

### 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

#### #4 Tell Our Story

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

The North Bay Watershed Association highlights the successes of its member agencies and partners as well as the association itself. This results in stronger local support for bonds and grants and publicly funded efforts because the public better understands the role of the member agencies and partners in the work to achieve a healthy north bay

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

**1 year:** Public Information Officers in member agencies work together to publicize coordinated messages about water issues and needs in the North Bay

**3 years:** The north bay public is aware of water supply, groundwater and wastewater issues and opportunities and looks toward our member agencies for forward looking solutions

**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) By February 2019 NBWA staff and Board will identify key agency leads and held a meeting to develop the ideas for outreach with the NBWA which could expect to be successful given the resources as hand.

2) Re-staff the NBWA Ad Hoc NBWA Communications Committee by tapping existing outreach professionals in the agencies and in our partner organizations and providing additional resources to assist the Association

Specifically:

- Identify regional watershed issues and host 1-2 workshops each year on these topics
- Email NBWA monthly notes directly to member agency Secretary of the Board for deeper reach into agency Boards
- Continue and strengthen ties to the RCDs and NGOs working on related issues
- Review need for Watershed Council and determine if another ways of coordination would be better for continued outreach to these partners

## North Bay Watershed Association Strategic Planning

- Continuously improve web presence; evaluated creation of FB page for NBWA, if yes, define lead

### **Possible Barriers and Actions to Deal with them**

Regional issues not priorities for the individual staff

– *Provide resources and direction from the Board to help reset priorities and look for messaging and materials that can be used throughout the region, building a more unified message and increasing efficiency of the individual efforts.*

Difficulty identifying unified messages that work for all Association Members

– *Board actively helps with messaging and materials by sharing key information about the member agency and the regional organizations to which each member belongs [See Strategic Direction 1]*

**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)

North Bay partner efforts; regional resource agency outreach staff

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

Time from current Public Information Officers needed; additional money may be needed to fully develop regional messaging and deployment

Larger efforts will need new funding and staff resources and possible leads coming from member agencies. These include: climate change tv station, Central Marin Education Center, public events to brand NBWA as a source of important regional water information.