "buy" into MWDOC activities vs. selling the MWDOC Activities — focus on their perspective. ●
- Maintain communications with Member Agencies. Be there for them. Help in we have been or increase attention. ●



Staff Development



Invest in workforce development and succession planning to continuously strengthen and renew MWDOC's staff capabilities.

- Ensure that MWDOC invests appropriately to promote workforce development and succession planning for MWDOC to best serve the community and mission. ● ● ●



Board Strategic Goals Summary



	Topic Area	Potential Board Strategic Goals
1	MWDOC's Mission	Clarify MWDOC's mission and roles by defining those functions and actions that help provide cost-effective, long-term water reliability and security for its member agencies and OC constituents.
2	MET Policy Positions	Balance support for MWD's regional mission and Orange County values and interests , with an emphasis on completing the IRP and shaping a sustainable business model.
3	MET Director Consultation	Ensure that Metropolitan Directors regularly reach out to and collaborate with MWDOC's member agencies to represent their interests and needs at MWD.
4	Reliability Planning	Work with member agencies to develop water supply and demand objectives that take a broad view of cost-effective options to increase supply and manage demands.
5	Member Agency Collaboration	Solicit input and feedback from member agencies to support their needs and create opportunities that benefit OC's water future.
6	Communications	Strengthen communications and coordination of messaging with member agencies, tailored to large and small agency needs.
7	Staff Development	Invest in workforce development and succession planning to continuously strengthen and renew MWDOC's staff capabilities.

Suggested Next Steps



- Board finalize the goal statements
- Management develop actions to achieve goals
- Monitor progress
- Adjust and re-prioritize as needed



Board Discussion
