

North Bay Watershed Association Strategic Planning

Strategic Direction/Key Goal/Focus Area Strategy Template

Key Goal/Focus Area/Strategic Direction: *2-4 words beginning with a verb that sums up strategic direction. Start with the phrase the group came up with. You can revise if needed after you complete a draft*

#1 Take a One Water approach for the North Bay

Main Intent: *1-2 sentences explaining main intent; don't get caught up in wordsmithing*

The North Bay Watershed Association will sharpen our focus and bring members and partners together to look for ways that will build a more a more sustainable and integrated regional water supply portfolio, improve regional water quality, flood risk reduction and restore our watersheds

Measures of Success *(tip: Stretch but be realistic; be specific; needs to be measurable)*

1 year: Member agency staff and General Managers have met to share issues and concerns and define short term, medium term and long-range challenges and opportunities. End goal is to find regional approaches that will result in more efficient and effective water management, including supply, reuse (with NBWRA lead), groundwater, stormwater, water quality, sea level rise, and watershed protection.

3 years: The NBWA is actively working on 1-3 regional efforts to improve regionally integrated and sustainable water and watershed projects

Key Components/Actions *to work towards achieving success. Focus on the next 6-12 months. Use verbs. If you know who or timeframe include that information.*

- 1) Within six months NBWA will host 2-3 meetings with member GMs to begin discussion
- 2) By the start of 2020, the NBWA Board and the Technical Committee have defined a set of key gaps, challenges and opportunities for regional action on our shared issues.

Specifically:

- Add a standing agenda item for Board for interagency issues/opportunity sharing that Board members are prepared to address each meeting. This will rely on strong communication between NBWA Board, Board members and their respective staff and result in:
 - more coordinated efforts on projects and issues brought to the Technical Committee and

North Bay Watershed Association Strategic Planning

- help ensure that members are addressing the most pressing issues identified by their Boards, staff, customers, and constituents.
- Add a standing agenda item for Board members who sit on outside regional or state-wide organizations to report back to NBWA on relevant issues and opportunities {BACWA, ACWA, NBWRA, Restoration Authority, etc}; strengthen linkages
- Track state legislation and rulemaking and take collective positions when warranted and Board is in strong agreement (as it comports with current Mission Statement)
- Ask Steering Committee to review the possible candidates for NBWA membership and report back to the full Board in February 2019 with a short list of most likely new members.

Possible Barriers and Actions to Deal with them

Making the regional work a priority for busy staff and GMs, looking beyond each agency mandate and immediate, local work

- make the One Water conversation and intra-agency sharing a more prominent part of the ongoing NBWA agendas

Lack of resources for participants. Meetings are time; time is money

– NBWA Board delegates speak with their fellow agency Board members and staff to help establish this as a priority

Links and Connections *(i.e., other Stakeholders, Sites, Programs, organizations etc. that might need to be included in plan or might be involved in Implementation)*

NBWRA should be part of discussions and ongoing dialogs

Make stronger use of already existing Board delegate linkages: BACWA, BASMAA, ACWA, local, state and federal actions and policy shifts

Resources Available/Needed *(e.g., people, agencies, expertise, etc.)*

Develop and implement a One Water Regional Plan – formal plan development will require member interest and support, consultant support, and new funding.