



Attachment 1 – Strategic Initiatives

External Policy Initiatives

- **Permitting Program Alignment** - District regulations and processes will be optimized for natural resource protection, simplicity and efficient administration, while developing clear pathways and incentives for partnership.
- **Responsive Model** - To complement the focal geography approach, the District will develop a model for scanning for opportunities, prioritizing opportunities and requests for partnership, and responding with projects and programming. This work may include developing a project priority list and responsive capital improvement program.
- **Policy Program** - Collaborating with local, regional, state and private entities to identify policy and procedural changes that would improve land-use water integration at a MCWD and broader regional scale.
- **Long-range Planning** – Collaborating with local, regional, and state entities to identify long-range planning and data needs to inform the next round of 10-year plan updates (e.g. flood resilience, BMP maintenance, model ordinances).

Internal Planning Initiatives

- **Strategic Communications and Engagement** - Developing a strategic communications and engagement plan to evaluate existing programming, conduct target audience research, and develop new aligned outreach programming to support projects, influence policy, enhance reputation, and promote early coordination of public and private planning and investments.
- **Research & Monitoring Program Alignment** – Integrate and align former monitoring and aquatic invasive species programming into one cohesive Research and Monitoring Program that collects and analyzes watershed data to drive capital project planning and policy, evaluate the benefit of MCWD’s actions, and develop data driven communications.
- **Project Implementation** – To support the implementation of high impact capital projects, the District must continue to (1) develop its project management framework, prediction of financial and human resource needs, and funding strategy; and (2) enhance program connections and realign work in support of project implementation.

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- **Evaluation and Reporting** – Improving the District’s ability to measure, evaluate, and communicate about progress toward its goals.
- **Organizational Culture** – Developing a plan that outlines how the District will invest in a culture of transparency and idea meritocracy to support continuous improvement. Delineate the expected behaviors that support that culture, and how that culture will promote alignment and engagement of District staff to work towards achieving the District’s priorities.

Operational Initiatives

- **Human Resources** – Develop a human resources plan and philosophy that identifies and meets the needs of the organization.
- **Information Technology** – Develop a plan for investment in information technology to meet program needs and improve efficiency and effectiveness.
- **Finance/Accounting** – Improve processes and develop policies to support the District’s budgeting, accounting, and financial planning needs.
- **Facilities Plan** – Develop and implement plans to improve the District’s headquarters, to support the effective and efficient operation of District staff.

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