

August 19, 2019

MEMORANDUM FOR: NBWA Board

FROM: Judy Kelly, Ex. Director
Chris Choo, Principal Planner, Marin Co.

SUBJECT: Progress of Year 1 NBWA Strategic Plan

During the fall of 2018, the board of the North Bay Watershed Association undertook a strategic planning process to better refine the focus of the organization and to address the important issues and opportunities expected in the next five years. During the course of four sessions, the board defined a vision, refined its mission statement, and crafted four strategic directions.

Strategic Direction 1: Take a One Water Approach for the North Bay

POSSIBLE KEY ACTIONS

1. *Within six months NBWA will host 2-3 meetings with member General Managers 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.*

SUCCESS INDICATORS

One 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. The 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.

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

STATUS:

- The NBWA Joint Technical Committee has set the One Water efforts as its focus and has set bimonthly meetings in 2019 to find common issues and opportunities. Board has received an overview presentation [June 2019] about One Water nationally and regionally; and a
- Specific memorandum from Horizon Water [July 2019] on where the NBWA members have already cooperated on issues and possible future opportunities.

Strategic Direction 2: Develop Regional Projects

POSSIBLE KEY ACTIONS

1. *By February 2019, the NBWA agency staff working on the Technical Committee and partners will meet to start to define the most strategic needs of the member organizations and begin defining the initial set of potential regional efforts to address these needs. Technical Committee meetings on a regular basis, stronger communication between the Board delegates and agency staff regarding priorities and issues.*
2. *The agency staff of the NBWA will actively work with their respective Board members to keep them apprised of the discussions concerning the NBWA Strategic Directions.*
3. *The Board will actively share information and look for joint directions with other NBWA Board members. These interactions will be agenzized for the Technical Committee and the Board.*

SUCCESS INDICATORS

One Year: By 2020, the Technical Committee has developed an initial package of potential multi-benefit, regional project concepts aimed water supply, water quality and watershed health, recognizing future climate challenges.

Three Years: The NBWA and partners have found funding for (See Strategic Direction #3) and are working on 1-2 regional projects

STATUS:

- JTC has prioritized one water and has heard from members who are taking a more regional approach with multiple agencies.
- JTC conducted online survey of members asking for ideas on where NBWA members could begin stronger cooperation
- JTC reports actions from meetings to the NBWA Board.
- The Board has instituted a monthly information exchange item to facilitate new possible areas of cooperation

Strategic Direction 3: Find Project Funding Sources

POSSIBLE KEY ACTIONS

1. *See actions identified in Strategic Direction 2. Specific suggestions: Consider if Proposition 68 might be a source of money just for Marin County and Mid-- Peninsula? Work with partners to develop North Bay project support language, regional and sub--regional, for inclusion into next water bond.*

SUCCESS INDICATORS

One Year: By 2020 the NBWA Technical Committee has a process that results in the Board and the Technical Committee being well informed on the most available/possible funding sources and being ready to cooperatively apply for these funds for regional and sub--regional projects.

Three Years: Find funding for 2--3 regional projects that align with the Strategic Directions of the NBWA.

STATUS:

- NBWA funded a new sub-regional strategy on Re-Oaking the North Bay and will help partners look for additional funding to expand the strategy to all four North Bay counties.
- The JTC will focus on the search for regional project funding when the Board and the JTC define the first priority ideas for common projects.
- Supervisor Connolly has called together regional partners to potentially craft a regional funding proposal for Federal Corps funding. A meeting with the SF District Corps staff was held in July 2019.
- The NB continues to compete well regionally; 28% of the latest round of Integrated Regional Water Management Plan (IRWMP) is proposed to go to the NB

Strategic Direction 4: Tell Our Story

POSSIBLE KEY ACTIONS

1. *By February 2019 NBWA staff will identify key ideas for increased outreach for the NBWA members that we can expect to be successful with resources as hand.*
 - *Tap outreach professionals in the agencies and in our partner organizations to provide guidance and/or assistance on outreach. These might include: Evaluate hosting 1--2 workshops a year on topics of regional concern, Emailing NBWA monthly notes to member agency Board Secretaries, continue and strengthen ties to the RCDs and NGOs working on related issues, review need for Watershed Council; activate or dissolve, continuously improve web presence; evaluated need for additional social media*

SUCCESS INDICATORS

One Year: Public Information Officers in member agencies advise on how best to publicize coordinated messages about water issues and needs in the North Bay. Work with contractor to increase timely outreach efforts.

Three 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.

STATUS:

- Website revitalized with new functions
- Quarterly online NBWA newsletter re-established with support from Data Instincts
- Key legislation now tracked by consultant and notices sent out directly to NBWA members when deemed of interest.
- Planning for 2020 NBWA conference underway: hotel secured, Committee begins meeting in September.
- Members now sharing agency information on a regular basis at Board meetings, reminded in July to also include pertinent information from other regional or water organizations to which they belong.
- Social Media expertise will be brought into 2020 Conference planning through SFEI.

In progress, do we still want to: [# of the Strategic Direction being which applies]

- 1) GM meetings on One Water postponed: more information gathered, then proceed [SD1]
- 2) Email NBWA meeting summary to all Member agency Board Secretaries [SD4]
- 3) Host a topical workshop during non-conference years [odd years – SD4]]
- 4) Take action on Watershed Council [SD4]
- 5) Increase involvement by member PIOs [SD4]
- 6) Work to get specific NB language into the next state water bond [SD2]
- 7) Look at Prop 68 as a possible source of funding for Marin