



Pajaro Valley
Water Management Agency

STRATEGIC PLANNING WORKSHOP #2

Pajaro Valley Water Management Agency

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Today's Agenda

5:15 pm	INTRODUCTIONS <ul style="list-style-type: none">• Introduction of SP24+ team• Meeting objectives & agenda	6:00 pm	DISCUSS OBJECTIVES AND REVISE <ul style="list-style-type: none">• Walk through objectives for each goal<ul style="list-style-type: none">• Are any objectives missing?• Should any be removed?• Should any be modified?
5:20 pm	SP24+ APPROACH + SCHEDULE <ul style="list-style-type: none">• Review approach• Review schedule<ul style="list-style-type: none">• January 2023 Survey/Interviews• March 22 2023 Workshop #1• April 25 2023 Workshop #2	7:50 pm	NEXT STEPS <ul style="list-style-type: none">• Identify information needed• Verify next steps
5:25 pm	FINALIZE M/V/V/G <ul style="list-style-type: none">• Review Mission, Vision, Values, and Goals from Workshop #1• Refine MVVG as needed• Roll-call vote to adopt	8:00pm	ADJOURN

Planning Approach



Survey/Interview Topics:

- Mission, Vision, Values (MVV)
- Opportunities and Challenges
- Desired Outcomes

Workshop Topics:

1. Draft MVVG
2. Populate goals with priority actions

Integrate outcomes from Surveys, Interviews, and Workshops to Draft Plan

VOTE ON MISSION, VISION, AND VALUES

Vote by Board of Directors

Mission and Vision Statements

UPDATED MISSION

PV Water's mission is to achieve sustainable groundwater resources in the Pajaro Valley for our vibrant agricultural, commercial, industrial, and residential communities for today and future generations.

UPDATED VISION

PV Water is committed to advancing the health of our groundwater basin for the prosperity and well-being of our diverse communities and ecosystems.

PV Water, as a forward-thinking steward, is entrusted with preserving secure and affordable water supplies while assisting our customers to conserve, innovate, and adapt for a resilient 21st century and beyond.

Values Statement

PV Water is dynamic and **resilient**, and we embrace the challenge of achieving a sustainable groundwater basin that will serve our interconnected communities.

Responsible

Environmental Stewards

Service Driven

Integrity

Leaders

Innovative

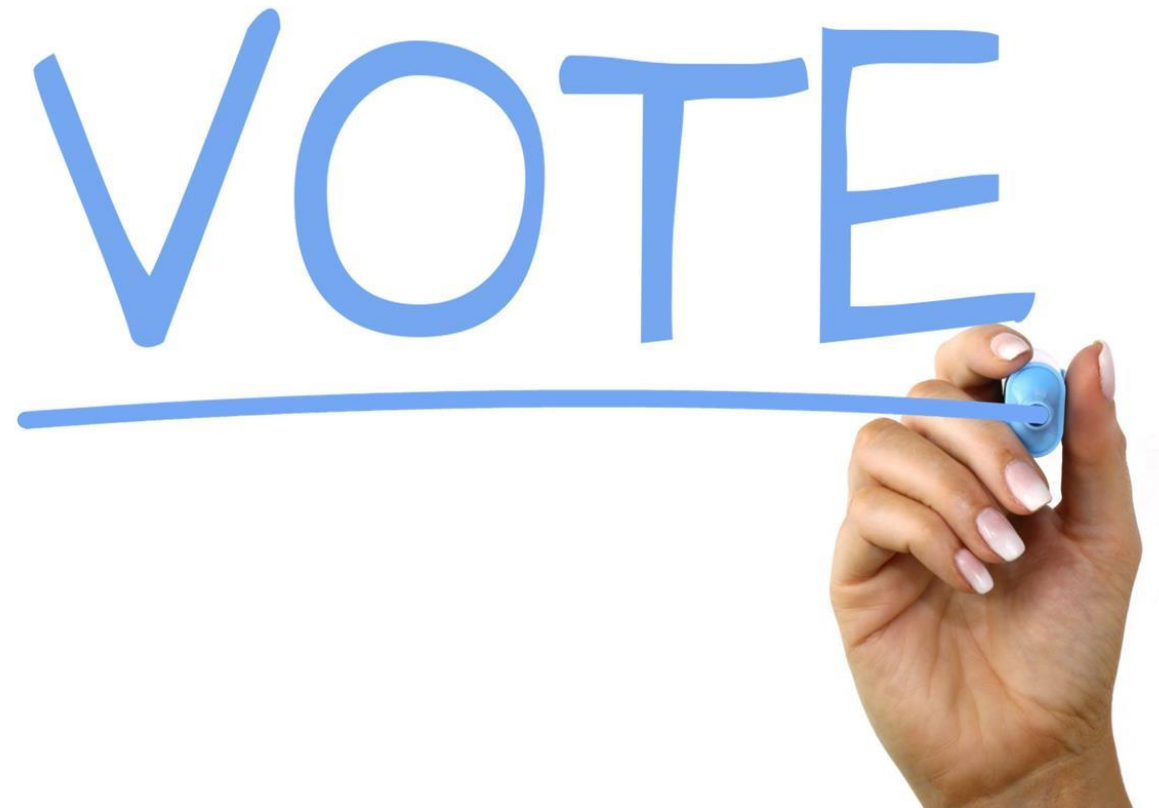
Ethical

Neighborly

Team Minded

Roll Call Vote on Mission, Vision, and Values

	Amy Newell, Chair
	Stephen Rider, Vice Chair
	Bob Culbertson
	Javier Zamora
	Mary Bannister
	Tom Broz
	Abel Sanchez



VOTE ON GOALS

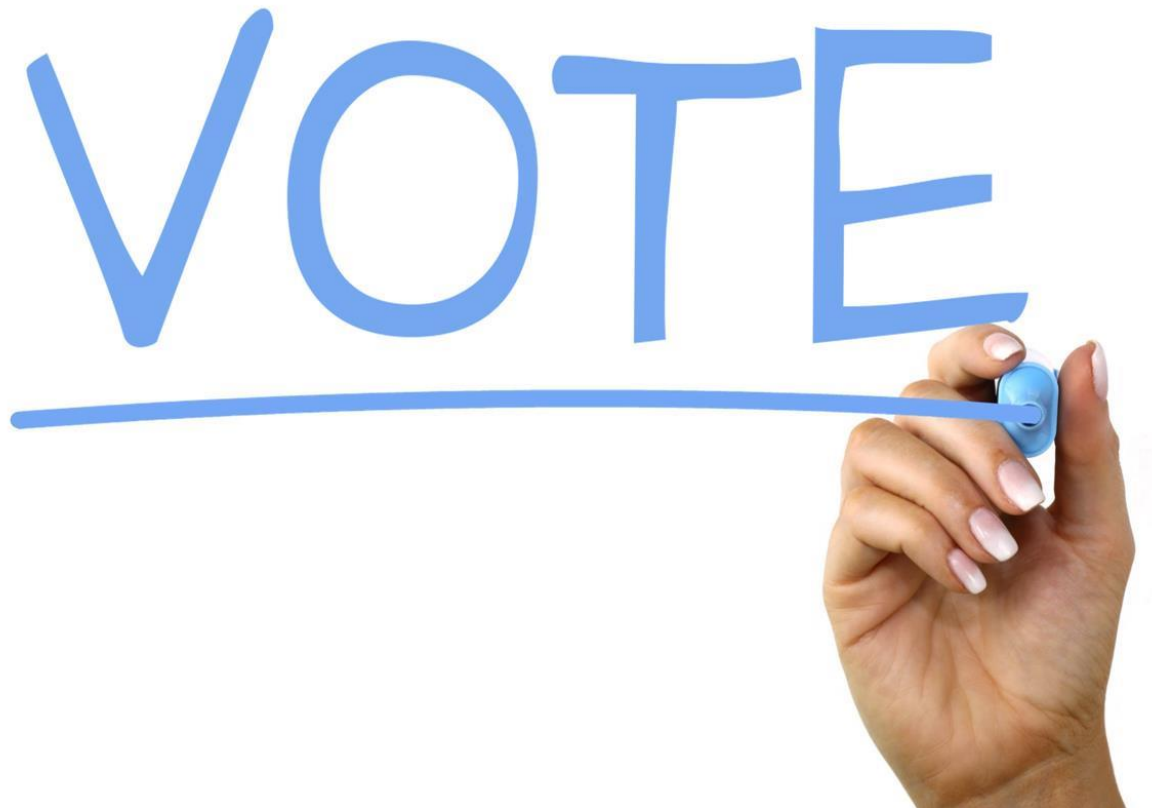
Vote by Board of Directors

Goals

- 1. Water Reliability for a Resilient Future**
 - 1a. Sustainable Groundwater Resources
 - 1b. Integrated Solutions for Sustainable Groundwater
 - 1c. Protect Groundwater Quality
 - 1d. Increase Conservation of Water Resources
- 2. Operate and Maintain Reliable Water Supply Facilities and Infrastructure**
- 3. Promote PV Water through Advocacy and Policy**
- 4. Elevate Community Outreach, Engagement, and Education to Achieve PV Water's Mission**
- 5. Strive to Achieve Excellence in Customer Service**
- 6. Nurture a Thriving Organization and Governance**

Roll Call Vote on Goals

	Amy Newell, Chair
	Stephen Rider, Vice Chair
	Bob Culbertson
	Javier Zamora
	Mary Bannister
	Tom Broz
	Abel Sanchez



DISCUSS OBJECTIVES

Specific actions needed to achieve the desired long-term outcome

Difference Between Goals and Objectives

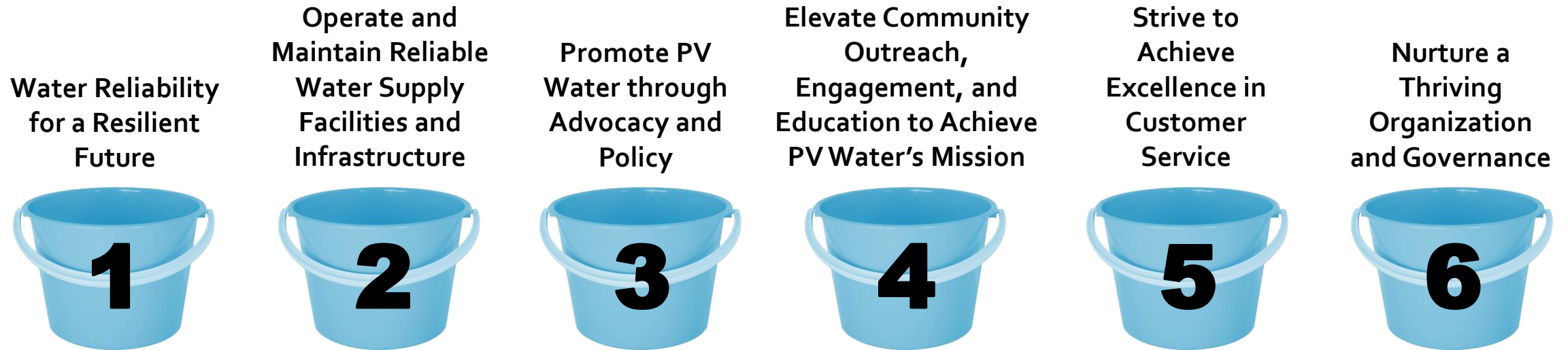
Goals

The Goals of an organization are overarching direction or achievements the organization wants to accomplish that may be considered long-term outcomes.

Objectives

Objectives are the measure of progress and what specific actions needs to happen to achieve the long-term outcome.

Overarching Goals Review



- 1a. Sustainable Groundwater Resources
- 1b. Integrated Solutions for Sustainable Groundwater
- 1c. Protect Groundwater Quality
- 1d. Increase Conservation of Water Resources

Notes:

- Goal #1 has subcategories to emphasize the drivers of PV Water's mission.
- Goals 2-6 are **NOT** in order of priority

Modify Objectives

- Live edit on Word document for Objectives
- Modify Objectives as needed based on feedback
- Refine Objectives until agreed upon

QUESTIONS?

Thank you – your participation will make the Strategic Plan a success.