



Board Strategic Planning Session 2

Municipal Water District of Orange County

April 29, 2023

1

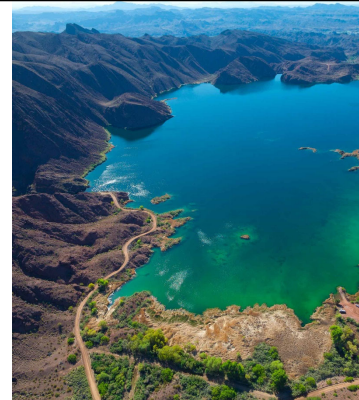
Agenda

- 01** Meeting Objectives & Board Exercises
- 02** Summary of Workshop 1 Post-it Note Feedback
- 03** Review of Top Ten Question Responses
- 04** Development of Policy Goals and Priorities
- 05** Setting Objectives and Outcomes



2

2

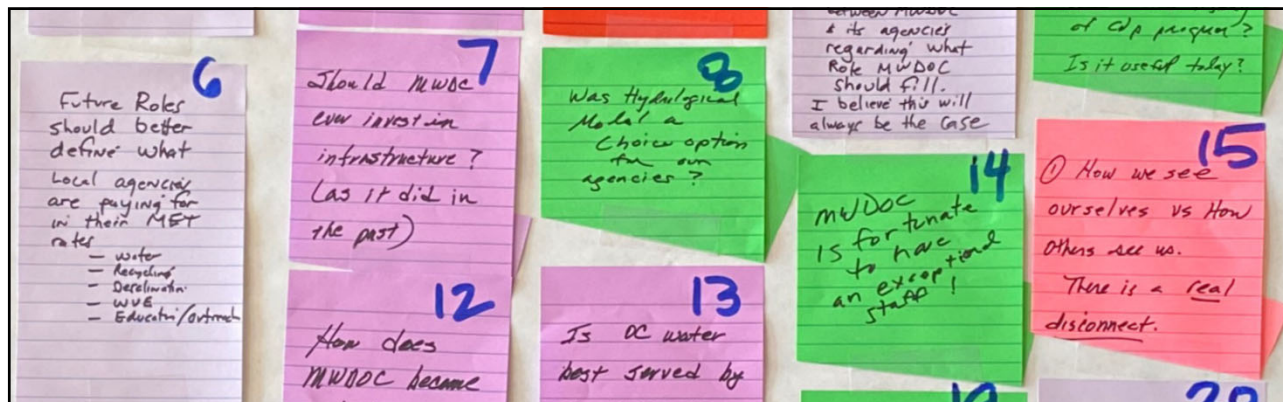


1 Meeting Objectives & Board Exercises



3

3



2 Summary of Post-it Notes



4

Summary of Post-it Notes



5

5

Summary of Post-it Notes



6

Summary of Post-it Notes



9
MWD OC's history
has been filled
with MWD OC
looking at what is
needed in OC
& to fill those
roles -
There has always
been tensions
between MWD OC
& the agencies
regarding what
role MWD OC
should fill.
I believe this will
always be the case.



MAXQDA2022

Code 55 Vision

Content

..Member Agency Relationships

..Observation

Color 55 Light Purple

Group 55 Board

VS-1-09

2 MWD OC's history has been filled with MWD OC looking at what is needed in OC and to fill those roles - there has always been tensions between MWD OC and its agencies regarding what role MWD OC should fill. I believe this will always be the case

7

7

Number of Post-it Notes

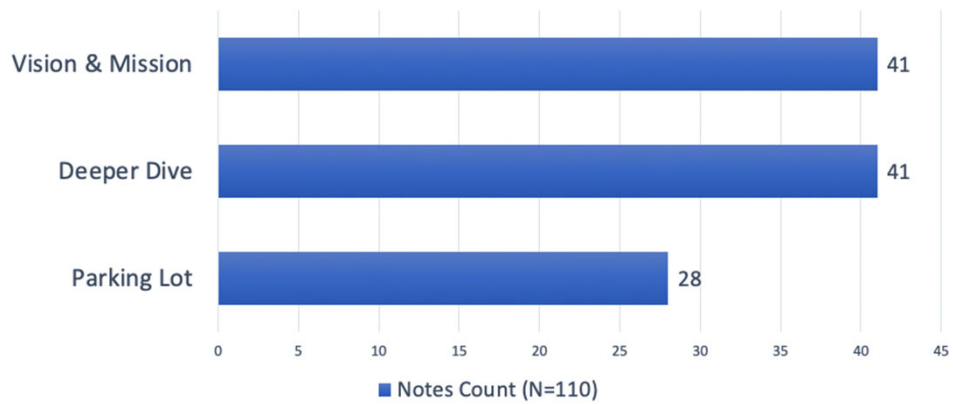


Chart Title	Board	Stakeholders	Total
Vision & Mission	37	4	41
Deeper Dive	41	0	41
Parking Lot	24	4	28
Total Received	102	8	110

8

8

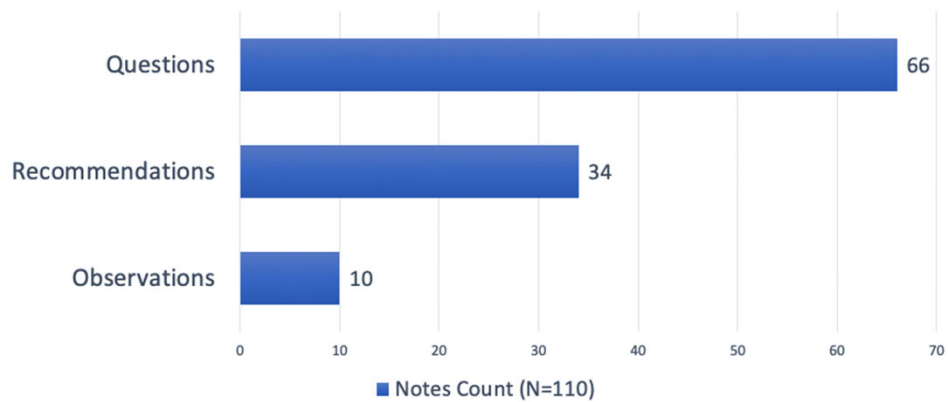
Note Count by Chart Heading



9

9

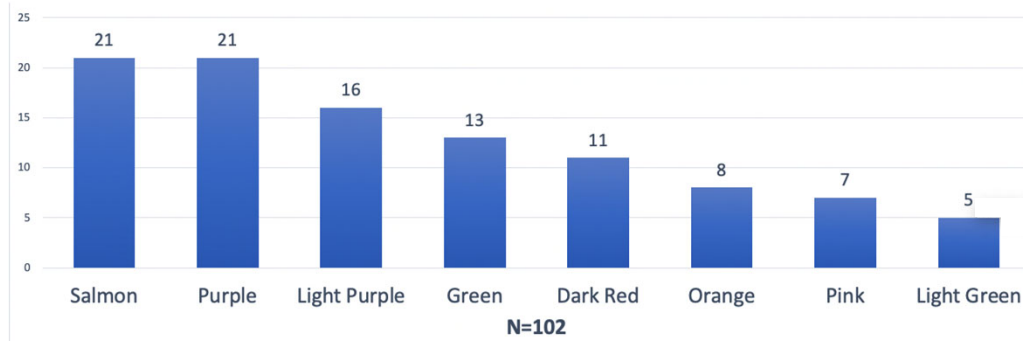
Note Count by Content Type



10

10

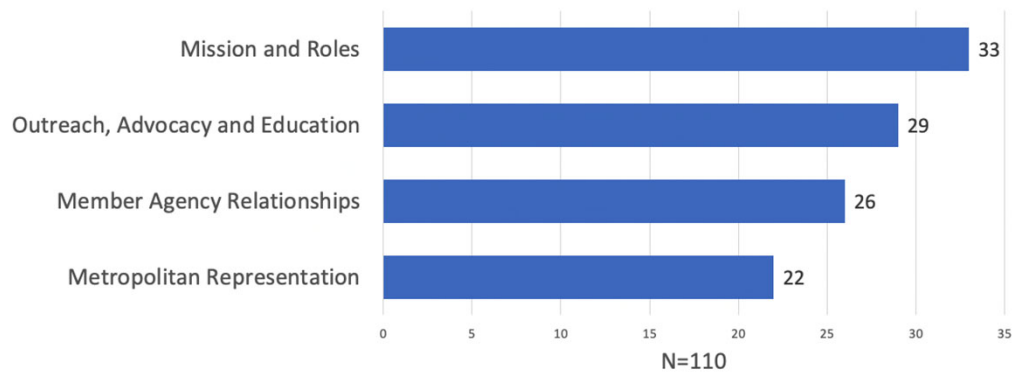
Notes from Board Members



11

11

Topic Focus All Participants



12

12



3 Review of Top Ten Questions

- Ten questions based on 59 Post-it notes grouped and consolidated by topic.
- If you have follow-up questions add to the questions chart with a Post-it note.



13

13

Top Ten Questions



MWDOC's Mission and Roles

1. What has MWDOC's role been in project development and how has that changed over the years?
2. What benefits can MWDOC add to local project development that cannot be obtained by other means?

Representation at Metropolitan

3. How do Metropolitan Directors from MWDOC reach agreement on critical votes? Are member agencies consulted? Do the MWDOC's directors consult with the directors from the three cities?
4. What is the history of the Local Projects Program and how has it helped Orange County? What is the present status of the LRP?

14

14

Top Ten Questions



Reliability Planning and Engineering

5. What are the key findings of the current reliability study, including expected demands and future supply?
6. What are the worst-case implications of volatility and hydrologic extremes on the SWP and Colorado River Water? What can be done about it?

Relationship with Member Agencies

7. What were the key take-aways from the facilitated discussions with member agencies process? What are we doing in response?

15

15

Top Ten Questions



Water Use Efficiency

8. What are the future opportunities for increased WUE? Where can MWD OC have the most impact?

WEROC

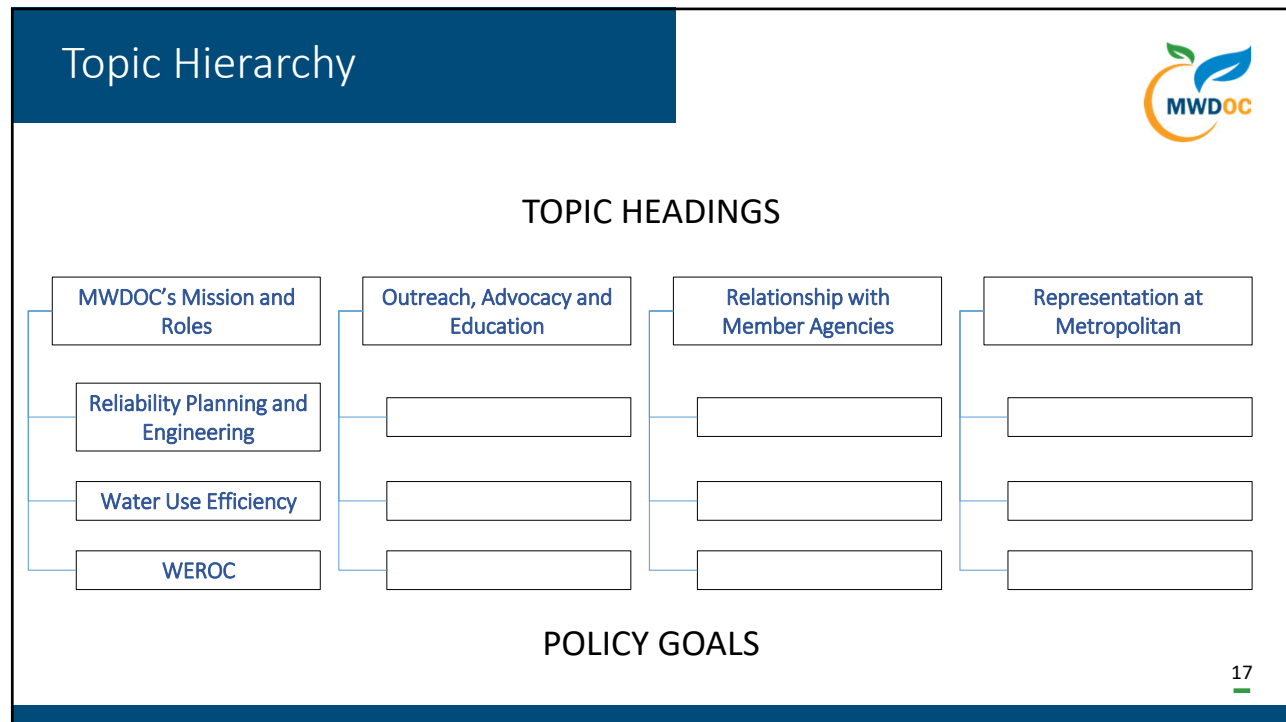
9. How does WEROC support MWD OC's mission? What is its greatest value?

Outreach, Advocacy and Education

10. What is MWD OC doing/planning to maximize the impact of public outreach and education campaigns? How do we measure success?

16

16



17



4 Goals and Priorities

“For MWD OC to be a robust agency in the future, what should its top 3-5 priorities be?”



18

18

Observations



1. Historically more rain/snow falls on CA than Colorado River - yet California stores less water - problem
2. MWDOC's history has been filled with MWDOC looking at what is needed in OC and to fill those roles - there has always been tensions between MWDOC and its agencies regarding what role MWDOC should fill. I believe this will always be the case
3. MWDOC is fortunate to have an exceptional staff
4. How we see ourselves vs how others see us. There is a real disconnect.
5. In recent years, agencies want to control MWDOC by limiting MWDOC's roles. Had we had their perspective at MET we would be much worse off today
6. Legislative advocacy should provide water policy - not usurp private property rights
7. MET projects/IRP - MWDOC role/support/coordination
8. Core/Choice is a good tool but the key is to define core activities that benefit all.
9. History - nice to hear how MWDOC has transitioned over the years to meet the Water/WUE/emergency needs of OC
10. Rebates should not underwrite the rich

19

19

SMART "Policy Goals"



SMART Goals Are:

1. Specific
2. Measurable
3. Achievable
4. Realistic
5. Timely



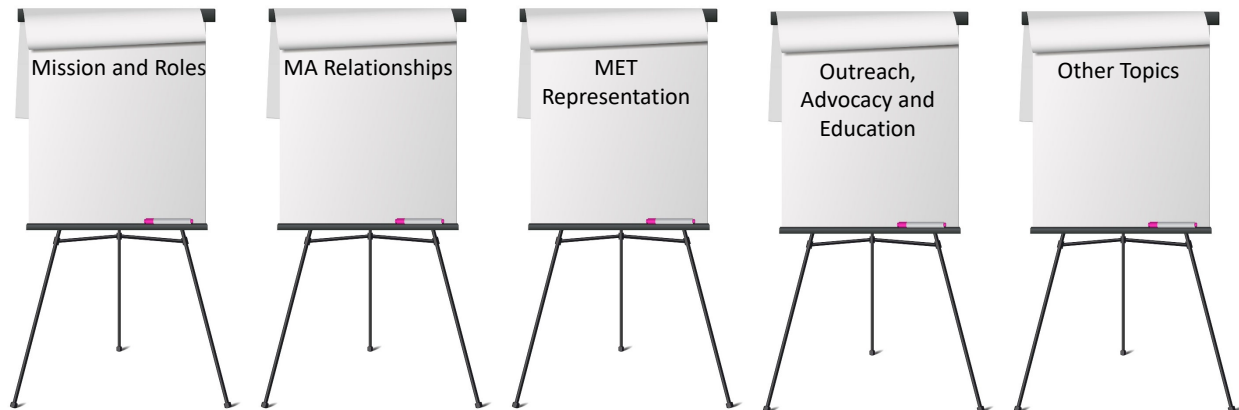
Policy-level goals should also be:

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"

20

20

Topic Headings



21

21

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



22

22

Recommendations by Topic



- Mission & Roles
 - **Commit to a policy of planning for abundance** - not adequacy
 - **Support Doheny Desal** efforts at all levels
 - **Build the WEROC facility**
 - We won't need a S. County upgrade on the WEROC facility until there is a disaster! Can we get it done?
 - **Develop a supply of emergency water** in OC or outside of OC
 - **Partner with local colleges and universities** in meaningful ways that align with our mission/vision?
- Takeaway
 - Support for active participation in infrastructure and supply development

23

23

Recommendations by Topic



- Outreach, Advocacy and Education
 - **Put heavy focus on "hot topics"** water supply locally and at the state level.
 - Why we conserve water even when it is raining!!
 - **Strengthen business outreach** in OC asking for support of water supply projects and what it means for and to their businesses
 - **Develop Speakers Bureau**
 - **Consider a branding effort** for WEROC
 - **Increase advocacy at SWRCB** on implications of WUE cost effectiveness
- Takeaway
 - Continue strengthening communications and education capabilities

24

24

Recommendations by Topic



- Member Agency (MA) Relationships
 - **Balance what the board** sees as necessary **with input and consideration from the MAs**
 - **Improve coordination** with our agencies like the Emergency Pipeline Shutdown MWD experienced
 - **Better communicate the benefits** of the Streams of Hope program and the WEEA relationship to MAs
 - **Coordinate MWD OC's messaging** with its customers
 - **Follow-up on facilitated discussions** with continued feedback and check-ins with member agencies
- Takeaway
 - Improve MWD OC's coordination and collaboration with Member Agencies

25

25

Recommendations by Topic



- Metropolitan Representation
 - **Clearly define that MET needs to be reliable** in the future — if MET is reliable, we all are reliable!
 - **Determine the total reliability of OC** in the event of a MET outage
 - **Establish a strong legislative effort** for the State projects (i.e., the Delta Conveyance)
 - **Provide input on LRP** to the MET directors
 - **Shape a sustainable business model at Metropolitan**
- Takeaways
 - Support MET supply reliability and financial health
 - Commit to understanding and closing local reliability gaps in OC

26

26

Prioritization of Goals

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



27

27



5 Objectives and Outcomes

“MWD OC is fortunate to have an exceptional staff”

What is expected?, Who is responsible?, When will it happen?



28

28



Board Discussion
