



**Title:** Strategic Action Planning – Climate Action and 2027 Plan

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**Purpose:**

To engage in discussions to support a 2023 Board Retreat, bringing focus to MCWD's five-year strategic priorities.

**Background:**

At the midpoint in its 10-year watershed plan cycle, and five years since its last strategic plan, the MCWD Board of Managers has spent time analyzing its past and current situation, all to support preparations for the future. Recently the Board agreed to undertake a series of discussions, leading to a 2023 Board Retreat, that will culminate in the development of a new five-year strategic action plan to guide the organization leading into development of the 2027 Watershed Management Plan (Plan).

During its first discussion, the Board spent time with staff brainstorming and sorting five-year priorities. Below is a synthesis of the six categories of priorities from this discussion:

**1. Build High-Impact Capital Projects**

*Deliver quality projects that measurably improve the watershed, community, and create place.*

**2. Deliver Meaningful Climate Action Policy**

*Move from the Climate Action Framework to a 2027 Watershed Management Plan with full community support.*

**3. Strengthen Partnerships**

*Increase the level of explicit support for MCWD's priorities at local, regional, and state levels.*

**4. Leverage MCWD's Brand Equity**

*Maximize the perceived value of working with MCWD, to generate new opportunities.*

**5. Enhance Data-Driven Decision Making**

*Create tools to understand the watershed, inform decisions, shape communications, and build trust.*

**6. Invest in People and Reinforce Culture**

*Grow capabilities, methodically expand the team, and fortify culture to achieve excellence.*

In each of these focus areas, MCWD has existing action plans (e.g. 5-Year CIP, Climate Action Framework, Outreach Plan). In each meeting, these existing plans will be reflected out, and discussion will drill down into unanswered questions and ideas. This process will synthesize existing plans and discussions in a five-year strategic action plan.

- [January 2023 PPC – Kickoff Brainstorming of Five-Year Priorities](#)
- [March 2023 OPC – Capital Projects](#)
- April 2023 PPC – Climate Action and 2027 Plan
- May 2023 PPC – Partnerships and Brand Equity
- June 2023 PPC – People and Culture
- July 2023 Retreat – Data-Driven Decisions and Strategic Priorities Synthesis

**Summary:**

As the Board engages in discussions around the priority area of climate action, it is building from the clarity developed in 2022, provided through the [Climate Action Framework](#).

The 2027 Plan will carry forward elements of past plans while adding emphasis and clarity around climate action and regional flood management. The MCWD's 2007 Plan provided a strong technical foundation and metrics for addressing water quality issues. The 2017 Plan focused on strengthening relationships and partnering with the land use community to improve the success of MCWD's implementation efforts, while continuing to focus primarily on water quality metrics. Building on these two plans, and following the direction set in the Climate Action Framework, the 2027 Plan will provide both the technical understanding and partnership approach to manage water quantity (i.e. flooding) issues across the watershed.

While climate action will be a significant focus for the 2027 Plan, it is not the only one. In addition to water quality and water quantity, the 2017 Plan established [strategic goals](#) for ecological integrity and thriving communities. The 2027 Plan is an opportunity to create clearer metrics and strategies for addressing all four goal areas. For example, staff are exploring how Diversity, Equity, and Inclusion (DEI) can be integrated into the 2027 Plan by adding an equity lens to the District's work and defining metrics to support the thriving communities goal. Part of the PPC discussion will focus on identifying desired outcomes for the 2027 Plan, both within and beyond climate action.

As laid out in the Climate Action Framework, a major focus over the next five years will be the development of the watershed-wide 2D model and the accompanying stakeholder engagement process to inform climate policy and implementation strategies for the 2027 Plan. Staff will be working in 2023 to develop the engagement plan, which will be initiated in 2024. The second part of the PPC discussion will focus on informing this engagement plan.

Please consider the following questions ahead of the meeting:

1. 2027 Plan outcomes:
  - a. What will a successful 2027 Plan achieve?
  - b. What policy questions do we want to answer?
  - c. How will we measure the success of the 2027 Plan?
  
2. Stakeholder engagement:
  - a. What stakeholders must be engaged in the planning process?
  - b. What threats or opportunities should we consider in planning for effective engagement?
  - c. What information or deliverables should we look to get out of the engagement process?

**Supporting documents:**

[Climate Action Framework](#)