

Strategic Plan 2026 Update Monterey County Water Resources Agency

Joint Board Leadership Meeting

May 11, 2026



**Contracted with Jacob Green
& Associates to Update the
Agency's Strategic Plan**

Overview

**STEP 1: PROJECT KICKOFF &
REVIEW AND ASSESSMENT**

**STEP 2: STAKEHOLDER
ENGAGEMENT**

**STEP 3: STRATEGIC FRAMEWORK
UPDATE WORKSHOPS**

**STEP 4: DRAFT AND FINAL
STRATEGIC PLAN**

**STEP 5: IMPLEMENTATION AND
PERFORMANCE MEASURES**



STEP 1: PROJECT KICKOFF & REVIEW AND ASSESSMENT

April 1st: Project Kickoff

- confirm project goals, roles, communication protocols, and schedule

Collect and Review Background information

- Shared key documents to help team understand current priorities and strategic direction



STEP 2: STAKEHOLDER ENGAGEMENT

Develop a stakeholder engagement plan that is practical, efficient, and designed to gather meaningful input to inform the Strategic Plan

- Surveys for the public and staff/BOD
- One-on-one interviews
- Small focus groups

Results: identify common themes, areas of alignment, and key issues



STEP 3: STRATEGIC FRAMEWORK UPDATE WORKSHOPS

Build alignment between the Board and staff and guide participants through a structured, high-impact process to reaffirm the Agency's purpose and how it can best serve its customers and the broader community

- Review and discuss information gathered through engagement and assessment activities
- build on this foundation and focus on finalizing the Agency's vision, mission, and values, confirming or updating strategic goals, and developing supporting objectives and initiatives



STEP 4: DRAFT AND FINAL STRATEGIC PLAN

- Draft Strategic Plan to be presented to the Agency's Planning Committee
- Final Strategic Plan, based on feedback received, presented to the Board of Directors and the Board of Supervisors for adoption



STEP 5: IMPLEMENTATION AND PERFORMANCE MEASURES

Staff workshops with the Agency's team and experts to translate each Objective into clear, actionable steps

- Defines priorities, assigns responsibilities, and establishes outcomes
- Moves into implementation with clear accountability and a practical roadmap for progress
- Provides a custom-built Work Plan Tracker to support execution of the Plan.



Project Schedule

Step	Time for Completion	Timeframe
Step 1: Project Kickoff & Review and Assessment Deliverable: Project Work Plan and Schedule	2 weeks	April 1, 2026 – April 14, 2026
Step 2: Stakeholder Engagement Deliverable: Environmental Scan and Stakeholder Engagement Summary	8 weeks	April 15, 2026 – June 9, 2026
Step 3: Strategic Framework Update Workshops Deliverable: Two, one-day workshops	4 weeks	June 10, 2026 – July 10, 2026
Step 4: Draft and Final Strategic Plan Deliverables: Draft Updated Strategic Plan and Final Strategic Plan	12 weeks	July 11, 2026 – Sept. 29, 2026
Step 5: Implementation and Performance Measures Deliverable: Implementation and Performance Measurement Framework		

Next Steps



STAKEHOLDER ENGAGEMENT

- **Surveys** will be posted this week!

[mcwater.info under news/announcements](https://mcwater.info/news/announcements)

- One-on-one **interviews** to be scheduled for **end of May/early June**
- **Small focus groups** to be scheduled for **early June**

STRATEGIC FRAMEWORK UPDATE WORKSHOPS

- **Workshops** will be held in **July**

