



MEMORANDUM

To: MCWD Board of Managers
From: Becky Christopher
Date: December 12, 2016
Re: Strategic Planning for December 15, 2016 PPC Meeting

Purpose:

To provide an outline for the strategic planning discussion at the December 15, 2016 Planning and Policy Committee (PPC) Meeting.

Background:

Through the strategic planning process to date, the organization has:

- Redefined its Vision, Mission, Goals and Guiding Principles
- Undertaken a thorough self-assessment through Phase I – Issue Identification
- Initiated Phase II – Analysis and Decision Making
 - Discussed the purpose and priorities of every program

Following the initial review of program purpose and priorities, a few programs were identified as needing to be brought back for further discussion – AIS, Education-Communications, and Cost Share.

At the December 8 PPC Meeting, the Managers revisited the District's role in AIS as part of the Research & Monitoring Program. Specifically, staff outlined proposed roles in AIS control/management, rapid response, research, and prevention and the conditions under which staff would recommend engaging in these activities. Staff prioritized the activities as follows:

1. Management/Control
 - Prioritized & coordinated with planning & project development
 - Manage high ecological impact species – meets criteria (e.g., common carp)
2. Early Detection & Rapid Response
 - Engage in response when specific criteria are met
3. Promoting Research
 - Informs District AIS activities
 - Prioritized with specific criteria
4. Prevention through partnerships
 - Develop a framework to reduce District resources but still maintain partnerships

The attending Managers generally agreed with the program direction and priorities as presented.

We collaborate with public and private partners to protect and improve land and water for current and future generations.

Also at the December 8 Meeting, staff introduced a conceptual model for organizational planning. The proposed model is intended to address the District's need to maintain desired levels of alignment established through strategic planning, while scanning the environment and adapting and prioritizing resource deployment in real-time between planning cycles. The attending Managers expressed support for the conceptual model. Staff will continue to develop these concepts and bring them back for further discussion in January.

December 15 PPC - Education, Communications, and Cost Share:

At the November 10, 2016 PPC Meeting, the Education and Communications (Ed/Comm) staff outlined the following goals for their programs:

- Communications Goals:
 - That people understand what the District is, what the District does, and how the District does its work
 - That people perceive the MCWD as credible, cost-efficient, transparent, and accountable
 - That people support the work of the MCWD and want to partner with the District
 - That people have access to information about water quality issues and how they can help
- Education Goals:
 - That people are aware of and knowledgeable about water resource issues and solutions
 - That people have the tools, resources and skills to take action
 - That people are taking action to protect and improve water resources

Staff also reviewed the District's various grant programs, noting that currently, the grants offered through the Cost Share and Education programs fall into two larger categories:

- Grants that promote the installation of infrastructure that improves water resources (implementing)
- Grants that promote education regarding water resource issues and protection (influencing)

Staff reviewed the findings of the staff evaluation process, which identified two key issues to be addressed for these programs:

- Ed/Comm and Cost Share activities are too disperse and wide-ranging; focus must be improved
- Ed/Comm must improve coordination with other District programs

Following discussion, the attending Managers noted that they would like to see more detailed information regarding how staff would set focused priorities for Education, Communications, and Cost Share before offering their recommendations. At the December 15 PPC Meeting, staff will recap information discussed to date and facilitate a discussion of priorities across these three programs.

Next Steps:

After program discussions conclude in December, the process will shift into discussions of priorities at an organization level and decision making, followed by Phase III – Operationalizing the Strategic Plan.

If there are questions in advance of the meeting, please contact Becky Christopher at 952-641-4512 or bchristopher@minnehahacreek.org.

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