

Strategic Plan 2026 Update Monterey County Water Resources Agency

Planning Committee

August 5, 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 - COMPLETE

April 1st: Project Kickoff

Collect and Review Background information

STEP 2: STAKEHOLDER ENGAGEMENT – COMPLETE

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

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

STEP 3: STRATEGIC FRAMEWORK UPDATE WORKSHOPS – COMPLETE

Build alignment between the Board and staff to reaffirm the Agency's purpose and how it can best serve its customers and the broader community

July 8th Boards' Workshop

- Review and discuss information gathered through engagement and assessment activities
- Draft the Agency's vision, mission, values, and strategic goals

July 9th Staff Workshop

- Review and discuss information from Day 1
- Develop supporting objectives and initiatives



AGENCY'S MISSION, VISION, VALUES, AND STRATEGIC GOALS

Mission Statement:

Skillfully managing, protecting, and sustaining Monterey County's water resources.

Vision Statement:

A thriving community where families, agriculture and businesses prosper together.



AGENCY'S MISSION, VISION, VALUES, AND STRATEGIC GOALS

Values:

Leadership and Expertise

Exercise sound decision-making through knowledge and actions.

Stewardship

Responsible management of financial, developed and natural resources.

Transparency

Operate in an open and inclusive environment for decision-making, information sharing and reporting progress.

Integrity

Act with openness, honesty, consistency, and utilizing professional standards for decision-making.

Public Service

Support the communities we serve and the public good through responsible actions.

Collaboration

Work effectively with stakeholders and related organizations to advance our mission and vision.



AGENCY'S MISSION, VISION, VALUES, AND STRATEGIC GOALS

Goals:

Goal A - Expand and diversify revenue streams to meet evolving agency needs

Goal B - Maintain and improve infrastructure, projects, and programs

Goal C - Lead water development planning

Goal D - Enhance communication and public education

Goal E - Build organization capacity



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

Project Milestones		Dates	Status
Step 1:	<i>Project Kickoff & Review and Assessment</i>	4/6/2026	Complete
Step 2:	<i>Stakeholder Engagement</i>	04/20/26 – 06/12/26	Complete
Step 3:	<i>Strategic Framework Update Workshop</i>	06/15/26 – 07/10/26	Complete
Step 4:	Draft and Final Strategic Plan	07/13/26 – 10/16/26	In Progress
Step 5:	Implementation and Performance Measures	07/13/26 – 10/16/26	In Progress

* Timeline needs to be updated to reflect additional review and meeting preparation times

Next Steps

Implementation and Performance Measures



- **Staff** meetings to begin in **August** to develop/refine the **objectives and strategies** for each goal
- Create the **implementation plan** including clear, actionable steps

DRAFT Strategic Plan

- Staff and consultants are **preparing DRAFT** for review
- **Planning Committee** will consider DRAFT plan at **October/November** meeting

